

I N S I D E:

SELLING AOR SUCCESSFULLY

"With the exception of geriatric-type business, I feel our station is a viable contender for any piece of business in the Dallas-Ft. Worth area."

— Gene Boivin, Station Manager, KZEW/Dallas

With advertisers looking for 25-49 buys and AOR stations scoring 18-24 and 18-34, selling can be a challenge. Several managers and executives reveal a few tricks of their trade.

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CUBA CHALLENGES U.S. RADIO AGAIN

As the VOA's Radio Marti gets ready for launch, Cuban officials threaten to retaliate by jamming American frequencies, as Brad Woodward relates. Plus the debut of R&R's new "Washington Q&A" service.

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PEOPLE IN THE NEWS THIS WEEK

- Ed Salamon, Frank Murphy Exec. VPs at United Stations
- Ed Mascolo National Promotion Director at RCA
- Joel Grey OM at FM100/Denver
- Chris Elliott FM100's PD
- Pat Rodgers PD for WTMJ



Ed Mascolo Ed Salamon Frank Murphy

- Vince Gardino PD for ABC Entertainment
- Leslie Benson Director/Station Acquisition for ABC
- Ed Curran PD at WIND
- Mark Driscoll WZPL PD
- David Crowl VP/GM for KKRZ
- Ed Hardy GM at KUPL-AM & FM
- Mark Jonsson Executive VP at Jonsson Broadcasting
- Richard Irwin KROY's OM
- Jona Denz PD at KROY
- Tony Brown VP/A&R at MCA/Nashville
- Patti Olsen MCA/Nashville Promotion Director
- Dave Mack McClellan joins Peter Svendsen firm
- Steve Warren PD at KKYX
- Mark Clarco GM at WCOG
- Phil Valentine OM/PD for WCOG
- Ed Hartley WQBK PD
- Cris Conner PD at KKAT
- Ralph Conner Exec. VP at Weiss & Powell
- Steve Marriott VP at Weiss & Powell

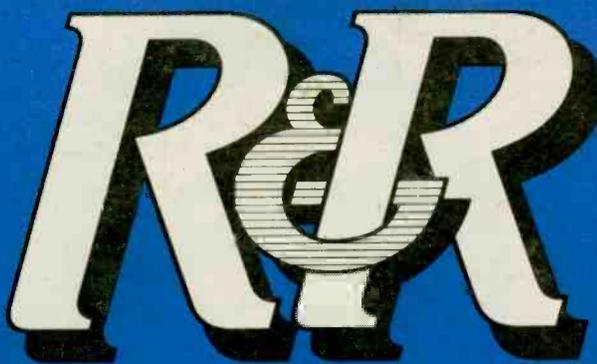
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HOWARD STERN ON PRACTICAL OUTRAGE

Dan O'Day debuts his Air Personalities column with a colorful, no-punches-pulled interview with WNBC/New York's Howard Stern, including tips on just how far to go on the radio.

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Newsstand Price \$3.50



RADIO & RECORDS

Infinity On The Move

Buys WJJD & WJEZ For \$13.5 Million; Promotes Four To VP

Infinity Broadcasting has purchased Plough's Chicago stations WJJD & WJEZ for \$13.5 million, and promoted three of its general managers and one sales director to VP positions.

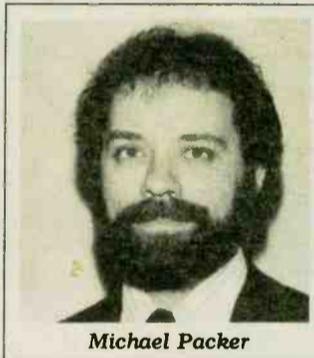
HARPER NEW WXYZ PD

Packer Joins KTRH As Station Manager

Michael Packer has been appointed Station Manager of KTRH/Houston. He comes to the station following four years as Operations Manager of WXYZ/Detroit.

Commenting on the appointment, KTRH & KLOL President/GM Jay Jones told R&R, "We're very excited about bringing Michael on board. He grew up in the Houston area, he knows the territory, and he's certainly proven himself as one of the top News/Talk programmers in the country. I think his record speaks for itself."

"KTRH is the first News/Talk station I ever listened to when I was a teenager," Packer said. "I cut my teeth on Talk radio listening to it. There's a great saying: 'if it ain't broke, don't fix it.' That's what I would say about KTRH; maybe some polishing and fine-tuning to keep it moving in the same direction that it has for many years. KTRH has a fine history, an outstanding news image, and I'm proud to become part of the"



Michael Packer

PACKER/See Page 30

Roberts Becomes WIL's PD

Mike Roberts has been named PD at Abel Communications' WIL-AM & FM/St. Louis, filling the vacancy left when Mike Carta joined KVET & KASE/Austin as PD several weeks ago. Roberts had been PD at Abel's WCRJ/Jacksonville for the past two years.

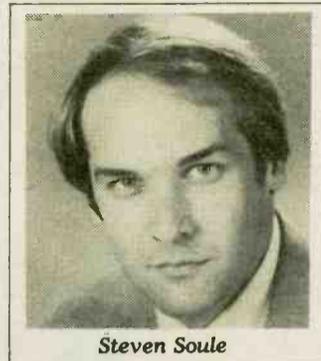
WIL-AM & FM President/GM Craig Magee told R&R, "Mike Roberts is one of Country programming's bright new stars, and we are fortunate to have him take over the programming reins of our two great stations."

Roberts commented to R&R, "They have a great team already put together at WIL, and I'm looking forward to working with everybody there. I've had two great years in Jacksonville with Abel; their support has been tremendous. Obviously, a chance to go to WIL was one I couldn't pass up."

Soule Promoted To VP/GM At NBC

After just eight months as VP/Station Relations at NBC Radio Networks, Steven Soule has been promoted to the position of VP/GM for the NBC Radio Network. In this new position Soule will supervise all network functions, and oversee its day-to-day operations; he reports to NBC Radio Networks Senior VP Dick Penn.

Soule told R&R, "I am obviously pleased with the promotion. I've only been here eight months, but I enjoy NBC and the people I work with, and we're all going to continue to find ways to help our affiliates be



Steven Soule

more successful in their own ventures, because if they are we are."

Before joining NBC, Soule was associated with Group W for eight years, starting as an Account Executive at WIND/Chicago. A year later he moved to Group W Radio Sales in New York, where he rose through the

SOULE/See Page 30

Carey Chosen As WCOZ PD

After a brief stay at WSNE/Providence, veteran programmer Andy Carey has joined WCOZ/Boston as PD. Carey, who begins his new job immediately, replaces exiting PD Frank Holler. Also exiting the station is VP/Station Manager Dick Borel, who is pursuing other opportunities within the parent John Blair Co. WHDH Corporation President and WHDH & WCOZ GM David Croninger will assume Borel's responsibilities in addition to his present duties.

Discussing Carey's appointment, Croninger said, "Andy's a dynamite kid, and he did an

CAREY/See Page 30

WASH Ad Spoof Spurs \$10 Million Suit

A gag commercial spoofing the name of the Wang computer prompted Wang Laboratories, Inc. to file a \$10 million lawsuit against WASH/Washington last weekend, charging the station with violating state and federal

trademark laws. The Wang name was used "in a degrading manner with an obvious and clearly-intended sexual message," the company charges.

U.S. District Court Judge Thomas Hogan issued a temporary restraining order Saturday against further airing of the spot. WASH complied immediately upon being served with the injunction Monday. However, a Washington communications attorney speculated that WASH should have a strong case in its defense. "Basically, the courts have been very relaxed when you're using humor or satire. Generally, when people have had parodies and takeoffs the courts have not taken to the punitive view." Suits are only likely to prevail "where people try to trade in and commercially profit" from a trademarked name, said the attorney.

The incident began when a Wang attorney heard the spot Friday night and then confronted station employees at a

WANG/See Page 30



SHIRTSLEEVE SEMINAR SCORES SUCCESS — R&R staged its first in a series of radio "Shirtsleeve Seminars" last weekend in Los Angeles at the Century Plaza Hotel. Titled "Direction '84: Management Tools For The Program Director," the conference provided programmers, sales managers, and GMs with three days of insight on the responsibilities and challenges of broadcast management. Above, keynote speaker Patricia Aburdene of "Megatrends" fame is greeted by R&R Publisher Dwight Case. More details and highlights of the seminar on Page 28.



It was driving Arthur out of his tree.

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How CHR Beats A/C At Its Own Game

In an unusual and provocative column, A/C Editor **Jeff Green** interviews several CHR programmers on how they've outmaneuvered their market's A/C competition.

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WTMJ Taps Rodgers As PD

WOAI/San Antonio PD Pat Rodgers has resigned in order to accept the PD post at WTMJ/Milwaukee. Rodgers succeeds former PD Mike Elliott, who departed three weeks ago to join the broadcast team of the Houston Astros.

WTMJ & WKTI VP/GM Steven Smith stated, "Pat's diversified experience in both News/Talk and Adult/Contemporary full-service radio made him the outstanding candidate for this job. He's looking forward to coming to Milwaukee, and all of us are eager to welcome Pat and his family."

Rodgers leaves News/Talk-formatted WOAI after four and a half years as PD. A longtime AM radio broadcaster, he's also handled airshifts at Atlanta stations WSB and WLTA, WLW/Cincinnati, and WRIE/Erie. Rodgers told R&R, "For me personally and professionally, it's a culmination of a career-long goal: to be part of a radio station that has been as important to its city as WTMJ has been to Milwaukee. This is an opportunity for me to draw on many of the experiences I've had working in music and

information formats. I couldn't be more thrilled than to be part of an organization with such a serious commitment at all levels of broadcasting."

Rodgers, who begins at WTMJ April 2, is helping WOAI select replacements to fill his duties as PD and afternoon talk host.

Curran Becomes WIND's PD

WIND/Chicago has named Ed Curran to the Program Manager post vacated by Susan Eggleton, now Executive Assistant to Westinghouse Chairman/CEO Daniel Ritchie. Curran, who had been Assistant Program Manager since joining WIND in November, was previously morning anchor and news assignment editor at WGCI/Chicago for four years.

Curran noted that WIND has just completed a major shift toward national network talk programming. It now carries ABC Talkradio overnight, for four hours on weekday afternoons, plus eight hours on Saturday and nine hours on Sunday. Overnight, Talkradio will soon be replaced by the "Larry King Show," which is moving over from WCFL, the Mutual Q&O whose sale has been delayed by two petitions to deny. Another addition is a 6-7pm local sports talk show hosted by former baseball player Jimmy Piersall. "Because of the network programming we are on the leading edge of this technology," Curran commented. "It's very exciting for us. With the network input, we're able to keep the quality of our local programming very high, to put more energy into what we do locally. It makes a nice mix."

Hardy New GM At KUPL-AM & FM

Edward Hardy has been named General Manager at KUPL-AM & FM/Portland. Both properties are owned by Scripps-Howard Broadcasting, and feature a Country format programmed by Bill Bradley, who was PD at KLZ/Denver when Hardy was that station's GM.

Hardy moves to Portland from WCII/Louisville, where he was Station Manager. He told R&R, "I have the utmost respect for Alex Williams and Great Trails Broadcasting. I enjoyed working for them in Louisville but this was an opportunity that I couldn't pass up. I'm very excited to have the opportunity to work with a great company like Scripps-Howard, and I'm equally excited to be in Portland, where the market and potential for what we are doing is outstanding."

GREY ADVANCES TO OM

Denver's FM100 Names Elliott Program Director

WMJI/Cleveland afternoon personality Chris Elliott has resigned in order to accept the PD position at FM100 (KLIR)/Denver, beginning April 2. At the same time, it was announced that FM100 PD Joel Grey has been elevated to Operations Manager.

FM100 VP/GM Jim Teeson commented, "After analyzing Joel's strengths, I feel

very confident that as OM, he will effectively utilize his talents as a liaison between the program department and all other areas. Meanwhile, Chris's expertise will help us attain our programming goals more rapidly. I'm very much involved in the programming aspects as well, and between Joel, Chris, and myself, we'll have a real triad for those decisions."

Grey told R&R, "My goal in this business is to be a GM. This is a good step in that direction, and I appreciate Jim's confidence in me." ELLIOTT/See Page 28

Mascolo Heads RCA Promotion

Ed Mascolo has been promoted to Director/National Promotion for RCA Records from his position as Southern Regional Promotion Manager. In making the announcement, RCA Division VP/Marketing & Promotion John Betancourt said, "RCA's national promotion team is adding one of the most knowledgeable and respected promotion executives in the business, and as a veteran regional promotion manager at RCA, Eddie is completely familiar with the RCA artist roster and promotion staff."



Ed Mascolo

RCA's Director/National Singles Promotion Mike Bece and Director/National Album Promotion Alan Wolmark will both report to Mascolo under the new national structure. Mascolo, who joined RCA's regional staff in 1975, spent the four previous years as Southeast Regional Promotion Manager for Polydor Records. Mascolo will relocate from Nashville to New York.

ABC Nets Up Gardino, Benson

In new promotions at the ABC Radio Networks, Vincent Gardino has been appointed Director, ABC Entertainment Network, and Leslie Benson is the new Director of Station Acquisitions.

In announcing Gardino's appointment, ABC Adult Radio Networks VP John Axten said, "The ABC Entertainment Network is the number one radio network in adults 25-54 and has over 400 affiliates. I'm confident that under Vince's leadership the Entertainment Network will grow even larger and achieve even greater success."

Gardino, who will continue his present duties as Director/ABC Direction Network, ABC/See Page 28



Vince Gardino

Crowl Named VP/GM At Taft's KKRZ

WLQV/Columbus VP/GM David Crowl has been transferred to Taft's newest FM acquisition, KKRZ/Portland, as VP/GM. The former Golden West station is being consulted by George Johns and is running Fairwest's A/C format.

When asked about a rumored format change, Crowl told R&R, "I just got into town, so I've not had a chance to really assess everything. Under our current format we're showing signs of growth, and I'm hearing us on the streets, so that's a

CROWL/See Page 28

Salamon, Murphy Promoted At United Stations

Ed Salamon and Frank Murphy have been promoted to Executive VP positions at the United Stations. Murphy is now Executive VP/Marketing, while Salamon becomes Executive VP/Programming. In announcing both promotions, United Stations President Nick Verbitsky said, "This network would not be the success that it is



Ed Salamon



Frank Murphy

without the efforts of both Frank and Ed. Their dedication and self-motivation have inspired their respective departments to achieve extraordinary results."

Murphy heads the network's Washington, DC branch, and is responsible for affiliate relations, advertising, and the company's graphic and visual representation. Like Verbitsky and Salamon, he left Mutual

UNITED STATIONS/See Page 28

Driscoll Takes WZPL PD Job

WLUM/Milwaukee PD Mark Driscoll has accepted the PD's post at WZPL/Indianapolis, replacing Gary Hoffmann, who segued to crosstown CHR competitor WNAP as PD two weeks ago.

Commenting on his new PD, WZPL VP/GM Ken Wolt told R&R, "I've worked with Mark on two other occasions (WPOP/Hartford and WBBF/Rochester) and found him to be a highly-motivated and creative individual both on the air and as a programmer. WZPL has reached a



Mark Driscoll

DRISCOLL/See Page 28

JONSSON NEW EXEC. VP

KROY Restructures Management Team

In an effort to consolidate its corporate enterprises, KROY/Sacramento and its parent company Jonsson Communications have announced several promotions and changes in the station's programming and management staffs. Former VP/GM Mark Jonsson has moved up to Executive VP of the parent company. He's replaced as

KROY/See Page 28

STAFF

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 Publisher: DWIGHT CASE
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 Vice President/Managing Editor: JOHN LEADER
 Editor: KEN BARNES
 Art Director: RICHARD ZUMWALT
 News Editor: GAIL MITCHELL
 Ratings & Research Editor: JHAN HIBER
 Networks & Specials Editor: REED BUNZEL
 Format Editors: JOEL DENVER (CHR), STEVE FEINSTEIN (AOR), JEFF GREEN (A/C), LON HELTON (Country), WALT LOVE (Black/Urban Radio), GAIL MITCHELL (Easy Listening), BRAD WOODWARD (News/Talk)
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Washington Report

FCC Proposes 125 New AMs On Foreign Clears

The FCC last week voted to seek comments on licensing new fulltime AM stations on Canadian, Mexican, and Bahamian Class I-A clear channels. A Commission official said, if adopted, the proceeding could result in up to 125 new stations.

The Canadian clears are 540 kHz, 690, 740, 860, 990, 1010 and 1580; Mexican clears are 540, 730, 800, 900, 1050, 1220 and 1570; the Bahamas has only 1540. New stations covering "unserved or underserved" areas could get up to 50 kw, while others would be limited to 1 kw at night.

Currently, the U.S. can't put any nighttime stations on the Mexican clears, while stations on the Canadian and Bahamian clears must be at least 650 miles from those countries' borders. A new agreement that includes the new fulltime stations has been reached with Canada, and negotiations with Mexico and the Bahamas could be completed by year's end.

180 Daytimers Get Pre-Sunrise Power

For the first time, 180 daytime-only stations on the seven Canadian Class I-A clear channels (see above item for channels) are being allowed to go on the air before sunrise. The FCC has begun notifying the stations of their new hours and power limits, which are a direct result of the new U.S.-Canadian AM broadcasting agreement.

After receiving their notifications, the stations need only tell the FCC they plan pre-sunrise broadcasting, as well as how any power reduction will be achieved. Stations not wishing to use the precise new hours and maximum power set out for them will be allowed to begin operations at 6am local time.

Drug Use No Automatic Bar To Radio Ownership

While saying it "shares the common concerns about the danger of drug abuse in our society and in broadcasting," the FCC Review Board last week ruled that a drug conviction "would not automatically destroy an applicant's qualifications to be a Commission licensee." The remarks came as the board awarded Dillon Broadcasting Co. an AM license in Dillon, CO.

A losing party charged that Dillon's 100% owner, Robin Theobald, used cocaine while he was half-owner and GM at KLGK/Breckenridge, CO. Theobald, who was never charged with a crime, countered that he suffers from sinusitis, and often inhaled nasal decongestants at the station.

The Review Board said a cocaine vial and decongestant container might look alike, and agreed with the presiding law judge that all three witnesses to the alleged drug use were "admittedly disgruntled former employees, biased and hostile towards Theobald."

The FCC won't take into account alleged crimes not dealt with by the appropriate authorities. Even if a conviction is obtained, the board said the most important factor in a comparative license case is still the person's past broadcast record.

FCC Fines Three Stations, Forgives Another

Fines imposed on radio broadcasters by the FCC Mass Media Bureau's Enforcement Division recently include a \$2000 assessment against KMCC/Clovis, NM. The station is charged with repeatedly violating the rules against broadcasting lottery information.

Fined \$1000 for failure to make Equipment Performance Measurements were WSUX-AM & FM/Seaford, DE, while WMRF/Lewiston, PA was fined \$1000 for failure to maintain the antenna input power to within 105% of authorization.

The Commission has rescinded a \$1000 fine against KHDN-AM & FM/Hardin, MT for not filing Annual Employment Reports (Form 395) for 1980, 1981, and 1982. It turns out the stations have had no employees since going bankrupt, and dark, 14 months ago.

FOR THE RECORD

A Washington Report item in the March 9 edition of R&R erroneously stated that the FCC had renewed the license of WWJ/Detroit, despite EEO questions raised by the National Black Media Coalition, in part because the GM had been dismissed for lack of EEO progress. In fact, the station in question was WJW/Cleveland, and WWJ was involved in no such EEO inquiries. R&R regrets the error.

FCC OKAYS COMPENSATION

Cuba Issues New Threat To Disrupt U.S. Radiowaves

As the Voice of America gets ready to put Radio Marti on the air next month, Cuba has once again threatened to strike back with some form of high-powered broadcasts on the U.S. AM band.

"We are preparing to respond at the level of aggression," Cuban Vice President Carlos Rafael Rodriguez told the Washington Post in Havana last week. "That is, the nature of the response will depend on the severity of the aggression. It will be proportional." And he noted ominously, "There are a lot of watts. Their use depends."

Rodriguez did not indicate whether Cuba would respond only on Radio Marti's frequency, 1180 kHz, or on other American channels, as well. Stations licensed to 1180 are WHAM/Rochester; WKKE/Pearl, MS; WLDS/Jacksonville, IL; KOFI/Kalispell, MT; and KBWA/Williams, AZ.

\$250,000 For Intereference Victims

Last week's threat coincided with the FCC's finalization of rules for compensating AM broadcasters for their costs of offsetting Cuban interference. The action is

largely symbolic, however, because Congress hasn't approved the \$5 million compensation fund, even though it ordered the program to be set up.

Features of the FCC program include:

- A \$250,000 limit per station.
- Interference to at least 10% of the population normally receiving a station's primary or secondary service.
- Interference on at least 30 out of 60 consecutive days of monitoring by the station.
- Full compensation for expenses in the cost of monitoring, plus planning, designing, engineering and testing new facilities.
- New equipment compensation limited to the cost of the old equipment replaced, minus depreciation.
- No funds for land costs or legal fees.
- Periodic monitoring by the FCC on all 107 AM channels.

Krasnow's NAB Career Spans "Night And Day" Changes

"There's a night-and-day difference in the regulatory climate between 1976 and now," Erwin Krasnow said this week as he reflected on his term as NAB's Sr. VP/General Counsel. Krasnow spoke with R&R as he prepares to leave NAB. Next week he returns to private communications law practice as a partner in the firm Verner, Liipfert, Bernhard & McPherson.

Krasnow joined NAB from the firm Kirkland & Ellis, and previously served two years as the top aide to Rep. Torbert McDonald (D-MA), the late chairman of the House Communications Subcommittee.

Although he planned to stay only two or three years at NAB, Krasnow stayed seven. "That's a common-law marriage," quips Krasnow, who's well known for his irreverent wit. "Now I'm looking forward to doing something a little different."

FCC Reverses Direction

In the mid-1970s the FCC "was looking for ways to get into new areas," Krasnow recalls. "Now it's looking to contract its functions. Who ever would have thought in 1976 that the chairman of the FCC would be referring to the agency as the last of the New Deal dinosaurs?"

Krasnow gives President Jimmy Carter some of the credit for the deregulation of radio. "He knew there was growing discontent with business as usual in Washington. He was very vocal." Krasnow believes Charles Ferris, Carter's FCC Chairman, didn't begin to fall into step until he accom-



Erwin Krasnow

panied the President to an NAB Convention in Dallas, where Carter gave a strong pro-deregulation speech.

Radio Pendulum Won't Swing Back

Although television's fate is less certain, Krasnow doesn't worry about radio suffering new constraints should the makeup of Congress or the FCC change drastically: "I

don't necessarily subscribe to the pendulum theory." He's satisfied there's wide agreement that radio is competitive enough to warrant deregulation. And he sees no appetite - Democratic or Republican - to impose "detailed regulations and paperwork" on radio.

NAB Takes Offensive

NAB's main achievement, in Krasnow's view, has been reversing its image as a "reactive and defensive association." It now "takes the offensive so the FCC, Congress, and sometimes the courts react to our initiatives, rather than the other way around." As examples, he cites radio deregulation, abolition of annual financial reports, creation of tax certificates, freeing broadcasters to sponsor political debates, and the pending repeal of the personal attack rule.

Much of the new industry impact has occurred through the little-noticed Advisory Committee on Radio Broadcasting, made up of lawyers, engineers and trade association representatives. Krasnow credits the group with killing 9 kHz AM spacing and helping to shape "a much more rational" Docket 80-90 plan.

Industry's "Outdated" Political Shyness

"One of the biggest disappointments has been the slow growth of our political action fund and the reluctance of broadcasters to contribute back some of what they get out of the industry" to TARPAC, NAB's Television-Radio Political Action Committee.

At fault, he believes, is a "wrongheaded" belief that "increasing participation in partisan politics might hurt the broadcaster in his dealings with the government. This is totally out of date and totally wrong."

Krasnow, who'll represent a number of radio clients in his new job, offered some parting advice for broadcasters to exercise foresight before it's too late. "Now is the time to talk to a consulting engineer and discuss the impact of such current proceedings at the FCC as Docket 80-90, FM translators, Class 4, daytimers, subcarrier use, and opportunities on the Canadian and Mexican clear channels. It might get too late. When it comes to FCC allocations, to wait often means to lose an opportunity to improve your facilities."



Washington Q&A

After reading a recent Washington Report item about NAB exposing FM transfer abuses, an applicant for a radio license in California called to say it was his understanding that the FCC routinely grants waivers permitting signal pickup by microwave or satellite, instead of off-air as the rules require.

We checked with FCC Auxiliary Services Branch Chief Ed Gursky, who says that's not so - waivers are virtually never granted. A translator must pick up the originating station directly off the air. The only common exception is that translators may be strung in sequence or networks, each picking up the signal off-air from the next one down the line. However, each translator must actually provide service to a community, and cannot be built for the sole purpose of serving as a relay station.

Have a Washington-oriented question of general interest to the radio industry? Washington Editor Brad Woodward will track down the answer for you. He can be reached at (202) 466-4960, or by writing the R&R Washington Bureau, 818 Connecticut Ave. NW, Suite 300, Washington, DC 20006.

A New Name:

The Same Tradition Of Excellence.

Hiber, Hart & Patrick Has Become

Jhan Hiber & Associates

On our fifth anniversary the nation's leading research/marketing consultancy has adopted a new name and personnel lineup. Our team now includes John Patton as Senior VP, along with 15 other key people in two offices.

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PROJECTS 10-11% HIKE

Masla Forecasts Radio Sales

Original predictions had radio's total '84 sales increase falling between 14-15%. Recently, however, **Masla Radio** President **Jack Masla** estimated that sales will rise only 10%-11% over last year. And in a memorandum to client stations, Masla projected that 1983's roller-coaster cycle (sales 40.6% ahead of the prior year in July, then dropped to 2.2% below in August) will occur again this year.

An **Advertising Age** article quotes Masla as saying, "1984 is starting out slowly. There is a lot of business in the planning stages and in the works, but it will be placed later this year than last. This late start will result in... a strong March and subsequent strong second quarter, but a weak January and February."

Newsletter Addresses Radio's Microcomputer Needs

Waters & Co. is announcing the forthcoming publication of "Radio PC Report," a monthly newsletter which focuses on personal computers and their application in radio station management. Slated for an April debut, the report encompasses three areas of interest: software and systems being designed specifically for radio, how

broadcasters are utilizing general-purpose software, and the personal computer business (sales, business-building opportunities).

Annual subscriptions run \$119; an \$89 introductory rate is currently available. For more information, contact Editor/Publisher **Dennis Waters** at (607) 722-8450.

Sing Along With Computers

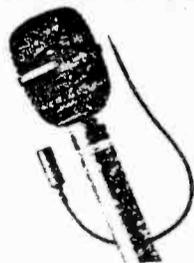
Will computers become the record players of the future? They don't have far to go, according to **Wireless Flash**, which reports the world's first rock 'n' roll computer program has been invented. Titled "Slug," the program debuts in this month's issue of **K-Power** magazine.

Compatible with all major computers, the program tunes up and then plays the song, complete with lyrics and computer-generated visuals. In

this case, the lyrics tell the story of a teenage boy and girl — and the garden snail that foils their affair. No word on whether the guy and the snail slug it out for the girl's affections. And judging by the plot synopsis, writer **Joey Ramone** didn't exactly pen the next "My Cherie Amour." Either way, **K-Power** plans to publish more computerized versions of popular songs in its future "MicroTones" column.

Great Lakes Conference

Eugene Lothery, VP of CBS-Owned AM Stations, will be among the participants at the seventh annual "Great Lakes Radio Conference." Scheduled for April 14, the 8am-5pm session will welcome high school and college students who will attend workshops covering radio sales, programming, research, news, sports, placement, and promotion. GLRC is sponsored by Alpha Epsilon Rho, Central Michigan University, and Specs



Howard School of Broadcast Arts, Inc. For details, call (517) 774-3852.

Resorting To Radio's Upscale Audience

Radio account executives and their clients have it made in the shade if they do business in such resort locales as St. Croix, St. Thomas, Maui, Vail, Aspen, Sun Valley, Lake Tahoe, Pinehurst, Hilton Head, Lake Placid, Steamboat Springs, Jackson Hole, and Newport. According to **Leisure Market Radio**, these 13 resorts tout a "virtually pure upscale audience": 20 million consumers whose average income is \$61,700, and whose average age is 35. How much time this leisure class devotes to radio listening is unknown, but LMR officials related to **American Demographics**, "Each market requires information to function." And as AD adds, "This market needs what radio offers — the weather report."

Broadcast Software Available For Zenith Data Systems

United Press International has decided to turn 6000 of its affiliates into "Z100" stations — but they're not planning to clone the New York City CHR. UPI has purchased 6000 of the **Zenith Z-100** data systems for their stations. And coinciding with that decision **Programming Plus** is making two software programs available for broadcast outlets housing the Model Z-100 PC.

The first of the two packages being offered is called "Auto-Rotator," a music-select system that accommodates CHR, A/C, Country, and Gold formats with up to six current music categories. The second is a "Research-Plus" callout research program, which utilizes a smaller call sample and time frame than normal callout services.

Both systems were previously only available to Programming Plus clients. More information is available at (619) 270-6878.

Paper Poses Health Problems

Every day there's something new we can't eat, drink, touch, or breathe for fear of potential health hazards. Now add carbonless copy paper to the growing "don't" list. The **American Academy of Allergy and Immunology** told **USA Today** the paper may cause allergic reactions. Use of the paper activates imbedded liquid balls. When these little balls burst, a hydrocarbons-carrying gas is emitted, which prompts swelling and hives, among other allergic conditions.

1983 Radio Sales Record Set

69.9 Million Receivers Sold;
Portable Units Lead Pack

The **Radio Advertising Bureau** reports an unprecedented 69.9 million radio sets were purchased in 1983 — better than one receiver for every four Americans. Of that record figure, 45.6 million radios were self-contained; 24.3 were part of combination units. The '83 total represents a 15% increase over 1982, which registered sales of 60.6 million sets.



Not surprisingly, given the move toward mobile electronics, AM and AM/FM portables comprised 26.9 million of the sets sold. Radio/cassette players purchased for home use totalled 14.9 million, while Americans bought 12.4 million clock radios. Contributing to the overall total were car radios (5.3 million) and combination radio/tape players for autos (6.8 million). Sales figures were compiled by the **Electronic Industries Association**.

SPENT \$46 BILLION IN '83

Fewer Teens Spend More Money

In its 31st annual survey, the **Rand Youth Poll** has determined that America's 26 million teens spent \$45.7 billion in 1983. This figure is a slight increase of the previous year's \$44 billion, even though there are fewer teens. Snacks, jewelry, cosmetics,

clothing, entertainment, records, publications, video games, gasoline, and hobbies made up their shopping lists. Gift-wise, teens reaped such goodies as cameras, watches, tape recorders, stereos, and TV sets. A substantial 14% own stocks and bonds as well.

Rockin' Away Jogging Pain

Did you know that rock music reduces exercise pain? That's what Ohio State University researchers found after studying blood samples from runners who were plugged into stereo headphones. The test group showed lower levels of endorphin, the chemical our bodies manufacture to kill pain. As a result, it's believed the music lowered the endorphin need because the joggers experienced less pain. Apparently, the earphones began performing endorphin's job. Even though other tests indicated runners' muscles work as hard with or without music, many jogging enthusiasts note they can run farther, longer, and have more energy when their adrenalin pumps along to that rhythmic beat.



A/C, CHR Safest Songs Researched

For small market music directors with correspondingly-sized budgets, passive research has often meant going to the local honky-tonk, putting a song on the jukebox, and seeing if the regulars throw beer bottles at it. The **Music Director**, in conjunction with

Smith & Company, is now offering compilations of the top 300 "safest songs" for both A/C and CHR. More details are available by calling Music Director GM **Budd Cain** at (413) 783-4626.

W

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Who is A.C.N.? We're a new company with a fresh angle on radio comedy. Each week we write and produce a package of short-form features that are topical, funny, and carefully oriented towards the unique demands of morning radio. We look to create talk as well as laughs, and we're succeeding — our song parody "Breaking Up Is Hard On You" was both a national story and a best-selling single.

In less than 6 months, we've added 26 stations to our growing network and now we're ready for you!

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WZPL-FM/Indianapolis
WTVN-AM/Columbus

WVOR-FM/Rochester
WZZK-FM/Birmingham
WDBO-AM & WWKA-FM/Orlando
KWEN-FM/Tulsa
WAEB-AM/Allentown
WSYR-AM & WYYY-FM/Syracuse
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WPFR'S INVERSE CALENDAR — When last we heard from WPFR/Terre Haute, the station was running a "Christmas In July" promotion. Well, the station put mind over matter again and held a "4th of July In January" party. Braving the cold are (from left): WPFR's R.J. Cortrecht, the appropriately named Frosty Stilwell, PD Beth Surette (standing), and Greg Bateman.



FEE WAYBILL GOES TO COLLEGE — KXJX/Pella, IA combined forces with Central College to bring Capitol recording artists the Tubes to central Iowa. Shown here enjoying the local hangout (l-r) are KXJX personality Keith Wilkes, Fee, and KXJX nights/production manager Jamie Grout.



MR. ED JOINS MUD CLUB — KWOD/Sacramento MD Mr. Ed is shown here after completing a mud-wrestling match to benefit the restoration of a local theatre. KWOD PD Tom Chase told R&R he arranged the match so the station could "cement" its community image.



THE 48-HOUR TURKEYTHON — KDZA/Pueblo, CO PD/morning man Rip Avina and newsman Steve White stayed on the air non-stop for 48 hours and gave away two turkeys to needy families each hour. Local merchants donated the turkeys, pumpkin pies and canned goods. Pictured here (l-r) are Steve and Rip after 35 hours of non-stop broadcasting.

Pro:Motions

Costello Upped, Moved By Meca

Meca Records VP Mark Costello becomes Executive VP, and will move to the company's studio and offices in Miami. He's worked in a variety of capacities for Meca Chairman **Richard Osias** over the last eight years.

M.S. Forms Distribution Network

Chicago-based **M.S. Distributing** has formed the **Creative Union Entertainment Co. (CUE)**. CUE will be a national marketing/distribution link for independent distributors similar to the one recently begun by New York's **Alpha Distribution**. CUE principals will be Presidents **Anthony Dalesandro** and **John Salstone**. They can be reached at (312) 364-2888.

Angel Moves To KFVB

Steve Angel is appointed Direct Sales Manager at **Group W's KFVB/Los Angeles**. He joins the all-News outlet from **Buckley's KGIL-AM & FM/San Fernando**, where he was most recently General Sales Manager.

Jacobs Fyres Up

Jeffrey Jacobs is named Sales Manager at **WFYR/Chicago**. He's been with the **RKO**-owned station for four and a half years as an Account Executive.

Baker Collects From IRS

Veteran music journalist **Cary Baker** has been named National Publicity Director for **International Record Syndicate**. He moves to the company's L.A. headquarters from Chicago, where he operated his own publicity company, **Right Angle**.

Viacom Chooses Two

At **Viacom**, **Michael Keslo** is named Broadcast Group Controller. He's been with the firm since 1981 and had been Director/Financial Planning & Analysis. That post is filled by **Allen Berkelhamme**, who joins Viacom after seven years in financial management with **NBC**.

Capitol Classical Names Two

At **Capitol's** classical division, **John Patrick** comes aboard as GM. He had been GM of **EMI Records U.K.** And **Renny Martini** is appointed National Sales Manager for classical product. He's been with Capitol for 27 years in a variety of positions.

Katz Taps Busi

Maria-Luise Busi has joined **Katz Communications** as Director/Financial Services. She had been at **Blair's Quantiplex** and **Blairsat** divisions in a variety of VP positions. She's also been VP/Business Manager at **Metro TV Sales**.

Button Upped At Programming Plus

Mike Button joins **Programming Plus** as VP/Research & A/C Programming. He was previously MD at **KSDO-FM/San Diego** and also spent four years as PM at **KNBR/San Francisco**.

Rhino Invades Home

L.A.-based **Rhino Records** has announced the formation of its new home video division. Rhino's first release will be "My Breakfast With Blassie," a parody of "My Dinner With Andre" featuring **Andy Kaufman** and wrestler/recording artist **Fred ("Pencilneck Geek") Blassie**.

WB Music Enlists Military

Frank Military has been named head of the New York professional staff at **Warner Bros. Music** in addition to his present duties as Exec. VP/GM of **WB Publications**. He's been with WB for 14 months. Military is a 35-year publishing veteran and had previously been VP at **Chappell Music**.

Kelley, Torbet Open In Houston

Barbara Kelley has been appointed Office Manager for **Torbet Radio's** new Houston sales office. Kelley, who moves south from the firm's Dallas office, can be reached at (713) 961-1626. The address is: 1800 West Loop So., Suite 1870, Houston, TX 77027.

Friedman Markets MTV

Warner Amex Satellite Television has tapped **Bob Friedman** as Director of Marketing for **MTV**. He's been with **WASEC** for two and a half years and also worked at **Grey Advertising** and **Citicorp**.

Lipman Ups Four

Macey Lipman Marketing has promoted four-year company veteran **Jill Freeman** to National Director/Marketing Services from Regional Director/Marketing & Research. Also rising from the latter position to National Director/Marketing & Research is **Donnie Coleman**, who's been with the company for three and a half years. The regional positions are filled by **Barbara Firstman-Chavez** and **Carla Olson**. In addition to her position with MLM, Olson is the leader of L.A. band the **Tex-tones**.

Shochet Forms Company

Jody Shochet, previously an Account Executive at **Palladino & Associates**, has formed **J. Shochet Public Relations**. Shochet has also worked in the Music Division at **Rogers & Cowan**, and served as tour publicist for **Rod Stewart**. Based in Santa Monica, CA, the company can be reached at (213) 828-3481.



NO LYING ALLOWED — RCA recording artist Deborah Allen stopped in to see the Q107/Washington crew while on tour to promote "Baby I Lied." Shown (l-r) are Q107's MD Mary Taten, RCA's Phil Quartararo, Allen, PD Alan Burns, and RCA promotion's Larry Van Druff.



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Grammy nominee Big Country.
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Plus "Wonderland"
and more songs
from their forthcoming
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10:30 PM Eastern
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**Produced exclusively
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Coping With Computers: A GM's Perspective

As we move more deeply into the brave new world of computers, it quickly becomes apparent that their impact on broadcasting is growing faster than you can say "nanosecond." With the advent of the electronic ratings book, computerized playlist designs, and the needs of sales staffs to speedily access ratings breakouts, more and more GMs are facing the dilemma — to computerize or not to computerize, that is the question. And if you decide to jump into the computer world, how do you keep your mistakes to a minimum?

In order to delve into this increasingly important topic, I'll devote two columns to the issue of computers and how to best cope with the electronic assistants. This week we'll look through the eyes of a GM; in a forthcoming issue the how-to-use-computers lesson will come from a knowledgeable station research director.

How Do You Start?

This week we'll talk with Ken Maness, VP/GM of WJCW & WQUT/Johnson City, TN. Ken spoke on the computer topic at the RAB's recent Managing Sales Conference in Dallas, and I thought he put the whole bundle of wires and chips into an easily-understood perspective. I called Ken and began the interview by asking him...

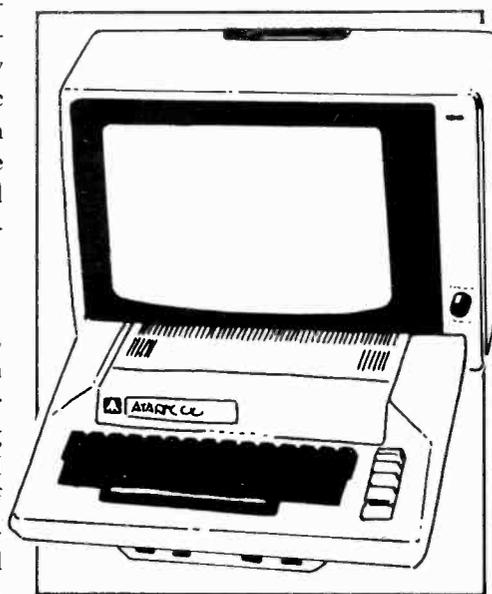
R&R: How should a GM react when the GSM, PD, MD, or Research Director comes and cries out for a computer?

KM: I think the successful station of the future will need to have two types of systems, and if stations have just part of what's needed the GM may want to look further into what else the staff thinks is needed. For example, one type is the business system (which can be based on anything as small as a Radio Shack System 3 to as large as the big IBM system). That business system often has several terminals and is used by those involved in keeping the station's operating systems running.

There was a trend in the past where everything for sales and programming used to be merged into the business system. That day is largely gone, with the onset of personal computers on the desks of the people who need to do information processing. If a station doesn't have a series of personal computers the GM may well want to authorize an investigation of such an installation.

R&R: So how does the GM proceed and at the same time make the fewest mistakes?

KM: Given a healthy financial picture, the GM will probably want to use some prudence but go ahead and make a decision towards installing computers. Too many have waited for



something better to come along or have waited to see if something they buy today might not be obsolete tomorrow. And the sad news I have for those people is that you'll wait until forever if those are your criteria. With technology moving at a fast pace, anything you buy will be somewhat outdated tomorrow, but you still need to move ahead and take the plunge.

R&R: So what would be the first steps towards that plunge?

KM: Let's say the PD comes to the GM. I'd dispatch that PD into the marketplace — whether it be their local Radio Shack, the local IBM outlet, or a Computerland store — to find out if there is some software off-the-shelf that can help them do what they want to do. The answer to that is largely "yes."

R&R: Then what?

KM: I wouldn't make the purchase then. However, I'd begin perusing the trades, looking through my junk mail to review the things people are writing and producing today expressly for radio applications. Items such as a music-logging system or a ratings analysis system (such as Tapscan which can help both the PD and GSM) can come from specific software. Once you've picked out the software that seems most tailored to your needs, then I'd buy the hardware that best handles the software you'll be using.

Week In Review

Arbitron Defections Imminent

Sources at Arbitron confirm that several of the company's key sales/marketing personnel are departing soon for greener pastures. Most notable is the move of VP/Sales Richard Lamb, who departs this week to assume an equity position in a radio station operation. Also departing is Barbara Blair, who for two years has been servicing advertisers and agencies from the Atlanta office. Ms. Blair will now perform that function for Birch Radio, and will remain in Atlanta.

According to Sales/Marketing VP Bill Livek, rumors regarding the departure of AEs Dean Mutter of the Chicago office and Cliff Fletcher in Atlanta have some basis. "Owning stations is something they want to do," stated Livek, "and they'll be leaving as soon as they firm up an acquisition."

No replacements have been announced yet.

R&R: So it's vital that station personnel know what software they'll be using before buying the machinery?

KM: Yes. Buying a computer without specific software in mind would be like buying a boat without knowing whether you were going to race it, fish from it, or use it to tow skiers.

R&R: What kind of time frame usually covers an adequate search and collation of the information to present to the GM for his/her decision?

KM: Two months. It doesn't take forever.

What Costs Are There?

R&R: You've used the term "buy" a computer. Is that indeed better than leasing for most stations?

KM: We opt to buy, but there can be benefits to leasing also. We look on the depreciation of the computer much as we would look at procuring a car for a station employee — weighing the benefits of buying versus leasing. I'd suggest stations treat their computer acquisition the same way.

R&R: What kind of money are we talking about to provide the necessary tools for sales, programming and research, given a medium market station setup such as yours?

KM: Surprisingly, not all that much. And really the cost should be about the same no matter where you are. Today there are two systems I could wholeheartedly endorse — the IBM PC has surfaced as the industry standard, followed closely by either Radio Shack or Apple.

To buy the IBM PC with two disc drives, a reasonably priced printer, all of the discs, some useful software for word processing and the like, you are looking in the ballpark of \$5500-\$6500. Any specialized radio-oriented software would be additional.

R&R: How much for the key radio-useful software?

KM: About \$4000-\$5000 for a music-logging system, about \$250-\$500 monthly usage fee for something like Tapscan, and then on from there depending on your needs and budget.

Electronic Ratings Access

R&R: Let's change gears and talk about the imminent arrival of the electronic ratings book. How do you feel it will affect the way stations operate, and can the equipment you've described cope with the rolling monthlies?

KM: I must admit it bothers me a bit when I see people saying Arbitron

shouldn't be doing this (Arbitrends for example) to radio. Arbitron doesn't do things to radio — radio does things to itself. If people don't buy Arbitrends, it won't survive in the market. At any rate, the equipment we've discussed so far can indeed well handle the rolling monthlies.

R&R: How do you think stations will react to the introduction of the rolling numbers on a frequent basis?

KM: I think stations will use the electronic numbers. And in some ways it bothers me that our business has gone from an art form to more of a science. As we get more numbers-oriented we lose some of the innate creativity. But I see the need to move in this direction, since radio is such a hard medium to quantify — not as easy for an advertiser to relate to as a newspaper ad he/she can hold. It's a heck of an advantage now to have the computer tools to be able to show ratings, with graphics when possible, to make things easier for advertisers to relate to. So, I see people using these Arbitron and Birch systems but I don't see the electronic approach dramatically changing the way we sell the medium.

Key Benefits

R&R: Finally, assuming that the GM approves the expenditure, what improvements or benefits are most likely to accrue as a result of the computer installation?

KM: Let's first talk about what won't happen. You most likely will not see a reduction in personnel, so you shouldn't go into it with that in mind. What will happen is that those people in decision-making positions in the radio station can have more information on which to base their decisions. It also gives those people more opportunity to process more information in different ways — such as examining various options quickly. Helps you answer the "what if" questions. I also see stations being able to develop more in-house music research systems, for example, but there is an inherent danger in that. Eventually we might end up with the station that nobody hates, a pretty bland product. Without spice radio wouldn't be the same, and I don't want that kind of radio station. We have to be careful not to use the computers to study our business to death.

Most interesting comments and perspective, wouldn't you agree? More perspectives on the topic of computers in radio coming soon.

INTRODUCING



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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.

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Sales

LEARNING THE ART OF PERSUASION

Emotional Rapport

By Pam Lontos

Regardless of your position in a radio station, whether you are a program director, disk jockey, in bookkeeping, management or sales, you are involved in the art of persuasion every day. Anytime there is something you want, such as a day off, more money, someone to whom you can delegate part of your workload, you are using persuasive skills. In other words, when you want or need something from someone else, even your spouse, you are selling.

When we ask people for things we want, we mistakenly talk about the benefits to us instead of the benefits to them. Therefore, when we ask someone for something, we should always express what's in it for him or her. For example, if you ask your boss to agree with ideas



Pam Lontos

you may have for the radio station, you must first tell him how those ideas benefit the station and him in order for him to let you have what you want. Everyone wins — not only you but the person with whom you're talking. Most successful persuaders use the "win-win" technique. The same thing holds true in selling. The salesperson must persuade customers that advertising will increase their business and put money in their own pocketbooks before they will buy.

"People who are persuading usually leave out the most important step — *emotional rapport*."

People who are persuading others usually leave out the most important step — *emotional rapport*. People buy from people they like. When you go in to see a client or persuade anyone to your ideas, you sell yourself first, the category of the product or ideas second, and your specific need last. Too many people go in and start asking questions right off, thinking they're being a perfect salesman because they're doing consultant sell. The very worst type of persuasion, if you can call it that, is the person who goes in and gives only facts (we're number one, we've got the best audience, we play the best music, I want a raise, I need Friday off, I have an idea for a new promotion, etc.), but doesn't ask questions that establish emotional rapport.

What A Little ER Can Do

For somebody you're comfortable with, the emotional rapport

step might just take a couple of minutes; with someone else it might take three or four visits. When you're good at emotional rapport you can persuade on the first visit. I do believe in selling and closing on the first call if the person is giving you a buying signal. If not, then you might have to go to the consultant sell and close on the second or third. However, you may never persuade that person until you first achieve a good emotional rapport.

"Treat the smallest account as important as the biggest."

So many times salespeople are fun. They're extroverted people; they're good one-on-one. They probably wouldn't be in the broadcast business if they didn't enjoy working with people. But they need to learn how to have a good emotional rapport. You see them in the sales room or at parties, and they're laughing, talking, smiling, and they have inflection in their voices. Then all of a sudden the phone rings, it's a business prospect, and they become serious robots. I don't understand it.

You should act exactly the same when you're with your friends and when you're with your boss, co-workers, and clients. You have to have that rapport, whether it's laughing, joking, or whatever, because once you get that client laughing, he or she's going to see you again. I used to work for someone who would actually hide under the front counter when people he didn't like came by to sell him something. They'd come in and say, "Is he in?" and everyone would say, "No." They'd sit there for ten minutes, say, "I can't understand why I can never catch him in," and leave.

However, there were people my boss had a good emotional rapport with and he'd say, "Oh, boy, here's so and so." That person made him feel important and used "win-win" persuasion.

Also, you want to make clients feel that you're on their side and that you're there to go to bat with them, to help them get what they

want when you get what you want. You need to make them feel important, and even if they're small accounts, because you never know when they're going to become large accounts. So treat the smallest account as important as the biggest. Always have the feeling when you go in that "I have something fantastic and I want you to have it for yourself."

The Eyes Have It

Remember: good eye contact, smile, and enthusiasm are important elements in the emotional rapport process. People form opinions based on many factors.

Apart from what you say, listen, try to give off positive body language, and use constant eye contact. Good listening and eye contact give the other person the impression you think he's important, and all people have the need to feel important. If you treat everyone you come in contact with as the most important person in the world, you will be surprised at the positive reaction you'll receive. People trust people with good eye contact even though they may be lying, and don't trust poor eye contact even though they may be telling the truth. Practice good eye contact every day with everyone you talk to. It's an ingredient you must have in achieving success. Use the word "we" when negotiating an idea or selling a client, rather than "you." There is no better way to convince the person it is a partnership, that the two of you are working together. And there's no conflict — the agreement is seen as mutually beneficial.

Never forget the importance of a smile. When you smile at another person and maintain eye contact, you communicate positive feelings. You are saying, "I like you. You are important." This can have a powerful impact on the other person. When your client says something to you, lean forward in your chair. Show interest. Try to get literally on his side of the desk. Use relaxed, open body language that indicates your acceptance of what is being said.

When you ask for something or a person tells you his problems, show empathy. Nod your head and agree when you can.

Statements like "I see," "You're right," "I understand," and "That's true" transmit empathy.

Need For Reinforcement

When someone expresses an idea or voices an objection, repeat it back to him. This shows you have listened to him, and your listening disarms the objector. More

than that, it promotes friendship and understanding. This again shows a "win-win" transaction, and you do not get into a fight or opposition. If an argument is started, you will win the argument and lose the war. No one wants to give you what you want or buy from you if they are angry and feel you are against them.

People, no matter how important they are or how much they may try to intimidate others, have hidden doubts and insecurities. Often the loudest and rudest person is the one most vulnerable to being persuaded — and this is hidden by his rough exterior. Whether the owner of a small shop or the president of a corporation, everyone has a human need to be accepted and liked. Remember this: *The more important the person, the greater his need for reinforcement.* People need to be reminded that they are important. You can get anything you want by giving other people what they want. The more you give other people what they want, the more willing they are to assist you and win with you.

Hypnotic Suggestions

If clients are nervous about buying your product or idea, it's not that they don't want to be on your station or buy your product.

"Use 'we' when negotiating an idea or selling a client, rather than 'you.'"

People love to buy. Yet we're often reluctant to persuade them because they're giving us false objections only because they are afraid to make a decision. So we allow that to affect our emotional rapport. By going in with a smile no matter how many times they're rude or whatever, we finally win them over. It's when we win them over that suddenly they start to get excited about what we have to give them.

An August 1982 article in *Psychology Today* pointed out how salespeople work almost like hypnotists in the emotional rapport step. Dr. Donald Moin states, "The best persuaders build trust by mirroring the thoughts, tone of voice, speech tempo and the mood of the other person, literally the techniques of the clinical hypnotist. The conclusion is that the successful salesperson is an intuitive form of indirect hypnosis. The best salespeople establish a mood of trust and rapport by means of hypnotic pacing, statements that play back the customer's observations, experience, or behavior. Pacing is a kind of mirror-like matching, suggesting 'I like you, we are in synch, and you can trust me. We are alike.'"

The statements in the emotional rapport and the steps that are non-verbal and nonbusiness by the way you say it — your friendliness, your smile, statements about the weather, your child, your new home — start building that trust between you and establish an agreement, an unconscious affinity between you and the other person because they only accept ideas from people they trust.

Again, people with only average persuasive skills go immediately into their talk and facts or hit the customer with questions, neglecting to pace and build rapport. Only the top achievers go through that emotional rapport step. Also, with the hypnotic effect, the persuasive person matches the voice tone, rhythm, volume and speech rate of the customer, matches the customer's posture, body language, and mood. Take the example of a car salesperson — who says as you look at a car, "Remember the joy of owning a new car?" That's autosuggestion (no pun intended), a form of hypnosis. "You're 27 years-old," a life insurance agent might say, "and your need for life insurance is \$50,000." Again almost a hypnotic command, such as when the hypnotist says, "Your eyelids are getting heavy and beginning to close."

Autosuggestion and command, in which you take over and control, are possible when you have an assumptive attitude. Also bear in mind statements like "Robert, a smart investor knows how to make a quick decision." What does that tell Robert? It tells him that if he wants to be smart he will make a quick decision that day. The assumptive attitude and the enthusiasm transfer to the customer, making him feel secure in deciding to buy. Not only that, but the command gets him over his fear of making a decision.

Bond Of Trust

The same thing occurs in radio, whether it's "buy commercials on my station," or "play my records." It's the same as having the hypnotist say, "Your eyelids are heavy and you're getting sleepy" — the command statement by autosuggestion. But this can never happen without trust. Even if you don't understand the hypnotic effect, do understand that people buy from people they like. People buy from people they trust. Establish a bond of trust and see that the person feels comfortable with you before you go in to your presentation.

"People buy from people they like. People buy from people they trust."

So start with the emotional rapport step and keep good eye contact, smile, listen to the other person's problems, and negotiate a "win-win" situation. This will always help you get what you want. Persuasive techniques are 90% emotion, transferring our enthusiasm for products or ideas so that the other person accepts them. Use these persuasive skills immediately, and you'll be surprised at how easy it is to convince others.

Pam Lontos, President of Pam Lontos, Inc., conducts sales, management, and motivational technique seminars across the country. Her speaking experience includes an 18-city tour for the RAB and three consecutive years as a featured speaker at NAB's annual convention. With a 24-year background in sales and management, she previously served as VP of a radio/TV broadcast chain.

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Recorded Live in Concert in Budapest, Hungary.

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America's best rock stations via
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Hosted by Brian Beirne, "Mr. Rock n' Roll" • Written by Sandy Stert Benjamin • Produced and Engineered by Roger Zumwalt

Street Talk



BOB HATTRIK is no longer consulting the **DOUBLEDAY** stations. Bob told Street Talk, "I had a great year with Doubleday, and we achieved most of the goals we set out to in this year of reconstruction. Most of the



Bob Hattrik

Doubleday stations have achieved shares roughly double what they were when I came back to the company. Dave Martin is the best choice to carry on Doubleday's fine programming future. I will continue on with my other clients, as my consultancy gets set to expand shortly."

In light of that announcement, rumors were running wild in Chicago last week that **WMET** would switch formats. The wags had WMET converting its AOR approach to A/C, which in light of the way the station's been sounding lately (rockin' even harder) didn't make a lot of sense. And, in fact turned out to be absolutely false. The station is staying with AOR. So, where's all the talk coming from? Hard to tell, but there is another Chicago station with a format decision to announce shortly, and we hear they haven't quite made up their minds yet. Will Cox's **WAGO** be CHR or A/C? Now that WMET's confirmed as AOR, the softer route may be the way Cox chooses to travel, a la its **KOST/Los Angeles** and **WSB-FM/Atlanta**.



We told you how much fun all the CBS reps had at their annual meeting in Hawaii, but we failed to show you the beautiful rings every member of the **COLUMBIA RECORDS** promotion staff received as a "thanks for a great year" gift. Each 14K gold beauty was inscribed

with the person's name and the statement, "You are the Best!" Very classy.

V Catching almost everybody off guard last week, **RKO Radio Networks** President **TOM BURCHILL** abruptly resigned. He'll head the new **HAVES** cable TV venture (Hearst-ABC-Viacom Entertainment System). Who'll take over the radio nets? We could have a decision on that by next week.

It looks like **KATZ** is still on the prowl. After the rep firm swallowed up **RAR**, it now appears any rep firm with the first initial "R" could be fair game. Is **RKO RADIO REPS** next?

Another question. Is Taft set to sell its **WGR & WGRQ/BUFFALO** to **CRB Broadcasting**? We hear the owner of **WAEB/Allentown** will purchase the Buffalo duo.



After seven years of litigation, **PEOPLES BROADCASTING** has been issued a CP for the frequency formerly held by long-dark **WIFE-FM/INDIANAPOLIS**.

No format or call letters have been announced, but local broadcasters can relax a bit — the station won't debut until November.

Consultant **DON KELLY** has added **WMYX/Milwaukee** to his list of client stations.

WSRZ/SARASOTA has switched call letters to **WAVE**, which matches the ocean wave visual the station has used for years.

KNUS/DENVER is using its Colorado perspective — and the simulcast technique — to help radio listeners in primary states answer that sizzling question, "Where's the beef?" **KNUS** hosts and callers have chewed over Gary Hart with hosts and callers at four stations recently, including **WSB/Atlanta** and **WGBS/Miami**. Station Manager Carl Gardner says the shows have been so successful he's looking for similar hits in New York and other upcoming primary states.



We hear that as **KYYX/Seattle** makes its format transition complete (see Page 30), principal **PAT O'DAY** will be the morning drive

host, and **EMPEROR BOB HUDSON** will return to the mainland from **KORL/Honolulu** to handle afternoons.

It was touch-and-go at **KPRO/RIVERSIDE, CA** last week but — miraculously — new financing came through 11 minutes before the News/Talker was set to go dark Wednesday night (3-14). VP Shayle Ray says, "We're confident about the future; we've got a good book from Birch and we're ready to tear the world apart!" He says there are four offers to buy **KZNS & KTRD/Barstow, CA**, which *did* go dark two weeks ago, and one of them will be accepted soon.

At Elektra-Asylum, **ROY THOMAS BAKER** has been promoted to the newly created position of Senior Vice President/Productions, Worldwide. If that title sounds kind of all-encompassing, it is. Basically, the new position relieves Baker of most of his administrative duties, allowing him more time to acquire acts, produce them, and generally be more creative.

Without so much as missing a beat (or perhaps that should be violin), **BONNEVILLE's** Easy Listening format segued across Portland from **KUPL-FM** to **KXL-FM**.

Congratulations to former **WNBC/New York GM DOM FIORAVANTI** on being promoted to Senior VP/GM of **MTV** and **Nickelodeon** at **Warner Amex**. He'll continue to report to Exec. VP/COO Bob Pittman.

MORE STREET TALK/Page 16

LAI BACK "WHITE HORSE"

CHR NEW & ACTIVE

WCAU-FM add	KFRC 27-19
93FM add	WVSR deb 38
WHYT add	WZLD 37-35
FM102 add	WRKR 14-11
KS103 add	KQXR 39-35
WTIC-FM add 31	WGUY 34-30
WHTF add	WISE 16-12
WBBQ add	WJAD deb 40
WNOK-FM add	Q104 33-16
KAMZ add	KKQV 39-34
KSET-FM add	WCIL-FM 6-5
WHHY-FM add	KCAQ 26-20
13K add	KZOZ 40-34
KKXX add	CKOI
KBBK add	PRO-FM
KLUC add	I95
KDON-FM add	KITS
WFBG add	KITY
WKHI add	KQMQ
WCGQ add	KSKD
KHTX add	WERZ
WHTT 23-21	WJBQ
WXKS-FM 28-23	WBWB
WNVZ deb 24	KCDQ
KIIS-FM deb 39	KIST



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**Another
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From The Album

**BON
JOVI**



Manufactured and
Marketed by

PolyGram Records



Street Talk

Continued from Page 15

STOP What's going on at **KFRC/SAN FRANCISCO**? All day Monday (3-19) the station went speechless . . . not one air personality uttered one word. In promos, the station said after years of "being listened to," it was time for KFRC "to listen to you." The request lines were thrown open for the day, and listeners were encouraged to call in their comments and criticisms about the station. Tuesday, things were back to "normal," but you can bet PD **GERRY CAGLE** will use the promotional day of silence to begin introducing some competitive changes. We'll stay tuned.

Get-well quick wishes to supervoice **SCOTT MUNI**, who's recovering from minor throat surgery. The **WNEW-FM/New York** OM/afternoon personality will be back on the air March 26.

"Andrew's Theme" is the title melody to the forthcoming motion picture "Misunderstood," starring Gene Hackman and Rip Torn. Interestingly, the score was written and composed by PolyGram Records VP **MICHAEL HOPPE**, whose time normally spent centered in Artist Development seems to be paying off!

At **WMGG/TAMPA**, Promotions Director **SCOTT ROBBINS** has been promoted to Manager/Programming & Promotion. Scott replaces Dennis Winslow, who becomes Operations Manager.

ICE Ice storms and freezing drizzle caused major problems for radio stations in the Northeast this week. Among the horror stories were instances of flooding, transmitter buildings smashed by ice, and blown transmitter tubes. In Bangor, ME, Country outlet **WBGW** and Religious-programmed **WHCF** were knocked off the air when the towers from which they operated both crashed to the ground within an hour of each other. Using a temporary stick, **WHCF** already has resumed broadcasting; **WBGW** is also expected back within a day or two.

Who's got the next new format? **BURKHART/ABRAMS/MICHAELS/DOUGLAS** et al. have announced "Adult-Urban." **B/A/M/D** President Dwight Douglas terms it "a format that will stand out while everybody crowds for the middle . . . at the same time it will be extremely familiar to the 25-45 audience." Basically encompassing rhythmic music from the past two decades, the format is available immediately.



Remember the old **KZAM**? When Sandusky dropped that set of calls in Seattle for **KLSY**, we knew those letters would be back.

And of course, a new AOR FM will hit the air in Eugene next month as **KZAM**. Owned by Visionary Broadcasting, the station will use the Adult AOR approach the old **KZAM** used; former **KZAM** staffer Paul Hanley will be PD; and one of the principals of Visionary is Paul Sullivan, who was once PD of **KZAM**. Any votes for reincarnation?

Jack Regan has promoted **ALAN SLEDGE** to Assistant Program Director at **Q103/Denver**. Alan will retain his duties as midday personality and Music Director.

TOM EVANS, former PD at **KBBK/Boise**, has found a new home across the street at **KNPA**. A number of Tom's former **KBBK** airstaffer have joined him at the new AM CHR station, which needs record service immediately from all labels.

KYTN/GRAND FORKS will drop live CHR programming and join **SMN's** CHR "Rock America" format effective April 1. All on-air personnel are being let go, including PD Tom Fricke.

MERGING TRAFFIC Need a production wizard/premier jock? **BOBBY OCEAN** is ready to travel. Call him at (415) 472-5625.

Still no one named PD at **WNBC/NEW YORK**. According to VP/GM Randy Bongarten, "We're taking our time to find the right person." Translated, that means an announcement should be "a couple of weeks away."

RUSS WILLIAMS has become the new PD at **KBFM/McALLEN-BROWNSVILLE**, coming in from **WLCS/Baton Rouge**.

WYMX/AUGUSTA is dropping AOR for a CHR presentation, with **DAVE FOSTER** from **WHSL/Wilmington** coming in to program. Replacing Dave at **WHSL** is MD John Patrick.

Former **KITS/San Francisco** PD **JEFF HUNTER** is available at (415) 485-1862.

WNYS/BUFFALO has hired **RON RICE** a GM. He was the Operations Manager at **Cablescope**. In addition, Associated Communications has taken **WNYS** off the block.

Hats off to **WIBR/BATON ROUGE** on being named station of the year by the Louisiana Association of Broadcasters. This is the second time in six years the Country station has been so honored.



When a station has more than 800 albums go out the door, it's a hell of a promotion, right? Wrong. **KZAP/SACRAMENTO** MD Tom Cale's office was broken into over the weekend, and most of the station's back-up albums were "liberated." **KZAP** could use label assistance in getting replacements.

At **KEZR/SAN JOSE**, nighttime personality **SUZANNE REESE** has been promoted to MD. At the same time, morning man Mike McGurk was advanced to Creative Director. The station still needs a production director/midday personality.

DON RIVERS, formerly of **KSET-FM/EI Paso**, is the new MD at **KBIU-FM/LAKE CHARLES, LA**. He'll also handle afternoons.

Diaper Duty: Congrats to **KHTR/St. Louis** PD **BOB GARRETT** and wife Shari on the birth of Nicole Dana . . . Also to **WKJJ/Louisville** PD **LEIGH JACOBS** and his wife Simone (formerly of Metro Traffic in Boston) on the arrival of Kali (3-18) . . . And born to **KVOL/Lafayette, LA** PD **Jeff (MORGAN) NEMETZ** and his wife Lois, Amy Marie, on March 11.

VERITE

Warner Bros. Records,
in association with
Lone Wolf Productions, Bill Ham and
the Members of ZZ Top,
is pleased to announce the completion of
principal photography for
the music video

"Legs"

A production in the tradition of
"Gimme All Your Lovin,"
"Sharp Dressed Man"
and
"TV Dinners."

Director: Tim Newman
Producer: Gary Buonanno
for Dancing Buffalo, Inc.

PREMIERING SOON ON MTV!



She used to be plain—
Now she's driving them insane!

NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

CLAP FOR THE WOLFMAN

Jack Of His Trade

Everyone knows Wolfman Jack. Whether crying out into the night from a mysterious Mexican powerhouse during the '60s, or slurping on grape popsicles in "American Grafitti," or hosting the "Midnight Special" for 8½ years on TV, the howling voice of the night has touched virtually every set of ears in North America. This week R&R talked with the lupine legend about his beginnings, his success at syndication, and his general thoughts about the progress of radio.

R&R: *Wolfman Jack is a legend of the airwaves. Where did it all begin, and how do those early days compare with being on tape today, syndicated from coast to coast?*

WJ: A lot of folks don't know it, but I've been doing a lot of taping all my life. Even when I worked for the big Mexico stations. The first one was XERF, in Via Acuna, Coahuila, Mexico. It was about ten miles outside of Del Rio, Texas, and was licensed for 1 million watts, clear channel at 1570. The most the station ever went was 250,000 watts, but that seemed to do the job. We sold mail order items like baby chicks and record packages, and we also catered to Pentecostal prayer-cloth preachers — the lay-your-hand-on-the-radio, send-me-the-dollars type of guys.

R&R: *Is that where the Wolfman legend first got started?*

WJ: That's where I first started Wolfman Jack. I stayed there till about 1964, and then I went to XERB on the West Coast. I opened up an office in L.A. and continued to sell mail order. The thing was, on each of these Mexican stations I made too much money, they got jealous and wanted the whole pie, and finally they kicked the old Wolfman out into the street.

R&R: *So what has the Wolfman been doing since those early days south of the border?*

WJ: Well, I went to KDAY/Los Angeles after that, stayed there for about a year, and then was beckoned by WNBC to go to New York and go against Cousin Brucie. I got into real trouble there because everybody loved me so much and started giving me everything I wanted, and I decided I had to get out of town, man, because I knew otherwise I'd end up in the hospital somewhere. I was on "Midnight Special" for 8½ years, and I've been in syndication for about 13 years now. My show is called the "Wolfman Jack Show," and it's a Saturday night party with the Wolfman. It's a sort of contemporary thing, and we play about 50% oldies and 50% hits. We do it all from



Hollywood and Vine, right from the heart of Hollywood, California.

R&R: *Are you glad to be out of television and back in radio?*

WJ: Yeah. Now I've got time to get my radio thing going again, and we've got some big things planned. Instead of going one day a week I'm attempting to take all these wonderful tapes I've been making over the last 13 years and make some deals with some stations to go fulltime, five or six nights a week, 3-5 hours a night. We can do this, without repeating a tape, for 2-3 years.

R&R: *What is it about radio that keeps you coming back?*

WJ: Radio is my first love. I love doing radio like some folks like to bowl or play golf. I love to go down to the studio and create new radio ideas. I even enjoy listening to myself, and I sit there and figure out ways to do things better.

R&R: *Are you going to stay in radio, or are you looking for another lucrative TV project to come along?*

WJ: Contrary to what a lot of people think, the "Midnight Special" was not a big TV show where I walked away making mil-



NIGHT OF THE LUPUS:

Grafitti Gold

The "Wolfman Jack Show" is currently being syndicated by **Audio Stimulation** on a weekly basis to about 120 stations in the United States and Canada. Drawing on an extensive library of oldies, the company claims to have enough material to now produce a daily five-hour show and not have to repeat a program for at least two years. Several stations, including **KMLB/Monroe, LA; KWG/Stockton, CA; and KRLA/Los Angeles**, have picked up this new daily offering; **R&R** talked with their PDs to get an overall impression of the show and some indication of audience and sponsor reaction.

Chuck Halley, PD, KMLB/Monroe

"What we do is buy two six-hour shows at a time and run them two hours a night, from 6-8pm, Monday through Saturday. The show is real good, and it sounds like Wolfman is live in our studio. He customizes the closes, like 'Join us again tomorrow night on KMLB,' so it sounds as live as it can. We've got the show sold out, with six sponsors, which generates a lot of business every week."

Kevin Manna, PD, KWG/Stockton

"We're on Monday-Friday with it, 9-midnight, and the reason we went with it is after reading about KRLA, and talking to Wolfman's people about the countless hours of tapes that he has. The show is done very well. Wolfman provides a lot of local inserts, so it has the feeling of a live program. Wolfman will cut some 5-10 second drop-ins, so if it's engineered well, he sounds like a regular jock. Usually AM radio at night isn't the biggest draw in the world, but we're very successful with it."

Jim Pewter, PD, KRLA/Los Angeles

"I love the show. Not only is he playing a lot of great music from the past, but there's a lot of bits he does that really are fun to listen to. The show has a different structure than he had years ago, and we're very happy to have him on board. The show opens up the whole nighttime for us. We run it midnight to five, six nights a week, and we've been getting very positive reaction. Since he's been on, in the first two or three weeks, there's been a great turnover on spots that went into his show. Business is great."

lions of dollars. It was strictly scale, and at the end I was still only making twice that — about \$1400 a show. If I do another show I want to make maybe a lot more, and until that time comes I'm perfectly satisfied with what I'm doing.

R&R: *You're experienced in the syndication business — what do you think of the preponderance of programming available to radio stations today?*

WJ: Actually, I'm glad to see this happening in syndication. I started when Tom Rounds and Casey Kasem started rolling, and that was just about it. There were a few guys trying it, and a lot of them were trying to go barter, but barter was in the toilet at the time. Now there's a glut of programming. I think it's fantastic.

R&R: *Everything you do is cash, not barter. Is this a matter of personal preference, or have you just not sought out the advertisers?*

WJ: I have nothing against barter, and we're ready to take on anybody who wants to give us some money. It's true that the foundation of **Audio Stimulation** has always been cash, and I can't say that cash is not the way to go. With barter you put yourself in a position where you're at the mercy of the sponsor. You can be getting great numbers, and suddenly the advertiser might want to switch the budget over to some other area. All of a sudden you've got to go to work real fast to try to keep those stations and get another sponsor. I don't ever want to be under that panic problem, and I never have been. I'm ready for barter — I have nothing against it — but I'm not going to let myself be in the position where I'm at the mercy of a sponsor.

R&R: *You got started in the days when "radio was radio." How much has the industry changed since those days?*

WJ: Let's go back to the time in radio when they started with all this research. These consultants came in and took over

the rock 'n' roll stations, told the DJs to only talk over the intro of a record, not to talk too much, and make sure you're saying something. That's when the sterilization of radio started — segueing records, playing down the DJ. I didn't agree with it back then, and I still don't agree with it today. Radio, just like TV, deserves to have personalities — that's what it really is all about.

R&R: *Obviously, then, what radio needs is more people like Wolfman Jack . . .*

WJ: Sure. Everybody plays the same records, basically, even with all the different formats. If you want to hear "Girls Just Want To Have Fun" by what's-her-name, you're gonna hear it on 25 different radio stations. When you pick the radio station you really pick it for the personalities. What's happening now, and the reason why syndication has become so good, is because most of it is done by real talented radio people. They do get the numbers because people want to hear Casey Kasem, they want to hear Dick Clark, they want to hear Wolfman Jack.

R&R: *Do you think this "sterilization" of radio has affected the record business and the quality of music being produced?*

WJ: In a sense it has definitely hurt the music business. In the old days, the DJs who liked a record — whether it was real or payola — they promoted it, pushed it, talked about it, and made folks go out and want to buy it. The place that sells music is radio, but the programmers and consultants haven't given it that chance. TV and MTV are doing what radio should be doing, and I'm hoping and praying that MTV will turn radio around. I hope this will bring personality back to radio. If they put personality back in radio it will enhance the whole business. There'll be competition and new formats, instead of everybody trying to play the same thing and compete by doing the same thing. Radio reacts instead of acts, and it should go back to acting again.

CBS Baseball Lineup

The **CBS Radio Network** has announced its 1984 Major League Baseball schedule, beginning with a five-part **Curt Gowdy** preseason preview, and ending with the final out of the World Series. The following outline details the network's yearlong radio coverage of the 1984 baseball season.

- **Baseball Preview**, March 26-30
- **Opening Day Reports**, April 2
- **All Star Game**, July 10
- **Hall of Fame Reports**, August 12
- **Pennant Race Fever**, September 25-28
- **The Wonderful World of Baseball**, September 29-30
- **League Championships**, October 2-7
- **World Series Preview**, October 8
- **World Series**, October 9-17





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

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

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

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

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

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

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

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

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

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

Ed will give your listeners plenty to talk about.

And give your talent the weekend off.



Associated Press Broadcast Services. Without a doubt.

Networks/Program Suppliers

MUSIC FEATURES

ABC

Contemporary Net/ Spotlight Special:

John Cougar Mellencamp (April 15)

Clayton Webster

Country Calendar:

Margo Smith (April 9)
Jim Glaser (April 10)
T.G. Sheppard (April 11)
David Houston (April 12)
Earl Thomas Conlee (April 13)
Conway Twitty (April 14)
Mickey Gilley (April 15)

Rare Trax:

10 C.C. (April 9)
Captain Beyond (April 10)
Roy Harper (April 11)
Robert Palmer (April 12-13)

Retro Rock:

Duran Duran (April 9)

Creative Radio Network

Country Music's Radio Magazine:

Louise Mandrell (April 7)
Leon Everett (April 14)

Drake-Chenault

History of Rock & Roll:

David Bowie/Manhattans/Reggae (April 9)
OJs/Yes/San Francisco (April 10)
Beatles/Greg Kihn (April 11)
Animals/Carly Simon/Eagles (April 12)
Elton John/Guess Who/movie songs (April 13)

London Wavelength

BBC Rock Hour:

Future Rock special (April 8)

Mutual

Lee Arnold On A Country Road:

Dottie West/Tom T. Hall/Mel Tillis/Loretta
Lynn/Willie Nelson (March 31-April 1)

Narwood Productions Country Closeup:

Hank Williams, Jr. (April 9)

Music Makers:

Modernaires (April 9)

RKO Networks

Captured Live (PG Prod.):

Roxy Music (April 6-8)
Blue Oyster Cult (April 13-15)

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

Daryl Hall & John Oates (March 31-April 1)

Rolling Stone

Magazine Productions

Guest DJ:

Manfred Mann (April 9)
Rick Wright (April 16)

"The Spirit" Productions

American Christian Countdown:

Pete Karlson/Mark Heard/Bill Gaither Trio/Paul
Smith & Leslie Phillips (March 31-April 1)

Strand Broadcast Services

Music & Memories:

War/Lorne Greene (April 6-8)

United Stations

Dick Clark's Rock, Roll & Remember:

The Monkees (April 6-8)

The Great Sounds:

Jerry Vale (April 6-8)

Rick Dees' Weekly Top 40:

Julio Iglesias (April 6-8)

Solid Gold Country:

Willie Nelson (April 6-8)

Weekly Country Music Countdown:

Anne Murray (April 6-8)

Syndicate It

Music Of The City:

Tribute to Jackie Wilson (April 9)
The name game (April 16)

Westwood One

Dr. Demento:

Jewish dementia (April 6-8)

Earth News:

Chrissie Hynde/Lisa Hartman/Barry Bostwick
(April 9-13)

In Concert:

Big Country (April 9-15)

Live From Gilley's:

Ed Bruce (April 2-8)

Off The Record:

David Gilmour/Van Halen/Night Ranger
(April 9-13)

Off The Record Specials:

Roger Daltrey (April 9-15)

Rock Album Countdown:

Huey Lewis & the News/Roger Daltrey
(April 13-15)

Rock Chronicles:

Solo flights (April 13-15)

Special Edition:

Melba Moore (April 9-15)

Star Trak Profiles:

Pat Benatar (April 9-15)

Superstars Rock Concert:

Genesis (April 20-22)

The Countdown:

Jeffrey Osborne/One Way (April 6-8)

NEWS & INFORMATION FEATURES

All Star Radio

Radio Hotline:

If a girl calls . . . (March 26)
Maggie Carter (March 27)
Dickie's lost dog (March 28)
On the air (March 29-30)

Comedy Drop-ins:

Prom night (March 26)
Turn down that noise (March 27)
Wanna have sex? (March 28)
Self-improvement courses (March 29)
Behind the big top (March 30)

Clayton Webster

Jack Carney Comedy Show:

Baseball (April 9)

Sporting News Report:

Terry Whitfield/Marcus DuPree/Darrel Thomas/
Ray Luzinski (April 9)

Donnelly Media

Hiney Wine:

"Little Pink Hiney" (March 26)
"Tale Of Two Hineys" (March 27)
"Don't Go Into The Winery" (March 28)
Hiney at the airport (March 29)
Strangers with Hiney (March 30)

Narwood Productions

Minding Your Business:

Company perks & the I.R.S. (March 26)
National video and recording (March 27)
Hot-air balloon ads (March 28)
Anti-terrorist/security firms (March 29)
Tax breaks & computers (March 30)

Progressive Radio Net

Computer Program:

Computer employment/Videotext/computer fur-
niture/computer banking (week of March 26)

Laugh Machine:

Robert Klein/Eddie Murphy/Bob Newhart/Gary
Owens/Rodney Dangerfield (week of March 26)

News Blimp:

Stop paying taxes/designer cars/think young/gam-
bling cures/summer camps (week of March 26)

Sound Advice:

Hi-fi films/Tom Edison's phonograph/how records
got their holes/history of radio
(week of March 26)

Public Information Affiliates

PIA Public Affairs:

Flight of the whooping crane (March 25)

Medscan w/ Frank Blair:

Stay healthier with lights (March 26)
Talk to the animals (March 27)
Curing TMJ syndrome (March 28)
Heart attack drug (March 29)
No-cal fat (March 30)

Radio Entertainment Network

Olympic Minute:

The welcome pain of winning (March 26)
Death reveals life's secrets (March 27)
Overweight and out of luck (March 29)
The dark victory (March 29)
Better than himself (March 30)

Strand Broadcast Services

Something You Should Know:

Megatrends (March 26-27)
The love test (March 28)
Fear of fat (March 30)

Syndicate It

Radorobics w/ Jayne Kennedy:

Facials (March 26)
Exercising shoulders/arms/chest (April 2)

Westwood One

Brad Messer's Daybook:

Popeye statue (March 26)
Yuri Gagarin crashes (March 27)
Emma Goldman (March 28)
Cy Young (March 29)
Supreme Court on gay sex (March 30)

Playboy Advisor:

Three scuttled marriages/violent dad-violent
son/she fantasizes about married friend/odd
cuts and tears/he has gay son
(week of March 26)

Spaces & Places:

Taxes made easy (week of March 26)

Tellin' It Like It Is:

Frances Williams/Patrice Gaines-Carter
(week of March 26)

Waldenbooks Report:

David Wallechinsky/tax books/James Bond
books/"Pet Sematary" (week of March 26)

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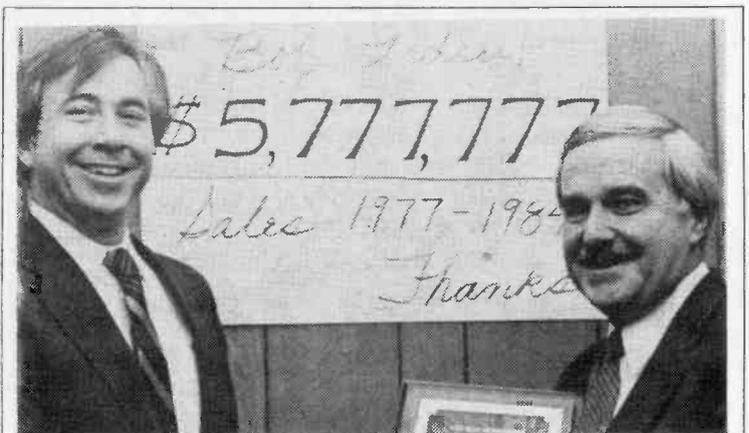
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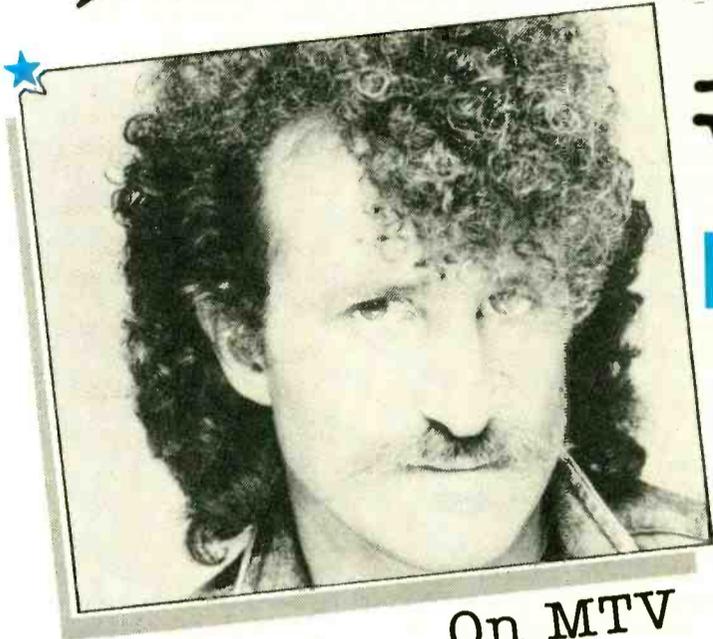


SIGN OF THE TIMES — Narwood Productions President Ted LeVan has signed a representation agreement with RKO Radio Sales to be the company's national sales representative. Pictured (l-r) are RKO Radio Sales President Jerry Kelly, Narwood VP/Programming Ellen Silver, Narwood President Ted LeVan, and Dick Newman, RKO Marketing Services Manager.



ALMOST \$6 MILLION MAN — Bob Ardrey, Drake-Chenault VP/Sales (r), is congratulated by James Kefford (l), company president, at Ardrey's departure ceremony. Ardrey spent seven years with Drake-Chenault and racked up sales of \$5,777,777 during that time.

The ★PLAYLIST★PRIMARY★ *Winners:*



On MTV

MATTHEW WILDER

"The Kid's American"

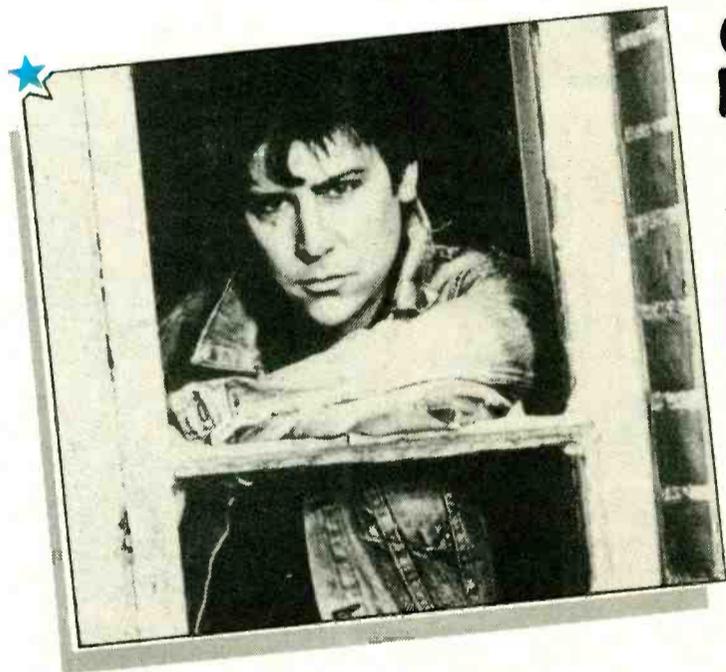
CHR
39 - 34

WHTT add
KFRC add
Q100 add
Q92 add
WQID add

WQUT add
WRVQ add
WAHC add
WISE add
WXKS-FM deb 40

CKGM deb 6
WNVZ deb 34
WLOL-FM 19-16
KIMN 40-37
FM102 23-20
KUBE 30-26
KNBQ 17-14
WMAR 36-31

WNYS 30-26
WYCR 35-30
WKEE 29-25
WLAN-FM 29-25
WJZR 20-16
KSET-FM 20-16
WOKI 40-30
G100 32-25
KMGK 29-24
KLUC 34-27
WCIL-FM 31-23
KGOT 20-16
WPFM 36-25
KKRC 27-21



SHAKIN' STEVENS

"I Cry Just A Little Bit"

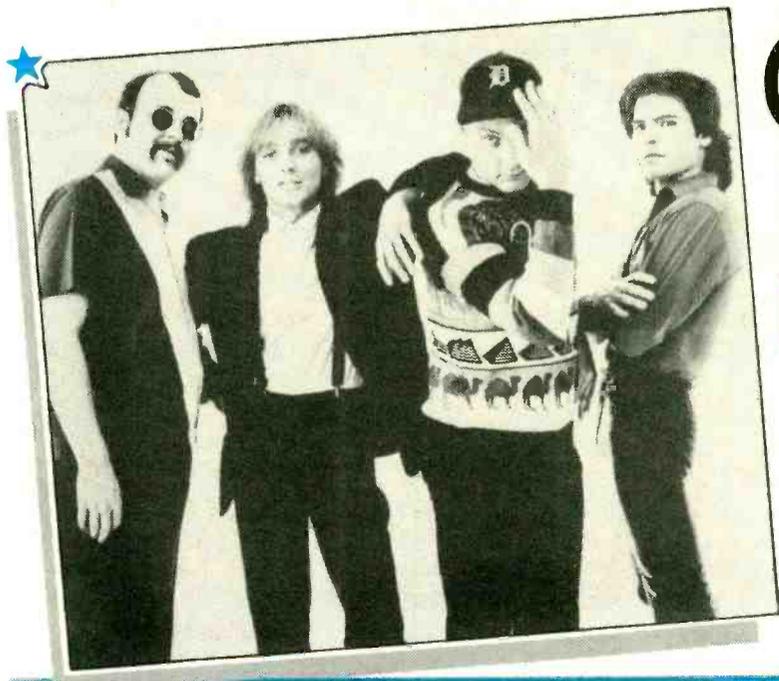
First Week:

CKOI
WVSR
WKRZ-FM
WFBR
WCCO
KGW

WVLK
WMAZ
WSRZ
WHBY
WHBC
WFMK

WEIM
WSKI
WWPA
WSKY
WCKQ
WCHV

WAGE
WCIL
KEEZ
WJON
KKJO
KOSW
KRSB



CHEAP TRICK

"Up The Creek"

Title Song From The New Hit Movie

AOR /HOT TRACKS

53

On MTV



Distributed by CBS Records



COLUMBIA'S

The Unmistakable Voice That You've
Heard On A String Of #1 CHR Hits

STEVE PERRY

"Oh Sherrie"

From His Premiere Solo Album "STREET TALK"

More
Music From

Footloose

BONNIE TYLER

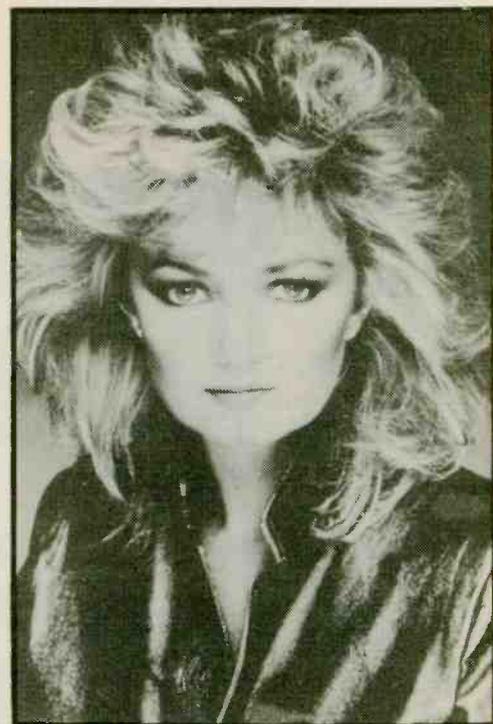
"Holding Out For A Hero"

CHR BREAKERS

BONNIE TYLER

Holding Out For A Hero (Columbia)

62% of our reporters on it. Moves: Up 71, Debuts 15, Same 49, Down 2, Adds 12 including WAVA, 93FM, KHTR, KZZP, WDCG, WAHC, KYVA. See Parallels, debuts at number 37 on the CHR chart.



CHR Debut
37

Superstars You



#1 Most Added
Second Week In A Row!

BILLY JOEL

"The Longest Time"

143/76 59%

Added This Week At:

WXKS-FM	Z93
WBEN-FM	Q105
WKBW	WHYT
WBLI	KIIS-FM
CKOI	KOPA
WCAU-FM	FM102
PRO-FM	KFRC
CHUM	Q100

WKEE
WLAN-FM
KC101
FM106
WRCK
WKRZ-FM
WBBQ
KZZB
WQID
WNOK-FM
WZLD
WANS-FM

WZYP
WFMI
G100
WSFL
WRNO
BJ105
WRVQ
KITY
KTFM
KROK
WKAU
KMGK

WEBC
WKDQ
WMEE
WGRD
WRQN
KEYN-FM
KKXX
KQXR
KDON-FM
KCPX-FM
KRSP
WGUY

WIGY
WIKZ
WISE
WCGQ
WFOX
KTDY
KNOE-FM
WAEV
WGLF
KKQV
WBWB
KCMQ

Y94
KKXL-FM
KWTO-FM
WSPT
KDVV
KGOT
KTRS
KGHO
KOZE
KDZA
KCBN
KSLY
KZOZ

B104 25
WKBW 16-11
WBLI add
WCAU-FM add
WHTX add
Q107 add
WASH add 33
94Q 7-6
Z93 6-3
93FM 27-7
195 deb 14
Y100 14-9
WNVZ add
Q105 18-13
WKTI 28-25
KIMN add
Q103 32-22
KZZP deb 30

A/C Chart:

GOT IT ALL!



Steve Perry
Street Talk

In This Week's R&R



SHALAMAR

"Dancing In The Sheets"

CHR NEW & ACTIVE

Black/Urban
Chart: **26**

B94 26-21
WHTX add
Q107 add
WASH 28-24
94Q add
Z93 add
Y100 17-14

B97 30-25
WNVZ 37-30
WGCL 21-18
WKTJ deb 29
KIIS-FM deb 38
KS103 add
XTRA add
KITS add

WKFM add
WBBQ add 28
KXX106 add
WZLD add
WZYP add
KRGV add
KX104 add
KTFM add

KIHK add
KMGK add
KQKQ add 35
WRKR add
WRQN add
KELI add
13K add
KBBK add 40

KHYT add
KRQ add
WFBG add
WGUY add
103CIR add
WERZ add
WCGQ add
KGOT add



Depend On

KFRC add
WMAR add
K104 add
WRVQ add
KTFM 1-1
KQKQ add
WRKR add 31
KHOP add
WQCM add
OK100 add
95XIL add
WJAD deb 36
Q104 23-17
KILE 40-35
Q101 add
WXLK deb 35
WAEV 34-23
WIXV add

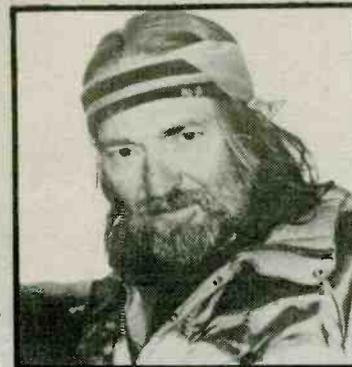
Z102 34-26
WGLF deb 23
KFYR 20-17
KKXL-FM deb 31
KXSS deb 33
KYAA deb 29
KTRS 34-31
KKAZ add
KCAQ deb 27
KSly deb 40
KIST 35-22
WKEE deb 37
WLAN-FM deb 38
KC101 29-25
WHTF 31-23
WBBQ 12-6
WFMF deb 30
KXX106 30-21

WDOQ deb 34
KAMZ 27-22
WRQK 37-31
WANS-FM deb 38
94TYX 20-15
WOKI 34-28
FM100 22
G100 26
WHHY-FM 16-12
KBFM 27
KRGV 4-3
KX104 deb 24
WSFL 34-24
KITY 11-5
Z98 29-26
KIHK 27-23
WEBC deb 28
WHOT-FM deb 39

KKXX 27-21
KIKI 28-25
KQMQ 38-30
KO93 31-21
KHYT deb 16
KTKT deb 39
WFBG 36-21
WZON 30
103CIR deb 35
WIKZ 31-17
WTSN 20
13FEA 26
WKHI 35
KITS
KROK
KSKD
KRQ
WISE
WCGQ
KISR
KTDY

KNOE-FM
KKRC
KCDQ
KDZA
KBIM

JULIO IGLESIAS & WILLIE NELSON

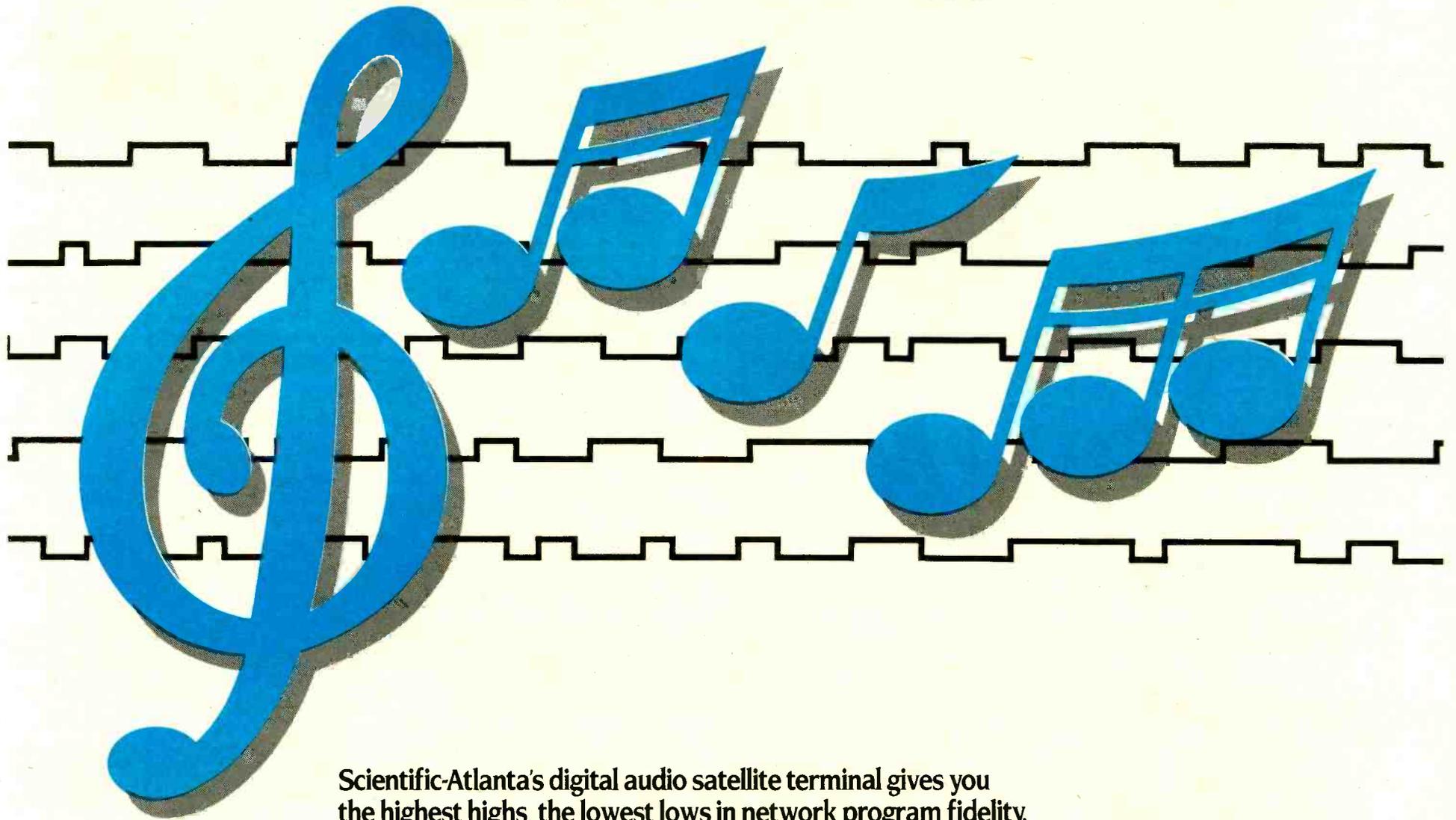


"To All The Girls I've Loved Before"

7 CHR NEW & ACTIVE

On Columbia Records

SOUNDS YOU'VE NEVER HEARD BEFORE.



Scientific-Atlanta's digital audio satellite terminal gives you the highest highs, the lowest lows in network program fidelity.

Scientific-Atlanta brings you the first major advance in network radio program delivery since there were network radio programs to deliver: the digital audio satellite terminal.

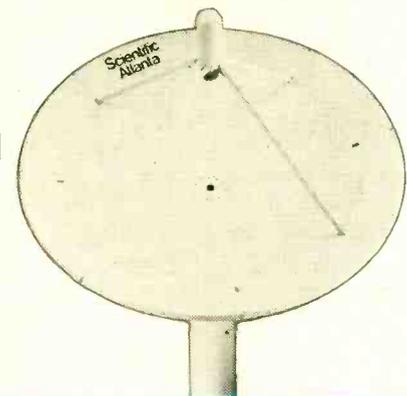
Listen to the crisp, clean signal quality featuring 80 dB of dynamic range and a full 24 dBm peak signal level. And then notice the low distortion characteristics—less than .3% THD. We make it sound like the program is originating in your own studio.

Our new digital audio

terminal also offers fast set-up and long-term reliability. Plus ease of operation: you can make a program change with a simple flip of a switch.

Once you hear the dramatic difference of digital satellite distribution, you'll be introduced to a quality of sound you've never known before. Find out more right now by contacting P. Michael Kelly. The new digital audio terminal from Scientific-Atlanta—the choice of four of America's leading radio networks.

**Scientific
Atlanta**



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On The Records



KEN BARNES

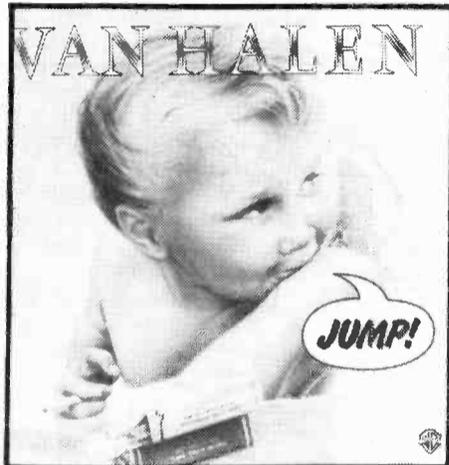
ACCENTUATE THE IMPERATIVE

CHR's "Command" Performances

Have you ever felt as if you were being ordered around by the records on the radio? Take a look at the CHR Back Page and you'll notice how many song titles are telling you to do something.

For instance, KC says "Give It Up," "Weird Al" echoes a thousand playground bullies by telling you to "Eat It," and Yes says "Leave It." Wang Chung admonishes "Don't Let Go," Alan Parsons orders "Don't Answer Me," Paul Young insists "Come Back And Stay," and Shannon commands "Let The Music Play" (adding, on her new single, "Give Me Tonight").

The orders continue, with the Thompson Twins asserting "Hold Me Now," Culture Club declaring "Miss Me Blind" (whatever that might mean), and Van Halen telling you in no uncertain terms to "Jump." In this kind of autocratic atmosphere, in which orders are the order of the day, a simple suggestion like Tina Turner's "Let's Stay Together" sounds indecisive and the Cars' "You Might Think" displays absolutely spineless hesitation.



Van Halen's mascot gives the order. (Historical Speculation: when this single is re-released in the year 2004, will the cherub's cigarette be airbrushed out?)

"Weird Al" — Broom At The Top

Speaking of "Weird Al" Yankovic, as I did above, reliable reports from my National Midnight Star correspondents tell me that, while recording past parody gems like "Another One Rides The Bus," "I Love Rocky Road," and my favorite, the still-unreleased "It's Still Billy Joel To Me," Al up until recently doubled as a custodian at Westwood One's palatial Culver City, CA offices. Whether this experience will inspire a follow-up to his current hit called "Sweep It" is still undetermined.

The principals in Mr. Mister, Richard Page and Steve George, used to lead Epic recording artists Pages.

The Atlantic single "Changes Of Heart" by new artist Dominique has an interesting combination of producers. Ahmet Ertegun previously produced artists like Cream, the

Earring Aids Dutch Rock

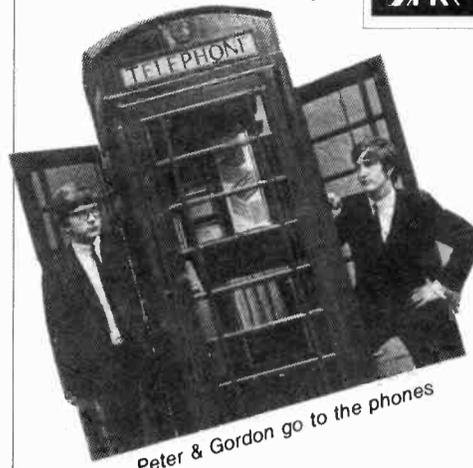


In this year of midsixties anniversary celebrations, it's fitting that Golden Earring is back with an AOR hit, "When The Lady Smiles." Their biggest U.S. hit, "Radar Love," came just about ten years ago, but in their native Holland they were one of the first local bands to have rock hits in 1965. They had 18 hits in Holland before "Radar Love," evolving over the years from fairly blatant Beatles imitations to more intricate pop-rock to bubblegum to the streamlined hard rock sound they've maintained from "Radar Love" through last year's comeback "Twilight Zone" to the present day.

Persevering as they have, Golden Earring (who began with the Earring in the plural form) have long since outlasted the handful of other Dutch U.S.-hitmakers — acts like the much-underrated Shocking Blue, the Tee Set, George Baker Selection, Mouth & Macneal, and, more recently, Stars On 45 (masterminded and produced by former Golden Earring member Jaap De Eggermont). Lasting almost 20 years in rock & roll is a story worth earring.

British Rock On Tobacco Road

(Part VI)



Peter & Gordon go to the phones



The early Moody Blues live up to their name



The Nashville Teens in "Swinging London"

Once again, all three acts in this week's British Invasion spotlight are still active, but on quite different levels.

Moody Blues: Gathering together in the northern industrial city of Birmingham from such memorable groups as **Gerry Levene & the Avengers**, **Denny Laine & the Diplomats**, and **El Riot & the Rebels**, the Moodies clicked at the start of 1965 with their second single, a cover of American singer **Bessie Banks's** "Go Now." Despite a number of good records, success eluded them thereafter, and Laine departed. He was replaced by **Justin Hayward**, who'd sung with Mr. & Mrs. **Marty Wilde** (Kim's parents) in folk trio the **Wilde Three**. This incarnation of the Moodies' third single, "Nights In White Satin," was a British hit in early 1968, and the album it came from, the heavily-orchestrated "Days Of Future Passed," became a huge U.S. hit and launched them on a cosmic new career that continues today.

Nashville Teens: They'd never been near Nashville, but they surely admired its music scene, particularly songwriter **John D. Loudermilk**. Three of the Teens' first four singles, their 1964 hit "Tobacco Road," its unlikely follow-up "Google Eye," and "The Little Bird" (also covered, more successfully, by **Marianne Faithfull**), can be found running consecutively on an early-sixties Loudermilk album. Despite their one-hit wonder status, the Nashville Teens have soldiered on to this day, playing small pubs and clubs and occasionally issuing a record (including a new version of "Tobacco Road" in the late '70s).

Peter & Gordon: **Peter Asher** and **Gordon Waller** were immeasurably aided in their quest for success by Peter's sister **Jane's** romantic relationship with **Paul McCartney**. The duo's first three hits, "World Without Love," "Nobody I Know," and "I Don't Want To See You Again," were all **Lennon-McCartney** songs the **Beatles** never recorded. But with their fourth hit, **Del Shannon's** "I Go To Pieces," Peter & Gordon proved they could score hits on their own, later demonstrating that ability with "Lady Godiva," "Knights In Rusty Armour," and "Woman" (which was written by McCartney, but under the pseudonym **Bernard Webb**). Asher of course became **Linda Ronstadt's** producer, while Waller did a solo album called "... and Gordon" and soon after disappeared from the music scene.

J. Geils Band, the **Righteous Bros.**, and, more recently, **Laura Branigan**, and wrote songs for the **Drifters**, the **Clovers**, and **Ben E. King**. **Doug Morris** produced **April Wine** and **Brownsville Station**, co-wrote songs for the **Chiffons**, and produced and co-wrote the most surly American response to the long-haired British Invaders of the mid-sixties, "Are You A Boy Or Are You A Girl" by the **Barbarians**. In addition, of course, **Ertegun** and **Morris** are Chairman and President, respectively, of Atlantic Records.

Record News

More Michael Jackson duets: **Grammi- vision Records' Harry Weingar** suggests **Stevie Wonder's** "All I Do" (from the "Hot- ter Than July" LP), which prominently features Michael's background vocals... **Van Halen's** "1984" album has jumped to platinum. **Judas Priest's** "Defenders Of The Faith" hit gold.



"Solid Gold" for the week ending March 23 stars **Culture Club**, **Hall & Oates**, **Stevie Nicks**, the **Pretenders**, **Shalamar**, **Tracey Ullman**, and **Paul Young**... **UB40** and **Paul Young** are on "American Bandstand" March 24... **Stevie Wonder** appears on a "Best Of Saturday Night Live" Mar. 24... **Rick Springfield** serves as a guest VJ on **MTV** March 28... **Stacy Lattisaw** & **Johnny Gill** guest on **Black Entertainment Television's** "Video Soul" March 28, while "D" **Train** is on March 29.

Radio station TV commercial producer **Eagle Syndication** of Ft. Collins, CO is selling a 30-minute video TV show called "Rock Video '84" to radio stations. The show will be customized for individual stations using a local personality. April 1 is the projected startup date.



ONE YEAR AGO TODAY

- DOUG BROWN VP/WESTERN REGION FOR MALRITE
- FRANK FELIX FORMS CONSULTANCY
- BOB ABERNATHY NEW GM AT WCAO & WXYV/BALTIMORE
- MIKE COSTELLO NAMED GM AT KYYS/KANSAS CITY
- KEN BARTELL BECOMES VP/GM OF KEX & KQFM/PORTLAND
- #1 CHR: "Separate Ways" — Journey (Columbia)
- #1 A/C: "Make Love Stay" — Dan Fogelberg (Epic)
- #1 COUNTRY: "When I'm Away From You" — Frankie Miller (Chrysalis)
- #1 BLACK: "Tonight" — Whispers (Solar/E-A)
- #1 AOR TRACK: "Photograph" — Def Leppard (Mercury/PolyGram) (2nd week)
- #1 LP: "Frontiers" — Journey (Columbia) (6th week)

FIVE YEARS AGO TODAY

- BILL WARD NAMED SENIOR VP AT METROMEDIA
- SCOTT SHANNON BECOMES PD AT WPGC/WASHINGTON
- FRANK CODY RETURNS TO KBPI/DENVER AS PD
- MILLENNIUM DISTRIBUTED BY RCA
- #1 CHR: "What A Fool Believes" — Doobie Bros. (WB)
- #1 A/C: "Music Box Dancer" — Frank Mills (Polydor/PolyGram)
- #1 BLACK: "He's The Greatest Dancer" — Sister Sledge (Cotillion/Atco) (2nd week)
- #1 COUNTRY: "I Just Fall In Love Again" — Anne Murray (Capitol) (2nd week)
- #1 LP: "Minute By Minute" — Doobie Bros. (WB) (2nd week)

TEN YEARS AGO TODAY

- #1 CHR: "Bennie & The Jets" — Elton John (MCA)
- #1 A/C: "The Entertainer" — Marvin Hamlisch (MCA)
- #1 COUNTRY: "Honky Tonk Angel" — Conway Twitty (MCA) (2nd week)

DAVID GILMOUR



OCCUPATION:

Guitarist and vocalist with Pink Floyd. Began his musical career at age 16.

CURRENT PROJECT:

A second solo album, entitled "ABOUT FACE."

STREET TALK:

His new single, "BLUE LIGHT." It's everything you'd hoped it would be!

"BLUE LIGHT"



Datebook

MONDAY, MARCH 26

Beck Replaces Clapton In Yardbirds

When **Eric Clapton** joined the **Yardbirds** in 1963, replacing original guitarist **Anthony Topham**, the group was a purist blues band. They backed blues singer **Sonny Boy Williamson** on an LP and covered their favorite blues and R&B songs. But in 1965, following a pair of relatively unsuccessful singles, the Yardbirds were offered a minor-key pop number called "For Your Love," written by **Graham Gouldman** (later in **10cc**). Clapton didn't want to compromise the group's original principles and declined to do the song. As a result, he left the group and was replaced by a guitarist from a small-time group called the **Tridents**, **Jeff Beck**. Clapton joined up with **John Mayall's Bluesbreakers** and was able to play music more to his liking.

Birthdays: **Diana Ross** 1944, **Aerosmith's Steve Tyler** 1948, **Susanne Sulley of the Human League** 1963.

TUESDAY, MARCH 27

Hot Cheri

The use of oddball electronics, which still scared some rock people at this time last year, has been common in black music for a while. While the first R&B song to sound overtly like **Kraftwerk** was probably **Soul Sonic Force's** "Planet Rock" in the summer of 1982, one of the breakthrough electronic records preceded it by a couple of months. **Cheri's** "Murphy's Law," which debuted on **R&R's** Black Radio chart on this day two years ago, used synths to stretch out the odd, gnome-like voices heard a year earlier on **Yarbrough & Peoples'** "Don't Stop The Music." The tribute to consummate bad luck was the brainchild of Chicago-born **Geraldine Hunt**, who was one of the leading figures in the Montreal R&B scene. **Cheri** was Hunt's 17-year-old daughter and a friend of hers from the local skating rink. The song, according to the younger Hunt, was originally written straight; the electronic gadgetry was added to kink things up later.

WEDNESDAY, MARCH 28

Sweet Caroline

For most American listeners, the term "Pirate station" implies **KDKA/Pittsburgh** or one of its baseball affiliates. Thanks to a jammed spectrum and some diligent work by the **FCC**, most bootleg stations are semipro and short-lived. In the UK, however, the **BBC** has never been as liberal musically as its critics would like and as a result both outside broadcasters like **Radio Luxembourg** and pirate stations like **Radio Caroline** have been popular. The latter signed on this day in 1964, broadcasting from a barge at the mouth of the River Thames, and gave listeners their first British alternative to the Beeb. Caroline has been cited as an influence both directly by any number of British rockers who grew up with it and indirectly by the UK government, which, besides adding the rock network **BBC1** in 1967, was finally forced to allow commercial broadcasting during the seventies. Although the original ship sunk several years ago, Caroline has recently been reactivated and competes not only with the BBC and commercial broadcasters but also with another pirate ship, **Radio Laser**.



THURSDAY, MARCH 29

Bee Gees' "Deep"-Rooted Trouble

It took Chicago antique dealer **Ronald Selle** more than two years, but on this day in 1980, he finally filed suit against the **Bee Gees**, **Paramount**, and **RSO**, charging that "How Deep Is Your Love" had been lifted from his 1975 song "Let It End." Nearly three years later, a Chicago jury ruled in Selle's favor after **Robin Gibb**, during testimony, was unable to correctly guess what song he was hearing. Several months later, the decision was overturned on appeal. The Gibbs were luckier than a couple of other songwriters who had their works challenged. Recently **Felice & Boudleaux Bryant** won their case against the authors of "You're The Reason God Made Oklahoma"; the Bryants argued that the song sounded too much like their "Rocky Top." And in one of the great cases from the annals of songwriters' court, on April 4, 1964, **Beechwood Music**, owner of the copyrights on the **Livingtons** hits "Papa Oom Mow Mow" and "The Bird Is The Word," won royalties from the **Trashmen's** "Surfin' Bird."

Birthdays: Ex-Bostonite turned **Orion The Hunter** member **Barry Goudreau** 1951.

FRIDAY, MARCH 30

Blues Power - Clapton #2

When last we heard from **Eric Clapton** about four paragraphs back, he was departing the first in a series of bands that were too commercial and not sufficiently bluesy for his tastes (**Yardbirds**, **Cream**, **Blind Faith**). Despite becoming an AOR mainstay in the '70s, Clapton has managed to change up and stay eclectic in recent years. On his last LP, "Money & Cigarettes," there was a 43-year-old blues song, "Everybody Oughta Make A Change"; a remake of **Albert King's** "Crosscut Saw"; and "Crazy Country Hop," which goes deeper into the **Johnny Otis** songbook than Clapton's earlier remake of "Willie & The Hand Jive" did. Following a surprise country hit in 1978 with "Lay Down Sally" (which easily beat out a **Red Sovine** cover on the Country charts), Clapton went to country songwriters **Troy Seals**, **Eddie Setser**, and **Steve Diamond** for his last hit, "I've Got A Rock & Roll Heart." Clapton turns 39 today.

Birthdays: **Black Oak Arkansas** leader **Jim Dandy Mangrum** 1948.

SATURDAY, MARCH 31

Another Park, Another Sunday

The title refers to the **Doobie Brothers'** best-known song about splitting up. On this day in 1982, the members of the group announced their final tour and their plans to disband afterwards, but whether any of the group's ex-members are hanging out on public benches and feeling depressed about it is unknown. Some of the Doobies had already started planning their solo careers. **Michael McDonald** had been a solo artist on **RCA** years before joining the group, so it wasn't much of a surprise that he was already working on a solo LP. **Patrick Simmons** followed with his debut on **Elektra** a few months later. **Cornelius Bumpus** has released a solo album, but no word yet from drummer **Hugh McCracken**.

Birthdays: **Herb Alpert** 1935, songwriter **John D. Loudermilk** 1934.

Isley: Livin' In The Life

SUNDAY, APRIL 1

The new **Isley Brothers** greatest hits LP on **T-Neck** probably isn't definitive . . . but then again, it couldn't be. When you have an act whose career spans more than 25 years and at least 11 labels, even if you could get all the release rights, putting all the hits in one set would probably injure anybody who tried to lift it. **Rudolph**, the middle brother from the first generation of Isleys that comprises the group, turns 45 today. He's been with the group since their inception in the '50s as a doowop outfit. He's sung both the group's own songs and other people's. ("Twist & Shout," associated with the group, was actually a cover but "That's The Way Love Is," which **Marvin Gaye** made famous, was theirs first.) Rudolph and his brothers also helped discover **Jimi Hendrix** (who was in their backup band) and then squeezed rock guitar licks like Jimi's into R&B during the late '60s and early '70s. It may be a while before the next new Isleys LP; at this writing, they're on the fourth single off last year's "Between The Sheets" LP, "Let's Make Love Tonight."

Other birthdays: **Alberta Hunter** 1895, **Arthur Conley** 1946, **Ronnie Lane** 1946, **Billy Currie (Ultravox)** 1952, **Mark White (ABC)** 1961.

—Sean Ross

HOW DOES YOUR GOLD STACK UP?



Before answering, let **SURREY** ask your listeners. After all, their opinion is the one that matters to you most.

Through **SURREY**'s new A & O auditorium-mode music test, you'll be able to determine listeners favorites and most familiar songs, as well as those they're least tired of hearing. In-depth information will highlight station preference, cuming behavior and life-style characteristics of these listeners.

SURREY's A & O music series—"A" as in ALPHA, meaning beginning, "O" as in OMEGA, meaning end—really is everything you'll need in oldies information.

Your results, which can be received in as short as two weeks following testing, will be presented in two parts. In the opening ALPHA phase, you'll be supplied six separate listings of all titles tested, broken down by male, female and combined scores, with three listings displayed alphabetically by title and the remaining three ranked by score. In the ranked-song segment, overall ratings will be color-coded to indicate the strength of each song's preference.

In the concluding OMEGA phase, each title will be broken down by response categories, crosstabulated with various demo groups, their listening habits and other desired information. These categories will be determined by the client with as many as twelve categories allowed per title.

To learn more about **SURREY**'s new A & O music series call now. (303) 989-9980.

Once you've had a chance to become fully acquainted with this series we think you'll agree it really is the most complete concept in testing oldies available to radio today.



165 South Union, Suite 606, Denver, Colorado 80228

"Direction '84" Points Path For Tomorrow's GMs

R&R's "Direction '84" Shirt-sleeve Seminar last weekend in Los Angeles introduced a variety of strategies, trends, and concepts to management-minded broadcasters.

Moderated by R&R VP Jonathan Hall, the program included several participatory lectures on subjects such as management training/organization, achieving peak performance, recruiting, and time management. Also covered were cultural/economic/programming trends, ego management and psychology, research/promotion budgeting, listening skills, raising venture capital, buying a station, and cable radio.

As a problem-solving exercise to simulate real station situations, broadcasters also tackled a complex "case study" of a facility in distress. As R&R Publisher Dwight Case moderated, participants formed "think-tank" teams to generate solutions to a wide range of managerial and programming challenges.

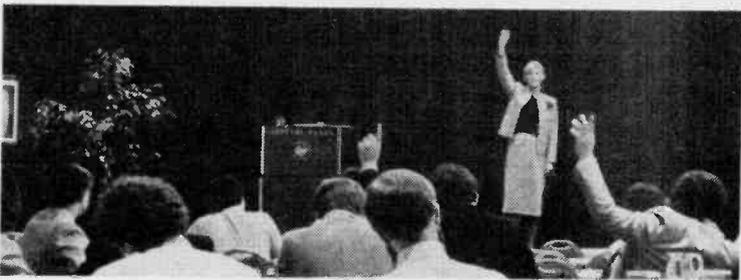
Among the guest speakers were Joint Communications CEO John Parikhal, psychologists Dr. Sharon Crain and Dr. Charles Garfield, Korn/Ferry Managing VP Gary Kaplan, "Megatrends" contributor and author Patricia Aburdene, career strategist Dr. Adele Scheele, Mattel Electronics VP Don Payne, Sperry Computer Corp. Director Dr. Elliott Ross, Jhan Hiber & Associates President Jhan Hiber, N.W. Ayer Advertising Sr. VP Ron Salzberg, Wind Point Partners general partner Art DeVesco, broadcast broker Robert Mahlman, and cable authority Paul Bortz of Brown, Bortz, Coddington.



AM I A PEAK PERFORMER? — In keeping with the themes of high intensity and heavy participation, attendees are seen "hitting the books" during a program session on peak performance.



WOULD YOU HIRE THAT PERSON? — Korn/Ferry International VP and R&R Management contributor Gary Kaplan takes some of the mystery out of recruitment during a "workshop" session.



FIGHTING STRESS WITH SCIENCE — Dr. Sharon Crain leads a responsive group in an exercise on stress management.



WELCOME ABOARD — R&R VP Jonathan Hall (stage left) and President Dwight Case (standing) welcome attendees to "Direction '84" seminar I, "Management Tools For The Program Director."



SO, WHAT WOULD YOU DO? — R&R President Dwight Case asks case study participants for real-life answers to the programming and managerial obstacles in a hypothetical station situation.



WHAT THE EXPERTS THINK — Afternoon sessions were conducted in a "workshop" environment. Here, Joint Communications CEO John Parikhal (at head of table) discusses programming trends with an overflow crowd.

Case commented, "I'd like to thank all the broadcasters who attended this event for making it

such a productive and meaningful experience. For those who could not attend, R&R arranged to tape

all of the sessions. To order any or all of these very worthwhile lectures, just call us. I'm pleased to

announce that I've got an exciting surprise for the industry within the next few weeks."

ABC

Continued from Page 3

told R&R, "I'm very flattered that John Axten and ABC Radio have the confidence in me to oversee the Entertainment Network. John's a great guy to work with, the Direction Network continues to grow, and I look forward to the challenge of keeping the Entertainment Network number one in the ever-competitive radio arena."

Gardino began his broadcasting career at Savalli/Gates, Inc., later moving to Metro Radio Sales and eventually to Katz Radio. In June of 1979 he joined WABC/New York, and became the Director of the Direction Network at its inception in 1981.

In her new position, Benson replaces Frank Atkinson, who will be retiring from the network later this year. She will be primarily responsible for affiliating smaller-market stations with the network.

ABC Affiliate Affairs/Acquisition Planning VP Chuck King commented, "Leslie's vast experience in affiliating stations in all size markets, both at ABC and RAB, makes her uniquely qualified to handle this position — one in which she'll be responsible for building affiliations for all six networks."

Benson joined the network in 1979 after two years as Director, Station Relations at the Radio Advertising Bureau. She began her career at KLIL/Ukiah, CA, later moved to WCOA & WJIQ/Pensacola, and eventually was named GSM at WNVY, also in Pensacola.

Crowl

Continued from Page 3

positive sign. I realize most of our FM properties are AOR, but with three strong AORs in town already it's not likely we'd go that route if a format change is called for."

A Taft employee since 1977, Crowl worked in various sales capacities at WLVQ, including Sales Manager and Station Manager. He added, "This company has afforded me lots of growth potential over the years, and this new opportunity is extremely exciting. My thanks to Exec. VP Carl Wagner for this new challenge." No replacement for Crowl has been named at WLVQ.

United Stations

Continued from Page 3

Broadcasting in 1981 to join with Dick Clark and form the United Stations. He had been with Mutual since 1976, and prior to that was with the Joe Gibbons Radio chain, acting as Station Manager at WFMD & WFRE/Fredricksburg, MD.

In his current capacity, Salamon oversees production of the company's five weekly programs. He came to the network from the PD position at Mutual's WHN/New York. He began his career at KDKA/Pittsburgh as Assistant Promotion Manager, later becoming Director/Marketing & Research and eventually Music Director. Three years later he moved crosstown to program Country station WEEP, and two years later joined WHN in New York.

Driscoll

Continued from Page 3

high plateau and needs someone with Mark's depth and experience to continue growing. This station is a great example of teamwork, and Mark fits right in. He understands that WZPL, despite new challenges from WNAP, is out to become the number one station in this market 12+."

Driscoll, who will have some input regarding his replacement at WLUM, told R&R, "Obviously I'm very excited. I was introduced to (WLUM owner) All-Pro in July and have really enjoyed working with this company. There aren't enough good words to say about this management team. On the other hand, I've known Ken for a number of years, and the chance to work with him again really thrills me. It's like a ten-year reunion. WZPL has done such a great job, and the new competition makes this a really fun situation to go into."

Included in the many stations Driscoll has programmed are: KITE/Corpus Christi, KSTP (AM)/Minneapolis, WAPE/Jacksonville, and WDRQ/Detroit. Driscoll also served as Group PD for Brandon Communications. He begins his new duties on March 26.

Elliott

Continued from Page 3

Elliott comes to FM100 after 21 months handling afternoons at WMJI. Previously, he spent four years at WOHO & WXEZ/Toledo — first as WOHO PD, and later as OM for both stations. His programming

KROY

Continued from Page 3

VP/GM by current VP/GSM Michael O'Brien, while former NSM John Caselli moves into O'Brien's old post.

At the same time, Richard Irwin returns from Gary Burns & Associates to KROY & KENZ as Operations Manager. Former PD Dennis Newhall becomes Director of Production Enterprises, taking over from the exiting Jim West, and Assistant PD Jona Denz, who joined the station one month ago, is the new PD.

KROY and sister station KROI/Manteca, CA share programming via a small network, and these changes were designed specifically to streamline corporate programming efforts.

Speaking of the overall changes at KROY, Jonsson told R&R, "What we've got now is a group of talented young people who, in each of their areas, bring some new experience to the company. Getting this network underway is really the dream of our company, and I think we've got the basic people in place. They're the first string, and now we're going to go out and win the World Series."

background also includes a term at WAKX/Duluth. Elliott said, "Jim Teeson is a real pro, and after talking with him and Joel Grey, I can see that the market is in just the right position for us to capitalize on the A/C vacuum. I am just thrilled."

HERE'S THE BEEF!



On MTV



ROMANTICS

"One In A Million"

CHR BREAKERS 144/17

ROMANTICS

One In A Million (Nemperor/CBS)

60% of our reporters on it. Moves: Up 64, Debuts 11, Same 52, Down 0, Adds 17 including CKGM, B94, KITS, WYCR, WSFL, KDON-FM, KILE. Complete airplay in Parallels.



New Add On MTV

SLADE

"Run Runaway"

AOR / ALBUMS **BREAKERS**

First Week:

**Sing-Along
Rock & Roll**

- | | | | |
|------|---------|------|------|
| WPHD | WRKR | WZYQ | KGHO |
| WRCK | WHOT-FM | WQCM | KZOZ |
| WHTF | 13K | KKQV | |
| WKDD | KQXR | KYTN | |
| WJXQ | KSKD | KFMW | |
| Z104 | WERZ | KCDQ | |

**CBS ASSOC.
RECORDS**

PD, AIRSTAFF DEPART

KYYX To Become A/C

After a number of unsuccessful tries at various forms of CHR and AOR during the past two years, KYYX/Seattle has announced plans to change to A/C, effective this weekend (3-24). The new format, to be manned by an entirely new staff, will serve a 30+ demographic.

Owner/GM Pat O'Day explained to R&R, "Any of the upward success we've had in the past few months must go directly to (PD) Van Johnson and his staff, as we had no promotion on the air at all. We were once a leading CHR station and fell upon financial hard times. The move to Rick Carroll (and his Rock Of The '80s format) seemed like an inexpensive way to shore up our ratings, but it too met with limited success.

"After looking over the marketplace, we've discovered that the younger end of the contemporary market is about 36% overserved. There are some openings for us in the upper demos and we're planning to fill these openings." O'Day indicated a call letter change would be coming soon, but a final selection hadn't been made. "In the meantime," he continued, "we'll be deadheading musical selections, one after

another, for the next several weeks as we begin to assemble the new staff and PD."

Supporting KPLZ

As it makes the transition from CHR to A/C, KYYX is actively throwing its support behind one of its former chief competitors. O'Day explained, "We're on the air advising our listeners to tune in to KPLZ. The station is hiring some of our jocks, and we've given them some of our promotional plans which we never got the chance to implement. This will help them develop a number one CHR. My whole life has been in this format and rather than be the dog in the manger saying 'If I can't have it, nobody can,' I want to give them what we're giving up. I think it's good for the radio market and CHR in particular."

KPLZ PD Jeff King commented, "This is the most unusual thing I've ever been involved with. He spent a fortune with a research company and had all of the tools to come right at us with a CHR gameplan, but decided to take the information and apply it to another format. Whether it's nobility or what, he selected the station he felt was most like KYYX to be the beneficiary of his audience. He's turned down offers from other CHRs and AORs to buy time on his station. The promotion he's giving us is free of charge."

Soule

Continued from Page 1

ranks to General Sales Manager. In 1981 he was named GSM of Group W's WBZ/Boston, the post he held before joining NBC.

Wang

Continued from Page 1

St. Patrick's Day remote. Legal action was initiated after the WASH staffers refused to pull the spoof, on which a seductive female voice coos that "I never travel anywhere without my pocket Wang." The spot also refers to "whipping out a pocket Wang."

The attorney, William Roberts III, said in a court deposition that it was "written and recorded in such a fashion that it would appear to be a commercial to sell Wang computers. At no time during the commercial was there any indication that it was not a true commercial authorized, presented by, paid for, and approved by Wang."

WASH officials, and attorneys for both Wang and Metro-media, either declined comment or were unavailable for comment, although one station executive said the spot was obtained from Z100(WHTZ)/New York. Z100 PD Scott Shannon told R&R, "The people from Wang in New York are well aware of our running the commercial. We've run it since we signed on the air, and if there were any problems, we would've discontinued it immediately."

The next legal step will be a preliminary injunction hearing, which hasn't yet been scheduled.

McClellan Joins Svendsen

Former MDJ Records VP Dave Mack McClellan has joined with well-known independent country promotion executive Peter Svendsen, with the duo working together as the Svendsen-McClellan Co. Svendsen's partner for six years, Bruce Hinton, became Sr. VP/GM for MCA/Nashville last week.

Svendsen commented, "I am pleased McClellan will be joining me in my promotional efforts. One of our goals is to continue to seek out the best new talent and to be involved in winning projects."



Dave Mack McClellan

McClellan, who will be based in Marietta, GA while Svendsen remains at the company's Cleburne, TX base, stated, "I am eager to be associated with the enthusiasm, energy, and excitement Peter has put forth in the business." Before joining MDJ, McClellan worked in promotion at UA, WB, RCA, and MGM Records.

NOW WFLA-FM

WOJC Shifts Format, Calls

Blair Broadcasting's WOJC/Tampa has dropped Burns-Somerset's "Continuous Country" format in favor of a CHR/AC-hybrid the station calls "Contemporary Adult." In addition, the station has changed calls to WFLA-FM, identifying itself as "93 FLA-FM."

VP/GM Al Brady Law explained the format shift to R&R: "My goal is to try and be the number one station 25-54 in the market, and I just didn't think there were enough Country shares to do that. If you look in the Arbitron, there are a lot of contemporary shares to do it. Over 40% of the 25-54s listen to some form of contemporary music in this market. Ironically, I think WOJC would have done well this book, but in the long run 93 FLA-FM is where we need to be. This is going to be a dogfight, as there are some really good stations in this market."

According to PD Phil Hall, who put the finishing touches on the format just before its 6am Monday (3-19) debut, "We're positioning the sound somewhere between Q105 and W101, using a live, up-front, personality approach. We've also launched a jet-copter, the only one of its kind in the market, for live traffic reports, so we're very committed to this presentation."

Hall told R&R WOJC sold time to Country competitor WSUN this past weekend to advertise the format change. The new WFLA-FM lineup includes morning personality Dave Mann (from WZNE/Tampa); former PD Bill Garcia, middays, simulcasting with A/C-formatted WFLA (AM); Mike Addams, afternoons (WSB/Atlanta); Assistant PD and MD Dave Michaels, nights; Mike Weber, late-nights (WQIK/Tampa); all-nights, John Dalton, promoted from parttime.

Brown, Olsen Join MCA/Nashville Team

Tony Brown has been appointed VP/A&R for MCA/Nashville, while Patti Olsen has been named Director of Promotion. Brown comes to the label from RCA, where he was Director of A&R/Executive Producer for the Nashville division. Olsen previously worked in promotion at Gene Hughes Promotions.

Commenting on Brown's appointment, MCA Records Group President Irving Azoff stated, "It's a great pleasure to announce that the highly-talented Tony

Brown will be joining our team. His vast background as an artist, composer, producer, and executive will be of enormous benefit to every facet of our company."

Discussing Olsen, MCA/Nashville VP/Promotion Gene Hughes told R&R, "Patti has been a close associate of mine in my own business. She's another of the first-class quality people we are adding onto this team, and as far as I know, she's the first woman to be appointed Director of Promotion for a major label in Nashville."

VALENTINE OM/PD

Clarq WCOG Manager; Format Shifts To Gold

Mann Media's recently acquired WCOG/Greensboro has switched formats from A/C to Oldies and brought WATN/Water-town, NY principal/GM Mark Clarq aboard as GM. Additionally, Phil Valentine, of sister station WYYD/Raleigh, has become WCOG's Operations Manager/PD.

Owner/President Bernie Mann commented, "When we first took over the station, I took it off for 13 days and came back with a format concentrating primarily on

the '60s with a healthy amount of 'beach music.' I look at AM as the most untapped opportunity in radio today. It's up to owners to place programming on the band to attract listeners.

Mark Clarq For a GM I wanted to find someone who had a great understanding of selling retail radio, as AM is a retail medium. With his past experience, Mark fits right in. Mark and Phil, under the guidance of (consultants) Sherwood & Hennes, will help shape us a winning sound."

Clarq told R&R, "We've made the format change after carefully researching the market. I'm happy to have Phil join our station. His talents, personality, and knowledge of how sales and programming dovetail make him a logical choice for us." In addition, Nancy Bray has joined WCOG as Sales Manager from WXII-TV/Winston-Salem.

Warren Upped To KKYX PD

KKYX/San Antonio air personality and Assistant PD Steve Warren has been promoted to Program Director at the Country-formatted station, replacing former PD Paul Morgan, who now becomes Promotions/Community Affairs Director. A 20-year broadcasting veteran, Warren joined KKYX last September from WPTR/Albany.

According to KKYX VP/GM Bill Rohde, "As Assistant PD for the last few months, Steve has proven himself to be a man who can do the job. These moves also give Paul a chance to expand into a field he is very interested in — namely, special projects and events. This really is an opportunity for both of them to expand with KKYX coming out even stronger."

Warren told R&R, "I'm very excited to be working with (owner) Swanson Broadcasting. It's really nice being in an area where there is so much Country listening. What I am looking to do is make KKYX the best radio station on the block."



Ralph Conner Steve Marriott

In executive changes at the Weiss & Powell rep firm, Ralph Conner has been promoted to Exec. VP. Conner, who had been VP/National Sales, replaces Dennis Powell, who stepped down to pursue other interests. At the same time, Steve Marriott, formerly Senior VP at Torbet Radio, has been named VP/West Coast Division Manager for Weiss & Powell.

Company President Bob Weiss stated, "Both Ralph and Steve are not strangers to the rapid growth we are now experiencing. Ralph in the growth stage of McGavren Guild and similarly Steve with Torbet. They both possess unique qualifications essential in the rep industry."



NBC Radio's Young Adult Network

THE FIXX IN CONCERT

Celebrate April Fixx Day with The Fixx. In concert. Exclusively on The Source. A rock 'n' roll Fixxation. "Stand Or Fall." "Red Skies (At Night)." "Reach The Beach." "One Thing Leads To Another." "Saved By Zero." "Deeper And Deeper." And much more. Produced by EDR Entertainment.

**Broadcast the weekend of
March 30-April 1**

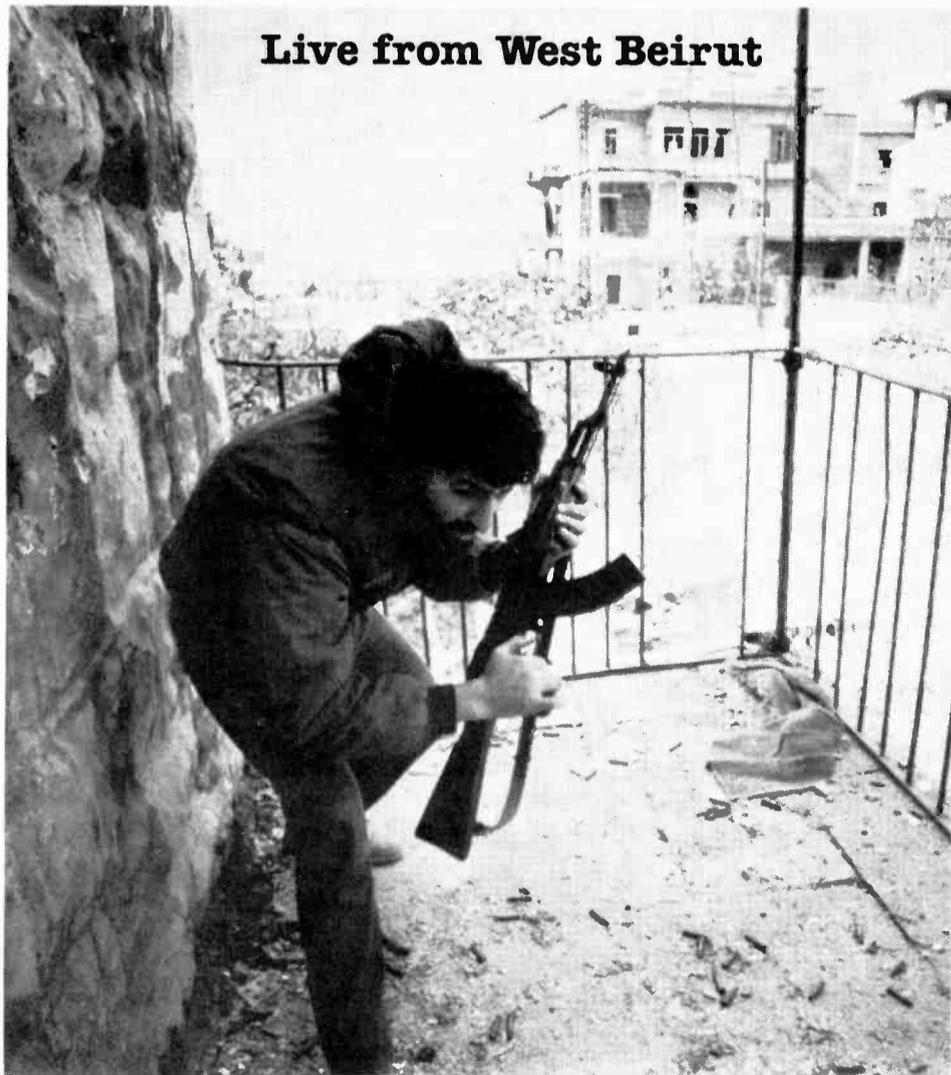
**Sponsored in part by The
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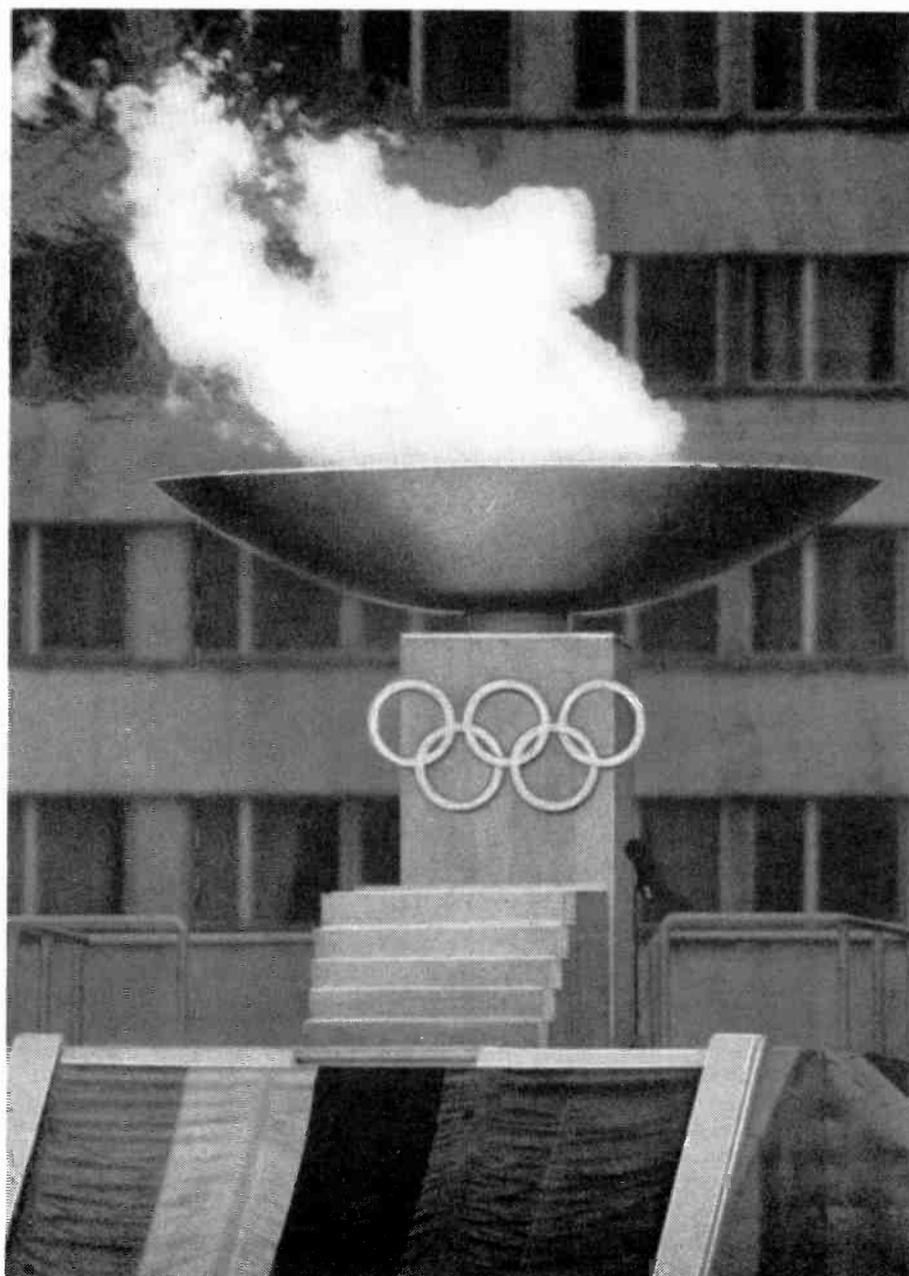
Live from Cape Canaveral



Live from West Beirut



Live from Sarajevo



NBC RADIO NEWS.

**ON THE SCENE
WHEN IT COUNTS.**

9:00 AM NYT Newscast, February 8, 1984

CAPE CANAVERAL "Our space shuttle astronauts are getting a little extra time for sight-seeing today after yesterday's successful trips outside the spacecraft. They'll go out again tomorrow."

SARAJEVO "There is fresh snow in Sarajevo, Yugoslavia today—just in time for today's opening ceremonies at the Winter Olympics."

WEST BEIRUT "...people are going to the shops, buying bread, gas, candles, anything they can take home and back into the shelters just in case renewed fighting breaks out."

Whether it's here on earth or out of this world, NBC Radio News never leaves you up in the air.

Clear, concise and colorful on-scene reporting of the big stories is what your listeners demand. And is exactly what we supply. Time and again. With more newscast feeds and actualities than anyone else around.

When it's quality and consistency you want, count on the unique sound of NBC Radio News. Your most reliable source of information.



For stations committed to news.

Contemporary Hit Radio



JOEL DENVER

USING THEM CORRECTLY

Request Lines: Pulse Of The Active Audience

As CHR has changed its emphasis away from passive research, it's begun to examine retail store reports in efforts to see what the active audience is buying (R&R 1-20). KIMN/Denver PD Doug Erikson and I had a conversation recently about another tool for active research, request lines. He had some valid comments regarding their use and abuse.

In exploring the subject with several programmers, including Doug, it's evident that stations are monitoring request line activity more now than in recent years. There are a number of reasons why, and a number of pitfalls to watch out for as well. For the ups and downs of request lines, let's first hear what Doug thinks about them, and then explore the feelings of some other programmers.



Doug Erikson

No Set Rules

One of the biggest problems for programmers is knowing when to increase or decrease rotation on a particular title. Requests can be a valuable tool in this area, but Doug told me, "It bothers me that I still get requests for songs I know in my gut are burned to a crisp. Then we'll get complaints from others about hearing the same record, which feeds my gut instinct."

If you're going to tabulate data from request lines, remember a very important fact . . . *the people that take the time and energy to call request lines are very active.* These vocal people are just as likely to let you know what they like as what they're tired of hearing. They're getting tired of a song just as soon as the masses are really getting into it, in most cases. Don't let a vocal minority keep you on a song too long, or force you off one too early. There are no set patterns to follow, and no book of rules which applies.

Since KIMN is an AM station, Doug has a particularly hard situation to read. "As we shift to a slightly older demo spread, we're not seeing the massive amounts of phone calls we used to, which is partly a function of KPKE's newfound success. Rarely do we get a lot of requests for anything beyond a real reaction record like a 'Weird Al' Yankovic. It surprises me, since we're such an active station, yet many people listen to us for more than just a primary source of music.

"I'm a bit skeptical of requests and how much weight to give them," he continued. "I remember when Loren Owens was PD here, he was so into passive research I felt

we got stale and boring. Like anything else, I know a good balance is the key. My problem is that 70% of the audience is just getting to it when the phones start to go sour on a song."

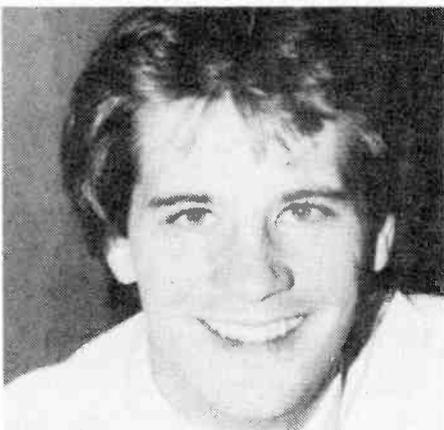
Doug's right to a certain degree. I related how I used the request lines in a situation where I was looking to maintain a good teen base while holding decent adult numbers together. For this particular station, I carefully examined the 12-15 year-old cell as a prime indicator. When the percentage of overall requests became saturated in this demo, we generally began backing off on the song to some degree, eventually dropping it altogether if it was a novelty item.

The key to making a system like this work is establishing the *vanguard age cell of young adults* in your market. It may vary by a year or two from my example. Take the time to see which demo is the first to point out the newest crossovers from AOR, or from a Black station, depending on your audience goals. In this manner, many stations factor in their requests as a tool to determine rotations. Finding out what the audience is quick to latch onto and who comprises the audience can become an excellent tool in counterprogramming.

Soliciting Requests

Chances are, wherever you've been a jock the request line has served as a source of material, something to pass the time, and a good crutch to fill up that next 22-second intro. I can remember myself saying, "The WPGC request lines are open now. Give me a call at 779-1580 and we'll get your favorite on right away." And chances were that favorite wasn't too far away so the ploy worked.

However, there are some stations, like Tracy Johnson's KFRX/Lincoln, which use request lines in a less upfront manner. "We've maintained the same number and philosophy from our AOR days. Our studio number, 475-KFRX, is given out over the air frequently, as it doubles as a contest and information line for local concerts, so we don't dedicate those phones specifically for



Tracy Johnson



KFRX CHECKS IN — KFRX/San Francisco does things in a big way . . . big prizes, and a slightly larger than pocket-size check for \$11,500. Shown (l-r) are winner Leila Alonso and nephew Reggie, along with KFRX afternoon personality Harry Nelson. Leila won the money on Harry's show in the station's Cash Call contest.

requests. In fact, we don't solicit requests on the air because we simply can't get to all of the songs everyone's asking for."

But there are those who believe in "pimping" the request lines. WABB-FM/Mobile PD Leslie Framm stressed, "When you solicit the phones, you've got to answer them. Nothing is ruder than to let them go unanswered. We get complaints from listeners about other stations in town who're guilty of this practice. In addition, we mention localities on the air requesting the songs, especially at night."



Leslie Framm

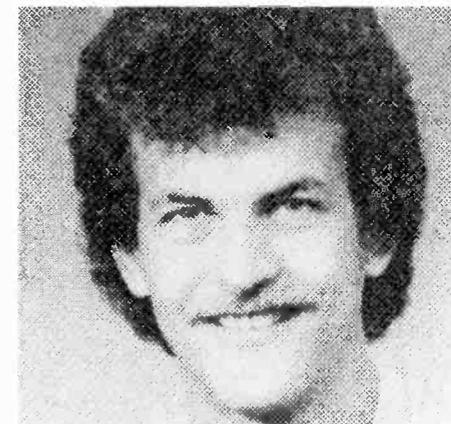
Tabulating Data

Those stations interested in appealing to the active audience tend to place a heavier emphasis on requests than others might. In talking with KDWB-FM/Minneapolis PD Dave Hamilton, I found he takes the daily request totals seriously. "One of the first things I do in the morning is look at the phones from the previous day. It's like an overnight rating on the hottest songs in the market. 'Eat It' went from nowhere to the number one requested record in one day. Using the phones helps determine our rotations on a daily basis, from a sample of about 500 to 600 calls a day."

There was a time when the *Doubleday* stations weren't known for making use of

active research techniques such as requests, preferring callouts instead. Dave reminded me, "I'm an old CHR guy at heart, not strictly AOR. Phones are an exciting tool, as they provide direct audience response to the most active songs in the market, particularly novelty records. They also provide me with a list of songs to further research in our callout program."

Dave mentioned a daily sample of "500 to 600 calls," which is a lot of calls. While some stations are sampling between 6000 to 7000 requests a week, others are doing as



Matt Hudson

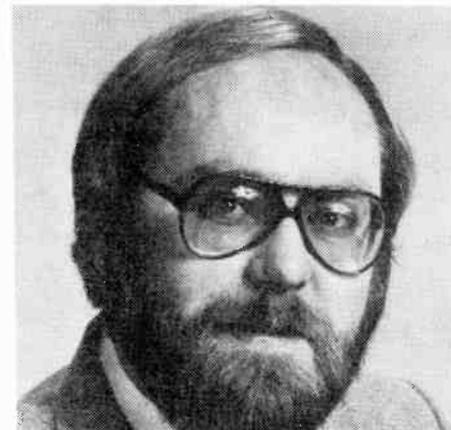
few as 3000 a week. How much is enough for a good sample? That's up to debate, but Z104/Madison MD Matt Hudson told me, "I don't think requests are as important in a market this size, since the sample size is smaller, which makes for more repeats. I think it's important to keep a tab on what the kids are into, but when an adult makes a call for a record, that's saying something, especially when it shows up in the evening."

"In a market this size you'd be surprised how the kids can dominate the phone system when they decide to call in for a contest. As a result, we use requests judiciously. When we find a quick reaction record, we're likely to use the phone reaction to

Continued on Page 36



Dave Hamilton



Dave Hall

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Request Lines: Pulse Of The Active Audience

Continued from Page 34

edge it into a hotter rotation to meet the demand. In other words, burn the hell out of it, then it's on to the next."

If you want a larger sample size, then let's travel to Los Angeles and talk with KKHR MD Dave Hall. "We take hundreds of requests a day and realize it's very important that requests are taken properly. In other words, just taking a request is OK, but if a jock can spend a few extra minutes digging for information, more can be learned. A listener knowing the title and artist is a real active member of the audience. The more calls we get the more we believe it. A programmer must prepare for some hype and repeats, and stay aware of school hours, vacation days, and what time of day requests are coming from.

"The great part of CHR, and in particular KKHR, is we're a current radio station, so things are always in motion and flowing. The requests coming in are a direct reflec-

Motion

KBOS/Tulare-Fresno is looking for CHR record service from all labels. Contact Krls Van Kamp, (209) 686-3406 . . . At KHTR/St. Louis, John Frost moves from nights to middays and Q107/Washington Production Director Steve York moves to afternoons . . . Rick Brown is now doing all-nights and music at KEYN-FM/Wichita . . . Denis Prior segues from KOAM/Wichita to KBEQ/Kansas City to do 7-10pm . . . R. J. McKay from WAUK/Waukesha joins WKAU/Apleton-Oshkosh as afternoon rocker and MD . . . Stevie Brooks joins nights at WMJY/Long Beach, NJ . . . Jonathan Cannon, formerly with KSOL/San Francisco, joins WJAD/Bainbridge, GA for nights . . . WIKZ/Chambersburg, PA's morning man Jim Williams takes on programming/mornings at sister station WCHA.

WIXV/Savannah welcomes Kevin House from the State College station, and the former morning team of Matthews & Morris exits to Nashville to join former GM Mike Sienski . . . WASH/Washington welcomes Promotion Director Kathi Ann Kolodin and former Y100/Miami personality Kramer Haas . . . Bob Leonard exits WZOK/Rockford, IL to program WBWB/Bloomington, IN . . . WDCG/Durham, NC welcomes Mike Edwards (aka Twinning) from KNIN/Wichita Falls, TX for overnights and Ron McKay from WYYD/Raleigh, NC for middays . . . ZZ99/Kansas City hosts a new lineup, with MD Mike Benson on middays, Bill Geoffries mornings, Jimmy Byrd afternoons, Kevin Chase nights, Kevin McCullough late-nights, and John Anthony overnights . . . Congratulations to KOPA/Phoenix nighttime jock Chaz Kelly on the birth of her daughter Paris Denee.

tion of our product with the active audience. You can get a few surprises now and again from the request sheets, which we tabulate every day."

Leslie also keeps daily tabs on her requests. "We have request sheets which the jocks fill out listing the songs and the demos as well. While we don't get into zip codes, I will try and find out from the jocks their overall feelings on the hottest songs as well. Primarily, our request efforts are concentrated into the afternoon and night hours and weekends."

The Personal Touch

Here, the road to good request research divides again. Do you have your air talent answer the request line themselves for the personal touch, or do you hire specific people and/or interns to answer them? Leslie said, "We don't use people in the studios to help the jocks with the phones, as I prefer they make that one-on-one contact themselves, plus I don't want any distractions while they're on the air. We're pulling in tons of requests each hour, but we don't really solicit requests specifically. We just give out the number and ask for calls for a variety of things including concert information, trying to be the one call that gets it all."

On the other hand, Dave Hamilton said, "We use specific people dedicated to answering the phone lines, as I don't want to burden the air talent with this. I'd rather see them spend the time concentrating on their on-air material. We use these dedicated phone folks specifically in the afternoons and at night, during the heaviest phone traffic hours."

Reading Between The Lines

As with any type of research, it's all open to interpretation. Dave Hall advised, "You've got to know how to read between the lines. We'll ask for title, artist, sex, age, and location of the caller. In addition, we'll find out what other stations they listen to as a second and third choice, which becomes a quick form of research."

"Personally, I'll pick up the request line myself to probe them for specifics about what they're calling for. It's just like a computer . . . garbage in; garbage out. There is definitely a technique to getting the most out of a request call. (KKHR PD) Ed Scarborough has worked with all of the jocks on how to maximize the calls."

Dave Hamilton keeps a sharp but wary eye on the numbers generated by requests. "I don't rely too heavily on the demographic input generated by phone requests, as I find a lot of lying going on about ages. I think information regarding male/female preference is valid, but the overall system

is flawed by repeat calls from the same people."

"Requests act as a counterbalance for what we're seeing in retail sales," noted Leslie. "Our median age for requests is now about 18, which is up significantly from years ago when only younger teens called in. Naturally, there are a lot more female requests than male calls, which is pretty standard. The phones often dovetail with our callout research. There are times I wonder if I'm getting hyped on songs, but it would take a lot of effort to hype a song into higher rotation."

"The requests will help us when a song isn't moving singles but is hot on the phones. They seem to influence rotations, since you want to play the music that's the most popular. We monitor carefully for repeat calls. Requests are simply another tool to help in deciding rotations, providing a balance between the retail sales and callouts."

"When you solicit the phones, you've got to answer them. Nothing is ruder than to let them go unanswered."

—Leslie Framm

While agreeing that requests are an important part of the music mix, Matt feels there is a definite limit on how much they affect his opinions on music. "Of all the totals, I think the top three in rank are the most important, and below that the results are definitely weaker; more scattered."

A Few Odds & Ends

There are a few more things which need to be covered in dealing with requests. If you're selecting a request line, try to do one with your calls in it, or your frequency if possible. It's just another way to help lock the number and your calls and/or frequency in. This request line can, as some have pointed out, be used for more than just requests. It's a good idea to print this number on your music survey lists if you have them.

When looking over your requests it helps to examine what time periods and days they've come from. Vacation days, etc., can influence who's on the phone. Remind the people answering the phones to be courteous but wary of repeat calls. Have them probe for in-depth information if time and circumstance allow. Use the information to tabulate a nightly top five countdown. Careful attention to requests and the way you integrate the information into your music rotations can help give the impression you're on the pulse of your listeners' desires.

One of the main things to remember is that requests are weeks ahead of passive reactions and a good deal in front of sales. The biggest sin you can commit is to allow those phones to go unanswered when they ring. Repeatedly ignoring your listeners could cost you more points than a good contest may gain you in the long run.

Bits

• Los Angeles Today, Australia Tomorrow! KKHR/Los Angeles morning man Lou Simon celebrates the second anniversary of his weekly entertainment news report to 3DB/Melbourne, Australia. The show is broadcast live every Wednesday at 4:10pm Los Angeles time and heard in Melbourne at 10:10am the following day. Lou has originated his reports from many phone booths, but has never missed one in two years.

• Listeners Compete In The "Oldies Olympics." 1984 begins the 50th year oldies station WEMP/Milwaukee has been broadcasting. Listeners become the judges in hourly competitions pitting two oldies against each other in the "Oldies Olympics." The results will aid the station in developing a 50-song music list for its anniversary.

• Only Your Bartender Knows For Sure! WPLJ/New York and the Guinness-Harp Corporation sponsored the "2nd Annual Best Bartender Contest" and raised over \$60,000 to benefit the National Hemophilia Foundation. The contest was open to approximately 1000 bars in New York, and customers donated 25 cents per vote for their favorite bartender. WPLJ's morning man Jim Kerr presented the three winning female bartenders with their prize.

• Pepsi, Pepsi, Pepsi! WBIZ/Eau Claire, WI, in conjunction with Pepsi Cola, recently hosted the 7th annual "Ski With 'Z' And Pepsi Weekend" at the Coffee Mill Ski Area. Weeks before the ski weekend WBIZ gave away over 400 lift passes. During the weekend skiers registered to win either one of two individual or a family season lift pass. Air personalities were on hand to give away assorted prizes.

• Shake Your "Winterthing." There really isn't much a station can promote when the wind chill outside is 35 below zero. But KYTN/Grand Forks, ND decided to participate in the Grand Forks Park District's winter promotion, "Winterthing." KYTN hosted the first official winter road race, "The Forks Freezer Five-Miler." 127 brave participants ran the five miles with the support of the station's music machine and air personalities.



KZZB TAKES FIELD FOR MICHAEL — A number of stations had listeners sign get-well wishes for Michael Jackson, but KZZB/Beaumont brought its listeners out to Lamar University's stadium to form what's billed as the "world's largest get-well card." Drawing a crowd of 700 people, the "human greeting card" shown here took roughly an hour and a half from start to finish.



FARRELL WELCOMED TO FM100 — Six-year Memphis newsman Earle Farrell has abandoned TV to join FM100 as the station's News Director and half of the morning team. Shown at the studio are Farrell (r) and his new partner Ron Olson.

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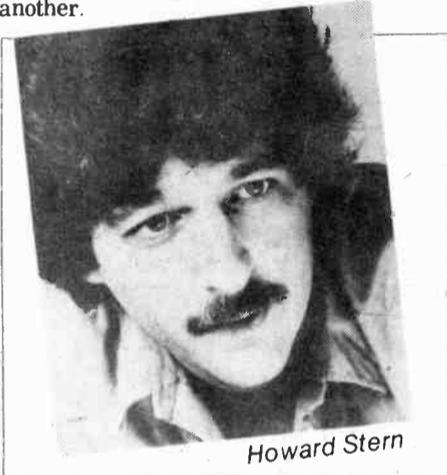
Air Personalities

DAN O'DAY

Howard Stern: The Art Of Outrage

Howard Stern, afternoon drive personality at New York's WNBC, has to be one of the most outrageous jocks in the business. His on-air persona is outspoken, blunt, clever, acerbic . . . and, according to some, insulting, insensitive, and offensive. I asked Howard to describe his technique.

HS: I don't worry about the consequences. I just go on the air and say whatever I want, and ultimately people want that. I don't worry about offending anyone; I assume I'm going to offend everyone at one point or another.



Howard Stern

R&R: Is it really true that you go on the air and say what you want without giving it any thought at all? You have to do some editing.

HS: Of course. You can't go on and do certain kinds of material on the radio. When you're working at a station like 'NBC you've got to keep in mind that it's an adult-oriented radio station. There are certain parameters that exist, but within those parameters — which aren't all that strict — you can just about let loose. I think after doing personality radio for a while, you develop an inner warning light that goes off and says, "Well, maybe I stepped over the line." But hopefully you don't step over it too much. You can say just what pops into your head, but you've got to have some semblance of what's proper.

Using The Untouchable

R&R: How are you able to get away with using material that a lot of jocks simply wouldn't be allowed to touch?

HS: It probably means I'm funny when I do it. If there weren't a degree of humor in it, if I got on and was just really acidic and really harsh and didn't give you a laugh, you'd probably have a very severe reaction to me. Because I'm doing it through humor, people assume it's OK. Also, I'm doing it in afternoon drive, mixed in with music; people assume it's comedy. Not all of them assume it, but the vast majority do and they get hip to it. When I first got on we must've

gotten a million hate letters a day. And that's true of any station I go to, because people aren't sure (at first) if I'm a comedian or what. They don't know if they should laugh, how they should respond. But now we've got them trained; they understand. They're like a bunch of seals; they'll all clap when you tell them to.

R&R: How does management respond to complaints from listeners and advertisers?

HS: Advertising response has been tremendous because we have ratings. Also, I won't really tackle tragedies. You can find humor in certain tragedies, but I think that's one of the places where you do draw the line.

R&R: How about some examples of things you would not touch?

HS: When Princess Grace drove off the cliff, I didn't go on the air and make Princess Grace jokes. I could have.

R&R: After Natalie Wood died, did you make Natalie Wood jokes?

HS: I didn't make jokes specifically about Natalie Wood, but I did make jokes about something in the *Enquirer* with Robert Wagner and Christopher Walken. When Karen Carpenter died, I didn't go on the air and talk about anorexia nervosa.

R&R: But you do racial stuff, ethnic stuff.

HS: Yeah, I'll do anything. Just about anything.

"People aren't sure (at first) if I'm a comedian or what . . . But now we've got them trained. They're like a bunch of seals; they'll all clap when you tell them to."

R&R: In retrospect, can you think of any thing you went too far with?

HS: No. If I went too far with it it's because I felt I had a good reason to do it. Sometimes management, when they get upset, they'll come back a day later and say, "Well, this pissed someone off and we're not comfortable with it," but nine times out of ten I still think I was right.

R&R: So you say advertisers aren't kicking because the ratings are good. How is management treating you?

HS: Management's been treating me great. We have a new General Manager, Randy Bongarten, who really knows how to handle personality radio.

R&R: Is that simply to let you do what you want to do?

HS: No. He knows how to give you a creative environment. I don't think there's any general manager that's better at this than he is. He knows you need a certain

I'm always interested in hearing what **R&R** readers have to say. You can write to me directly: Dan O'Day, 1237 Armacost Avenue, Suite 6, Los Angeles, CA 90025.

In addition to wanting to hear your comments, I'd love to hear a cassette aircheck of your show, too! Who knows? You might end up in a future column!

The Howard Stern Credo

- I'll do anything . . . just about anything
- My show has been successful because I have broken format
- It's really funny what upsets people

amount of creative freedom; he knows he has to instill a certain amount of trust in the personality. There's nothing worse than a paranoid GM, because he makes the whole show paranoid. The people who work on my show — Robin and Fred — they would get completely crazy when they felt paranoid, and so would I, and the show would sound shitty. He's let us know what he's comfortable with and he's let us get loose with it. He's not afraid to break format. He knows my show has been successful because I have broken format. Yesterday on NBC radio I played Led Zeppelin records because I'd decided I was going to play my own music for the day. It was fabulous! We played all '60s stuff: Hendrix, the Who, Stones. That's what we wanted to do. Now, a lot of paranoid GMs would start worrying about, "Oh my God, it's a Thursday, the day they mail out the diaries, etc. . . ." You don't worry about that kind of crap if you're really going to do personality radio.

R&R: Earlier in your career, did you ever do a regular old radio show without being controversial?

HS: I did, and I was horrible at it. I never really wanted to do a regular show, but I felt like maybe I should learn the basics first.

R&R: Where was that?

HS: At WRNW/Westchester. They made me the midday guy, but I was a terrible straight announcer. I don't have that unbelievable desire that some jocks have to learn how to deliver the WNBC call letters with a certain amount of excitement and fervor even though I'm feeling lousy. I believe in sounding natural, and I hate the way some disc jockeys sound when they all sound yucky.

R&R: How do you act during personal appearances? Are you as obnoxious in person as you are on the air?

HS: Yeah.

R&R: You don't soften your approach at all?

HS: Well, I just think I'm being myself on the radio, so why should I be different in person?

R&R: How about when listeners approach you? I would imagine some listeners would be afraid to.

HS: A lot of them are. But I tell them that we won't mistreat someone who acts normal. It's just that you get angry with the people who are assholes. Anybody in real life would be angry with someone who's an asshole. We're just trying to be real, to remove the barrier of the microphone and stop sounding phony . . . all that shit we've been taught to do.

Legal And Physical Threats

R&R: You're at a network station. Does Legal ever step in and say, "Hey, you're exposing us to charges of slander or personal attack?"

HS: No, I don't get too many hassles with them. You see, I know how far I can go. I'm good at that. I've never been sued — never.

R&R: But you must've been threatened with physical violence.

HS: Yeah. We did "Gay Dial-A-Date" about two weeks ago, and there must've been about five bomb threats. And in Washington someone was going to kill me for something. They had to get guard dogs to escort me into the station for about a week. I think the guy was just generally mad at me.

R&R: You no longer do "Fartman," which you used to do in Washington. What types of things are you doing in New York

that might be pushing your show to its limits.

HS: Hmm . . . It's really funny what upsets people. We did a thing about a black newscaster in town, to the tune of "Bette Davis Eyes." It was called "Sue Simmons' Hair" and was about whether "she's mulatto and has the brains of a potato," and that caused a lot of controversy. She was all upset and everyone was all upset but it was great. The Jewish community got a little upset about "Hillel Street Blues" — the story of Jewish cops who were kind of cowardly. We did a Lone Ranger thing with "Homo Sabe" that got the gay community upset. But everybody's liable to get upset.

R&R: It's nice to hear you've mellowed out.

HS: Never!

"We're just trying to be real, to remove the barrier of the microphone and stop sounding phony . . . all that shit we've been taught to do."

New York Postscript: A couple of Big Apple personalities reacted aggressively to the news that ABC Radio — the owners of Watermark — was about to drop longtime "American Top 40" affiliate WNBC so they could put the show on the local ABC FM, WPLJ. Knowing it was AT40's last week on WNBC, Howard Stern launched a verbal barrage at the show's host, Casey Kasem: "Casey Kasem is a joke. I don't like the guy. It takes him four hours to count down to one lousy song, and that's teasing the listeners. I do a countdown, and I do it in about 30 seconds." Stern gave WNBC an on-air "ultimatum," saying if Casey was on the station that weekend, Howard would resign. Meanwhile WHTZ's host, Scott Shannon, was taking his own shots at Casey, noting that AT40 was leaving WNBC: "We took a poll of our listeners, and they said Casey Kasem is too wimpy to be on our station," he said, wondering on-the-air what station in town could be "wimpy enough to air his 'Dear Casey' letters." (WHTZ delights in referring to WPLJ as "WIMP Radio.") When contacted for this article, Shannon was quick to caution young jocks "not to try this at home," explaining that he doesn't consider this episode to be an appropriate example for young personalities.

Dan O'Day's expertise in personality radio has been developed over the past 13 years. Beginning as an air personality in tiny Chatham, VA (population 1800), his heavy use of humor and offbeat comedy quickly led him up the ladder to major market radio. Along the way he developed a notoriety for succeeding by breaking the rules. "But," O'Day points out, "you've got to learn 'em before you can break 'em."

In 1975, O'Day started his own radio comedy service, **Obits**. Several months later he launched a second service, **O'Liners**, which has since become the world's largest radio humor service. O'Day now writes radio comedy fulltime. His Air Personalities column will appear every other week in **R&R**.

EASY LISTENING



GAIL MITCHELL

KBIG, WKBN-FM PROFILED

Fall(ing) Into The Winners' Circle

The winter book concludes near the end of this month, with the spring sweep right on its heels. But before the winter results become the main topic of conversation, let's talk about some interesting fall '83 findings.

Though Beautiful Music, as we once knew it, has become what Jhan Hiber termed a "vanishing breed," its evolution into Easy Listening and other offshoots reflects a healthy picture. Looking at 35+ music stations in the top 50 markets, over half (56%) were up, 39% were down, and 5% remained the same. According to Arbitron format classifications, 66 of the outlets programmed Beautiful Music, followed by Big-Band (52), Easy Listening (15), and Classical (15). For a look at two fall ratings winners — KBIG/Los Angeles and WKBN-FM/Youngstown — read on below.

Getting Younger And Younger

While outlining the differences between KBIG and his station, KJOI VP/GM Gordon Mason said, "KBIG is trying to get younger and younger." (R&R 11-4-83). At that time, KJOI had edged past KBIG 4.7-4.3 (12+) in the summer ratings. In the fall, however, KBIG regained the format crown, earning a 5.0. From their offices on fabled Sunset Boulevard in Hollywood, KBIG's President/GM Jack Adamson and VP/Programming Rob Edwards sit contented with both the summer and fall returns, and heartily agree with Mason's assessment.



Jack Adamson

"The failure of Beautiful Music to attract the younger audience has been a real problem," Edwards noted, "and has contributed to a lot of stations bailing out of the format. You can't peddle those 55+ demos to the agencies on a broad-buy basis. We've made great strides in improving our profile demographically, which these days seems to be the name of the game. Our target audience is 35-44, and we were first in men 35-44, second in women 35-44 and in overall adults. In prime demographic sales, we ranked number two in men, women, and adults 25-54. KBIG was second in 25-49 men, women, and adults, behind KIIS. We knew the station changes wouldn't appeal to older listeners. We felt they would probably move over to KJOI, and that's exactly what happened."

Adamson says they realized the Beautiful Music audience was getting older as early as four or five years ago. "We knew that

every time a hearse passed we'd lost another listener! We knew we might have to sacrifice shares temporarily, maybe even market position. But we also knew that if we didn't do something we'd have to bite the bullet. This January and February, we're breaking all records because the advertisers want to talk to the 25-49 adult. 12+ is for show, 25-49 is for the dough."

Soft Rock, BM Gap

One of the more important steps in KBIG's transition to a full-service personality station was the alteration of its music presentation. Complementing the foreground approach are brighter instrumentals arranged in a more modern fashion, as well as many contemporary vocals by mainstream artists such as Barry Manilow, Melissa Manchester, along with Beatles ballads and softer Michael Jackson.

Edwards describes the vocal artists as the kind you would hear on a soft rocker. Then doesn't Easy Listening KBIG run the risk of bumping heads with Adult/Contemporary? "There's a wide gap between soft rock and Beautiful Music," he explains, "and there's room for exploration. We're moving toward Contemporary, but we'll never really get out of the environmental business. It's not an escape format anymore because it's much more foreground. The type and style of the presentation better fits listeners' lifestyles." Adds Adamson, "We play four or five vocals in an hour; the rest is instrumental, and that's the difference. Listeners don't want to be sung to every single record. They want to unwind, relax, and kick back."

Also contributing to the station's success was the Phil (Reed) & Bill (Ratner) morning duo. Edwards views personality as a viable entity in Easy Listening, indicating that the team holds its own very well against L.A.'s tough morning drive competition. KBIG rounds out its full-service package by providing news, weather, and traffic updates.

A More '80s Image

Advertising-wise, KBIG relied on transit and TV spokesperson spots conceived by



Rob Edwards



Building Image

Music is certainly a key element in the success of Easy Listening/Beautiful Music stations. But a winning formula also depends on how a station packages and promotes itself. One way of building a strong, identifiable audience image is through station logos. Logos are a station's identity, reflecting its call letters and dial position. Pictured above are logos from KBIG and WKBN-FM, which emphasize each station's identity in different ways. However, both create an impression which helps the listener perceive what the station is all about. And the positive impression they generate can lead to casual listeners becoming loyal ones.

Chuck Blore. These spots, targeted at the 30-45 year-old, feature a person who talks about how he or she has changed over the years, how KBIG has changed, and how glad he is to find a station which fits those changing needs by playing music that "makes me feel good."

Research shows that older demos don't necessarily appreciate contests. But coinciding with its younger shift, KBIG decided to try its hand with a cash giveaway. The "Christmas Cash Call" asked listeners to send in Christmas cards. Those whose cards were drawn had an hour to call the station and win \$1000. Response was "incredible" and could prompt the station to do more in that vein. The station's overall promotional intent, as Edwards sees it, is to "get a more '80s image."

For KBIG management, the younger-focused marketing strategy has paid off in more salable demos. As Adamson concludes, "It always makes you feel good when your game plan works, just as we had researched it."

Pretty Sunset In Youngstown

Over on Sunset Boulevard in Youngstown, OH, things are definitely slower-paced. Except for WKBN-FM, that is, which sped up three shares (9.9-12.8) in its last survey. Two years ago, another Easy Listening competitor enlisted in the ratings war, but discharged the format last September. WKBN-AM & FM PD Don Guthrie credits signal quality, syndicator Schulke, and execution as major reasons behind his fall success.

"Track records have shown that established Easy Listening stations in almost any market are really hard to knock off," Guthrie commented, "save for the juggling of fractions of shares between bigger-market stations. We had about a 12-year start on our former competitor. Our syndicator helped us gain more points this time than our former competitor ever took away from us."

"SRP has what it calls 'totally researched' music, which gives the firm a good feel for songs people like to hear frequently, especially in terms of vocals. The format has a little more of an uptempo and more foreground flavor, and that's definitely helped us."

WKBN-FM's signal reaches Western Pennsylvania and covers Eastern and Northeastern Ohio. Its 25-54 target audience hears the likes of Karen Carpenter, Barbra Streisand, Anne Murray, Barry Manilow, and Dan Fogelberg. Mornings are a "tad more up" and are devoted to providing information. During the rest of the day, news is updated on the hour, weather on the half-hour. Guthrie, a 14-year station veteran who doubles as AM host, acknowledges, "I rack my brain trying to think of new ways

to make the station sound a bit different without violating the format. I don't try to be funny or cute, and don't think you can get into long-winded bits on a morning show, especially when people are hustle-bustle and don't have time to listen. WKBN has a big-city sound for a medium market, with good announcers and engineers who pay attention to detail."

Can't Buy The Audience

Besides the music, WKBN-FM's television ad campaign also worked well. Unlike most stations, WKBN-FM shares familial ties with a local TV outlet, and also has access to the company's Cleveland-based post-production arm. In addition to saving money, Guthrie says the staff came to another interesting conclusion: "We've bought some syndicated promotional TV material over the last three to five years, and it hasn't worked as well for us as our own in-house spots."



Don Guthrie

On-air promotion is another story, however. Outside of occasional theater ticket and dinner coupon giveaways, Guthrie doesn't think you can buy an audience. "It's important to keep any on-air hype to a minimum so as not to drive away listeners. If you start doing a lot of promotion on an Easy Listening station like ours, you run the risk of sounding too much like an AM MOR. You could hurt yourself because somebody else in the market may be offering something similar. I don't think the older listeners like it; they're not looking for that in a radio station. The cards and letters we get are from people who just love to listen to our music. That's what it's all about."

And what's it all about when it comes to WKBN-FM's future? "Over the short term I really can't see us straying from what we're doing now," Guthrie predicts. "We just signed another contract with Schulke for two years, and don't plan on changing anything. Five years from now, who's to say what anybody will be doing? I just try to keep things' cookin' along as well as possible."

THE PICTURE PAGE

Cruce Collects Metals



Near the beginning of Motley Crue's recent stint at Madison Square Garden, the group was presented with gold plaques for their "Shout At The Devil" LP. By the time they left, they'd received platinum awards as well. Shown at the latter presentation are (l-r back) E/A VP Mike Bone, MC's Mick Mars, manager Doc McGhee, MC's Tommy Lee and manager Doug Thaler. Front: E/A VP Bryn Bridenthal and label's Tom Zutat, MC's Nikki Sixx, E/A Sr. VP Lou Maglia, MC's Vince Neil, and E/A Chairman Bob Krasnow.

Geffen Acquires Style



English duo Style Council, who released an EP last summer on PolyGram, have been signed to Geffen in the United States. Shown here (l-r): Polydor UK head Richard Ogden, Style Councilors Mick Talbot and Paul Weller, Geffen President Ed Rosenblatt, and Polydor UK's Dennis Munday.

PolyGram Fetes Spinal Tap At Plaza



Polymer/PolyGram recently threw a party at New York's Plaza for members of "Spinal Tap," the ersatz band featured in the heavy metal/rock-movie satire "This Is Spinal Tap." Shown (l-r) rear: Embassy Pictures Exec. VP David Weitzner, PolyGram President Guenter Hensler, Harry Shearer and Michael McKeon as Tap's Derek Smalls & David St. Hubbins, PolyGram VP Rick Bleiweiss, company's Lisa Rothblum and Sr. VP Russ Regan, Christopher Guest as ST's Nigel Tufnel, and PolyGram VP Len Eband. Front row: PolyGram's Drew Murray, George Meier, Joe Grossman, and John Weston.

Atlanta Fights Disease



Members of Atlanta recently donated \$5000 in proceeds from a recent concert in their namesake town to help fight spina bifida. Shown making the presentation at a local club are (l-r): Atlanta's Allan David, MDJ's Larry McBride, group's Jeff Baker, ex-Atlanta Brave Phil Niekro, band's Tony Ingram, Brad Griffis, Allen Collay, and John Holder, club manager Brian Roulea, and Atlanta's Dick Stevens. Kneeling are the band's Bill Davidson and Bill Packard.

MCA Distributing Brings Labels Together



MCA Distributing recently held National Branch Managers meetings in Los Angeles, which included discussions with their distributed labels. MCA Executive VP Richard Palmese (l) is shown here conversing with Motown President Jay Lasker.

Donna Loren Returns On Warners



Singer Donna Loren, best known for her Dr. Pepper commercials, beach movie appearances, and recordings on Capitol and Challenge during the midsixties, has resumed recording with a new single, "Somewhere Down The Road," just out on Warner Bros. Loren is shown with WB President Len Waronker.

GRP & JVC Initial Pact



GRP Records has named JVC Records as its Japanese licensee and will release through the company, among other things, a series of jazz compact discs. Shown (l-r): JVC's Shoo Kaneko, GRP Co-President Dave Grusin, JVC's Yoshihisa Honda, and GRP's Larry Rosen.

Shifrin Brings Trouble To Intersong



Songwriter Sue Shifrin (c), whose credits include Musical Youth's "She's Trouble," recently parted her Sookloozy Music with Chappell/Intersong's BMI affiliate, Rightsong Music. Shown listening to some new Shifrin material are C/I USA President Irwin Robinson and Sr. VP Ira Jaffe.

CALENDAR



BRAD MESSER

Pros Overcome Slum Facilities

A friend had heard the traditional bit of wisdom "Look before you leap" a million times, but says he didn't understand the full meaning until he was overwhelmed by a sudden determination to escape the snow and move to the South. Any town, any station, as long as there was warmer weather.

He has a good reputation, so putting the word on the street was adequate. He heard of a couple of openings, made a few phone calls, pulled out the map to double-check locations, and took a job by telephone. Packed up, drove down, reported in. Wished he hadn't.

He called the other day from the sunny South, wailing and moaning, in shock after discovering the vaunted broadcast facility is, as they say, a pit. Or as he put it, "This place is an absolute toilet!"

Yeah, so it goes. I guess we've all been through our share of substandard buildings and worked with ancient equipment. One of my stations used to have a news mike that couldn't be fastened securely to its springloaded arm, and occasionally during a live newscast — within the space of perhaps a quarter of a second — the

mike would fall off and the lightened mike arm would snap upward like a rocket.

Another station existed for years without hot running water. Lots of newspeople complain about being crammed into poorly-ventilated and windowless rooms. And so on.

The best of the professionals just put on a happy face and try to perform with peak enthusiasm and energy despite being stuck in crummy facilities.

My pal says he'll go ahead and work in "the toilet" for a reasonable length of time, and then move on to another station. After having inspected it in person.

Our people at that falling-mike station became experts at simultaneously catching the mike and snapping their heads backward to avoid being slashed by the springloaded mike arm.

The contraption never got fixed. But it finally had to be replaced. One day the morning crew came in to work and the mike was lying on the desk with no visible means of support. The mike stand had disappeared sometime during the previous night. Vigilantes, I suppose.

Popeye Once Preferred Garlic

MONDAY, MARCH 26 — When "Popeye the Sailor" was first created just over a half-century ago, cartoonist E.C. Segar depicted him as getting quick strength by eating a handful of garlic. When the garlic gimmick was replaced by spinach, the spinach farmers of Crystal City, Texas, adopted Popeye as the official town symbol. On this date in 1937 they erected an oversized, full-color statue of Popeye right beside City Hall, where it remains today as Crystal City's lone tourist attraction.

Rome outlawed women driving chariots 205 BC. Mexico declared independence from Spain 1825. Egypt-Israel Camp David peace accord signed 1979.

Charly McClain 28. Vicki Lawrence 35. Diana Ross 40. James Caan 45. Hoyt Axton 46. Alan Arkin 50. Leonard Nimoy 53. General William Westmoreland 70.

Jet Crash Killed First Spaceman

TUESDAY, MARCH 27 — Yuri Gagarin, who became the first spaceman in 1961, died in a still-unexplained plane crash on this date in 1968. James Oberg, an American expert on the USSR space program, says, "In Russia there are all sorts of rumors that he was flying drunk, or flying carelessly, but [those rumors] are hard to believe. He was flying along in a jet, and it nosed over and hit level ground in a pine forest outside Moscow." The Soviets, who never publicized the cause of the crash, now use Gagarin's mother for PR appearances.

Kerosene patent 1855. Corkscrew patent 1860. Alaskan 8.6 earthquake killed 131 in 1964. Two 747s collide on Canary Islands runway, killing 581 in 1977.

Michael York 42. Cale Yarborough 44. Sarah Vaughn 60.

Women Jailed After Birth Control Speech

WEDNESDAY, MARCH 28 — At a public meeting in New York City 69 years ago today (1915), Emma Goldman gave a speech on the subject of contraception. She was subsequently arrested and jailed for 15 days because public mention of birth control was against the law.

Mechanical washing machine patented 1797. Radio Caroline pirate station's first broadcast 1964. Three Mile Island accident 1979.

Reba McEntire 30. Rick Barry 40. Charlie McCoy 43. Zbigniew Brzezinski 56. Dirk Bogarde 63.

Denton Young Gets Nickname "Cy"

THURSDAY, MARCH 29 — Denton Young was born on an Ohio farm on this date in 1867, and became a \$60-a-month baseball player when he was 23. "He warmed up in the outfield by throwing the ball against a wooden fence," says Baseball Hall of Fame spokesman Bill Gilfoil, "and he threw with such velocity that he began to splinter some of the boards. Someone remarked that it looked like a cyclone hit the fence. A sportswriter overheard the remark and Denton Young forever became "Cy" Young." He pitched 511 winning games in the majors. No one has even come close to breaking that record. Young died in 1955 at the age of 88, and the following year the Cy Young Memorial Award was established to honor top major league pitchers.

Niagara Falls stopped by ice jam 1848. Last US ground troops withdrawn from Viet Nam 1972.

Earl Campbell 29. Walt "Clyde" Frazier 39. Billy Carter 47. Pearl Bailey 66.

Private Sex Life Made Public Concern

FRIDAY, MARCH 30 — A person's private sex life was nobody else's business, until the US Supreme Court ruling eight years ago today which outlawed homosexuality, even between consenting adults in private.

A country doctor in Georgia, Crawford Long, performed the first painless surgery in 1842, using ether as the world's first general anesthetic. Uncle Sam closed the deal to buy Alaska from Russia for less than two cents an acre in 1867.

Eric Clapton 39. Warren Beatty 46.

Tomorrow (3-31) Gabe Kaplan 39. Richard Chamberlain 49. Shirley Jones 50. Cesar Chavez 57.

April Fools Day Sunday (4-1) Ali McGraw 45. Debbie Reynolds 51. Jane Powell 55.

On The Way . . .



*By popular request,
R&R's 1984 Ratings Reports
will include results for the
TOP 100 markets.*

*Volume 1, featuring the
Fall '83 results.*

AOR



STEVE FEINSTEIN

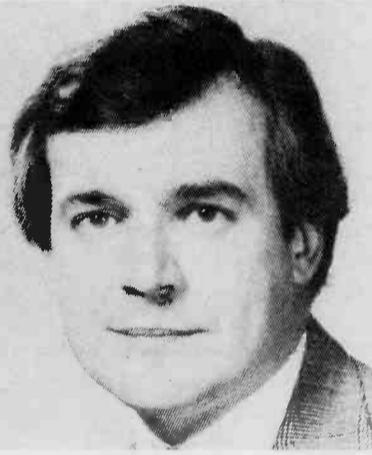
The Selling Of AOR

"The population is getting older . . . agencies are only buying 25-54 . . . the AOR audience is a bunch of earthdogs who ride motorcycles and wear black leather jackets." These are some of the observations you hear these days on the difficulty of selling AOR. We'll find out if there's any truth to these rumblings, as four radio executives help shed some light on the real picture when it comes to selling AOR.

AOR And The 25-54 Buy

George Sosson, VP/GM of KRQR/San Francisco, identifies a legitimate problem as the fact that "the majority of the agency avails coming down today, both local and national, are 25-54. The solution is what I call the 'make hay when the sun shines' theory: maximizing your rates. If you are dominant in your 18-34 demographic, then you can charge a high enough rate to more than make up for what you don't get in avail opportunities. That's how a powerhouse AOR can be financially successful in an environment that favors 25-54."

Rather than try to sway agencies from their fixation with older demos, Sosson suggests employing a variation of the "divide and conquer" strategy. "We suggest that if you're going to buy 25-54, be sure that one of the stations you buy is strong 25-34."



Gene Boivin

"(An advertiser) can't buy just 25-54. You've got to weight it so you have coverage in each cell within that broad demographic."
—Mel Karmazin

Infinity Broadcasting President Mel Karmazin elaborates, "An AOR can be competitive when you're dealing with the younger cell within the 25-54 demographic. The way to do it is to convince the media buyer that the 25-year-old and the 54-year-old have very little in common. You can't buy just 25-54. There's no station that appeals to a 25-year-old and a 54-year-old psychographically — that's a 30-year span, a generation. You've got to weight it so you have coverage in each cell within that broad demographic."

At the same time, Sandusky Radio President Toney Brooks concedes, "If you have some strength in a peripheral demographic, you price it accordingly, too. I don't think there's a media buyer in the world who expects to pay the same rate for a 25-49 buy on an AOR as they pay for an 18-34 buy. Everybody understands that if the criterion for getting the buy is efficiency, then there's no such thing as one rate for a radio station. Our rate structure is based on both daypart and demographic."

Karmazin notes, however, that a station selling at a lower rate in order to get the 25-54 buy "may not be maximizing its revenue potential. Because you run a limited commercial load, every spot you sell at a reduced rate is one you could've sold for more to a demographic that's more compatible with your radio station."

AOR: All Grown Up

Station Manager Gene Boivin of KZEW/Dallas finds his station reaping the benefits of maintaining a consistent position in a youthful market, one that is among the few

supporting three AORs. "Dallas is ideal for AOR because of a very high concentration of 25-34 people. Fortunately, the 'ZEW has been so consistent in its format for the past ten years that many of the people who were listening eight or nine years ago are now part of that demographic and have continued to listen to the station."

KZEW makes the most of the market's population makeup. "Dallas is a very young market — of the 25-54 men, almost half are 25-34," Boivin relates. "These young men are in very responsible positions, and many of them grew up listening to this radio station."

His marketing plan stresses that growth pattern. "You have to market the fact that AOR radio has matured; it's different in 1984 than it was in 1974. The product has evolved into a young adult format in place of the teen presentation it once was."



Toney Brooks

Product Categories

Accordingly, KZEW goes after buys from more than just record companies and stereo dealers these days. "We're very aggressive with every business category: airlines, banks, foreign car dealers," says Boivin. "With the exception of geriatric-type business, I feel our station is a viable contender for any piece of business in the Dallas-Ft. Worth area."

Toney Brooks also feels AORs can offer something for most every type of client. "Savings and loans, for instance, are gener-



NAME THIS VAN — There are station vans, and then there are station vans. WOOJ/Fort Myers, FL turned a 1963 Ford delivery truck into a fully functional mobile studio, with a platform on which bands perform. The station's mascot, the Orange Rooster, is pictured proudly crowing atop the vehicle. PD Pat Deisch says that since the station couldn't decide upon a name for the van, listeners are submitting their suggestions, with the winner getting a trip for two to Los Angeles, presumably by a means other than the van.

ally too upscale and not a mainstream client," Brooks observes. "But when Individual Retirement Accounts became an attractive tax advantage for young people, then S&Ls started targeting advertising at younger demographics."

He adds realistically, "But let's face it, you're not going to hear Mercedes Benz advertisements on a contemporary station unless it's a five-for-one trade."

"You have to market the fact that AOR radio has matured. The product has evolved into a young adult format in place of the teen presentation it once was."
—Gene Boivin

On the other hand, Brooks does report that "the number one product category on KBPI/Denver right now is real estate: condominiums and townhouses. The market is hot again in Denver and we're seeing an awful lot of this advertising targeted to 25-49, which many AORs have a shot at."

12-24 AORs

It's generally stations that are legacies in their markets, such as KZEW and Sandusky's KBPI and KDKB, that have those healthy upper demos and are able to compete for upscale clients. What about relatively new AORs whose numbers are usually concentrated in 12-24? Those stations are likely to be more limited in their clientele, and depend on businesses that are traditional AOR reliables.

12-24 AORs often do a good deal of business with clients who may not even look at a ratings book, according to George Sosson. "Concert promoters, record companies, event business like raceways, and other entertainment-oriented accounts know AOR radio is the only place to pull people," he professes. "Today's AOR has to put together a coalition of businesses such as these that know AOR is the right station regardless of numbers."

Mel Karmazin sees two courses of action for stations that are heavy 12-24. The first option is to concentrate on the piece of the advertising pie that's readily available to them, and not go chasing after upscale clients who are interested in upper demos. "Over four billion dollars is spent in radio, and what stations can do is not to try to sell those accounts. Instead, sell the accounts you're programmed to," he reasons.

The other option is to try to change clients' perceptions of the 12-24 audience by going to the client, rather than attempting to influence the media buyer, who is only doing as he has been directed. Karmazin suggests trying "to get the buy to be changed to 18-54 instead of 25-54. Go directly to an airline and say, '18-24 year-olds travel and go off to college. It's a demographic you may want to seek. These are consumers who are formulating their opinions of products and can be influenced.'

"It has to be done creatively, and not by going in and trying to compete 25-54. If your numbers are not as good as other stations in the market, you're going to wind up losing the battle more often than not."

Image

There are some folks who still think of the AOR audience as a bunch of white punks on dope, with little money to spend on big-ticket items. Problem is, sometimes these people work in the advertising biz, and many prevent dollars from landing in AOR coffers. It often becomes critical for an AOR station to present a more spiffy image to local advertisers.

When George Sosson threw a party for clients and agency reps, he sought to convey that "although we appeal to younger people, we are a professional operation.



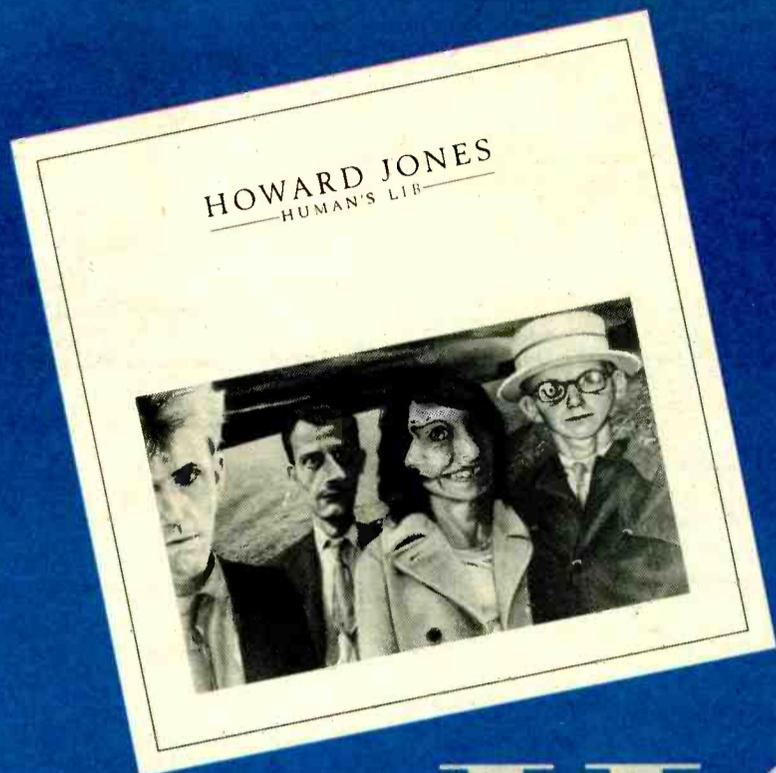
George Sosson

The whole purpose was to let the advertising community know that this is a sophisticated radio station."

To that end, the party was held at the prestigious Fairmont Hotel, with a piano player tickling the ivories and station personalities decked out in tuxedos. Satisfied that this did the trick for KRQR, Sosson "would recommend to AORs that instead of having client parties that are rock 'n' roll-oriented, do something a little more busi-

Continued on Page 47

#1 IN ENGLAND: HUMAN'S LIB THE DEBUT ALBUM.



HOWARD JONES

Produced by Rupert Hine, except "New Song" produced by Colin Thurston.
Management: David R. Stopps/Friars Management Ltd.

Available worldwide on Elektra Music Cassettes and Records.
© 1984 Elektra/Asylum Records, A Division of Warner Communications Inc. 

A BOUT C



BERLIN

ALBUM:

Love Life

TRACKS:

"No More Words"*

"Touch"

"When We Make Love"

VIDEO:

"No More Words"

Premieres This Week
On MTV

TOURING:

Berlin's Nationwide Tour
Starts This May.

Produced by Mike Hoszelet
*Produced by Giorgio Moroder and Richie Zito
Personal Management: Peregrine Watts-Russell for
M.F.C. Management

HAGAR/SCHON AARONSON/SHRIEVE

ALBUM:

Through The Fire

TRACKS:

"Top Of The Rock"

"Whiter Shade Of Pale"

"Missing You"

VIDEOS:

"Missing You" On MTV;
Hagar/Schon/Aaronson/
Shrieve Concert Special
Premieres April 28 On MTV,
With Simulcast On Westwood
One's Radio Network

Produced by Hagar/Schon
Management: Ed Leffler/Herbie Herbert



CHR BREAKERS

OUR RECORDS



WANG CHUNG

ALBUM:

Points On The Curve

TRACKS:

"Dance Hall Days"
"Don't Let Go"
"Wait"

VIDEOS:

"Don't Let Go" Now On MTV
"Dance Hall Days" Now In
Production

TOURING:

With The Romantics
April 3 - April 23

- 4/3 Dallas, TX
- 4/4 Houston, TX
- 4/5 San Angelo, TX
- 4/6 Portales, NM
- 4/7 Las Cruces, NM
- 4/8 Albuquerque, NM
- 4/10 Tucson, AZ
- 4/11 Phoenix, AZ
- 4/12 Riverside, CA
- 4/13 San Diego, CA
- 4/14 Los Angeles, CA
- 4/16 Santa Barbara, CA
- 4/17 Fresno, CA
- 4/18 San Francisco, CA
- 4/20 Portland, OR
- 4/21 Eugene, OR
- 4/22 Seattle, WA
- 4/23 Vancouver, B.C.

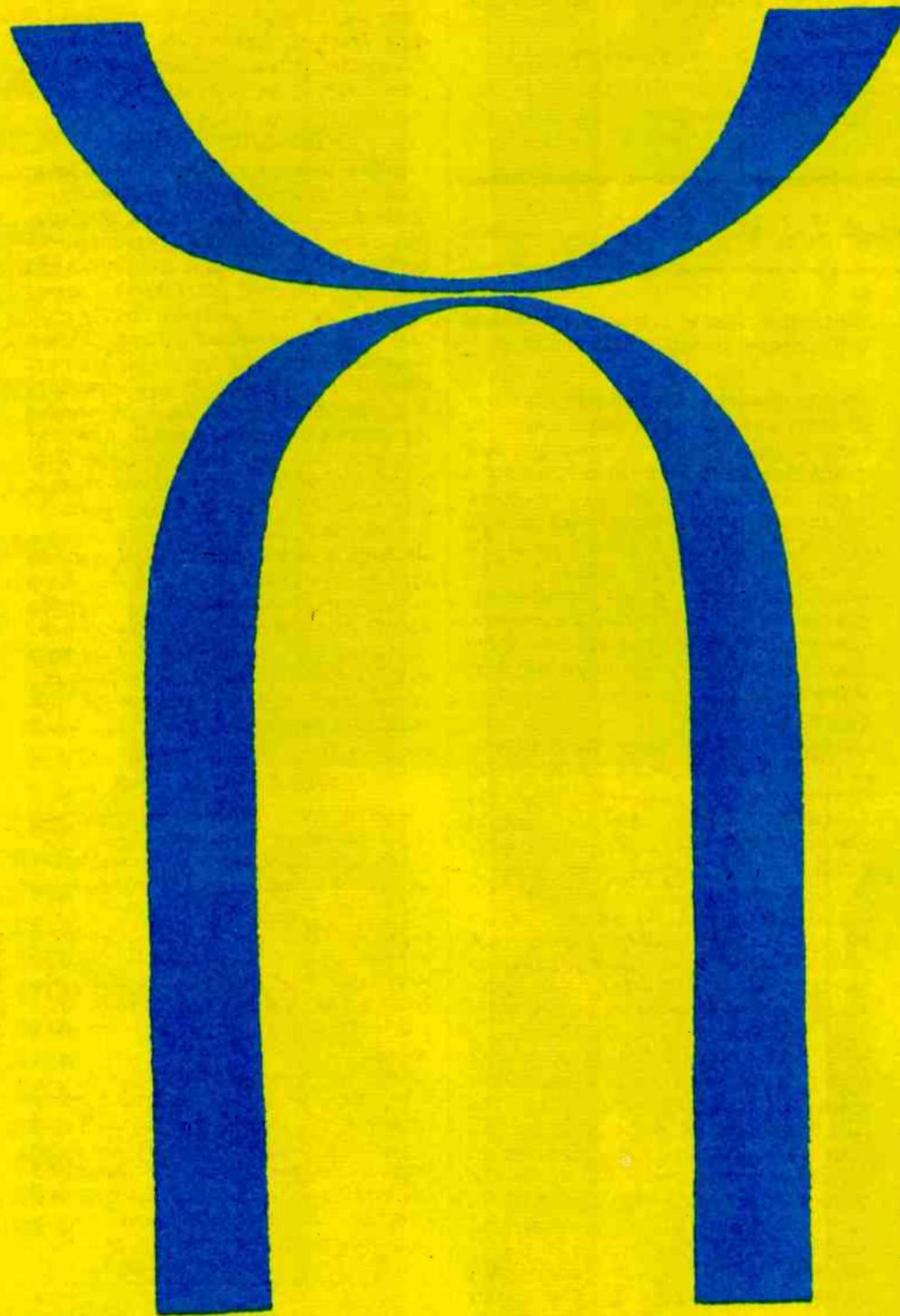


Produced by Chris Hughes and Ross Cullum
Management: David Massey at Domino Directions Ltd. London
© 1984 The David Geffen Company


™
GEFFEN
RECORDS

King Crimson Three of a Perfect Pair

Featuring "Sleepless"



Adrian Belew
Robert Fripp

Tony Levin
Bill Bruford

Available now on Warner Bros./E.G. Records and Cassettes
© 1984 EG Records Ltd.

SEGUES

J. David Holmes exits the MD slot and afternoons at **KDKB/Phoenix** . . . Assistant PD **Dana Jang** is reappointed MD at **KOME/San Jose**, as **Scott Elliot** relinquishes the position but retains his airshift . . . Afternoon driver **Wally Walker** becomes MD at **KQRS/Minneapolis**.

Don West, most recently of **KOME/San Jose**, is new to mornings at **KROY/Sacramento** . . . Overnights at **WIMZ/Knoxville** now belong to **George Allen**, formerly of **WAMX/Huntingdon**.

Jeff Stites, late of **KISW/Seattle**, takes on Production Director chores at **KZOK & KJET/Seattle** . . . **Steve Netty**

is now Promotion Director, as well as head honcho for production, at **KCAL/San Bernardino**.

Tracey Balbirer is named Director Of Promotions & Sales Research at **KSHE/St. Louis** . . . **Sandy Banister** leaves the Program Coordinator position at **KGB/San Diego** to become Assistant Advertising And Promotions Director at crosstown **KFMB & B-100**.

Joanna Lynn joins **WTPA/Harrisburg** for weekends from **WRXL/Richmond**.

Erratum: **David Lee White** is not doing weekends at **KUPD/Phoenix** as was reported last week.

RADIO ACTIVITY

• **Where's The Variety?:** **WMMR/Philadelphia** production ace **Steve Lushbaugh** has created a clever soundalike parody of the Wendy's "Where's The Beef?" spot. Since competing stations in the market use "hits" in their imaging slogans - **AOR WYSP** calls itself "Rock Hits" and **CHR WCAU-FM** is the original "Hot Hits" station - **WMMR** presents itself in the promo's copy as the station that "makes no bones about giving you plenty of variety in your rock 'n' roll" instead of "the same songs over and over and over again." When listeners are heard calling other stations with requests and are turned down cause their songs aren't "hits," they wonder "Where's the variety?" The piece closes with the line, "More variety . . . you're **WMMR** kind of people."

WMMR is also serving up a nightly "Psychedelic Supper," 20 minutes of '60s tunes at 6pm. PD **George Harris** reports the feature has met with such positive response that the station will be doing "Psychedelic Sundays" every 2-3 weeks. Every other song played throughout the day will be a relic from those fabulous '60s.

• **Radio With A Byte:** Similar to what **KGON/Portland** pioneered last November, **KZOK/Seattle** is offering its listeners a Computer Bulletin Board service. Users with a microcomputer can access the system by hooking up a linking device called a modem to their telephone. Information offered includes listings for concerts and movies, rock news, updates on the station's playlist, sports events, and a rundown of 24-hour services. The setup also has a message service that allows callers to leave and retrieve messages from other users, and develop dialogues with station personalities. **KISW's** "Rockfiles," developed by News Director **Chris Burns**, also offers concert reviews and a daily almanac called the "Story File."

• **Contesting:** **WYSP/Philadelphia** came up with a neat way to qualify listeners for a trip to see **John Cougar Mellencamp's** Indianapolis concert. His latest album is titled "Uh-Huh," so when the station drops in the excerpt of "Uh-huh uh-huh uh-huh" from labelmate **Trio's** "Da Da Da Da" song, the fourth caller gets registered. The locale is close to Mellencamp's hometown of Bloomington, and the station has arranged for the winner to have dinner with the Mellencamp family before the show and attend an after-show party.

To give away a CD player, **KBCO/Boulder** tied in with a local dealer for a **John Lennon** trivia quiz called "Things Nobody Told Me." The quiz included CD-related questions, such as when 'BCO plays CDs in

their entirety and what was the first album to be released simultaneously on CD.

• **Live From London:** Not only was it was 20 years ago that Sgt. Pepper taught the band to play, it'll be 30 years ago next month that **Bill Haley's** "Rock Around The Clock" was first released. To commemorate the 30th anniversary of rock 'n' roll, **WNEW-FM/New York** plans to send **OM Scott Muni** to London the week of April 23. Muni's 2pm-5pm show will be broadcast live via satellite, and the station is hoping to line up guest appearances from many of the musicians who have sat in on his show stateside.

• **Odds 'n' Sods:** Since the Grammys seem to overlook heavy metal music, **WHCN/Hartford** aired its own Heavy Metal Grammys. Listeners voted **Def Leppard** tops in all categories except Best Guitarist, which went to **Eddie Van Halen** . . . Communities in the Scranton, PA area are having a problem with contaminated water reservoirs, so **WEZX** gave away three-gallon bottles of spring water . . . Happy 10th anniversary to **KMOD/Tulsa**, and warm wishes to **WBCN/Boston** on its 16th birthday, which fell on the Ides Of March . . . **KRQR/San Francisco** has leased what it claims is the largest combined outdoor space west of the Mississippi River. The 5200 square feet of space, covering two sides of a building and a billboard atop the building, now showcases **KRQR's** calls. The space's former tenant was rival **KMEL's** camel mascot . . . To thank its listeners for voting it **Rolling Stone's** Radio Station Of The Year for five years straight, **WMMS/Cleveland** is throwing a free **Eurythmics** concert on April 10. The station reports receiving over 15,000 ticket requests . . . Remember the **Billy Goat Tavern** that **John Belushi** immortalized with his "cheezboogah, cheezboogah" bit on "Saturday Night Live?" **WLUP/Chicago** celebrated the landmark's 50th anniversary with a live broadcast during **Jonathon Brandmeier's** morning show . . . **WHMD/Hammond** subscribes to the axiom, "The world is your oyster," and is sponsor of the 1984 Amite Oyster Festival, during which some 150,000 oysters are expected to be gulped . . . **WAQY/Springfield** has access to a helicopter, and is using the whirlybird to transport lucky listeners to concerts.

Keep those cards and letters comin', folks. The more station news, blues, and beacoups you pass along, the more often you'll see your call letters in these hallowed pages. When you have rumours, gossip, or innuendo, drop me a line or give me a ring. All sources guaranteed strict confidentiality.

Selling Of AOR

Continued from Page 42
nesslike and serious."

Over at **KZEW**, the station employs slightly different presentations on the air and for the advertising community. "We are rock 'n' roll, and the radio station is perceived by listeners as 'The 'ZEW.' But instead of marketing ourselves as a rock 'n' roll station to media buyers, we present ourselves as an integral part of the radio marketplace."

Thus, the station's sales literature reflects a broader, more sophisticated image. Gone are the days of splashy, psychedelic-style graphics. Instead, the literature is "more streamlined and business-oriented than it was five or six years ago."

Qualitative Selling

Selling radio by offering audience information beyond numbers is often portrayed as the high road in radio sales. Nevertheless, **Toney Brooks** doesn't claim to be a big booster of qualitative selling. "Radio is still not sold qualitatively. Qualitative analysis is something that doesn't exist for the most part in markets outside the Top 25. When it does exist, even in the Top 25, media buyers often don't have the time to pay attention to it. It's great stuff for the **Radio Advertising Bureau** to use to sell the strength of radio as a medium, but I think there are easier ways to sell a radio station than trying to prove that your inferior numbers are superior to the other guy's superior numbers."

"Some of this qualitative stuff is as absurd as complaining to a salesman who's selling **Sports Illustrated** that his magazine doesn't have enough women. Every radio station has got its audience, and if it's there in significant numbers and a station has priced itself right, it eclipses all this qualitative fighting that goes on."

Selling Against CHR

George Sosson notes some of AOR's selling points when up against **CHR**: "Since **CHR's** have such high cumes, a client is forced to buy many more spots to maximize reach. They have such a high percentage of teens that although they may beat us 12+ and come, when you peel away the teens we have better 18-34 numbers than **CHR** does. We run fewer stopsets and have less hype, and we believe our commercials are more listened to."

Gene Boivin aims to steer clear of anything that smacks of negative-selling another format. "We talk about **KZEW**, not the competition. We can talk about ten years of consistency, a great morning team followed by a great lineup of strong personalities, and consistently great promotional efforts. There are too many positives

to sell on the 'ZEW to talk about anyone else."

Fragmentation

Like virtually all formats, AOR must look beyond the valley of the 12+ when selling. As **Boivin** says, "Naturally, you'd like to be everything to everybody, but in today's very specialized radio market, you've got to pick your priorities and go after them."

That translates into successful sales stories through the use of reach and frequency analyses. **KZEW** "will split the desired demographic into subdemographics. If someone asks for 18-49, we'll give him the reach and frequency for 18-49 overall and then break it down into 18-24, 25-34, and 35-49. We emphasize how strong we are in the key demographics that fit the population figures of the Dallas-Ft. Worth market."

Toney Brooks sounds an optimistic and sensible note for selling AOR and, by extension, all specialized formats: "A good radio station is not going to have to apologize for playing rock music now or at any time in the future. It's not necessarily desirable for a station to try to appeal to all listeners, or be all things to all advertisers."

"If you're selling a product or service, and the heavy user group is 18-34 and you can find an 18-34 radio station, then that's good advertising. You're paying for an audience that's going to be receptive to your message."

"If you're buying television or a mass-appeal radio station that reaches a lot of people, you're likely to be wasting an awful lot. You'd be paying for people not in your target audience. The greatest asset of radio is that if an advertiser can identify his target audience, he can always find a station or group of stations that can deliver that audience much more effectively than any other advertising medium."

And that's the beauty of radio, folks!



ROCK 'N' BOWL FOR MONEY—**KMET/Los Angeles** sponsored a Rock 'N' Bowl night featuring an appearance by **Eddie Money**. From left, station personalities **Rick Lewis** and **Denise Westwood**, **MusicVision's Drake Hall**, and **Money**.



Q107 THE PLACE FOR PERFECT AFFAIR — **Q107/Toronto** MD **Samantha Taylor** (center) welcomes **Perfect Affair** singer **Rick Rose** (second from left) and **Attic Records' Ralph Alfonso** (far right) along with the album's cover models.

Adult/ Contemporary



JEFF GREEN

LEADING CHR PDs COMMENT

How CHR Can Beat You At Your Own Game

When A/C GMs and PDs think of competition for adult demos, formats such as Country, Beautiful Music, and News/Talk come to mind. But many CHR stations are also interested in upper demos, and some can even beat you at your own game. This week, several prominent CHR programmers discuss how they perceive themselves as adult competitors, and what they've been doing to win on A/C's home turf.

Miami

In Miami, CHRs 195 (WINZ-FM) and Y100 (WHYI) beat all six A/C's in both 25-49 and 25-54 adults. Why? 195 PD Keith Isley began, "First, we don't really target towards any demographic; we're truly a mass appeal station. There's a tight battle between the two CHRs with a massive volume of advertising and promotion running between us. We both have high-profile personalities and mass appeal music that does so well among adults. There's an old saying, 'When the elephants fight, the ants get stepped on,' and that is sort of what's happening here.

"Another reason we're ahead is that there are six A/C's but only two CHRs. The A/C's have fragmented themselves, and there is no dominant station. Generally speaking, the A/C's are doing a good job. 97AIA (WAIA) and Love 94 (WWWL) seem to be skewing CHR, and that might be a problem for them because the pure CHRs are so established, leaving a softer A/C like WWJF to come at them from the other side.

"On top of that is the 40% ethnic penetration here. CHRs do a more efficient job in

"When I turned 35 years old, I didn't suddenly have a musical craving to hear Barry Manilow."

—Robert W. Walker

pulling numbers than the A/C's. If a Miami station can't draw from the ethnic base, they're losing nearly half the market potential."

Y100 PD Robert W. Walker observed, "This is a fast-paced community with an emphasis on the outdoors. People in that age range listen to CHR as a mood lifter. A/C doesn't have the energetic feel we do.

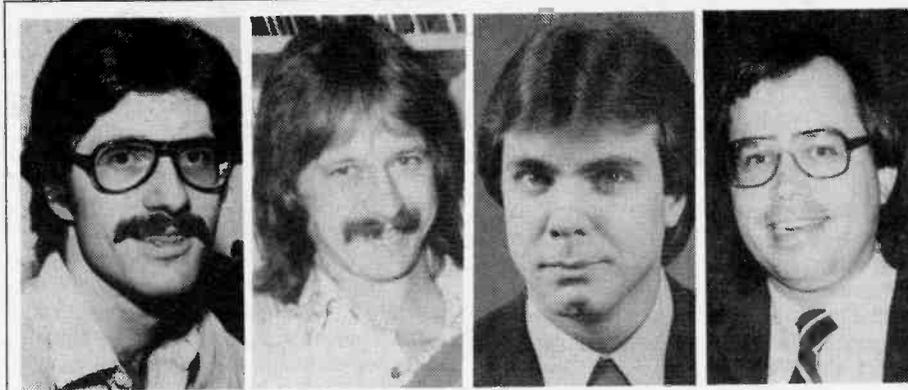
"When I turned 35 years old, I didn't suddenly have a musical craving to hear Barry Manilow. I grew up on the Stones, the Beatles, and Led Zeppelin. However, I don't want a steady diet of that stuff. There are times when I'll listen to 'AIA or Love 94 to relax a bit, but I always come back to the energy of Y100.

"While listening to Top 40 in the '60s, the 25-49 group enjoyed a broader range of music than any other generation. And since today's CHR plays a wider variety of music than any other format, the format does well with adults. On the other hand, most A/C's create a particular mood with their music and simply can't play the variety that we can. Their success on a musical front is limited.

"We happen to be a youth-oriented station, but we do well among adults because they want to feel youthful. They like to tap into that energy and fun."

Los Angeles

In the fall '83 sweep, KIIS performed better 25-49 than all three A/C's combined! When asked how it did it, KIIS VP/Programming Gerry DeFrancesco replied, "We're the best mass appeal station in town in everything we do: music, personality, and promotions. We have Rick Dees, who's probably the hottest morning man in the country. KIIS is fun, exciting, and entertaining. All these ingredients spell success in a wide range of demos. Our primary goal is 18+ women, and we are very strong there. But having such a big adult share



Keith Isley

Robert W. Walker

Gerry DeFrancesco

Tom Cuddy

was important to us because that's where the money is.

"It's obvious that adults crave today's music, and we benefit because most of our 24-49 competition isn't as contemporary hit-oriented as we are. It's our goal to be perceived as the station that plays the most up-to-date hits. While we do offer a good portion of A/C product, we still play the CHR hits. We don't find a need for a large number of oldies since so many other stations in the market have that franchise. We daypart product until it becomes so strong that we can break it out in other dayparts. Some rock we're playing in middays includes songs by Van Halen, Re-Flex, and Huey Lewis & The News.

"I detect a slight degree of peer pressure among adults to be aware of contemporary trends. This would include fashions, products, and music. If this is true, such a need for that 'contemporary awareness' would benefit us."

Providence

Interestingly, CHR WPRO-FM is so strong it even one-ups its AM sister station WPRO . . . along with eleven other A/C's. OM/PD Tom Cuddy explained, "The success among adults with our CHR is due mainly to the music. When adults are seeking music, they'll go primarily to FM, which is one reason why PRO-FM does better than our AM, even though it has a younger image. Hopefully, that situation



might change when our AM goes stereo next year.

"Our owner, Capital Cities Communications, is interested only in our combined AM & FM shares. They're not concerned how

concept. And even though McDonald's is a family restaurant, it needs a healthy teen base. So we have one, too — nearly a 40 share. Teens influence family listening, especially in drivetimes. I want those residual adult listeners to enjoy the station too, not listening simply because their kids do.

"Last summer, we overhauled our high-energy image by hiring personalities with a more mature presentation. They don't need flip cards — they're thinking jocks. We daypart music, and the song's texture is the determining factor. B97 is the only Contemporary station in town not playing Van Halen's 'Jump' in mornings or middays. Overall, I am much more concerned about what oldies I'm playing rather than my currents. We play a lot of Supremes and a lot of old Stones, and we'll go back as far as '61. This can encourage office listening.

"The A/C's here don't know who they're shooting for. They're entirely too mass appeal. I question the validity of a station that puts Frank Sinatra, Barbra Streisand, and Matthew Wilder in the same set."

Tucson

FM CHR KRQ holds a substantial lead over two AM A/C's, but the crown wasn't handed over on a silver platter. PD Guy Zapoleon recalled, "KRQ used to have a very bad adult image due to a one-hour power rotation turnover. We had to do something dramatic to get adult listeners. Major changes included the following:

"1) Introducing oldies from the '60s, particularly the 'hip' oldies which the other stations weren't playing. That would include artists such as the Beatles and Zombies. We played one or two an hour, specifically targeted 25-34. The oldies have since started to burn out, and we've integrated more current records per hour, taking on a slightly more CHR approach.

"2) Special '60s oldies weekends to get adults listening for the first time. Until recently, adults here didn't listen that much to FM. This promotion told adults that there was a station on FM for them.

"3) Discontinuing all the 'show us your skin' (young appeal) promotions. Began developing promotions geared to adults: happy hours at a nice hotel, fashion shows, giving away the use of a house for five years, furniture, carpeting, and money.

"4) Turning down from a screamer approach to much more conversational DJs.

Continued on Page 49

New Orleans

In the Crescent City, it's CHR WEZB (B97) which triumphs over four A/C's in the adult target. PD Nick Bazoo commented, "We're a CHR which began with a very young image that has slowly grown up with its audience. A key part of that plan is to be strong 25-49, and here we are.

"We want to be the 'McDonald's' of radio. We'd like our station to be identified with people of all ages and backgrounds. Just as with McDonald's, even occasional users are familiar with our product and depend on it when they tune us in. If I can't be someone's favorite station, I'll be happy being everyone's second choice.

"We never sold the music as much as we've sold the clean, family-fun listening

How CHR Can Beat You

Continued from Page 48

One-to-one communication instead of showmanship.

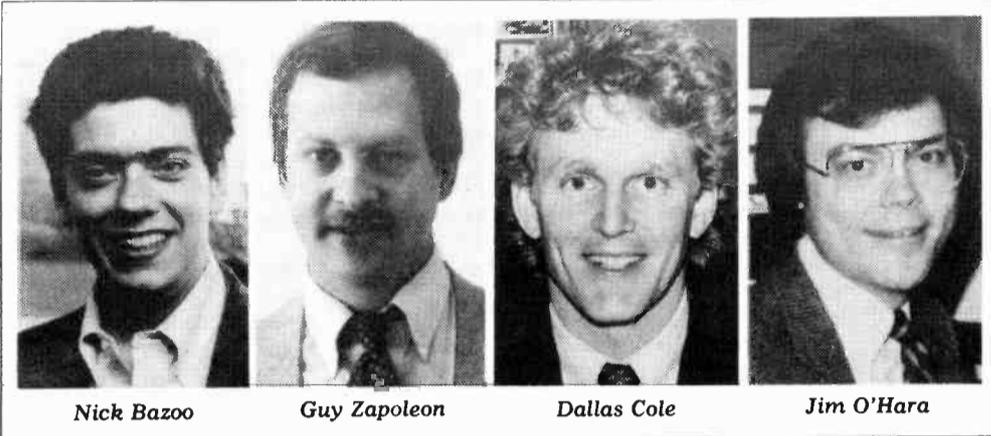
"Another reason we're successful is because the CHR music is better now than it's been over the past two years; the quantity is as good as in the '60s. A lot of the A/C product isn't as good as the CHR music; much of the A/C material is very marginal. A/C stations can't compete when a majority of the records they're playing are hits only for A/C.

"When I first got here, I began playing album cuts which should have been hit sin-

"A/C stations should be more exciting! Don't make the jocks read liner cards verbatim because the average person does not talk, act, or deal with everyday life in that way. A lot of A/C's are afraid to have fun because they think their listeners don't want to. That's a major mistake."

Quad Cities

Another CHR FM, KIIK/Davenport, holds a wide lead over AM competitor KSTT. PD Jim O'Hara discussed his station's strengths. "We try to talk to the



Nick Bazoo

Guy Zapoleon

Dallas Cole

Jim O'Hara

gles. Justin Hayward's 'Forever Autumn' is now one of our biggest oldies. Fleetwood Mac's 'Silver Springs' is another good example. Playing unfamiliar album cuts only becomes a risk if you carry it too far. Songs which test well in callouts may not hold up on a day-to-day basis. The time our ratings dropped the most was when callouts showed the oldies we were playing as being very big.

"Our TV slogan is 'Between hard rock and a soft place.' We won't play edgy rock songs, such as those by Def Leppard, Quiet Riot, - not even the Stones' 'Undercover.' Music by the Pretenders and Huey Lewis is dayparted. Our official target is still 18-34, but my personal target is 25-34, leaning heavily toward women."

Milwaukee

WKTI beats eight of the nine A/C's in town; the only one which tops 'KTI is its sister AM station WTMJ. WKTI OM Dallas Cole started by mentioning the contributions of his morning team. "Bob Reitman and Gene Mueller are very hip, and are second only to WTMJ in the ratings.

"Promotionally, we don't just do album and concert ticket giveaways. We also promote the Milwaukee Brewers and a lot of community events including parades, cancer fundraisers, remote broadcasts, and listener parties.

"A/C stations have fallen into a situation of playing a very limited style of music. The 18-34 and 18-49 females especially enjoy uptempo pop records with rhythm. They can hear those on our station, mixed in with some classic oldies. If I were programming an A/C station in this town, I'd be pouncing on some of the newer black records with some rhythm. The A/C's are not playing Michael Jackson's 'Wanna Be Startin' Somethin'' or 'Billie Jean.' I don't know what they're afraid of.

"My philosophy is that if you get the babies, you get their mamas. I believe in passive research, but we watch active sales and requests a lot more than in recent years. A lot of the A/C's think their audience comes home and watches TV every night. But these people are actively involved - they like to get out and kick up their heels, to be part of what's happening.

"We're very aware of the adults, and we'll try not to alienate them. We'll play Quiet Riot and Def Leppard, but they're dayparted. Songs by those groups were added after they became anthems.

adults about what's going on in their lives with personalities capable of doing a lot more than just reading cards. A lot of what we do that's geared towards the younger listeners is phrased through the parents. We'd say, 'Your kids would probably like this ...' We've got the most outstanding personalities in the market, especially our morning man Spike O'Dell. KIIK sounds alive and in-touch. Promotionally, KIIK is geared to the 25-40 active adults: a car, a condo, dinners for two. 'Leave the kids home with the sitter for a night' - we verbalize it that way on the air.

"KIIK is really on top of the trends, and so the music has to be topical. Adults don't want to be the last to find out about the latest songs - they want to be introduced to them as well. 'Footloose' is a hot movie and song right now, but A/C's aren't playing the record. If it's presented in such a way that the adults won't feel embarrassed if they don't know what you're talking about, they can enjoy it just as much as the music they grew up with. You can't just play the hip music of today and leave it unexplained. We do a lot of dayparting to target the available audience. In the afternoons and evenings we're playing a much hipper variety of music.

"A/C's should program their stations actively rather than passively. Be a foreground station. Make your personalities more recognizable, and include music that jumps more than typical A/C product. Don't just segue another eight in a row.

"We stay away from the hard rock, dayparting Van Halen at first, then opening it up after it became familiar and less harsh. Dayparting is judged on a song-by-song basis because adults are much more song-conscious than image-conscious. It's the PDs who are concerned with image. If a record is really happening, it's important to play it. Maybe it won't fit in 24 hours a day, but use the record where you can. That's when a radio station becomes so important that adults perceive they're missing out if they're not tuned in."

For The Record

Regarding the A/C column of March 9 ("Fall '83 Ratings Leaders"), please note the following corrections:

Number-two ranked **WJBC/Bloomington** should have been listed as first, showing a 0.8-share increase instead of the decrease. Also, **WRMF/West Palm Beach** was inadvertently excluded, and should have been ranked eighth. **WIRK/West Palm Beach**, listed as ranked 52nd, uses a Country format.

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HOUSTON SHOWDOWN

Forget The Alamo — This Is THE War!

The next time you're playing Trivial Pursuit and the brown question is "Name a historic Texas battle," you'd probably better stick with the Alamo — but that's only because the Canadian guys who made up the game haven't heard of the war between the two Houston Country radio powerhouses, KIKK and KILT. While the radio battle isn't quite as grandiose — and probably won't be made into a movie — it might be more expensive than the battle for the adobe fort. Consider: in the past three months the two stations have given out in excess of \$300,000 in cash!

Were this a movie, I suppose KIKK PD Charlie Ochs and his staff would be cast as venerable Jim Bowie, et al., defenders of the fort, while KILT PD Rick Candea would be leading the troops in an all-out assault to capture the Houston radio listening flag. Like the real war, this one has had its share of victories claimed by each side.

Charlie told me that when KILT went Country in February of 1981 — "A day that will live in infamy," he said (are you keeping your wars straight?) — KIKK was "a very cluttered, very commercial radio station. KILT went on the air with Continuous Country, no commercials for a couple of weeks, and then a very limited commercial load. For the next two books they beat our socks off. We reacted by going at them with their own game with modifications to our format taking place between May and August of that year. After losing the spring and summer books to them we regained the edge in the fall '81 book and have beaten them ever since."

It should be noted here that we were primarily talking about numbers for KIKK-FM and KILT-FM. Both stations also have AM signals — KIKK-AM being a 250-watt daytimer and KILT-AM being fulltime with a good signal — and both are sold in combo. While KIKK-FM has been beating KILT-FM, KILT-AM has been beating KIKK-AM by anywhere from one to two points every book. Over the last seven books, the combined 12+ numbers have produced three "wins" for each station and one dead heat,

Houston ARB — 12+ MON-SUN 6A-MID							
	Sp	Su	F	W	Sp	Su	F
	82	82	82	83	83	83	83
KIKK-AM	1.5	1.4	.9	1.4	1.4	1.1	1.0
KIKK-FM	8.8	8.6	6.6	7.5	7.2	6.9	7.5
KILT-AM	2.4	3.3	2.9	3.1	2.9	2.2	2.1
KILT-FM	7.5	6.7	5.4	5.2	6.0	4.4	6.9

with each pair of stations showing a 10 in the summer '82 ARB.

Positioning KILT

KILT-FM went Country February 16, 1981 with the AM following suit a few months later. Rick told me that from the very outset the point was to "go after the top dog — one of the finest radio stations in the U.S. — KIKK-FM. What we have done is position the AM on one side of KIKK-FM and our FM on the other. For over 27 years our AM has been built on three priorities — entertainment, information, and music — and we did not change those priorities when we went Country. The AM is very visible and we are all over Houston with in-store appearances and concert promotions. Our AM air content includes syndicated country shows, University of Houston basketball, our annual blood drive promotion, a 'KILT Is Gonna Make You A Country Star' talent search in conjunction with RCA Records,

Have You Heard?

New MDs seem to be the order of the day lately. Taking over music chores are: Jim Randall, KIX106/Washington, DC; Dan Cowan, KKCS/Colorado Springs; Billy Cole, KSO/Des Moines; John Stewart, KECK/Lincoln; Charlie Platt, WTVY/Dothan; Pat MacMillan, WYII/Williamsport; and Bob Prusha, KWST/Monterey. The new PD at KWST is Michael J. Stewart. KTOM/Saltinas has some Country company, as sister station KWYT adopts the format. Calls are KTOM-FM, and the lineup has Johnny Morgan in mornings, followed by Jeff Iler, Sheila Gayle, Glenn Beard, and Frank Davis. The station is positioned as "Continuous Hit Country" and is programmed by Corporate PD Don Lane. Also playing the country hits is KTNX/Anchorage, becoming the fourth Country station in this market of about 200,000. (The others are KYAK, KRKN, and KCMG.) New PD Steve Chapman comes from KDRK/Spokane. The tri-state area of South Dakota, North Dakota, and Minnesota is now served by KBWS/Eden, SD. Teri Struck, is the PD and her MD is Mark Kremer. The airstaff has Mark Murray signing on at 5am, followed by Steve Collins and Teri. The evening shift is open

right now, but I'm told it will be filled shortly. Trish Hennessy, most recently with WPOC/Baltimore, is now doing middays at WJKZ/Nashville. In addition, the KZ Country morning show with Don Keith is now being simulcast on sister station WJRB. KJJY/Des Moines has a new morning man from WFTE/Lafayette, IN; he's Dennis Cavender. Changes at KXXY/Oklahoma City, as Jim West is upped to Assistant PD and segues from PM drive to middays. Filling the afternoon slot is Clay Daniels from WHOO/Orlando. Harry Newman and Don Hinson, two longtime KLAC/Los Angeles vets who were cut loose a few months ago, are back in the fold and on-air on a weekend/fill-in basis. Marty Raab is now the Promotion Manager for WCXI-AM & FM/Detroit. Many people have called to ask for information on how to obtain tape recordings of the panels and MIPS sessions from this year's Country Radio Seminar. If you would like a full listing of the tapes available or copies of the tapes, contact: Beaverwood Recording Studio, 133 Walton Ferry Road, Hendersonville, TN 37075. The phone number is (615) 824-2820. And, don't forget to let me know what you have heard!



Ваме Превосходительство
Константин Черненко,
Посылаем Вам сердечный
привет из Америки!

To Russia, With Love

Chuck Urban, morning man at WOW-AM/Omaha, and his counterpart at WOW-FM, George Woods, run a bit every morning where they pick the "Ranch Hand Of The Day." The "choosee" is normally a local businessman who is awarded all kinds of prizes. A couple weeks ago, however, they decided to bestow the honor on newly-selected Soviet leader Constantine Chernenko. Chuck, the PD of both the AM and FM, told me they actually plan to send Mr. C. the loot along with a cover letter — in Russian. Among the prizes are membership in the WOW Country Club, a Merle Haggard album, a copy of "In America" by CDB, a WOW baseball cap and shirt, a "Big Red" press guide from the University Of Nebraska and lunch at Bob's Country Fixin's — with Urban and Woods picking up the tab. WOW listeners suggested a number of other gifts to be sent — most of which can't be mentioned here — including a pair of tickets on Korean Airlines (one way, of course). As yet, no word from Chernenko as to whether or not he will sit in as a guest DJ.

and an open-door policy with country stars to come by and chat whenever they are in town. We also do a locally-produced show called 'The Texas Music Hour' featuring interviews and music from old and new Texas artists. The thing that makes the whole thing jell is our airstaff, which is made up of personalities from this area who talk Houston. We have a lot of stuff goin' on, and that is what makes the AM happen.

"With the AM positioned on one side of KIKK, we put the FM on the other by promoting it as 'Continuous Country Music.' I've heard a lot of Continuous Country stations — a lot of whom are doing the format 'sideways.' This is a strong, proven format, and, when done right with good people, it sounds like any other good radio station.

"We are a very forefront radio station while they are more 'background.' For instance, our morning show is a team of nine folks including two anchors, three news people, two sports reporters, a traffic reporter, and a meteorologist. Our personalities are very visible and involved. Of course, we have Joe Ladd, who has been on the air at KIKK for 16 years and is very much Southeast Texas.

"Even though we are two completely different-sounding stations, the station we share most with is KILT-FM. This is all just theory, but I think this is attributable to mood listening. I'm really glad there is the difference in the two stations because I don't think there would be as many Country shares otherwise. They serve people in dif-



Rick Candea



Charlie Ochs

The music is the key to the FM and we don't mess around with it. We don't do sales promotions on the FM but we do use money giveaways. The secret in doing these on the FM is how we do them and keeping them from interfering with the music."

KIKK's Placement

We'll focus more on the big money giveaways in a bit, but first I wanted Charlie to establish the programming position of his stations.

While Charlie did not dwell on the subject, it's obvious that he is at a bit of a disadvantage in this war when it comes to his AM signal — or lack of it. KIKK-AM is a country oldies station skewed to older demos. Thus, Charlie is really fighting this battle with his FM alone. I started by asking him the difference between the two FMs.

ferent ways than we serve them. What I am doing is trying to get more people by serving the listeners the way KILT serves them at the times when I feel they (listeners) want that particular kind of radio. KILT is doing the same thing, which is why they are now doing the big-money contests. I feel they are trying to pull themselves out to a more forefront approach during the day while I am pushing myself into more of a background approach when I think people want that approach — which is at night and on weekends. That is where we are really battling — to get each other's audience by utilizing the way the other station is unique. We are trying to take the best part of them and put it in where we think it is important and they are taking the best part of us and putting it in where they think it is important."

Continued on Page 51

Nashville This Week



SHARON ALLEN

A View Of Mark Gray

Mark Gray, whose cowriting credits include "It Ain't Easy," "Take Me Down," and "Nice Girls," who was an Exile member for three years, who worked with the Oaks, just completed his first music video, "The Left Side of the Bed." "What makes this one unique," says CBS Records, "is that it is in effect a mini-movie, eight minutes long, complete with dialogue and music."

What's Mark's personal definition of country music? "It isn't fake music for me. I feel it. For me, country music is that line between gospel and R&B. And that's where I am."



Mark Gray (far right): Video adventures

Rogers's Anti-Hunger Drive

Remember Kenny Rogers's successful West Coast food drive in January '84? Beginning April 3, he will take it nationwide — 75 stops — his complete 1984 show tour. At each stop Rogers will buy local newspaper ads appealing for food (specifically canned meat or fish) from those planning to attend his concert. He'll also provide prerecorded PSAs for radio and offer overall coordina-

tion and media materials for the local agency conducting the drive.

Wariner Listens To Radio

Mix together some love, a producer's ear, and radio reaction, and you know why Steve Wariner selected the late Bob Luman's hit, "Lonely Women Make Good Lovers," as his current single. Steve, who played in Bob's band for over two years, told R&R, "After Bob passed away, I started doing 'Lonely Women . . . ' on my shows as a tribute to him. When we were getting ready to record the 'Midnight Fire' album, Norro Wilson and Tony Brown (Steve's new producers) flew to Orlando to catch my show." Reacting to audience response and Norro's close friendship with Bob, they cut the song for the album. "Then radio," Steve continued, "pretty much said that people liked the song and wanted it to be a single, so we put it out as a single . . ."

Raven Watches Them Work

If you've got Mexico, you need a good mount. So when Eddy Raven bought a new Bronco, he visited the Ford plant (Louisville). There, he met the employees, watched his vehicle being built and assembled. His son even helped install a couple of

wheels. Was he a satisfied customer? As soon as the car came off the line, Raven got in and drove it back to Nashville.

Judds Stop The Works

Wynonna and Naomi Judd recently stopped complete operations in the San Francisco warehouse of Mighty Fine Distributors/Record Factory Stores. They also sang several songs for the entire staff.

Mishaps

At the St. Lucie Fairgrounds, FL, Leon Everette and Hurricane (his band) were getting ready to "blow the audience away."

High winds, destroying the tent and damaging fairground exhibits, beat them to it.

On tour, in the dead of night, Exile's J.P. Pennington walked out of the motel, heading toward a friend. Seconds later he was treading water in the deep end of the pool.

CMA Reminder

If you want to vote for the CMA's Broadcast Personality of the Year (announced at the annual CMA Awards), the CMA rules say you have to be an active member by April 1. For membership information contact Rebecca Holderness or Rob Parrish (615) 244-2840.

Forget The Alamo —

Continued from Page 50

I asked Charlie if this meant that he was "going background" in certain, specific dayparts. He replied, "I change even more specifically than that. We've done a ton of local research, plus I extensively use the hour by hour and the quarter-hour by quarter-hour information from AID to determine what listeners want at any given time in this market. The sound of the station is adjusted to fit the wants of the listeners as their needs change."

Let's Make A Deal Radio

As mentioned at the outset, a large part of this competition has been waged by handing out big bucks. Rick describes KILT's giveaway evolution.

"In the fall of '83 we jumped two points and during that book we gave away \$100,100 — the largest single cash prize given away in Houston radio history — under the heading 'The FM 100 \$100,000 Contest.' We listed 25 songs in the paper, and when people heard one of them on KILT they would write down the date and time. When they had their list complete they sent in their entries and we drew the winner from the correct entries. In January and February we did two '\$25,000 Texas Trios,' where people listened for three specific songs in a row and the correct caller won the \$25,000. Now we are doing the 'Continuous Country Music Monitor,' where we give away \$1000 a day in different, specific dayparts each week. All the audience has to do is listen during a particular hour, and after the hour is over we take a certain number caller to answer a question about what we played during that hour. The correct answer gets 'em \$1000.

"These contests are the only things on the FM — we try and keep the FM clean with nothing but music — and the contest setups,

etc., are all done by the jocks, live."

As you can imagine, KIKK did more than just watch as KILT was throwing around all this money. Charlie told me KIKK is currently giving away \$5000 once a week as well as individual prizes of \$1000 three times a week and \$100 prizes seven days a week. KIKK is also proceeding on a \$25,000 giveaway. In effect, the audience is listening for two different sets of four specific songs. One set — for \$1000 — is announced three mornings a week and is played later that day. The foursome for the bigger money comprises the same four songs KIKK has been using for over two years, so the audience knows when they hear those songs they have a chance to win either \$5000 or \$25,000.

How Deep The Well?

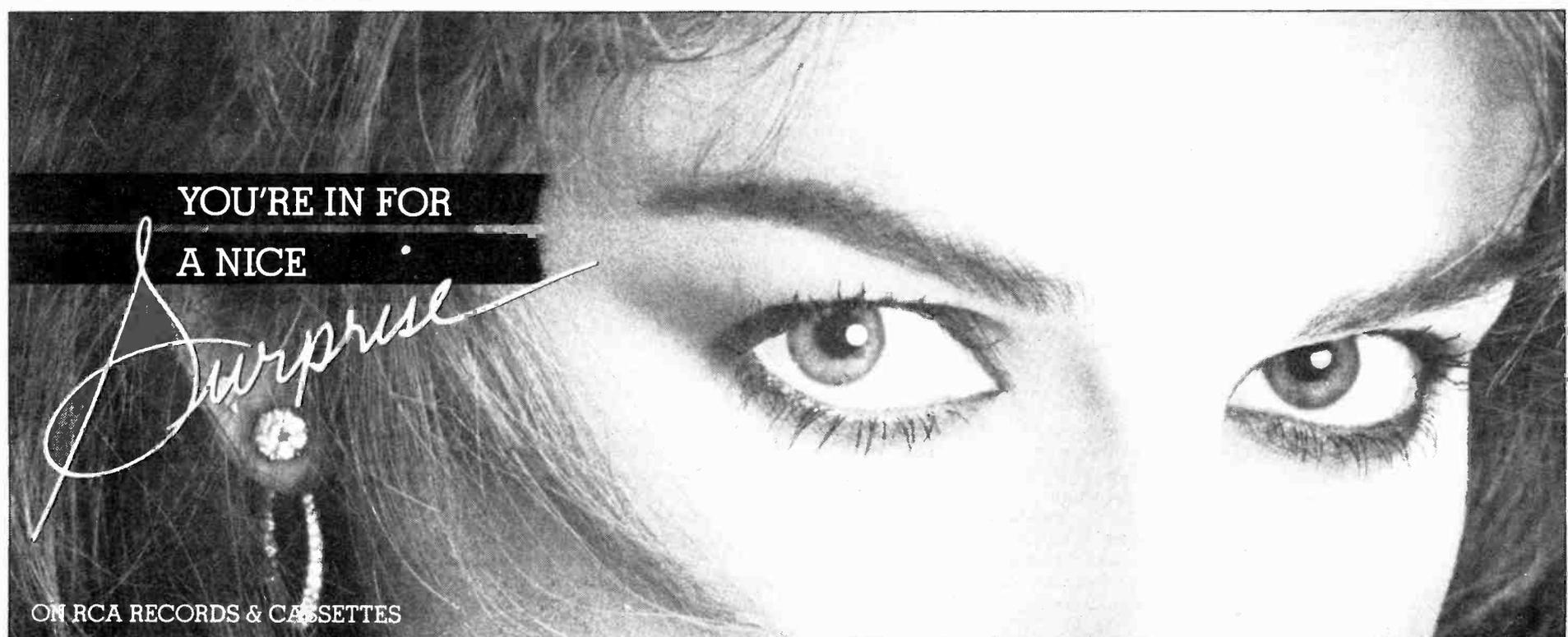
When it comes to requisitioning supplies (greenbacks), it would seem the two stations are on relatively equal footing; KIKK being owned by Viacom and KILT having LIN Broadcasting for a parent. However, it would seem that at some point the spending would have to wind down. That was my question, but neither Charlie nor Rick had an answer, and it doesn't sound as if it will end anytime soon. Rick couldn't give me the details but he did say KILT has something planned for the spring book that will really "shake people up."

Meanwhile, Charlie lamented that he almost wished it had never started, but they were going to continue to give away money because research shows that is what people want to win. At this point, he too told me something "really big" was in the air for KIKK — but couldn't tell me what for a few weeks. I'll let you know what both of them are up to as soon as I find out as this is really a battle to watch.



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Black/Urban Radio



WALT LOVE

Catching Up With You

There's so much going on in Black/Urban radio these days, it's hard to just keep up with it all! If you have any news or personal pieces of joy you would like to pass along to the industry, be sure to write or give me a call.

Growth Of The Format

Black/Urban radio continues to appear in markets where previously there never had been an R&B format. Jim Edwards called from Boise to say that he would be doing an R&B show six days a week overnights on KBBK. Interestingly, Jim, who's an Afro-American, lives in the area because his father retired there. Edwards presently handles an evening show on KBSU, the Boise State University college station. Because Jim's helped KBSU get some ratings, he's been given this commercial opportunity. Jim needs record service, and you can reach him at KBBK: (208) 888-1067 or (208) 888-0093.

Also expanding its black music programming, WOLF/Syracuse has decided to go 24 hours with its Urban Contemporary format. Pleased with a 5.0 share for its 7pm-midnight urban show, management has decided to go full steam ahead. Folks in the music industry have an additional new Urban outlet. Contact PD/MD Butch Charles at (315)472-0200 . . . Canton has its first Black/Urban outlet with WINW picking up the Drake-Chenault automated "Super Soul" format. WINW is on 1520 kHz.

Professional Inter-Action

Daryll Cox has been named Operations Manager at XHRM/San Diego . . . Tim McReynolds, former GM at WENN/Birmingham, is now an Account Executive at Plough's WHRK & WKDJ/Memphis . . . Across town, longtime WDIA programming assistant Johnnie Neely has exited after ten years of service. Ms. Neely had always been a thrill to interact with, and we wish her success in her new endeavors with the Federal Express Company . . . John Bloodwell has exited WUSL & WFIL/Philadelphia . . . WBLX/Mobile MD Michael J. Alexander has departed to become an air personality at WYLD-FM/New Orleans. We certainly wish him the best! At WBLX, Sonny Love remains Operations Manager and will oversee the music for now, naming Carmen Brown acting MD.

Ownership Info

The grapevine tells us Pervis Spann of WVON/Chicago fame has or is about to acquire WSOS/Memphis. If this is true, and if the station selects a Black/Urban format, there would be six Black-oriented stations in Memphis. I want to see this!

In other ownership news, NAB Department of Minority and Special Services VP Dwight Ellis made a nationwide appearance on the Phil Donahue show discussing the NAB's efforts to improve the participation of minorities in broadcasting through ownership, employment and programming. On the program with him was noted broadcaster/TV/film producer Topper Carew, President of Rainbow TV Workshop.

Also In The News

KRLY (LOVE 94)/Houston gave away albums of all the black Grammy award nominees. PD/MD Steve Harris said, "The listeners enjoyed it and had a lot of fun with the giveaway." . . . WGPR/Detroit PD Joe Spencer informs us that his air personali-

ties are now hosting a new local TV program called "Radio Videos," which will air on WGPR-TV Channel 62 . . . WPLZ/Petersburg-Richmond, in conjunction with 7-Eleven Stores, is sending 2000 underprivileged children to the Ringling Brothers Circus. This is an annual station event.

For those who don't know, WOOK/Washington, DC has new call letters WDJY. The new PD/MD is Dan O'Neil, who was transferred from United's Baltimore property WYST. WDJY is no longer referred to as a Black format; they've adopted the new terminology Urban Contemporary . . . Not far away, WTOY/Roanoke GM Ray Bentley has exited to become the GM of Country-formatted WWOD & WKZZ/Lynchburg, VA. No replacement has been named at WTOY, which has just embarked on a new promotion called the "Silver Dollar Man." Here's how it works: An unidentified person moves around town carrying \$100 in silver dollars. Whoever discovers the silver stranger wins the money. I hope this person doesn't get a hernia!

New Orleans News

The World's Fair will be held in New Orleans this year, and among the scheduled activities are "The New Orleans Music Awards." These awards will honor members of the broadcasting, entertainment, and local media industries. The first awards are scheduled for April 26 at the Seanger Theater. For additional information, contact Robert Rosenthal of Mid-South Management Consultants at (601) 362-0602.

Also in the Crescent City, WAIL PD/MD Barry Richards is resting well in the hospital after undergoing surgery last week. We all wish him well, and if you would like to get in touch with Barry, write or call East Jefferson Hospital, 4200 Houma Blvd., Metairie, LA 70011.

Vital Statistics

WENN/Birmingham MD Michael Starr and his lovely wife Verlesia proudly announce the birth of their first child, Michael Starr Jr. Little Mike weighed seven and a half pounds . . . Congratulations to WWWS/Saginaw MD David Rosas and his wife Jackie, who are celebrating their first anniversary . . . Speaking of weddings, we're all invited to the April 22 nuptials of Magic



SHANNON HAS A NIGHT ON NEW YORK — Shown at the Shannon celebration in New York City are (l-r) Shannon's booking agent Jerry Ade, Mirage Records President Jerry Greenberg, Rick James, Shannon, and WBLS PD Frankie Crocker.



KDAY GIVES A BREAK — Pictured in the forefront are members of the "L.A. Breakers" dance group demonstrating "portable street stages" being given away by "AM-Stereo" KDAY/Los Angeles. The 5' x 5' dance floors are going to students at high schools all over Southern California. Looking on (l-r) are KDAY GM Ed Kerby, PD Jack Patterson, and Public Affairs Director Rory Kauffman.



WKYS SHOWS OFF THE KISS-MITT — WKYS/Washington, DC introduced its newest promotional item "The KISS-Mitt" at the sold-out WKYS Grammy Night for the Hospital for Sick Children, held at a wax museum video club. You can tell everybody loves it.

101 FM/Memphis air personality Melvin Jones and Janice Dawson . . . Happy Birthday to Pam Whitaker, assistant to A&M National Director of Black/Urban Promotion Step Johnson. Pam's special day was March 13, the same as for now-31-year-old WATV/Birmingham MD Ron January . . . Birthday greetings also to WANM/Tallahassee PD/MD Joe Bullard, who celebrated his birth on March 20.

YBPC Information

The YBPC reported a great turnout in Dallas for its monthly organizational meeting. The next monthly gathering will be held April 8 at the Sheraton Hotel, 750 State St., Jackson, MS. YBPC's next large affair is its annual Award of Excellence scholarship banquet May 19 in Houston. Another monthly meeting is scheduled for the following day, May 20. The YBPC will be honoring Henry Allen of Atlantic Records and WYLD-FM/New Orleans PD/MD Brute Bailey. Hope to see you all there!

Did you know that the 1980 census shows four states with a black voting-age population of 1 million or more? New York had the largest, followed by California, Texas, and Illinois. Let's get 'em registered! You should know the YBPC organization is leading the way in black voter registration in the south. If you would like PSAs featuring artists such as DeBarge, Millie Jackson, Teena Marie, and others, contact the YBPC at 6015 Williams Drive, Texas City, TX 77591. They'll take care of you.



KKGO CELEBRATES 25TH ANNIVERSARY — For its silver anniversary, KKGO air personality Jim Gosa reaches into the entry box containing 18,000 names to pick the winner of a vacation for two to Helsinki, Finland. The promotion was co-sponsored by KKGO, WEA, Licorice Pizza, and Finnair Airlines.

A Personal Appeal

I would like to acknowledge a letter I received from one of our fellow broadcasters who is now incarcerated in Chattanooga.

Some of you may know Sam Ervin, most recently PD at WNOO. Sam has been convicted of second-degree murder, which carries a 15-year sentence, in addition to five years for carrying a gun. Sam wrote: "I'm not guilty of second-degree murder. Involuntary manslaughter I could see, but not murder."

By no means am I condoning his actions. However, as a broadcaster and a friend I feel his situation deserves some public attention. If you would like to know the details behind this case, write Sam at 601 Walnut St., C/O Hamilton County Jail, Chattanooga, TN 37402. Sam needs our prayers, moral, and financial support to help pay legal expenses for an appeal and to support his family. I'm kicking it off with \$100 — my camaraderie won't let me turn my back!

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ON EPIC RECORDS



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Black/Urban Picture Page



MAJIC 102 MEETS THE PRESS — Following Michael Jackson's recent press conference in New York, Majic 102/Houston PD Jim Snowden (c) got together backstage with Epic VP T.C. Thompkins (l) and Epic artist Mtume (r).



WBLX-FM WINS BEASLEY AWARDS — WBLX-FM/Mobile Sales Manager Harry Williams (r) shows off his Beasley Broadcast Group Sales Manager Of The Year award, while GM Larry Williams (l) displays his BBG Station Of The Year award.



COLE GETS "IF YOU GOT IT" — Mother Memphis recording artist Sandy Carroll recently presented her single "If You Got It" to blues DJ Dick Cane of WLOK/Milwaukee.



WXYVBALTIMORE RECEIVES EIPIA AWARD — To commemorate its biggest year ever for gold and platinum albums, Epic/Portrait/Associated Labels presented two awards to WXYV Public Affairs Director Jean Ross (l) and Program Director Tim Watts (r) for the station's contribution to Black radio in 1983.



DAZZ IN SAN DIEGO — During the Dazz Band's recent concert series in San Diego, XHRM's Franke Lane and Gene Harris got together with band members for some backstage improvisation. Following the group's performances, Lane celebrated by showing the group a night on the town. Pictured with Dazz members are Lane (l) and Harris (2nd r).



WHNC & NEW EDITION — Following a recent New Edition concert WHNC/Henderson, NC PD James Jordan and morning DJ Gary J. met with band members backstage. Pictured are (l-r) Jordan, Gary J., and New Edition members Ronald DeVoe, Bobby Brown, Michael Bivins, Ricardo Bell, and Ralph Tresvant.

Marketplace

Current and Classic Airchecks!

Current issue #48 features KFI/Lohman & Barkley, NY's Z100, WNBC/Don Imus, WWDC/GreaseMan, LA's KKHR, WABX/Paul Christy, WFYR/C.K. Cooper, Seattle's KPLZ, Portland's KKRZ, San Diego's new AOR Z90, plus KKFM/Scott Thrower. 90-minute cassette, \$5.50.

Special Issue #S-29 features NY, with WNBC/Howard Stern, WPLJ/Jim Kerr, the Z100 Morning Zoo, WAPP & WNEW-FM. Cassette, \$5.50.

Special Issue #S-30 is NY Part Two, with Urban WRKS, WBLS & WKTU, plus new A/C WLTW & WYNY/Dan Daniel. Cassette, \$5.50.

Classic Issue #C-41 features KHJ/Robert W. Morgan-1968, KIMN/Roger Barkley-1960, WWDC/Howard Stern-1982, KRLA/Jay Stevens-1971, KHJ/Machinegun Kelly-1975, plus Seattle-1974 with KING, KJR & KTAC. Cassette, \$10.50.

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Experienced newperson needed by new FM in Concord NH. T&R: PD, WJYY FM, Box 422, Concord, NH 03301. EOE M/F (3-23)

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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.

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Looking for talented, versatile Program Director. Knowledge of and experienced with full service radio helpful, but not necessary. T&R to: Radio & Records, 1930 Century Park West, #651, Los Angeles, CA 90067. EOE

WHEB

Box 120, Portsmouth, N.H. 03801

Anchor/reporter, WHEB AM, Portsmouth, NH is accepting applications for possible future openings. 2-3 years experienced required. T&R and writing samples. Blacks, Hispanics and other minorities encouraged. No calls. Send to: B. Phelan, ND, P.O. Box 120, Portsmouth, NH 03801.

Afternoon newperson sought by top news department in Ivy League community. No beginners. Females encouraged. Pete Acker, WTSN, Box 827, Hanover, NH 03755. EOE M/F (3-23)

WDJQ, Canton's Top CHR now accepting T&R for future news openings. Box 2356, Alliance, OH 44801. EOE M/F

WMAR has afternoon drive slot open. T&R: Ralph Wimmer, 6400 York Rd., Baltimore, MD 21212. No calls. EOE M/F (3-23)

Mature morning personality needed for A/C. T&R: Steve Austin, WMAJ, Box 888, State College, PA 16804. No calls. EOE M/F (3-23)

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Needed for FM A/C in major Northeast market. Send T&R to: Radio & Records, 1930 Century Park West, #648, Los Angeles, CA 90067.

B-94 FM

Night Rocker needed for kickin' ass on the Steele City's #1 FM. If you're a winner, so are we. Get your T&R now to: Dan Vallie, 1715 Grandview Ave., Pittsburgh, PA 15211. No calls. EOE M/F

Fast growing suburban NYC A/C accepting T&R for future. Top island signal. pros only. Sean Casey, WALK AM/FM, Box 230, Patchogue, NY 11772. EOE M/F (3-23)

WILD looking for female announcer with 2 or more years experience. T&R: Elroy R.C. Smith, 90 Warren St., Boston, MA 02119. (3-23)

SOUTH

Isle 95 needs fulltime CHR personality. T&R: Jonathan Keyes, WJKC, Suite V-2, Caravelle Arcade, Christiansted, St. Croix., Virgin Is. 00820. (809) 773-0995 EOE M/F (3-23)

Openings

Needed yesterday, good newperson! T&R: ND, KYKZ, Box 999, Lake Charles, LA 70602. EOE M/F (3-23)

Creative copywriter/Production Director needed. Prefer experience. T&R: Tim Thomas, KIXS/KLIZ, Box 880, Killeen, TX 76540. EOE M/F (3-23)

Morning announcer for top Country station. Fine equipment & spacious studios. Excellent position & Prod. experience helpful. T&R: KBAP, 3306 Andrews Hwy., Midland TX 79703. (3-23)

WQJK needs good weekend help at Country, good pay. T&R: Brian Mitchell, Box 6999, Jacksonville, FL 32205. (3-23)

WCKN seeking afternoon announcer & prod. T&R: Gary Jackson, OM, Box 650, Anderson, SC 29622. No calls. EOE M/F (3-23)

WROQ needs personality for night shift with high-energy & positive attitude. No screamers/calls. T&R: Jack Daniels, 400 Radio Rd., Charlotte, NC 28216. (3-23)

Immediate opening for parttime air talent in sunny Florida. T&R: Beau Raines, PD, WWWL (LOVE 94), 814 First St., Miami Beach, FL 33139. EOE M/F (3-23)

Creative morning entertainer needed for A/C. Rush T&R: Michael Adams, WAFB FM, Box 2671, Baton Rouge, LA 70821. (504) 383-9999 EOE M/F (2-23)

Morning drive for progressive A/C reporter in SE FL. Creative, responsible + good prod. a must. T&R: Ross Block, WNGS, Box 669, W. Palm Beach, FL 33402. EOE M/F (3-23)

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 Alama Plaza Suite 200, San Antonio, TX 78205. (512) 271-0972 EOE M/F (3-16)

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)

MIDWEST

WHYT accepting resumes for parttime news talent. Conversational delivery a must. SE MI residents encouraged. Jim Chenevey, ND, Fisher Bldg., Detroit, MI 48202. (3-23)

KEYN FM & KQAM seeks qualified news anchor/reporter. T&R: Mark Elliot, 2829 N. Salina, Wichita, KS 67204. EOE M/F (3-23)

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Looking for a young, energetic, positive thinking communicator who understands how to be a personality in 10 seconds and wants to be part of a new team with a winning attitude. Respond to: Radio & Records, 1930 Century Park West, #646, Los Angeles, CA 90067.

Immediate opening for night A/C talent. Minimum two years experience. T&R: Allen Strike, WTRC, Box 699, Elk Hart, IN 46515. EOE M/F (3-23)

14 WSAM seeks creative talent for drive position. Good prod. a must. Oldies. T&R: Dave Winston, PD, Box 1776, Saginaw, MI 48605. (3-23)

Wanted: Human air talent with inspired prod. skills. Young & energetic. T&R only: WJXQ, 701 N. Logan #425, Lansing, MI 48915. EOE M/F (3-23)

Magic 104 seeks creative morning entertainer. Rush T&R: Steve Gallagher, 699 No. Valley Rd., Dayton, OH 45385. EOE M/F (3-23)

KBRA has opening for announcer. T&R: Steve McIntosh, 104 S. Emporia, Wichita, KS 67202. EOE M/F (3-23)

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Seeking morning killer! Good bucks, benefits. If you're on the way up and committed to winning, send T&R to: Radio & Records, 1930 Century Park West, #650, Los Angeles, CA 90067.

Openings

Station south of Tulsa taking applications for announcer position. Country format. Mark Self (918) 652-7303 EOE M/F (3-23)

B-106/WBWA, A/C seeks morning community-minded talent. Remote, phones & humor. T&R: Jim Lien, Box 207, Washburn, WI 54891. (715) 373-5151 EOE M/F (3-23)

KODY AM looking for fulltime evening announcer. T&R: Steve King, 308 W. 4th, North Platte, NB 69101. (308) 532-3344 EOE M/F (3-23)

Afternoon jock leaving! Looking for replacement. T&R: Al Sellers, WRIG, 529 3rd St., Wausau, WI 54401. (3-23)

KWPC seeking Country jock. Must be polished and one-to-one. T&R: Steven Bridges, 3218 Mulberry, Muscatine, IA 52761. No drifters. (319) 263-2442 EOE M/F (3-23)

Needed Immediately! Top-notch newperson to really get into local news and anchor morning news. T&R: WHLS, Box 807, Port Huron, MI 48060. EOE M/F (3-23)

THE FULLER-JEFFREY GROUP

We're looking for FM Country DJ's for immediate and future openings, nationwide. We have a commitment to excellence. If you do too, cassettes & resumes to: J.J. Jeffrey, Senior VP, c/o KJJY, 1551 Northeast 66th, Des Moines, IA 50313. No phone calls. EOE M/F

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)

Hit 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)

WEST

Make the central coast your home! Top CHR needs your personality & prod. T&R: Kirk Cliatt, KDON FM, Box 81460, Salinas, CA 93912. EOE M/F (3-23)

Morning show talent search, various sized markets. T&R: Jeff Polack Communications, 984 Monument St. Suite 204, Pacific Palisades, CA 90272. (3-23)

KLKT Tahoe FM 100

Lake Tahoe's #1 FM A/C station has immediate opening for an experienced combination News/Sports Director. Send cassette, resume & writing samples to: Jim King, P.O. Box 6063, Incline Village, Lake Tahoe, NV 89450.

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.

Volunteer opportunity as MD. Country/Folk/Bluegrass background + promotion & marketing. Some on-air. Americana Music, KCSN, 18111 Nordhoff St., Northridge, CA 91330. (3-23)

Need experienced ND with news prod. abilities for AM/FM. T&R: Scott Bird, KOJO/KIOZ, Box B18, Laramie, WY 82070. (3-23)

Beautiful Napa Valley, California, 45 miles from San Francisco seeks production person who can do air-show. Half time writing production, half on-air. Send aircheck samples, your own production, cassette to: Tom Young, KVON Radio, P.O. Box 2250, Napa, CA 94558. EOE M/F

Openings

KHYT looking for morning drive/Prod. Director & night jock. T&R + photo: Sherman Cohen, Box 26040, Tucson, AZ 85726. EOE M/F (3-23)

Parttime weekend opening. South Lake Tahoe. Call (916) 544-6471 between 2-5pm, Monday-Friday. (3-23)

Reporter/anchor needed for Northern CA AM. Public affairs experience helpful. T&R: Rob Fisher, KSXO, Box 1918, Redding, CA 96099. (916) 243-1515 EOE M/F (3-23)

Newsperson needed yesterday. Brad Orchard, KVVQ FM/Victorville, CA (619) 243-4638 EOE M/F (3-23)

PROGRAM DIRECTOR

Central California Country station is looking for ambitious Program Director. Must have good management, production and air skills. Lots of opportunity! Send T&R to: Radio & Records, 1930 Century Park West, #649, Los Angeles, CA 90067. EOE M/F

A/C FM100 seeks full & parttime air talent for future openings. Experienced A/C & CHR only. T&R: Joel Grey, KLIR, Box 261150, Denver, CO 80226. EOE M/F (3-23)

News reporter/anchor needed for AOR FM in sunny SW market. T&R: Brad Behan, KWFM, 2100 North Silverbell Rd., Tucson, AZ 85745. EOE M/F (3-23)

CLIENT SERVICE REPRESENTATIVE

SAN FRANCISCO OFFICE

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry level position available which requires a college degree or equivalent work experience. Radio station sales experience preferred. Duties will include extensive telephone contact and correspondence with clients. If you are qualified, send resume with salary requirements to:

Marvin Korach
**The Arbitron/
Ratings Company**
A Control Data Company

#1 Maritime Plaza
Suite 720
San Francisco, CA 94111

An affirmative action employer

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)

Opportunities

Openings

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., Agaña, 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)

Openings

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

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

Positions Sought

Experienced promotionally oriented programmer looking for a challenge. Will consider assistant PD or MD. BRIAN: (716) 675-8275

Announcer/sportscastrer 7 years CHR board experience, 3 years PBP. Southern Rockies, West coast. (303) 651-1167 (3-23)

I hate mornings! Country background. PD/DJ with kick-ass Country station sought. WALT: (915) 676-3367 (3-23)

Positions Sought

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)

WANTED:

Our Next SUCCESS Story

Our last Morning News Host is now an advisor to a network O&O. The fellow before him is now KTAR's General Manager. We need a new Host who is capable of following that path. You'll need to be a seasoned professional who can operate within a tight format; sound and behave like an adult, and put the elements ahead of yourself.

If you think you're the person, send us a resume and tape (but don't call):

Bob Grossfeld, Operations Manager
KTAR Newsradio
301 West Osborn
Phoenix, AZ 85013

KTAR 620 AM

A Pulitzer Broadcasting Station

An Equal Opportunity Employer

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.

Nine year veteran needs new challenge. Small/medium markets. CHR/PD. JEFF: (319) 354-4018 (3-23)

Primed beginner with medium market experience seeks full-time airshift. Any market & will relocate. B.A. in Broadcasting. JIM: (313) 464-8092 (3-23)

10 year Country veteran. 5 years as MD needs new start. Excellent references, medium market experience. MIDDAYS, leaving shift. TERRY: (616) 834-8498 (3-23)

Experienced & talented news reporter seeking fulltime employment. Willing to relocate. Also DJ experienced. BOB: (904) 478-2033 (3-23)

12 year prod./on-air achiever in major market seeks medium market in sunbelt. Others considered. Available July 1. (414) 784-8274 (3-23)

MIKE WARD, experienced news anchor you can believe. Credibility, excellent writing & polished on-air style. (904) 373-1071 ext.122 (3-23)

Energetic, professional and pleasant A/C DJ seeking shift. Excellent prod. & copywriting. East. MARK: (703) 986-0898 (3-23)

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.

Go ahead, make my day! Talented & humorous AM jock looking for work in AOR or Country. Prefer SE. JOHN ROACH: (912) 244-1557 (3-23)

Wanted, fulltime announcing position. Strong voice & prod., five years experience. Resume upon request. 251 22nd Ave. N., St. Cloud, MN 56301. (612) 252-3696 (3-23)

Enthusiastic personality with 12 years small market experience PD/MD/copy/prod. Will relocate. DENNY VAUGHN: (314) 885-3863 (3-23)

Former major market PD with 16 years experience. Looking for a few good stations to consult. Great track record & reasonable. TED: (714) 739-2601 (3-23)

High profile, top 50 market, morning talent available. (502) 425-5874 (3-23)

Wanted: California entry level sales position. Three years in L.A. radio engineering & prod. BRUCE: (818) 785-8763 (3-23)

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 (3-18)

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)

Positions Sought

I let the sound tell the story. Features, news, promotion & public affairs handled with a heavy emphasis on prod. & editing. DAN POTTER: (319) 386-6428 (3-23)

Female DJ, news/public affairs, once worked in San Diego county. College degree, five years experience. We're talking talent! ANNETTE: (619) 489-7771 (3-23)

Easy Listening announcer, formerly KOIT, WRFM & KJOI. Want to relocate in large market. (602) 956-8677 (3-23)

10 YEAR PRO
Including WNAP & WFMS, Indianapolis seeks AM drive talk/music/full service, fun oriented, A/C personality show. Interested? Let's talk! John Dial, (317) 849-5533.

Major market jock experience, wants medium/major CHR. Good pipes, prod. & attitude. Team player. First phone & maintenance experience. MICHAEL: (219) 365-5745 (3-23)

Fresh Country music jock with NY experience & communications degree, seeks fulltime position. Have job will travel. RICK GABRIEL: (212) 459-2655 (3-23)

YVONNE: Formerly WNAP, WFBQ, WABX, WDIZ & KAAY. Looking for medium/major to call home. (317) 925-9130 (3-23)

Are you looking for a music expert that can take your station from the bottom to the top? CHR, AOR & R&B. PHIL MYERS: (213) 742-8137 (3-23)

CHR-A/C, PD, MD, prod. & announcer. 10 years experience available now. DREW BENTLEY: (612) 459-9518 (3-23)

Top-notch reporter/anchor. Excellent writing skills in top 50 market. DAN: (201) 428-2214 (3-23)

Women news announcer seeking job. Articulate, creative, industrious, good writer, dependable, bright personality & mature. Prefer MW. FRAN VAN: (219) 931-2198 (3-23)

Positions Sought

Experienced pro looking for work. Young & enthusiastic team player. Small/medium market, any format. ASHLEY SCHARGE: (212) 229-2094 (3-23)

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 (3-23)

Sports Director/DJ seeks opportunity. B.S. Communications, 3 years experience, professional, dedicated, enthusiastic. JEFF DIPPOLD: (916) 944-3271 (3-23)

Country morning man/MD/PD looking to move up. Six years experience. BILL CURTIS: (805) 481-7561 (3-23)

Seeking to join professional team in W. Good pipes, prod., five + years in CHR & A/C. Small/medium market. MIKE TAYLOR: (707) 468-8512 (3-23)

Killer nighttime CHR medium market communicator. Want to make your station sizzle. Great numbers in competitive top 100. CLIFF: (409) 769-2871 or 860-3385 (3-23)

Morning Entertainer
A/C Pro who can deliver. A friendly, hard working, one-to-one personality communicator, with a strong voice, colorful style and plenty of humor. Currently in far West market. (213) 306-8430.

Large market assistant PD looking for same or PD slot in SW. Experienced! MELANIE ROGERS: (716) 442-6675, evenings (3-23)

Award winning Production Director, 14 year pro. Looking for medium/major market job. RICHARD: (312) 679-5143 (3-23)

Professional radio personality seeks position. Various skills, currently PD small market. Not seeking titles. JOHN: (904) 584-6439 after 4pm est (3-23)

WENDY WHITE, black announcer/newscaster/talk-host is looking to do news. Nine years experience, eight in majors. (213) 388-2853 (3-23)

Changes

RADIO

Bob Rich promoted to Local Sales Manager WEZS/Richmond

Florence Geraci appointed Account Executive WBBM-FM/Chicago from WJJD/WJEZ

Robin Carpenter appointed Account Executive KCBS/San Francisco from KIOI

Ron Douglas appointed Account Executive WHYT/Detroit from WLLZ

Catherine Burns-Eisenberg appointed Account Executive WCAU-AM/Philadelphia from WKBS-TV

Cynthia Schroeder appointed Account Executive WXYZ/Detroit

Susan A. McCarthy appointed Account Executive WYNY/New York

RECORDS

Jeffrey Liebenson appointed Counsel, Law Department RCA Records/New York

INDUSTRY

Bob White appointed Public Relations & Media/Promotions Director Traffic Team Networks, Inc

Jim Berman appointed Account Executive Katz Sports/New York

MISCELLANEOUS

WTVL seeks record service from all labels. Switched to CHRI Don Spencer, Box 79, Waterville, ME 04901. (207) 873-3311 (3-23)

KLNI needs A/C, Urban, Country & Comedy service. New 5kw station, 94-539 Puahi, Gentry Park, Waipahu Hawaii 96797. (3-23)

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.

® MCA RECORDS

IS
COUNTRY PROUD
TO WELCOME

Reba McEntire
TO OUR LABEL...

And Congratulate her
on her first of many
MCA BREAKERS

Country
BREAKER

FOR HER DEBUT MCA SINGLE

“Just A Little Love”

(MCA-52349)

from the debut album



produced by Norro Wilson

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

BILLY JOEL "The Longest Time"
JEFFREY OSBORNE "We're Going All The Way"

Country Coast-To-Coast

EDDY RAVEN "I've Got Mexico"
GUS HARDIN "I Pass"
KENNY ROGERS & DOTTY WEST "Together Again"
LOUISE MANDRELL "I'm Not Through Loving You Yet"

Rock America

BERLIN "No More Words"
IRENE CARA "Breakdance"
BILLY JOEL "The Longest Time"
"WEIRD AL" YANKOVIC "Eat It"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

BILLY JOEL "The Longest Time"
BERLIN "No More Words"
NIGHT RANGER "Sister Christian"
IRENE CARA "Breakdance"

TM A/C

BILLY JOEL "The Longest Time"
MICHAEL GORE
"Theme From 'Terms Of Endearment' "

TM Country

EDDY RAVEN "I Got Mexico"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

RICKY SKAGGS "Honey (Open That Door)"
JULIO IGLESIAS & WILLIE NELSON
"To All The Girls I've Loved Before"
GAIL DAVIES "Boys Like You"

The Great Ones

POINTER SISTERS "Automatic"
JULIO IGLESIAS & WILLIE NELSON
"To All The Girls I've Loved Before"
TRACEY ULLMAN "They Don't Know"
JAMES INGRAM "There's No Easy Way"
MICHAEL GORE
"Theme From 'Terms Of Endearment' "
BILLY JOEL "The Longest Time"
BARBRA STREISAND "Papa Can You Hear Me"

Concept Productions

Dick Wagner (916) 782-7754

CHR

PRETENDERS "Show Me"
MADONNA "Borderline"
BILLY JOEL "The Longest Time"
IRENE CARA "Breakdance"
TALK TALK "It's My Life"
REAL LIFE "Catch Me I'm Falling"
NIGHT RANGER "Sister Christian"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

JOHN COUGAR MELLENCAMP "Authority Song"
BILLY JOEL "The Longest Time"
BERLIN "No More Words"

Contempo 300

BILLY JOEL "The Longest Time"

Great American Country

RAZZY BAILEY "In The Midnight Hour"
RICKY SKAGGS "Honey (Open That Door)"
MERLE HAGGARD
"Someday When Things Are Good"
LARRY GATLIN & THE GATLIN BROTHERS BAND
"Denver"

Century 21

Greg Stephens (214) 934-2121

The Z Format

BILLY JOEL "The Longest Time"
IRENE CARA "Breakdance"
TALK TALK "It's My Life"
JOHN LENNON "I'm Stepping Out"

The A/C Format

CRYSTAL GAYLE "I Don't Want To Lose Your Love"
MICHAEL GORE
"Theme From 'Terms Of Endearment'"
TEMPTATIONS "Sail Away"
JOHNNY MATHIS w/DENIECE WILLIAMS
"Love Won't Let Me Wait"

Super-Country

DAVID ALLEN COE "Mona Lisa Lost Her Smile"
GENE WATSON "Forever Again"
VERN GOSDIN "I Can Tell By The Way You Dance"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

BILLY JOEL "The Longest Time"
KOOL & THE GANG "Tonight"
JAMES INGRAM "There's No Easy Way"

Your Country

RICKY SKAGGS "Honey (Open That Door)"
MERLE HAGGARD
"Someday When Things Are Good"
EDDY RAVEN "I Got Mexico"
EMMYLOU HARRIS "In My Dreams"
REBA McENTIRE "Just A Little Love"
LARRY GATLIN & THE GATLIN BROTHERS BAND
"Denver"
DAVID ALLAN COE "Mona Lisa Lost Her Smile"
MICKI FUHRMAN
"I Bet You Never Thought I'd Go This Far"

Hit Rock

TONY CAREY "A Fine Fine Day"
GO-GO'S "Head Over Heels"
JOHN COUGAR MELLENCAMP "Authority Song"
BONNIE TYLER "Holding Out For A Hero"
PRETENDERS "Show Me"

CONNER NEW PD

KKAT Debuts Country Format

KKAT/Salt Lake City introduced its new "Contemporary Country" format last Friday (3-16), appointing Cris Conner as PD. KKAT, which is assisted by the Lund Consultants, formerly was Easy Listening KQPD.

First Omni Communications President and KKAT GM Terry McRight commented, "We researched this format and city very deeply. It kept coming back to us that this was the direction to go." Regarding Conner's appointment, McRight continued, "Anytime you can get a guy like Cris Conner, you have good reason to be happy. After his extensive background with Fairbanks, Cris is here to guide our ship; I just feel great about it."

Conner joins KKAT after 13 years as PD and two more as an Account Executive at WNAP/Indianapolis. Describing the new format, Conner told R&R, "Our positioning statement is, 'All the music you want and the information you need.' It's contemporary country music with a strong crossover mix, combined with the full-service features of an A/C station. The target is 25-44."

Conner noted, "I've always been impressed with John Lund, and knowing he's with us made me feel even better about coming here. I agree with Terry McRight's philosophy that the medium markets are the areas which need their standards raised, while offering a lot of business opportunities. Salt Lake City is an

exceptional example. I'm very excited about the potential."

KKAT's new lineup includes Mike Butts mornings, Dennis Elliot early middays, Conner late middays, Phil Conrad afternoons, and Cindy Weaver evenings. The overnight show has not been filled, and Conner added that KKAT is also seeking newspeople.

WQBK Sets Hartley As PD

Talk-formatted WQBK/Albany's new PD and morning personality is Ed Hartley, who has been evening host at WTVN/Columbus for the past three years. Hartley replaces Tom Leykis, who left recently to become evening talk host at WNWS/Miami.

Hartley said he welcomes his first PD stint, adding, "I saw a chance to get my teeth into it. I'm really impressed by the staff. And for my first show this morning I did a shopping center broadcast and was amazed at the number of people who came out."

WQBK has "good numbers" but needs some fine-tuning to attract younger listeners, Hartley observed. He explained, "We're looking to target the demographics a whole lot better by targeting topics and guests to more lifestyle orientation, less open-phone programming, carefully selecting topics and carefully screening callers."

Radio Arts

John Benedict (818) 841-0225

Country's Best

JULIO IGLESIAS & WILLIE NELSON
"To All The Girls I've Loved Before"
DAVID WILLS "Lady In Waiting"
GAIL DAVIES "Boys Like You"

Soft Contemporary

ELBOW BONES & RACKETEERS
"A Night In New York"
BILLY JOEL "The Longest Time"

Sound 10

POINTER SISTERS "Automatic"
ELBOW BONES & RACKETEERS
"A Night In New York"
TEMPTATIONS "Sail Away"

Transtar

Chick Watkins (303) 578-0700

EURYTHMICS "Here Comes The Rain Again"
PEABO BRYSON & ROBERTA FLACK
"You're Looking Like Love To Me"
POLICE "Wrapped Around Your Finger"

BPI

John Iles (800) 426-9082

Adult Contemporary

JEFFREY OSBORNE "We're Going All The Way"
MICHAEL GORE
"Theme From 'Terms Of Endearment'"
JAMES INGRAM "There's No Easy Way"

Country Living

GUS HARDIN "I Pass"
REBA McENTIRE "Just A Little Love"
MERLE HAGGARD
"Someday When Things Are Good"
EMMYLOU HARRIS "In My Dreams"

R&R Country's Most Current Music

NATIONAL AIRPLAY/50

March 23, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
14	8	2	1	J. LEE with L. BRODY/Yellow Rose (Full Moon/WB)	157/1	124	29	4
16	11	7	2	BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	156/0	113	39	4
22	14	11	3	OAK RIDGE BOYS/I Guess It Never Hurts To Hurt Sometimes (MCA)	157/1	102	51	4
17	10	8	4	GEORGE STRAIT/Right Or Wrong (MCA)	151/0	107	39	5
11	9	6	5	MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	148/0	111	31	6
7	5	3	6	EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	144/0	111	22	11
10	7	4	7	DEBORAH ALLEN/I've Been Wrong Before (RCA)	149/0	106	35	8
3	3	1	8	JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	146/0	116	18	12
25	20	14	9	ATLANTA/Sweet Country Music (MCA)	155/6	76	69	10
18	13	12	10	KENDALLS/Thank God For The Radio (Mercury/Pg)	139/3	80	38	21
19	15	13	11	T.G. SHEPPARD with CLINT EASTWOOD/Make My Day (WB/Curb)	141/2	66	57	18
23	19	15	12	JIM GLASER/If I Could Only Dance With You (Noble Vision)	149/5	77	57	15
41	32	16	13	JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved Before (Col.)	151/3	72	66	13
24	21	17	14	LEON EVERETTE/I Could'a Had You (RCA)	148/0	76	56	16
30	23	18	15	CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	155/2	57	84	14
29	22	19	16	MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	150/2	50	87	13
4	4	9	17	MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	127/2	76	33	18
31	24	21	18	HANK WILLIAMS JR./Man Of Steel (WB/Curb)	149/2	52	71	26
1	1	5	19	ALABAMA/Roll On (Eighteen Wheeler) (RCA)	115/0	69	25	21
48	40	27	20	JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	149/8	17	92	40
28	25	23	21	JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	121/3	30	64	27
34	31	25	22	MARK GRAY/Left Side Of The Bed (Columbia)	134/2	27	75	32
2	2	10	23	KENNY ROGERS/Buried Treasure (RCA)	119/0	62	33	24
33	30	26	24	DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva)	132/3	27	81	24
39	35	28	25	WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	147/4	18	92	37
46	36	30	26	RONNIE McDOWELL/I Dream Of Women Like You (Epic)	140/6	18	88	34
37	33	29	27	JOE STAMPLEY/Brown Eyed Girl (Epic)	116/3	21	75	20
42	37	31	28	GAIL DAVIES/Boys Like You (WB)	136/5	14	83	39
45	39	33	29	RAZZY BAILEY/In The Midnight Hour (RCA)	132/6	13	86	33
50	42	34	30	DAN SEALS/God Must Be A Cowboy (Liberty)	133/12	12	75	46
-	-	40	31	RICKY SKAGGS/Honey (Open That Door) (Epic)	132/39	13	54	65
-	-	41	32	MERLE HAGGARD/Someday When Things Are Good (Epic)	126/26	7	58	61
20	17	22	33	JOHN ANDERSON/Let Somebody Else Drive (WB)	90/1	41	33	16
-	-	43	34	EDDY RAVEN/I Got Mexico (RCA)	130/26	1	57	72
49	44	38	35	MOE BANDY/It Took A Lot Of Drinkin' (To Get That Woman Over Me) (Col.)	108/2	11	66	31
-	-	48	36	LARRY GATLIN & THE GATLIN BROS. BAND/Denver (Columbia)	111/35	3	46	62
5	6	20	37	DOLLY PARTON/Save The Last Dance For Me (RCA)	78/1	26	33	19
-	-	47	38	REBA McENTIRE/Just A Little Love (MCA)	111/24	1	53	57
-	-	46	39	EMMYLOU HARRIS/In My Dreams (WB)	116/29	3	44	69
-	-	44	40	DAVID WILLS/Lady In Waiting (RCA)	97/6	8	52	37
12	12	24	41	LYNN ANDERSON & GARY MORRIS/You're Welcome To Tonight (Permian)	68/2	23	33	12
-	-	45	42	VINCE GILL/Victim Of Life's Circumstances (RCA)	92/3	5	50	37
-	-	50	43	DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	96/20	4	47	45
9	16	32	44	STATLER BROTHERS/Elizabeth (Mercury/Pg)	58/0	22	22	14
DEBUT	DEBUT	DEBUT	45	KIERAN KANE/Dedicate (WB)	88/26	2	22	64
DEBUT	DEBUT	DEBUT	46	MEL McDANIEL w/OKLAHOMA WIND/Where'd That Woman Go (Capitol)	83/6	2	34	47
13	27	36	47	EXILE/Woke Up In Love (Epic)	44/0	13	24	7
DEBUT	DEBUT	DEBUT	48	KATHY MATTEA/Someone Is Falling In Love (Mercury/Pg)	81/6	2	33	46
DEBUT	DEBUT	DEBUT	49	LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	87/42	1	16	70
8	26	37	50	LEE GREENWOOD/Going, Going, Gone (MCA)	41/0	13	18	10

MOST ADDED

- VERN GODDIN (47)
I Can Tell By The Way... (Compleat/Pg)
- LOUISE MANDRELL (42)
I'm Not Through Loving You Yet (RCA)
- GENE WATSON (39)
Forever Again (MCA)
- RICKY SKAGGS (39)
Honey (Open That Door) (Epic)
- LARRY GATLIN & THE GATLIN BROS. (35)
Denver (Columbia)
- EMMYLOU HARRIS (29)
In My Dreams (WB)
- GARY MORRIS (28)
Between Two Fires (WB)
- EDDY RAVEN (26)
I Got Mexico (RCA)
- KIERAN KANE (26)
Dedicate (WB)
- KENNY ROGERS & DOTTIE WEST (26)
Together Again (Liberty)
- MERLE HAGGARD (26)
Someday When Things Are Good (Epic)

HOTTEST

- JULIO IGLESIAS & WILLE NELSON (77)
To All The Girls I've Loved Before (Col.)
- OAK RIDGE BOYS (61)
I Guess It Never Hurts To Hurt... (MCA)
- JOHNNY LEE with LANE BRODY (61)
Yellow Rose (Full Moon/WB)
- EARL THOMAS CONLEY (45)
Don't Make It Easy For Me (RCA)
- JANIE FRICKE (45)
Let's Stop Talkin' About It (Columbia)
- GEORGE STRAIT (43)
Right Or Wrong (MCA)
- T.G. SHEPPARD with C. EASTWOOD (40)
Make My Day (WB/Curb)
- BARBARA MANDRELL (35)
Happy Birthday Dear Heartache (MCA)
- ATLANTA (31)
Sweet Country Music (MCA)
- ALABAMA (25)
Roll On (Eighteen Wheeler) (RCA)

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

RICKY SKAGGS Honey (Open That Door) (Epic)

On 84% of reporting stations. Rotations: Heavy 13, Medium 54, Light 65, Total Adds 39 including WCAO, WNYR, KIX106, WYNK, KPLX, KSSN, WSIX, WKIX, WHK, KJJY, KOMA, K102, KLZ, KNEW, KRAK. A Most Added Record. Moves 40-31 on the Country chart.

EMMYLOU HARRIS In My Dreams (WB)

On 74% of reporting stations. Rotations: Heavy 3, Medium 44, Light 69, Total Adds 29 including WVAM, WYRK, WIXY, WAJR, WMZQ, KXYL, WLWI, WUSQ, WMNI, WWWW, KWMT, WDAF, WTD, KFTN. A Most Added Record. Moves 46-39 on the Country chart.

LARRY GATLIN & THE GATLIN BROTHERS BAND Denver (Columbia)

On 71% of reporting stations. Rotations: Heavy 3, Medium 46, Light 62, Total Adds 35 including WYRK, WOKQ, WXKW, WHN, WIXL, WCOS, WGTO, WCMS, WUSQ, WHK, WONE, KCJB, WXCL, KUZZ, KEIN, KCBO. A Most Added Record. Moves 48-36 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 3-19-84.

REBA McENTIRE Just A Little Love (MCA)

On 71% of reporting stations. Rotations: Heavy 1, Medium 53, Light 57, Total Adds 24 including WYRK, WAJR, KIX106, WWVA, KRRV, KASE, WAMZ, WOKK, WSIX, WKIX, WQYK, WSLR, KRRK, WBCS, KNIX. A Most Added Record. Moves 47-38 on the Country chart.

DAVID ALLAN COE Mona Lisa Lost Her Smile (Columbia)

On 61% of reporting stations. Rotations: Heavy 4, Medium 47, Light 45, Total Adds 20 including WVAM, WAJR, KIX106, WWVA, WESC, KSSN, WWWW, KRRK, WGEE, K102, KIK-FM, KVOC, KLZ, KCKC, KIGO. Moves 50-43 on the Country chart.

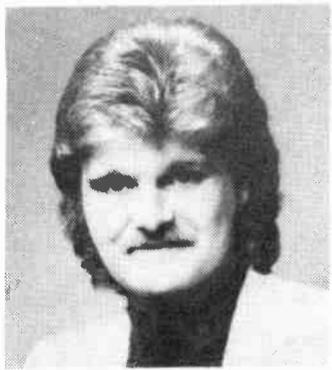
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Nashville, TN 37202

Thanks Radio, For All Your Support.
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RICKY SKAGGS
"Honey (Open That Door)" 34-04394

BREAKERS. Debut 31

Produced by
Ricky Skaggs



LARRY GATLIN
& THE GATLIN BROTHERS
"Denver" 38-04395

BREAKERS. Debut 36

Produced by Rick Hall



DAVID ALLAN COE
"Mona Lisa Lost Her Smile" 38-04396

BREAKERS. Debut 43

Produced by
Billy Sherrill

Chart Breaking Singles Are Our Most Important Products!

- 13** JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved Before (Columbia)
- 16** MICKEY & CHARLY McCLAIN/Candy Man (Epic)
- 21** JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)
- 22** MARK GRAY/Left Side Of The Bed (Columbia)
- 26** RONNIE McDOWELL/I Dream Of Women Like You (Epic)
- 27** JOE STAMPLEY/Brown Eyed Girl (Epic)
- 32** MERLE HAGGARD/Someday When Things Are Good (Epic)
- 35** MOE BANDY/It Took A Lot Of Drinkin' (To Get That Woman Over Me) (Columbia)

*P.S. Thanks for making WILLIE & JULIO your hottest
record this week. **77 Hots!***



ON COLUMBIA & EPIC RECORDS





NEW & ACTIVE

- KIERAN KANE "Dedicate" (WB) 88/26**
Rotations: Heavy 2, Medium 22, Light 64, Total Adds 26 including WCAO, WEEP, WXBQ, WEZL, KLLL, WHOO, WTQR, WIRE, KXXY, KFDI, KGHL, KMAK, KWJJ, KMPS. Debuts at number 45 on the Country chart.
- LOUISE MANDRELL "I'm Not Through Loving You Yet" (RCA) 87/42**
Rotations: Heavy 1, Medium 16, Light 70, Total Adds 42 including WPOR, WWVA, KASE, WLWI, WKIX, WQYK, WONE, WAXX, WXCL, K102, KFDI, KIK-FM, KUUY, KFRY, KNIX, KSOP. Debuts at number 49 on the Country chart.
- MEL McDANIEL with OKLAHOMA WIND "Where'd That Woman Go" (Capitol) 83/6**
Rotations: Heavy 2, Medium 34, Light 47, Total Adds 6, KRRV, WKIX, WQYK, KVOO, KRST, KIK-FM. Heavy: KSO, WWJO. Medium: WAJR, KXYL, KRMD, WDAF, KWJJ, KCKC. Debuts at number 46 on the Country chart.
- KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 81/6**
Rotations: Heavy 2, Medium 33, Light 46, Total Adds 6, KIX106, KRRV, KISS-FM, KSO, WIRE, KMPS. Heavy: KKYX, KRMD. Medium: WSEN, WYNK, WTVY, WXCL, WHBF, KFRY, KSOP. Debuts at number 48 on the Country chart.
- GUS HARDIN "I Pass" (RCA) 79/15**
Rotations: Heavy 1, Medium 28, Light 50, Total Adds 15 including WKYG, WNYR, CHOW, WFNC, WAMZ, WHOO, WHK, WTHI, KUGN, KTOM. Heavy: WYNK. Medium: WXCL, KVOO, KRKT, KUZZ.
- KENNY ROGERS & DOTTIE WEST "Together Again" (Liberty) 77/26**
Rotations: Heavy 1, Medium 21, Light 55, Total Adds 26 including WCAO, WNYR, KASE, KHEY, WOKK, WUSQ, WFMS, KOMA, WTOD, KUGN, KCBO. Heavy: CHOW.
- MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 72/7**
Rotations: Heavy 2, Medium 30, Light 40, Total Adds 7, CHOW, WSOC, WKZZ, KCJB, KFRY, KWJJ. Heavy/ KKYX, KRMD. Medium: WVAM, WBGW, KLRA, WDAF, WCXI, WOW, KUZZ.
- REX ALLEN JR. "Sweet Rosanna" (Moon Shine) 66/8**
Rotations: Heavy 1, Medium 17, Light 48, Total Adds 8, WILQ, WFNC, KSO, WXCL, KUGN, KFRY, KEIN, KIGO. Heavy: WWJO. Medium: WBGW, WTVY, WLWI, KKYX, WAXX, KSOP.
- VERN GOSDIN "I Can Tell By The Way You Dance" (Compleat/PolyGram) 64/47**
Rotations: Heavy 0, Medium 15, Light 49, Total Adds 47 including WSNO, WYII, WEZL, WSOC, WESC, WCMS, KRMD, WTQR, KSO, WBCS, KTTS, KRST, KMAK, KNIX, KCKC, KGA.
- ED HUNNICUTT "In Real Life" (MCA) 64/11**
Rotations: Heavy 0, Medium 23, Light 41, Total Adds 11, WWVA, KRRV, WCOS, KLLL, WKZZ, WUSQ, KEBC, WWJO, KRST, KKAL, KMAK. Medium: WSEN, KLVJ, WITL, KEIN.
- SHELLY WEST "Now I Lay Me Down To Cheat" (Viva) 64/7**
Rotations: Heavy 1, Medium 20, Light 43, Total Adds 7, WKYG, WNYR, WWVA, KRRV, WESC, WKKO, WTSO. Heavy: CHOW. Medium: WKSJ, WHOO, KRMD, WOW, WTOD, KJOT, KSOP.
- GENE WATSON "Forever Again" (MCA) 55/39**
Rotations: Heavy 1, Medium 11, Light 43, Total Adds 39 including WPTR, WNYR, KASE, WYNK, WFNC, WKZZ, WSM, WPAP, WTQR, WFMS, KTTS, KKCS, KNIX, KCKC, KMPS.

SIGNIFICANT ACTION

- MIKE CAMPBELL "One Sided Love Affair" (Columbia) 43/12**
Rotations: Heavy 0, Medium 7, Light 36, Total Adds 12, WIXY, WNYR, KASE, KHEY, WLWI, KWMT, WDAF, KTTS, WTOD, KFDI, KUZZ, KGA.
- FAMILY BROWN "Repeat After Me" (RCA) 41/4**
Rotations: Heavy 2, Medium 14, Light 25, Total Adds 4, WNYR, WXBQ, KEBC, KCCY. Heavy: WTVY, WDAF. Medium: WSNO, WCMS, WCXI, KYAK.
- MAC DAVIS "Most Of All" (Casablanca/PolyGram) 40/0**
Rotations: Heavy 1, Medium 24, Light 15, Total Adds 0. Heavy: WPOC. Medium: WPTR, WXKW, WSOC, KHEY, WHOO, KEBC, WOW, KUGN, KVEG, KNIX.
- CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men" (Curb/MCA) 38/11**
Rotations: Heavy 0, Medium 2, Light 36, Total Adds 11. WKYG, WYII, WTVY, KHEY, KLRA, KYXX, KKYX, KFGO, KUGN, KWJJ, KGA.
- LORRIE MORGAN "Don't Go Changing" (MCA) 37/3**
Rotations: Heavy 0, Medium 10, Light 27, Total Adds 3, WGNA, WNYR, WYNK. Medium: KKYX, KRMD, WIRK, KRKT, KUZZ, KQIL, KIGO.
- GARY MORRIS "Between Two Fires" (WB) 34/28**
Rotations: Heavy 1, Medium 7, Light 26, Total Adds 28 including WPTR, WMZQ, KASE, WSOC, WNOX, WSIX, KRMD, KSO, KRRK, KFDI, KRSY.
- MARIE OSMOND "Who's Counting" (RCA/Curb) 33/4**
Rotations: Heavy 0, Medium 8, Light 25, Total Adds 4, KMML, KKYX, WWJO, KRKT. Medium: WSNO, CHOW, KRRK, KQIL, KSOP.
- SIERRA "Branded Man" (Awesome) 32/8**
Rotations: Heavy 0, Medium 4, Light 28, Total Adds 8. WVAM, WCAO, WSEN, KSO, KFGO, KEBC, KSOP, KGA. Medium: WHOO, KIGO.
- SYLVIA "Victims Of Goodbye" (RCA) 26/24**
Rotations: Heavy 0, Medium 7, Light 19, Total Adds 24 including WSNO, WXKW, KEAN, WNOX, WSIX, WMNI, WXCL, KUUY, KKCS, KSON.
- WRIGHT BROTHERS "Southern Women" (Mercury/PolyGram) 26/15**
Rotations: Heavy 0, Medium 3, Light 23, Total Adds 15 including WVAM, WIXY, KLRA, KKYX, KRMD, WIRE, WTSO, KEBC, KRKT, KMAK.
- GEORGE JONES "You've Still Got A Place In My Heart" (Epic) 25/25**
Rotations: Heavy 1, Medium 6, Light 18, Total Adds 25 including WYRK, KLVJ, KXYL, WIRK, WTQR, WCXI, KCJB, KRWQ, KNIX, KTOM.
- STEVE CLARK "That It's All Over Feeling (All Over Again)" (Mercury/PolyGram) 25/2**
Rotations: Heavy 0, Medium 5, Light 20, Total Adds 2, WSEN, WUSQ. Medium: WBGW, CHOW, WCMS, KRKT, Q92. Light: KISS-FM, WHBF.

- STEVE WARINER "Why Goodbye" (RCA) 25/24**
Rotations: Heavy 0, Medium 5, Light 20, Total Adds 24 including WSNO, KEAN, KASE, KRMD, WXCL, KFRY, KWJJ, KRSY, KSOP, KCKC.
- CON HUNLEY "Deep In The Arms Of Texas" (Prairie Dust) 23/8**
Rotations: Heavy 1, Medium 6, Light 16, Total Adds 8, WSNO, WYII, KMML, KHEY, KSSN, KTTS, WTOD, Q92. Medium: WYNK, KKYX, KBMR.
- JERRY LEE LEWIS "I Am What I Am" (MCA) 22/6**
Rotations: Heavy 0, Medium 2, Light 20, Total Adds 6, WGNA, WVAM, WKSJ, KEBC, KFDI, KFRY. Medium: WPTR, KRMD. Light: WOW, KSOP.
- DOLLY PARTON "Downtown" (RCA) 21/15**
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 15 including WYRK, WXKW, WMZQ, KRMD, WKKQ, WDAF, WXCL, KUUY, KRSY, KIGO.
- PINKARD & BOWDEN "Adventures In Parodies" (WB) 21/2**
Rotations: Heavy 0, Medium 1, Light 20, Total Adds 2, KTTS, KFRY. Medium: WUSN. Light: WPTR, WPOC, KIX106, WMZQ, WLWI, KKYX, WDAF.
- DARRELL CLANTON "I'll Take As Much Of You As I Can" (Audiograph) 20/3**
Rotations: Heavy 0, Medium 5, Light 15, Total Adds 3, WRNL, WIRK, KRRK. Medium: KMML, KLRA, KKYX, KUZZ, KIGO. Light: WGNA, KVOO.
- EXILE "I Don't Want To Be A Memory" (Epic) 19/18**
Rotations: Heavy 0, Medium 7, Light 12, Total Adds 18 including KISS-FM, WHOO, WIRK, WMNI, WCXI, WXCL, KIOV, KQIL, KRSY, KTOM.
- NARVEL FELTS "You Lay So Easy On My Mind" (Evergreen) 18/0**
Rotations: Heavy 0, Medium 5, Light 13, Total Adds 0. Medium: KLRA, WLWI, KVOO, KSOP. Light: WVAM, WSOC, WESC, KEBC, KTTS.
- STEPHANIE WINSLOW "Baby Come To Me" (MCA/Curb) 15/10**
Rotations: Heavy 0, Medium 4, Light 11, Total Adds 10, WSNO, KMML, WKZZ, WLWI, WPAP, WCXI, KTTS, WTOD, KRKT, KIGO.
- RAY CHARLES "Do I Ever Cross Your Mind" (Columbia) 14/12**
Rotations: Heavy 0, Medium 4, Light 10, Total Adds 12 including WSNO, KLVJ, WSOC, WLWI, KRMD, KFGO, KEBC, KVOO, KFDI, KTOM.
- BILLIE JO SPEARS "Midnight Love" (Parliament) 14/10**
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 0. Medium: KLRA, WLVJ, KVOO, KSOP. Light: KRKT, KIGO.
- MARSHALL TUCKER BAND "I May Be Easy, But You Make It Hard" (WB) 14/0**
Rotations: Heavy 0, Medium 2, Light 12, Total Adds 0. Medium: KRKT, KIGO. Light: WSNO, WIXL, WTQR, KBMR, WTOD, KTPK, KSOP.
- CHARLY McCLAIN "Band Of Gold" (Columbia) 13/13**
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 13, WPTR, WSNO, KEAN, WTVY, WHOO, KCJB, KEBC, KUUY, KFRY, KRWQ, KRSY, KTOM, KIGO.
- TERRY GREGORY "Cowgirl In A Coupe DeVille" (Scotti Bros./CBS) 12/12**
Rotations: Heavy 0, Medium 0, Light 12, Total Adds 12, WVAM, WCAO, WSNO, WYII, WKKQ, KCJB, KVOO, KRKT, KKAL, KRWQ, KCKC, KIGO.
- SHEENA EASTON "Almost Over You" (Liberty) 11/2**
Rotations: Heavy 1, Medium 7, Light 3, Total Adds 2, WMZQ, WXBQ. Heavy: WTSO. Medium: WHN, KIX106, KISS-FM, WHOO, KLAC, KCCY.
- MAINES BROTHERS BAND "You Are A Miracle" (Mercury/PolyGram) 11/1**
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 1, WSNO, KMML. Light: KLLL, WCMS, KEBC, WOW, KTTS, KSOP.
- BUTCH BAKER "Torture" (Mercury/PolyGram) 10/1**
Rotations: Heavy 0, Medium 3, Light 7, Total Adds 1, Q92. Medium: WGNA, KFDI. Light: WSEN, WAXX, WTOD.
- BANDANA "Better Our Hearts Should Bend" (WB) 9/9**
Rotations: Heavy 0, Medium 2, Light 7, Total Adds 9, WXKW, WKYG, WILQ, KXYL, WGTO, KIOV, KRKT, KSOP, KIGO.
- GARY STEWART "Hey, Bottle Of Whiskey" (Red Ash/NSD) 9/7**
Rotations: Heavy 0, Medium 3, Light 6, Total Adds 7, WESC, KLRA, WLWI, WPAP, KRKT, KRWQ, Q92. Medium: KSOP.
- ALABAMA "When We Make Love" (RCA) 9/6**
Rotations: Heavy 1, Medium 2, Light 6, Total Adds 6, WMZQ, CHOW, KASE, WFNC, KSSN, WKIX.
- PENNY DeHAVEN "Friendly Game Of Hearts" (Main Street) 9/5**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 5, WGNA, WVAM, WWVA, KRRV, KRMD. Light: KRKT, KRST, KQIL.
- KATIE McKINZIE "You'll Never Get To Heaven" (Poverty) 9/1**
Rotations: Heavy 0, Medium 2, Light 7, Total Adds 1, KIGO. Light: WSNO, WKYG, KISS-FM, WCMS, KSO, KRKT.
- JOHNNY TILLOTSON "Lay Back (In The Arms Of Someone You Love)" (Reward/CBS) 9/1**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, Q92. Medium: KISS-FM. Light: KMML, KFGO, WOW, WXCL, KTTS, KCCY.
- NAT STUCKEY "One More Time" (Stargem) 8/7**
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 7, WGNA, WVAM, CHOW, KLRA, KFDI, KRKT, 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)	Jones Country
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
JUDDS/Blue Nun Cafe (RCA)	Wynonna & Naomi: The Judds
JIM GLASER/Woman, Woman (Noble Vision)	The Man In The Mirror
EXILE/Take Me To The River (Epic)	Exile
MEL McDANIEL/Come Early Morning (Capitol)	Naturally Country
CRYSTAL GAYLE/Victim Or A Fool (WB)	Cage The Songbird
EMMYLOU HARRIS/Pledging My Love (WB)	White Shoes
GEORGE STRAIT/You're The Cloud I'm On... (MCA)	Right Or Wrong
ALABAMA/Fire In The Night (RCA)	Roll On

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

ONE WAY "LADY YOU ARE"

MCA-52348



▼ ▼ ▼ ▼
Black/Urban

BREAKERS.

AT # 37

FROM THE FORTHCOMING
ALBUM

LADY

MCA-5470

EXECUTIVE PRODUCER: IRENE PERKINS
PRODUCED & ARRANGED BY KEVIN McCORD FOR PERK'S MUSIC, INC.



CRUSADERS

THE FAST-BREAKING SINGLE

"NEW MOVES"

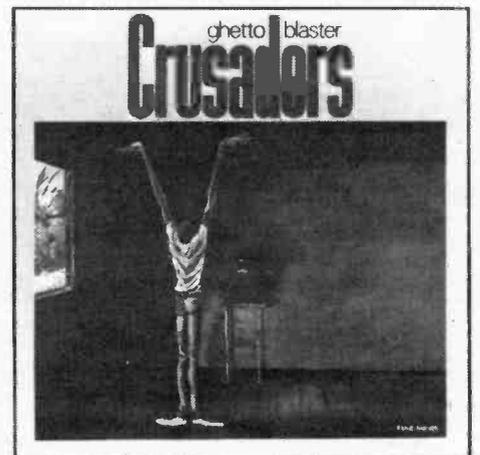
MCA-13991

FROM THE FORTHCOMING
ALBUM

"GHETTO BLASTER"

MCA-5429

A CRUSADERS PRODUCTION



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Black/Urban

BREAKERS

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

YARBROUGH & PEOPLES

Don't Waste Your Time (Total Experience)

74% of our reporting stations on it. Rotations: Heavy 2/0, Medium 26/3, Light 27/7, Extra Adds 2, Total Adds 12, WDJY, WHUR, WBLZ, WDMT, WZAK, KACE, XHRM, Z93, WJAX, KHYS, WANT, WWWS. Debuts at number 31 on the Black/Urban chart.

ONE WAY

Lady You Are (MCA)

65% of our reporting stations on it. Rotations: Heavy 3/0, Medium 18/2, Light 26/6, Extra Adds 3, Total Adds 11, WHRK, WBMX, WDMT, WZEN-FM, KSOL, WBLX, WQOK, WPLZ, WANT, WQKS, WDAO. Debuts at number 37 on the Black/Urban chart.

TEMPTATIONS

Sail Away (Gordy/Motown)

61% of our reporting stations on it. Rotations: Heavy 5/0, Medium 18/1, Light 21/5, Extra Adds 3, Total Adds 9, WILD, KRLY, WAIL-FM, WDMT, XHRM, WLOU, WQOK, WWDM, WKWM. Debuts at number 34 on the Black/Urban chart.

DEELE

Just My Luck (Solar/Elektra)

60% of our reporting stations on it. Rotations: Heavy 8/0, Medium 14/1, Light 23/8, Extra Adds 1, Total Adds 10, WILD, WVEE, WBMX, WDMT, KMJM, KJLH, WPDQ, WBLX, WQKS, KUKQ. Debuts at number 38 on the Black/Urban chart.

CULTURE CLUB

Miss Me Blind (Virgin/Epic)

60% of our reporting stations on it. Rotations: Heavy 14/1, Medium 25/1, Light 7/2, Extra Adds 0, Total Adds 4, WJMO, WANT, WTOY, KDKO. Heavy: WDJY, WDRQ, WJLB, WRDW, WPEG. Moves 35-27 on the Black/Urban chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. Indicated one of this week's most added new songs.

GEORGE CLINTON "Last Dance" (Capitol) 44/3

Rotations: Heavy 6/0, Medium 24/1, Light 13/1, Extra Adds 1, Total Adds 3, WXYV, WKXI, WAAA. Heavy: WDAS, WAOK, KRNB, WZEN-FM, WPDQ. Medium: WILD, WVEE, WBMX, WCIN, WJMO, XHRM, WKND, WATV, WPEG, KDKO. Moves 37-36 on the Black/Urban chart.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 42/3

Rotations: Heavy 9/1, Medium 22/1, Light 11/1, Extra Adds 0, Total Adds 3, Z93, WANT, KDKO. Heavy: WDJY, WBLZ, KSOL, WPDQ, WBLX, KHYS, KOKA, WANM. Medium: WXYV, KKDA-FM, WDMT, WDRQ, KDAY, XHRM, WKND, KJCB, WVKO. Moves 40-35 on the Black/Urban chart.

JAMES INGRAM "There's No Easy Way" (Qwest/WB) 40/13

Rotations: Heavy 2/1, Medium 13/1, Light 24/10, Extra Adds 1, Total Adds 13 including WAMO, WDIA, WEDR, WBMX, WGPR, KSOL, WGIV, WKXI, WJAX, WVKO, WDAO. Heavy: WANM. Medium: WAOK, WVEE, WHRK, KACE, KJLH.

CENTRAL LINE "Time For Some Fun" (Mercury/PolyGram) 40/7

Rotations: Heavy 0/0, Medium 12/1, Light 27/5, Extra Adds 1, Total Adds 7, WAMO, WAIL-FM, WYLD-FM, KDAY, WQMG, WPDQ, WVKO. Medium: WCIN, XHRM, WENN, WOIC, KJCB, WTLG, WWWS, KDIA, KUKQ.

"D" TRAIN "You're The Reason" (Prelude) 40/7

Rotations: Heavy 3/1, Medium 17/1, Light 18/3, Extra Adds 2, Total Adds 7, WRKS, WAIL-FM, WGCI, KJLH, XHRM, KHYS, WDAO. Heavy: KACE, WAAA. Medium: WILD, WDAS, WVEE, KKDA-FM, WDIA, WJMO, WZAK, KDAY.

SHANNON "Give Me Tonight" (Mirage/Atco) 39/8

Rotations: Heavy 4/0, Medium 24/4, Light 11/4, Extra Adds 0, Total Adds 8, WVEE, WHRK, XHRM, KSOL, WENN, WKWM, WLUM, KDKO. Heavy: WDAS, WEDR, WGPR, KJCB. Medium: WRKS, WDJY, WHUR, WJMO, WJLB, WZEN-FM. Debuts at number 40 on the Black/Urban chart.

SYSTEM "I Wanna Make You Feel Good" (Mirage/Atco) 38/3

Rotations: Heavy 9/0, Medium 14/0, Light 14/2, Extra Adds 1, Total Adds 3, WXYV, WPDQ, WQKS. Heavy: WDAS, WAOK, KDAY, KJLH, WKND, WRDW, WNOO, WWWS, KDIA. Medium: WVEE, KKDA-FM, WBLZ, WJMO, XHRM, KSOL, WKXI.

MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 38/2

Rotations: Heavy 7/0, Medium 17/1, Light 14/0, Extra Adds 0, Total Adds 1, WAMO. Heavy: WZAK, WZEN-FM, KDAY, WKXI, WPDQ, WBLX, WANM. Medium: WDAS, WBLZ, WDMT, WDRQ, KSOL, WKND, WLOU, KOKA, WWDM, WDAO.

CLOCKWORK "I'm Your Candy Girl" (Private I/CBS) 38/1

Rotations: Heavy 5/0, Medium 22/0, Light 10/0, Extra Adds 1, Total Adds 1, WBMX. Heavy: WYLD-FM, WPEG, KHYS, KOKA, WTLG. Medium: KRLY, WILD, WAOK, WEDR, WCIN, WJMO, WGPR, WZEN-FM, XHRM, WNHG, WKXI, KDKO.

SPINNERS "Right Or Wrong" (Atlantic) 36/19

Rotations: Heavy 1/0, Medium 8/4, Light 23/11, Extra Adds 4, Total Adds 19 including WAMO, WDJY, WAOK, WVEE, KMJQ, WDIA, WBMX, WDMT, WZAK, WDRQ, KDAY, XHRM, WGIV, WDAO. Heavy: KRNB. Medium: WDAS, WHUR, WANM.

PATTI LABELLE "Love, Need & Want You" (Philadelphia International/CBS) 36/8

Rotations: Heavy 6/0, Medium 12/0, Light 17/7, Extra Adds 1, Total Adds 8, KJLH, WENN, WGIV, WNOO, WPLZ, WANT, WQKS, WVKO. Heavy: WHUR, WVEE, KMJM, KACE, KDAY, WAAA. Medium: WDAS, WAOK, WDIA, WZAK, WDRQ, WGPR.

RODNEY FRANKLIN "Stay On In The Groove" (Columbia) 35/3

Rotations: Heavy 2/0, Medium 13/1, Light 20/2, Extra Adds 0, Total Adds 3, WKXI, WPDQ, KDIA. Heavy: KJLH, WLVW. Medium: WILD, WJMO, WDRQ, WRDW, WNOO, KJCB, WBLX, WPLZ, KOKA.

BRYAN LOREN "Lollipop Luv" (Philly World) 33/4

Rotations: Heavy 13/0, Medium 8/0, Light 11/3, Extra Adds 1, Total Adds 4, WILD, WAMO, WQOK, WWDM. Heavy: WDAS, KRLY, WEDR, WYLD-FM, WGCI, WDMT, WJMO, WDRQ, WANM. Medium: WXYV, WRKS, KACE, WKXI, WTLG. Remains at number 39 with a bullet on the Black/Urban chart.

WORLD PREMIERE "Share The Night" (Dauntless/Allegiance) 33/3

Rotations: Heavy 5/0, Medium 10/0, Light 18/3, Extra Adds 0, Total Adds 3, WCIN, WLOU, WDAO. Heavy: KJLH, KOKA, WWDM, WTLG. Medium: WXYV, WAOK, WVEE, WJMO, WENN, WPEG, WPDQ, WPLZ, WAAA, KUKQ.

REAL TO REEL "Love Me Like This" (Arista) 32/4

Rotations: Heavy 3/0, Medium 11/1, Light 17/2, Extra Adds 1, Total Adds 4, WHRK, KACE, WJAX. Heavy: WAIL-FM, KDAY, WAAA. Medium: KRLY, XHRM, WKND, KNOW, WPEG, WNOO, WKWM, WTLG.

AFRIKA BAMBATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 32/1

Rotations: Heavy 2/0, Medium 15/0, Light 14/0, Extra Adds 1, Total Adds 1, KACE. Heavy: WEDR, WGPR. Medium: WDAS, KRNB, WJMO, WZAK, WJLB, WZEN-FM, XHRM, WPEG, WKXI, WPDQ, WAAA, WKWM, WTLG, WWWS, KDIA.

HOWARD JOHNSON "Let This Dream Be Real" (A&M) 30/4

Rotations: Heavy 2/0, Medium 6/0, Light 22/4, Extra Adds 0, Total Adds 4, WAOK, WYLD, WKXI, KDIA. Heavy: KDAY, WLVW. Medium: KACE, XHRM, WNOO, KOKA, WAAA, KUKQ.

ANGELA BOFILL "Special Delivery" (Arista) 30/3

Rotations: Heavy 5/0, Medium 10/0, Light 13/1, Extra Adds 2, Total Adds 3, WPEG, WPLZ, WTLG. Heavy: KDAY, KJLH, WNOO, WLVW, KUKQ. Medium: WAMO, KACE, WRDW, WGIV, WWDM, WDAO, WWWS, KDKO, KDIA.

WES PHILLIPS "Sucker For A Pretty Face" (Quality) 29/4

Rotations: Heavy 3/0, Medium 11/0, Light 14/3, Extra Adds 1, Total Adds 4, WGCI, WCIN, WLOU. Heavy: WOIC, WTLG. Medium: WDAS, WVEE, KRNB, WDRQ, WJLB, XHRM, WENN, WKXI, KOKA.

MOST ADDED

- BAR-KAYS (23)
Freak Show (Mercury/PolyGram)
- SPINNERS (19)
Right Or Wrong (Atlantic)
- NONA HENDRYX (17)
I Sweat (Going Through The...) (RCA)
- CRUSADERS (15)
New Moves (MCA)
- JAMES INGRAM (13)
There's No Easy Way (Qwest/WB)

HOTTEST

- ROCKWELL (55)
Somebody's Watching Me (Motown)
- CAMEO (40)
She's Strange (Atlantic Artists/PolyGram)
- BOBBY WOMACK & PATTI LABELLE (34)
Love Has Finally Come... (Beverly Glen)
- POINTER SISTERS (25)
Automatic (Planet/RCA)
- LAID BACK (24)
White Horse (Sire/WB)
- D. EDWARDS featuring S. GARRET (20)
Don't Look Any Further (Motown)

PIECES OF A DREAM "It's Time For Love" (Elektra) 29/3

Rotations: Heavy 1/0, Medium 9/0, Light 18/2, Extra Adds 1, Total Adds 3, WXYV, WBLX, WWWS. Heavy: KACE. Medium: WJMO, WZEN-FM, KJLH, WNOO, KHYS, WLTH.

BAR-KAYS "Freak Show" (Mercury/PolyGram) 28/23

Rotations: Heavy 1/1, Medium 11/8, Light 14/12, Extra Adds 2, Total Adds 23 including WDAS, WAOK, WDIA, WEDR, WAIL-FM, WYLD-FM, WBLZ, WCIN, WJMO, WZEN-FM, KDAY, KJLH, WNOO, WQMG, WJMI, WKXI, WWWS. Heavy: KMJM. Medium: WWDM.

PETER BROWN "They Only Come Out At Night" (Columbia) 26/12

Rotations: Heavy 3/1, Medium 5/2, Light 16/7, Extra Adds 2, Total Adds 12, WAMO, WVEE, WAIL-FM, WJMO, WZEN-FM, KDAY, KSOL, WRDW, WOIC, WLOU, WBLX, WDAO. Heavy: WAOK, WGCI. Medium: WGIV.

SIGNIFICANT ACTION

NEWCLEUS "Jam On It" (Sunnyview) 24/2

Rotations: Heavy 3/0, Medium 7/0, Light 13/1, Extra Adds 1, Total Adds 2, WAMO, KMJQ. Heavy: WDAS, WZEN-FM, WJMI. Medium: WVEE, WEDR, WZAK, WENN, Z93, WNOO, WPLZ.

DAVY DMX "One For The Treble (Fresh)" (Tuff City/CBS) 23/2

Rotations: Heavy 3/0, Medium 4/0, Light 16/2, Extra Adds 0, Total Adds 2, WGPR, WKXI. Heavy: WRKS, KRNB, KDAY. Medium: WHRK, WKWM, WTLG, KDIA.

STEVE ARRINGTON'S HALL OF FAME "15 Rounds" (Atlantic) 22/6

Rotations: Heavy 1/0, Medium 5/0, Light 16/6, Extra Adds 0, Total Adds 6, WEDR, WCIN, WRDW, WJAX, WWDM, WWWS. Heavy: KDAY. Medium: WJMO, WZAK, KACE, WOIC, WPDQ.

CITISPEAK "I Don't Need Your Handouts" (Partytime/Streetwise) 22/2

Rotations: Heavy 1/0, Medium 5/0, Light 16/2, Extra Adds 0, Total Adds 2, WGPR, WNHG. Heavy: KOKA. Medium: WDAS, WDIA, WEDR, WENN, WTLG.

KLEER "Next Time It's For Real" (Atlantic) 21/3

Rotations: Heavy 2/0, Medium 9/1, Light 9/1, Extra Adds 1, Total Adds 3, Z93, WJMI, WLOU. Heavy: KKDA-FM, WJMO. Medium: WAMO, WHUR, WDMT, WZAK, WKND, WNOO, WLTH, WWWS.

NONA HENDRYX "I Sweat (Going Through The Motions)" (RCA) 20/17

Rotations: Heavy 0/0, Medium 1/0, Light 16/14, Extra Adds 3, Total Adds 17 including WHUR, WAOK, WDIA, WAIL-FM, WYLD-FM, KSOL, WNHG, WENN, WPEG, WOIC, WKXI, WPDQ, WTLG. Medium: Z93.

SHIRLEY BROWN "Leave The Bridges Standing" (Sound Town/Allegiance) 20/4

Rotations: Heavy 0/0, Medium 6/0, Light 13/3, Extra Adds 1, Total Adds 4, WHUR, WGPR, WOIC, WLVW. Medium: KRNB, WDIA, WEDR, KJLH, WBERG, WLTH.

DAVID SANBORN "I Told U So" (WB) 19/4

Rotations: Heavy 0/0, Medium 6/0, Light 13/4, Extra Adds 0, Total Adds 4, WDMT, WGPR, WNOO, WAAA. Medium: WHUR, WJMO, WRDW, WOIC, WBLX, WWDM.

EURYTHMICS "Here Comes The Rain Again" (RCA) 19/3

Rotations: Heavy 8/0, Medium 6/1, Light 5/2, Extra Adds 0, Total Adds 3, WNHG, WKWM, KDKO. Heavy: WDJY, WHRK, KSOL, Z93, WQMG, WJAX, KOKA, KDIA. Medium: WHUR, WAIL-FM, WBLZ, WQKS, WLUM.

DAYTON "The Sound Of Music" (Capitol) 17/2

Rotations: Heavy 1/0, Medium 10/0, Light 5/1, Extra Adds 1, Total Adds 2, WBLZ, WKWM. Heavy: WAAA. Medium: KMJQ, WJMO, WZAK, WZEN-FM, KJCB, WBLX, WLVW, KHYS, WDAO, WWWS.

DR. JOHN "Jet Set" (Clean Cuts) 17/1

Rotations: Heavy 0/0, Medium 2/0, Light 14/0, Extra Adds 1, Total Adds 1, WLOU. Medium: Z93, KOKA.

CRUSADERS "New Moves" (MCA) 15/15

Rotations: Heavy 0/0, Medium 1/1, Light 12/12, Extra Adds 2, Total Adds 15, WAOK, WVEE, WDIA, WYLD-FM, KJLH, KSOL, WNHG, WPEG, WOIC, WPDQ, KJCB, KOKA, WWDM, WTLG, KDIA.

FREESTYLE "Freestyle Express" (Sunnyview) 15/1

Rotations: Heavy 5/0, Medium 3/1, Light 7/0, Extra Adds 0, Total Adds 1, Z93. Heavy: WEDR, WATV, WENN, WJAX, WPDQ. Medium: WZEN-FM, WTLG.

HOTBOX "Do You Wanna Lover" (Polydor/PolyGram) 15/0

Rotations: Heavy 1/0, Medium 8/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WAOK. Medium: KRNB, WHRK, WBMX, XHRM, KSOL, Z93, WGIV, WPLZ.

VAN HALEN "Jump" (WB) 15/0

Rotations: Heavy 6/0, Medium 3/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WDJY, WHRK, Z93, WQMG, WWDM, WLUM. Medium: KACE, WOIC, WLVW.

RICH CASON & GALACTIC ORCHESTRA "Street Symphony" (Private I/CBS) 14/12

Rotations: Heavy 0/0, Medium 0/0, Light 12/10, Extra Adds 2, Total Adds 12, WAOK, WDIA, WYLD-FM, WZEN-FM, KSOL, WNHG, WATV, WENN, WPEG, WOIC, WWDM, WTLG.

CYNDI LAUPER "Girls Just Want To Have Fun" (Portrait/CBS) 14/4

Rotations: Heavy 6/0, Medium 4/2, Light 4/2, Extra Adds 0, Total Adds 4, WHUR, WDMT, KDKO, KUKQ. Heavy: WRKS, WDJY, WVEE, WHRK, Z93, WLUM. Medium: WJAX, WQOK.

FRESH 3MC'S "Fresh" (Profile) 14/4

Rotations: Heavy 1/0, Medium 5/1, Light 8/3, Extra Adds 0, Total Adds 4, WGPR, KDAY, WKXI, WTLG. Heavy: WRKS. Medium: WDAS, WEDR, WLOU, WWDM.

O'BRYAN "Lovelite" (Capitol) 13/12

Rotations: Heavy 0/0, Medium 3/3, Light 5/4, Extra Adds 5, Total Adds 12, KKDA-FM, KRLY, WHRK, WBLZ, KACE, KDAY, WOIC, KJCB, WLVW, WAAA, WKWM, WWWS.

T-CONNECTION "Take It To The Limit" (Capitol) 13/4

Rotations: Heavy 0/0, Medium 3/0, Light 9/3, Extra Adds 1, Total Adds 4, KKDA-FM, WCIN, WENN, WWWS. Medium: WOIC, WLVW.

STEEL PULSE "Steppin' Out" (Elektra) 13/0

Rotations: Heavy 1/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WNOO. Medium: WBMX, WGCI, WKND, Z93, KJCB, WLTH.

KIM FIELDS "Dear Michael" (Critique/Quality) 12/4

Rotations: Heavy 3/0, Medium 3/1, Light 5/2, Extra Adds 1, Total Adds 4, WGCI, WDRQ, WQMG, WQOK. Heavy: WILD, KDAY, WATV. Medium: WHRK, WANM.

PLANET PATROL "It Wouldn't Have Made Any Difference" (Tommy Boy) 12/2

Rotations: Heavy 0/0, Medium 3/1, Light 9/1, Extra Adds 0, Total Adds 2, Z93, WGIV. Medium: WLTH, WWWS.

GAP BAND "Not Guilty" (Passport) 12/2

Rotations: Heavy 0/0, Medium 4/0, Light 7/1, Extra Adds 1, Total Adds 2, WATV, WPEG. Medium: WAOK, WEDR, WOIC, KOKA.

JENNIFER HOLLIDAY "Just For A While" (Geffen) 11/3

Rotations: Heavy 0/0, Medium 4/1, Light 7/2, Extra Adds 0, Total Adds 3, WHUR, XHRM, WAAA. Medium: WGIV, WJMI, WANM.

WILLIE CLAYTON "Tell Me" (Compleat/PolyGram) 11/1

Rotations: Heavy 0/0, Medium 6/0, Light 4/0, Extra Adds 1, Total Adds 1, WBMX. Medium: KRNB, WEDR, WENN, WOIC, WANM, WLTH.

OUTPUT "Move For Me" (Tuff City/CBS) 11/1

Rotations: Heavy 0/0, Medium 1/0, Light 10/1, Extra Adds 0, Total Adds 1, WPDQ. Medium: WKXI.

RONNIE MCNEIR "Come Be With Me" (Capitol) 10/5

Rotations: Heavy 0/0, Medium 1/1, Light 8/3, Extra Adds 1, Total Adds 5, WILD, WPEG, WOIC, WJAX, KOKA.

KWICK "Too Lonely To Be Alone" (Capitol) 10/2

Rotations: Heavy 3/0, Medium 4/0, Light 3/2, Extra Adds 0, Total Adds 2, WGPR, WATV. Heavy: KRNB, WDIA, WHRK. Medium: KKDA-FM, WZAK, WENN, KJCB.

MADONNA "Borderline" (Sire/WB) 10/2

Rotations: Heavy 1/0, Medium 5/1, Light 4/1, Extra Adds 0, Total Adds 2, KSOL, KUKQ. Heavy: WLVW. Medium: WKND, Z93, WQMG, WQKS.

SKOOL BOYZ "Breakin' Out" (Crossroad) 10/1

Rotations: Heavy 2/0, Medium 2/0, Light 6/1, Extra Adds 0, Total Adds 1, WEDR. Heavy: KJLH, WNOO. Medium: KACE, WDAO.

Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXYV/Baltimore
Tim Watts
PIECES OF A DREAM
GEORGE CLINTON
SYSTEM
Hottest:
KOOL & THE GANG
LATTISAW & GILL
WOMACK & LABELLE
PATTI AUSTIN
MELBA MOORE

WILD/Boston
Elroy R.C. Smith
RONNIE MCNEIR
TEMPTATIONS
DEELE
DIVINE SOUNDS
BRYAN LOREN
Hottest:
ROCKWELL
POINTER SISTERS
TINA TURNER
DREAMBOY
WOMACK & LABELLE

WKND/Hartford
Jordan McLean
KEVIN KEYS
EVELYN KING
Hottest:
POINTER SISTERS
ROCKWELL
MICHAEL JACKSON
WOMACK & LABELLE
CAMEO

WNHC/New Haven
James Jordan
EURYTHMICS
DENNIS EDWARDS
NONA HENDRYX
RICH CASON
CRUSADERS
CITISPEAK
Hottest:
ROCKWELL
TINA TURNER
POINTER SISTERS
SHALAMAR
WOMACK & LABELLE

WKSJ/New York
Mayo Quastarone
D TRAIN
JUICE
Hottest:
ROCKWELL
WOMACK & LABELLE
ART OF NOISE
CYNDI LAUPER
PATTI LABELLE

WAS/Philadelphia

Joe Tamburro
ALISHA
BAR-KAYS
Hottest:
DEBARGE
GEORGE CLINTON
BRYAN LOREN
NEWCLUES
KENNY G
WAMO/Pittsburgh
J.C. Floyd
LUTHER VANDROSS
MIDNIGHT STAR
JEFFREY OSBORNE
BRYAN LOREN
JAMES INGRAM
PETER BROWN
CENTRAL LINE
SPINNERS
EMOTIONS
NEWCLUES
Hottest:
DEBARGE
LATTISAW & GILL
PATTI AUSTIN
DENNIS EDWARDS
CAMEO

WDJY/Washington, DC
Dan O'Neil
KENNY LOGGINS
SPINNERS
CASPAR
YARBROUGH & PEOP
Hottest:
ART OF NOISE
HALL & OATES
LIONEL RICHIE
SHANNON

WHUR/Washington, DC
Libby Lawson
CYNDI LAUPER
NONA HENDRYX
YARBROUGH & PEOP
CHI-LITES
SHIRLEY BROWN
JENNIFER HOLLIDAY
POINTER SISTERS
WOMACK & LABELLE
CAMEO
ROCKWELL
MICHAEL JACKSON

SOUTH

WAOK/Atlanta
Larry Tinsley
BAR-KAYS
SPINNERS
HOWARD JOHNSON
RICH CASON
CRUSADERS
TWO SISTERS
NONA HENDRYX
ANNE LESHAR
Hottest:
ROCKWELL
POINTER SISTERS
TINA TURNER
LIONEL RICHIE
CAMEO

WVEE/Atlanta
Scotty Andrews
PETER BROWN
THOMPSON TWINS
CRUSADERS
SHANNON
SHALAMAR
DEELE
WRECKIN' CREW
Hottest:
ROCKWELL
TINA TURNER
DREAMBOY
WOMACK & LABELLE
PATTI LABELLE

WRDW/Augusta
Teddy Black
BOBBY NUNN
JEFF LORBER
STEVE ARRINGTON'S
PETER BROWN
ART OF NOISE
LIONEL RICHIE
Hottest:
CAMEO
ROCKWELL
MICHAEL JACKSON
KRAFTWERK
WOMACK & LABELLE

KNOW/Austin
Selby Edwards
RUEY LEWIS & NEWS
SHANNON
ART OF NOISE
CHI-LITES
WES PHILLIPS
NONA HENDRYX
Hottest:
CHERYL LYNN
CULTURE CLUB
STARPOINT
ATLANTIC STARR
DENNIS EDWARDS

WATV/Birmingham

Ron January
BOBBY NUNN
KRICK
GAP BAND
RICH CASON
Hottest:
ATLANTIC STARR
ROCKWELL
DENNIS EDWARDS
POINTER SISTERS
CAMEO

WENN/Birmingham
Michael Star
T-CONNECTION
RICH CASON
PATTI LABELLE
EVELYN KING
NONA HENDRYX
WRECKIN' CREW
SHANNON
Hottest:
ROCKWELL
LAD BACK
ATLANTIC STARR
POINTER SISTERS
MELBA MOORE

WWVZ/Charleston
Barry Kaye
HALL & OATES
TORCH SONG
FREESTYLE
YARBROUGH & PEOP
KENA
PLANET PATROL
KLEER
Hottest:
LUTHER VANDROSS
ROCKWELL
TINA TURNER
DREAMBOY
WOMACK & LABELLE
PATTI LABELLE

WGIV/Charlotte
Hal Harrill
ART OF NOISE
SPINNERS
JEFFREY OSBORNE
PATTI LABELLE
JAMES INGRAM
PLANET PATROL
Hottest:
POINTER SISTERS
LAD BACK
TYRONE BRUNSON
SHALAMAR
PATTI AUSTIN

WPEG/Charlotte
Mike Rossi
RONNIE MCNEIR
CRUSADERS
RICH CASON
JULES SHEAR
GAP BAND
JON ST. JAMES
NONA HENDRYX
ANGELA BOFILL
Hottest:
ROCKWELL
POINTER SISTERS
SOS BAND
DELLS
ART OF NOISE

WOOO/Chattanooga

Frank St. James
BAR-KAYS
TOTTI LABELLE
MALEMAN
MCFADDEN & WHITE
DAVID SANBORN
Hottest:
CAMEO
WOMACK & LABELLE
KENNY G
TINA TURNER
STARPOINT

WVIC/Columbia
Mickey Arnold
RONNIE MCNEIR
MALEMAN
EVELYN KING
GAP BAND
PETER BROWN
O'BRYAN
SPINNERS
RICH CASON
SHIRLEY BROWN
NONA HENDRYX
MCFADDEN & WHITE
IRENE CARA
CRUSADERS
Hottest:
KOOL & THE GANG
DEBARGE
CAMEO
ROCKWELL
WES PHILLIPS

KKDA-FM/Dallas
Terri Avery
STEVE ARRINGTON'S
YARBROUGH & PEOP
IRENE CARA
REAL TO REEL
JAMES INGRAM
RONNIE MCNEIR
THOMAS DOLBY
Hottest:
LUTHER VANDROSS
DEELE
ROCKWELL
CATCH
DENNIS EDWARDS

WQMG/Greensboro
Shelly Bynum
KIM FIELDS
BAR-KAYS
GAP BAND
CENTRAL LINE
Hottest:
JEFFREY OSBORNE
ATLANTIC STARR
ROCKWELL
GLADYS KNIGHT
CULTURE CLUB

KRLY/Houston
Steve Harris
TEMPTATIONS
O'BRYAN
ART OF NOISE
HOTTEST:
MELBA MOORE
LAD BACK
LATTISAW & GILL
ATLANTIC STARR

KMJQ/Houston
Jim Snowden
TYRONE BRUNSON
PATTI AUSTIN
HUMAN BODY
SPINNERS
CHI-LITES
NEWCLUES
Hottest:
DEELE
LAD BACK
TEENA MARIE
CAMEO
DENNIS EDWARDS

WJMI/Jackson

Ron Haynes
BAR-KAYS
GAP BAND
BOBBY RUSH
KLEER
Hottest:
ROCKWELL
RUN D.M.C.
MICHAEL JACKSON
NEWCLUES
WEIRD AL YANKOVIC

WKXJ/Jackson
Tommy Marshall
EVELYN KING
NONA HENDRYX
HOWARD JOHNSON
HERB ALPERT
GEORGE CLINTON
JAMES INGRAM
ANNE LESHAR
FRESH 3 MC'S
RODNEY FRANKLIN
DAVEY KNIGHT
ONE WAY
RUFUS & CHAKA
Hottest:
ROCKWELL
POINTER SISTERS
WOMACK & LABELLE
MELBA MOORE
ATLANTIC STARR

WJAX/Jacksonville
Steve Fox
STEVE ARRINGTON'S
YARBROUGH & PEOP
IRENE CARA
REAL TO REEL
JAMES INGRAM
RONNIE MCNEIR
THOMAS DOLBY
Hottest:
LUTHER VANDROSS
DEBARGE
CAMEO
ROCKWELL

WPDQ/Jacksonville
Marc Little
DEELE
OUTPUT
SPINNERS
SYSTEM
LUTHER VANDROSS
HOWARD JOHNSON
CRUSADERS
RODNEY FRANKLIN
CENTRAL LINE
COLONEL ABRAMS
Hottest:
ROCKWELL
TYRONE BRUNSON
LATTISAW & GILL
WOMACK & LABELLE
CAMEO

KJCB/Lafayette
Beatrice Evans
JEFFREY OSBORNE
O'BRYAN
NONA HENDRYX
MAD BATTER
C.L. BLAST
CRUSADERS
Hottest:
LAD BACK
ROCKWELL
SHANNON
WOMACK & LABELLE

WLOU/Louisville

Neal O'Rea
SKOOL BOYZ
JAMES INGRAM
STEVE ARRINGTON'S
BAR-KAYS
DIVA GRAY
TOUT SWEET
Hottest:
ROCKWELL
TINA TURNER
BRYAN LOREN
WOMACK & LABELLE
FREESTYLE

WJLS/Lynchburg
Lad Goins
EMOTIONS
SPINNERS
STARPOINT
CHI-LITES
Hottest:
MICHAEL JACKSON
ROCKWELL
CAMEO
J. BLACKFOOT

WHRK/Memphis
Jimmy Smith
GAP BAND
O'BRYAN
IRENE CARA
ONE WAY
REAL TO REEL
EVELYN KING
SHANNON
Hottest:
ROCKWELL
LIONEL RICHIE
ART OF NOISE
DENNIS EDWARDS
LAD BACK

WDOA/Memphis
Bobby O'Jay
JAMES INGRAM
SPINNERS
BAR-KAYS
BROOKLYN
NONA HENDRYX
RICH CASON
JULES SHEAR
JON ST. JAMES
CRUSADERS
Hottest:
ROCKWELL
TYRONE DAVIS
LUTHER VANDROSS
LAD BACK

KRNK-FM/Memphis
Sherry Bacon
none
Hottest:
DEBARGE
DENNIS EDWARDS
WOMACK & LABELLE
ZAPP

WEDR/Miami

Jackson/Jones
SKOOL BOYZ
JAMES INGRAM
STEVE ARRINGTON'S
BAR-KAYS
DIVA GRAY
TOUT SWEET
Hottest:
ROCKWELL
TINA TURNER
BRYAN LOREN
WOMACK & LABELLE
FREESTYLE

WBLX/Mobile
Michael J. Alexander
RAY PARKER JR.
SPINNERS
ROCKWELL
MCFADDEN & WHITE
ONE WAY
DEELE
PETER BROWN
MICHAEL JACKSON
NONA HENDRYX
PIECES OF A DREAM
JAMES INGRAM
AL DIMOLA
AMUSEMENT PARK
Hottest:
SHANNON
ATLANTIC STARR
LUTHER VANDROSS
ROCKWELL
CULTURE CLUB

WLWV/Moncks Corn
Ron Pinckney
BAR-KAYS
CITII
SPINNERS
O'BRYAN
SHIRLEY BROWN
BOBBY NUNN
Hottest:
WOMACK & LABELLE
JAMES INGRAM
ROCKWELL
LAD BACK

WQOK/Nashville
Doug Ellis
MANHATTAN TRANSFE
IRENE CARA
KIM FIELDS
BRYAN LOREN
ONE WAY
Hottest:
ROCKWELL
LAD BACK
DEBARGE
CAMEO
LUTHER VANDROSS

WYLD-FM/New Orleans
Brute Bailey
CRUSADERS
BAR-KAYS
CENTRAL LINE
NONA HENDRYX
HOWARD JOHNSON
RICH CASON
P. PUNK ALLSTARS
JUICE
Hottest:
ROCKWELL
CAMEO
BILLY GRIFPIN
TINA TURNER
DENNIS EDWARDS

WAIL-FM/New Orleans

Barry Richards
D TRAIN
TEMPTATIONS
CENTRAL LINE
NONA HENDRYX
WEIRD AL YANKOVIC
BAR-KAYS
PETER BROWN
Hottest:
CAMEO
MICHAEL JACKSON
POINTER SISTERS
ROCKWELL
TINA TURNER

WPLZ/Petersburg
Hardy Jay
CASPAR
PATTI LABELLE
MCFADDEN & WHITE
SPINNERS
ANGELA BOFILL
GLADYS KNIGHT
ONE WAY
HOTTEST:
LUTHER VANDROSS
POINTER SISTERS
LATTISAW & GILL
LAD BACK
DELLS

KNYS/Port Arthur
Mark Peary
D TRAIN
ART OF NOISE
YARBROUGH & PEOP
Hottest:
WOMACK & LABELLE
LAD BACK
LUTHER VANDROSS
DEBARGE
ROCKWELL

WANT/Richmond
Kirby Carmichael
ART OF NOISE
KENNY G
SHALAMAR
CULTURE CLUB
PATTI LABELLE
HALL & OATES
YARBROUGH & PEOP
JAMES INGRAM
ONE WAY
Hottest:
ROCKWELL
LAD BACK
DEBARGE
CAMEO
LUTHER VANDROSS

WTOY/Roanoke
Wiley Wynn
JEFFREY OSBORNE
EVELYN KING
EMOTIONS
CHI-LITES
CULTURE CLUB
Hottest:
ROCKWELL
WOMACK & LABELLE
CAMEO
ATLANTIC STARR
IMAGINATION

KOKA/Silver Spring
B.B. Davis
RONNIE MCNEIR
NONA HENDRYX
JON ST. JAMES
CRUSADERS
JULES SHEAR
Hottest:
ROCKWELL
WOMACK & LABELLE
ATLANTIC STARR
SOS BAND
TINA TURNER

WDDM/Sumter

Kevin Flemming
BRYAN LOREN
STEVE ARRINGTON'S
RICH CASON
CRUSADERS
Hottest:
KOOL & THE GANG
LUTHER VANDROSS
DELLS
SHALAMAR

WANM/Tallahassee
Joe Bullard
ONE WAY
BAR-KAYS
IRENE CARA
GAP BAND
NONA HENDRYX
Hottest:
ROCKWELL
TINA TURNER
POINTER SISTERS
WOMACK & LABELLE
GLADYS KNIGHT

WQKS/Williamsburg
Steve Crumblay
DEELE
ONE WAY
BAR-KAYS
SYSTEM
PATTI LABELLE
WEIRD AL YANKOVIC
Hottest:
LAD BACK
CULTURE CLUB
WOMACK & LABELLE
ROCKWELL
POINTER SISTERS

WAAA/Winston-Salem
George Clinton
Bar-Kays
Gladys Knight
David Sanborn
Jeffrey Osborne
Jennifer Holliday
O'Bryan
Luther Vandross
Hottest:
PATTI LABELLE
WOMACK & LABELLE
CAMEO
POINTER SISTERS

WEST

XHRM/San Diego
Duff Lindsey
ART OF NOISE
SHANNON
TEMPTATIONS
D TRAIN
YARBROUGH & PEOP
JENNIFER HOLLIDAY
SPINNERS
Hottest:
CAMEO
ROCKWELL
POINTER SISTERS
MELBA MOORE
TINA TURNER

KOKO/Englewood
Carlos Lando
CYNDI LAUPER
HALL & OATES
EURYTHMICS
Hottest:
CULTURE CLUB
JEFFREY OSBORNE
PAUL YOUNG
SHANNON
DENISE WILLIAMS
Hottest:
ROCKWELL
TINA TURNER
CAMEO
PATTI AUSTIN
TYRONE BRUNSON

KACE/Los Angeles
Miller/Wiggins
REAL TO REEL
YARBROUGH & PEOP
SOS BAND
SOUL SONIC FORCE
O'BRYAN
EMOTIONS
BREAK MACHINE
Hottest:
PATTI LABELLE
LUTHER VANDROSS
WOMACK & LABELLE
CAMEO
LAD BACK

KJHL/Los Angeles
J.B. Stone/Rico
REAL TO REEL
D TRAIN
PATTI LABELLE
DEELE
BAR-KAYS
TONY & ESTHER
CRUSADERS
Hottest:
WOMACK & LABELLE
DENNIS EDWARDS
CAMEO
TYRONE BRUNSON
KENNY G

KDIA/Oakland
Jeff Harrison
RODNEY FRANKLIN
HOWARD JOHNSON
CRUSADERS
Hottest:
DEBARGE
WOMACK & LABELLE
CAMEO
ART OF NOISE
LUTHER VANDROSS
POINTER SISTERS

KUKO/Phoenix
Rick Nuhn
MADONNA
DEELE
CYNDI LAUPER
THOMPSON TWINS
EMOTIONS
Hottest:
LATTISAW & GILL
LIONEL RICHIE
WOMACK & LABELLE
LAD BACK
CAMEO

MIDWEST

WGCH/Chicago
Richard Pegue
AMUSEMENT PARK BA
CARLA BAKER
UB40
WES PHILLIPS
D TRAIN
KIM FIELDS
WOMACK & LABELLE
Hottest:
ROCKWELL
LAD BACK
POINTER SISTERS
MICHAEL JACKSON
DENNIS EDWARDS

WBMC/Chicago
Lee Michaels
ONE WAY
DEELE
SHALAMAR
SPINNERS
WILLIE CLAYTON
JAMES INGRAM
CLOCKWORK
EVELYN KING
Hottest:
ROCKWELL
FREEZE
DELLS
CAMEO
IMAGINATION

WBLZ/Cincinnati
Brian Castle
WEIRD AL YANKOVIC
SHALAMAR
O'BRYAN
DAYTON
KENNY G
YARBROUGH & PEOP
BAR-KAYS
Hottest:
ROCKWELL
CAMEO
KOOL & THE GANG
POINTER SISTERS
LATTISAW & GILL

WCIN/Cincinnati
Sid Kennedy
COLONEL ABRAMS
LENNY WILLIAMS
BAR-KAYS
STEVE ARRINGTON'S
WES PHILLIPS
T-CONNECTION
WORLD PREMIERE
Hottest:
ROCKWELL
POINTER SISTERS
TINA TURNER
CAMEO
WOMACK & LABELLE

WDMT/Cleveland

Kelly Dean
LIONEL RICHIE
CYNDI LAUPER
YARBROUGH & PEOP
TEMPTATIONS
SPINNERS
ONE WAY
DEELE
DAVID SANBORN
HOTTEST:
ART OF NOISE
POINTER SISTERS
CAMEO
DENNIS EDWARDS
KOOL & THE GANG

WZAK/Cleveland
Lynn Tolliver
LUTHER VANDROSS
NUMONICS
SPINNERS
WES PHILLIPS
YARBROUGH & PEOP
GRANDMASTER FLASH
Hottest:
ROCKWELL
ART OF NOISE
J. BLACKFOOT
DENNIS EDWARDS
CAMEO

WJMO/Cleveland
Rod See
PETER BROWN
COLONEL ABRAMS
CULTURE CLUB
BAR-KAYS
ROCKWELL
DENNIS EDWARDS
DEBARGE
BARBARA MITCHELL
Hottest:
ART OF NOISE
MELBA MOORE
POINTER SISTERS
LUTHER VANDROSS
CAMEO

WVKO/Columbus
Lyles/Jones
JAMES INGRAM
PATTI LABELLE
CENTRAL LINE
Hottest:
WOMACK & LABELLE
ROCKWELL
DEBARGE
POINTER SISTERS
CAMEO

WDAO/Dayton

Lanford Stephens
JAMES INGRAM
CHI-LITES
D TRAIN
SPINNERS
LENNY WILLIAMS
ONE WAY
PETER BROWN
WORLD PREMIERE
Hottest:
WOMACK & LABELLE
DENNIS EDWARDS
CAMEO
MELBA MOORE
DEBARGE

WGRD/Detroit
Joe Spencer
KRICK
CITISPEAK
SHIRLEY BROWN
JAMES INGRAM
DAVEY DMX
KERR
DAVID SANBORN
DE DE
STANLEY CLARKE
FRESH 3 MC'S
Hottest:
ROCKWELL
DENNIS EDWARDS
WOMACK & LABELLE
CAMEO
BRYAN LOREN

WJLB/Detroit
James Alexander
none
Hottest:
ROCKWELL
PLANET PATROL
DEBARGE
BRYAN LOREN
KENA

WDRQ/Detroit
Tony Gray
KIM FIELDS
ALISHA
ART OF NOISE
DEELE
SPINNERS
Hottest:
BRYAN LOREN
CULTURE CLUB
DEBARGE
MELBA MOORE
ROCKWELL

WLMU/Milwaukee

Mark Driscoll
WOMACK & LABELLE
CON FUNK SHUN
SHANNON
IRENE CARA
HOWARD JONES
DENNIS EDWARDS
Hottest:
DEBARGE
ROCKWELL
J. BLACKFOOT
PATTI LABELLE

WVWI/Grand Rapids
Frank Grant
O'BRYAN
DAYTON
EURYTHMICS
SOS BAND
SHANNON
TEMPTATIONS
Hottest:
LAD BACK
ROCKWELL
DENNIS EDWARDS
TINA TURNER
KENNY G

WVWC/Saginaw
Kermit Crockett
O'BRYAN
BAR-KAYS
PIECES OF A DREAM
T-CONNECTION
STEVE ARRINGTON'S
YARBROUGH & PEOP
LEON SYLVERS
Hottest:
LAD BACK
CAMEO
CAPTAIN ROCK
DEBARGE
TINA TURNER

WLTH/Gary

Dana Huskisson
none
Hottest:
ROCKWELL
LAD BACK
DENNIS EDWARDS
ATLANTIC STARR
LUTHER VANDROSS

WVVO/Toledo
Maxx Myrick
CHI-LITES
ART OF NOISE
Hottest:
ROCKWELL
LAD BACK
CULTURE CLUB
WOMACK & LABELLE
MELBA MOORE

WJMI/St. Louis

Ron Atkins
DENNIS EDWARDS
BAR-KAYS
DEELE
LUTHER VANDROSS
HUMAN BODY
LATTISAW & GILL
Hottest:
CHERYL LYNN
EVELYN KING
ROCKWELL
J. BLACKFOOT
PATTI LABELLE

WVVO/Toledo
Maxx Myrick
CHI-LITES
ART OF NOISE
Hottest:
ROCKWELL
LAD BACK
CULTURE CLUB
WOMACK & LABELLE
MELBA MOORE

77 Reporters
75 Current Reports
The following stations reported no change in rotation this week:
WLTH/Gary
KRNK/Memphis
*(J) Indicates Jazz Reporter

JAZZ RADIO

NATIONAL AIRPLAY/30

March 23, 1984

Last Week	Rank	Artist/Track
7	1	TANIA MARIA/Love Explosion (Concord/Picante)
2	2	PIECES OF A DREAM/Imagine This (Elektra)
1	3	PHIL UPCHURCH/Name Of The Game (Jam)
4	4	KENNY G/G Force (Arista)
5	5	DAVID SANBORN/Backstreet (WB)
9	6	EARL KLUGH/Wishful Thinking (Capitol)
6	7	RODNEY FRANKLIN/Marathon (Columbia)
3	8	DAVE VALENTIN/Flute Juice (GRP)
8	9	SADAO WATANABE/Fill Up The Night (Musician/Elektra)
17	10	ALIVE/City Life (Alive)
14	11	LEE RITENOUR/On The Line (Musician/Elektra)
21	12	JEFF LORBER/In The Heat Of The Night (Arista)
22	13	JACK McDUFF/Lift Every Voice & Sing (Jam)
11	14	DAVE PIKE/Moon Bird (Muse)
10	15	JIMMY SMITH/Keep On Comin' (Musician/Elektra)
16	16	ANDY NARELL/Light In Your Eyes (Hip Pocket)
13	17	RICHIE COLE/Alto Annie's Theme (Palo Alto)
12	18	STEVE NARAHARA/Sierra (Pausa)
27	19	WILBUR NILES/Thrust (Montage)
18	20	RAMSEY LEWIS TRIO/Reunion (Columbia)
23	21	L. SUBRAMANIAM/Indian Express (Milestone)
24	22	BLUE SKY/Blue Sky (C.T.)
25	23	WEATHER REPORT/Domino Theory (Columbia)
20	24	BERT LIGON & CONDOR/Dancing Bare (Sea Breeze)
19	25	MICHAEL FRANKS/Passionfruit (WB)
DEBUT	26	JIMMY PONDER/Down Here On The Ground (Milestone)
30	27	GRANT GEISSMAN/Put Away Childish Toys (Pausa)
28	28	MONTY ALEXANDER-CLAYTON-HAMILTON/Reunion In Europe (Concord)
29	29	VICTOR FELDMAN TRIO/To Chopin With Love (Palo Alto)
DEBUT	30	LARRY VUCKOVICH w/JON HENDRICKS/Cast Your Fate (Palo Alto)



STANLEY CLARKE

"Time Exposure"

ON YOUR DESK TODAY!

Epic

Distributed by CBS Records

Adult / Contemporary

Continued from Back Page

BREAKERS

BILLY JOEL

The Longest Time (Columbia)

68% of our reporters on it. Rotations: Heavy 5/2, Medium 51/17, Light 31/24, Extra Adds 2, Total Adds 45 including WTAE, WSB, WSB-FM, W101, WCLR, 55KRC, WARM98, WHB, WISN, KKL, KOY, B100, WAEB, WICC, V100, and 30 more. Debuts at number 21 on the A/C chart.

JAMES INGRAM

There's No Easy Way (Qwest/WB)

61% of our reporters on it. Rotations: Heavy 1/0, Medium 37/11, Light 39/17, Extra Adds 2, Total Adds 30 including WPIX, WPRO, WLTT, WSB-FM, WCLR, WISN, KHOW, KKL, B100, KBEST, WICC, WGY, WKGW, WBT, WVLC, and 15 more. Debuts at number 26 on the A/C chart.

MANHATTAN TRANSFER

Mystery (Atlantic)

59% of our reporters on it. Rotations: Heavy 5/0, Medium 35/8, Light 37/13, Extra Adds 0, Total Adds 21 including WPIX, WHB, KGW, B100, KFMB, V100, WTIC, KEY103, WAFB, WGOW, WVLC, 2WD, WING, KRNT, 3WM, and 6 more. Debuts at number 27 on the A/C chart.

CRYSTAL GAYLE

I Don't Want To Lose Your Love (WB)

54% of our reporters on it. Rotations: Heavy 4/0, Medium 37/2, Light 29/5, Extra Adds 0, Total Adds 7, KUDL, WHB, WISN, KFMB, WICC, KEY103, KMJJ. Debuts at number 30 on the A/C chart.

DeBARGE

Love Me In A Special Way (Gordy/Motown)

52% of our reporters on it. Rotations: Heavy 4/0, Medium 31/2, Light 31/8, Extra Adds 1, Total Adds 11, WQUE-FM, W101, KUDL, WHB, KBEST, WAEB, KEY103, WAFB, WGOW, KOIL, KMJJ.

NEW & ACTIVE

JOHNNY MATHIS with DENIECE WILLIAMS "Love Won't Let Me Wait" (Columbia) 62/21
Rotations: Heavy 4/1, Medium 28/7, Light 29/12, Extra Adds 1, Total Adds 21. WPRO, KOY, KFMB, KEZR, WAEB, WICC, WGY, WAFB, WMAZ, WRVA, WENS, KOIL, KIXI-FM, KKPL, WTKO, WCHV, KCRG, KKJO, WBOW, KQSW, KALE. Heavy: WMGN, WKNE, KRBS. Medium: WSB-FM, 97AIA, WCCO, B100, KBEST, WRIE, WHBY, WTRX, WMHE, KKUA, KWAV, WWRN, WEIM, WSKI, KORQ, WSKY, WGSV, KFSB, KFQD, KTWO, K99.

TEMPTATIONS "Sail Away" (Gordy/Motown) 58/25
Rotations: Heavy 0/0, Medium 21/7, Light 37/18, Extra Adds 0, Total Adds 25, WLTT, WCCO, KOST, WKGW, WBT, WVLC, WRVR, WEZS, WSRZ, WNAM, WTRX, WFMK, WMGN, KOIL, WMHE, KBOI, KMJJ, KWAV, WTN, KORQ, WKYX, WJBC, KKJO, WBOW, KALE. Medium: WSB, WSB-FM, KGW, WMAZ, WHHY, WRVA, WHBC, KKUA, WSKI, WSKY, WCHV, WAGE, WCIL, KRBS.

KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 55/16
Rotations: Heavy 0/0, Medium 32/1, Light 18/0, Extra Adds 1, Total Adds 21, WHNN, KSL. Medium: WPIX, WCCO, KHOW, WICC, WTIC, WGY, WKGW, WBT, WMAZ, WRVA, WHBY, KRNT, KBOI, KUGN, WWRN, WEIM, WKNE, WSKI, KORQ, WAGE, WKYX, WCIL, KCRG, KEEZ, KWBE, WJON, KFQD, K99, KRNO, KQSW, KRBS.

ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 51/2
Rotations: Heavy 0/0, Medium 32/1, Light 18/0, Extra Adds 1, Total Adds 21, WHNN, KSL. Medium: WPIX, WCCO, KHOW, WICC, WTIC, WGY, WKGW, WBT, WMAZ, WRVA, WHBY, KRNT, KBOI, KUGN, WWRN, WEIM, WKNE, WSKI, KORQ, WAGE, WKYX, WCIL, KCRG, KEEZ, KWBE, WJON, KFQD, K99, KRNO, KQSW, KRBS.

POINTER SISTERS "Automatic" (Planet/RCA) 46/6
Rotations: Heavy 9/0, Medium 21/3, Light 15/2, Extra Adds 1, Total Adds 6, 55KRC, KGW, B100, WMHE, KFI, WJON. Heavy: KVIL-FM, WQUE, WFYR, WAEB, WMGN, KUDO, WSKI, WPPA, KRBS. Medium: WFBR, WTAE, WRIE, KEY103, KRBE-FM, KOIL, KRAV, KMJJ, WWRN, WTN, WSKY, WCKQ, WCHV, WKYX, KEEZ, K99, KQSW.

PAUL YOUNG "Come Back And Stay" (Columbia) 38/4
Rotations: Heavy 6/0, Medium 18/1, Light 14/3, Extra Adds 0, Total Adds 4, KEY103, KRBE-FM, KKUA, WTN. Heavy: WGY, WEIM, WSKI, WPPA, WCHV, KRNO. Medium: WMAZ, WNAM, WMGN, WMHE, KMJJ, KUDO, KWAV, KIXI-FM, WWRN, WKNE, KORQ, WSKY, WCKQ, WKYX, WCIL, WJON, KQSW.

SIGNIFICANT ACTION

SHAKIN' STEVENS "I Cry Just A Little Bit" (Epic) 22/21
Rotations: Heavy 0/0, Medium 31/3, Light 18/17, Extra Adds 1, Total Adds 21, WFBR, WCCO, KGW, WVLC, WMAZ, WSRZ, WHBY, WHBC, WFMK, WEIM, WSKI, WPPA, WSKY, WCHV, WAGE, WCIL, KEEZ, WSON, KKJO, KQSW, KRAB. Light: WCKQ.

ROCKWELL "Somebody's Watching Me" (Motown) 21/3
Rotations: Heavy 6/0, Medium 8/1, Light 6/1, Extra Adds 1, Total Adds 3, WPJB, WKGW, WHNN. Heavy: WAEB, WGY, WMHE, WPPA, WCKQ, WBOW. Medium: WFBR, WQUE-FM, KPPL, KUDO, WTN, WCHV, KEEZ. Light: 97AIA, V100, WTRX, WAGE, KRBS.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 20/1
Rotations: Heavy 1/0, Medium 7/1, Light 12/0, Extra Adds 0, Total Adds 1, KVIL-FM. Heavy: WPPA. Medium: WMHE, KUDO, KWAV, WSKY, WCHV, WKYX. Light: WQUE-FM, WVLC, WNAM, WWRN, WEIM, KORQ, WCKQ, WAGE, KEEZ, WJON, KQSW, KRBS.

NENA "99 Luftballons (99 Red Balloons)" (Epic) 18/1
Rotations: Heavy 6/0, Medium 8/0, Light 4/1, Extra Adds 0, Total Adds 1, KRNO. Heavy: WTAE, WSRZ, WCHV, KFSB, WHNN, WJON. Medium: 97AIA, KGW, WAEB, WSNY, KPPL, KUDO, WTN, WPPA. Light: WPHY, KFQD.

MOST ADDED

BILLY JOEL (45)
The Longest Time (Columbia)
JAMES INGRAM (30)
There's No Easy Way (Qwest/WB)
TEMPTATIONS (25)
Sail Away (Gordy/Motown)
MANHATTAN TRANSFER (21)
Mystery (Atlantic)
J. MATHIS with D. WILLIAMS (21)
Love Won't Let Me Wait (Columbia)
SHAKIN' STEVENS (21)
I Cry Just A Little Bit (Epic)

HOTTEST

LIONEL RICHIE (102)
Hello (Motown)
PHIL COLLINS (92)
Against All Odds (Take A Look...) (Atlantic)
CHRISTINE McVIE (78)
Got A Hold On Me (WB)
EURHYTHMICS (47)
Here Comes The Rain Again (RCA)
STEPHEN BISHOP (39)
Unfaithfully Yours (One Love) (WB)
JULIO IGLESIAS & WILLIE NELSON (35)
To All The Girls I've Loved Before (Col.)

DARYL HALL & JOHN OATES "Adult Education" (RCA) 17/2

Rotations: Heavy 5/0, Medium 8/0, Light 4/1, Extra Adds 0, Total Adds 1, KUDO. Heavy: WGY, KPPL, WSKI, WPPA, WCHV. Medium: KVIL-FM, WQUE-FM, WSRZ, WMHE, KWAV, WSKY, KEEZ, KQSW. Light: WAEB, WTRX, KORQ.

KC "Give It Up" (Meca) 16/0

Rotations: Heavy 1/0, Medium 12/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WEZS. Medium: WAXY, WQUE-FM, WFYR, WRIE, WGY, WNAM, WMGN, WMHE, KUDO, KFI, WTN, WPPA. Light: WLTF, WICC, V100.

PAUL SIMON "Think Too Much" (WB) 14/14

Rotations: Heavy 0/0, Medium 1/1, Light 12/12, Extra Adds 1, Total Adds 14, WSRZ, WHBY, WMHE, KUGN, KIXI-FM, WKNE, KORQ, WSKY, WCKQ, WKYX, WJON, KKJO, K99, KRBS.

KENNY LOGGINS "Footloose" (Columbia) 13/1

Rotations: Heavy 7/0, Medium 4/0, Light 2/1, Extra Adds 0, Total Adds 1, WCHV. Heavy: WFBR, WQUE-FM, WSRZ, KUDO, WSKI, WPPA, WCKQ. Medium: WAEB, KMJJ, WTN, KEEZ. Light: WTRX.

PRETENDERS "Show Me" (Sire/WB) 12/4

Rotations: Heavy 0/0, Medium 3/1, Light 9/3, Extra Adds 0, Total Adds 4, WSKI, WAGE, K99, KQSW. Heavy: WSRZ, WMGN. Light: WQUE-FM, KWAV, KORQ, WSKY, WKYX, KRBS.

JOHN DENVER "World Game" (RCA) 12/0

Rotations: Heavy 0/0, Medium 9/0, Light 2/0, Extra Adds 0, Total Adds 0. Medium: KVIL-FM, WRIE, WMAZ, WRVA, WJBC. Light: WAHR, WWRN, KEEZ, WBOW, KFQD, KRNO, KRBS.

HOWARD JONES "New Song" (Elektra) 12/0

Rotations: Heavy 1/0, Medium 9/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WSKI. Medium: 97AIA, WMAZ, WRVR, WMGN, WMHE, KUDO, WEIM, WPPA, WSKY. Light: V100, WJON.

TINA TURNER "Let's Stay Together" (Capitol) 11/2

Rotations: Heavy 3/0, Medium 5/1, Light 3/1, Extra Adds 0, Total Adds 2, W101, KALE. Heavy: WGY, KEY103, KMJJ. Medium: WFBR, WPIX, KRBE-FM, WPPA. Light: WTRX, KWAV.

STACY LATTISAW & JOHNNY GILL "Perfect Combination" (Cotillion/Atco) 10/2

Rotations: Heavy 1/0, Medium 4/1, Light 5/1, Extra Adds 0, Total Adds 2, WAEB, WRVR. Heavy: 97AIA. Medium: WFBR, WPIX, WCHV. Light: WAHR, WAGE, K99, KRBS.

ATLANTIC STARR "More, More, More" (A&M) 9/9

Rotations: Heavy 0/0, Medium 1/1, Light 8/8, Extra Adds 0, Total Adds 9, WCCO, WAHR, WVLC, WEIM, WSKI, WCKQ, WAGE, KKJO, KRBS.

BARBARA MANDRELL "Happy Birthday Dear Heartache" (MCA) 9/5

Rotations: Heavy 0/0, Medium 4/1, Light 5/4, Extra Adds 0, Total Adds 5, KSL, WWRN, WGSV, WCIL, WJON. Medium: WCCO, WMAZ, WEIM. Light: WAHR.

MADONNA "Borderline" (Sire/WB) 9/4

Rotations: Heavy 2/0, Medium 3/1, Light 3/2, Extra Adds 1, Total Adds 4, KKUA, WPPA, WAGE, WJON. Heavy: 97AIA, KUDO. Medium: WFBR, KQSW. Light: WKYX.

CHAD STUART & JEREMY CLYDE "Bite The Bullet" (Rocshire) 9/3

Rotations: Heavy 0/0, Medium 1/0, Light 8/3, Extra Adds 0, Total Adds 3, KUGN, WSKI, K99. Medium: WCCO. Light: WAEB, WEIM, KEEZ, WJON, KRBS.

"WEIRD AL" YANKOVIC "Eat It" (Rock & Roll/CBS) 9/0

Rotations: Heavy 1/0, Medium 1/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WGY. Medium: KQSW. Light: KEY103, WHBC, WTRX, KPPL, WPPA, WSKY, WCHV.

STARBUCK "Another Beat Of My Heart" (AVI/MCA) 8/0

Rotations: Heavy 0/0, Medium 0/0, Light 8/0, Extra Adds 0, Total Adds 0. Light: WAHR, WTRX, WEIM, WGSV, WCIL, WHNN, KTWO, K99.

GARY PORTNOY "Theme From 'Cheers' (Where Everybody Knows Your Name)" (Earthtone) 7/2

Rotations: Heavy 0/0, Medium 4/1, Light 3/1, Extra Adds 0, Total Adds 2, WMJI, KFI. Medium: WMAZ, KUGN, WEIM. Light: WAHR, WNGS.

MARILYN McCOO with BILLY DAVIS "I Believe In You And Me" (RCA) 6/2

Rotations: Heavy 0/0, Medium 3/0, Light 2/1, Extra Adds 1, Total Adds 2, KEEZ, WJON. Medium: KUGN, KSL, KIXI-FM. Light: KRBS.

OAK RIDGE BOYS "I Guess It Never Hurts To Hurt Sometimes" (MCA) 6/1

Rotations: Heavy 2/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, WEIM. Heavy: WCCO, KSL. Medium: KRNT. Light: WAHR, WJBC.

CYNDI LAUPER "Girls Just Want To Have Fun" (Portrait/CBS) 6/0

Rotations: Heavy 1/0, Medium 2/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WAEB. Medium: KPPL, WTN. Light: WQUE-FM, WICC, WTRX.

JOHN LENNON "I'm Stepping Out" (Polydor/PolyGram) 5/4

Rotations: Heavy 0/0, Medium 1/0, Light 4/4, Extra Adds 0, Total Adds 4, WSKY, KEEZ, KQSW, KRBS. Medium: WSRZ.

UB40 "Red Red Wine" (Virgin/A&M) 5/2

Rotations: Heavy 0/0, Medium 2/0, Light 3/2, Extra Adds 0, Total Adds 2, WPPA, KEEZ. Medium: B100, WSKY. Light: WSRZ.

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

WFSM/Harrisburg
Bob Paiva
none
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
EURYTHMICS
PHIL COLLINS
MICHAEL JACKSON

WTRN/Hartford
Tom Barsanti
MICHAEL GORE
BILLY JOEL
JEFFREY OSBORNE
MANHATTAN TRANSFER
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
IGLESIAS & NELSON
LINDA RONSTADT
PHIL COLLINS

WROR/Boston
Lorna Ozmon
none
Hottest:
EURYTHMICS
LIONEL RICHIE
CHRISTINE MCVIE
PHIL COLLINS
THOMPSON TWINS

WBEN/Buffalo
Roger Christian
STEPHEN BISHOP
Hottest:
none

GR55/Buffalo
Galuskil/Langmyer
none
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
KENNY ROGERS
PHIL COLLINS
IGLESIAS & NELSON

WPX/New York
Alan Anderson
LUTHER VANDROSS
MANHATTAN TRANSFER
JAMES INGRAM
Hottest:
STEPHEN BISHOP
PHIL COLLINS
CHRISTINE MCVIE
LIONEL RICHIE
IGLESIAS & NELSON

97/Pittsburgh
Jay Cresswell
ALAN PARSONS
DOMINIQUE
Hottest:
CHRISTINE MCVIE
POLICE
LIONEL RICHIE
PHIL COLLINS
EURYTHMICS

WTAE/Pittsburgh
Don Berns
PHIL COLLINS
STEPHEN BISHOP
TRACEY ULLMAN
BILLY JOEL
Hottest:
NENA
LIONEL RICHIE
MICHAEL JACKSON
POINTER SISTERS
CULTURE CLUB

WWSW (3WS)/Pittsburgh
Crowe/Waitzel
BRYSON & FLACK
POLICE
STEPHEN BISHOP
Hottest:
CHRISTINE MCVIE
GENESIS
SHEENA EASTON
EURYTHMICS
BRYSON & FLACK

WPRO/Providence
Tom Cuddy
TRACEY ULLMAN
JOHNNY MATSIS
JAMES INGRAM
Hottest:
CHRISTINE MCVIE
PHIL COLLINS
LIONEL RICHIE
THOMPSON TWINS
IGLESIAS & NELSON

WTTT/Washington, D.C.
Bob Cummings
JAMES INGRAM
ALAN PARSONS
TEMPTATIONS
Hottest:
LIONEL RICHIE
KENNY ROGERS
CHRISTINE MCVIE
BRYSON & FLACK
PHIL COLLINS

WAE/Allentown
Neal Newman
BILLY JOEL
BARRY MANLOW
KATHY MATTEA
JOHNNY MATSIS
LATTISAW & GILL
DEBARGE
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WCC/Bridgeport
Pantano/Broadbin
BILLY JOEL
JAMES INGRAM
CRYSTAL GAYLE
JOHNNY MATSIS
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS
IGLESIAS & NELSON

V100/Charleston, WV
Spence/Jarvis
MANHATTAN TRANSFER
BILLY JOEL
Hottest:
LIONEL RICHIE
STEPHEN BISHOP
EURYTHMICS
PHIL COLLINS
ANNE MURRAY

WRIE/Rio
Ted Abbott
BILLY JOEL
TRACEY ULLMAN
PHIL COLLINS
Hottest:
IGLESIAS & NELSON
BRYSON & FLACK
ALAN PARSONS
PAUL MCCARTNEY

WVOR/Rochester
Gary Smith
LIONEL RICHIE
Hottest:
SHEENA EASTON
LIONEL RICHIE
KENNY ROGERS
BRYSON & FLACK
CHRISTINE MCVIE

WQY/Schenectady
Walter Fritz
JOHNNY MATSIS
JAMES INGRAM
KATHY MATTEA
Hottest:
PHIL COLLINS
ALAN PARSONS
LIONEL RICHIE
DEBARGE
WEIRD AL YANKOVIC

WKWV/Utica-Rome
Carpenter/Keller
JAMES INGRAM
KATHY MATTEA
BILLY JOEL
TEMPTATIONS
ROCKWELL
Hottest:
LIONEL RICHIE
CHRISTINE MCVIE
PHIL COLLINS
STEPHEN BISHOP
EURYTHMICS

7A1A/Miami
Chris Gabie
none
Hottest:
LIONEL RICHIE
EURYTHMICS
PHIL COLLINS
MADONNA
IGLESIAS & NELSON

WQEF-FM/New Orleans
Kris O'Kelly
DENISE WILLIAMS
DEBARGE
BERLIN
FRANKIE GOES TO 3
SERGIO MENDES
Hottest:
LIONEL RICHIE
POINTER SISTERS
PHIL COLLINS
RICKY SPRINGFIELD
DENISE WILLIAMS

W101/Tampa
DeCarlo/Miller
IGLESIAS & NELSON
TINA TURNER
BILLY JOEL
JEFFREY OSBORNE
Hottest:
LIONEL RICHIE
POLICE
IGLESIAS & NELSON
CHRISTINE MCVIE
LIONEL RICHIE
STEPHEN BISHOP
DAN FOGELBERG

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond
ATLANTIC STARR
OAK RIDGE BOYS
BONNIE TYLER
SHAKIN' STEVENS
Hottest:
POLICE
EURYTHMICS
LINDA RONSTADT
ANNE MURRAY
JIMMY BUFFETT

WTK/Oilheads
Wayne Flax
BILLY JOEL
KATHY MATTEA
JOHNNY MATSIS
Hottest:
CLIFF RICHARD
IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
DEBARGE
Hottest:
LIONEL RICHIE
JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

WSKI/Montpelier, VT
Bruce Stebbins
BILLY JOEL
PRETENDERS
CHAD STUART & JER
ATLANTIC STARR
SHAKIN' STEVENS
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WTP/Waterstown, NY
Jay Donovan
BILLY JOEL
JAMES INGRAM
MANHATTAN TRANSFER
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS
EURYTHMICS
LIONEL RICHIE
STEPHEN BISHOP
THOMPSON TWINS

WPA/Wilkes-Barre, PA
Scott Masteller
MADONNA
BERLIN
UB40
IRENE CARA
BILLY JOEL
KATHY MATTEA
LINDA RONSTADT
SHAKIN' STEVENS
Hottest:
CHRISTINE MCVIE
EURYTHMICS
DAN FOGELBERG
THOMPSON TWINS
HALL & OATES

Parallel Three

Parallel Two

Parallel One

SOUTH Parallel One

WRMM/Atlanta
Montiel/Wyrostok
none
Hottest:
SHEENA EASTON
CHRISTINE MCVIE
LIONEL RICHIE
PAUL MCCARTNEY
BRYSON & FLACK

WSB/Atlanta
Greg Picciano
JEFFREY OSBORNE
BILLY JOEL
Hottest:
LIONEL RICHIE
EURYTHMICS
STEPHEN BISHOP
THOMPSON TWINS

WSB-FM/Atlanta
Donna Brake
JAMES INGRAM
BILLY JOEL
Hottest:
IGLESIAS & NELSON
LIONEL RICHIE
PHIL COLLINS
CHRISTINE MCVIE
CULTURE CLUB

KVIL/Dallas-FL Worth
Chuck Rhodes
TRACEY ULLMAN
KOO & THE GANG
ALAN PARSONS
JEFFREY OSBORNE
Hottest:
MICHAEL JACKSON
CHRISTINE MCVIE
POINTER SISTERS
SHEENA EASTON
LIONEL RICHIE

WAXY/FL Lauderdale
Shaw/Lee
CULTURE CLUB
THOMPSON TWINS
Hottest:
LIONEL RICHIE
KUDON JOHN
GENESIS
EURYTHMICS
PHIL COLLINS

79A1A/Miami
Chris Gabie
none
Hottest:
LIONEL RICHIE
EURYTHMICS
PHIL COLLINS
MADONNA
IGLESIAS & NELSON

WQEF-FM/New Orleans
Kris O'Kelly
DENISE WILLIAMS
DEBARGE
BERLIN
FRANKIE GOES TO 3
SERGIO MENDES
Hottest:
LIONEL RICHIE
POINTER SISTERS
PHIL COLLINS
RICKY SPRINGFIELD
DENISE WILLIAMS

W101/Tampa
DeCarlo/Miller
IGLESIAS & NELSON
TINA TURNER
BILLY JOEL
JEFFREY OSBORNE
Hottest:
LIONEL RICHIE
POLICE
IGLESIAS & NELSON
CHRISTINE MCVIE
LIONEL RICHIE
STEPHEN BISHOP
DAN FOGELBERG

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond
ATLANTIC STARR
OAK RIDGE BOYS
BONNIE TYLER
SHAKIN' STEVENS
Hottest:
POLICE
EURYTHMICS
LINDA RONSTADT
ANNE MURRAY
JIMMY BUFFETT

WTK/Oilheads
Wayne Flax
BILLY JOEL
KATHY MATTEA
JOHNNY MATSIS
Hottest:
CLIFF RICHARD
IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
DEBARGE
Hottest:
LIONEL RICHIE
JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

WSKI/Montpelier, VT
Bruce Stebbins
BILLY JOEL
PRETENDERS
CHAD STUART & JER
ATLANTIC STARR
SHAKIN' STEVENS
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WTP/Waterstown, NY
Jay Donovan
BILLY JOEL
JAMES INGRAM
MANHATTAN TRANSFER
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS
EURYTHMICS
LIONEL RICHIE
STEPHEN BISHOP
THOMPSON TWINS

WPA/Wilkes-Barre, PA
Scott Masteller
MADONNA
BERLIN
UB40
IRENE CARA
BILLY JOEL
KATHY MATTEA
LINDA RONSTADT
SHAKIN' STEVENS
Hottest:
CHRISTINE MCVIE
EURYTHMICS
DAN FOGELBERG
THOMPSON TWINS
HALL & OATES

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
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LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

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WTK/Oilheads
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JOHNNY MATSIS
Hottest:
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IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
DEBARGE
Hottest:
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JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

WSKI/Montpelier, VT
Bruce Stebbins
BILLY JOEL
PRETENDERS
CHAD STUART & JER
ATLANTIC STARR
SHAKIN' STEVENS
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WTP/Waterstown, NY
Jay Donovan
BILLY JOEL
JAMES INGRAM
MANHATTAN TRANSFER
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS
EURYTHMICS
LIONEL RICHIE
STEPHEN BISHOP
THOMPSON TWINS

WPA/Wilkes-Barre, PA
Scott Masteller
MADONNA
BERLIN
UB40
IRENE CARA
BILLY JOEL
KATHY MATTEA
LINDA RONSTADT
SHAKIN' STEVENS
Hottest:
CHRISTINE MCVIE
EURYTHMICS
DAN FOGELBERG
THOMPSON TWINS
HALL & OATES

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond
ATLANTIC STARR
OAK RIDGE BOYS
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SHAKIN' STEVENS
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LINDA RONSTADT
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JIMMY BUFFETT

WTK/Oilheads
Wayne Flax
BILLY JOEL
KATHY MATTEA
JOHNNY MATSIS
Hottest:
CLIFF RICHARD
IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
DEBARGE
Hottest:
LIONEL RICHIE
JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

WSKI/Montpelier, VT
Bruce Stebbins
BILLY JOEL
PRETENDERS
CHAD STUART & JER
ATLANTIC STARR
SHAKIN' STEVENS
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WEST Parallel One

KNOW/Denver
Hal Moore
MICHAEL GORE
KATHY MATTEA
JAMES INGRAM
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS
EURYTHMICS
STEPHEN BISHOP

KOST/Los Angeles
Kaye/Marie
IGLESIAS & NELSON
TEMPTATIONS
PAUL FRANCIS-GRAY
Hottest:
LIONEL RICHIE
MICHAEL JACKSON
ANNE MURRAY
PHIL COLLINS
CULTURE CLUB

KLTL/Phoenix
Anita Carlisle
MICHAEL GORE
JAMES INGRAM
BILLY JOEL
Hottest:
SHEENA EASTON
KENNY ROGERS
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS

KOY/Phoenix
Marni Pingree
CLIFF RICHARD
BILLY JOEL
JEFFREY OSBORNE
JOHNNY MATSIS
Hottest:
none

KGW/Portland
Minckler/Dirks
MANHATTAN TRANSFER
SHAKIN' STEVENS
POINTER SISTERS
Hottest:
LIONEL RICHIE
ANNE MURRAY
STEPHEN BISHOP
EURYTHMICS
PHIL COLLINS

K-108/Sacramento
Paul Mitchell
GENESIS
JIMMY BUFFETT
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WVBS/Wilmington, NC
Bob Wright
MANHATTAN TRANSFER
JAMES INGRAM
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
BRYSON & FLACK
PHIL COLLINS
DAN FOGELBERG

WRV/Memphis
Steve Butler
LATTISAW & GILL
JAMES INGRAM
TEMPTATIONS
Hottest:
LIONEL RICHIE
JAMES INGRAM
ANNE MURRAY
LIONEL RICHIE
PHIL COLLINS
IGLESIAS & NELSON

WHYY/Montgomery
Horton/Thomas
BILLY JOEL
JEFFREY OSBORNE
Hottest:
LIONEL RICHIE
POLICE
IGLESIAS & NELSON
CHRISTINE MCVIE
LIONEL RICHIE
STEPHEN BISHOP
DAN FOGELBERG

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond
ATLANTIC STARR
OAK RIDGE BOYS
BONNIE TYLER
SHAKIN' STEVENS
Hottest:
POLICE
EURYTHMICS
LINDA RONSTADT
ANNE MURRAY
JIMMY BUFFETT

WTK/Oilheads
Wayne Flax
BILLY JOEL
KATHY MATTEA
JOHNNY MATSIS
Hottest:
CLIFF RICHARD
IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
DEBARGE
Hottest:
LIONEL RICHIE
JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

WSKI/Montpelier, VT
Bruce Stebbins
BILLY JOEL
PRETENDERS
CHAD STUART & JER
ATLANTIC STARR
SHAKIN' STEVENS
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WTP/Waterstown, NY
Jay Donovan
BILLY JOEL
JAMES INGRAM
MANHATTAN TRANSFER
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LIONEL RICHIE
PHIL COLLINS
EURYTHMICS
LIONEL RICHIE
STEPHEN BISHOP
THOMPSON TWINS

WPA/Wilkes-Barre, PA
Scott Masteller
MADONNA
BERLIN
UB40
IRENE CARA
BILLY JOEL
KATHY MATTEA
LINDA RONSTADT
SHAKIN' STEVENS
Hottest:
CHRISTINE MCVIE
EURYTHMICS
DAN FOGELBERG
THOMPSON TWINS
HALL & OATES

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond
ATLANTIC STARR
OAK RIDGE BOYS
BONNIE TYLER
SHAKIN' STEVENS
Hottest:
POLICE
EURYTHMICS
LINDA RONSTADT
ANNE MURRAY
JIMMY BUFFETT

WTK/Oilheads
Wayne Flax
BILLY JOEL
KATHY MATTEA
JOHNNY MATSIS
Hottest:
CLIFF RICHARD
IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
DEBARGE
Hottest:
LIONEL RICHIE
JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

WSKI/Montpelier, VT
Bruce Stebbins
BILLY JOEL
PRETENDERS
CHAD STUART & JER
ATLANTIC STARR
SHAKIN' STEVENS
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WTP/Waterstown, NY
Jay Donovan
BILLY JOEL
JAMES INGRAM
MANHATTAN TRANSFER
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS
EURYTHMICS
LIONEL RICHIE
STEPHEN BISHOP
THOMPSON TWINS

WPA/Wilkes-Barre, PA
Scott Masteller
MADONNA
BERLIN
UB40
IRENE CARA
BILLY JOEL
KATHY MATTEA
LINDA RONSTADT
SHAKIN' STEVENS
Hottest:
CHRISTINE MCVIE
EURYTHMICS
DAN FOGELBERG
THOMPSON TWINS
HALL & OATES

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond
ATLANTIC STARR
OAK RIDGE BOYS
BONNIE TYLER
SHAKIN' STEVENS
Hottest:
POLICE
EURYTHMICS
LINDA RONSTADT
ANNE MURRAY
JIMMY BUFFETT

WTK/Oilheads
Wayne Flax
BILLY JOEL
KATHY MATTEA
JOHNNY MATSIS
Hottest:
CLIFF RICHARD
IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
DEBARGE
Hottest:
LIONEL RICHIE
JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

WEST Parallel One

KNOW/Denver
Hal Moore
MICHAEL GORE
KATHY MATTEA
JAMES INGRAM
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS
EURYTHMICS
STEPHEN BISHOP

KOST/Los Angeles
Kaye/Marie
IGLESIAS & NELSON
TEMPTATIONS
PAUL FRANCIS-GRAY
Hottest:
LIONEL RICHIE
MICHAEL JACKSON
ANNE MURRAY
PHIL COLLINS
CULTURE CLUB

KLTL/Phoenix
Anita Carlisle
MICHAEL GORE
JAMES INGRAM
BILLY JOEL
Hottest:
SHEENA EASTON
KENNY ROGERS
CHRISTINE MCVIE
LIONEL RICHIE
PHIL COLLINS

KOY/Phoenix
Marni Pingree
CLIFF RICHARD
BILLY JOEL
JEFFREY OSBORNE
JOHNNY MATSIS
Hottest:
none

KGW/Portland
Minckler/Dirks
MANHATTAN TRANSFER
SHAKIN' STEVENS
POINTER SISTERS
Hottest:
LIONEL RICHIE
ANNE MURRAY
STEPHEN BISHOP
EURYTHMICS
PHIL COLLINS

K-108/Sacramento
Paul Mitchell
GENESIS
JIMMY BUFFETT
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WVBS/Wilmington, NC
Bob Wright
MANHATTAN TRANSFER
JAMES INGRAM
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
BRYSON & FLACK
PHIL COLLINS
DAN FOGELBERG

WRV/Memphis
Steve Butler
LATTISAW & GILL
JAMES INGRAM
TEMPTATIONS
Hottest:
LIONEL RICHIE
JAMES INGRAM
ANNE MURRAY
LIONEL RICHIE
PHIL COLLINS
IGLESIAS & NELSON

WHYY/Montgomery
Horton/Thomas
BILLY JOEL
JEFFREY OSBORNE
Hottest:
LIONEL RICHIE
POLICE
IGLESIAS & NELSON
CHRISTINE MCVIE
LIONEL RICHIE
STEPHEN BISHOP
DAN FOGELBERG

WVNR/Beckley
Bailey/Shee
BILLY JOEL
BARBARA MANDRELL
Hottest:
CHRISTINE MCVIE
LIONEL RICHIE
DAN FOGELBERG
ANNE MURRAY
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond
ATLANTIC STARR
OAK RIDGE BOYS
BONNIE TYLER
SHAKIN' STEVENS
Hottest:
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EURYTHMICS
LINDA RONSTADT
ANNE MURRAY
JIMMY BUFFETT

WTK/Oilheads
Wayne Flax
BILLY JOEL
KATHY MATTEA
JOHNNY MATSIS
Hottest:
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IGLESIAS & NELSON
PHIL COLLINS
STEPHEN BISHOP
LIONEL RICHIE

WKN/Keene, NH
Howard Corday
PAUL SIMON
KATHY MATTEA
PATTI AUSTIN
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JOHNNY MATSIS
IGLESIAS & NELSON
CRYSTAL GAYLE
STEPHEN BISHOP

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Bruce Stebbins
BILLY JOEL
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ATLANTIC STARR
SHAKIN' STEVENS
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THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WTP/Waterstown, NY
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BILLY JOEL
JAMES INGRAM
MANHATTAN TRANSFER
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MADONNA
BERLIN
UB40
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LINDA RONSTADT
SHAKIN' STEVENS
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THOMPSON TWINS
HALL & OATES

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Bailey/Shee
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STEPHEN BISHOP

WSKI/Montpelier, VT
Bruce Stebbins
BILLY JOEL
PRETENDERS
CHAD STUART & JER
ATLANTIC STARR
SHAKIN' STEVENS
Hottest:
CULTURE CLUB
PHIL COLLINS
THOMPSON TWINS
TRACEY ULLMAN
LIONEL RICHIE

WTP/Waterstown, NY



AOR / ALBUMS

March 23, 1984

175 Reporters

Three Two Last
Weeks Weeks Week

Total Hot Medium Total
Reports Rotation Rotation Rotations

DEBUT	1	CARS/Heartbeat City (Elektra)
	2	AGAINST ALL ODDS/Soundtrack (Atlantic)
1	3	VAN HALEN/1984 (WB)
7	4	YES/90125 (Atco)
2	5	FOOTLOOSE/Soundtrack (Columbia)
4	6	PRETENDERS/Learning To Crawl (Sire/WB)
13	7	SCORPIONS/Love At First Sting (Mercury/PG)
8	8	DWIGHT TWILLEY/Jungle (EMI America)
5	9	DAN FOGELBERG/Windows & Walls (Full Moon/Epic)
18	10	ALAN PARSONS PROJECT/Ammonia Avenue (Arista)
3	11	MANFRED MANN'S EARTH.../Somewhere In... (Arista)
20	12	DAVID GILMOUR/About Face (Columbia)
16	13	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
	14	TONY CAREY/Some Tough City (MCA)
6	15	CHRISTINE McVIE/Christine McVie (WB)
31	16	THOMPSON TWINS/Into The Gap (Arista)
11	17	QUEEN/The Works (Capitol)
21	18	BON JOVI/Bon Jovi (Mercury/PG)
30	19	NIGHT RANGER/Midnight Madness (Camel/MCA)
DEBUT	20	HARD TO HOLD/Soundtrack (RCA)
9	21	38 SPECIAL/Tour De Force (A&M)
24	22	WANG CHUNG/Points On The Curve (Geffen)
22	23	ROGER DALTRY/Parting Should Be Painless (Atlantic)
14	24	APRIL WINE/Animal Grace (Capitol)
	25	HAGAR/SCHON/AARONSON/SHRIEVE/Through... (Geffen)
28	26	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)
15	27	EURYTHMICS/Touch (RCA)
33	28	BILLY RANKIN/Growin' Up Too Fast (A&M)
10	29	GENESIS/Genesis (Atlantic)
19	30	JUDAS PRIEST/Defenders Of The Faith (Columbia)
DEBUT	31	SLADE/Keep Your Hands Off My Power... (CBS Assoc.)
23	32	GOLDEN EARRING/N.E.W.S. (21/PG)
37	33	"WEIRD AL" YANKOVIC/In 3-D (Rock & Roll/CBS)
29	34	DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)
	35	HOWARD JONES/Human's Lib (Elektra)
38	36	ROMANTICS/In Heat (Nemperor/CBS)
	37	ALARM/Declaration (IRS/A&M)
34	38	JON BUTCHER AXIS/Stare At The Sun (Polydor/PG)
DEBUT	39	GO-GO's/Talk Show (IRS/A&M)
DEBUT	40	MISSING PERSONS/Rhyme & Reason (Capitol)

"Think" (167)	"Magic" (74)	"Hello" (51)	173+	143+	27-	16+
"Odds" (157)	"Violet" (73)	"Walk" (25)	167+	134+	30-	4-
"Wait" (135)	"Panama" (113)	"Jump" (67)	163=	133-	30+	3+
"Leave It" (137)	"Changes" (27)	"Hold On" (23)	151-	109+	42-	2+
"Footloose" (136)	"Girl" (29)	"Paradise" (11)	146-	129-	17-	0-
"Show Me" (129)	"Time" (82)	"Middle" (25)	162+	93+	67+	12-
"Hurricane" (145)	"Nights" (32)		146-	103+	43-	1-
"Girls" (152)	"Little" (11)		158-	84-	73+	3+
"Language" (135)	"Gone" (57)		143-	117-	26-	1+
"Prime Time" (114)	"Answer" (85)	"Let" (17)	161+	66+	93-	3-
"Runner" (131)			133-	103-	30+	1+
"Lovers" (117)	"Murder" (63)	"Blue Light" (38)	148-	59+	89-	3-
"R&R" (106)	"New Drug" (39)	"Walking" (24)	140-	61=	78-	9-
"A Fine Fine Day" (147)			149+	47+	97-	10-
"Hold" (74)	"Million" (70)	"Show" (29)	130-	68-	61+	6=
"Hold Me Now" (121)	"Doctor!" (15)		125+	81+	42-	8-
"Radio Ga-Ga" (70)	"Tear" (59)	"Hammer" (33)	132-	54-	76-	11+
"Runaway" (122)			124-	40+	84-	2-
"Sister Christian" (116)	"Rumours" (14)		122-	46+	75-	10-
"Love Somebody" (122)			124+	45+	73-	14+
"Back..." (68)	"One Time" (49)	"If" (12)	109-	49-	58+	8+
"Dance Hall Days" (100)	"Don't" (30)		121-	40-	78-	6+
"Walking" (110)			116-	28-	87-	2+
"This Could Be" (89)	"Sons" (21)		103-	41-	62-	1-
"Top" (82)	"Whiter" (33)	"Missing" (32)	120+	20+	84+	27-
"Authority Song" (90)	"Houses" (10)		98+	30+	65+	5-
"Here Comes" (78)	"Girl?" (10)		82-	54-	28-	1=
"Baby Come Back" (93)	"Rip It Up" (11)		101+	9-	90+	4-
"Home" (39)	"Alien" (34)	"Job" (14)	77-	37-	40-	0=
"Some Heads" (53)	"Rock Hard" (35)		90-	15-	75+	4-
"Runaway" (67)	"My" (49)		104+	9+	72+	46+
"When The Lady Smiles" (87)			91-	13-	77-	2-
"Eat It" (67)	"Jeopardy" (36)	"King" (32)	89=	18+	65+	7-
"Adult Education" (70)			72-	43-	28-	1+
"New Song" (44)	"What Is Love?" (44)		85+	20=	58+	24+
"Million" (70)	"Talking" (10)		83+	14+	65+	6-
"Sixty Eight Guns" (72)			81-	12-	69+	2-
"Don't Say Goodnight" (76)			81-	11+	69-	0-
"Head Over Heels" (80)			84+	10+	65+	19-
"Give" (69)			77+	13-	57+	20+

BREAKERS

CARS Heartbeat City (Elektra)

99% of our reporters on it. 173/16, including adds at WIYY, WBCN, WMMR, WXRT, WSKS, KFOG, WDHA, WFYV, WLVO, KMOD, KLPX. Debuts at #1 on the Albums chart.

HARD TO HOLD Soundtrack (RCA)

71% of our reporters on it. 124/14, including adds at WIYY, WSKS, KSHE, KZAP, KRQR, KRIX, KKDJ. Debuts at #20 on the Albums chart.

SLADE Keep Your Hands Off My Power Supply (CBS Associated)

59% of our reporters on it. 104/46, including adds at WIYY, WGRQ, WKLS, KQRS, KGON, KCAL, WCCC, WEZX, WKLC, WKTM, WDIZ, WLVO, WFBO, KFIV-FM, KEZE. 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.

"DOESN'T
REALLY MATTER"
Is All That Matters



Check
Your Mail



WE GOT THE BEEF!

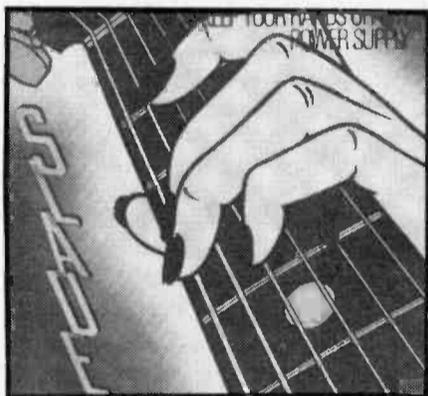
SLADE

"Keep Your Hands Off My Power Supply"

BREAKER

LP DEBUT

31



Including These Prime Cuts:

"Run Runaway"

51

"My Oh My"

58

CBS ASSOC. RECORDS

Distributed By CBS Records

AOR/ALBUMS

MOST ADDED

JOE JACKSON (54)
Body And Soul (A&M)
SLADE (46)
Keep Your Hands Off My... (CBS Associated)
HAGAR, SCHON, AARONSON, SHRIEVE (27)
Through The Fire (Geffen)
HOWARD JONES (24)
Human's Lib (Elektra)
ICICLE WORKS (22)
Icicle Works (Arista)

MOST HOTS

CARS (143)
Heartbeat City (Elektra)
AGAINST ALL ODDS (134)
Soundtrack (Atlantic)
VAN HALEN (133)
1984 (WB)
FOOTLOOSE (129)
Soundtrack (Columbia)
DAN FOGELBERG (117)
Windows & Walls (Full Moon/WB)
YES (109)
90125 (Atco)

NEW & ACTIVE

MODERN ENGLISH/Ricochet Days (Sire/WB) 72/7 (65/13)
Adds: WTPA, WPLR, KLB, KNCN, WGIR, KFMQ, KFMF. Hots: 6 WLIR, CHUM-FM, KBCO, 91X, KTCL, KTYD. Mediums: 63 include WDVE, KSRR, WXRT, WPYX, WCMF, WAQY, WCKN, WIMZ, WKQQ, KMJX, WLVO, WLAV, KKDJ.

BERLIN/Love Life (Geffen) 69/18 (53/19)
Adds include WNEW-FM, WDVE, WIMZ, WKQQ, WZXR, WLVO, WXKE, KWXL, KREM. Hots: 16 include WBCN, WMMS, KBCO, 91X, KNCN, KPOI. Mediums: 46 include WMMR, WXRT, KMET, KGB, KMEL, WZZO, WHCN, KLAQ, WCKN, WWCK, KKDJ, KFIV-FM.

ICICLE WORKS/Icicle Works (Arista) 64/22 (45/37)
Adds include CHOM-FM, WNEW-FM, DC101, KTXQ, KYYS, KUPD, WZZO, WIMZ, WWCT, KFMG. Hots: 5 WLIR, CHUM-FM, KNCN, CITI-FM, KTYD. Mediums: 43 include WIYY, WDVE, WXRT, WMMS, KBCO, WPYX, WTPA, WHCN, WPLR, WAQY, KLAQ, WFYV, WDIZ, WWCK, WLAV, KEZO, KWXL, KKDJ, KFIV-FM.

THOMAS DOLBY/The Flat Earth (Capitol) 64/2 (67/2)
Adds: WBAB, WKZL. Hots: 18 include WBCN, KBCO, KROQ, 91X, KOAK, WPDH, WQDR, KPOI. Mediums: 45 include WNEW-FM, WMMR, WKLS, WSHE, WLUP, WXRT, KBPI, WZZO, WAQY, WCKN, WIMZ, WZXR, WAPL, KGGO, WLAV, WIOT, KILO, KKDJ.

MI-SEX/Where Do They Go? (Epic) 63/11 (54/9)
Adds include WMMS, KLOS, WWCT, KFIV-FM. Hots: 3 CHUM-FM, KBCO, CITI-FM. Mediums: 54 include WBAB, WDVE, KTXQ, KZEW, KSRR, WQFM, KBPI, KGB, WPLR, WAQY, KLAQ, WFYV, WIMZ, WFBQ, KEZO, KMOD, KILO.

MR. MISTER/I Wear The Face (RCA) 61/16 (53/11)
Adds include WBAB, KYYS, KBPI, KUPD, WIMZ, WLAV, WWCT. Hots: 1 WOUR. Mediums: 53 include WDVE, WEBN, WMMS, WRIF, KBCO, KDKB, WCMF, WAQY, KFMG, KKDJ, KFIV-FM, KWFM.

JOE JACKSON/Body And Soul (A&M) 55/54 (0/0)
Adds include WGRQ, WRXT, WNEW-FM, DC101, WCKO, WSHE, WLUP, WMMS, KBCO, 91X, WAAL, WOUR, WKTM, KLAQ, KMJX, WTKX, WQDR, KQDS, KWFM. Hots: 9 include WLIR, WXRT, WQBK, WDHA, WPDH. Mediums: 22 include WKLS, WYNF, KFOG, KOAK, WPYX, WZZO, KNCN, WKDF, WLVO, WWCK, WWCT, KILO, KKDJ.

JASON & THE SCORCHERS/Fervor (EMI America) 54/6 (55/2)
Adds: WAAL, WYMX, WAPI, WLVO, WIBA, KFMQ. Hots: 0. Mediums: 51 include WBCN, WBAB, WYSP, WNOR, WXRT, KYYS, KBCO, KLAQ, WCKN, WIMZ, WKQQ, WDIZ, WAPL, WTUE, WLAV, KKDJ, KFIV-FM.

SANDY STEWART/Cat Dancer (Modern/Atco) 48/5 (43/6)
Adds: WSHE, WZXY, WOOS, KGGO, WYFE. Hots: 8 include WYNF, KBCO, WQBK, WPDH, WYMX, KLB, J. Mediums: 36 include WRXT, KSRR, WCKO, WMMS, WQFM, WAAL, WCCC, WDHA, WOUR, WKLC, KRIX, WKTM, WRXL, WAPL, KQDS.

RAVYNS/Ravyns (RDM/MCA) 43/13 (34/11)
Adds include KTXQ, WYNF, K97, KZOK, WZZO, WPDH, WYMX, WZXY, KISS, KQDS, KLPX. Hots: 1 WIYY. Mediums: 37 include WBAB, WHJY, CHUM-FM, WEBN, KBCO, KGB, WKLC, KLB, J, WTKX, WXKE, KMOD.

PAUL YOUNG/No Parlez (Columbia) 43/1 (40/4)
Adds: WKQQ. Hots: 19 include WBCN, WLIR, KEGL, WEBN, WMMS, KBCO, KBPI, K97, WQBK, WAPI, WOVE, WQDR, WKZL, KQDS, WXKE. Mediums: 24 include WBAB, WMMR, WLUP, KOAK, CHEZ-FM, WOUR, WKLC, WZXY, WTKX, KMBQ, KREM.

TALK TALK/It's My Life (EMI America) 36/13 (29/26)
Adds include WBCN, WBAB, WXRT, KCAL, WKTM, KLPX, KWFM. Hots: 1 include KTYD. Mediums: 26 include WLIR, WSHE, KBCO, KROQ, 91X, WQBK, WDHA, WPDH, WOVE, WZXY, WTKX, WQDR, WXKE, KICT.

SAXON/Crusader (Carrere/CBS) 33/5 (30/9)
Adds: KLB, J, WQMF, KFIV-FM, WIQB, WBYG. Hots: 4 WSKS, KSJO, KZOK, KFMG. Mediums: 24 include KTXQ, KZEW, WQFM, KGON, KRCK, KLAQ, KISS, WXP, KWXL, KILO, KZEL, KEZE, KLPX.

RATT/Out Of The Cellar (Atlantic) 29/5 (26/7)
Adds include WRIF, KZOK, WPDH, KEZE. Hots: 5 include KLOS, KRCK, KSJO, KISW. Mediums: 23 include WDVE, KTXQ, KZEW, WQFM, KBPI, KUPD, KGON, KGB.

SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 29/3 (32/6)
Adds: KCAL, KFIV-FM, KFMX. Hots: 11 include WLIR, CHOM-FM, CHUM-FM, KBCO, KROQ, 91X, KOAK. Mediums: 17 include WBCN, WRXT, Q107, WCKO, WXRT, CFOX, WLAV, KILO, KKDJ.

KING CRIMSON/Three Of A Perfect Pair (WB) 22/20 (1/1)
Adds include WRXT, WNEW-FM, KZEW, WXRT, KBCO, KROQ, KOAK. Hots: 2 WLIR, KTCL. Mediums: 7 include CHUM-FM, KFOG, WPDH, WFYV, WQDR.

STYLE COUNCIL/My Ever Changing Mood (Geffen) 20/20 (1/0)
Adds include WYSP, WXRT, KBCO, KINK, KSPN. Hots: 2 WLIR, KTCL. Mediums: 4 include WQBK, WPDH, WQDR, KTYD.

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.

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.

R&R AOR /HOT TRACKS

BREAKERS

Three Weeks	Two Weeks	Last Week	175 Reporters	Total	Hot	Medium	Total Adds
16	4	1	1 CARS/You Might Think (Elektra)	167-	139+	26-	8+
14	6	2	2 PHIL COLLINS/Against All Odds (Atlantic)	157=	131+	25-	2-
8	7	6	3 SCORPIONS/...Like A Hurricane (Mercury/Pg)	145-	103+	42-	0-
1	2	3	4 KENNY LOGGINS/Footloose (Columbia)	136-	125-	11=	0-
6	5	7	5 DWIGHT TWILLEY/Girls (EMI America)	152-	83-	69+	2=
3	3	4	6 DAN FOGELBERG/The Language Of... (Full Moon/Epic)	135-	116-	19-	0=
18	12	9	7 YES/Leave It (Atco)	137+	96+	41-	4+
10	10	8	8 VAN HALEN/I'll Wait (WB)	135+	94+	40-	2=
2	1	5	9 MANFRED MANN'S EARTH BAND/Runner (Arista)	131-	103-	28+	0=
36	21	11	10 TONY CAREY/A Fine Fine Day (MCA)	147+	47+	95-	10-
-	43	23	11 PRETENDERS/Show Me (Sire/WB)	129+	64+	62+	16-
32	24	14	12 THOMPSON TWINS/Hold Me Now (Arista)	121+	78+	41-	7-
9	11	10	13 VAN HALEN/Panama (WB)	113-	68-	45+	2+
56	30	24	14 RICK SPRINGFIELD/Love Somebody (RCA)	122+	46+	70-	13+
23	19	13	15 DAVID GILMOUR/All Lovers Are... (Columbia)	117-	45+	72-	1-
20	16	12	16 BON JOVI/Runaway (Mercury/Pg)	122-	38+	84-	1-
35	23	18	17 ALAN PARSONS PROJECT/Prime Time (Arista)	114+	41+	71=	3=
50	42	27	18 NIGHT RANGER/Sister Christian (Camel/MCA)	116+	37+	77+	13-
19	17	16	19 ROGER DALTRY/Walking In My Sleep (Atlantic)	110-	28-	81-	2+
47	44	26	20 HUEY LEWIS & THE NEWS/The Heart Of... (Chrysalis)	106+	35+	68+	12-
13	13	19	21 PRETENDERS/Time The Avenger (Sire/WB)	82-	51-	31-	2+
15	14	15	22 APRIL WINE/This Could Be The Right One (Capitol)	89-	40-	49-	0-
33	29	29	23 WANG CHUNG/Dance Hall Days (Geffen)	100+	33+	64+	6+
49	45	34	24 JOHN COUGAR.../Authority Song (Riva/Pg)	90+	28+	59+	7-
12	18	21	25 EURYTHMICS/Here Comes The Rain Again (RCA)	78-	52-	26-	1=
40	38	35	26 BILLY RANKIN/Baby Come Back (A&M)	93+	9-	82+	5-
55	46	32	27 ALAN PARSONS PROJECT/Don't Answer Me (Arista)	85+	35+	50-	2-
5	9	17	28 CHRISTINE McVIE/Got A Hold On Me (WB)	74-	51-	23+	0-
DEBUT			29 CARS/Magic (Elektra)	74+	35+	34+	60+
7	15	20	30 38 SPECIAL/Back Where You Belong (A&M)	68-	38-	30-	0=
25	22	25	31 GOLDEN EARRING/When The Lady Smiles (21/Pg)	87-	12-	75-	0-
4	8	22	32 VAN HALEN/Jump (WB)	67-	47-	20+	0=
28	26	28	33 DARYL HALL & JOHN OATES/Adult Education (RCA)	70-	41-	28-	1+
-	-	43	34 STEVIE NICKS/Violet and Blue (Atlantic)	73+	28+	40-	11-
-	-	48	35 HAGAR/SCHON/AARONSON/SHRIEVE/Top ... (Geffen)	82+	11+	61+	17-
22	25	31	36 QUEEN/Radio Ga-Ga (Capitol)	70-	36-	34-	1+
39	37	36	37 JON BUTCHER AXIS/Don't Say Goodnight (Polydor/Pg)	76-	11+	64-	0-
-	-	47	38 GO-GO's/Head Over Heels (IRS/A&M)	80+	10+	62+	15-
29	28	33	39 CHRISTINE McVIE/One In A Million (WB)	70-	21-	48-	2+
59	50	38	40 ALARM/Sixty Eight Guns (IRS/A&M)	72-	11-	61+	2-
-	-	55	41 DAVID GILMOUR/Murder (Columbia)	63+	24+	38+	10+
44	33	37	42 "WEIRD AL" YANKOVIC/Eat It (Rock & Roll/CBS)	67-	16-	47-	4-
-	-	45	43 ROMANTICS/One In A Million (Nemperor/CBS)	70+	12+	54+	6-
-	-	44	44 MISSING PERSONS/Give (Capitol)	69+	12-	53+	13+
46	52	41	45 DAN FOGELBERG/Gone Too Far (Full Moon/Epic)	57-	29=	28-	3+
58	51	49	46 QUEEN/Tear It Up (Capitol)	59+	24+	33+	6-
51	47	42	47 THOMAS DOLBY/Hyperactive (Capitol)	62-	16=	45-	2=
-	-	51	48 MODERN ENGLISH/Hands Across... (Sire/WB)	69+	6-	60+	6-
DEBUT			49 CARS/Hello Again (Elektra)	51+	27+	20+	41+
11	20	30	50 BRYAN ADAMS/Heaven (A&M)	48-	26-	22-	0-
DEBUT			51 SLADE/Run Runaway (CBS Associated)	67+	5+	46+	32+
24	27	39	52 JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)	53-	12-	41-	0-
-	-	59	53 CHEAP TRICK/Up The Creek (Pasha/CBS)	62+	2+	56+	10-
DEBUT			54 BERLIN/No More Words (Geffen)	55+	14+	36+	14+
37	32	40	55 HUEY LEWIS & THE NEWS/I Want A... (Chrysalis)	39-	25-	14-	0=
DEBUT			56 ICICLE WORKS/Whisper... (Birds...) (Arista)	64+	5+	43+	22-
DEBUT			57 MI-SEX/Castaway (Epic)	56+	2-	51+	8-
DEBUT			58 SLADE/My Oh My (CBS Associated)	49+	8+	34+	14-
31	40	46	59 GENESIS/Home By The Sea (Atlantic)	39-	17-	22-	0-
DEBUT			60 MR. MISTER/Hunters Of The Night (RCA)	59+	1=	51+	15+

BILLY RANKIN
Baby Come Back (A&M)
 53% of our reporters on it. 93/5, with adds at WLUP, WMET, CHEZ-FM, WRXL, WAPL. Moves 35-26 on the Hot Tracks chart.

JOHN COUGAR MELLENCAMP
Authority Song (Riva/PolyGram)
 51% of our reporters on it. 90/7, including adds at WMMS, WAAL, WPLR, WWWV, KLYV. Moves 34-24 on the Hot Tracks chart.

NEW & ACTIVE

JASON & SCORCHERS "Absolutely..." (EMI America) 54/6 (55/2)
 Adds: WAAL, WYMX, WAPI, WLVO, WIBQ. Hots: 0. Mediums: 51 include WBCN, WBAB, WNOR, WXRT, KYYS, KBCO, KLAQ, WIMZ, WDIZ, WTUE, WLAV, KFIV-FM, KLPX.

38 SPECIAL "One Time For Old Times" (A&M) 49/9 (38/5)
 Adds: KSRR, WMMS, KCAL, KZOK, WKDF, WRKI, WWWV, WHMD, WYER. Hots: 11 include KZEW, WYNF, WCMF, WDIZ, KATT. Mediums: 36 include WRXT, WYSP, WSKS, KRQR, KOME, KSJO, WEZX, WKZL, KFMG, KWFM.

JOE JACKSON "You Can't Get What You Want" (A&M) 47/46 (0/0)
 Adds include WLUP, WMMS, KBCO, 91X, WRKI, WWWV, WIOB, KSPN, KAWY, KOZZ. Hots: 8 WLIR, CHUM-FM, WXRT, WDHA, WPDH, WCPZ, KFME, KTCL. Mediums: 19 include WBAB, WYNF, KFOG, KQAK, WPYX, WZZO, WKDF, WLVO, WWCK, WWCT, KILO, KKDJ.

HOWARD JONES "What Is Love?" (Elektra) 44/24 (23/14)
 Adds include WOVE, KSRR, WEBN, WSKS, WYFV, WQMF, WLVO, WFBQ, KEZO, KKDJ. Hots: 7 WLIR, WXRT, WQBK, WPDH, WYMX, KSPN, KTYD. Mediums: 30 include WYSP, KYYS, WHCN, WKLC, WKDF, WLAV, KMOD.

PAUL YOUNG "Come Back & Stay" (Columbia) 43/1 (40/4)
 Adds: WKQQ. Hots: 19 include WBCN, WLIR, KEGL, WEBN, WMMS, KBCO, KBPI, KQAK, WQBK, WAPI, WOVE, WQDR, WKZL. Mediums: 24 include WBAB, WMMR, WLUP, WZZO, WOUR, WKLC, WKCN, WZXY, WTKX, KMBQ, KILO, KFIV-FM, KREM.

SANDY STEWART "Saddest Victory" (Modern/Atco) 40/5 (36/6)
 Adds: WSHE, WZXY, WOOS, KGGO, WYFE. Hots: 8 include WYNF, KBCO, WQBK, WPDH, WYMX, KLBJ, WCPZ. Mediums: 28 include WCKO, WMMS, WAQY, WDIZ, WAPL, WLVO, WLAV, KILO.

INXS "Original Sin" (Atco) 39/34 (5/2)
 Adds include WBAB, WMMR, WYSP, KTXQ, KZEW, KBCO, KRQR, WTPA, WDHA, WCMF, WAQY, WLVO, KATT, WIOT. Hots: 2 CHUM-FM, WPDH. Mediums: 19 include WXRT, KMET, KROQ, WOUR, WQDR, WRUF.

RAVYNS "Don't Leave Me This Way" (RDM/MCA) 39/11 (32/11)
 Adds: KTXQ, K97, KRCK, KZOK, WPDH, WYMX, WZXY, KISS, KQDS, KLPX. Hots: 1 WIYY. Mediums: 33 include WBAB, KGB, WTPA, WCMF, WIMZ, WLVO, KATT, WIOT, KMOD, KFMG, KILO, KWFM.

DAVID GILMOUR "Blue Light" (Columbia) 38/1 (34/5)
 Adds: WMMS. Hots: 19 include WOVE, WXRT, KYYS, KBCO, KFOG, WTPA, WLVO, WXL, KPOI. Mediums: 19 include WBAB, WLUP, WZZO, WZXR, KATT, KEZO, WWCT, KWXL.

"WEIRD AL" YANKOVIC "I Lost On Jeopardy" (Rock & Roll/CBS) 36/6 (26/9)
 Adds: WNOR, WXRT, WTKX, KATT, KPOI, KSQY. Hots: 7 include WNEW-FM, KQAK, WHCN. Mediums: 24 include WMMR, WOVE, WKLS, WYNF, KRCK, WTPA, WYFV, WZXR, KKDJ, KRSP.

TALK TALK "It's My Life" (EMI America) 35/13 (28/25)
 Adds: WBCN, WBAB, WXRT, KCAL, WKTU, KLPX, KWFM, WRUF, WBYG, WCPZ, KAWY, KFME, KZOO. Hots: 1 KTYD. Mediums: 25 include KBCO, KROQ, 91X, WPLR, WPDH, WTKX, WLVO, KILO.

JUDAS PRIEST "Rock Hard, Ride Free" (Columbia) 35/4 (32/5)
 Adds: WKLS, KBPI, KGB, KWXL. Hots: 2 WLAV, KKDJ. Mediums: 31 include WYFV, WOVE, WYNF, WLLZ, KYYS, WQFM, KLOS, KZAP, WPYX, WYFV, WKQQ, WZXR, WDIZ, WLVO, WIOT.

HAGAR, SCHON, AARONSON & SHRIEVE "Whiter Shade..." (Geffen) 33/11 (22/22)
 Adds include KEGL, WMMS, KGON, WQDR, WKZL, KEZE. Hots: 7 include KRQR, WLAV, KILO. Mediums: 21 include WBAB, WRIF, KUPD, WPLR, WEZX, WZXR, WDIZ, WAPL, WWCK, KWXL.

QUEEN "Hammer To Fall" (Capitol) 33/4 (31/1)
 Adds: WEBN, WCKN, WIOT, KAWY. Hots: 9 include WYNF, WRIF, WAAF, WAPL. Mediums: 23 include WYSP, WMET, WSKS, WLLZ, KBPI, KMET, KILO.

HAGAR, SCHON, AARONSON & SHRIEVE "Missing You" (Geffen) 32/9 (21/21)
 Adds: WNOR, KGON, KZAP, WCMF, WTKX, WQDR, KFIV-FM, KFMX, WBYG. Hots: 10 include KMEL, KNCN, WLAV, KMOD, KFMG, KILO, KEZE. Mediums: 19 include WOVE, WLLZ, KYYS, WPLR, KLAQ, WIMZ.

SCORPIONS "Big City Nights" (Mercury/PolyGram) 32/8 (24/2)
 Adds: WMET, KLOS, KOME, KXZL, KKDJ, KFMX, KSQY, KWHL. Hots: 16 include WIYY, WLLZ, KRCK, KMEL, KZOK, WTPA, WCMF, WAPL, WLAV. Mediums: 14 include KZEW, KGB, KRQR, KNCN, WQMF, WXL, KFIV-FM.

VAN HALEN "Drop Dead Legs" (WB) 32/4 (28/2)
 Adds: CHOM-FM, WYMX, WAPI, WKQQ. Hots: 16 include WIYY, KTXQ, KYYS, WTPA, WHCN, WYFV, WDIZ, WLVO, KKDJ. Mediums: 16 include KZEW, KZAP, WPYX, WZXR, WFBQ, WIOT.

"WEIRD AL" YANKOVIC "King Of Suede" (Rock & Roll/CBS) 32/3 (24/10)
 Adds: WXRT, WYER, KWHL. Hots: 5 include WNEW-FM, WHCN, KPOI. Mediums: 25 include WBAB, WOVE, KBCO, KFOG, WTPA, WPLR, WYFV, WZXR, WLVO, KKDJ.

CHRISTINE McVIE "Love Will Show Us How" (WB) 29/6 (17/6)
 Adds: WZXR, WKDF, WKZL, KWFM, WRUF, WKZL. Hots: 13 include WYNF, WWWV. Mediums: 16 include KZOK, KATT, KMOD.

FRANKE & THE KNOCKOUTS "Outrageous" (MCA) 25/14 (15/14)
 Adds include WQFM, KSHE, KRCK, KGB, KLAQ, KMOD, KWXL, KEZE. Hots: 0. Mediums: 18 include KZEW, WYNF, WDHA, WPDH, KLB, WOVE, WZXY, KISS, KFMG, KILO.

PETER GABRIEL "Walk Through The Fire" (Atlantic) 25/5 (25/8)
 Adds: CHOM-FM, WMMR, KROQ, KCAL, 91X. Hots: 14 include WYSP, WXRT, KFOG, WLAV, KZEE. Mediums: 8 include WEBN, WXKE, KLPX.

CYNDI LAUPER "Time After Time" (Portrait/CBS) 25/5 (20/6)
 Adds: WNEW-FM, WLUP, WHCN, KWXL, WWWV. Hots: 7 include WYSP, WMMS, KBCO. Mediums: 15 include WMMR, WSKS, KDKB, WTPA, WPLR.

RATT "Round And Round" (Atlantic) 24/4 (24/8)
 Adds: WRIF, WTPA, WPDH, KEZE. Hots: 3 KLOS, KISW, KLPX. Mediums: 20 include KZEW, WQFM, KBPI, KUPD, KGON, KGB, KNCN, KLAQ, KFMG, KILO, KKDJ.

CULTURE CLUB "Miss Me Blind" (Virgin/Epic) 24/3 (20/2)
 Adds: WLUP, K8PI, CHEZ-FM. Hots: 15 include WBCN, WZZO, WIMZ, KPOI. Mediums: 9 include WXRT, WCKN, WKDF, KMBQ.

HUEY LEWIS & NEWS "Walking On..." (Chrysalis) 24/0 (20/0)
 Adds: 0. Hots: 12 include KZEW, KATT, KMOD, KFIV-FM, KWFM. Mediums: 12 include KRQR, KSJO, WPLR, WKDF, WXL, WXKE, WWCT.

YES "Hold On" (Atco) 23/3 (23/1)
 Adds: KZAP, WFBQ, KEZE. Hots: 13 include WMMR, WOVE, KTXQ, WYNF, WLLZ, WHCN, WDIZ, KKDJ, KPOI. Mediums: 10 include KEZO, WIOT.

MOST ADDED

- CARS (60)
 Magic (Elektra)
- JOE JACKSON (46)
 You Can't Get What You Want (A&M)
- CARS (41)
 Hello Again (Elektra)
- INXS (34)
 Original Sin (Atco)
- SLADE (32)
 Run Runaway (CBS Associated)
- HOWARD JONES (24)
 What Is Love? (Elektra)
- ICICLE WORKS (22)
 Whisper To A Scream (Birds Fly) (Arista)

MOST HOTS

- CARS (139)
 You Might Think (Elektra)
- PHIL COLLINS (131)
 Against All Odds (Atlantic)
- KENNY LOGGINS (125)
 Footloose (Columbia)
- DAN FOGELBERG (116)
 The Language Of Love (Full Moon/Epic)
- MANFRED MANN'S EARTH BAND (103)
 Runner (Arista)
- SCORPIONS (103)
 Rock You Like A Hurricane (Mercury/Pg)

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds for this week and last; for example, 40/20 means 40 total station reports and, or 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.

Dallas/Ft. Worth
92.5 WAFM FM
 Ops Mgr: John Shomby
 Asst. PD/MD: Pete Thomson

H 2 1 KENNY LOGGINS/Footloose
 H 3 2 BRYAN ADAMS/Heaven
 H 4 3 LIONEL RICHIE/Hello
 H 5 4 CULTURE CLUB/Where You Belong
 H 6 5 DAN FOULGER/Here Comes The Rain A
 H 7 6 JOHN LENNON/Nobody Told Me
 H 8 7 MICHAEL JACKSON/Thriller
 H 9 8 HARPARD HARRY/Runner
 H 10 9 CHRISTINE MCVIE/Get A Hold On Me
 H 11 10 ROCKWELL/Somebody's Watching Me
 H 12 11 RE-FILEX/The Politics Of Dance
 H 13 12 THOMPSON TWINS/Hold Me Now
 H 14 13 EARTHQUAKE/Here Comes The Rain A
 H 15 14 CYNTHI LAUPER/Girls Just Want To Be
 H 16 15 HALL & OATES/Adult Education
 H 17 16 PHIL COLLINS/Against All Odds
 H 18 17 POINTER SISTERS/Automatic
 H 19 18 PAUL YOUNG/Com Back And Stay
 H 20 19 RICK SPRINGFIELD/Love Somebody
 H 21 20 DEBBIE WILLIAMS/Let's Hear It For The
 H 22 21 CAROLYN/You Might Think
 H 23 22 TRACY ULLMAN/They Don't Know
 H 24 23 SHANNON/Let The Music Play
 H 25 24 LIONEL RICHIE/Hello
 H 26 25 TINA TURNER/Let's Stay Together
 H 27 26 JAMES INGRAM/You're A Mean One
 H 28 27 ALAN PARSONS/Don't Answer Me
 H 29 28 GO GO'S/Read Over Heals
 H 30 29 ROMANTIC/One In A Million
 H 31 30 KODI & THE GANG/Tonight
 H 32 31 JOHN COUGAR/Authority Song
 H 33 32 BILLY JOEL/Runaway
 H 34 33 PRETENDERS/Show Me
 H 35 34 GENESIS/Illegal Alien
 H 36 35 JEFFREY OSBORNE/We're Going All The W

ON WEIRD AL YANKOVIC/Bat It
 MATTHEW WILDER/The Kid's American
 DAVID BOWIE/Rebel Yell
 DWIGHT TWILLEY/Girls
 ON/Livin' In Dependence

Tampa
93.5 WWSB
 Ops Mgr: Mason Dixon
 PD: Steve Rivers

H 2 1 KENNY LOGGINS/Footloose
 H 3 2 ROCKWELL/Somebody's Watching Me
 H 4 3 VAN HALEN/Jump
 H 5 4 CYNTHI LAUPER/Girls Just Want To Be
 H 6 5 HUEY LEWIS & NEWSB/Want A New Drug
 H 7 6 MICHAEL JACKSON/Thriller
 H 8 7 DURAN DURAN/New Moon On Monday
 H 9 8 CHRISTINE MCVIE/Get A Hold On Me
 H 10 9 CULTURE CLUB/Where You Belong
 H 11 10 WEIRD AL YANKOVIC/Bat It
 H 12 11 PHIL COLLINS/Against All Odds
 H 13 12 LIONEL RICHIE/Hello
 H 14 13 JAMES INGRAM/You're A Mean One
 H 15 14 JOHN LENNON/Nobody Told Me
 H 16 15 SHANNON/Let The Music Play
 H 17 16 RE-FILEX/The Politics Of Dance
 H 18 17 TINA TURNER/Let's Stay Together
 H 19 18 JAMES INGRAM/You're A Mean One
 H 20 19 HALL & OATES/Adult Education
 H 21 20 PHIL COLLINS/Against All Odds
 H 22 21 DWIGHT TWILLEY/Girls
 H 23 22 CHRISTINE MCVIE/Get A Hold On Me
 H 24 23 DAN FOULGER/Here Comes The Rain A
 H 25 24 THOMPSON TWINS/Hold Me Now
 H 26 25 SHANNON/Let The Music Play
 H 27 26 LIONEL RICHIE/Hello
 H 28 27 TINA TURNER/Let's Stay Together
 H 29 28 JAMES INGRAM/You're A Mean One
 H 30 29 ALAN PARSONS/Don't Answer Me
 H 31 30 ROMANTIC/One In A Million
 H 32 31 KODI & THE GANG/Tonight
 H 33 32 JOHN COUGAR/Authority Song

ADDS 28 BILLY JOEL/The Longest Time
 29 IRRE CARA/Breakdance
 30 GO GO'S/Read Over Heals

ON ROMANTIC/One In A Million
 BILLY JOEL/Rebel Yell
 KODI & THE GANG/Tonight

Minneapolis
KDWB FM 101
 PD: Dave Hamilton
 MD/Assist. PD: Mark McKay

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 BRYAN ADAMS/Heaven
 H 4 4 HUEY LEWIS & NEWSB/Want A New Drug
 H 5 5 EARTHQUAKE/Here Comes The Rain A
 H 6 6 HALL & OATES/Adult Education
 H 7 7 VAN HALEN/Jump
 H 8 8 MICHAEL JACKSON/Thriller
 H 9 9 PHIL COLLINS/Against All Odds
 H 10 10 DWIGHT TWILLEY/Girls
 H 11 11 CHRISTINE MCVIE/Get A Hold On Me
 H 12 12 PAUL YOUNG/Com Back And Stay
 H 13 13 RICK SPRINGFIELD/Love Somebody
 H 14 14 DEBBIE WILLIAMS/Let's Hear It For The
 H 15 15 CAROLYN/You Might Think
 H 16 16 TRACY ULLMAN/They Don't Know
 H 17 17 SHANNON/Let The Music Play
 H 18 18 LIONEL RICHIE/Hello
 H 19 19 TINA TURNER/Let's Stay Together
 H 20 20 JAMES INGRAM/You're A Mean One
 H 21 21 ALAN PARSONS/Don't Answer Me
 H 22 22 GO GO'S/Read Over Heals
 H 23 23 ROMANTIC/One In A Million
 H 24 24 KODI & THE GANG/Tonight
 H 25 25 JOHN COUGAR/Authority Song

ADDS 28 BILLY JOEL/The Longest Time
 29 IRRE CARA/Breakdance
 30 GO GO'S/Read Over Heals

ON ROMANTIC/One In A Million
 BILLY JOEL/Rebel Yell
 KODI & THE GANG/Tonight

Cleveland
WGOB
 PD: Bob Travis
 MD: Tom Jeffries

H 1 1 PHIL COLLINS/Against All Odds
 H 2 2 WEIRD AL YANKOVIC/Bat It
 H 3 3 KENNY LOGGINS/Footloose
 H 4 4 CULTURE CLUB/Where You Belong
 H 5 5 HALL & OATES/Adult Education
 H 6 6 DWIGHT TWILLEY/Girls
 H 7 7 THOMPSON TWINS/Hold Me Now
 H 8 8 DAN FOULGER/Here Comes The Rain A
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 MICHAEL JACKSON/Thriller
 H 11 11 HOWARD JONES/New Song
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 RICK SPRINGFIELD/Love Somebody
 H 14 14 DEBBIE WILLIAMS/Let's Hear It For The
 H 15 15 CAROLYN/You Might Think
 H 16 16 TRACY ULLMAN/They Don't Know
 H 17 17 SHANNON/Let The Music Play
 H 18 18 LIONEL RICHIE/Hello
 H 19 19 TINA TURNER/Let's Stay Together
 H 20 20 JAMES INGRAM/You're A Mean One
 H 21 21 ALAN PARSONS/Don't Answer Me
 H 22 22 GO GO'S/Read Over Heals
 H 23 23 ROMANTIC/One In A Million
 H 24 24 KODI & THE GANG/Tonight
 H 25 25 JOHN COUGAR/Authority Song

ADDS 28 BILLY JOEL/The Longest Time
 29 IRRE CARA/Breakdance
 30 GO GO'S/Read Over Heals

ON ROMANTIC/One In A Million
 BILLY JOEL/Rebel Yell
 KODI & THE GANG/Tonight

Kansas City
KBEQ
 PD: Pat McKee
 MD: Karen Barber

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 VAN HALEN/Jump
 H 3 3 CYNTHI LAUPER/Girls Just Want To Be
 H 4 4 HUEY LEWIS & NEWSB/Want A New Drug
 H 5 5 ROCKWELL/Somebody's Watching Me
 H 6 6 DWIGHT TWILLEY/Girls
 H 7 7 THOMPSON TWINS/Hold Me Now
 H 8 8 DAN FOULGER/Here Comes The Rain A
 H 9 9 HALL & OATES/Adult Education
 H 10 10 CULTURE CLUB/Where You Belong
 H 11 11 DEBBIE WILLIAMS/Let's Hear It For The
 H 12 12 LIONEL RICHIE/Hello
 H 13 13 MICHAEL JACKSON/Thriller
 H 14 14 LIONEL RICHIE/Hello
 H 15 15 RICK SPRINGFIELD/Love Somebody
 H 16 16 THOMPSON TWINS/Hold Me Now
 H 17 17 POINTER SISTERS/Automatic
 H 18 18 DAN FOULGER/Here Comes The Rain A
 H 19 19 HARPARD HARRY/Runner
 H 20 20 DAN FOULGER/Here Comes The Rain A
 H 21 21 TRACY ULLMAN/They Don't Know
 H 22 22 CYNTHI LAUPER/Girls Just Want To Be
 H 23 23 ALAN PARSONS/Don't Answer Me
 H 24 24 PRETENDERS/Show Me
 H 25 25 KODI & THE GANG/Tonight
 H 26 26 DEBBIE WILLIAMS/Let's Hear It For The
 H 27 27 CAROLYN/You Might Think
 H 28 28 JOHN COUGAR/Authority Song
 H 29 29 PAUL YOUNG/Com Back And Stay
 H 30 30 IRRE CARA/Breakdance
 H 31 31 YES/Leave It
 H 32 32 GENESIS/Illegal Alien
 H 33 33 BILLY JOEL/The Longest Time
 H 34 34 GO GO'S/Read Over Heals

ADDS 24, 25, 34

San Diego
66 XTRA
 amradio
 PD: Jim Richards
 MD: Anne Haney

H 2 1 KENNY LOGGINS/Footloose
 H 3 2 THOMPSON TWINS/Hold Me Now
 H 4 3 ROCKWELL/Somebody's Watching Me
 H 5 4 HUEY LEWIS & NEWSB/Want A New Drug
 H 6 5 EARTHQUAKE/Here Comes The Rain A
 H 7 6 HALL & OATES/Adult Education
 H 8 7 DWIGHT TWILLEY/Girls
 H 9 8 BRYAN ADAMS/Heaven
 H 10 9 MICHAEL JACKSON/Thriller
 H 11 10 PHIL COLLINS/Against All Odds
 H 12 11 DAN FOULGER/Here Comes The Rain A
 H 13 12 LIONEL RICHIE/Hello
 H 14 13 DEBBIE WILLIAMS/Let's Hear It For The
 H 15 14 CAROLYN/You Might Think
 H 16 15 RICK SPRINGFIELD/Love Somebody
 H 17 16 THOMPSON TWINS/Hold Me Now
 H 18 17 POINTER SISTERS/Automatic
 H 19 18 DAN FOULGER/Here Comes The Rain A
 H 20 19 HARPARD HARRY/Runner
 H 21 20 DAN FOULGER/Here Comes The Rain A
 H 22 21 TRACY ULLMAN/They Don't Know
 H 23 22 CYNTHI LAUPER/Girls Just Want To Be
 H 24 23 ALAN PARSONS/Don't Answer Me
 H 25 24 PRETENDERS/Show Me
 H 26 25 KODI & THE GANG/Tonight
 H 27 26 DEBBIE WILLIAMS/Let's Hear It For The
 H 28 27 CAROLYN/You Might Think
 H 29 28 JOHN COUGAR/Authority Song
 H 30 29 PAUL YOUNG/Com Back And Stay
 H 31 30 IRRE CARA/Breakdance
 H 32 31 YES/Leave It
 H 33 32 GENESIS/Illegal Alien
 H 34 33 BILLY JOEL/The Longest Time
 H 35 34 GO GO'S/Read Over Heals

ADDS 24, 25, 34

Norfolk
Z94
 Continuous Hit
 PD: Jeff Morgan

H 1 1 HENA/99 Luftballons/99 Red
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 CYNTHI LAUPER/Girls Just Want To Be
 H 4 4 HUEY LEWIS & NEWSB/Want A New Drug
 H 5 5 KENNY LOGGINS/Footloose
 H 6 6 MICHAEL JACKSON/Thriller
 H 7 7 CULTURE CLUB/Where You Belong
 H 8 8 RE-FILEX/The Politics Of Dance
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 JOHN LENNON/Nobody Told Me
 H 11 11 THOMPSON TWINS/Hold Me Now
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 DAN FOULGER/Here Comes The Rain A
 H 14 14 EARTHQUAKE/Here Comes The Rain A
 H 15 15 CULTURE CLUB/Where You Belong
 H 16 16 PHIL COLLINS/Against All Odds
 H 17 17 CHRISTINE MCVIE/Get A Hold On Me
 H 18 18 TINA TURNER/Let's Stay Together
 H 19 19 DURAN DURAN/New Moon On Monday
 H 20 20 KODI & THE GANG/Tonight
 H 21 21 THOMPSON TWINS/Hold Me Now
 H 22 22 LIONEL RICHIE/Hello
 H 23 23 JEFFREY OSBORNE/We're Going All The W
 H 24 24 LAID BACK/White Horse
 H 25 25 HALL & OATES/Adult Education
 H 26 26 DWIGHT TWILLEY/Girls
 H 27 27 HENA/99 Luftballons/99 Red
 H 28 28 PRETENDERS/Show Me
 H 29 29 BILLY JOEL/The Longest Time
 H 30 30 RICK SPRINGFIELD/Love Somebody
 H 31 31 JOHN COUGAR/Authority Song

ADDS 32, 33, 34, 35, 36, 37, 38, 39

Atlanta
94-9
 PD: Jim Morrison
 MD: Jeff McCartney

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 VAN HALEN/Jump
 H 4 4 CYNTHI LAUPER/Girls Just Want To Be
 H 5 5 HUEY LEWIS & NEWSB/Want A New Drug
 H 6 6 MICHAEL JACKSON/Thriller
 H 7 7 CULTURE CLUB/Where You Belong
 H 8 8 RE-FILEX/The Politics Of Dance
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 JOHN LENNON/Nobody Told Me
 H 11 11 THOMPSON TWINS/Hold Me Now
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 DAN FOULGER/Here Comes The Rain A
 H 14 14 EARTHQUAKE/Here Comes The Rain A
 H 15 15 CULTURE CLUB/Where You Belong
 H 16 16 PHIL COLLINS/Against All Odds
 H 17 17 CHRISTINE MCVIE/Get A Hold On Me
 H 18 18 TINA TURNER/Let's Stay Together
 H 19 19 DURAN DURAN/New Moon On Monday
 H 20 20 KODI & THE GANG/Tonight
 H 21 21 THOMPSON TWINS/Hold Me Now
 H 22 22 LIONEL RICHIE/Hello
 H 23 23 JEFFREY OSBORNE/We're Going All The W
 H 24 24 LAID BACK/White Horse
 H 25 25 HALL & OATES/Adult Education
 H 26 26 DWIGHT TWILLEY/Girls
 H 27 27 HENA/99 Luftballons/99 Red
 H 28 28 PRETENDERS/Show Me
 H 29 29 BILLY JOEL/The Longest Time
 H 30 30 RICK SPRINGFIELD/Love Somebody
 H 31 31 JOHN COUGAR/Authority Song

ADDS 32, 33, 34, 35, 36, 37, 38, 39

Chicago
B96
 PD: Buddy Scott
 MD: Dave Robbins

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 VAN HALEN/Jump
 H 4 4 CYNTHI LAUPER/Girls Just Want To Be
 H 5 5 HUEY LEWIS & NEWSB/Want A New Drug
 H 6 6 MICHAEL JACKSON/Thriller
 H 7 7 CULTURE CLUB/Where You Belong
 H 8 8 RE-FILEX/The Politics Of Dance
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 JOHN LENNON/Nobody Told Me
 H 11 11 THOMPSON TWINS/Hold Me Now
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 DAN FOULGER/Here Comes The Rain A
 H 14 14 EARTHQUAKE/Here Comes The Rain A
 H 15 15 CULTURE CLUB/Where You Belong
 H 16 16 PHIL COLLINS/Against All Odds
 H 17 17 CHRISTINE MCVIE/Get A Hold On Me
 H 18 18 TINA TURNER/Let's Stay Together
 H 19 19 DURAN DURAN/New Moon On Monday
 H 20 20 KODI & THE GANG/Tonight
 H 21 21 THOMPSON TWINS/Hold Me Now
 H 22 22 LIONEL RICHIE/Hello
 H 23 23 JEFFREY OSBORNE/We're Going All The W
 H 24 24 LAID BACK/White Horse
 H 25 25 HALL & OATES/Adult Education
 H 26 26 DWIGHT TWILLEY/Girls
 H 27 27 HENA/99 Luftballons/99 Red
 H 28 28 PRETENDERS/Show Me
 H 29 29 BILLY JOEL/The Longest Time
 H 30 30 RICK SPRINGFIELD/Love Somebody
 H 31 31 JOHN COUGAR/Authority Song

ADDS 32, 33, 34, 35, 36, 37, 38, 39

Chicago
WVON
 Ops. Mgr.: Steve Casey
 MD: Steve Perun

H 1 1 ROCKWELL/Somebody's Watching Me
 H 2 2 KENNY LOGGINS/Footloose
 H 3 3 HENA/99 Luftballons/99 Red
 H 4 4 PHIL COLLINS/Against All Odds
 H 5 5 VAN HALEN/Jump
 H 6 6 CYNTHI LAUPER/Girls Just Want To Be
 H 7 7 HUEY LEWIS & NEWSB/Want A New Drug
 H 8 8 HARPARD HARRY/Runner
 H 9 9 RE-FILEX/The Politics Of Dance
 H 10 10 MICHAEL JACKSON/Thriller
 H 11 11 CULTURE CLUB/Where You Belong
 H 12 12 DURAN DURAN/New Moon On Monday
 H 13 13 THOMPSON TWINS/Hold Me Now
 H 14 14 DAN FOULGER/Here Comes The Rain A
 H 15 15 RICK SPRINGFIELD/Love Somebody
 H 16 16 CAROLYN/You Might Think
 H 17 17 HENA/99 Luftballons/99 Red
 H 18 18 LIONEL RICHIE/Hello
 H 19 19 TINA TURNER/Let's Stay Together
 H 20 20 JAMES INGRAM/You're A Mean One
 H 21 21 ALAN PARSONS/Don't Answer Me
 H 22 22 GO GO'S/Read Over Heals
 H 23 23 ROMANTIC/One In A Million
 H 24 24 KODI & THE GANG/Tonight
 H 25 25 JOHN COUGAR/Authority Song

ADDS 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39

Denver
Q103 FM KOAQ
 PD: Jack Regan
 MD: Alan Sledge

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 CHRISTINE MCVIE/Get A Hold On Me
 H 3 3 EARTHQUAKE/Here Comes The Rain A
 H 4 4 DAN FOULGER/Here Comes The Rain A
 H 5 5 HALL & OATES/Adult Education
 H 6 6 TRACY ULLMAN/They Don't Know
 H 7 7 POINTER SISTERS/Automatic
 H 8 8 PHIL COLLINS/Against All Odds
 H 9 9 CULTURE CLUB/Where You Belong
 H 10 10 THOMPSON TWINS/Hold Me Now
 H 11 11 VAN HALEN/Jump
 H 12 12 KODI & THE GANG/Tonight
 H 13 13 LIONEL RICHIE/Hello
 H 14 14 ROCKWELL/Somebody's Watching Me
 H 15 15 38 SPECIAL/Back Where You Belong
 H 16 16 MATTHEW WILDER/The Kid's American
 H 17 17 PATTY AUDREY/Here Comes The Rain A
 H 18 18 RICK SPRINGFIELD/Love Somebody
 H 19 19 ALAN PARSONS/Don't Answer Me
 H 20 20 JOHN COUGAR/Authority Song
 H 21 21 DWIGHT TWILLEY/Girls
 H 22 22 JAMES INGRAM/You're A Mean One
 H 23 23 HENA/99 Luftballons/99 Red
 H 24 24 ALAN PARSONS/Don't Answer Me
 H 25 25 IRRE CARA/Breakdance
 H 26 26 IRRE CARA/Breakdance
 H 27 27 IRRE CARA/Breakdance
 H 28 28 IRRE CARA/Breakdance
 H 29 29 IRRE CARA/Breakdance
 H 30 30 IRRE CARA/Breakdance

ADDS 35

Sacramento
FM 102
 PD: Rick Gillette
 MD: Chris Collins

H 1 1 VAN HALEN/Jump
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 KENNY LOGGINS/Footloose
 H 4 4 DAN FOULGER/Here Comes The Rain A
 H 5 5 HUEY LEWIS & NEWSB/Want A New Drug
 H 6 6 CYNTHI LAUPER/Girls Just Want To Be
 H 7 7 MICHAEL JACKSON/Thriller
 H 8 8 CULTURE CLUB/Where You Belong
 H 9 9 PHIL COLLINS/Against All Odds
 H 10 10 EARTHQUAKE/Here Comes The Rain A
 H 11 11 LIONEL RICHIE/Hello
 H 12 12 HENA/99 Luftballons/99 Red
 H 13 13 DWIGHT TWILLEY/Girls
 H 14 14 KODI & THE GANG/Tonight
 H 15 15 POINTER SISTERS/Automatic
 H 16 16 CHRISTINE MCVIE/Get A Hold On Me
 H 17 17 HIDEKIT STRAY/No Parking On The Dan
 H 18 18 GENESIS/That's All
 H 19 19 PATTY AUDREY/Here Comes The Rain A
 H 20 20 RICK SPRINGFIELD/Love Somebody
 H 21 21 MATTHEW WILDER/The Kid's American
 H 22 22 IRRE CARA/Breakdance
 H 23 23 IRRE CARA/Breakdance
 H 24 24 IRRE CARA/Breakdance
 H 25 25 IRRE CARA/Breakdance
 H 26 26 IRRE CARA/Breakdance
 H 27 27 IRRE CARA/Breakdance
 H 28 28 IRRE CARA/Breakdance
 H 29 29 IRRE CARA/Breakdance
 H 30 30 IRRE CARA/Breakdance

ADDS 35

Atlanta
Z93
 PD: John Young
 MD: Chris Thomas

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 HUEY LEWIS & NEWSB/Want A New Drug
 H 4 4 CYNTHI LAUPER/Girls Just Want To Be
 H 5 5 HARPARD HARRY/Runner
 H 6 6 MICHAEL JACKSON/Thriller
 H 7 7 CULTURE CLUB/Where You Belong
 H 8 8 RE-FILEX/The Politics Of Dance
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 JOHN LENNON/Nobody Told Me
 H 11 11 THOMPSON TWINS/Hold Me Now
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 DAN FOULGER/Here Comes The Rain A
 H 14 14 EARTHQUAKE/Here Comes The Rain A
 H 15 15 CULTURE CLUB/Where You Belong
 H 16 16 PHIL COLLINS/Against All Odds
 H 17 17 CHRISTINE MCVIE/Get A Hold On Me
 H 18 18 TINA TURNER/Let's Stay Together
 H 19 19 DURAN DURAN/New Moon On Monday
 H 20 20 KODI & THE GANG/Tonight
 H 21 21 THOMPSON TWINS/Hold Me Now
 H 22 22 LIONEL RICHIE/Hello
 H 23 23 JEFFREY OSBORNE/We're Going All The W
 H 24 24 LAID BACK/White Horse
 H 25 25 HALL & OATES/Adult Education
 H 26 26 DWIGHT TWILLEY/Girls
 H 27 27 HENA/99 Luftballons/99 Red
 H 28 28 PRETENDERS/Show Me
 H 29 29 BILLY JOEL/The Longest Time
 H 30 30 RICK SPRINGFIELD/Love Somebody
 H 31 31 JOHN COUGAR/Authority Song

ADDS 32, 33, 34, 35, 36, 37, 38, 39

Detroit
96 WHT
 PD: Gary Berkowitz
 MD: Bob Ransom

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 VAN HALEN/Jump
 H 4 4 CYNTHI LAUPER/Girls Just Want To Be
 H 5 5 HUEY LEWIS & NEWSB/Want A New Drug
 H 6 6 MICHAEL JACKSON/Thriller
 H 7 7 CULTURE CLUB/Where You Belong
 H 8 8 RE-FILEX/The Politics Of Dance
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 JOHN LENNON/Nobody Told Me
 H 11 11 THOMPSON TWINS/Hold Me Now
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 DAN FOULGER/Here Comes The Rain A
 H 14 14 EARTHQUAKE/Here Comes The Rain A
 H 15 15 CULTURE CLUB/Where You Belong
 H 16 16 PHIL COLLINS/Against All Odds
 H 17 17 CHRISTINE MCVIE/Get A Hold On Me
 H 18 18 TINA TURNER/Let's Stay Together
 H 19 19 DURAN DURAN/New Moon On Monday
 H 20 20 KODI & THE GANG/Tonight
 H 21 21 THOMPSON TWINS/Hold Me Now
 H 22 22 LIONEL RICHIE/Hello
 H 23 23 JEFFREY OSBORNE/We're Going All The W
 H 24 24 LAID BACK/White Horse
 H 25 25 HALL & OATES/Adult Education
 H 26 26 DWIGHT TWILLEY/Girls
 H 27 27 HENA/99 Luftballons/99 Red
 H 28 28 PRETENDERS/Show Me
 H 29 29 BILLY JOEL/The Longest Time
 H 30 30 RICK SPRINGFIELD/Love Somebody
 H 31 31 JOHN COUGAR/Authority Song

ADDS 32, 33, 34, 35, 36, 37, 38, 39

Minneapolis
WJOL 99 FM
 PD: Tac Hammer
 Asst. PD/MD: Gregg Swedberg

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 VAN HALEN/Jump
 H 4 4 CYNTHI LAUPER/Girls Just Want To Be
 H 5 5 HUEY LEWIS & NEWSB/Want A New Drug
 H 6 6 MICHAEL JACKSON/Thriller
 H 7 7 CULTURE CLUB/Where You Belong
 H 8 8 RE-FILEX/The Politics Of Dance
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 JOHN LENNON/Nobody Told Me
 H 11 11 THOMPSON TWINS/Hold Me Now
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 DAN FOULGER/Here Comes The Rain A
 H 14 14 EARTHQUAKE/Here Comes The Rain A
 H 15 15 CULTURE CLUB/Where You Belong
 H 16 16 PHIL COLLINS/Against All Odds
 H 17 17 CHRISTINE MCVIE/Get A Hold On Me
 H 18 18 TINA TURNER/Let's Stay Together
 H 19 19 DURAN DURAN/New Moon On Monday
 H 20 20 KODI & THE GANG/Tonight
 H 21 21 THOMPSON TWINS/Hold Me Now
 H 22 22 LIONEL RICHIE/Hello
 H 23 23 JEFFREY OSBORNE/We're Going All The W
 H 24 24 LAID BACK/White Horse
 H 25 25 HALL & OATES/Adult Education
 H 26 26 DWIGHT TWILLEY/Girls
 H 27 27 HENA/99 Luftballons/99 Red
 H 28 28 PRETENDERS/Show Me
 H 29 29 BILLY JOEL/The Longest Time
 H 30 30 RICK SPRINGFIELD/Love Somebody
 H 31 31 JOHN COUGAR/Authority Song

ADDS 32, 33, 34, 35, 36, 37, 38, 39

Detroit
95.5 COZY FM
 PD: Lee Douglas
 MD: Gary King

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 VAN HALEN/Jump
 H 4 4 CYNTHI LAUPER/Girls Just Want To Be
 H 5 5 HUEY LEWIS & NEWSB/Want A New Drug
 H 6 6 MICHAEL JACKSON/Thriller
 H 7 7 CULTURE CLUB/Where You Belong
 H 8 8 RE-FILEX/The Politics Of Dance
 H 9 9 HUEY LEWIS & NEWSB/Want A New Drug
 H 10 10 JOHN LENNON/Nobody Told Me
 H 11 11 THOMPSON TWINS/Hold Me Now
 H 12 12 POINTER SISTERS/Automatic
 H 13 13 DAN FOULGER/Here Comes The Rain A
 H 14 14 EARTHQUAKE/Here Comes The Rain A
 H 15 15 CULTURE CLUB/Where You Belong
 H 16 16 PHIL COLLINS/Against All Odds
 H 17 17 CHRISTINE MCVIE/Get A Hold On Me
 H 18 18 TINA TURNER/Let's Stay Together
 H 19 19 DURAN DURAN/New Moon On Monday
 H 20 20 KODI & THE GANG/Tonight
 H 21 21 THOMPSON TWINS/Hold Me Now
 H 22 22 LIONEL RICHIE/Hello
 H 23 23 JEFFREY OSBORNE/We're Going All The W
 H 24 24 LAID BACK/White Horse
 H 25 25 HALL & OATES/Adult Education
 H 26 26 DWIGHT TWILLEY/Girls
 H 27 27 HENA/99 Luftballons/99 Red
 H 28 28 PRETENDERS/Show Me
 H 29 29 BILLY JOEL/The Longest Time
 H 30 30 RICK SPRINGFIELD/Love Somebody
 H 31 31 JOHN COUGAR/Authority Song

ADDS 32, 33, 34, 35, 36, 37, 38, 39

Tacoma/Seattle
KNBS
 PD: Sean Lynch

H 1 1 KENNY LOGGINS/Footloose
 H 2 2 ROCKWELL/Somebody's Watching Me
 H 3 3 EARTHQUAKE/Here Comes The Rain A
 H 4 4 HUEY LEWIS & NEWSB/Want A New Drug
 H 5 5 MICHAEL JACKSON/Thriller
 H 6 6 DWIGHT TWILLEY/Girls
 H 7 7 THOMPSON TWINS/Hold Me Now
 H 8 8 DAN FOULGER/Here Comes The Rain A
 H 9 9 HALL & OATES/Adult Education
 H 10 10 CULTURE CLUB/Where You Belong
 H 11 11 DEBBIE WILLIAMS/Let's Hear It For The
 H 12 12 LIONEL RICHIE/Hello
 H 13 13 MICHAEL JACKSON/Thriller
 H 14 14 LIONEL RICHIE/Hello
 H 15 15 RICK SPRINGFIELD/Love Somebody
 H 16 16 THOMPSON TWINS/Hold Me Now
 H 17 17 POINTER SISTERS/Automatic
 H 18 18 DAN FOULGER/Here Comes The Rain A
 H 19 19 HARPARD HARRY/Runner
 H 20 20 DAN FOULGER/Here Comes The Rain A
 H 21 21 TRACY ULLMAN/They Don't Know
 H 22 22 CYNTHI LAUPER/Girls Just Want To Be
 H 23 23 ALAN PARSONS/Don't Answer Me
 H 24 24 PRETENDERS/Show Me
 H 25 25 KODI & THE GANG/Tonight
 H 26 26 DEBBIE WILLIAMS/Let's Hear It For The
 H 27 27 CAROLYN/You Might Think
 H 28 28 JOHN COUGAR/Authority Song
 H 29 29 PAUL YOUNG/Com Back And Stay
 H 30 30 IRRE CARA/Breakdance
 H 31 31 YES/Leave It
 H 32 32 GENESIS/Illegal Alien
 H 33 33 BILLY JOEL/The Longest Time
 H 34 34 GO GO'S/Read Over Heals

ADDS 35

Los



NIK KERSHAW FACT SHEET

SINGLE: "WOULDN'T IT BE GOOD"
-Three weeks at #4
MUSIC WEEK.
"WOULDN'T IT BE GOOD"
-CERTIFIED SILVER
IN THE U.K.

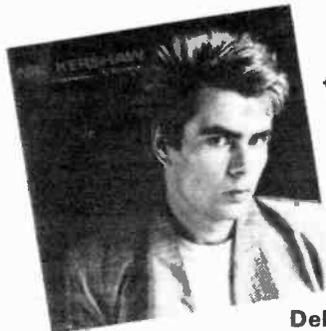
ALBUM: "HUMAN RACING"
-entered MUSIC WEEK
chart at 10.
"HUMAN RACING"
-CERTIFIED SILVER
IN THE U.K.

NIK starts a major
Headlining tour
in the U.K. March
24th

DESTINATION: USA!

NIK KERSHAW his debut U.S. single "WOULDN'T IT BE GOOD"

(MCA-53271)



from the forth
coming album
HUMAN RACING
(MCA-39020)

MCA RECORDS

Delivering The Music Of The 80's

WEST

Continued from Page 77

610 KFRG

San Francisco

PD: Gerry Cagle

MD: Lanette Abraham

- 2 1 KENNY LOGGINS/Footloose
 - 3 2 RYTHMICKS/Here Comes The Rain A
 - 4 3 ROCKWELL/Somebody's Watching M
 - 5 4 VAN HALEN/Jump
 - 6 5 BURTNYMICKS/Here Comes The Rain A
 - 7 6 THOMPSON TWINS/Hold Me Now
 - 8 7 WEIRD AL YANKOVIC/Eat It
 - 9 8 CYNDI LAUPER/Girls Just Want To Be
 - 10 9 DAN FOGELBERG/The Language Of Love
 - 11 10 BILLY IDOL/Rebel Yell
 - 12 11 NENA/99 Luftballons/99 Red
 - 13 12 HALL & OATES/Adult Education
 - 14 13 RE-FLEX/The Politics Of Danci
 - 15 14 CHRISTINE MCVIE/Got A Hold On Me
 - 16 15 MICHAEL JACKSON/Thriller
 - 17 16 POINTER SISTERS/Automatic
 - 18 17 CULTURE CLUB/Miss Me Blind
 - 19 18 LIONEL RICHIE/Hello
 - 20 19 UB40/Red Red Wine
 - 21 20 JOHN LENNON/Nobody Told Me
 - 22 21 DURAN DURAN/New Moon On Monday
 - 23 22 HOWARD JONES/New Song
 - 24 23 DAZZ BAND/Joystick
 - 25 24 SHANNON/Let The Music Play
 - 26 25 ONY/Livin' In Desperate
 - 27 26 PHIL COLLINS/Against All Odds
 - 28 27 TINA TURNER/Let's Stay Together
 - 29 28 KOOL & THE GANG/Tonight
 - 30 29 PAUL YOUNG/Come Back And Stay
 - 31 30 DWIGHT TWILLEY/Girls
 - 32 31 MATTHEW WILDER/The Kid's American
 - 33 32 TRACEY ULLMAN/They Don't Know
 - 34 33 RICK SPRINGFIELD/Love Somebody
 - 35 34 BONNIE TYLER/Holding Out For A Her
 - 36 35 GENESIS/Illegal Alien
 - 37 36 ALAN PARSONS/Don't Answer Me
 - 38 37 PRETENDERS/Show Me
 - 39 38 CARS/You Might Think
 - 40 39 YES/Leave It
 - 41 40 MADONNA/Borderline
- ADDS
22. 40
DENZEL/Love Me In A Special
MATTHEW WILDER/The Kid's American
BILLY JOEL/The Longest Time
IGLESIAS & NELSON/To All The Girls I've
- ON
EDDIE MONEY/Club Michelle

KWOD 105

Sacramento's Best Hit Music Sacramento

PD: Tom Chase

MD: Mr. Ed

- 5 1 KENNY LOGGINS/Footloose
 - 2 2 CYNDI LAUPER/Girls Just Want To Be
 - 3 3 HUEY LEWIS & NEWS/I Want A New Drug
 - 4 4 ROCKWELL/Somebody's Watching M
 - 5 5 CHRISTINE MCVIE/Got A Hold On Me
 - 6 6 BURTNYMICKS/Here Comes The Rain A
 - 7 7 WEIRD AL YANKOVIC/Eat It
 - 8 8 HALL & OATES/Adult Education
 - 9 9 VAN HALEN/Jump
 - 10 10 POINTER SISTERS/Automatic
 - 11 11 DAN FOGELBERG/The Language Of Love
 - 12 12 DAN FOGELBERG/The Language Of Love
 - 13 13 THOMPSON TWINS/Hold Me Now
 - 14 14 MICHAEL JACKSON/Thriller
 - 15 15 DURAN DURAN/New Moon On Monday
 - 16 16 LIONEL RICHIE/Hello
 - 17 17 38 SPECIAL/Back Where You Belong
 - 18 18 WEIRD AL YANKOVIC/Eat It
 - 19 19 TRACEY ULLMAN/They Don't Know
 - 20 20 MANFRED MANN/Runner
 - 21 21 YES/Leave It
 - 22 22 ADAM ANT/Strip
 - 23 23 POLICE/Wrapped Around Your F
 - 24 24 CARS/You Might Think
 - 25 25 RICK SPRINGFIELD/Love Somebody
 - 26 26 SHANNON/Let The Music Play
 - 27 27 GO GO'S/Head Over Heels
 - 28 28 BILLY IDOL/Rebel Yell
 - 29 29 DWIGHT TWILLEY/Girls
 - 30 30 BONNIE TYLER/Holding Out For A Her
- ADDS
QUEEN/Radio Ga Ga
GENESIS/Illegal Alien
IRENE CARA/Breakdance
- ON
HOWARD JONES/New Song
ALAN PARSONS/Don't Answer Me
JOHN COUGAR/Authority Song
UB40/Red Red Wine
WANG CHUNG/Don't Let Go

Hot Hits in 105 KITS

San Francisco

- 2 1 VAN HALEN/Jump
 - 3 2 NENA/99 Luftballons/99 Red
 - 4 3 CYNDI LAUPER/Girls Just Want To Be
 - 5 4 ROCKWELL/Somebody's Watching M
 - 6 5 MICHAEL JACKSON/Thriller
 - 7 6 KENNY LOGGINS/Footloose
 - 8 7 BURTNYMICKS/Here Comes The Rain A
 - 9 8 WEIRD AL YANKOVIC/Eat It
 - 10 9 HUEY LEWIS & NEWS/I Want A New Drug
 - 11 10 DURAN DURAN/New Moon On Monday
 - 12 11 THOMPSON TWINS/Hold Me Now
 - 13 12 CULTURE CLUB/Miss Me Blind
 - 14 13 CULTURE CLUB/Karma Chameleon
 - 15 14 SHANNON/Let The Music Play
 - 16 15 POLICE/Wrapped Around Your F
 - 17 16 BILLY IDOL/Rebel Yell
 - 18 17 DAZZ BAND/Joystick
 - 19 18 RE-FLEX/The Politics Of Danci
 - 20 19 TINA TURNER/Let's Stay Together
 - 21 20 KOOL & THE GANG/Joesanne
 - 22 21 POINTER SISTERS/Automatic
 - 23 22 ROMANTICS/Talking In Your Sleep
 - 24 23 PRETENDERS/Middle Of The Road
 - 25 24 LIONEL RICHIE/Hello
 - 26 25 CHRISTINE MCVIE/Got A Hold On Me
 - 27 26 LAID BACK/White Horse
 - 28 27 JOHN LENNON/Nobody Told Me
 - 29 28 PHIL COLLINS/Against All Odds
 - 30 29 QUEEN/Radio Ga Ga
 - 31 30 MATTHEW WILDER/Break My Stride
- ADDS
DWIGHT TWILLEY/Girls
SHALAMAR/Dancing In The Sheets
DAVID BOWIE/Without You
BON JOVI/Runaway
YES/Leave It
ROMANTICS/On In A Million
TONY CAREY/A Fine Fine Day
MADONNA/Borderline
WANG CHUNG/Don't Let Go
- ON
UB40/Red Red Wine
KC/Give It Up
RICK SPRINGFIELD/Love Somebody
LIONEL RICHIE/Running With The Nigh
THOMAS DOLBY/Hyperactive
YES/Leave It
HALL & OATES/Adult Education
YES/Owner Of A Lonely Hea
JAMES INGRAM/Tah No B There
PAUL YOUNG/Come Back And Stay
ADAM ANT/Strip
JEFFREY OSBORNE/We're Going All The W
IGLESIAS & NELSON/To All The Girls I've
38 SPECIAL/Back Where You Belong
MANFRED MANN/Runner
TRACEY ULLMAN/They Don't Know
WANG CHUNG/Don't Let Go
KOOL & THE GANG/Tonight
ALAN PARSONS/Don't Answer Me

KS 103 FM

San Diego

PD: Dave Parks

MD: Mike Preston

- 4 1 KENNY LOGGINS/Footloose
 - 5 2 ROCKWELL/Somebody's Watching M
 - 6 3 HUEY LEWIS & NEWS/I Want A New Drug
 - 7 4 VAN HALEN/Jump
 - 8 5 BURTNYMICKS/Here Comes The Rain A
 - 9 6 THOMPSON TWINS/Hold Me Now
 - 10 7 WEIRD AL YANKOVIC/Eat It
 - 11 8 CYNDI LAUPER/Girls Just Want To Be
 - 12 9 DAN FOGELBERG/The Language Of Love
 - 13 10 BILLY IDOL/Rebel Yell
 - 14 11 NENA/99 Luftballons/99 Red
 - 15 12 HALL & OATES/Adult Education
 - 16 13 RE-FLEX/The Politics Of Danci
 - 17 14 CHRISTINE MCVIE/Got A Hold On Me
 - 18 15 MICHAEL JACKSON/Thriller
 - 19 16 POINTER SISTERS/Automatic
 - 20 17 CULTURE CLUB/Miss Me Blind
 - 21 18 LIONEL RICHIE/Hello
 - 22 19 UB40/Red Red Wine
 - 23 20 JOHN LENNON/Nobody Told Me
 - 24 21 DURAN DURAN/New Moon On Monday
 - 25 22 HOWARD JONES/New Song
 - 26 23 DAZZ BAND/Joystick
 - 27 24 SHANNON/Let The Music Play
 - 28 25 ONY/Livin' In Desperate
 - 29 26 PHIL COLLINS/Against All Odds
 - 30 27 TINA TURNER/Let's Stay Together
 - 31 28 KOOL & THE GANG/Tonight
 - 32 29 PAUL YOUNG/Come Back And Stay
 - 33 30 DWIGHT TWILLEY/Girls
 - 34 31 MATTHEW WILDER/The Kid's American
 - 35 32 TRACEY ULLMAN/They Don't Know
 - 36 33 RICK SPRINGFIELD/Love Somebody
 - 37 34 BONNIE TYLER/Holding Out For A Her
 - 38 35 GENESIS/Illegal Alien
 - 39 36 ALAN PARSONS/Don't Answer Me
 - 40 37 PRETENDERS/Show Me
 - 41 38 CARS/You Might Think
 - 42 39 YES/Leave It
 - 43 40 MADONNA/Borderline
- ADDS
LAID BACK/White Horse
SHALAMAR/Dancing In The Sheets
- ON
IRENE CARA/Breakdance
TONY CAREY/A Fine Fine Day
GO GO'S/Head Over Heels
BERLIN/No More Words

KWSS 94.5 FM

San Jose

PD: Dave Van Stone

MD: Robin Kippis

- 1 1 VAN HALEN/Jump
 - 2 2 KENNY LOGGINS/Footloose
 - 3 3 CHRISTINE MCVIE/Got A Hold On Me
 - 4 4 BURTNYMICKS/Here Comes The Rain A
 - 5 5 HALL & OATES/Adult Education
 - 6 6 JOHN LENNON/Nobody Told Me
 - 7 7 PHIL COLLINS/Against All Odds
 - 8 8 ROCKWELL/Somebody's Watching M
 - 9 9 THOMPSON TWINS/Hold Me Now
 - 10 10 CULTURE CLUB/Miss Me Blind
 - 11 11 NENA/99 Luftballons/99 Red
 - 12 12 DAN FOGELBERG/The Language Of Love
 - 13 13 POLICE/Wrapped Around Your F
 - 14 14 DURAN DURAN/New Moon On Monday
 - 15 15 38 SPECIAL/Back Where You Belong
 - 16 16 POINTER SISTERS/Automatic
 - 17 17 LIONEL RICHIE/Hello
 - 18 18 ONY/Livin' In Desperate
 - 19 19 DWIGHT TWILLEY/Girls
 - 20 20 RICK SPRINGFIELD/Love Somebody
 - 21 21 MANFRED MANN/Runner
 - 22 22 HOWARD JONES/New Song
 - 23 23 CARS/You Might Think
 - 24 24 ADAM ANT/Strip
 - 25 25 NENA/99 Luftballons/99 Red
 - 26 26 GENESIS/Illegal Alien
 - 27 27 UB40/Red Red Wine
 - 28 28 CYNDI LAUPER/Girls Just Want To Be
 - 29 29 YES/Leave It
 - 30 30 MICHAEL JACKSON/Thriller
- ADDS
NIGHT RANGER/Sister Christian
GO GO'S/Head Over Heels
ALAN PARSONS/Don't Answer Me
MR. MISTER/Hunters Of The Night
- ON
JOHN COUGAR/Authority Song
KC/Give It Up
PAUL YOUNG/Come Back And Stay
QUEEN/Radio Ga Ga
WEIRD AL YANKOVIC/Eat It
BERLIN/No More Words
TONY CAREY/A Fine Fine Day

Magic 107 FM

Denver

PD: Doug Erikson

MD: Gloria Avila

- 1 1 VAN HALEN/Jump
 - 2 2 KENNY LOGGINS/Footloose
 - 3 3 ROCKWELL/Somebody's Watching M
 - 4 4 BURTNYMICKS/Here Comes The Rain A
 - 5 5 HUEY LEWIS & NEWS/I Want A New Drug
 - 6 6 CYNDI LAUPER/Girls Just Want To Be
 - 7 7 HUEY LEWIS & NEWS/I Want A New Drug
 - 8 8 PHIL COLLINS/Against All Odds
 - 9 9 CULTURE CLUB/Miss Me Blind
 - 10 10 DAN FOGELBERG/The Language Of Love
 - 11 11 THOMPSON TWINS/Hold Me Now
 - 12 12 CHRISTINE MCVIE/Got A Hold On Me
 - 13 13 POINTER SISTERS/Automatic
 - 14 14 LIONEL RICHIE/Hello
 - 15 15 KC/Give It Up
 - 16 16 NENA/99 Luftballons/99 Red
 - 17 17 MICHAEL JACKSON/Thriller
 - 18 18 TRACEY ULLMAN/They Don't Know
 - 19 19 RICK SPRINGFIELD/Love Somebody
 - 20 20 WEIRD AL YANKOVIC/Eat It
 - 21 21 CULTURE CLUB/Karma Chameleon
 - 22 22 JOHN LENNON/Nobody Told Me
 - 23 23 ALAN PARSONS/Don't Answer Me
 - 24 24 CARS/You Might Think
 - 25 25 POLICE/Wrapped Around Your F
 - 26 26 YES/Owner Of A Lonely Hea
 - 27 27 HOWARD JONES/New Song
 - 28 28 BONNIE TYLER/Holding Out For A Her
 - 29 29 YES/Leave It
 - 30 30 PAUL YOUNG/Come Back And Stay
 - 31 31 KOOL & THE GANG/Joesanne
 - 32 32 BILLY JOEL/The Longest Time
 - 33 33 KOOL & THE GANG/Tonight
 - 34 34 QUEEN/Radio Ga Ga
 - 35 35 38 SPECIAL/Back Where You Belong
 - 36 36 TONY CAREY/A Fine Fine Day
 - 37 37 MATTHEW WILDER/The Kid's American
 - 38 38 JOHN COUGAR/Authority Song
 - 39 39 PRETENDERS/Show Me
 - 40 40 GO GO'S/Head Over Heels
- ADDS
40
BERLIN/No More Words
IRENE CARA/Breakdance
IGLESIAS & NELSON/To All The Girls I've
TALK TALK/It's My Life
- ON
NIGHT RANGER/Sister Christian
BON JOVI/Runaway

KOPA

FM 100.7 • AM 1440

Phoenix

PD: Reggie Blackwell

MD: Art Morales

- 1 1 VAN HALEN/Jump
 - 2 2 SHANNON/Let The Music Play
 - 3 3 HUEY LEWIS & NEWS/I Want A New Drug
 - 4 4 ROCKWELL/Somebody's Watching M
 - 5 5 KENNY LOGGINS/Footloose
 - 6 6 CYNDI LAUPER/Girls Just Want To Be
 - 7 7 POLICE/Wrapped Around Your F
 - 8 8 NENA/99 Luftballons/99 Red
 - 9 9 BURTNYMICKS/Here Comes The Rain A
 - 10 10 CHRISTINE MCVIE/Got A Hold On Me
 - 11 11 POINTER SISTERS/Automatic
 - 12 12 DURAN DURAN/New Moon On Monday
 - 13 13 LIONEL RICHIE/Running With The Nigh
 - 14 14 DAN FOGELBERG/The Language Of Love
 - 15 15 HALL & OATES/Adult Education
 - 16 16 THOMPSON TWINS/Hold Me Now
 - 17 17 JAMES INGRAM/Tah No B There
 - 18 18 TINA TURNER/Let's Stay Together
 - 19 19 KC/Give It Up
 - 20 20 ONY/Livin' In Desperate
 - 21 21 CULTURE CLUB/Miss Me Blind
 - 22 22 KENNY ROGERS/This Woman
 - 23 23 MANFRED MANN/Runner
 - 24 24 HOWARD JONES/New Song
 - 25 25 LIONEL RICHIE/Hello
 - 26 26 PHIL COLLINS/Against All Odds
 - 27 27 RICK SPRINGFIELD/Love Somebody
 - 28 28 MICHAEL JACKSON/Thriller
 - 29 29 KOOL & THE GANG/Tonight
 - 30 30 YES/Leave It
- ADDS
BERLIN/No More Words
38 SPECIAL/Back Where You Belong
DWIGHT TWILLEY/Girls
ALAN PARSONS/Don't Answer Me
BILLY JOEL/The Longest Time
- ON
WEIRD AL YANKOVIC/Eat It
QUEEN/Radio Ga Ga
PAUL YOUNG/Come Back And Stay

KPKE

Denver

PD: Tim Fox

Asst. PD: Mark Bolke

- 1 1 KENNY LOGGINS/Footloose
 - 2 2 ROCKWELL/Somebody's Watching M
 - 3 3 CHRISTINE MCVIE/Got A Hold On Me
 - 4 4 DAN FOGELBERG/The Language Of Love
 - 5 5 CYNDI LAUPER/Girls Just Want To Be
 - 6 6 BRYAN ADAMS/Heaven
 - 7 7 HALL & OATES/Adult Education
 - 8 8 VAN HALEN/Jump
 - 9 9 LIONEL RICHIE/Hello
 - 10 10 POINTER SISTERS/Automatic
 - 11 11 38 SPECIAL/Back Where You Belong
 - 12 12 HUEY LEWIS & NEWS/I Want A New Drug
 - 13 13 NENA/99 Luftballons/99 Red
 - 14 14 PHIL COLLINS/Against All Odds
 - 15 15 POLICE/Wrapped Around Your F
 - 16 16 HOWARD JONES/New Song
 - 17 17 RICK SPRINGFIELD/Love Somebody
 - 18 18 KC/Give It Up
 - 19 19 SHANNON/Let The Music Play
 - 20 20 ALAN PARSONS/Don't Answer Me
 - 21 21 DENICCE WILLIAMS/Let's Hear It For The
 - 22 22 LIONEL RICHIE/Running With The Nigh
 - 23 23 REAL LIFE/Save Me An Angel
 - 24 24 DON PELLER/Red Girl
 - 25 25 KENNY LOGGINS/I'm Free/Heaven Help
 - 26 26 MANFRED MANN/Runner
 - 27 27 DWIGHT TWILLEY/Girls
 - 28 28 CARS/You Might Think
 - 29 29 SCORPIONS/Rock You Like A Hurri
 - 30 30 THOMPSON TWINS/Hold Me Now
- ADDS
30
BON JOVI/Runaway
BERLIN/No More Words
- ON
THOMAS DOLBY/Hyperactive
GENESIS/Illegal Alien
YES/Leave It
VAN HALEN/I'll Wait

Magic 107 FM

Portland

PD: Jon Barry

MD: Steve Naganuma

- 1 1 KENNY LOGGINS/Footloose
 - 2 2 ROCKWELL/Somebody's Watching M
 - 3 3 BURTNYMICKS/Here Comes The Rain A
 - 4 4 VAN HALEN/Jump
 - 5 5 HUEY LEWIS & NEWS/I Want A New Drug
 - 6 6 HALL & OATES/Adult Education
 - 7 7 PHIL COLLINS/Against All Odds
 - 8 8 CHRISTINE MCVIE/Got A Hold On Me
 - 9 9 CULTURE CLUB/Miss Me Blind
 - 10 10 DAN FOGELBERG/The Language Of Love
 - 11 11 THOMPSON TWINS/Hold Me Now
 - 12 12 THOMPSON TWINS/Hold Me Now
 - 13 13 CYNDI LAUPER/Girls Just Want To Be
 - 14 14 38 SPECIAL/Back Where You Belong
 - 15 15 LIONEL RICHIE/Hello
 - 16 16 PAUL YOUNG/Come Back And Stay
 - 17 17 DURAN DURAN/New Moon On Monday
 - 18 18 KC/Give It Up
 - 19 19 MANFRED MANN/Runner
 - 20 20 DWIGHT TWILLEY/Girls
 - 21 21 QUEEN/Radio Ga Ga
 - 22 22 RE-FLEX/The Politics Of Danci
 - 23 23 RICK SPRINGFIELD/Love Somebody
 - 24 24 HOWARD JONES/New Song
 - 25 25 ONY/Livin' In Desperate
 - 26 26 KOOL & THE GANG/Tonight
 - 27 27 TRACEY ULLMAN/They Don't Know
 - 28 28 YES/Leave It
 - 29 29 NENA/99 Luftballons/99 Red
 - 30 30 MATTHEW WILDER/The Kid's American
 - 31 31 CARS/You Might Think
 - 32 32 SPANDAU BALLET/Communication
 - 33 33 JOHN COUGAR/Authority Song
 - 34 34 GO GO'S/Head Over Heels
 - 35 35 MADONNA/Borderline
 - 36 36 UB40/Red Red Wine
 - 37 37 POLICE/Wrapped Around Your F
 - 38 38 ALAN PARSONS/Don't Answer Me
 - 39 39 TONY CAREY/A Fine Fine Day
 - 40 40 PRETENDERS/Show Me
- ADDS
NONE
- ON
BERLIN/No More Words
BILLY JOEL/The Longest Time
IRENE CARA/Breakdance
ROMANTICS/On In A Million
GENESIS/Illegal Alien

EAST
Most Added® Hottest
Billy Joel
Irene Cara
Talk Talk

Kenny Loggins
Phil Collins
Lionel Richie
Culture Club

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added® Hottest
Billy Joel
Irene Cara
Talk Talk

Kenny Loggins
Phil Collins
Lionel Richie

EAST
PARALLEL TWO

WFLY/Albany, NY

Jack Lawrence
JEFFREY OSBORNE
NIGHT RANGER
WEIRD AL YANKOVIC
SHANNON
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 2-2
POINTERS SISTERS 9-7
HALL & OATES 11-8
PHIL COLLINS 13-9

Q100/Allentown, PA
Dillon/Freeman
TALK TALK
ALAN PARSONS
MATTHEW WILDER
SCORPIONS (dp)
TONY CAREY
JOHN COUGAR
BILLY JOEL
BERLIN
Hottest:
KENNY LOGGINS 1-1
VAN HALEN 2-2
ROCKWELL 5-3
WEIRD AL YANKOVIC 18-14
PHIL COLLINS 26-20

WMAE/Baltimore, MD

Wimmer/Payne
JOHN COUGAR
IRENE CARA
PRETENDERS
BERLIN
IGLESIAS & NELSON (dp)
DEBARGE
Hottest:
ROCKWELL 2-2
LIONEL RICHIE 19-9
THOMPSON TWINS 13-11
PHIL COLLINS 25-14
WEIRD AL YANKOVIC 30-15

WVYS/Buffalo, NY
Bill Tod
TONY CAREY
JOHN LENNON
NIGHT RANGER
FRANKE/KNOCKOUTS
Hottest:
EURYTHMICS 3-2
POINTERS SISTERS 6-3
PHIL COLLINS 10-6
WEIRD AL YANKOVIC 13-7
THOMPSON TWINS 17-16

WVSR/Charleston, WV

Bailey/Larson
DAVID GILMOUR
PAT WILSON
MODERN ENGLISH
JOHN LENNON
SHANNON
SCORPIONS (dp)
KIDD GLOVE
SHARIN' STEVENS
Hottest:
KENNY LOGGINS 5-1
HALL & OATES 13-6
PHIL COLLINS 17-11
LIONEL RICHIE 25-15
THOMPSON TWINS 26-19

K104/Ena, PA

BRI Shannon
ROMANTICS
IGLESIAS & NELSON
REAL LIFE
SANDY STEWART
Hottest:
VAN HALEN 1-1
KENNY LOGGINS 4-2
BONNIE TYLER 6-3
RENO & WILSON 10-6
CYNDI LAUPER 20-10

WVCR/Henover-York, PA
Mark Richards
ROMANTICS
MADONNA
IRENE CARA
ROGER DALTRY
JOHN LENNON
SCORPIONS (dp)
CHAD STUART & JER (dp)
Hottest:
KENNY LOGGINS 3-1
HALL & OATES 11-4
CULTURE CLUB 20-10
THOMPSON TWINS 19-15
PHIL COLLINS 33-25

WVIC-FM/Hartford, CT

Mike West
LAID BACK
JEFFREY OSBORNE
SHANNON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 6-2
CULTURE CLUB 12-8
LIONEL RICHIE 14-10
MADONNA 29-21

WKEE/HUNTINGTON

GARY MILLER
BILLY JOEL
REAL LIFE (dp)
GENESIS
TALK TALK (dp)
DEBARGE (dp)
SPANDAU BALLET
Hottest:
ROCKWELL 2-1
KENNY LOGGINS 3-2
EURYTHMICS 5-3
CHRISTINE MCVIE 8-5
POINTERS SISTERS 6-6

WLAN-FM/Lancaster, PA
Todd Haliday
JOHN LENNON
BILLY JOEL
REAL LIFE
ROMANTICS
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 11-7
CULTURE CLUB 12-9
HALL & OATES 20-11
THOMPSON TWINS 22-15

KC101/New Haven, CT

Stef Rybak
BILLY JOEL
JAMES INGRAM
Hottest:
KENNY LOGGINS 2-1
PHIL COLLINS 7-2
LIONEL RICHIE 10-4
THOMPSON TWINS 13-14
WEIRD AL YANKOVIC 22-15

FM108/Philadelphia, PA

Rich/Tiller
SHANNON
IRENE CARA
BILLY JOEL
TONY CAREY
Hottest:
KENNY LOGGINS 4-1
EURYTHMICS 6-5
HUEY LEWIS & NEWS 9-6
QUEEN 10-8
HALL & OATES 12-9

WPKU/Poughkeepsie, NY
Chris Laida
none
Hottest:
VAN HALEN 1-1
KENNY LOGGINS 2-2
HALL & OATES 10-10
DAN POGELBERG 12-12
CULTURE CLUB 13-13

Q92/Rochester, NY

Jay Stevens
MATTHEW WILDER
GO GO'S
BILLY JOEL
BERLIN
Hottest:
KENNY LOGGINS 1-1
VAN HALEN 2-2
ROCKWELL 5-3
WEIRD AL YANKOVIC 18-14
PHIL COLLINS 26-20

SPXY/Rochester, NY
Tom Mitchell
JOHN LENNON
FRANKE GOES TO H
TONY CAREY
NIGHT RANGER
Hottest:
KENNY LOGGINS 2-1
WEIRD AL YANKOVIC 5-4
PHIL COLLINS 6-5
UB40 12-7
THOMPSON TWINS 17-14

WQFM/Schenectady, NY

Tom Parker
NIGHT RANGER
TALK TALK
JOHN COUGAR
Hottest:
KENNY LOGGINS 2-1
EURYTHMICS 6-4
HALL & OATES 9-5
THOMPSON TWINS 11-10
PHIL COLLINS 13-11

WKFM/Syracuse, NY
Steve O'Brien
WEIRD AL YANKOVIC
ENDGAMES
GENESIS
MADONNA
REAL LIFE
SHALAMAR
Hottest:
KENNY LOGGINS 2-1
PHIL COLLINS 18-2
BONNIE TYLER 28-19
ALAN PARSONS 31-23
RICK SPRINGFIELD 35-27

WVST/Trenton, NJ

Tom Taylor
TONY CAREY
IRENE CARA
JOHN LENNON
MR. MISTER
NIGHT RANGER
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 7-3
THOMPSON TWINS 16-9
LIONEL RICHIE 22-10
UB40 25-17

WRKC/Utica, NY
Jim Reitz
JOHN LENNON
BILLY JOEL
TALK TALK
ALARM
SLADE
NIK KERSHAW
KIDD GLOVE
Hottest:
KENNY LOGGINS 1-1
CYNDI LAUPER 3-3
PHIL COLLINS 10-5
HALL & OATES 12-10
YES 25-19

WKRZ-FM/Wilkes-Barre

Jim Rising
CULTURE CLUB
GO GO'S
SCORPIONS
IRENE CARA
MADONNA
BILLY JOEL
GENESIS
SHARIN' STEVENS
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 6-2
CULTURE CLUB 12-8
LIONEL RICHIE 14-10
MADONNA 29-21

WVTF-FM/Hartford, CT
Mike West
LAID BACK
JEFFREY OSBORNE
SHANNON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 6-2
CULTURE CLUB 12-8
LIONEL RICHIE 14-10
MADONNA 29-21

WVTF-FM/Hartford, CT

WVTF-FM/Hartford, CT
Mike West
LAID BACK
JEFFREY OSBORNE
SHANNON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 6-2
CULTURE CLUB 12-8
LIONEL RICHIE 14-10
MADONNA 29-21

WVTF-FM/Hartford, CT

WVTF-FM/Hartford, CT
Mike West
LAID BACK
JEFFREY OSBORNE
SHANNON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 6-2
CULTURE CLUB 12-8
LIONEL RICHIE 14-10
MADONNA 29-21

WVTF-FM/Hartford, CT

WVTF-FM/Hartford, CT
Mike West
LAID BACK
JEFFREY OSBORNE
SHANNON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 6-2
CULTURE CLUB 12-8
LIONEL RICHIE 14-10
MADONNA 29-21

WVTF-FM/Hartford, CT

WVTF-FM/Hartford, CT
Mike West
LAID BACK
JEFFREY OSBORNE
SHANNON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 6-2
CULTURE CLUB 12-8
LIONEL RICHIE 14-10
MADONNA 29-21

WQUY/Bangor, ME

Jim Randall
KIDD GLOVE
NIK KERSHAW
SHALAMAR
BILLY JOEL
TONY CAREY
Hottest:
KENNY LOGGINS 4-1
EURYTHMICS 6-5
HUEY LEWIS & NEWS 9-6
QUEEN 10-8
HALL & OATES 12-9

WZON/Bangor, ME
Michael O'Hara
none
Hottest:
KENNY LOGGINS 5-5
PHIL COLLINS 14-14
CULTURE CLUB 17-17
YES 25-25
WEIRD AL YANKOVIC 32-32

WJBO/Portland, ME

Phoenib/O'Neil
NIGHT RANGER
SPANDAU BALLET
KIDD GLOVE
Hottest:
KENNY LOGGINS 1-1
WEIRD AL YANKOVIC 13-2
PHIL COLLINS 10-7
CULTURE CLUB 24-18
LIONEL RICHIE 28-22

WHEB/Portland, ME
Rick Bean
JOHN LENNON
TALK TALK
YES
SPANDAU BALLET
MR. MISTER
Hottest:
KENNY LOGGINS 4-1
EURYTHMICS 3-2
CARS 11
WILLY 13-9
PHIL COLLINS 15-12

WVGY/Beth, ME

Scott Robbins
BILLY JOEL
GENESIS
BILLY RANKIN
TALK TALK
SPANDAU BALLET
NIK KERSHAW
Hottest:
KENNY LOGGINS 4-1
HALL & OATES 8-4
CULTURE CLUB 9-7
PHIL COLLINS 17-8
WEIRD AL YANKOVIC 32-15

103CIR/Beckley, WV
Bob Spencer
BERLIN
IRENE CARA
SHALAMAR
REAL LIFE
DEBARGE
STEPHEN BISHOP (dp)
Hottest:
KENNY LOGGINS 2-1
HALL & OATES 10-2
THOMPSON TWINS 6-3
EURYTHMICS 9-4
PHIL COLLINS 25-11

WIKZ/Chambersburg, PA

Matthew/Alexander
BILLY JOEL
MADONNA
JOHN COUGAR
SCORPIONS (dp)
Hottest:
KENNY LOGGINS 1-1
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WVSV/Williamsport, PA

WVSV/Williamsport, PA
Frank Ball
NIGHT RANGER
BILLY RANKIN
TALK TALK
Hottest:
EURYTHMICS 2-1
HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

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HALL & OATES 5-3
WEIRD AL YANKOVIC 7-4
PHIL COLLINS 12-9
CARS 15-11

WBCY/Charlotte, NC

Bob Kagan
IRENE CARA
DENICE WILLIAMS
BON JOVI
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 8-2
POINTERS SISTERS 12-5
CULTURE CLUB 13-6
LIONEL RICHIE 15-7

WJZY/Charlotte, NC
Chrysalis/Radford
TONY CAREY
DAVID GILMOUR
ENDGAMES
REAL LIFE
SPANDAU BALLET
PRETENDERS
Hottest:
KENNY LOGGINS 1-1
ROCKWELL 2-2
CYNDI LAUPER 3-6
PHIL COLLINS 12-10
LIONEL RICHIE 13-11

WJZY/Charlotte, NC

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Hottest:
KENNY LOGGINS 1-1
ROCKWELL 2-2
CYNDI LAUPER 3-6
PHIL COLLINS 12-10
LIONEL RICHIE 13-11

WZYP/Huntsville, AL

Scott Mitchell
BILLY JOEL
IRENE CARA
REAL LIFE
SHALAMAR
GENESIS
JOHN LENNON
Hottest:
KENNY LOGGINS 4-1
POINTERS SISTERS 3-2
DAN POGELBERG 6-3
QUEEN 11-6
PHIL COLLINS 17-8

MTYX/Jackson, MS
Jim Chink
UB40
PRETENDERS
IRENE CARA
Hottest:
KENNY LOGGINS 4-1
VAN HALEN 2-2
EURYTHMICS 7-3
CYNDI LAUPER 8-5
LIONEL RICHIE 13-6

WQUT/Johnson City, TN

Rod Hampton
JOHN COUGAR
KOO & THE GANG
MATTHEW WILDER
RICK SPRINGFIELD
CARS
THOMPSON TWINS
Hottest:
VAN HALEN 1-1
KENNY LOGGINS 14-5
CYNDI LAUPER 21-10
ROCKWELL 24-14
KC 34-20

WVOK/Knoxville, TN
Gary Adkins
SPANDAU BALLET
JOSIE COTTON
DEBARGE
MODERN ENGLISH
JOHN LENNON
GENESIS
NIK KERSHAW
Hottest:
ROCKWELL 2-1
KENNY LOGGINS 4-2
BON JOVI 11-10
THOMPSON TWINS 14-13
CARS 33-22

WVOK/Knoxville, TN

WVOK/Knoxville, TN
Gary Adkins
SPANDAU BALLET
JOSIE COTTON
DEBARGE
MODERN ENGLISH
JOHN LENNON
GENESIS
NIK KERSHAW
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THOMPSON TWINS 14-13
CARS 33-22

WVOK/Knoxville, TN

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Gary Adkins
SPANDAU BALLET
JOSIE COTTON
DEBARGE
MODERN ENGLISH
JOHN LENNON
GENESIS
NIK KERSHAW
Hottest:
ROCKWELL 2-1
KENNY LOGGINS 4-2
BON JOVI 11-10
THOMPSON TW

MIDWEST Most Added Hottest

Billy Joel, Irene Cara, Real Life, Kenny Loggins, Phil Collins, Rockwell

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Irene Cara, Billy Joel, Night Ranger, Kenny Loggins, Phil Collins, Thompson Twins

MIDWEST

PARALLEL TWO

WKDD/Akron, OH

Matt Patrick

REAL LIFE, MISSING PERSONS, DAVID GILMOUR (dp), SLADE (dp), IRENE CARA, PRETENDERS, GO GO'S, ROCKWELL 1-1, KENNY LOGGINS 3-3, PHIL COLLINS 16-11, YES 18-15, SHALAMAR 25-19

WAHC/Applenton-Oakshoh, WI

Chris Caine

MATTHEW WILDER, GO GO'S, BONNIE TYLER, ALAN PARSONS, HOTTTEST: KENNY LOGGINS 1-1, HALL & OATES 10-4, PHIL COLLINS 18-14, THOMPSON TWINS 19-17, WEIRD AL YANKOVIC 28-19

WKAU/Applenton-Oakshoh, WI

Ron Ross

BERLIN, BILLY JOEL, BON JOVI (dp), GO GO'S (dp), HOTTTEST: KENNY LOGGINS 3-1, ROCKWELL 6-3, CULTURE CLUB 13-10, PHIL COLLINS 22-11, THOMPSON TWINS 21-12

92X/Columbus, OH

Joel Cella

POINTER SISTERS, WEIRD AL YANKOVIC, REAL LIFE, HOTTTEST: KENNY LOGGINS 4-1, ROCKWELL 2-2, PHIL COLLINS 3-3, CULTURE CLUB 16-11, RICK SPRINGFIELD 18-14

KIKI/Davenport, IA

Jim O'Hara

GO GO'S (dp), PRETENDERS (dp), NIGHT RANGER (dp), ROGER DALTRY, SHALAMAR, HOTTTEST: KENNY LOGGINS 1-1, EURYTHMICS 6-2, PHIL COLLINS 11-6, LIONEL RICHIE 18-11, CULTURE CLUB 19-12

KMGK/Des Moines, IA

Al Brock

BILLY RANKIN, REAL LIFE, BILLY JOEL, SHALAMAR, ADAM AMT (dp), HOTTTEST: KENNY LOGGINS 1-1, EURYTHMICS 3-2, POINTER SISTERS 8-6, HALL & OATES 10-7, PHIL COLLINS 23-14

WBC/Duluth

Dick Johnson

BILLY JOEL, CARS, PRETENDERS, HOTTTEST: CHRISTINE MCVIE 1-1, EURYTHMICS 3-2, KENNY LOGGINS 9-4, PHIL COLLINS 15-9, LIONEL RICHIE 18-11

WKDQ/Evansville, IN

Hobbs/Payne

JOHN LENNON, BILLY JOEL, NIGHT RANGER (dp), HOTTTEST: KENNY LOGGINS 1-1, HALL & OATES 5-2, EURYTHMICS 8-3, POINTER SISTERS 11-6, CULTURE CLUB 12-7

WSTO/Evansville, IN

Chris Taylor

CHRISTINE MCVIE, LIONEL RICHIE, HOTTTEST: KENNY LOGGINS 1-1, PHIL COLLINS 9-2, ROCKWELL 6-3, WEIRD AL YANKOVIC 21-10, HOWARD JONES 16-11

WMEE/Ft. Wayne, IN

Scott Dugan

BILLY JOEL, IRENE CARA, REAL LIFE, TALK TALK, BON JOVI, SCORPIONS, HOTTTEST: KENNY LOGGINS 1-1, ROCKWELL 2-2, HUEY LEWIS & NEWS 3-3, HALL & OATES 14-10, PHIL COLLINS 21-11

WGRD/Grand Rapids, MI

Swart/Duling

KC, JOHN LENNON, BILLY JOEL, HOTTTEST: KENNY LOGGINS 1-1, ROCKWELL 2-2, PHIL COLLINS 3-3, CULTURE CLUB 14-11, LIONEL RICHIE 28-15

WZPL/Indianapolis, IN

Jim Miles

MICHAEL JACKSON, IRENE CARA, BONNIE TYLER, HOTTTEST: VAN HALEN 1-1, ROCKWELL 7-2, KENNY LOGGINS 4-3, CHRISTINE MCVIE 6-5, PHIL COLLINS 28-7

WJQJ/Jackson, MI

Ryan/Chaeka

JOHN LENNON, DAVID GILMOUR (dp), REAL LIFE (dp), ALARM (dp), JULES SHEAR (dp), SPANDAU BALLET (dp), SLADE (dp), HOTTTEST: VAN HALEN 1-1, PHIL COLLINS 8-3, EURYTHMICS 25-12, ROCKWELL 17-13, DWIGHT TWILLEY 27-17

WKFR/Kalamazoo, MI

Rick Chapman

JOHN LENNON, TALK TALK (dp), MADONNA, BERLIN (dp), HOTTTEST: KENNY LOGGINS 5-1, EURYTHMICS 4-4, HALL & OATES 10-5, PHIL COLLINS 18-10, CULTURE CLUB 21-14

ZZ99/Kansas City, MO

Lake/Benson

WEIRD AL YANKOVIC, DENICE WILLIAMS, HOWARD JONES, HOTTTEST: KENNY LOGGINS 1-1, HUEY LEWIS & NEWS 5-4, EURYTHMICS 7-6, WEIRD AL YANKOVIC D-8, LIONEL RICHIE 26-11

WVIC/Lansing, MI

Martin/Kitredge

LIONEL RICHIE, NIGHT RANGER, BONNIE TYLER, BON JOVI, HOTTTEST: KENNY LOGGINS 1-1, ROCKWELL 2-2, PHIL COLLINS 7-3, EURYTHMICS 12-11, CULTURE CLUB 19-12

Z104/Madison, WI

Little/Hudson

HERBIE HANCOCK, DENICE WILLIAMS, ALAN PARSONS, SLADE, MODERN ENGLISH, HOTTTEST: KENNY LOGGINS 4-1, HUEY LEWIS & NEWS 3-2, WEIRD AL YANKOVIC 10-4, PHIL COLLINS 12-11, CULTURE CLUB 22-11

KJ103/Oklahoma City, OK

Dan Wilson

IRENE CARA, SCORPIONS (dp), HOTTTEST: KENNY LOGGINS 1-1, LIONEL RICHIE 9-3, PHIL COLLINS 22-10, RICK SPRINGFIELD 30-19, WEIRD AL YANKOVIC 33-20

KQKQ/Omaha, NE

Taylor/Deen

GO GO'S, IRENE CARA, SHALAMAR, IGLESIAS & NELSON (dp), HOTTTEST: KENNY LOGGINS 1-1, ROCKWELL 2-2, HALL & OATES 6-4, PHIL COLLINS 10-5, LIONEL RICHIE 14-7

KZ93/Peoria, IL

Edwards/Maloney

GO GO'S, JOHN COUGAR, GENESIS, NIGHT RANGER, HOTTTEST: KENNY LOGGINS 2-1, BRYAN ADAMS 4-3, ROCKWELL 5-4, PHIL COLLINS 7-5, DAN FOGELBERG 9-7

WRRK/Racine-Milwaukee

Pat Martin

IGLESIAS & NELSON, JOHN COUGAR, SHALAMAR, MADONNA, SLADE, HOTTTEST: PHIL COLLINS 6-1, EURYTHMICS 3-3, THOMPSON TWINS 12-6, CULTURE CLUB 11-7, SCORPIONS 25-16

WZOK/Rockford, IL

Geoff Davis

JOHN COUGAR, GO GO'S, RICK SPRINGFIELD, HOTTTEST: VAN HALEN 1-1, POLICE 4-2, KENNY LOGGINS 6-4, PHIL COLLINS 20-11, POINTER SISTERS 21-13

U93/South Bend, IN

J.K. Dearing

CHRISTINE MCVIE, POINTER SISTERS, HOWARD JONES, LIONEL RICHIE, HOTTTEST: WEIRD AL YANKOVIC 20-1, PHIL COLLINS 21-6, JOHN LENNON 15-9, EURYTHMICS 18-13, CULTURE CLUB 25-16

WRQN/Toledo

Buck McWilliams

BILLY JOEL, SHALAMAR, REAL LIFE, JOHN LENNON, SPANDAU BALLET, HOTTTEST: ROCKWELL 1-1, KENNY LOGGINS 2-2, CYNDI LAUPER 4-4, HALL & OATES 12-8, CULTURE CLUB 18-14

K107/Tulsa, OK

Rivers/Stephens

IRENE CARA, NIGHT RANGER, REAL LIFE, HOTTTEST: KENNY LOGGINS 4-1, VAN HALEN 2-2, ROCKWELL 1-4, THOMPSON TWINS 15-12, PHIL COLLINS 19-15

KELI/Tulsa, OK

Myers/Michaels

SHALAMAR, NIGHT RANGER, TALK TALK, LIONEL RICHIE (dp), DENICE WILLIAMS, HOTTTEST: KENNY LOGGINS 2-1, HALL & OATES 6-4, PHIL COLLINS 10-6, CULTURE CLUB 12-8, THOMPSON TWINS 14-10

KEYN-FM/Wichita, KS

Taylor/Brown

CARS, YES, BONNIE TYLER, NIGHT RANGER, JOHN COUGAR, BILLY JOEL, HOTTTEST: VAN HALEN 1-1, KENNY LOGGINS 2-2, HUEY LEWIS & NEWS 5-3, ROCKWELL 4-4, PHIL COLLINS 22-11

WHOT/Youngstown

Dick Thompson

REAL LIFE, SCORPIONS, SPANDAU BALLET, DAVID GILMOUR, NIK KERSHAW, MODERN ENGLISH, ALARM, SHANNON, SLADE, HOTTTEST: KENNY LOGGINS 2-1, WEIRD AL YANKOVIC 19-9, PHIL COLLINS 20-13, BILLY JOEL D-22, BERLIN D-28

WYFM/Youngstown

Jeff Tobin

PHIL COLLINS, EURYTHMICS, HOTTTEST: VAN HALEN 1-1, KENNY LOGGINS 4-2, ROCKWELL 8-4, HUEY LEWIS & NEWS 7-5

PARALLEL THREE

KFYR/Bismarck, ND

Brannan/Hardt

ALAN PARSONS, HOTTTEST: KENNY LOGGINS 1-1, EURYTHMICS 3-2, HUEY LEWIS & NEWS 4-3, HALL & OATES 8-5, TRACEY ULLMAN 16-8

WBNQ/Bloomington, IL

Justin/Robbins

WEIRD AL YANKOVIC, IRENE CARA, BILLY RANKIN (dp), DAVID GILMOUR (dp), HOTTTEST: KENNY LOGGINS 5-1, CHRISTINE MCVIE 6-3, DAN FOGELBERG 7-5, PHIL COLLINS 12-7

WBWB/Bloomington, IN

John Helmann

WEIRD AL YANKOVIC, IRENE CARA, BILLY JOEL, HOTTTEST: EURYTHMICS 2-1, KENNY LOGGINS 7-3, POINTER SISTERS 12-7, HOWARD JONES 22-17, GO GO'S 36-31

WCIL-FM/Carbondale, IL

Tony Waitekus

IRENE CARA, JOSIE COTTON, GO GO'S, ALARM, HOTTTEST: LIONEL RICHIE 3-1, KENNY LOGGINS 1-2, HUEY LEWIS & NEWS 10-4, PHIL COLLINS 15-6, HERBIE HANCOCK 13-7

KCMQ/Columbia, MO

Dave McCormick

BILLY JOEL, IRENE CARA, BERLIN, JOHN LENNON, JEFFREY OSBORNE, HOTTTEST: KENNY LOGGINS 2-1, EURYTHMICS 5-2, CHRISTINE MCVIE 6-4, HALL & OATES 11-5, PHIL COLLINS 14-9

Y94/Fargo, ND

Collins/Anderson

MADONNA, NIGHT RANGER, BILLY JOEL, IRENE CARA, TALK TALK, REAL LIFE, HOTTTEST: KENNY LOGGINS 1-1, CYNDI LAUPER 1-1, EURYTHMICS 3-2, KENNY LOGGINS 7-3, CULTURE CLUB 13-10, THOMPSON TWINS 17-12

KKXL-FM/Grand Forks, ND

Don Nordine

JOHN COUGAR, BILLY JOEL (dp), KOOL & THE GANG, PRETENDERS, SCORPIONS (dp), HOTTTEST: KENNY LOGGINS 1-1, VAN HALEN 2-2, ROCKWELL 3-3, PHIL COLLINS 13-4, THOMPSON TWINS 16-12

KYTN/Grand Forks, ND

Tom Fricke

FRANKIE GOES TO H, MR. MISTER, REAL LIFE, GOLDEN EARRING, TALK TALK, SLADE, HOTTTEST: KENNY LOGGINS 1-1, VAN HALEN 2-2, NIGHT RANGER 7-3, MOTLEY CRUE 5-5, PHIL COLLINS 20-10

KRNA/Iowa City, IA

Bart Goynahor

NIGHT RANGER, REAL LIFE, JOHN LENNON, HOTTTEST: KENNY LOGGINS 2-1, VAN HALEN 1-2, DAN FOGELBERG 6-3, CULTURE CLUB 11-7, WEIRD AL YANKOVIC 16-9

WAZY-FM/Lafayette, IN

Stacy/Sparrow

IRENE CARA, LIONEL RICHIE, SCORPIONS, ALARM, HOTTTEST: VAN HALEN 1-1, EURYTHMICS 5-2, KENNY LOGGINS 8-4, THOMPSON TWINS 16-14, PHIL COLLINS 25-22

KFRX/Lincoln

Tracy Johnson

DENICE WILLIAMS, ALAN PARSONS, GO GO'S, REAL LIFE, BON JOVI (dp), HOTTTEST: KENNY LOGGINS 1-1, ROCKWELL 3-2, CYNDI LAUPER 4-3, PHIL COLLINS 8-6, LIONEL RICHIE 17-12

KXSS/Lincoln, NE

Dean Lambert

CARS, MICHAEL GORE, BRYAN ADAMS, KAREN KAMON, HOWARD JONES, HOTTTEST: VAN HALEN 1-1, HALL & OATES 6-4, PHIL COLLINS 10-6, KENNY LOGGINS 11-7, THOMPSON TWINS 36-15

KKLS-FM/Rapid City, SD

Sherwin/Piper

THOMPSON TWINS, BERLIN, TALK TALK, JOHN LENNON, HOTTTEST: KENNY LOGGINS 3-1, HUEY LEWIS & NEWS 7-5, PHIL COLLINS 13-10, LIONEL RICHIE 20-17, CARS 27-24

99KQ/Salina, KS

Denny Collier

ROMANTICS, DAVID GILMOUR, SCORPIONS, ENDGAMES, SHANNON, JOHN LENNON, HOTTTEST: KENNY LOGGINS 1-1, LIONEL RICHIE 24-19, HOWARD JONES 26-20, PHIL COLLINS 33-23, WEIRD AL YANKOVIC 35-27

KKRC/Sioux Falls

Dan Kieley

CARS, KOOL & THE GANG, HOTTTEST: KENNY LOGGINS 2-1, HALL & OATES 4-2, THOMPSON TWINS 11-7, WEIRD AL YANKOVIC 21-15

KWTO-FM/Springfield, MO

Bob Hammond

BILLY JOEL, BERLIN, IRENE CARA, TALK TALK, HOTTTEST: KENNY LOGGINS 3-1, CYNDI LAUPER 5-2, POINTER SISTERS 14-8, PHIL COLLINS 16-12, CULTURE CLUB 19-14

WSPT/Stevens Point

Bouley/Tracy

BILLY JOEL, BILLY RANKIN, JOHN LENNON, TALK TALK, DAVID GILMOUR (dp), SCORPIONS (dp), HOTTTEST: KENNY LOGGINS 3-1, CULTURE CLUB 20-10, PHIL COLLINS 22-12, BONNIE TYLER 22-14, WEIRD AL YANKOVIC 28-15

KDVV/Topeka, KS

Tony Stewart

BILLY JOEL, REAL LIFE, NIGHT RANGER, REAL LIFE, HOTTTEST: KENNY LOGGINS 2-1, ROCKWELL 5-3, PHIL COLLINS 10-5, LIONEL RICHIE 13-9, CARS 31-23

KWFM/Waterloo, IA

Mark Potter

MR. MISTER, MADONNA, REAL LIFE, HOTTTEST: KENNY LOGGINS 1-1, LIONEL RICHIE 15-7, PHIL COLLINS 22-12, MANFRED MANN 18-13, CARS 30-26

WEST

PARALLEL TWO

13K/Bakersfield, CA

Simon/Ryan

SHANNON, SLADE, SHALAMAR, LAID BACK, HOTTTEST: KENNY LOGGINS 1-1, PHIL COLLINS 27-6, KOOL & THE GANG 17-10, RICK SPRINGFIELD 38-21, DWIGHT TWILLEY 32-23

KKXX/Bakersfield, CA

Squires/Kemper

PAUL SIMON, BILLY JOEL, DWIGHT TWILLEY, PRETENDERS, LAID BACK, HOTTTEST: KENNY LOGGINS 2-1, ROCKWELL 1-2, THOMPSON TWINS 5-3, LIONEL RICHIE 11-6, PHIL COLLINS 17-9

KQXR/Bakersfield, CA

Bob Harlow

BILLY JOEL, REAL LIFE, SLADE, SPANDAU BALLET, NIK KERSHAW, HOTTTEST: KENNY LOGGINS 2-1, CULTURE CLUB 8-2, THOMPSON TWINS 9-3, PHIL COLLINS 13-7, LIONEL RICHIE 22-8

KBBK/Boise, ID

Bobby King

SHALAMAR, TALK TALK, REAL LIFE, DEBARGE, MR. MISTER, LAID BACK, SERGIO MENDES, PAUL SIMON, MADONNA, HOTTTEST: KENNY LOGGINS 2-1, EURYTHMICS 1-2, THOMPSON TWINS 7-5, CULTURE CLUB 16-11, BILLY RANKIN 23-12

KKFM/Colorado Springs, CO

Finney/Ryan

GO GO'S, IRENE CARA, MR. MISTER, TALK TALK, REAL LIFE, HOTTTEST: ROCKWELL 1-1, HUEY LEWIS & NEWS 5-3, CULTURE CLUB 9-4, PHIL COLLINS 14-9, THOMPSON TWINS 15-10

KMGX/Fresno, CA

Carey Edwards

BON JOVI (dp), SHANNON (dp), NIGHT RANGER, DEBARGE, DENICE WILLIAMS, HOTTTEST: KENNY LOGGINS 2-1, THOMPSON TWINS 7-6, LIONEL RICHIE 14-8, PHIL COLLINS 20-10, WEIRD AL YANKOVIC 17-13

KYNO-FM/Fresno

Walker/Davis

DENICE WILLIAMS, IRENE CARA, BONNIE TYLER, QUEEN, HOTTTEST: VAN HALEN 2-1, HUEY LEWIS & NEWS 4-3, KENNY LOGGINS 12-7, CULTURE CLUB 13-10, WEIRD AL YANKOVIC 20-14

KIKI/Honolulu, HI

Kong/Shahido

NA LEO PILMEHANA, IRENE CARA, MARY JANE GIRLS, MR. MISTER, CYNDI LAUPER 1-1, ROCKWELL 7-4, LIONEL RICHIE 8-6, KENNY LOGGINS 24-9, WEIRD AL YANKOVIC 19-14

KMQQ/Honolulu, HI

Kimo Akane

QUEEN, MISSING PERSONS, REAL LIFE, SHANNON, THOMAS DOLBY, TALK TALK, HOTTTEST: VAN HALEN 1-1, CYNDI LAUPER 2-2, ROCKWELL 5-3, KENNY LOGGINS 7-4, KC 9-6

KLUC/Las Vegas, NV

Dave Anthony

LAID BACK, ROGER DALTRY, HOWARD JONES, SPANDAU BALLET, TALK TALK, GOLDEN EARRING (dp), HOTTTEST: WEIRD AL YANKOVIC 3-1, PHIL COLLINS 5-2, THOMPSON TWINS 20-9, KOOL & THE GANG 17-12, CULTURE CLUB 26-17

KO93/Modesto, CA

Ausham/Main

RICK SPRINGFIELD, DEBARGE, HOTTTEST: KENNY LOGGINS 1-1, ROCKWELL 3-2, PHIL COLLINS 20-9, DWIGHT TWILLEY 29-19, IGLESIAS & NELSON 31-21

KHOP/Modesto-Stockton

David Kraham

TRACEY ULLMAN, IGLESIAS & NELSON, BERLIN (dp), MR. MISTER, TONY CAREY, HOTTTEST: VAN HALEN 1-1, EURYTHMICS 4-2, CULTURE CLUB 9-3, PHIL COLLINS 17-7, LIONEL RICHIE 28-17

K96/Provo, UT

Gentry/Grove

MR. MISTER, BILLY RANKIN, NIGHT RANGER, PRETENDERS, HOTTTEST: KENNY LOGGINS 1-1, EURYTHMICS 4-2, THOMPSON TWINS 6-3, CHRISTINE MCVIE

QUEEN
Radio Ga Ga (Capitol)
LP: The Works

Regional Reach: 854, 934, 934, 864
National Summary: UP 140, DEBITS 11, SAME 30, DOWN 6, ADDS 8

196/8 81%

QUEEN
Regional Reach: 854, 934, 934, 864
National Summary: UP 140, DEBITS 11, SAME 30, DOWN 6, ADDS 8

196/8 81%

QUEEN
Regional Reach: 854, 934, 934, 864
National Summary: UP 140, DEBITS 11, SAME 30, DOWN 6, ADDS 8

196/8 81%

QUEEN
Regional Reach: 854, 934, 934, 864
National Summary: UP 140, DEBITS 11, SAME 30, DOWN 6, ADDS 8

196/8 81%

BILLY RANKIN
Baby Come Back (A&M)
LP: Growin' Up Too Fast

Regional Reach: 426, 426, 426, 294
National Summary: UP 15, DEBITS 40, SAME 1, DOWN 1, ADDS 13

75/13 31%

BILLY RANKIN
Regional Reach: 426, 426, 426, 294
National Summary: UP 15, DEBITS 40, SAME 1, DOWN 1, ADDS 13

75/13 31%

REAL LIFE
Catch Me I'm Falling (Curb/MCA)
LP: Heartland

Regional Reach: 454, 378, 378, 578
National Summary: UP 19, DEBITS 10, SAME 39, DOWN 2, ADDS 55

104/65 43%

REAL LIFE
Regional Reach: 454, 378, 378, 578
National Summary: UP 19, DEBITS 10, SAME 39, DOWN 2, ADDS 55

104/65 43%

REAL LIFE
Regional Reach: 454, 378, 378, 578
National Summary: UP 19, DEBITS 10, SAME 39, DOWN 2, ADDS 55

104/65 43%

LIONEL RICHIE
Hallo (Motown)
LP: Can't Slow Down

Regional Reach: 854, 934, 934, 864
National Summary: UP 17, DEBITS 14, SAME 14, DOWN 2, ADDS 11

222/11 82%

LIONEL RICHIE
Regional Reach: 854, 934, 934, 864
National Summary: UP 17, DEBITS 14, SAME 14, DOWN 2, ADDS 11

222/11 82%

LIONEL RICHIE
Regional Reach: 854, 934, 934, 864
National Summary: UP 17, DEBITS 14, SAME 14, DOWN 2, ADDS 11

222/11 82%

LIONEL RICHIE
Regional Reach: 854, 934, 934, 864
National Summary: UP 17, DEBITS 14, SAME 14, DOWN 2, ADDS 11

222/11 82%

ROMANTICS
One In A Million (Nemperor/CBS)
LP: In Heat

Regional Reach: 634, 604, 604, 574
National Summary: UP 64, DEBITS 10, SAME 52, DOWN 8, ADDS 14

144/17 60%

ROMANTICS
Regional Reach: 634, 604, 604, 574
National Summary: UP 64, DEBITS 10, SAME 52, DOWN 8, ADDS 14

144/17 60%

ROMANTICS
Regional Reach: 634, 604, 604, 574
National Summary: UP 64, DEBITS 10, SAME 52, DOWN 8, ADDS 14

144/17 60%

ROMANTICS
Regional Reach: 634, 604, 604, 574
National Summary: UP 64, DEBITS 10, SAME 52, DOWN 8, ADDS 14

144/17 60%

ROMANTICS
Regional Reach: 634, 604, 604, 574
National Summary: UP 64, DEBITS 10, SAME 52, DOWN 8, ADDS 14

144/17 60%

SHALAMAR
Dancing In The... (Columbia)
LP: Soundtrack Footloose

Regional Reach: 408, 474, 474, 394
National Summary: UP 17, DEBITS 16, SAME 20, DOWN 4, ADDS 31

87/31 36%

SHALAMAR
Regional Reach: 408, 474, 474, 394
National Summary: UP 17, DEBITS 16, SAME 20, DOWN 4, ADDS 31

87/31 36%

SHALAMAR
Regional Reach: 408, 474, 474, 394
National Summary: UP 17, DEBITS 16, SAME 20, DOWN 4, ADDS 31

87/31 36%

RICK SPRINGFIELD
Love Somebody (RCA)
LP: Soundtrack Hard To Hold

Regional Reach: 924, 874, 874, 874
National Summary: UP 41, DEBITS 11, SAME 10, DOWN 0, ADDS 6

218/8 90%

RICK SPRINGFIELD
Regional Reach: 924, 874, 874, 874
National Summary: UP 41, DEBITS 11, SAME 10, DOWN 0, ADDS 6

218/8 90%

RICK SPRINGFIELD
Regional Reach: 924, 874, 874, 874
National Summary: UP 41, DEBITS 11, SAME 10, DOWN 0, ADDS 6

218/8 90%

TALK TALK
It's My Life (EMI America)
LP: It's My Life

Regional Reach: 424, 424, 424, 434
National Summary: UP 4, DEBITS 30, SAME 30, DOWN 0, ADDS 52

94/52 39%

TALK TALK
Regional Reach: 424, 424, 424, 434
National Summary: UP 4, DEBITS 30, SAME 30, DOWN 0, ADDS 52

94/52 39%

TALK TALK
Regional Reach: 424, 424, 424, 434
National Summary: UP 4, DEBITS 30, SAME 30, DOWN 0, ADDS 52

94/52 39%

THOMPSON TWINS
Hold Me Now (Arista)
LP: Into The Gap

Regional Reach: 984, 984, 984, 1004
National Summary: UP 108, DEBITS 5, SAME 16, DOWN 0, ADDS 5

234/5 97%

THOMPSON TWINS
Regional Reach: 984, 984, 984, 1004
National Summary: UP 108, DEBITS 5, SAME 16, DOWN 0, ADDS 5

234/5 97%

THOMPSON TWINS
Regional Reach: 984, 984, 984, 1004
National Summary: UP 108, DEBITS 5, SAME 16, DOWN 0, ADDS 5

234/5 97%

THOMPSON TWINS
Regional Reach: 984, 984, 984, 1004
National Summary: UP 108, DEBITS 5, SAME 16, DOWN 0, ADDS 5

234/5 97%

DWIGHT TWILEY
Girls (EMI America)
LP: Jungle

Regional Reach: 834, 834, 834, 884
National Summary: UP 22, DEBITS 22, SAME 1, DOWN 2, ADDS 7

203/7 84%

DWIGHT TWILEY
Regional Reach: 834, 834, 834, 884
National Summary: UP 22, DEBITS 22, SAME 1, DOWN 2, ADDS 7

203/7 84%

DWIGHT TWILEY
Regional Reach: 834, 834, 834, 884
National Summary: UP 22, DEBITS 22, SAME 1, DOWN 2, ADDS 7

203/7 84%

DWIGHT TWILEY
Regional Reach: 834, 834, 834, 884
National Summary: UP 22, DEBITS 22, SAME 1, DOWN 2, ADDS 7

203/7 84%

BONNIE TYLER
Holding Out For A Hero (Columbia)
LP: Soundtrack Footloose

Regional Reach: 424, 424, 424, 434
National Summary: UP 71, DEBITS 15, SAME 49, DOWN 2, ADDS 12

149/12 62%

BONNIE TYLER
Holding Out For A Hero (Columbia)
LP: Soundtrack Footloose

Regional Reach: 424, 424, 424, 434
National Summary: UP 71, DEBITS 15, SAME 49, DOWN 2, ADDS 12

149/12 62%

BONNIE TYLER
Regional Reach: 424, 424, 424, 434
National Summary: UP 71, DEBITS 15, SAME 49, DOWN 2, ADDS 12

149/12 62%

BONNIE TYLER
Regional Reach: 424, 424, 424, 434
National Summary: UP 71, DEBITS 15, SAME 49, DOWN 2, ADDS 12

149/12 62%

BONNIE TYLER
Regional Reach: 424, 424, 424, 434
National Summary: UP 71, DEBITS 15, SAME 49, DOWN 2, ADDS 12

149/12 62%

TRACY ULLMAN
They Don't Know (MCA)
LP: You Broke My Heart In 17 Places

Regional Reach: 804, 804, 804, 824
National Summary: UP 23, DEBITS 15, SAME 4, DOWN 4, ADDS 4

201/4 83%

TRACY ULLMAN
Regional Reach: 804, 804, 804, 824
National Summary: UP 23, DEBITS 15, SAME 4, DOWN 4, ADDS 4

201/4 83%

TRACY ULLMAN
Regional Reach: 804, 804, 804, 824
National Summary: UP 23, DEBITS 15, SAME 4, DOWN 4, ADDS 4

201/4 83%

TRACY ULLMAN
Regional Reach: 804, 804, 804, 824
National Summary: UP 23, DEBITS 15, SAME 4, DOWN 4, ADDS 4

201/4 83%

TRACY ULLMAN
Regional Reach: 804, 804, 804, 824
National Summary: UP 23, DEBITS 15, SAME 4, DOWN 4, ADDS 4

201/4 83%

VAN HALEN
Jump (A&M)
LP: 1984

Regional Reach: 984, 984, 984, 984
National Summary: UP 4, DEBITS 0, SAME 158, DOWN 0, ADDS 0

232/0 96%

VAN HALEN
Regional Reach: 984, 984, 984, 984
National Summary: UP 4, DEBITS 0, SAME 158, DOWN 0, ADDS 0

232/0 96%

VAN HALEN
Regional Reach: 984, 984, 984, 984
National Summary: UP 4, DEBITS 0, SAME 158, DOWN 0, ADDS 0

232/0 96%

VAN HALEN
Regional Reach: 984, 984, 984, 984
National Summary: UP 4, DEBITS 0, SAME 158, DOWN 0, ADDS 0

232/0 96%

MATTHEW WILDER
The Kid's... (Private/ICBS)
LP: I Don't Speak The Language

Regional Reach: 684, 684, 684, 784
National Summary: UP 97, DEBITS 11, SAME 34, DOWN 11, ADDS 0

164/8 68%

MATTHEW WILDER
Regional Reach: 684, 684, 684, 784
National Summary: UP 97, DEBITS 11, SAME 34, DOWN 11, ADDS 0

164/8 68%

MATTHEW WILDER
Regional Reach: 684, 684, 684, 784
National Summary: UP 97, DEBITS 11, SAME 34, DOWN 11, ADDS 0

164/8 68%

MATTHEW WILDER
Regional Reach: 684, 684, 684, 784
National Summary: UP 97, DEBITS 11, SAME 34, DOWN 11, ADDS 0

164/8 68%

MATTHEW WILDER
Regional Reach: 684, 684, 684, 784
National Summary: UP 97, DEBITS 11, SAME 34, DOWN 11, ADDS 0

164/8 68%

AIR™

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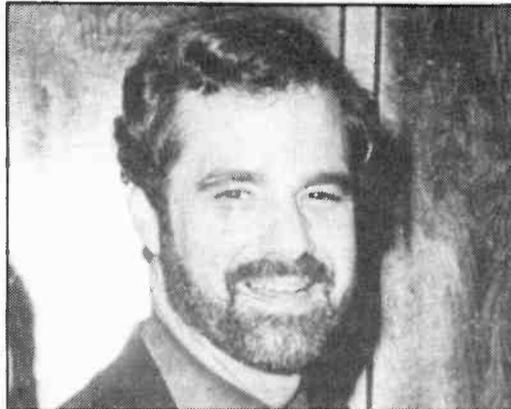
"IT ALL STARTS WITH LISTENING"

ACTIVES IN RADIO



RANDI SOMMERS — Z102
Savannah, Georgia

"AIR makes it easier to zero in on those records that need my attention."



JOHN YOUNG — Z93
Atlanta, Georgia

"AIR often compels a person to form an opinion based on intuition before the marketing process has started. Remember when we could know a record had a shot 'if it was in the grooves.' It's still possible. I'm listening and uncovering the hits early."



AL BROCK — KMGK
Des Moines, Iowa

"AIR made me listen more objectively to music, listening to product three or more times instead of just once."



STEVE LARSON — KGHO
Hoquiam, Washington

"I'm honored to have done so well in the competition when given the quality of the other participants. AIR records were a constant priority week after week and remain so now during the second competition."

Visibility starts with **AIR**. Call Alan Smith at (301) 964-5444. Your most important project deserves to be heard and **AIR** delivers the ears that helps you deliver the hits.

WEEK

15

AIR Response Records

WEEK

15

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 28, 1984.

#	TITLE	ARTIST	LABEL
2167	MY EVER CHANGING MOODS	STYLE COUNCIL	GEFFEN
2168	SHE'S STRANGE	CAMEO	ATLANTIC ARTISTS/POLYGRAM
2169	WOULDN'T IT BE GOOD	NIK KERSHAW	MCA
2170	OLYMPIA	SERGIO MENDES	A&M
2171	RUN RUNAWAY	SLADE	CBS ASSOC.

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Contemporary Hit Radio

Continued from Back Page

BREAKERS

PRETENDERS

Show Me (Sire/WB)

72% of our reporters on it. Moves: Up 22, Debuts 51, Same 66, Down 0, Adds 34 including WBLI, PRO-FM, KAFM, B97, WGCL, KIIS-FM, KZZP. Complete airplay in Parallels.

BERLIN

No More Words (Geffen)

67% of our reporters on it. Moves: Up 25, Debuts 38, Same 67, Down 0, Adds 32 including B94, 93FM, B96, WHYT, KIMN, KPKE, KNBQ. Complete airplay in Parallels.

BONNIE TYLER

Holding Out For A Hero (Columbia)

62% of our reporters on it. Moves: Up 71, Debuts 15, Same 49, Down 2, Adds 12 including WAVA, 93FM, KHTR, KZZP, WDCG, WAHC, KYA. See Parallels, debuts at number 37 on the CHR chart.

BON JOVI

Runaway (Mercury/PolyGram)

60% of our reporters on it. Moves: Up 40, Debuts 19, Same 65, Down 0, Adds 21 including KAFM, KPKE, Q103, KITS, Z98, KISR. Complete airplay in Parallels.

ROMANTICS

One In A Million (Nemperor/CBS)

60% of our reporters on it. Moves: Up 64, Debuts 11, Same 52, Down 0, Adds 17 including CKGM, B94, KITS, WYCR, WSFL, KDON-FM, KILE. Complete airplay in Parallels.

NEW & ACTIVE

BILLY JOEL "The Longest Time" (Columbia) 143/76

Moves: Up 2, Debuts 26, Same 39, Down 0, Adds 76 including WXKS-FM, WBEN-FM, WKBW, WBLI, CKOI, WCAU-FM, PRO-FM, CHUM, Z93, Q105, WHYT, KIIS-FM, KOPA, FM102, KFRC.

IRENE CARA "Breakdance" (Network/Geffen) 137/75

Moves: Up 2, Debuts 25, Same 35, Down 0, Adds 75 including WHTT, WXKS-FM, WBLI, CKOI, PRO-FM, WASH, Q105, WGCL, KHTR, Q103, KIIS-FM, KWOD, XTRA, KFRC, KNBQ.

MADONNA "Borderline" (Sire/WB) 135/26

Moves: Up 31, Debuts 28, Same 50, Down 0, Adds 26 including WHTT, PRO-FM, WNVZ, KITS, WYCR, WKZR-FM, WBBQ, WDCG, WKFR, WRKR, KBBK, WIKZ, Q104, KFMW.

NIGHT RANGER "Sister Christian" (Came/MCA) 133/47

Moves: Up 11, Debuts 23, Same 52, Down 0, Adds 47 including WBEN-FM, WBLI, WLQ-FM, Q103, XTRA, KWSS, KNBQ, WPST, WSSX, KLIK, KRQ, WSQV, WGLF, KRNA, KDZA.

REAL LIFE "Catch Me, I'm Falling" (Curb/MCA) 104/55

Moves: Up 0, Debuts 10, Same 39, Down 0, Adds 55 including WXKS-FM, CKOI, PRO-FM, Q103, KNBQ, WKFM, WZLD, WKDD, WHOT-FM, KBBK, KQMQ, 103CIR, KILE, KYTN, KIST.

GENESIS "Illegal Alien" (Atlantic) 102/25

Moves: Up 16, Debuts 17, Same 44, Down 0, Adds 25 including WAVA, KAFM, KWOD, WKEE, WKFM, KZZB, WZYP, WOKI, WSFL, KZ93, KDON-FM, WKHI, WISE, WAEV, KSLY.

JEFFREY OSBORNE "We're Going All The Way" (A&M) 99/16

Moves: Up 31, Debuts 6, Same 46, Down 0, Adds 16 including WHTX, KAFM, B97, WNVZ, WFLY, WTIC-FM, KXX106, WHHY-FM, KRGV, KX104, Z98, 13FEA, Z102, KCMQ, KTRS.

JULIO IGLESIAS & WILLIE NELSON "To All The Girls I've Loved Before" (Columbia) 98/20

Moves: Up 39, Debuts 21, Same 18, Down 0, Adds 20 including WBLI, WCAU-FM, WHTX, Q107, WASH, WNVZ, KIMN, KFRC, K104, WRVQ, KQKQ, WRKR, KHOP, Q101, KKAZ.

BILLY IDOL "Rebel Yell" (Chrysalis) 97/1

Moves: Up 45, Debuts 2, Same 40, Down 9, Adds 1, KTRS, WHTT 40-36, KS103 14-10, XTRA 8-4, WLAN-FM 17-14, WKFM 30-24, WHTF 13-11, KZZB 8-4, KMGX 26-18, KYNO-FM 34-26, WGUY 21-17, KISR 39-36, WCIL-FM 18-12, KKXL-FM 30-27.

TALK TALK "It's My Life" (EMI America) 94/52

Moves: Up 0, Debuts 4, Same 38, Down 0, Adds 52 including WHTT, WXKS-FM, 94Q, Z93, 93FM, I95, KIMN, KIIS-FM, Q100, WKEE, WHTF, WFLI, WMEE, Q101, KKLS-FM.

SHALAMAR "Dancing In The Sheets" (Columbia) 87/31

Moves: Up 17, Debuts 18, Same 23, Down 0, Adds 31 including WHTX, Q107, 94Q, Z93, KS103, XTRA, KITS, WKFM, KXX106, KRGV, WRKR, WRQN, 103CIR, WCGQ, KGOT.

ADAM ANT "Strip" (Epic) 83/2

Moves: Up 31, Debuts 1, Same 38, Down 11, Adds 2, WPHD, KMGX, B97 27-14, B96 25-22, KIIS-FM 24-20, KWOD 25-22, KWS 28-24, KZZB 3-2, WABB-FM 26-21, KX104 8-6, 92X 29-25, WOMP-FM 10-6, WCGQ 24-19, Z102 37-31, KFMW 25-22.

MR. MISTER "Hunters Of The Night" (RCA) 75/23

Moves: Up 2, Debuts 7, Same 43, Down 0, Adds 23 including KWSS, WPST, WHTF, WSFL, KBBK, KCFM, KHOP, K96, WFBG, WGUY, WYKS, KNOE-FM, KYTN, KFMW, KZ0Z.

BILLY RANKIN "Baby Come Back" (A&M) 75/13

Moves: Up 18, Debuts 3, Same 40, Down 1, Adds 13, KSET-FM, KTFM, KROK, KMGX, K96, WIGY, WKHI, WSQV, KNOE-FM, WBND, WSPT, KGOT, KHTX, WFLY 34-29, KBBK 23-12.

ROGER DALTRY "Walking In My Sleep" (Atlantic) 63/4

Moves: Up 19, Debuts 6, Same 34, Down 0, Adds 4, WYCR, KLIK, KLUC, KTKT, WHTT 20-18, WXKS-FM 38-35, FM106 39-34, KITE 31-27, KITY 37-33, KBBK 34-31, OK100 30-26, 95XIL 35-29, WJBO 19-16, WIXV 35-32, KFRX 30-28.

MOST ADDED

BILLY JOEL (76)
The Longest Time (Columbia)
IRENE CARA (75)
Breakdance (Network/Geffen)
REAL LIFE (55)
Catch Me, I'm Falling (Curb/MCA)
TALK TALK (52)
It's My Life (EMI America)
NIGHT RANGER (47)
Sister Christian (Came/MCA)
JOHN LENNON (37)
I'm Stepping Out (Polydor/PolyGram)

HOTTEST

KENNY LOGGINS (201)
Footloose (Columbia)
PHIL COLLINS (162)
Against All Odds (Take A Look...) (Atlantic)
LIONEL RICHIE (84)
Hello (Motown)
ROCKWELL (80)
Somebody's Watching Me (Motown)
THOMPSON TWINS (76)
Hold Me Now (Arista)
CULTURE CLUB (73)
Miss Me Blind (Virgin/Epic)

SCORPIONS "Rock You Like A Hurricane" (Mercury/PolyGram) 51/23

Moves: Up 7, Debuts 7, Same 14, Down 0, Adds 23 including WCAU-FM, B96, WLS-FM, Q100, WVSR, WYCR, WKZR-FM, WHTF, WMEE, KJ103, WHOT-FM, WIKZ, WISE, KKXL-FM, KCDQ.

LAID BACK "White Horse" (Sire/WB) 50/21

Moves: Up 13, Debuts 4, Same 10, Down 2, Adds 21 including WCAU-FM, 93FM, WHYT, FM102, KS103, WTIC-FM, WHTF, WBBQ, WNOK-FM, WHHY-FM, 13K, KKXX, KLUC, WKHI, WCGQ.

GOLDEN EARRING "When The Lady Smiles" (21/PolyGram) 50/3

Moves: Up 1, Debuts 3, Same 43, Down 0, Adds 3, WGCL, KLUC, KYTN, WPHD on, WHYT on, K104 on, WRCK d-38, WZLD on, KROK on, WGRD 36-32, KQMQ d-31, WIGY on, WHEB d-34, KISR on, KCDQ on.

SIGNIFICANT ACTION

JOHN LENNON "I'm Stepping Out" (Polydor/PolyGram) 41/37

Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 37 including WPHD, CKOI, WHYT, KBEQ, XTRA, WNVZ, WYCR, WYCR, WLAN-FM, 98PX, WPST, WRCK, WKDD, WGRD, WJXQ.

DeBARGE "Love Me In A Special Way" (Gordy/Motown) 39/15

Moves: Up 5, Debuts 3, Same 16, Down 0, Adds 15, B94, Y100, WNVZ, WHYT, KFRC, WMAR, WKEE, WOKI, KBBK, KMGX, KO93, KCPX-FM, 103CIR, WKHI, KCAQ.

SPANAU BALLET "Communication" (Chrysalis) 33/20

Moves: Up 2, Debuts 0, Same 11, Down 0, Adds 20 including WPHD, WKEE, WJZR, WOKI, WJXQ, WRQN, WHOT-FM, KQXR, KLUC, KSKD, KHYT, WIGY, KSLY, KZ0Z, KIST.

MISSING PERSONS "Give" (Capitol) 31/6

Moves: Up 2, Debuts 0, Same 22, Down 1, Adds 6, WKDD, KQMQ, KHYT, KCDQ, KDZA, KCBN, WPHD on, WVSR 37-36, WHTF on, KITE 39-34, KSET-FM on.

DAZZ BAND "Joystick" (Motown) 29/0

Moves: Up 17, Debuts 0, Same 9, Down 3, Adds 0, WXKS-FM 21-20, I95 21-17, KIIS-FM 31-19, FM102 6-4, KS103 27-23, XTRA 26-25, KITS 26-17, WNOK-FM 22-20, WSFL 36-29, Z98 27-23, WISE 17-15, Q104 32-23, WPFM 11-10, KCAQ 22-16.

BRYAN ADAMS "Heaven" (A&M) 26/3

Moves: Up 6, Debuts 1, Same 13, Down 3, Adds 3, I95, WKTI, KXSS, CKGM on, KAFM 3-2, 93FM 7-5, Q102 on, K104 11-8, Z299 11-10, KZ93 4-3, KRQ d-26, WIXV 9-6.

SHANNON "Give Me Tonight" (Mirage/Atco) 25/19

Moves: Up 3, Debuts 0, Same 3, Down 0, Adds 19 including Y100, WFLY, WVSR, WTIC-FM, FM106, WNOK-FM, KSET-FM, WANS-FM, WHOT-FM, 13K, KMGX, KQMQ, KSKD, KCPX-FM.

DENIECE WILLIAMS "Let's Hear It For The Boy" (Columbia) 25/15

Moves: Up 5, Debuts 3, Same 2, Down 0, Adds 15, WPLJ, Z100, I95, KBEQ, WKTI, WBCY, KITY, Z98, Z299, Z104, KELI, KMGX, KYNO-FM, KCPX-FM, KFRX.

SLADE "Run Runaway" (CBS Associated) 20/20

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including WPHD, WRCK, WHTF, Z104, WRKR, WHOT-FM, 13K, KQXR, WZYQ, WQCM, KKQV, KYTN, KFMW, KCDQ, KZ0Z.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 20/19

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 19 including WPHD, CHUM, WRCK, WOKI, KTFM, KROK, WHOT-FM, KQXR, KHYT, WFBG, WGUY, 95XIL, WJAD, Q104, KZ0Z.

JOSIE COTTON "Jimmy Loves Maryann" (Elektra) 20/11

Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 11, WKFM, WOKI, WERZ, WISE, WCGQ, WAEV, WCIL-FM, KGOT, KGHO, KHTX, KZ0Z.

MODERN ENGLISH "Hands Across The Sea" (Sire/WB) 18/8

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 8, WVSR, WOKI, Z104, WHOT-FM, KSKD, WISE, WXLK, KCDQ, WPHD on, WRCK on, KSET-FM on, KQXR on.

ENDGAMES "Love Cares" (MCA) 18/4

Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 4, WKFM, WJZR, KILE, 99KG, WPHD on, WRCK on, WOKI on, WFLI on.

DAVID GILMOUR "Blue Light" (Columbia) 14/10

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 10, WVSR, WJZR, WKDD, WJXQ, WHOT-FM, WERZ, WBND, 99KG, WSPT, KCDQ, WPHD on, WOKI on.

FRANKIE GOES TO HOLLYWOOD "Relax" (Island) 12/7

Moves: Up 2, Debuts 1, Same 2, Down 0, Adds 7, 98PX, KZZB, KTFM, WISE, KYTN, KCAQ, KHTX, WXKS-FM on, 93FM 26-24, WHTF 39-37, WZLD d-37.

STEPHEN BISHOP "Unfaithfully Yours (One Love)" (WB) 11/1

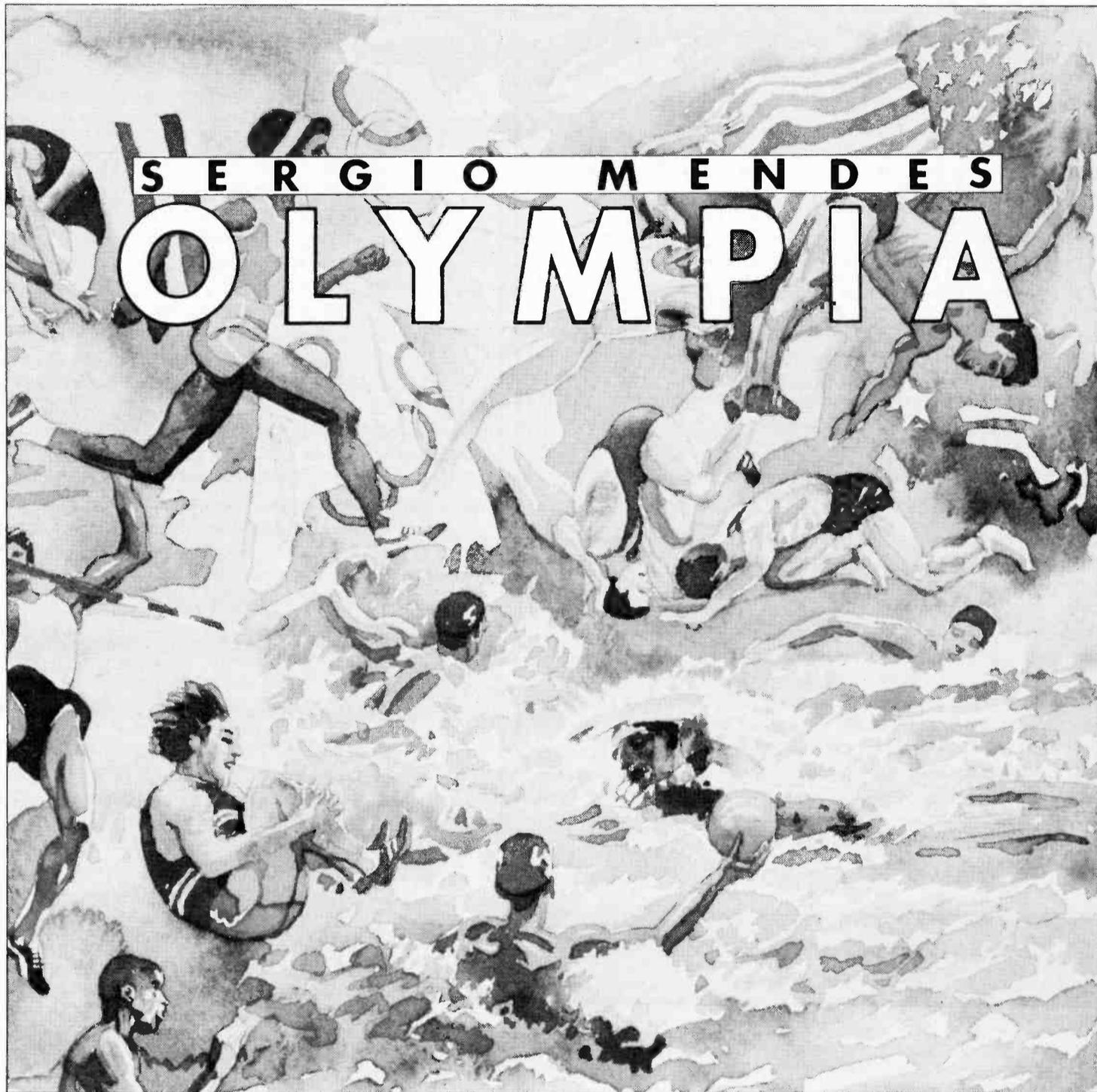
Moves: Up 4, Debuts 2, Same 4, Down 0, Adds 1, 103CIR, WRQK d-39, WSFL on, KROK on, KBBK 28-27, KIKI 26-24, KO93 28-27, WXLK 36-32, KXSS d-34.

KIDD GLOVE "Good Clean Fun" (Morocco/Motown) 10/6

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 6, WVSR, WRCK, KITE, WGUY, WJBO, KILE, WIGY on, WERZ on-dp, WCGQ on, KHTX on-dp.

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.

No matter who wins this summer,
the victory's yours right now.



"OLYMPIA" AM 2623

The first single from
the forthcoming album event by

SERGIO MENDES.

THE LATEST SURGE OF MENDES MAGIC

ON A&M CASSETTES & RECORDS.

The single: Produced by Sergio Mendes & Barry Mann
Vocals by Joe Pizzulo



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Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
9	3	2	1	KENNY LOGGINS/Footloose (Columbia)
1	1	1	2	VAN HALEN/Jump (WB)
5	2	3	3	ROCKWELL/Somebody's Watching Me (Motown)
8	6	4	4	EURHYTHMICS/Here Comes The Rain Again (RCA)
32	21	11	5	PHIL COLLINS/Against All Odds (Take A Look At Me...) (Atlantic)
15	12	8	6	DARYL HALL & JOHN OATES/Adult Education (RCA)
16	14	10	7	POINTER SISTERS/Automatic (Planet/RCA)
28	16	12	8	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
6	5	6	9	HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
12	8	7	10	CHRISTINE McVIE/Got A Hold On Me (WB)
24	17	13	11	THOMPSON TWINS/Hold Me Now (Arista)
2	4	5	12	CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
13	11	9	13	DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
39	27	19	14	LIONEL RICHIE/Hello (Motown)
17	15	14	15	38 SPECIAL/Back Where You Belong (A&M)
22	20	18	16	MANFRED MANN'S EARTH BAND/Runner (Arista)
4	7	15	17	NENA/99 Luftballons (99 Red Balloons) (Epic)
30	23	20	18	PAUL YOUNG/Come Back And Stay (Columbia)
-	39	25	19	"WEIRD AL" YANKOVIC/Eat It (Rock & Roll/CBS)
34	29	24	20	DWIGHT TWILLEY/Girls (EMI America)
-	-	30	21	RICK SPRINGFIELD/Love Somebody (RCA)
35	30	26	22	QUEEN/Radio Ga-Ga (Capitol)
-	33	29	23	TRACEY ULLMAN/They Don't Know (MCA)
3	9	16	24	MICHAEL JACKSON/Thriller (Epic)
29	24	22	25	HOWARD JONES/New Song (Elektra)
10	10	17	26	DURAN DURAN/New Moon On Monday (Capitol)
-	-	37	27	CARS/You Might Think (Elektra)
19	19	21	28	KC/Give It Up (Meca)
-	40	33	29	YES/Leave It (Atco)
40	38	31	30	UB40/Red Red Wine (Virgin/A&M)
31	28	27	31	OLIVIA NEWTON-JOHN/(Livin' In) Desperate Times (MCA)
-	-	38	32	KOOL & THE GANG/Tonight (De-Lite/PG)
-	-	40	33	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
-	-	39	34	MATTHEW WILDER/The Kid's American (Private I/CBS)
7	13	23	35	JOHN LENNON/Nobody Told Me (Polydor/PG)
11	18	28	36	POLICE/Wrapped Around Your Finger (A&M)
BREAKER	37		37	BONNIE TYLER/Holding Out For A Hero (Columbia)
DEBUT	38		38	GO-GO'S/Head Over Heels (IRS/A&M)
DEBUT	39		39	TONY CAREY/A Fine Fine Day (MCA)
DEBUT	40		40	JOHN COUGAR MELLENCAMP/Authority Song (Riva/PG)

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Adult/Contemporary

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
10	3	2	1	LIONEL RICHIE/Hello (Motown)
1	1	1	2	CHRISTINE McVIE/Got A Hold On Me (WB)
23	10	3	3	PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)
18	12	7	4	STEPHEN BISHOP/Unfaithfully Yours (One Love) (WB)
16	9	6	5	EURHYTHMICS/Here Comes The Rain Again (RCA)
5	4	5	6	P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol)
-	25	15	7	J. IGLESIAS & W. NELSON/To All The Girls I've... (Columbia)
2	2	4	8	KENNY ROGERS/This Woman (RCA)
25	18	12	9	THOMPSON TWINS/Hold Me Now (Arista)
14	13	10	10	ANNE MURRAY/That's Not The Way (It's S'posed...) (Capitol)
-	28	19	11	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
-	29	20	12	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
17	15	14	13	JIMMY BUFFETT/Brown Eyed Girl (MCA)
3	5	8	14	PAUL McCARTNEY/So Bad (Columbia)
12	11	11	15	DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
-	30	23	16	JEFFREY OSBORNE/We're Going All The Way (A&M)
26	22	17	17	CLIFF RICHARD/Donna (EMI America)
24	23	18	18	L. RONSTADT & N. RIDDLE.../I've Got A Crush... (Asylum)
9	7	9	19	POLICE/Wrapped Around Your Finger (A&M)
4	6	13	20	SHEENA EASTON/Almost Over You (EMI America)
BREAKER	21		21	BILLY JOEL/The Longest Time (Columbia)
-	29		22	MICHAEL GORE/Theme From "Terms Of Endearment" (Capitol)
-	28		23	TRACEY ULLMAN/They Don't Know (MCA)
8	8	16	24	GENESIS/That's All (Atlantic)
DEBUT	25		25	BARRY MANILOW/You're Looking Hot Tonight (Arista)
BREAKER	26		26	JAMES INGRAM/There's No Easy Way (Qwest/WB)
BREAKER	27		27	MANHATTAN TRANSFER/Mystery (Atlantic)
7	14	22	28	J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
11	17	21	29	JOHN LENNON/Nobody Told Me (Polydor/PG)
BREAKER	30		30	CRYSTAL GAYLE/I Don't Want To Lose Your Love (WB)

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
16	4	7	1	CARS/You Might Think (Elektra)
14	6	2	2	PHIL COLLINS/Against All Odds (Atlantic)
8	7	6	3	SCORPIONS/...Like A Hurricane (Mercury/PG)
1	2	3	4	KENNY LOGGINS/Footloose (Columbia)
6	5	7	5	DWIGHT TWILLEY/Girls (EMI America)
3	3	4	6	DAN FOGELBERG/The Language Of... (Full Moon/Epic)
18	12	9	7	YES/Leave It (Atco)
10	10	8	8	VAN HALEN/I'll Wait (WB)
2	1	5	9	MANFRED MANN'S EARTH BAND/Runner (Arista)
36	21	11	10	TONY CAREY/A Fine Fine Day (MCA)
-	43	23	11	PRETENDERS/Show Me (Sire/WB)
32	24	14	12	THOMPSON TWINS/Hold Me Now (Arista)
9	11	10	13	VAN HALEN/Panama (WB)
56	30	24	14	RICK SPRINGFIELD/Love Somebody (RCA)
23	19	13	15	DAVID GILMOUR/All Lovers Are... (Columbia)
20	16	12	16	BON JOVI/Runaway (Mercury/PG)
35	23	18	17	ALAN PARSONS PROJECT/Prime Time (Arista)
50	42	27	18	NIGHT RANGER/Sister Christian (Camel/MCA)
19	17	16	19	ROGER DALTRY/Walking In My Sleep (Atlantic)
47	44	26	20	HUEY LEWIS & THE NEWS/The Heart Of... (Chrysalis)
13	13	19	21	PRETENDERS/Time The Avenger (Sire/WB)
15	14	15	22	APRIL WINE/This Could Be The Right One (Capitol)
33	29	29	23	WANG CHUNG/Dance Hall Days (Geffen)
BREAKER	24		24	JOHN COUGAR.../Authority Song (Riva/PG)
12	18	21	25	EURHYTHMICS/Here Comes The Rain Again (RCA)
BREAKER	26		26	BILLY RANKIN/Baby Come Back (A&M)
55	46	32	27	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
5	9	17	28	CHRISTINE McVIE/Got A Hold On Me (WB)
DEBUT	29		29	CARS/Magic (Elektra)
7	15	20	30	38 SPECIAL/Back Where You Belong (A&M)

Complete Tracks Chart on Page 71

Black/Urban

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
6	3	3	1	CAMEO/She's Strange (Atl. Art./PG)
3	2	2	2	B. WOMACK & P. LABELLE/Love Has... (Beverly Glen)
1	1	1	3	ROCKWELL/Somebody's Watching Me (Motown)
13	8	6	4	D. EDWARDS f/S. GARRET/Don't Look Any... (Motown)
14	10	8	5	KOOL & THE GANG/Tonight (De-Lite/PG)
16	9	9	6	S. LATTISAW & J. GILL/Perfect... (Cotillion/Atco)
19	11	10	7	ATLANTIC STARR/More, More, More (A&M)
26	16	12	8	LAI D BACK/White Horse (Sire/WB)
24	15	13	9	DeBARGE/Love Me In A Special Way (Gordy/Motown)
5	5	5	10	TINA TURNER/Let's Stay Together (Capitol)
2	6	11	11	POINTER SISTERS/Automatic (Planet/RCA)
28	18	15	12	STARPOINT/It's All Yours (Elektra)
-	27	16	13	LIONEL RICHIE/Hello (Motown)
7	7	7	14	PATTI AUSTIN/It's Gonna Be Special (Qwest/WB)
4	4	4	15	MELBA MOORE/Livin' For Your Love (Capitol)
31	25	18	16	L. VANDROSS/Superstar/Until You Come Back (Epic)
-	31	20	17	ART OF NOISE/Beat Box (Island)
32	24	19	18	S.O.S. BAND/For Your Love (Tabu/CBS)
-	38	22	19	JEFFREY OSBORNE/We're Going All The Way (A&M)
-	34	26	20	EVELYN "CHAMPAGNE" KING/Shake Down (RCA)
34	28	27	21	CON FUNK SHUN/Don't Let Your Love... (Mercury/PG)
33	26	24	22	J. MATHIS w/D. WILLIAMS/Love Won't Let... (Columbia)
-	33	23	23	KENNY G/Hi, How Ya Doin'? (Arista)
15	14	14	24	DELLS/You Just Can't Walk Away (Private I/CBS)
-	-	33	25	EMOTIONS/You're The One (Red Label)
-	37	29	26	SHALAMAR/Dancing In The Sheets (Columbia)
BREAKER	27		27	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
12	12	21	28	TYRONE BRUNSON/Fresh (Believe Drm/CBS)
9	13	17	29	MICHAEL JACKSON/Thriller (Epic)
-	-	36	30	CHI-LITES/Stop What You're Doing (Private I/CBS)
BREAKER	31		31	YARBROUGH & PEOPLES/Don't Waste... (Total Exper.)
22	22	25	32	BILLY GRIFFIN/Serious (Columbia)
-	36	34	33	GLADYS KNIGHT & THE PIPS/When You're... (Columbia)
BREAKER	34		34	TEMPTATIONS/Sail Away (Gordy/Motown)
-	-	40	35	HALL & OATES/Adult Education (RCA)
-	-	37	36	GEORGE CLINTON/Last Dance (Capitol)
BREAKER	37		37	ONE WAY/Lady You Are (MCA)
BREAKER	38		38	DEELE/Just My Luck (Solar/Elektra)
-	-	39	39	BRYAN LOREN/Lollipop Luv (Philly World)
DEBUT	40		40	SHANNON/Give Me Tonight (Mirage/Atco)

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