

I N S I D E:

**EXTRA READING VALUE**

This week's special issue includes columns on Sales, Management, Air Personalities, News/Talk, Easy Listening, plus all our regular weekly columns ... more to read than ever before.

**PEOPLE IN THE NEWS THIS WEEK**

- Jim Ed Norman heads WB/Nashville
  - Ray Gusky GM, Ted Sohler PD at WPNT
  - Phil Zachary, Stan Shields, Chuck Gross VPs at Broad Street
  - Jay Boberg President of IRS
  - Bill Edwards PD, John Rywelski GSM for WGBB
  - Joe Cunningham WMNI PD
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**STATE OF THE ART**






**EQUIPMENT SURVEY**

**RADIO EQUIPMENT EXAMINED**

R&R's "Equipment '84" special surveys stations on their favored technology, airs the Great AM Stereo Debate, and furnishes a convenient list of major equipment suppliers all over the world.

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**INTRODUCING LEADER AT LARGE**

R&R Senior Editor John Leader kicks off a new commentary column with a lucid and entertaining look at the elements of successful radio.

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**JAZZ RADIO'S NEW LOOK**

Jazz Radio Editor Barbara Barnes makes her debut by interviewing Columbia's VP and eminent jazz authority Dr. George Butler, as they discuss jazz's changing stance and radio's role in popularizing the music.

Page 90

Newsstand Price \$3.50



**Malrite Switches WHK Format, Sets New Management**

**WHK Goes Gold; Smith, Gorman Promoted**

Malrite established a new management structure for WHK & WMMS/Cleveland this week, while dropping WHK's Country format for a "14-K solid gold rock & roll" approach. WMMS GSM Bill Smith has been named Station Manager of WHK & WMMS. He fills the vacancies created by Walt Tiburski, who departed his WMMS VP/GM position to form a new broadcast acquisition firm, and WHK VP/GM Ron Jones, who exited this week.

In addition, WMMS Operations Manager John Gorman has been upped to OM for both stations. WHK PD Bill Stedman is staying on, reporting to Gorman, who will continue to handle the WMMS programming

duties. In the sales area, WMMS NSM Gaye Ranstrom becomes GSM at WHK & WMMS, replacing Smith in the latter post. WHK GSM Lonnie Gronek has joined WHTZ/New York as Local Sales Manager. Ranstrom will also continue her national sales responsibilities, while WHK NSM Art Greenberg will become LSM for WHK & WMMS.

Malrite Exec. VP/Director Of Radio Gil Rosenwald told R&R, "The move on WHK gives us an opportunity for a more mass appeal radio station, one that will complement WMMS. We plan to sell the two properties in combo, and we've made our organizational structure more streamlined and efficient.

This is the only Malrite property that's had two operating

MALRITE/See Page 16

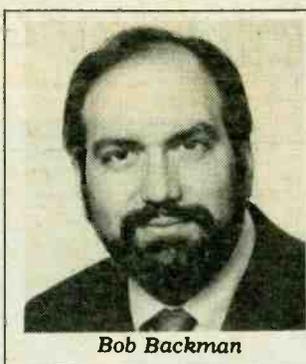
**BACKMAN TO WWLT, MASTERS TO KWEN**

**Katz Sets New GMs**

In management restructuring within Katz Broadcasting, KWEN/Tulsa VP/GM Robert Backman has been selected as GM for WWLT/Gainesville-Atlanta, which Katz expects to take over sometime in June, following FCC approval. Backman, who joined KWEN as GM in 1981, will continue to supervise the station; he also becomes a corporate Group VP.

Replacing Backman as KWEN GM is Lee Masters, who joins Katz May 15 from a co-principal position with Jalapeno Broadcasting, owner of WAVG/Louisville and KLOZ/El Paso.

In making the announcement, Katz Broadcasting President

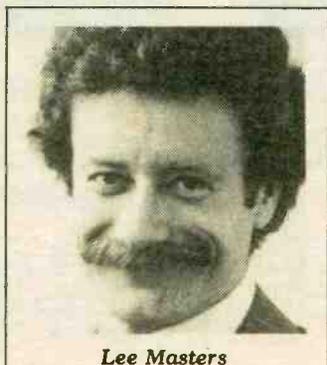


Bob Backman

Richard Ferguson said, "Bob Backman has done an outstanding job in assembling a first-rate team in our Tulsa market. His achievements clearly merit this important promotion, and we feel very fortunate to have Bob as part of the Katz Broadcasting management team." Referring to Masters's new responsibilities, Ferguson added, "Lee is a talented and professional manager, and Katz is excited to have someone of his caliber join our ranks."

Prior to KWEN, Backman served two years as GM at crosstown KTFX. He told R&R, "I'm really looking forward to this position, as it gives me another opportunity to work with

KATZ/See Page 16



Lee Masters

**Bass Rejoins Chrysalis As VP/Marketing**

Billy Bass has been named VP/Marketing for Chrysalis Records, supervising promotion, merchandising, sales, publicity, and creative services for the label and serving as a liaison with CBS branch distribution. The appointment marks Bass's return to Chrysalis; he had been Sr. VP/Promotion & Creative Services there until 1981. More recently he held promotion positions at WMOT and Motown.

Chrysalis Co-Chairman Terry Ellis commented, "Chris



Billy Bass

Wright (label Co-Chairman) and I have for a long time been admirers of Billy Bass's talents in the areas of marketing, creative services, and promotion, and are delighted to renew our association with him." Chrysalis President Jack Craigo added, "Billy's experience and skills in artist career development will be an added thrust to the Chrysalis momentum." BASS/See Page 16

**S.F., PORTLAND ASSIGNMENTS**

**Saito, Mason Take New King VP/GM Posts**

KGW/Portland GM Ron Saito has transferred to King Broadcasting sister stations KSFO & KYA/San Francisco as VP/GM, replacing departing GM Fred Schumacher. Succeeding Saito as KGW VP/GM is King Broadcasting's Programming Research Director/Radio Alan Mason.

Commenting on Saito's appointment, King Broadcasting VP/Radio Jim Kime stated, "Because of Ron's management abilities and his fiscal experience, he is the natural choice to guide King's largest radio facility."

Saito first worked for King in 1969 as Assistant Accounting Manager. A series of promotions culminated in his appointment in 1978 as GM for sister FM station KINK. Saito resign-

ed from the company in 1982 for a brief stint as GM at neighboring KYTE & KLLB (now KRCK), but rejoined KGW as GM last year. Saito noted, "I've lived in Oregon my whole life, but I don't think there's a better place to go than San Francisco. I'm just excited about being here and am looking forward to this position."

Regarding Mason's advancement, Kime noted, "Alan's leadership and broad service to the full complement of our company's radio properties gives him the background necessary to fill this position."

A 15-year company veteran, Mason becomes King's first GM to work his way up through the programming ranks; he started as a KGW combo announcer in

KING/See Page 16

**17 New Winter Arbitron Advances**

- Chicago: WGN Down But Still Big Leader; WGCI, WLOO Climb To Second
  - San Francisco: KGO, KCBS Still 1-2; KABL-FM, KOIT-FM Jump
  - Houston: KKBQ-FM Triumphs Again; KIKK-FM Extends Country Lead
  - Washington, DC: WMAL First As WKYS Slips
  - Dallas-Ft. Worth: KVIL-FM Tops Again; KSCS, WBAP Up
  - Miami-Ft. Lauderdale: WHYI Wins First Winter Book
  - St. Louis: KMOX Duplicates Dominant Digits
- Plus results from Pittsburgh, Baltimore, Seattle, Denver, Phoenix, Tampa, Cleveland, San Jose, Kansas City, and Louisville

**Third in a series**

# **How Marketing Improves Selling**

All radio reps talk about selling spot. We do more than just sell. HNW&H markets its stations.

Our basic marketing concept is to maximize our stations' key demographic opportunities. This effort is supported by four other major factors:

- scientific budgeting and forecasting on virtually an account-by-account basis
- the ability to help a station maximize the units it has to sell, including fringe
- an emphasis on long as well as short term rate development
- the use of ad agency data to determine how successful we are on behalf of clients.

As spot marketers, we maximize what we can control: your inventory and the rate you get for it. That's how HNW&H gives its stations the marketing edge. Give your station the marketing edge. Start using our call letters.

*The radio industry's hottest new call letters!*

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**NAB's Parnigoni Interviewed**

Washington Editor **Brad Woodward** talks with NAB's Senior VP/Radio about new convention plans, NAB's new moves to increase radio support, and promised highlights of the Las Vegas convention.

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## Broad Street Ups 3 To VP

In corporate advancements within **Broad Street Communications'** Insilco outlets, **WQUE (AM)/New Orleans GM Phil Zachary** has been upped to VP. **WELI/New Haven Station Manager Stan Shields** and **Operations Manager Chuck Gross** also received VP stripes.

In making the announcements, **Broad Street President Fred Walker** noted, "These promotions are indicative of the three executives' accomplishments, loyalty, and dedication, as they have played significant roles in the outstanding development and the desire for continued growth of their stations as forces in the marketplace."

Zachary was appointed GM at **WQUE** seven months ago, after serving two years as **Director/Operations** for **WQUE-AM & FM**. He also programmed **WITS/Boston** and **WGNG/Providence**. He commented, "If enthusiasm is contagious, then we've got an epidemic in this company! They've really given me this station and let me run with it. I've had nothing but total support

from the people here, and that makes for a great environment. I'm very pleased."

A 28-year **WELI** veteran, **Shields** became **Station Manager** last December, having moved up from **GSM**. He started with the

**BROAD STREET/See Page 16**

## COPELAND NOW CHAIRMAN

### Boberg New IRS President

In executive restructuring at **IRS Records**, **President/founder Miles Copeland** has become **Chairman** of the Board, while **Exec. VP Jay Boberg** has been elevated to **President**. **Boberg** has held the **Exec. VP** position since the label's inception in 1979.

**Copeland** commented, "Jay has functionally been running the record label for some time. This formalizes it." **Copeland** said he will remain involved with the record company, but added, "My major interest will be in the cross-pollination of artists from records to TV and film. We're working to develop our group of companies into a worldwide multimedia talent organization."



Jay Boberg

## EDWARDS, RYWELSKI APPOINTED

### WGBB Selects New PD, GSM

At **WGBB/Long Island**, **Assistant PD/MD Bill Edwards** has been promoted to **Program Director**, while three-year **Account Executive John Rywelski** was advanced to **General Sales Manager**.

The **Radio Company President Franz Allina** commented, "Bill Edwards is a professional and aggressive individual. We expect him to extend **WGBB's** very good audience strength especially in **Nassau County**. **John Rywelski** has inside-out knowledge of this county, and he will accelerate the good billing growth 'GGB has been demonstrating in the last year."

**Edwards** replaces **Glenn Corneliess**, who **WGBB/See Page 16**

## SOHIER NEW PD

# Gusky Manages WPNT

**Ray Gusky** and **Ted Sohier** have been named **GM/Sales Manager** and **PD**, respectively, of **Easy Listening outlet WPNT/Pittsburgh**. The appointments were announced by **Saul Frischling**, whose purchase of the station from **Group W** was recently finalized.

**Frischling**, **President** of **New York-based H-R/Stone, Inc.**, said, "I am pleased to have these two outstanding individuals at **WPNT**. I look forward to tremendous success for the station, with their knowhow and talents working to insure the growth of **WPNT**."

**Gusky** comes aboard following a six-year stint as **General Sales Manager** at **cross-town WAMO-AM & FM**. His 22-year radio career includes the **GSM** post at **WJOI/Pittsburgh** (now **WBZZ**) and the **Local Sales Manager** helm at neighboring **WXXK** (currently **WHTX**). "I'm very excited," he told **R&R**. "Saul and I have known each

other for several years; between us we have damn near 50 years in radio. It's a hell of a team, and we're ready to come in and

**GUSKY/See Page 16**

## KIXK Ahead In Dallas Tower War

Round one in the **Dallas radio tower scrap (R&R 4-20)** has been won by **KIXK**. After nine hours in court last Friday, three other **Dallas FMs - KAFM, KLUV, and KKDA** - withdrew their request for a temporary injunction to delay **KIXK's** move to their shared **Cedar Hill** tower until after the spring ratings period has ended.

**KAFM VP/CEO Bill Steding** said the injunction bid was dropped after it became obvious the judge was going to base his ruling strictly on his reading of the tower

**KIXK/See Page 16**



**THE NO MICHAEL JACKSON WEEKEND** - **WWSH/Philadelphia PD Bobby Rich**, continuing the tradition of his "No Bee Gees Weekend" in **New York circa 1978**, offered his listeners a "No Michael Jackson Weekend." As **Rich** said, "Michael Jackson is the biggest star today. He has won every award imaginable. You hear him on the radio, see him on TV, and read about him in magazines. Let's face it, he's tired. He needs some time off!" And that's exactly what **WWSH** gave the young superstar. The weekend of **April 27** was **Michael Jackson-free**... the station even refrained from airing the **Jacksons' Pepsi commercial**. The stunt garnered some national TV exposure for **WWSH**, but its impact on **Jackson's** career was still being calculated at press time.

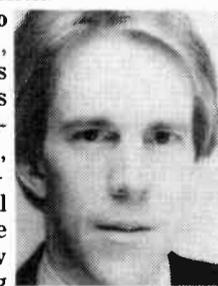
## Norman Named Exec. VP For WB/Nashville

Longtime producer **Jim Ed Norman** has been named **Executive VP/Nashville Division** for **Warner Bros. Records**. **Norman** had been **VP/A&R** for the division since last July, and had been supervising its operations since **Jimmy Bowen** resigned to head **MCA's Nashville** division.

**WB Chairman Mo Ostin** commented, "Jim Ed Norman's track record, both as a producer and industry executive, gives us every confidence that he will guide our **Nashville Division** to new heights." Discussing **Bowen**, he stated, "His contribution to our current success has been a significant one, and we wish him all the best in the future."

**Norman** commented, "I'm very glad to be given this opportunity and look forward to carrying the tradition of excellence already well established by **Warners' Nashville Division**."

**Norman's** production credits include **Anne Murray, Mickey Gilley, Johnny Lee, and T.G. Sheppard**, and he was once a member of **country-rock band Shiloh** with **ex-Eagle Don Henley** and current **WB artist Richard Bowden** of **Pinkard & Bowden**.



Jim Ed Norman

## TRANSACTIONS

### Golden West Sells WCXI-AM & FM In Separate Deals

#### Shamrock Takes AM, Understein FM

**Golden West Broadcasters** announced an agreement in principle to sell in separate transactions **Country-formatted WCXI-AM & FM/Detroit**. No specific prices were disclosed, but market sources estimated prices in the range of \$4 million for **WCXI** and \$5 million for **WCXI-FM**.

The **AM**, which operates with 50kw days/10kw nights at 1130 kHz, will be sold to **Shamrock Broadcasting**, which gains a counterpart to its **FM Detroit Country** facility, **WWW**. **Shamrock** also owns **KABL-AM & FM/San Francisco, WTKN & WWSW/Pittsburgh, KMGC/Dallas, KUDL/Kansas City, and WFOX/Gainesville-Atlanta**. **Shamrock** plans to keep **WCXI's Country** format.

Operating with 21.5 kw on 92.3 mHz at 742 feet, **WCXI-FM** is being sold to a limited partnership headed by **Robert S. Understein** of **Washington, DC**. **Understein** also heads other limited partnerships which own five other stations: **WXKS/Boston, KBOX & KEZQ/Little Rock, and KCEE & KWFM/Tucson**. A format change for **WCXI-FM** is expected to be announced in the near future.

The **Detroit** sale is the final radio element in the legal divestiture of broadcast properties jointly owned by **GWB Chairman Gene Autry** and his first wife, the late **Ina Marie Autry**. Proceeds from the sale of both stations will go into the **Autry Foundation**, a nonprofit, charitable trust created by **Mrs. Autry**. **Golden West** stations exempt from the provisions of her will which man-

**TRANSACTIONS/See Page 16**

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**Radio & Records** is published every Friday by **Radio & Records, Inc.**, 1930 Century Park West, Los Angeles, CA 90067 (213) 553-4330. Subscriptions \$215 per year or \$60 per quarter. International subscription rate \$400 per year. All reasonable care taken out no responsibility assumed for unsolicited material. **R&R** reserves all rights in material accepted for publication. All letters addressed to **R&R** or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. The terms **AOR, Back Page, Breakers, Most Added, National Airplay/30, Parables, Radio & Records, and Street Talk** are registered trademarks of **Radio & Records, Inc.** Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1984 **Radio & Records, Inc.**

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# Washington Report

## NAB Plans Opening Extravaganza

NAB plans to open its annual convention this weekend (4-29) in Las Vegas with a dramatic multimedia presentation highlighting the convention theme — "You've Got What It Takes" — aimed at encouraging broadcasters to become more involved in the electoral process.

The NAB meeting hall will be turned into a replica of a major party nominating convention, complete with stanchions identifying state delegations. Special effects include 24-track sound, 11 screens, 52 slide projectors, eight 16mm film projectors, one 35mm film projector, pyrotechnics, strobes and balloons. The show was produced for NAB by TM Productions of Dallas.

Mingled with the hoopla will be the clear message that broadcasters should increase activities such as sponsoring debates to

demonstrate that they're responsible enough to be trusted with the full First Amendment freedoms they seek from Congress.

## Marantz Offers Four Motorola AM Stereo Receivers

Motorola has picked up another major endorsement, with word that Marantz will market four models of home radio receivers with Motorola AM stereo capability. The sets, retailing for \$250-650 dollars, will hit the market in June and July.

The most expensive model will come with AM stereo as a standard feature. The other three will be equipped to receive a stereo adapter that will sell for a suggested retail price of \$50.

Marantz VP/Product Development Rick Jordan said the company has been following AM stereo for 18 months and feels



**TASK FORCE'S ALLOCATION VOCATION** — The NAB Task Force on Radio Allocations met with FCC officials recently, urging a speedy U.S./Mexico agreement on Class 4 nighttime power increases. Pictured (l-r) are Read Broadcasting's Thomas Read, NAB engineering consultant Jules Cohen, CBS Radio's Ralph Green, Chairman Michael Lareau of WOOD-AM & FM/Grand Rapids, NBC's Michael Eskridge, WFBG-AM & FM/Altoona's Ed Giller, KDEN/Denver's Douglas Stephens, and KDHL/Faribault, MN's John Hyde.

there's a definite trend towards Motorola, especially with the Delco endorsement for GM cars. He added, "This is a major program. We're incorporating it as a line concept, not just on an item basis."

Jordan estimates the four models will comprise about 75% of the home receivers marketed by Marantz.

## Dozen Applicants Scramble For WLIR License

The chance to permanently replace WLIR/Long Island (Garden City), which lost its license, has attracted a dozen applicants, all of whom were designated for a comparative hearing last week by the FCC.

The winner will get to build a new FM station on 92.7 MHz.

In the running are Jarad Broadcasting, Women's Long Island Radio, Spectron Broadcasting, Garden City Broadcasting, Westplex Broadcasting, North Shore Broadcasting, December Ventures, WINK Radio, Fonic Broadcasting, Mid-Island Broadcasting, Hempstead Broadcasting, and McComas Broadcasting.

Meanwhile, the Commission is still trying to choose from among four applicants for interim operation of WLIR until a permanent licensee is selected. Until that issue is settled, GM Elton Spitzer is running WLIR under special temporary authority.

## NAB'S RADIO RESURGENCE

# A Conversation With NAB Radio Chief David Parnigoni

It was in January that David Parnigoni got the call to come in off the road as an NAB Regional Manager to succeed Wayne Cornils as the association's Sr. VP/Radio. As he headed into his first NAB Convention in his new role, Parnigoni spoke with R&R this week about the group's declining radio membership, its new radio services, a major radio promotional campaign that will be unveiled next week, and NAB's newfound cooperation with NRBA.

**R&R:** What are going to be the hot radio issues at this week's NAB Convention in Las Vegas?

**DP:** AM stereo is an issue that's ongoing. We've got a couple of panels, one on the technical side and one we call "AM Stereo: Chapter II," where we'll be talking about what some stations are doing to market AM stereo and promote AM listenership. I also think with about 50 Congressmen in attendance, broadcasters are going to be interested in where we're going with a de-

"Not only will (broadcasters) save money, but they feel with such a large convention we're really going to put together a lot of programs that everyone will be pleased with."

regulation bill. One panel that will be interesting is called the "Small Market Idea Exchange." We want people to go home with some ideas they can make some money with. Another good panel is called "AM Radio: How To Survive . . . and Prosper," moderated by Jim Long. There are some solutions to AM problems other than sitting around wringing your hands.

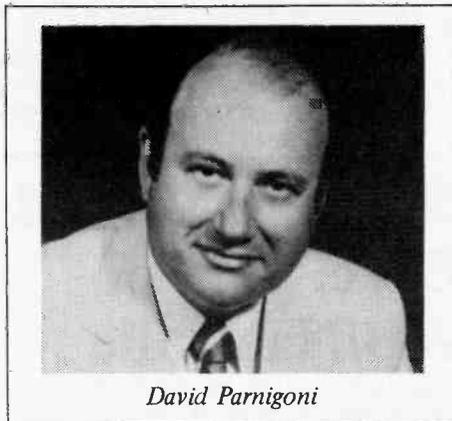
**R&R:** Have you instituted any major changes in the NAB Radio Department since you took over in January?

**DP:** There have been a lot of structural changes because originally there was a Radio Department and a Membership Department. They are now one and the same. So actually we're now a division of NAB with approximately 20 employees.

## Beefing Up Radio Publications

**R&R:** How about changes in member services?

**DP:** We've increased the staff of our publication Radioactive and introduced



David Parnigoni

some new features to the magazine. We've expanded our station profile section, doing more interviews with station people, and getting more information about various types of stations. Another new feature is the small market radio page called "Nuts and Bolts," which is ideas that broadcasters can turn into money. And we're now surveying some of our readers on industry matters. We're also providing a computer clearing house, and next week we'll have out a publication on basic computer information for stations just starting to look into them.

## "Radio: The Natural Turn-On"

**R&R:** What are you doing to help radio stations promote the medium?

**DP:** We'll be coming out next week with a very upbeat promotion on radio using the theme "Radio: The Natural Turn-on." It's being produced for us by TM Productions. We're trying to increase the visibility of radio and tell consumers and advertisers that there are an awful lot of people that listen to radio, and tell where they listen. We're providing live copy, a speech that's primarily for use by smaller market broadcasters before the Rotary or Kiwanis Club, and we're releasing some taped spots as of May 1 to several thousand stations who've

asked for them. We went out in the street and asked people if they listen to radio, where they listen, why they listen, how often. For instance, we had a surgeon who said he listens to radio in the operating room.

**R&R:** Are any new seminars or conferences in the offing?

**DP:** We want to get involved in some management seminars towards the end of this year. We'll be addressing specific topics, including AM radio. I'd like to do them around the country, probably in medium-size markets. I envision the first series at the end of October or beginning of November, then coming back in February with another series.

"We want people to go home with some ideas they can make money with."

## Reversing NAB's Radio Membership Slide

**R&R:** A few years ago there was lingering feeling among some radio broadcasters that NAB had ignored radio in favor of television. Has that sentiment been dispelled now?

**DP:** I believe there was that feeling and I'm sure, years ago, maybe rightly so. I think NAB started to recognize the problem when they were pushed enough and they created the Small, Medium, and Metro Market Committees. These are all broadcasters, along with the board, that say this is the direction we want to go in. I think those who seriously look at the material that's available from us recognize there is an awful lot there and NAB does respond to the needs of the radio broadcaster.

**R&R:** Is it true that NAB has lost several hundred of its radio members, particularly in small markets?

**DP:** We've had some slippage in the last year. Percentagewise it was very insignificant. It was a couple of hundred stations total — a lot of AM-FM combinations. It certainly wasn't a significant amount of money, either, but we're interested in having all stations of all sizes and types. I think

the signs now are very encouraging. A number of stations that have been out have decided to come back, and we welcome them all. I think part of it certainly has to do with the economy and people looking for areas to cut money. But I remember one broadcaster saying many years ago, "You really don't need NAB to run your station, but neither do you need to wear a helmet when you play football." It's much better when you have that helmet on and it's much better to have a team like NAB behind you, whether it's someone to help you run your station or someone in Washington to protect your interests.

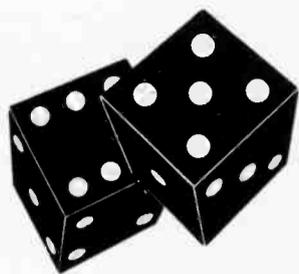
## Conventions Planned In Dallas, Atlanta, Boston

**R&R:** How are plans progressing for the Radio Convention you're cosponsoring with NRBA in Los Angeles this September?

**DP:** It seems to be progressing very nicely. We have an excellent working relationship between the staffs. (NRBA Sr. VP) Tom McCoy and I have met numerous times. Our committee, of course, is very mixed. We have eight or nine people we've appointed from NAB stations and NRBA has appointed around 14 of its board members. Although it's a little early to forecast anything new, we'll definitely be making an extra effort to reach the programmers. We're really still in the talking stages regarding doing a major research project or anything we could hang our hat on around programming. But there definitely will be something that will be announced by early June.

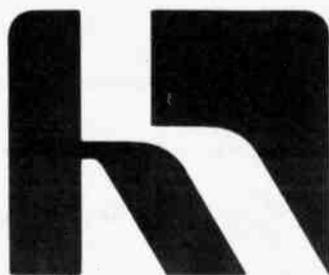
**R&R:** What are the chances of combining the Programming Conference and NRBA Convention after this year's first outing?

**DP:** There seems to be a very good likelihood of that happening. As a matter of fact, we know that next year's will take place in Dallas. The following year we're going to Atlanta and in 1987 we want to come east, so we're talking about Boston, which I think would be a pretty nice move. We've had nothing but praise from an awful lot of broadcasters and exhibitors who are really looking forward to this big meeting, because not only will they save money, but they feel with such a large convention we're really going to be able to put together a lot of programs that everyone will be pleased with.



Gambling is for  
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John Patton, Senior VP  
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(301) 776-8855



## Real Estate By Radio

Century 21 is now marketing **AMCAST**, a radio sales tool aimed at attracting real estate accounts. Consisting of a self-contained cassette player and low power AM transmitter, the AMCAST system is placed inside the seller's home. Its three-minute sales message may be heard on any unused AM frequency. To find out more about the house, all prospective buyers have to do is tune to the frequency listed on a sign placed outside the dwelling. For more details dial (800) 582-2100; in Texas call collect (214) 934-2121. Century 21 will also display the AMCAST mini-transmitter during the **NAB** convention.

## Computer Books With Plug-In Plots

Perhaps taking a cue from hard-cover books with open endings (e.g., "Who Killed The Robbins Family"), or a recent film where viewers got to vote on plot twists, at least three publishers have introduced interactive novels via computer software.

Ranging in the \$20-40 price range, the interactive books feature up to 50 possible endings for readers to choose from. The offerings cover all genres, from romance to science fic-

tion to "what if" historical novels. In the latter category, **Simon & Schuster** has signed well-known author **Robert Heinlein** to script one of its multipath stories. Despite the potentially gimmicky nature of the books, many authors are anxious to write interactive novels. **Bob Katz** of **Home Computer Software** explains that the new books gives authors extra chances to be creative.

## Promoting Your Flexi-bility



Refining an extensively-used concept, California-based **Hot Fudge Productions** has begun manufacturing its version of the flexible picture record. What makes this flexi-disc different from its counterparts is the company's sound quality claim. Partners **Danny Polhamus** and **Bob Price** promise sound reproduction equal to that of conventional singles. The duo also guarantees the disc will reproduce "excellent sound fidelity" even after continued use. HFP's flexi-disc comes in color or black and white. Material may be printed on both sides. More information is available from the company at (213) 867-4455.

## Prospecting The '80s Job Market

Gambling on what will be the fastest-growing occupations may be a crap shoot at best. However, studies predict the (work) force will be with those employed as computer service technicians. It's estimated this particular field will nearly double between 1982 and 1995, with computer analysts, programmers, and operators following closely on the technicians' heels. The lawyer glut leaves plenty of room as well for legal assistants, the second fastest-growing job group. So reports a recent **American Demographics** article.

Although high technology represents the most rapid growth potential, it will account for only six percent of all new jobs opening up in the next ten years. Low-tech occupations will gain the most new employees. Building custodians head the "biggest gainers" chart, followed by cashiers, secretaries, and general office clerks. And owing to the recent birth boom, kindergarten/elementary school teachers are expected to increase by more than half a million.

# Hispanic Youth Shun Spanish Media

## Minimal Use Raises Questions about Economic Future

Hispanic teenagers do use Spanish-language radio more heavily than they use other media in that language, but they aren't particularly happy with it. Those are the recently published findings of two Michigan State University researchers who studied media orientations among Hispanic youth.

Hispanic youth media orientations are roughly parallel to that of their Anglo counterparts—especially those of similar social or economic status—down to gender and age differences. In fact, most Hispanic kids are mainstream-oriented by tenth grade. And even though 40% speak Spanish as well or better than English, the use of Spanish-language media is minimal.

While Spanish-language radio and records lead their print and TV counterparts in usage, they still represent only a fraction of music listening. One-third of respondents said they had listened to Spanish radio "yesterday;" one-fifth said they had listened to records in Spanish. Only one-fourth have read a Spanish-language book in the last month; Spanish TV use averaged only once or twice a week. On the other hand, 90% of those questioned had listened to some music the day before.

Satisfaction with Spanish-language media of any sort was also minimal. On a zero-to-five scale (with zero con-

noting the least happiness), all existing media scored below a one. Only Spanish-language newspapers, which were rated for desirability and not satisfaction, managed to fall between a 1.0 and 1.5 rating. Enthusiasm for Spanish-language media was stronger among fifth-graders and females.

Hispanic youth also professed far more interest in listening to CHR and/or black music than Spanish-language music (all variants of which were grouped together). CHR showed up stronger with fifth-graders than tenth-graders, and black music tended to do better with females than males. (Use of these findings should probably be tempered, as all rock music was classified as CHR, and Classical was grouped with Country.)

The researchers' untested hypothetical explanation as to why they find Hispanic youth using less Spanish-language media than their parents is that as Hispanics grow older, there is a resurgence of their interest in Spanish-language media and other facets of their culture. Such evidence may point to a growing "culture gap" between parents and offspring. The researchers say if this is true, their results may have negative implications for the economic future of Spanish media, despite the increasing Spanish-American population.

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**THE SOURCE**  
NBC Radio's Young Adult Network

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For exclusivity in your market call (212) 664-5538

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# AP has always given you more service for your money. Here's how to make more money from our service.

If your station has the AP Radio Wire, you've got access to the world's most credible, up-to-date, and salable news.

But along with your news, you also get hundreds of authoritative, timely and equally salable feature programs each week.

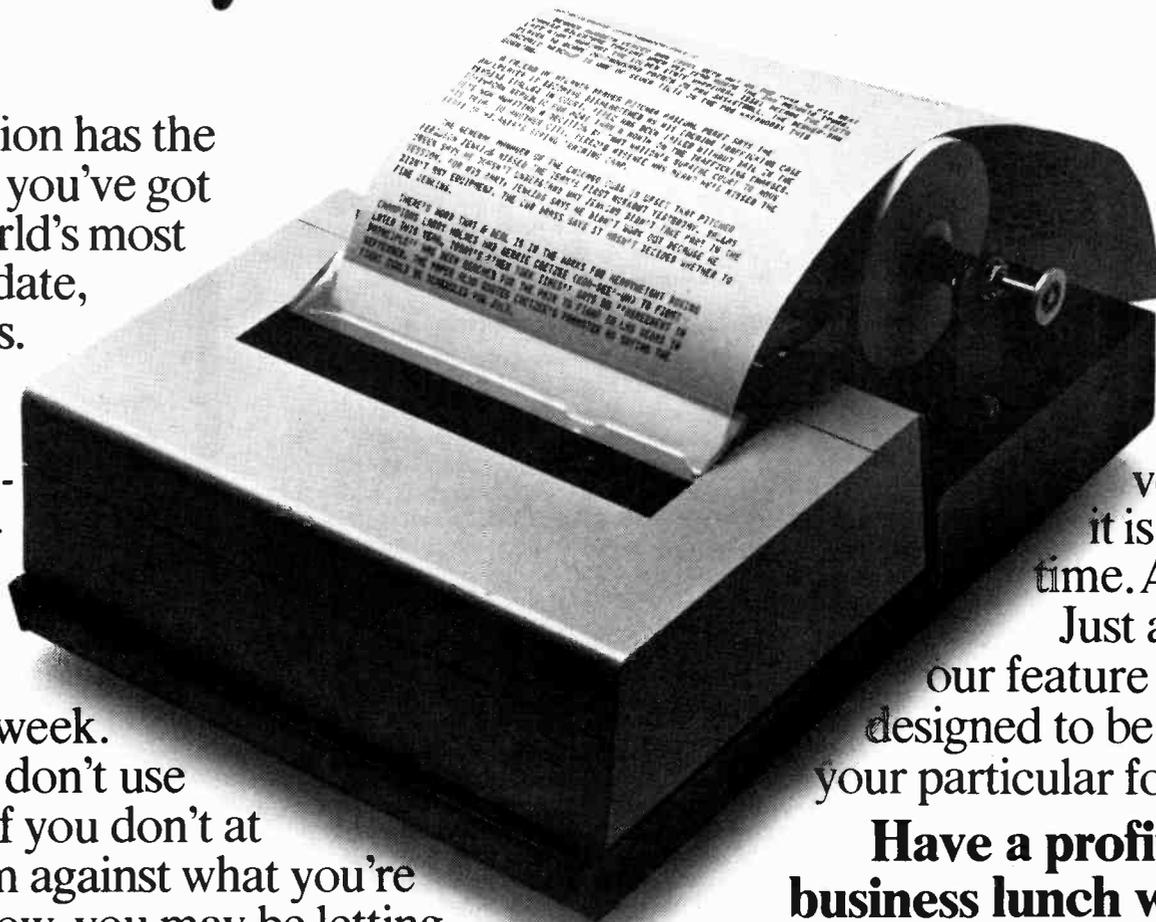
And if you don't use those features, if you don't at least weigh them against what you're programming now, you may be letting thousands of profitable commercial avails slip through your fingers.

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The standards of quality that apply to our news scripts also apply to our other programming. Whether it's sports, business, agriculture or lifestyle features.

The result? Unmatched audience loyalty. People tune in to hear our features, most of which provide time for commercial breaks.

That loyalty is what makes AP feature programming such a logical media buy for clothiers and car dealers. For stock brokers and sporting good stores.



And that's important to you.

Because the more your feature programming appeals to prospective advertisers, the easier it is for you to sell time. And boost profits.

Just as important, all of our feature programming is designed to be compatible with your particular format.

## **Have a profitable business lunch with your AP Radio Wire Machine this Monday.**

Along with all of the other attractive features of the AP Radio Wire, we feature a list of coming attractions. That's an AP exclusive.

If you've never seen it before, check your Radio Wire around noon, on Monday. And brace yourself for a shock.

Because it will do more than just tell you what's in store for the week ahead.

It will convince you that you've been sitting on a gold mine... of information.

To find out more about how our Radio Wire features can help you improve your profit picture, call Glenn Serafin collect at the Broadcast Services Division of The Associated Press (202)955-7214.

**AP** Associated Press Broadcast Services. Without a doubt.



**TOMMY SHAW "STYX" IT TO RAPID CITY** — KKLS/Rapid City, SD recently welcomed Tommy Shaw of Styx to the station for an interview during their recent concert tour. Pictured (l-r) are PD Randy Sherwyn, Shaw, MD Roger Piper, and afternoon man Charlie Douglas.



**COMPETITORS UNITE FOR LIONEL** — KFRX/Lincoln and KQKQ/Omaha joined together to present Lionel Richie in concert. Caught backstage (l-r) are KFRX PD Tracy Johnson, contest winner Pamela Welke, and Richie.



**TALKING HEADS TALKED IN PORTLAND** — KMJK/Portland has been a longtime supporter of WB's Talking Heads. Heads bassist Tina Weymouth stopped by the station to do a rare radio interview and say thanks to PD Jon Barry.

# Pro:Motions

## Fight Appointed Malrite VP/Finance

**Kevan Fight** has been named VP/Finance & Chief Financial Officer for **Malrite Communications Group, Inc.** He comes to the new post from the Society National Bank of Cleveland, where he was VP/Division Manager of the Communications Lending Division. Prior to that, Fight was Corporate Finance Officer in the Communications Group of Firstmark Financial Corporation.



Kevan Fight

## Barro Appointed KXEM GM

**Mary Helen Barro** has been named General Manager of Spanish language-formatted **KXEM/McFarland, CA.** Prior to her appointment, Barro was producer/editor for **KRBK-TV/Sacramento**, as well as Sacramento Bureau Chief for **KNWZ/Anaheim, CA.** Her broadcast career began in 1972 with **KTLA-TV/Los Angeles** and includes stints with Los Angeles outlets **KWKW** and **KZLA-AM & FM.** Barro is also VP of **Buena Vista Broadcasting.**



Mary Helen Barro

## WINZ Ups Levine, Charnack

**WINZ-AM & FM/Miami** Local Sales Managers **Murray Levine** and **Rick Charnack** have been named National Sales Managers for their respective operations. The move follows the recent departure of GSM **Timothy Williams**, who became GM of **WPLP/Pinellas Park, FL.** Levine will oversee national business in the New York, Boston, and Philadelphia areas, while Charnack will represent the rest of the country. Both retain their prior LSM duties.

## Ellis New RKO VP

**Steven Ellis** has been tapped as VP/Corporate Communications for **RKO General, Inc.** He moves to RKO from the VP/GM post at Earle Palmer Brown Public Relations. Ellis also served seven years with the **Burson-Marsteller** public relations firm, working up from Account Executive to VP.



Steven Ellis

## Arista Promotes Three

**Arista Records** has announced three promotions within its sales department. **Jim Cawley**, who becomes National Director/Sales, joined the label in 1975, most recently serving as East Coast Regional Marketing Director. **Ed Simpson** and **Jonathan Klein** move up to Associate Director, East Coast and West Coast Sales, respectively. Simpson is a seven-year label vet, formerly holding down the East Coast Regional Advertising Coordinator post. Klein, with Arista since 1978, was Local Marketing Manager, covering California and Arizona.

## Omansky Joins RCA

**Michael Omansky** is **RCA Records'** new Director/Marketing. He was most recently Senior Product Manager at Nabisco Brands Inc. Omansky's management background also includes a three-year term at General Foods Corp.



Michael Omansky

## Granberg New NARM, VSDA Executive Vice President

**Mickey Granberg**, Executive Director of **NARM**, has now been appointed Executive VP of **NARM** and **VSDA** (Video Software Dealers Association). She has worked with NARM for 23 years, the last eight as Executive Director.



Transtar, in conjunction with Dolly Parton and RCA Records, presents six blockbuster hours of the life and music of one of our most beloved national treasures . . .



## The Dolly Parton Radio Special.

Tracing Dolly's roots from her musical beginnings to her success today. Insightful interviews with Dolly and those that have been a part of her career. With a profile of her latest accomplishments including her new film, *Rhinestone*, with Sylvester Stallone.

Each of the six hours can stand alone, giving you programming flexibility. Each hour contains 10 commercial minutes . . . five available for local sales.

This is the only authorized Dolly Parton Radio Special. We urge you to reserve your market immediately. Just call us at 1-800-654-3904.

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Wild-Eyed  
Southern Boys  
.38 SPECIAL**



NBC Radio's Young Adult Network

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Friday, May 11  
For exclusivity in your market  
call (212) 664-5538**

# KATZ RADIO

**People Make The Difference**

**To be the #1 Radio Rep you need experienced management, effective salespeople and innovative sales and research tools. Katz Radio has them all.**

**Katz Radio has the most stable management team, the most aggressive sellers and the most productive research operation in the business.**

**Katz Radio is the best because we have the best people—people who are dedicated to the Radio Industry. People who are committed to radio's present and future.**



**Katz Radio. The best.**

**KATZ RADIO / A DIVISION OF KATZ COMMUNICATIONS INC**



## Calls Chaos: Possible Solutions

Depending on your perspective, we're looking at a call letter situation that can best be described as either anarchy or liberty. But no matter how you view it, the FCC's recent decision to deregulate call letter allocations has the potential to severely crimp both radio's revenues and the proper taking of the ratings. In addition, Arbitron's policies have, to some extent, added to the problem of sorting out who's on first.

Let's review the potential damage, look at Arbitron's policies, and then examine what might be done to help keep things straight. I've also drawn up a ballot you can mail to me with your vote on how the ratings firms should best be coping with these problems.

### Two Major Difficulties

Arbitron's current policy regarding which set of call letters are shown in its market report is that *the calls in use on the last day of the relevant sweep are the ones shown in the book and on the computer tapes*. Given the current state of the FCC, that approach can lead — and has led — to the following situations:

- A company takes over a station during the latter part of the sweep, and installs new calls just a day or so before the survey concludes. The ratings come out showing the station with a healthy profile. Dilemma! Are those numbers related to the new ownership/format/marketing campaign, or do they pertain to the former approach that has now been shelved? How does the advertising and broadcast industry make sense of it?

- A rogue broadcaster learns that its major (and more successful competitor) is about to change calls. Lo and behold, given the new FCC dicta, our scoundrel picks up the competitor's former calls in the middle of the sweep, muddying the ratings/research waters to a froth. Tea leaves or oracles could predict as well as the ratings books what the reality of the estimates would be in such a case. Given Arbitron's stance, mentions to the old calls would

normally have been flipped to the successful competitor. But now the rogue garners the credit, since it had adopted the more successful "identity." The book will show the same call letters as always (but they'll now belong to a different station), and most advertisers may not realize the difference until too late.

"Tea leaves or oracles could predict as well as the ratings books what the reality of the estimates would be in such a case."

The bottom line in either of these two actual cases is that *radio* loses. The ratings become terribly confused, thus making the sales effort that much tougher. So what are our options, and the options available to the ratings services?

### Arbitron's Feelings

The first example cited above was lifted from the recent mediation case involving stations in the San Francisco/San Jose area. As you may have read in "Week In Review" last week, the mediation panel urged Arbitron to both reissue the books in question (which Arbitron, to its credit, did) and, by inference, look for a new way of handling call changes.

In talking with Arbitron President Rick Aurichio about that specific situation, he outlined two challenges he sees ahead for the ratings giant. "First, we have to do more in each report to make users aware of call letter changes. A note on page 5B of the relevant report is not enough." How soon

## Week In Review

Thanks to those of you who have responded to my recent offer of Survey Analysis Diaries (to keep track of what goes on during a sweep) and my list of Focus Group Dos and Don'ts. Frankly, the response has been so great I've had to reprint both of these items, so if you haven't gotten yours yet they are on the way. Thanks for your patience.

will Arbitron adopt a new approach to alerting users to the new calls and their implications? "We will have to work on this matter pretty quickly — in the very near future."

That's fine. However, what about Arbitron's policy that the calls on the last sweep day are those that are reported in the book? "That still has to be worked on," Aurichio stated. "No matter what stand we take — whether it relates to changes in the early, middle, or late stages of a sweep — it will be perceived as arbitrary. So I'm not sure whether or not we'll change our policy."

### Possible Remedies

Over the last several months, a number of you have called to discuss this call letter confusion hassle. Since Arbitron, Birch et al are likely to respond to industry sentiment on this matter, let's show them your feelings. I'll outline some ideas for handling call letter chaos, and I urge you to fill in the following ballot with your preference. If the returns are meaningful, I'll pass them along to the folks at Arbitron and Birch.

1. Use majority rule. Namely, whichever set of calls was in effect for *half or more of the survey days* should be the set reported in the books.

2. Show old/new calls on each data printout page. For example, Shamrock Broadcasting President Bill Clark suggested that the old

set of calls could be shown with the new set directly underneath (Perhaps in parentheses). The estimates would be displayed much as they are now for simulcast stations (with a total line).

3. Use the current approach; that is, the last set of call letters used in the sweep is reported in the books/tapes. However, perhaps there could be a minimum criterion — say four weeks — for usage of the calls during a sweep. If less than that time-frame, revert to suggestion number 1.

4. Your own creative thoughts. There are certainly details and pros/cons about each of the above ideas that would have to be worked out. And since it is often unlikely that broadcasters can agree that tomorrow the sun will come up in the east, there may not be much hope for giving guidance to the ratings folks on this crucial item. However, let's try!

"We will have to work on this matter pretty quickly — in the very near future."

— Rick Aurichio

Mark your ballot, send it to me at R&R, and I'll take it from there. In a future column I'll report how the returns looked.

In the meantime, let's try to assure that responsible broadcasters do their part to keep the call letter chaos to a minimum. Thanks!

### My preference for handling the potential call letter chaos is (check one):

1. Status quo (Arbitron's current policy).  
 2. Majority rule.  
 3. Show both sets on data pages.  
 4. Amend status quo with minimum criterion.  
 5. My other suggestion is \_\_\_\_\_



# YOU TAKE DRIVE TIME AND LEAVE THE REST TO US.

Drive time is where you make the bulk of your profits.

We know it; you know it.

So if you measure the contribution of the rest of your radio day to that of drive time, you'll come to this inevitable conclusion: you ought to be concentrating your resources where they count most.

But that may leave you with the problem of filling the rest of your broadcasting day with quality programming. How do you do it?

More and more radio executives say the answer is ABC Talkradio.

ABC Talkradio not only can fill most of your regular broadcasting day (up to 12 hours), we'll make your weekends totally listenable, too. With 9 hours of programming Saturday and Sunday.

The ABC Talkradio lineup is packed with personalities who are experienced professionals, informed, provocative, entertaining. So audiences do more than just stay tuned, they get involved, not only with the programming but also with your sponsors.

Want some examples?

Dr. Susan Forward and Michael Jackson have grown their 18+ audiences more than 63% and 70%, respectively, for KNUS-Denver in the latest rating period.

Owen Spann, Dr. Forward and Jackson have scored increases ranging from 29% to 218% for WCBM-Baltimore.

Even in a mature Talkradio market like Los Angeles, Michael Jackson and Dr. Toni Grant are increasing audiences. For KABC, Jackson increased his 25-54 women listenership by 22% and Dr. Grant increased hers by 56% in one year.

Each program host on ABC Talkradio has achieved national recognition. Each generates publicity coverage from every type of medium. So it's no wonder audiences talk about the personalities on Talkradio.

To learn more about why you should be concentrating locally on drive time and letting the stars of ABC Talkradio integrate with your local staff, talk with Rick Devlin, Vice President, Director of ABC Talkradio at (212) 887-5638.



Source: Denver and Baltimore Arbitron, Spring 1983, Fall 1983. ADI: Average quarter hour. Los Angeles: Arbitron, Fall 1982, Fall 1983. ADI: Average quarter hour.

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KIMN Denver

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# RATINGS REPORT

## Winter '84 Quarterly Results

### ARBITRON RADIO Chicago

WGN Tops Again; WGCI-FM New Number Two; WLAK Leads A/C; AORs Improve; WMAQ Slips

	Fall '83	Winter '84
WGN (Talk)	9.6	8.6
WGCI-FM (Urbn)	4.7	5.8
WLOO (BM)	5.3	5.8
WBBM-FM (CHR)	5.1	5.0
WBBM (N/T)	5.5	4.9
WBMX (Blk)	4.9	4.8
WKQX (CHR)	3.0	4.3
WLAK (AC)	3.7	3.9
WLS (CHR)	3.8	3.7
WCLR (AC)	3.7	3.4
WMET (AOR)	3.2	3.4
WIND (Talk)	4.2	3.3
WXRT (AOR)	2.7	3.2
WFYR (AC)	3.1	3.0
WLUP (AOR)	2.3	3.0
WLS-FM, (CHR)	3.2	2.9
WMAQ (Ctry)	3.6	2.9
WUSN (Ctry)	2.6	2.7
WOJO (Span)	2.5	2.5
WJJD (BBnd)	2.9	2.4
WJEZ (Ctry)	1.7	1.8
WAIT (BBnd)	1.9	1.7
WFMT (Clas)	1.3	1.5
WJPC (Blk)	1.4	1.3

### ARBITRON RADIO Washington

WMAL Retakes First As WKYS Slips To Third; WRQX Still Tops CHR Battle; WWDC-FM Prospers As Lone AOR; WMZQ Stronger

	Fall '83	Winter '84
WMAL (AC)	8.0	9.4
WGAY-FM (BM)	8.5	8.4
WKYS (Urbn)	10.2	8.0
WRQX (CHR)	6.4	6.3
WHUR (Blk)	5.9	5.2
WWDC-FM (AOR)	3.0	5.1
WMZQ (Ctry)	3.5	4.8
WLTT (AC)	4.1	4.4
WAVA (CHR)	4.3	4.3
WWRC (Talk)	4.1	4.2
WPGC-AM & FM (CHR)	3.5	3.5
WTOP (News)	3.6	3.3
WXTR-FM (Gold)	2.0	2.7
WGMS-AM & FM (Clas)	2.9	2.7
WASH (CHR)	3.8	2.3
WDJY (Blk)	2.4	2.3
WPKX-FM (Ctry)	3.1	2.3
WYCB (Rel)	2.5	2.0
WHFS (AOR)	.7	1.7
WTKS (Easy)	.7	1.5
WEZR (AC)	1.4	1.2
WOL (Blk)	1.3	1.0

### ARBITRON RADIO Kansas City

WDAF Stable, Number One Again; KMBR, KBEQ Surge Near Double Digits; KFKF Jumps, AORs Slip

	Fall '83	Winter '84
WDAF (Ctry)	10.6	10.7
KMBR (BM)	7.0	9.8
KBEQ (CHR)	7.7	9.7
KLSI (AC)	7.7	7.7
KFKF-AM & FM (Ctry)	5.4	7.1
KYYS (AOR)	8.7	6.3
KCMO (N/T)	6.6	6.0
KPRS (Blk)	6.2	5.5
KJLA (BBnd)	4.9	4.8
KUDL (AC)	5.9	4.6
WHB (AC)	4.5	4.0
KMBZ (AC)	2.9	3.7
KCMO-FM (Ctry)	3.1	3.5
KKCI-FM (AOR)	5.6	3.2
KPRT (Rel)	1.9	1.8
KZZC (CHR)	2.0	1.5
KXTR (Clas)	.7	1.0

### ARBITRON RADIO Miami-Ft. Lauderdale

WHYI Tops First Winter Book; WLYF Stable, WQBA Healthier; News Battle A Draw; WAXY Wins A/C Honors

	Fall '83	Winter '84
WHYI (CHR)	7.4	8.3
WLYF (BM)	8.2	8.0
WQBA (Span)	6.3	7.2
WINZ-FM (CHR)	7.2	6.7
WINZ (News)	3.1	4.3
WNWS (News)	4.2	4.3
WEDR (Blk)	3.8	3.7
WAXY (AC)	2.8	3.6
WRHC (Span)	3.7	3.5
WWJF (AC)	4.4	3.5
WSHE (AOR)	3.0	3.4
WAIA (AC)	3.2	3.3
WCMQ-FM (Span)	4.0	3.3
WIOD (AC)	4.1	3.2
WKQS (Ctry)	3.5	3.0
WLVE (AC)	2.6	2.5
WQBA-FM (Span)	3.0	2.5
WTMI (Clas)	1.9	2.5
WEZI (AC)	2.0	2.1
WOCN (Span)	1.1	1.9
WLQY (BBnd)	1.4	1.8
WRBD (Blk)	1.5	1.7
WQAM (Ctry)	1.6	1.6
WSUA (Span)	1.7	1.5
WCMQ (Span)	1.6	1.4
WCKO (AOR)	1.5	1.3
WGBS (N/T)	1.1	1.3
WKAT (BBnd)	.9	1.1
WFTL (AC)	.9	1.0

### ARBITRON RADIO Seattle

KIRO Stable On Top; KOMO Adds Two, Jumps Into Second; AORs Suffer

	Fall '83	Winter '84
KIRO (News)	8.6	8.6
KOMO (AC)	5.5	7.7
KBRD (BM)	5.9	5.8
KUBE (CHR)	5.8	5.5
KNBQ (CHR)	4.4	4.7
KSEA (Easy)	5.3	4.6
KLSY (AC)	3.8	4.5
KIXI (BBnd)	4.9	4.5
KISW (AOR)	5.9	3.9
KMPS-FM (Ctry)	4.2	3.9
KPLZ (CHR)	1.7	3.7
KZOK (AOR)	4.3	3.7
KING-FM (Clas)	3.8	3.4
KCMS (Rel)	2.8	3.2
KEZX (AC)	2.0	3.2
KJR (AC)	2.8	2.7
KMPS (Ctry)	2.9	2.6
KRPM (Ctry)	2.5	2.5
KIXI-FM (AC)	2.4	2.3
KING (News)	2.2	1.9
KGDN (Rel)	1.0	1.7
KVI (AC)	2.1	1.7
KYYX (AOR)	1.7	1.7
KKFX (CHR)	1.9	1.6
KTAC (CHR)	.8	1.0

### ARBITRON RADIO San Francisco

KGO, KCBS Reclaim 1-2; KABL-FM, KOIT-FM Move Up To 3-4; KYUU Takes CHR Lead

	Fall '83	Winter '84
KGO (N/T)	8.7	7.4
KCBS (N/T)	6.8	5.8
KABL-FM (BM)	3.3	4.3
KOIT-FM (Easy)	2.4	4.0
KSAN (Ctry)	3.6	3.8
KSOL (Urbn)	4.7	3.8
KYUU (CHR)	2.8	3.5
KIOI (AC)	3.2	3.4
KFRC (CHR)	3.0	3.1
KBLX (Blk)	2.7	3.0
KNBR (AC)	2.7	2.8
KNEW (Ctry)	2.9	2.7
KABL (BM)	2.3	2.6
KSFO (AC)	3.0	2.6
KRQR (AOR)	2.2	2.4
KITS (CHR)	2.1	2.3
KDIA (Blk)	2.1	2.2
KQAK (AOR)	1.9	2.1
KFOG (AOR)	1.9	1.9
KKHI-AM & FM (Clas)	1.7	1.8
KBAY (BM)	2.1	1.7
KMEL (AOR)	1.7	1.6
KWSS (CHR)	1.3	1.6
KDFC-AM & FM (Clas)	2.3	1.5
KLOK-FM (AC)	—	1.4
KOME (AOR)	1.1	1.4
KSJO (AOR)	1.1	1.3
KJAZ (Jazz)	1.0	1.3
KIQI (Span)	1.2	1.1
KLOK (AC)	1.2	1.1
KEZR (AC)	.9	1.0
KZST (BM)	.4	1.0

### ARBITRON RADIO San Jose

KGO Recaptures First; KBAY Slips To Third; KWSS Climbs To Second; KOIT-FM, AORs Grow; KARA Softer

	Fall '83	Winter '84
KGO (N/T)	5.7	6.8
KWSS (CHR)	5.0	5.9
KBAY (BM)	6.4	5.0
KCBS (N/T)	4.7	4.9
KOIT-FM (Easy)	2.2	4.6
KSOL (Urbn)	3.1	4.3
KSJO (AOR)	3.3	4.1
KOME (AOR)	3.2	3.8
KEZR (AC)	3.4	3.4
KSAN (Ctry)	2.9	3.4
KYUU (CHR)	3.5	3.3
KIOI (AC)	2.4	3.1
KLIV (BBnd)	3.2	2.8
KLOK (AC)	3.3	2.7
KFRC (CHR)	2.6	2.4
KBLX (Urbn)	2.5	2.3
KARA (AC)	3.9	2.2
KEEN (Ctry)	2.9	2.1
KSFO (AC)	1.7	2.1
KHTT (CHR)	.9	2.0
KNBR (AC)	2.1	1.9
KBRG (Rel)	—	1.8
KNTA (Span)	.8	1.6
KPEN (Span)	.8	1.5
KABL-FM (BM)	1.9	1.4
KITS (CHR)	1.7	1.3
KAZA (Span)	2.1	1.3
KFOG (AOR)	1.4	1.2
KQAK (AOR)	1.7	1.2
KKHI-AM & FM (Clas)	.7	1.2
KABL (BM)	1.4	1.1
KDFC-AM & FM (Clas)	2.6	1.1
KMEL (AOR)	1.2	1.0

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off the furniture, don't play with  
your food, and keep playing plenty  
of BMI music.

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**Transactions**

Continued from Page 3  
dated the sales include **KMPC/Los Angeles** and **KVI & KPLZ/Seattle**.

The sale of both Detroit stations is subject to **FCC** approval, a definitive sales agreement, and various other agreements. Takeover of the properties is expected by late summer.

**Levite Buys Out WBEN**

**Algonquin Broadcasting Co.** President/GM **Larry Levite** filed a transfer of control application with the **FCC** April 24 to become 100% owner of **WBEN-AM & FM/Bufalo**, the company's sole property. **FCC** approval of the transfer is expected in June.

Levite, who for the past six years has owned 17% of Algonquin stock, will pay \$7.8 million before adjustments for outstanding stock owned by 21 local investors. Levite will remain President/GM of the stations.

The AM broadcasts an A/C format on 930 kHz with 5kw, while the FM airs CHR programming on 102.5 MHz with 110kw and an antenna height of 1600 feet.

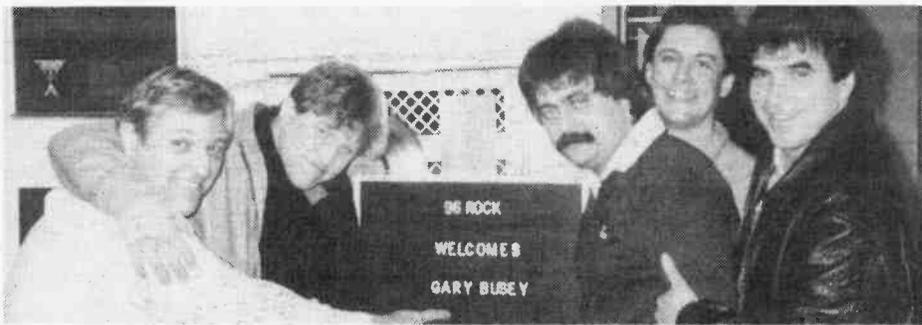
Brokers **Joe Strick** of **Blackburn & Co.** and **Robert Mahlman** of the **Robert O. Mahlman Co.** assisted in the negotiations.

**Getz Buys WTRX For \$1.6 Million**

**Getz Communications**, a new broadcasting company headed by **WELI/New Haven** GM **Larry Getz**, agreed April 9 to purchase **WTRX/Flint** from **Mid America Media** for \$1.6 million, pending **FCC** approval. A/C-formatted **WTRX** operates with 5kw at 1330 kHz.

**WTRX** becomes Getz's first acquisition, while **Mid America Media** retains ownership of **WIRE & WXTZ/Indianapolis**, **WMRZ & KRVR/Quad Cities**, **KBEZ/Tulsa**, **WIRL & WSWT/Peoria**, and **WKAN/Kankakee, IL**.

The **Ted Hepburn Company** served as broker.



**GRIN AND BEAR IT** — Actor Gary Busey visited **WKLS/Atlanta** while in town to film "Bear," based on the life of legendary football coach Paul "Bear" Bryant. From left, **WKLS VP/GM Dick Meeder**, **Busey**, **PD Alan Sneed**, **MD Bob Bailey** and **Scotti Brothers Records' Ben Scotti**, who represents Busey.

**KIXX**

Continued from Page 3

lease, which "would not support our position, whatsoever."

**Hicks Communications** and **KIXX** President/GM **Steven Hicks** told **R&R** construction on the station's tower move will begin this week and be completed by May 15. He expects **ABC's** \$9 million purchase of **KIXX**, which was conditioned on the shift, to occur by July 1.

The plaintiffs claim they'll lose audience and ad revenues during the move because of reduced power, and say a technical flaw in **Hicks's** plans could turn the tower, in **Steding's** words, into a "Roman candle." But **Hicks** said the disruption will be minimal.

The three complaining stations are now concentrating their fire on **Arcetex Corp.**, the tower's owner. **Steding** said they'll sue the firm for at least a million dollars in damages, and will be back in court seeking an injunction against **KIXX** the moment any actual technical damage occurs.

**WGBB**

Continued from Page 3

departed after two and a half years as PD to join rep firm **Weiss & Powell** as an Account Executive. **Edwards's** appointment is his first as a PD; he joined **WGBB** as Assistant PD/MD in 1981 after serving a year as an air personality at **WEJL/Scranton**. **Edwards** told **R&R**, "I am very happy that **Franz** has the confidence in me, and with the help of an energetic, professional staff, we've put together what's going to be a big winner."

**Rywelski** fills the vacancy recently left by the departure of former GSM **Bill Vassar**. Before coming to **WGBB**, **Rywelski** spent 14 months as an Account Executive at neighboring **WNYG**. "This is something I wanted, and I've always believed in what **Franz** has been doing with this station. He's planning to buy more properties, and I'm looking forward to growing with him."

At the same time, it was announced that former **WAVZ & WKCI/New Haven** Assistant News Director **Steve Virgil** has become News Director, while morning personality **Gary Nolan** was advanced to Assistant PD.

**Gusky**

Continued from Page 3

win in this market." He added that **WBZZ** Station Manager **Al Murdoch** would be replacing him as **WAMO's** GSM.

A staff announcer at **WPNT** since February 1983, **Sohier** previously served as PD of **WDSY/Pittsburgh**. Prior to that he worked at **WWSH/Philadelphia**. He commented, "I'm very pleased, excited, and ready for the challenge. Group W built a terrific facility here; we have incredible potential. Our purpose now is to realize every ounce of that potential. We're planning to make some modifications to the sound, but our market position remains the same; as an adult Easy Listening radio station." **Sohier** will retain the 6am-noon shift until a replacement is named. However, he intends to continue doing on-air work. No other staff changes are anticipated.

**Broad Street**

Continued from Page 3

company in 1956 as a night announcer. **Shields** told **R&R**, "After all these years, I've worked in just about every position, and I'm looking forward to this station doing bigger and better things. I'm just happy at the confidence displayed by **Broad Street** in my abilities."

**Gross**, who was named OM at **WELI** last winter, previously spent a year as PD. His background includes programming stints at **KYST/Houston**, **KSET-AM & FM/El Paso**, and **WQMG/Greensboro**. **Gross** said, "Obviously, I'm very thrilled. **WELI** has been a tremendous place to work. **Fred** provides us with all the resources we need; it makes the job a heck of a lot easier when you've got a man like him behind you."

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**Katz**

Continued from Page 1

**Dick Ferguson** in starting up a new station, which is what we did here in **Tulsa**. Working with **Dick** is a very exciting experience."

**Masters** spent six years with **Jalapeno** — the first three as GM at **KLOZ** and three more as VP/Station Operations at **WAVG**. He previously worked as an air personality at **WNBC/New York**. **Masters** commented, "I've known **Bob Backman** for 15 years, and I've been close to the people at **Katz** for a long time as well. In my opinion, **Katz** is the best-run radio group in the country to-

day. It's going to be like going to graduate school."

**King**

Continued from Page 1

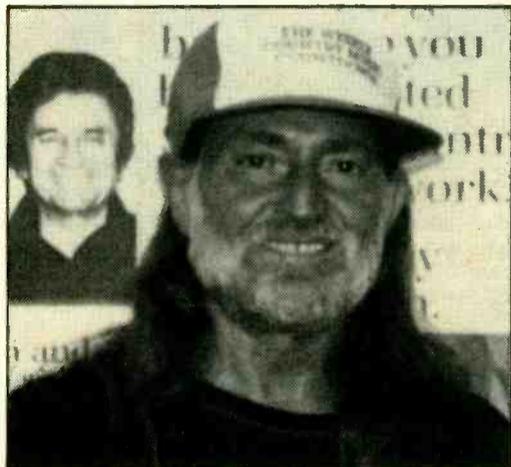
1969. He was promoted to PD three years later, and in 1975 transferred to the PD post at **KING/Seattle**. In 1977, **Mason** became PD and eventually OM for **KYA-AM & FM/San Francisco**, and two years ago he was brought back to **Seattle** for his most recent post as Programming Research Director/Radio. **Mason** told **R&R**, "I've been working to get back to this market and this station for about five years now. It's been a real longterm goal of mine, and it's real nice to realize it like this."

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\*Source: R.H.Bruskin/  
March 1984



- ★ Willie Nelson
- ★ Ronnie Milsap
- ★ Barbara Mandrell
- ★ Crystal Gayle
- ★ Eddie Rabbitt
- ★ Waylon Jennings
- ★ Oak Ridge Boys
- ★ Alabama
- ★ George Jones
- ★ Ricky Skaggs
- ★ Anne Murray
- ★ Conway Twitty
- ★ Janie Fricke
- ★ Dolly Parton
- ★ Lee Greenwood
- ★ Charley Pride

interviews, each one recorded exclusively for “The Weekly Country Music Countdown.” There’s also a look back at hits of the past, a country calendar, and the latest new releases of the top country stars.

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# Cunningham New PD At WMNI

Joe Cunningham has been named PD at WMNI/Columbus, coming to the Country station from the Asst. PD post at crosstown WCOL. Cunningham, a ten-year market veteran, replaces the exiting Steve Cantrell.

WMNI & WRMZ VP/GM Mark Jividen told R&R, "I'm really pleased that Joe is with us. His not having been in country music is really a positive for us because he can look at the broadcast industry and the programming required in this market a little bit differently. Joe is a pro and we're very happy to have him."

## Bass

Continued from Page 1

Bass, who will headquarter in New York and report to Craig, told R&R, "It's a pleasure to be back with Terry and Chris, and I'm looking forward to working with Jack Craig. I'm especially pleased to join Chrysalis at a time when it has so many hot new artists."

## Malrite

Continued from Page 1 heads, and we feel we can now be more effective under a single leader."

Rosenwald continued, "We feel Bill Smith has the qualities and the knowledge to head up both staffs. It's great that we have an opportunity to use John Gorman's knowledge with another format. We're always happy to expand people's responsibilities within our own chain."

## Back To Mono

Explaining WHK's new approach, Gorman told R&R, "Doing this format has always been a dream of mine. We'll go back to the mid-'50s all the way to the early '70s, but the core will be from the '60s, including a lot of Motown and British Invasion tunes. It's going to be very regionalized. We feel this will complement WMMS and draw some of the 25+ audience that may now be listening to A/C."

Gorman brought up an intriguing twist to WHK's imaging. "We're referring to WHK as 'our transistor sister.' We'll be using the slogan 'Back To Mono.' The majority of the oldies we'll be playing were recorded in mono to begin with and sound thin when played in their 'simulated stereo' versions. We're going to play these oldies in their original mono versions — the way God intended them to be heard."

## WB Hits Pay Dirt



The Dirt Band has been signed to Warner Brothers Nashville, and all got together for the occasion. Seated (l-r): Manager Chuck Norris, Marshall Morgan and Paul Worley, producers. Standing (l-r): band members Bob Carpenter, Jeff Hanna, Jimmy Fadden, and John McEuen; Warner Bros.' Jim Ed Norman, and member Jimmy Ibbotson.

## Union Of The Radio



Programmers from several Northwest radio stations gathered after a recent Duran Duran concert. From left, KYYX/Seattle PD Van Johnson, local Capitol promotion rep Stan Foreman, Duran Duran's Simon Le Bon, KUBE/Seattle MD Tom Hutyler, KYYX's Steve Rabow, KBBK/Boise PD Tom Evans, and KUBE's Mark Edwards.

## Triad's "Show Of Hands"



New Nashville-based independent label Triad Records held its official launch party, hosted by principals (l-r) Buddy Killen, Chips Moman, and Phil Walden. Initial acts include Jessi Colter, Tony Orlando, Toni Wine, and the Atlanta Rhythm Section.

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**WROQ**/Charlotte

**WRNO**/New Orleans

**WJFM**/Grand Rapids

**WQDR**/Raleigh

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**KATT**/Oklahoma City

**KLCY**/Salt Lake City

**WNSY**/Norfolk

**WRQK**/Greensboro

**WTRX**/Flint

**WJAX**/Jacksonville

**KOIL**/Omaha

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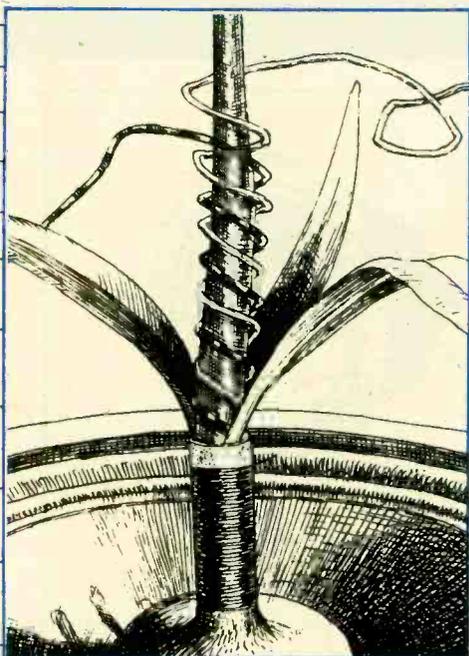
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OWNER'S MANUAL TO TODAY'S TECHNOLOGY



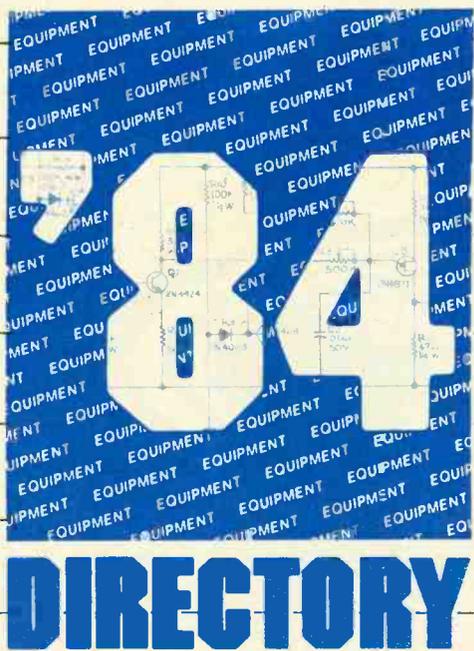
**AM STEREO UPDATE**

PAGE 22



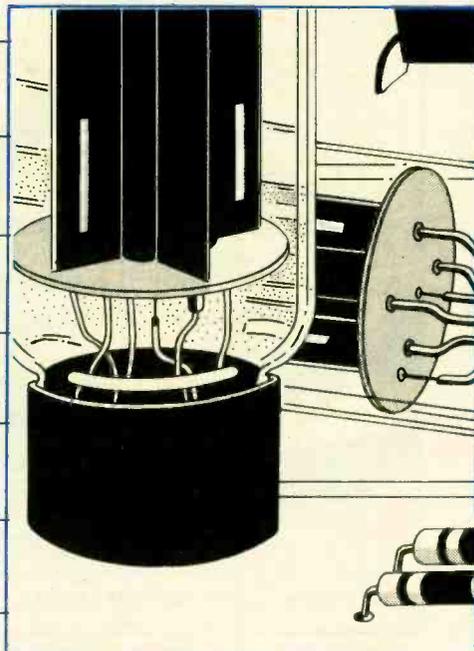
**STUDIO REDESIGN**

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**EXHIBIT DIRECTORY**

PAGE 30



**NAB TECHNOLOGY BRIEF**

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**EQUIPMENT SURVEY**



PAGE 44

# AM Stereo Grows Up

## The Proponents Speak Out

**T**here is no question that the introduction and implementation of AM stereo will have considerable impact on AM radio broadcasting. Listeners who have experienced the quality of AM stereo sound are convinced not only that it is on a par with FM stereo, but that it can greatly assist a turnaround in the downward slide in AM listenership and, thus, overall business. Much has been said regarding which system is best, what marketplace standards (if any) should exist, FCC involvement (or lack thereof), multi- or single-mode receivers, etc. Each party that has something to gain in this controversy has contributed to the debate, whether espousing a system, destroying another system, or simply campaigning for overall acceptance of AM stereo before it experiences the "FM Quad Syndrome."

R&R invited the four remaining AM stereo proponents to participate in a discussion on AM stereo. Each company — Harris, Kahn/Hazeltine, Magnavox/Continental Electronics, and Motorola — was given approximately 350 words with which to participate in the AM stereo debate. There were no restrictions placed on the content of each article, and the only editing involved was to make each entry conform to the basic space guidelines.

### Harris Linear AM Stereo

Over 100 stations worldwide now broadcast the Harris Linear AM Stereo signal, featuring 200 kW Radio Mundo in Brazil. These stations are realizing the advantages of a linear AM stereo system, which was detailed in Appendix E of the Federal Communications Commission's Report and Order on AM stereo. Among these advantages are:

- No out of band emissions.
- No intermodulation products.
- Full audio range (up to 15,000Hz) stereo is transmitted.
- Most compatible with synchronous detectors.
- Has best potential for future technological growth.

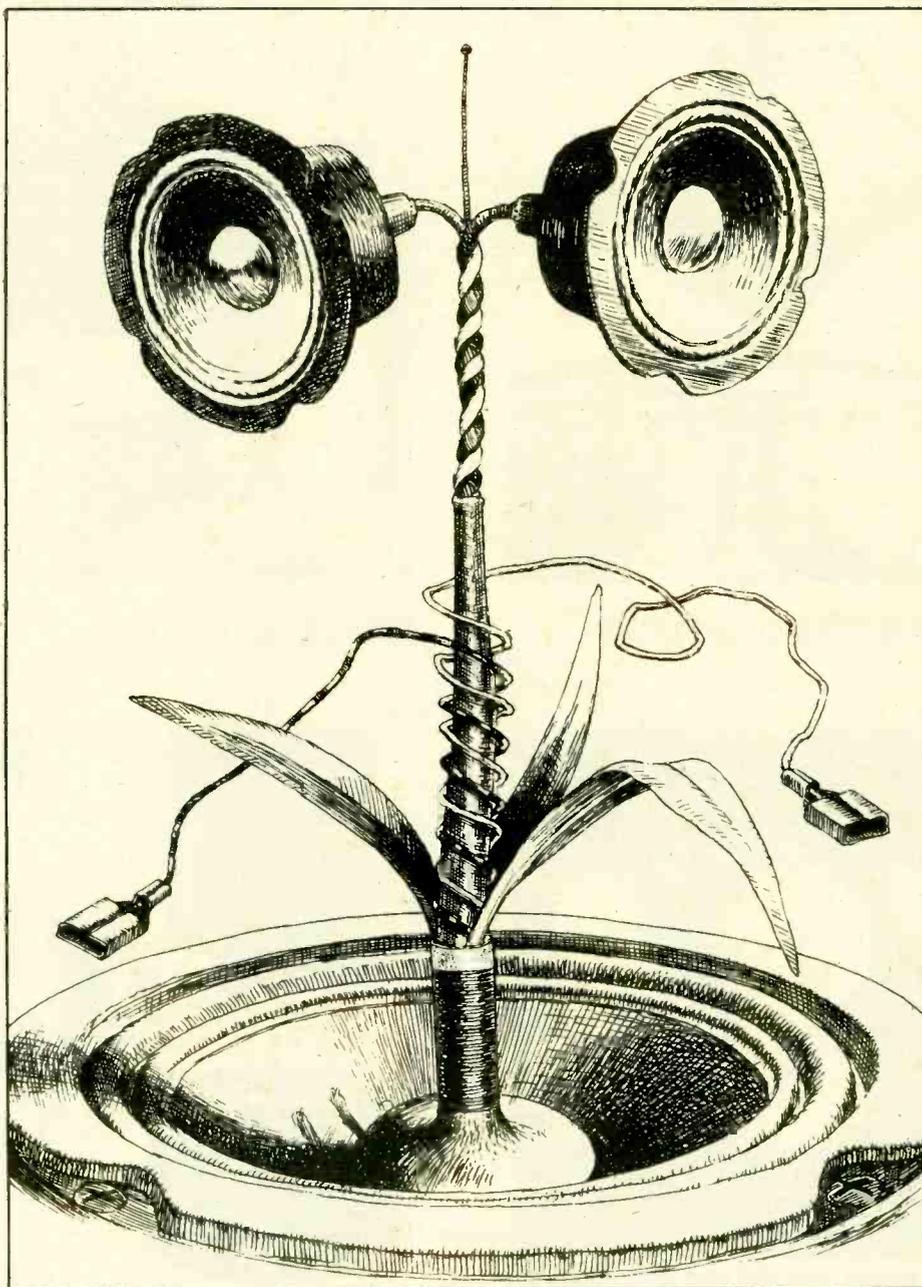


ILLUSTRATION: GARY VAN DER STEUR

The Harris Linear System continues to be the choice of technically astute broadcasters.

More important than deciding which system to select, however, is for broadcasters to decide to broadcast and promote AM stereo. If AM stereo is to rapidly become accepted by listeners, it must be constantly promoted. FM stereo was two decades in reaching parity with AM and now dominates the marketplace. AM stereo is now technically equal to FM stereo and a combined effort to promote AM stereo is necessary to quickly recapture the audience lost to FM.

Continued on Page 24

### Motorola C-Quam

Motorola does not believe that an AM stereo marketplace consensus can possibly be established by considering only the broadcaster or the receiver part of the winning equation. For this reason, we have implemented a total program of longterm support for both the broadcaster and the receiver manufacturer.

For the broadcaster, Motorola actions include:

- Manufacturing AM stereo exciters and monitors.
- Licensing of four reputable broadcast equipment manufacturers. One is type approved, and two more will clear the FCC within a short period. These licensees make the "C-Quam" sourcing competitive in feature, performance, and price.
- Working with and establishing a group of competent "C-Quam" installers, most of whom are broadcast consultants with excellent technical backgrounds.
- Providing technical support to broadcasters from our research and broadcast equipment manufacturing group.

Continued on Page 24

### PMX AM Stereo System

The PMX AM Stereo system was originally developed by the Magnavox Company, and was introduced in December 1976. The system was one of the three tested by the National AM Stereophonic radio committee. The FCC initially adopted this system in 1980, but succumbed to the intense competitive pressures exerted by the losing AM stereo proponents. The FCC restudied the various AM stereo systems, and in 1982 again found the PMX-Magnavox AM Stereo System to have the best overall technical performance. Unfortunately, the FCC sidestepped the competitive pressure problem by opting for the "marketplace" decision method. The system was given the "PMX" (for phase multiplex) identification in 1982 to circumvent a consumer electronics marketing problem. In 1984, Continental Electronics Mfg. Co. assumed full responsibility for all broadcast support aspects involving the PMX AM Stereo System. The original pledge made by Magnavox to not seek any broadcast use or broadcast equipment manufacture license fees or royalty fees remains in effect.

Continued on Page 24

### The Kahn/Hazeltine System

In the short amount of space allocated, I would like to stress the importance of AM stereo and answer a few questions that are most often raised.

AM Stereo is important because it can, and hopefully will, bring AM radio out of its tailspin. AM is now down to a 34% share of radio listening, and it promises to get worse because of its horrendous reputation with youngsters.

Continued on Page 24

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\*based on Hiber, Hart & Patrick estimates.

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





Continued from Page 22

Many broadcasters are, in fact, joining together in this effort. An example to be followed is the efforts of New Orleans broadcasters. WQUE, WNOW, WWIW, and WYLD are charter members of the Louisiana AM Stereo Association. While they broadcast different AM stereo signals, they have banded together to:

1. Promote the common business interests of AM stereo broadcasters.
2. Bring members together in such a fashion that their united efforts in fostering the interests of AM stereo broadcasting will result in improvements to their common good, betterment, and welfare.
3. Devise means of securing, classifying, and disseminating among its members trade, credit, and other information important to the conduct of the AM stereo broadcasting business.
4. Foster the exchange of ideas among its members.
5. Improve the business conditions under which AM stereo broadcasters operate.

The Association has been incorporated under the not-for-profit corporation law of the state of Louisiana. Provisions are made for two classes of members. The voting membership is limited to AM radio stations broadcasting stereophonic programming.

**"AM** is now in the position to recapture much of the audience lost to FM and other stereo media. To fully realize this potential, stations must promote and educate listeners, distributors, and retailers."

Non-voting associate membership is open to non-stereo AM stations, manufacturers, distributors and retailers, advertisers, and advertising agencies with an interest in AM stereo.

The formation of AM stereo associations appears as one way broadcasters can join together to promote AM stereo without violating antitrust laws. This, obviously, requires the promotion of multisystem receivers and frees each station's engineering department to select the AM stereo system that best suits their requirements. Engineering staffs can evaluate AM stereo systems based on the normal evaluations of technology, construction, serviceability, factory service, completeness of instruction books, etc.

Stereo is the most exciting growth opportunity in years for AM broadcasters. AM is now in the position to recapture much of the audience lost to FM and other stereo media. To fully realize this potential, stations must promote and educate listeners, distributors, and retailers. AM broadcasters must decide today to begin broadcasting in stereo and join their fellow broadcasters in promoting this new service.

## KAHN COMMUNICATIONS, INC.

Continued from Page 22

A complete change of image, based on meaningful improvements, is necessary — not just hype. Stereo, plus an updating of antique receiver technology, can significantly improve the situation because it will deliver a more competitive sound product.

You are free to select the stereo system that offers the best chance to help AM Stereo survive. Some of the facts that you should know are included in the following answers to questions most often asked.

**"Stereo, plus an updating of antique receiver technology, can significantly improve the situation because it will deliver a more competitive sound product."**

**Q. What most distinguishes your stereo system from the others?**

A. Essentially there are only two systems. One is the Kahn/Hazeltine sideband system, which transmits L information on your lower sideband and R information on the upper sideband. The Harris, Magnavox, and Motorola systems all transmit stereo by shifting phase of the signal components.

**Q. Why do you believe your system is the best?**

A. Because it is not delicate, and therefore we can give a money-back guarantee that it will work with your transmitter and your antenna without modifications.

**Q. What is "platform motion?"**

A. Unnatural swinging left to right, back and forth, of the stereo sound under adverse signal conditions that make some people feel uncomfortable. Sony warned the FCC "the public will never accept or overlook" this motion.

**Q. Can you hear this problem with the Kahn/Hazeltine system?**

A. Not under real-world conditions. But Motorola, Magnavox, and Harris cause severe motion even with relatively mild co-channel interference.

**Q. Are your competitors aware of this problem?**

A. They sure are. Motorola even put a circuit in their chip to switch to mono when you get co-channel interference. But switching back and forth will just emphasize the fact that your station has a problem. Can you see your salesman saying, "In mono we cover your area, but not in stereo . . . ?" A great Motorola solution.

**Q. Does platform motion occur in other situations?**

A. Yes. Even slight selective fading will give you motion.

**Q. Why are major all-talk stations on-the-air with the Kahn/Hazeltine system?**

A. This has to do with mono improvement advantages against interference, asymmetrical sideband selectivity, etc.

## STATE OF THE ART



Continued from Page 22

The PMX AM Stereo system uses linear phase modulation to transmit the stereophonic (L-R) audio signal, and standard envelope modulation to transmit the monaural (L+R) content of the stereophonic signal. The PMX system is one of the simplest, easiest to understand, and most straightforward of the various AM stereo systems. Audio processing emphasizes the importance of monaural loudness support, for which the PMX system has full capability. The AM stereo exciter accepts the left and right audio channels and forms the (L+R) and (L-R) signals. The (L-R) signal linearly phase modulates the RF signal developed by the exciter. This RF signal also is frequency modulated, with a deviation of slightly less than 20Hz, at a 5 Hz modulation rate. This is the pilot tone signal. The RF output of the exciter is substituted for the oscillator inside the transmitter, and the exciter RF signal is raised to full license power by the existing transmitter circuits. The full power RF signal is envelope modulated by the existing transmitter in the usual way using the (L+R) audio signal.

The receiver follows a process inverse to the exciter operation, and reproduces the left and right stereophonic signals. The correct operation of the stereophonic pilot is essential to consumer acceptance, and the

**"The PMX system has demonstrated the ability to transmit coded digital data (AM SCA) signals in place of the pilot tone. This (SCA) capability presents the broadcaster with new revenue possibilities and public service capabilities."**

PMX system has one of the most reliable and strongest pilot tones available. This pilot tone also aids in providing immunity to "platform rotation" due to co-channel interference.

The PMX system has demonstrated the ability to transmit coded digital data (AM SCA) signals in place of the pilot tone. This capability presents the broadcaster with new revenue possibilities and public service capabilities. Its uses are limited only by existing laws governing SCA operation.

The PMX system can operate at full modulation with the currently-available AM stereo receivers. All AM stereo systems are modulation restricted only by receiver decoders, and the PMX system has as great or greater stereophonic modulation capability as any currently available system. The Sony AM stereo receiver is full proof of this.



MOTOROLA "C-QUAM"

Continued from Page 22

• Offering domestic and foreign seminars/workshops on AM stereo transmitter interface.

For the radio manufacturer, Motorola has provided:

• A high performance, all-function I/C decoder built by Motorola (America's largest semiconductor manufacturer).

• Comprehensive technical design seminars in the U.S. and abroad.

• Personal design assistance available through our research and application engineers with detailed technical design data and circuit techniques on AM stereo.

• Anti-microphonic I/C design and circuit techniques so that AM stereo can be included in mechanically-tuned receivers.

• Hi Fidelity AM stereo circuit techniques, which allow 50db of separation, low tenths of one percent distortion, and extended frequency response.

• Present development of a low voltage I/C decoder for battery-powered portable radios.

• Assistance to AM stereo signal generator manufacturers by evaluating their designs, recommending corrections, and providing alignment standards.

• Very shortly Motorola will announce a second source of agreement for our I/C decoder with one of Japan's largest and most respected semiconductor manufacturers. This will provide dual source I/C protection for the radio manufacturers at competitive prices.

### Multi-System Receivers

We do not share the optimism for multi-mode receivers exhibited by a few people in the trade. Our analyses show that the added complexity, added cost, and compromised performance will not satisfy anything but a limited interim market. Mobile application is particularly difficult and costly. It is our conviction that multi-mode means very limited market penetration and acceptance. Consumer disenchantment because of confusion in the market could cause AM stereo to go the way of Quad.

Stereo allows stations to again experiment with program formats on a competitive basis with FM. Radio manufacturers are introducing wider bandwidth product, as well as bandwidth control. You now have available excellent AM stereo "C-Quam." It is very compatible with 400 million AM mono radios in the U.S. The stereo separation and distortion levels provide outstanding stereo. By the end of 1984, "C-Quam"-only radios will be marketed by the hundreds of thousands; during 1985 there will be millions more.

### One Final Note

"C-Quam," because of its leadership position, has become the target of some misleading technical attacks. There are special interests who do not want an AM stereo standard to emerge for obvious reasons. Do not be misled — the growing "C-Quam" cadre of broadcasters, broadcast equipment manufacturers, integrated circuit manufacturers, and receiver manufacturers did not occur from poor performance.

WESTWOOD ONE

SPECIAL EDITION

WITH SID McCOY

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

**How is this for a Bluff?**

**Claim "victory" when:**

- **Network station score is:**

**Kahn/Hazeltine = 6**

**Harris = 1**

**Magnavox = 0**

**Motorola = 0**

- **150 Major Market Delco Dealers polled voted:  
23 to 2 against Motorola single system radio.**

(Obvious to any businessman that a single system radio cannot compete with radios that work with all systems.)

- **Many Motorola stations might even make some of their listeners "sick to their stomachs" due to platform motion. Sony warned FCC, the public "will never accept or overlook" image motion.**

Think we are bluffing? Call for cassette proof, . . . and a free air sick bag. Phone (516) 222-2221.

Want to win with the best AM Stereo system using advanced independent sideband technology (we will have shipped over 100 exciters when this reaches you) for less than \$300 a month? Kahn Communications, Inc., has just made an agreement with a huge Fortune 500 firm so we can now make this offer.



**KAHN COMMUNICATIONS, INC.**  
839 STEWART AVENUE, GARDEN CITY, NEW YORK 11530 • (516) 222-2221

# State-Of-The-Studio

## WKYS/Washington: A Capital Case History

by Reed Bunzel

When plans were made for WKYS/Washington to vacate its 26 year-old office and studio complex and relocate in new facilities, station engineers looked at the move as an opportunity to construct a state-of-the-art facility that would fill present needs, as well as allow for growth and change through the next three decades. Studios, offices, and transmitting facilities were redesigned from the ground up.

The first challenge was to improve the station's overall coverage in the market. Through a series of tests, the engineering consultant firm of Robert A. Jones discovered a gaping hole to the southeast, where a high percentage of WKYS's audience is concentrated. Daniel Ryson, WKYS Supervisor/Construction & Maintenance, explained: "The transmitter is located in Northwest Washington, and this contributed to the coverage situation. The problem is that we share a tower with Channel 4 (WRC-TV), and they're on the top. We're just below them, except we were mounted on the northwest side, and our signal couldn't get through the tower to the Southeast. The solution, essentially, was to place an RCA BFJ-4 panel antenna on every face of the tower. We also installed two Harris 25k transmitters, operating at 27,100 watts,

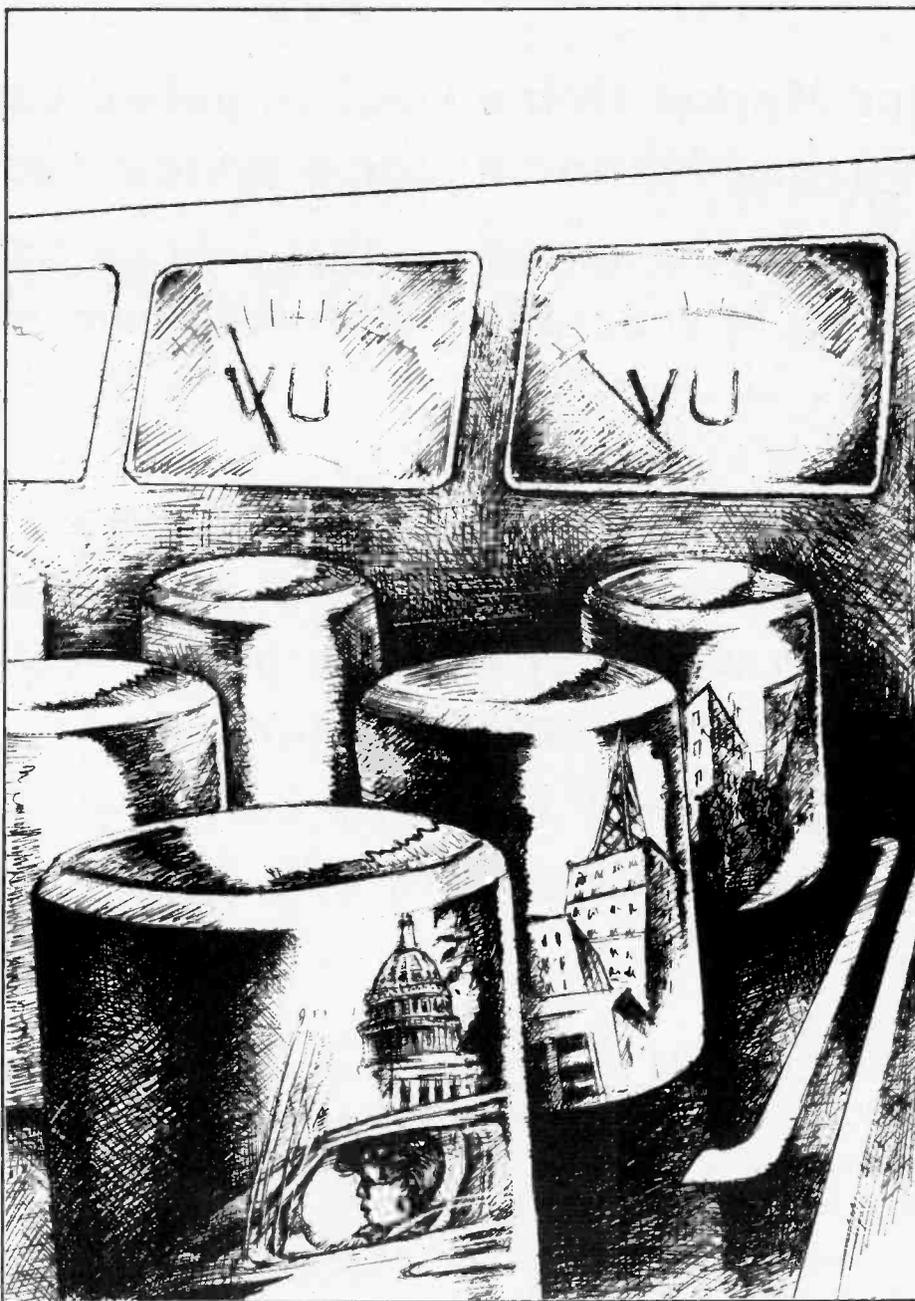


ILLUSTRATION: BERT WOOD

and a Delta Electronics micro-processor remote control system. By doing this our signal penetration has increased a minimum of 50 percent, and in some places it actually doubled."

WKYS was housed in its last plant for 26 years, and when the opportunity to redesign the air facilities came along the station was looking toward the future. "We looked seriously at designing the new plant to be flexible," Ryson continued. "It's very difficult to imagine what is going to happen technologically 30 years down the road, and with this in mind we constructed the facility so that

in 24 hours any one piece of equipment could be removed and replaced with newer equipment that supersedes it in technology. We didn't want to be strapped to 1980's technology."

The station was built around four separate control rooms:

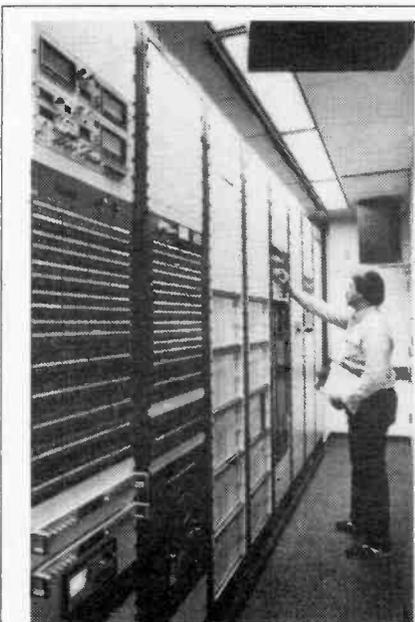
- Control/Studio 4 – Production and backup air.
- Control/Studio 5 – Air.
- Control/Studio 6 – Production, 4-track expandable to 8-track.
- Edit/Announce Booth – News production.

After conducting thorough time and motion studies, the design engineers built Studio 4 to be identical to Studio 5. "This way, if we have any technical quirks in our on-air studio, we can put Control and Studio 4 on the air," Ryson pointed out. "Our human engineering studies determined that they should be exactly alike. We found that if you have a button three inches farther to the left in one room than another, it is hard to make the transition. The way we built Studios 4 and 5 is such that someone can plug his headphones in at exactly the same spot, or reach his arm over the same distance to turn on the mike."

"The result of all this (audio engineering) is that now you can stand in the middle of the studio and hear your heart beat."

Both studios were built around Rupert Neve custom consoles. Ryson said, "They were designed in a custom fashion because Rupert Neve has a recording studio background, and doesn't work very much with broadcasters. We teamed up with their engineers and designed the console ourselves."

Continued on Page 28



WKYS engineer Seth Sterling measures output levels in the station's Master Control Room A.



Top: A view of back-up Control 4, featuring a Neve custom console designed by WKYS and Rupert Neve engineers. Bottom: WKYS conducted human engineering studies to create the most efficient and functional news room possible.

CHRISTINE  
McVIE



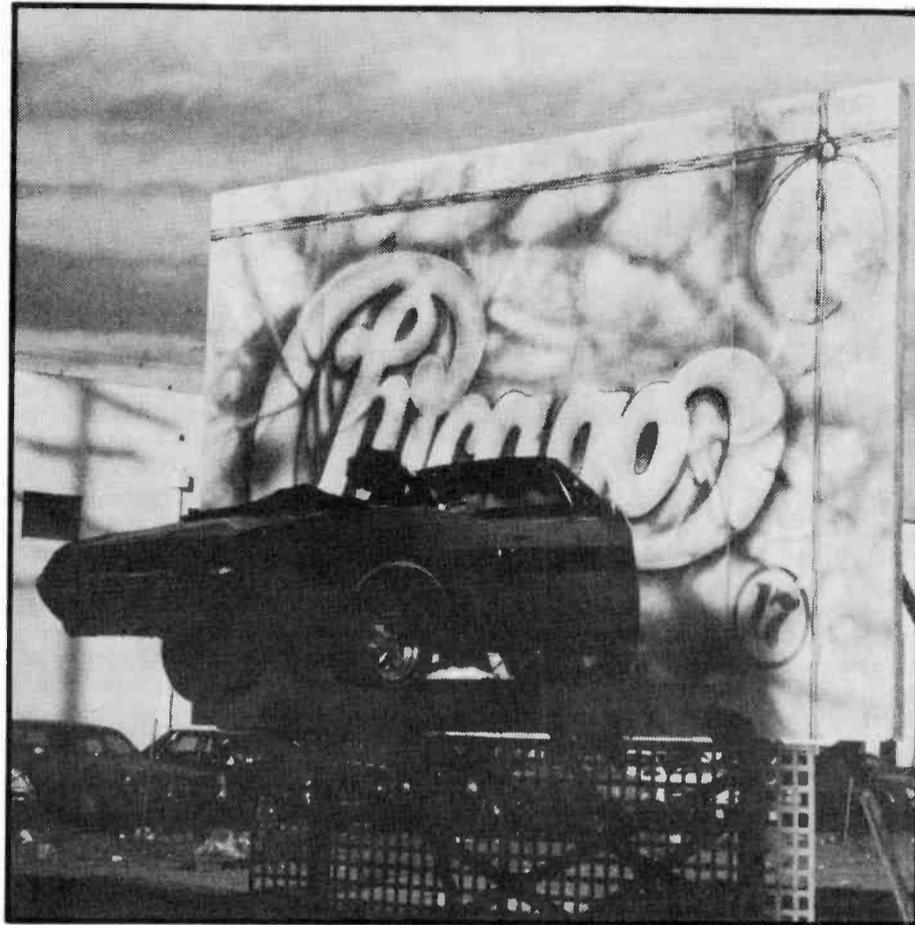
*"Love Will Show Us How"*

**CHR BREAKERS**

Produced by  
Russ Titelman

Management:  
Courage Management Inc.

# CHICAGO



*"Stay The Night"*

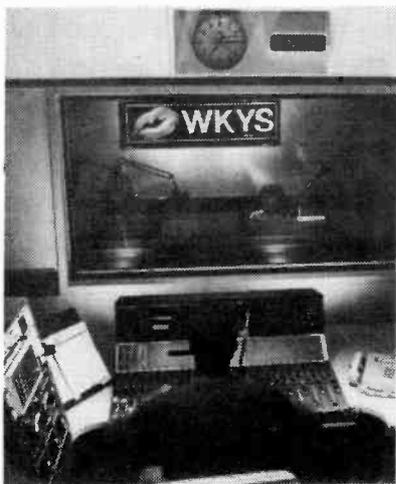
**First Week!**  
**134/134**

Produced by  
David Foster

Management:  
Frontline Management



Manufactured & Distributed by Warner Bros. Records



A view from On-Air Control Room 5 into the acoustically-engineered sound studio.

# WKYS

Continued from Page 26

It's a cross between the recording studio consoles and broadcast consoles, since we were looking for the best options of both." Each room is also equipped with Technics turntables and cassette recorder-players.

Control and Studio 6 is the station's production facility, and uses a McCurdy 8720 8-track Radio Console with ITC Series 99 recorders. Almost all music played on the air comes from cartridges dubbed on this equipment. "The McCurdy is a 20 stereo-input console with 20 faders, which we use for our heavy-duty production," Ryson explained. "We can actually record bands in there. Not with the same quality in mix-down as the big 24-track studios, of course, but we can do a fair job."

The last control room is the edit and announce booth, which consists of a small control room that has half a dozen reel-to-reel tape machines and several cartridge recorders. The edit room engineer has the function of recording news actualities from field reporters and edit them down. They also take all the network audio feeds transmitted via satellite from NBC and the Source.

"The reel-to-reel tape machines we installed are MCI JH 110B audio tape recorders, and we use them for everything from public affairs to recording live programs," Ryson continued. "In addition, our ITC Delta cartridge players provide us with most of the audio product, since 95 percent of what comes off WKYS is on cart. We've been doing a lot of things with our audio that not a lot of broadcasters do in terms of quality — such as our ITC Series 99 tape recorders, the recorders we record cartridges on. We also play compact discs, but our library is only about 30 discs right now because



Announcers and newscasters have a direct view from Studio 5 through Control 5 into Master Control A.

# Sound Advice: Equipment & Ratings

by **Sye Mitchell**

**T**o equip or not to equip — that is the question. Whether 'tis nobler to suffer the slings and arrows of outrageous fortune, or go against a sea of bad ratings." **William Shakespeare** might have spoken these words if he were still alive today, especially if he were programming a top-rated radio station. In today's fast-paced, get-ahead world, competition gets the bucks.

Which brings us to the radio world. Radio business, like other media businesses' revenue, depends on advertising. Advertisers, on the other hand, are looking for an audience. Therefore, the stations with the listeners are those that get the gold. Sounds simple enough, but what is that magic ingredient which makes one station outshine another? The answer is simple: the listener. And what attracts the listener? Another simple answer: the sound. Finally, what produces the sound? The equipment.

A radio station has only seconds or, on the outside, a few minutes, to snag each listener. Music is important, as are the station's personalities, but the dial turning usually stops on the loudest and clearest signal. At this point the program content has to sustain the interest of the listener, but with format programming there is little that is unique in radio today. One station tends to be a carbon copy of another, each playing the same hits and even using the same old tired jingles and promo tags. Believe it or not, while the listener is accustomed to today's radio, quite often it is the best-sound — not the best music — that attracts and holds the audience.

After surveying many programmers I found that most agree on many things, one of which is that a station's equipment is fundamental in delivering a good overall sound. Most programmers, however, felt that their stations were equipped with the latest state-of-the-art gear and had little to be concerned about. I then asked them how they kept up with the latest equipment and what equipment periodicals they read or browsed through. The answer: the chief engineer researched the latest equipment breakthroughs and read the technological magazines. One conclusion I drew from this discovery is it seems that programmers possibly are not as informed about their station's sound and equipment, and the effects the latest state-of-the-art technology could have on their station's sound.

## The Technology Gap

Is there a technology gap in the radio broadcast field? Most likely. Radio is experiencing the same technological growth that the motion picture industry went through several years ago. Motion picture sound departments were generations behind picture development. The engineering departments were satisfied with the sound as long as there was good lip sync. What changed their thinking was a major slacking-off of box office receipts. Better pictures demanded better sound. Which begs the question: Can better sound make better radio?

I think so. There are many radio stations still using turntables with tone arms which track records with the force of a brick. No wonder there is so much groove chatter. Many programmers and engineers are probably satisfied with the performance they get from these antiquated pieces of equipment, but there is a whole new generation of turntables, tone arms, and cartridges which are designed to deliver maximum fidelity with the lowest tracking error and flutter. Why, then, is there so much resistance to this new technology? Maybe it's because making a change is perceived as the same thing as taking a risk. Often this reluctance to take a chance can ultimately affect your ratings.

Remember, in radio all you have is the

sound. Of course, off on the horizon lurk the challengers — such as **MTV** and music videos — and they will soon be breathing down your necks, if they aren't already. Don't underestimate them, and don't underestimate your audience. Your listeners' equipment is getting better, and ultimately you could become the loser.

## The Programming Edge

The true edge for a program director today is to get a handle on what's happening with new equipment. There are many ways to become educated about what is new and what is forthcoming, and one of the best methods is to contact the various manufacturers directly. They will be happy to send you all the technical information on their products. You will find that most of the technical sheets are quite easy to understand, no longer being subject to interpretation by your chief engineer. Of course, dealers are also happy to arrange a demonstration of whatever equipment is in question, at no obligation to you.

In the area of broadcast production there is no substitute for a good console, and there is a vast array of mixing consoles from which to choose, including automated and non-automated. Some of these consoles have four-band parametric equalizers, high skew electronics, and enough effect sends to produce almost any sound. They can also feature large patchbays, giving the user a greater flexibility in the use of outboard equipment.

In the field of microphones there are also many new entries, of which a good many are dynamics and condensers. These microphones represent newer technology, and therefore have better frequency response. There are PZMs (pressure zone microphones) as well as very small lavalier microphones. For almost any application there is likely a new microphone to go with it. Today's more critical demands for better sound have forced microphone producers to build even better mikes for the recording industry.

## Outboard Gear — Toys

In production it is the outboard gear which usually separates the men from the boys (or women from girls). The realm of outboard gear spans from limiters to exciters, from noise gates to digital reverb. All these marvelous products can, and will, add a new dimension to your sound. The effects which can be created are astronomical. Your advertising clients will appreciate the little extras and your listeners will notice your different sound.

Within the next five years more digital recordings will reach the marketplace opening new music marketing vistas. This medium will place greater demand on all radio stations to employ digital reproducing equipment. With digital sound there is no need for noise reduction systems, including noise filters.

No one can guess the direction radio is headed in, but, taken on a day-to-day basis, good planning will keep your ship afloat. Competition is the force which opens the door to success, and mediocrity is its number one deterrent. The future of radio depends on the spirit of the people in its industry.

Sye Mitchell has been a recording engineer and record producer for over 20 years. He is currently President of his own firm, **Sye Mitchell Sound Co.**



A look at the recording facilities in the WKYS edit room, where a variety of record-edit operations are performed.

we're having a heck of a time finding anything."

WKYS called in an acoustical consultant because it was concerned about getting some acoustical coupling from air conditioning compressors. Ryson explained the challenge: "We didn't want to have \$1 million designed into a studio just to find out down the road that we have an air conditioner that makes the whole studio rumble every five minutes. Also, since our main control room faces into Glover Archibald Park, and because we were concerned that sounds that were produced in the control room would go out through the windows and sneak back into the studio again, we designed in a failsafe measure. The studio was constructed with double thermopane windows, and the separation between the glass is two to three feet thick to keep the acoustical coupling down. We also tuned the hallway to make sure there would be minimum acoustical coupling down the hall. The result of all this is that now you can stand in the middle of the studio and hear your heart beat."

The wall treatments were designed to keep all sound reflection to a minimum. Tie trunks and barrier strips provide the station with the capability of interchanging older technology with new equipment as it becomes available. The equipment in the control room, including the console, terminates on barrier strips for easy removal and modification.

In addition, audio distribution throughout the station is provided through a Utah Scientific 50x50 Stereo Routing Switcher, and plant intercommunication is achieved with a Farrtronics 20x20 intercom system.

All in all WKYS is confident that the new station will provide the latest state-of-the-art sound, as well as have the capacity to grow through the years. "We feel that this facility is going to serve our needs for years to come," Ryson concluded. "It has been designed for easy operation and maintenance, and provides a pleasant working environment."

RR



A WKYS engineer operates the Neve console in Control 5, the station's on-air facility. Controls in this room and Control 4 are identical, allowing for easy transition between the two.

# Current Status: NAB Technology Update

by Michael Rau

The following brief was prepared by Michael Rau, staff engineer for the Department of Science and Technology of the National Association of Broadcasters. It outlines in brief form the latest technological improvements and developments, as well as legislative decisions, affecting radio engineering in 1984.

## Technology

**1. FM Improvement:** The NAB/CBS proposed system significantly improves FM stereo coverage by removal of "noise penalty" incurred by stereo operation through audio "companding" and quadrature modulation of the stereo subchannel. It is a very impressive system. On-air tests are expected to be organized shortly.

**2. AM Improvement:** NAB's Engineering Advisory Committee has formed a subcommittee to study this issue, and has held four meetings in the last three months. The subcommittee is researching ways that new technology could be used to improve the transmission and reception fidelity of AM. Topics: new antenna technology, digital augmentations, transmission filters and standardized pre-emphasis, "promotion" of new receivers, and consolidation of technical information. The subcommittee will publish its report in June.

## Recent Major Technical Decisions

**1. Daytimers:** The FCC has provided for extension of operating hours for daytimers both post-sunset and, for previously ineligible stations, pre-sunrise. The FCC will calculate permissible powers and times. No applications are required. International considerations are a major factor. Look for operation up to two hours post-sunset year-round after completion of Mexican agreement in early winter. Daytime Broadcast Association *Reconsideration* still pending at FCC. Daytimer legislation at Congress not expected to pass.

**2. Docket 80-90:** The FCC has adopted rules creating new classes of radio stations and certain technical rule modifications. 684 proposed locations of new stations were issued in an "omnibus" rule making. Stations should file comments in that rule making if concerned. NAB's "reclassification" *Reconsideration* was denied.

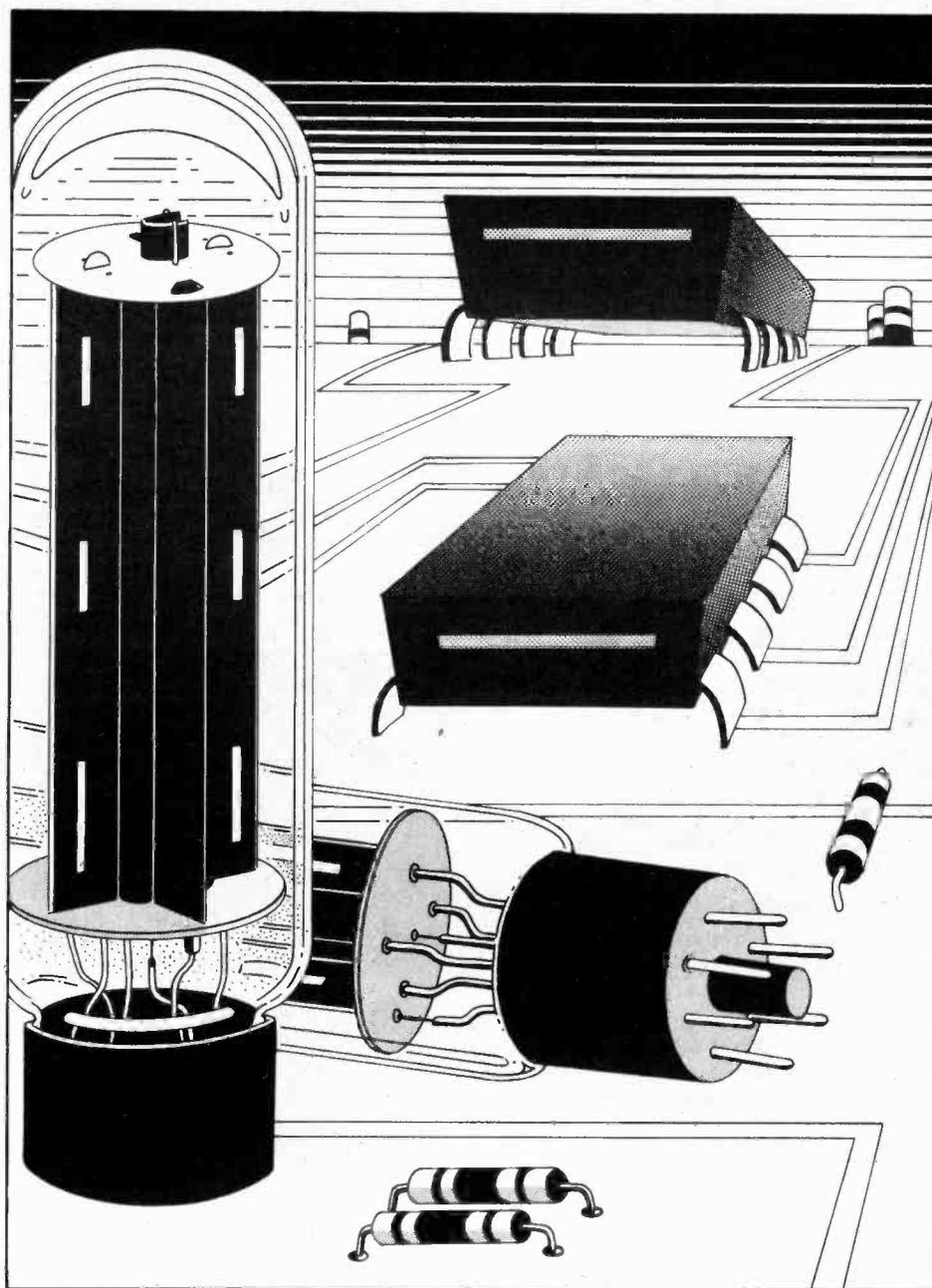


ILLUSTRATION: TODD PEARL

**3. FM SCAs:** Nearly any use is now permitted. Few technical standards were adopted. Extent of common carrier regulation, by states or FCC, remains controversial. FCC decision expected shortly. 110% maximum modulation with two subcarriers, 105% with one subcarrier was approved by FCC on March 28.

**4. Modulation Monitors:** No longer type-approved. No longer need to be "available" to duty operator. Broadcasters are still responsible for compliance with FCC modulation technical standards.

**5. Operator and Maintenance Logs:** Many, but not all, record-keeping re-

quirements were deleted, unless you are an AM directional station without a type-approved sampling system. You must record your observances of a tower light failure, all EBS transmissions and receptions, and other entries that may be required by your station authorization. Additionally, FCC field offices may require you to keep certain logs for a period of time if they desire, and you must still know if your equipment is operating properly.

**6. Radio STLs:** FCC has approved 12 two-way 5 MHz channels at 18.64-18.70 GHz and 18.88-18.94 GHz for use by radio STLs but shared on a co-equal basis with other fixed

links. New coordination procedure is involved. Analog or digital modulation is permitted. Other radio STL proposals are pending, including large NAB effort to reallocate 942-947 MHz for radio STLs.

**7. Radio Marti:** Legislation has been signed into law, and provides for operation of a Cuba service within a part of the Voice of America using technical facilities on 1180 kHz at Marathon Key, Florida. Presidential Task Force authorized to study Cuban interference. FCC has issued regulations reimbursing radio stations for changes in technical facilities made to counter Cuban interference. Cuba service expected to begin transmission in August.

**8. Class IV Nighttime Power:** The FCC has authorized a nighttime power increase to 1 kW for Class IV "local" AM stations. Look for operation to commence in early summer 1984, pending an agreement with Mexico.

**9. Operator licenses:** The FCC has modified and, in certain instances, eliminated its radio operator licensing rules. A General Class license is now to be issued for life. A five-year, rather than one-year, "grace period" is established. Adopted February 27, 1984.

## Pending Major Technical Decisions

**1. Channel 6 TV/Educational FM Interference:** The FCC's allocations "mistake" is proving difficult to resolve. Educational FM interests assert that filters are an effective cure. Channel 6 interests agree, but contend that the use of filters is not reliable as an allocations tool, and recommend that the FCC instead use power/height limitations based on radio-frequency. Undesired-to-desired ratios, cross polarization, co-location, etc. to limit interference to a degree where filter installation programs would be feasible. Docket remains open for comments.

**2. Non-ionizing Radiation:** Nothing specific yet. EPA is studying the issue, and apparently is preparing a "Notice of Rule Making." Broadcasters are concerned that local regulation may supersede Federal regulation. Local regulation not generally technically based and thus adverse to broadcasters.

**3. Radio Remote Pickup Units:** The FCC has proposed "channel splitting" in the most popular RPU auxiliary bands. Purpose is to encourage use of "spectrum efficient technologies" such as Amplitude Companded Single Sideband (ACSB).

# A State-Of-The-Art Directory

## Guide To The NAB Exhibit Floor

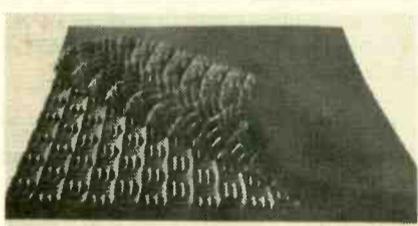
A

**ADC MAGNETIC CONTROLS**

Sue Salarelli  
4900 West 78th Street  
Minneapolis, MN 55435  
Booth 1320

**ADM TECHNOLOGY INC.**

Murray A. Shields  
1626 E. Big Beaver Road  
Troy, MI 48084  
Booth 1223



Alpha Audio produces Sonex, an open-cell urethane plastic foam designed to control reverberation time, eliminate stray reflections, and kill standing waves. The Sonex contour employs the "anechoic wedge" to optimize noise reduction dissipation through its special geometric shape. Sonex is widely used in recording and broadcast studios, remote trucks, VTR control rooms, and numerous noise-reduction applications.

**ADVANCED MUSIC SYSTEMS**

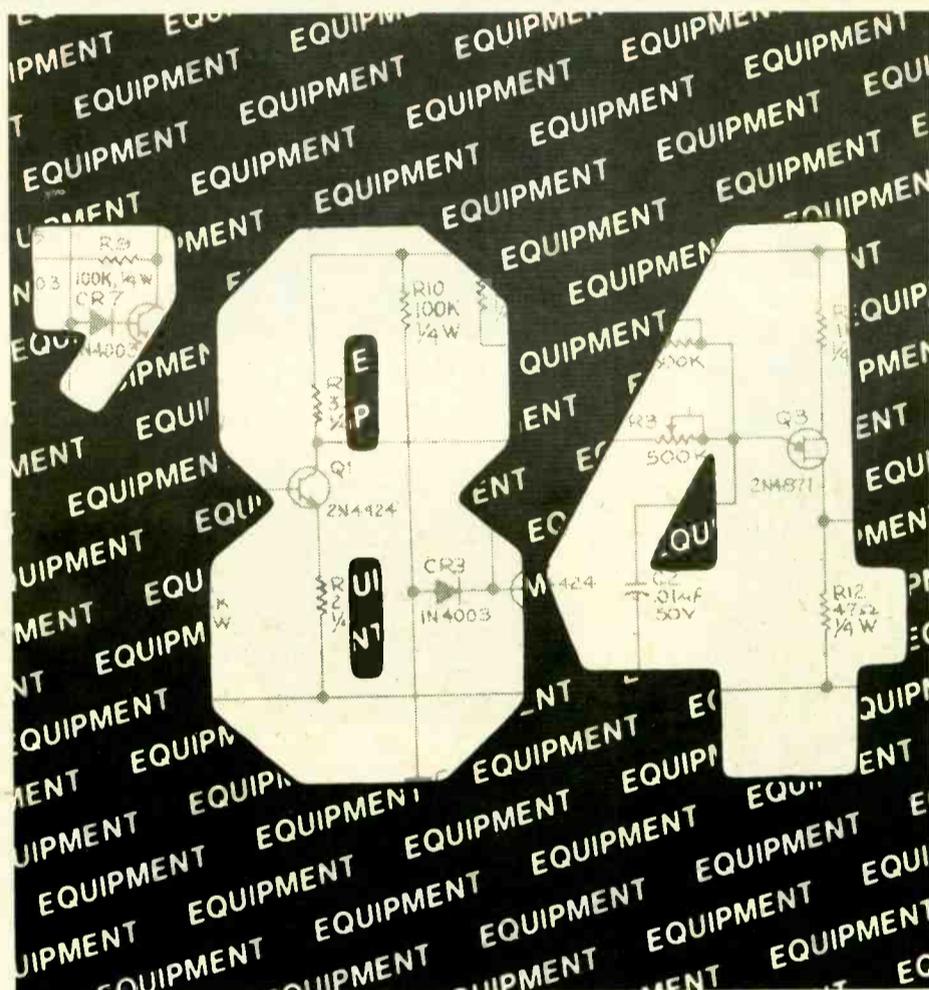
Stuart Nevison  
Walstreams Lane, Worsthorne  
Burnley Lanes  
Lancashire, England  
Booth 1330

**AGFA-GAVAERT INC**

Ruth Hladyk  
275 North Street  
Teterboro, NJ 07878  
Booth 1608

**ALLIED BROADCAST  
EQUIPMENT**

David C. Burns  
635 South E. Street  
Richmond, IN 47374  
Booth 639-641



# DIRECTORY

**ALLIED TOWER CO.**

Charlie White  
12450 Old Galveston Road  
Webster, TX 77598  
Booth 409

**ALLSOP INC**

Tena Veenstra  
4201 Meridian  
Bellingham, WA 98227  
Booth 1177

**ALPHA AUDIO**

Eric W. Johnson  
2049 West Broad Street  
Richmond, VA 23220  
Booth 210

**ALTRAN ELECTRONICS**

Robert E. Owen  
17021 Kingsview Avenue  
Carson, CA 90746  
Booth 217

**AMBER ELECTRO DESIGN**

Wayne Jones  
4810 Jean Talon West  
Montreal, Quebec, Canada H4P2N5  
Booth 422

**AMCO ENGINEERING CO.**

Floyd A. Johnson  
3801 North Rose Street  
Schiller Park, IL 60176  
Booth 1218



AVC Systems, Incorporated introduces custom built architectural grade studio furnishings available in either natural wood or plastic laminated finishes. Stop by Booth #331 at NAB or contact Bill Emery at AVC Systems, Inc., 2709 E. 25th Street, Minneapolis, MN 55406, or call (612) 729-8305.

**AMEK COMPANY**

Tim Mungovan  
11540 Ventura Blvd.  
Studio City, CA 91604  
Booth 1620

**AMERICAN IMAGE  
PRODUCTION**

Jerry K. Williams  
1107 18th Avenue, South  
Nashville, TN 37202  
Booth 653

**AMPEREX ELECTRONIC CORP.**

Thomas E. Perry  
Providence Pike  
Slatersville, RI 02876  
Booth 1412

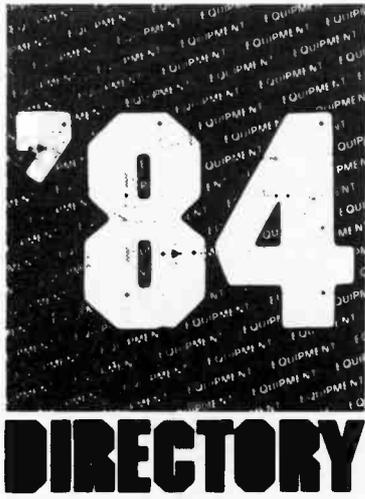
**AMPEX CORPORATION**

Al Fisher  
401 Broadway  
Redwood City, CA 94063  
Booth 1400

**ANCHOR SYSTEMS INC.**

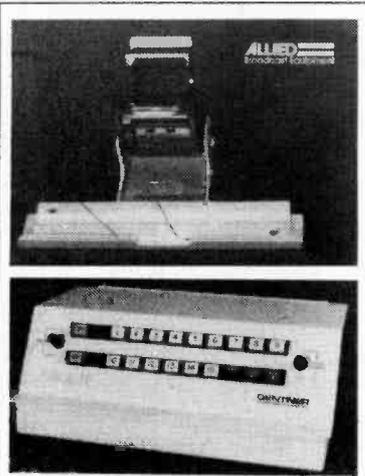
Evan D. Landrum  
5097 Sante Fe Street  
San Diego, CA 92109  
Booth 1618-C





**AUTOGRAM CORP.**  
Ernest T. Ankele Jr.  
631 J Place  
Plano, TX 75074  
Booth 120

**AVC SYSTEMS**  
Michael Siegel  
1517 East Lake  
Minneapolis, MN 55407  
Booth 331



Allied Broadcast Equipment will be at the 1984 Convention showing a number of its latest products, including its Telemix IX and CAT TABBIE. The Telemix IX is the latest idea in talk show controllers, which with 15 lines input is fully conferenceable. A new addition to the CAT tape splicer line is the TABBIE, which enables the tape editor to keep the old splicing block and enjoy the clean, accurate splices that the CAT tab insertion device permits.

**B**

**BARRETT ASSOCIATES INC.**  
W. Barrett Mayer  
800 Grand Avenue  
Suite C-1  
Carlsbad, CA 92008  
Booth 103

**BAYLE ENGINEERING**  
Harry Schmidt  
167 Hunt Street  
Ajax, Ontario, Canada  
Booth 124

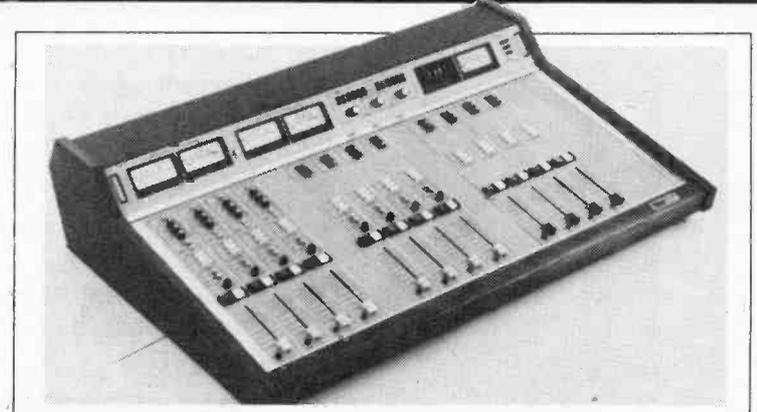
**BELAR ELECTRONICS LAB INC.**  
Arno M. Meyer  
119 Lancaster Avenue  
Devon, PA 19333  
Booth 203

**BEYER DYNAMIC INC.**  
Paul Murphy  
5-05 Burns Avenue  
Hicksville, NY 11801  
Booth 426

**BGW SYSTEMS INC.**  
Barbara Wachner  
13130 South Yukon Avenue  
Hawthorne, CA 90250  
Booth 421

**BIRD ELECTRONIC CORP.**  
Herbert H. Heller  
30303 Aurora Road  
Cleveland, OH 44139  
Booth 1625

**BROADCAST AUDIO CORP.**  
David W. Evans  
11306 Sunco Drive  
Rancho Cordova, CA 95670  
Booth 319



Broadcast Audio Corporation has introduced an analog version of its System 14 Digitally-Controlled Audio Console. Basic features and performance are similar, although prices are slightly lower for the System 14A. An optional 5-frequency EQ and pan pot are available on each mixing position. Delivery in 30 days.

# Here's what they the Harris AM

Radio stations broadcasting with the Harris AM stereo system have praised its merits right from the start. Here's what they're saying about the *only* AM stereo system type accepted after extensive testing in the FCC's own laboratories...

“

We are the only commercial station in the Atlanta area programming Classical music. We chose the Harris AM stereo system because, in our judgment, it is superior to other AM stereo systems in the marketplace. Our typical listener comment is that WGKA sounds better in mono since we converted to AM stereo.

—WGKA, Atlanta, Georgia

WJMW has been operating with the Harris system since April of 1983, and

we have had no problems with distortion or complaints from our mono listeners. Matter of fact, WJMW has received numerous *compliments* on how much better our station sounds, *even in mono*.

—WJMW, Athens, Alabama

We want you to know that our initial excitement with both the mono and stereo performance of our Harris STX-1 AM stereo exciter has grown even greater after a total of nine months of operation. There's no question about it—KDAY's mono sound on existing radios has never been better. Secondly, the stereo quality delivered is beyond what any of us imagined possible. The stereo separation is great, but what really knocks us out is clarity. The sound is so clean, you truly forget you're listening to AM radio. Hundreds of listener responses after hearing KDAY on Sony AM stereo radios have

 Listen to the difference

**BROADCAST  
CARTRIDGE SERVICE**  
Bryant W. Ellis  
15131 Triton Lane  
Suite 108  
Huntington Beach, CA 92649  
Booth 611

**BROADCAST MUSIC INC.**  
Robert W. Warner Jr.  
320 West 57th Street  
New York, NY 10019  
Booth 619

**BROADCAST SUPPLY  
WEST/PROCART**  
Irving D. Law Jr.  
7012 27th Street W  
Tacoma, WA 98466  
Booth 112-A

**BRUEL & KJAER  
INSTRUMENTS**  
Dick Trump  
185 Forest Street  
Marlboro, MA 01752  
Booth 511-A

**BROADCAST  
ELECTRONICS**  
Curtis I. Kring  
4100 N. 24th Street  
Quincy, IL 62301  
Booth 303

**BROADCAST  
PROGRAMMING INT'L.**  
Bob English  
P.O. Box 2027  
Bellevue, WA 98009  
Booth 200

**BROADCAST  
TECHNOLOGY INC.**  
Louis F. Lindauer  
33 Comac Loop  
Ronkonkoma, NY 11779  
Booth 1701

**BRYSTON MFG. LTD.**  
John Day Russell  
Route #4 Berlin  
Montpelier, VA 05602  
Booth 517

# 're saying about stereo system

confirmed our opinion that Harris AM stereo delivers what the broadcaster needs most—high fidelity stereo sound.

—KDAY, Los Angeles

Our Harris AM stereo system was listened to extensively by many broadcast engineers. They all remarked on the clean sound and fantastic separation. What was found to be equally remarkable was the sound of KNOW through a monaural receiver which utilized envelope detectors. It appears that the Harris stereo exciter has enhanced our mono sound as well.

—KNOW, Austin, Texas

Full fixed 90° quadrature (Harris linear system) is the most desirable method of transmitting AM stereo to maximize frequency response, separation, and overall performance, using the advanced synchronous de-

tection method. This method is most capable of taking full advantage of further advances in state-of-the-art receiver design.

—KWIP, Dallas, Oregon

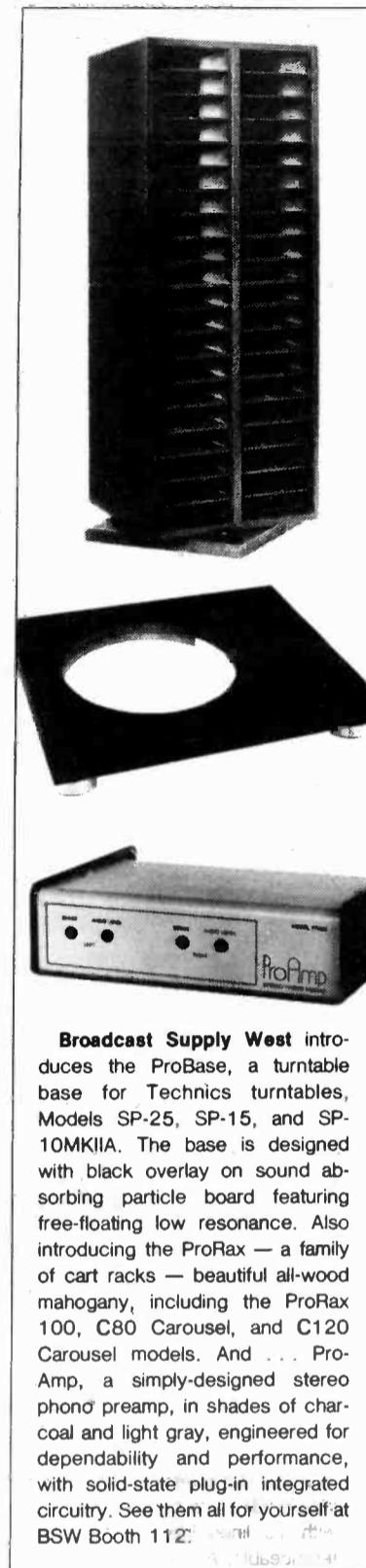
We have been most pleased with the operation of the Harris STX-1 AM stereo exciter, and have received numerous compliments regarding our "on-air" sound, both in monaural and stereo.

—KPRE, Paris, Texas

”

Discover more on why so many stations are choosing the Harris linear AM stereo system. Contact Harris Corporation, Broadcast Transmission Division, P.O. Box 4290, Quincy, Illinois 62305. 217/222-8200.

 **HARRIS**

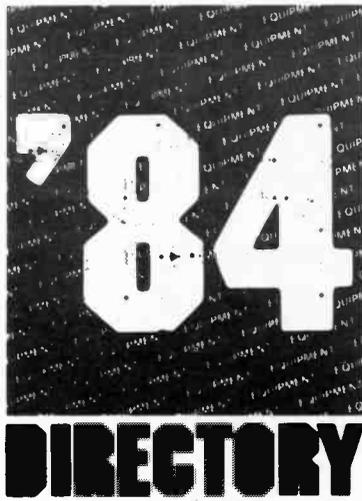


**Broadcast Supply West** introduces the ProBase, a turntable base for Technics turntables, Models SP-25, SP-15, and SP-10MKIIA. The base is designed with black overlay on sound absorbing particle board featuring free-floating low resonance. Also introducing the ProRax — a family of cart racks — beautiful all-wood mahogany, including the ProRax 100, C80 Carousel, and C120 Carousel models. And . . . ProAmp, a simply-designed stereo phono preamp, in shades of charcoal and light gray, engineered for dependability and performance, with solid-state plug-in integrated circuitry. See them all for yourself at BSW Booth 112.

**BSM SYSTEMS**  
Bruce Morse  
South 9604 Cedar Rim Lane  
Spokane, WA 99204  
Booth 637

**C**  
**CABLEWAVE SYSTEMS  
INC.**  
William P. Meola  
60 Dodge Avenue  
North Haven, CT 06473  
Booth 108

**CALVERT  
ELECTRONICS INC.**  
Larry Broome  
One Brance Road  
East Rutherford, NJ 07073  
Booth 125

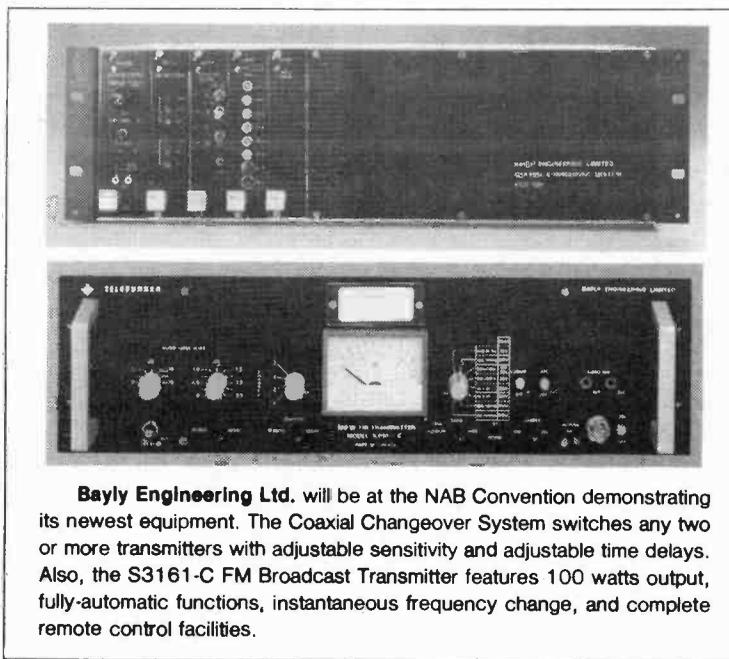


**CECO COMMUNICATIONS INC.**  
**Anthony Ianna**  
 2115 Avenue X  
 Brooklyn, NY 11235  
 Booth 1010-A

**CELESTIAL MECHANIX INC.**  
**Leah P. Brown**  
 612 Hampton Drive  
 Venice, CA 90291  
 Booth 441



Capitol Magnetica is pleased to introduce the best-sounding and most reliable broadcast cartridge — the new Audiopak AA-4. When recorded on a high quality cartridge recorder, the AA-4 tape can produce virtually identical copies of the best analog or digital source material. Try an AA-4 and hear the dramatic difference.



Bayly Engineering Ltd. will be at the NAB Convention demonstrating its newest equipment. The Coaxial Changeover System switches any two or more transmitters with adjustable sensitivity and adjustable time delays. Also, the S3161-C FM Broadcast Transmitter features 100 watts output, fully-automatic functions, instantaneous frequency change, and complete remote control facilities.

**COLUMBINE SYSTEMS INC.**  
**Denise Molsher**  
 7 Jackson Building  
 Golden, CO 80401  
 Booth 118

**COMEX CORPORATION**  
**Jack A. Rickel**  
 600 West Service Road  
 Suite 101  
 Chantilly, VA 22021  
 Booth 1508



Century 21 Programming introduces Supercarts: high-quality, pre-recorded music on cart. For a cost that is close to that of blank carts, Century 21 can quickly deliver an entire station library using your playlist, R&R's end-of-year top selections, or any of Century 21's nineteen syndicated formats.

**CAPITOL MAGNETIC PRODUCTS**  
**Larry Hockemeyer**  
 6920 Sunset Blvd.  
 Hollywood, CA 90028  
 Booth 206

**CAT SYSTEMS INC.**  
**Joe Soll**  
 401 East 74th Street  
 New York, NY 10021  
 Booth 1014-B

**CBS RADIO STATIONS NEWS SERVICE**  
**Alan H. Balch**  
 2020 M Street N.W.  
 Washington, DC 20036  
 Booth 606

**CELWAVE R.F. INC.**  
**Saul Esocoff**  
 Route 79  
 Marlboro, NJ 07746  
 Booth 202

**CENTURY 21 PRODUCT & PROGRAM**  
**Dave Scott**  
 4330 Beltwood Parkway  
 Dallas, TX 75234-0990  
 Booth 204

**CETEC ANTENNAS**  
**Edward Fitzgerald**  
 6939 Power-Inn Road  
 Sacramento, CA 95828  
 Booth 105-A

**CETEC BROADCAST GROUP**  
**Lois Makowski**  
 1110 Mark Avenue  
 Carpinteria, CA 93013  
 Booth 509

**CIRCUIT RESEARCH LABS**  
**Dee McVicker**  
 2522 W. Geneva Drive  
 Tempe, AZ 85282  
 Booth 300

**CLYDE ELECTRONICS**  
**Phil Collins**  
 Ranken House, Blythwood Court  
 Andreston Cross Center,  
 Glasgow, Scotland G2 7LB  
 Booth 204-A

**COMMUNICATION GRAPHICS INC.**  
**Richard H. Lawrence**  
 313 N. Redbud  
 Broken Arrow, OK 74012  
 Booth 630

**COMPUTER BROADCASTING INC.**  
**Clifford Couli**  
 6085 Dawn Drive  
 Rohnert Park, CA 94928  
 Booth 624

**COMPUTER CONCEPTS CORP.**  
**Greg L. Dean**  
 8375 Melrose Drive  
 Lenexa, KS 66214  
 Booth 404

**COMREX CORP.**  
**Lynn E. Distler**  
 60 Union Avenue  
 Sudbury, MA 01776  
 Booth 400

**COMTECH DATA CORPORATION**  
**Robert L. Miller**  
 350 N. Hayden Road  
 Scottsdale, AZ 85257-4692  
 Booth 314

**CONCEPT PRODUCTIONS**  
**Dick Wagner**  
 1224 Coloma Way  
 Roseville, CA 95678  
 Booth 423

**CONNECTRONICS**  
**Richard Chilvers**  
 652 Glenbrook Road  
 Stamford, CT 06906  
 Booth 608



Barrett Associates, Inc. offers a full range of "trade-in" equipment ranging from transmitters to turntables. All units are returned to original factory specifications and carry a limited six month warranty for all parts. Savings are up to 70%.

**"Personality Radio" is back**  
 and here's what some of the TOP PERSONALITIES have to say about HINEY WINE . . .

"Because of Hiney, my listeners are a lot less irritable in the mornings."  
**Rick Dees—KIIS—Los Angeles, CA**

"Adding Hiney to our station gave us an extra edge over the competition."  
**Scott Shannon—WHTZ—New York, NY**

"It's funny and the audience gets into it. Merchandising is a real plus. We are moving Hiney Wine T-Shirts like they are going out of style."  
**Brian Mitchell—WTKI—Milwaukee, WI**

"Hiney Wine is very big here. It's not only a lot of fun but it's one of the highlights of our show. We had focus groups about a month ago and everything said about Hiney Wine was very positive."  
**Sunny Fox—WHYI—Miami, FL**

"We just started last October and our first book with Hiney showed a substantial increase from a 5.9 to an 11.0 share in our target demographics."  
**Bob Moody—WAKY—Louisville, KY**

"Hiney Wine adds sparkle to our station. We're always looking for stuff like that because it keeps people listening."  
**John Rio—KKBQ Q Morning Zoo Houston, TX**

"I never thought I'd be riding Big Red and Thor's coattails to stardom, but the response to Hiney has been absolutely overwhelming. It's the best syndicated feature of the last decade."  
**Tom Parker—KIOI San Francisco, CA**

Hiney Wine is a proven ratings booster and audience builder. It continues to be extremely successful in all size markets and on various type formats. Call us collect for a free demo tape, success stories, and all the juicy details about Hiney Wine and our other great programming and sales features. Ask for either Karen '100,000' Watts or T.J. Donnelly.

**Dorsey and Donnelly Enterprises, Inc.**  
 1201 N. Watson Road, Suite 187 • Arlington, Texas 76011 • (817) 640-0392 or 649-1336

# Get the dull out

of your in-house commercial spots. Now you can get a production mixer that delivers the same great sound heard in today's pop music. And at an affordable price.

## *AMEK-TAC BC01, from \$7500*

The BC01 has a variety of input and output modules including mono and stereo mic-line channels, and stereo line channel, all balanced. Standard configurations are 8/4 and 12/4; mono and stereo channels may be mixed in the same chassis. The smaller chassis is 19" rack-mounting format. Options available include VU and PPM metering, individual channel cart triggers, and a meter hood into which may be fitted limiters and a Pre-fade listen speaker.

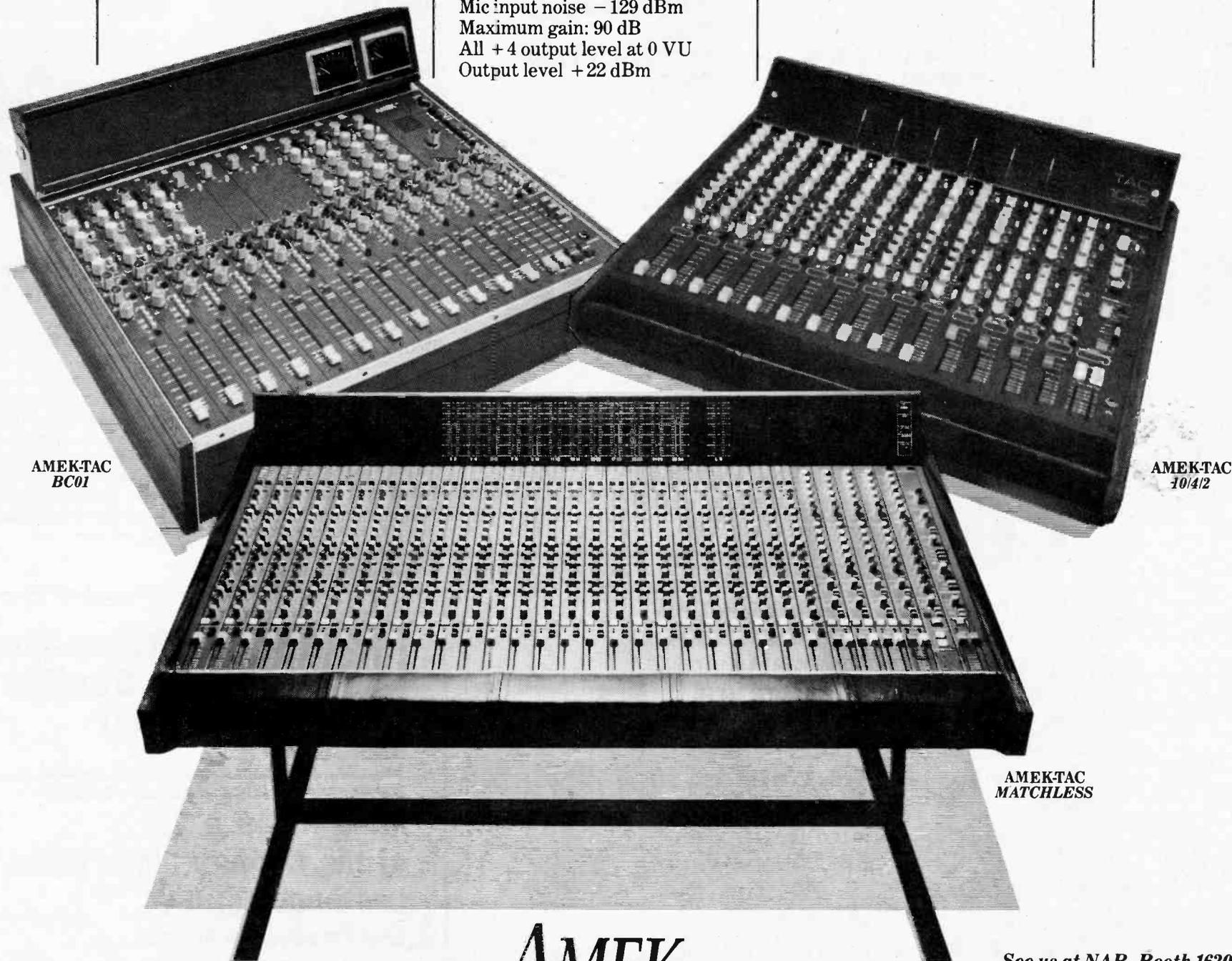
## *AMEK-TAC 10/4/2, from \$5500*

- 10 Inputs
- 4 Band EQ (parametric mids)
- 4 Echo Sends (switchable pre-post)
- 4 Buss/8 Track Monitor/8 Effect Returns with 4 aux sends
- Phantom power
- Control room and Studio monitoring
- Complete slate and talkback section
- Long throw faders
- PFL/Mute on all channels and monitors
- Op Amps are 5534 and TLO 74 socketed
- Inserts on all channels and all monitors
- One year parts and 6 months labor Warranty
- 90 dB S/N above 200 Hz
- Mic input noise - 129 dBm
- Maximum gain: 90 dB
- All +4 output level at 0 VU
- Output level +22 dBm

## *AMEK-TAC MATCHLESS, from \$15,500*

The incredible new industry standard in cost-conscious multitrack consoles, featuring:

- Full 24 buss, 24 Track in-line monitor functions
- 8 Auxiliary Sends and 8 Effects Returns
- 8 Audio Subgroups with separate stereo buss
- 4 Band, advanced semi-parametric EQ on all i/o modules
- 2 independent Mute groups
- Separate monitor mix and stereo busses
- Oscillator and Talkback system
- LED metering with switchable VU/Peak ballistics
- +48 v DC phantom power rail
- Matchless audio transparency and flawlessly musical equalization



AMEK-TAC  
BC01

AMEK-TAC  
10/4/2

AMEK-TAC  
MATCHLESS

# AMEK

See us at NAB, Booth 1620

Call or write for a free brochure and the name of your nearest dealer.

In the US: AMEK CONSOLES, Inc. • 10815 Burbank Boulevard, North Hollywood, California 91601 • Phone (818) 508-9788

In Canada: AUDIO CONCEPT • 4460 Thibault, St-Hubert, Qué., Canada J3Y 7T9 • Phone (514) 445-2662

In the UK: AMEK SYSTEMS & CONTROLS, Ltd. • Islington Mill, James Street, Salford M3 5HW, England • Phone 061-834-6747

**'84  
DIRECTORY**

Crown International is presenting three new pieces of equipment for radio broadcasting. The TEF System 10 portable computer uses Time-Delay-Spectrometry for analysis of room acoustics. The PZM-12SP Pressure Zone Microphone with integral electronics and handle features low impedance, wide smooth response, and hemispherical pickup pattern. Also, the PZM-180 is a lower-cost version of the PZM-12SP, for less-critical applications, and is battery or phantom powered.

**CROWN INTERNATIONAL INC.**

**James S. Beattie**  
1718 W. Mishawake Road  
Elkhart, IN 46517  
Booth 428

**CSI ELECTRONICS INC.**  
**Saul Gelman**  
18248 East Rogers Circle  
Boca Raton, FL 33431  
Booth 507

**CUSTOM BUSINESS SYSTEMS INC.**  
**Steve Kenagy**  
P.O. Box 67  
Reedsport, OR 97467  
Booth 317

**CONTINENTAL ELECTRONIC MFG.**

**Steve Claterbaugh**  
4212 South Buckner Blvd.  
Dallas, TX 75227  
Booth 101

**CREST AUDIO**  
**Beverly Loughlin**  
150 Florence Avenue  
Hawthorne, NJ 07506  
Booth 204-C

**D**  
**DATATRONIX INC.**  
**Lillian L. Sparks**  
2100 Reston Avenue  
Reston, VA 22091  
Booth 1504

**DATAWORLD INC.**  
**John P. Gallagher**  
1302 18th Street, N.W.,  
Suite 502  
Washington, D.C. 20036  
Booth 315

**DAVID GREEN BROADCAST CONSULTANT**  
**David Green**  
Box 590  
Leesburg, VA 22075  
Booth 417

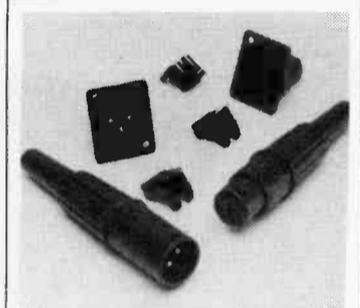
**DBX INC.**  
**Lance Korthals**  
71 Champel Street  
Newton, MA 02195  
Booth 107-A

**DELTA ELECTRONICS**  
**R. G. Bousman**  
5730 Gen. Washington Drive  
Alexandria, VA 22306  
Booth 105



Presenting the **Broadcast Computer System**, for traffic, sales and management, billing and accounts receivable, co-op and copy, payables, payroll and general ledger, word processing, data base management, music management and playlist production, electronic spreadsheet, and background music billing. Links with program automation systems.

**E**  
**ELCOM-BAUER**  
**Paul E. Gregg**  
6199 Warehouse Way  
Sacramento, CA 95826  
Booth 412



Connectronics Corporation is announcing a new range of XLR connectors at the 1984 NAB Convention. These connectors fill a demand in the audio industry for a high quality, inexpensive range of British-made components. The chassis sockets are rear- and front-mounting, with a P.C.B. mounting socket also available. They are made from glass-filled nylon which makes them durable. Silver plated pins give low-contact resistance and excellent solderability.

**DEWOLFE MUSIC LIBRARY INC.**  
**Andy Jacobs**  
25 West 45th Street  
New York, NY 10036  
Booth 1743

**DIELECTRIC COMMUNICATIONS**  
**Stanley Thomas**  
Tower Road  
Raymond, ME 04071  
Booth 455

**DOLBY LABORATORIES**  
**Stacey Rehm**  
731 Sansome Street  
San Francisco, CA 94111  
Booth 1311

**DORROUGH ELECTRONICS**  
**Kay Dorrough**  
5221 Collier Place  
Woodland Hills, CA 91364  
Booth 312

**“AND NOW,  
A PUBLIC SERVICE  
MESSAGE  
FROM YOUR  
COUNTRY.”**

The men and women of the Army and Air National Guard thank you for your support of our public service efforts.

And so do the people of North and South Carolina.

When tornadoes does flattened their homes and

businesses in April 1984, the National Guard was there in a hurry to help pick up the pieces.

We hope you will continue your strong support of the National Guard.

Because the more people count on us, the more we're counting on you.



**National Guard  
Americans at their best.**



**The Burns Media Radio Studies Seminar**

The 14th Burns Media Radio Studies Seminar  
**June 18, 19 & 20**  
at the **Century Plaza Hotel,**  
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Look for details in the mail  
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**Burns Media Consultants**  
3054 Dona Marta Drive, Studio City, CA 91604

# '84 DIRECTORY

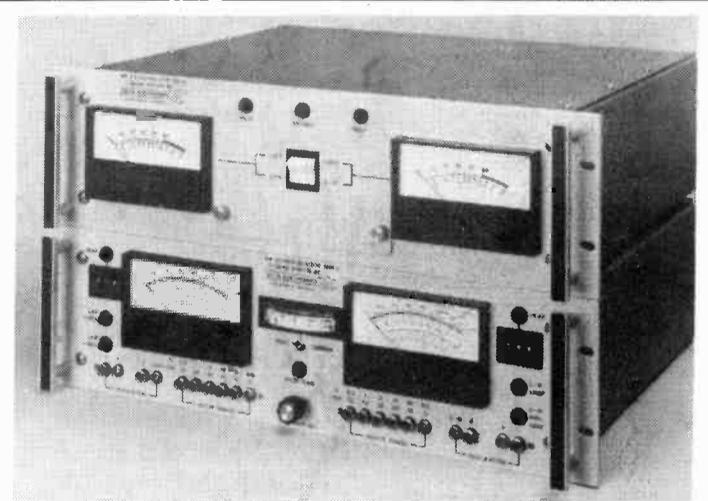
**ESE**  
**Bob Mayers**  
 142 Sierra Street  
 El Segundo, CA 90245  
 Booth 116

**FORT WORTH TOWER**  
**Betty Moore**  
 P.O. Box 8597, 1901 East  
 Loop  
 820 South  
 Fort Worth, TX 76112  
 Booth 1010

**EVENTIDE**  
**CLOCKWORKS INC.**  
**Suzanne Langle**  
 265 West 54th Street  
 New York, NY 10019  
 Booth 323



**Peter W. Dahl Co., Inc.** manufactures heavy duty plate, power, filament, and modulation transformers and reactors. Power ranges from 100 VA to 50 KVA in Single or Three Phase. HV rectifiers are available up to 40 KV and forward currents of up to 25 amps. Primary transient suppressors are available in both MOV and selenium configurations.



**Delta Electronics, Inc.** of Alexandria, VA is now nearing completion of the production of its C-Quam Stereo AM exciter and modulation monitor units. The equipment is manufactured under license from Motorola, Inc., developer of the C-Quam AM stereo system. The units offer superior AM stereo performance. A demonstration is planned at the NAB in Delta Booth #105.

## ELECTRONIC SYSTEMS LAB

**Heinz Schieusner**  
 P.O. Box 100456  
 Ft. Lauderdale, FL 33310  
 Booth 406-A

## F

**FELDMAR WATCH  
COMPANY INC.**  
**Sol Meller**  
 9000 West Pico Blvd.  
 Los Angeles, CA 90035  
 Booth 1777

## ELECTRO IMPULSE LABORATORIES

**Mark Rubin**  
 116 Chestnut Street  
 Red Bank, NJ 07701  
 Booth 117

**FICON BROADCAST**  
**Bayard Walters**  
 P.O. Box 150846  
 Nashville, TN 37215  
 Booth 202-A

## ELECTRO-VOICE INC.

**Thomas Zoss**  
 600 Cecil Street  
 Buchanan, MI 49107  
 Booth 1159

## EMCOR PRODUCTS

**Thomas A. Regnier**  
 1600 4th Avenue N.W.  
 Rochester, MN 55901  
 Booth 429

**FIDELIPAC CORP.**  
**Arthur Constantine**  
 97 Foster Road  
 Moorestown, NJ 08057  
 Booth 411

## EMERGENCY ALERT RECEIVER

**Jack H. Bergman**  
 One West 30th Street  
 New York, NY 10001  
 Booth 508

**FLASH TECHNOLOGY**  
**Lewis D. Wetzel**  
 55 Lake Street  
 Nashua, NH 03060  
 Booth 1619

## G

**GARNER INDUSTRIES**  
**Phillip Mullin**  
 4200 North 48th Street  
 Lincoln, NE 68504  
 Booth 1233

## GENERIC COMPUTER SYSTEMS

**Joel W. Rosenblum**  
 Box 151  
 Butler, PA 16001  
 Booth 308

## GENTNER ENGINEERING CO. INC.

**Russell Gentner**  
 7117 South 400 West #5  
 Midvale, VT 84047  
 Booth 636

## GOTHAM AUDIO CORPORATION

**Russell O. Hamm**  
 741 Washington Street  
 New York, NY 10014  
 Booth 509-A

**GIESE ELECTRONIC**  
**Martin K. Puetz**  
 Klaus-Groth-Strasse 84-86  
 Hamburg 26  
 West Germany  
 Booth 327

**Generic Computer Systems** markets broadcast software for the purpose of automating traffic and billing as developed and perfected at the owner's own radio station. The software: logs, statements, affidavits, availabilities, aged trial balance, and sales report. Price: \$4500 on the Apple IIe; \$3500 on the IBM PC.

**GOLDNUGGET**  
**Bob Watson**  
 P.O. Box 13 EE  
 San Antonio, TX 78201  
 Booth 628

## GRAY ENGINEERING LABS INC.

**Tom Clark**  
 504 West Chapman  
 Avenue, Suite P  
 Orange, CA 92668  
 Booth 1755

## GORMAN REDLICH MFG. COMPANY

**James T. Gorman**  
 6 Curtis Street  
 Athens, OH 45701  
 Booth 506

## Is your Format out of CONTROL?

Same records in the same hour every day?  
 Announcers overplay their favorites?  
 Announcers skip tunes they don't like?  
 Poor program "flow" when things get busy?

As a music programmer you know the successful stations often spend 18 to 15 man-hours per week, or invest thousands in computers and software, to cure these problems. Now there is a way to do it better, faster and cheaper, and have 14 hours and 50 minutes left over each week!

The Formax Music System<sup>®</sup> is a computerized music scheduling SERVICE. The perfect way to add precise computer control to your existing format, without the expense and workload of purchasing and operating your own computer system. High Tech, Low Cost. And a lot less work.

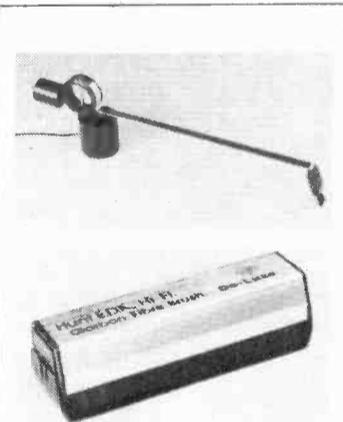
For free samples and details please call Doug Blair at our Chicago office (collect)

**(312) 653-5527**

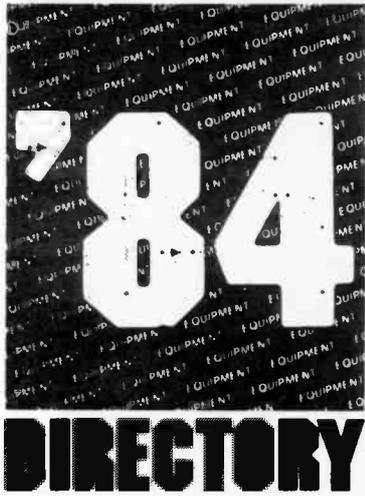
or write to

**OBEDIENT SOFTWARE CORPORATION**

1007 Naperville Road • Wheaton, Illinois 60187



**Hunt E.D.A. Hi-Fi Products** will be demonstrating several new products at this year's NAB Convention: the Carbon Fibre Sweep Arm, which cleans, discharges, and protects the grooves within millimeters of the stylus during playing, with 1,000 Carbon Fibre Elements per groove; and a line of Carbon Fibre and Velvet Cleaning Brushes, featuring the MK 2, a fast and convenient brush which eliminates static and cleans each groove with zero Ohm resistance, and the MK 6, which accurately tracks grooves, penetrates below the stylus profile, and discharges static and debris.



**HALLIKAINEN & FRIENDS**

**Harold Hallikainen**  
101 Suburban Road  
San Luis Obispo, CA  
93401-7590  
Booth 208

**HARRIS CORPORATION**

**Edward S. Gagnon**  
P.O. Box 4290, Wisman  
Lane  
Quincy, IL 62305-4290  
Booth 401

**HARRISON SYSTEMS**

**Brad Harrison**  
437 Atlas Drive  
Nashville, TN 37211  
Booth 1324

**HIPOTRONICS INC.**

**Michael T. Peschel**  
Route 22  
Brewster, NY 10509  
Booth 1779

**HOLADAY INDUSTRIES INC.**

**Burton Gran**  
14825 Martin Drive  
Eden Prairie, MN 55344  
Booth 206-A

**HOWE AUDIO PRODUCTIONS INC.**

**Lee Edwards**  
3085-A Bluff Street  
Boulder, CO 80301  
Booth 321

**HUNGERFORD & COMPANY**

**Cliff Aldrin**  
678 Front Avenue N.W.,  
Suite 350  
Grand Rapids, MI 49540  
Booth 310



**IBM CORPORATION**

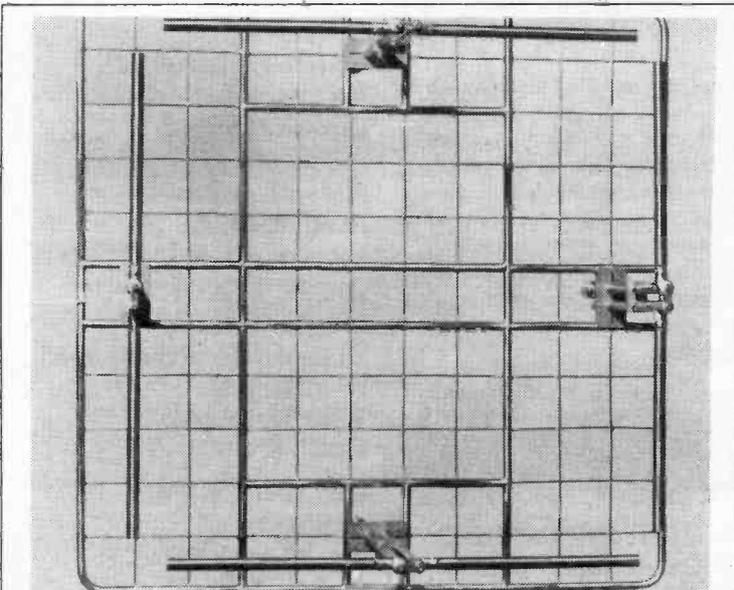
**Donald Haag**  
P.O. Box 2150  
Atlanta, GA 30055  
Booth 1607-C

**IGM COMMUNICATIONS**

**Nick Solberg**  
4041 Home Road  
Bellingham, WA 98226  
Booth 403

**INDUSTRIAL ACOUSTICS COMPANY**

**Zachary H. Jaquett**  
1160 Commerce Avenue  
Bronx, NY 10462  
Booth 322



**Dielectric Communications** has developed the DCPB medium power antenna, a low cost panel, utilizing four dipole elements, providing higher gain and beam width than those of the two dipole type. Bandwidth allows for multi-station installation with VSWR over a 20MHz bandwidth of 1.2:1 or less, power rating for one panel of 10kW.



**Dorrough Electronics** presents a loudness monitor accurately defining energy content of the audio wave form. The meter offers an operator-controlled solution to the problem of inconsistent loudness that results in varying discrepancies of end product as seen in TV, recording, and radio broadcast. Price: \$475. Dorrough also presents the Discriminate Audio Processor Model 610, a new digitally-controlled tri-band audio processor for use on AM, AM stereo, FM stereo, television, and in recording. This colorless audio processor operates in the following sequence: splitter, three independent channels, program equalizer, and peak limiter. Price: \$3900

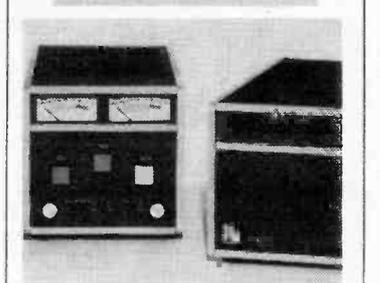
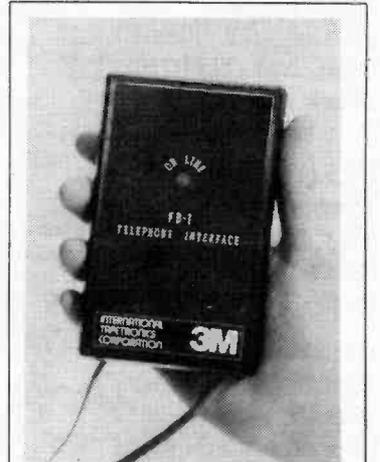
**INTERNATIONAL TAPETRONICS/3M**

**Mark Wasserman**  
2425 South Nam Street  
Bloomington, IL 61701  
Booth 311



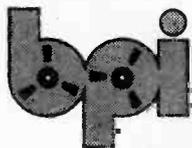
**JAMES B. LANSING SOUND**

**Ron Means**  
8500 Balboa Blvd.  
Northridge, CA 91329  
Booth 615

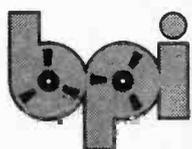


**International Tapetronics/3M** is introducing two products at the NAB Convention. The new FB-1 Telephone Interface interfaces a telephone line with a cartridge machine, providing answer-only access to any taped information. The FB-1 is FCC approved and is ideal for selling long-term sponsorships of weatherlines, sports-phones, and concert information. Also, the ITC/3M engineers have taken the most beloved and reliable cartridge machine in broadcasting history, added a multitude of new and exciting features, and put the result into a smaller (1/3rd rack width) box. The new Delta Series will be on display at ITC/3M's Booth 311.

**AT LAST: A FULL-SERVICE SYNDICATION AND CONSULTING COMPANY RUN BY RADIO PEOPLE FOR RADIO PEOPLE . . .**



*BPI* FIRST BEGAN SERVING RADIO STATIONS IN 1959 AS PART OF THE INTERNATIONAL GOOD MUSIC COMPANY. NOW, UNDER NEW OWNERSHIP AND MANAGEMENT, *BPI* HAS REDEFINED SYNDICATION AND CONSULTING SERVICES TO BE MOST RESPONSIVE TO THE NEEDS OF RADIO STATION OPERATORS. LES SMITH, BOB ENGLISH, BEAU PHILLIPS AND JOHN SHERMAN HAVE ASSEMBLED A CORPS OF SUCCESSFUL RADIO PROGRAMMERS AND MANAGERS . . . WINNING BROADCASTERS WHO UNDERSTAND THE PROBLEMS YOU FACE EVERY DAY IN A COMPETITIVE RADIO ENVIRONMENT . . . AND WHO OFFER SOLUTIONS CONSISTENT WITH PROVIDING A COMPETITIVE SOUND FOR A POSITIVE BOTTOM LINE RESULT! TESTED AND PROVEN MUSIC SYSTEMS, POSITIONING AND MARKETING STRATEGIES, SALES AND STATION PROMOTION PLANNING ARE ALL PART OF THE *BPI* MENU. AND OUR ANNOUNCED FORMATS OFFER SUCH WINNING PERSONALITIES AS CHRIS LANE OF L.A. AND PHIL HARPER OF SEATTLE. IF YOUR STATION DESERVES THE HIGHEST QUALITY, MOST SALEABLE PROGRAMMING . . . AND SUPPORT PERSONNEL TO ENRICH YOUR PROFIT RETENTION . . . YOU DESERVE TO BE A *BPI* WINNING STATION! CALL *BPI* TODAY AT 800-426-9082 . . . OR COLLECT AT (206) 454-5010 . . . TO LEARN HOW *BPI* WILL HELP YOU WIN. YOU MAY LEARN HOW TO KEEP WINNING FOR YEARS TO COME!



**BROADCAST PROGRAMMING INTERNATIONAL**  
P.O. BOX 2027 • BELLEVUE WA 98009 • 206-454-5010 TOLL FREE 800-426-9082

**84**  
**DIRECTORY**

**K**

**KAHN COMMUNICATIONS**  
Ruth M. Kahn  
839 Stewart Avenue  
Garden City, NY 11530  
Booth 625

**KAMAN SCIENCES**  
George T. Beattie  
1500 Garden of the Gods Road  
Colorado Springs, CO 80933  
Booth 1607

**KAY INDUSTRIES**  
Aaron Katz  
604 N. Hill Street  
South Bend, IN 46617  
Booth 122

**KEITH MONKS AUDIO**  
Glenn Mullis  
P.O. Box 1069  
Palatine, IL 60078  
Booth 132

**L**

**LIGHTNING ELIMINATION ASSOCIATION**  
E. Alvin Rich  
12516 Lakeland Road  
Santa Fe Springs, CA 90670  
Booth 302

**LOGITEK ELECTRONIC SYSTEMS**  
Scott Hochberg  
3320 Bering Drive  
Houston, TX 77057  
Booth 613

**LPB INC.**  
Harry O. Larkin  
28 Bacton Hill Road  
Frazer, PA 19355  
Booth 405

**M**

**MAGNUM TOWERS INC.**  
Debbie D. Smith  
9370 Elder Creek Road  
Sacramento, CA 95829  
Booth 119

**JEFFERSON DATA SYSTEMS**  
John McDonald  
501 Archdale Drive  
Charlotte, NC 28210  
Booth 1629

**JENSEN TOOLS INC.**  
Tom Fenzel  
7815 South 46th Street  
Phoenix, AZ 85040  
Booth 1747-B

**JINGLE MACHINE, THE**  
Ellen Marconi  
4242 South 35th Street  
Arlington, VA 22201  
Booth 200-A



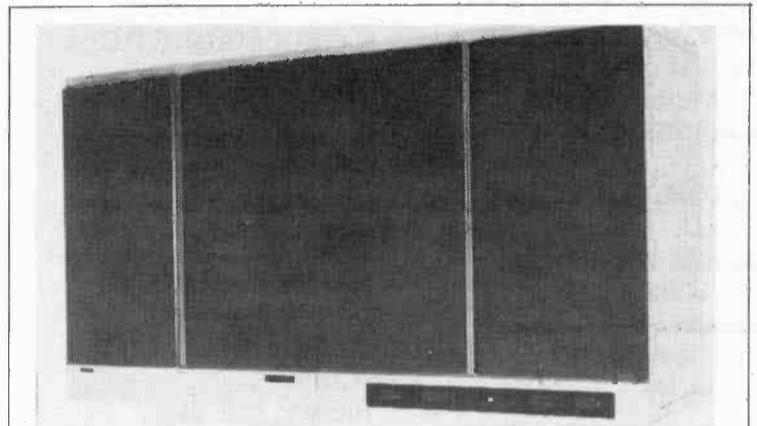
**IDB Communications Group, Ltd.** provides comprehensive satellite services exclusively for radio. With four portable uplinks, IDB can handle satellite transmissions from virtually any location in the United States, with international service also available. Currently under construction at IDB's facility in Los Angeles is an earth station which will provide full-time digital audio uplinking for radio stations and program suppliers.

**THE MANAGEMENT COMPANY**  
Pete Charlton  
P.O. Box T  
Aledo, TX 76008  
Booth 627

**MARCOM**  
Martin Jackson  
4865 Scotts Valley Drive  
Scotts Valley, CA 95066  
Booth 306

**MCI/SONY**  
Irwin Ungerleider  
15 Esses Road  
Paramus, NJ 07652  
Booth 605

**MCMARTIN INDUSTRIES**  
Thomas R. Orms  
4500 South 76th Street  
Omaha, NE 68127  
Booth 701



**Harris Corporation** introduces the new Harris MW-50C, 50kW medium wave transmitter, which features front cabinet access doors and interior lights for an improved servicing environment, plus large, boldy scaled meters and up-front accessibility of frequently used controls. New circuitry effectively reduces complex overshoots by 30%, without compromising any other audio specification.

**MARTI ELECTRONICS INC.**  
M. E. McClanahan  
1501 N. Main Street  
Cleburne, TX 76031  
Booth 501

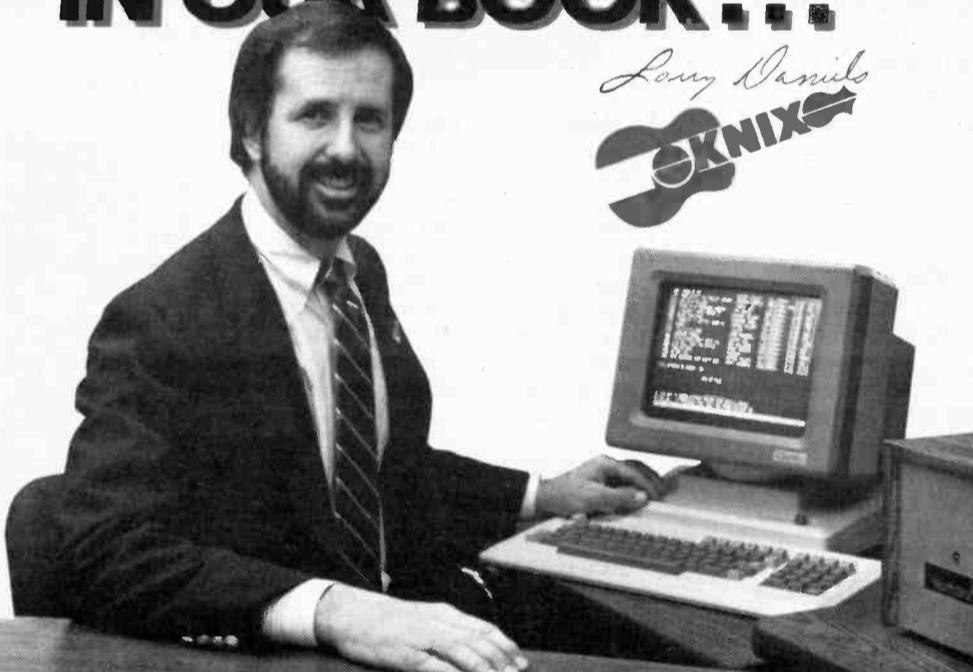
**MEDIA GENERAL BROADCAST SERVICE**  
Kurt Alexander  
2714 Union Avenue Extd.  
Memphis, TN 38112  
Booth 410

**MAXELL CORP. OF AMERICA**  
Linda Healy  
60 Oxford Drive  
Moonachie, NJ 07074  
Booth 1624

**MCCURDY RADIO**  
M. Porteous  
1711 Carmen Drive  
Elk Grove Village, IL 60007  
Booth 207

**The Management** will be featuring three new software products that are aimed at specific segments of the broadcast market. These are: Super Log, a multi-user support system that will handle large volume AM and FM stations; Super Log-TV, a new multi-user system for smaller TV, Cable TV, and LPTV operations; and Sky Log, a new traffic, billing, and affidavits system for stations using satellite music formats. Exclusive Load 'n Go pre-formatting and set-up makes getting into operation quick and easy.

**"CRL RATES HIGH IN OUR BOOK..."**



Dear Bob:  
For the tenth consecutive book KNIX-FM is number one in adults 25-54.\*  
While there are many factors that make a successful radio station, the quality of the on-air signal plays a large part. KNIX AM and FM have used CRL processors since 1978. They give both stations clean, detailed signals that make for pleasant listening. I feel certain this keeps listeners tuned in longer. We also have maximum coverage as a result of the loudness that your equipment makes possible.  
CRL audio processing gives us a competitive advantage. You might say, "CRL rates high in our book." Keep up the good work.  
Sincerely,  
**Larry Daniels**  
General Program Manager



**CRL Is Good For Your Country**  
**CRL AUDIO**  
**Circuit Research Labs, Inc.**

Country programmers all over America are discovering CRL, including stations like WSM, KVOO, WIRE, and KZLA who are now broadcasting in AM stereo. Find out why. Call **Bob Richards** at **800-535-7648** to arrange for your FREE two week trial.

2522 W. Geneva Dr.  
Tempe, Arizona 85282  
602-438-0888

\*Arbitron metro avg qtr hr 6a-mid, spring '80 - fall '83



### MEDIA SERVICE CONCEPTS

**Dr. Roger Skolnik**  
1713 N. North Park Ave.  
Chicago, IL 60614  
Booth 622

### MICMIX AUDIO PRODUCTS INC.

**Bill Allen**  
2995 Ladybird Lane  
Dallas, TX 75220  
Booth 106-A

### MICRON AUDIO PRODUCTS

**Paul Tepper**  
210 Westlake Drive  
Valhalla, NY 10595  
Booth 1122-C

### MICRO CONTROLS INC.

**Jeff Freeman III**  
Hwy. 174 South  
Burleson, TX 76028  
Booth 104

### MITOMO COMPANY LTD.

**Masaki Kitagawa**  
8-11 Shibuya 1 Chome-Ku  
Jinnan  
Tokyo, Japan 150  
Booth 1509

### MODULAR DEVICES INC.

**Julius Brick**  
50 Orville Drive  
Bohemia, NY 11716  
Booth 325

### MODULATION SCIENCES INC.

**Eric D. Small**  
99 Myrtle Avenue  
Brooklyn, NY 11201  
Booth 204-B

### MOSELEY ASSOCIATES

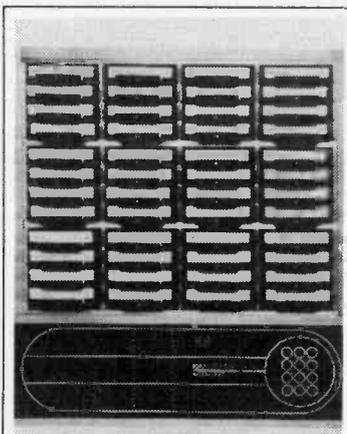
**Sharon Katayama**  
111 Castilian Drive  
Goleta, CA 93117  
Booth 301

### MOTOROLA C & E INC.

**K. H. Kohlman**  
1301 E. Algonquin Road  
Schaumburg, IL 60196  
Booth 309

### MUSICWORKS INC., THE

**Bill Robinson**  
1224 Lakeview Drive  
Franklin, TN 37064  
Booth 209



**IGM Communications** has improved its Instacart system, which has been the standard of the industry since 1969. New features include 12, 24, 36, or 48 cartridge capacity, mono or stereo, NAB or IBA specs, optional wide track heads, touch pad switches for manual operation, new pre-amps, data, and program amplifiers, audio muting at the end of the 150 Hz tone at the end of each cartridge, and individual level and equalization controls for each pre-amp.

### MUSIC DIRECTOR, THE

**Budd Clain**  
Box 103  
Indian Orchard, MA 10115  
Booth 709

### N

**NAGRA MAGNETIC RECORDERS**  
New York, NY 10036  
19 West 44th Street  
New York City NY  
Booth 1213

**NAUTEL MAINE**  
**D. A. Wilcox**  
201 Target Industrial Circle  
Bangor, ME 04401  
Booth 216

**NEC AMERICA INC.**  
**Jeffrey White**  
130 Martin Lane  
Elk Grove Village, IL 60007  
Booth 1415

**NETWORK PRODUCTION MUSIC**  
**Michael Anderson**  
4429 Morena Blvd  
San Diego, CA 92117  
Booth 1138



**MicMix Audio Products, Inc.** will be featuring its line of Dynaflex noise reduction systems at the NAB Convention, including two new models. MicMix's non-encode-decode system provides 30db of noise reduction, and can remove noise on any audio source.

**ORBAN ASSOCIATES**  
**Jesse Maxenchs**  
645 Bryant Street  
San Francisco, CA 94107  
Booth 607

**OTARI CORPORATION**  
**Steven Hill**  
2 Davis Drive  
Belmont, CA 94002  
Booth 601

**OTIS CONNER PRODUCTIONS**  
**Steve Gustafson**  
2829 West, N.W. Hwy #940  
Dallas, TX 75056  
Booth 414

### P

**PACIFIC RECORDERS & ENGINEERING**  
**Jack Williams**  
2070 Las Palmas Drive  
Carlsbad, CA 92008  
Booth 113

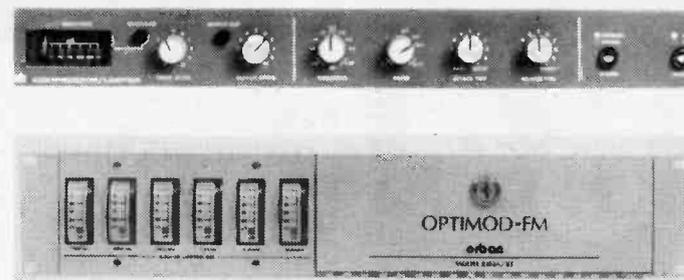
**PAM LONTOS INC.**  
**Pam Lontos**  
P.O. Box 741387  
Dallas, TX 75231  
Booth 120-A

**PANASONIC (AUDIO SYSTEMS)**  
**John Merrick**  
One Panasonic Way  
Secaucus, NJ 07094  
Booth 437

**PATCH BAY DESIGNATION**  
**Scott Lookholder**  
4742 San Fernando Road  
Glendale, CA 91204  
Booth 1773

**PEERLESS SALES**  
**Walter Griffing**  
1950 Hawthorne Avenue  
Melrose Park, IL 60160  
Booth 1618-B

**PETER W. DAHL CO INC.**  
**Gary L. Komassa**  
4007 Fort Blvd.  
El Paso, TX 79930  
Booth 612



**Orban Associates Inc.** announces the availability of the Optimod-FM Model 8100A/XT 6-Band Limiter Accessory Chassis. The new Orban unit has been created to provide more aggressive multi-band processing for stations that demand bright, loud, "highly-processed" audio. Suggested list: \$2295. Orban also announces the availability of its new Model 412A (mono) and 414A (stereo) Compressors/Limiters. These new units use exclusive Orban feedback control circuitry adapted from the Orban Optimod-FM 8100A broadcast processor. The result is a straightforward level control device that offers remarkably natural sound at a breakthrough price. Suggested list: \$425 (412A) and \$799 (414A).

**PHILADELPHIA RESINS CORPORATION**  
**Rosely N. Stronski**  
20 Commerce Drive  
Montgomeryville, PA 18936  
Booth 126

**PHOENIX SYSTEMS**  
**Randal S. Chase**  
4685 Highland Drive, Suite 208  
Salt Lake City, UT 84117  
Booth 609



**Moseley Associates** is presenting new options for the MRC-1600 Remote Control System — CRT and Automatic Logging options. Both options for the MRC-1600 will be operating at the convention. Moseley will be presenting its complete line of Studio-Transmitter Link, Remote Controls, SCA, and Stereo Generators/Demodulators and associated accessories.

**POLAR RESEARCH INC.**  
**Gary L. Ellington**  
Pennington Avenue  
Thief River Falls, MN 56701  
Booth 511

**POTOMAC INSTRUMENTS INC.**  
**David G. Harry**  
932 Philadelphia Avenue  
Silver Spring, MD 20910  
Booth 100

**PRISMAGRAPHS INC.**  
**Richard Schmaelzie**  
P.O. Box 703  
Milwaukee, WI 53201  
Booth 110-A

**PROCART**  
**Irving Law, Jr.**  
7012 27th Street West  
Tacoma, WA 98466  
Booth 112

**PROCOMMOTION**  
**Jack Hearst**  
350 West Green Tree Road  
Milwaukee, WI 53217  
Booth 434

### Q

**QEI CORPORATIN**  
**John P. Tiedeck**  
One Airport Drive  
P.O. Box D  
Williamstown, NJ 08094  
Booth 307

**QSC AUDIO PRODUCTS**  
**John Andrews**  
1926 Placentia Avenue  
Costa Mesa, CA 92627  
Booth 626



**Modulation Associates** of Mountain View, CA is showing a number of new pieces of broadcast equipment, including the SU-10 Solid State Uplink and the R-SAT SCPC Satellite Receiver. The SU-10 is specifically designed for regional radio networks, remote broadcasting, data collection, and corporate data networks. The R-SAT Receiver allows radio network uplinks from state capitals across the country to transmit individually to a common satellite transponder and share that transponder with national radio networks.

# '84 DIRECTORY

## QUAD-EIGHT ELECTRONICS

**Kenneth C. Davis**  
11929 Vose Street  
North Hollywood, CA 01605  
Booth 1636

## R

## RADIO ADVERTISING BUREAU

**Wayne Cornils**  
485 Lexington Avenue  
New York, NY 10017  
Booth 217

## RADIO ARTS INC.

**Clara V. Werse**  
210 North Pass Avenue,  
Suite 104  
Burbank, CA 91505  
Booth 418

## RADIO SYSTEMS INC.

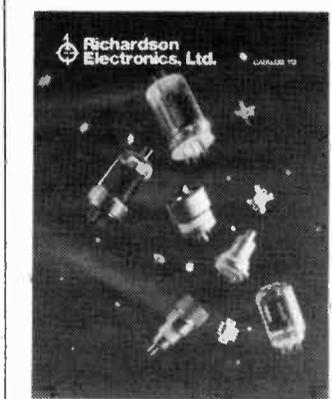
**Daniel Braverman**  
5113 Westchester Pike  
Edgemont, PA 19028  
Booth 213

## RADIO-TV NEWS DIRECTORS ASSOC.

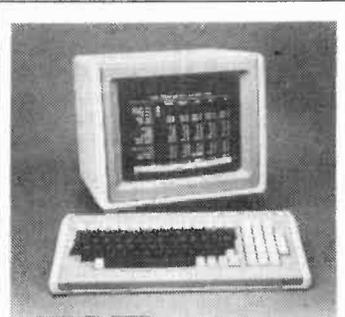
**Eddie Barker**  
P.O. Box 47346  
Dallas, TX 75247  
Booth 1501

## RAMKO RESEARCH INC.

**Ray Kohfeld**  
11355A Folsom Blvd.  
Rancho Cordova, CA 95670  
Booth 415



**Richardson Electronics Ltd.** offers a free 48 page catalog of electron tubes and power semiconductors. 8,500 different part numbers are available with same day shipment from an \$11 million inventory. The catalog includes a new semiconductor cross reference of the major two-way radio manufacturers such as Motorola, GE, Johnson, RCA/TACTEC, Standard, and many others.



**Register Data Systems of Perry, GA** will be displaying a new multi-user Broadcast Business System featuring IMS 24 megabyte CPU and new advanced Ultima information displays. The Broadcast System is a total system with fantastic power, speed, and networking capabilities.

## RAM BROADCAST/ WHEATSTONE

**Ron Mitchell**  
249 North Eric Drive  
Palatino, IL 60067  
Booth 121

## RCA CORPORATION

**Miles Moon**  
P.O. Box 900, Paintworks  
Corporate CT.  
Gibbsboro, NJ 08026  
Booth 1000

## REACH INC.

**Linda Bjorkman**  
301 South 68th Street  
Lincoln, NE 68510  
Booth 341

## REGISTER DATA SYSTEMS

**Lowell L. Register**  
404 Carroll Blvd.  
Perry, GA 31069  
Booth 128

## RESTORATION

**Robert J. Reiss, Jr.**  
15904 Strathern Street #12  
Van Nuys, CA 91406  
Booth 705

## RICHARDSON ELECTRONICS LTD.

**Berry M. Cronin**  
3030 North River  
Franklin Park, IL 60137  
Booth 212

## ROH CORPORATION

**Jerry Levy**  
3603 Clearview Place  
Atlanta, GA 30340  
Booth 1634

## ROHN

**Chuck K. Tabacciti**  
6718 West Plank Road  
Peoria, IL 61656  
Booth 1605-B

## RTS SYSTEMS

**Nancy Hills**  
1100 West Chestnut Street  
Burbank, CA 91506  
Booth 1142

## RUSSCO ELECTRONICS

**Russell C. Friend**  
5690 East Shields Avenue  
Fresno, CA 93727  
Booth 413

## S

## SAKI MAGNETICS

**Trevor Boyer**  
8659 Hayden Place  
Culver City, CA 90230  
Booth 416

## SANSUI ELECTRONICS

**Jerry Lobow**  
58 Round Hill Road  
Dobbs Ferry, NY 10523  
Booth 130

## SCIENTIFIC-ATLANTA

**Betsy Crawley**  
3845 Pleasantdale Road  
Atlanta, GA 30340  
Booth 1017

## SCRIBE RECORDERS INC.

**Frank Beaman**  
1618 Orrington  
Evanston, IL 60201  
Booth 214

## SENNEISER ELECTRIC CORPORATION

**Sharon Yamuder**  
10 West 37th Street  
New York, NY 10018  
Booth 1137

## SESCOM INC.

**Franklin J. Miller**  
1111 Las Vegas Blvd., North  
Las Vegas, NV 98101-1197  
Booth 1616

## SHARP ELECTRONICS CORP.

**Michael Bart**  
10 Sharp Plaza  
Paramus, NJ 07652  
Booth 1102

## SHIVELY LABS

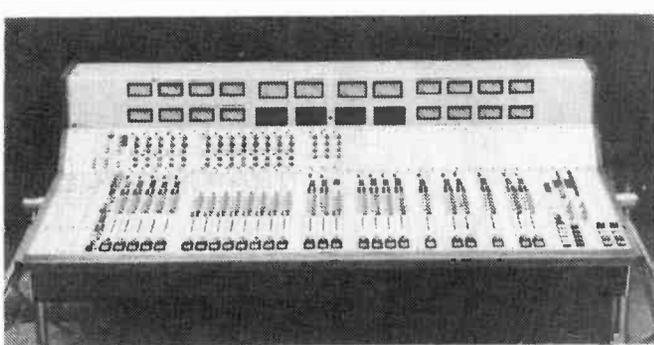
**Charles Peabody**  
71 Harrison Road  
Bridgeton, ME 04009  
Booth 623

## SHURE BROTHERS INC.

**James Paton**  
222 Hartrey Avenue  
Evanston, IL 60204  
Booth 1401-A



**Ramko Research** introduces Sidekick, a 4 channel portable mixer. Features include: AB power, 9V; Phantom power, 18V; built-in intercom; full cue with detent on each channel; line tone 1000 Hz, slate tone 400 Hz; clip and/or shoulder strap, case optional; internal ni-cad or alkaline battery compartment.



**Pacific Recorders & Engineering Corporation** presents the new ABX series production consoles, featured in 34, 26, and 18-input sizes. This multiple stereo bus console features multi-track and mix-down from four and eight track in stereo. Four sets of sends and returns combined with four telephone mix-minuses, five location talkbacks, built-in slate, and twelve frequency oscillator gives the ABX truly remarkable versatility.

**Phoenix Systems** offers a complete in-house, turnkey Broadcast Management System. The software runs on a variety of computer systems including standalone and multi-user systems. Features include dynamic prioritized scheduling, cop copy, affidavits, billings-avails, combo billing, daypart, TFN, spots per week horizontal and vertical copy rotation, etc. Also announcing a complete in-house, turnkey system which runs on IBM personal computers and IBM PC compatibles.

## SPECTRUM PLANNING Gerald Armes

1850 North Greenville,  
Suite 122  
Richardson, TX 75243  
Booth 510

## SPENCER BROADCAST Charles G. Spencer

316 East El Camino Drive  
N.E.  
Phoenix, AZ 85020  
Booth 406

## STAINLESS INC.

**Owen F. Ulmer**  
Third & Montgomery  
Avenue  
North Wales, PA 19454  
Booth 1315

## SINGER BROADCAST PRODUCTIONS

**Alan Singer**  
875 Merrick Avenue  
Westbury, NY 11590  
Booth 101-A

## SONO-MAG CORPORATION

**Steven S. Sampson**  
1833 West Hovey Avenue  
Normal, IL 61761  
Booth 707

## SONY CORPORATION Irwin Ungerleider

1600 Queen Anne Road  
Teaneck, NJ 07666  
Booth 1200

## SOPER SOUND MUSIC LIBRARY

**Harn Soper**  
81 Encina  
Palo Alto, CA 94302  
Booth 1620-B

## SOUNDCRAFT INC.

**Wayne D. Freeman**  
1517 20th Street  
Santa Monica, CA 90404  
Booth 219

## SOUND IDEAS

**Brian Nimens**  
86 McGill Street  
Toronto, Ontario, Canada  
M5B 1H2  
Booth 1620-C

## SOUND TECHNOLOGY

**W. Kent McGuire**  
1400 Dell Avenue  
Campbell, CA 95008  
Booth 500



**Soundcraft Electronics** presents the Series 20, fully-micro-processor controlled 2 track master recorder. 14" reel capacity, optional 1/4 or 1/2 inch, and three available edit modes: dump, rock & roll, and tape stepping. Features automatic tape alignment and three EQ standards at any one of three speeds. Memory capacity for automatic alignments to pre-entered settings. Center track available for time coding.

## STANTON MAGNETICS G. L. Bidwell III

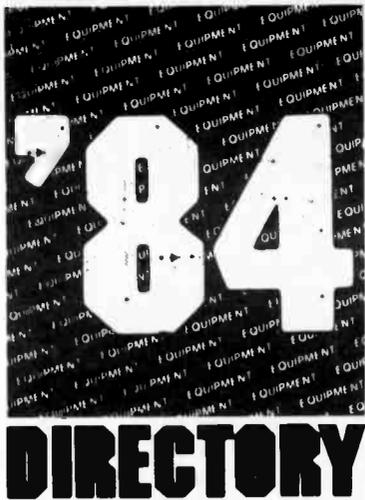
200 Terminal Drive  
Plainview, NY 11803  
Booth 102

## STANTRON (DIV. OF WYCO)

**Guy A. Tessier**  
6900/6918 Beck Avenue  
North Hollywood, CA 91605  
Booth 1123

## STRAIGHT WIRE AUDIO Lauri Fowler

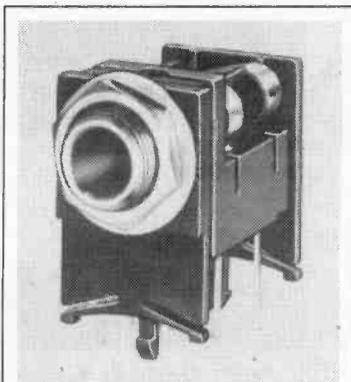
2523 Wilson Blvd.  
Arlington, VA 22201  
Booth 408



**STUDER REVOX  
AMERICA INC.**  
Thomas E. Mintner  
1425 Elm Hill Pike  
Nashville, TN 37210  
Booth 201

**SWITCHCRAFT INC.**  
Herbert C. Klapp  
55555 N. Elston Avenue  
Chicago, IL 60630  
Booth 427

**SYMETRIX INC.**  
Dane Butcher  
109 Bell Street  
Seattle, WA 98121  
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Switchcraft Inc. introduces its new Right Angle Phone Jacks, two in a series of four new low-profile phone jacks for snap-in PC mounting in telecommunications and audio connecting applications. Jack housing features molded tension fingers to provide stable mount. Location pin polarizes mounting for accurate insertion. Available with metal, plastic, and plain (non-threaded) bushings.



**TABER MFG. &  
ENGINEERING  
COMPANY**  
Veldon Leverich  
2468 Embarcadero Way  
Palo Alto, CA 94303  
Booth 711

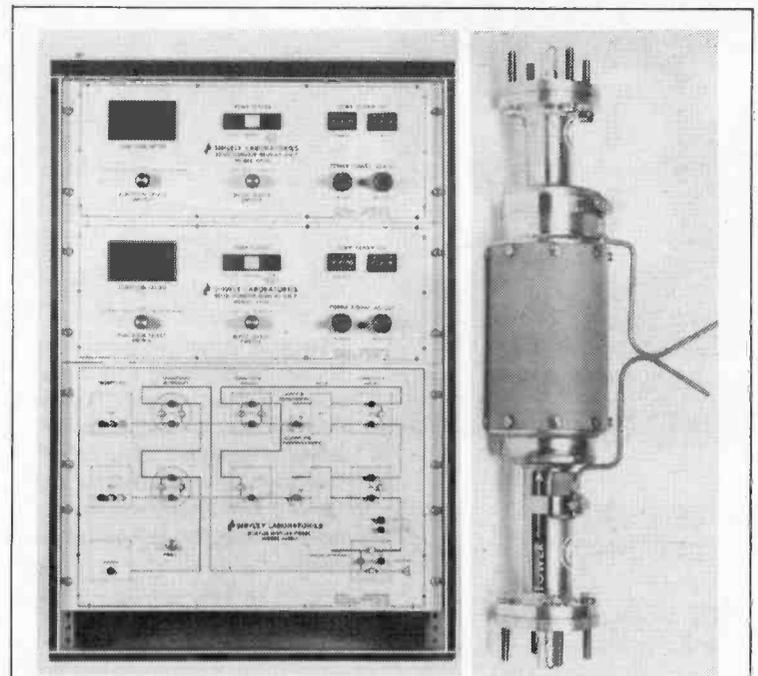
**TANDBERG OF  
AMERICA INC.**  
Joan A. Gurgold  
1 Labriola Court  
Armonk, NY 10504  
Booth 614

**TAPSCAN INC.**  
Jim Christian  
2100 Data Park #202  
Birmingham, AL 35244  
Booth 106

**TASCOM PRODUCTION  
PRODUCTS**  
Tay Hotta  
7733 Telegraph Road  
Montebello, CA 90640  
Booth 1304

**TELEX  
COMMUNICATIONS**  
Barbara Johnson  
9600 Aldrich Avenue South  
Minneapolis, MN 55420  
Booth 600

**TENNAPLEX SYSTEMS  
LTD.**  
Marvin B. Crouch  
34 Bentley Avenue  
Ottawa, Ontario, Canada  
K2E 6T8  
Booth 1613



Shively Labs has developed VHF and UHF isolation units to permit the mounting of TV antennas on AM towers. These designs build upon the successful Shively FM isocouplers which have been in use for over 10 years. Shively also introduces the Shively Reflectometer Display and Protection System, which is an active monitor to calculate true VSWR, incident power, and reflected power. This unit shows the functions being monitored on a switchable visual display and provides both a warning and a transmitter trip setting.

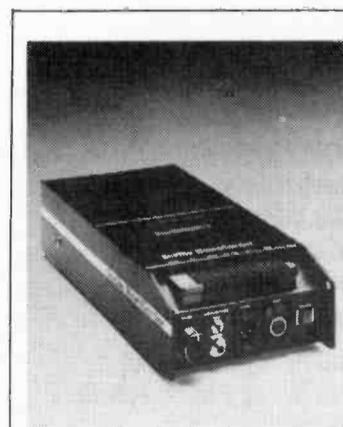
**TFT INC.**  
John E. Leonard, Jr.  
3090 Oakmead Village  
Drive  
Santa Clara, CA 95051  
Booth 109



Sound Technology will be exhibiting its 1510A Tape Recorder/Audio Test System at the NAB Convention. This system combines the capabilities of six separate audio instruments. It features electronically-balanced inputs and outputs with a clean low-distortion signal and can perform fourteen different tests including sweeping frequency response, channel separation, phasing, dropout, compression ratio testing, and wave analysis. GPIB available.

**THOMSON-CSF  
BROADCAST**  
Robert Estony  
37 Brownhouse Road  
Stamford, CT 06902  
Booth 1001

**TOBY ARNOLD &  
ASSOCIATES**  
James Kerr  
3234 Commander Drive,  
Dallas County  
Carrollton, TX 75006  
Booth 107



Scribe Recorders introduces the Scribe NewsCorder, the complete newsgathering machine. This rugged and reliable cassette tape recorder is custom-designed for news operations in the field, with all the hardware and circuitry needed by audio reporters, including exclusive "talk-over" capability, to file smooth "news wrap-arounds." Price with custom carrying case: \$275.

**TRIDENT (USA) INC.**  
Carol Bray  
652 Glenbrook Road  
Stamford, CT 06906  
Booth 633

**TRUE TIME  
INSTRUMENTS**  
Victor Kunkel  
3243 Santa Rosa Avenue  
Santa Rosa, CA 95407  
Booth 115

**TURNER  
BROADCASTING  
SYSTEMS INC.**  
Linda Moffat  
1050 Techwood Drive, N.W.  
Atlanta, GA 30318  
Booth 621

**TWEED AUDIO USA INC.**  
Kirsh Mustafa  
12 Ilex Drive  
Newbury Park, CA 91320  
Booth 313

# New & Used Equipment

## CONSOLES

from Neve, Trident, Sphere, MCI, Harrison, Soundcraft, etc.

## TAPE MACHINES

from Studer, MCI, Ampex, 3M, Otari, Soundcraft, etc.

## OUTBOARD EQUIPMENT

EMT, Orban, AKG, Eventide, BGW, Lexicon, UREI, Deltalab, Crown, etc.

## MICROPHONES

from Nuemann, AKG, Sennheiser, Audio-Technica, Electro-Voice, etc.

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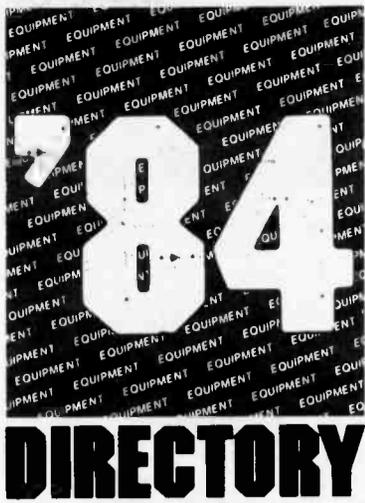
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**A. Z. Sawala**  
 460 Sackett Point Road  
 North Haven, CT  
 06473-0307  
 Booth 114

**UNITED PRESS INTERNATIONAL**  
**I. J. Vidacovich**  
 1400 Eye Street, N.W.  
 Washington, D.C. 20005  
 Booth 430

**UNITED RESEARCH LAB CORP.**  
**George Adams**  
 16 East 52nd Street  
 New York, NY 10022  
 Booth 604

**URSA MAJOR**  
**Gerald Abeles**  
 P.O. Box 18/50 Trapelo Road  
 Belmont, MA 02178  
 Booth 512



Stanton Magnetics will be at the 1984 NAB Convention showing their complete line of standard and P-Mount cartridges, stereo headphones, phono pre-amplifiers, and record care products.

**UTILITY TOWER COMPANY**  
**R.G. Nelson**  
 3200 N.W. 38th Street  
 Oklahoma City, OK 73112  
 Booth 703

**U.S. TAPE & LABEL CORPORATION**  
**Audrey A. Moore**  
 1561 Fairview Avenue  
 St. Louis, MO 63132  
 Booth 602

**V**  
**VALENTINO INC.**  
**Thomas Valentino**  
 151 West 46th Street  
 New York, NY 10036  
 Booth 1231

**VALLEY PEOPLE INC.**  
**Ray Updike**  
 2817 Erica Place  
 Nashville, TN 37204  
 Booth 318

**W**  
**WARD-BECK SYSTEMS**  
**Richard Chalk**  
 841 Progress Avenue  
 Scarborough, Ontario,  
 Canada M1H 2X4  
 Booth 1224

**WEGENER COMMUNICATIONS INC.**  
**Peggy N. Placek**  
 150 Technology Park/Atlanta  
 Norcross, GA 30092  
 Booth 515

**WHIRLWIND**  
**Michael Laiacona**  
 100 Boxart Street  
 Rochester, NY 14612  
 Booth 329

**WILKINSON ELECTRIC-TV TECHNOLOGY**  
**Bill Harland**  
 5970 West 60th Avenue  
 Arvada, CA  
 Booth 305

**WIREWORKS CORPORATION**  
**G.J. Krawlewicz**  
 P.O. Box 3600, 380 Hillside Avenue  
 Hillside, NJ 07205  
 Booth 1014-C

**WOLD COMMUNICATIONS**  
**Gary J. Worth**  
 10880 Wilshire Blvd.  
 Los Angeles, CA 90024  
 Booth 1515

**WOLF COACH INC.**  
**Richard Wolf**  
 7 "B" Street, Auburn Industrial Park  
 Auburn, MA 01501  
 Booth 1317

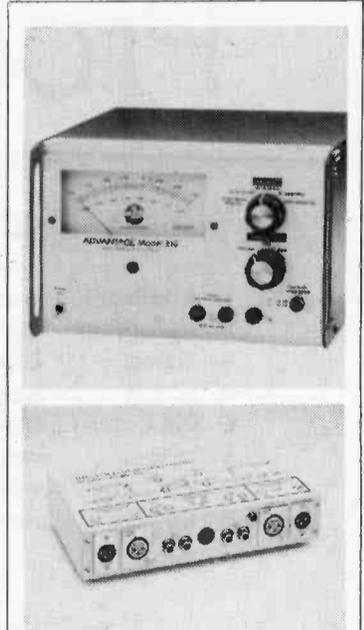
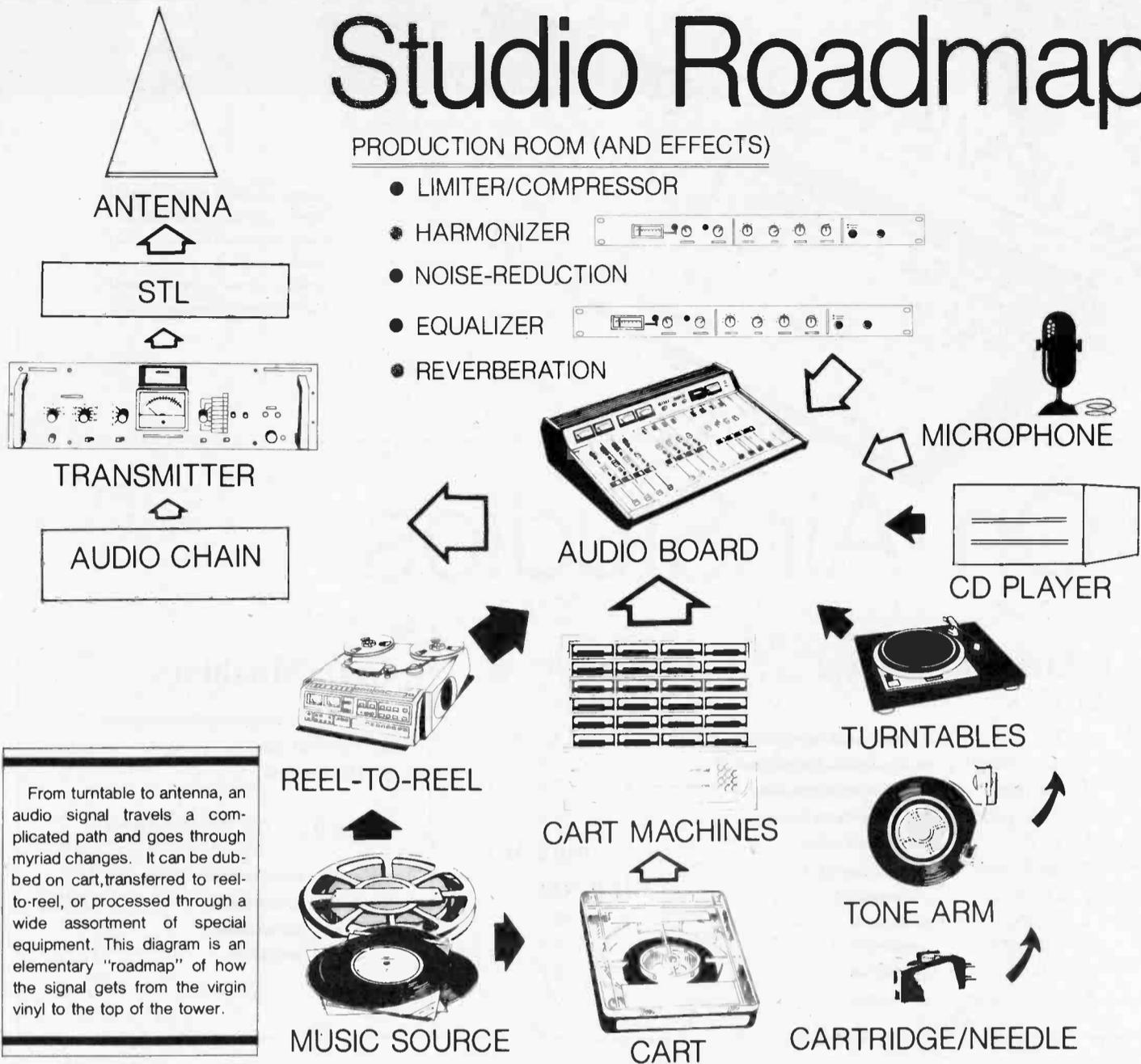
**WORLD TOWER COMPANY**  
**Jeffrey Sholar**  
 Paducah Road  
 Mayfield, KY 42066  
 Booth 519

**Y**  
**YAMAHA INTERNATIONAL CORPORATION**  
**Phil Moon**  
 6600 Orangethorpe  
 Buena Park, CA 90620  
 Booth 1340

# Studio Roadmap

## PRODUCTION ROOM (AND EFFECTS)

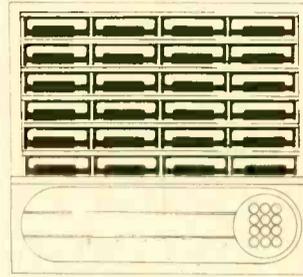
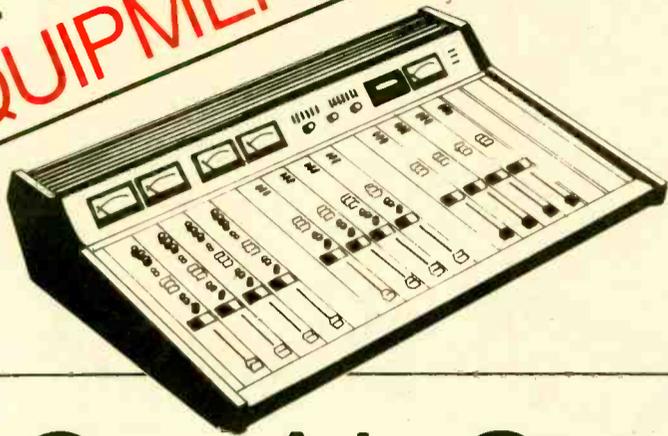
- LIMITER/COMPRESSOR
- HARMONIZER
- NOISE-REDUCTION
- EQUALIZER
- REVERBERATION



Valley People, Inc. will be featuring two new products at the NAB Convention. The Advantage Model 310 Audio Noise and Level Meter is a low-cost, high-quality measurement device offering the specific features required for analyzing and specifying noise performance in modern audio equipment. Price is \$399. The HH 2 x 2B Balanced Level Matching Interface is a unit which resolves the level and impedance matching problems associated with interfacing - 10 dB equipment to the studio and broadcast equipment standards of +4 dB and +8 dB. Price is \$250.

# R&R EQUIPMENT SURVEY:

# A Radio



## On-Air Studios

### Audio Consoles:

position	brand	%
1.	BMX	13%
2.	Auditronics	12%
3.	Collins	10%
4.	Autogram	9%
5.	LPB	7%
6.	McCurdy	6%
7.	Harris	5%
8.	Cetec	4%
8.	Gates	4%
8.	RCA	4%
8.	Ward Beck	4%

### Number of Faders:

1.	10
2.	8
3.	12
4.	14

### Number of Inputs:

1.	28
2.	24
3.	32
4.	30

### Cart Machines:

1.	ITC	77%
2.	Tomcat	5%
3.	Harris	4%

### Number of Machines:

1.	six	34%
2.	two	18%
3.	four	16%
4.	three	15%

### Turntables:

1.	Technics	71%
2.	Russco	11%
3.	QRK	5%

### Number of Turntables:

1.	two	72%
2.	one	17%
3.	three	8%

## Production Studios

### Audio Consoles:

1.	Auditronics	12%
2.	Autogram	9%
3.	Gates	8%
4.	Harris	7%
5.	BMX	6%
6.	LPB	5%
7.	McCurdy	4%
7.	Collins	4%

### Number of Faders:

1.	8
2.	10
3.	12

### Number of Inputs:

1.	24
2.	18
3.	28
4.	16
4.	32

### Cart Machines:

1.	ITC	68%
2.	Harris	7%
3.	Gates	5%

### Number of Machines:

1.	two	58%
2.	one	14%
3.	three	13%
4.	four	10%

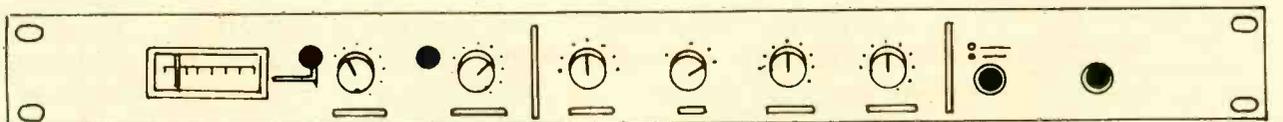
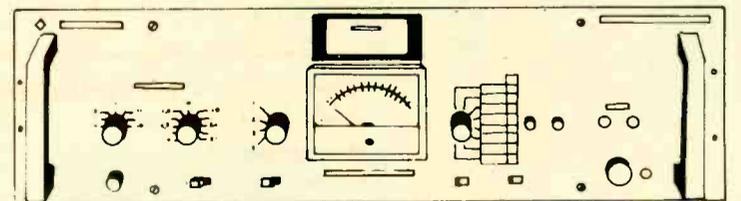
### Turntables:

1.	Technics	67%
2.	Russco	14%
3.	Harris	5%

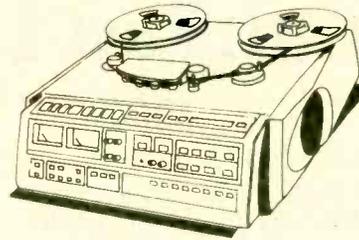
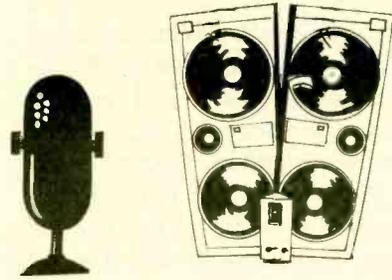
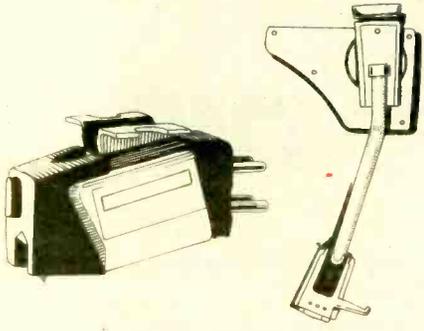
### Number of Turntables:

1.	two	84%
2.	one	13%

## Special Equipment



# Studio Study



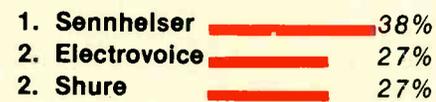
## Tone Arms:



## Needles/Cartridges:



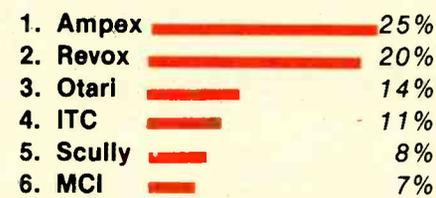
## Microphones:



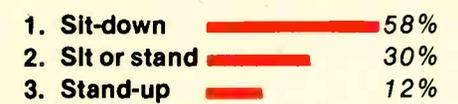
## Monitors:



## Reel-To-Reels:



## Operation:



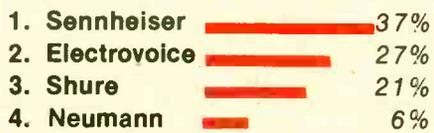
## Tone Arms:



## Needles/Cartridges:



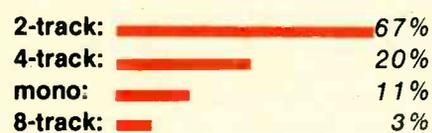
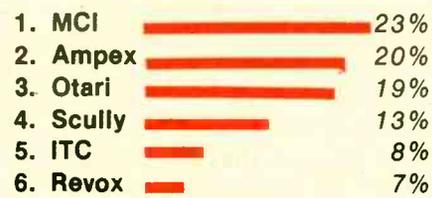
## Microphones:



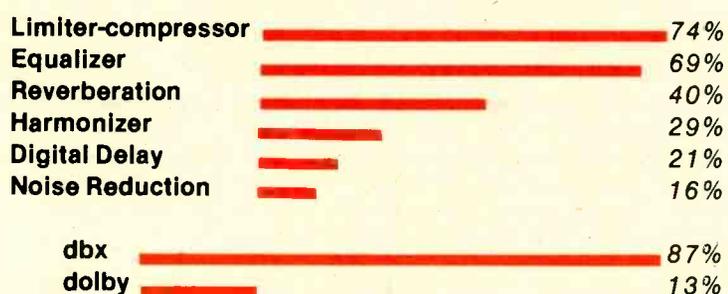
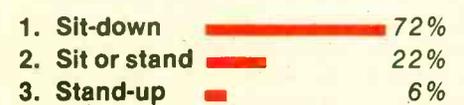
## Monitors:



## Reel-To-Reels:



## Operation:



### R&R Equipment Survey: An Explanation

For this special NAB Convention issue of R&R, we surveyed our panel of reporting stations to determine the most common and/or popular pieces of equipment found in radio on-air and production studios. More than 800 stations were included in the sample, and 38% of those surveys were retrieved and deemed usable in the final study. The stations sampled represent all program formats, market sizes, and geographical regions. In most cases percentages reflect a portion of the sample total that used a particular brand or type of equipment; in cases where a station used more than one brand of equipment in a certain category, all were figured into the final results.

All reasonable care has been taken in compiling this survey. The results are for your information and are not designed for any specific interpretation or conclusion. Considerable diligence has been used in the preparation, conduct, and final tally of this survey, but it is not intended to be taken as a literal translation of the popularity of certain brands or types of equipment. Also, R&R does not necessarily endorse any of the manufacturers or distributors mentioned in this study.

# NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

## The Barter Boom: Part I

Ten years ago, if a station was looking for a special program to run on weekends, or a short feature to insert in a daily newscast, management could count on paying cash. Cash was the way to go, and barter was a rare commodity. Today the opposite is true — almost all available syndicated programming is supplied on a barter, advertiser-supported basis, and the cash operators are few and far between. The causes of this about-face, the attendant advantages and disadvantages to the barter system, and the impact it has had on programming and national advertising, are the focus of this two-part article.

This week's column looks at the barter/cash debate through the eyes of the program suppliers — the various producers and distributors who sell programs either directly to the station or to a national sponsor. Networks/syndicators included in this discussion are, in no specific order, Westwood One, United Stations, Syndicate It, ABC Watermark, and Creative Radio Network.

### The Barter/Cash About-Face

In the early days of syndication cash was the norm and barter was the exception. Since that time the radio industry has experienced a recessionary bout or two, witnessed moderate broadcast deregulation, entered the satellite age, and gone through a network programming boom. The result: an abundance of special features (and companies that produce them), almost all available on a barter basis. Why this change of heart?



"Networks," says Westwood One's Norm Pattiz. "Networks have been doing barter for years. For a long time they were just supplying news and public affairs programming, and national advertisers weren't used to anything else. Then, about ten years ago, a few companies like Westwood One emerged as viable companies that could do business on the same level with special programs. When deregulation came along the networks also got into the business, and we all gave barter some credibility."



Tom Rounds, President of ABC Watermark, agrees that network programming greatly influenced the acceptance of barter, but points out that the ultimate factor was budget: "Around 1979 all the national networks started bringing out a tremendous amount of barter product. Although the quality of these shows varied, the stations were deluged with free lunches beyond anything they could possibly consume. In the radio business it is constantly important to operate towards a bottom line, and most people in programming and management would rather get something for free instead of paying for it."

A station's bottom line — and cash flow — greatly influences what will and will not be added to the program department's budget.

For this reason, a free program will almost certainly supersede a cash feature. "Stations have very tight budgets, there's a great deal of interest in the bottom line, and barter definitely fills the bill," says United Stations President Nick Verbitsky. "When

### The United Stations

you can give somebody a high-quality three-hour program free of charge, that is nirvana for a radio station owner. The advantage to the station is that it is at no risk whatsoever when it airs a show, and can maintain a higher cash flow."



Bob Dockery, President of Syndicate It, agrees that the station's budget is the primary reason that so many barter programs are seeing success while cash offerings are virtually ignored. "A lot of stations say they simply don't have the budget for cash. It's much easier to give away a program than to collect money for it. True, the station may be giving away half their inventory in return for a program, but very few stations are sold out. Even the most successful stations always have a failsafe, so the station really isn't giving up anything."

### The Barter Effect

While both the syndicators and radio stations find the "barter boom" profitable, there are also some possible detrimental side effects: decreased program quality and bargain-basement advertising rates. The barter bandwagon has introduced scores of national advertisers to the profits of syndication, increasing the number of programs available and ultimately increasing the quantity of weak programming as well as strong. In the process, with so many syndication vehicles to reach as large a national audience as possible, advertising rates are negotiated downward — often to the dismay of the producers and individual radio stations alike.



According to the Creative Radio Network's Tom Shovan, many stations pick up a show because it is free, regardless of the content or quality. "They don't qualitative-

## Power To The Flower Hour

More than 11 years ago, when progressive FM radio was young, DIR Broadcasting introduced the "King Biscuit Flower Hour" to 25 radio stations around the country. The date was February 18, 1973, and the guests were Blood, Sweat & Tears, John McLaughlin's Mahavishnu Orchestra, and a little-known, up-and-coming artist named Bruce Springsteen. Developed by Bob Meyrowitz and Peter Kauff, "King Biscuit" has since featured the Rolling Stones, Journey, Men At Work, Pat Benatar, and the Who.

Earlier this month DIR celebrated the 500th broadcast of the program — making it reputedly the longest-running series on rock radio — with a two-part celebration (4-15 & 4-22) heard on more than 250 stations. The cele-



bration broadcasts features highlights from past shows, including:

- The original Bruce Springsteen performance from the premiere show.
- The John Lennon/Stevie Wonder "One To One" Benefit concert from "Biscuit 6."
- An SRO performance of the Who at Philadelphia's Spectrum from "Biscuit 17."

ly look at the programming," he says. "They just look at it as another free three-hour show. There is so much barter programming out there that people end up just grabbing it up. Some of it is great, but so much is horrible, and many times they'll grab a lousy barter show — something that just does not work — because it is free. Management and ownership is looking for cost over quality."

In economic terms, the situation is an illustration of the laws of supply and demand. A growing supply of programming in the marketplace means that producers and distributors often are forced to negotiate rates lower than they would if less product was available.

Dockery believes that advertisers view barter programming as a good way to purchase national spots at incredibly low rates. "So much barter going on is definitely having an effect on rates. There are so many programs out there that the competition is rough, and it's driving the rates way down. Some syndicators are wholesaling their ad-

part with time than with money. Very few stations are sold out 24 hours a day, 52 weeks a year. While there is no question that a station is still paying something, whether it is cash or time, if the time period that a program is running in has unsold time in it, the station is going to make out. If they do have to bump some of their local time, you have to have a program that is worth what you're asking for it. We have to give them a program that will not only increase the listening audience significantly, but increase it enough so the station can replace those three-to-five network minutes with revenues from the time that remains. The station has to make up for whatever time is blown out to accommodate the national spots."

Since a program director doesn't have to pay cash for a barter show, and thus incurs less risk (and wrath from management), are the profit and promotion aspects ignored by a "lazy" staff which interprets barter as getting something for nothing?

"I refute the idea that stations are lazy

"... Producers and distributors find that advertiser sponsorship frees their hands from collection duties and allows them to concentrate on the program itself. In essence, cash is nice but barter is better."

vertising rates, just to give the advertisers what they want. Before I lower a rate I'd rather cannibalize the show. The advertisers see syndication as a great deal, as long as they can get placement. But in the long run it's going to hurt us."

Not only can the syndicator be hurt by weakened rates, but ultimately the local radio station might experience some fallout. Shovan explains, "If an advertiser sponsors a show in the markets he wants to cover, via a network or a barter syndicator, what incentive is there for him to buy an additional flight of spots on the local station? For instance, if Columbia Pictures is opening a picture and wants certain stations in certain markets, they can do it cheaper by sponsoring a national program. The rates are lower, and they're already where they want to be."

### Time Is Money

While the number of digits to the left of the decimal point in a station's books is the measure of ultimate success, time is really the most valuable commodity available to a broadcaster. Time is that nebulous thing that is exchanged for cold, hard cash. Thus, in the long run, is it really advantageous for a successful station to give up a specified amount of precious advertising time in exchange for a free program?

Definitely, according to barter pioneer Pattiz. "Every station would much rather

and don't have as much to lose with a barter program," says Verbitsky. "The station's most valuable asset is its commercial time. The smart stations who are running a good program make it their business to promote the program to generate local sales. You'd be amazed at the number of smart programmers who are out there really promoting and selling these shows."

### Is Barter Here To Stay?

Obviously barter syndication boasts a number of financial advantages over a cash system. While cash lessens the initial risk of cancellation (if one station backs out the result is not apocalyptic), advertisers find barter a convenient method of purchasing national spots. Likewise, producers and distributors find that advertiser sponsorship frees their hands from collection duties and allows them to concentrate on the program itself. In essence, cash is nice but barter is better.

"Cash is never cumbersome," Verbitsky concludes. "If you know how to collect cash, and if stations prefer cash, it's always preferable. But the reality is that cash is a thing of the past. It is an antiquated concept, and barter will be around for a long time."

Next week: A look at the other side of the fence — a discussion with programmers about their general thoughts on syndication, and their specific feelings toward barter.

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# Networks/Program Suppliers

## MUSIC FEATURES

**ABC**

**Entertainment Net/Silver Eagle:**

David Frizzell/Shelly West (May 12)  
Hank Williams, Jr. (May 19)

**Rock Net/Continuous History Of Rock & Roll (R. Stone)**

Struggles and rewards Part I (May 13)

**Drake-Chenault**

**History of Rock & Roll:**

ELO/Willie Nelson (May 14)  
Alan Parsons/Sam Cooke (May 15)  
Beatles/Paul Davis (May 16)  
Santana/Van Halen (May 17)  
Eric Clapton/Neil Sedaka (May 18)

**Global Satellite Net**

**Rockline:**

Judas Priest/Roger Glover (May 7)

**London Wavelength**

**BBC Rock Hour:**

Joe Jackson special (May 13)  
Merillion in concert (May 20)

**Narwood Productions**

**Country Closeup:**

Deborah Allen (May 14)

**Music Makers:**

Bob Heggart (May 14)

**NBC**

**The Source:**

Paul Young concert (May 11-13)  
John Butcher Axis concert (May 18-20)

**PFM Inc.**

**Guest DJ:**

Noddy Holder & Jimmy Lea (May 14)  
Howard Jones (May 21)

**PIA (Program Services)**

**Rare & Scratchy Rock & Roll:**

Four Tops (May 18-19)

**RKO Networks**

**Countdown America**

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

Irene Cara (May 5-6)

**Captured Live (PG Prod.):**

Tommy Tutone (May 11-13)  
Phil Collins (May 18-20)

**Strand Broadcast Services**

**Music & Memories:**

Blood, Sweat & Tears (May 12-13)

**Syndicate It**

**Music Of The City:**

Legend of the Apollo II (May 14)

**United Stations**

**Dick Clark's Rock, Roll**

**& Remember:**

Duane Eddy (May 11-13)

**The Great Sounds:**

Patti Page (May 11-13)

**Rick Dees' Weekly Top 40:**

The Go-Go's (May 11-13)

**Solid Gold Country:**

Rosanne Cash (May 11-13)

**Weekly Country Music Countdown:**

Lee Greenwood (May 11-13)

**Westwood One**

**The Countdown:**

Culture Club/O'Bryan (May 11-13)

**Dr. Demento:**

Demented requests (May 11-13)

**Earth News:**

Jon Anderson/Tracey Ullman (May 14-18)

**In Concert:**

Kansas (May 7-13)  
Mötley Crüe/Fastway (May 21-27)

**Live From Gilley's:**

John Anderson (May 7-13)

**Off The Record:**

Steve Perry/Rush/Cyndi Lauper (May 14-18)

**Off The Record Specials:**

Steve Perry (May 14-20)

**Rock Album Countdown:**

Steve Perry/Rush (May 11-13)

**Rock Chronicles:**

The British Invasion (May 18-20)

**Special Edition:**

Patti Austin (May 14-20)

**Star Trak Profile:**

Kool & The Gang (May 14-20)

**Superstars Rock Concert:**

Journey (May 11-13)



**HYNDE SIGHT IS 20/20** — Mary Turner (r), host of Westwood One's "Off The Record" feature, is pictured conversing with Pretenders leader Chrissie Hynde (l) following the group's recent four-night stand at the Universal Amphitheatre in Los Angeles.



**GENERAL HOSPITALITY** — Daytime television's Jacklyn Zeman, host of ABC/Watermark's "Soap Talk," recently helped celebrate the show's first anniversary at a cocktail reception in Beverly Hills. Pictured at the party are Bristol-Myers' Peter Fredas, ABC's Shirley Walker-Carter, Zeman, ABC's Willard Lochridge, Excedrin's Andrea Meyers, and Bristol-Myers' Sam Patterson.

# SUPER WEEKENDS

"As Program Director of Detroit's highest rated country music station, I have my choice of many network long form programs. To ensure WWWW's continued success, I've made both THE COUNTRY MUSIC COUNTDOWN and SOLID GOLD COUNTRY a part of our weekend line-up. The United Stations meets WWWW's high standards and gives us programs we wouldn't be able to do ourselves."



Barry Mardit  
Program Director  
WWW (FM) Country 106

## THE WEEKLY COUNTRY MUSIC COUNTDOWN



5-6 **EDDIE RABBITT**

5-6 **WAYLON JENNINGS**

12-13 **LEE GREENWOOD**

12-13 **ROSANNE CASH**

19-20 **THE WHITES**

19-20 **JOHNNY LEE**

26-27 **GEORGE JONES**

26-27 **EVERLY BROTHERS**

New York

Los Angeles

**The United Stations**  
AMERICA'S TARGET RADIO NETWORKS

Washington, D.C.

Chicago

# NEWS & INFORMATION FEATURES

**ABC**  
**Rock Net/Rock Notes:**  
 New albums by Krokus/Triumph/U2 (April 30)  
 The Record Game (May 1)  
 Thompson Twins (May 2-6)

**Donnelly Media**  
**Hiney Wine:**  
 Cooking with Hiney/Hiney with ice holes/Hiney fly swatter (April 30-May 4)

**Narwood Productions**  
**Minding Your Business:**  
 Swiss loans/mini-mills (April 30)  
 The south vs. Silicon Valley (May 1)  
 Financing wind power (May 2)  
 Counting computers (May 3)  
 Executive dolls/Hollywood flights back (May 4)

**Progressive Radio Net**  
**Computer Program:**  
 Cassette players/cassette care/wafer tape drives/upgrading to disc/computerized buildings (week of April 30)

**Laugh Machine:**  
 Bob Newhart/Rich Little/National Lampoon/Joan Rivers/Woody Allen (week of April 30)

**News Blimp:**  
 Fake doctors/erotic film awards/hearing ear dogs/ladies night is discriminatory/FBI vs. John Lennon (week of April 30)

**Sound Advice:**  
 Stereo separation/AM stereo/sensitivity/sele-ctivity/tuner testing (week of April 30)

**Public Interest Affiliates**  
**Medscan w/ Frank Blair:**  
 Warts & cervical cancer (April 30)  
 Muscle talk (May 1)

Exercising for two (May 2)  
 Olympic training with pasta (May 3)  
 Steroids: friend or foe (May 4)

**PIA Public Affairs:**  
 Money for the arts (April 29)

**RKO One**  
**Beat The System:**  
 Swing loans (May 1)  
 Bridging IRAs (May 3)



**BOND MARKET** — Cindy Schroeder, Director/Research at RKO Radio Networks, signs an agreement with Gil Bond, President of Market-Buy-Market for RKO's "Program for Affiliate Research" (PAR). The agreement gives network affiliates access to the Market-Buy-Market computer system for local audience market research.

**Mind Games:**  
 The silent type (April 30)  
 Jaywalking (May 1)  
 Stormy moods (May 2)  
 Lying eyes (May 3)  
 Pressured handwriting (May 4)

**Smart Money:**  
 Picking a financial planner (April 30)  
 Junk bonds as bargains (May 2)  
 Tax tips for 1984 (May 4)

**Strand Broadcast Services**  
**Something You Should Know:**

Anger (April 30-May 1)  
 Food and medicine (May 2)  
 Pop collectibles (May 3-4)

**Syndicate It**  
**Olympic Dreams:**  
 Edwin Moses/James Butts (May 14)  
**Radiorobics w/Jayne Kennedy:**  
 Total body toners (April 30)

**Westwood One**  
**Brad Messer's Daybook:**

Louisiana purchase/Hitler (April 30)  
 Empire State Building/May Day (May 1)  
 First flight across U.S. (May 2)  
 First eclipse/Fantastiks (May 3)  
 Coral Sea battle (May 4)

**Playboy Advisor:**  
 He's 22 and never been kissed/marathon contraceptive/she demands a lot/one night stand call-backs/spanking/boyfriend dislikes her platonic friends/oral failure/is he cheating (April 30-May 4)

**Spaces & Places:**

Parenting: a survival guide (April 30-May 4)

**Waldenbooks Review:**

"Megatrends" w/John Naisbitt/Robert Ludlum/Arthur C. Clarke (April 30-May 4)

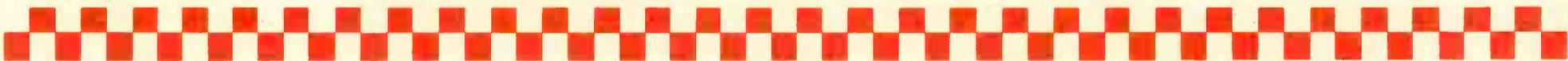


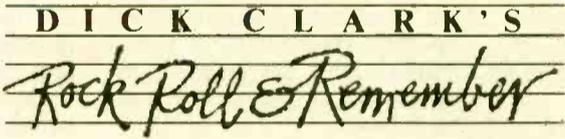
**SPEED DEMON** — Associated Press has announced a new, high-speed programmable news service, which it will debut at this week's NAB Convention in Las Vegas. AP NewsPower 1200 will be offered with an Okidata M-92 printer, and is fully computer-ready. The new service will be delivered via satellite, and will allow individual stations to choose which categories of news and information they wish to receive. Shown with an Okidata are (l-r) AP's Deputy Director/News James Hood, General Broadcast Editor Sue Cunneff, and VP/Director, Broadcast Services, Roy Steinfort.



**DC, NV, (US) w/ BBD&O** — Two of United Stations's four partners, Dick Clark and Nick Verbitsky, had lunch with a group of executives from BBD&O recently, and discussed the growing impact of network barter programming on the advertising community. Pictured are (l-r) Verbitsky, BBD&O's Andrea Silk, Clark, and BBD&O's Robert Riesenberg.

# MAY 1984



 <b>5-6 FOUR LADS</b>	 <b>5-6 SUPREMES</b>	 <b>5-6 ROCKWELL</b>
<b>12-13 PATTI PAGE</b>	<b>12-13 DUANE EDDY</b>	<b>12-13 THE GO-GO'S</b>
<b>19-20 GEORGE SHEARING</b>	<b>19-20 STYLISTICS</b>	<b>19-20 K.C.</b>
<b>26-27 BOB CROSBY</b>	<b>26-27 FLEETWOOD MAC</b>	<b>26-27 KOOL &amp; THE GANG</b>



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 AMERICA'S TARGET RADIO NETWORKS

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# Sales

## The Myth About Co-op

### Advertising Part II ——— By Harry Spitzer

In Part One, the basic premise of co-op advertising was outlined, together with its three basic types. This week's concluding chapter looks at why available co-op funds are never spent, legal limits, and how to build more co-op business by creating a customer, rather than "just a sale."

#### To Share Or Not To Share

National manufacturers, almost without exception, have some type of co-op plan to offer as encouragement for buyers to sign their merchandise order. Where the cost of the program is shared (50/50 or 72/25), the store must be convinced to spend its share of the cost or else the ads are not run.

Many hundreds of thousands of dollars in available co-op funds are never spent each year because many retailers choose not to participate (read that "share in the cost of") in the programs. At the start of each season, manufacturers set aside a portion of their gross sales in anticipation of forthcoming claims from their retail customers later on in the season. The retailers who do not choose to match funds with their suppliers never claim their allowances. The unused portion of these funds, set aside "in escrow," eventually reverts to the manufacturers' bank accounts.

In some instances, larger advertising allowances are available if the retailer advertises in the vendor's preferred media. Some co-op contracts specify that the manufacturer will put 100% of the ad if it runs in a daily newspaper, but only 75% if it's on television and only 50% if it's on radio. This assures the product will appear in a newspaper for, given the choice, most retailers would rather run a "free" ad than pay for part of one.

More and more, however, the media choice is left to the retailer. He is generally better informed about the media in the area, knows which medium can best reach the target audience, and can probably negotiate a better price at the local level than the

manufacturer can from afar.

A good nationwide co-op program can give a manufacturer the effect of a national advertising campaign, while taking advantage of the stores' lower retail rate. Many of the larger stores establish their own "co-op rate schedule," which included their cost of producing the co-op ad. Some vendors balk at this kind of charge, but the major department stores have no trouble collecting. It's the old story about where a 3000-pound bear sleeps — anywhere he wants. Smaller retailers, with less buying clout, can be held to the letter of the co-op contract. This is the area in which radio salespeople can greatly improve their retailer relationships — by expediting billing paperwork through their stations so the retailer can submit his claim before deadline.

#### Legal Limits

The key legal limit to co-op is the Federal Trade Commission's rule on Co-operative Advertising, which specifies that manufacturers and their agents (distributors, regional managers, etc.) must make all co-op programs available to all retailers on an equitable basis.

Some vendors get around the "co-op" rate established by the big stores by researching the media in each of the major markets and setting up fixed rates they will pay for each medium used in that market, without regard for the rates that any store in town pays. This can lead to constant disputes between the bookkeeper types and a serious disruption in vendor/retailer relations. Various ad-checking companies attempt to discover the broadcast rates being paid by retailers, often in a threatening manner. All a station need do is send a rate card in reply

to the inquiry. As in all business negotiations, the rates paid by any radio station client is privileged information and should not be revealed to any outside entity.

The dealer support co-op programs mentioned in Part One are an outgrowth of disputes about who-pays-what and leads to the elimination of retailer-controlled co-op by some suppliers.

Here's a suggested step-by-step approach to building more co-op business at your radio station by integrating those efforts into a strong retailing selling program:

Since the 80/20 formula for sales success applies to retailing as well as other businesses (80% of your sales come from 20% of your clients), a thorough visit to your target account is the first step. Here you will find the merchandise that sells best and fastest is prominently displayed and signed. You will also note that much of it is national brands, with those brand names easily visible. After listing the names of the 25 best-selling items which represent a majority of the store's sales volume, return to your co-op source books (RAB, SRDA, etc.) and track down the co-op programs of those brands.

Be sure to note the basis of the program (50/50, 75/25, etc.), the accrual method (% of sales over a specific time period), time frame for broadcasting ads, deadlines for submitting proofs of performance, plus any specific requirements in the plan that must be included.

Then it's back to the retailer with your list of co-op plans and brand names. Find out how much business was done by that retailer with each of those vendors during the eligibility period. Calculate the co-op dollars that have been accrued. The retailer may be reluctant to part with this information. You have to convince the skeptic you're doing it for him. If the total purchase figures are not known (some retailers keep spotty records), you can get them from regional or district offices (with the retailer's blessing, of course).

- Media choice left to the retailer.
- There are legal limits.
- Building more co-op business takes a logical, step-by-step process
- In-store advertising communications an important link.

Once you have calculated the co-op dollars, set up a control sheet for each vendor with whom the retailer does business. Do this for every client you work into your co-op activities.

The next step is important. The planning of the co-op dollars should be integrated into the store's basic advertising plan. Be aware of the seasonal sales patterns based on the categories of merchandise sold by that store. The NRBA, RAB, and other trade associations publish buying patterns in their advertising planning books. These figures indicate when people buy certain types of merchandise, showing the percentage of the year's business produced month-by-month. Most retailers follow these trends carefully, balancing their expenditures of ad dollars against these monthly sales figures, plus their own sales history. Pencil in the major events of the year — Easter, Mother's Day, Father's Day, Back-to-School, etc. — whichever are applicable to the particular retailer. Include storewide sales, community events and any special promotions from your radio station.

After projecting the advertising budget against the planned sales from upcoming seasons, with breakouts for newspaper, radio, direct mail and other advertising, it's time to bring in the co-op. Planning co-op in this manner provides extra dollars for expansion of the advertising program into media not originally affordable, increased exposure in planned media, and added impact to the entire advertising program with more reach and frequency.

This is also the time to bring in the creative ideas, tuning the radio portion of the program into maximum effectiveness by developing attention-grabbing, interesting, and informative action radio ads. Bring the retailer creative ideas that sell long range or for immediate action, radio ads that promote the store as well as the merchandise, and special promotions that make the store stand out from its competitors. But be sure the ads conform to the co-op plan requirements, or you're in trouble!

Before the schedule is on the air, get involved with the in-store advertising communications. Be sure that all departments of the store organization are aware of the radio campaign — what mer-

chandise is involved, when the ads will run, etc. Most stores have a system for advising their sales personnel about print ads, but few have a system that includes broadcast. Here's a simple solution: add a separate report (in a different color) to the existing method of communication, and ask for its distribution along with other important store messages.

#### Providing tangible Evidence

When the radio schedule runs, send copies of the radio "tear-sheet" to all departments involved, with instructions to post the information where customers and salespeople can see it. Use the RAB/ANA radio tearsheet if possible. It serves a dual purpose: an assured method of collection after the schedule has run, which also provides the retailer with tangible evidence of the ad (the believability of the printed word).

It would also help create tangibility if a cassette of the radio ad was available to be played for the sales force. Have it played during a pre-store opening meeting to make sure the information on the radio schedule has reached the selling floor, where the results of the campaign are recorded — or not. If this sounds like a lot of trouble for the radio salesperson, it probably is. However, its intent is to insure the radio ads get a fair chance to produce results — the only yardstick the new radio advertiser believes.

In many cases, the only way the budget can be stretched to include radio in the schedule is through the judicious use of co-op advertising. It will be hard work the first time out, but after a few successes it will run more smoothly. And the sale, originally "just a sale," will have created a customer for you and your radio station.

Harry Spitzer is VP/Sales Director of the Southern California Broadcasters Association (SCBA). He has over 20 years' advertising and sales promotion experience, and currently serves as Governor of District 15 for the American Advertising Federation. Spitzer also authored the "Inside Retail Sales Promotion and Advertising" textbook, published by Harper & Row.

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Produced by Dan Formento/Radio Today.

# Management

## SEARCHING FOR THE MODEL SALES MANAGER

### The Six Million Dollar Manager, Part VIII

By Kevin B. Sweeney

The key player on the Six Million Dollar Manager's team is the sales manager. But finding a candidate who is willing, capable, and psychologically able to cope with the job's complexities is another story altogether. Harder still is finding one who will stay long enough to master the post; who views it as *more* than just the traditional stepping stone to general management. Chapter VIII examines that dilemma, outlines three commonly-shared sales manager defects, and offers workable solutions.

*The very qualities that make them successful sales people often make them extremely poor sales managers.*

This is not unique to radio. The problem is epidemic — the above sentences could apply to food wholesaling sales management, oil tool sales management, appliance sales management.

All have the problem of the jumped-up salesperson who is appointed sales manager and all that happens is that his move takes the best salesperson off the street.

Sometimes permanently.

This problem for the Six Million Dollar Managers is where to find sales managers who are reasonably good administrators, can provide field leadership, i.e. are good and willing closers for their people, can recruit, and who will stay long enough to learn the craft.

A reasonably effective sales manager will get so many job offers to become a general manager even before he had explored many of the areas of sales management that the cycle never ends: a sales person unqualified by experience

and attitude becomes sales manager. In a few months his anti-administrative, lone-wolf viewpoint is being modified, he is becoming a manager when, whoosh, he's now a general manager across the street. And a new partially-qualified sales person is now starting on-the-job training.

Radio has a paradox. I'd guess one-quarter of general managers are actively thinking about removing their sales managers. At least another quarter are unhappy but are not aggressively seeking a replacement because they believe that there are no replacements out there.

But not very many are actually fired!

#### Half Of All Sales Managers Fired?

Yet if the sales results of all the stations in a market were published monthly by the FCC, like the NFL won/loss statistics are published in the Monday papers, half of all sales managers would be fired each year. Regardless of replacement availability! (Also, half the general managers if the

profit figures were reported!)

So, we have widespread dissatisfaction with station sales performance for which the sales manager is wrongly blamed, as NFL coaches are fired because of performance over which they sometimes have no control.

But many sales managers who would be discharged if there were a replacement continue in office because there's nobody any better out there.

Only the merciful FCC, which stumbles out with the sales figures for each market far too late for them to be useful, plus the conviction that the more current figures, those prepared by the local CPA firm, are too ridiculous to be credible, saves many sales managers' jobs.

"Sales managers who would be discharged . . . continue in office because there's nobody any better out there."

This may sound anti-sales manager. It is not. I have limitless respect for some of radio's current sales managers. Especially some of the young tigers that are coming up. They are truly going to be the Six Million Dollar Managers of the late '80s.

But many sales managers are psychologically unable to cope with the increasingly complex job of being sales managers. And they are impatient with a job they regard as transitional! They are on their way to general management — somewhere.

Today's Six Million Dollar Manager cannot afford the luxury of many mistakes, but particularly not in this critical sales area.

For the next half-dozen years — maybe much longer — the general manager should keep a tight rein on sales management. Many of the best companies in the world operate on a "no surprises" management philosophy. One of the surprises a sales manager is capable of producing is defection. He'll get a job offer and be gone in two weeks.

The Six Million Dollar Manager (hereinafter known as SMDM) must have a replacement in the wings. That's anything but easy; you can't go around promising a job that is occupied, certainly not internally nor, given the way gossip travels in this business, even externally.

But I have seen a sales manager's defection cost a station over \$100,000 in revenue losses

"For the next half-dozen years — maybe much longer — the GM should keep a tight reign on sales management."

within 60 days. So the problem is big enough to demand vigilance.

Meanwhile, it is the task of the SMDM to squeeze the most from the sales manager. And hopefully, when he becomes restless, to keep him in the broadcast group as a manager if he is worth keeping.

#### Sales Managers' Defects

Here are what I consider the three most widespread defects in some of the sales managers I have encountered in the past few years.

These weaknesses, which all of us have to some degree, are less tolerable for the next ten years than they were in the last. Managers will be abruptly fired because their sales managers are inadequate, so it is incumbent on the manager to root out these defects in the sales manager before it costs him (the GM) his job:

- They don't believe in the written word.

- That's a touchingly endearing trait in someone who sells the spoken word. But when Division and Group are demanding weekly, sometimes daily, reports and projections — and you have to depend on your sales manager for the most vital data — you are in trouble with a sales manager who dislikes committing things on paper.

It's not just the internal problems presented by the failure of the sales manager to dictate necessary memos. It is the problems presented outside — the confirming letters that are not written, the lack of emphasis on written sales presentations, the failure to write down promptly all the sales helps that present themselves almost every day.

"The hallmark of '80s management is the ability to cope with the printouts, memos, headquarters requests . . ."

Solution: Not any easy one, but one that was effective when you were in the third grade. You point out that the writing can be done in "down time" that does not deprive the salespeople of his effervescent presence. But if he still does not produce, you "keep him after school." You make him put things in writing every day until he becomes facile in doing so.

- They can't handle paper.

The hallmark of '80s management is the ability to cope with the printouts, memos, headquarters requests, and updated accounts receivable reports that move ceaselessly towards the sales manager's desk.

Not to mention paper he should be receiving, e.g., copy of all outgoing letters and presentations before they are released.

Many new sales managers can't handle it (nor could sales managers of the '60s and '70s who had only a fraction of this wall of paper coming at them).

Sales managers I have observed in three dozen stations in the past five years solve the problem in one of two ways: (1) they briefly glance at whatever it is and throw it away; (2) they let it stack up until it covers every flat space within six feet of them.

Neither is a very good solution. In the case of (1), he might just as well not receive the paper because he doesn't absorb the information. (2) doesn't absorb it either; he squirrels it away until he has time (which he never has because if he did have the time he doesn't have the inclination).

"Many sales managers are psychologically unable to cope with the increasingly complex job; they are impatient with a job they regard as transitional!"

Solution: Your sales manager has to have a "quiet hour" every day. It can be before the salespeople come in or after they are gone. But there are no phones and no interruptions. And a very simple rule about the paper: once he picks it up, he cannot put it down on the desk again. It either goes to file or to some other member of the department or is thrown away.

"The SMDM must have a replacement in the wings. I've seen a sales manager's defection cost a station over \$100,000 in revenue losses."

- They have no system for dealing with their exploding sales staffs.

Your current sales manager has eight people versus the four you had when you were sales manager (before you became the SMDM). But three times the problems.

Because he has more direct salespeople, he has more problems than an agency-oriented department has. There are more "teaching" problems because he has more people with zero experience in radio selling. He has greater turnover. He has more EEOC-stimulated problems.

No need to catalogue all his problems except to say that he needs simple systems that help him keep track of what his people are doing.

That's why we recommend the weekly planner, the personal review of that planner on Monday, concise daily written reports as minimum essentials of administering a sales department, forgetting the substantial dividends these three devices pay in other areas.

Part IX will appear shortly. "The Six Million Dollar Manager" and Kevin B. Sweeney's other works are available from the Kevin B. Sweeney Companies, PO Box 1673, Thousand Oaks, CA 91360.

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Otis Conner Special Features offers Radio Specials that are truly special. Our "American Christmas"® was the smash hit of 1983. "The Hot 30"®, our new Adult Contemporary countdown show will be ready for airing in just a few weeks.

And be sure to look for our new 24 hour 4th of

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Otis Conner Productions also offers one of the most complete selections of proven ID packages available. Whether it's hard rock, soft country, or something in between, you'll find the right sound at the right price.

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Your sales staff will be in the chips when you put The Sound System to work for your station. If you're ready to increase your local sales, then we're ready to show you how. Call Stu Goldberg at WRKS in New York City. He's using the "Sound System"® in America's toughest retail market.

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(Advertisement)



# MCA TALK

Hello again! We're happy to be back just as our new artists begin to breakthrough. We wish to thank everyone at radio and retail for the support you have given Tracey Ullman, Tony Carey, Night Ranger, Real Life, Nik Kershaw, The Ravyns, Windjammer, and Van Stephenson. That's not to mention your continued support of our veteran R&Bers, the Crusaders and One Way, as well as the ever-hot MCA Nashville contingent, Atlanta, John Conlee, Barbara Mandrell, Reba McEntire, The Oak Ridge Boys, and George Strait—four of whom combined, as recently as three weeks ago, to capture four of the top five spots on R&B's Country National Airplay chart. Thanks to one and all.



Tracey Ullman



Crusaders



Nik Kershaw

Next up, The MCA Records Platinum Club: Olivia Newton-John, Barry Gibb, Joan Jett and The Blackhearts, Tom Petty, The Fixx, Men Without Hats and (surprise!) The Who—all due for new albums before the first leaf of Fall touches ground.

First '84 new music from The Fixx will emerge on the soundtrack album from the rock 'n' roll fantasy pic, *Streets of Fire*. New song is "Deeper and Deeper," produced by Rupert Hine and recorded recently in England.

MCA recent addition The New Edition is currently recording its first tracks for forthcoming LP with Ray Parker, Jr. in producer's chair.

Thank to MCA's Billy Brill, Real Life's first hit, "Send Me An Angel," has just been selected by baseball's California Angels as their official song. Now all this Australian quartet has to do is learn the difference between baseball and cricket.

More Real Life: Congratulations to San Antonio's KISS-FM's PD Greg Stevens and wife, Debbie, on the birth of son, Geoffrey Allen, to Tulsa's KELI's PD Dave Michaels and wife, Julie, on the birth of their daughter, and last but not least, to MCA's own Northwest Regional Promotion Rep Freddie Zaehler and wife, Stephanie, on the birth of their son, Nicholas Roland.

Oops Dept.: The ultra-busy Lee Greenwood just made it to L.A. three weeks ago to pick up his Grammy for "I.O.U.," and you guessed it, the airline he took back to Nashville smashed the illustrious trophy and the piece of luggage it was carefully packed in.

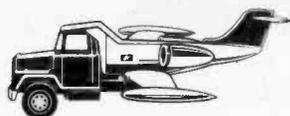
Antique car collector Duane Allen of The Oak Ridge Boys had a pair of his dozen or so collectibles chosen for use in the forthcoming Disney movie, *Love Leads The Way*, starring Timothy Bottoms, currently being shot in Nashville.

Congrats and best wishes to Jim Richards, PD of San Diego's XTRA-FM, and his new bride, Patti Breedlove, on their marriage in Hawaii and their successful return from their honeymoon. Rumor has it that he's changing the format to all Don Ho.

The 26th Anniversary bash for L.A.'s KUTE/KGFJ turned into quite a party with Deneice Williams, members of Earth, Wind, and Fire and Shalamar and Dick Griffey in attendance. In a fine gesture, Don Tracey, now with L.A.'s KDAY but a longtime KGFJ-er, was given an Oldtimer's Award.

Inimitable rocker Joe Ely's first video should be out any day now. For the song "What's Shakin' Tonight," it was appropriately shot on a vibrating Roger Corman set built for the forthcoming film, *The Ghoulies*, and torn down the day after the video was completed.

Notice the difference between our logo and the new "Street Talk" logo. Ours was a take-off on the old "Street Talk" columnar heading, and we would like to know which logo you like better. Should we change ours to theirs, or vice versa? Tell whomever you deal with at MCA, and they will pass it on to "MCA Talk." Results to be printed next-go-round.



# Street Talk



If the **WB/POLYGRAM** merger finally gets the go-ahead, look for **CBS RECORDS** President **WALTER YETNIKOFF** to make good on his threat to find his own merger partner. Street Talk in New York picks up that insiders are betting on **RCA** to either merge with or be acquired by CBS, which would keep CBS number one, apparently a top priority for the company.

What major record company is not so quietly talking about boycotting next year's NARM convention because of the shoddy treatment experienced at this year's gathering?

Some changes are going on at **CAPITOL BROADCASTING**: Group PD and **WRKA/LOUISVILLE** programmer **DAN O'TOOLE** has given up his post to assist Capitol President **KEN JOHNSON** in corporate matters. **WRKA** Assistant PD **LEE TOBIN** is serving as the station's interim PD.

Our condolences to the family and friends of **WHTT/BOSTON** News Director **JIM SPELLMEYER**. Jim passed away last week, eight months after having left the station because of ill health.

Check out the lineup of guests **WNEW-FM/NEW YORK** put together for **SCOTT MUNI**'s week of live broadcasts from London (4-23 through 4-27). To help Scott commemorate rock's 30th anniversary, **ALAN PARSONS** and **ERIC WOOLFSON**, **STEVE WINWOOD**, **PETE TOWNSHEND**, **ROGER DALTRY**, and **PHIL COLLINS** dropped by and talked with **WNEW-FM** listeners via satellite.

**CAPITOL RECORDS** Director/Black Promotion **RUSTY MOODY** resigned this week. No immediate explanation or replacement.



Elynn Ambrose

Look for former Source VP and current Satellite Music Net VP **ELLYN AMBROSE** to join the management team at **WESTWOOD ONE**. Incidentally, Westwood One officially went public this week (4-23) with the company's stock opening at \$14.50 a share.

**CURT GOWDY BROADCASTING** has become one of the first groups to take advantage of the FCC rule change that lets commonly-owned stations share call letters, even if they're not in the same or adjoining communities. Gowdy has replaced all-News with A/C on **WEAT/WEST PALM BEACH** and changed the calls to match the group's **WCGY/LAWRENCE, MA**.



## Takes A Knockin' . . .

**KSJO/San Jose** has been using the *Tour De Force* syndicated TV spot which proclaims, "KSJO, Takes A Knockin' And Keeps On Rockin'." No biggie, you say. Well, Tuesday (4-24) when a 6.2 earthquake hit the San Jose area, guess who was knocked off the air for 30 minutes because its tower and transmitter were within one mile of the temblor's epicenter. You got it - **KSJO**. Maybe they could get *Tour De Force* to do a custom track that says, "KSJO, When The Richter Scale Sails, Our Transmitter Fails."

Is **Y100/MIAMI** morning man **SONNY FOX** being wooed by **RKO** to bring his act to Los Angeles? And if so, is he being offered a slot on **KHJ** or **KEARTH**?

**PEOPLES BROADCASTING**, which acquired a CP for the frequency formerly used by long-dark **WIFE-FM/INDIANAPOLIS**, is planning a late fall debut with new call letters **WTPI**. No format revealed yet.

**BOBBY RICH**, after programming **WWSH/PHILADELPHIA** to a healthy ratings increase, has resigned from the station. Rich will stay with the Cox facility until his replacement is named, but look for him to relocate West when the time comes.



Check out this scenario: **SHAMROCK** has purchased **WFOX/GAINESVILLE (ATLANTA)** and will be raising the tower. This is the same company that owns successful Country station **WWWW/Detroit** and has just purchased **WCXI/Detroit**. **KATZ**, owner of Country giants **WZZK/Birmingham** and **K95FM/Tulsa** (among others), purchased **WWLT/GAINESVILLE** not long ago, and it too has obtained permission to improve the signal. Further, **K95FM** GM **BOB BACKMAN** is the new **WWLT** GM. Does this look like a race to see which company can get a new Country format on the air in Atlanta first? With **CAP CITIES' WKHX** holding a 9.2 share in the market, it sure looks as if Shamrock and Katz are planning to make a run for it.

MORE STREET TALK/Page 56

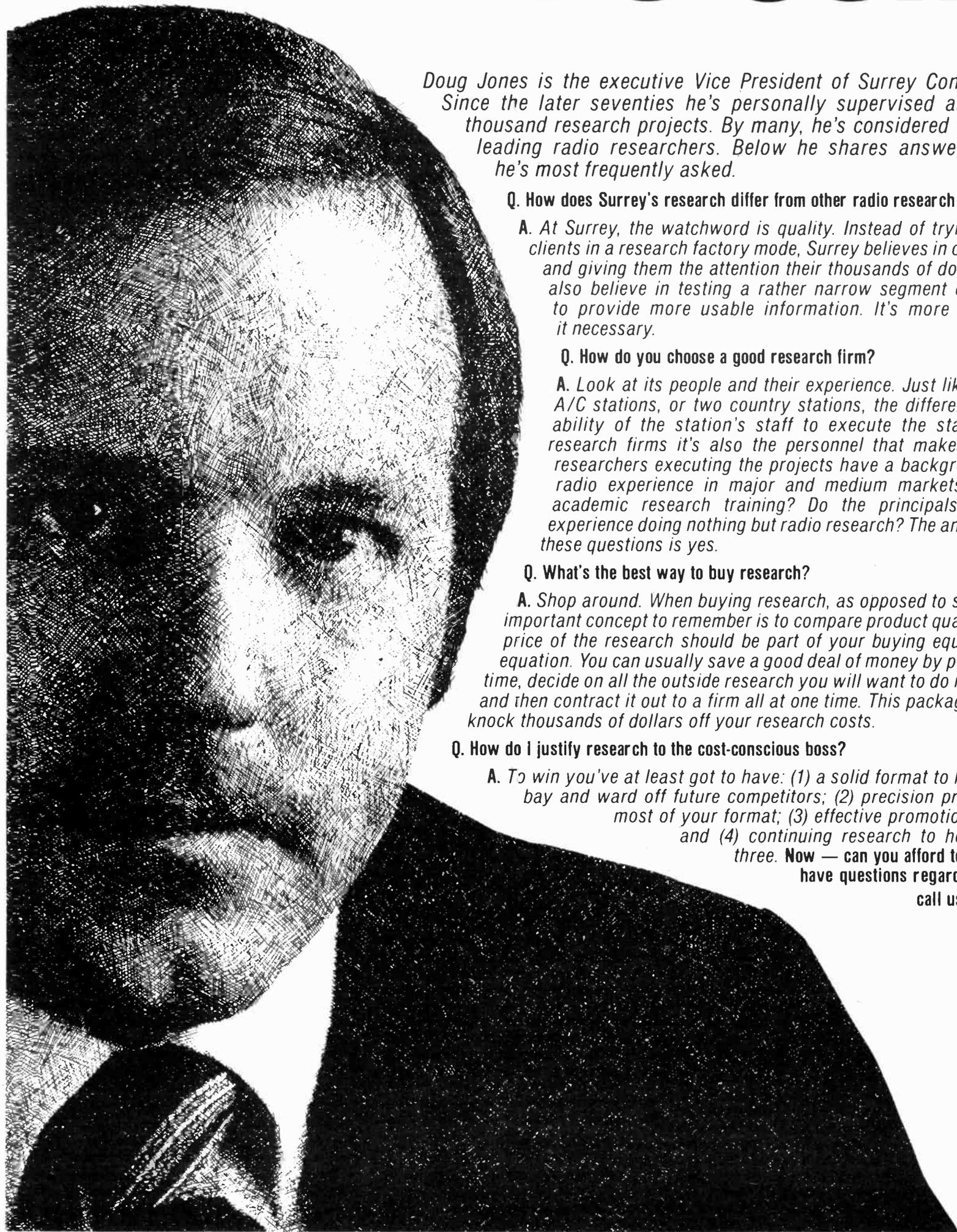
Have You Heard . . .

The  
*Odyssey File*

**From The Profound  
To The Preposterous!**

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# Keeping up with the Jones



*Doug Jones is the executive Vice President of Surrey Consulting and Research. Since the later seventies he's personally supervised and executed nearly a thousand research projects. By many, he's considered to be one of America's leading radio researchers. Below he shares answers to some questions he's most frequently asked.*

**Q. How does Surrey's research differ from other radio research companies?**

**A.** *At Surrey, the watchword is quality. Instead of trying to serve hundreds of clients in a research factory mode, Surrey believes in conducting fewer projects and giving them the attention their thousands of dollars in cost deserve. We also believe in testing a rather narrow segment of the audience in order to provide more usable information. It's more expensive, but we find it necessary.*

**Q. How do you choose a good research firm?**

**A.** *Look at its people and their experience. Just like two AOR stations, two A/C stations, or two country stations, the difference between them is the ability of the station's staff to execute the station's format. Between research firms it's also the personnel that makes the difference. Do the researchers executing the projects have a background including hands-on radio experience in major and medium markets, as well as advanced academic research training? Do the principals have seven years of experience doing nothing but radio research? The answer at Surrey to both of these questions is yes.*

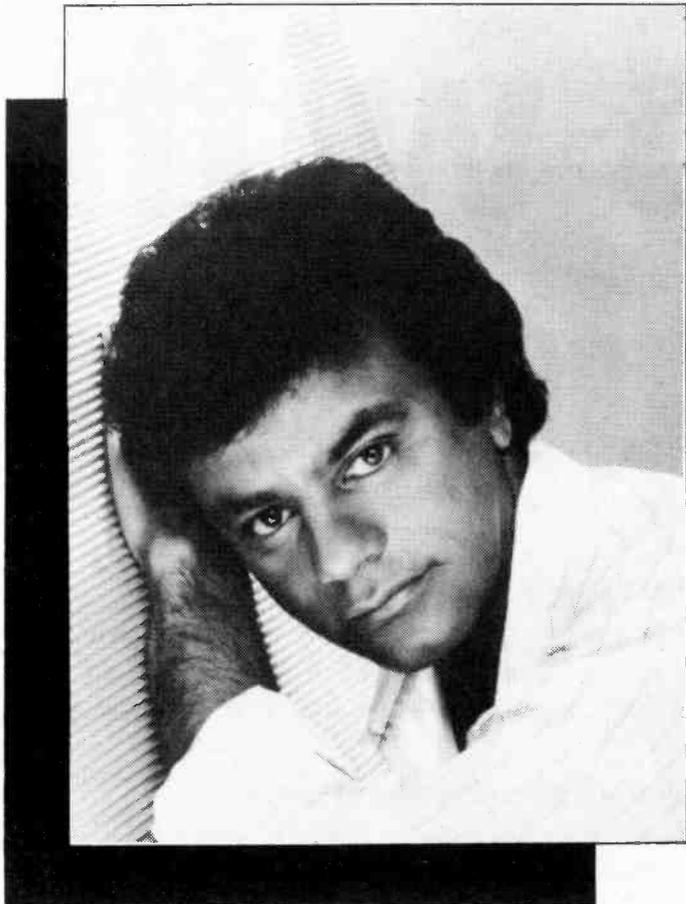
**Q. What's the best way to buy research?**

**A.** *Shop around. When buying research, as opposed to some packaged good, the important concept to remember is to compare product quality along with price. The price of the research should be part of your buying equation, but not the entire equation. You can usually save a good deal of money by planning ahead. At budget time, decide on all the outside research you will want to do in the next calendar year, and then contract it out to a firm all at one time. This packaging process can literally knock thousands of dollars off your research costs.*

**Q. How do I justify research to the cost-conscious boss?**

**A.** *To win you've at least got to have: (1) a solid format to keep your competition at bay and ward off future competitors; (2) precision programming to make the most of your format; (3) effective promotion to keep a high profile; and (4) continuing research to help accomplish the first three. Now — can you afford to compete without it? If you have questions regarding research or consulting call us today at 303-989-9980.*





*A Special Release By*

# JOHNNY MATHIS "SIMPLE"

*From The Album*

**"A Special Part Of Me"** FC 38718

**On Your Desk  
This Week**



## Street Talk

Continued from Page 54

ABC-TV's **BARBARA WALTERS** will host five two-hour segments of the **MICHAEL JACKSON** show next week (4-30 through 5-4) while the **KABC/LOS ANGELES** and **ABC TALKRADIO** personality continues to recuperate from his recent heart attack.

**WASH/WASHINGTON** has hauled out the big bucks. The station is calling around asking people what station they listen to. If they respond "WASH-FM," they win \$97, and if they can recall the last three records the station played — the prize is \$1,000,000!

There'll be a bash in New York on May 15 to celebrate the 25th anniversary of the founding of **METRO RADIO SALES**, once a leading radio rep firm. If you worked for MRS between 1960 and 1970 and want to attend, contact **KEVIN COX**, VP/Sales for the NBC Radio Networks.

Congratulations to **KIIS/LOS ANGELES** morning personality **RICK DEES**. Rick will get his own star on the legendary "Hollywood Walk Of Fame." **GARY OWENS**, morning man at sister station KPRZ and a star-holder himself, and Hollywood "mayor" **JOHNNY GRANT** surprised Rick with the announcement on the air Tuesday (4-24).



*Rick Dees & Johnny Grant*

**KYYX/SEATTLE** owner/GM **PAT O'DAY** is still in charge of programming following the station's switch from CHR to A/C last month, but Pat's now asked staffer **TODD SHESTON** to coordinate the programming/operations decisions.

As of June 1, all **OZ RECORDS** releases will be completely absorbed into **A&M RECORDS**. This new arrangement will result in the closure of the Oz L.A. office.



A "Fifth Anniversary" celebration is scheduled for **WXKS-FM/BOSTON** on May 1. Classy invites were sent out in mailing tubes resembling sticks of dynamite. Inside each was a paint brush and particulars on a "paint the town red" party. The all-star guest list includes: **PETER ALLEN, BERLIN, CYNDI LAUPER, JEFFREY OSBORNE, POINTER SISTERS, PAUL YOUNG**, and "WEIRD AL" **YANKOVIC**.

**KKDJ/FRESNO** has upped **DON FISCHER** to PD. He replaces the exiting **DEBORAH CATLIN**.

Our sincerest get-well wishes to **195/MIAMI** personality **DON COX**, who's on the mend, following a mild heart attack.

**TRANSTAR's** new Format 41 is up and running from the new Transtar Hollywood studios. The airstaff for the 32-49-targeted satellite format consists of **DAVE BOGART, CRAIG HINES, JASON WILLIAMS, DOC BAILEY, BERNIE ALLEN**, and **STEVE KAMER**.

**WQAM/MIAMI** switching format? That was the rumor we printed April 13, but **WQAM PD TIM BAXTER** says, "No way!" According to Tim, the station "will continue to be Country for many years to come."

Here's one that *has* switched. **WHEB-FM/PORTSMOUTH** says it's dropped CHR in favor of AOR.

At **3WS/PITTSBURGH**, **JACK ELLIOT** has been named the new morning personality. Formerly **KPLZ/Seattle's** midday man, Jack replaces **NAT HUMPHREYS**, who moves to afternoons. The changes take effect May 7.

Former **WKDD/AKRON** Assistant MD **SUE WILSON** joins **WLTF/CLEVELAND** as Music/Research Director.



**WHYT/DETROIT MD BOB RANSOM** is out. He can be reached at (313) 559-6294. PD **GARY BERKOWITZ** will not be

hiring a new MD, preferring to handle the duties himself.

Congratulations to Carroll, Schwartz & Groves principal **MARTY SCHWARTZ** on his marriage to Sherri Maslan (4-28). Also joining forces on April 28, **WWCT/PEORIA MD JOHN AMBERG** and his new wife Julie.

Stork Stops: Three new babies at **KLOK-FM/SAN FRANCISCO**. News reporter **JANICE WRIGHT** and her husband (**KFRC** reporter) **MIKE SUGARMAN** are the parents of William D.H. Sugarman; personalities **HOYT SMITH** and **GARY QUANCHI** both became daddies when their wives gave birth to Jody Smith and Michael Quanchi, respectively.

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## JOHN COUGAR "Authority Song"

ON MTV

CHR CHART 13



## KOOL & THE GANG "Tonight"

ON MTV

CHR CHART 12



## SCORPIONS "Rock You Like A Hurricane"

ON MTV

CHR CHART 33



## RUSH "Distant Early Warning"

AOR TRACKS 8



## CAMEO "She's Strange"

CHR NEW & ACTIVE 65/14



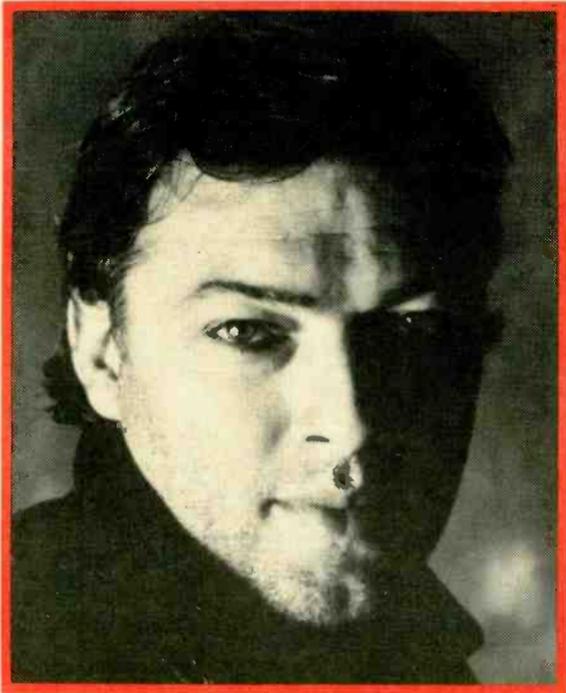
## BON JOVI "She Don't Know Me"

SHIPPING MAY 4TH



# THE FEELING IS HOT

Manufactured and Marketed by  
PolyGram Records



**DAVID  
GILMOUR**

**"BLUE LIGHT"**

**CHR NEW & ACTIVE**

**AOR/ALBUMS # 11**

**AOR/HOT TRACKS 48**

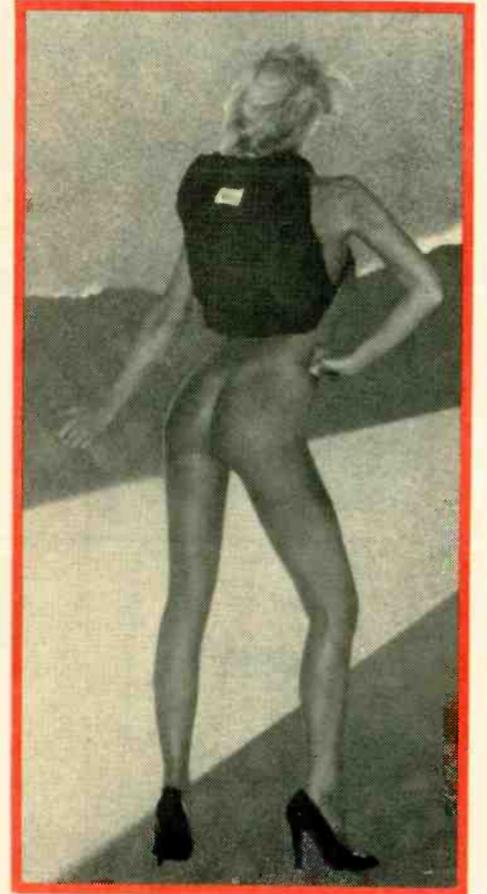
- |               |         |         |
|---------------|---------|---------|
| WPHD 25-20    | WKFM    | WJBQ    |
| WCAU-FM 39-34 | WRCK    | WOMP-FM |
| Q103 on       | WHTF    | WSQV    |
| 98PXY 33      | WZLD    | WISE    |
| WKRZ-FM 36-33 | WANS-FM | WJAD    |
| WJZR deb 37   | WFMI    | WCGQ    |
| WOKI deb 37   | WRNO    | KTDY    |
| KRGV 25       | KTFM    | WPFM    |
| WKDD 29       | WRQN    | WIXV    |
| WJXQ 27       | WHOT-FM | WBNQ    |
| WRKR 39-34    | KQMQ    | WCIL-FM |
| KQXR 34-31    | KLUC    | KRNA    |
| OK100 38      | KSKD    | WAZY-FM |
| Q104 35       | KHYT    | 99KG    |
| WYKS add      | KRQ     | KWTO-FM |
| Q101 38       | WFBG    | WSPT    |
| KKQV 36-33    | WGUY    | KCDQ    |
| KCMQ add      | WIGY    | KGHO    |
| KOZE 24       | 103CIR  | KDZA    |
| KBIM deb 39   | WIKZ    | KHTX    |
| WNYS          | WZYQ    | KSLY    |
| K104          | WQCM    | KZOZ    |
| WYCR          | 13FEA   | KIST    |
|               | 95XIL   |         |

**ROGER  
WATERS**

**"THE PROS AND CONS  
OF HITCH HIKING"**

**AOR  
HOT TRACKS**

**DEBUT 39**



**JUDAS  
PRIEST**

**"LOVE BITES"**

**NOW ON TOUR!**



**ON COLUMBIA**



**THE  
PSYCHEDELIC FURS**

**"THE GHOST IN YOU"**

**CHR  
SIGNIFICANT ACTION**

- WXKS-FM
- WPHD
- WCAU-FM
- WVSR
- K104
- WKFM
- WPST
- WHTF
- WZPL
- WJXQ
- KQXR
- OK100
- WFOX
- WAEV
- WIXV
- KKQV
- WHSL
- KBIM



**PAUL  
YOUNG**

**"LOVE OF THE  
COMMON PEOPLE"**

- WXKS-FM
- WVSR
- WKEE
- WZON
- Q101
- WPFM



**MAGGIE  
LEE**

**"RUNAROUND"**

**"ALMOST PARADISE"**  
The Love Theme From  
*Footloose*  
By  
**MIKE RENO &  
ANN WILSON**  
ON YOUR DESK THIS WEEK!!

**RECORDS**

## On The Records



KEN BARNES

# Slade: "Runaway" Success At Last

When I did a brief profile of Slade last year, I looked at them as a band of the past who just happened to have Quiet Riot cover one of their old songs for a hit. Now, a few months later, they have their first R&R chartmaker with "Run Runaway." And it took less than 20 years!

The nucleus of Slade began in their hometown of Wolverhampton (near the Northern British city of Birmingham) as the In-Betweens (spelled in a number of ways; eccentric spelling, as in "Cum On Feel The Noize," would become one of their trademarks). The In-Betweens actually had a single released around 1966-67 on a small Los Angeles label, with the group covering an Otis Redding song called "Security."

Like the chameleon they sing about in "Run Runaway," Slade adapted quickly to the temper of the times. Their first album in 1969 (under the name Ambrose Slade) had a title befitting most current metal bands ("Ballzy"), but included covers ranging from two Steppenwolf and a Ted Nugent & the Amboy Dukes song to material by Jeff Lynne of ELO, Frank Zappa, the Beatles ("Martha My Dear" of all things), the Moody Blues, and Marvin Gaye.



Slade knuckle down to early success



Gaining dignity with age

### Skinheads To Glam Idols

By their next album they'd cut off their previously fashionable shaggy locks and become skinheads, to reach a newly-prominent British youth cult. That didn't work so well, so they grew their hair back and started wearing outrageously stacked platform boots, mirror-laden top hats, and space warrior outfits that even Kiss would have envied. This move coincided with the British glitter-rock trend of the early '70s, and Slade was the era's biggest band, with continuous top 10 hits from 1971-75.

None of their hits had any significant American impact, and by the second half of the '70s they had lost most of their British following as well. But instead of breaking up, they kept putting out records in England, and (divested of their glitter-era vestments) suddenly drew a huge response at a 1980 heavy metal festival. A British hit, "We'll Bring The House Down," followed in



Confusion about fashionable hair length reaches a peak



Slade today: the mature look

1981. Subsequent releases dropped off again, but in late 1983 their luck took an upturn, with the Quiet Riot cover version hitting in the U.S. and a singalong number called "My Oh My" reaching the top in England. Now, older but louder, they're making their American move, and even though illness forced an early cancellation

# Retrogressing With The Troggs (Part X)

As the 20th Anniversary salute to the artists of the British Invasion winds down (next week is the spectacular finale), the subjects this week are a group and an artist who are still active, plus a vanished band with one distinguished graduate.

**Troggs:** One of the last bands of the original British Invasion, they emerged from nowhere in mid-1966 with their second single, "Wild Thing" (written by former PolyGram VP/A&R Chip Taylor and originally done by New York band the Wild Ones). It was regarded as a bit risqué in its day, as was a subsequent 1966 single, "I Can't Control Myself," which was banned in some cities. The Troggs' last big hit in either the UK or U.S. was the uncharacteristically sentimental "Love Is All Around" in 1967-68, but they remained together, appearing on a mid-'70s David Bowie TV special and most recently releasing in the UK a famous underground tape of some extremely profane in-studio "discussions."

**Unit 4 + 2:** One hit, 1965's "Concrete And Clay," was pretty much the sum of their commercial accomplishments. However, they plugged onward through most of the '60s, evolving from their folksinging roots to a progressive rock sound. Sometime after their hit, they were joined by Russ Ballard from the Roulettes (who backed up former teen idol and later Roger Daltrey producer and film actor Adam Faith). Ballard went on to Argent and then considerable production/songwriting success (America, Rainbow, Frida, etc.), while the Unit 4 + 2 (so named because there were originally four members and two were added later) went on to obscurity.

**Ian Whitcomb:** Ian was a student at an Irish university who visited Seattle and convinced a local record magnate to let him record a traditional British number called "This Sporting Life" in a style reminiscent of the Animals. At the tail end of a recording session, Ian's band Bluesville was vamping on a basic blues-rock riff and Ian started goofing around with a ridiculous falsetto vocal style. The jam was recorded, entitled "You Turn Me On," and became a

of a recent U.S. tour, I wouldn't bet against them sticking around for a while. If there's one thing Slade has, it's persistence.

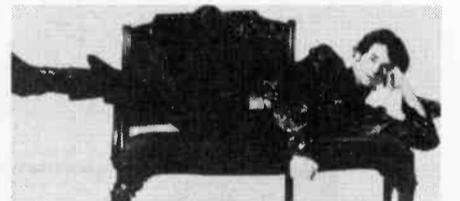
## BRITISH INVASION 20TH ANNIVERSARY



The explosive Troggs



Unit 4 + 2 minus Russ Ballard



Ian Whitcomb chairs a bored meeting

surprise American hit in 1965. No more hits followed, but Ian continues to record everything from '50s rock to ragtime. He recently wrote an entertaining book about his flirtation with stardom, "Rock Odyssey," and among other activities is currently a weekend personality on KROQ-FM/Los Angeles.

## TV News

"Daryl Hall & John Oates: Rock 'N' Soul International" is a half-hour Cinemax special debuting April 27 and repeating the 29th ... HBO continues its "Spring Break" rock week with David Bowie in concert April 27 and a salute to departed rockers in "When The Music's Over" April 28 ... "Solid Gold" for the week of April 27 stars Berlin, Marilyn McCoo & Billy Davis Jr., Michael Martin Murphey, Billy Rankin, Lionel Richie, Spandau Ballet, Rick Springfield, and Deniece Williams ... "Soul Train" repeats its 1983 "Salute To Marvin Gaye" the weekend of April 28 ... Bon Jovi and Mr. Mister are on "American Bandstand" April 28 ...

## Record News

Al Jarreau will star as Nat King Cole in a film biography of the late singer ... Tubes lead singer Fee Waybill is doing a solo LP (also for Capitol), but will stay with the group ... Van Halen's "Jump" single and Nena's "99 Luftballons" have gone gold, an increasingly rare achievement for rock singles ... Other recent metal-winners include "The Big Chill" soundtrack and the Scorpions' "Blackout" going platinum, Rockwell's "Somebody's Watching Me" single hitting gold, and current LPs by Cyndi Lauper and Judas Priest passing the gold mark.

## R&R

### ONE YEAR AGO TODAY

- IRVING AZOFF BECOMES PRESIDENT OF MCA RECORD GROUP
- RICK TORCASSO NAMED PD AT WYNY
- MIKE MC VAY, PHIL LEVINE SET AS VPS AT WBBG & WMJI/CLEVELAND
- TOM HOYT NAMED VP/SALES & MARKETING AT BONNEVILLE
- #1 CHR: "Beat It" — Michael Jackson (Epic)
- #1 A/C: "I Won't Hold You Back" — Toto (Columbia) (3rd week)
- #1 COUNTRY: "Jose Cuervo" — Shelly West (Viva)
- #1 BLACK: "Save The Overtime For Me" — Gladys Knight & Pips (Columbia)
- #1 AOR TRACK: "Overkill" — Men At Work (Columbia) (3rd week)
- #1 LP: "Cargo" — Men At Work (Columbia)

### FIVE YEARS AGO TODAY

- MICHAEL O'SHEA NAMED NATIONAL PD FOR GOLDEN WEST
- RKO RADIO NETWORK FORMED
- STEVE WEST NAMED ASST. GM, TRACY MITCHELL PD AT KJR/SEATTLE
- #1 CHR: "Reunited" — Peaches & Herb (Polydor/PolyGram)
- #1 A/C: "Stumblin' In" — Suzi Quatro & Chris Norman (RSO) (2nd week)
- #1 BLACK: "Disco Nights" — GQ (Arista) (3rd week)
- #1 COUNTRY: "Where Do I Put Her Memory" — Charley Pride (RCA)
- #1 LP: "Breakfast In America" — Supertramp (A&M) (2nd week)

### TEN YEARS AGO TODAY

- CAPITOL NAMES BROWN MEGGS COO, AL COURY SR. VP/A&R-PROMOTION, DON ZIMMERMANN SR. VP/MARKETING, BRUCE WENDELL NATIONAL PROMOTION MANAGER
- #1 CHR: "Locomotion" — Grand Funk Railroad (Capitol) (2nd week)
- #1 A/C: "Tell Me A Lie" — Sami Jo (MGM South)
- #1 COUNTRY: "A Very Special Love Song" — Charlie Rich (Epic) (4th week)



# Datebook

MONDAY, APRIL 30

## Shalamar Strings Together A Hit

With the success of "Dancing In The Sheets" (and the recent feat of having three singles on different labels going simultaneously), **Shalamar** has been extremely active while the group was in disarray (new members were only recently selected to replace the exiting **Jeffrey Daniel** and **Jody Watley**). But Shalamar had already scored hits without even existing. On this day in 1977, **Soul Train Records**, the forerunner of **Solar**, ran ads in **R&R** encouraging CHR programmers to cross the group's first Black radio hit, the Motown medley, "Uptown Festival." Like another famous medley group from 1981, **Stars on 45**, the "Uptown" Shalamar consisted primarily of studio musicians and was the brainchild of a producer (**Simon Soussan**). It wasn't until late 1978, when **Leon Sylvers III** needed a touring group to plug Shalamar's "Take That To The Bank," that Jeffrey Daniel, Jody Watley and **Gerald Brown** (later replaced by current lead singer **Howard Hewett**) were recruited.

Birthdays: **Bobby Vee** 1943; **Johnny Horton** would have been 51.

TUESDAY, MAY 1

## Great Moments In Rock Activism

State ceremony in the Soviet Union (as with most countries) has a reputation for great solemnity. On this day in 1967, according to a **New York Times** report six days later, Moscow youths openly defied police and danced the twist in Red Square during May Day celebrations. Despite their being five to seven years late in their choice of dances, this valiant gesture, and others like it, did eventually lead to the presence of some Western rock in Russia. (Perhaps this year they'll be dancing to "Der Kommissar.") A more serious intermingling of politics and rock occurred on May 2, 1980 when the government of South Africa banned **Pink Floyd's** "Another Brick In The Wall" after it became the anthem of black schoolkids protesting the country's educational system. The government termed the song "prejudicial to the safety of the state."

Birthdays: **Rita Coolidge** 1944.

WEDNESDAY, MAY 2

## Larry Gatlin Born

The tradition of learning to sing in the church, beginning your career as a gospel artist, and eventually going secular is usually associated with black music. But a similar tradition exists in country, exemplified by **Larry Gatlin**, who celebrates his 36th birthday today. As teenagers, Larry and his brothers recorded a gospel album for a Dallas-area label; several years later, Larry ended up as a member of the still-active gospel group the **Imperials**. It was during this period that **Dottie West**, who'd heard one of Gatlin's demo tapes, brought him to Nashville, resulting in his first country chart item, "Sweet Becky Walker," in late 1973. After scoring a #1 country record with "Houston" (reportedly written the night before its premiere at the Houston Livestock Show in 1982), Larry and his brothers seem determined to cover the entire rodeo circuit with their new single, "Denver."

Other birthdays: **Lesley Gore** 1946, **Foreigner's Lou Gramm** 1950, **Human League's Jo Callis** 1951.



THURSDAY, MAY 3

## On The Good Foot

**James Brown's** last major label release came on the flipside of a **Devo** single—specifically the theme from "Dr. Detroit," in which he made a cameo appearance. The accuracy of reports that the self-described "Minister of the New New Super Heavy Funk" celebrates his 56th birthday today can't be guaranteed, but now seems like a good time to talk about Brown anyway. The half-sung/half-spoken, man-versus-his band records that Brown released in the late '60 and early '70s ("Lickin' Stick," "The Payback") have been described as the first funk records and the forerunners of rap. Brown's influence continues to show in today's black music. **Michael Jackson** learned to dance by mimicking Brown's moves. The **Tom Tom Club** invoked his name repeatedly in "Genius Of Love"; **Maurice Starr** went further and used a DMX and synth-voices to mock up Brown's style in "Electric Funky Drummer."

Something for all tastes in today's birthdays: **Peter Gabriel** 1950, **Mary Hopkins** 1950, **Soft Cell's David Ball** 1959, **Frankie Valli** 1937, **Pete Seeger** 1919.

FRIDAY, MAY 4

## The Other Jacksons

With **Michael Jackson's** tremendous solo success of the past year, his seven musical siblings have been left in the shadows. The Jackson family coverage has been sufficiently Michael-centric that, for example, when promoter **Don King** announced that the Jacksons would be touring together as a family this summer, it was generally reported that Michael was rejoining the group. (Actually, he never officially left; it was Jermaine who was gone.) **Sigmund Esco "Jackie" Jackson** celebrates his 33rd birthday today. As the group's oldest member, Jackie was the center of the **Jackson Family**, the early version of the group that giggered around Gary before adding **Michael** and **Marlon** and becoming the J-5. He had a solo LP on **Motown** in the mid-'70s and has also had a hand in writing the group's material since 1979's "Destiny." In fact, every Jackson except **Tito** has done some solo work either as an artist or producer. (Marlon, for example, produced **Betty Wright's** comeback LP last year.)

Also born today: **Nick Ashford** 1943, **Stella Parton** 1948.

SATURDAY, MAY 5

## Taylor Stax Up Comeback

It's been a big week for **Johnnie Taylor**. Last Saturday he headlined a **Stax/Volt** reunion concert in Memphis. Today he notches up birthday #46. Taylor went back and forth between secular & gospel music in the early stages of his career, finally replacing **Sam Cooke** in the **Soul Stirrers** and then ending up on Cooke's **Sar** label. He joined Stax in 1965 and spent four years turning out soul hits like "I Got To Love Somebody's Baby" and "You Can't Get Away From It," before "Who's Making Love" gave him his first multi-format smash. When Stax dissolved, Taylor kept a low profile for a while before resurfacing in 1976 on **Columbia** with "Disco Lady" and "Somebody's Getting It." After another hiatus, he made his comeback in late 1982 with "What About My Love."

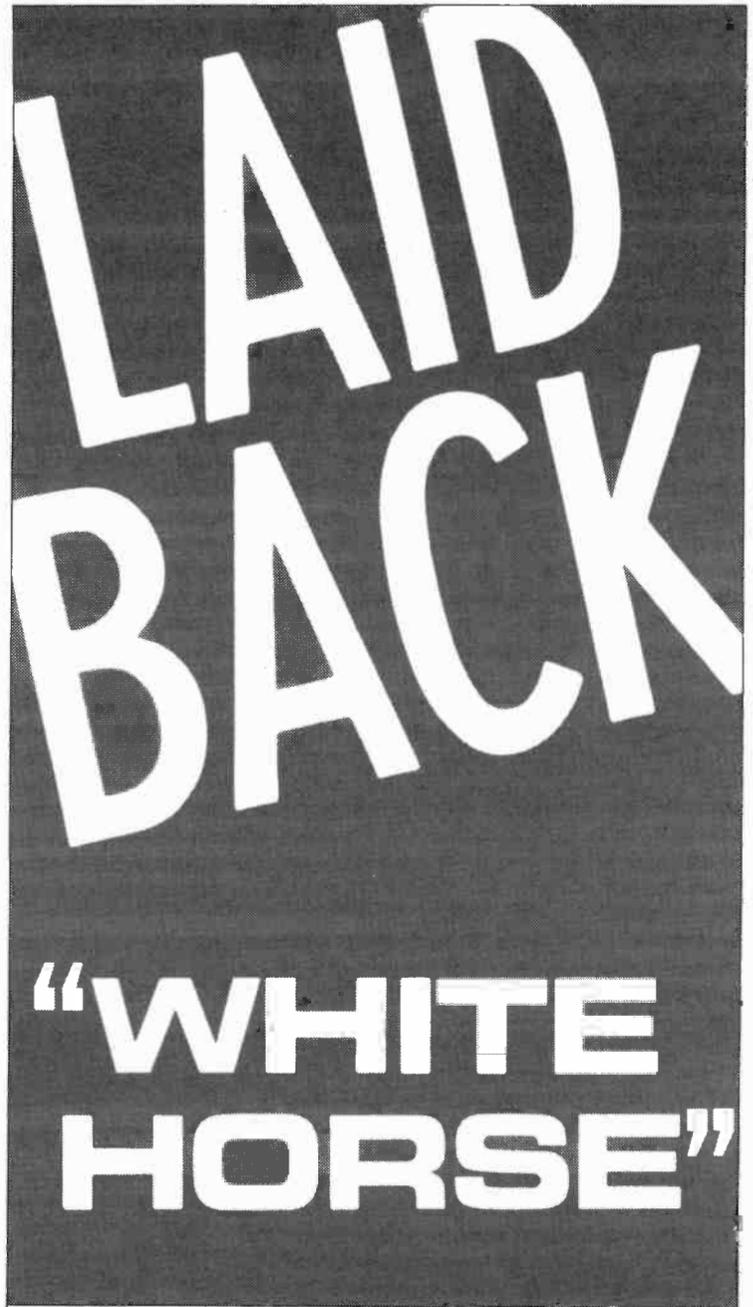
Birthday: **Tammy Wynette** 1942.

SUNDAY, MAY 6

## Sylvia Fights Disco Bust

The **Sugarhill Gang** and **Grandmaster Flash** probably deserve half the credit for saving the 12" single; their label head, **Sylvia Robinson**, is entitled to the other half. When the maxi-single threatened to become terminally-unhip after the disco backlash, **Sugarhill Records**, and other R&B independents that issued their product primarily on 12" singles kept it alive until many of the major labels regained interest. Robinson was born **Sylvia Vanderpool** in New York City on this day in 1936. Between her 1956 hit, "Love Is Strange," as part of **Mickey & Sylvia**, and her next one in 1973, "Pillow Talk," Robinson and her husband **Joe** launched **All Platinum Records**. Sylvia was responsible for writing and/or producing the **Moments'** "Love On A Two Way Street," **Donnie Elbert's** "Where Did Our Love Go," and "Shame Shame Shame" by **Shirley & Co.**, among others. All Platinum had been without a major hit for several years when **Joe Robinson Jr.** introduced his mother to some rappers from his high school who eventually became the Sugarhill Gang and prompted the label's name change.

—Sean Ross



# CHR CHART 30

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- |                      |                   |
|----------------------|-------------------|
| <b>WXKS-FM 8-7</b>   | <b>WFMI 19-9</b>  |
| <b>PRO-FM add 19</b> | <b>WHY-FM 4-2</b> |
| <b>94Q 15-6</b>      | <b>KX104 6-4</b>  |
| <b>WGCL deb 16</b>   | <b>13K 3-2</b>    |
| <b>KIIS-FM 5-5</b>   | <b>KQXR 1-7</b>   |
| <b>KS103 11-8</b>    | <b>KMGX 10-6</b>  |
| <b>WVSR 10-9</b>     | <b>KQMQ 8-5</b>   |
| <b>WBBQ 10-8</b>     | <b>KLUC 10-8</b>  |
| <b>KAMZ 14-10</b>    | <b>WISE 3-3</b>   |
| <b>KSET-FM 12-8</b>  | <b>Q104 2-1</b>   |
|                      | <b>WGLF 1-1</b>   |



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# LEADER AT LARGE

JOHN LEADER

IT'S SO EASY WHEN YOU KNOW HOW

## At Last, Winning Made Simple

In the course of the past month, I have been interviewed by at least five big city newspaper reporters on the topic of the "rebirth of Top 40 radio." Well, after I tactfully point out that we all call it Contemporary Hit Radio these days (thank you very much), we usually get into a fairly spirited discussion of why stations like Z100/New York and KIIS-FM/Los Angeles are flying so high. It's an interesting exercise trying to tell someone not in the business about the business, because you find yourself spending quite a bit of the time explaining the basics.

It was during just such a discussion recently that a reporter, following my incisive (but modest) assessment of why Z100 went "from worst to first," said, "You mean that's all there is to it? Just keep it simple, do the basics, and you win? How come everybody doesn't do that?"

Those reporters can ask some pretty good questions, can't they? But he had a point. And, I think I had a couple, too.

When you listen to stations like Z100 and KIIS-FM (and I use them merely as the most prominent examples of what's going on all over the country), there is something very basic happening on the radio. Call it relatability (remember that one?), call it communication, call it entertainment, but don't try to write it down line-for-line and clone it. That's not how it works. What successful stations have in common these days is reality. And reality is pretty tough to fake. But before we take off on a tangent that would make even a Zen master reach for the Tylenol, let's take a look at what makes a great-sounding station sound great.

**"What successful stations have in common these days is reality."**

### It's No Secret

I don't know what it is about us radio programmers when we're first getting into the business, but a lot of us (yours truly included) start out believing there is some "secret" to programming a winning radio station. It's the kind of stuff only spoken out loud in smoke-filled rooms at cosmic conventions in far away cities. Great programming gurus like Kent Burkhart, Mike Joseph, Rick Sklar, Bill Drake, Paul Drew . . . guys like that . . . they know "the secret." Well, they certainly do. And "the secret" is . . . there is no secret.

What makes radio great in New York and Los Angeles also makes radio great in Bismarck and Yuma, and it doesn't even matter what format you're doing. If your station entertains, informs, and promotes better than your competition, then you win. Pretty heady stuff, isn't it?



### What's Entertainment?

If beauty is in the eye of the beholder, then entertainment registers in the heart (I just love to make up cliches). Some people are entertained by humor, others are entertained by music, still others are entertained by stimulating conversation. But taking entertainment in its broadest definition, it's simply keeping someone's interest. When I listen to Scott Shannon, Ross Brittain, and the Z Morning Zoo, I am entertained. Sure, every single thing they do doesn't knock me for a loop, but that's not important. What is important is that these people sound like a bunch of folks that I would like to have for friends. They're funny, they're "in the

**"Entertainment is simply keeping someone's interest."**

know," and they're not afraid to make themselves known to me. They talk about their personal lives, so I feel like I'm getting to know them. I like to know that a bigtime star like Scott Shannon has car trouble just like I do.

Entertainment is interesting. People who are entertaining are interesting people, and how low their voices are has nothing to do

## ENTERTAINMENT INFORMATION PROMOTION

with any of it. Some of the best jocks in the country today do not have what we all once thought of as the "perfect radio voice." But they do have an ability to keep it interesting . . . they're entertaining.

### Information, You Mean News?

Although news is information, that's not what I really mean. Information is anything that you don't already know. When you wake up in the morning, there are a couple of pieces of information you're usually quite interested in: first, how is the whole world today, and second, what's it going to be like right here in my world today?

**"Information is anything that you don't already know."**

The first question does not necessarily require a complete ten-minute newscast, although for some it might. For people like me, who have the luxury of a fulltime News station to punch up whenever they really want to hear the news, you can answer question number one just by saying, "Good morning, everything's fine, World War III didn't start while you were asleep."

Question number two is that morning staple the weather forecast. However, radio folks who read the weather forecast as it was printed on the teletype machine are probably the same people who read all the directions before putting something together. Don't read the forecast, tell me what it's going to be like, what should I wear, is it going to rain or shine? Give me some information I can use. Tell me something I don't know.

What time is it? Did the Dodgers win? How's the market doing? Where's the President? Who's playing a concert this weekend? What did Diane do to Sam on "Cheers" last night? That's information, and if it happens to get to me, John Listener, in an entertaining way, well, allow me to write down your call letters in my diary.

### How Much Is Promotion Going To Cost Me?

Let's be realistic about this — if you've got a great-sounding radio station, but no one knows you're there, what's the point? That's why the winning stations promote. By promotion I simply mean getting your call letters out there in front of the public eye. Ask anybody in the Twin Cities about WCCO, and he'll tell you exactly what kind of radio station it is, even if he's a KQRS listener. WCCO has never stopped promoting itself, kind of like Coca-Cola, and it pays off.

So your station can't afford big TV campaigns or the megabucks necessary to do a direct mail promotion. So what? There are hundreds of ways to promote a radio station without spending a dime. Z100 had its listeners make their own bumper stickers . . . and the listeners did it! In fact, the way Z100 launched its word-of-mouth campaign on New York would make excellent reading in some Ph. D candidate's doctoral thesis.

Hooking up with charities, creating your own events (raft races, holiday parades, etc.), writing a local newspaper column on

music, hosting a cable TV show — those are all ways to get exposure for your radio station without ripping open the corporate coffers. However, I would recommend spending some promotional dollars when they become available . . . it's an investment worth making to insure your future.

### It's So Simple

I know what you're thinking . . . if it's that simple, why isn't everyone doing it? Have you ever thought about becoming a reporter? Seriously, knowing how to do something and actually doing it are two very different things. Take football as an example: first get the best players, hire a super coach, practice really hard, and you'll go to the Super Bowl every January, right? Well, radio's just like that. Find a really great morning show (solo or team, doesn't matter), hire a brilliant PD, set up a nice budget for promotion, and hello Laurel, here we come.

Of course there's so much more to it than that, but the point I'm trying so elaborately to make is this: a station that doesn't deliver the basics of entertainment, information, and promotion is not likely to succeed in the face of any competition at all. Go ahead, spend thousands on music research, but make sure your station offers more than just the "scientifically perfect blend of hits." (I could probably get shot for

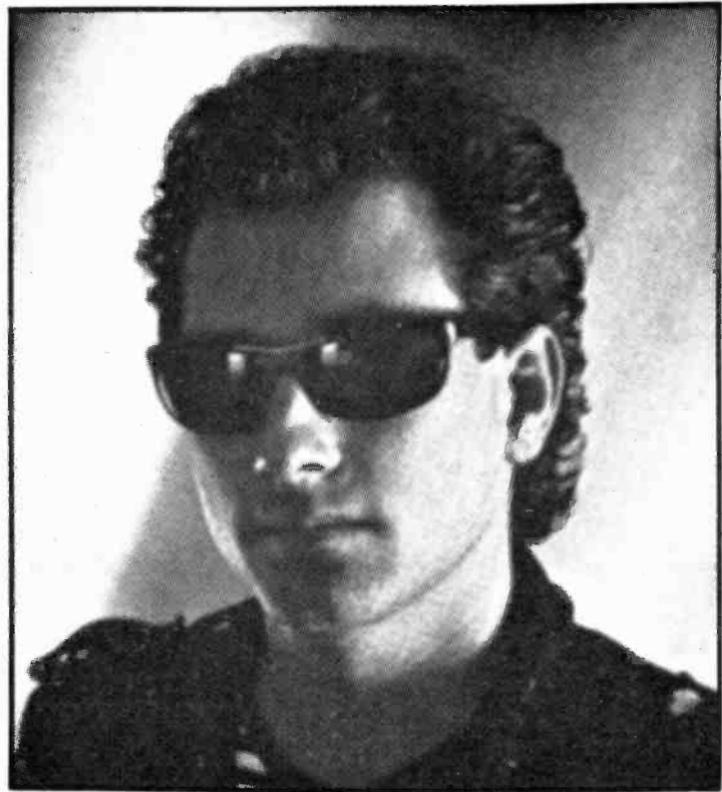
**"Make sure your station offers more than just the scientifically perfect blend of hits."**

saying this, but I think there are two kinds of music programmers in the world: those that can hear hits, and those that can't. If you're one of the latter, you hire one of the former. If you're one of the former, give yourself a raise. Deciding what songs to play is about as difficult as taking an hour or so a week to dig into R&R, and maybe another hour or two to just listen to new stuff, but I'm digressing and I promised my wife I wouldn't do that any more.)

What makes a station successful today is the same kind of attention to the basics that made stations successful way back when (whenever that was.) And when you get a combination of solid basics with all the right embellishments like the ones Z100, KIIS-FM, and lots of other "newly successful" stations have put together, you've got yourself one hell of a winner!

R&R's Senior Editor, John Leader was an air personality, Music Director, and Program Director for ten years before joining R&R as Top 40 Editor in 1977. He went on to become Executive Editor and VP/Managing Editor for the paper. His radio background includes KHJ/Los Angeles, WQXI/Atlanta, and WLAV and WGRD, both Grand Rapids. Still very active in broadcasting, Leader is the host of the syndicated "Countdown America" and can be heard on many national radio and television commercials. His thoughts and comments will appear on a semi-regular basis in this column.

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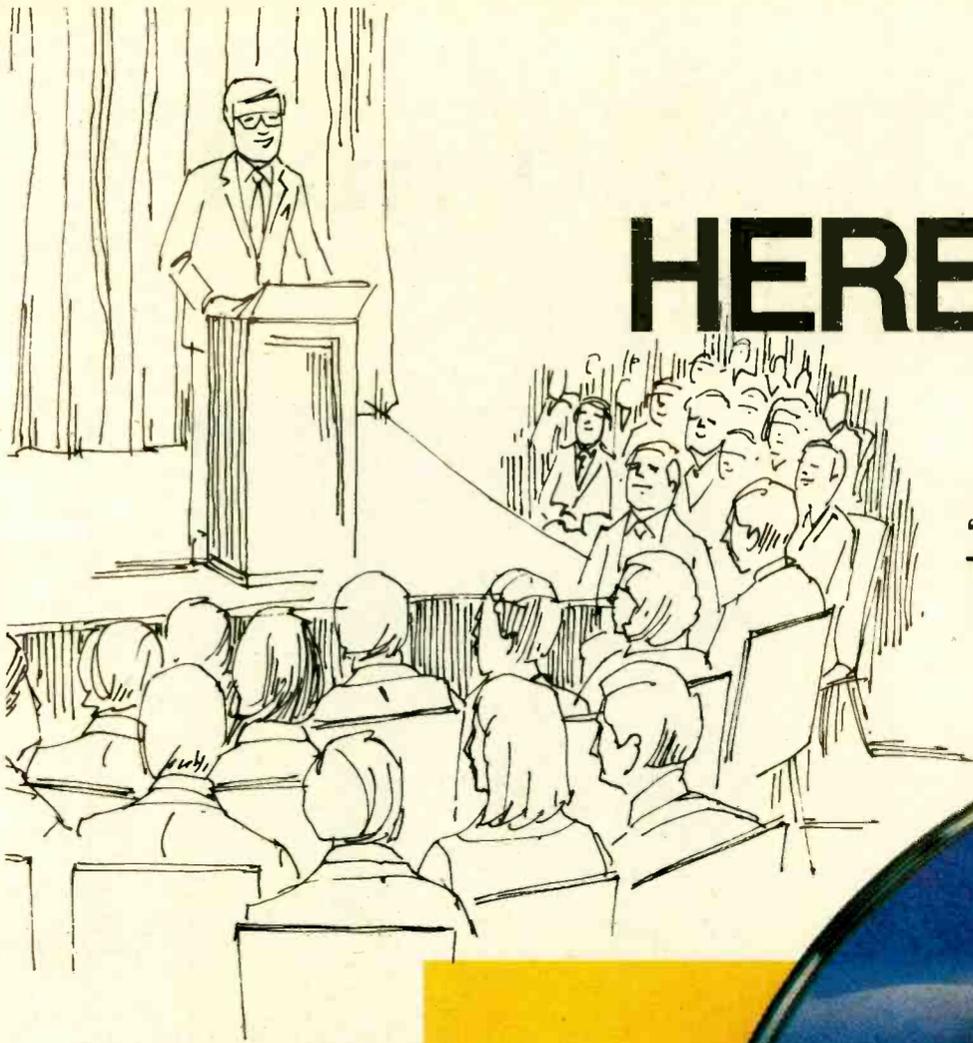
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**Produced by Richard Landis  
for Outlandis Productions**

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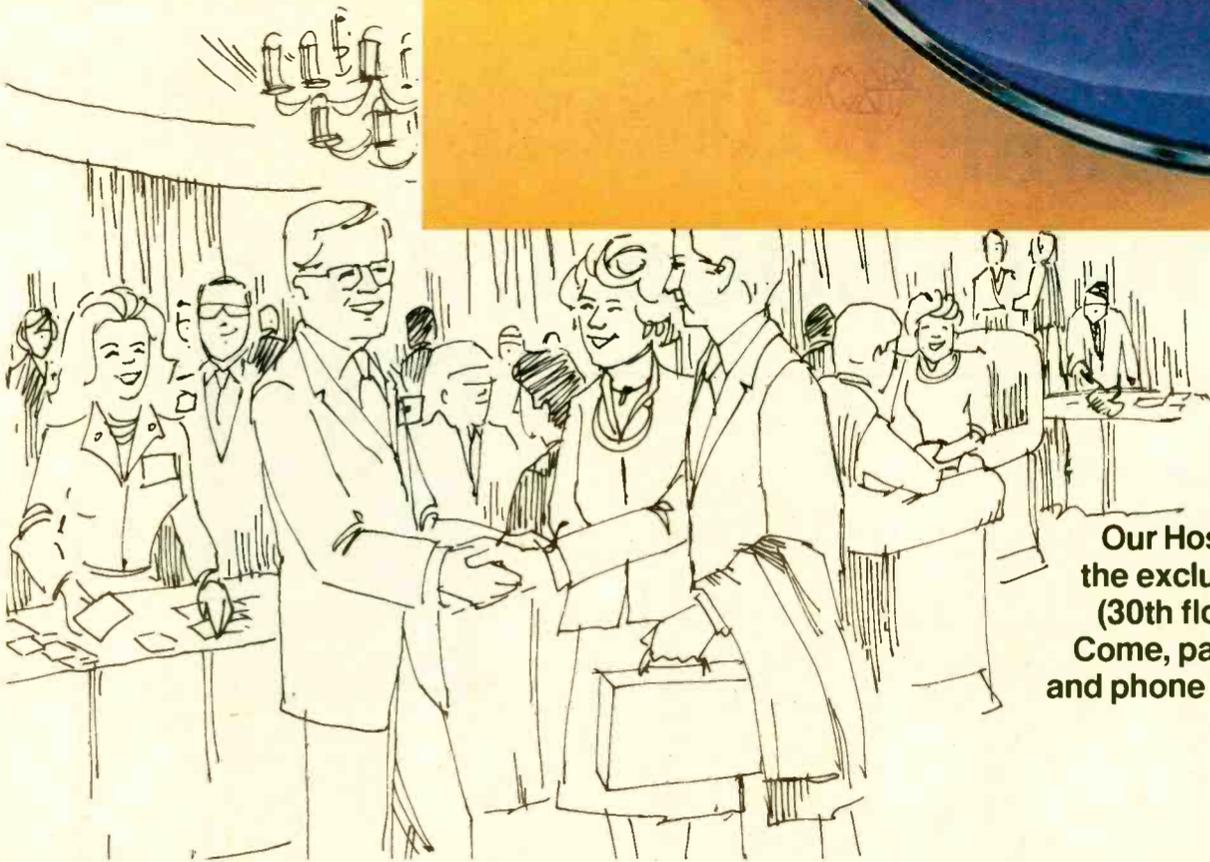


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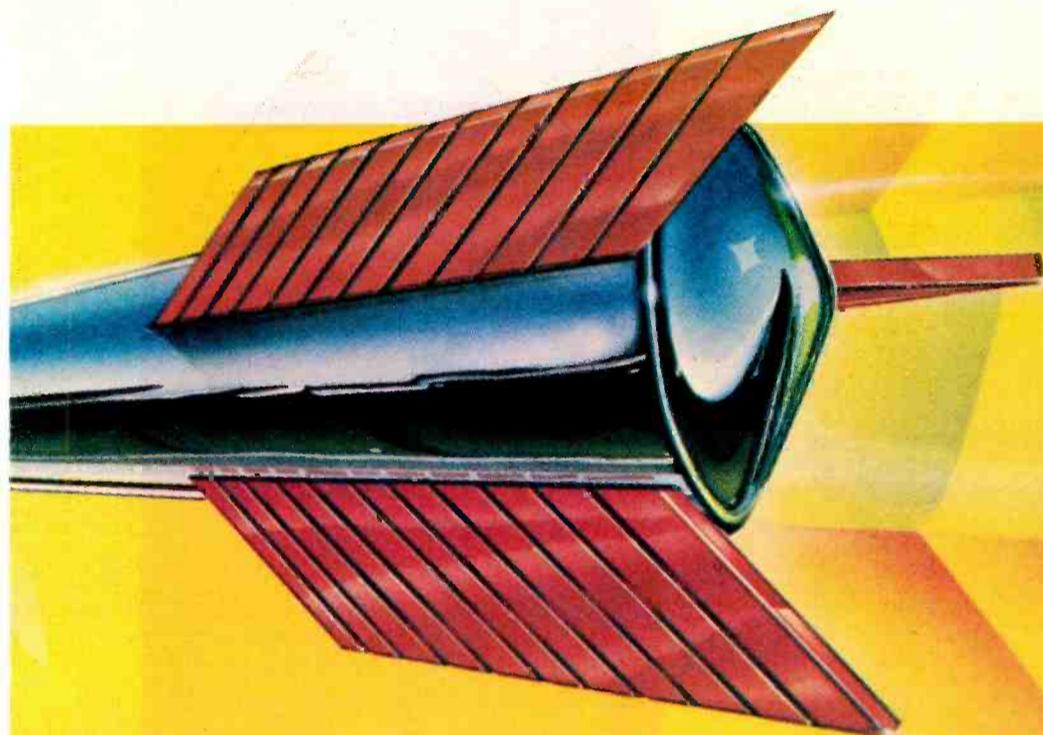
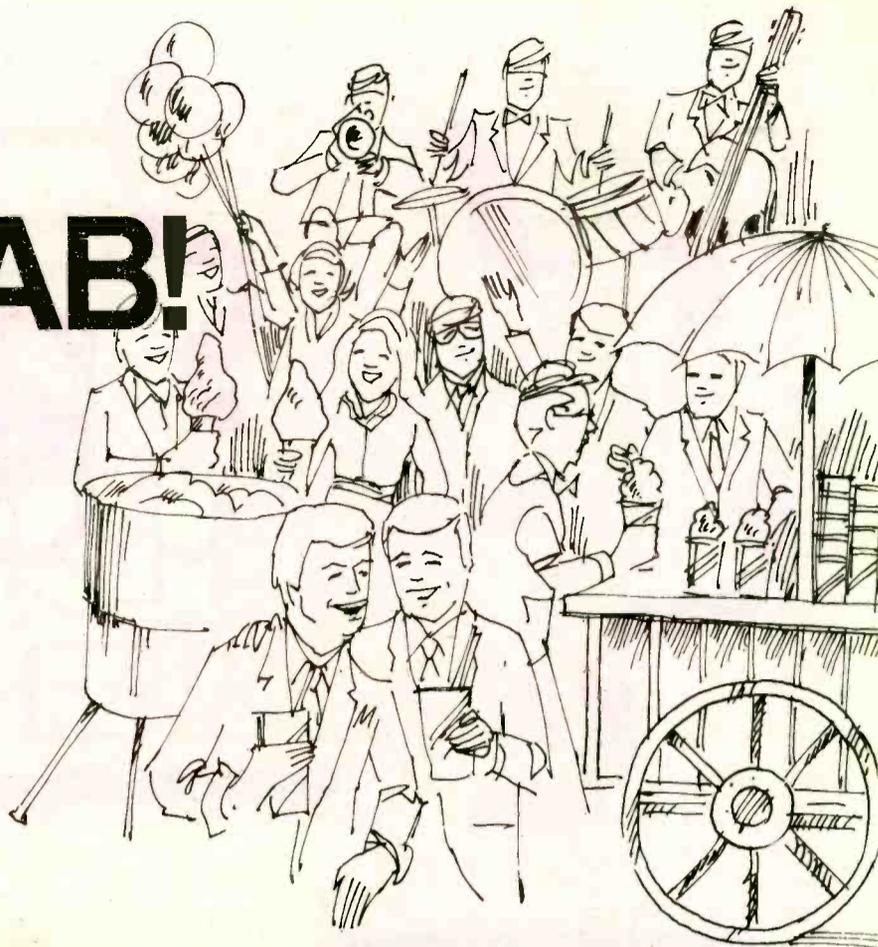


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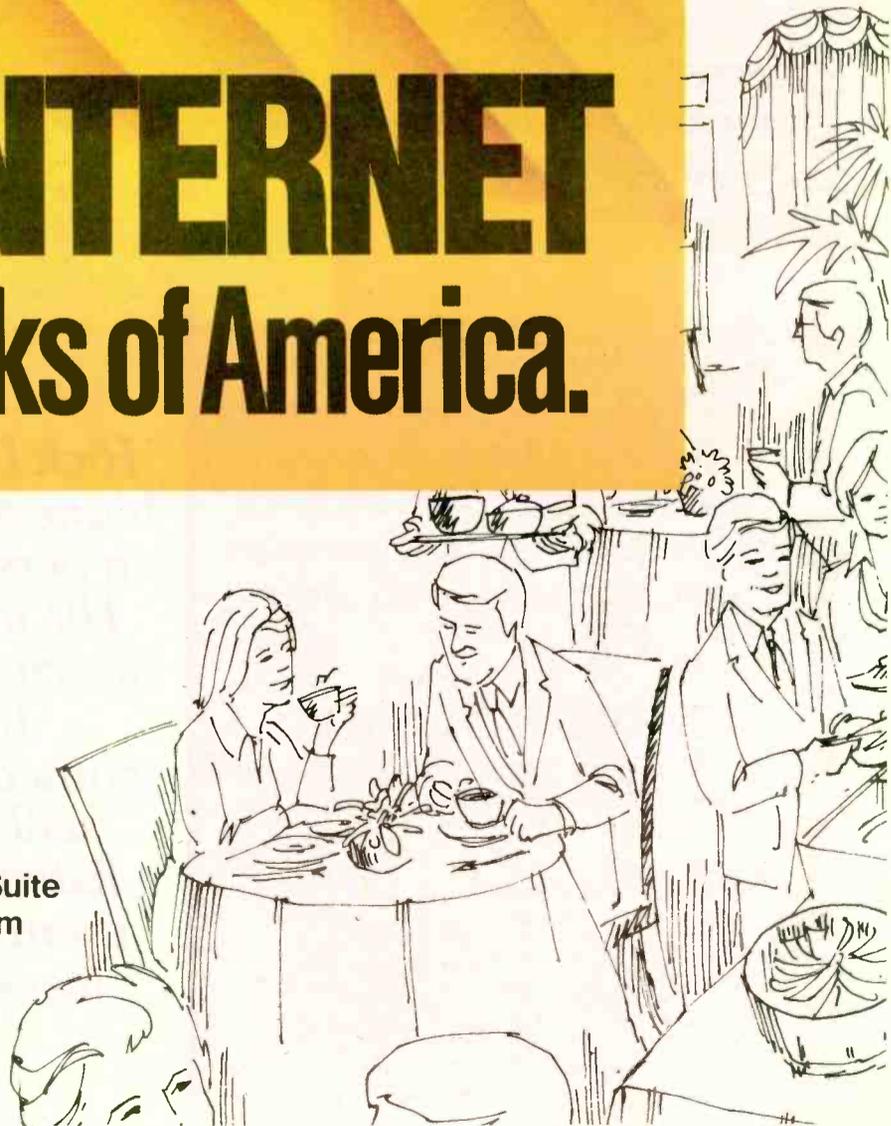
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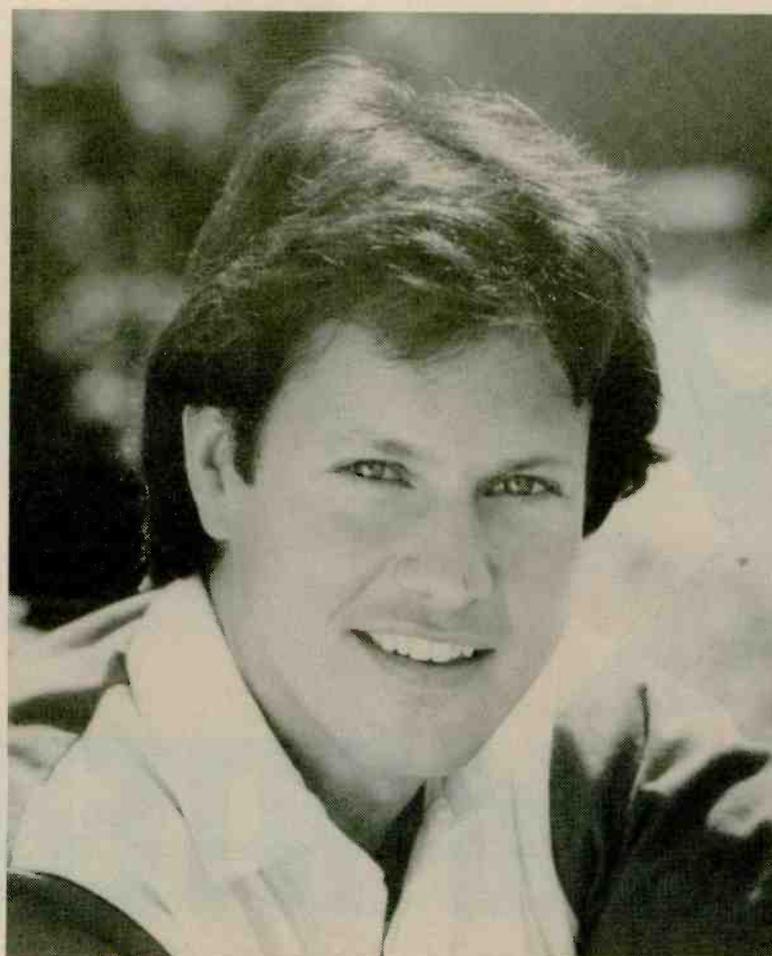
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# Air Personalities



DAN O'DAY

## Building A Bit—Part Two

Last time we discussed the lengths of bits and the importance of structure. This week we'll take closer looks at four types of humorous bits:

- Phony commercials
- Fake interviews that satirize a current celebrity and/or controversy
- Conversations with characters who are part of your show or who (supposedly) are station staff members
- Produced humorous vignettes

### Phony Commercials:

This is one of the easiest bits for radio people to do, because most of us at some time in our careers have had to write and produce commercials. When that granddaddy of consultants, Aesop, declared that "familiarity breeds contempt," he probably was trying to explain why most jocks at one time or another have come up with their own wild versions of spots...many of them too raunchy for air use! That we know the medium of the 30- and 60-second spot so well makes it easy for us to lampoon it.

Typically the structure of a Phony Commercial consists of overlaying an obvious commercial format onto an incongruous subject. All you have to do is ask yourself, "What if..." "What if the space race were advertised as a stock car race?" (Right off the bat I know I'd start it with a reference to next Sunday's lineup, featuring those two long time rivals, the Americans (sfx: bugle charge) versus the Godless Russian Communist Menace (sfx: "Volga Boatmen") ... and of course the spot would end with directions on how to get to NASA stadium ... and the exhortation to "BE THERE!")

What if Mr. Rogers ran for President? ("And if you vote for me, boys and girls, I promise to make our neighborhood as safe as safe can be. Can you say 'limited first strike as a deterrent to further nuclear war?'")

What if K-Tel came out with a long-playing Congressional Record? ("You'll get H.R.#30117896: (excerpt:) 'Mr. Chairman, concerning my learned colleague's bill to name the beaver as America's national bird...' Senate Bills 443289A and B: '...and so building this federal dam project in the Mojave Desert is an idea whose time has come...')")

"It's important not to be heavy-handed in your use of sound effects."

The logic of spots like these is self-evident. The most important thing to keep in mind is to treat it as if it's a real spot. Most jocks I've heard remember this when writing the Phony Commercial, but many undercut the humorous effect by failing to produce it as though it were real. And that's a shame, because that's when a bit like this is funniest when there's a marked contrast between the seriousness of the production



and presentation and the silliness of the spot's content.

For maximum effectiveness, the production values of your silly spots should match those of your real ones... which means you've got to take the time to search out the right music and effects and then balance them properly.

"The dialogue you fabricate between you and your guest can develop quite easily if you remain true to your subject's character."

Another aspect of making this type of bit seem real is to sell the spot with as much intensity, sincerity, and commitment as you would the biggest national voiceover assignment. Don't feel compelled to laugh at your joke while you're delivering it; your seriousness helps make it so funny to your listeners. Some jocks use the throwaway delivery when doing such bits...as if to say, "Hey if you don't think this is funny, that's okay 'cause I know I'm just being dumb here." If you think the idea is dumb or the execution is poor, don't do it. (And if you're afraid that someone in your audience will think what you're doing is stupid relax. You can be sure that someone will think just that. Being an entertainer is a risky business...but you knew the job was dangerous when you took it.)

Finally — and I'm surprised at how many air personalities ignore this — don't promote a Phony Commercial. Treat it like any other commercial message...with the possible exception of not placing it in a spot cluster, depending upon your station's policy. I don't see anything wrong with putting your phony spot at the end of a stop set, as long as it doesn't lampoon one of the other spots in the break. However, I can understand the skittishness of some sales managers who worry about clutter or about offending advertisers. But just as you never say, "Coming up this hour I'll be playing that great new Coca Cola commercial,"

"A bit like this is funniest when there's a marked contrast between the seriousness of the production and presentation and the silliness of the spot's content."

neither should you say, "...I'll be playing that commercial for the Mr. T School of International Diplomacy."

### Two Ways To Tell If Your Phony Spot Is A Success:

1. When listeners call to ask when you'll be playing it again
2. When listeners call up and say, "That last commercial you played wasn't real...was it??"

### Fake Interviews

These interviews usually take one of two forms: Either you're talking with a celebrity or person in the news, or you're speaking with a spokesperson for a cause or organization in the news. In either case, your interview (that is, the dialogue you fabricate between you and your guest) can develop quite easily if you remain true to your subject's character.

This means that when you write your "guest's" dialogue, you write it with his/her voice and not your own. If you want to portray Ted Kennedy as a free-spending liberal, you don't have him say, "Well, Ed, I think the way to solve all of our country's problems is to waste a whole lot more of the taxpayers' money." Instead you have the senator say, "I think the United States as a people must extend equal rights to all of its inhabitants, which is why I'm proposing a bill in the U.S. Senate that would allocate \$800,000 for an inquiry into why the TV cat food commercials use only calico cats and never black cats...or tabbies. And what about the Siamese...?"

In a satirical situation like this, you never want the subject of your satire to state your position or attitude; you want him/her to

state the exact opposite... but in such an exaggerated and ridiculous way that your real attitude is made clear.

If you're going to speak with your subject's (or should I say "victim's" voice, that means you're going to have to keep that person's dignity intact. Don't take away his/her rationalizations; don't ever have your subject admit to being foolish or petty or dishonest. Remember all those Nixon impressions of the 1970s? Which do you think is funnier — Richard Nixon saying, "I'm a dishonest politician," or Richard Nixon saying, "I am not a crook?" The second statement is the funny one because the words are so true to his character while being so contradictory to the impression many of us have of him.

And what about your characterization of yourself as interviewer? I think it's important to remember not to upstage your guest. It's much too easy — and therefore not very satisfying — to have your guest say inane things and then have you come in and point out the illogic. A far better tactic is to play the role of the considerate interviewer.

Bob & Ray always treat their wacko guests with respect. When their "newsmen," Wally Ballou, interviews a cranberry grower who never heard of using cranberries to make juice or sauce, Ballou doesn't ridicule the guy. Instead he's very patient and sympathetic. And although old Wally might suspect the guy is less than brilliant when

he says he's just been selling the cranberries in baskets... "for cranberry shortcake"...the tactful reporter never lets on.

### Imaginary Character On Your Show

Again, the key here is to remain true to the character. All successful comedians rely on character. You won't hear Steve Martin joking about how fat Elizabeth Taylor is, because that's not consistent with his character, just like it wouldn't be in keeping with Bob Hope's character for Bob to make wry observations about the funny ways in which people use four-letter words. When

"Your character can get away with a lot of stuff that you can't."

writing (or ad-libbing) lines for a particular character, don't say what you want to say; instead, listen for what the character would say.

One nice thing about doing character voices is your character can get away with a lot of stuff that you can't — sexual innuendo, political putdowns, you name it.

### Produced Humorous Vignettes

This is a genre that is less widely done. These vignettes are small comedy sketches that, again, rely heavily on character. Years ago my on-air partner and I did an irregular feature about the people who shopped at Triple's Market. Often we focused on Mr. Triple's attempts to romance Marge in the frozen food section. Each 30- to 60-second story would come from asking, "What if...?" "What if Mr. Triple suspected Marge had been shopping at a discount market?" (This was a real episode, featuring one of my favorite of Marge's lines: "Oh, Mr. Triple, you don't mean that you're accusing me of... of...(organ chord) shopping around!")

In producing these vignettes, it's important not to be heavyhanded in your use of sound effects. If you're using sfx of mosquitoes buzzing, there's no need to say, "Boy, look at those mosquitoes!" A slightly more subtle verbalization would be, "Wouldn't you know I forgot to bring the insect repellent?"

Luckily, once you get to know your characters, all you have to do is put them in a situation and then see how they respond.

### Next Time:

Real interviews, talking to listeners, confrontations, and real emotions!

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!

# News/Talk



BRAD WOODWARD

## FIVE-WAY COMPETITION

# Talk Listeners Win Miami's War Of Words

One of the liveliest News/Talk markets in the country is Miami, where listeners can choose any one of five information radio stations. The combined audience share of these stations is over 16%, putting Miami up with Chicago, St. Louis, New York, and San Francisco as cities with the highest News/Talk penetration in the country.

Let's first take a glance at the cast of characters and their winter Arbitron figures, then have a closer look at the four English-language stations:

**WGBS (1.3)** — The Jefferson-Pilot station hasn't caught fire since converting to a structured form of Talk in February 1983.

**WINZ (4.3)** — Owned by Guy Gannett Broadcasting, the station is all-News until 7pm, when talk takes over for the night. Major changes are being made under a new program director.

**WIOD (3.2)** — Although very small amounts of music remain, WIOD is dominated by personality-oriented news, talk, and sports.

**WNWS (4.3)** — This 100% local Talk station thrives on fomenting controversy. Despite rumors he'll switch to Country after his upcoming purchase of WNWS, Neil Rockoff says he'll leave the format alone for six months and try to keep WNWS "on top."

**WRHC (---)** — The calls of this Spanish-language Talk outlet stand for "Radio Havana, Cuba." It has a strong following in South Florida's Cuban exile community.

As you would expect, each of these stations has had to carve out a unique niche to survive in such a crowded marketplace. Rivalry is intense, especially between WINZ and WNWS. Earlier this year their differences erupted into a legal tug of war over Neil Rogers, the popular WNWS talk host who signed contracts with both stations. WINZ won the battle when a judge ruled that Rogers is an independent contractor, free to work where he chooses.

### No Sacred Cows At WNWS

"Our forte here is controversy," summarized WNWS PD and 9-noon host Al Rantel when asked to describe his station. "There's nothing we don't talk about on this radio station. There are no sacred cows here. We've been involved in discussions of South Florida's racial problems. We've had members of gay groups and Klan groups on. We do programs about sexuality in general that sometimes evoke controversy. We've had hosts who were atheists. We don't have any holds barred, so to speak."

After two years of going head-to-head with WINZ in all-News, WNWS shifted to Talk in 1980. "We do much better with talk in the midday, and even in afternoon drive we find that all-News can get tired," Rantel told me. "In fact, other stations have come to copy it."

WNWS thought highly enough of Neil Rogers that it went to court trying to hold onto him. But now Rantel downplays the

## WGBS710NEWS

## 94NEWS WINZ AM

## WIOD 610 RADIO

possible impact of losing his evening ace: "We feel our position shouldn't change that much because we have a strong personality (Tom Leykis) in that time period, somebody who's new and very good and will, I think, develop his own audience. The market is ready for a new voice and somebody different."

And Rantel has no doubt that WNWS's hardhitting approach suits Miami's temperament. "The people like issue-oriented talk, I think, much more than in some other markets. The lifestyle, namby-pamby radio does not go over very well here."

### Hosley Overhauls WINZ

The PD at WINZ is David Hosley, brought in earlier this month from the University of Florida, where he was a professor. Hosley is also a veteran of KCBS/San Francisco and WCBS/New York.

What sets WINZ apart is mainly the fact that "we do news all day long and they, of course, take a break in the mid part of the day," according to Hosley. "We think that's a real strength for us. We also have the tradition behind us of being here longer doing all-News. And we feel our relationship with CBS is a very strong point in our favor."

Hosley brought instant change with him when he walked in the door at WINZ. Part-timers and outside contributors were fired. A more "human"-sounding approach to news was instituted. Usage of CBS programs was increased greatly, including

"I see people pushing between WIOD, WGBS, WNWS, and WINZ like the younger people push the buttons on the FM side."

—Lee Fowler

features by Dan Rather and Charles Osgood. Neil Rogers added a Saturday morning show, and the weekend news staff was tripled.

Hosley related, "When I worked at KCBS we had a huge weekend morning audience, and I feel WINZ wasn't taking advantage of that. So we are now doing news on Saturday and Sunday mornings from 5-10. We're bringing in sports guys on Sunday. I believe that's an untapped treasure trove. If we can attract people on Saturday and Sunday mornings, they're going to be with us Monday through Friday, and our come will go up."

Still ahead, he says, is figuring out "how to penetrate the market here, which is in some estimates 40% Latino. We've got to see if we can make our all-News station relevant to these people."

### WGBS Battles For Acceptance

I began my chat with WGBS Operations Manager Lee Fowler by wondering why — with the market already so crowded in News/Talk — the station adopted the format 14 months ago? First of all, he said, music on AM was out of the question. Next, the station saw continuing erosion at WNWS, and knew Neil Rogers would be leaving.

Other factors were the financial backup from Beautiful Music sister station WLYF, the market leader, and "the commitment of Jefferson-Pilot Broadcasting to support this program for a three to five-year effort, including the building of a brand new \$4 million facility."

The station programs solid news in drivetimes and the noon hour. The remaining segments are guest and issue-oriented local talk shows, plus Larry King.



Lee Fowler

Al Rantel

Fowler admits his competitors make a "fair statement" when they say WGBS hasn't caught on yet. But he disputes their view that, in an oversaturated N/T marketplace, WGBS will soon be forced to drop out. He points to signs of progress in some key demographics and adds, "Nobody turns around a News/Talk station in a competitive major market in less than three to five years. It takes that time and effort."

"And there's certainly a difference between the three stations. WNWS has done very well with sex talk, insulting listeners, slamming down the phone. We feel that act has just about played out."

"Here at WGBS the listener, the participant, is very important. We disagree and argue, but there's never name-calling or insulting the listener's intelligence. I think it's going to catch on and it's going to continue to grow."

### Variety Radio on WIOD

Although the 100% News/Talk stations don't regard WIOD as a direct competitor, they all covet the station's strong share among adult listeners. WIOD PD Mark Kuhn told me, "We're one of the — I don't

want to call them a dying breed — but the remaining breed of variety package radio stations, much like WCCO, WMAL or WGN. In the morning we're a personality/information station with some music. Then we go to Talk in the midday. Then we go to a sports talk program, and we also have an awful lot of play-by-play sports." WIOD carries four major league baseball teams, and runs NBC Talknet overnight.

There's a bare minimum of music on WIOD, according to Kuhn. The only all-music segment is a Big Band show Sunday mornings. There's an occasional song in drivetime, and a new weekend talk show about rock 'n roll. "We're playing only two or three songs per half hour," Kuhn says of the program. "The rest is telephone talk, and the phones are hotter than hell with people calling in and reminiscing about their bobby-soxer days. We're hoping to develop a whole new concept here of actual-doing telephone talk about music."

"Lifestyle, namby-pamby radio does not go over very well here."

— Al Rantel

WNWS and WINZ have a "radically different" approach, Kuhn contends. "WNWS is issue-oriented more specifically than we are in our talk shows. It's more what you would call an abrasive Talk station. I'm not saying that's bad. But there's also an audience who doesn't like to hear that. They'd rather hear Bruce Williams on our station — a nice, friendly, helpful kind of guy who will hold their hands through a problem."

"WINZ is basically an all-News station, although they're now getting more into Talk in the evening. We share format to some degree in that we're doing telephone talk at various times, but our station is much more diverse."

"WGBS, unfortunately, is a station that just hasn't been able to get off the ground anywhere. The area just hasn't accepted them."

"Things are in a state of flux here, and that's where news happens."

—David Hosley

### Listener Wins With Talk Diversity

There are a few things that the city's News/Talk programmers agree on: Miami likes Talk radio, and the winner of all this spirited jockeying is ultimately the listener.

"We're on the cutting edge," said WINZ's Hosley, who holds a Ph.D in sociology. "This huge influx of people from other countries is causing a lot of things to happen here. Things are in a state of flux, and that's where news happens."

Al Rantel of WNWS commented, "I think the competition factor has made this one of the best Talk markets in the country. People here like controversial radio. It makes everybody have to be on their toes."

At WGBS Lee Fowler offered this view: "The format appeals to the older listener and the greatest makeup of this population is the older, retired person down here in South Florida." He added, "It's a heck of a market for doing News/Talk. I see people pushing between WIOD, WGBS, WNWS and WINZ like the younger people push the buttons on the FM side. I think the listener, although confused, is also the winner."

# EASY LISTENING



GAIL MITCHELL

## FORMAT ROUNDUP

# What's Happening?

It's that time again. Time to catch up on staff and programming changes across the country, plus share station news events and promotional goings-on.

Please remember — I can't tell your radio peers what's going on unless I hear from you first. Direct any station news, photos, promotional projects, and column

topic suggestions to me at 1930 Century Park West, Los Angeles, CA 90067. Or if you'd rather chat, dial (213) 553-4330. R&R is always interested in what you're doing.

## Benefitting Charity

**KEKA/Eureka, CA** recently staged its third annual "Giant Garage Sale," raising \$2336 on behalf of Easter Seals . . . After its six-hour radiothon, **WPEN/Philadelphia** garnered \$25,193 for the Eastern Pennsylvania Chapter of the Leukemia Society of America . . . **KJQY/San Diego** sponsored a fundraising "Ice Spectacular" for the local Leukemia Society chapter . . . Spring warmth is no doubt a welcome relief to Dallas residents, but **KOAX** took the bite out of winter utility bills by paying up to \$200 of winners' bills. An added dividend — trips for two to Jamaica, Bermuda, and Hawaii . . . **KPRZ/Los Angeles AM** personality **Gary Owens** hosted the "Cheek to Cheek for Hart to Heart" American Heart Association benefit, welcoming "Hart To Hart"



The KEKA crew relaxes after being "cleaned out": (l-r) Scott Mearns, Judy Clark, GM Ian Evans, Mary Bullwinkel, Rod Allen, and PD Rich Williams.

regulars **Stephanie Powers, Robert Wagner, and Lionel Stander.**

## Flow

**Tom Holt** shifts from Station Manager to OM at **WZID/Manchester, NH.** With the station since 1979, he continues as morning personality.

**Robert Tole**, late of **WMGX/Portland**, becomes General Sales Manager. And **Lori Kelman** comes aboard as News Director, after anchoring news for **WMJX/Boston** . . . **Robert Levine** segues to PD of **KLYF (FM100)/Des Moines** . . . Recently-



Tom Holt

appointed **WJAS/Pittsburgh** GM **Bill Brandt** brings in **Bob Tracy** for mornings . . . **Bob Perry** takes the PD helm at **WAVZ/New Haven** . . . **Dan McClintock** is **WERU/Madison's** Production Manager, while **Fred Everett** hosts mornings at **KJLA/Kansas City** . . . At **WJOY/Burlington, VT**, owner **Robert Hall** taps **Richard Reed** as Exec. VP/Operations and **Paul Battalini** as VP/GM . . . **Barry Gerber** is the new owner of **WROD/Daytona Beach**, working with GM **Linda Ward** . . . **Anna Ryan** is now GM of **WEZG-FM/Syracuse** . . . **Jim Connor** assumes management reins at **WEAT-AM & FM/West Palm Beach** . . . **WGAN/Portland** owner **John Taylor's** staff includes GM **Gary Jensen**, OM **Peter Falconi**, and Sales Manager **Lila Saldon** . . . **Charlie Bergeron** hosts AMs at **WBET/Brockton, MA** . . . **Lee Gordon** upped to Program Manager at **KPNW/Eugene** . . . New lineup at **Big Band KTIM/San Rafael**: **Jim Watt**, mornings; PD **Norman Davis**, middays; and **Bobby Dale**, afternoons . . . Congratulations to **WBBG/Cleveland AM** personality **Tom Armstrong**, who celebrates his 40th year in broadcasting this month . . . **WSYR/Syracuse** welcomes **David Sollnske** as Chief Engineer.

## Sounding Elegant

"One step up from Beautiful Music . . . the elegant sound . . . sophisticated jazz." These noteworthy claims are being made by **Leisure Market Radio** on behalf of its new programming format. An official format moniker has yet to be decided. But the following selections should basically indicate the format's range:

- **Oscar Peterson** "Five O'Clock Whistle"
- **Wild Bill Davison** "Memories Of You"
- **Meredit D'Ambrosio** "There's A Lull In My Life"
- **Laurindo Almeida** "Bluesette"
- **Count Basie** "Ja-Da"
- **Singers Unlimited w/Robert Farnon** "Sentimental Journey"
- **Lionel Hampton** "Spring Is Here."

The format was born out of LMR research focused on the affluent leisure class. This upscale audience tends to congregate in resort locales like St. Thomas, Lake Tahoe, Lake Placid — and listens to radio (50.5% listen for 1.2 hour average). Other characteristics: mean age 34.9 years, mean income \$61,700, and 61.3% are professionals/executives. LMR counts 20 stations in its unwired network. Currently, the format is in place at **WOTB/Newport, RI** and **WIVI/St. Croix**, with plans to offer the format to other interested stations. For more information contact (212) 308-0701.

## Maximizing AQH Share

With the winter ratings results pouring in, sequestered GMs and PDs are poring over various figures to determine what went right or wrong, and why. As the spring sweep swings into its second month, station personnel should stay on top of all programming, technical, and promotional aspects, short-circuiting any potential downward trends in average quarter hour share.

Dividing AQH into its cume and time spent listening components, **Steve Hibbard**, Director/Programming for **TM Beautiful Music**, outlines key concerns:

### Cume

- Advertising may be ineffective if the call letters don't sufficiently dominate the ad, including both the audio and video of your TV spots.
- Call letter confusion can cause you to lose a diary entirely. Are yours unique-sounding throughout the metro, stated clearly and frequently on the air?
- The positioning statement in your advertising must be simple, clear, and consistent with your programming.

### TSL

- Technical problems — the effect of distortion, worn tape heads, improperly adjusted audio processors, mismatched levels, and loud breaks can be tiring to listeners' ears. A regular program of preventive maintenance is essential.
- Poor format execution — announcer performance, failure to properly execute music blends, inconsistent pauses, fading someone's favorite tune to join a network, and an overly "automated" sound.
- The right balance between talk and music must be maintained, including information and commercials. Are you engaging in overkill on news? Will overcommercialization eventually cost you money?
- Watch out for offensive commercials, music "fatigue" stemming from overuse, or unwanted repetition as perceived by listeners.

## Olympian Promotion Efforts

Includes Olympic Event Sites  
GREATER  
**Los Angeles**

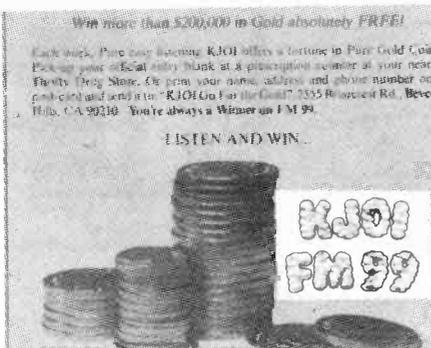
Host City 1984 Summer Games

Compliments of  
**KFAC**  
1330 AM • 92.3 FM



### DO YOU KNOW THE WAY . . . AROUND LA?

— Come the Olympics in July, that's what many people will be asking. **KFAC/Los Angeles** hopes to keep wayward souls to a minimum via a freeway/street map of the greater L.A. area. It not only depicts Olympic event sites, but lists and describes various points of interest around the city, complete with phone numbers and map coordinates.



**GOING FOR THE GOLD** — For those who aren't athletically inclined, there's another way to go for the gold — listening to **KJOL/Los Angeles**. By sending in an official entry blank or printing pertinent information on a postcard, listeners compete for over \$200,000 in gold coins.

## Programming Notes

Beginning April 29, **KMPC/Los Angeles** adds "The Music Makers" to the weekend lineup . . . **WBET/Brockton, MA** switches to Easy Listening under the guidance of Director/Programming & Promotion **Bill Hess**; needs new material recorded by older-line MOR artists . . . "Johnny Can't Read, 'Cause Johnny's Stoned," a documentary by **KOIT/San Francisco News/Public Affairs Director Wayne Jordan**, wins **UPI and California Associated Press TV and Radio Association** awards . . . **Al Ham Productions** develops Music Of Your Life AM stereo package . . . **Jack McGulre** hosts "Travel Briefs" on **WLOO & FM100/Chicago** . . . **WKJF/Cadillac, MI** programs **Toby Arnold's** Unforgettable format . . . **WTAN/Clearwater, FL** begins sixth year of broadcasting Phillies baseball and signs agreement to carry live coverage of the Toronto Blue Jays . . . "Hi Neighbor" with **Scott Peters** debuts on **KFAC/Los Angeles**.

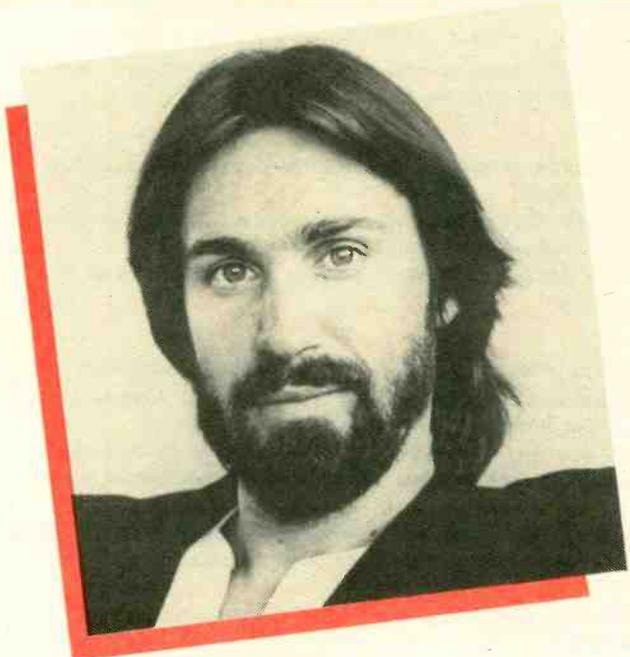


**BIG BAND . . . AND BRUNCH TOO** — Every Sunday **WBBG/Cleveland** presents a "Big Band Brunch." Attendees, averaging 700 people each time, partake of such buffet specialties as seafood newburg, then whirl off the calories in time to the **Harry Hershey Big Band**. Above, evening host **Carl Reese (l)** interviews international artist **Aliza Cash**.



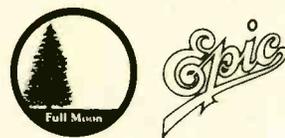
**A SPORTING CHANCE** — **WEMP/Milwaukee** offered listeners that opportunity during its Superbowl weekend contest. Besides winning a radio (naturally), the lucky couple received a weekend at the **Marc Plaza Hotel** and a catered luncheon for 10-12. Announcer **Ernie Bottom (l)** congratulates the pair.

# E/P/A HAS A REAL



## DAN FOGELBERG

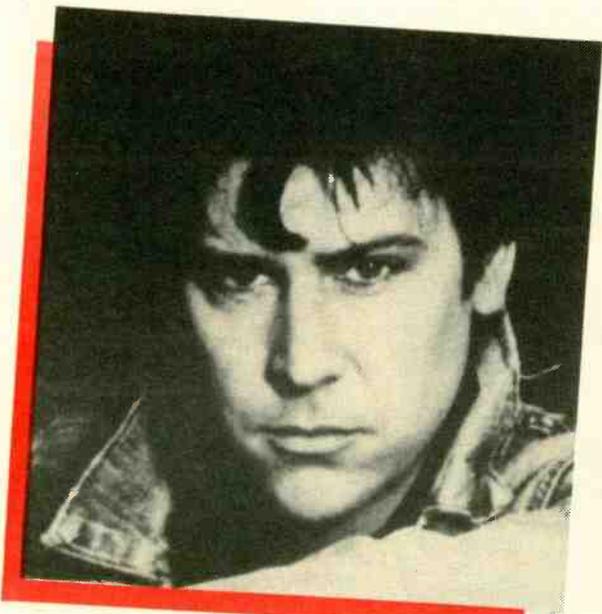
**"Believe In Me"**



### CHR NEW & ACTIVE

DAN FOGELBERG "Believe In Me" (Full Moon/Epic) 86/33  
 Moves: Up 4, Debuts 15, Same 34, Down 0, Adds 33 including WKBW, KIMN, KNBO, WMAR, KITE, WOKI, KROK, KLIK, KCPX-FM, WZYQ, WFOX, WBNQ, KFRX, KSLY.

### A/C BREAKERS 19



## SHAKIN' STEVENS

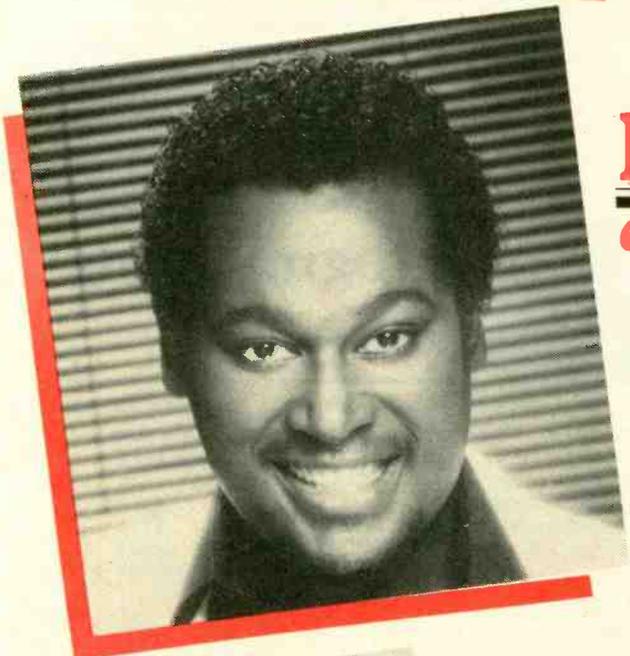
**"I Cry Just A Little Bit"**



### CHR SIGNIFICANT ACTION

WXKS-FM 36-32	WYCR deb 37	WRQK 40-36	WGUY 40-32	WBNQ deb 28	CKOI	WOKI
WKBW deb 29	KHFI 39-36	KRGV add	WTSN deb 34	KDZA add	PRO-FM	WFMI
WGCL add	KSET-FM deb 29	WKDD add	13FEA 24-22	KZOZ 40-34	WKEE	WRNO
		WGRD add	WJBQ 30	KIST deb 40	WSPK	KROK
		KO93 add 35	KILE add	WHTT	WKRZ-FM	

### A/C CHART: 21



## LUTHER VANDROSS

**"Superstar (Don't You Remember...)"**

I95	KQMQ	Z102
WNVZ	WJAD	WGLF



## CULTURE CLUB

**"It's A Miracle"**

# STORY TO TELL!



## SLADE

### "Run Runaway"

CBS ASSOC. RECORDS

#### CHR CHART: 40

WHTT deb 37	WAVA add	B96 32	KZZP add	WBLI	KHTR
WXKS-FM 28-25	Z93 33-30	Q102 add 33	KS103 deb 38	WCAU-FM	Q103
WBEN-FM 33-28	93FM 25	WGCL 22-18	XTRA 20-18	WHTX	
WPHD 30-26	Y100 20-17	KBEQ 25-22	KITS add	PRO-FM	
B94 deb 24	B97 add	KPKE add	KWSS add	CFTR	
CHUM 28-20	Q105 deb 30	KIIS-FM deb 39	KNBQ 31-29	WHYT	

Heavy Rotation MTV

#### AOR TRACKS 6 AOR ALBUMS 9

## "WEIRD AL" YANKOVIC

### "King Of Suede"

**CHR  
SIGNIFICANT ACTION**

Out Of The Box Adds At:

WXKS-FM	WVSR	WFMI	KSKD	13FEA	KSLY
PRO-FM	FM106	WSFL	KTKT	WOMP-FM	KZOZ
Y100	WSPK	WZPL	WGUY	Q101	
Q102	Q92	13K	WIGY	WXLK	
WHYT	WSSX	KIKI	WERZ	WGLF	
KS103	WOKI	KHOP	WZYQ	KFMW	



## LA TOYA JACKSON

### "Heart Don't Lie"

**CHR  
SIGNIFICANT ACTION**

First Week Out  
& Already On:

WCAU-FM	WKRZ-FM	KQXR	KKQV
PRO-FM	WHTF	KYNO-FM	KGHO
FM102	KAMZ	WGUY	KHTX
XTRA	WOKI	WIGY	KZOZ
KNBQ	WFMI	WERZ	
WVSR	KTFM	13FEA	
WKFM	KQKQ	WJBQ	
	13K	Q101	



# On Your Desk This Week!



DISTRIBUTED BY CBS RECORDS

## McEntire Links With Welk Music Group



MCA recording artist Reba McEntire (center) is all smiles about her new association with Welk Music writer Dickey Lee (left) and Nashville Division Manager Bob Kirsch (right). McEntire has signed an exclusive writers contract with the Welk Music Group; Welk will also administer Reba McEntire Music.

## Philly World Pacts With Atlantic



Atlantic Records has announced a distribution agreement with Philly World Records, whose artist roster includes Harold Melvin & The Blue Notes, Bryan Loren, and several others. The first release via the new arrangement is Bryan Loren's current single "Lollipop Luv." From left, Cotillion Records President Henry Allen, Atlantic President Doug Morris, Philly World President Peter Pelullo, Atlantic/Cotillion VP/GM Hank Caldwell, PW's Ernie Cimadamore, and PW attorney Jonathan Black.

## Mirage Inks Tennille



Mirage Records has signed vocalist Toni Tennille to a solo recording contract. Her forthcoming album, titled "More Than You Know," is a collection of pop standards from the '30s and '40s. Shown celebrating the announcement are (from left) Tennille's executive producer Bruno Cicotti, attorney Gerald Edelshtein, and Mirage Exec. VP Bob Greenberg. Seated is Toni Tennille.

## Songwriter's Showcase Features Spencer Davis



BMI's L.A. Songwriter's Showcase featured guest speaker and recording artist Spencer Davis, who has a new album, "Crossfire." Flanking Davis (center) is BMI executive and album coproducer Allan McDougall (left) and Davis's producer from the '60s, Jimmy Miller (right).

# CALENDAR



BRAD MESSER

## The Invisible Radio Network

**T**here is a Good Old Boy network of radio executives, people on the Boss level who keep in touch, share industry gossip, swap statistics, and who — here comes my point — sometimes control the careers of their employees in ways the underlings never even suspect.

The ol' boys can accelerate a career or slam one into a brick wall, unbeknownst to the working stiff who will assume his sudden success or failure was simply a whim of fate.

Consider the case of a young deejay code-named CS, whose work made it obvious from the very beginning that he would rapidly become not just a good jock but probably even one of the nation's very best. Station A had him. Station B wanted him, but the competing general managers had an unwritten agreement: to avoid bid-up wars, they did not raid one another's airstaffs. CS knew Station B was interested in him, but little did he know why no firm job offer ever came.

CS kept sounding better and better. Record promoters were swapping airchecks of him and spreading the tapes around. (Another network here. CS had no idea the record pushers were pushing him.) He became a hot product. But still he got no out-of-town offers.

Puzzling, yes? Excellent jock at a good sta-

tion, but no one would make a run at him. There was another key piece of the puzzle which our hero did not know about, and it was this: for many months his boss had been privately telling every good old boy he knew that "CS is very, very happy here, and he sure as hell ought to be, because I'm paying him 80,000 bucks a year!"

**Big lie.** He wasn't doing any such thing. He was paying CS 20, tops, and telling him that as a relatively inexperienced air personality, he was lucky to get 20.

Stations interested in our hero were under the deliberately-induced misimpression that they would have to top 80 to hire him, and despite his brilliant talent, he wasn't yet developed to the \$80,000 level, so no one tried to hire him.

The disinformation campaign of the GM at Station A was successful for many, many months.

But, y'know, there's always someone who doesn't get the word. Finally a station who hadn't heard the scuttlebutt came in with an offer to double his salary and whisked CS away for about 40 grand. Thus did Justice, delayed in transit by network machination, finally arrive.

The good ol' boy networks are appropriately like radio waves. They're everywhere, all the time, powerful, and invisible.

## Biggest Real Estate Deal

**MONDAY, APRIL 30** — Uncle Sam doubled our nation's territory with the world's biggest real estate deal 181 years ago today, the \$15 million Louisiana Purchase. America now spends that much every 10 or 15 minutes, but in 1803 the Treasury didn't have it and we had to borrow the money in Europe.

Railroad engineer Casey Jones died a hero 84 years ago (1900) in a train wreck near Vaughan, Mississippi.

The New York World's Fair opened in 1939: the big hit was a demonstration of television. Adolf Hitler killed himself 1945. Communist troops completely occupied Saigon 1975.

Jill Clayburgh 40. Willie Nelson 51. Cloris Leachman 54.

## Vanquish Freckles On May Day?

**TUESDAY, MAY 1** — There is a lot of American folklore connected with May Day, which some of our ancestors considered to be the first day to allow kids to go barefoot, and the date to put away winter clothing, and the one day of the year to eliminate freckles. Folklore expert Professor Alan Dundes of UC Berkeley says it was commonly believed that if one went out early in the morning on the first of May and washed one's face in the dew, freckles would disappear.

Empire State building dedicated 1931.

Jockey Steve Cauthen 24. Rita Coolidge 40. Judy Collins 45. Ex-astronaut Scott Carpenter 59. TV talk pioneer Jack Paar 66. Kate Smith 77.

## Birth Of Boob Tube

**WEDNESDAY, MAY 2** — The FCC approved commercial television 43 years ago today (1941). About two months later (July 1) the first sponsored show was broadcast by WNBT/New York City, featuring a 20-second Bulova Watch commercial that cost nine dollars.

Lincoln's successor President Andrew Jackson offered a \$100,000 reward for the capture of Confederate President Jefferson Davis in 1865.

The first nonstop U.S. transcontinental flight, which two Army fliers completed in 27 hours, began 61 years ago today (1923).

Lou Gramm of Foreigner 33. Larry Gatlin 36. Lesley Gore 38.

## Longest-Running Musical Play

**THURSDAY, MAY 3** — When producer Larry Noto premiered the musical play "Fantasticks" 24 years ago this evening (1960). New York theater experts advised him to close the show immediately because of poor critical reviews. He ignored the advice. Tonight on Broadway, "Fantasticks," the world's longest-running musical play, begins its 25th straight year.

Earliest recorded solar eclipse 1375 B.C. Supreme Court outlawed covenants (binding owners not to sell to minority races and religions) in 1948.

Frankie Valli 47. Engelbert Humperdinck 48. James Brown 56. Pete Seeger 65.

## First All-Air Sea Battle

**FRIDAY, MAY 4** — Japan sustained its first defeat of World War II in the battle of the Coral Sea, which began (about five months after Pearl Harbor) 42 years ago today (1942). The aircraft carriers and support ships of the opposing fleets never came within sight of one another: Japanese planes attacked our ships, American planes attacked their ships, in the first sea battle fought entirely with air power. Five days later the USA had lost one ship and the Japanese 39.

Four Kent State University students killed by Ohio National Guard during antiwar demonstration 1970.

Opera star Roberta Peters 54. Audrey Hepburn 55.

Tomorrow (5-5) journalist Bob Woodward 41. Tammy Wynette 42.

Sunday (5-6) Willie Mays 53. Orson Wells 69.

# THE PICTURE PAGE

## Ammonia In Los Angeles



Seen here at Arista's Los Angeles premiere for the Alan Parsons Project's "Ammonia Avenue" are (l-r): Tower Records' Bob Delaney, Arista's Les Silver and VP/GM Sal Licata, APP American representative Bob Buziak, and Arista VP Richard Smith.

## Slade's "Hands Off" CBS Deal



Veteran rockers Slade have returned to the US with a new CBS Associated contract and a new LP, "Keep Your Hands Off My Power Supply," out now. Shown (l-r) standing: Slade's Don Powell, E/P/A Sr. VP/GM Don Dempsey, CBS Associated VP/GM Tony Martell, and the band's Dave Hill. Seated are Slade's Jim Lea and Noddy Holder flanking manager Sharon Osbourne.

## NYMRAD Awards Spot Awards



Shown (l-r) are some of the winners and presenters at the New York Market Radio Broadcasters Association's 9th annual Big Apple Radio Awards for spots: Lord, Geller, Federico, Einstein's Betsy Hucker, Backer & Spielvogel's Howard Stein, NYMRAD Chairman & WCBS-FM/New York VP/GM Nancy Widmann, MC Gordon Jump, WPLJ VP/GM Joe Parish, Dancer Fitzgerald Sample's Anna Knipe, N. W. Ayer's Henrietta Creech, and Slater, Hanft, Martin's Fred Siegel and Bruce Dundare.

## Loverboy Earns 9-Million Plaque



Following a concert in Rochester, Columbia presented Loverboy with a plaque commemorating sales of nine million units in the U.S. Shown (l-r rear) are Columbia's Mason Munoz, VP Arma Andon, Jay Miggins, VP Mickey Eichner, and Mary Ellen Cataneo, Loverboy's Doug Johnson and Paul Dean, manager Bruce Allen, Columbia's Patty Mahon and Sr. VP/GM Al Teller, manager Lou Blair, group's Matt Frenette and Columbia's Paul Rappaport and Phil Sandhaus. Kneeling: Columbia's Marilyn Laverty and Loverboy's Mike Reno and Scott Smith.

## Blades Cuts Out For Elektra



Latin artist Ruben Blades is shown discussing his new LP, "Buscando America," with his new label staff at Elektra/Asylum. Pictured (l-r): E/A's VP Eddie Gilreath, Sari Becker (standing), VP Greg Peck, VP Mike Bone, Robin Sloane, Blades, E/A President Bruce Lundvall, Sr. VP Lou Maglia, and VP Bill Berger.

## Preston Signed To Megatone



Veteran artist Billy Preston has been signed to Megatone Records with initial product scheduled for early April. Shown in the studio working on the record are (l-r rear) Gaylon Senogles, Megatone President Marty Blecman, Michael Rosen, and Ralph Benator. Seated: Ken Kessie and Preston.

## Browne "Cruisin'" In New York



Arista's Tom Browne recently hit Greenwich Village's Bottom Line in support of his new "Cruisin'" single and "Rockin' Radio" LP. Shown backstage afterwards (l-r): Arista's Ken Reynolds and Donn Davenport, Browne, manager Paul Zukowsky, and Arista's Steve Rubin.

## New Orleans AM Stereo Group Formed



The New Orleans AM Stereo Association — the promised first of 100 local chapters — has been formed. Shown (l-r): WWLW's David Smith, WNOE's Eric Anderson, WYLD's Jim Hutchinson, and WQUE's Phil Zachary.

# Contemporary Hit Radio



JOEL DENVER

## BLIND DJ TRIUMPHS

# Stan Snooks: A Profile In Positive Energy

**T**he next time your latest aircheck goes unanswered by the PD at the station of your dreams, think what it would be like to be blind applying for that job! Not only do you have to capture the attention of the PD, his GM, and maybe a consultant with your tape, but imagine having to further convince them you can do the job despite your sightless condition.

How does a blind disc jockey go about his job of reading copy, liners, and perform all the other tasks associated with being on the air? Stan Snooks, who's the midday personality at KPKY/Pocatello, ID, and is one of the most self-sufficient people I've ever talked with, related how he does what most of us take for granted. His winning attitude of "nothing can stop me" is something to be admired by all.

When I first spoke to Stan, he was in a bit of a crisis. The GM was out of town, the PD had gone home for the day, and the chief

engineer needed a problem answered. So who handled it? Stan, of course! "I've been here for about ten years, back when we were known as KSIH. We've been everything from Beautiful Music to MOR; from A/C to AOR to CHR, which is what we're doing now. Whatever the format, I've been able to adapt."



Stan Snooks

## It's Summertime, Summertime, Sum-Sum Summertime

If the ice age hasn't begun to thaw in your neck of the woods yet, within the next few weeks it will, and you'll be headlong into hot sunny days and warm humid nights. It's summertime, and time to think of outdoor promotions and activities. Take full advantage of the warm weather, using it as the perfect setting to press the flesh with your audience (and potential new listeners) whenever and wherever possible.

Here are a couple of ideas to consider:

- **Outdoor concerts:** Held at a beach or in a public park, tied into a charity event with local bands and/or a national recording artist, these events make a lasting impression with your audience in all ages. Leave plenty of time to prepare.

- **Fireworks:** In no time at all it will be July 4th, and somehow, some way, you'll want to be tied in with some pyrotechnics. Fireworks make a great sideshow to an outdoor concert, and are a class-act promotion with wide demographic appeal. Don't fail to get your calls done in fireworks as part of the finale.

- **Pool patrol:** If you've got a station van and can tie in with a suntan products manufacturer or soft drink sponsor, then showing up at large community pools with goodies is a great way for some cheap visibility. If you're near a beach, this is a must. Great time to hand out station T-shirts, bumperstickers, etc.

- **Waterslides and amusement parks:** In many parts of the country, waterslides are becoming the rage. Work through your sales department to secure free passes for on-air giveaway. These parks make great sites for remote broadcasts. Also, an "out of school" party is another reason to open the park up to your listeners.

- **Bathing suit competition:** This is always a hit. Tie in with a beer or soft drink distributor to cool everyone down while they're getting excited about all of the scantily-clad bodies. You might consider holding a women's and men's division to avoid making this a sexist promotion.



- **Find the dough:** Work it out with your local baseball team to have a \$1000 bill (or whatever your budget can afford) taped to the underside of one of the seats. Use a computer or random drawing to select the seat, in order to avoid any finger-pointing. During the seventh-inning stretch, announce the contest on the PA. You'll have 50,000 people thinking about your station for days to come.

Continued on Page 76

## Can-Do Attitude Is A Winner

After I talked with KPKY/Pocatello's Stan Snooks about how he overcomes the obstacles a sightless person encounters in an on-air capacity, his PD Rich Terry had a few thoughts to pass on.

"I worked with Stan before, when I was Assistant PD at sister station KWIK, and when I became PD of the FM, I inherited him as part of the staff. Years ago, Stan and I would do live play-by-play broadcasts from the Idaho State games, which is where I taught him how to run the remote board. It wasn't easy, as there were a lot of special intros, outros, and complicated commercial rotation schedules. But he simply learned how to do it."

As I found out, Stan has a technically-oriented mind and is very good with his hands. "Whenever we have a technical problem and can't raise our engineer, Stan will dive right in and fix it. He's fixed our turntables, cart machines, and we're even thinking about letting him tackle our control board, which has a monitor problem."

"Stan's 'can do' attitude is fabulous. We all take it for granted that he can do anything. Whenever I put a new record in the studio, I Braille it out for him; when I change liner cards in the studio, they're done the same way. I record his log to cassette and he Brailles it out. He's really a very capable employee because he pays a lot of attention to detail."

"He even fills out his own log in Braille, and we attach the sheets to the regular log to show what's run and at what time. Stan even takes his own transmitter readings with a device which squeals when it gets close to the correct readings. He then feels for the numbers on a special Braille indicator and logs them down. No one pampers him beyond his needs. Stan's achieved his goals because of his talent and abilities, not out of charity."



Rich Terry

### Jumping The Hurdles

Stan graduated from high school and spent a tough year filled with disappointments while looking for his first radio job. "The larger stations were a bit afraid of hiring me because I'm blind; the smaller stations were too skeptical to give me a break because they figured there was just too much I couldn't do. The hardest challenge has not been doing a job, it's been to convince sighted people I could do the job. I've seen a lot of people come and go," he chuckled, "and somehow I've hung in there because I can get the job done."

on your fingers in the shape of letters. I've not taken the time to be trained on one, and for that matter I don't even have a seeing-eye dog. I try to be as self-sufficient as possible."

Blind from birth, Stan is 30 years old and quite adaptable. "I've spent nine years with this same equipment, which is of course to my advantage. I have a Dynamo Braille labeler which also has print writing on it as

Continued on Page 76

"If there was anything I could possibly relate in an optimistic or encouraging statement, it would be 'don't take no for an answer.'"

—Stan Snooks

"Back in 1973, you still needed a Third Class license. A friend read the study guide into a tape recorder for me, and I had to go all the way to Denver to take the test. When I passed, I went around to the different stations with a tape I'd made at Idaho State University and with my own home brew set-up. It wasn't easy, but it paid off for me."

### Special On-Air Prep

Stan is a bachelor who maintains as active a social life as possible. Because he lives alone, transportation to and from KPKY is a problem. Being self-reliant, "I just pick up the phone and call a cab. Twice a day, almost every day, they get a call from me. In fact, they're ready for the call when it comes."

Stan was handling 7pm-midnights until February, when he was promoted to mid-days. He's at the station by 8am to prepare for his 10am-3pm shift, but unlike other disc jockeys, Stan must rely on the help of others for show prep and to do his production. "When I cut commercials, someone reads the facts or copy into a tape recorder and then I produce it. The same thing happens with the daily log. My PD Rich Terry tapes the information, and then I Braille it out to paper myself. Everyone here is so cooperative with these few little things I need to be able to do my job."

### Self-Sufficient And Adaptable

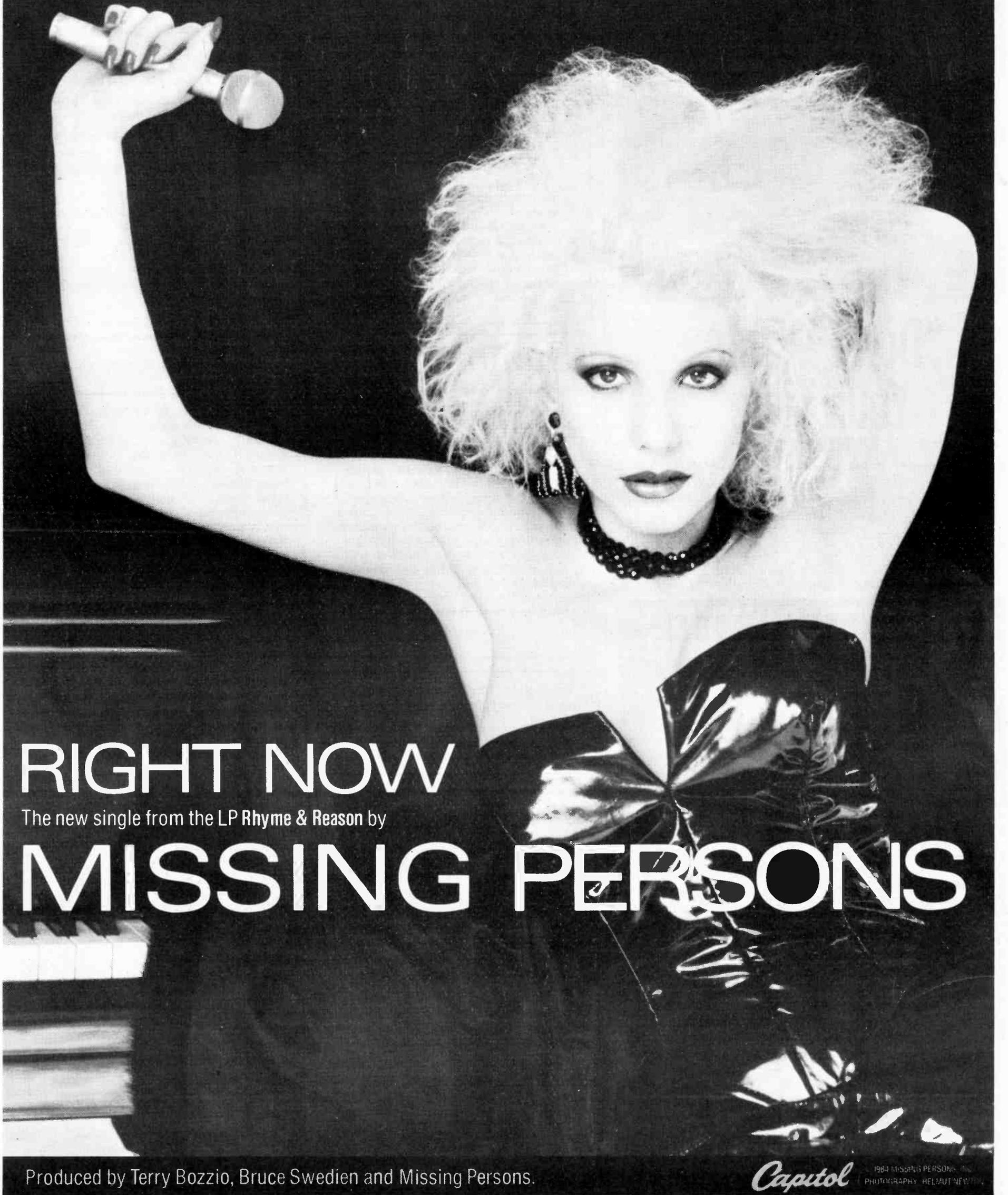
Stan spoke of some improvements in technology designed to help the sightless. "There is a new device called the Opticon, which lets a blind person read certain types of print in a tactile form. It works on the principle of running your fingers across a screen and sensing minute electric currents

## "Who's Your Tailor, Rick?"



Some people will do anything for ratings, and KIIIS-FM/Los Angeles morning maniac Rick Dees is no exception. This less than flattering pose of the "morning mouth" appeared in local papers recently to promote the "Rick Dees Comedy Show," which was making a whistle stop at the prestigious Santa Anita Derby (4-8). Dees shares the limelight with the rest of his morning show companions, including Coach Charley Wright, Liz Fulton, wife Julie Dees, special guest the Unknown Comic, and his cast of regular morning call-in crazies.

HEAR NOW!



RIGHT NOW

The new single from the LP Rhyme & Reason by

MISSING PERSONS

Produced by Terry Bozzio, Bruce Swedien and Missing Persons.

Capitol

1984 MISSING PERSONS INC.  
PHOTOGRAPHY HELMUT NEWTON

# "Don't Waste Your Time," "Jump" On These Records

## YARBROUGH & PEOPLES



# "Don't Waste Your Time"

### CHR SIGNIFICANT ACTION

WXKS-FM	WWSR	WOKI	WHOT-FM	KISR
WCAU-FM	WKFM	WABB-FM	13K	WFOX
Z93	WKRZ-FM	KTFM	KQMQ	Q101
WHYT	WHTF	KROK	KLUC	WAZY-FM
KIMN	WSSX		WFBG	KDZA
XTRA	WZLD		WGUY	KHTX
	KSET-FM		WJAD	



# POINTER SISTERS



# "Jump (For My Love)"

### CHR NEW & ACTIVE

#### Added This Week At:

WBLI	WMAR	FM100	K107	103CIR
B94	WLAN-FM	G100	WHOT-FM	WQCM
CFTR	KC101	WHHY-FM	13K	WISE
Q107	WSPK	KBFM	KKXX	WCGQ
Z93	WGFM	WRVQ	KYNO-FM	KISR
KAFM	WHTF	KTFM	K093	WFOX
I95	KZZB	KMGK	KCPX-FM	WYKS
KBEQ	KXX106	WMEE	KRSP	WPFM
FM102	WZLD	WKFR	KRQ	KKQV
KS103	KSET-FM		WFBG	WBWB
KFRC	WANS-FM		WGUY	Y94
Q100	94TYX		WZON	KZOZ

ONE OF THE  
MOST ADDED

Produced by Richard Perry



Distributed by RCA Records

# Stan Snooks: A Profile

Continued from Page 74

well. So carts, records, commercials — whatever — are all labeled both ways. Any changes made in studio equipment would be readily apparent. If the station were to buy a new board, it would only take me a few minutes to learn where everything was.

"When you're blind you have to be adaptable. So I guess my other senses are a lot more sensitive," he remarked. "While I rely on my sense of touch to a large degree, my ears are really sharp, too. We use an Optimod limiter, but I set my levels off the board by ear to avoid any distortion before it hits the Optimod. Nothing sounds worse than a heavy bass line hitting the machine, and the distortion is terrible."

### Out And About

Blindness doesn't stop Stan from making public appearances, either. He's critically aware of others' reactions to his physical shortcomings, but Stan goes out of his way to ease the tension. "I do a lot of public speaking in schools on a variety of topics: sometimes on radio as a career, and then others as a self-sufficient blind person. Most of my radio listening audience isn't aware

that I'm blind, and when they come and meet me while on remote, they're taken aback, not knowing whether to feel sympathy or amazement . . . it's probably a bit of both. Until people get to know me, they can be shy, and it's up to me to make them feel comfortable.

"The hardest challenge has not been doing a job, it's been to convince sighted people I *could* do the job."

—Stan Snooks

"If there was anything I could possibly relate in an optimistic or encouraging statement, it would be 'don't take no for an answer.' Prove to those with sight that there are ways to make it work. Sure, it takes a bit of cooperation from some folks, but regardless of the task, a blind person can do the job."

# Summertime

Continued from Page 74

- **Kite flying:** Having kites imprinted with your calls is a cheap and effective handout for an afternoon of fun. Great family-oriented promotion.

- **T-shirts, hats, bumperstickers, etc.:** Wherever you make appearances, you should be ready to hand out *something* with your calls emblazoned on it. In the arena of baubles, bangles, and beads, *you always get what you pay for!* If the item looks cheap, it cheapens your image as well. Stick with quality items, and reputable merchants.

# Motion

Former WRIG/Wausau, WI PD Jerry Steffen joins the WSPT/Stevens Point airstaff, replacing Tim Dunbar, who exits for the PD chair at KKCK-FM/Marshall . . . Klm Bradleigh upped to MD at WKAU/Appleton-Oshkosh . . . WFBG/Altoona PD Tony Booth named Manager of Gilcom Cable Division . . . KBIM/Roswell welcomes Sales Manager Doyle Cavins from KKJY/Albuquerque . . . Aubrey Hayden exits the MD slot at KROK/Shreveport for week-ends at KAFM/Dallas . . . WASH/Washington promotes Shannon Lehere to News Director . . . At WHSL/Wilmington, Stanley B. Stewart is the new PD from crosstown WMFD, while Jeff Stone becomes MD.

New to KNBQ/Tacoma-Seattle is night rocker Jeff Randall from KMGG/Los Angeles. Coming aboard as MD/overnight personality is Sandy Loule, formerly with the Double K-FM Network in Fargo, ND, while new Production Director/midday man Tim Edwards joins from KRPM/Tacoma . . . KPKE/Denver appoints Andrea Mangino-Montoni Promotion Director . . . Q92/Rochester has a new staff lineup: Mornings with Dr. John Potter, from KJR/Seattle; early mid-days with Mike Vickers; PD/midday man Jay Stevens, formerly with WVIC/Lansing; afternoon driver Kevin Belcastro; night owl Major Tom, and overnigher Kelly Sinclair . . . For the record, WHYT/Detroit's afternoon man is J.J. Walker, and Steve Kelly is doing nights, not the reverse as previously reported.

### For The Record

The listing for **Motown** in the "CHR Record Promotion Checklist" (R&R 4-20) should read:

Motown (inc. Gordy, Tamla, Morocco)  
Nat'l: Howard Rosen, Don Wright, Vicki Leben



ALOHA DICK CLARK — Dick Clark was in Hawaii recently to host the "Most Beautiful Girl In The World" contest. Clark stopped by the KIKI/Honolulu studios to tape his syndicated National Music Survey. Pictured (l-r) are KIKI GM Jeff Coelho, Promotions Director Susan Kunimura, Dick Clark, and PD Kamasami Kong.

# Dear Uncle Tookie,

Thanks for taking us to the top of the charts  
and showing us how to stay there.

Debi Lipetz

J. Jackson

Tom Dando

Larry Douglas

Bill Kennedy

Michael Conway

Don DeMig

Walter Winnick

Terry Coen

Polly Anthony

Don Eason

Ron Mosley

George Wenberg

Tommy Wenberg

Mark Lath

Ray Free

Jeff Stave

Maurice Warfield

Joni Starks

I.C. Hopkins

J. White

Gerry Thompson

Doug Hamann

Michael Moore

Jeff Carroll

Joe Burr

Bill Bennett

Michael English

Don Miller

Bill Johnson

Charlie Herbst

Larry Wall

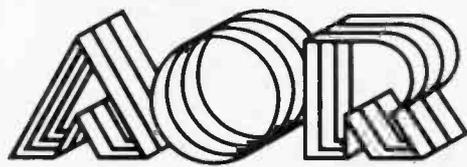
David Lewmark

Tommy Leeds

Craig Rosebear

Jenny Callink





STEVE FEINSTEIN

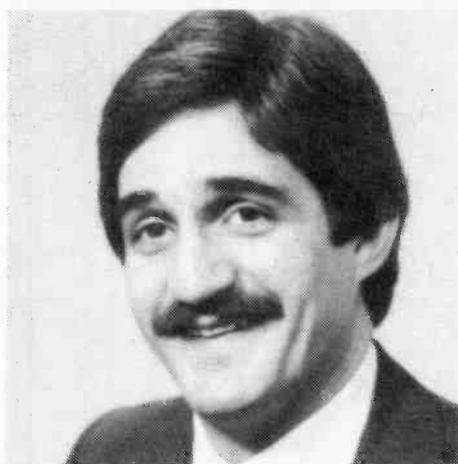
## WHAT A GM LOOKS FOR IN A PD

# The Right Stuff

Freud mused, "What do women want?" Prospective programmers ponder, "What does a general manager want?" We'll go to the source to find out exactly what qualities GMs look for when hiring the right man or woman.

## John Beck's 15 Reasons To Hire A PD

Hiring three program directors over the past two and a half years inspired KSHE/St. Louis GM John Beck to block out a list of



John Beck

topics he quizzes candidates on. (Beck hired Dave Popovich and Frank Hanel at KKCI/Kansas City, and then brought Rick Balis back to KSHE recently.) Any programmer, whether he's set in his gig or looking for a new one, would do well to make sure he's up to snuff in these areas.

1) *Track record*: Has the PD done battle in a more-than-one-AOR market, or has he always operated as the sole rocker in town?

2) *Research familiarity*: Has he done in-house research, and has he ever interpreted a market study or focus group done out-of-house by an outfit such as the Research Group?

3) *Management style*: "I'm not interested in a heavy-handed style. I'm looking for a teamwork-style, people motivator who manages positively instead of beating people over the head," says Beck.

4) *Attitude towards record companies*: "If they're too friendly with the record companies, then you know who programs the station," declares Beck. But neither does Beck propose that a programmer be aloof or antagonistic towards record reps, otherwise "how will he land a record first or be able to work on promotions with them?" He prefers someone who enjoys a good rapport with the record community while maintaining programming independence.

5) *Objectivity, flexibility, and versatility*: Is he unattached to rigid programming concepts and philosophies? Is he open to new ideas and opinions? Can he adjust to changes in the market's competitive make-up?

6) *Media marketing skills*: Does he know how to position a station's product properly through a TV spot that communicates a specific consumer benefit, rather than just throwing away dollars on a glitzy spot that doesn't really sell?

7) *Attitude towards consultants*: Beck feels this is a telling sign of a programmer's ego strength. He likes a programmer who feels a consultant is not an intrusion on his turf, but rather another member of the team who will provide help.

8) *Knowledge of street and on-air promotions*: Does the PD appreciate the value of getting out on the streets and pressing the flesh, or is he a mechanistic technocrat who prefers staying in his shell and avoiding direct contact with the audience?

9) *Engineering acumen*: Does he have an appreciation for how a radio station's audio "sounds?" Beck's touchstone question asks whether the applicant has ever worked with an Optimod 2, a processor that helps to boost a station's sound.

10) *Legal knowledge*: Does he understand how to maintain a public file? Is he aware of FCC and FTC regulations regarding payola, plugola, lotteries, etc.?

11) *Attitude towards sales*: Beck looks for an individual who has a balanced perspective. "He should appreciate the sales department, but not let it rule the air," he says. "I don't want to hear, 'They're always coming in and trying to change my format.' By the same token, a PD shouldn't be a pushover. He should be willing to cooperate, but not at the expense of hurting the air sound. A PD has to be concerned with quality control."

12) *Ability to work with concert promoters*: Can he work effectively with promoters without selling the station down the river? Will he refrain from running promotional mentions every five minutes and resist letting promoters program the station to suit their needs?

13) *Organization skills*: Of course, no one in his right mind will admit in an interview that he's not organized. Beck tries to get at the truth by having the applicant outline his systems for handling an important area of his job, such as music or promotions.

"It's no longer enough for him (a PD) just to know who the original members of the Animals were."

—Dick Meeder

14) *Time spent working*: Beck finds that asking, "How many hours should you work?" yields revealing answers. The one he's looking for is, "As long as it takes to get the job done. Sometimes I work 12 hours, and often I work Saturdays when there's a promotion going on."

All work and no play makes Jack a very dull boy, and for many GMs, a wise candidate would do well to mention the importance of setting aside time for leisure activities and a healthy personal life. Radio is rife with workaholics devoid of interests outside of the biz.

# The Bionic PD Checklist



A GM's "Dream PD" would be strong in areas such as these:

- Research
- People skills
- Working with record companies and concert promoters
- Flexibility and adaptability
- Media marketing
- Promotional savvy
- Engineering awareness
- Working with the sales department
- Organization
- Diligence
- Computer literacy
- Legal knowledge

15) *Salary range*: Ideally, this should be the closer, the last item discussed. Salary considerations will usually fall into place relatively easily once a mutual interest in working together has been expressed.

writing a program that will preprogram the station's music at considerably less expense than purchasing similar software.

At the same time, Meeder counts "caring about other people" as an essential trait. Sensitivity and respect for other people produce a climate where "people feel comfortable and part of a team," states Meeder. "The clock doesn't mean anything to them, and they'll go the extra mile and give 110%."

A PD's empathy should extend beyond the airstaff to "the continuity person, the promotion person, the production person, and everyone else connected to the station he comes in contact with." This relates to Meeder's observation that a PD can no longer just concern himself with programming and talent, but "must be multidimensional, and exhibit qualities that will prepare him to become a GM."

He also lists the ability to delegate as important, noting that "formerly an AOR PD did everything; he was the MD, promotion director, merchandising director, and pulled an airshift. Now, in the age of specialization, he must be able to find the right people to fill the jobs, communicate ideas effectively, and delegate responsibility."

## More Qualifications

Some other areas to consider include:

*Appearance*: "You have a great face for radio." Who hasn't heard that crack at one time or another? Though you needn't be stunningly beautiful, your grooming and overall appearance will never be completely overlooked by even the most objective of interviewers. And for good reason — you'll be representing the station to clients, at promotional events, and to the industry at large, often alongside a nattily-attired GM or account executive. As corny as it may sound, a glance at John Molloy's "Dress For Success" is a good investment.

*References*: John Beck relies on them as a gauge of an applicant's character and abilities, saying "If you can't hire someone you know personally, you try to get someone who is respected by people you trust."

Some folks who interview beautifully can be undone by less-than-flattering testimony from people who have been in the trenches with them day-to-day.

*Ambition*: Does the prospective PD have his sights set beyond programming? If the company invests effort in training him, will he prove to be a good candidate for advancement to upper management? In the more immediate sense, a programmer whose perspective extends beyond his own programming nose will be a more valuable employee, since he looks at a radio station's operations holistically.

## The Meeder Meter For A Primo PD

WKLS/Atlanta VP/GM Dick Meeder hired an array of PDs before he found his man in Alan Sneed, who is currently in his second stint as the station's programming chief.



Dick Meeder

Meeder notes that today's AOR PD must be skillful in areas beyond music and talent management. Some of these areas were of little concern to many PDs five years ago: research, ratings analysis, promotions, budgeting, and relations with the sales department. "It's no longer enough for him just to know who the original members of the Animals were," quips Meeder. "More than ever before, he must work closely with the sales manager and consult with clients in a mature, intelligent, businesslike manner."

Radio is a form of show business, and a PD has to know how to put a show on the radio, as well as have business smarts. Meeder finds airchecks of previous stations that an applicant has programmed to be the best indicator of creativity and the ability to craft an exciting, entertaining air sound. He's noticed, though, that "many AOR programmers have never learned how to develop personality radio and compelling programming."

Include Meeder among those folks who are bullish on computer literacy. Sneed, who has a background in statistics, is



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Target AID<sup>SM</sup> uses ClusterPlus<sup>SM</sup>, a powerful marketing segmentation tool, to profile a market or audience by lifestyle characteristics. It can bring a whole new perspective to broadcast advertising. Now you can determine more than just the specific demographics of a broadcast audience; you can see what kind of *consumers* those numbers represent. You can differentiate stations, programming and formats from others with seemingly identical audience ratings. Target AID is the tool that allows you to pinpoint those audience differences and use them to your advantage.

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**CYNDI LAUPER**

**"TIME AFTER TIME"**

AOR Tracks: 26 AOR Albums: 27

*Portrait*



**HEART**  
**"THE HEAT"**

AOR Tracks: 32

From The Hot Soundtrack **"UP THE CREEK"**

Produced by Spencer Proffer for Pasha



**FACE TO FACE**  
**"OUT OF MY HANDS"**

**AOR NEW & ACTIVE**

Now On Over 50 Stations!



**More Home Runs**  
**From E/PIA**

Distributed by CBS Records

**The Right Stuff**

Continued from Page 78

**Sense of humor:** A dour, humorless type of fellow will often come up short on the "people skills" necessary to build a loyal, tight staff. Also, we all know that a station's air sound reflects its PD's personality and style. The job candidate with a bit of wit and warmth is likely to build a station with those same qualities.

**Communications/selling skills:** Can he explain his game plan in clear, layman's terms rather than in rocket scientist techno-speak? The PD will be called upon to communicate effectively not only with the airstaff, sales crew, and others within the station, but also with clients, promoters, the press, and even directly to members of the audience. This ability is particularly crucial in the case of a PD who inherits a station with basement ratings and is required to sell his strategy "on the come" — to convince others that his game plan will pay off shortly.

Additionally, the knack for expressing ideas with brevity and simplicity is essential in communicating efficiently across the airwaves. Understanding economy of language assists in writing copy for liners and promos, and in guiding the airstaff on how to say as much as possible in as few words as possible.

**Asking questions during the interview:** John Beck observes, "If you go into an interview with a list of questions to ask the prospective employer, you hit

their hot spot and they wind up selling you on themselves. They get excited about your interest in what they do."

In effect, you reverse the interviewing process for a spell, and demonstrate an inquisitive mind. By changing the spotlight to the other party, it may also serve to relieve any tension you're feeling. You've also stroked the interviewer by expressing interest in him and his company, and shown good sense by wanting to know what kind of individual and organization you're getting involved with.

As Robert Preston sang in "The Music Man," "you've got to know your territory." Know something about the company's history, other properties, and corporate style, if possible. Bone up on the career path of the person you'll be talking to. At the very least, he'll be flattered that you seem to have been admiring him from afar.

**Get A Job**

I hope this overview of the qualities a Six-Million-Dollar PD might have helps you in taking stock of your assets and liabilities. No individual can be expected to be letter-perfect and possess all these traits. In fact, both Beck and Meeder said as much; they never look for the "perfect 10" when hiring a programmer.

By the by, if this piece proves to be an asset in landing your next gig, I'll expect a 10% gratuity. Thanks.

**RADIO ACTIVITY**

**Crazy Strain**

Be forewarned — sometimes an in-store appearance can be too successful, as was the case with Ozzy Osbourne and KRCK/Portland recently. It was Ozzy's first in Portland, and probably his last. Police used tear gas to disperse a crowd of over 2000 rabid fans who performed the Ozzy chant ("Ozz-zee, Ozz-zee") as they were crushed against the store's windows. The Oz was forced to become a back door man and beat a hasty retreat when things became too unruly.

**Just Causes**

Every time a New York Met hits a home run at Shea Stadium this year, an animated apple will appear on a scoreboard and WAPP/New York will donate \$103 to the New York Special Olympics.

KMBQ/Shreveport sponsored a benefit screening of "Hard To Hold" to raise dollars for a family crisis center.

**Norfolk News**

Various events at WNOR/Norfolk: The station cosponsored a pig roast for MS, and is tying in with a walkathon for the March Of Dimes. Meanwhile, WNOR's Henry "The Bull" DeToro was awakened by a goat in his front yard one day, as he was honored

cludes station activities and clever profiles of staffers. The piece goes to not only listeners and the press, but also to clients and agencies. It's worth a look.

**Promotion Commotion**

Instead of pulling any practical jokes on April Fool's Day, WCMF/Rochester offered "no joke" oil changes for 96 cents (frequency tie-in).

"Learning To Crawl" is the latest Pretenders album, and the song "Show Me" is, to quote R&R's Ken Barnes, "a cute way of introducing an infant to the modern world." WWVW/Charlottesville came up with a neat tie-in when the band came to town: a baby picture contest, with the cutest infant's mug netting a Pentax camera, Pretenders catalog, and tickets to the show.

**Prize Patrol**

KMET/Los Angeles gave away a "Tour De-Force" to two listeners: seven days in Hawaii, including a 38 Special concert and a pair of surfboards. In a separate promotion, the station sent a listener to see Van Halen in New York six weeks before the band's L.A. dates . . . WKLS/Atlanta drew 150,000 entries for a mint-condition 1967 GTO convertible.

**SEGUES**

Jeff Pollack has withdrawn as consultant of WLRS/Louisville . . . Frank Felix no longer consults KTYD/Santa Barbara.

John Valentine is the new MD at WRCN/Long Island, replacing Jim Buckley, who moves to A/C WALK-FM for airwork . . . Amanda Tepper is the latest MD at WBRU/Providence.

The new lineup at KLOS/Los Angeles reads:

- 6-10am: Shana
- 10am-2pm: Bob Coburn
- 2-6pm: Linda McInnes
- 6-10pm: Steve Downes
- 10pm-2am: David Perry
- 2-6am: Joe Benson

Peter Moon takes over evenings at WAQY/Springfield from WPLR/New Haven . . . Resident metalmaniac Mark Avery moves into mornings at KTYD, as Ray Pierce exits.

Peggy Fox is named Promotion Director at WGRX/Baltimore.



by the local Jaycees as a guy who "gets someone's goat." The station also did a live breakfast broadcast at which 200 listeners were able to "eat it up" with the station's morning team. Breakfast was served buffet-style, and an open mike was available for audience members to say hi to their moms on the radio.

How do I know all this good stuff? It comes via an outstanding weekly WNOR newsletter which in-

# SEE.

# HAGAR

**See.** The 90-minute Hagar/Schon/Aaronson/Shrieve Concert Special airs Saturday, April 28, at 11 p.m. EST on



# HEAR.

**Hear.** Participating



radio stations simulcast the concert nationwide.

# PLAY.

**Play.** "Whiter Shade Of Pale" 7-inch single and limited edition 12-inch pro (individually autographed by Sammy, Neal, Kenny and Michael) on your desk April 30.   
7-29280  
"Whiter Shade Of Pale" video available next week.

# BELIEVE.

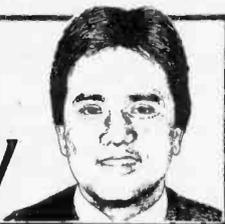
**Believe.** Rock & roll history in the making.

**Hagar/Schon/Aaronson/Shrieve**



Management: Ed Leffler/Herbie Herbert  
©1984 The David Geffen Company

# Adult / Contemporary



RON RODRIGUES

## New Look To Music Pages

**R**ecent programming trends in A/C radio have dictated some changes we'll be making in R&R's A/C music section, effective this week.

Specifically, in order to better determine the A/C hits, the number of stations a song needs to achieve "Breaker" status has been raised from 50% to 60% of our reporters, matching other R&R music formats. R&R has always wanted readers to know that if a song earns "Breaker" status, then there is a good chance it will be a hit record. This change will let you know, even more than before, that the Breaker term means a clear majority of our reporting stations are playing any given record. Accordingly, to allow for songs to "break" onto the chart at about the same time as they become Breakers, we've trimmed the Back Page A/C chart to 25 songs.

### Shrinking Playlists

It seems to be the rage for A/C stations to cut their current playlists to miniscule numbers. Why? Many programmers cite a lack of product featuring A/C superstars. Others are unwilling to play untested new product in favor of familiar oldies. For whatever reason, there has been a growing trend among A/C stations not to play newer music until it's tested by someone else.

Playlists are shrinking! Highly-rated A/C stations like WHHY/Montgomery, WGY/Schenectady, WAXY/Ft. Lauderdale, WROR/Boston, WBEN/Buffalo, KNBR/San Francisco, WYNY/New York and plenty of others are slashing their playlists to as few as 8 records! Most record company promotion people know this has been happening for some time now.

"The simple truth is that the average A/C station is no longer playing 30 songs."

Many stations which aren't pruning their lists are holding onto their current product longer, which in effect, still makes them slower to react to newer releases. While this might be a valid move, it creates a chart credibility problem. With most of A/C radio's attention being paid to the top songs, there is a clear lack of consensus with those at the bottom. Now that so many A/C stations have cut back their playlists, it has become very difficult to be able to continue justifying a 30-song chart — a problem R&R had with CHR's 40-song chart not too many years ago. The simple truth is that the average A/C station is no longer playing 30 songs; in major markets, that figure is considerably less. There's no longer any real consensus on songs below 25 on R&R's chart, a condition that in all likelihood is temporary.

Because of the shrinking playlist situation, fewer songs are becoming hits. Like many aspects of the entertainment business, radio runs on cycles, and the trend towards longer playlists, and the need for them, will probably return soon. Record companies have expressed concern that R&R's cutting the A/C chart to 25 songs will influence stations to cut their playlists even further. *Understand clearly that these moves are in no way an endorsement for any station to cut its playlist!* Indeed, R&R has always concentrated on successful A/C stations which use a significant amount of current music. We're making these moves only as a reflection of what's already happened around the country, not what should happen.

Keep in mind that some stations are not cutting their lists and remain quite successful. If you're in the latter group, then you are among the stations that could very well be setting new music trends for A/C stations around the country. With fewer adventurous stations, yours becomes increasingly important.

### Other Changes

We've also increased the minimum number of stations a song needs airplay at in order to appear in the paper. That figure has been increased from five to ten stations — (approximately 8% of our reporting

## How To Read The "Rotation" Chart

R&R's "Rotation" A/C chart can be found on the A/C "inside" music page, along with the Breakers, New & Active, etc. It's a reproduction of the Back Page chart with rotational breakouts listed at the side. The example shown here is a real chart, but we've taken out the actual song titles to avoid picking on particular artists, songs, or labels.

	Total Reports/Adds	Heavy	Medium	Light
1. ARTIST	127/0	114	12	1
*				
*				
10. ARTIST	93/0	47	40	6
*				
*				
19. ARTIST	82/4	17	52	13

In the above example, you'll find that 90% of the stations playing the number one song had it in heavy rotation. At number ten, 55% of our reporters showed the record in heavy. Down at number 19, only 27% of the stations which were on that song played it in heavy rotation. Considering that only 64% of our reporters were playing number 19 in any rotation, those with it in heavy represented only 13% of our total stations.

By using this chart, you can easily separate the confirmed hits from the developing songs. You can also find out if a song's chart position was due to the sheer number of stations playing a record, or if it had heavy rotation strength where it was getting played. Remember, rotational improvements are a key indicator. Many stations may not truly believe in a record until they move it up in rotation. So from now on, it's best to keep a copy of last week's R&R handy so you can track how a song does by rotation from week to week. You can also find out if a chart jump was due to a lack of strong product above it, or if it advanced because of a significant number of rotational increases.

As you can see, this new rotation chart will provide you with valuable insight for the first time on how charted records are performing, because sometimes "bullets" are not enough. If you have any questions about this new feature, feel free to call me at any time at R&R (213) 553-4330.

## Station Profile



WEZS/Richmond, VA  
121 Wyck St., Suite 300  
Richmond, VA 23225  
(804)745-2000

Owner: EZ Communications  
Rep: Torbet

GM: Wanda Bottlger  
Program Manager: Sam Church  
MD: J.T. Stevens

103.7 MHz  
74kw

"WEZS dropped its Beautiful Music format in late August 1982 in favor of a live, music-oriented A/C approach. Playing four-in-a-row sweeps of only the 'best oldies' and Richmond's 'favorite new music,' EZ104 appeals to Central Virginia's 25-49 adult audience.

"The music is the real star of EZ104. We play a 50/50 blend of currents and oldies. Our announcers are a group of professionals who deliver the music and the format as human beings and still manage to provide personality.

"EZ104 is highly visible in the community. Special activities include station-sponsored parties, concerts, and charitable fund-raising events.

"Whether it's sales or programming, engineering or management, 'The New EZ104' is a team dedicated to being Richmond's favorite station."

—Sam Church

field). Again, we want at least a minimum of meaningful support on records in all areas of the music section.

Finally, a duplicate copy of the A/C chart will be printed on the "inside" A/C music page. That listing will break out the performance of charted songs by the rotations in which they're being played. See the accompanying story for a full explanation of that chart.

Time and time again, we've noted that the term "A/C" is an umbrella label, a term a variety of stations use to announce their desire for adult demographics. Likewise, the music these stations play covers a

broad spectrum. Full service AMs may only get to three or four records per hour, while the FMs might play as many as 16. One station sounds close to Beautiful Music, while another features an ethnic, CHR-oriented mixture. That's the beauty of A/C — a variety of stations appealing to a large and diverse demographic. Because of this diversity, however, it's difficult to build a relevant A/C music chart. These changes are designed to help you further determine which songs are right for your station. We're confident these adjustments will strengthen the trust you place in our information.



**SKIING WITH THE STARS** — Friends of John Denver gathered backstage at Harrah's Resort during his 1984 Lake Tahoe Celebrity Ski Tournament. Pictured (l-r) are KRNO/Reno PD Larry Irons, RCA promotion rep Brenda Romano, RCA Regional Pop Promotion Director Steve Leavitt, Denver, RCA National Promotion Manager Bonnie Goldner, and former KHOW/Denver MD Leigh Starnes.

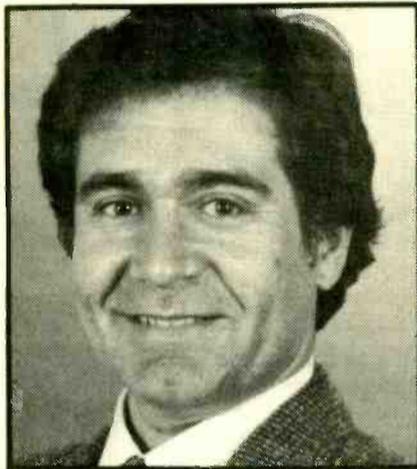
# Almost Like Being There...

Cassette Tapes of *DIRECTION '84* Sessions. \*



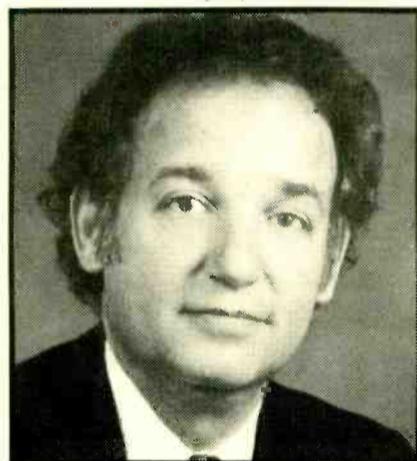
*Patricia Aburdene*  
**"Age Of The New"**

**"An overview of all that's happening in the U.S.A. Today . . . How we got where we are"**



*Dr. Charles Garfield*  
**"What Makes A Champion/Peak Performance."**

**"Are you a champion? What to look for, and what to work for."**



*Paul Bortz*  
**"Where Cable Is Going To In Relation To Radio."**

**"Don't worry about Cable Radio . . . but there are new competitors we should take a look at."**

\*If you buy the full set, we'll send along the seminar workbook with all exercises and articles . . . FREE!

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If you order a complete seminar set for \$217.50, we'll include a "Direction '84" notebook which includes additional print material, useful exercises and the case study outline. You'll also receive the case study solution cassette as a bonus. Please check tapes desired.

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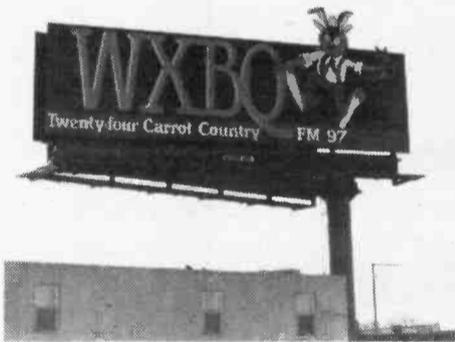
LON HELTON

## 21.1 AQH SHARE

## WXBQ: Number 1 — In The Country!

On page 47 of the April '84 R&R Ratings Report, you will find WXBQ/Bristol, TN (Johnson City-Kingsport-Bristol metro) perched atop the Country format leader chart with an AQH share of 21.1! The station's afternoon personality Gordon Light appears on page 38 as the no. 1 PM drivetime dominator with a 21.9, while former PD and morning personality Steve Taylor is 19th among AM drivetimers on page 37.

Turn to page 152, and you'll notice an overview of the entire market. Pay particular attention to the fact that WXBQ's accomplishments have not occurred in a market devoid of competition, but one where five of the top 12 stations are Country, with a total Country share of 38.1 — WXBQ garnering the aforementioned 21.1. WXBQ ranks No. 1 in cum; the demos are an account executive's delight, as the station is first 18-34, 18-49, and 25-54, while finishing third in teens!



You'll notice I said former PD in the first paragraph, as Steve Taylor has left the station to seek his fame and fortune at a TV station in the market. To get the story on WXBQ, I talked with Bruce Clark, the Corporate PD for Bristol Broadcasting; Bruce also has a hand in programming WQBE-AM & FM/Charleston, WKYX & WKYQ/Paducah, and WXBQ & WFHG/Bristol.

## Have You Heard?

From the "Now It Can Be Told" department: The real reason the movie "Tender Mercies" was so critically acclaimed! The next time you see the movie, listen verry carefully to the voice of the disc jockey on the radio in the background. It is none other than that of WMZQ/Washington, DC PD Bob Cole! No wonder he lost all that weight — a screen test is probably next. Don't laugh. Ronald Reagan started in radio and he ended up in the movies... Speaking of voices popping up in the strangest places, WPLO/Atlanta's Len Anthony is the man behind the voice introducing Atlanta in one of their latest videos... Back to the real world, Franklyn Jay is now the PD of WIXY/Springfield, replacing Mike Williamson... Joe Cunningham now programs WMNI/Columbus, coming from the Assistant PD slot at WCOL in that city... KXXY/Oklahoma City evening personality Vern Roberts has been upped to MD... WSIX/Nashville Production Director Bill Middle-



### The Market

Bruce began by providing an overview of the market. "I know everyone believes their market to be unique, but this one really is. Consider that we are actually looking at three cities approximately 20 miles apart which form a perfect triangle.

"One tough aspect of programming to an area like this is that each city has a very definite personality. Johnson City is a very progressive, youth-oriented city; Kingsport is a little older, more established, 'money' community; and Bristol is unique in that the state line cuts right down Main Street — half of it is in Virginia and half is in Tennessee. Being a UT or Virginia fan depends which side of the street you live on!

"This marketplace truly contains a vastly diverse field of opinion. Our metro encompasses seven counties, and one of the hardest decisions has been how to program to so many different philosophies. When you cover that much territory you have to do some hustling if you are going to be involved. When we decided to drop the automation and go live two years ago, the commitment was made to serve the area and we are in the community everywhere."

ton is now doing 6-midnight... Jim Lago is the new morning driver at KRBQ-AM & FM/Denver. Jim most recently has been in Houston at both KILT and KULF... From weekends to overnights at KGHL/Billings is Paul Mushaven, while Mike Bustell fills the weekend vacancy... Some changes at KMPS/Seattle, as afternoon personality Gary Vance is retiring. Filling the slot from crosstown KPLZ is Ichabod Calne. Also, Charlye Parker joins the station from KGAA/Kirkland, WA as MD... Marsh Johnson is the new midday jock at KRKT/Albany, OR, coming from KERR/Pollson... Paul Thomas takes over MD duties at KHAK/Cedar Rapids from PD/MD Jay Allen... Just a reminder, I'm always looking for great photos of whatever you and your station have been up to. Send them to Radio & Records, c/o Lon Helton, 1930 Century Park West, LA, CA, 90067. I want to let everyone see what you are up to, as well as let them know what you have heard. Keep me posted!



WOULD YOU BUY A CAR FROM THIS RABBIT? Probably not, but luckily that's not his job. "The Rabbit," as he is known around the market, is the highly visible mascot for WXBQ.

### The Mascot

One of the ways WXBQ maintains its high visibility is through the use of a station mascot. When the station decided to go with the slogan "24 Carrot Country," the rabbit as mascot was a natural progression. As a matter of fact, they now have three separate "rabbits" who are constantly out on the town.

The use of the rabbit stems from WXBQ's desire to better market itself by providing the station with an image. The rabbit appears on everything put out by the station — from stationery to playlists to billboards and TV spots.

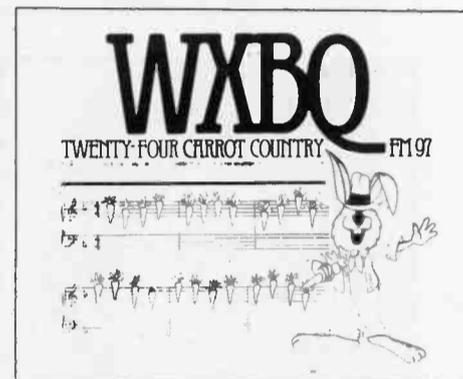
"We do three-dimensional billboards," Bruce said, "with the rabbit actually popping out of the board. Our TV spots are animated, featuring the rabbit putting a carrot into a hat and pulling out the call letters. No matter what the promotion, the rabbit is there. Whatever we do, the rabbit is in the forefront. Our van is even painted that way. When you see the golden arches you automatically think of McDonald's. When people in this market see the rabbit, they think WXBQ."



### The Key: Excitement!

One of the things Bruce wants to do is "generate the kind of excitement that was once generated by radio stations in the mid-1960s, when they were something people held in awe, rather than 'Oh, yeah, that's a radio station.' While country music doesn't quite have the energy level the music of that era had, I don't think it's far off, because back then the station itself brought the energy level up. That's what Country stations today need to do. The music will work for you. What comes into play then is how well you put together the other elements to bring excitement to your station."

Bruce told me WXBQ is "a derivative of Continuous Country, but we take it one step further with excitement and personalities. We've always done well in the market, even with the automation. But it's been since we added the personalities that we've been able to take the next step: that leap from a typical Southern city station where Country does well to a station that does exceptionally well. Up to that point we felt the music was close, but we missed that personal



touch because we had no outside communication with John Q. Public. There is nothing that is going to replace a nice, natural, excited-sounding person on the air who goes out and shakes someone's hand."

When asked about his air sound, Bruce said, "We have very little clutter in our music sweeps, and run 12 minutes of spots per hour, breaking four times. When we come out of a music sweep, we always come out excited because we have things going on! We promote constantly."

With regards to promotions, Bruce told me, "Just because you are doing Country radio doesn't mean you have to do promotions in the matter-of-fact way in which call-ins and mail-ins are done. We use all the 'old school' methods of trying to build excitement by involving the audience in the promotion. This recycling works in two areas: One, the excitement is new to most of the hardcore Country listeners who didn't listen to rock; two, it brings back fond memories to the 25-54 demo that has just been turned on to country music. They are comfortable with that style of radio because it is what they have been listening to for years. Most people remember this type of radio in their youth as being a part of their good times, so they have good feelings when they hear it on WXBQ. We are doing it differently than it was actually done, but people perceive it to be the same because of the energy level."

### Music Rotations

Promotions and excitement are not the only areas where Bruce draws parallels between WXBQ and radio of days gone by. His record rotations are reminiscent of those used by Top 40 stations years ago and CHR stations today.

"We have an expanded playlist in that, depending on the product out in a certain week, it ranges from 42-52 records. Records in heavy rotation come up every two hours and 20 minutes. Our medium rotation turns over from three hours, 45 minutes to four hours and 15 minutes; lightly-rotated records are those either just starting to make an impact or on their way down. They come up every five hours, while new songs are rotated every six to eight hours."

I mentioned to Bruce that these very hot rotations don't seem to be in sync with his

# Two Hits On Target



## DAVID FRIZZELL

### "Who Dat" #7-20332

WPTR	WYII	KYXX	KCJB	KJOT
WVAM	KRRV	WPAP	WXCL	KUGN
WCAO	KMML	WKIX	KIOV	KFRY
WBGW	KXYL	WRNL	KTTS	KMAK
WSNO	WEZL	WUSQ	WWJO	KRWQ
WOKQ	WTVY	WTQR	K102	KEIN
WRKZ	KHEY	KSO	WTOD	Q92
WIXL	WESC	KRRK	KTPK	KRSY
WKYG	KLRA	WAXX	KVOO	KTOM
WPOR	KSSN	KFGO	KRKT	KSOP
WWVA	WWOD	WITL	KKAL	KCKC
WILQ	WOKK	KECK	KUZZ	KGA
				KIGO
				WJEZ 27-15

"It's different and it's working!"  
**KTOM, Marc Hahn**

"This record should give David the star status that he has long deserved."  
**KGAY, Bob Kelly**

"A fun record and our audience agrees."  
**KTPK, Jim Gibb**

"Interesting song!"  
**WWVA, Bill Berg**

"His most interesting record since 'Wino.'"  
**WAXX, Bert O'Brien**

"'Who Dat' without a doubt is David Frizzell's most creative recording to date."  
**WUSQ, Bert Morris**

## J.C. CUNNINGHAM

### "Light Up" #7-29311



WVAM	KMML	KBMR	WXCL	KUGN
WBGW	WYNK	KRRK	KIOV	KRWQ
WSNO	WGTO	WAXX	WTOD	KQIL
WKYG	WTVY	KFGO	KTPK	Q92
CHOW	KHEY	WDAF	KFDI	KRSY
WYII	WCMS	KECK	KRKT	KGA
KEAN	KKYX	KEBC	KKAL	KIGO
KRRV	WQYK	WOW	KGHL	

"A great new artist who will 'Light Up' your request lines."  
**WOW, Bill Cory**

"Dynamite singer and songwriter. Looking forward to hearing more from him in the future."  
**KEAN, Rudy Fernandez**

"A record that can be listened to over and over."  
**KTPK, Marlene Adkison O.M.**

"The perfect springtime disc!"  
**KFDI, Gary Hightower**



# Discover A Gold Mine of Country Music With the Stars!



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

**Country music has stayed loyal to its roots.**

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

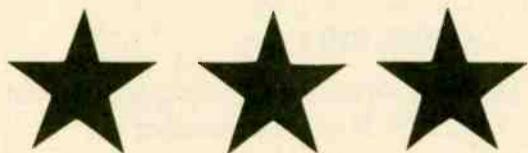
**Solid Gold Country**, produced by Ed Salamon,

explores these connections between past and present each week in a three hour music magazine. Every week a major star will be on hand as a featured guest throughout the entire show to talk about their music, and additional artists are spotlighted, telling the stories behind their songs. This participation by the stars of country music themselves, and the theme sets in which the songs are presented, make each program more than just another "oldies" show.

★  
For national sales information call our New York office at (212) 869-7444.

For station clearance information call our Washington, D.C. office at (703) 556-9870.

- ★ Elvis Presley
- ★ George Jones
- ★ Mickey Gilley
- ★ Dolly Parton
- ★ Ronnie Milsap
- ★ Loretta Lynn
- ★ Willie Nelson
- ★ Don Williams
- ★ Tammy Wynette
- ★ Statler Brothers
- ★ Hank Williams, Jr.
- ★ Waylon Jennings
- ★ Eddy Arnold
- ★ Conway Twitty
- ★ Crystal Gayle



## The United Stations

AMERICA'S TARGET RADIO NETWORKS ©

New York • Los Angeles • Washington, D.C. • Chicago

# Nashville This Week



SHARON ALLEN

## CMA Radio Survey Results

The CMA just released its annual radio survey, showing 36% of all U.S. and Canadian commercial radio stations are programming country music. According to the FCC and the CRTC, there are 8837 licensed commercial radio stations in the two countries. The CMA survey revealed 3138 program country music.

Take a look at the following chart for survey results.

	1984	1983
Fulltime Country	2265	2266
12-15 Hours Daily	173	158
8-11 Hours Daily	226	255
Less Than 8 Hours	483	508
<b>Total Stations Airing Country</b>	<b>3147</b>	<b>3187</b>
AM Stations	2040	2099
(AM Stereo)	65	12
FM Stations	1107	1088
(FM Stereo)	937	868

From the Country radio survey results, CMA publishes a comprehensive list of stations broadcasting country music. The list is available at no cost to CMA members upon request from the CMA Membership Department.

### Statlers Are Atlanta Blue

Remember when... women wore hoop skirts, kids sold newspapers on the street corner, and barbershop quartets sang in the park? Well, the Statler Brothers remember those "good ole days" in their new music video "Atlanta Blue." This video guides the audience through a single day's sightseeing tour by the Statlers of a modern-day Atlanta with flashbacks to similar sights and events in the Atlanta of the 1800s. "What makes this video intriguing," explained director Marc Ball, "is the method in which we combined past and present."

Why is it that "the way it was" always seems better?

### Reed Ventures Into Video

Jerry Reed's new business venture is TSC Video, a state of the art video production center located in the heart of Nashville's Music Row. In the fall of '83, Reed began assembling a team of experts to operate TSC Video; he acquired the finest high-tech equipment, and also transformed one of Music Row's older homes into a comfortable video production suite. The facility is an investment of well over a million dollars for Reed, but he feels it will provide a service to television and motion picture directors that will enable them to do editing and footage assembly in Nashville rather than Los Angeles or New York. Reed says, "I want to see Nashville grow as a complete entertainment community."



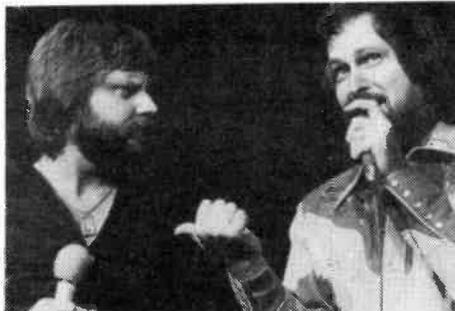
Jerry Reed:  
Video for Nashville.

### In Memory Of

Acuff-Rose Music publicist Bob Jennings (59) died of a self-inflicted gunshot wound in his home last week (4-19). Jennings's entertainment career began in 1948 as a disc jockey at WGNS/Murfreesboro. He moved to WLAC/Nashville in 1959, where he started a long-running program on the history of country music. He was also the announcer for the Stonemans' syndicated television series. In 1962, Jennings became manager of the Southern division for Four Star Music. In the mid-'70s Jennings was a promotion man for Hickory Records. During the same period, he worked as Public Relations Director for Acuff-Rose. Bob Jennings is survived by his wife Robbie Donnell, and by his son Don Robin.

### More Moe & Joe

Rumors have been flying for several months about a possible reunion of Moe Bandy and Joe Stampley as the "Good Ole Boys." They've appeared together on a couple of live performances recently and



Moe & Joe: Together again.

both commented that it was hard to ignore the magic and pleasure of working together again. So, just last week the duo went back in the studio to cut their newest effort for Columbia. Producer Blake Mevis is overseeing the project at Music City Music Hall... You can expect a fourth single from the Kendalls "Movin' Train" album. Their soon to be released "My Baby's Gone" was a hit for the Louvin Brothers in the '50s... Combine Music songwriter Bob Morrison received a frantic phone call from producer Billy Sherill to come over to the Sound Emporium to do a rewrite of "She Never Looked That Good When She Was Mine" for Barbara Mandrell and George Jones. The song, cowritten with Johnny MacRae, is now called "You Never Looked That Good When You Were Mine"... You may want to add this to your trivia file: Writers of Anne Murray's current single "Just Another Woman In Love," Patti Ryan and Wanda Mallette also wrote Johnny Lee's gold single "Lookin' For Love."

# WXBQ: Number 1

Continued from Page 84

high quarter-hour totals and good time-spent-listening numbers — it seems to be contradictory. "One of the things you have to remember," Bruce said, "is if you put the energy level and excitement into what you are doing, people will get excited about hearing that record every couple of hours, just like we did 12-14 years ago. We make the music exciting. We make the contests exciting. We make our people exciting. The music is the star — we highlight it and push it hard. We try to incorporate the best of three different worlds by taking the best elements of Continuous Country, adding exciting promotions and on-air work, and playing hit records in hot rotations to bring the come now being drawn by mass appeal Country stations into WXBQ. We want to appeal to those people who listen for a long period of time. But to get great numbers, we also have to attract those listeners who don't have that kind of time or who only listen to country occasionally. For us, this is done with those high rotations for the hits.

"In the mix we play two oldies and two recurrenents per hour — recurrenents being defined as the time between when a record has just gone off the chart to when it's been off for about a year and a half. Then they go into the oldie category. Recurrenents come around every two and a half or three days. We also run album cuts that come up one per hour outside of AM drive. We air the cuts strictly for image, to go one step beyond what the rest of the music is — mass appeal. Also, if there is an artist who has a single we are not playing because it does not fit our sound, we are able to play an album cut that does fit. By using album cuts we are not excluding an artist we should play just because his current single isn't right for us."

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### Editor's Comments

Bruce's numerous references to excitement, audience participation, and community involvement on the part of the personalities obviously indicate these are the keys to the station's success. I wonder if that isn't the direction where Country radio must head in order to compete in today's radio world. The success of CHR today has been predicated upon those elements, and I won't be surprised if the type of radio Bruce is talking about is what most Country stations sound like in just a few years.



WHO DAT? — Dat's, er, that's David Frizzell in the center of a group from Q-105/San Diego after a concert. With David are (l-r) Ben Ziegler, Valerie Ferrari, Jim Edsel, Frizzell, Bob Studebaker, Dan Harville, and Sonny West.



WSM GRAND SLAM — Nashville 95FM (WSM-FM) took home four awards in the 19th Annual NAF Diamond Awards competition. The station, along with its agency Eric Ericson & Associates, won advertising awards in the categories of Outdoor Campaign, Complete Campaign, Outdoor (24-to-30-sheet posters), and Local Television Campaign (production budget \$10,000 or more per spot). Shown with the awards (l-r) are WSM GM Tom Cassetty, PD Gregg Lindahl, Promotion Director Lou Meux, and Sales Manager Bob Meyer.



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# Black/Urban Radio



WALT LOVE

- Organization And Accuracy
- The "Gray Area" Of Reporting
- Preparing A Playlist
- The Ripple Effect Of Faulty Reporting

## The Importance Of Accurate Music Reporting

Once again it's time to talk about accurate reporting of radio station music playlists. This problem has existed for many more years than any of us might choose to remember, and while things have improved, there's still a ways to go. Accurate reporting is critical, because so many things are put into motion when a radio station adds a new piece of musical product. Four industry figures, two from records and two from radio, discuss the importance of precise music reporting by PDs and MDs.

I spoke to KKDA/Dallas MD Terri Avery; Warner Bros. VP/Black Music Promotion Cortez Thompson; WTLC/Indianapolis MD Kelly Karson; and Elektra/Asylum VP/Black Music Promotion & Marketing Greg Peck. All four parties shared their thoughts and some solutions to this issue.

### Terri Avery: Organization & Accuracy

Terri explained why accurate music reporting is foremost with her and her organization. "There's the problem of having the record manufacturer coming back on you saying that their product wasn't reported correctly . . . or at all. I also find it necessary so I can give an accurate report to our local retailers and distributors who want to know what to stock. Accuracy in my list also helps me keep track of our music rotation patterns."



Terri Avery

Terri feels organization is the key. "More people on the radio side need to take the time to organize themselves with a set day-by-day plan. For example, I know that every Monday I'm going to be busy calling stores in the Dallas/Fort Worth area for my music research the entire day - therefore I take no calls from anyone about music on Mondays. On Tuesdays, I'm working out my musical rotations for the next week."

Terri added a strongly-worded message: "To me, if you've decided to take on the responsibility of being a PD or MD, then take the responsibility to its fullest and perform the job with the utmost professionalism. No one wants to be known as a person who can't be depended on. Accurate music reporting is part of the territory; it comes with the position, it's part of your job."

Turning to the record side of the matter, Terri said, "The record industry people need to have better communication among themselves. The national promotion person sometimes hasn't been told the truth by his local representatives. I've seen cases where the local promotion people fear for their position because we went off their rec-

ord. No one should be intimidated to the point that they won't tell the truth to their superior. Sometimes the confusion about whether a record is on or off is only between the company reps and not the radio station at all."

### Cortez Thompson: A Record Industry Perspective

Cortez began by putting the issue into a dollar-and-cents context. "Because of the amount of money involved in seeing to it that product is out there in the streets when radio says they are on a piece of music, it is imperative that radio be truthful with us and precise with their reports. We have 14 people in the field across the country promoting our music - so when radio says they've added one of our records, many things are set in motion to support that airplay with stock, so that sales can occur,



Cortez Thompson

proving that radio should have added that particular record."

### The Gray Area

On the subject of errors in reporting, Thompson said, "I've been with Warner Brothers for six years, and it's gotten a lot better over the years. I've seen a complete turnaround toward better and more precise music reporting. The gray area at this point is how the record is reported to the trade publications, which affects our product immensely, be it positive or negative. The gray area comes into being when a station PD or MD says that they have added the record but it's an extra, or it's being tested in extra light rotation; they're not reporting the record to the trades yet because it's an extra. Although we're thankful for the airplay, here's where confusion starts, because of radio's terminology, with different PDs/MDs, record people, and trade publication personnel.

"If this is the first week you're playing a record, I think that constitutes an add. If so, it should be reported no matter how heavy or light the airplay. We sometimes find dis-

crepancies because of local people saying 'It's on,' then R&R, for example, says in your computer printouts that the station in question is not on the record because they did not report the record this week. That puts us in a Catch-22 situation."

### A Solution To The Problem

I asked Cortez if there might be a way to make the situation between the music industry and the radio programming departments more harmonious. "Relationships are what we're looking for in dealing with the PDs/MDs. If you and I can really get to know one another on a friendly basis, that's great. Just maybe, when you're dealing with my product, you'll take a bit more time processing it into your weekly work system. If we only know one another on a business level, that's fine too, but I'd still like to think that my product would get your attention while you are putting together your music report for the week. We're only asking for professional respect from radio programmers, and we give it in return at all times.

"In defense of radio, sometimes an error will be made at the trade level, but if we all work together on this persistent problem, we could make it disappear. Regular accurate reporting would be most beneficial. It would help us all at this point."

### Kelly Karson: Keeping Track

WTLC's Kelly Karson echoed Terri's thoughts on organization. "Dealing with a playlist is a job that you can't have ten people doing . . . and you must be organized. I spend the entire day Tuesday completing my research and putting the songs in their



Kelly Karson

proper rotations so my PD, Jay Johnson, can review what I've done. Once he's satisfied with the list, it is then typed so that we report the same information to anyone who asks."

Sometimes a station adds a record one week and adds it again the following week - a blatant inaccuracy no matter what the nature of your research system. Another frequent problem is stations adding a song one week and the next week not reporting it at all. Kelly commented, "We never do that because we keep track of what we are adding and dropping. If we add a song this week, we report it every week until we come off that piece of music. We report every piece of music every week that records on our station. I'd like to mention that we never say we're playing music that we're not playing. It's important for us to have credibility with all the stores and record labels we deal with.

"During my years in the industry, I've seen some people not take the position as seriously as they should. Some just throw their music lists together like it's a game

which they control. More PDS/MDs need to take as much time as necessary to do their music research and their playlist. This methodical approach can only help us all."

### Greg Peck: Professional Harm

Greg Peck and I discussed how a record company suffers from faulty reporting. "We get hurt on a basis of our records not getting their full credit within the research of the national trade publications such as yours. We're in the business of living by the charts, particularly R&R. If we don't get the reports, obviously, we can't reach our goals. We also need the reports to help us keep the momentum going on a piece of product that has started to show some progress in the marketplace."

Greg continued, "If a station misses our song on their report, they are professionally harming us as far as the success of our records is concerned. For us to keep a record building we need a positive story to tell each week at the radio and trade levels. The only way to accomplish this is through radio reporting accurately via the national trades and the trades reflecting the positive growth weekly."

### A Solution To All Our Problems

Greg told me what he thought might help solve this double-edged dilemma. "One thing that I know would really help both radio and ourselves with this problem would be to have the same person report the music on a weekly basis. If the same person does the reporting, he or she should know what belongs and what doesn't. If a person is involved in the process weekly, he'll learn



Greg Peck

to become proficient at it, making it less susceptible to error or oversight. This uniformity would alleviate the dissemination of incorrect information."

Greg concluded by saying, "It's to our mutual benefit as an industry which must interact on a daily basis to work together and solve this problem. It's certainly not all radio's fault; we must do our part as record promotion people to keep them informed about our product. If we don't care about our own product enough to keep it in front of PD and MDs, that's our fault. A good promotion person must do something extra sometimes, like calling the stations in their responsibility area and reminding the individuals in charge of the music to remember to report their music on trade day. That's not being overly aggressive, especially if you've had problems with a particular station. That's just part of the job."

As all four participants mentioned, it's in everybody's best interests - radio, records, and trades - to strive for accurate reporting. Black/Urban radio's drive for professionalism demands nothing less.

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# JAZZ RADIO



BARBARA BARNES

DR. GEORGE BUTLER ON NPR & JAZZ TODAY

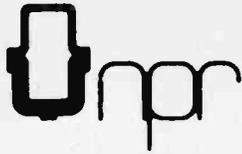
## The Growing Potential Of Jazz

Since fulltime commercial Jazz stations are few and far between, the inclusion of NPR noncommercial radio stations has been a necessity for an expanded Jazz chart. In the first of our monthly Jazz columns, I'll be speaking with CBS Records VP Dr. George Butler on NPR stations and their contributions to Jazz radio. He also touches upon the general state and direction of this American-born, curiously esoteric, yet innovative and influential form of music.

Adding NPR stations to R&R's Jazz reporting list was a significant move for us to make. NPR programming focuses on noncommercial educational broadcasts, with music airplay solely the prerogative of the program host. R&R has always used commercial stations to represent airplay, because their dependence on ratings forces them to consider public taste . . . and because they have more listeners. But NPR stations, even though they don't compete for ratings, do hold down a significant amount of the Jazz radio listenership, and we decided to incorporate their data as part of our effort to expand coverage of Jazz radio. I asked Dr. George (as he's widely known) to talk about NPR stations' growing involvement with jazz.

Two years ago, Dr. George was asked to give a keynote speech at an NPR convention in St. Paul. It was the first time a jazz

industry figure had been asked to do so. Columbia artist Wynton Marsalis also attended to participate in a panel discussion. Dr. George relates that, as many of the NPR people are classical music lovers, he



thought they had come just out of curiosity. He feels certain they were overwhelmed when they discovered Wynton could demonstrate similarities between classical and jazz music. The next day, Dr. George spoke on the historical importance of jazz music. As a result of this speech a number of NPR stations started to play jazz music. The movement snowballed the following year in NPR's annual meeting in Chicago when Dr. George took two more contemporary artists, Bob James and Hubert Laws, with him. They performed a mixture of European classical music and jazz, and again the audience was overwhelmed.

### NPR Fills A Void

I asked Dr. George if he thought NPR stations could legitimately contribute to our Jazz airplay chart. "Very quickly, yes!" he replied. "I think that NPR stations are going to fill the void where your commercial broadcasting stations are closing their doors, and will perhaps demonstrate that jazz appeals to a wide marketplace, and that it is a music that can sell."

"I think that NPR will perform, and will be an asset to you. Unfortunately, in this country, we are followers, and there has to be someone who will stand up and initiate certain actions. It's commendable that R&R is taking this stand (in incorporating noncommercial stations)."

### Jazz: Low In The Standings

In discussing where he thinks jazz stands today in both the radio community and record community, Dr. George candidly admits that it is not standing in as prominent a place as he would like. "Broadcasters have just got to do a bit more research in their respective areas. In terms of demographics, when you look at age range, social, and economical factors, you'll discover that there is a vast audience for jazz out there."

## George Butler: Jazz Advocate

"Not knowing one thing about the recording industry," he admits, Dr. George Butler was brought into the business by UA President Mike Stewart in 1969 after earning his Doctorate of Music from Columbia University. He spent a year as an A&R trainee, then began producing a host of artists in different areas of music: Ferrante & Teicher, Little



Anthony & the Imperials, and Shirley Bassey, to name a few. Within four years, he was named Director of Blue Note (UA's jazz label), and went on to become VP/GM of the label. In 1977 he joined CBS Records, where he is now VP/Executive Producer, specializing in the areas of classical, jazz/progressive, and contemporary music.

He has an extended and impressive list of discoveries and artists produced, including Ronnie Laws, Earl Klugh, Bobbi Humphrey, Elvin Jones, Rodney Franklin, Bobby Hutcherson, and Wynton Marsalis. Branford Marsalis, Kent Jordan, and Makoto Ozone are artists Butler is currently involved with.



UPCHURCH UP AT KSBR — KSBR/Mission Viejo, CA's interview with Phil Upchurch (center) on his new LP, "Name Of The Game," must have gone well from the looks of air personality Georg' Ann Scott (left) and MD Rod Flores.

He points out that there is a groundswell of interest going on in Europe, where young people normally into rock are now curious about jazz. He also mentioned a cult movement underway in Japan, where Wynton Marsalis, at 22 something of a symbol of jazz's youthful renaissance, recently did a trumpet clinic for 3000 trumpeters.

### Jazz's Changing Face

Wynton, many of the Windham Hill artists, and artists like Kenny G who bridge the gap between popular black music and jazz, represent the music's changing image. Jazz's abrasive cliquishness, which used to turn off even people who were interested in pursuing it, is not so apparent today. Performers' demeanors are a lot less hostile, and their knowledge and talent is much more expansive and refined. The music, Dr. George feels and I agree, is developing a much broader potential appeal.

The collective efforts of NPR and commercial radio, record manufacturers, and artists promise great things. Dr. George

Butler concludes, "We are on the threshold of understanding and appreciating this music, and in the near future, the recording in-

"NPR stations are going to fill the void where commercial stations are closing their doors, and will demonstrate that jazz appeals to a wide marketplace, and that it is a music that can sell."

dustry will realize that this is not only a significant music, but a music that will appeal and sell to millions of people." That goes for radio, too.

## Jazz Notes



On the afternoon of April 17, WGBH/Boston was forced off-air when its transmitter line melted down for unknown reasons. The station was back on the air by 8pm April 20. On the lighter side, WGBH's Jazz Director Eric Jackson is now a proud father of a brand new baby girl named Taheera. Though born six weeks prematurely (3-23), Taheera is home with mother Linda, healthy and happy! . . . Airperson Ed Garret is now acting PD of KTCJ/Minneapolis, after the resignation of PD Carl Bernards. Rumor is that Bernards may take up writing for a local jazz magazine.

Kathy Waleske, announcer on WBEE/Chicago, stretched her exercise hobby into a Multimedia Cable Network TV program. Kathy conducts a workout called "Jazznastics," done to the music on WBEE's current playlist. She's working on getting it simulcast on the radio . . . Jazz Director Bob Seymour of WUSF/Tampa reports, "A fiery set by the John Abercrombie Trio, with Marc

Johnson and Peter Erskine, was the highlight of the first annual Suncoast Jazz Festival" at the University of Southern Florida on April 5-7. Johnson and trumpeter Clay Jenkins later visited WUSF's late-night "90 Jazz Place" (hosted by Bob), which included a look at Marc's stint with the Bill Evans Trio.

KJZZ/Seattle debuted "Friday Night Fusion," a new show emphasizing "harder-edged fusion," on March 16. The show runs 8-9pm every Friday evening and is hosted by air personality Alan Stuart, a 2-year veteran of KJZZ. Also, Jeff Bach, Production Director for KLSY & KJZZ, now includes morning drive at KJZZ in his duties, replacing Nick Morrison, who left to join KZAM/Eugene . . . MD Ken Croes exits KLCC/Eugene to form an ad agency, while Michael Canning, long-time announcer and host of KLCC's "Jazz Inside Out," assumes the title . . . Congratulations, again, to KKKO/Los Angeles, which celebrates its silver (25th) anniversary this year!

# Marketplace

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Special Issue #5-31 features Vancouver/Seattle with Vancouver CHR's CKLG & CFUN, AOR CFOX, A/C's CFMI, CKNW & CKDA. Seattle's CHR's KPLZ & KUBE, A/C KLSY, plus AORs KISW & KZOK. 90-minute cassette, \$5.50.

Special Issue #5-32 features Atlanta & Indianapolis, with Atlanta's CHR's Z93 & WQXI-FM, A/C's WSB, WSB-FM & WRRM, AOR WKLS, Oldies WQXI, plus Urban WVEE & YAOK. From Indy, AOR WFBQ & A/C's WIBC, WNDE & WNAP. Cassette, \$5.50.

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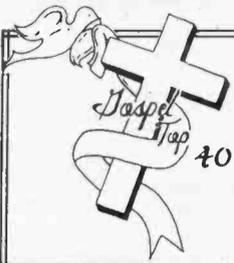
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**Los Angeles, Calif. 90067 (213) 553-4330**

# Opportunities

## Openings

### NATIONAL

Morning show talent search, various size markets. T&R: Jeff Pollock Communications, 984 Monument St. Suite 204, Pacific Palisades, CA 90272. (4-27)

## If You're Currently Employed, But Looking To Better Yourself . . .

We might have a great opportunity for you!

WHYT/Detroit, a Capital Cities Communications station is building an incredible CHR team, with two key positions still available:

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## Openings

## Openings

## Openings

\*\*\*\*\*

### Want To Make Between \$500 To \$1000 A Week???

Be your own boss, and keep your present job? No relocation necessary. This opportunity for the right people. Tape & resume (resume must include age, marital status, children, or no children, birthplace, present salary, number of years at present station and position): Brian Phoenix, Program Director, WJBQ Radio, 2 Village Green, Saco, Maine 04103. EOE M/F

\*\*\*\*\*

### MORNING PERSONALITY

Experienced morning personality with minimum 5 years experience for AM stereo operation in Northeastern part of U.S. Must be good on production and have proven track record in ratings. MOR, A/C, \$15,000-\$25,000 range, plus benefits. Send tape & resume to: Radio & Records, 1930 Century Park West, #676, Los Angeles, CA 90067. EOE M/F



SRO Marketing & Promotion needs persons with good phone voice and label, retail or radio experience. Part/fulltime in L.A. Contact: SCOTT MARTIN, (213) 558-1554.

Attention DJ's & music reviewers (male & female)! Video correspondent wanted for TV show. (212) 661-0160 (4-27)

Syndicated news feature seeks stringers in D.C., Chicago, S.F., Dallas, NYC & Houston. T&R: Julian & Associates, Box 1984, Pomona, CA 91769. (4-27)

### EAST

Newsperson needed now at WERA. Central NJ station with award winning news team. T&R: Mike Kennedy, 120 W. 7th St., Plainfield, NJ 07060. EOE M/F (4-27)

FM CHR and sister Country has parttime opening & possible future openings. T&R: Ken Silva, WECM, 221 Washington St., Claremont NH 03743. (603) 542-7735 EOE M/F (4-27)

### News Director

Top 5 market AM Adult Contemporary station seeks aggressive News Director. Must be able to work with people, understand programming and know what radio news for the 1980s is all about. We've had a strong commitment to news for more than 50 years and need someone who can further strengthen a winning news operation. Rush tape, resume, writing samples and news philosophy to: Radio & Records, 1930 Century Park West, #671, Los Angeles, CA 90067. EOE M/F.

Live in the D.C./Baltimore area with weekends & evenings free? Turn spare time into money by MCing parties & dances for Dave DJ's. (301) 261-2829 or 269-5625 (4-28)

10kw A/C seeks reliable full & parttime personalities. Experience necessary. Good facilities. T&R: Glenn Summers, WPOE, Box 1520, Greenfield, MA 01301. EOE M/F (4-27)

# Opportunities

## Openings

NYC suburban A/C looking for weekend news anchor. Prefer NJ or NY resident. T&R: Mike Seldin, WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. (4-27)

WPOR has rare weekend news anchor opening. T&R: Al Diamon, ND, 562 Congress St., Portland, ME 04101. EOE M/F (4-27)

## RADIO 930 WBEN

### Production Director

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## wdel radio 1150

Wilmington, Delaware's information leader seeks an experienced, mature-sounding Morning News Anchor/Personality who is able to converse with listeners in a credible way. Good pay and benefits for stable pro interested in staying awhile. T&R to: Bob Mercer, WDEL 2727 Shipley Rd., Wilmington, DE 19803.

## WIBX AM95 WIBQ FM99

Now accepting applications for reporter/anchor position at Central New York's #1 Adult Rated ARB, WIBX/WIBQ. News/Talk/Sports format; on the air since 1925 and a 50-year CBS Affiliate. If you have at least two years' experience as a reporter and anchor, possess an outstanding delivery, and would like to work with a top-notch staff and equipment to match, send tape, resume, salary requirements to WIBX/WIBQ, P.O. Box 950, Utica, NY 13503. E.E.O.



Congratulations to JACK ELLERY

Central Jersey's #1 morning personality for 21 years, on his move to a major market. WCTC is now accepting applications for this A/C-MOR personality position with one of America's top suburban stations. Send tapes & resumes in confidence to: Anthony V. Marano, V.P. & General Manager, WCTC, Box 100, Broadcast Center, New Brunswick, NJ 08903.



## Openings

Account Executives for Providence market. Two years experience, proven sales ability for New England's fastest growing 50kw CHR FM station. Joe Gallagher: (401) 596-7728 (4-27)

PM drive position open. Great station/benefits. T&R: WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (4-27)

Reporter/newsperson opening. Great station/benefits. T&R: WLBR, Box 1270, Lebanon, PA 17042. EOE M/F (4-27)

PD for full-service AM. Heavy local involvement necessary. A/C experience preferred. C&R: John Frawley, WHAV, Box 1490, Haverhill, MA 01831. EOE M/F (4-27)

## SOUTH

WRNL/WRXL/Virginia News Network seeks anchor/reporter to join growing organization. Experience essential. T&R: Personnel, 7100 Bethelheim Rd., Richmond, VA 23228. EOE M/F (4-27)

Looking for newspaper, two years experience. T&R: Rob Hill, KMPA, Box 424, Hope, AR 71801. (4-27)

News personality for morning news shift. Interact with outrageous DJ. CHR/good bucks/sunshine. Johnny Fever, I-100, 801 W. Granada, Ormond Beach, FL 32074. (4-27)

Sunbelt AM/FM looking for experienced, organized & creative Production Director. T&R: Tim Thomas, KIXS/KIIZ, Box 880, Killeen, TX 76540. EOE M/F (4-27)

KX104, one of the South's leading CHR's, now reviewing for future openings. C&R: Michael St. John, 11 Music Circle South, Nashville, TN 37203. EOE M/F (4-27)



Big station in the sunbelt looking for entertainers who can win. Country format, but country background not important... talent is. Send resume and air-check to Radio & Records, 1930 Century Park West, #673 Los Angeles, CA 90067.



Morning DJ to be 1/2 of team. Daytona Beach CHR. good bucks, great climate. Sense of humor a must! T&R: Johnny Fever, I-100, 801 W. Granada, Ormond Beach, FL 32074. (4-27)

Modern Country AM/FM looking for talented air people. Sports/engineering combos especially. T&R: WPED, Box 697, Crozet, VA 22932. EOE M/F (4-27)

## Sunbelt Top 50

### PRODUCTION DIRECTOR

Necessary qualities include warm, friendly, positive, up delivery. No hype. Successful candidate will be intelligent, creative, innovative, a prolific writer, and a team player. Great quality of life, and consulted by the best, Fair-West-George Johns. Salary will match ability. Please send samples of your writing and production talents with resume and references to John Michaels, WLVV, 5237 Albemarle Rd., Charlotte, NC 28212. EOE M/F

## WLWV

WGDL FM seeking mature, friendly personality with extensive production & on-air talent. Work PM drive in 48th market. T&R: Ray Barber, Box 2808, Highpoint, NC 27281. (4-27)

WNOE AM/FM needs partimers immediately. Good pay, great stations. T&R: Kris Robbins, 529 Bienville, New Orleans, LA 70130. EOE M/F (4-27)

KZ103 north MS's premiere CHR has opening for copywriter/Production Director. T&R: Marc Rainier, 1413 W. Main, Executive Park Suite H, Tupelo, MS 38801. EOE M/F (4-27)

Future full & parttime openings. T&R: Steve McKnee, WUSQ (Q102), Box 2869, Winchester, VA 22601. EOE M/F (4-27)

## Openings

### CHR GIANT

If working swing shift at Top 15 market CHR giant, including production duties, weekends, and all daypart fill-ins including morning drive interests you???... Then send your T&R, plus production samples (Top 25 market experience mandatory) to: Radio & Records, 1930 Century Park West, #672, Los Angeles, CA 90067.

## MIDWEST

### MEDIUM MIDWEST A/C

Looking for PD, morning personality, full air staff. Rare opportunity to join respected organization. Send resume to: Radio & Records, 1930 Century Park West, #668, Los Angeles, CA 90067. EOE M/F.

Announcer with experience in commercial production. Must also read and write news/copy. Working with Satellite Music Network. WRCL, Box 1844, Midland, MI 48640. EOE M/F (4-27)

WMGF is looking for experienced A/C talent for future openings. T&R: Dave Luczak, 735 West Wisconsin Suite 700, Milwaukee, WI 53233. EOE M/F (4-27)

Personality needed to DJ weekend parties in Chicago's far north suburbs. Experienced or will train right person. Good pay. Rich Mosher: (312) 244-4770 (4-27)

### PROGRAM DIRECTOR

Immediate opening for PD at major Midwestern AM/FM Country Combo. Track record must demonstrate people skills, stability, and management experience. T&R: Radio & Records, 1930 Century Park West, #675, Los Angeles, CA 90067. EOE M/F

Looking for good human-sounding females. Minimum 5 years for nighttime position. No calls. T&R: Harry Lyles, WSNY, 4401 Carraige Hill Ln., Columbus, OH 43220. EOE M/F (4-27)

KFGO has rare midday announcing position open.. Requires good production/copywriting skills. T&R: D.S. Lee, Box 2966, Fargo, ND 58108. No calls. EOE M/F (4-27)

### MEDIUM MIDWEST AM COUNTRY

Seeking morning killer! Good bucks, benefits. If you're on the way and committed to winning, send T&R to: Radio & Records, 1930 Century Park West, #667, Los Angeles, CA 90067. EOE M/F.

Super morning personality, strong production skills needed. Top 50 market CHR FM station. T&R: 385 24th St., Ogden, UT 84401. (4-27)

A/C FM needs one-to-one communicator. Minimum two years experience. Rush T&R: Mike Stevens, 230 North Washington Square Suite 100-A, Lansing, MI 48933. M/F (4-27)

## Openings

Experienced staff announcer needed. Production a must. Norman, KNOR, 2020 East Alameda, OK 73071. (405) 321-1400 EOE M/F (4-27)

ND needed for AM/FM in one of America's great capitol cities. Growth opportunity with respected group. T&R: Bill Vancil, WISM/WMGN, Box 2058, Madison, WI 53701. EOE M/F (4-27)

Morningman needed yesterday. Progressive AOR in Decalb-Rockford. Promotions a plus. T&R: Ward Holmes, 711 N. 1st, Decalb, IL 60115. No calls. EOE M/F (4-27)

K.C. station needs co-anchor/reporter. Only great voices with energy, experience & enthusiasm needed. T&R: Billie Rodely, KFKF, Box 12167, Shawnee Mission, KS 66212. (4-27)

## WEST

K-Wink looking for personalities, A/C & CHR style. Also newspeople. T&R: John Campbell, 2136 Winifred St., Simi Valley, CA 93083. EOE M/F (4-27)

### MORNING MAN

Position open at A/C Transtar affiliate FM station. Strong production and public appearance abilities a must. Send tape & resume, and photo to:

Richard Chase  
KBBY Radio  
6150 Olivas Park Dr.  
Ventura, CA 93003



### WEST COAST LARGE MARKET AM

Seeks evening personality in A/C format. Aggressive foreground presentation and knowledge of '60s music and events a must! Respond to: Radio & Records, 1930 Century Park West, #674, Los Angeles, CA 90067. EOE M/F

Experienced pro to handle variety of assignments. Airshift, production, copy & assist in news. T&R: Marcia Hale, PD, KX-IG, Box 5088, Bend, OR 97701. EOE M/F (4-27)

KOPA needs afternoon announcer with mature voice. Must have seven years CHR experience & strong production skills. Special audition tape required. (602) 941-1007 EOE M/F (4-27)

## ROCKY MOUNTAIN A/C LEGEND

Needs entertaining, witty adult entertainer. Creative freedom encouraged. Top 50 market. Tape & resume to: Radio & Records, 1930 Century Park West, #659, Los Angeles, CA 90067. EOE M/F

## Operations Manager

KARM-AM/KFIG-FM

Fresno

Direct all resumes to:

Bill Weaver

KLOK-FM

1177 Polk Street

San Francisco, CA 94109

(415) 788-2022

# Opportunities

## Openings

Sales staff needed for new L.A. area A/C. KWNK, 2136 Winifred St., Simi Valley, CA 93063. EOE M/F (4-27)

### PRODUCTION WIZ NEEDED

To create motivating, stimulating commercials, promos, features for A/C leader. Strong creativity and originality. Ability to handle swing airshift also required. Samples and resume to Mike Runge, KALL, 312 East South Temple, Salt Lake City, UT 84111. EOE M/F

KCOK/KJUG seeks DJ for fulltime. Should be experienced in production, remotes & dances. T&R: Carl Soares, 717 North Moonney, Tulare, CA 93274. EOE M/F (4-27)

### PD/AM DRIVE

Top Contemporary in Northwest market (180,000+). Join our management team and help us win with personality, promotions and innovative new direction. T&R to: Radio & Records, 1930 Century Park West, #677, Los Angeles, CA 90067. EOE M/F

### SALES WANTED

KEZY AM/FM in Anaheim is hiring killers. If you are an experienced retail radio closer looking to move up to big market potential and earnings of \$75,000 per year or more, call General Sales Manager Vic Goldstein or President Dan Mitchell today at (714) 776-1191. The job requires tough, creative selling to the client. If you're an agency mouse, don't bother us.

"K-101, San Francisco's leading A/C, is looking for an afternoon drive jock who's funny, has a great voice, smooth delivery, and is able to communicate concisely. Minimum of five years' experience in Top 50 markets required. Send cassette air check and resume to Operations Manager, K-101 Radio, 700 Montgomery Street, San Francisco, CA 94111. No phone calls please. K-101 is an Equal Opportunity Employer."

## Positions Sought

Louisville/Evansville market. 18 years experience. Prefer Country, A/C, CHR, Gold or Gospel. TIM TOLBERT: (812) 865-3988. Route 2, Box 278, Orleans, IN 47452. (4-27)

AOR/CHR jock, streetwise college graduate with small market experience seeking small or medium market situation. For T&R call SETH: (212) 786-0900. (4-27)

I give great mic! 12 years experience has taught me the fun of diatec entertainment with radio listeners. STAN: (617) 625-7444. (4-27)

Experienced female air personality. Looking for good A/C, CHR or Country in S. or SW. SHASTA: (318) 636-3281 (4-27)

Major market programmer, experienced CHR, A/C & Urban. Top stations & references. Available now. You know of me. (216) 257-5004 (4-27)

Looking for medium/major market drive position. Prefer mornings. PETE: (214) 832-6217 or 796-6917, weekends (4-27)

I give good news. Anchor/reporter in top 100 market seeks same in South or SW. DAVE: (318) 636-3281 (4-27)

Reliable announcer with five years experience looking for small/medium market A/C or CHR position. Currently A/C overnights. KEVIN: (715) 387-0538 (4-27)

### FOR SALE:

One WNBC Bumper. Excellent condition. Loaded with extras. Will fit most A/C and Country stations, east of the Mississippi. No reasonable offer refused. Call Glen "Bumper" Morgan at (201) 843-7156.

## Positions Sought

17 year pro major market all-nighter seeks small/medium market willing to pioneer new sound. Available as PD yesterday. (217) 899-2278 (4-27)

My wife is tired of having me around the house everyday. Strong production, continuity & air talent. Can be there yesterday. JIM: (309) 833-5138 (4-27)

Reporter with nine years professional experience. Valuable asset. Adapt writing/producing actualities. Prefer NE or Florida. MIKE: (614) 363-0169 (4-27)

Experience, knowledge & talent. Team player seeks medium/major market A/C or CHR airshift. JASON THOMAS: (317) 456-3407 (4-27)

15 years experience. AM drive, news, production & PD. Stable & aggressive with natural delivery. Prefer N/T or MOR formats. Box 174, Thomasville, PA 17364. (4-27)

Excellence in news! Solid broadcast journalist with style & good pipes available. DRAGON SLAYER: (904) 373-1071 ext. 122 (4-27)

15 year veteran wants all night Country or Talk in Texas or SW. WALTER: (915) 676-3367 (4-27)

JILL WEST seeks fulltime airshift & is ready to rock with AOR stations. Call now! (714) 642-0736 (4-27)

### If You'll Take Five Minutes . . .

to hear how I program BABY BOOM Country (a proven, profitable 25-54 format) it could mean things for both of us!! Respond to: Radio & Records, 1930 Century Park West, #670, Los Angeles, CA 90067.

Trained, motivated, unused talent available! Nice sounding voice, B.A. Communications. Jock/news. Will relocate, anyshift. Try me! MICHAEL: (312) 652-8319 (4-20)

Bright, young NYC production man working with major market station seeks full or parttime airshift. College graduate with strong prod. skills. FORREST: (212) 852-5908 (4-27)

Do your part to reduce unemployment, hire TIM BROUGHT! New owners/format leave me jobless. AOR, CHR, strong production, will relocate. (717) 374-5111 (4-27)

Crazy! Complete loon. One boat, many oars. Ready to escape in your market. 10 year pro. RESIDENT LOON: (205) 350-6555 after 3pm cat (4-27)

CHRIS JARRETT, most recently AM drive KMJM/St. Louis, B97 & WAYS. Available for major market challenge. Young talented pro would like to hear from you. (314) 241-3802 (4-27)

### 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.

Buzzing with BOBBY. Talented beginner with CHR personality looking to be on-air anywhere. B.A. degree, ambitious & reliable. (212) 263-3380 (4-27)

BILL SAUL, 9 year pro, news host/air personality KOA/Denver. Looking for major market station willing to pay good money for good work. (303) 364-8958 (4-27)

L.A. Air Personality, highly rated, informative, creative & ready to work his buns off for a southern CA station. Let's talk. DON: (818) 576-8335 (4-27)

Medium market achiever, will relocate to medium/major market CHR, AOR or A/C. Five years aggressive, young energetic winner with ratings success. BILL: (215) 691-0446 (4-27)

### PROGRAMMING CHALLENGE

Southeast Broadcast Group Research Director/Assistant PD looking for A/C or CHR Programming Post in small-medium market. Previous experience in Miami and San Diego. Prefer the Eastern half of the country. RICHARD (615) 865-4238.

15 year pro looking for the right job. Great air work, super production. Interested? I'll relocate. JOHN: (205) 872-2000 after 5pm cat (4-27)

S.F. Bay area personality seeks fulltime position with good group. Will consider all offers. If interested call ROB: (415) 582-4681 (4-27)

## Positions Sought

Experienced jock, PD, engineer looking. My skills are much more than average. Interested? DALE: (717) 421-3066 (4-27)

Female radio announcer looking for fulltime work. Exceptional voice with four years experience. Willing to relocate. MONICA: (715) 848-2371 (4-27)

Hot CHR/AOR. Cut loose with a young, energetic personality. Great PR and copywriting. Production experience. Free to relocate. TORY: (818) 509-9409 (4-27)

Experienced pro seeks OM/PD slot in competitive market. Prefer A/C for CHR. Good background/references/ratings. Available now. TERRY: (818) 758-6881 (4-27)

Currently AOR morning drive in secondary seeks medium market A/C or AOR position. 10 years, smooth production. Dependable, will relocate. MARK: (814) 536-3874. (4-27)

Getting your money's worth? Experienced hard worker looking for medium market challenge. CHRIS: (206) 357-6935 (4-27)

## GMs And Consultants . . .

If an "experienced" PD hasn't produced the results you're looking for, consider hiring a Programmer who can bring a different kind of experience to the table.

Acct. Mgr. with major international ad agency seeks PD position with contemporary FM. Proven background in positioning, research, marketing, creative development, media planning, and promotion. Responsible for management of national accounts (including beer) billing \$50 million. Solid knowledge of music, promotion, rotation systems, production, research and staffing realized as former major market promotion director (FM AOR).

Bold, fresh, innovative ideas. Sound judgment. A unique opportunity for both of us. Call Robert at (312) 328-2987 or 446-3735 early AM or evenings. Will gladly provide references from leading radio execs.

Creative female personality looking for opportunity in medium/major market. Five years experience, specializing in music interviews. TINA: (515) 682-8711 or 682-6896 (4-27)

I'm tired of this town's shopping malls. Need a new challenge. A/C friendly personality. Like Blondie & Chris Montez say, "call me." LIZ: (505) 325-7623 (4-27)

Same old song? Try small market experienced DJ/newswoman. College, with music degree and writing skills looking for expanded repertoire. EDDIE: (617) 544-2214 (4-27)

Experienced only need apply. Have good delivery, talent & production. Also have MD experience. Relate to 25-49. Available now. TAYLOR: (707) 468-8512 (4-27)

Nominated for best in state. Superb sportscaster needs break. Versatile/all sports. Will handle all responsibilities except logs! FRANK: (505) 325-7623 (4-27)

### 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.

Great pipes, extensive knowledge of music. Willing to go anywhere. GREG MERRITY: (312) 761-8674 (4-20)

Six year news pro. Strong writing skills/MD experience. Seeking medium/major market slot. LARRY: (619) 322-0051 or 327-5002 (4-20)

Young talented female seeks work as DJ/news. College & broadcasting school graduate. DEBBIE HUDSON: (312) 280-5854 or 239-5735 (4-20)

## Positions Sought

Nine year veteran Black announcer. Expertise Urban, Country & A/C. Strong production/community work. Overnight at top FM in Dallas. PHIL WILLIAMS: (817) 640-9602 (4-20)

BOB O. TATE, 8 1/2 years at KTWO, over 25 years Country experience. Top production. (307) 265-5616 (4-20)

## Changes

### RADIO

Lynn Reck appointed Account Executive KMPC/Los Angeles from KWIZ/Orange County

Dean Smokoff appointed Account Executive KOMO/Seattle from KVI

Patricia Rader appointed Account Executive KDKO/Denver

Paul Hobson appointed Account Executive KDKO/Denver

Cindy Gerrity appointed Account Executive KOSI/Denver from KIFM/San Diego

### RECORDS

Robert Nellegar named Operations Manager PolyGram's Edison Depot/New York.

### INDUSTRY

Deborah C. Strauss appointed Senior Attorney in the Law Department RKO General/New York

Laura Bohlman named National Marketing Director Side One Management/Marketing/Los Angeles

Jennifer Bohler promoted to Account Executive Network News/Nashville

Charrie L. Foglio named Director of Publicity Side One Management/Marketing/Los Angeles

Bob White appointed Public Relations & Media/Promotions Director Traffic Team, Inc. from WLOM FM

Ben Payne appointed Account Executive Network News/Nashville

## MISCELLANEOUS

Needed: MOR & Jazz service from all labels. Marilyn Rogers, WUWU, 2442 Clinton St., West Seneca, NY 14224 (4-27)

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) Openings, Positions Sought, and Changes for Individuals & the radio & record industry.

### 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:** \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

**Blind Box:** \$45 per inch per week (maximum 35 words per inch). Includes border, box number and 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 you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

# The Music Section

## National Music Formats Added This Week



TM  
**JSA**  
**JAY STEVENS  
& ASSOCIATES**  
MORE MUSIC PROGRAMMING

More Music  
Programming  
wishes to thank  
its past &  
present clients  
for a great  
10 years.

**WE'VE GOT  
WHAT  
YOU WANT...  
RATINGS &  
WINNERS!**

Complete automation/live formats  
and specials.

More Music Programming  
a division of  
Jay Stevens & Associates  
(213) 681-0144

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

PAUL SIMON "Think Too Much"  
DAN FOGELBERG "Believe In Me"  
PEABO BRYSON & ROBERTA FLACK "I Just Came Here To Dance"

#### Country Coast-To-Coast

JUDDS "Mama He's Crazy"  
EARL THOMAS CONLEY "Angel In Disguise"

#### Rock America

SCORPIONS "Rock You Like A Hurricane"  
JOE JACKSON "You Can't Get What You Want"  
LAID BACK "White Horse"  
CHRISTINE McVIE "Love Will Show Us How"  
JULIO IGLESIAS & WILLIE NELSON "To All The Girls I've Loved Before"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

STYLE COUNCIL "My Ever Changing Moods"  
JOE JACKSON "You Can't Get What You Want"  
CHRISTINE McVIE "Love Will Show Us How"  
LAID BACK "White Horse"  
VAN STEPHENSON "Modern Day Delilah"  
QUEEN "I Want To Break Free"

#### TM A/C

MANHATTAN TRANSFER "Mystery"  
DENIECE WILLIAMS "Let's Hear It For The Boy"  
DAN FOGELBERG "Believe In Me"

#### TM Country

BILL MEDLEY "I Still Do"  
EARL THOMAS CONLEY "Angel In Disguise"  
STATLER BROS. "Atlanta Blue"  
JUDDS "Mama He's Crazy"  
CONWAY TWITTY "Somebody's Needin' Somebody"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

ANNE MURRAY "Just Another Woman In Love"  
DAN FOGELBERG "Believe In Me"

#### Country Living

JUDDS "Mama He's Crazy"  
BILL MEDLEY "I Still Do"

### Peters Productions, Inc.

Debbie Walsh (619) 565-8511

#### Country Lovin'

EARL THOMAS CONLEY "Angel In Disguise"  
KATHY MATTEA "Someone Is Falling In Love"  
B.J. THOMAS "The Whole World's In Love When You're Lonely"  
KIERAN KANE "Dedicate"

#### The Great Ones

DAN FOGELBERG "Believe In Me"  
JOE JACKSON "You Can't Get What You Want"  
MADONNA "Borderline"  
ANNE MURRAY "Just Another Woman In Love"

### Concept Productions

Dick Wagner (916) 782-7754

#### CHR

JOE JACKSON "You Can't Get What You Want"  
LAID BACK "White Horse"  
CHRISTINE McVIE "Love Will Show Us How"  
QUEEN "I Want To Break Free"  
DAN FOGELBERG "Believe In Me"  
ICICLE WORKS "Whisper To A Scream (Birds Fly)"

### Bonneville Broadcasting System

Dave Verdery (800) 631-1600

#### Easy Listening

KATHY MATTEA "Someone Is Falling In Love"  
DAN FOGELBERG "Believe In Me"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

QUEEN "I Want To Break Free"  
DAN FOGELBERG "Believe In Me"  
WANG CHUNG "Dance Hall Days"  
HOWARD JONES "What Is Love"  
POINTER SISTERS "Jump (For My Love)"

#### The A/C Format

ANNE MURRAY "Just Another Woman In Love"  
HOMI & JARVIS "Friend Of A Friend"  
PEABO BRYSON & ROBERTA FLACK "I Just Came Here To Dance"  
TIGGI CLAY "The Winner Gets The Heart"  
JOE JACKSON "You Can't Get What You Want"

#### Super-Country

EARL THOMAS CONLEY "Angel In Disguise"  
JOHN ANDERSON "I Wish I Could Write You A Song"  
WRIGHT BROS. "Southern Women"  
MEL TILLIS "New Patches"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

DAN FOGELBERG "Believe In Me"  
STYLE COUNCIL "My Ever Changing Moods"  
ANNE MURRAY "Just Another Woman In Love"  
HOMI & JARVIS "Friend Of A Friend"  
TIGGI CLAY "The Winner Gets The Heart"  
PEABO BRYSON & ROBERTA FLACK "I Just Came Here To Dance"  
LAURA BRANIGAN "Self Control"

#### Your Country

BILL MEDLEY "I Still Do"  
BANDANA "Better Our Hearts Should Bend"  
CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men"

#### Hit Rock

HUEY LEWIS & NEWS "Heart Of Rock & Roll"  
LAID BACK "White Horse"  
DURAN DURAN "The Reflex"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

JUDDS "Mama He's Crazy"

#### Soft Contemporary

DAN FOGELBERG "Believe In Me"

#### Sound 10

DAN FOGELBERG "Believe In Me"

### Transtar

Chick Watkins (303) 578-0700

#### Adult Contemporary

CULTURE CLUB "Miss Me Blind"  
JAMES INGRAM "There's No Easy Way"  
ALAN PARSONS PROJECT "Don't Answer Me"

#### Country

Tom Casey (213) 460-6383

ALABAMA "When We Make Love"

KIERAN KANE "Dedicate"

EXILE "I Don't Want To Be A Memory"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

STYLE COUNCIL "My Ever Changing Moods"  
HUEY LEWIS & NEWS "Heart Of Rock & Roll"  
CHRISTINE McVIE "Love Will Show Us How"

#### Contempo 300

JOE JACKSON "You Can't Get What You Want"  
DAN FOGELBERG "Believe In Me"

#### Great American Country

STEVE WARINER "Why Goodbye"  
STATLER BROS. "Atlanta Blue"  
JUDDS "Mama He's Crazy"  
SYLVIA "Victims Of Goodbye"

**A PERSONALIZED RECORD REPORT**  
4818 Chevy Chase Drive • Suite 201 • Chevy Chase, Maryland 20815  
Phone: (301) 951-1215



April 7, 1984

An Open Letter:

I am honored to announce, in association with Joyce Bogart, the establishment of the Neil Bogart Memorial Achievement Award. This award will be presented annually to the person or persons deemed the most innovative and charismatic within the recording industry. These qualities were exemplified by Neil Bogart in his life and in his career.

The unequivocal choice as the first recipient of this award is Michael Jackson. The award will be presented at the Pop Music Survey Convention in Atlanta, Georgia on Saturday night June 23, 1984.

Sincerely,

Bobby Poe  
Publisher

BP: om

# R&R JAZZ RADIO NATIONAL AIRPLAY/30

April 27, 1984

- |           |    |    |  |
|-----------|----|----|--|
| Last Week | 1  | 1  | TANIA MARIA/Love Explosion (Concord Picante)                   |
|           | 2  | 2  | EARL KLUGH/Wishful Thinking (Capitol)                          |
|           | 7  | 3  | STEPS AHEAD/Modern Times (Musician/Elektra)                    |
|           | 3  | 4  | COUNT BASIE & HIS ORCHESTRA/88 Basie Street (Pablo)            |
|           | 5  | 5  | MILT JACKSON QUARTET/Soul Route (Pablo)                        |
|           | 9  | 6  | CARLA BLEY/Heavy Heart (ECM)                                   |
|           | 4  | 7  | ALIVE!/City Life (Alive)                                       |
|           | 8  | 8  | McCOY TYNER/Dimensions (Musician/Elektra)                      |
|           | 13 | 9  | BRANFORD MARSALIS/Scenes In The City (Columbia)                |
|           | 28 | 10 | GEORGE HOWARD/Steppin' Out (TBA/Palo Alto)                     |
|           | 6  | 11 | WEATHER REPORT/Domino Theory (Columbia)                        |
|           | 10 | 12 | PHIL UPCHURCH/Name Of The Game (Jam)                           |
|           | 16 | 13 | LARRY VUCKOVICH w/JON HENDRICK/Cast Your Fate (Palo Alto)      |
|           | 14 | 14 | DAVID SANBORN/Backstreet (WB)                                  |
| DEBUT     | 15 | 15 | PLAYBOY JAZZ FESTIVAL/Playboy Jazz Festival (Musician/Elektra) |
|           | 22 | 16 | BILL EVANS/The Paris Concert, Edition 2 (Musician/Elektra)     |
|           | 11 | 17 | JIMMY PONDER/Down Here On The Ground (Milestone/Fantasy)       |
|           | 29 | 18 | J.J. JOHNSON/Things Are Getting Better (Pablo)                 |
|           | 19 | 19 | JEFF LORBER/In The Heat Of The Night (Arista)                  |
| DEBUT     | 20 | 20 | JOHN BLAKE/Maiden Dance (Gramavision)                          |
|           | 17 | 21 | BLUE SKY/Blue Sky (C.T.)                                       |
| DEBUT     | 22 | 22 | CRUSADERS/Ghetto Blaster (MCA)                                 |
|           | 23 | 23 | CANNONBALL/NAT ADDERLEY QUINTE/What Is This Thing... (Pablo)   |
| DEBUT     | 24 | 24 | DON RANDI & QUEST/California '84 (Bee Pee)                     |
|           | 12 | 25 | RICHIE COLE/Alto Annie's Theme (Palo Alto)                     |
|           | 21 | 26 | OSCAR PETERSON QUARTET/A Tribute To My Friends (Pablo)         |
|           | 26 | 27 | ELVIN JONES/Brother John (Palo Alto)                           |
|           | 25 | 28 | DAVID FRIESEN/Amber Sky (Palo Alto)                            |
|           | 24 | 29 | ANDY NARELL/Light In Your Eyes (Hip Pocket)                    |
| DEBUT     | 30 | 30 | JAMES NEWTON/Luella (Gramavision)                              |

Black/Urban stations contributing to Jazz:  
 WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; WJAX/Jacksonville, Steve Fox; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Brute Bailey; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

## NEW & ACTIVE

- SANDY OWEN "Euphonia" (Ivory) 11/6**  
 Rotations: Heavy 1/1, Medium 5/3, Light 4/1, Extra Adds 1, Total Adds 6, WLOQ, WNOP, WIAN, KKGQ, KJAZ, KUOP, Medium: WHRO, KXPR.
- LUIS ARTEAGA "Collage" (Pausa) 11/4**  
 Rotations: Heavy 3/1, Medium 3/0, Light 4/2, Extra Adds 1, Total Adds 4, WBEE, WJZZ, KMCR, KKSJ, Heavy: WLOQ, KTCJ, Medium: KERA-FM, KJZZ, WMGI.
- BILL EVANS "Living In The Crest Of A Wave" (Musician/Elektra) 10/6**  
 Rotations: Heavy 1/0, Medium 3/1, Light 3/2, Extra Adds 3, Total Adds 6, WGBH, KUHF, KKGQ, KSBK, KJZZ, WHRO, Heavy: KPLU, Medium: WNOP, WKSU.
- STEVE TIBBETTS "Safe Journey" (ECM) 10/6**  
 Rotations: Heavy 2/0, Medium 1/0, Light 6/5, Extra Adds 1, Total Adds 6, KUHF, WMOT, WNOP, WKSU, KSBK, KLCC, Heavy: WDET, KXPR, Medium: KCRW.
- JULIE KELLY "We're On Our Way" (Pausa) 9/1**  
 Rotations: Heavy 2/0, Medium 4/1, Light 3/0, Extra Adds 0, Total Adds 1, WIAN, Heavy: WBGO, KTCJ, Medium: WEEA, KUHF, KSBK.
- CARMEN McRAE "You're Looking At Me" (Concord) 8/7**  
 Rotations: Heavy 2/1, Medium 2/2, Light 2/2, Extra Adds 2, Total Adds 7, WEEA, WGBH, WBGO, WDET, KLON, KUOP, KPLU, Heavy: KJAZ.
- BERT LIGON & CONDOR "Dancing Bare" (Sea Breeze) 8/6**  
 Rotations: Heavy 0/0, Medium 1/1, Light 6/4, Extra Adds 1, Total Adds 6, WFAE, WBEE, WIAN, KMHD, KPLU, WHRO.
- MICHEL PETRUCCIANI "100 Hearts" (Concord) 8/5**  
 Rotations: Heavy 3/2, Medium 1/0, Light 2/1, Extra Adds 2, Total Adds 5, WMOT, WDET, KPLU, WUSF, KXPR, Heavy: KCRW.
- JAZZTET "Moment To Moment" (Soul Note) 8/1**  
 Rotations: Heavy 1/0, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 1, KWMU, Heavy: WNOP, Medium: WEEA, KUHF, KADX, KLCC.
- PAT METHENY w/C. HADEN & B. HIGGINS "Rejoicing" (ECM) 7/7**  
 Rotations: Heavy 1/1, Medium 2/2, Light 1/1, Extra Adds 3, Total Adds 7, WBBY, KSBK, KJAZ, KPLU, Heavy: KCRW, Medium: WEEA, WUWU.
- EMILY REMLER "Transitions" (Concord) 7/6**  
 Rotations: Heavy 3/2, Medium 2/2, Light 2/2, Extra Adds 0, Total Adds 6, WDET, KLON, KKGQ, WUSF, KWMU, KXPR, Heavy: KJAZ.
- HANK JONES "Relaxin' At Camarillo" (Savoy) 7/4**  
 Rotations: Heavy 2/1, Medium 4/2, Light 1/1, Extra Adds 0, Total Adds 4, WGBH, KLON, WUSF, KLCC, Heavy: KUOP, Medium: WHRO, WKND.

## MOST ADDED

- BRANFORD MARSALIS (11)  
Scenes In The City (Columbia)
- JOHN BLAKE (10)  
Maiden Dance (Gramavision)
- STEPS AHEAD (10)  
Modern Times (Musician/Elektra)
- PLAYBOY JAZZ FESTIVAL (9)  
Playboy Jazz Festival (Musician/Elektra)
- McCOY TYNER (9)  
Dimensions (Musician/Elektra)

## HOTTEST

- STEPS AHEAD (13)  
Modern Times (Musician/Elektra)
- EARL KLUGH (12)  
Wishful Thinking (Capitol)
- TANIA MARIA (11)  
Love Explosion (Concord Picante)
- COUNT BASIE & HIS ORCHESTRA (9)  
88 Basie Street (Pablo)
- McCOY TYNER (9)  
Dimensions (Musician/Elektra)

- HUGH LAWSON "Colour" (Soul Note) 7/2**  
 Rotations: Heavy 1/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, WGBH, KXPR, Heavy: WDET, Medium: WEEA, KLCC.
- PASSPORT "Man In The Mirror" (Atlantic) 7/2**  
 Rotations: Heavy 4/0, Medium 2/1, Light 0/0, Extra Adds 1, Total Adds 2, WLOQ, WNOP, Heavy: KTCJ, WMGI, KWMU, Medium: KERA-FM, WBBY.
- ALEX de GRASSI "Southern Exposure" (Windham Hill) 7/1**  
 Rotations: Heavy 1/0, Medium 5/1, Light 1/0, Extra Adds 0, Total Adds 1, KWMU, Heavy: WNOP, Medium: WMOT, WDET, WIAN, KJZZ.
- MARK MURPHY f/VIVA BRAZIL "Brazil Song" (Muse) 7/1**  
 Rotations: Heavy 4/0, Medium 1/0, Light 2/1, Extra Adds 0, Total Adds 1, WUSF, Heavy: WEEA, WJZZ, KSBK, WHRO, Medium: KWMU.
- TERENCE BLANCHARD & DONALD HARRISON "N.Y. Second Line" (Concord) 6/6**  
 Rotations: Heavy 1/1, Medium 2/2, Light 0/0, Extra Adds 3, Total Adds 6, WBGO, WMOT, KPLU, Heavy: KXPR, Medium: KLON, KKGQ.
- BOB MOSES "Visit With Great Spirit" (Gramavision) 6/5**  
 Rotations: Heavy 0/0, Medium 3/2, Light 0/0, Extra Adds 3, Total Adds 5, WNOP, WDET, WKSU, KJAZ, KCRW, Medium: WBGO.
- PETER SPRAGUE "Musica Del Mar" (Concord) 6/4**  
 Rotations: Heavy 0/0, Medium 3/2, Light 3/2, Extra Adds 0, Total Adds 4, KLON, KKGQ, KUOP, WUSF.
- HOMI & JARVIS "Friend Of A Friend" (GRP) 6/2**  
 Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Extra Adds 1, Total Adds 2, WLOQ, KJZZ, Heavy: WUWU, Medium: WMOT, KMCR.
- WILLIS JACKSON "Ya Understand Me?" (Muse) 6/2**  
 Rotations: Heavy 1/0, Medium 4/1, Light 1/1, Extra Adds 0, Total Adds 2, WBEE, WKSU, Heavy: KUOP, Medium: WGBH, KMCR.
- AMINA CLAUDINE MYERS TRIO "Circle Of Time" (Black Saint) 6/1**  
 Rotations: Heavy 3/0, Medium 3/1, Light 0/0, Extra Adds 0, Total Adds 1, WKSU, Heavy: WBGO, KUHF, WDET, Medium: WGBH, KLCC.
- ELLA FITZGERALD/ANDRE PREVIN "Nice Work If You Can Get It" (Pablo Today) 5/4**  
 Rotations: Heavy 1/1, Medium 2/1, Light 2/2, Extra Adds 0, Total Adds 4, KUHF, WLOQ, WIAN, KKGQ, Medium: WHRO.
- FRANK WESS "I Hear Ya Talkin'" (Savoy) 5/3**  
 Rotations: Heavy 0/0, Medium 3/2, Light 2/1, Extra Adds 0, Total Adds 3, KLON, KKGQ, KPLU, Medium: WKND.
- CURTIS FULLER "Blues-ette" (Savoy) 5/2**  
 Rotations: Heavy 1/0, Medium 3/1, Light 1/1, Extra Adds 0, Total Adds 2, KLON, KKGQ, Heavy: WMOT, Medium: WBGO, WHRO.
- DAVE HOLLAND QUINTET "Jumpin' In" (ECM) 5/2**  
 Rotations: Heavy 1/1, Medium 2/0, Light 1/0, Extra Adds 1, Total Adds 2, KUHF, KWMU, Medium: WDET, WIAN.
- JACK McDUFF "Live It Up" (Sugar Hill) 5/2**  
 Rotations: Heavy 2/0, Medium 2/1, Light 1/1, Extra Adds 0, Total Adds 2, WBBY, XHRM, Heavy: WBEE, KLCC, Medium: WKND.
- GATO BARBIERI "Para Los Amigos" (Doctor Jazz) 5/0**  
 Rotations: Heavy 0/0, Medium 2/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WEEA, KMCR.

## Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. \* symbol denotes commercial station.

<b>EAST</b> WFAE/Charlotte John Hunt none Hottest: ROB MCCONNELL COUNT BASIE & HIS MCCOY TYNER CARLA BLEY STEPS AHEAD WGBH/Boston Eric Jackson MCCOY TYNER HANK JONES STEVEN MILLER HUGH LAWSON LOCKE & MARKOWITZ BRANFORD MARSALIS CARLA BLEY BILL EVANS HUBERT LANS MONTY ALEXANDER MCCOY TYNER WUWU/West Seneca (*) Marilyn Rogers BLU SKY PAT METHENY STEPS AHEAD CRUSADERS PLAYBOY JAZZ FEST Hottest: none	<b>SOUTH</b> WFAE/Charlotte Paul Stribling none Hottest: DON RANDI & QUEST ANITA GRAVINE BERT LIGON & COND Hottest: STEPS AHEAD RICHIE COLE EARL KLUGH MCCOY TYNER TANIA MARIA KERA-FM/Cleveland-Ft. Worth Ed Budenaro JOHN BLAKE Hottest: COUNT BASIE & HIS STEPS AHEAD MCCOY TYNER GEORGE HOWARD EARL KLUGH KSAK/Dallas-Ft. Worth (*) Willie Cutton GEORGE HOWARD Hottest: TANIA MARIA EARL KLUGH MCCOY TYNER STEPS AHEAD DAVID SANBORN	WMGI/Gainesville (*) Bill Harman none Hottest: PHIL UPCHURCH GLENN MISNERBAKER PASSPORT NEW DEAL RHYTHM B DON RANDI & QUEST KUHF/Houston Dave Edwards TANIA MARIA J.J. JOHNSON DAVID FRIESEN JIM PEPPER JEFF LORBER FREDDIE HUBBARD BRANFORD MARSALIS BILL EVANS ELLA FITZGERALD MCCOY TYNER Hottest: TANIA MARIA DAVID FRIESEN CANNONBALL ADDERL FREDDIE HUBBARD JAZZTET WMOT/Nashville Rick Forrest MIDTOWN JAZZ MOB EARL KLUGH BLANCHARD & HARRI OSCAR PETERSON QU MICHEL PETRUCCIANI PASSPORT HEATHER REPORT CURTIS FULLER BOBBY VINSON DON RANDI & QUEST LOU ROVNER WHRO/Norfolk Joe Lowrey PLAYBOY JAZZ FEST STEPS AHEAD BILL EVANS MCCOY TYNER BILL EVANS BERT LIGON & COND SIMON & BARD GROU Hottest: LARRY VUCKOVICH BRANFORD MARSALIS MILT JACKSON QUAR CARLA BLEY STAR GETT & CHET WUSF/Tampa Bob Seymour MICHEL PETRUCCIANI EMILY REMLER COUNT BASIE & HIS PLAYBOY JAZZ FEST BRANFORD MARSALIS JOHN BLAKE PETER SPRAGUE MARK MURPHY CARLA BLEY JACK McDUFF Hottest: BLEY MCCOY TYNER STEPS AHEAD MICHEL PETRUCCIANI BILL EVANS	WLOQ/Orlando (*) Paul Gerardi SANDY OWEN HOMI & JARVIS DAVID SANBORN PASSPORT PANAMA FRANCIS & JAMES NEWTON ELLA FITZGERALD LAURINDO ALMEIDA BRENT BRACE Hottest: EARL KLUGH PHIL UPCHURCH GRANT GEISSMAN SADAO WATABE SANDY OWEN WUSF/Tampa Bob Seymour MICHEL PETRUCCIANI EMILY REMLER COUNT BASIE & HIS PLAYBOY JAZZ FEST BRANFORD MARSALIS JOHN BLAKE PETER SPRAGUE MARK MURPHY CARLA BLEY JACK McDUFF Hottest: BLEY MCCOY TYNER STEPS AHEAD MICHEL PETRUCCIANI BILL EVANS
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### 46 Reporters and Current Reports

The following stations failed to report this week and therefore their playlists were frozen:

- WBFO/Bufallo
- KADX/Denver

<b>MIDWEST</b> WBEI/Chicago (*) Bob Long JIMMY PONDER ALIVE! STAN GETT & CHET PLAYBOY JAZZ FEST JAZZ MEMBERS BIG WILLIS JACKSON ANDY NARELL STEPS AHEAD BERT LIGON & COND COLLAGE MILT JACKSON QUAR COUNT BASIE & HIS EARL KLUGH RICHIE COLE WNOP/Indianapolis (*) Chris Wagner DAVE PIRE ANDY NARELL SANDY OWEN DAVID SANBORN STEVE TIBBETTS LARRY VUCKOVICH JOHN BLAKE JAMES NEWTON BOB MOSES DIRE STRAITS Hottest: STEPS AHEAD CARLA BLEY COUNT BASIE & HIS BRANFORD MARSALIS GEORGE HOWARD WBBY/Columbus (*) Zoot Strider DON RANDI & QUEST CITY LIFE DAVE PIRE MILT JACKSON QUAR LARRY VUCKOVICH AIRMEN OF NOTE ANITA GRAVINE CANNONBALL ADDERL CRUSADERS JOHN BLAKE Hottest: EARL KLUGH DON RANDI & QUEST TANIA MARIA BRANFORD MARSALIS WKSU/Kent Linda Yohn PLAYBOY JAZZ FEST RANDE WESTON JOHN BLAKE JAMES NEWTON BILL EVANS WEATHER REPORT BOB MOSES AMINA CLAUDINE MY WILLIS JACKSON STEVE TIBBETTS Hottest: MCCOY TYNER PLAYBOY JAZZ FEST MILT JACKSON QUAR STEPS AHEAD TANIA MARIA KTCJ/Indianapolis (*) Ed Garret LAID BACK DENISE LASALLE SUSANNAH MCCORRELL Hottest: GEORGE HOWARD JEFF LORBER PATTI AUSTIN EARL KLUGH LAID BACK KWMU/St. Louis Mike Crowley DAVE HOLLAND QUIN ALEX DEGRASSI CARLA BLEY JOE MCPHEE EMILY REMLER JAZZTET Hottest: WEATHER REPORT DAVE HOLLAND QUIN PASSPORT DUSAN BOGDANOVIC ALEX DEGRASSI	<b>WEST</b> KSBK/Mission Viejo Rodney Flores STEVE TIBBETTS GEORGE HOWARD DON RANDI & QUEST JOHNNY COPELAND PAT METHENY BILL EVANS EMILY REMLER COUNT BASIE & HIS STEPS AHEAD CARLA BLEY GEORGE HOWARD KMCRR/Phoenix Bill Sheard BRANFORD MARSALIS BILL EVANS ALIVE! RANDE WESTON HANK JONES STEVE TIBBETTS Hottest: CARLA BLEY WEATHER REPORT BILL EVANS COUNT BASIE & HIS MILT JACKSON QUAR KLONG/Long Beach Bob Epstein HANK JONES CARMEN McRAE EMILY REMLER TIN AVE, SPONSPERS CANNONBALL ADDERL LAURINDO ALMEIDA BLANCHARD & HARRI BRANFORD MARSALIS DANNY MIXON JIMMY RAINY Hottest: MILT JACKSON QUAR HANK JONES CARMEN McRAE EMILY REMLER WALLY ROSE KGO/Los Angeles (*) Jeff Geringer PLAYBOY JAZZ FEST OSCAR PETERSON QU ELLA FITZGERALD STEPS AHEAD CARLA BLEY BRENT BRACE VAUGHN MARK SANDY OWEN DOUG MACLEOD DON DEBESKY Hottest: COUNT BASIE & HIS TANIA MARIA MATT CATINCUS BIG PLAYBOY JAZZ FEST EARL KLUGH	KXPR/Sacramento Gary Vercelli MICHEL PETRUCCIANI BLANCHARD & HARRI JAMES NEWTON BILL HARSHMAN DAVID MURRAY OCTE JOHN BLAKE EMILY REMLER HUGH LAWSON CANNONBALL ADDERL ALIVE! TIMELISS ALL STAR DAVID FRIESEN STEPS AHEAD STEVE TIBBETTS MICHEL PETRUCCIANI KJZZ/Seattle (*) Carol Handley MADE IN BRAZIL DALLAS SMITH HOMI & JARVIS STEPS AHEAD BILL EVANS SIMON & BARD QU DON RANDI & QUEST Hottest: BLUE SKY A LITTLE NIGHT MO TANIA MARIA STEVEN MILLER KENNY G KUOP/Stockton Gail Schramm KJAZZ/San Francisco (*) Bob Parolha BOB MOSES PAT METHENY JOHN MORELL JOHN JANG SANDY OWEN Hottest: EMILY REMLER JAMES NEWTON JOHN BLAKE STEPS AHEAD PLAYBOY JAZZ FEST ALIVE! KPLU/Tacoma Charles Tomaras GEORGE HOWARD FRANK WESS JOHN BLAKE JAMES NEWTON PAT METHENY BARNEY McCURE BLANCHARD & HARRI CARMEN McRAE MICHEL PETRUCCIANI HOTTEST: STEPS AHEAD MILT JACKSON QUAR MCCOY TYNER BRANFORD MARSALIS BLUE SKY
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# GEORGE HOWARD

## "Steppin' Out"

28 → 10



Brought to you by PALO ALTO RECORDS

The following station called in a frozen playlist this week:  
 WKND/Hartford

**"YOU HAVE TO LISTEN...  
YOU CAN'T GO BY TALK.  
THAT'S THE WAY PEOPLE SELL THINGS."**

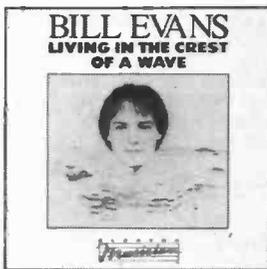
— MILES DAVIS



6-60351

**STEPS AHEAD / MODERN TIMES**

Steps Ahead is building a reputation as one of the true "super bands" in jazz for the 80's. Having placed at #2 in the Downbeat Critics Poll as Best Acoustic Band of 1983, the group has produced a more widely accessible second album that features both acoustic and electronic music. With Mike Mainieri on vibes, Mike Brecker—tenor, Eddie Gomez—bass, Warren Bernhardt—piano and Peter Erskine—drums, this group has a totally distinctive ensemble sound and five master soloists.



1-60349

**BILL EVANS / LIVING IN THE CREST OF A WAVE**

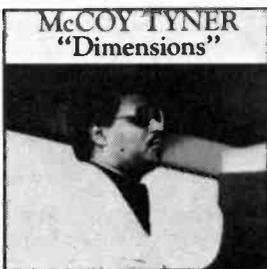
The debut solo album by one of the brightest new saxophonists in Jazz. Bill has gained acclaim for his work with Miles Davis over the past three years and will next be featured with the re-formed Mahavishnu Orchestra. His exciting debut album features Bill on Tenor and Soprano sax in a program of all Evans originals. Supporting players include Mitch Forman, Adam Nussbaum, Mark Egan and Manulo Budrena.



1-60298

**IN PERFORMANCE AT THE PLAYBOY JAZZ FESTIVAL**

A specially priced 2 record set featuring the most exciting moments of the 1982 Festival at The Hollywood Bowl. Grover Washington, Jr., Pieces Of A Dream, Weather Report, Dexter Gordon and Woody Shaw. The Great Quartet with McCoy Tyner, Freddie Hubbard, Ron Carter and Elvin Jones, Nancy Wilson and The Art Farmer, Benny Golson Quintet. Special feature is Weather Report and The Manhattan Transfer together for the first time on 'Birdland.'



1-60350

**McCOY TYNER / DIMENSIONS**

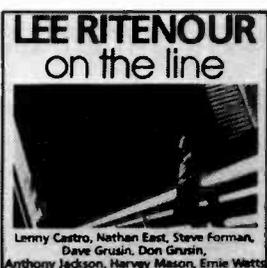
The extraordinary pianist composer joins Musician for a powerful debut album by his new Quintet featuring Gary Bartz—alto, John Blake—violin, John Lee—bass and Wilby Fletcher on drums. Compositions include "Understanding," "Just in Time," "Uncle Bubba" and a stunning Tyner solo performance of "Prelude To A Kiss."



1-60311

**BILL EVANS / THE PARIS CONCERT, VOL. II**

More brilliant performances from Bill's historic 1979 Paris Concert. Our first edition was heralded as one of his finest recorded concert performances and was awarded an 'Oscar' as Best Jazz Album of 1983 by The Association of French Jazz Critics. Edition 2 features "Nardis," "Joanna," "Re: Person I Knew" and more. Joe LaBarbara is on drums and Mark Johnson is on bass.

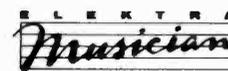


1-60310

**LEE RITENOUR / ON THE LINE**

The wizard of the contemporary guitar in an all all-star audiophile recording that's pure electricity. Lee's brilliant guitar work is featured in a set of hip and funky originals including "The Rit Variations," "Tush," "California Roll" and more. Featured players include Dave Grusin, Harvey Mason, Greg Mathieson, Ernie Watts and Anthony Jackson.

**SIX NEW RELEASES  
THAT SPEAK FOR THEMSELVES... LISTEN.**



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# Black/Urban

## BREAKERS

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

### TIMMY THOMAS

#### Gotta Give A Little Love (Ten Years Later) (Gold Mountain/A&M)

70% of our reporting stations on it. Rotations: Heavy 1/0, Medium 17/3, Light 33/10, Extra Adds 3, Total Adds 16, WAMO, WJMO, WDRQ, WJLB, KJLH, XHRM, KSOL, WRDW, WNOO, KJCB, WLWV, WPLZ, KHYS, WAAA, WDKO, KUKQ. A Most Added Record. Debuts at number 37 on the Black/Urban Chart.

### PATTI AUSTIN

#### Rhythm Of The Street (Qwest/WB)

62% of our reporting stations on it. Rotations: Heavy 3/0, Medium 14/0, Light 29/10, Extra Adds 2, Total Adds 12, KKDA-FM, WGCI, WCIN, KACE, WKND, KNOW, WANT, WVKO, WKWM, WTLC, WWWS, KUKQ. A Most Added Record. Debuts at number 38 on the Black/Urban chart.

### MELBA MOORE

#### Love Me Right (Capitol)

61% of our reporting stations on it. Rotations: Heavy 1/0, Medium 18/1, Light 25/7, Extra Adds 3, Total Adds 11, WDJY, KKDA-FM, WAIL-FM, WGCI, WBLZ, WZAK, KACE, WGIV, WPEG, WVKO, WKWM. Debuts at number 39 on the Black/Urban chart.

### NEWCLEUS

#### Jam On It (Sunnyview)

60% of our reporting stations on it. Rotations: Heavy 21/1, Medium 15/0, Light 10/4, Extra Adds 0, Total Adds 5, WILD, WAOK, WANT, WANM, WDAO. Heavy: WDAS, KMJQ, WHRK, WEDR, WAIL-FM, WBMX, WDMT, WZAK, WGPR, WZEN-FM, KDAY, KJLH, WRDW, WENN, WPDQ, WLWV, WPLZ, WQKS, WKWM. Moves 34-26 on the Black/Urban chart.

## NEW & ACTIVE

### CHERYL LYNN "This Time" (Columbia) 43/10

Rotations: Heavy 2/0, Medium 16/1, Light 24/8, Extra Adds 1, Total Adds 10, WGCI, WDMT, WDRQ, XHRM, KSOL, WENN, WLOU, WLWV, WDAO, WKWM. Heavy: WGIV, KOKA. Medium: WWIN-FM, WILD, WDMA, WJMO, KACE, WATV, Z93, WPEG, WOIC, WPDQ, KJCB, WWDM, WANM, WQKS, WTLC.

### STAPLE SINGERS "H-A-T-E (Don't Live Here Anymore)" (Private I/CBS) 40/2

Rotations: Heavy 3/0, Medium 14/0, Light 23/2, Extra Adds 0, Total Adds 2, WKND, WKWM. Heavy: WAOK, WDMA, WGIV, Medium: KRNB, XHRM, KSOL, WATV, WPEG, WOIC, WKXI, WPDQ, WLWV, KOKA, WDAO, WTLC, KDIA, WZEN-FM.

### O'JAYS "Extraordinary Girl" (Philadelphia International/CBS) 39/7

Rotations: Heavy 4/0, Medium 15/1, Light 18/4, Extra Adds 2, Total Adds 7, WHRK, WEDR, WBMX, WZAK, XHRM, KSOL, KHYS. Heavy: WAOK, WVVEE, WDMA, WPDQ. Medium: WWIN-FM, WDAS, WGCI, WZEN-FM, KDAY, KJLH, WATV, WOIC, WBLX, KOKA, WWDM, WAAA, WTLC, KUKQ.

### EARONS "Land Of Hunger" (Island) 38/10

Rotations: Heavy 0/0, Medium 14/0, Light 22/8, Extra Adds 2, Total Adds 10, WDJY, WHRK, WDMT, WGPR, KACE, WATV, WGIV, WQOK, WKQM, KDIA. Medium: WWIN-FM, WVVEE, WDMA, WEDR, WAIL-FM, WZAK, KJLH, SKOL, WDAO, WLTH, WWWS, KDKO, KUKQ.

### POINTER SISTERS "Jump (For My Love)" (Planet/RCA) 36/13

Rotations: Heavy 5/0, Medium 13/3, Light 15/7, Extra Adds 3, Total Adds 13, KKDA-FM, KMJQ, WDMA, WBLZ, WCIN, WKND, KNOW, WJMI, WPDQ, KHYS, WANT, KDKO, KUKQ. Heavy: WAMO, WDJY, WAOK, WVVEE, WZAK. Medium: WWIN-FM, WDAS, WGCI, KSOL, WNHC, WGIV, WOIC, WJAX, KJCB, WLUM.

### R.J.'S LATEST ARRIVAL "Shackles" (Golden Boy/Quality) 36/5

Rotations: Heavy 4/0, Medium 16/1, Light 15/3, Extra Adds 1, Total Adds 5, WDAS, WHRK, WDRQ, XHRM, KNOW. Heavy: WATV, KJCB, WDAO, WWWS. Medium: KKDA-FM, WDMT, WZAK, WGPR, WENN, WPEG, WOIC, WKXI, WBLX, KOKA, WANM, WKWM, WTLC, KDKO, KUKQ.

### PETER BROWN "They Only Come Out At Night" (Columbia) 36/4

Rotations: Heavy 4/0, Medium 19/1, Light 12/2, Extra Adds 1, Total Adds 4, WGPR, KACE, WJAX, KDKO. Heavy: WDAS, WBMX, WGCI, WOIC. Medium: WAMO, WHUR, WAOK, WEDR, WCIN, WZEN-FM, KJLH, XHRM, KSOL, Z93, WGIV, WPEG, WQMG, WBLX, WWDM, WLTH, WTLC, KUKQ.

### KIM FIELDS "Dear Michael" (Critique/Quality) 35/5

Rotations: Heavy 5/0, Medium 16/2, Light 14/3, Extra Adds 0, Total Adds 5, WVVEE, WEDR, WZAK, KSOL, WJMI. Heavy: KKDA-FM, WGCI, KDAY, WENN, WTLC. Medium: WILD, KRNB, WDRQ, XHRM, WKND, WNHC, WQMG, WKXI, WPDQ, KHYS, KOKA, WWDM, WKWM, WWWS.

### LENNY WILLIAMS "Always" (Rocshire) 34/7

Rotations: Heavy 1/0, Medium 15/1, Light 16/4, Extra Adds 2, Total Adds 7, WBMX, WZAK, WQIC, WLWV, WQOK, WWWS, KDKO. Heavy: KKDA-FM. Medium: WWIN-FM, WXYV, WDAS, WQIC, WJMO, WZEN-FM, KJLH, XHRM, Z93, WJAX, WPDQ, WANM, WDAO, WLTH.

### WINDJAMMER "Live Without Your Love" (MCA) 34/6

Rotations: Heavy 0/0, Medium 10/1, Light 24/5, Extra Adds 0, Total Adds 6, KJLH, XHRM, WRDW, KNOW, WQMG, KHYS. Medium: WDMA, WCIN, WJLB, WPEG, WOIC, KOKA, WWWS, KDIA, KUKQ.

### EARTH, WIND & FIRE "Moonwalk" (Columbia) 30/6

Rotations: Heavy 1/0, Medium 14/1, Light 14/4, Extra Adds 1, Total Adds 6, WAMO, WPDQ, WLOU, WPLZ, WAAA, WDAO. Heavy: KOKA. Medium: WAOK, WDMA, Z93, WGIV, WPEG, WOIC, WQMG, WJAX, KJCB, WBLX, WLWV, WWDM, WTLC.

### RAY PARKER JR. "In The Heat Of The Night" (Arista) 29/11

Rotations: Heavy 1/1, Medium 8/2, Light 20/8, Extra Adds 0, Total Adds 11, WVVEE, WGCI, WZAK, WGPR, WZEN-FM, WKND, WGIV, WPEG, WKXI, WLWV, WAAA. Medium: WRDW, Z93, WJMI, WANM, WDAO, WLTH.

### JOCELYN BROWN "Somebody Else's Guy" (Vinyl Dreams) 28/11

Rotations: Heavy 6/0, Medium 8/1, Light 12/8, Extra Adds 2, Total Adds 11, WXYV, WILD, WAOK, KMJQ, KRNB, WJMO, WZEN-FM, XHRM, WPEG, WWDM, WQKS. Heavy: WWIN-FM, WDAS, WYLD-FM, WZAK, KJLH, WANM. Medium: WRKS, WVVEE, KKDA-FM, WAIL-FM, WDMT, KACE, KDAY.

### RUN D.M.C. "Rockbox" (Profile) 27/5

Rotations: Heavy 3/0, Medium 8/1, Light 16/4, Extra Adds 0, Total Adds 5, WVVEE, WDRQ, WGPR, KJLH, WGIV. Heavy: WAOK, WPEG, WJAX. Medium: WXYV, WRKS, WDAS, WZAK, WWDM, WANM, WTLC.

### RICH CASON & GALACTIC ORCHESTRA "Street Symphony" (Private I/CBS) 26/2

Rotations: Heavy 2/0, Medium 13/1, Light 11/1, Extra Adds 0, Total Adds 2, KHYS, WDAO. Heavy: WJAX, KOKA. Medium: WAOK, KRNB, WEDR, KJLH, KSOL, WATV, Z93, WPEG, WLWV, WANM, WNHC, WOIC.

### BREAK MACHINE "Street Dance" (Sire/WB) 25/6

Rotations: Heavy 0/0, Medium 11/1, Light 13/4, Extra Adds 1, Total Adds 6, WGCI, KSOL, WGIV, WOIC, WPDQ, WDAO. Medium: WILD, XHRM, WKND, WRDW, KNOW, Z93, WJMI, WLWV, WWDM, KUKQ.

### CHERELLE "I Didn't Mean To Turn You On" (Tabu/CBS) 25/4

Rotations: Heavy 2/0, Medium 9/0, Light 13/3, Extra Adds 1, Total Adds 4, WZEN-FM, WOIC, WKWM, KUKQ. Heavy: WDRQ, KMJM. Medium: WGCI, WGPR, WJLB, KDAY, KSOL, KOKA, WWDM, WTLC, KDKO.

### MARGIE JOSEPH "Ready For The Night" (Cotillion/Atco) 25/3

Rotations: Heavy 2/0, Medium 7/0, Light 16/3, Extra Adds 0, Total Adds 3, WCIN, KNOW, WQMG. Heavy: WEDR, WATV. Medium: KKDA-FM, WRDW, WJMI, WPDQ, KJCB, WANM, KUKQ.

### ORBIT "Too Busy Thinkin' About My Baby" (Quality) 25/2

Rotations: Heavy 2/0, Medium 13/0, Light 10/2, Extra Adds 0, Total Adds 2, WZAK, WJAX. Heavy: WRDW, WANM. Medium: WAOK, WDRQ, WGPR, WJLB, KDAY, WENN, WPEG, WLOU, WLWV, WPLZ, WKWM, WTLC, WWWS.

### PIECES OF A DREAM "It's Time For Love" (Elektra) 25/1

Rotations: Heavy 3/0, Medium 8/0, Light 14/1, Extra Adds 0, Total Adds 1, WTLC. Heavy: WYLD-FM, WCIN, KACE. Medium: WWIN-FM, XHRM, Z93, WGIV, KJCB, WBLX, KHYS, WLTH.

## SIGNIFICANT ACTION

### DIVINE SOUNDS "What People Do For Money" (Specific) 24/6

Rotations: Heavy 5/0, Medium 5/1, Light 13/4, Extra Adds 1, Total Adds 6, WXYV, KDAY, KJLH, WOIC, WPLZ, WVOL. Heavy: WRKS, WDAS, WZAK, WGPR, WJLB. Medium: WILD, WDRQ, WKWM, WWWS.

## MOST ADDED

### TIMMY THOMAS (16)

Gotta Give A Little Love... (Gold Mtn./A&M)  
**DELLS (16)**  
 One Step Closer (Private I/CBS)  
 L.J. REYNOLDS (13)  
 Touch Down (Mercury/PolyGram)  
**ROCKWELL (13)**  
 Obscene Phone Caller (Motown)  
**POINTER SISTERS (13)**  
 Jump (For My Love) (Planet/RCA)  
**PATTI AUSTIN (12)**  
 Rhythm Of The Street (Qwest/WB)

## HOTTEST

### LIONEL RICHIE (37)

Hello (Motown)  
**CAMEO (37)**  
 She's Strange (Atlanta Artists/PolyGram)  
**D. EDWARDS featuring S. GARRET (36)**  
 Don't Look Any Further (Motown)  
**LUTHER VANDROSS (22)**  
 Superstar (Don't You Remember...) (Epic)  
**CULTURE CLUB (19)**  
 Miss Me Blind (Virgin/Epic)

### L.J. REYNOLDS "Touch Down" (Mercury/PolyGram) 23/13

Rotations: Heavy 0/0, Medium 4/0, Light 17/11, Extra Adds 2, Total Adds 13, WILD, WAOK, WVVEE, WDMA, WAIL-FM, WBMX, WJMO, WZEN-FM, KJLH, WPEG, WKXI, WQOK, WVKO. Medium: WCIN, WZAK, WANM, WWWS.

### WORLD'S FAMOUS SUPREME TEAM "Hey D.J." (Island) 22/9

Rotations: Heavy 2/0, Medium 6/1, Light 12/6, Extra Adds 2, Total Adds 9, WVVEE, KMJQ, KRNB, WAIL-FM, WJLB, WRDW, KJCB, WJJS, WKWM. Heavy: WRKS, WDAS. Medium: WGPR, KDAY, KJLH, WOIC, WDAO.

### ANITA BAKER "Feel The Need" (Beverly Glen) 22/3

Rotations: Heavy 2/0, Medium 9/0, Light 10/2, Extra Adds 1, Total Adds 3, WXYV, KSOL, WQKS. Heavy: KKDA-FM, KUKQ. Medium: WWIN-FM, WCIN, KJLH, XHRM, WRDW, WNOO, WLWV, WWDM, WWWS.

### T-CONNECTION "Take It To The Limit" (Capitol) 22/2

Rotations: Heavy 2/0, Medium 10/0, Light 9/1, Extra Adds 1, Total Adds 2, WKXI, WPLZ. Heavy: WCIN, KJCB. Medium: KKDA-FM, WJMO, WATV, WENN, WNOO, WLOU, WBLX, WLWV, WDAO, WWWS.

### MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 22/1

Rotations: Heavy 8/0, Medium 5/0, Light 8/0, Extra Adds 1, Total Adds 1, WHRK. Heavy: WEDR, WGCI, KJLH, Z93, WLOU, WAAA, WLTH, WWWS. Medium: WWIN-FM, WHUR, WCIN, WDMT, WPLZ.

### SHIRLEY BROWN "Leave The Bridges Standing" (Sound Town/Allegiance) 21/1

Rotations: Heavy 2/0, Medium 11/0, Light 8/1, Extra Adds 0, Total Adds 1, WXYV. Heavy: WBMX, WATV. Medium: WILD, KRNB, WDMA, WHRK, WEDR, WZEN-FM, WGIV, WKXI, WBLX, WLTH, WPEG.

### TEENA MARIE "Dear Lover" (Epic) 21/1

Rotations: Heavy 3/0, Medium 10/0, Light 8/1, Extra Adds 0, Total Adds 1, WWDM. Heavy: WOIC, WJMI, WBLX. Medium: WWIN-FM, WILD, WHUR, WDRQ, WZEN-FM, WATV, WENN, WGIV, WNOO, WPLZ.

### MUSICAL YOUTH "Whatcha Talking Bout" (MCA) 20/3

Rotations: Heavy 0/0, Medium 8/0, Light 11/2, Extra Adds 3, WILD, WBMX, WWWS. Medium: WAOK, WDMA, XHRM, KSOL, WKXI, WPDQ, KOKA, KUKQ.

### DAYTON "The Sound Of Music" (Capitol) 20/0

Rotations: Heavy 5/0, Medium 7/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WBLZ, WJMO, WZAK, WAAA, WWWS. Medium: WILD, WCIN, WDMT, WNOO, KJCB, WLOU, WKWM.

### ANGELA BOFILL "Special Delivery" (Arista) 19/0

Rotations: Heavy 3/0, Medium 10/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WVVEE, WNOO, WLWV. Medium: WWIN-FM, KKDA-FM, XHRM, WKXI, KJCB, WLOU, KHYS, KOKA, WAAA, WWWS.

### JOHN ROCCA "I Want It To Be Real" (Streetwise) 18/5

Rotations: Heavy 0/0, Medium 1/0, Light 17/5, Extra Adds 0, Total Adds 5, WEDR, WYLD-FM, WGPR, KJLH, WLOU. Medium: KOKA.

### GAP BAND "I'm Ready (If You're Ready)" (Total Experience/RCA) 18/0

Rotations: Heavy 5/0, Medium 7/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WWIN-FM, WJMI, WJAX, WDAO, KUKQ. Medium: WILD, WBMX, WJMO, WRDW, Z93, WLWV, WWDM.

### DELLS "One Step Closer" (Private I/CBS) 17/16

Rotations: Heavy 0/0, Medium 3/2, Light 14/14, Extra Adds 0, Total Adds 16, WVVEE, WAOK, KRNB, WDMA, WAIL-FM, WCIN, WNHC, WGIV, WPEG, WKXI, WJAX, KOKA, WWDM, WANM. Medium: WGCI.

### HUMAN BODY "Make You Shake It" (Bearsville/WB) 17/2

Rotations: Heavy 1/0, Medium 8/0, Light 8/2, Extra Adds 0, Total Adds 2, WDAO, WTLC. Heavy: KUKQ. Medium: KRNB, KNOW, WOIC, WKXI, KJCB, WWDM, WWWS, WCIN.

### COLONEL ABRAMS "Leave The Message Behind The Door" (Streetwise) 17/1

Rotations: Heavy 0/0, Medium 5/0, Light 11/0, Extra Adds 1, Total Adds 1, WENN. Medium: WDAS, WDMA, WEDR, WDMT, KOKA.

### ALISHA "All Night Passion" (Vanguard) 16/4

Rotations: Heavy 2/0, Medium 4/0, Light 8/2, Extra Adds 2, Total Adds 4, KSOL, WENN, WPLZ, WDAO. Heavy: WDAS, WNHC. Medium: WAOK, WVVEE, WDRQ, WJLB.

### MADONNA "Borderline" (Sire/WB) 16/2

Rotations: Heavy 5/0, Medium 6/1, Light 5/1, Extra Adds 0, Total Adds 2, XHRM, KDIA. Heavy: WILD, KSOL, WQMG, KDKO, KUKQ. Medium: WRKS, WDJY, WKND, Z93, WLUM.

### RONNIE McNEIR "Come Be With Me" (Capitol) 16/2

Rotations: Heavy 3/0, Medium 4/1, Light 6/1, Extra Adds 0, Total Adds 2, WVVEE, WTLC. Heavy: WYLD-FM, WOIC, WKXI. Medium: WWIN-FM, WILD, WAOK, KJCB, KOKA, KDKO.

### P. FUNK ALL-STARS "Pumpin' It Up" (Private I/CBS) 16/1

Rotations: Heavy 3/0, Medium 8/0, Light 4/0, Extra Adds 1, Total Adds 1, WBMX. Heavy: KKDA-FM, WHRK, KDAY. Medium: WDAS, WYLD-FM, WZEN-FM, KJLH, WGIV, WPEG, WWDM, WANM.

### CENTRAL LINE "Time For Some Fun" (Mercury/PolyGram) 16/0

Rotations: Heavy 2/0, Medium 6/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WYLD-FM, KUKQ. Medium: WNHC, WNOO, KJCB, WLOU, WBLX, KOKA.

### ROCKWELL "Obscene Phone Caller" (Motown) 15/13

Rotations: Heavy 0/0, Medium 2/1, Light 10/9, Extra Adds 3, Total Adds 13, KMJQ, KRNB, WDMA, WGCI, WBLZ, WDRQ, KDAY, KJCB, WPLZ, KHYS, WQKS, WLUM, KUKQ. Medium: WXYV.

### SWITCH "Switch It Baby" (Total Experience/RCA) 15/4

Rotations: Heavy 0/0, Medium 1/0, Light 14/4, Extra Adds 0, Total Adds 4, WDMA, WQMG, KJCB, WKWM. Medium: WGPR.

### DREAMBOY "Walk The Streets" (Qwest/WB) 15/4

Rotations: Heavy 0/0, Medium 2/0, Light 12/3, Extra Adds 1, Total Adds 4, WRDW, KNOW, WPLZ, KHYS. Medium: KKDA-FM, WATV.

### STYLE COUNCIL "My Ever Changing Moods" (Geffen) 15/4

Rotations: Heavy 0/0, Medium 0/0, Light 15/4, Extra Adds 0, Total Adds 4, WCIN, WATV, WPEG, WQOK.

### CYNDI LAUPER "Time After Time" (Portrait/CBS) 14/4

Rotations: Heavy 0/0, Medium 5/1, Light 9/3, Extra Adds 0, Total Adds 4, WDMA, XHRM, WANM, WLUM. Medium: WQMG, WPDQ, KOKA, WQKS.

### KWICK "Too Lonely To Be Alone" (Capitol) 14/1

Rotations: Heavy 6/0, Medium 5/1, Light 3/0, Extra Adds 0, Total Adds 1, WJMI. Heavy: KKDA-FM, WDMA, WZAK, WATV, WENN, WKXI. Medium: WDMT, WGPR, KJCB, WAAA.

### CLOCKWORK "I'm Your Candy Girl" (Private I/CBS) 14/0

Rotations: Heavy 2/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WXYV, WYLD-FM. Medium: WEDR, WGPR, WZEN-FM, XHRM, WNHC, WANM.

### AFRIKA BAMBAATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 14/0

Rotations: Heavy 4/0, Medium 8/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, WJLB, KSOL, WWWS. Medium: WVVEE, WDRQ, WZEN-FM, WENN, KDIA, KUKQ.

### DUKE BOOTE "Live Wire (I Want A Girl That Sweats)" (Mercury/PolyGram) 13/8

Rotations: Heavy 4/0, Medium 4/1, Light 7/8, Extra Adds 1, Total Adds 8, WAOK, KKDA-FM, WEDR, WAIL-FM, WCIN, WZEN-FM, WQMG, WWWS. Heavy: WANM. Medium: WZAK, WRDW, WLOU.

### JENNY BURTON "Rock Steady" (Atlantic) 13/2

Rotations: Heavy 1/0, Medium 4/0, Light 8/2, Extra Adds 0, Total Adds 2, WATV, KHYS. Heavy: WANM. Medium: Z93, WBLX, WLTH, WTLC.

### ROSE ROYCE "New Love" (Montage) 13/2

Rotations: Heavy 1/0, Medium 3/0, Light 9/2, Extra Adds 0, Total Adds 2, WAIL-FM, WWWS. Heavy: WEDR. Medium: KKDA-FM, WGIV, WJAX.

### J. BLACKFOOT "I Stood On The Sidewalk And Cried" (Sound Town/Allegiance) 12/3

Rotations: Heavy 1/0, Medium 2/1, Light 9/2, Extra Adds 0, Total Adds 3, WILD, WZAK, WKWM. Heavy: KRNB. Medium: WOIC.

### GWEN McCRAE "Do You Know What I Mean" (Blackjack/Quality) 11/3

Rotations: Heavy 0/0, Medium 1/0, Light 10/3, Extra Adds 0, Total Adds 3, WDAS, WVVEE, KRNB. Medium: WWWS.

### COLORBLIND "Just Like In The Movies" (Capitol) 11/2

Rotations: Heavy 0/0, Medium 2/1, Light 9/1, Extra Adds 0, Total Adds 2, WQMG, KJCB. Medium: KSOL.

### PLANET PATROL "It Wouldn't Have Made Any Difference" (Tommy Boy) 11/0

Rotations: Heavy 0/0, Medium 4/0, Light 7/0, Extra Adds 0, Total Adds 0. Medium: WEDR, XHRM, WGIV, KUKQ.

### WOMACK & WOMACK "Baby I'm Scared Of You" (Elektra) 10/4

Rotations: Heavy 1/0, Medium 2/0, Light 7/4, Extra Adds 0, Total Adds 4, WWIN-FM, WEDR, WNHC, WANM. Heavy: WDAS. Medium: WRKS, KJLH.

### FUNK DELUXE "This Time" (Salsoul/RCA) 10/3

Rotations: Heavy 0/0, Medium 2/0, Light 8/3, Extra Adds 0, Total Adds 3, WILD, WNHC, WPDQ. Medium: WKND, WPEG.

### JEFF LORBER "In The Heat Of The Night" (Arista) 10/0

# We've Got A Line On Your Phones

«BREAKER»

**PATTI AUSTIN**

"RHYTHM OF THE STREET"



Produced by Narada Michael Walden

**R O G E R**  
"IN THE MIX"



Produced by Roger Troutman

**1**

**ABC**

**2**

# Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

## EAST

**WWIN-FM/Baltimore**  
Keith Newman

IRENE CARA  
WOMACK & WOMACK  
LARRY WU  
DENNIS EDWARDS  
Hottest:  
WOMACK & LABELLE  
JEFFREY OSBORNE  
CAMEO  
YARBROUGH & PEOP  
D TRAIN

**WXYV/Baltimore**  
Roy Sampson

SHIRLEY BROWN  
JOYCELYN BROWN  
BUNNY SEIGLER  
ANITA BAKER  
LATTISAW & GILL  
DIVINE SOUNDS  
Hottest:  
YARBROUGH & PEOP  
EVELYN KING  
SHALAMAR  
ONE WAY  
JEFFREY OSBORNE

**WILD/Boston**  
Elroy R.C. Smith

J. BLACKFOOT  
LJ REYNOLDS  
MUSICAL YOUTH  
JOYCELYN BROWN  
NEWCLEUS  
FUNK DELUXE  
Hottest:  
DENNIS EDWARDS  
CAMEO  
KOOL & THE GANG  
LIONEL RICHIE  
PHILIPPE WYNNE

**WKND/Hartford**  
Jordan/McLean

RAY PARKER JR.  
PATTI AUSTIN  
STAPLE SINGERS  
POINTER SISTERS  
Hottest:  
WOMACK & LABELLE  
CAMEO  
DENNIS EDWARDS  
KOOL & THE GANG  
YARBROUGH & PEOP

**WNHC/New Haven**  
James Jordan

DELLS  
ATLANTIC STARR  
WOMACK & WOMACK  
SUPERIORS  
JUICE  
FUNK DELUXE  
FRESH BAND  
HASSAN & 7-11  
Hottest:  
XENA  
CULTURE CLUB  
HALL & OATES  
CAMEO  
ALISHA

**WRKS/New York**  
Mayo/Quararone

none  
Hottest:  
LIONEL RICHIE  
DIVINE SOUNDS  
LATTISAW & GILL  
WOMACK & LABELLE  
CULTURE CLUB

**WDAS/Philadelphia**  
Joe Tamburro

RJ'S LATEST ARRIV  
PRIME TIME  
GWEN MCCRAE  
LARRICE  
LATTISAW & GILL  
BRYSON & FLACK  
Hottest:  
NEWCLEUS  
WORLD FAMOUS SU  
O'BRYAN  
DAZZ BAND  
JOYCELYN BROWN

**WAMO/Pittsburgh**  
J.C. Floyd

DAZZ BAND  
TIMMY THOMAS  
EW&F  
Hottest:  
JAMES INGRAM  
DENNIS EDWARDS  
CAMEO  
DEELE  
LIONEL RICHIE

**WDJY/Washington, DC**  
Dan O'Neil

BRYAN LOREN  
EARONS  
MELBA MOORE  
KC  
LATTISAW & GILL  
Hottest:  
THOMPSON TWINS  
DENIECE WILLIAMS  
POINTER SISTERS  
DENNIS EDWARDS  
TIMMY THOMAS

**WHUR/Washington, DC**  
Libby Lawson

none  
Hottest:  
POINTER SISTERS  
ART OF NOISE  
SHALAMAR  
DENNIS EDWARDS  
SHANNON

## MIDWEST

**WBMX/Chicago**  
Lee Michaels

LJ REYNOLDS  
O'JAYS  
MUSICAL YOUTH  
LENNY WILLIAMS  
OHIO PLAYERS  
P. FUNK ALL-STARS  
Hottest:  
DENNIS EDWARDS  
KOOL & THE GANG  
EMOTIONS  
ART OF NOISE  
GEORGE CLINTON

**WGCI/Chicago**  
Graham Armstrong

BREAK MACHINE  
RAY PARKER JR.  
MELBA MOORE  
ROCKWELL  
DOROTHY MOORE  
PATTI AUSTIN  
CHERYL LYNN  
Hottest:  
DENNIS EDWARDS  
WOMACK & LABELLE  
TEMPTATIONS  
CAMEO  
CULTURE CLUB

**WBLZ/Cincinnati**  
Brian Castle

ROCKWELL  
POINTER SISTERS  
ONE WAY  
MELBA MOORE  
Hottest:  
LAID BACK  
KENNY LOGGINS  
LIONEL RICHIE  
CAMEO  
DENNIS EDWARDS

**WCIN/Cincinnati**  
Sid Kennedy

DUKE BOOTEE  
PATTI AUSTIN  
DELLS  
NEWCLEUS  
RICH CASON  
EW&F  
ALISHA  
BOBBY KING  
TWILIGHT 22  
CORTEZ  
Hottest:  
LAID BACK  
YARBROUGH & PEOP  
DEELE  
BAR-KAYS

**WZAK/Cleveland**  
Lynn Tolliver

KOOL & THE GANG  
MELBA MOORE  
RAY PARKER JR.  
BEAT BOX BOYS  
TWILIGHT 22  
J. BLACKFOOT  
KIM FIELDS  
O'JAYS  
LENNY WILLIAMS  
PRETTY TONY  
ORBIT  
Hottest:  
DENNIS EDWARDS  
DENIECE WILLIAMS  
LIONEL RICHIE  
CULTURE CLUB

**WDMT/Cleveland**  
Kelly/Dean

MENUDO  
TWILIGHT 22  
CHERYL LYNN  
EARONS  
Hottest:  
DENNIS EDWARDS  
LUTHER VANDROSS  
CULTURE CLUB  
DENIECE WILLIAMS  
CHANGE

**WJMO/Cleveland**  
Rod See

JOYCELYN BROWN  
DAZZ BAND  
TIMMY THOMAS  
LJ REYNOLDS  
Hottest:  
CAMEO  
ART OF NOISE  
DENNIS EDWARDS  
LIONEL RICHIE  
LUTHER VANDROSS

**WVKO/Columbus**  
Lyles/Jones

PATTI AUSTIN  
C.L. BLAST  
ONE WAY  
MELBA MOORE  
LJ REYNOLDS  
Hottest:  
LAID BACK  
DENNIS EDWARDS  
ART OF NOISE  
DEBARGE

**WVWV/Columbus**  
Lyles/Jones

PATTI AUSTIN  
C.L. BLAST  
ONE WAY  
MELBA MOORE  
LJ REYNOLDS  
Hottest:  
LAID BACK  
DENNIS EDWARDS  
DENIECE WILLIAMS  
SHANNON  
CAMEO

**WVWV/Columbus**  
Lyles/Jones

J. BLACKFOOT  
HERBIE HANCOCK  
PATTI AUSTIN  
CHERRELLE  
EARONS  
CHERYL LYNN  
MELBA MOORE  
STAPLE SINGERS  
SWITCH  
WORLD FAMOUS SU  
Hottest:  
DENNIS EDWARDS  
NEWCLEUS  
CULTURE CLUB  
BAR-KAYS  
RJ'S LATEST ARRIV

## SOUTH

**WAOK/Atlanta**  
Larry Tinsley

BRYSON & FLACK  
LATTISAW & GILL  
DELLS  
OHIO PLAYERS  
LJ REYNOLDS  
DUKE BOOTEE  
NEWCLEUS  
JOYCELYN BROWN  
PATRICE RUSHEN  
Hottest:  
LIONEL RICHIE  
WOMACK & LABELLE  
DENIECE WILLIAMS  
LAID BACK  
SHALAMAR

**WVEE/Atlanta**  
Scotty Andrews

RAY PARKER JR.  
RONNIE MCNEIR  
KIM FIELDS  
DELLS  
RUN D.M.C.  
JERMAINE JACKSON  
WORLD FAMOUS SU  
GWEN MCCRAE  
LJ REYNOLDS  
Hottest:  
DENNIS EDWARDS  
LAID BACK  
ATLANTIC STARR  
CAMEO  
DENIECE WILLIAMS

**WDAO/Dayton**  
Lankford Stephens

BREAK MACHINE  
CHERYL LYNN  
HUMAN BODY  
OHIO PLAYERS  
NEWCLEUS  
RICH CASON  
EW&F  
ALISHA  
BOBBY KING  
TWILIGHT 22  
CORTEZ  
Hottest:  
LAID BACK  
YARBROUGH & PEOP  
DEELE  
BAR-KAYS

**WTLC/Indianapolis**  
Jay Johnson

PATTI AUSTIN  
DELLS  
HUMAN BODY  
SUGAHH  
MICHAEL LOVESMITH  
BARBARA MITCHELL  
PRETTY TONY  
PIECES OF A DREAM  
CORTEZ  
RONNIE MCNEIR  
Hottest:  
LAID BACK  
LIONEL RICHIE  
ART OF NOISE  
DAVY DMX  
BRYAN LOREN

**WLUM/Milwaukee**  
Susie Austin

ONE WAY  
ROCKWELL  
CYNDI LAUPER  
BILLY JOEL  
JAMES INGRAM  
Hottest:  
LIONEL RICHIE  
DENIECE WILLIAMS  
PHIL COLLINS  
CAMEO  
CULTURE CLUB

**WWWS/Saginaw**  
Kermit Crockett

LENNY WILLIAMS  
MAURICE STARR  
PATTI AUSTIN  
DUKE BOOTEE  
BOOGIE BOYS  
TWILIGHT 22  
ROSE ROYCE  
MUSICAL YOUTH  
Hottest:  
LUTHER VANDROSS  
EMOTIONS  
SHANNON  
RJ'S LATEST ARRIV  
ONE WAY

**WJLB/Detroit**  
James Alexander

WORLD FAMOUS SU  
TIMMY THOMAS  
Hottest:  
ROCKWELL  
SHANNON  
DEBARGE  
BRYAN LOREN  
SLING SHOT

**WDRQ/Detroit**  
Tony Gray

LARRICE  
JERMAINE STEWART  
CHERYL LYNN  
RJ'S LATEST ARRIV  
ROCKWELL  
RUN D.M.C.  
TIMMY THOMAS  
Hottest:  
CYNDI LAUPER  
DENIECE WILLIAMS  
LIONEL RICHIE  
LATTISAW & GILL  
PATTI LABELLE

**WLTH/Gary**  
Dana Huskisson

none  
Hottest:  
LUTHER VANDROSS  
LAID BACK  
DENNIS EDWARDS  
ART OF NOISE  
DEBARGE

**WKWM/Grand Rapids**  
Frank Grant

J. BLACKFOOT  
HERBIE HANCOCK  
PATTI AUSTIN  
CHERRELLE  
EARONS  
CHERYL LYNN  
MELBA MOORE  
STAPLE SINGERS  
SWITCH  
WORLD FAMOUS SU  
Hottest:  
DENNIS EDWARDS  
NEWCLEUS  
CULTURE CLUB  
BAR-KAYS  
RJ'S LATEST ARRIV

**WRDW/Augusta**  
Teddy Black

JOHN ROCCA  
WORLD FAMOUS SU  
TIMMY THOMAS  
JOE SIMON  
ZZ HILL  
WINDJAMMER  
DREAMBOY  
Hottest:  
CAMEO  
BAR-KAYS  
DENNIS EDWARDS  
LUTHER VANDROSS  
ART OF NOISE

**KNOW/Austin**  
Selby Edwards

POINTER SISTERS  
PATTI AUSTIN  
RJ'S LATEST ARRIV  
WINDJAMMER  
DREAMBOY  
MARGIE JOSEPH  
Hottest:  
CAMEO  
SHALAMAR  
DEELE  
DEBARGE  
NONA HENDRYX

**WWWZ/Charleston**  
Barry Kaye

JERMAINE JACKSON  
Hottest:  
CAMEO  
CULTURE CLUB  
LUTHER VANDROSS  
LIONEL RICHIE  
SHANNON

**WGIV/Charlotte**  
Hal Harrill

MELBA MOORE  
BREAK MACHINE  
DELLS  
RUN D.M.C.  
RAY PARKER JR.  
BRYSON & FLACK  
BILLY GRIFFIN  
Hottest:  
SHALAMAR  
CULTURE CLUB  
ART OF NOISE  
YARBROUGH & PEOP  
CHERYL LYNN

**WPEG/Charlotte**  
Mike Rossi

DELLS  
RAY PARKER JR.  
CHANGE  
MELBA MOORE  
TEMPTATIONS  
LJ REYNOLDS  
JOYCELYN BROWN  
HERBIE HANCOCK  
STYLE COUNCIL  
Hottest:  
CAMEO  
CULTURE CLUB  
BAR-KAYS  
SHANNON  
RUN D.M.C.

**WNOO/Chattanooga**  
Frank St. James

TIMMY THOMAS  
Hottest:  
CAMEO  
DENNIS EDWARDS  
WOMACK & LABELLE  
LIONEL RICHIE  
BAR-KAYS

**WVIC/Columbia**  
Mickey Arnold

JULES SHEAR  
DIVINE SOUNDS  
TWILIGHT 22  
BREA MACHINE  
LENNY WILLIAMS  
RICHARD JON SMITH  
CLARENCE JACKSON  
CHERRELLE  
Hottest:  
DENIECE WILLIAMS  
SHANNON  
TEENA MARIE  
BRYAN LOREN  
LAID BACK

**KKDA-FM/Dallas**  
Terri Avery

PATTI AUSTIN  
BRYSON & FLACK  
DUKE BOOTEE  
MELBA MOORE  
POINTER SISTERS  
Hottest:  
P. FUNK ALL-STARS  
COMATEENS  
LIONEL RICHIE  
EVELYN KING  
LAID BACK

**WZFN-FM/St. Louis**  
Rod King

DUKE BOOTEE  
RAY PARKER JR.  
JOYCELYN BROWN  
CHERRELLE  
LJ REYNOLDS  
Hottest:  
LAID BACK  
WOMACK & LABELLE  
CAMEO  
DENNIS EDWARDS  
NEWCLEUS

**WVOI/Toledo**  
Maxx Myrick

DENIECE WILLIAMS  
DIVINE SOUNDS  
Hottest:  
DENNIS EDWARDS  
LIONEL RICHIE  
LUTHER VANDROSS  
BRYAN LOREN  
CAMEO

**WATV/Birmingham**  
Ron January

OHIO PLAYERS  
STYLE COUNCIL  
JENNY BURTON  
EARONS  
CHANGE  
Hottest:  
CAMEO  
LUTHER VANDROSS  
LIONEL RICHIE  
DENNIS EDWARDS  
DEBARGE

**WENN/Birmingham**  
Michael Star

CHANGE  
CHERYL LYNN  
ALISHA  
COLONEL ABRAMS  
Hottest:  
CAMEO  
DENNIS EDWARDS  
LUTHER VANDROSS  
WOMACK & LABELLE  
DEBARGE

**WWWZ/Charleston**  
Barry Kaye

JERMAINE JACKSON  
Hottest:  
CAMEO  
CULTURE CLUB  
LUTHER VANDROSS  
LIONEL RICHIE  
SHANNON

**WGIV/Charlotte**  
Hal Harrill

MELBA MOORE  
BREAK MACHINE  
DELLS  
RUN D.M.C.  
RAY PARKER JR.  
BRYSON & FLACK  
BILLY GRIFFIN  
Hottest:  
SHALAMAR  
CULTURE CLUB  
ART OF NOISE  
YARBROUGH & PEOP  
CHERYL LYNN

**WPEG/Charlotte**  
Mike Rossi

DELLS  
RAY PARKER JR.  
CHANGE  
MELBA MOORE  
TEMPTATIONS  
LJ REYNOLDS  
JOYCELYN BROWN  
HERBIE HANCOCK  
STYLE COUNCIL  
Hottest:  
CAMEO  
CULTURE CLUB  
BAR-KAYS  
SHANNON  
RUN D.M.C.

**WNOO/Chattanooga**  
Frank St. James

TIMMY THOMAS  
Hottest:  
CAMEO  
DENNIS EDWARDS  
WOMACK & LABELLE  
LIONEL RICHIE  
BAR-KAYS

**WVIC/Columbia**  
Mickey Arnold

JULES SHEAR  
DIVINE SOUNDS  
TWILIGHT 22  
BREA MACHINE  
LENNY WILLIAMS  
RICHARD JON SMITH  
CLARENCE JACKSON  
CHERRELLE  
Hottest:  
DENIECE WILLIAMS  
SHANNON  
TEENA MARIE  
BRYAN LOREN  
LAID BACK

**KKDA-FM/Dallas**  
Terri Avery

PATTI AUSTIN  
BRYSON & FLACK  
DUKE BOOTEE  
MELBA MOORE  
POINTER SISTERS  
Hottest:  
P. FUNK ALL-STARS  
COMATEENS  
LIONEL RICHIE  
EVELYN KING  
LAID BACK

**WZFN-FM/St. Louis**  
Rod King

DUKE BOOTEE  
RAY PARKER JR.  
JOYCELYN BROWN  
CHERRELLE  
LJ REYNOLDS  
Hottest:  
LAID BACK  
WOMACK & LABELLE  
CAMEO  
DENNIS EDWARDS  
NEWCLEUS

**WVOI/Toledo**  
Maxx Myrick

DENIECE WILLIAMS  
DIVINE SOUNDS  
Hottest:  
DENNIS EDWARDS  
LIONEL RICHIE  
LUTHER VANDROSS  
BRYAN LOREN  
CAMEO

**KMJQ/Houston**  
Jim Snowden

BRYSON & FLACK  
JIMMY LEWIS  
JOYCELYN BROWN  
KENNY JAMES  
ROCKWELL  
WORLD FAMOUS SU  
POINTER SISTERS  
Hottest:  
LIONEL RICHIE  
ONE WAY  
ART OF NOISE  
BRYAN LOREN  
O'BRYAN

**WJMI/Jackson**  
Carl Haynes

KWICK  
BARBARA MASON  
POINTER SISTERS  
KIM FIELDS  
SPINNERS  
IRENE CARA  
CRUSADERS  
Hottest:  
LAID BACK  
LUTHER VANDROSS  
GAP BAND  
PATTI LABELLE  
TEENA MARIE

**WKXI/Jackson**  
Tommy Marshall

DELLS  
OHIO PLAYERS  
LJ REYNOLDS  
RAY PARKER JR.  
T-CONNECTION  
Hottest:  
CAMEO  
TEMPTATIONS  
LUTHER VANDROSS  
LIONEL RICHIE  
ONE WAY

**WPDQ/Jacksonville**  
Marc Little

LATTISAW & GILL  
JUICE  
POINTER SISTERS  
FUNK DELUXE  
EW&F  
BREA MACHINE  
FOUR TOPS  
Hottest:  
DENNIS EDWARDS  
LUTHER VANDROSS  
SHANNON  
LAID BACK  
LIONEL RICHIE

**WJAX/Jacksonville**  
Steve Fox

RJ'S LATEST ARRIV  
PETER BROWN  
DELLS  
ORBIT  
Hottest:  
CULTURE CLUB  
BRYAN LOREN  
SPINNERS  
PATTI LABELLE  
RUN D.M.C.

**KJCB/Lafayette**  
Beatrice Evans

COLORBLIND  
LIPSTICK  
TIMMY THOMAS  
WORLD FAMOUS SU  
ROCKWELL  
SWITCH  
BOOGIE BOYS  
Hottest:  
LAID BACK  
PATTI LABELLE  
YARBROUGH & PEOP  
RJ'S LATEST ARRIV  
CAMEO

**WLOU/Louisville**  
Neal O'Rea

CHERYL LYNN  
DENIECE WILLIAMS  
EW&F  
JOHN ROCCA  
Hottest:  
DEBARGE  
YARBROUGH & PEOP  
SHANNON  
LIONEL RICHIE  
DEELE

**WJJS/Lynchburg**  
Lad Goins

NONA HENDRYX  
LATTISAW & GILL  
WORLD FAMOUS SU  
PATTI LABELLE  
TENDERLOINS  
BRYAN LOREN  
PRETTY TONY  
REAL TO REEL  
Hottest:  
LAID BACK  
CAMEO  
ROCKWELL  
ART OF NOISE  
DENNIS EDWARDS

**KRN8-FM/Memphis**  
Melvin Jones

DELLS  
WORLD FAMOUS SU  
BRYAN LOREN  
JOE SIMON  
JOYCELYN BROWN  
GWEN MCCRAE  
ROCKWELL  
Hottest:  
DENNIS EDWARDS  
ART OF NOISE  
J. BLACKFOOT  
BAR-KAYS  
LIONEL RICHIE

**WHRK/Memphis**  
Toni Bell

JEFFREY OSBORNE  
MIDNIGHT STAR  
RJ'S LATEST ARRIV  
O'JAYS  
EARONS  
Hottest:  
P. FUNK ALL-STARS  
MELBA MOORE  
NEWCLEUS  
SHANNON  
CAMEO

**WDIA/Memphis**  
Bobby O'Jay

DELLS  
JOE SIMON  
POINTER SISTERS  
OHIO PLAYERS  
LJ REYNOLDS  
SWITCH  
CYNDI LAUPER  
ROCKWELL  
Hottest:  
BAR-KAYS  
ATLANTIC STARR  
LIONEL RICHIE  
TEMPTATIONS  
DENNIS EDWARDS

**WEDR/Miami**  
Jackson/Jones

O'JAYS  
PAUL KELLY  
JOHN ROCCA  
HASSAN & 7-11  
LATTISAW & GILL  
DUKE BOOTEE  
WOMACK & WOMACK  
TWO SISTERS  
JOE SIMON  
KIM FIELDS  
Hottest:  
PRETTY TONY  
SHANNON  
SOUL SONIC FORCE  
ART OF NOISE  
TEMPTATIONS

**WBLX/Mobile**  
Sonny Love

none  
Hottest:  
LIONEL RICHIE  
ROCKWELL  
LUTHER VANDROSS  
CULTURE CLUB  
WOMACK & LABELLE

**WLWV/Moncks Corn**  
Ron Pinckney

FOUR TOPS  
TIMMY THOMAS  
LENNY WILLIAMS  
CHERYL LYNN  
RAY PARKER JR.  
DAZZ BAND  
OHIO PLAYERS  
MCFADDEN & WHITEH  
ROYALCASH  
Hottest:  
KOOL & THE GANG  
ROCKWELL  
LATTISAW & GILL  
BARBARA MASON  
NEWCLEUS

**WQQK/Nashville**  
Dan Jaynes

JOE JACKSON  
LJ REYNOLDS  
EARONS  
STYLE COUNCIL  
LENNY WILLIAMS  
Hottest:  
LIONEL RICHIE  
DENNIS EDWARDS  
LUTHER VANDROSS  
POINTER SISTERS  
CULTURE CLUB

**WAIL-FM/New Orleans**  
Barry Richards

MELBA MOORE  
ROSE ROYCE  
DUKE BOOTEE  
IRENE CARA  
WORLD FAMOUS SU  
LJ REYNOLDS  
DELLS  
STEVE PERRY  
Hottest:  
LIONEL RICHIE  
CULTURE CLUB  
DENNIS EDWARDS  
NEWCLEUS  
REAL TO REEL

**WPLZ/Petersburg**  
Hardy Jay

DAZZ BAND  
REAL TO REEL  
HERBIE HANCOCK  
EW&F  
KENNY JAMES  
SPARQUE  
ALISHA  
T-CONNECTION  
DIVINE SOUNDS  
ROCKWELL  
DREAMBOY  
TIMMY THOMAS  
Hottest:  
CAMEO  
CULTURE CLUB  
LIONEL RICHIE  
NEWCLEUS  
JAMES INGRAM

**WYLD-FM/New Orleans**  
Brute Bailey

JOHN ROCCA  
Hottest:  
LUTHER VANDROSS  
CAMEO  
BRYAN LOREN  
LIONEL RICHIE  
ONE WAY

**KHYS/Port Arthur**  
Mark Petry

RICH CASON  
JENNY BURTON  
WINDJAMMER  
POINTER SISTERS  
DREAMBOY  
ROCKWELL  
TIMMY THOMAS  
O'JAYS  
Hottest:  
BAR-KAYS  
LAID BACK  
WOMACK & LABELLE  
CAMEO  
DENNIS EDWARDS

**WANT/Richmond**  
Kirby Carmichael

POINTER SISTERS  
BRYAN LOREN  
PATTI AUSTIN  
NEWCLEUS  
Hottest:  
DENNIS EDWARDS  
LUTHER VANDROSS  
LAID BACK  
LUTHER VANDROSS  
CAMEO

**WTOY/Roanoke**  
Scott Morris

CHANGE  
REAL TO REEL  
DAZZ BAND  
Hottest:  
LIONEL RICHIE  
CAMEO  
CULTURE CLUB  
LUTHER VANDROSS  
YARBROUGH & PEOP

**KOKA/Shreveport**  
B.B. Davis

DELLS  
LATOYA JACKSON  
EDDY GRANT  
Hottest:  
CAMEO  
LAID BACK  
DENNIS EDWARDS  
CULTURE CLUB  
LIONEL RICHIE

**WVDM/Sumpter**  
Kevin Flemming

HERBIE HANCOCK  
RICHARD JON SMITH  
JOYCELYN BROWN  
TEENA MARIE  
DELLS  
LATTISAW & GILL  
Hottest:  
LIONEL RICHIE  
SHANNON  
CULTURE CLUB  
O'BRYAN  
CHANGE

**WANM/Tallahassee**  
Joe Bullard

NEWCLEUS  
WOMACK & WOMACK  
CYNDI LAUPER  
LATTISAW & GILL  
DELLS  
Hottest:  
JAMES INGRAM  
DENNIS EDWARDS  
ART OF NOISE  
BRYAN LOREN  
SHANNON

## WEST

**KDKO/Englewood**  
Carlos Lando

PETER BROWN  
DEELE  
LENNY WILLIAMS  
SPINNERS  
TIMMY THOMAS  
POINTER SISTERS  
Hottest:  
JEFFREY OSBORNE  
DENIECE WILLIAMS  
LUTHER VANDROSS  
SHANNON  
BAR-KAYS

**KACE/Los Angeles**  
Miller/Wiggins

BILLY GRIFFIN  
PATTI AUSTIN  
MELBA MOORE  
PETER BROWN  
EARONS  
FORCE MD'S  
JUICE  
GREYSHIP DAVIS  
Hottest:  
WOMACK & LABELLE  
DENNIS EDWARDS  
CAMEO  
ONE WAY  
BRYAN LOREN

**KDAY/Los Angeles**  
Jack Patterson

DIVINE SOUNDS  
MICHAEL FRANKS  
YARBROUGH & PE

# RCA

W E L C O M E S



## PLAY TO WIN

WITH

### YARBROUGH & PEOPLES

THE FIRST SINGLE: 7 in. TES1-2400 12 in. TED1-2601

## "DON'T WASTE YOUR TIME"

Black Charts: BB **4** CB **19** R&R **2**  
Pop Charts: BB **75** CB **81**



## SWITCH TO SWITCH

THE FIRST SINGLE

## "SWITCH IT BABY"

12 in. TED1-2602 7 in. TES1-2401

From their upcoming album

## "AM I STILL YOUR BOYFRIEND"



LP TEL8-5701

### "BE A WINNER"

the official party  
music album for  
all playlists.

TEL8-5700

Coming this spring

## The New **GAP BAND** A L B U M

THEIR FIRST RCA DISTRIBUTED ALBUM

**R&R** Country's Most Current Music **NATIONAL AIRPLAY/50**  
**April 27, 1984**

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
3	2	1	1 J. IGLESIAS & W. NELSON/To All The Girls I've... (Col.)	151/0	138	12	1
10	6	4	2 JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	155/0	128	24	3
6	5	3	3 CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	152/0	129	20	3
1	1	2	4 OAK RIDGE BOYS/I Guess It Never Hurts To Hurt Sometimes (MCA)	146/0	118	22	6
18	13	6	5 RICKY SKAGGS/Honey (Open That Door) (Epic)	153/0	101	42	10
15	12	10	6 RONNIE McDOWELL/I Dream Of Women Like You (Epic)	152/2	98	44	10
14	11	8	7 WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	144/0	98	41	5
19	15	12	8 MERLE HAGGARD/Someday When Things Are Good (Epic)	150/2	82	65	3
23	18	16	9 EDDY RAVEN/I Got Mexico (RCA)	155/2	67	78	10
21	16	13	10 DAN SEALS/God Must Be A Cowboy (Liberty)	143/1	80	43	20
25	19	17	11 EMMYLOU HARRIS/In My Dreams (WB)	148/2	72	67	9
27	21	18	12 LARRY GATLIN & THE GATLIN BROS./Denver (Columbia)	150/5	61	76	13
11	10	9	13 HANK WILLIAMS JR./Man Of Steel (WB/Curb)	134/0	81	32	21
48	28	21	14 ALABAMA/When We Make Love (RCA)	153/3	39	98	16
31	24	20	15 DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	147/5	53	77	17
8	8	7	16 MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	132/1	85	28	19
28	25	22	17 REBA McENTIRE/Just A Little Love (MCA)	144/4	48	80	16
37	29	25	18 VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG)	149/4	36	90	23
34	27	24	19 GEORGE JONES/You've Still Got A Place In My Heart (Epic)	148/6	34	89	25
45	30	26	20 CONWAY TWITTY/Somebody's Needin' Somebody (WB)	152/4	31	90	31
4	3	5	21 ATLANTA/Sweet Country Music (MCA)	122/0	72	34	16
24	20	19	22 RAZZY BAILEY/In The Midnight Hour (RCA)	123/0	55	50	18
43	32	28	23 STEVE WARINER/Why Goodbye (RCA)	144/5	18	94	32
36	31	27	24 LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	135/3	29	81	25
20	17	14	25 GAIL DAVIES/Boys Like You (WB)	114/1	56	42	16
46	37	29	26 EXILE/I Don't Want To Be A Memory (Epic)	141/4	12	85	44
2	4	11	27 BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	105/0	51	31	23
38	34	31	28 KIERAN KANE/Dedicate (WB)	130/4	15	87	28
42	38	34	29 GENE WATSON/Forever Again (MCA)	138/8	13	83	42
47	39	33	30 GARY MORRIS/Between Two Fires (WB)	134/3	12	82	40
40	35	32	31 KENNY ROGERS & DOTTIE WEST/Together Again (Liberty)	104/3	17	63	24
-	43	36	32 SYLVIA/Victims Of Goodbye (RCA)	122/7	13	69	40
-	49	38	33 STATLER BROTHERS/Atlanta Blue (Mercury/PG)	125/14	11	61	53
7	7	23	34 GEORGE STRAIT/Right Or Wrong (MCA)	94/0	39	31	24
9	9	15	35 LEON EVERETTE/I Could'a Had You (RCA)	96/0	30	41	25
-	-	44	36 B.J. THOMAS/The Whole World's In Love... (Cleve. Int./Col.)	125/13	8	57	60
-	-	43	37 KENNY ROGERS/Eyes That See In The Dark (RCA)	124/15	6	63	55
-	45	41	38 DOLLY PARTON/Downtown (RCA)	104/5	11	61	32
-	46	42	39 CHARLY McCLAIN/Band Of Gold (Epic)	120/10	7	66	47
-	-	49	40 ANNE MURRAY/Just Another Woman In Love (Capitol)	115/50	2	37	76
5	14	30	41 JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	70/0	18	27	25
-	-	47	42 BILL MEDLEY/I Still Do (RCA)	99/15	4	42	53
DEBUT	43		43 JUDDS/Mama He's Crazy (RCA/Curb)	96/38	1	31	64
39	36	35	44 KATHY MATTEA/Someone Is Falling In Love (Mercury/PG)	73/1	10	40	23
DEBUT	45		45 EARL THOMAS CONLEY/Angel In Disguise (RCA)	85/54	3	22	60
-	-	50	46 BANDANA/Better Our Hearts Should Bend (WB)	94/12	3	33	58
DEBUT	47		47 WRIGHT BROTHERS/Southern Women (Mercury/PG)	81/13	4	26	51
DEBUT	48		48 CRAIG DILLINGHAM/Honky Tonk Women Make Honky... (Curb/MCA)	83/8	4	27	52
16	23	37	49 MARK GRAY/Left Side Of The Bed (Columbia)	41/1	9	17	15
44	41	39	50 GUS HARDIN/I Pass (RCA)	53/0	5	31	17

**MOST ADDED**

EARL THOMAS CONLEY (54)  
 Angel In Disguise (RCA)  
 ANNE MURRAY (50)  
 Just Another Woman In Love (Capitol)  
 JUDDS (38)  
 Mama He's Crazy (RCA/Curb)  
 KAREN BROOKS (27)  
 Born To Love You (WB)  
 JOHN ANDERSON (24)  
 I Wish I Could Write You A Song (WB)  
 TOM JONES (23)  
 This Time (Mercury/PolyGram)  
 JOE STAMPLEY & JESSICA BOUCHER (23)  
 Memory Lane (Epic)  
 JANIE FRICKE (22)  
 If The Fall Don't Get You (Columbia)  
 MEL TILLIS (21)  
 New Patches (MCA)  
 DAVID FRIZZELL (19)  
 Who Dat (Viva)

**HOTTEST**

JULIO IGLESIAS & WILLIE NELSON (109)  
 To All The Girls I've Loved Before (Col.)  
 OAK RIDGE BOYS (66)  
 I Guess It Never Hurts To Hurt... (MCA)  
 JOHN CONLEE (58)  
 As Long As I'm Rockin' With You (MCA)  
 RICKY SKAGGS (56)  
 Honey (Open That Door) (Epic)  
 CRYSTAL GAYLE (53)  
 I Don't Wanna Lose Your Love (WB)  
 ALABAMA (32)  
 When We Make Love (RCA)  
 MICKEY GILLEY & CHARLY McCLAIN (24)  
 Candy Man (Epic)  
 ATLANTA (21)  
 Sweet Country Music (MCA)  
 RONNIE McDOWELL (21)  
 I Dream Of Women Like You (Epic)  
 WAYLON JENNINGS (20)  
 I May Be Used (But Baby I Ain't...) (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**

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, 4-23-84.

**ANNE MURRAY**  
**Just Another Woman In Love (Capitol)**  
 On 74% of reporting stations. Rotations: Heavy 2, Medium 37, Light 76, Total Adds 50 including WCAO, WKYG, KIX106, WWVA, WZZK, WCOS, KILT, WLWI, WSIX, WQYK, WMIL, WOW, KTTS, KYGO, KWJJ, KRAK. A Most Added Record. Moves 49-40 on the Country chart.

**BILL MEDLEY**  
**I Still Do (RCA)**  
 On 63% of reporting stations. Rotations: Heavy 4, Medium 42, Light 53, Total Adds 15, WOKQ, WSEN, WWVA, KEAN, KYXX, WSLR, WITL, WDGY, KOMA, KFDI, KYAK, KKAL, KYGO, KVEG, KSON. Moves 47-42 on the Country chart.

**JUDDS**  
**Mama He's Crazy (RCA/Curb)**  
 On 62% of reporting stations. Rotations: Heavy 1, Medium 31, Light 64, Total Adds 38 including WPTR, KIX106, WYII, WAMZ, WHOO, WUSQ, WTQR, WMNI, WONE, WITL, KXXY, WHBF, KGHL, KKCS, KNIX. A Most Added Record. Debuts at number 43 on the Country chart.

**BANDANA**  
**Better Our Hearts Should Bend (WB)**  
 On 60% of reporting stations. Rotations: Heavy 3, Medium 33, Light 58, Total Adds 12, WIXL, WSEN, WESC, WAMZ, KSO, WAXX, KCJB, KXXY, KYAK, KVEG, KFTN, KMPS. Heavy: WXKW, WILQ. Moves 50-46 on the Country chart.

**11 WESTWOOD ONE** **LIVE FROM GILLEY'S**  
 ONE OF 28 GREAT RADIO PROGRAMS FROM AMERICA'S NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS AND SPECIALS.



## NEW & ACTIVE

- EARL THOMAS CONLEY "Angel In Disguise" (RCA) 85/54**  
Rotations: Heavy 3, Medium 22, Light 60, Total Adds 54 including WKYG, WPOR, CHOW, KASE, WYNK, WSOC, KISS-FM, KKYX, KSO, WFMS, KTKP, KVOO, KRST, KYGO, KUGN, KSON, KCUB. Debuts at number 45 on the Country chart.
- CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men" (Curb/MCA) 83/8**  
Rotations: Heavy 4, Medium 27, Light 52, Total Adds 8, CHOW, KEAN, WLWI, WIRK, WMNI, WOW, KKCS, KRAK. Heavy: KKYX, KRMD, WDAF. Medium: WPTR, WTVY, KUZZ, KQIL. Debuts at number 48 on the Country chart.
- WRIGHT BROTHERS "Southern Women" (Mercury/PolyGram) 81/13**  
Rotations: Heavy 4, Medium 26, Light 51, Total Adds 13, WPOR, KEAN, WTVY, WESC, KISS-FM, KYXX, WQYK, WMNI, KSO, WTHI, KKAL, KRAK. Heavy: WOKK, KKYX, WFMS, WXCL. Debuts at number 47 on the Country chart.
- MEL TILLIS "New Patches" (MCA) 66/21**  
Rotations: Heavy 0, Medium 20, Light 46, Total Adds 21 including WBGW, WPOR, WYNK, KSSN, WLWI, WCMS, KRMD, WTQR, WGEE, WFMS, WHBF, KFDI, KJOT, KUGN, KVEG, KRAK.
- KAREN BROOKS "Born To Love You" (WB) 65/27**  
Rotations: Heavy 0, Medium 17, Light 48, Total Adds 27 including WGNA, WAJR, WYII, WYNK, WTVY, WLWI, WRNL, WMNI, WCXI, WFMS, WXCL, KTKP, KIK-FM, KUGN, KIGO.
- DAVID FRIZZELL "Who Dat" (Viva) 61/19**  
Rotations: Heavy 0, Medium 23, Light 32, Total Adds 19 including WIXL, WWVA, KXYL, KHEY, KSSN, KYXX, WUSQ, KSO, WAXX, WITL, KIOV, KKAL, KMAK, KEIN, KCKC.
- TOM JONES "This Time" (Mercury/PolyGram) 58/23**  
Rotations: Heavy 0, Medium 14, Light 42, Total Adds 23 including WKYG, WXBQ, KHEY, WLWI, WCMS, WHOO, WTQR, WONE, WTSO, WOW, KTTS, KTKP, KUUY, KUGN, KCCY.
- STEPHANIE WINSLOW "Baby Come To Me" (Curb/MCA) 56/2**  
Rotations: Heavy 1, Medium 12, Light 32, Total Adds 2, WWVA, KRST. Heavy: KRMD. Medium: WVAM, WOKK, WUSQ, WSLR, WCXI, WOV, KTTS, KVOO, KRSY, KSOP.
- TERRY GREGORY "Cowgirl In A Coupe DeVille" (Scotti Bros./CBS) 51/3**  
Rotations: Heavy 2, Medium 15, Light 34, Total Adds 3, WPOR, WWVA, KKYX. Heavy: WOKK, KQIL. Medium: WAJR, CHOW, KLRA, KBMR, KRRK, WWJO, KEIN, KSOP, KIGO.

## SIGNIFICANT ACTION

- RAY CHARLES "Do I Ever Cross Your Mind" (Columbia) 45/14**  
Rotations: Heavy 0, Medium 18, Light 27, Total Adds 14 including WVAM, KHEY, KSSN, KBMR, WUSN, KWMT, WDAF, WITL, WTSO, WXCL, KMAK.
- LANE BRODY "Hanging On" (Liberty) 42/15**  
Rotations: Heavy 0, Medium 9, Light 33, Total Adds 15 including WCAO, WKYG, WXBQ, WRNL, KFGO, WOW, KIOV, KRKT, KRWQ, KGA.
- BILLIE JO SPEARS "Midnight Love" (Parliament) 40/3**  
Rotations: Heavy 3, Medium 9, Light 28, Total Adds 3, WVAM, WTSO, Q92. Heavy: WPAP, KKYX, KSOP. Medium: WSNO, KLRA, KRMD, WCXI, WTOD.
- J.C. CUNNINGHAM "Light Up" (Viva) 39/5**  
Rotations: Heavy 0, Medium 12, Light 27, Total Adds 5, CHOW, KEAN, WCMS, KFGO, KKAL. Medium: WBGW, KMML, WDAF, WXCL, KQIL.
- JOE STAMPLEY & JESSICA BOUCHER "Memory Lane" (Epic) 38/23**  
Rotations: Heavy 1, Medium 8, Light 29, Total Adds 23, WSNO, WYNK, WRNL, WTQR, WONE, KFDI, KUGN, KNIX, KTOM, KGA.
- SISSY SPACEK "If You Could Only See Me Now" (Atlantic America) 37/8**  
Rotations: Heavy 0, Medium 8, Light 29, Total Adds 8, WVAM, WIXL, WWVA, WWOD, KKYX, KFGO, KCCY, KSOP. Medium: KTTS, KEIN.
- McGUFFEY LANE "Day By Day" (Atlantic America) 30/12**  
Rotations: Heavy 0, Medium 5, Light 25, Total Adds 12, WGNA, WXXW, WAJR, WTVY, WCMS, WQYK, WONE, WOW, WTOD, KFDI, KRWQ, KGA.
- BIG AL DOWNING "There'll Never Be A Better Night" (Team Entertainment) 29/2**  
Rotations: Heavy 0, Medium 3, Light 26, Total Adds 2, WLWI, WHBF. Medium: WGNA, KLRA. Light: WBGW, WWVA, WCMS, KRMD, WAXX, KSOP.
- LANG SCOTT "Run Your Sweet Love By Me One More Time" (MCA) 28/4**  
Rotations: Heavy 0, Medium 3, Light 25, Total Adds 4, KHEY, WLWI, KTTS, WTOD. Medium: KKYX, WOW. Light: WMZQ, KUZZ, KTOM, KMPS.
- TENNESSEE VALLEY BOYS "Lo And Behold" (Nashwood) 27/6**  
Rotations: Heavy 1, Medium 2, Light 24, Total Adds 6, WTVY, KHEY, KKYX, KWMT, KRKT, Q92. Heavy: WOW. Medium: WLWI, WCXI.
- MASON DIXON "I Never Had A Chance With You" (Texas) 27/3**  
Rotations: Heavy 0, Medium 9, Light 18, Total Adds 3, KPLX, KHEY, KUGN. Medium: KMML, KLVI, KISS-FM, KBMR, WOW, WXCL, WWJO.
- ROBIN LEE "Want Adds" (Evergreen) 26/4**  
Rotations: Heavy 0, Medium 2, Light 24, Total Adds 4, WPOR, WSOC, KLRA, WXCL. Medium: KSOP, KIGO. Light: WVAM, KKYX, KRRK, KGA.
- JOHN ANDERSON "I Wish I Could Write You A Song" (WB) 25/24**  
Rotations: Heavy 1, Medium 6, Light 18, Total Adds 24 including WBGW, WMZQ, WSOC, WESC, KRMD, WIRK, WCXI, KFDI, KMAK, KTOM, KSON.
- BOXCAR WILLIE "Not On The Bottom Yet" (Main Street) 24/4**  
Rotations: Heavy 0, Medium 2, Light 22, Total Adds 4, WTSO, KJOT, Q92, KGA. Medium: WGNA, WPAP. Light: WKYG, WYII, WDAF, KVOO, KFDI, KRSY.

- OSMOND BROTHERS "If Every Man Had A Woman Like You" (WB/Curb) 23/13**  
Rotations: Heavy 0, Medium 2, Light 21, Total Adds 13 including WPAP, KKYX, KRMD, WQYK, WFMS, WOW, WXCL, KRST, KQIL, KWJJ.
- JANIE FRICKE "If The Fall Don't Get You" (Columbia) 22/22**  
Rotations: Heavy 1, Medium 4, Light 17, Total Adds 22 including WXXW, WCAO, WGTO, WTVY, WNOX, WHOO, WIRK, WMNI, WBCS, KMAK, KRSY.
- KATY MOFFATT "This Ain't Tennessee & He Ain't You" (Permian) 19/5**  
Rotations: Heavy 0, Medium 4, Light 15, Total Adds 5, WSNO, WCMS, KKYX, KTTS, Q92. Medium: KLRA, KRMD, WCXI, KSOP.
- GARY STEWART "Hey, Bottle Of Whiskey" (Red Ash) 19/2**  
Rotations: Heavy 0, Medium 2, Light 17, Total Adds 2, WIXY. Medium: KLRA, KRKT. Light: KIX106, WSOC, WLWI, WIRK, KTTS, KMPS, KGA.
- JOHNNY CASH "That's The Truth" (Columbia) 18/4**  
Rotations: Heavy 0, Medium 3, Light 15, Total Adds 4, KKYX, KFGO, Q92, KTOM. Medium: WSNO, KLRA, WCXI. Light: WQYK, WIRK, KFRY.
- TOMMY OVERSTREET "I Still Love Your Body" (Gervasi) 17/6**  
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 6, WKYG, CHOW, KLRA, WCMS, KKYX, Q92. Medium: WPAP, KQIL. Light: WTOD, KVOO, KMPS.
- KEITH STEGALL "I Want To Go Somewhere" (Epic) 16/15**  
Rotations: Heavy 0, Medium 1, Light 15, Total Adds 15 including WSNO, WOKQ, WSOC, WOKK, WLWI, WSIX, WIRK, KVOO, KNIX, KRSY.
- PETER ISAACSON "It's A Cover Up" (Union Station) 16/4**  
Rotations: Heavy 0, Medium 0, Light 16, Total Adds 4, WHBF, KRWQ, KSOP, KIGO. Light: WVAM, KHEY, WCMS, KKYX, KRRK.
- JOE WATERS "Rise Above It All" (New Colony) 16/3**  
Rotations: Heavy 0, Medium 4, Light 12, Total Adds 3, WBGW, KFDI, KSOP. Medium: CHOW, KRLA, KRMD, KIGO. Light: WOW, KRKT, KRWQ.

- WHITES "Forever You" (MCA) 15/15**  
Rotations: Heavy 0, Medium 3, Light 12, Total Adds 15 including WBGW, WSNO, WGTO, WTVY, WNOX, WCXI, KRKT, KWJJ, KRSY, KSOP.
- MICHAEL MARTIN MURPHEY "Disenchanted" (Liberty) 15/15**  
Rotations: Heavy 0, Medium 4, Light 11, Total Adds 15 including WXXW, WHN, WSOC, KISS-FM, WLWI, WTQR, WKKQ, KQIL, KIGO.
- BILL ANDERSON "Your Eyes" (Southern Tracks) 15/2**  
Rotations: Heavy 1, Medium 1, Light 13, Total Adds 2, KTTS, Q92. Medium: WGNA. Light: WYII, KRMD, WIRK, WAXX, KWMT, KSOP.
- VICKI DAWN "Red Roses (Won't Work Now)" (Boundary) 15/2**  
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 2, WCMS, KIOV. Medium: KYAK. Light: WVAM, WBGW, KRRV, KRSY, KSOP, KIGO.
- PENNY DeHAVEN "Friendly Game Of Hearts" (Main Street) 15/1**  
Rotations: Heavy 0, Medium 6, Light 9, Total Adds 1, WIXY. Medium: WGNA, WAJR, WUSQ, KBMR, KQIL, KSOP. Light: KRWQ.
- MEL McDANIEL "Most Of All I Remember You" (Capitol) 14/14**  
Rotations: Heavy 0, Medium 4, Light 10, Total Adds 14 including WVAM, WSNO, KSSN, WPAP, KSO, WCXI, WAXX, KFDI, KTOM, KGA.
- RANDY WRIGHT "If You're Serious About Cheating" (MCA) 14/1**  
Rotations: Heavy 0, Medium 2, Light 12, Total Adds 1, WTSO. Medium: KLRA, KSOP. Light: KKYX, KFGO, KFDI, KRKT, KTOM, KGA.
- NAT STUCKEY "One More Time" (Stargem) 14/1**  
Rotations: Heavy 0, Medium 4, Light 10, Total Adds 1, KRWQ. Medium: WVAM, WKLO, KISS-FM, KBMR. Light: CHOW, WYII, WOW, KFDI.
- MAC DAVIS "Caroline's Still In Georgia" (Casablanca/PolyGram) 12/11**  
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 11, WVAM, WBGW, WSNO, WCMS, WPAP, WIRK, KFGO, KIOV, WWJO, KRKT, KSOP.
- JOHNNY RODRIGUEZ "Let's Leave The Lights On Tonight" (Epic) 11/11**  
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 11, WBGW, WSNO, WTVY, WNOX, KRMD, WIRK, KBMR, KRKT, KMAK, KRWQ, KRSY.

- CRAIG BICKHARDT "You Are What Love Means To Me" (Liberty) 10/5**  
Rotations: Heavy 0, Medium 0, Light 10, Total Adds 5, WCMS, WAXX, KFGO, WOW, WXCL. Light: WPTR, KASE, WYNK, KRMD, KEBC.
- VINCE GILL "Oh Carolina" (RCA) 8/7**  
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 7, WSNO, KSSN, KRMD, KRKT, KRWQ, Q92, KRSY. Light: WBGW.
- LOIS JOHNSON "It Won't Be Easy" (EMH) 8/6**  
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 6, WYII, KRMD, WOW, KTTS, KVOO, KFDI. Light: KSO, KRRK.
- RUTH ANN "Nights Like Tonight" (MCA) 8/0**  
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 0. Medium: WCXI. Light: WVAM, CHOW, WPAP, WTOD, KRKT, Q92, KIGO.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
GARY MORRIS/Second Hand Heart (WB)	Faded Blue
GEORGE JONES/Radio Lover (Epic)	Jones Country
REBA McENTIRE/Poison Sugar (MCA)	Just A Little Love
JUDDS/Blue Nun Cafe (RCA)	Wynonna And Naomi: The Judds
OSMOND BROTHERS/One Way Rider (WB)	One Way Rider
ALABAMA/Country Side Of Life (RCA)	Roll On
JIM GLASER/Woman, Woman (Noble Vision)	The Man In The Mirror
PINKARD & BOWDEN/Drivin' My Wife Away (WB)	Writers In Disguise
CONWAY TWITTY/I Don't Know A Thing About Love (WB)	By Heart
PINKARD & BOWDEN/What's A W-4? (WB)	Writers In Disguise
PINKARD & BOWDEN/Three Mile Island (WB)	Writers In Disguise

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 P. O. Box 22299-R  
 Nashville, TN 37202

Country's Most Current Music

Regional Adds & Hots

MOST ADDED EAST HOTTEST MOST ADDED MIDWEST HOTTEST MOST ADDED SOUTH HOTTEST MOST ADDED WEST HOTTEST

Table with columns for region (WEST, SOUTH, MIDWEST, SOUTH, EAST, WEST) and station call letters, listing artists and song titles.

158 Reporters 142 Current Reports The following station reported no change in rotation this week: KLVZ/Denver The following stations failed to report this week and therefore their playlists were frozen: WEEP/Pittsburgh WILQ/Williamsport WNYR/Rochester WIRE/Indianapolis WWWV/Detroit KECB/Oklahoma City KUZZ/Bakersfield KFRY/Fresno KRRV/Alexandria KIKK/Houston WMC/Memphis WFNC/Fayetteville WEZL/Charleston WKIX/Raleigh-Durham The following stations failed to report for two consecutive weeks and therefore their playlists were not used in this week's data: WKSJ/Mobile KLLL/Lubbock WHK/Cleveland is no longer a reporting station.

# Adult/Contemporary

Continued from Back Page

## CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

### PAUL SIMON Think Too Much (WB)

55% of our reporters on it. Rotations: Heavy 1/0, Medium 42/1, Light 27/1, Total Adds 2, KRBE-FM, WRVR. Heavy: KALE. Medium: WHB, WCCO, KGW, KBEST, WICC, WKGW, WVLK, WMAZ, WAVE, WHBY, WHBC, WSNY, KUGN, and 28 more.

## BREAKERS

### DAN FOGELBERG Believe In Me (Full Moon/Epic)

76% of our reporters on it. Rotations: Heavy 5/0, Medium 51/17, Light 41/28, Total Adds 45 including WTAE, WLTT, WRMM, WSB, KVIL-FM, W101, WCLR, WFYR, WARM98, WOMC, WHB, KGW, B100, KEZR, WAEB, and 30 more. Debuts at number 19 on the A/C chart.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE	122/0	100	22	0
2 PHIL COLLINS	121/0	102	19	0
3 BILLY JOEL	125/0	96	29	0
4 ALAN PARSONS PROJECT	118/0	92	25	1
5 JEFFREY OSBORNE	115/0	85	28	2
6 J. IGLESIAS & W. NELSON	109/0	73	30	6
7 MICHAEL GORE	110/1	77	25	8
8 JAMES INGRAM	113/2	68	42	3
9 THOMPSON TWINS	106/0	68	36	2
10 MANHATTAN TRANSFER	105/1	58	43	4
11 TRACEY ULLMAN	106/2	56	37	13
12 CYNDI LAUPER	112/9	32	72	8
13 KENNY ROGERS	110/8	21	74	15
14 DENIECE WILLIAMS	99/20	25	57	17
15 J. MATHIS with D. WILLIAMS	92/1	22	62	8
16 SERGIO MENDES	99/1	23	67	9
17 TEMPTATIONS	94/1	16	66	12
18 CULTURE CLUB	75/0	23	47	5
19 DAN FOGELBERG	97/45	5	51	41
20 STEPHEN BISHOP	71/0	24	39	8
21 SHAKIN' STEVENS	87/3	9	66	12
22 CRYSTAL GAYLE	72/0	12	50	10
23 DEBARGE	78/1	11	57	10
24 DOLLY PARTON	78/1	5	58	15
25 KIM CARNES	82/10	5	51	26

**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.

## MOST ADDED

- DAN FOGELBERG (45)  
Believe In Me (Full Moon/Epic)
- MICHAEL MARTIN MURPHEY (34)  
Disenchanted (Liberty)
- ALABAMA (25)  
When We Make Love (RCA)
- LATOYA JACKSON (25)  
Heart Don't Lie (Private I/CBS)
- PEABO BRYSON/ROBERTA FLACK (21)  
I Just Came Here To Dance (Capitol)
- ANNE MURRAY (21)  
Just Another Woman In Love (Capitol)

## HOTTEST

- LIONEL RICHIE (84)  
Hello (Motown)
- PHIL COLLINS (82)  
Against All Odds (Take A Look...) (Atlantic)
- BILLY JOEL (71)  
The Longest Time (Columbia)
- JULIO IGLESIAS & WILLIE NELSON (53)  
To All The Girls I've Loved Before (Col.)
- ALAN PARSONS PROJECT (46)  
Don't Answer Me (Arista)
- THOMPSON TWINS (39)  
Hold Me Now (Arista)

## NEW & ACTIVE

- ANNE MURRAY "Just Another Woman In Love" (Capitol) 64/21  
Rotations: Heavy 1/0, Medium 21/4, Light 42/17, Total Adds 21, WSB-FM, W101, KHOW, KBEST, WAEB, WICC, WPJB, 2WD, WNAM, WSNY, WING, WENS, WFMK, KWAV, KKPL, WVBS, KCRG, KWEB, WHNN, WJON, KISN. Heavy: WCCO. Medium: WSB, KGW, KFMB, WBT, WMAZ, WRVA, KRNT, KUGN, KSL, KIXI-FM, WTKO, WSKI, WSKY, WCKQ, KEEZ, K99, KALE.
- AMANDA HOMI & BRIAN JARVIS "Friend Of A Friend" (GRP) 56/15  
Rotations: Heavy 1/1, Medium 13/1, Light 42/13, Total Adds 15, WHB, KGW, B100, WAEB, WRIE, WAFB, WAVE, WSNY, WFMK, WMHE, KBOI, WNGS, WVBS, KWEB, KRNO. Medium: WMAZ, WRVA, KRNT, KUGN, WEIM, WSKI, KORQ, WSKY, WCKQ, WCHV, KEEZ, K99.

LANI HALL with HERB ALPERT "Come What May" (A&M) 55/1  
Rotations: Heavy 1/0, Medium 24/0, Light 30/1, Total Adds 1, WING. Heavy: KSL. Medium: WCCO, KGW, WBT, WMAZ, WRVA, WHBY, KUGN, KKUA, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WTNV, WSKY, WCKQ, WGSV, WAGE, WCIL, KCRG, WJON, KKJO, KRBS, KALE.

PEABO BRYSON/ROBERTA FLACK "I Just Came Here To Dance" (Capitol) 53/21  
Rotations: Heavy 2/0, Medium 13/6, Light 38/15, Total Adds 21, KHOW, KOST, KBEST, KFMB, KEY103, WBT, WVLK, WMGN, KMJJ, KSL, WTKO, WPPA, WNGS, WJBC, KFSB, KWEB, WHNN, WBOW, KFQD, K99, KRNO. Heavy: WCCO, KALE. Medium: WRVA, KUGN, WSKI, WSKY, WCHV, WJON.

ALABAMA "When We Make Love" (RCA) 46/25  
Rotations: Heavy 0/0, Medium 13/3, Light 33/22, Total Adds 25, WLTT, W101, WHB, KGW, WICC, WKGW, WAFB, WVLK, WEZS, WNAM, WTRX, WFMK, KOIL, WNNR, WCKQ, WAGE, WVBS, WJBC, WCIL, KEEZ, WJON, WBOW, K99, KRBS, KALE. Medium: WFBR, KVIL-FM, WCCO, WBT, WMAZ, WHHY, WRVA, KRNT, WSKI, KQSW.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 45/3  
Rotations: Heavy 0/0, Medium 17/0, Light 28/3, Total Adds 3, 97A1A, WQUE-FM, WMHE. Medium: WCCO, KGW, KWAV, KIXI-FM, WNNR, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WCIL, KEEZ, KWEB, KQSW, KRBS, KALE.

JOE JACKSON "You Can't Get What You Want (Till You Know What You...)" (A&M) 37/15  
Rotations: Heavy 2/0, Medium 16/6, Light 19/9, Total Adds 15, KJLT, KBEST, WAEB, WICC, WGY, WKGW, WAHR, 2WD, WNAM, WTRX, WKNE, WSKI, WAGE, KRNO, KQSW. Heavy: WRVR, KFI. Medium: WFBR, KOST, WAVE, WMGN, WMHE, KWAV, WPPA, WCKQ, K99, KRBS.

TIGGI CLAY "The Winner Gets The Heart" (Morocco/Motown) 37/5  
Rotations: Heavy 0/0, Medium 9/0, Light 28/5, Total Adds 5, KEZR, WHBY, KBOI, WTKO, KFSB. Medium: KGW, WMAZ, WHBC, WEIM, WSKI, WSKY, WCKQ, WCHV, WCIL.

CHRISTINE McVIE "Love Will Show Us How" (WB) 35/18  
Rotations: Heavy 0/0, Medium 12/4, Light 23/14, Total Adds 18, WFBR, WQUE-FM, KGW, WAEB, V100, WKGW, WNAM, WHBC, WLTE, KRAV, WKNE, WPPA, WGSV, WNGS, KEEZ, KWEB, WJON, KQSW. Medium: WCCO, WMGN, KWAV, WSKI, WSKY, WCKQ, KRNO.

MICHAEL MARTIN MURPHEY "Disenchanted" (Liberty) 34/34  
Rotations: Heavy 0/0, Medium 4/4, Light 30/30, Total Adds 34, WFBR, WRMM, 97A1A, WARM98, WCCO, KGW, WAHR, WVLK, WRVA, WHBY, WTRX, KUGN, KKUA, KSL, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, WKYX, WJBC, WCIL, KEEZ, KWEB, WJON, KKJO, WBOW, KTWO, K99, KQSW.

LAURA BRANIGAN "Self Control" (Atlanta) 30/4  
Rotations: Heavy 1/0, Medium 9/0, Light 13/2, Total Adds 4, WAEB, 2WD, WMGN, KWAV. Heavy: KFI. Medium: WFBR, WSB-FM, WFYR, KOST, WTRX, WEIM, WKNE, WSKI, WCKQ, WJON, WBOW, KRNO, KQSW.

## SIGNIFICANT ACTION

MICHAEL JACKSON "The Lady In My Life" (Epic) 29/4  
Rotations: Heavy 5/0, Medium 14/1, Light 10/3, Total Adds 4, W101, WMJI, KEZR, WCKQ. Heavy: 97A1A, WEZS, WSNY, KKUA, KRBS. Medium: WPIX, KOST, KBEST, WPJB, WBT, WRVA, WMGN, WMHE, KFI, WSKI, WPPA, WSKY, WBOW.

LATOYA JACKSON "Heart Don't Lie" (Private I/CBS) 25/25  
Rotations: Heavy 0/0, Medium 3/3, Light 22/22, Total Adds 25, WFBR, 97A1A, WCCO, WAHR, WHBC, WTRX, KKUA, KWAV, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WCIL, KFSB, KEEZ, WJON, WBOW, KQSW, KRBS.

FRANK STALLONE "Darlin'" (Polydor/PolyGram) 20/12  
Rotations: Heavy 0/0, Medium 1/1, Light 19/11, Total Adds 12, WAHR, WHBY, WNAM, WHBC, WTRX, WSKI, KORQ, WSKY, WCHV, WAGE, WCIL, KTWO.

KENNY G "Hi, How Ya Doin'?" (Arista) 19/0  
Rotations: Heavy 0/0, Medium 6/0, Light 13/0, Total Adds 0. Medium: KRNT, KIXI-FM, WEIM, WKNE, KORQ, KRBS.

PRETENDERS "Show Me" (Sire/WB) 16/2  
Rotations: Heavy 3/0, Medium 7/1, Light 6/1, Total Adds 2, 2WD, KPPL. Heavy: WAVE, WSKI, WPPA. Medium: KRBE-FM, WMGN, KWAV, WSKY, WKYX, KQSW.

B. J. THOMAS "The Whole World's In Love When You're Lonely" (Cleve. Int./Epic) 15/7  
Rotations: Heavy 0/0, Medium 3/0, Light 12/7, Total Adds 7, WCCO, WNAM, WEIM, WCKQ, WCIL, KKJO, KRBS. Medium: WMAZ, WRVA, KRNT.

CHAD STUART & JEREMY CLYDE "Bite The Bullet" (Rocshire) 14/2  
Rotations: Heavy 0/0, Medium 6/0, Light 8/2, Total Adds 2, KORQ, WJBC. Medium: WISN, WMHE, KUGN, WEIM, WCIL, K99.

POCO "Days Gone By" (Atlantic) 12/2  
Rotations: Heavy 0/0, Medium 2/0, Light 10/2, Total Adds 2, WTRX, WKNE. Medium: KIXI-FM, WCHV.

NANA MOUSKOURI "Keeping The Love Alive" (Mercury/PolyGram) 12/1  
Rotations: Heavy 0/0, Medium 5/1, Light 7/0, Total Adds 1, KSL. Medium: WMAZ, KUGN, WKNE, WCIL.

GEORGE WINSTON "Blossom/Meadow" (Windham Hill) 11/6  
Rotations: Heavy 0/0, Medium 2/1, Light 9/5, Total Adds 6, WAHR, WAVE, KUGN, WSKY, WJBC, KRBS. Medium: KSL.

POINTER SISTERS "Jump (For My Love)" (Planet/RCA) 11/5  
Rotations: Heavy 0/0, Medium 2/1, Light 9/4, Total Adds 5, WTAE, KFI, WKNE, WJON, KQSW. Medium: KVIL-FM.

DON FELDER "Who Tonight" (Asylum) 11/1  
Rotations: Heavy 0/0, Medium 4/0, Light 7/1, Total Adds 1, WAVE. Medium: WRVR, WMHE, WEIM.

STEVE PERRY "Oh Sherrie" (Columbia) 10/2  
Rotations: Heavy 3/0, Medium 5/1, Light 2/1, Total Adds 2, WAEB, WNAM. Heavy: WQUE-FM, KKJO, WBOW. Medium: WSNY, WMHE, KPPL, WCHV.

# A/c Regional Adds & Hots

## EAST Parallel One

**WFBZ/Baltimore**  
Andy Szulnaki

**LATOYA JACKSON**  
MICHAEL MURPHY  
CHRISTINE MCVIE  
Hottest:  
PHIL COLLINS  
LIONEL RICHIE  
TRACEY ULLMAN  
ALAN PARSONS  
BILLY JOEL

**WROR/Boston**  
Lorna Ozmon

none  
Hottest:  
BURYTHNICS  
LIONEL RICHIE  
CHRISTINE MCVIE  
PHIL COLLINS  
THOMPSON TWINS

**WSEN/Buffalo**  
Roger Christian

KENNY ROGERS  
Hottest:  
LIONEL RICHIE  
IGLESIAS & NELSON  
BILLY JOEL  
DEBARCE  
JEFFREY OSBORNE

**GA55/Buffalo**  
Galeusk/Langmyer

CYNDI LAUPER  
Hottest:  
PHIL COLLINS  
BILLY JOEL  
IGLESIAS & NELSON  
LIONEL RICHIE  
ALAN PARSONS

**WPX/New York**  
Alan Anderson

KIM CARNES  
PRABO BRYSON  
KENNY ROGERS  
Hottest:  
PHIL COLLINS  
MANHATTAN TRANSPSE  
JEFFREY OSBORNE  
JAMES INGRAM  
CYNDI LAUPER

**Y97/Pittsburgh**  
Jay Creaswell

none  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
JEFFREY OSBORNE  
CHRISTINE MCVIE

**WTAE/Pittsburgh**  
Don Barns

CYNDI LAUPER  
DENICIE WILLIAMS  
DAN FOGELBERG  
POINTER SISTERS  
Hottest:  
PHIL COLLINS  
LIONEL RICHIE  
BILLY JOEL  
IGLESIAS & NELSON  
CULTURE CLUB

**WWSW/Pittsburgh**  
Crowsa/Weltzel

DOLLY PARTON  
TRACEY ULLMAN  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
BURYTHNICS  
PHIL COLLINS  
BILLY JOEL

**WPRO/Providence**  
Tom Cuddy

DENICIE WILLIAMS  
SERGIO MENDES  
Hottest:  
PHIL COLLINS  
TRACEY ULLMAN  
BILLY JOEL  
JEFFREY OSBORNE  
CYNDI LAUPER

**WLTW/Washington, D.C.**  
Bob Cummings

DAN FOGELBERG  
ALABAMA  
SHAKIN' STEVENS  
CYNDI LAUPER  
JOHNNY MATSIS  
Hottest:  
JEFFREY OSBORNE  
IGLESIAS & NELSON  
MICHAEL GORE  
JAMES INGRAM  
ALAN PARSONS

**WVPR/Providence**  
Tom Cuddy

DENICIE WILLIAMS  
SERGIO MENDES  
Hottest:  
PHIL COLLINS  
TRACEY ULLMAN  
BILLY JOEL  
JEFFREY OSBORNE  
CYNDI LAUPER

**WAEB/Allentown**  
Neal Newman

CHRISTINE MCVIE  
JOE JACKSON  
STEVE PERRY  
DAN FOGELBERG  
ANNE MURRAY  
LAURA BRANIGAN  
HOMI & JARVIS  
Hottest:  
TRACEY ULLMAN  
BILLY JOEL  
CULTURE CLUB  
PHIL COLLINS  
IGLESIAS & NELSON

**WCC/Bridgeport**  
Patando/Roadbin

JOE JACKSON  
ANNE MURRAY  
ALABAMA  
Hottest:  
BILLY JOEL  
IGLESIAS & NELSON  
ALAN PARSONS  
THOMPSON TWINS  
CYNDI LAUPER

**V100/Charleston, WV**  
Spence/Jarvis

CHRISTINE MCVIE  
IRENE CARA  
Hottest:  
MANHATTAN TRANSPSE  
CYNDI LAUPER  
THOMPSON TWINS  
BILLY JOEL  
ALAN PARSONS

**WRIE/Erie**  
Ted Abbott

CYNDI LAUPER  
HOMI & JARVIS  
Hottest:  
IGLESIAS & NELSON  
BILLY JOEL  
LIONEL RICHIE  
TRACEY ULLMAN  
STEPHEN BISHOP

## WSPM/Harrisburg

Bob Patra

CYNDI LAUPER  
Hottest:  
ALAN PARSONS  
CULTURE CLUB  
JEFFREY OSBORNE  
MICHAEL GORE  
BILLY JOEL

**WTF/Hartford**  
Tom Baranoff

none  
Hottest:  
PHIL COLLINS  
IGLESIAS & NELSON  
LIONEL RICHIE  
MICHAEL GORE  
BILLY JOEL

**WPJB/Providence**  
Tom Hunter

DENICIE WILLIAMS  
DAN FOGELBERG  
Hottest:  
ANNE MURRAY  
LIONEL RICHIE  
BILLY JOEL  
THOMPSON TWINS  
ALAN PARSONS  
JEFFREY OSBORNE

**WVOR/Rochester**  
Gary Smith

none  
Hottest:  
CHRISTINE MCVIE  
LIONEL RICHIE  
PHIL COLLINS  
CULTURE CLUB  
THOMPSON TWINS

**WQY/Schenectady**  
Mike Neff

JOE JACKSON  
KIM CARNES  
Hottest:  
IGLESIAS & NELSON  
BILLY JOEL

**WQW/Utica-Rome**  
Carpenter/Carr

PRABO BRYSON  
CHRISTINE MCVIE  
JOE JACKSON  
ALABAMA  
EDDIE RABBITT  
Hottest:  
JEFFREY OSBORNE  
BILLY JOEL  
MICHAEL GORE  
ALAN PARSONS  
MANHATTAN TRANSPSE

**WVTV/Pittsburgh**  
Jay Creaswell

none  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
JEFFREY OSBORNE  
CHRISTINE MCVIE

**WVNR/Beckley**  
Bailey/Shea

DAN FOGELBERG  
ALABAMA  
MICHAEL MURPHY  
LATOYA JACKSON  
Hottest:  
BILLY JOEL  
ALAN PARSONS  
THOMPSON TWINS  
JEFFREY OSBORNE  
JAMES INGRAM

**WEIM/Fitchburg**  
Jack Raymond

PRABO BRYSON  
MICHAEL MURPHY  
B.J. THOMAS  
LATOYA JACKSON  
DAN FOGELBERG  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
MANHATTAN TRANSPSE  
BILLY JOEL

**WTKO/Hines**  
Wayne Flak

DENICIE WILLIAMS  
TIGGI CLAY  
BRYSON & FLACK  
Hottest:  
TRACEY ULLMAN  
BILLY JOEL  
JAMES INGRAM  
KIM CARNES  
SERGIO MENDES

**WKNE/Kearney, NE**  
Howard Corday

POCO  
POINTER SISTERS  
JOE JACKSON  
MICHAEL MURPHY  
CHRISTINE MCVIE  
Hottest:  
LIONEL RICHIE  
SERGIO MENDES  
MANHATTAN TRANSPSE  
TRACEY ULLMAN  
BILLY JOEL

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
IGLESIAS & NELSON  
SERGIO MENDES  
MANHATTAN TRANSPSE  
MICHAEL GORE

**WVTV/Waterstown, NY**  
Jay Donovan

JOE JACKSON  
FRANK STALLONE  
PRABO BRYSON  
LATOYA JACKSON  
MICHAEL MURPHY  
Hottest:  
MICHAEL GORE  
DENICIE WILLIAMS  
JOHNNY MATSIS  
PRETENDERS  
DEBARCE

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
IGLESIAS & NELSON  
SERGIO MENDES  
MANHATTAN TRANSPSE  
MICHAEL GORE

**WVTV/Waterstown, NY**  
Jay Donovan

DAN FOGELBERG  
CHRISTINE MCVIE  
LATOYA JACKSON  
BRYSON & FLACK  
DURAN DURAN  
Hottest:  
PHIL COLLINS  
IGLESIAS & NELSON  
BILLY JOEL  
MADONNA  
JAMES INGRAM

**WVTV/Waterstown, NY**  
Jay Donovan

CHRISTINE MCVIE  
IRENE CARA  
Hottest:  
MANHATTAN TRANSPSE  
CYNDI LAUPER  
THOMPSON TWINS  
BILLY JOEL  
ALAN PARSONS

**WVTV/Waterstown, NY**  
Jay Donovan

CYNDI LAUPER  
HOMI & JARVIS  
Hottest:  
IGLESIAS & NELSON  
BILLY JOEL  
LIONEL RICHIE  
TRACEY ULLMAN  
STEPHEN BISHOP

## MIDWEST Parallel One

**WCLB/Chicago**  
DeYoung/Price

DAN FOGELBERG  
Hottest:  
PHIL COLLINS  
LIONEL RICHIE  
THOMPSON TWINS  
DENICIE WILLIAMS  
IGLESIAS & NELSON

**WFYR/Chicago**  
John Weitharbee

DAN FOGELBERG  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
THOMPSON TWINS  
ALAN PARSONS  
DENICIE WILLIAMS

**55KRC/Cincinnati**  
Dave Mason

CYNDI LAUPER  
DENICIE WILLIAMS  
Hottest:  
PHIL COLLINS  
LIONEL RICHIE  
BILLY JOEL  
THOMPSON TWINS

**WARM98/Cincinnati**  
Mark Tipton

DAN FOGELBERG  
DENICIE WILLIAMS  
MICHAEL MURPHY  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
ALAN PARSONS  
BURYTHNICS

**WQY/Schenectady**  
Mike Neff

JOE JACKSON  
KIM CARNES  
Hottest:  
IGLESIAS & NELSON  
BILLY JOEL

**WQW/Utica-Rome**  
Carpenter/Carr

PRABO BRYSON  
CHRISTINE MCVIE  
JOE JACKSON  
ALABAMA  
EDDIE RABBITT  
Hottest:  
JEFFREY OSBORNE  
BILLY JOEL  
MICHAEL GORE  
ALAN PARSONS  
MANHATTAN TRANSPSE

**WVTV/Pittsburgh**  
Jay Creaswell

none  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
JEFFREY OSBORNE  
CHRISTINE MCVIE

**WVNR/Beckley**  
Bailey/Shea

DAN FOGELBERG  
ALABAMA  
MICHAEL MURPHY  
LATOYA JACKSON  
Hottest:  
BILLY JOEL  
ALAN PARSONS  
THOMPSON TWINS  
JEFFREY OSBORNE  
JAMES INGRAM

**WEIM/Fitchburg**  
Jack Raymond

PRABO BRYSON  
MICHAEL MURPHY  
B.J. THOMAS  
LATOYA JACKSON  
DAN FOGELBERG  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
MANHATTAN TRANSPSE  
BILLY JOEL

**WTKO/Hines**  
Wayne Flak

DENICIE WILLIAMS  
TIGGI CLAY  
BRYSON & FLACK  
Hottest:  
TRACEY ULLMAN  
BILLY JOEL  
JAMES INGRAM  
KIM CARNES  
SERGIO MENDES

**WKNE/Kearney, NE**  
Howard Corday

POCO  
POINTER SISTERS  
JOE JACKSON  
MICHAEL MURPHY  
CHRISTINE MCVIE  
Hottest:  
LIONEL RICHIE  
SERGIO MENDES  
MANHATTAN TRANSPSE  
TRACEY ULLMAN  
BILLY JOEL

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
IGLESIAS & NELSON  
SERGIO MENDES  
MANHATTAN TRANSPSE  
MICHAEL GORE

**WVTV/Waterstown, NY**  
Jay Donovan

JOE JACKSON  
FRANK STALLONE  
PRABO BRYSON  
LATOYA JACKSON  
MICHAEL MURPHY  
Hottest:  
MICHAEL GORE  
DENICIE WILLIAMS  
JOHNNY MATSIS  
PRETENDERS  
DEBARCE

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
IGLESIAS & NELSON  
SERGIO MENDES  
MANHATTAN TRANSPSE  
MICHAEL GORE

**WVTV/Waterstown, NY**  
Jay Donovan

DAN FOGELBERG  
CHRISTINE MCVIE  
LATOYA JACKSON  
BRYSON & FLACK  
DURAN DURAN  
Hottest:  
PHIL COLLINS  
IGLESIAS & NELSON  
BILLY JOEL  
MADONNA  
JAMES INGRAM

**WVTV/Waterstown, NY**  
Jay Donovan

CHRISTINE MCVIE  
IRENE CARA  
Hottest:  
MANHATTAN TRANSPSE  
CYNDI LAUPER  
THOMPSON TWINS  
BILLY JOEL  
ALAN PARSONS

**WVTV/Waterstown, NY**  
Jay Donovan

CYNDI LAUPER  
HOMI & JARVIS  
Hottest:  
IGLESIAS & NELSON  
BILLY JOEL  
LIONEL RICHIE  
TRACEY ULLMAN  
STEPHEN BISHOP

## WJBC/Canton

Mike Dorn

KENNY ROGERS  
BURYTHNICS  
CHRISTINE MCVIE  
LATOYA JACKSON  
MICHAEL MURPHY  
EDDIE RABBITT  
FRANK STALLONE  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
ALAN PARSONS  
JEFFREY OSBORNE  
CYNDI LAUPER

**WSNY/Columbus, OH**  
Harry Lyles

ANNE MURRAY  
HOMI & JARVIS  
KIM CARNES  
Hottest:  
PHIL COLLINS  
LIONEL RICHIE  
DENICIE WILLIAMS  
MICHAEL GORE  
BILLY JOEL

**610TVN/Columbus**  
FitzGerald/Jones

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

## Parallel Three

**WJBC/Bloomington, IL**  
Stew Sawitzki

CHAD STUART & JER  
MICHAEL MURPHY  
ALABAMA  
GEORGE WINSTON  
DAN FOGELBERG  
BRYSON & FLACK  
Hottest:  
HOMI & JARVIS  
MICHAEL GORE  
IGLESIAS & NELSON  
KIM CARNES  
DOLLY PARTON

**WCIL/Carbondale, IL**  
Matt McCann

ALABAMA  
B.J. THOMAS  
LATOYA JACKSON  
FRANK STALLONE  
MICHAEL MURPHY  
Hottest:  
PHIL COLLINS  
LIONEL RICHIE  
IGLESIAS & NELSON  
THOMPSON TWINS  
DENICIE WILLIAMS

**KRCR/Cedar Rapids, IA**  
Carl Mann

DAN FOGELBERG  
ANNE MURRAY  
RENO & WILSON  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
ALAN PARSONS

**KFSB/Joplin, MO**  
Don Carpenter

DAN FOGELBERG  
LATOYA JACKSON  
BRYSON & FLACK  
TIGGI CLAY  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
ALAN PARSONS

**KEEZ/Mankato, MN**  
Sue LaFord

CHRISTINE MCVIE  
MICHAEL MURPHY  
PAUL YOUNG  
LATOYA JACKSON  
ALABAMA  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
IGLESIAS & NELSON  
CYNDI LAUPER

**WTRX/Flint**  
Burke/Wright

POCO  
FRANK STALLONE  
JOE JACKSON  
MICHAEL MURPHY  
ALABAMA  
Hottest:  
LIONEL RICHIE  
BILLY JOEL  
IGLESIAS & NELSON  
LATOYA JACKSON  
QUEEN

**WOMC/Detroit**  
Barry Argenbright

DAN FOGELBERG  
Hottest:  
IGLESIAS & NELSON  
ALAN PARSONS  
LATOYA JACKSON  
JAMES INGRAM

**WENS/Indianapolis**  
Wheeler/Eagan

DAN FOGELBERG  
ANNE MURRAY  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
IGLESIAS & NELSON  
MICHAEL GORE  
THOMPSON TWINS

**WFMW/Lansing**  
Jeff Davis

DAN FOGELBERG  
HOMI & JARVIS  
ANNE MURRAY  
Hottest:  
LIONEL RICHIE  
PHIL COLLINS  
BILLY JOEL  
IGLESIAS & NELSON  
MICHAEL GORE

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

**WVTV/Waterstown, NY**  
Jay Donovan

none  
Hottest:  
LIONEL RICHIE  
CHRISTINE MCVIE  
STYLLONE & RHODES  
BURYTHNICS  
STEPHEN BISHOP

## KWEE/Rochester, MN

Al Axelsson

ANNE MURRAY  
HOMI & JARVIS  
BRYSON & FLACK  
CHRISTINE MCVIE  
MICHAEL MURPHY  
Hottest:  
PHIL COLLINS  
LIONEL RICHIE  
ALAN PARSONS  
TRACEY ULLMAN  
BILLY JOEL  
CYNDI LAUPER

**WHNN/Saginaw**  
Carson/McKenzie

KOOL & THE GANG  
DAN F



# AOR / ALBUMS

**April 27, 1984**

**173 REPORTERS**

Three Two Last  
Weeks Weeks Week

Rank	Three Weeks	Two Weeks	Last Week	Artist/Album (Label)
1	1	1	1	① CARS/Heartbeat City (Elektra)
-	4	2	-	② STEVE PERRY/Street Talk (Columbia)
3	3	3	3	③ VAN HALEN/1984 (WB)
4	5	6	4	④ SCORPIONS/Love At First Sting (Mercury/Pg)
-	-	15	-	⑤ RUSH/Grace Under Pressure (Mercury/Pg)
6	6	5	6	⑥ TONY CAREY/Some Tough City (MCA)
7	7	7	7	⑦ PRETENDERS/Learning To Crawl (Sire/WB)
9	9	8	8	⑧ NIGHT RANGER/Midnight Madness (Camel/MCA)
16	14	9	9	⑨ SLADE/Keep Your Hands Off My... (CBS Assoc.)
2	2	4	10	⑩ AGAINST ALL ODDS/Soundtrack (Atlantic)
13	13	10	11	⑪ DAVID GILMOUR/About Face (Columbia)
10	12	12	12	⑫ HUEY LEWIS & THE NEWS/Sports (Chrysalis)
8	10	11	13	⑬ ALAN PARSONS PROJECT/Ammonia Avenue (Arista)
15	17	17	14	⑭ HAGAR/SCHON/AARONSON/SHRIEVE/Through... (Geffen)
-	30	19	-	⑮ ZZ TOP/Eliminator (WB)
14	15	13	16	⑯ HARD TO HOLD/Soundtrack (RCA)
5	8	14	17	⑰ YES/90125 (Atco)
-	-	23	-	⑱ ORION THE HUNTER/Orion The Hunter (Portrait/CBS)
12	11	16	19	⑲ THOMPSON TWINS/Into The Gap (Arista)
26	22	21	20	⑳ JOE JACKSON/Body And Soul (A&M)
34	25	25	21	㉑ ICICLE WORKS/Icicle Works (Arista)
19	18	20	22	㉒ JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/Pg)
31	26	26	23	㉓ BERLIN/Love Life (Geffen)
20	19	22	24	㉔ WANG CHUNG/Points On The Curve (Geffen)
32	29	29	25	㉕ HOWARD JONES/Human's Lib (Elektra)
38	27	24	26	㉖ UP THE CREEK/Soundtrack (Pasha/CBS)
-	-	36	-	㉗ CYNDI LAUPER/She's So Unusual (Portrait/CBS)
11	16	18	28	㉘ DWIGHT TWILLEY/Jungle (EMI America)
17	20	27	29	㉙ FOOTLOOSE/Soundtrack (Columbia)
29	28	31	30	㉚ GO-GO's/Talk Show (IRS/A&M)
39	35	32	31	㉛ PAT TRAVERS/Hot Shot (Polydor/Pg)
25	32	33	32	㉜ CHRISTINE McVIE/Christine McVie (WB)
-	38	34	-	㉝ TALK TALK/It's My Life (EMI America)
18	21	28	34	㉞ BON JOVI/Bon Jovi (Mercury/Pg)
-	-	40	-	㉟ KING CRIMSON/Three Of A Perfect Pair (WB)
DEBUT	DEBUT	DEBUT	DEBUT	㊱ MOTLEY CRUE/Shout At The Devil (Elektra)
DEBUT	DEBUT	DEBUT	DEBUT	㊲ RATT/Out Of The Cellar (Atlantic)
DEBUT	DEBUT	DEBUT	DEBUT	㊳ GARY MOORE/Victims Of The Future (Mirage/Atco)
23	33	37	39	㊴ QUEEN/The Works (Capitol)
30	-	-	40	㊵ MANFRED MANN'S.../Somewhere In Afrika (Arista)

Artist/Album	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
"Think" (146) "Magic" (143) "Hello" (61)	171-	169-	2-	0=
"Sherrie" (157) "She's Mine" (37) "I Believe" (33)	162+	145+	17-	3=
"I'll Wait" (134) "Panama" (58) "Legs" (23)	149-	125-	24=	0-
"Hurricane" (126) "Big City" (73) "Leaving" (37)	145-	117-	27+	4+
"Distant" (143) "Red Sector" (49) "Wheels" (48)	156+	103+	49+	18-
"A Fine Fine Day" (143)	147-	104-	43-	0-
"Show Me" (137) "Time The Avenger" (22)	147-	100-	47=	1-
"Sister Christian" (136)	138-	115+	23-	2-
"Run Runaway" (143) "My Oh My" (42)	149+	91+	58-	1-
"Violet" (94) "Against" (87) "Walk" (27)	145-	92-	53+	0=
"Murder" (107) "Blue Light" (49) "Lovers" (25)	140-	65+	75-	3-
"R&R" (119) "Walking" (12) "Drug" (10)	128-	86+	42-	0-
"Don't Answer Me" (83) "Prime Time" (64)	124-	59-	65+	3+
"Whiter" (75) "Missing" (65) "Top" (39)	126-	42-	84+	10+
"Legs" (123) "Sharp Dressed" (1)	125+	41+	79-	10-
"Love Somebody" (111)	112-	85-	27-	0-
"Leave It" (85) "Changes" (12) "Happen" (10)	99-	65-	34=	0=
"So You Ran" (130)	132+	21+	107+	21-
"Hold Me Now" (82) "Doctor! Doctor!" (37)	106-	64-	41+	4+
"You Can't Get What You Want" (116)	117+	44+	72-	3-
"Whisper To A Scream" (114)	117+	19+	95+	11+
"Authority Song" (91)	94-	60+	33-	4+
"No More Words" (97) "Touch" (12)	106+	31+	74+	6+
"Dance Hall Days" (96)	100-	34+	65-	1=
"What Is Love?" (108)	111+	27+	79+	10=
"The Heat" (84) "Up The Creek" (33)	106-	20+	80-	12+
"Time After Time" (88)	91+	49+	35-	15-
"Little Bit Of Love" (53) "Girls" (48)	91-	23-	67=	6-
"I'm Free" (49) "Footloose" (39) "Girl" (11)	84-	37-	47+	3-
"Head Over Heels" (82)	84-	35+	49-	1=
"Killer" (92)	93+	12+	81=	4=
"Love Will Show Us How" (83) "Million" (11)	92+	23+	66+	13+
"It's My Life" (93)	95+	22+	72+	5-
"Runaway" (58) "She Don't Know Me" (21)	80-	21-	59-	2-
"Sleepless" (69)	74+	7+	66+	4-
"Too Young To Fall In Love" (60)	67+	11+	47+	15+
"Round And Round" (56)	61+	15+	43+	15+
"Shapes Of Things" (50) "Victims Of The..." (16)	69+	5+	60+	10-
"I Want To Break Free" (33) "Hammer" (20)	59-	14-	44-	8-
"Rebel" (57) "Runner" (14)	66+	9-	52+	16-

## BREAKERS

**CYNDI LAUPER**  
**She's So Unusual (Portrait/CBS)**

53% of our reporters on it. 91/15 this week, including adds at WMET, KGON, WPDH, KRIX, WQMF, WYFE, KZEL. Moves 36-27 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.

## THE PSYCHEDELIC FURS

### THE GHOST IN YOU

"If there's such a thing as a perfect song, this is it...haunting lyrics, rock-steady beat, and that hook—my God, you'd have to be deaf or suicidal not to play it! It's a smash!"



WXRT MD, JOHN MRVOS



You Be The Judge –  
Let Your Audience Be The Jury

**Court Date:  
APRIL 30TH**

**Review The Evidence:**

**#1 "NIGHT GAMES"**

**#2 "SINCE YOU'VE BEEN GONE"**

**#3 "EVIL EYE"**



**LIVE SENTENCE**

LP XR22020

CASSETTE XRC 22020



"Home Of The Artists"

Distributed by MCA Distr. Corp.

# AOR ALBUMS

## MOST ADDED

- WHITESNAKE (29)  
Slide It In (Geffen)
- BILLY IDOL (28)  
Rebel Yell (Chrysalis)
- BIG COUNTRY (24)  
Wonderland (Mercury/PolyGram)
- POCO (23)  
Inamorata (Atlantic)
- ORION THE HUNTER (21)  
Orion The Hunter (Portrait/CBS)
- RUSS BALLARD (20)  
Russ Ballard (EMI America)
- R.E.M. (19)  
Reckoning (IRS/A&M)

## MOST HOTS

- CARS (169)  
Heartbeat City (Elektra)
- STEVE PERRY (145)  
Street Talk (Columbia)
- VAN HALEN (125)  
1984 (WB)
- SCORPIONS (117)  
Love At First Sting (Mercury/PolyGram)
- NIGHT RANGER (115)  
Midnight Madness (Camel/MCA)
- TONY CAREY (104)  
Some Tough City (MCA)
- RUSH (103)  
Grace Under Pressure (Mercury/PolyGram)

## NEW & ACTIVE

- RUSS BALLARD/Russ Ballard (EMI America) 64/20 (43/20)**  
Adds include WBCN, WXRT, WSKS, KSHE, KBCO, WPLR, WXLP, WWCK, KMOD. Hots: 4 WRIF, CITI-FM, KILO, KFIV-FM. Mediums: 48 include WMMR, WDVE, WKLS, WEBN, WMMS, KKCI, WQFM, KRQR, KSJO.
- BILLY IDOL/Rebel Yell (Chrysalis) 61/28 (34/11)**  
Adds include WIYY, WDVE, WKLS, WLUP, WMMS, KLOS, KGON. Hots: 7 WLIR, WRIF, KBCO, 91X, KQAK, KRSP, WBYG. Mediums: 43 include KSRR, WXRT, KMET, KROQ, KGB, WZZO, WEZX, WIBA, WIOT, KOMP.
- BIG COUNTRY/Wonderland (Mercury/PolyGram) 60/24 (47/35)**  
Adds include WDVE, KTXQ, WXRT, KGB, WPLR, WEZX, WAAF, WTUE, KKDJ. Hots: 10 include KROQ, 91X, KQAK, WFYV. Mediums: 37 include WBAB, WMMR, WHJY, WKLS, KBCO, KRQR, WTPA, WHCN, WAQY, KNCN, KILO, KRSP.
- ULTRAVOX/Lament (Chrysalis) 52/14 (46/20)**  
Adds include WBAB, WEBN, KSHE, KBCO, KBPI, KUPD, KILO. Hots: 7 WLIR, CHUM-FM, KROQ, 91X, CITI-FM, KTCL, KTYD. Mediums: 39 include WDVE, WHJY, WKLS, WXRT, KQAK, WPLR, WAQY, KLAQ, WLVO, WTUE, KKDJ, KRSP, KLPX.
- POCO/Inamorata (Atlantic) 51/23 (0/0)**  
Adds include WYSP, WKLS, WQFM, KSHE, WCMF, WOOS, KATT, KREM. Hots: 7 KBCO, KINK, WQBK, WOUR, WTKX, KSQY, WCPZ. Mediums: 35 include WYNF, WMMS, WDHA, WQMF, KIDQ, KILO.
- FACE TO FACE/Face To Face (Epic) 51/16 (39/13)**  
Adds include WKLS, KGB, KRQR, KOME, WPLR, WOOS. Hots: 3 WBCN, WQBK, WAAF. Mediums: 41 include KZEW, WXRT, WMMS, KBCO, KZOK, WPYX, WTPA, WAQY, KATT, KILO.
- STYLE COUNCIL/My Ever Changing Moods (Geffen) 48/4 (46/5)**  
Adds: WBCN, KGGO, WRKI, WBYG. Hots: 15 include WXRT, WMMS, KBCO, KROQ, 91X, KQAK. Mediums: 29 include WBAB, WNEW-FM, WLUP, KINK, WZZO, WTPA, WPLR, WDHA, WCKN, WQDR, KQDS, WWCT, KKDJ, KREM.
- WHITESNAKE/Slide It In (Geffen) 47/29 (27/25)**  
Adds include WMMS, WLLZ, WQFM, KLOS, KRCK, KGB, KRQR, KSJO, WCMF, WTUE, WLAV, KATT, KFIV-FM. Hots: 3 WRIF, KISW, KNCN. Mediums: 30 include WBAB, WDVE, KTXQ, KZEW, KSHE, KGON, WXLP, WIOT, KWXL, KILO, KKDJ.
- R.E.M./Reckoning (IRS/A&M) 45/19 (28/23)**  
Adds include WKLS, WLUP, KYYS, KBCO, KQAK, WQBK, WKTM, KLVQ, KKDJ. Hots: 8 WLIR, CHUM-FM, WXRT, 91X, WDEK, KSPN, KTCL, KTYD. Mediums: 24 include WKLS, WLUP, KYYS, KBCO, KQAK, WQBK, WKTM, WLVO, KKDJ.
- NIK KERSHAW/Human Racing (MCA) 39/9 (29/10)**  
Adds: Q107, WQBK, WKQQ, WZXR, WQDR, WWCK, WLAV, WWCT, KZOQ. Hots: 5 WLIR, CHUM-FM, WXRT, KBCO, CHEZ-FM. Mediums: 31 include WEBN, WSKS, WMMS, WKLC, WFYV, WTUE, KGGO, KEZO, WIOT, KKDJ.
- REAL LIFE/Heartland (Curb/MCA) 38/4 (40/2)**  
Adds: KDKB, WAAL, WOUR, KWFM. Hots: 7 WBCN, WHJY, K97, CHEZ-FM, KLAQ, WTKX, CITI-FM. Mediums: 29 include WMMS, KROQ, KQAK, WAQY, KGGO, KWXL, KIDQ.
- JOE ELY/Hi-Res (MCA) 31/5 (27/5)**  
Adds: WQFM, KROQ, KWXL, WDEK, KAWY. Hots: 2 KBCO, WBYG. Mediums: 27 include WBCN, KLOL, WXRT, KQAK, WPDH, WCMF, WOUR, KLAQ, KISS, WIOT, KMOD, KILO, KLPX, KWFM.
- AUSTRALIAN CRAWL/Semantics (Geffen) 23/4 (24/12)**  
Adds: WMMS, KCAL, WPDH, KILO. Hots: 1 KIDQ. Mediums: 19 include WNEW-FM, WLUP, WQFM, KBCO, KGB, WKLC, KFIV-FM.
- M + M/Mystery Walk (RCA) 12/1 (11/0)**  
Adds: KROQ. Hots: 5 include WLIR, CHEZ-FM, WDEK, KTCL. Mediums: 6 include WXRT, KBCO, 91X, KQAK.
- LEGS DIAMOND/Out On Bail (Target) 10/1 (11/2)**  
Adds: KFMG. Hots: 1 KZOK. Mediums: 9 include KTXQ, WQFM, KRCK, KSJO.

**AOR BREAKERS** — Records that are in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

**AOR ALBUMS** — 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.

# R&R AOR /HOT TRACKS

# BREAKERS

Three Weeks	Two Weeks	Last Week	173 REPORTERS	# Total	Hot	Medium	Total Adds
7	2	2	1 STEVE PERRY/Oh Sherrie (Columbia)	157+	142+	15-	1-
1	1	1	2 CARS/You Might Think (Elektra)	146-	144-	2=	0=
5	4	3	3 TONY CAREY/A Fine Fine Day (MCA)	143-	103-	40-	0-
9	8	5	4 NIGHT RANGER/Sister Christian (Camel/MCA)	136-	114+	22-	2-
3	3	4	5 VAN HALEN/I'll Wait (WB)	134-	108-	26+	0-
15	13	9	6 SLADE/Run Runaway (CBS Associated)	143+	89+	54-	1-
14	12	8	7 CARS/Magic (Elektra)	143+	91+	52-	1-
-	-	15	8 RUSH/Distant Early Warning (Mercury/PG)	143+	81+	58+	17-
8	7	6	9 PRETENDERS/Show Me (Sire/WB)	137-	91-	45=	3+
4	5	7	10 SCORPIONS/Rock You... (Mercury/PG)	126-	100-	26+	1=
13	14	11	11 HUEY LEWIS &.../The Heart Of R&R (Chrysalis)	119-	78+	41-	0-
12	11	10	12 RICK SPRINGFIELD/Love Somebody (RCA)	111-	85-	26-	0-
53	29	17	13 ZZ TOP/Legs (WB)	123+	40+	78-	10-
-	46	23	14 ORION THE HUNTER/So You Ran (Portrait/CBS)	130+	20+	106+	21-
24	19	16	15 DAVID GILMOUR/Murder (Columbia)	107=	50+	57-	1-
29	23	20	16 JOE JACKSON/You Can't Get... (A&M)	116+	44+	71-	3-
33	26	24	17 ICICLE WORKS/Whisper To A Scream (Arista)	114+	19+	92+	11+
19	17	19	18 JOHN COUGAR.../Authority Song (Riva/PG)	91-	57+	33-	3+
2	6	12	19 PHIL COLLINS/Against All Odds (Atlantic)	87-	61-	26+	0=
6	10	13	20 YES/Leave It (Atco)	85-	51-	34-	0=
20	20	18	21 WANG CHUNG/Dance Hall Days (Geffen)	96-	33+	62-	1=
23	18	22	22 STEVIE NICKS/Violet And Blue (Atlantic)	94-	40-	52-	1-
36	35	26	23 HOWARD JONES/What Is Love? (Elektra)	108+	25+	78+	11=
35	32	30	24 BERLIN/No More Words (Geffen)	97+	26+	70+	6+
10	9	14	25 THOMPSON TWINS/Hold Me Now (Arista)	82-	52-	30+	0=
-	53	37	26 CYNDI LAUPER/Time After Time (Portrait/CBS)	88+	47+	34-	16-
22	16	21	27 ALAN PARSONS.../Don't Answer Me (Arista)	83-	48-	35-	2+
37	34	25	28 SCORPIONS/Big City Nights (Mercury/PG)	73+	44+	28-	4-
43	33	31	29 PAT TRAVERS/Killer (Polydor/PG)	92+	12+	80=	4-
47	36	34	30 TALK TALK/It's My Life (EMI America)	93+	21+	71+	5-
30	27	28	31 GO-GO's/Head Over Heels (IRS/A&M)	82-	32+	50-	1=
-	51	39	32 HEART/The Heat (Pasha/CBS)	84+	17+	63+	11-
-	50	44	33 CHRISTINE McVIE/Love Will Show Us How (WB)	83+	20+	60+	13+
50	47	38	34 HAGAR/SCHON.../Whiter Shade... (Geffen)	75+	22-	53+	12+
18	22	29	35 VAN HALEN/Panama (WB)	58-	35-	23-	1+
57	44	40	36 HAGAR/SCHON.../Missing You (Geffen)	65+	25+	39=	6+
39	38	43	37 CARS/Hello Again (Elektra)	61+	29+	32-	2=
52	39	42	38 INXS/Original Sin (Atco)	67-	14+	53-	1-
DEBUT	-	-	39 ROGER WATERS/5:01 AM... (Columbia)	78+	3+	45+	74+
DEBUT	-	-	40 DUKE JUPITER/Little Lady (Morocco/Motown)	70+	5+	57+	17-
21	25	35	41 BON JOVI/Runaway (Mercury/PG)	58-	17-	41-	1=
-	54	47	42 KING CRIMSON/Sleepless (WB)	69+	5=	63+	4-
16	21	33	43 ALAN PARSONS PROJECT/Prime Time (Arista)	64-	19-	45-	0-
-	-	49	44 RUSH/Between The Wheels (Mercury/PG)	48=	28+	20+	6-
-	-	59	45 MOTLEY CRUE/Too Young To Fall In Love (Elektra)	60+	9+	42+	14=
DEBUT	-	-	46 RATT/Round And Round (Atlantic)	56+	13+	40+	14+
DEBUT	-	-	47 RUSS BALLARD/Voices (EMI America)	64+	4+	48+	20=
56	55	54	48 DAVID GILMOUR/Blue Light (Columbia)	49+	26+	23=	3-
-	-	52	49 DWIGHT TWILLEY/Little Bit Of Love (EMI America)	53+	11-	41+	8-
11	15	27	50 DWIGHT TWILLEY/Girls (EMI America)	48-	16-	32-	0=
25	28	36	51 BILLY RANKIN/Baby Come Back (A&M)	50-	9-	41-	0=
DEBUT	-	-	52 DURAN DURAN/The Reflex (Capitol)	56+	12+	42+	13-
DEBUT	-	-	53 RUSH/Body Electric (Mercury/PG)	48+	19+	28+	9-
DEBUT	-	-	54 BIG COUNTRY/Wonderland (Mercury/PG)	59+	10=	36+	24-
DEBUT	-	-	55 RUSH/Red Sector A (Mercury/PG)	49+	22+	26+	9-
DEBUT	-	-	56 MANFRED MANN'S EARTH BAND/Rebel (Arista)	57+	8+	43+	19-
27	24	32	57 ROMANTICS/One In A Million (Nemperor/CBS)	48-	15-	33-	0=
DEBUT	-	-	58 KENNY LOGGINS/I'm Free (Columbia)	49+	15=	33+	6-
60	42	51	59 STYX/Music Time (A&M)	52-	11=	39-	3+
42	43	45	60 MR. MISTER/Hunters Of The Night (RCA)	48-	7-	41-	0=

## CYNDI LAUPER

### Time After Time (Portrait/CBS)

51% of our reporters on it. 88/16 this week, including adds at WSHE, WXRT, KQAK, WOVE, WTUE, KWFM, WWTR, WHMD. Moves 37-26 on the Hot Tracks chart.

## NEW & ACTIVE

- POCO "Days Gone By" (Atlantic) 50/23 (27/13)**  
Adds include WYSP, WKLS, WQFM, KSHE, WCMF, WOOS, KATT, KREM. Hots: 6 KBCO, WQBK, WOUR, WTKX, KSQY, WCPZ. Mediums: 35 include WYFN, WMMS, KMEL, WDHA, KNCN, WQMF, KISS, WWCT, KILQ.
- VAN STEPHENSON "Modern Day Delilah" (MCA) 50/19 (30/17)**  
Adds include WHJY, KLOL, KSRR, WSKS, KRQR, WKLC, WOOS, WLVO, KICT, KFMG, KKDJ. Hots: 3 WQBK, WPDH, KIDQ. Mediums: 37 include KZEW, WMMS, WQMF, KGGO, WLAV, WIOT, KWXL, KILQ.
- GARY MOORE "Shapes Of Things" (Mirage/Atco) 50/9 (44/14)**  
Adds: KTXQ, WNOR, KBPI, WAAL, WTPA, WCCC, WTKX, KWXL, KIDQ. Hots: 5 WRIF, WPDH, KNCN, WLAV, WMGM. Mediums: 42 include WBAB, WDVE, WSKS, WMMS, KYYS, KGON, KGB, KRQR, WPYX, WHCN, WPLR, WCMF, WAQY, WYV, WDIZ, KXZL, WIOT, KILQ, KKDJ, KLPX.
- CHICAGO "Stay The Night" (WB) 48/47 (0/0)**  
Adds include WBAB, WMMS, KLAQ, KMJX, WOOS, KGGO, KWXL. Hots: 2 WSKS, WCPZ. Mediums: 25 include WYSP, KLOL, WMET, KMET, WPLR, WDHA, KNCN, WQMF, WZXR, WKDF, KMBO, WXL, KREM.
- PSYCHEDELIC FURS "The Ghost In You" (Columbia) 48/22 (38/37)**  
Adds include WDVE, WLUP, WEBN, KROQ, KGB, WTPA, WAQY, WAAF, WZXR, WTUE, KGGO, WLAV, KWXL, KWFM. Hots: 9 WXRT, KBCO, 91X, KQAK, WQBK, WPDH, KUFO, KTCL, KTYD. Mediums: 22 include WBAB, WMMR, WMMS, WPLR, WDHA, KLAQ, KKDJ.
- ULTRAVOX "One Small Day" (Chrysalis) 48/12 (44/19)**  
Adds include WBAB, CHOM-FM, WEBN, KSHE, KBCO, KBPI, KUPD, WOUR, KICT, KILQ, KWFM. Hots: 5 WLIR, KROQ, 91X, CITI-FM, KTYD. Mediums: 38 include WHJY, Q107, WCKO, KAZY, KMEL, WQBK, WDHA, WPDH, WKLC, WKQO, WAPL, WXKE.
- BILLY IDOL "Eyes Without A Face" (Chrysalis) 47/28 (17/11)**  
Adds include WIYY, WBAB, WDVE, WKLS, WLUP, WMMS, KGON, WAQX, WKLC, WAPI, KLAQ, WYV, WDIZ, WWC, KZEL, KRSP. Hots: 5 WLIR, KBCO, 91X, KQAK, WBYG. Mediums: 31 include WGRQ, CHUM-FM, WWCT, KWXL, KOMP, WMGM, WWTR, KLYV, KSQY.
- STYLE COUNCIL "My Ever Changing Moods" (Geffen) 47/4 (45/5)**  
Adds: WBCN, KGGO, WRKI, WBYG. Hots: 15 include WLIR, CHUM-FM, WQBK, WPDH, WDEK, WCPZ, KSPN, KTCL, KTYD. Mediums: 28 include WCKO, KAZY, WAAL, WKTM, WCKN, WZXY, WKQQ, WQDR, KQDS, WXKE, WWCT, KWXL, KREM.
- LITTLE STEVEN "Out Of The Darkness" (EMI America) 44/16 (33/33)**  
Adds include WYSP, KSHE, KMET, KGB, WCCC, KRIX, WZXY, WQDR, WOOS. Hots: 5 WMMS, KBCO, KISW, KNCN, KTCL. Mediums: 29 include WBAB, WNEW-FM, WYFN, WXRT, WQFM, KMEL, WAQY, WLVO, KILQ, KFIV-FM.
- SLADE "My Oh My" (CBS Associated) 42/1 (39/2)**  
Adds: KZAP. Hots: 15 include WAPP, WHCN, WAQY, WYV, WDIZ, WLVO, WLAV, KKDJ, KPOI. Mediums: 27 include WKLS, KQRS, KSJO, WPYX, WEZX, KLAQ, KGGO, WFBQ, KOMP.
- R.E.M. "So. Central Rain (I'm Sorry)" (IRS/A&M) 40/19 (24/20)**  
Adds include WCKO, KAZY, WPYX, WPDH, WAQX, WOUR, KUPD, KLPX. Hots: 7 WLIR, CHUM-FM, WXRT, 91X, WDEK, KSPN, KTYD. Mediums: 22 include WKLS, WLUP, KYYS, KQAK, WQBK, WKTM, WQDR, WLVO.
- FACE TO FACE "Out Of My Hands" (Epic) 40/15 (26/10)**  
Adds include WKLS, KOME, WAAL, WPLR, KISS, KFMG, KWFM. Hots: 1 WAAF. Mediums: 32 include WHJY, KTXQ, KZEW, WMMS, KAZY, KZOK, WPYX, WTPA, WCCC, WDHA, WAQY, WOUR, KQDS, KATT, KILQ.
- NIK KERSHAW "Wouldn't It Be Good" (MCA) 38/9 (28/10)**  
Adds: Q107, WQBK, WKQO, WZXR, WQDR, WWC, WLAV, WWCT, KZOO. Hots: 5 WLIR, CHUM-FM, WXRT, KBCO, CHEZ-FM. Mediums: 30 include WGRQ, WCKO, WSHE, WEBN, WSKS, WMMS.
- REAL LIFE "Catch Me I'm Falling" (Curb/MCA) 38/4 (37/1)**  
Adds: KDKB, WAAL, WOUR, KWFM. Hots: 7 include WBCN, WHJY, K97. Mediums: 29 include WMMS, KROQ, KCAL, KQAK, CHEZ-FM, WZXY, WKQQ, WQDR, CITI-FM, KWXL, KIDQ, KKDJ, KREM.
- THOMPSON TWINS "Doctor! Doctor!" (Arista) 37/6 (25/3)**  
Adds: WLUP, WQBK, WTPA, WKTM, WRKI, KOZZ. Hots: 20 include WNEW-FM, WXRT, WMMS, KROQ, KCAL, 91X, KFOG, KQAK, WHCN. Mediums: 16 include WDVE, KUPD, WPLR, WCMF, WYV, WZXR, WIOT.
- STEVE PERRY "She's Mine" (Columbia) 37/4 (34/7)**  
Adds: WLUP, KLOS, WRXL, KSMB. Hots: 17 include WIYY, WDVE, KYYS, KRQR, WTPA, WHCN, WYV, WDIZ, KKDJ, KPOI. Mediums: 20 include WMET, WPYX, WEZX, KLAQ, WZXR, WTUE, WFBQ, KEZO, WIOT, KOMP.
- SCORPIONS "I'm Leaving You" (Mercury/PolyGram) 37/2 (36/5)**  
Adds: WQFM, KWHL. Hots: 18 include WIYY, WDVE, KRCK, KMEL, KRQR, KZOK, WTPA, WDIZ, WLVO, KILQ, KKDJ, KPOI. Mediums: 19 include KSRR, KZAP, KOME, KSJO, WPYX, WEZX, KLAQ, WTUE, WIOT.
- QUEEN "I Want To Break Free" (Capitol) 33/8 (32/12)**  
Adds include KMJX, WKDF, WYFE, KWFM, WMGM, KSMB. Hots: 8 CHOM-FM, CHUM-FM, WXRT, CFOX, WTKX, KIDQ, WBYG, WYER. Mediums: 24 include WBAB, WMMS, WTPA, WAAF, KLAQ, WYV.
- STEVE PERRY "I Believe" (Columbia) 33/5 (33/7)**  
Adds: Q107, WMET, CHEZ-FM, WLAV, KUFO. Hots: 17 include WIYY, WMMR, WYFN, WMMS, KBPI, WZZO. Mediums: 15 include WPLR, WEZX, KEZO, WWCT, KICT, KRSP, KREM.
- PETER GABRIEL "Walk Through The Fire" (Atlantic) 27/4 (22/0)**  
Adds: KMEL, KQDS, WHMD, KCPZ. Hots: 13 include WXRT, KROQ, 91X, KFOG, WPDH, WOUR, KWXL. Mediums: 13 include WMMR, WEBN, KQAK, WDHA, WLAV.
- WHITESNAKE "Slow 'N' Easy" (Geffen) 26/18 (11/9)**  
Adds include WMMS, KGB, KRQR, WCMF, WTUE, WLAV, KLPX, KWFM. Hots: 2 WRIF, KNCN. Mediums: 16 include WDVE, KTXQ, KSHE, WIOT, KWXL, KILQ.
- DIRE STRAITS "Solid Rock" (WB) 23/0 (21/0)**  
Adds: 0. Hots: 3 KFOG, CHEZ-FM, KTCL. Mediums: 20 include WNEW-FM, WHJY, WMMS, KMEL, KQAK, KZOK, WCMF, KATT.
- ICON "On Your Feet" (Capitol) 22/7 (20/11)**  
Adds: KISW, KZOK, WTPA, WCCC, KLAQ, KLPX, KUFO. Hots: 0. Mediums: 17 include DC101, KTXQ, KZEW, WYFN, KKCI, KGB, KSJO, WLVO, KMDD.
- RUSH "After Image" (Mercury/PolyGram) 21/4 (21/19)**  
Adds: Q107, KMBO, KATT, KIDQ. Hots: 15 include WBAB, KTXQ, WEBN, KYYS, KSJO. Mediums: 6 include WOUR, WKLC, WWCK.
- BON JOVI "She Don't Know Me" (Mercury/PolyGram) 21/2 (22/4)**  
Adds: WBAB, KATT. Hots: 2 KFMG, WMGM. Mediums: 19 include WMMR, KSRR, WYFN, WMET, KSHE, WTPA, WFBQ.

## MOST ADDED

- ROGER WATERS (74)  
5:01 AM (The Pros & Cons Of...) (Columbia)
- CHICAGO (47)  
Stay The Night (WB)
- BILLY IDOL (28)  
Eyes Without A Face (Chrysalis)
- BIG COUNTRY (24)  
Wonderland (Mercury/PolyGram)
- POCO (23)  
Days Gone By (Atlantic)
- PSYCHEDELIC FURS (22)  
Ghost In You (Columbia)
- ORION THE HUNTER (21)  
So You Ran (Portrait/CBS)

## MOST HOTS

- CARS (144)  
You Might Think (Elektra)
- STEVE PERRY (142)  
Oh Sherrie (Columbia)
- NIGHT RANGER (114)  
Sister Christian (Camel/MCA)
- VAN HALEN (108)  
I'll Wait (WB)
- TONY CAREY (103)  
A Fine Fine Day (MCA)
- SCORPIONS (100)  
Rock You Like A Hurricane (Mercury/PolyGram)

**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, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that have 10 or more adds this week.





SOUTH

Parallel One

KLQD/Houston (713) 526-4551

BOB BLAKE LAMBERT ASST. PD: RICK LAMBERT

WSHE/Miami (305) 581-1580

BOB DAVE LANGE

WYNF/Tampa (813) 876-0455

PD: CAROL CORDELL PD: RON DIAZ

WKLS/Atlanta (404) 325-0960

ALAN PARSONS

KEGL/Dallas (817) 457-9700

PD: RANDY BROWN PD: JOE POLKER

WNOR/Norfolk (804) 623-9667

ON: RON REIDER PD: DAVID WILLIAMS

KSRR/Houston (713) 787-0087

PD: JUDY WEBSTER ASST. PD: MICHAEL STEVENS

KZEW/Dallas (214) 748-0898

PD: ANDY LOCKRIDGE PD: JON DILLON

Parallel Two

WAPJ/Birmingham (205) 933-9274

BOB STEVE RUMNER PD: DOC BALDRE

KMJX/Little Rock (501) 470-0123

PD: TOM MOOD PD: TOMMY SMITH

WROR/Charlotte (704) 392-8191

PD: JACK DANIEL PD: MIKE DOVICHAN

KLBJ/Austin (512) 474-8543

PD: CLARE RYAN PD: JOHN MICHAEL SCOTT

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

KTXQ/Dallas (214) 528-5500

PD: TOM OWENS

WCKO/Miami (305) 731-4800

PD: NEAL WHEAT PD: RUBY CHECKS

WKDF/Nashville (615) 244-9532

PD: SMOKEY RIVERS ASST. PD: DAVID HALL

WZXY/Kingsport (615) 246-8131

PD: REGGIE JORDAN ASST. PD: JOHN KELLY

WQDR/Raleigh (919) 832-4311

PD: TOM EVANS ASST. PD: BOB NALTON

WIMZ/Knoxville (615) 525-6000

PD: KERRY LAMBERT PD: SCOTT PAULSEN

WKLZ/Winston-Salem (919) 725-0556

PD: TOM COLLINS

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

WQOW/Chattanooga (615) 267-1050

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WKLZ/Winston-Salem (919) 725-0556

PD: TOM COLLINS

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

KISS/San Antonio (512) 223-6211

PD: GREG STEVENS PD: TEMPIE LINDSEY

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

WCKN/Greenville-Spartanburg (803) 226-1511

PD: GREG STEVENS PD: TEMPIE LINDSEY

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

KFMX/Lubbock (806) 747-1224

PD: MAT LAMP PD: JESSE REAN

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

WCKN/Greenville-Spartanburg (803) 226-1511

PD: GREG STEVENS PD: TEMPIE LINDSEY

WQOW/Chattanooga (615) 267-1050

PD: TOMMY DAVIS

MIDWEST

Parallel One

WRIF/Detroit (313) 827-9505

PD: MIKE PASHAN PD: MICHAEL MAYER

WOFM/Milwaukee (414) 278-2040

PD: ANDY BLOOM

WRIF/Detroit (313) 827-9505

PD: MIKE PASHAN PD: MICHAEL MAYER

WOFM/Milwaukee (414) 278-2040

PD: ANDY BLOOM

WRIF/Detroit (313) 827-9505

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WOFM/Milwaukee (414) 278-2040

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WOFM/Milwaukee (414) 278-2040

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WOFM/Milwaukee (414) 278-2040

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WRIF/Detroit (313) 827-9505

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WOFM/Milwaukee (414) 278-2040

PD: ANDY BLOOM

WRIF/Detroit (313) 827-9505

PD: MIKE PASHAN PD: MICHAEL MAYER

WOFM/Milwaukee (414) 278-2040

PD: ANDY BLOOM

Continued on next page



MIDWEST (continued)

WMET/Chicago (312) 645-8550
PD: RICH MEYER
MD: BRUCE WHEELER
...
WSKS/Cincinnati (513) 868-3696
PD: PAUL FREDRICKS
MD: HARRY BODER

WLUP/Chicago (312) 440-5270
PD: GREG SOLK
MD: BILL EVANS
...
WVOT/Toledo (419) 248-3377
PD: TERRY SULLIVAN
MD: THE ROZ

WVOT/Toledo (419) 248-3377
PD: TERRY SULLIVAN
MD: THE ROZ
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MD: THE ROZ
...
WVOT/Toledo (419) 248-3377
PD: TERRY SULLIVAN
MD: THE ROZ



Parallel One

KROQ/Pasadena (213) 578-0830
PD: RAYMOND BANISTER
MD: LARRY GROVES
...
KZOK/Seattle (206) 223-3911
PD: PHIL STRIDER
MD: CRAIG HARTIN

Parallel Two

KICT/Wichita (316) 722-5600
PD: BILL BROWN
MD: LIZ ROBERTS
...
KMOD/Tulsa (918) 664-2810
PD: CHARLIE WEST
MD: JIM JONES

WVOT/Indianapolis (317) 257-7565

PD: BILL WISE
MD: BEARMAN
...
WVOT/Indianapolis (317) 257-7565
PD: BILL WISE
MD: BEARMAN

WVOT/Indianapolis (317) 257-7565

PD: BILL WISE
MD: BEARMAN
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WVOT/Indianapolis (317) 257-7565
PD: BILL WISE
MD: BEARMAN







# R&R

## RADIO & RECORDS

# 213

# 553-4330

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## WEST

Continued from Page 117

### KFRC 610 AM STEREO

San Francisco

PD: Mike Phillips  
MD: Lanette Abraham

- H 5 1 DENISE WILLIAMS/Let's Hear It For The
- 2 RICK SPRINGFIELD/Love Somebody
- 3 CARB/You Might Think
- 4 PHIL COLLINS/Against All Odds
- H 12 5 CYNDI LAUPER/Time After Time
- H 10 6 CAMO/She's Strange
- 7 KENNY LOGGINS/Footloose
- 8 IRENE CARA/Breakdance
- 9 GO GO'S/Head Over Heels
- 10 BERLIN/No More Words
- H 17 11 SHALAMAR/Dancing In The Sheets
- 12 THOMPSON TWINS/Bold Me Now
- H 18 13 JOHN COUGAR/Authority Song
- 14 TRACY ULLMAN/They Don't Know
- 15 STEVE PERRY/Oh Sherris
- 16 BILLY JOEL/The Longest Time
- 17 BOOL & THE GANG/Tonight
- 18 VAN HALEN/I'll Wait
- 19 LIONEL RICHIE/Hello
- 20 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 21 POINTER SISTERS/Jump (For My Love)
- 22 CULTURE CLUB/Bliss Me Blind
- 23 HALL & OATES/Adult Education
- 24 SCORPIONS/Rock You Like A Hurri
- 25 POINTER SISTERS/Automatic
- 26 ALAN PARSONS/Don't Answer Me
- 27 JERMAINE JACKSON/Tell Me I'm Not Dream
- 28 VAN HALEN/Jump

ADDS 15, 20, 21, 26

### KWOD 106 Sacramento

PD: Tom Chase  
MD: Mr. Ed

- H 2 1 LIONEL RICHIE/Hello
- 2 PHIL COLLINS/Against All Odds
- 3 THOMPSON TWINS/Bold Me Now
- H 5 4 RICK SPRINGFIELD/Love Somebody
- 5 CARB/You Might Think
- 6 CULTURE CLUB/Bliss Me Blind
- H 12 9 DENISE WILLIAMS/Let's Hear It For The
- 10 KENNY LOGGINS/Footloose
- 11 BRYAN ADAMS/Heaven
- 12 JOHN COUGAR/Authority Song
- 13 GO GO'S/Head Over Heels
- 14 DENISE WILLIAMS/Let's Hear It For The
- 15 STEVE PERRY/Oh Sherris
- 16 IRENE CARA/Breakdance
- 17 CYNDI LAUPER/Girls Just Want To Be
- 18 HALL & OATES/Adult Education
- 19 BOOL & THE GANG/Tonight
- 20 SCORPIONS/Rock You Like A Hurri
- 21 POINTER SISTERS/Automatic
- 22 VAN HALEN/I'll Wait
- 23 GENEIS/Illegal Alien
- 24 DENISE WILLIAMS/Let's Hear It For The
- 25 BERLIN/No More Words
- 26 CYNDI LAUPER/Time After Time
- 27 ALAN PARSONS/Don't Answer Me
- 28 NIGHT RANGER/Sister Christian
- 29 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 30 POINTER SISTERS/Jump (For My Love)

ADDS LAID BACK/White Horse

ON CHRISTINE MCVIE/Love Will Show Us How

JERMAINE JACKSON/Tell Me I'm Not Dream

STYL/Music Time

JOE JACKSON/You Can't Get What To

DURAN DURAN/The Reflex

TONY CARY/A Fine Fine Day

BERLIN/No More Words

PRETENDERS/Show Me

BILLY JOEL/The Longest Time

IRENE CARA/Breakdance

MATTHEW WILDER/The Kid's American

TALK TALK/It's My Life

IGLESIAS & NELSON/To All The Girls I've

GO GO'S/Head Over Heels

BOOL & THE GANG/Tonight

SHALAMAR/Dancing In The Sheets

CYNDI LAUPER/Girls Just Want To Be

JOHN COUGAR/Authority Song

POINTER SISTERS/Automatic

DURAN DURAN/The Reflex

PAUL YOUNG/Come Back And Stay

LAI D BACK/White Horse

BOOL & THE GANG/Tonight

SCORPIONS/Rock You Like A Hurri

ADDS 26

LAURA BRANIGAN/Self Control

SLADE/Run Runaway

HUEY LEWIS & NEWS/Heart Of Rock & Roll

BOB JOVI/Runaway

JERMAINE JACKSON/Tell Me I'm Not Dream

ON CYNDI LAUPER/Time After Time

IRENE CARA/Breakdance

## KS 103FM

San Diego

PD: Dave Parks  
MD: Mike Preston

- H 1 1 PHIL COLLINS/Against All Odds
- 2 LIONEL RICHIE/Hello
- 3 THOMPSON TWINS/Bold Me Now
- 4 CARB/You Might Think
- H 7 5 RICK SPRINGFIELD/Love Somebody
- 6 CULTURE CLUB/Bliss Me Blind
- 7 DRAG/Red Hot Wire
- H 11 8 LAID BACK/White Horse
- 12 GO GO'S/Head Over Heels
- 10 KENNY LOGGINS/Footloose
- 14 BERLIN/No More Words
- H 29 12 DENISE WILLIAMS/Let's Hear It For The
- H 37 13 CYNDI LAUPER/Time After Time
- 21 14 CAMO/She's Strange
- 24 15 IGLESIAS & NELSON/To All The Girls I've
- 22 16 MADONNA/Borderline
- 17 17 BOWIE TYLER/Holding Out For A Her
- 18 18 PRETENDERS/Show Me
- 27 19 SHALAMAR/Dancing In The Sheets
- 15 20 BOOL & THE GANG/Tonight
- 21 21 DENISE WILLIAMS/Let's Hear It For The
- 13 22 BILLY JOEL/The Longest Time
- 23 23 JOHN COUGAR/Authority Song
- 24 24 IRENE CARA/Breakdance
- 25 25 STEVE PERRY/Oh Sherris
- 26 26 DURAN DURAN/The Reflex
- 32 27 TALK TALK/It's My Life
- 23 28 TRACY ULLMAN/They Don't Know
- 34 29 BILLY JOEL/The Longest Time
- 30 30 REAL LIFE/Catch Me, I'm Falling
- 35 31 NIGHT RANGER/Sister Christian
- 36 32 SCORPIONS/Rock You Like A Hurri
- 40 33 VAN HALEN/I'll Wait
- 34 34 HALL & OATES/Adult Education
- 20 35 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 10 36 KENNY LOGGINS/Footloose
- 10 37 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 38 38 SLADE/Run Runaway
- 39 39 STYLE COUNCIL/My Ever Changing Mood
- 40 40 LAURA BRANIGAN/Self Control

ADDS 39

JERMAINE JACKSON/Tell Me I'm Not Dream

JOE JACKSON/You Can't Get What To

POINTER SISTERS/Jump (For My Love)

WEIRD AL YANKOVIC/King Of Suede

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

VAN STEPHENSON/Modern Day Delilah

ON BILLY JOEL/The Longest Time

JOE JACKSON/You Can't Get What To

POINTER SISTERS/Jump (For My Love)

WEIRD AL YANKOVIC/King Of Suede

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

VAN STEPHENSON/Modern Day Delilah

ON BILLY JOEL/The Longest Time

IRENE CARA/Breakdance

MATTHEW WILDER/The Kid's American

TALK TALK/It's My Life

IGLESIAS & NELSON/To All The Girls I've

GO GO'S/Head Over Heels

BOOL & THE GANG/Tonight

SHALAMAR/Dancing In The Sheets

CYNDI LAUPER/Girls Just Want To Be

JOHN COUGAR/Authority Song

POINTER SISTERS/Automatic

DURAN DURAN/The Reflex

PAUL YOUNG/Come Back And Stay

LAI D BACK/White Horse

BOOL & THE GANG/Tonight

SCORPIONS/Rock You Like A Hurri

ADDS 29, 30

SLADE/Run Runaway

CHRISTINE MCVIE/Love Will Show Us How

JOE JACKSON/You Can't Get What To

JERMAINE JACKSON/Tell Me I'm Not Dream

LAI D BACK/White Horse

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

ON BILLY JOEL/The Longest Time

IRENE CARA/Breakdance

MATTHEW WILDER/The Kid's American

TALK TALK/It's My Life

IGLESIAS & NELSON/To All The Girls I've

GO GO'S/Head Over Heels

BOOL & THE GANG/Tonight

SHALAMAR/Dancing In The Sheets

CYNDI LAUPER/Girls Just Want To Be

JOHN COUGAR/Authority Song

POINTER SISTERS/Automatic

DURAN DURAN/The Reflex

PAUL YOUNG/Come Back And Stay

LAI D BACK/White Horse

BOOL & THE GANG/Tonight

SCORPIONS/Rock You Like A Hurri

ADDS 29, 30

SLADE/Run Runaway

CHRISTINE MCVIE/Love Will Show Us How

JOE JACKSON/You Can't Get What To

JERMAINE JACKSON/Tell Me I'm Not Dream

## KOPA

FM 100.7 • AM 1440

Phoenix PD: Reggie Blackwell  
MD: Art Morales

- H 1 1 LIONEL RICHIE/Hello
- 2 PHIL COLLINS/Against All Odds
- 3 THOMPSON TWINS/Bold Me Now
- 4 CARB/You Might Think
- H 5 5 RICK SPRINGFIELD/Love Somebody
- 6 CULTURE CLUB/Bliss Me Blind
- 7 DRAG/Red Hot Wire
- H 11 8 LAID BACK/White Horse
- 12 GO GO'S/Head Over Heels
- 10 KENNY LOGGINS/Footloose
- 14 BERLIN/No More Words
- H 29 12 DENISE WILLIAMS/Let's Hear It For The
- H 37 13 CYNDI LAUPER/Time After Time
- 21 14 CAMO/She's Strange
- 24 15 IGLESIAS & NELSON/To All The Girls I've
- 22 16 MADONNA/Borderline
- 17 17 BOWIE TYLER/Holding Out For A Her
- 18 18 PRETENDERS/Show Me
- 27 19 SHALAMAR/Dancing In The Sheets
- 15 20 BOOL & THE GANG/Tonight
- 21 21 DENISE WILLIAMS/Let's Hear It For The
- 13 22 BILLY JOEL/The Longest Time
- 23 23 JOHN COUGAR/Authority Song
- 24 24 IRENE CARA/Breakdance
- 25 25 STEVE PERRY/Oh Sherris
- 26 26 DURAN DURAN/The Reflex
- 32 27 TALK TALK/It's My Life
- 23 28 TRACY ULLMAN/They Don't Know
- 34 29 BILLY JOEL/The Longest Time
- 30 30 REAL LIFE/Catch Me, I'm Falling
- 35 31 NIGHT RANGER/Sister Christian
- 36 32 SCORPIONS/Rock You Like A Hurri
- 40 33 VAN HALEN/I'll Wait
- 34 34 HALL & OATES/Adult Education
- 20 35 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 10 36 KENNY LOGGINS/Footloose
- 10 37 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 38 38 SLADE/Run Runaway
- 39 39 STYLE COUNCIL/My Ever Changing Mood
- 40 40 LAURA BRANIGAN/Self Control

ADDS 39

JERMAINE JACKSON/Tell Me I'm Not Dream

JOE JACKSON/You Can't Get What To

POINTER SISTERS/Jump (For My Love)

WEIRD AL YANKOVIC/King Of Suede

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

VAN STEPHENSON/Modern Day Delilah

ON BILLY JOEL/The Longest Time

JOE JACKSON/You Can't Get What To

POINTER SISTERS/Jump (For My Love)

WEIRD AL YANKOVIC/King Of Suede

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

VAN STEPHENSON/Modern Day Delilah

ON BILLY JOEL/The Longest Time

IRENE CARA/Breakdance

MATTHEW WILDER/The Kid's American

TALK TALK/It's My Life

IGLESIAS & NELSON/To All The Girls I've

GO GO'S/Head Over Heels

BOOL & THE GANG/Tonight

SHALAMAR/Dancing In The Sheets

CYNDI LAUPER/Girls Just Want To Be

JOHN COUGAR/Authority Song

POINTER SISTERS/Automatic

DURAN DURAN/The Reflex

PAUL YOUNG/Come Back And Stay

LAI D BACK/White Horse

BOOL & THE GANG/Tonight

SCORPIONS/Rock You Like A Hurri

ADDS 29, 30

SLADE/Run Runaway

CHRISTINE MCVIE/Love Will Show Us How

JOE JACKSON/You Can't Get What To

JERMAINE JACKSON/Tell Me I'm Not Dream

LAI D BACK/White Horse

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

ON BILLY JOEL/The Longest Time

IRENE CARA/Breakdance

MATTHEW WILDER/The Kid's American

TALK TALK/It's My Life

IGLESIAS & NELSON/To All The Girls I've

GO GO'S/Head Over Heels

BOOL & THE GANG/Tonight

SHALAMAR/Dancing In The Sheets

CYNDI LAUPER/Girls Just Want To Be

JOHN COUGAR/Authority Song

POINTER SISTERS/Automatic

DURAN DURAN/The Reflex

PAUL YOUNG/Come Back And Stay

LAI D BACK/White Horse

BOOL & THE GANG/Tonight

SCORPIONS/Rock You Like A Hurri

ADDS 29, 30

SLADE/Run Runaway

CHRISTINE MCVIE/Love Will Show Us How

JOE JACKSON/You Can't Get What To

JERMAINE JACKSON/Tell Me I'm Not Dream

## KWSS 94.5 FM

San Jose

PD: Dave Van Stone  
MD: Robin Kippis

- H 1 1 PHIL COLLINS/Against All Odds
- 2 LIONEL RICHIE/Hello
- 3 THOMPSON TWINS/Bold Me Now
- 4 CARB/You Might Think
- H 7 5 RICK SPRINGFIELD/Love Somebody
- 6 CULTURE CLUB/Bliss Me Blind
- 7 DRAG/Red Hot Wire
- H 11 8 LAID BACK/White Horse
- 12 GO GO'S/Head Over Heels
- 10 KENNY LOGGINS/Footloose
- 14 BERLIN/No More Words
- H 29 12 DENISE WILLIAMS/Let's Hear It For The
- H 37 13 CYNDI LAUPER/Time After Time
- 21 14 CAMO/She's Strange
- 24 15 IGLESIAS & NELSON/To All The Girls I've
- 22 16 MADONNA/Borderline
- 17 17 BOWIE TYLER/Holding Out For A Her
- 18 18 PRETENDERS/Show Me
- 27 19 SHALAMAR/Dancing In The Sheets
- 15 20 BOOL & THE GANG/Tonight
- 21 21 DENISE WILLIAMS/Let's Hear It For The
- 13 22 BILLY JOEL/The Longest Time
- 23 23 JOHN COUGAR/Authority Song
- 24 24 IRENE CARA/Breakdance
- 25 25 STEVE PERRY/Oh Sherris
- 26 26 DURAN DURAN/The Reflex
- 32 27 TALK TALK/It's My Life
- 23 28 TRACY ULLMAN/They Don't Know
- 34 29 BILLY JOEL/The Longest Time
- 30 30 REAL LIFE/Catch Me, I'm Falling
- 35 31 NIGHT RANGER/Sister Christian
- 36 32 SCORPIONS/Rock You Like A Hurri
- 40 33 VAN HALEN/I'll Wait
- 34 34 HALL & OATES/Adult Education
- 20 35 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 10 36 KENNY LOGGINS/Footloose
- 10 37 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 38 38 SLADE/Run Runaway
- 39 39 STYLE COUNCIL/My Ever Changing Mood
- 40 40 LAURA BRANIGAN/Self Control

ADDS 39

JERMAINE JACKSON/Tell Me I'm Not Dream

JOE JACKSON/You Can't Get What To

POINTER SISTERS/Jump (For My Love)

WEIRD AL YANKOVIC/King Of Suede

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

VAN STEPHENSON/Modern Day Delilah

ON BILLY JOEL/The Longest Time

JOE JACKSON/You Can't Get What To

POINTER SISTERS/Jump (For My Love)

WEIRD AL YANKOVIC/King Of Suede

ROCKWELL/Somebody's Watching M

VAN HALEN/Obscene Phone Caller

ON BILLY JOEL/The Longest Time

IRENE CARA/Breakdance

MATTHEW WILDER/The Kid's American

TALK TALK/It's My Life

IGLESIAS & NELSON/To All The Girls I've

GO GO'S/Head Over Heels

**EAST**  
Most Added® Hottest

J. w/M. Jackson Chicago Billy Idol  
Phil Collins Deniece Williams Lionel Richie

**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

Chicago Phil Collins  
J. w/M. Jackson Deniece Williams  
Pointer Sisters Lionel Richie

**EAST**

**PARALLEL TWO**

WFYI/Albany, NY

Clark/Lawrence

BILLY IDOL

KERRY LOGGINS

JERMAINE JACKSON

CHICAGO

IGLESIAS & NELSON

STYX

PEABO BRYSON

EURYTHMICS

Hottest:

PHIL COLLINS 1-1

RICK SPRINGFIELD 2-2

THOMPSON TWINS 3-3

LIONEL RICHIE 5-4

ALAN PARSONS 7-5

Q100/Allentown, PA

Dillon/Freeman

JERMAINE JACKSON

LAIK BACK

POINTER SISTERS

BILLY IDOL (dp)

WANG CHUNG

STYX

CHRISTINE MCVIE

Hottest:

PHIL COLLINS 1-1

LIONEL RICHIE 3-2

IGLESIAS & NELSON 16-8

NIGHT RANGER 24-20

STEVE PERRY 31-23

WMAR/Baltimore, MD

Wimmer/Payne

JERMAINE JACKSON

POINTER SISTERS

SCARS 7-4

DENICE WILLIAMS 25-17

DAN POGELBERG

Hottest:

PHIL COLLINS 1-1

DENICE WILLIAMS 11-7

CYNDI LAUPER 40-31

DURAN DURAN D-36

WNYS/Bufalo, NY

BH/Tod

JERMAINE JACKSON

BILLY IDOL

CHICAGO

STYX

DUKE JUPITER

EURYTHMICS

Hottest:

PHIL COLLINS 1-1

THOMPSON TWINS 2-2

LIONEL RICHIE 3-3

RICK SPRINGFIELD 4-4

CARS 5-5

WVSR/Charleston, WV

Bailey/Larson

QUEEN

STYX

ROCKWELL

BILLY IDOL

RE-FLEX

CAMEO

PAUL YOUNG

INXS

WEIRD AL YANKOVIC (dp)

LATOYA JACKSON

DUKE JUPITER (dp)

Hottest:

PHIL COLLINS 2-1

STEVE PERRY 13-8

DENICE WILLIAMS 26-13

NIGHT RANGER 34-25

CYNDI LAUPER 34-25

KC101/New Haven, CT

Stef Rybak

JERMAINE JACKSON

POINTER SISTERS

CHICAGO

EURYTHMICS

Hottest:

PHIL COLLINS 1-1

LIONEL RICHIE 2-2

DENICE WILLIAMS 3-3

STYX

TRACY ULLMAN 13-9

CYNDI LAUPER 13-9

FM106/Philadelphia, PA

Rich/Tiller

CHICAGO

STYX

EURYTHMICS

Hottest:

PHIL COLLINS 1-1

RICK SPRINGFIELD 2-2

THOMPSON TWINS 3-3

LIONEL RICHIE 5-4

ALAN PARSONS 7-5

Q100/Allentown, PA

Dillon/Freeman

JERMAINE JACKSON

LAIK BACK

POINTER SISTERS

BILLY IDOL (dp)

WANG CHUNG

STYX

CHRISTINE MCVIE

Hottest:

PHIL COLLINS 1-1

LIONEL RICHIE 3-2

IGLESIAS & NELSON 16-8

NIGHT RANGER 24-20

STEVE PERRY 31-23

WMAR/Baltimore, MD

Wimmer/Payne

JERMAINE JACKSON

POINTER SISTERS

SCARS 7-4

DENICE WILLIAMS 25-17

DAN POGELBERG

Hottest:

PHIL COLLINS 1-1

DENICE WILLIAMS 11-7

CYNDI LAUPER 40-31

DURAN DURAN D-36

WNYS/Bufalo, NY

BH/Tod

JERMAINE JACKSON

BILLY IDOL

CHICAGO

STYX

DUKE JUPITER

EURYTHMICS

Hottest:

PHIL COLLINS 1-1

THOMPSON TWINS 2-2

LIONEL RICHIE 3-3

RICK SPRINGFIELD 4-4

CARS 5-5

WVSR/Charleston, WV

Bailey/Larson

QUEEN

STYX

ROCKWELL

BILLY IDOL

RE-FLEX

CAMEO

PAUL YOUNG

INXS

WEIRD AL YANKOVIC (dp)

LATOYA JACKSON

DUKE JUPITER (dp)

WHTF/York, PA

Montone/Serzynski

INXS

YARBROUGH/PEOPLES

CHICAGO

PSYCHEDELIC PURS

POINTER SISTERS

DAN BARTMAN

LATOYA JACKSON

Hottest:

PHIL COLLINS 2-1

RICK SPRINGFIELD 13-9

STEVE PERRY 17-12

DENICE WILLIAMS 25-13

Q106/York, PA

Mark McKenzie

SHALAMAR

DURAN DURAN

CHRISTINE MCVIE

VAN STEPHENSON

Hottest:

PHIL COLLINS 1-1

RICK SPRINGFIELD 7-3

NIGHT RANGER 9-4

KOOL & THE GANG 10-5

STEVE PERRY 22-10

WSPK/Poughkeepsie, NY

Chris Lelide

POINTER SISTERS

CHRISTINE MCVIE

Hottest:

PHIL COLLINS 1-1

LIONEL RICHIE 3-2

IGLESIAS & NELSON 16-8

NIGHT RANGER 24-20

STEVE PERRY 31-23

WMAR/Baltimore, MD

Wimmer/Payne

JERMAINE JACKSON

POINTER SISTERS

SCARS 7-4

DENICE WILLIAMS 25-17

DAN POGELBERG

Hottest:

PHIL COLLINS 1-1

DENICE WILLIAMS 11-7

CYNDI LAUPER 40-31

DURAN DURAN D-36

WNYS/Bufalo, NY

BH/Tod

JERMAINE JACKSON

BILLY IDOL

CHICAGO

STYX

DUKE JUPITER

EURYTHMICS

Hottest:

PHIL COLLINS 1-1

THOMPSON TWINS 2-2

LIONEL RICHIE 3-3

RICK SPRINGFIELD 4-4

CARS 5-5

WVSR/Charleston, WV

Bailey/Larson

QUEEN

STYX

ROCKWELL

BILLY IDOL

RE-FLEX

CAMEO

PAUL YOUNG

INXS

WEIRD AL YANKOVIC (dp)

LATOYA JACKSON

DUKE JUPITER (dp)

WZYQ/Fredrick, MD

Kamosabl Joe

CHICAGO

JERMAINE JACKSON

LAURA BRANIGAN

VAN STEPHENSON

STYX

DAN POGELBERG

Hottest:

LIONEL RICHIE 2-1

CARS 8-6

RICK SPRINGFIELD 13-9

IGLESIAS & NELSON 26-17

VAN HALEN 35-23

WQCM/Hagerstown, MD

Will Kaufman

ICICLE WORKS

QUEEN

POINTER SISTERS

CHICAGO

EURYTHMICS

Hottest:

PHIL COLLINS 1-1

RICK SPRINGFIELD 4-3

IRENE CARA 12-8

STEVE PERRY 21-11

DENICE WILLIAMS 28-17

WQIC/Bloxi, MS

Mickey Cauther

CYNDI LAUPER

JERMAINE JACKSON

CHICAGO

CHRISTINE MCVIE

Hottest:

PHIL COLLINS 1-1

LIONEL RICHIE 1-1

RICK SPRINGFIELD 4-3

IRENE CARA 12-8

STEVE PERRY 21-11

DENICE WILLIAMS 28-17

OK100/ithaca, NY

BH/Weston

NIK KERSHAW

CHICAGO

UB40

HOWARD JONES

BILLY IDOL

QUEEN

PSYCHEDELIC PURS

JERMAINE JACKSON

Hottest:

PHIL COLLINS 1-1

HUEY LEWIS & NEWS 21-14

STEVE PERRY 22-16

DENICE WILLIAMS 32-25

CHEAP TRICK D-33

KXX100/Birmingham, AL

Kevin McCarthy

ROCKWELL

CHICAGO

ICICLE WORKS

POINTER SISTERS

Hottest:

PHIL COLLINS 1-1

LIONEL RICHIE 2-2

DENICE WILLIAMS 8-5

STEVE PERRY 14-7

ALAN PARSONS 12-11

RE-FLEX

CHICAGO

MIDWEST Most Added Hottest

J. w/M. Jackson Chicago Styx Lionel Richie Phil Collins Deniece Williams

CHRADD & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

J. w/M. Jackson Chicago Styx Phil Collins Deniece Williams Lionel Richie

MIDWEST PARALLEL TWO

WKDD/Akron, OH

Matt Patrick

JERMAINE JACKSON VAN STEPHENSON QUEEN CHICAGO DUKE JUPITER (dp) SHAKIN' STEVENS

WAHC/Appleton-Oshkosh, WI

Chris Caine

HUEY LEWIS & NEWS ICICLE WORKS DURAN DURAN REAL LIFE BERLIN

WKAU/Appleton-Oshkosh, WI

Rosa/Bradleigh

LAURA BRANIGAN STYX (dp) PHIL COLLINS 1-1 DENICE WILLIAMS 31-18 NIGHT RANGER 32-20 DURAN DURAN D-27 SCORPIONS D-33

92X/Columbus, OH

Joel Cella

HUEY LEWIS & NEWS EURYTHMICS KENNY LOGGINS JERMAINE JACKSON VAN STEPHENSON

KIKI/Davenport, IA

Jim O'Hara

DAN FOGELBERG JOE JACKSON CHRISTINE MCVIE VAN STEPHENSON (dp) ICICLE WORKS (dp)

KMGK/Des Moines, IA

Al Brock

JERMAINE JACKSON STYX POINTER SISTERS CHICAGO DAN HARTMAN EURYTHMICS

WIBC/Duluth

Dick Johnson

CHRISTINE MCVIE STYLE COUNCIL CHICAGO DAN FOGELBERG HUEY LEWIS & NEWS

WKDD/Evanville, IN

Hobbs/Payne

JERMAINE JACKSON STYX (dp) CHICAGO HOWARD JONES CHRISTINE MCVIE VAN STEPHENSON JOE JACKSON

WSTO/Evanville, IN

Chris Taylor

CYNDI LAUPER Hottest: LIONEL RICHIE 2-1 RICK SPRINGFIELD 3-2 RICK SPRINGFIELD 10-6 CARS 15-10 TRACEY ULLMAN 18-16

WMEB/Ft Wayne, IN

Scott Dugan

38 SPECIAL POINTER SISTERS ICICLE WORKS DAN HARTMAN JERMAINE JACKSON CHICAGO

WGRD/Grand Rapids, MI

Swart/Dulling

STYX CHICAGO EURYTHMICS SHALAMAR SHAKIN' STEVENS

WZPL/Indianapolis, IN

Jim Miles

CAMBO TONY CARRY CHICAGO RE-FLEX PSYCHEDELIC FURS WEIRD AL YANKOVIC

WJXQ/Jackson, MI

Ryan/Chester

RUSS BALLARD CHICAGO MOTTLEY CRUE ROGER WATERS STYX BANANARAMA (dp) BILLY IDOL (dp) RE-FLEX (dp) DENNIS EDWARDS (dp) TED NUGENT (dp) DUKE JUPITER (dp)

WKFR/Kalamazoo, MI

Rick Chapman

JERMAINE JACKSON CHICAGO (dp) POINTER SISTERS VAN STEPHENSON (dp) PHIL COLLINS 1-1 RICK SPRINGFIELD 5-3 CARS 7-5 STEVE PERRY 17-9 DENICE WILLIAMS 28-15

Z299/Kansas City, MO

Lake/Benson

DURAN DURAN TONY CARRY JERMAINE JACKSON CHICAGO (dp) POINTER SISTERS VAN STEPHENSON (dp) PHIL COLLINS 1-1 RICK SPRINGFIELD 5-3 CARS 7-5 STEVE PERRY 17-9 DENICE WILLIAMS 28-15

WVIC/Lansing, MI

Martin/Kittredge

SCORPIONS STYX VAN STEPHENSON CHICAGO Hottest: LIONEL RICHIE 4-1 ALAN PARSONS 5-3 JOHN COUGAR 8-6 CARS 9-7 BON JOVI 16-9

Z104/Madison, WI

Little/Hudson

BILLY IDOL DAN FOGELBERG SHALAMAR CAMEO Hottest: PHIL COLLINS 2-1 LIONEL RICHIE 4-3 IGBEASIAS & NELSON 13-7 KOOL & THE GANG 17-8 IGBEASIAS & NELSON 27-1 STEVE PERRY 16-10

KJ103/Oklahoma City, OK

Dan Wilson

CHICAGO JERMAINE JACKSON STYX (dp) STYLE COUNCIL (dp) 38 SPECIAL EURYTHMICS Hottest: PHIL COLLINS 2-1 KENNY LOGGINS 1-2 LIONEL RICHIE 3-3 NIGHT RANGER 9-6 STEVE PERRY 10-8

KKQK/Omaha, NE

Taylor/Dean

JERMAINE JACKSON CHICAGO CHRISTINE MCVIE VAN STEPHENSON LATOYA JACKSON Hottest: PHIL COLLINS 1-1 IGBEASIAS & NELSON 7-2 RICK SPRINGFIELD 4-4 CARS 5-5 DENICE WILLIAMS 14-7

KZ93/Peoria, IL

Edwards/Maloney

CHRISTINE MCVIE JERMAINE JACKSON PHRETTENDERS KENNY LOGGINS Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 THOMPSON TWINS 4-3 RICK SPRINGFIELD 6-4 ALAN PARSONS 10-5

WRKR/Racine-Milwaukee

Pat Martin

JERMAINE JACKSON CHICAGO VAN STEPHENSON CHRISTINE MCVIE BILLY IDOL HOWARD JONES

WZOK/Rockford, IL

Geoff Davis

SHALAMAR CHICAGO IRENE CARA Hottest: HALL & OATES 3-2 TRACEY ULLMAN 5-3 CARS 8-5 LIONEL RICHIE 12-8 RICK SPRINGFIELD 15-9

US3/South Bend, IN

J.K. Dearing

CYNDI LAUPER Hottest: PHIL COLLINS 2-1 LIONEL RICHIE 7-3 RICK SPRINGFIELD 12-5 POINTER SISTERS 8-7 TRACEY ULLMAN 21-14

WRQN/Toledo, OH

Shaffer/Jardine

INXS ROGER WATERS (dp) CHICAGO QUEEN ROCKWELL RUSS BALLARD HOWARD JONES JAY GRUSKA DAN FOGELBERG

K107/Tulsa, OK

Rivers/Stephens

CHRISTINE MCVIE VAN STEPHENSON JERMAINE JACKSON STYX POINTER SISTERS SLADE ICICLE WORKS DAVID GILMOUR WANG CHUNG JERMAINE JACKSON DAN FOGELBERG

KELI/Tulsa, OK

Myers/Michaels

STYX (dp) JERMAINE JACKSON CHICAGO EURYTHMICS POCO Hottest: LIONEL RICHIE 5-1 RICK SPRINGFIELD 3-2 DENICE WILLIAMS 8-3 STEVE PERRY 20-10 CYNDI LAUPER 23-11

KEYN-FM/Wichita, KS

Taylor/Brown

JERMAINE JACKSON STYX CHICAGO DAN FOGELBERG QUEEN BILLY IDOL ICICLE WORKS Hottest: none

WHOT/Youngstown

Dick Thompson

CHRISTINE MCVIE DAN FOGELBERG QUEEN CAMEO DAN HARTMAN INXS WANG CHUNG CHICAGO BILLY IDOL FRANKIE GOES TO H POINTER SISTERS DUKE JUPITER EURYTHMICS ANNIE GOLDEN Hottest: PHIL COLLINS 1-1 THOMPSON TWINS 4-2 DENICE WILLIAMS 11-6 JOHN COUGAR 18-11 LAURA BRANIGAN 34-22

WYFM/Youngstown

Jeff Tobin

RICK SPRINGFIELD CARS Hottest: LIONEL RICHIE 1-1 KENNY LOGGINS 2-2 CULTURE CLUB 4-3 DENICE WILLIAMS 13-6 THOMPSON TWINS 10-8

PARALLEL THREE

KFYR/Bismarck, ND

Brannen/Hardt QUEEN STYLE COUNCIL SLADE JOE JACKSON JERMAINE JACKSON Hottest: PHIL COLLINS 1-1 IGBEASIAS & NELSON 6-3 NIGHT RANGER 11-4 STEVE PERRY 12-6 SCORPIONS 20-11

WBNO/Bloomington, IL

Justin/Robbins

CHRISTINE MCVIE CHICAGO DAN FOGELBERG BILLY IDOL (dp) FRANKIE GOES TO H (dp) RUSS BALLARD (dp) RE-FLEX (dp) Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 THOMPSON TWINS 3-3 RICK SPRINGFIELD 4-4 STEVE PERRY 13-7

WBWB/Bloomington, IN

John Helmann

CHRISTINE MCVIE POINTER SISTERS ICICLE WORKS DAN FOGELBERG STYX CHICAGO QUEEN JERMAINE JACKSON Hottest: CARS 5-3 JOHN COUGAR 6-5 GO GO'S 10-7 STEVE PERRY 23-14 CYNDI LAUPER 37-26

WCIL-FM/Carbondale, IL

Tony Waitkus

JERMAINE JACKSON CAMEO (dp) ICICLE WORKS STYX (dp) Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 DENICE WILLIAMS 7-5 IGBEASIAS & NELSON 14-6 SHALAMAR 17-11

KCMO/Columbia, MO

Deve McCormick

CHICAGO ICICLE WORKS DAVID GILMOUR WANG CHUNG JERMAINE JACKSON DAN FOGELBERG Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 GO GO'S 11-5 NIGHT RANGER 13-7 STEVE PERRY 16-9

WSPT/Stevens Point

Bouley/Tracy

CHRISTINE MCVIE JERMAINE JACKSON CHICAGO BILLY IDOL ICICLE WORKS (dp) Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 3-2 DENICE WILLIAMS 13-8 CYNDI LAUPER 21-15 SHALAMAR 32-23

Y94/Fargo, ND

Collins/Anderson

QUEEN POINTER SISTERS CHRISTINE MCVIE BILLY IDOL JERMAINE JACKSON Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 DENICE WILLIAMS 17-13

KKXL-FM/Grand Forks, ND

Don Nordine

STYX LAURA BRANIGAN LAID BACK QUEEN RUSH (dp) DAN FOGELBERG (dp) JERMAINE JACKSON HOWARD JONES Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 3-2 RICK SPRINGFIELD 6-5 CARS 8-6 DENICE WILLIAMS 32-22

KRNA/Iowa City, IA

Bart Goyshor

LIONEL RICHIE JERMAINE JACKSON CHICAGO EURYTHMICS QUEEN STYLE COUNCIL Hottest: CARS 3-1 NIGHT RANGER 7-2 THOMPSON TWINS 5-4 STEVE PERRY 12-5 PRETTENDERS 11-8

WAZY-FM/Lafayette, IN

Stacy/Sparrow

ROCKWELL SHALAMAR QUEEN 38 SPECIAL STYX RE-FLEX JERMAINE JACKSON Hottest: THOMPSON TWINS 2-1 PHIL COLLINS 4-2 GO GO'S 14-12 DENICE WILLIAMS 24-21 DURAN DURAN 37-30

KFRX/Lincoln

Tracy Johnson

DAN FOGELBERG (dp) 38 SPECIAL CHRISTINE MCVIE JERMAINE JACKSON Hottest: LIONEL RICHIE 2-1 PHIL COLLINS 1-2 DENICE WILLIAMS 8-4 RICK SPRINGFIELD 6-5 CARS 7-6

KXSS/Lincoln, NE

Dean Lambert

LAURA BRANIGAN LAID BACK DAN FOGELBERG JERMAINE JACKSON NIK KERSHAW Hottest: LIONEL RICHIE 3-1 PHIL COLLINS 1-2 KOOL & THE GANG 5-4 DENICE WILLIAMS 7-6 CYNDI LAUPER 25-15

KKLS-FM/Rapid City, SD

Sherwin/Piper

CHRISTINE MCVIE VAN STEPHENSON STYLE COUNCIL CHICAGO Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 3-2 JOHN COUGAR 8-5 TALK TALK 15-10 NIGHT RANGER 19-12

99KG/Salina, KS

Denny Collier

STYX (dp) EURYTHMICS JERMAINE JACKSON DAN HARTMAN (dp) CHICAGO WANG CHUNG Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 3-2 RICK SPRINGFIELD 5-4 STEVE PERRY 21-14 DENICE WILLIAMS 34-18

KKRC/Sioux Falls

Den Kieley

RUSH STYX JERMAINE JACKSON Hottest: PHIL COLLINS 1-1 SCORPIONS 6-5 RICK SPRINGFIELD 7-6 DENICE WILLIAMS 13-10 SLADE 27-21

KWTO-FM/Springfield, MO

Bob Hammond

CHICAGO JERMAINE JACKSON QUEEN DAN HARTMAN EURYTHMICS Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 GO GO'S 11-5 NIGHT RANGER 13-7 STEVE PERRY 16-9

WSPT/Stevens Point

Bouley/Tracy

CHRISTINE MCVIE JERMAINE JACKSON CHICAGO BILLY IDOL ICICLE WORKS (dp) Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 3-2 DENICE WILLIAMS 13-8 CYNDI LAUPER 21-15 SHALAMAR 32-23

KDVV/Topeka, KS

Tony Stewart

CHICAGO STYX (dp) FRANK STALLONE EURYTHMICS INXS DAN HARTMAN Hottest: LIONEL RICHIE 1-1 CARS 3-2 CULTURE CLUB 4-3 STEVE PERRY 9-4 GO GO'S 18-12

KFMW/Waterloo, IA

Mark Potter

CHICAGO DAN HARTMAN JERMAINE JACKSON STYX (dp) BILLY IDOL (dp) WEIRD AL YANKOVIC (dp) Hottest: PHIL COLLINS 1-1 STEVE PERRY 27-11 NIGHT RANGER 29-15 DENICE WILLIAMS 37-20 VAN HALEN 33-23

WEST PARALLEL TWO

13K/Bakersfield, CA

Simon/Ryan

CHICAGO POINTER SISTERS ICICLE WORKS STYX WEIRD AL YANKOVIC LATOYA JACKSON BILLY IDOL BANANARAMA Hottest: KENNY LOGGINS 1-1 LAID BACK 3-2 THOMPSON TWINS 4-3 DENICE WILLIAMS 27-11 STEVE PERRY 23-12

KO93/Modesto, CA

Stan Mein

JERMAINE JACKSON HUEY LEWIS & NEWS POINTER SISTERS SHAKIN' STEVENS PEABO BRYSON Hottest: IGBEASIAS & NELSON 2-1 LIONEL RICHIE 4-2 PHIL COLLINS 1-3 THOMPSON TWINS 6-5 CYNDI LAUPER 24-12

KHOP/Modesto-Stockton

David Kraham

HUEY LEWIS & NEWS RE-FLEX (dp) ROCKWELL CHICAGO EURYTHMICS WEIRD AL YANKOVIC VAN STEPHENSON Hottest: PHIL COLLINS 1-1 IGBEASIAS & NELSON 6-3 CYNDI LAUPER 26-19 DENICE WILLIAMS 28-20 TALK TALK 39-25

KKXX/Bakersfield, CA

Squires/Kemper

ROCKWELL POINTER SISTERS STYX CHICAGO Hottest: LIONEL RICHIE 1-1 PHIL COLLINS 2-2 DENICE WILLIAMS 20-14 CYNDI LAUPER 22-15 SCORPIONS 19-16

KQXR/Bakersfield, CA

Bob Harlow

ROCKWELL STYX LATOYA JACKSON CHICAGO JERMAINE JACKSON PSYCHEDELIC FURS DAN HARTMAN BILLY IDOL Hottest: CYNDI LAUPER 8-1 SCORPIONS 6-5 NIGHT RANGER 7-6 DENICE WILLIAMS 15-8 STEVE PERRY 12-9

KKFM/Colorado Springs, CO

Finney/Ryan

CHICAGO QUEEN SCORPIONS (dp) BILLY IDOL (dp) DAN HARTMAN (dp) ROCKWELL (dp) Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 RICK SPRINGFIELD 7-3 TRACEY ULLMAN 8-4 SCORPIONS 16-7

KMGX/Fresno, CA

Carey Edwards

JERMAINE JACKSON CHICAGO SAR-RAYS BILLY IDOL Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 DENICE WILLIAMS 3-3 LAID BACK 10-6 THOMPSON TWINS 21-10

KYNO-FM/Fresno

Walker/Davis

VAN STEPHENSON LATOYA JACKSON POINTER SISTERS ROCKWELL EURYTHMICS Hottest: KENNY LOGGINS 1-1 THOMPSON TWINS 3-2 DENICE WILLIAMS 7-4 SHALAMAR 10-8 LAID BACK 13-11

KIKI/Honolulu, HI

Kong/Shihado

CARS STYX JOE JACKSON WEIRD AL YANKOVIC ROGER CAMEO JERMAINE JACKSON Hottest: TROMPSON TWINS 1-1 PHIL COLLINS 3-2 DENICE WILLIAMS 7-5 RICK SPRINGFIELD 5-4 LIONEL RICHIE 6-5 IRENE CARA 9-6

KHYT/Tucson

Sherman Cohen

JOE JACKSON BILLY IDOL EURYTHMICS DAN HARTMAN CHICAGO Hottest: IGBEASIAS & NELSON 1-1 LIONEL RICHIE 2-2 PHIL COLLINS 3-3 POINTER SISTERS 6-4 THOMPSON TWINS 5-5

KLUC/Las Vegas, NV

Dave Anthony

CHICAGO INXS BILLY IDOL ROCKWELL STYX DAN HARTMAN Hottest: CULTURE CLUB 2-1 CARS 3-2 SHALAMAR 4-3 NIGHT RANGER 9-6 STEVE PERRY 15-9

KO93/Modesto, CA

Stan Mein

JERMAINE JACKSON HUEY LEWIS & NEWS POINTER SISTERS SHAKIN' STEVENS PEABO BRYSON Hottest: IGBEASIAS & NELSON 2-1 LIONEL RICHIE 4-2 PHIL COLLINS 1-3 THOMPSON TWINS 6-5 CYNDI LAUPER 24-12

KHOP/Modesto-Stockton

David Kraham

HUEY LEWIS & NEWS RE-FLEX (dp) ROCKWELL CHICAGO EURYTHMICS WEIRD AL YANKOVIC VAN STEPHENSON Hottest: PHIL COLLINS 1-1 IGBEASIAS & NELSON 6-3 CYNDI LAUPER 26-19 DENICE WILLIAMS 28-20 TALK TALK 39-25

K96/Provo, UT

Gentry/Greer

LAURA BRANIGAN SCORPIONS JERMAINE JACKSON CHICAGO HOWARD JONES ICICLE WORKS Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 4-2 DENICE WILLIAMS 9-4 THOMPSON TWINS 6-6 CARS 7-7

KSKP/Salem, OR

Len E. Mitchell

CHICAGO INXS WEIRD AL YANKOVIC (dp) CAMBO (dp) BILLY IDOL (dp) DAN HARTMAN (dp) ROCKWELL (dp) Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 RICK SPRINGFIELD 7-3 TRACEY ULLMAN 8-4 SCORPIONS 16-7

KDON-FM/Selinas-Montarey

Kirk Clatt

JERMAINE JACKSON CHICAGO WANG CHUNG Hottest: PHIL COLLINS 1-1 THOMPSON TWINS 2-2 STEVE PERRY 13-8 DENICE WILLIAMS 27-11 CYNDI LAUPER 21-16

KCPX-FM/Salt Lake City, UT

Greg Ausham

NIK KERSHAW DAN FOGELBERG JERMAINE JACKSON POINTER SISTERS Hottest: PHIL COLLINS 1-1 LIONEL RICHIE 2-2 THOMPSON TWINS 3-3 RICK SPRINGFIELD 5-4 CARS 6-5

KTRB/Casper, WY

Cody/Lane

STYLE COUNCIL INXS STYX (dp) JERMAINE JACKSON DAN HARTMAN Hottest: PHIL COLLINS 1-1 DENICE WILLIAMS 14-7 KOOL & THE GANG 13-11 NIGHT RANGER 23-17 CYNDI LAUPER 28-20

KKAZ/Cheyenne

John Ramsey

# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

**238 Reports**

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional Reach	100/25	44%	National Summary
R	33%		DEBUTS 20
M	21%		Same 4
S	56%		Down 0
W	19%		ADDS 25

**EXAMPLE**

100/25 — 100 CHR reporting stations on it this week including 25 new adds

44% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region.

**National Summary**

Up 31 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

(Laura Branigan continued)

**21** National Summary

Regional Reach 184/4

R 77%  
M 33%  
S 21%  
W 88%

DEBUTS 3  
SAME 3  
DOWN 3  
ADDS 4

**21** National Summary

Regional Reach 184/4

R 77%  
M 33%  
S 21%  
W 88%

DEBUTS 3  
SAME 3  
DOWN 3  
ADDS 4

**CAMEO**  
"She's Strange (Atlanta Artists/PGI)"  
LP: She's Strange

Regional Reach	66/14	27%	National Summary
R	22%		DEBUTS 9
M	30%		Same 21
S	14%		Down 1
W	46%		ADDS 14

**BERLIN**  
"No More Words (Geffen)"  
LP: Love Life

Regional Reach	210/4	88%	National Summary
R	93%		DEBUTS 7
M	87%		Same 27
S	14%		Down 1
W	96%		ADDS 20

**IRENE CARA**  
"Breakdance (Geffen)"  
LP: What A Feeling

Regional Reach	210/4	88%	National Summary
R	93%		DEBUTS 17
M	87%		Same 18
S	14%		Down 2
W	96%		ADDS 4

**LAURA BRANIGAN**  
"Self Control (Atlantic)"  
LP: Self Control

Regional Reach	192/16	81%	National Summary
R	81%		DEBUTS 51
M	90%		Same 12
S	69%		Down 0
W	88%		ADDS 16

(Irene Cara continued)

**TONY CAREY**  
"A Fine Fine Day (MCA)"  
LP: Some Tough City

Regional Reach	184/4	77%	National Summary
R	77%		DEBUTS 3
M	33%		Same 3
S	21%		Down 3
W	88%		ADDS 4

**PHIL COLLINS**  
"Against All Odds... (Atlantic)"  
LP: Soundtrack Against All Odds

Regional Reach	238/0	100%	National Summary
R	100%		DEBUTS 0
M	100%		Same 57
S	100%		Down 0
W	100%		ADDS 0

**DURAN DURAN**  
"The Reflex (Capitol)"  
LP: Seven And The Ragged Tiger

Regional Reach	206/8	86%	National Summary
R	86%		DEBUTS 76
M	88%		Same 22
S	78%		Down 0
W	88%		ADDS 8

**DAVID GILMOUR**  
"Blue Light (Columbia)"  
LP: About Face

Regional Reach	70/2	28%	National Summary
R	28%		DEBUTS 14
M	28%		Same 51
S	28%		Down 0
W	28%		ADDS 2

**GO GO's**  
"Head Over Heels (IRS/A&M)"  
LP: Talk Show

Regional Reach	217/6	91%	National Summary
R	91%		DEBUTS 176
M	91%		Same 26
S	91%		Down 5
W	91%		ADDS 6

**EURYTHMICS**  
"Who's That Girl (RCA)"  
LP: Touch

Regional Reach	63/60	26%	National Summary
R	26%		DEBUTS 0
M	26%		Same 3
S	26%		Down 0
W	26%		ADDS 60

**DAN FOGELBERG**  
"Believe In Me (Full Moon/Epic)"  
LP: Windows And Walls

Regional Reach	88/33	36%	National Summary
R	36%		DEBUTS 15
M	36%		Same 34
S	36%		Down 0
W	36%		ADDS 33

**ICICLE WORKS**  
"Whisper To A Scream... (Arista)"  
LP: Icicle Works

Regional Reach	107/34	45%	National Summary
R	45%		DEBUTS 12
M	45%		Same 10
S	45%		Down 0
W	45%		ADDS 34

(Chicago continued)

**CHICAGO**  
"Stay The Night (WB)"  
LP: Chicago 17

Regional Reach	134/134	56%	National Summary
R	56%		DEBUTS 0
M	56%		Same 0
S	56%		Down 0
W	56%		ADDS 134

**DEBARGE**  
"Love Me In A... (Gordy/Motown)"  
LP: In A Special Way

Regional Reach	85/0	36%	National Summary
R	36%		DEBUTS 29
M	36%		Same 42
S	36%		Down 0
W	36%		ADDS 0

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LP: Touch

Regional Reach	63/60	26%	National Summary
R	26%		DEBUTS 0
M	26%		Same 3





New & Active Parallels Continued

SIGNIFICANT ACTION PARALLELS

SONGS WITH LESS THAN 50 STATION REPORTS

TALK TALK It's My Life (EMI America) LP: It's My Life

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 200/3 84% National Summary

Regional 200/3 84% National Summary

(Tracey Ullman continued)

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 200/3 84% National Summary

DUKE JUPITER Little Lady (Morocco/Motown) LP: White Knuckle Ride

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

FRANKIE GOES TO HOLLYWOOD Relax (Island/Atco)

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

DOLLY PARTON Downtown (RCA) LP: The Great Pretender

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

38 SPECIAL One For Old Times (A&M) LP: Tour De Force

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

SHEENA EASTON Devil In A Fast... (EMI America) LP: Best Kept Secret

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

DAN HARTMAN I Can Dream About You (MCA) LP: Soundtrack Streets Of Fire

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

POCO Days Gone By (Atlantic) LP: Inamorata

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

FRANK STALLONE Darkin' (Polydor/PolyGram) LP: Frank Stallone

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

DENIECE WILLIAMS Let's Hear It For The... (Columbia) LP: Soundtrack Footloose

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

JAMES INGRAM There's No Easy Way (WB) LP: It's Your Night

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

RE-FLEX Hurt (Capitol) LP: The Politics Of Dancing

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

WEIRD AL YANKOVIC King Of Suede (Rock 'N' Roll/CBS) LP: "Weird Al" Yankovic

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

Regional 200/3 84% National Summary

Regional 73/20 31% National Summary

Regional 200/3 84% National Summary

ROCKWELL Obscene Phone Caller (Motown) LP: Somebody's Watching Me

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

YARBROUGH & PEOPLES Don't Waste... (Total Exp./RCA) LP: Be A Winner

Regional 178/5 75% National Summary

Regional 214/3 80% National Summary

Regional 59/1 25% National Summary

(Continued on Next Column)

# AIR

TM

# "IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

## ACTIVES IN RADIO

### NORTHEAST

KEITH ABRAMS  
DENNY ALEXANDER  
RICK ALEXANDER  
DALE ANDREWS  
CHRIS BAILEY  
RICK BEAN  
COLLEEN CASSIDY  
ROGER CHRISTIAN  
MARC W. CRONIN  
DAVE DEAN  
JEFF FREEMAN  
JACK GILLEN  
WILL KAUFFMAN  
\* JACK LAWRENCE  
BARRY LUCHKOWEC  
SCOTT MacKAY  
\* JIM MARTIN  
BILL MATTHEWS  
BOB McNEIL  
BILL McWREATH  
TOM MITCHELL  
HARV MOORE  
JOE MOSS  
MICHAEL O'HARA  
DON O'SHEA  
JIM PAYNE  
JIM REITZ  
WAYLON RICHARDS  
SCOTT ROBBINS  
PAUL ROBERTS  
STEVEN SALTSMAN  
SCOTT SHANNON  
BILL SHANNON  
DON TANDLER  
TOM TAYLOR  
BILL TERRY  
HENRY Van DEN HOOGEN  
GARRY WALL  
\* DOUG WELLDON  
JEFF WHITEHEAD  
RALPH WIMMER  
GUY ZAPOLEAN

WHTX  
CONS  
WIKZ  
WFBZ  
WVSR  
WHEB  
WASH  
WBEN  
WHFM  
WMGX  
WQQQ  
WKHI  
WQCH  
WFLY  
RKO  
WERZ  
WOAY  
WIKZ  
WRVQ  
WVAQ  
WPXY  
WPHD  
WZON  
WXLK  
WJAR  
WACK  
WQSR  
WISY  
WDRG  
ROCK  
WHTZ  
WCCK  
WTLQ  
WPST  
WBLI  
CFTR  
WTIC  
WXTU  
WFBG  
WMAR  
WBZZ

\* SKIP BISHOP  
\* LARRY CANNON  
RALPH CARROLL  
\* STEVE DAVIS  
LEO DAVIS  
KENNY DAVIS  
SKIP ELIOT  
DAVE FOSTER  
LESLEY FRAM  
ROGER GAITHER  
DAVE HARBOUVE  
J.J. HEMINGWAY  
J.P. HUNTER  
\* BOB KAGHAN  
SCOTT KERR  
CHARLIE LAKE  
SCOTT MATEER  
KEVIN MCCARTHY  
JEFF MCCARTNEY  
CHRIS MILLER  
GARY MITCHELL  
SCOTT MITCHELL  
JIM MORRISON  
\* J.D. NORTH  
JOHN PATRICK  
LOU PATRICK  
BILL PHIPPS  
JERRY ROGERS  
MARK ST. JOHN  
MARK SHANDIS  
\* RANDI SOMMERS  
\* BRUCE STEVENS  
CHRIS THOMAS  
SHANNON WEST  
\* RAY WILLIAMS  
DAVE WRIGHT  
JOHN YOUNG

WPFM  
WFLB  
WCGQ  
WZNE  
WUEN  
WNEX  
WJAD  
WFMG  
WABB  
WQEN  
WAAY  
WORD  
WEXU  
WPCY  
WSFL  
KZSB  
WYX  
WXXX  
WQXI  
WQOI  
WBJW  
WZYP  
WQXI  
WAEV  
WFMG  
WYKS  
WMPZ  
WZAT  
WHRY  
WJNZ  
WZAT  
WJWZ  
WZGC  
WMPZ  
WZAT  
WBJW  
WZGC

PATTY HAMILTON  
ROD HAMPTON  
RICK HAYES  
JOHN LANDER  
JOHN MICHAELS  
CHIP MOSLEY  
ERIC PAGE  
RON PAYNE  
GARY W. REYNOLDS  
LARRY RHYMES  
MICHAEL ST. JOHN  
JOHN SHOMBY  
CHRIS TAYLOR  
DOMINIC TESTA  
BILL THORMAN  
FRANK WALSH  
WAYNE WATNINS  
DAN WILSON

KKBQ  
WQUT  
KISR  
KKBQ  
WKDQ  
WFMI  
WSKZ  
WKDQ  
KRAV  
KNOE  
WKKX  
KAFM  
WSTO  
KFMN  
KTFM  
CONS  
WRNO  
KJYO

MARK MAROLT  
BILL MARTIN  
PAT MCKAY  
CHUCK MORGAN  
DON NORDINE  
BYNNY O'HARA  
LORRIN PALAGI  
IAN FEARMAN  
ROGER PIPER  
TONY RICHARDS  
\* DAN SEEMAN  
RANDY SHERWYN  
\* GREGG SWEDBERG  
JAY TAYLOR  
DIANE TRACY

WGCL  
WVIC  
KBEO  
WKQX  
KKXL  
KIJK  
KDWB  
KEYN  
KKLS  
WMEE  
WLOL  
KKLS  
WLOL  
KQKQ  
WSPT

### MIDWEST

\* SCOTT ALEXANDER  
RICH ALLEN  
CINDY BARTON  
MIKE BENSON  
JAY BOULEY  
AL BROCK  
BOBBY CHRISTIAN  
DENNIS D. COLLIER  
JERRY DEAN  
J.K. DEARING  
TOM EVANS  
BRADLEY FUHR  
PETER J. GEORGESON  
BART A. GOYNSHOR  
TAC HAMMER  
BOB HAMMOND  
MATT HUDSON  
JOHN HUTCHINSON  
DICK JOHNSON  
TRACY JOHNSON  
TIM KELLY  
KURT KELLY  
DAN KIELEY  
REED KITTREDGE  
DOUG KOEHN  
CHRIS KOSHIOL  
GENE KUNTZ

KWK  
WGBF  
KBUZ  
KZZC  
WSPT  
KMGK  
KTCR  
KSKG  
KQXQ  
WNIW  
KNFA  
WOSH  
CONS  
KRNA  
WLOL  
KNTO  
WZEE  
KWK  
WEBC  
KFRX  
KXSS  
WKQX  
KKRC  
WVIC  
KNEN  
KDWB  
WITZ

### WEST

GLORIA AVILA-FEREZ  
RIP AVINA  
JON BARRY  
TODD CAVANAH  
SHERMAN COHEN  
SUDS COLEMAN  
GARY CUMMINGS  
JEFF DAVIS  
DOUG ERICKSON  
ERIC GESSNER  
STEVE GODDARD  
STEVE GRAZIANO  
\* DAVID GROSSMAN  
GARY GUTHRIE  
JEFF HUNTER  
\* TOM HUTYLER  
KIMBERLEE A. LARRARE  
\* STEVE LARSON  
FRED N. LEEHUIS  
SCOTT MARCUS  
ART MORORALES  
KELLY NORRIS  
JAMES O'NEAL  
STEVE PAOLI  
DON POTTER  
MIKE PRESTON  
MIKE SCHAEFER  
ROB SHERWOOD  
MICHAEL T. SHISHIDO  
BRIAN THOMAS  
PAUL THOMPSON  
GREG WILLIAMS

KIMN  
KQZA  
KMJK  
KTAG  
KHYT  
KZDK  
KRFL  
KYNO  
KIMN  
KATA  
KZZF  
KFMQ  
KRTH  
KOPA  
KITS  
KUBE  
CONS  
KQHO  
KATI  
KATA  
KQFA  
KRQQ  
KCBN  
KSKK  
KZOO  
KISD  
KIIS  
NTAC  
NIRI  
KQAR  
KTAC  
KQDR

### SOUTHEAST

CHRIS ANDREWS WZYP

### SOUTH

GARY ADKINS  
CHRIS BLAKE  
CHRIS BRYAN  
CHARLIE FOX  
JAY GLASS  
JIM GOLDEN

WOKI  
WSKZ  
WQUE  
WFMI  
KRIO  
WKJJ

\* Denotes Competition #1 winners circle.

## Listening Is Discovering

**AIR's participants are listening and discovering the hits early. Take the first step. Call Alan Smith at (301) 964-5544. You can't take listening for granted unless you run it through AIR !**

# WEEK 20

## AIR Response Records

# WEEK 20

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, May 2nd, 1984.

#	TITLE	ARTIST	LABEL
2192	A WHITER SHADE OF PALE	HSAS	GEFFEN
2193	OBSCENE PHONE CALLER	ROCKWELL	MOTOWN
2194	ARE YOU READY	KC	MECA
2195	RUNAROUND	MAGGIE LEE	COLUMBIA
2196	I CRY JUST A LITTLE BIT	SHAKIN' STEVENS	EPIC

# Contemporary Hit Radio

Continued from Back Page

## CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay /40 this week.

### JOE JACKSON

#### You Can't Get What You Want... (A&M)

76% of our reporters on it. Moves: Up 34, Debuts 65, Same 56, Down 0, Adds 25 including WHTT, PRO-FM, KAFM, B97, WCZY, WKTI, KZZP, KS103, XTRA, KWSS, KIIK, KIKI, WGUY, KFYZ, KYA. Complete airplay in Parallels.

## BREAKERS

### VAN STEPHENSON

#### Modern Day Delilah (MCA)

65% of our reporters on it. Moves: Up 12, Debuts 28, Same 75, Down 0, Adds 39 including WXKS-FM, WHTX, WHYT, KZZP, KS103, 92X, WZON. Complete airplay in Parallels.

### STYLE COUNCIL

#### My Ever Changing Moods (Geffen)

64% of our reporters on it. Moves: Up 31, Debuts 33, Same 60, Down 0, Adds 29 including WBEN-FM, B94, PRO-FM, CHUM, 94Q, KIIIS-FM, KZZP. Complete airplay in Parallels.

### CHRISTINE McVIE

#### Love Will Show Us How (WB)

63% of our reporters on it. Moves: Up 4, Debuts 48, Same 52, Down 0, Adds 46 including B104, WKBW, WBLI, Z93, WGCL, KWOD, KWSS. Complete airplay in Parallels.

### JERMAINE JACKSON with MICHAEL JACKSON

#### Tell Me I'm Not Dreamin' (Too Good...) (Arista)

62% of our reporters on it. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 146 including Z100, WASH, KAFM, B96, WLOL-FM, KPKE, KFRC. Complete airplay in Parallels.

## NEW & ACTIVE

- CHICAGO "Stay The Night" (WB) 134/134**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 134 including B104, WHTT, WPHD, WCAU-FM, 94Q, Z93, B97, B96, KBEO, KIMN, Q103, KMJK, XTRA, KWSS, KNBQ.
- NIK KERSHAW "Wouldn't It Be Good" (MCA) 115/12**  
Moves: Up 21, Debuts 17, Same 64, Down 1, Adds 12, K104, FM106, WBBQ, KSET-FM, 94TYX, KCPX-FM, KRSP, WZON, OK100, WAEV, KXSS, WHTT 39-33, CHUM 19-11, Q104 22-17.
- ICICLE WORKS "Whisper To A Scream (Birds Fly)" (Arista) 107/34**  
Moves: Up 6, Debuts 12, Same 55, Down 0, Adds 34 including WBLI, Q103, XTRA, WYCR, WSPK, KHFI, KXX106, Z98, WMEE, 13K, K96, KRSP, WQCM, KNOE-FM, WSPY.
- POINTER SISTERS "Jump (For My Love)" (Planet/RCA) 102/57**  
Moves: Up 3, Debuts 17, Same 25, Down 0, Adds 57 including WBLI, B94, CFTR, Q107, Z93, KAFM, FM102, KS103, Q100, WMAR, WSPK, KXX106, KBFM, KMGK, 13K.
- QUEEN "I Want To Break Free" (Capitol) 100/45**  
Moves: Up 1, Debuts 12, Same 42, Down 0, Adds 45 including WBEN-FM, WBLI, CKGM, WGCL, Q103, WVSR, K104, WKFM, KHFI, WRNO, WRQN, WHOT-FM, KTKT, WISE, KWTO-FM.
- DAN FOGELBERG "Believe In Me" (Full Moon/Epic) 86/33**  
Moves: Up 4, Debuts 15, Same 34, Down 0, Adds 33 including WKBW, KIMN, KNBQ, WMAR, KITE, WOKI, KROK, KIIK, KCPX-FM, WZYQ, WFOX, WBNQ, KFRX, KSLY.
- BILLY RANKIN "Baby Come Back" (A&M) 86/1**  
Moves: Up 31, Debuts 4, Same 47, Down 3, Adds 1, KWSS, WCAU-FM 32-30, WLOL-FM 20-16, WOKI 9-8, KROK 40-35, WKDD 37-32, WJXQ 21-18, WVIC 24-21, WRKR 38-35, KLUC 29-26, WJBO 24-19, WSQV 27-23, WIXV 5-2, KCDQ 36-30, KDZA 33-30.
- DeBARGE "Love Me A Special Way" (Gordy/Motown) 85/0**  
Moves: Up 29, Debuts 12, Same 42, Down 2, Adds 0, WXKS-FM 34-29, WASH 19-16, B97 13-9, WGCL 24-22, WHYT 17-15, FM 102 14-10, WMAR 32-29, WTIC-FM 23-20, WPST 28-23, WRKQ 38-35, Z98 27-24, KIIK 30-20, WZPL 27-24, KMGX 36-31, KHYY 29-26, KXSS 24-20.
- STYX "Music Time" (A&M) 81/75**  
Moves: Up 2, Debuts 3, Same 1, Down 0, Adds 75 including WPHD, WCAU-FM, 93FM, WGCL, KMJK, KWOD, WVSR, WQUT, BJ105, KJ103, WZYQ, KKQV, WBWB, KGHO.
- HOWARD JONES "What Is Love?" (Elektra) 75/15**  
Moves: Up 7, Debuts 9, Same 44, Down 0, Adds 15, CKGM, Y100, Q100, K104, WPST, KBFM, WKDQ, WRKR, WRQN, K96, OK100, WYKS, WIXV, KXKL-FM, KCAQ.
- WANG CHUNG "Dance Hall Days" (Geffen) 73/20**  
Moves: Up 10, Debuts 9, Same 34, Down 0, Adds 20 including WXKS-FM, WCAU-FM, Q100, WSPK, WSSX, WNOK-FM, KBFM, K107, WHOT-FM, KDON-FM, WZON, WQCM, WAEV, 99KG, KHTX.

## MOST ADDED

**JERMAINE w/ MICHAEL JACKSON (146)**  
Tell Me I'm Not Dreamin'... (Arista)  
**CHICAGO (134)**  
Stay The Night (WB)  
**STYX (75)**  
Music Time (A&M)  
**BILLY IDOL (66)**  
Eyes Without A Face (Chrysalis)  
**EURHYTHMICS (60)**  
Who's That Girl (RCA)  
**POINTER SISTERS (57)**  
Jump (For My Love) (Planet/RCA)

## HOTTEST

**PHIL COLLINS (163)**  
Against All Odds... (Atlantic)  
**DENIECE WILLIAMS (150)**  
Let's Hear It For The Boy (Columbia)  
**LIONEL RICHIE (133)**  
Hello (Motown)  
**STEVE PERRY (91)**  
Oh Sherrrie (Columbia)  
**RICK SPRINGFIELD (74)**  
Love Somebody (RCA)  
**CARS (67)**  
You Might Think (Elektra)

### DAVID GILMOUR "Blue Light" (Columbia) 70/2

Moves: Up 14, Debuts 3, Same 51, Down 0, Adds 2, WYKS, KCMQ, WPHD 25-20, WCAU-FM 39-34, Q103 on, 98PX 35-33, WKRZ-FM 36-33, WJZR d-37, WRKR 39-34, KQXR 34-31, OK100 40-38, KQOV 36-33, KOZE 26-24, KBIM d-39.

### BILLY IDOL "Eyes Without A Face" (Chrysalis) 69/66

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 66 including WHTT, WPHD, WCAU-FM, 94Q, Z93, WGCL, KIIIS-FM, K104, WPST, WNOK-FM, WJXQ, 13K, KMGX, KKQV, Y94.

### SHANNON "Give Me Tonight" (Mirage/Atco) 68/2

Moves: Up 25, Debuts 12, Same 28, Down 1, Adds 2, Q107, WDCG, B104 d-23, WXKS-FM 31-28, WASH 23-18, I95 3-3, Y100 4-2, WNVZ 13-5, WHYT 34-26, WTIC-FM 10-5, KAMZ 29-25, KMGX 9-8, KQMQ 40-35, WERZ 30-26, KCAQ 13-10.

### CAMEO "She's Strange" (Atlanta Artists/PolyGram) 65/14

Moves: Up 19, Debuts 9, Same 21, Down 2, Adds 14, B97, WCZY, WVSR, WZLD, WZPL, Z104, WHOT-FM, KIKI, KSKD, KTKT, WJAD, WCGQ, Z102, WCIL-FM, I95 27-17.

### EURHYTHMICS "Who's That Girl" (RCA) 63/60

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 60 including WXKS-FM, WPHD, 94Q, KBEQ, KMJK, XTRA, WKEE, WNOK-FM, KMGK, KYNO-FM, KHOP, WJBO, Q104, KRNA, KBIM.

### TEMPTATIONS "Sail Away" (Gordy/Motown) 59/1

Moves: Up 20, Debuts 4, Same 34, Down 0, Adds 1, WHTX, WKBW 29-23, B97 28-25, WHYT 35-27, FM102 29-27, WOKI 37-33, FM100 32-29, KTFM 29-26, KROK d-36, KHYY 37-30, 95XIL 37-29, WFOX 30-26, WIXV 34-28, KTRS 36-33.

### INXS "Original Sin (Dream On)" (Atco) 55/25

Moves: Up 0, Debuts 9, Same 21, Down 0, Adds 25 including KCOI, WCAU-FM, WKEE, WPST, KITE, WFMI, WRQN, KLUC, KTKT, WERZ, KILE, Q101, KDVV, KTRS, KSLY.

## SIGNIFICANT ACTION

### SHAKIN' STEVENS "I Cry Just A Little Bit" (Epic) 43/7

Moves: Up 7, Debuts 6, Same 23, Down 0, Adds 7, WGCL, KRGV, WKDD, WGRD, KO09, KILE, KDZA, WXKS-FM 36-32, WKBW d-29, WYCR d-37, KSET-FM d-29, WRQK 40-36, 13FEA 24-22, WJBO 32-30, WBNQ d-28.

### FRANKIE GOES TO HOLLYWOOD "Relax" (Island) 41/4

Moves: Up 11, Debuts 5, Same 20, Down 1, Adds 4, WLAN-FM, WHOT-FM, WAEV, WBNQ, WXKS-FM 40-38, CKGM 39-34, CKOI 27-18, CHUM d-30, WGCL 21-20, WNY 22-20, 98PX 26-24, KZZB 15-11, WZLD 12-8, KLUC d-35, KZOZ 31-30.

### DAN HARTMAN "I Can Dream About You" (MCA) 39/39

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 39 including WCAU-FM, 94Q, FM106, WKFM, WRCK, WHTF, WOKI, KRGV, KROK, KMGK, WHOT-FM, KCFM, KQMQ, KLUC, KHYY.

### JAMES INGRAM "There's No Easy Way" (Qwest/WB) 38/3

Moves: Up 15, Debuts 2, Same 17, Down 1, Adds 3, WHTX, WLLOL-FM, WDOQ, WKBW 24-21, WASH 18-15, Y100 25-24, WNVZ d-39, K101 23-22, WRQK 24-23, 94TYX 34-25, KTFM 19-14, WKDD 29-25, 103CIR 7-6, Q104 33-25, WGLF 19-10.

### "WEIRD AL" YANKOVIC "King Of Suede" (Rock 'N' Roll/CBS) 32-31

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 31 including WXKS-FM, PRO-FM, Y100, Q102, WHYT, KS103, FM106, WSPK, Q92, WOKI, WFMI, WZPL, 13K, KHOP, KTKT.

### YARBROUGH & PEOPLES "Don't Waste Your Time" (Total Experience/RCA) 30/10

Moves: Up 2, Debuts 0, Same 18, Down 0, Adds 10, WCAU-FM, WHYT, KIMN, WKFM, WHTF, WSSX, WFBG, WFOX, Q101, KHTX, WXKS-FM on, Z93 34-32, XTRA on, KLUC 35-32.

### ROCKWELL "Obscene Phone Caller" (Motown) 28/24

Moves: Up 0, Debuts 2, Same 2, Down 0, Adds 24 including FM102, KS103, WVSR, KXX106, KITE, KAMZ, KTFM, WRQN, K107, KXX, KQXR, KCFM, KYNO-FM, KLUC, KHOP.

### POCO "Days Gone By" (Atlantic) 28/8

Moves: Up 1, Debuts 0, Same 19, Down 0, Adds 8, WDOQ, KAMZ, KSET-FM, WFMI, WRNO, K107, KELI, KILE, WPHD on, WVSR on, K104 on, WRCK on, WJZR on, KDD 33-26.

### LaTOYA JACKSON "Heart Don't Lie" (Private I/CBS) 27/27

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 27 including WCAU-FM, PRO-FM, FM102, XTRA, KNBQ, WVSR, WKFM, WKRZ-FM, KAMZ, WOKI, WFMI, KQKQ, 13K, KQXR, KYNO-FM.

### 38 SPECIAL "One Time For Old Times" (A&M) 27/9

Moves: Up 7, Debuts 3, Same 8, Down 0, Adds 9, WLAN-FM, WMEE, KJ103, K107, KQIZ-FM, WJAD, WAZY-FM, KFRX, KCDQ, K104 38-29, WZLD d-37, KITE 34-31, WGRD 34-33, WJXQ 30-22, OK100 33-30.

### FRANK STALLONE "Darlin'" (Polydor/PolyGram) 26/9

Moves: Up 0, Debuts 2, Same 15, Down 0, Adds 9, KIMN, WYCR, KQMQ, WGUY, 13FEA, WJBO, KDVA, KBIM, FM106 d-38, WPST on, WOKI on, WJXQ on-dp, 13K on, KIST d-38.

### PSYCHEDELIC FURS "The Ghost In You" (Columbia) 18/10

Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 10, WCAU-FM, K104, WPST, WHTF, WZPL, KQXR, OK100, WFOX, KKQV, KBIM, WXKS-FM on, WPHD on.

### RE-FLEX "Hurt" (Capitol) 17/17

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 17 including WPHD, WCAU-FM, WVSR, WKEE, WKRZ-FM, WJZR, KTFM, WZPL, WJXQ, KHOP, WIGY, WERZ, 13FEA, KISR, WAZY-FM.

### DOLLY PARTON "Downtown" (RCA) 16/0

Moves: Up 4, Debuts 3, Same 9, Down 0, Adds 0, WKBW 25-22, K104 d-33, WLAN-FM d-39, WDOQ on, WRQK on, WEBC on, WZYQ, d-38, OK100 38-36, WOMP-FM 30-28, WXLK 30-28.

### DUKE JUPITER "Little Lady" (Morocco/Motown) 14/14

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, WPHD, WGCL, WNY 5, WVSR, 98PX, WRCK, G100, KRGV, WKDD, WJXQ, WHOT-FM, WFBG, WJAD, KHTX.

### SHEENA EASTON "Devil In A Fast Car" (EMI America) 12/0

Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 0, K104 d-30, WKRZ-FM on, WDOQ on, KXX on, KHYY on, OK100 35-32, 95XIL 32-28.

### KC "Are You Ready" (Meca) 11/3

Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 3, KXX106, WJZR, WJBO, WPHD on-dp, WRCK on, WZYP on, Z98 d-31, WFBG on.

### KENNY ROGERS "Eyes That See In The Dark" (RCA) 11/0

Moves: Up 5, Debuts 4, Same 2, Down 0, Adds 0, WKBW d-30, WFMI 30-26, WDOQ d-40, WRQK 37-33, WSFL 39-36, KROK d-32, KYNO-FM d-38, 103CIR 30-25, WTSN 25-24.

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.

# 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, coming 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.

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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

# Contemporary Hit Radio

Three Weeks Two Weeks Last Week

2	1	1	1	PHIL COLLINS/Against All Odds... (Atlantic)
4	3	2	2	LIONEL RICHIE>Hello (Motown)
5	4	3	3	THOMPSON TWINS/Hold Me Now (Arista)
9	6	5	4	RICK SPRINGFIELD/Love Somebody (RCA)
11	7	6	5	CARS/You Might Think (Elektra)
35	19	9	6	DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
37	21	11	7	STEVE PERRY/Oh Sherrie (Columbia)
14	9	8	8	TRACEY ULLMAN/They Don't Know (MCA)
1	2	4	9	KENNY LOGGINS/Footloose (Columbia)
16	13	10	10	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
22	16	13	11	GO GO'S/Head Over Heels (IRS/A&M)
17	14	12	12	KOOL & THE GANG/Tonight (De-Lite/PG)
24	18	14	13	JOHN COUGAR MELLENCAMP/Authority Song (Riva/PG)
3	5	7	14	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
33	23	18	15	IRENE CARA/Breakdance (Network/Geffen)
-	39	27	16	CYNDI LAUPER/Time After Time (Portrait/CBS)
31	25	20	17	J. IGLESIAS & W. NELSON/To All The Girls... (Columbia)
34	27	21	18	BILLY JOEL/The Longest Time (Columbia)
30	22	19	19	PRETENDERS/Show Me (Sire/WB)
32	28	23	20	BERLIN/No More Words (Geffen)
29	24	22	21	TONY CAREY/A Fine Fine Day (MCA)
38	30	24	22	SHALAMAR/Dancing In The Sheets (Columbia)
40	32	25	23	NIGHT RANGER/Sister Christian (Camel/MCA)
-	40	32	24	VAN HALEN/I'll Wait (WB)
19	17	17	25	YES/Leave It (Atco)
39	35	31	26	MADONNA/Borderline (Sire/WB)
-	-	39	27	DURAN DURAN/The Reflex (Capitol)
-	-	40	28	HUEY LEWIS & THE NEWS/The Heart Of Rock & Roll (Chrysalis)
13	12	15	29	DWIGHT TWILLEY/Girls (EMI America)
-	-	35	30	LAID BACK/White Horse (Sire/WB)
6	8	16	31	DARYL HALL & JOHN OATES/Adult Education (RCA)
10	11	26	32	POINTER SISTERS/Automatic (Planet/RCA)
-	-	37	33	SCORPIONS/Rock You Like A Hurricane (Mercury/PG)
-	-	38	34	TALK TALK/It's My Life (EMI America)
DEBUT	38	34	35	LAURA BRANIGAN/Self Control (Atlantic)
-	38	34	36	BON JOVI/Runaway (Mercury/PG)
8	15	28	37	ROCKWELL/Somebody's Watching Me (Motown)
DEBUT	8	15	38	REAL LIFE/Catch Me, I'm Falling (Curb/MCA)
7	10	29	39	EURHYTHMICS/Here Comes The Rain Again (RCA)
DEBUT	7	10	40	SLADE/Run Runaway (CBS Associated)

N&A Begins on Page 126

# Adult/Contemporary

1	1	1	1	LIONEL RICHIE>Hello (Motown)
2	2	2	2	PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)
7	4	3	3	BILLY JOEL/The Longest Time (Columbia)
8	5	5	4	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
9	7	7	5	JEFFREY OSBORNE/We're Going All The Way (A&M)
3	3	4	6	J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
13	9	8	7	MICHAEL GORE/Theme From "Terms Of Endearment" (Capitol)
14	13	9	8	JAMES INGRAM/There's No Easy Way (Qwest/WB)
6	6	6	9	THOMPSON TWINS/Hold Me Now (Arista)
16	14	12	10	MANHATTAN TRANSFER/Mystery (Atlantic)
12	11	11	11	TRACEY ULLMAN/They Don't Know (MCA)
-	22	14	12	CYNDI LAUPER/Time After Time (Portrait/CBS)
-	23	16	13	KENNY ROGERS/Eyes That See In The Dark (RCA)
-	-	23	14	DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
20	16	15	15	J. MATHIS with D. WILLIAMS/Love Won't Let Me Wait (Col.)
22	17	17	16	SERGIO MENDES/Olympia (A&M)
24	18	18	17	TEMPTATIONS/Sail Away (Gordy/Motown)
10	10	13	18	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
BREAKER	10	13	19	DAN FOGELBERG/Believe In Me (Full Moon/Epic)
4	8	10	20	STEPHEN BISHOP/Unfaithfully Yours (One Love) (WB)
-	24	22	21	SHAKIN' STEVENS/I Cry Just A Little Bit (Epic)
21	19	19	22	CRYSTAL GAYLE/I Don't Want To Lose Your Love (WB)
23	21	21	23	DeBARGE/Love Me In A Special Way (Gordy/Motown)
-	-	25	24	DOLLY PARTON/Downtown (RCA)
DEBUT	-	-	25	KIM CARNES/I Pretend (EMI America)

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Three Weeks Two Weeks Last Week

7	2	2	1	STEVE PERRY/Oh Sherrie (Columbia)
1	1	1	2	CARS/You Might Think (Elektra)
5	4	3	3	TONY CAREY/A Fine Fine Day (MCA)
9	8	5	4	NIGHT RANGER/Sister Christian (Camel/MCA)
3	3	4	5	VAN HALEN/I'll Wait (WB)
15	13	9	6	SLADE/Run Runaway (CBS Associated)
14	12	8	7	CARS/Magic (Elektra)
-	-	15	8	RUSH/Distant Early Warning (Mercury/PG)
8	7	6	9	PRETENDERS/Show Me (Sire/WB)
4	5	7	10	SCORPIONS/Rock You... (Mercury/PG)
13	14	11	11	HUEY LEWIS &.../The Heart Of R&R (Chrysalis)
12	11	10	12	RICK SPRINGFIELD/Love Somebody (RCA)
53	29	17	13	ZZ TOP/Legs (WB)
-	46	23	14	ORION THE HUNTER/So You Ran (Portrait/CBS)
24	19	16	15	DAVID GILMOUR/Murder (Columbia)
29	23	20	16	JOE JACKSON/You Can't Get... (A&M)
33	26	24	17	ICICLE WORKS/Whisper To A Scream (Arista)
19	17	19	18	JOHN COUGAR.../Authority Song (Riva/PG)
2	6	12	19	PHIL COLLINS/Against All Odds (Atlantic)
6	10	13	20	YES/Leave It (Atco)
20	20	18	21	WANG CHUNG/Dance Hall Days (Geffen)
23	18	22	22	STEVIE NICKS/Violet And Blue (Atlantic)
36	35	26	23	HOWARD JONES/What Is Love? (Elektra)
35	32	30	24	BERLIN/No More Words (Geffen)
10	9	14	25	THOMPSON TWINS/Hold Me Now (Arista)
BREAKER	26	21	26	CYNDI LAUPER/Time After Time (Portrait/CBS)
22	16	21	27	ALAN PARSONS.../Don't Answer Me (Arista)
37	34	25	28	SCORPIONS/Big City Nights (Mercury/PG)
43	33	31	29	PAT TRAVERS/Killer (Polydor/PG)
47	36	34	30	TALK TALK/It's My Life (EMI America)

Complete Tracks Chart on Page 111

# Black/Urban

4	3	1	1	LIONEL RICHIE>Hello (Motown)
11	6	4	2	YARBROUGH & PEOPLES/Don't Waste... (Total Exper./RCA)
23	17	6	3	BAR-KAYS/ Freak Show On The Dance Floor (Mercury/PG)
1	1	2	4	CAMEO/She's Strange (Atl. Art./PG)
22	13	5	5	SHANNON/Give Me Tonight (Mirage/Atco)
2	2	3	6	D. EDWARDS f/S. GARRET/Don't Look Any... (Motown)
-	33	12	7	DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
20	15	10	8	ONE WAY/Lady You Are (MCA)
36	28	20	9	O'BRYAN/Lovelite (Capitol)
10	8	8	10	EVELYN "CHAMPAGNE" KING/Shake Down (RCA)
27	22	16	11	JAMES INGRAM/There's No Easy Way (Qwest/WB)
18	10	9	12	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
8	7	7	13	LUTHER VANDROSS/Superstar (Don't...) (Epic)
32	26	17	14	PATTI LABELLE/Love, Need & Want You (Phil. Int./CBS)
24	23	18	15	DEELE/Just My Luck (Solar/Elektra)
33	25	22	16	SPINNERS/Right Or Wrong (Atlantic)
14	11	11	17	JEFFREY OSBORNE/We're Going All The Way (A&M)
26	20	19	18	TEMPTATIONS/Sail Away (Gordy/Motown)
30	30	27	19	BRYAN LOREN/ Lollipop Luv (Philly World/Atco)
-	39	29	20	CHANGE/Change Of Heart (RFC/Atlantic)
12	12	15	21	ART OF NOISE/Beat Box (Island)
-	36	30	22	REAL TO REEL/Love Me Like This (Arista)
19	19	23	23	SHALAMAR/Dancing In The Sheets (Columbia)
6	4	14	24	LAID BACK/White Horse (Sire/WB)
-	-	36	25	DAZZ BAND/Swoop (I'm Yours) (Motown)
BREAKER	26	21	26	NEWCLEUS/Jam On It (Sunnyview)
-	-	31	27	IRENE CARA/Breakdance (Network/Geffen)
40	34	32	28	CRUSADERS/New Moves (MCA)
5	5	13	29	DeBARGE/Love Me In A Special Way (Gordy/Motown)
17	16	21	30	KENNY G/Hi, How Ya Doin'? (Arista)
-	-	35	31	NONA HENDRYX/I Sweat (Going Through...) (RCA)
38	35	33	32	"D" TRAIN/You're The Reason (Prelude)
25	24	24	33	CHI-LITES/Stop What You're Doing (Private I/CBS)
3	9	25	34	B. WOMACK & P. LABELLE/Love Has... (Beverly Glen)
9	18	28	35	S. LATTISAW & J. GILL/Perfect... (Cotillion/Atco)
7	14	26	36	KOOL & THE GANG/Tonight (De-Lite/PG)
BREAKER	14	26	37	TIMMY THOMAS/Gotta Give A... (Gold Mtn./A&M)
BREAKER	38	35	38	PATTI AUSTIN/Rhythm Of The Street (Qwest/WB)
BREAKER	39	36	39	MELBA MOORE/Love Me Right (Capitol)
34	32	39	40	HALL & OATES/Adult Education (RCA)

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