

I N S I D E:

**TOO MANY CALLS:
PROMOTION PROLIFERATION
IN COUNTRY**

A major market MD reports receiving up to 12 calls a week on one record. **Lon Helton** begins a three-part series on duplication of promotion efforts in the country field by exploring how it affects radio.

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**A MODEST PROPOSAL:
STANDARDIZE RADIO BILLING**

Dwight Case points out the pointless variations in radio stations' billing methods, and advocates a plan to standardize it for increased profits.

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**PEOPLE IN THE NEWS
THIS WEEK**

- **Keith Hallam** GM at WCFL
- **Robert DeLuca** WLYK's VP/GM
- **Terrye Seigel** PD at KADI
- **Ron Kempff** President/GM at WZKS
- **Jack Randall** WZKS PD
- **Paul Sebastian** OM at WLTE
- **Polly Anthony** National A/C Director at E/P/A
- **Mike Scott** WHIO OM
- **Jim Ryan** buys WJXQ & WKHM
- **Alan Murdoch** GSM at WAMO-AM & FM

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**THE DELICATE TOPIC
OF DELEGATION**

John Leader's "Leader At Large" column tackles the toughest problem a manager who rose through the ranks has to face: how to delegate tasks and live with results that aren't exactly how he would have done them.

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**TALK VS. TALK IN
HOUSTON SHOWDOWN**

KTRH and KPRC shoot for Houston's Talk radio audience with drastically different strategies. **Brad Woodward** hears both sides of the story.

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BIRCH RATINGS RESULTS

Winter '84 ratings the **Birch** way in nine markets: Cincinnati, Cleveland, Denver, Milwaukee, New Orleans, Phoenix, Portland, St. Louis, and Tampa.

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**FABULOUS
KIMN**

**KIMN CELEBRATES 30TH
ANNIVERSARY**

In a special 7-page salute, **Joel Denver** charts the past and present of a Denver CHR legend, with reminiscences from the radio stars of yesteryear and revelations about how this durable AM stays successful in an FM world.

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Newsstand Price \$3.50



KROQ License Settlement?

Roberts Gets FM; Stolz Gets AM; Davis Gets Cash

The warring parties in the nearly decade-old fight for the licenses of KROQ-AM & FM/Los Angeles have asked the FCC to approve a joint settlement agreement to end what one participant called "one of the messiest, most complicated and time-consuming cases the Commission has ever had." License renewals for both stations were denied in 1982. Under terms of the pact, which needs FCC approval:

- The current 49% owner of both stations, **Kenneth Roberts**, would become 100% owner of

KROQ-FM through a new company, **Mandeville Broadcasting Corp.**

- **All Pro Broadcasting** President **Willie Davis** - the winner for the FM license at this stage in the FCC proceeding - and **San Marco Broadcasting** would withdraw their applications in return for a lump sum payment in the millions of dollars from Roberts.

- Roberts would withdraw his renewal application for KROQ (AM), which would be taken over by **Royce International Broadcasting**, owned by

KWOD/Sacramento President **Edward Stolz**. Royce is the AM winner in initial FCC decisions.

**Stumbling Block
At FCC?**

The question now is whether the FCC will accept the deal. A major obstacle to approval may be a previous Commission finding that Roberts took over the stations in an unauthorized transfer of control in the 1970s. But his attorney, **Eric Bernthal** of the law firm **Arent, Fox**, said he's optimistic the unique agreement could win the FCC's okay within two or three months.

Bernthal, the architect of the proposal, said all the parties have "an overwhelming desire to terminate this proceeding and get on with their lives. The parties have had enough." He added, "I think this agreement will serve the public interest. Nobody benefits from years more litigation." The deal will allow the stations to be run "not by fulltime litigators, but by fulltime licensees," he commented.

In 1982 an FCC law judge, citing a "record of carelessness and ineptness," denied renewal for both stations for lack of control, an unauthorized transfer of control, rampant technical violations, and other problems. The stations were off the air

KROQ/See Page 27

CAREY REMAINS PD

**Buchanan Becomes
New OM At WCLS**

Bruce Buchanan, who joined WCLS/Detroit last week as morning personality, has been named Operations Manager. Those duties were being handled by **Peter Carey**, who will continue as Program Director and now report to Buchanan.

Explaining the restructuring, WCLS VP/GM **Grant Santimore** said, "Peter was really playing a dual role, and he knew we had been searching for



Bruce Buchanan

someone to handle the operations. This isn't a demotion for Peter, as there was enough work for three people, let alone two. Peter realizes the experience and reputation that Bruce brings, and he's ecstatic about it."

Commenting on Buchanan's arrival, Santimore continued, "I couldn't be more pleased. We had wanted Bruce before, but previously were unable to put a deal together. He's going to be a tremendous addition - not just to our station, but to our whole company. Bruce has a wealth of experience and his track record is excellent. We're very fortunate to get someone of his caliber."

Buchanan joined WCLS last week after 18 months at **KLLS/San Antonio**, first as PD and later OM. His previous programming background includes

BUCHANAN/See Page 27

**Barbis
Joins WB**



Dino Barbis

Dino Barbis has been named National Promotion Director for **Warner Bros. Records**. Barbis was most recently VP/GM at **Backstreet Records**.

WB Senior VP/Marketing & Promotion **Russ Thyret** commented, "We're looking for Dino to focus on Adult Contem-

BARBIS/See Page 27

**Morgan Joins KMGG
As Morning Man**

Longtime air personality **Robert W. Morgan** has reached a multiyear agreement with **Emmis Broadcasting** to handle the morning show for the company's recently-acquired **KMGG/Los Angeles**.

Morgan, who joins **KMGG** May 28 after seven years on-air with crosstown **Easy Listening** outlet **KMPC** (including the last five as morning personality), previously served as morning drive announcer at neighbor **KIQQ**, **WIND/Chicago**, and **KHJ/Los Angeles**. Replacing him at **KMPC** is midday man



Robert W. Morgan

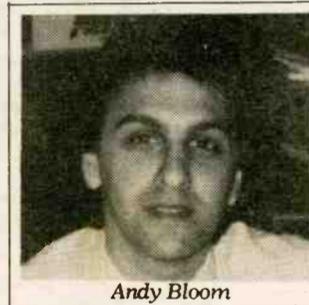
Jim Lange; **KMPC** is seeking a new midday personality.

Emmis Broadcasting President **Jeff Smulyan** told **R&R**, "We've agreed to all the terms, and a formal signing will take place this week. The specific figures are confidential, but it's a substantial contract."

Smulyan continued, "Robert W. is truly a legend, and we're ecstatic to have him. We made a decision to find the best guy available, and this was the guy

MORGAN/See Page 27

**WQFM
Elevates
Bloom To PD**



Andy Bloom

WQFM/Milwaukee MD **Andy Bloom** has been promoted to Program Director; he had been serving as interim PD since **Lee Arnold** departed six weeks ago.

WQFM GM **Ralph Barnes** observed, "The station has reached a plateau, and we're at a point where a man of Andy's talents can best guide it. He's shown us a lot of ability, loyalty, and business acumen, which is what the station requires at this time. He seemed to be by far the most qualified of all the applicants we had."

Bloom joined **WQFM** three years ago as a parttimer, work-

BLOOM/See page 27



LIVE FROM THE WHITE HOUSE - WRQX(Q107)/Washington broadcast live from the White House Monday (5-14) as **Michael Jackson** visited the **Reagans**. Any controversy that might have erupted over Jackson's gloved handshake with the President was cleverly defused by all six press photographers covering the event. Each was wearing one sequined glove, as was Q107 PD **Alan Burns**, pictured above with morning personality **Scott Woodside** (l) and engineer **David Sprowl** (r).



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DeLuca VP/GM As Cincinnati Takes Over WLYK

Cincinnati Broadcasting received FCC approval this week to acquire Beautiful Music outlet WLYK/Cincinnati from Perry Broadcasting for \$850,000. The new ownership, formed by President Richard Hallberg and VP Robert DeLuca, will take over the property around June 1; DeLuca will serve as GM.

DeLuca's radio experience includes the GSM post at cross-town WSAI and GM duties at WBUK (now WLWQ)/Columbus. Outlining his plans for the station, DeLuca noted, "Rick Hallberg and I chose to purchase WLYK because of its potential. It has outstanding programming, sales, and image in Cincinnati. We do intend to advertise and pro-



Robert DeLuca

mote the station to increase its visibility in the Greater Cincinnati market. We plan no changes in staff or format."

WLYK represents Cincinnati Broadcasting's first radio acquisition. Perry Broadcasting President Perry Samuels will stay on as a consultant, and retains ownership of KLCL & KHEZ/Lake Charles, LA.

WLYK is a Class A facility, operating with 3kw at 300 feet on 107.1 MHz.

WZKS Management Realigned

Kempff Pres./GM, Randall PD; Weaver And Zippo Exit

Former WHIO-AM & FM/Dayton VP/GM Ron Kempff has become President/GM of WZKS/Nashville (Murfreesboro) and Chairman of WZKS Inc., as former President/GM Tom Weaver has exited the station. At the same time, PD Jim Zippo has departed, and is replaced by Jack Randall, most recently Asst. GM at WLUM/Milwaukee.

Kempff explained the changes to R&R: "For a number of reasons Tom wasn't able to solidify his partnership with WZKS controlling owners Murray Moss and Joe Wolf. They sought to find someone else to act in his place, and I was chosen. I'm most happy to have this opportunity, as we are planning to expand and buy more properties over the next two years."

Scott New OM For WHIO

Veteran programmer Mike Scott has been appointed to the newly-created position of Operations Manager at WHIO/Dayton, overseeing the day-to-day operations of programming, promotion, and music. PD Judy Kelly, who will now report to Scott, has also assumed the duties of Promotion Manager.

WHIO-AM & FM GM Tim Montgomery said, "I needed someone with maturity and the depth of experience required to run a station as legendary as WHIO. Mike's background is relevant regionally and formatically, and he checked out well, too. It became an easy decision to make, and we're very pleased."

Most recently, Scott served two years as PD at WGAR & WKSU/Cleveland, having



Mike Scott

SCOTT/See Page 27

FCC CLEARS SALE

Keith Hallam GM For WCFL's Christian Format

Following FCC approval of its \$8 million purchase of WCFL/Chicago from Mutual, Statewide Broadcasting plans to assume ownership next Tuesday (5-22) and replace the current music and news programming with a Christian format.

Statewide President Scott Ginsburg, who declined to release further programming or personnel details pending a formal announcement, said he has appointed Keith Hallam GM. A 17-year veteran of religious radio, Hallam has been a Chicago pastor since exiting WYCA/Hammond, IN as GM last year.

The sale of WCFL was delayed several months by petitions to deny, including one by Leonard Delano of Hammond, IN seeking a hearing on the guilty plea in Canada by Amway Corp., Mutual's parent company, which paid \$24 million in fines for customs law violations.

In dismissing the petition, the FCC said this week, "The misconduct at issue is a violation of a foreign nation's criminal law with no evidence that it had any adverse effect on the broadcast station operation or the public interest. Further, there is nothing to suggest that the admitted nonbroadcast misconduct would be likely to result in broadcast misconduct by Mutual in the future. Therefore, we find that the admitted violations of Canadian law by Amway have no effect whatsoever upon the qualifications of Mutual to continue as a Commission licensee and to apply for the assignment of the license of WCFL."

Statewide's other properties, all in Florida, are WKQE & WBGW/Tallahassee, WAPE/Jacksonville, and WVCG/Coral Gables.

Seigel Set As KADI PD/MD

After two years as an air personality at KADI/St. Louis, Terrye Seigel has been promoted to Program Director. Seigel, who will also handle the MD chores, replaces Gary Brown, who is joining crosstown KWK as PD (see Street Talk).

KADI President Richard Miller noted, "I'm very happy with Terrye's selection. She's very qualified, having been with the station for several years, and she asked for the position. Terrye made a compelling presentation which proved to me that she will handle the programming elements of KADI well."

SEIGEL/See Page 27

Sebastian Upped To OM At WLTE

After nine months as Program Director, Paul Sebastian has been promoted to Operations Manager at WLTE/Minneapolis. In his new responsibilities, Sebastian will now also supervise the promotion, news, and engineering departments.

WLTE GM Paul Stagg commented, "Paul was a real find for us; I was happy to be able to get him out of Kansas City up here to the garden spot of the Midwest. He's a very good, professional man to deal with - I think that's what I'm enjoying most."



Paul Sebastian

Prior to joining WLTE, Sebastian served two years as OM at KFKF/Kansas City, following four years as PD at WAPE/

SEBASTIAN/See Page 27

TRANSACTIONS

Ryan Broadcasting Acquires WJXQ & WKHM

Ryan Broadcasting, a limited partnership headed by WJXQ/Jackson-Lansing VP/Programming Jim Ryan, has agreed in principle to purchase WJXQ and sister AM WKHM from Patten Broadcasting for just under \$3 million, pending FCC approval.

Ryan will become President/CEO of the new company, while current VP/GM Denise Swanson will continue in her present position. Patten President Myron P. Patten will retain a minority interest and become a member of the board of Ryan Broadcasting. Patten still owns KAAR/Vancouver, WA, while WJXQ & WKHM are Ryan's first acquisition.

"This is the first of a chain of stations I hope to put together in the near future," Ryan told R&R. "I'm thrilled at this opportunity." CHR outlet WJXQ operates at 106.1 MHz with 50kw, and News/Talk WKHM operates at 970 kHz with 1kw around the clock.

TRANSACTIONS/See Page 27

R&R Takes Memorial Day Holiday

Because Memorial Day falls on a Wednesday this year, the official observance of the holiday has been designated for Monday, May 28. As in years past, R&R will close its business offices on that Monday, resuming regular hours on Tuesday, May 29.

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Washington Report

Docket 80-90 Counterproposals Fall Below Expectations

Although no final count is available yet, it appears the FCC didn't receive, as had been feared, thousands of Docket 80-90 counterproposals by Monday's deadline (5-14). Allocations Branch Chief Mark Lipp estimates there will be only "a couple hundred" proposals suggesting alternatives to the 684 FM drop-in sites the Commission has proposed. And he notes that many of the counterproposals will be rejected owing either to interference or failure to meet one of four categories of special need.

Lipp says there were expressions of "multiple interest" in virtually each of the 684 proposed communities, meaning that few will be deleted for lack of interest. In about two months a revised list will be published, with one month for reply comments before the drop-in sites are finalized and ready for applications.

Radio Royalty Rate Talks With BMI Ongoing

No agreement has yet been reached in talks between BMI and the All-Radio Music Licensing Committee on royalties stations pay to BMI writers and composers. The previous contract, setting a basic rate of 1.7% of revenues, expired in December but has been extended through June 30.

BMI General Counsel Edward Chapin says the hangup is that ASCAP gets roughly 1.725% of revenues even though it licenses less than 50% of the music aired on radio. "They get more money for less product," Chapin told R&R. "That gives rise to the problem."

A negotiating session at the NAB Convention in Las Vegas proved fruitless, and Chapin won't say whether another extension will be granted if no pact is reached by January 30. Another unsettled issue is the length of the new contract, which Chapin said could run anywhere from one to five years.

Meanwhile the All-Radio group is also negotiating with ASCAP, whose contract with the radio industry has been on extension since expiring at the end of 1982.

Government Nixes Industry-wide Arbitron Talks

The U.S. Department of Justice has refused to let radio broadcasters band together to negotiate as a group with Arbitron. RAB's All-Industry Radio Ratings Committee, asserting that Arbitron is a monopoly, had asked for permission for stations to negotiate rates en bloc.

However, since such collaboration would in itself be considered anti-competitive, a government waiver was needed. The All-Industry panel is expected to continue pressing its case.

Ford Seen Leaning To Motorola AM Stereo

At least one member of a radio industry delegation that met with officials of Ford

Motor Co. last week came away with the distinct impression that the auto giant will eventually choose Motorola AM stereo receivers over multi-mode sets. NRBA Executive VP Tom McCoy said that, while Ford executives made no firm commitments, he definitely felt that, for competitive reasons, they'll end up following the lead of Chrysler and General Motors, which went with Motorola-only sets.

Others making the trek to Dearborn, MI included Broad Street Communications President Fred Walker, who favors multi-system sets, and Harte-Hanks Radio VP & Director/Engineering Jim Hoke. The group recently made a similar trip to visit officials of GM and Delco.

WBSM Beats "Banned" Talk Show Caller

WBSM/New Bedford, MA did not violate the Fairness Doctrine by refusing to let a frequent caller take part in its talk shows, the FCC has ruled. Mary DeBalsi filed the complaint charging the station with "banning" her and other members of the public in violation of the Fairness Doctrine.

In upholding a staff decision favoring WBSM, however, the Commission said the doctrine doesn't entitle a particular group or person to access to the airwaves. It said DeBalsi furnished no evidence that WBSM failed to present contrasting viewpoints on controversial issues, which would have constituted a violation of the Fairness Doctrine.

New 51-49% Rule May Fuel Venture Capital

One interpretation of the FCC's decision to permit 49% ownership of an unlimited number of stations, under certain circumstances, is that it will now be easier to obtain venture capital to buy or build a station. The 49% ownership will be allowed as long as a single person or entity controls the other 51%, and thus exercises absolute control (R&R 5-11).

There are reportedly a number of venture capital firms which, because they take a percentage of ownership in return for their investments, have bumped up against the 7-7-7 rule. Now they'll be able to invest in additional stations, taking up to 49% ownership in each, without triggering the multiple ownership limits. That could be especially helpful for minorities, who have found lack of capital to be their biggest obstacle to broadcast ownership.

In other developments:

- The FCC ordered a 6.5% cut in AT&T long distance rates last week. Private lines used by broadcasters aren't affected, but will be dealt with in a later decision, which is expected to result in a sizeable rate increase.

- Apparent lack of support on his Commerce Committee has forced Sen. Bob Packwood (R-OR) to delay action on his Freedom of Expression Act, which would lift broadcast content controls.

- Ed Cardona, former legal assistant to FCC Commissioner Henry Rivera, has joined KGO/San Francisco as an Account Executive.

RADIO-ONLY PACKWOOD PITCH

Rep. Swift To Mediate House Deregulation Impasse

Amid a general air of pessimism, stalled deregulation talks in the House Telecommunications Subcommittee were to resume this week under the guidance of Rep. Al Swift (D-WA), a former broadcaster.

On the other side of Capitol Hill, Senate Commerce Committee Chairman Bob Packwood (R-OR) was pitched on the idea of a radio-only deregulation bill last week by NAB President Eddie Fritts and former NRBA President Sis Kaplan. Packwood expressed interest, but made no commitments.

In the House, the mediator's role was thrust on Swift by Commerce Committee Chairman John Dingell (D-MI) and subcommittee Chairman Tim Wirth (D-CO). It came after two pro-industry members, Tom Tauke (R-IA) and Billy Tauzin (D-LA), walked away in frustration from yearlong talks.

Division On Petitions To Deny, Revoke

"Having put so many hours into this, you have to move ahead with any possibility that you have," says Swift. "The clock is ticking; time is short. Some of the differences are significant and important but you've just got to give it a try."

"We don't want by elimination of comparative renewal to freeze the public out."

— Rep. Al Swift

Swift, who expects a bargaining session this week, has asked NAB and several public interest groups to furnish information and views on petitions to deny and revoke licenses — a major point of disagreement. Wirth has favored granting "discovery" rights to petitioners to let them obtain information from broadcasters. But Tauke and Tauzin have opposed the idea, fearing "fishing expeditions" in station records.

R&R explored this issue at greater length with Swift in an interview this week in Washington:

R&R: Would you say petitions to deny and revoke are now the main obstacles to reaching an agreement?

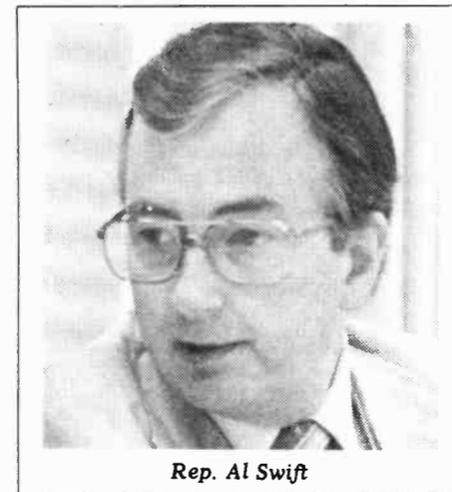
AS: It isn't the only issue left but it is the major one. They (Tauke and Tauzin) didn't want to go the way we had in the mainstream negotiations, but suggested a different approach which, by itself, is not acceptable, but which offers another way to try and approach our concerns.

R&R: So where will the talks be heading?

AS: We will be exploring how we could, in the framework of their approach, see if we could achieve the same goal we were looking for — that goal simply being if you remove comparative renewals, and you take away the bounty hunter quality of that which has been disturbing broadcasters for a while, what mechanism do you put in place whereby a dissatisfied and legitimately-formed citizens group can make its concerns heard if it doesn't like the service being received from a station? We don't want by elimination of comparative renewal to freeze the public out. We don't mind freezing out the bounty hunters but where's the room for the public?

R&R: How about the charge that your system of "discovery" rights would lead to fishing expeditions?

AS: We are not interested in setting up a situation in which there is harassment of the broadcaster or people are going on fish-



Rep. Al Swift

ing expeditions or anything like that. And there was some feeling that our approach of providing discovery would do that. So we'll see if there's some other way of achieving our goal.

R&R: How would you characterize the Tauke-Tauzin stand on petitions to deny and revoke?

AS: What they proposed on petitions to revoke, for example, was to force the FCC to act so that, like in the KTTL/(Dodge City) case, that can't just sit around forever. Maybe that can be applied to petitions to deny in some fashion. I don't want to discuss a whole bunch of specifics.

Opposes Radio-Only Bill

R&R: How about the radio "safety net" concept that would let the FCC reregulate radio in the case of a marketplace failure sometime down the road?

AS: That is still in what we're taking about.

R&R: What's your reaction to the possibility that NAB and NRBA may get a radio-only bill tacked on to some other legislation on the Senate side?

AS: I don't support it. We did some radio legislation in a reconciliation bill a couple of years ago but it never had a moment's worth of hearings in either house. That's no way to legislate.

R&R: Do you think such a radio-only ploy could succeed?

AS: Well, you never know the exact parliamentary situation. It clearly, in my judgment, would have to be slipped through. I don't think it's going to go through the normal legislative process.

R&R: Will broadcast deregulation be back in 1985 if nothing is passed this year?

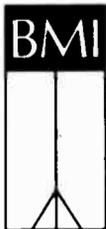
AS: Oh, yes. I don't see the issue going away. So much of this is perceptions. I think one of the reasons this has been so hard to resolve is the view of the NAB and a great deal of its membership that now is the time when they can get all this deregulation. I believe Eddie Fritts out at the convention said they wanted to make good on the Reagan promise. Well, I keep telling broadcasters that the only people in town left who support deregulation are those who haven't been deregulated and that I see some real problems accruing to the industry from any kind of broad or total deregulation, spectrum fee not being the least among these. And there are those in the industry who agree with me. So I am not sure that in this current atmosphere that some of the NAB membership isn't getting stampeded towards what they presume is nirvana and which is in fact just a different set of problems.



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BMI. And it has been for 18 years.

Call it bragging if you like, but
that's the way it really is.



Wherever there's music, there's BMI.

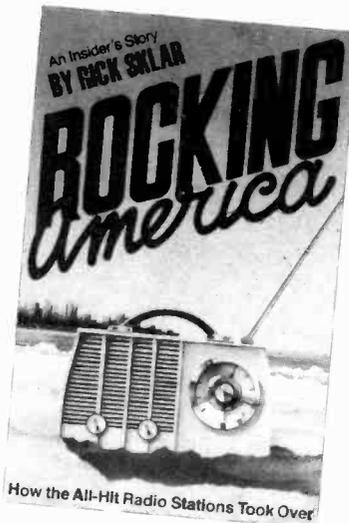


NEW BOOK: "ROCKING AMERICA"

Sklar Recounts WABC Legend

The rise of **WABC** to the top of the New York ratings and a prominent niche in the rock radio hall of fame is a story worth telling. And **Rick Sklar**, who programmed the station for most of its CHR lifespan, was in the perfect position to relate the legend. He reviews the strategies that brought WABC to the pinnacle and kept it there, and although the account is aimed at the general reader, there's much to note and profit by for the professional.

Sklar also recounts a number of colorful WABC promotions, which make for highly entertaining reading. The cast of characters, ranging from **Muhammad Ali** to **Salvador Dali** as well as the roster of WABC personality greats (**Dan Ingram**, **Bruce Morrow**, **Harry Harrison**, and many more), also keep the reader's interest riveted. Sklar is not given to understating WABC's importance (sample sentence: "In terms of talent, all other stations were to WABC what the farm clubs are to the major league



teams in baseball."), nor does he underplay his own role in devising innovations from the short playlist to modern network radio. Misspellings also detract from the generally authoritative tone. But thanks to its rich subject matter and Sklar's insider's perspective, "Rocking America" is a natural for the radio and record industries.

RTNDA Sponsors Annual Contest

The **Radio-Television News Directors Association** is now accepting entries for its annual regional awards. Contestants may vie for the **Edward R. Murrow Award** for the "most outstanding overall news coverage and presentation," plus honors for spot coverage, continuing coverage, and investigative reporting.

To qualify, each submission must have aired between January 1 and December 31, 1983. Only *stations* can submit entries; individual, network, or station group submissions are ineligible. Each category entry should be packaged with a separate entry form and written presentation, postmarked before midnight June 30. Each radio contender fee is \$10, with multiple entry fees able to be combined in one check. Official entry blanks and addresses for regional judges are available by calling (202) 737-8657.

Restoring Afternoon Drive

Perhaps the time for your station to *really* rock is in the early afternoon. Two New Orleans-based anthropologists theorize that we possess the body clock of "fundamentally tropical creatures." As explained in the **Wild World of News**, it's because Homo sapiens' roots can be traced back to tropical climes, when we were ruled by a hot, energy-draining sun. We've since moved to cooler locations over the intervening years, but our body chemistry still hasn't caught up. So when the early afternoon rolls around, most of us start to feel sluggish and on-the-job productivity slows down — which doesn't sit too well with bosses. Recognizing this fact, background music service programmers offer a solution by customarily switching to peppier music after lunch.

French FM Stations Granted Spot Approval

Hoping to lighten the financial encumbrances of his country's radio industry, French President **Francois Mitterrand** has allowed local FM stations to carry advertising. A recent **Advertising Age** article states that a majority of France's 900 stations "have been living a hand-to-mouth existence for the last two years, deprived of legal advertising." To help make ends meet, many outlets participated in "under-the-table" arrangements with advertisers. Now that the ban has been lifted, stations first plan to woo local businesses, as well as product ads — movies, American beer, blue jeans — aimed at the younger listener.

Eatery Chains Boost Radio Use

Apparently radio's got the beef when it comes to chain restaurant advertising. A recent **RAB** study indicates that eatery chains (included under the food products category) were radio's second best customers last year, following automobile marketers. Restaurant groups spent nearly \$66 million plugging their wares in 1983. Besides representing a 32% hike over 1982, the '83 dollar expenditure outdistanced that of television, which posted a 24% jump in franchised restaurant ad spending.



Eleven of the top 15 chains increased their radio spending in 1983. **Jack In The Box**, with its "no comparison" campaign, accounted for almost \$7 million in radio ads, up 43% over the year previous. **Burger King** followed (\$5 million); along with **McDonald's**, it was one of the few chains to use network spots extensively. Coming in third was **Bennigans**, which posted a 533% rise in radio advertising. On the other hand, **McDonald's**, **Kentucky Fried Chicken**, and **Wendy's** all significantly reduced their '83 radio ad expenditures.

One of radio's advantages is its access to impulse fast-food purchasers. Heavy chain restaurant users spend 44% of their media time with radio. During the key selling hours of 6am-6pm, the radio time share rises to 59%, versus 25% for television. 62% of junk food junkies listen to the radio within an hour of their fast-food purchase; the average lag time between hearing the radio and buying a meal clocked in at one hour and 42 minutes.

AWRT Explores Creativity

American Women in Radio and Television addresses the "Challenge of Creativity" at this year's convention, May 29-June 2. With Chicago's Palmer House as the backdrop, AWRT plans a variety of sessions geared to women's changing role in the media workforce.

Opening Wednesday's general session is keynote speaker **FCC** Commissioner **Mimi Weyforth Dawson**. Throughout the four-day conference, guest speaker honors are also shared by **CBS** News President **Edward Joyce**, "MacNeil/Lehrer News Hour" correspondent **Judy Woodruff**, **Infinity Limited, Inc.** President **Joel Barker**, and **Proctor & Gardner Advertising** President **Barbara Proctor**. Panels dissect such diverse topics as financial planning, practical uses of market research, practical creativity, psychological counseling in a radio format, and conducting performance appraisals.

For more details call (202) 296-0009.

SOAPS DOMINATE TOP TEN

Most Taped Shows Toted

Given busy work and leisure schedules, home video taping has undoubtedly become a popular pastime for many. Well, maybe not for those producers whose shows are being taped. But then that's another story. What's being discussed here are the ten most frequently taped television programs, the majority of which happen to be daytime soaps.

Heading the list are "All My Children," followed by "General Hospital," "Days of Our Lives," "As the World Turns," "The Guiding Light," "One Life to Live," "Hill Street Blues," "Dallas," "The Young and the Restless," and "Dynasty." All told, soap operas comprise 27% of all home video recording, with movies a distant second at 17%.

Speaking of movies, 70% of VCR owners rent the cassettes, compared to 24% who buy them. "Raiders of the Lost Ark" doubled as the most frequently rented and purchased cassette. Rounding out the top-rented film category were "Flashdance," "Blue Thunder," "Gandhi," and "National Lampoon's Vacation."



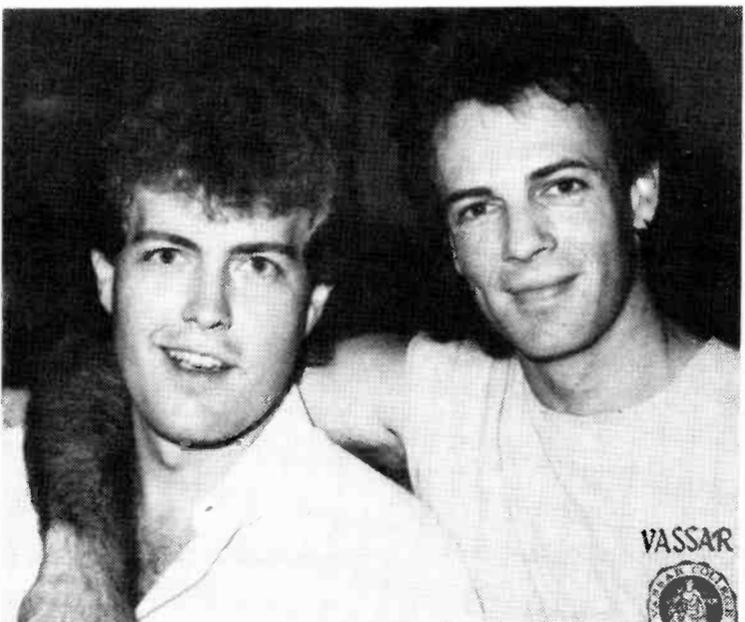
WESTWOOD ONE

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

DR. DEMENTO



DON'T ANSWER ME, JUST SMILE — Caught making comments at the Los Angeles premiere of the newest Alan Parsons Project album, "Ammonia Avenue" (l-r) are Arista Records Promotions' Louie Newman, Executive VP Sal Licata, KIIS-FM MD Mike Shaefer, and Arista West Coast VP/A&R Neil Portnow.



LOVING SOMEBODY — 99KG/Salina, KS PD Denny Collier caught RCA's Rick Springfield backstage to talk about his new single "Love Somebody."



BILLY SAYS HE'S INNOCENT! — 94Q/Atlanta caught Columbia's Billy Joel backstage during his recent tour to ask him about his recent album, "An Innocent Man." Shown looking less than innocent (l-r) are 94Q MD Jeff McCartney, Joel, and Columbia promotion man Alan Orem.

Pro:Motions

Brown Shifts To MCA

Former A&M executive **John Brown** moves to **MCA Records** as Director of East Coast Operations, Black Music. He spent two and a half years with A&M, first overseeing Northeast Regional Promotion for Black Music and later graduating to East Coast A&R Manager, Black Music. Brown's record career includes similar posts with **PolyGram** and **Elektra/Asylum**.

Feder Joins Jem

Jem Records welcomes **Linda Feder** as National Promotion Director. Feder will be responsible for Jem as well as its other labels, including **Passport**, **PVC**, and **WEA International**. Most recently working in independent promotion, she also spent five years as **MCA Records**' Promotion Manager.



Linda Feder

Solid Gold Taps Keizer, O'Brien

Tracy Keizer has been appointed National Publicity and Tour Director, Canada for **Solid Gold Records, Inc.** In related activity, **Gail O'Brien** moves up to National Promotion Director, Canada. Both women have been with the firm since 1982, gaining work experience in radio, retail, press, and from band tours.

Jones To PolyGram Post

Waymon Jones has been named East Coast Regional Promotion Manager, Urban Contemporary/Black Music Division at **PolyGram Records**. Before joining the label, Jones was a Regional Promotion District Manager for **Arista**. He's worked in a similar capacity for **Schwartz Brothers, Inc.** and **Polydor**.



Waymon Jones

CBS Promotes Caplan, Stacey

Amy Caplan has accepted the Eastern Sales Manager post for **CBS Radio Networks**. Since 1983 she'd served as Director of Sales for **RadioRadio**, working as an Account Executive for the CBS FM/National Sales New York office prior to that time. Succeeding her at RadioRadio is **Lee Stacey**, who spent the last two years as a Senior Account Executive with CBS Radio Spot Sales.

Gilbert New KNUS LSM

Kip Gilbert has been appointed Local Sales Manager at **KNUS/Denver**. He joins the outlet after an Account Executive stint with crosstown **KIMN & KYGO**.

ShIPLEY Manages MCA Promotion

Shelia Shipley has become Manager/Promotion for **MCA Records/Nashville**. Over the last year, she was the Director of Career Coordination for **Hallmark Direction Company**. Before that, she worked in **RCA/Nashville's** promotion department. Shipley reports to **MCA/Nashville** VP/Promotion **Gene Hughes**.



Shelia Shipley

CBS/Nashville Taps Hinkle

Sally Hinkle is appointed Manager, **Columbia** Press and Public Information for **CBS Records/Nashville**. Hinkle has worked very closely with the label's marketing division during the past four years as an independent music, business writer. Before that, she covered entertainment news in the Southwestern region as a **Billboard** staff writer.



Sally Hinkle

Maduri Announces Two New Companies

First String Artist Management and **Omni Records, Inc.** are two newly-established companies under the guidance of President **Chris Maduri**. First String Artist's initial client signing is the **B.E. Taylor Group**. **Omni**, aimed towards R&B/Dance, Country, and Pop/Rock music, is nationally distributed by **Alpha Distribution**. Both firms may be reached at 23811 Chagrin Blvd., Beachwood, OH 44122; (216) 464-5722.

EMI Elevates Skinner

Six-year **EMI America Records** vet **Denise Skinner** has been promoted to Manager, Merchandising/Advertising for the label. She moves up from Coordinator, Creative Services. Skinner began her record industry career at **Irving/Almo Publishing**, later transferring to **Life-song Records**. She also counts a year with **Atlantic Records** in its Artist Relations department.



Denise Skinner

Grimme Segues To CBS Sales

Terry Grimme is the new Sales Manager of **CBS-FM National Sales**' Detroit office. Over the last four years he's been affiliated with **RKO Radio Sales** as Manager of its Detroit office, after working as an Account Executive there for three years.

Dieterich Upped At WBBM-FM

Nancy Dieterich has been promoted to the newly-created post of Local Sales Manager at **WBBM-FM/Chicago**. Before this she held the station's National Sales Manager position. **GSM Dave Plowden** now assumes the national sales duties.

RCA Appoints Three



Wendy Goldstein



Susan Elliott

Luis Lara has been named President/GM of **RCA S.A.** (Spain). An 18-year label veteran, he was appointed GM last year, previously serving five years as VP/Finance and Administration. On the label's domestic side, **Wendy Goldstein** was advanced to A&R Talent Manager. She moves up from RCA Records' Talent Coordinator post. In addition, **Susan Elliott** has been tapped as Manager/Public Affairs. She comes to the label from **High Fidelity** magazine, where she was Managing Editor.

Bowman Raised At KYW

Dorothy Bowman has become Retail Sales Manager for **KYW/Philadelphia**. She moves in-house from an Account Executive position. Bowman's work background includes experience in recruitment advertising sales, merchandise sales, and sales training.

Meredith Appoints Monroe

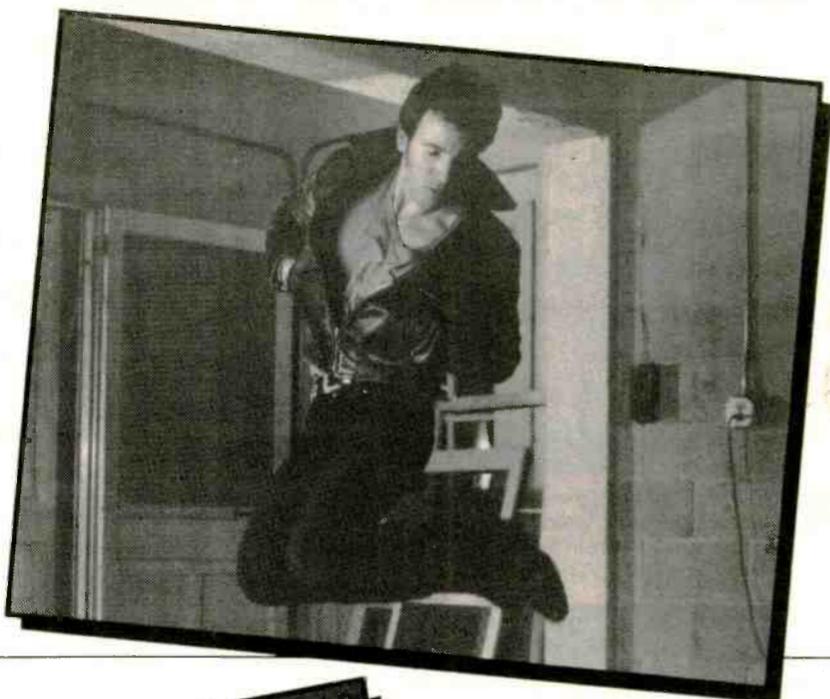
Daniel Monroe has been appointed Staff VP, Controller/Manager, Labor Relations for the **Meredith Broadcasting Group**. Prior to this, he served as Business Manager of **WNEM-TV/Bay City-Saginaw-Flint** and Controller for Meredith's broadcasting group. The 15-year company veteran will maintain his controller duties.

Vinyl Dreams Established

Producer **Allen George** is President of the recently-formed label **Vinyl Dreams**. The custom label is distributed by **Prelude** and has issued its first release, "Somebody Else's Guy," by former **Inner Life** lead vocalist **Jocelyn Brown**. Vinyl Dreams may be reached through (212) 957-9764.

TMC Golds Picks
The Mother Lode of Music's Top Hits Since 1955
Broadcasting's New Gold Standard
... an unequalled collection of Oldies
with a sound never before captured.
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The
Music
You
Need
For
Your
Radio
Station....



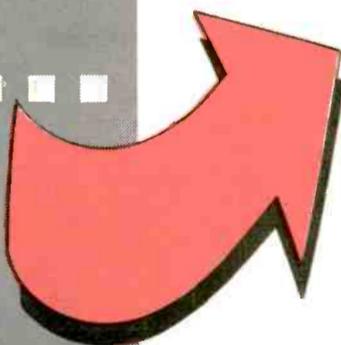
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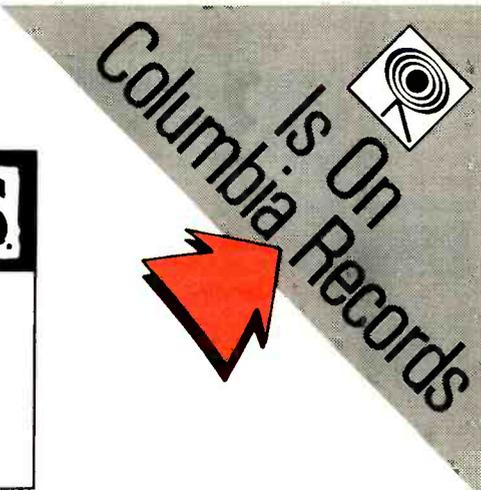
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WGUY
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WERZ
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WSQV
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CE INGSTEEN

ng In The Dark"

CHR BREAKERS.
186 STATIONS
78%



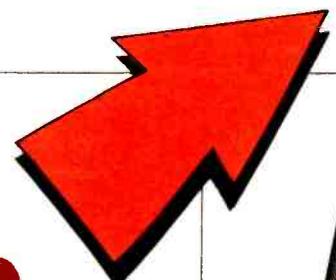
RENO & WILSON

st Paradise"

CHR BREAKERS.
185 STATIONS
77%

ELIC

You"



PAUL YOUNG

*"Love Of The
Common People"*

- | | | | | | |
|---------|---------|---------|---------|---------|---------|
| KKQV | WXKS-FM | WKRZ-FM | KQXR | 13FEA | WBNO |
| WHSL | WPHD | KAMZ | KMGX | 95XIL | WCIL-FM |
| WBNO | WCAU-FM | WOKI | KQMQ | WOMP-FM | KGOT |
| WBWB | 93FM | WFMI | KSKD | WJAD | KCDQ |
| WCIL-FM | WGCL | KBFM | KDON-FM | KTDY | KTRS |
| WSPT | K104 | KRGV | KHYT | Q101 | KHTX |
| KOZE | WYCR | KTFM | WGUY | WPFM | KBIM |
| KHTX | WKEE | WKDD | WZON | WAEV | KSLY |
| KBIM | WLAN-FM | KMGK | 103CIR | KKQV | KZOZ |
| KZOZ | WSPK | WJXQ | WQCM | WHSL | WSPT |
| KIST | WPST | WHOT-FM | OK100 | | |



Making The System Work For You

A few weeks ago (in the 4-13 issue), I touched on some workings of the **Arbitron** system that can have a definite impact on your station's success — or lack of it. As you review that column your eye may be drawn to a line that is perhaps the heart of the matter; namely, that a station can go up or down from sweep to sweep and yet be mentioned in the same number of diaries and for the same time spans. It's how those spans are recorded in the booklets that can make or break your numbers.

Given the stakes involved, what can a station do to make as sure as possible that the system is working in its favor? What follows are some suggestions that can take a station's marketing efforts and fine-tune them, perhaps leading to less heartache and better numbers. Feel free to borrow these ideas or improve on them with your modified approach.

Programming Implications

Given the quarter-hour quirks discussed several weeks ago, and the reality of the way diarykeepers fill in their booklets, programmers might want to keep some potentially useful points in mind. For example, I've heard of a number of PDs who have their clocks set up to sweep past :15 (to garner that all important first quarter-hour) only to have a stopset or other

clutter inserted at, say, :18. As we discussed in the 4-13 piece, a diarykeeper who's keeping his booklet precisely would thus record "7-7:18". Unfortunately, since the entry does not go for five uninterrupted minutes into the second quarter hour, no credit is earned for that time period. The station may as well have had its stopset at :15.

On the other hand, the real world might dictate a different philosophy. Few diarykeepers are precise to the minute in the majority of their entries. Typically, respondents round off their spans in quarter-hour segments. It thus seems you have two options to garner that second quarter-hour after the :15 segment on the clock . . .

You can push your first stopset to after the :20 mark, giving diarykeepers the possibility

Q&A

A number of broadcasters have called to ask me and our other editors, "Why is it that there are sometimes such big differences between the **Arbitron** and **Birch** estimates for the stations in my market?" For example, in the winter quarterly results for New York City, **WHTZ** garnered a 5.5 overall metro share in the Arbitron. Compare that to the 9.8 12+ share scored in Birch.

There can be many reasons why the overall numbers from the two ratings services are at wide variance. Most likely they can be traced to the different methods used by these companies to obtain the estimates. Arbitron's seven-day diary is often best filled out and returned by folks who are more white-collar, non-ethnic, in a multiperson home, and better educated. The Birch approach uses a one-time phone call lasting perhaps 10 minutes, interviewing just one person per home (while diaries are filled in by everyone 12+ in a household). The telephone method does a better job of getting usable response from 18-24 men, blue-collar folks, and others who for whatever reasons aren't as cooperative with a diary. These differences may begin to help explain the disparity between Arbitron and Birch ratings.

Week In Review

Birch To Unveil "Profiles Of Radio"

Tom Birch tells R&R that his ratings firm is soon going to be releasing the initial volume of "Profiles Of Radio," a look at local radio on a qualitative basis. The core of the document will delve into the interface between Birch estimates and the PRIZM geo-demographic qualitative clusters. Each market will have its radio listening broken into 12 PRIZM clusters, allowing stations' AEs and advertisers to target ad messages to audiences likely to consume the products.

In addition, Birch will offer, in July, its new separate qualitative station profiles, obtained through telephone interviews during the first six months this year. The qualitative data is being separated from the ratings portion of the Birch quarterlies because, according to Tom Birch, "We feel this will emphasize our strength in the qualitative area and give agencies/advertisers another reason to use Birch."

Apel Joins Reyrer-Gersin

Steven Apel, formerly programmer/researcher with WPEN & WMGK/Philadelphia, has joined the Detroit-based broadcast research firm of Reyrer & Gersin Associates, Inc. Apel will serve as Research Analyst.

For The Record

Let me clear up an item in my fifth anniversary column last week. Tom Birch is not a bigamist — I just made him out that way. Tom's lovely wife and helpmate is Roseann, not Elaine, as noted last week. I must have inadvertently given a promotion to Birch's Elaine Martin, the firm's able Client Service Director. Sorry, Tom — didn't mean to get you into hot water.

of getting hooked for two quarter-hours (given the Arbitron crediting system). However, this clutter-free approach certainly is not adaptable to all formats, especially in the crucial AM drive period.

Or, you can be a real radio station that has stopsets — but brief ones (no more than a minute long) in the first 20-25 minutes. If you go with this tack, and insert two or three mini-stopsets in the first 20-25 minutes, then be sure to tease the fact that you'll be getting back to music, your DJ, etc., soon after the spots have aired.

Promotional Ideas

As we discussed in the 4-13 column listeners who tune in on their commutes often switch back and forth, the classic buttonpusher syndrome. How they list the several stations they sampled is a key, given the workings of Arbitron's computer system.

"Also, have the on-air talent relate to what the audience is doing. Seems simple, but I see so few stations practice this simple but sound dictum."

Keep in mind some realities at work here. First, the commuter diary is not likely to be filled out precisely minute by minute. Either the diarykeepers can approximate their time spans, or they can keep the diary strapped to the wheel — not a very likely happening. What probably occurs then is that a recall mechanism takes over. The station that best relates to the "buttonpusher" and is able to hold

onto that person's loyalty — or perceived loyalty — is on the road to winning.

Here are some key things stations might do to woo in-car listeners or other buttonpushers. For example, if a diary analysis shows that 75% of your listeners in a daypart tune to your station in a vehicle, your DJ should know this and relate to the mobile audience.

Also, design features to relate to what the audience is up to. If in-car listening is a big deal to your station, and if the commutes are notable in your area, traffic updates could be a big part of keeping that listener from pushing that button and throwing the diary into the tender mercies of the Arbitron crediting system.

Finally, design contests to relate to what the audience is likely to be doing. If the largest part of your audience in a key daypart is at-home, there's no better way to encourage buttonpushing than by gabbing on about the bumper sticker promotion now on for those in their cars. Also, have the on-air talent relate to what the audience is doing. Seems simple, but I see so few stations practice this simple but sound dictum."

The bottom line is that by relating to your audience — and by tracking their behaviors in the diaries — you can tailor promotions that will do their best to keep the dread disease "pushbuttonmania" from afflicting your station. Relating to the audience and keeping in mind the vagaries of the Arbitron system can pay off. Give it a try!

For 320 profitable reports on the Summer Games, the only thing our affiliates have to pay is attention.

Once every four years, radio stations have a chance to sell avails at world-record speed. That kind of opportunity is worth a lot.

But AP Network News' sports coverage hands it to affiliates on a golden platter. Twenty special, brief authoritative reports a day, direct from AP's Los Angeles headquarters, and other sites around town. Anchored by the likes of Dave Lubeski, Jim Militello, Jack Briggs, Jim Bell, Shelley Adler and Mike Gracia.

Just as important, AP Network stations don't have to wrestle with clearances or network commercials. Instead, they have 100% control over all commercial avails and keep 100% of the profit.

We've even sent our affiliates a list of official sponsors of the Summer Games to help them track down likely local advertisers.

And as for format, our AP Network stations can run our reports every which way. As they are broadcast, taped, shortened, grouped or in a special program produced by the affiliate.

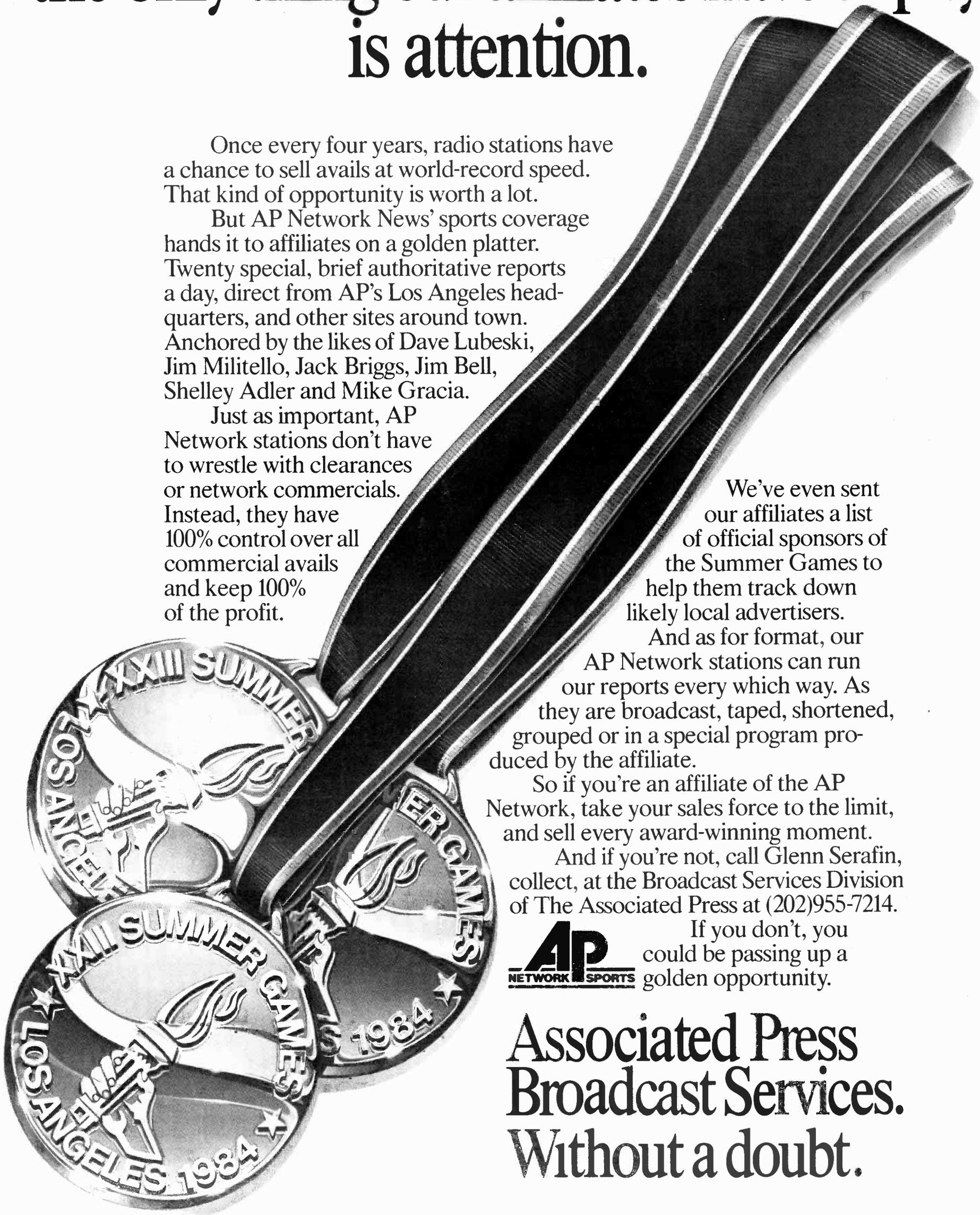
So if you're an affiliate of the AP Network, take your sales force to the limit, and sell every award-winning moment.

And if you're not, call Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press at (202)955-7214.

If you don't, you could be passing up a golden opportunity.



Associated Press Broadcast Services. Without a doubt.



RATINGS REPORT

Winter '84 Quarterly Results

Birch Radio Milwaukee

WTMJ New Leader; WQFM Slips; WEZW, WOKY Get Boosts; WMIL Backs Into Virtual Country Tie

	Fall '83	Winter '84
WTMJ (AC)	10.4	10.5
WQFM (AOR)	10.7	10.1
WTKI (CHR)	9.1	8.5
WLUM (Urbn)	8.2	8.3
WEZW (BM)	6.0	7.5
WOKY (BBnd)	5.1	6.0
WISN (AC)	3.9	5.3
WMIL (Ctry)	7.3	4.9
WBCS-FM (Ctry)	4.7	4.8
WMYX (AC)	3.9	4.6
WRKR (CHR)	3.0	3.9
WZUU (CHR)	4.4	3.2
WBTT (CHR)	1.8	2.6
WIND (Talk)	.7	1.9
WEMP (Easy)	.6	1.7
WFMR (AC)	1.7	1.4
WLZZ (Gold)	1.9	1.4
WMGF (AC)	1.8	1.4
WGN (Talk)	1.1	1.3
WNOV (Blk)	1.8	1.0
WRJN (AC)	.4	1.0

For The Record

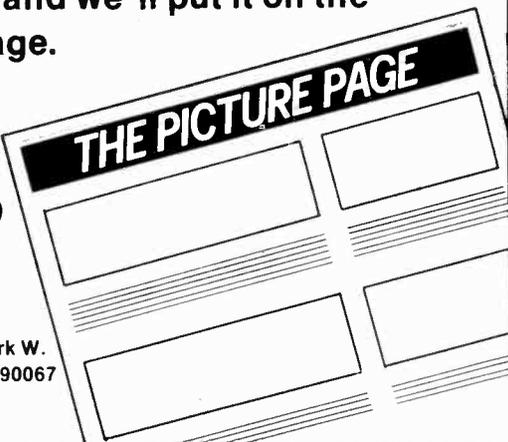
In last week's Birch ratings, KDWB-FM/Minneapolis should have been listed as CHR, not AOR. KZST/San Francisco is A/C-formatted, not Beautiful Music.

Picture Yourself In R&R.

If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.



1930 Century Park W.
Los Angeles, CA 90067
(213) 553-4330



Birch Radio St. Louis

KMOX Tops With Talk; KWK, KSHE Improve; KSD Lengthens A/C Margin

	Fall '83	Winter '84
KMOX (Talk)	21.2	20.7
KWK-AM & FM (AOR)	8.3	9.5
KHTR (CHR)	9.2	9.0
KSHE (AOR)	8.4	8.9
KMJM (Urbn)	8.1	8.0
WIL-FM (Ctry)	6.3	6.2
KSD (AC)	4.8	6.1
KEZK (BM)	4.8	5.2
KYKY (AC)	3.4	3.3
WRTH (BBnd)	4.2	3.2
KADI (AC)	1.9	2.8
KUSA (Ctry)	4.0	2.4
KXOK (Talk)	2.5	2.1
WZEN (Blk)	1.4	1.6
KATZ (Blk)	1.2	1.5
WIL (Ctry)	1.2	1.5

Birch Radio Cincinnati

WKRQ Adds Two, Surges Into Top Spot; WEBN Slips Again; WWEZ Jumps Four To Second; WCKY, WMLX Up

	Fall '83	Winter '84
WKRQ (CHR)	9.2	11.5
WWEZ (BM)	5.4	9.2
WEBN (AOR)	10.4	8.2
WBLZ (Urbn)	7.8	7.4
WRRM (AC)	7.1	6.9
WLLT (AC)	7.4	6.7
WCKY (N/T)	4.7	6.5
WKRC (AC)	6.2	6.3
WUBE (Ctry)	5.7	6.1
WSKS (AOR)	6.5	5.5
WLW (AC)	5.0	5.3
WMLX (BBnd)	2.7	4.7
WKXF (Ctry)	4.5	3.2
WCIN (Blk)	3.3	1.7

Birch Radio Cleveland

WMMS Stable, Dominant; WGCL Strong Runner-Up; WZAK Slips; WQAL Wins BM Race; WMJI, Other A/C's Advance

	Fall '83	Winter '84
WMMS (AOR)	14.9	14.4
WGCL (CHR)	8.8	8.9
WZAK (Urbn)	8.4	7.7
WQAL (BM)	5.7	7.3
WMJI (AC)	5.9	7.2
WBBG (BBnd)	6.5	6.4
WDOK (BM)	5.9	6.1
WLTF (AC)	4.1	5.5
WERE (N/T)	3.9	4.5
WDMT (Urbn)	3.8	4.2
WGAR (AC)	3.2	3.8
WHK (Ctry)	2.6	3.5
WCLV (Clas)	2.5	2.9
WKSU (Ctry)	4.3	2.7
WRQC (CHR)	1.7	2.7
WJW (N/T)	2.6	2.5
WABQ (Rel)	2.2	1.7
WJMO (Blk)	2.6	1.7
WWWE (AC)	1.7	1.2

Birch Radio Tampa - St. Petersburg

WRBQ-FM Softer, Still Cops Crown; WWBA Steady In Second; WYNF Slips; WQYK Rebounds, Adds Four

	Fall '83	Winter '84
WRBQ-FM (CHR)	14.9	12.3
WWBA (BM)	11.3	11.3
WYNF (AOR)	10.0	9.5
WQYK (Ctry)	4.9	8.7
WQI (AC)	7.2	6.0
WZNE (CHR)	6.8	5.7
WDAE (BBnd)	5.8	4.8
WFLA (AC)	3.6	4.5
WFLA-FM (AC)	5.0	4.4
WMGG (AC)	4.0	4.0
WSUN (Ctry)	5.6	4.0
WPLP (Talk)	2.4	3.7
WJAX (BM)	1.6	2.7
WGUL-FM (BBnd)	1.6	2.2
WTMP (Blk)	1.9	2.2
WSRZ (AC)	1.7	2.2
WGUL (BBnd)	.9	1.1

Birch Radio Portland

KMJK Slips As KKRZ Grows, KNCR-FM Rises; KGON Moves Into Slim AOR Lead; KGW, KEX Earn Softer Numbers

	Fall '83	Winter '84
KMJK (CHR)	10.9	8.9
KGON (AOR)	6.2	7.1
KRCK (AOR)	9.7	7.0
KCNR-FM (CHR)	5.3	6.9
KINK (AOR)	7.0	6.7
KGW (AC)	7.6	6.6
KWJJ (Ctry)	6.1	5.8
KEX (AC)	5.9	5.3
KXL-FM (BM)	2.6	4.8
KKRZ (CHR)	2.0	4.7
KUPL-FM (Ctry)	6.1	4.5
KXL (News)	3.8	4.4
KYXI (News)	2.5	4.0
KJIB (Ctry)	2.9	3.4
KUPL (BBnd)	3.4	2.8
KKEY (Talk)	2.4	2.1
KKSN (AC)	2.7	2.1
KYTE (AC)	.8	1.7
KPDQ-FM (Rel)	2.0	1.5
KPDQ (Rel)	.6	1.0

Birch Radio New Orleans

WYLD-FM Stretches Lead Over Steady WEZB; WRNO Rises, Holds Third; WNOE-FM Climbs To Fourth

	Fall '83	Winter '84
WYLD-FM (Blk)	14.8	17.0
WEZB (CHR)	15.4	15.2
WRNO (CHR)	7.1	8.0
WNOE-FM (Ctry)	5.7	7.1
WSMB (AC)	6.0	6.1
WWL (Talk)	5.6	5.7
WBYU (BM)	6.2	5.6
WQUE-FM (AC)	4.8	5.2
WBOK (Rel)	5.4	5.0
WAJY (AC)	5.0	4.6
WAIL (Urbn)	5.4	4.5
WYAT (Gold)	2.3	2.6
WNOE (Ctry)	2.3	2.4
WWIW (BBnd)	1.8	2.0
WTIX (AC)	3.1	1.5
WYLD (Blk)	1.3	1.4
WSHO (BBnd)	1.0	1.3
WQUE (CHR)	1.4	1.0

Birch Radio Denver

KPKE Drops Four, Still Leads; KOAQ Healthier, Close Second; KOSI, KBPI, KBCO, KHOW Show Upward Moves

	Fall '83	Winter '84
KPKE (CHR)	11.7	7.9
KOAQ (CHR)	5.4	7.6
KOSI (BM)	6.9	7.4
KBPI (AOR)	6.2	7.2
KOA (Talk)	6.6	6.9
KBCO (AOR)	4.7	5.3
KIMN (CHR)	5.0	4.9
KLZ (Ctry)	4.1	4.6
KHOW (AC)	3.0	4.4
KVOD (Clas)	4.3	4.3
KYGO (Ctry)	5.2	4.2
KEZW (BBnd)	3.9	4.1
KAZY (AOR)	4.3	3.6
KPPL (AC)	3.5	3.3
KNUS (N/T)	1.7	2.7
KRZN (Gold)	1.5	2.7
KDKO (Urbn)	2.5	2.2
KLIR (AC)	2.8	2.2
KTCL (AOR)	1.7	2.0
KBRQ-FM (Ctry)	3.4	1.9
KDEN (News)	1.3	1.4

Birch Radio Phoenix

KNIX-FM Grows, Widens Winning Margin; KZZP Jumps Four, Grabs Second; KKLT Approaches Double Digits; KDKB Slips

	Fall '83	Winter '84
KNIX-FM (Ctry)	10.5	11.5
KZZP-FM (CHR)	6.7	10.7
KKLT (AC)	6.9	9.5
KDKB (AOR)	10.4	8.3
KMEO-FM (Easy)	6.5	7.4
KTAR (News)	8.2	7.3
KQYT (BM)	6.3	7.0
KUPD (AOR)	7.8	6.2
KOPA-FM (CHR)	5.6	4.7
KOY (AC)	4.6	3.6
KOOL-FM (AC)	4.7	3.2
KEZC (Ctry)	3.9	3.0
KSTM (AOR)	2.6	2.5
KUKQ (Urbn)	2.9	2.4
KLFF (BBnd)	.9	1.4
KHEP (Clas)	1.6	1.2
KNIX (Ctry)	.8	1.2
KOOL (AC)	.1	1.1
KJJJ (Ctry)	1.4	1.0

Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BM/Easy—Beautiful Music/Easy Listening, CHR—Contemporary Hit Radio, Clas—Classical, Ctry—Country, Gold—Oldies, Jazz—Jazz, Misc—Miscellaneous, News—News, N/T—News/Talk, Rel—Religious, Span—Spanish, Talk—Talk, Urbn—Urban Contemporary.

NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

CLARK AROUND THE ROCK:

Dick Clark: Rock, Radio, And Remembrance

The youthful face is everywhere — introducing the latest “rate-a-record” segment on “American Bandstand,” handing out cash prizes on “20,000 Pyramid,” cueing up the latest TV “blooper,” hosting “Dick Clark’s Rock, Roll & Remember” for United Stations and weekly countdowns for Mutual, and even MCing myriad rock & roll concerts at American fun-and sun theme parks. Dick Clark has been a part of rock and roll since its birth, whenever that was, and has seen it all — from Abba to Zebra. His thoughts on music, radio and the entertainment industry provide the focus for this week’s column.

R&R: Obviously it’s difficult to explain turning points in music trends, but what do you think brought about the changes that eventually came to be known as rock & roll?

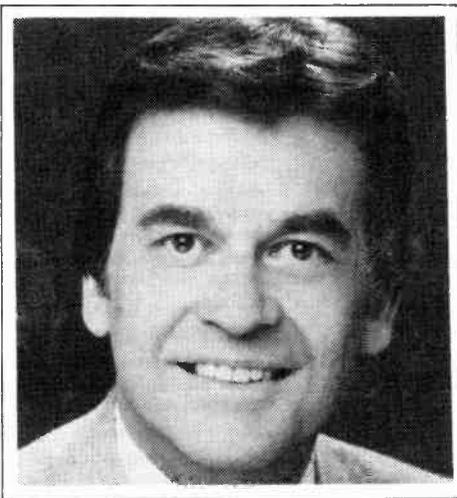
DC: There are too many arbitrary statements of when rock & roll started to be able to fix a specific time. We were playing Bill Haley records in 1953, but there are people who say it got started with the Chords or the Crewcuts. But that form of music came along because there was a tremendous bulk of the population that had nothing to call their own. They had a hand-me-down morality that was given to them by their parents in the Eisenhower period. Then along came this black-oriented, hill-billy-based combination music that nobody but kids liked. It was theirs, a sort of rallying cry for that particular generation.

R&R: Is it possible to pinpoint certain periods in rock and roll where the music made a sharp turn that affected all that followed?

DC: That ought to be easy. Probably the biggest influences came in the ‘50s, not the least of which would have been Elvis Presley, Bill Haley, Fats Domino, and Chuck Berry. They were the beginning of it all. You had Top 40 radio stations which played black-oriented music to a white audience, and that was a very avant garde thing to do. Then I guess you’d move forward to the early ‘60s, 1964, and along came the Beatles who did something to music. I don’t know exactly what, but they certainly changed the thrust of music. Then the late ‘60s happened and music started splintering, and FM came along with the underground, freeform radio — the non-format things that held forth so well and gave birth to the album-oriented stations that now are again seeking a direction.

Now a year or so ago all of a sudden we got the Top 40 stations back again, but since Top 40 got to be a dirty word they call it CHR. CHR is bullshit — it’s still Top 40. And let’s not forget Disco, which became Urban. It combined black and white and Latino young people with the cosmopolitan feel, and it became the son of Disco. Also, look what happened to country music. You used to be able to play any damned thing you wanted because the Country audience was so unserved. Then along came “Urban Cowboy” and you got wall-to-wall FM country, with no personality. The whole thing fascinates me, because it’s really a reflection of what’s happening in society.

R&R: So much has been said about MTV and music videos and how this new thing has changed the music industry and is af-



fecting radio. What sort of impact do you think it has really had on the music business?

DC: You know the ultimate irony of all this MTV hype is that in 1952 a man named Bob Horn, who was a Philadelphia disc jockey, went on the air. A television station had purchased a library of musical films, including George Shearing, Nat King Cole, and Peggy Lee, and his job was to sit at the desk and play the musical films. Doesn’t that sound familiar? That was what was then called “Bandstand.” Then he invited an audience in and the show got sort of tedious, so while the films were on the kids

“I never want to lose track of the fact that being a disc jockey was important . . . When people say, ‘Aren’t you embarrassed to be called a disc jockey,’ I look at them and say, ‘It’s the greatest credit in the world.’ It has been like being a kid in a candy store. I love my work so much that it doesn’t seem like I’m working . . . That’s where I think all of us in radio and television are so fortunate.”

in the audience got up and danced to the music. Soon the producers decided they’d better play a couple of records, and in no time it became records and kids dancing. So it always amuses me when this “new” thing is mentioned.

R&R: Why do you think “Bandstand,” which is largely just a lot of kids dancing to the latest music, has been such a hit over the years?

DC: The attraction of “Bandstand” isn’t really dancing on television — it’s more basic than that. It’s people watching. They’re doing interesting things while you’re listening to the music of the day, and that combination makes it a timeless format that has survived all kinds of musical morality trends. As such it became a part of Americana.

R&R: Was there ever any thought about possibly bringing “Bandstand” to radio?

DC: We did do “Bandstand” on the radio in the ‘60s, and it was a highly successful syndicated show — in the afternoon, no less. It was a recreation of what you thought you heard, with a crowd ambience, noise, interviews with kids, and record artists appearing. In your mind, as in the early days when radio was the “theatre of the mind,” this sounded like a ballroom of some sort, and wonderful stuff was happening. It was called the “Dick Clark Show,” and it worked in that time frame. Wouldn’t work now, probably.

R&R: You’ve been involved in so many different ventures, especially in television. What made you decide to get involved in radio again and establish a radio syndication company?

DC: I began to get reinterested in radio around the time I started “National Music Survey” on Mutual. What really caught my attention was the satellite thing. Radio obviously needed satellite programming, so I talked the idea over with Nick Verbitsky, Ed Salamon, and Frank Murphy, and we formed the United Stations. What we wanted to do was build a 24-hour country music network. Where we made our mistake was that unfortunately the marketplace became cluttered all of a sudden. At that point we knew we were headed down a one-way street, with room for only one or two companies. So we said “let’s leave that to them,” and we changed the com-

pany into a non-interconnected program service, delivered in the traditional way via disc or tape. Well, the business exploded, not only for our company but for a lot of other companies as well.

R&R: The program syndication and network marketplace is also rather cluttered at the moment. Is there room for everyone to survive in this business?

DC: There’s definitely going to be some attrition. The biggest problem is that there are so many bright programming people who do good things but don’t know how the devil to sell it. The strong ones will survive — that’s always the case. You can’t sit and pipedream in a room about “gee, I’d love to be an astronaut” if you’ve never taken mathematics or never got an education. It’s the same thing in the radio business. If you can’t clear the stations, if you can’t sell them, you’re going to have problems.

The word syndication became a bad word years ago in all media so everybody calls it different things. The old-line networks are protective of the phrase “networks.” They don’t really like to recognize the fact that United Stations and Westwood One and RKO and all the new guys are also networks. A lot of this contention is disappearing with the aid of this new Radio Network Association, which is pulling us all together.

R&R: What do you listen to when you turn on the radio?

DC: If I’m alone, I can get away with playing the radio like a typewriter. My car radio is tuned to two News stations, a Country station, a nostalgia station, and the “Music Of Your Life” thing. I change the FM stations more frequently because I just sit there and play with it, and keep track of what’s going on.

R&R: You’ve been involved with so much in all facets of the entertainment industry. Is there one thing you’ve ever wanted or never wanted to do?

DC: I don’t think much about the missed opportunities or regrets. But I do have one personal thing — I was thinking about it just the other day. One person I miss a lot is Bobby Darin. I wonder what he would be doing now. He was such an extraordinary, versatile talent. He probably wouldn’t still be performing — but maybe he might. He would have been a very active, creative person. I miss him. We lost him much too soon.

R&R: Most people probably know you for your involvement in television, but don’t know you started in radio. How important has radio been in shaping your career?

DC: I never want to lose track of the fact that being a disc jockey was important. When I went to Philadelphia I went as a newsman. But I was too young — they said I didn’t look like a craggy-faced, grey-haired man of the world. Unfortunately, I could fill the part now. But in those days they wouldn’t let me. They made me back into a disc jockey where I started. But when people say, “Aren’t you embarrassed to be called a disc jockey,” I look at them and say, “It’s the greatest credit in the world.” It has been like being a kid in a candy store. I love my work so much that it doesn’t seem like I’m working. If you should only be that lucky in your life. That’s where I think all of us in radio and television are so fortunate. You may not make all the money in the world, but you sure like what you’re doing. If you don’t, you just get out of it.

Network Spots

United Stations announces that 52 country artists, from Alabama to Hank Williams, Jr. have lent their voices for a new promotional disc for the network’s “Weekly Country Music Countdown.” The company will also be presenting “Mickey Gilley’s Golden Decade,” a three-hour retrospective on the country singer since he debuted nationally ten years ago . . . The Professional Rodeo Network, producer of “The Great American Cowboy,” is planning its 1984 network-wide audience promotion. Winners selected by the network through its affiliate stations will attend Cheyenne Frontier Days in Cheyenne, WY later this summer . . . An encore performance of “Ringo’s Yellow Submarine” has begun on the ABC FM Network, and will continue for 25 weeks through October 20. The series of one-hour programs originally aired June 4-November 26, 1983 . . . AP Network News has announced that it will furnish “Electionwatch” promos for the 1984 presidential campaign season, complete with customized tags, to affiliate stations and

correspondents. The network also has made some changes in its “AgReport” programming schedule . . . Beginning June 6 the Music Director Programming Service will begin providing a new music supply service to Country radio stations . . . Speaking of new Country music formats, Drake-Chenault is considering the development of a new pop-oriented format. This new Country service would not affect the company’s “Great American Country,” which was developed in 1973 . . . ABC Radio Sports has signed former Olympic decathlon gold and silver medalist Milt Campbell as color commentator for exclusive coverage of the Summer Olympic Games in Los Angeles . . . Dale Baglo Broadcast, Inc. is syndicating “It’s A Fact,” a new series of radio features dealing with facts about the world and the nature of the universe . . . M.J.I. Broadcasting will be expanding the format of its “Country Quiz” to a longer “All New Country Quiz” beginning June 11 . . .

Networks/Program Suppliers

MUSIC FEATURES

ABC

**Contemporary Net/
Spotlight Special:**
Culture Club (June 17)

**Rock Net/Continuous History Of
Rock & Roll (R. Stone)**
Tour of a recording studio (June 3)
Pink Floyd (June 10)

Rock Net/King Biscuit (DIR):
U2 (June 3)
Ted Nugent/Accept (June 10)

Clayton Webster Country Calendar:

Ray Stevens (June 4)
Don Reid (June 5)
Joe Stampley (June 6)
Johnny Lee (June 7)
Tommy Overstreet (June 8)
Eddie Rabbitt (June 9)
Vern Gosdin (June 10)

Rare Trax:

Allman Brothers/Lynrd Skynrd/38 Special
(week of June 4)

Retro Rock:

The Cars (June 4)

Creative Radio Network Country Music's Radio Magazine:

B.J. Thomas/Gail Davies (June 2)
Gary Owens' Supertracks:
Righteous Brothers/June trivia (June 2)

Global Satellite Net Rockline:

Dan Ackroyd (June 11)

Innerview

Innerview:
Motley Crue (June 4)

Narwood Productions Country Closeup:

Lee Greenwood (June 4)

Music Makers:

Alan & Marilyn Bergman (June 4)

PFM Inc.

Guest DJ:
Bon Jovi (June 4)

PIA (Program Services) Rare & Scratchy Rock & Roll:

American Bandstand salute (June 1-3)

RKO Networks

Behind The Music (RKO 2):

Randy Newman (May 28)
Spinners (May 29)
Dan Fogelberg (May 30)
Deniece Williams (May 31)
Cyndi Lauper (June 1)

Checkin' In (RKO 2):

Waylon Jennings (May 28)
Merle Haggard (May 29)
Vern Gosdin (May 30)
Louise Mandrell (May 31)
Larry Gatlin (June 1)

Countdown America w/ John Leader (IS INC):

Chicago (May 26-27)

Captured Live (PG Prod.):

First Airborne Rock 'n' Roll Division (June 4)

Strand Broadcast Services Music & Memories:

America/Leslie Nielsen (June 2)
Gary Puckett (June 9)

Syndicate It

Music Of The City:

Legend of the Apollo IV (June 4)
Motown Special: The Jacksons (June 11)

United Stations

The Great Sounds:

Andrews Sisters (June 1-3)

Solid Gold Country:

Hank Williams, Jr. (June 1-3)

Weekly Country Music Countdown:

Alabama (June 1-3)

Westwood One

Budweiser Concert:

Evelyn King (June 4-10)

The Countdown:

Newcleus/Real To Reel (June 1-3)

Dr. Demento:

Demented songs/rock and roll favorites
(June 1-3)

Earth News:

Paul McCartney/Laura Branigan/Vincent Spano
(June 4-8)

Live From Gilley's:

Loretta Lynn (May 28-June 3)

Off The Record:

John Cougar Mellencamp/Roger Daltrey/
Joe Jackson (June 4-8)

Off The Record Specials:

Pat Benatar (June 4-10)

Rock Album Countdown:

Steve Perry/Rush (June 8-10)

Rock Chronicles:

More drummers (June 1-3)

Special Edition:

Stacy Lattisaw (June 4-10)

Star Trak Profiles:

Duran Duran (June 4-10)

Superstars Rock Concert:

John Cougar Mellencamp (June 8-10)



YOU GOT A HOLD ON ME — K.K. Downing (l), lead guitarist of Judas Priest, demonstrates a new wrestling hold with Dan Neer (r), President of Torus Communications, after an interview for an upcoming "Retro Rock" special, distributed by Clayton Webster.



CELLULOID AND SEX — NBC's Source film critic Ron Reagan and sex therapist Dr. Ruth Westheimer discuss their impressions of the "suite life" at the recent NAB Convention in Las Vegas.



COUNTRY & WEST — Dottie West, host of Transtar's new syndicated radio program "Dottie West's Country Music Review," was in New York recently for a program premiere party. Pictured during the bash are (l-r) Transtar President Terry Robinson; Needham, Parker & Steer's Mary Ann Buse; West; Needham's Laurie Greenberg, Katz Radio's Lou Lizitsky; and Needham's Jeanne Wigand.

NEWS & INFORMATION FEATURES

ABC

Rock Net/Lifelines:

Energy conservation (May 21)
Astrophysicist Tom Gold (May 22)
U.S. Industrial Film Festival (May 23)
Psychiatrist David Burns (May 24)
Food writer Helen Witly (May 25)

Rock Net/Rock Notes:

Controversial albums: Roger Waters/Scorpions
(May 21)
Voice problems of Claus Meine (May 22)

All Star Radio

Radio Hotline:

Fred/cocroach record/normal people/I deserve a date/I win (week of May 21)

Stevens and Grdnic's

Comedy Drop-Ins:

This word from Michael Jackson/Rosemary Moonie/toples PSA/Nielsen family/the confessional (week of May 21)

CBS RadioRadio (Kris Stevens)

Entertainment Update:

Aaron Spelling/Annie Lennox/Rainbow/
Scorpions/Tony Curtis/Mel Gibson/Welrd Al
Yankovic/Woody Allen/Nena/Culture Club/
Shalamar/Cheech & Chong (May 21-25)

Clayton Webster

Jack Carney's Comedy Show:

Reiner & Brooks/Nichols & Maye (week of June 4)

Sporting News Report:

Larry Holmes/Gerrie Coetzee/Sparky
Anderson/Mitch Wright/Bob Rush/Bobby Wine
(week of June 4)

Donnelly Media

Hiney Wine:

Roots of Hiney (May 21)
Where's the Hiney? (May 22)
Hiney for two (May 23)
Plastic Hiney cans (May 25)

Narwood Productions

Minding Your Business:

Postal service/skyway freight (May 21)
Psychic consultants (May 22)
Gallium arsenide/work-at-homers (May 23)
Passing the hat/Federal Express satellite (May 24)
Company vacations/computer gold diggers (May 25)

Progressive Radio Net

Computer Program:

Children's software/lap computers/super
micros/computer standards/co-processing &
compatibility (week of May 21)

Laugh Machine:

Rodney Dangerfield/Bob Newhart/Proctor
& Bergman/George Carlin/Joan Rivers
(week of May 21)

News Blimp:

Prostitutes' collective/phony bills/social butterflies/
teens are trying/comeback of hats
(week of May 21)

Sound Advice:

Setting levels/cueing/over-dubbing/echo & reverb
(week of May 21)

Public Interest Affiliates

PIA Public Affairs:

A clean "bill" for mental health (May 20)

RKO One

Beat The System:

Work rights (May 29)
How to complain (May 31)

Mind Games:

Vietnam legacy (May 28)
Evil eye (May 29)
Talking to embryos (May 30)
Twins (May 31)
Stockholm syndrome (June 1)

Smart Money:

Health insurance after divorce (May 28)
Tax shelters (May 30)
Using junk bonds in your IRA (June 1)

Strand Broadcast Services

Something You Should Know:

Friendships (May 28)
Writing memos (May 29)
Summer eye care (June 1)

Syndicate It

Olympic Dreams:

Marlene Ottey/Harrison Dillard/Sunder Nix/Willie
Banks/Olympic firsts (week of May 21)

Radorobics w/ Jayne Kennedy:

Aerobic exercises (May 21)

Westwood One

Brad Messer's Daybook:

7th Day Adventists/Spirit of St. Louis (May 21)
Maritime Day/Marshfield train robbery (May 22)
Captain Kidd/Moog's synthesizer (May 23)
Morse telegraph/AIDS (May 24)
Crypt of civilization/world's oldest boat (May 25)

Playboy Advisor:

Herpes/Is it really over?/skin care/booze at tee-
totaler party?/can he keep up?/lying on
resumes/she missed her pill/oral history/
he loves a flake (May 21-25)

Spaces & Places:

Let's eat out (May 21-25)

Waldenbooks Review:

Shirley MacLaine/"Europe By Eurall"/"Entertaining
For All Seasons" (May 21-25)

PEOPLE

● **ABC Radio News** has named **Jeff Sprung** Director of News for the **Entertainment Network**, while assigning **Merrilee Cox**, the current Director of News for the **Contemporary Network**, the duties formerly held by Sprung. Sprung was the producer of ABC's 1982 coverage of the British invasion of the Falkland Islands, and created the public affairs program "Listen Closely." Cox was appointed Director of News for the Contemporary Network in 1982, and was one of the producers of the "Election '82" reports. Prior to joining the network she was Bureau Manager of **UPI Audio** in Washington, DC.

● **John Evans** has been appointed Corporate Controller for Culver City-based **Westwood One**, and will be responsible for internal and external financial reporting and day-to-day accounting operations. He most recently was Assistant Controller for **Caesar's World Inc.**, having also worked with **Golden West Homes** and **Price Waterhouse & Company**. Evans will be based in Westwood One's west coast office, and will report to Exec. VP **Arthur Levine**.

● **CBS Radio** has named **Lee Stacey** Director of Sales for **RadioRadio**, replacing **Amy Caplan**, who has been appointed Eastern Sales Manager for the CBS Radio Networks. Stacey had been with **CBS Radio**

Spot Sales for the past two years. Caplan had been Director of Sales for RadioRadio since 1983, and prior to that was an Account Executive in the New York office of **CBS FM/National Sales**. Both Stacey and Caplan joined the network in 1979 as Account Executives at **WEEI/Boston**.

● **CBS FM/National Sales** has added **Scott Springer** to its Los Angeles staff as an Account Executive. Springer joins the network from the **McKesson Chemical Corporation**, where he held the same position. Prior to that he was the Production Manager for a Honolulu-based film company.

● **Grace Gearino** has been named the new Regional Manager for the Southwest Region in **Mutual Broadcasting's** Station Relations Department. Before her promotion Gearino was the network's Program Clearance Manager for the same region, and prior to that spent seven years in the newspaper industry.

● **Liz Laud** has been promoted to Station Relations Manager at **DIR Broadcasting** in New York. In this capacity she will be responsible for station clearance for the company's roster of programs.

● **Denise Cox** is the new Program Director at **Kris Stevens Enterprises**. Cox comes to the company from **Drake-Chenault**, where she was Music Director.

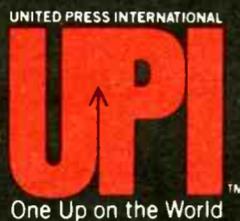
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Sales



DWIGHT CASE

Direction '84 II

It's been over six months since we started talking about seminars. (Definition: learning experiences.) In the past, R&R held its own conventions and cooperated with NRBA; and, during my RKO days, I helped found the NAB's Radio Programming Conference. During all these get-togethers, we came to the not-too-startling conclusion that what we needed in our industry was more participation and interaction with non-broadcast types who could give us information and guidance to broaden our lives, while not overlooking our own interests. And so the "Direction" series was born.

We held our first in March, and it was super-successful from a content and quality point of view. I feel we skillfully mixed motivators like Drs. Sharon Crain and Charles Garfield with informers like Gary Kaplan and Patricia Aburdene, and even tossed in a little of our own expertise with the Case Study and station purchase sessions.

The after-marketing of seminar cassettes has been exciting, and certainly indicates that you want more of this type of high-intensity, heavy-participation get-together, and so . . . I'd like you to join me for "Direction '84 II."

Timing & Convenience

To make it real easy from a travel and budget perspective, we've been fortunate in getting together with the recently-merged NAB/NRBA Programming Conference and are going to immediately precede it right here in Los Angeles. We have even made arrangements with the Biltmore Hotel so you can register for Direction '84 II and not have to relocate for the NAB/NRBA. (The hotels are a block apart!)

In keeping with our original premise, we're once again blending the technical expertise you need to keep up in the '80s with the motivational input you want and cannot get anywhere else. It is a bit too early to announce definite speakers; however, the underlying theme of Direction '84 II emerging is that of "making you a more powerful person in a power era."

fresh, new information in areas you've told us you want to know more about. The program is not yet written with finger of fire in tablets of stone, so if there is something you have on your mind, give me a call here at R&R and let's talk about making the seminar as beneficial as possible for the hands-on management segment of our industry.

Remember these dates: September 15-17, the Biltmore Hotel, Los Angeles, R&R's "Direction '84 II." And watch the paper for more detailed information on speakers, costs, and registration.

We're commissioning special studies to bring you

New Subject (Old Problem!)

Billing —

While I was holding forth at the NAB/Las Vegas, both in the seminar and in the halls, the subject of national sales and its slowly diminishing volume was on the lips of the many.

I want to pass on to you one of the larger of the problems that we of the radio industry do not seem to be able to solve!

It is "Standardization of Billing!"

If there are about 8000 stations out there, then there are 8000 different billing styles being purveyed.

Each of us has different software from a different company. And, if we have no computer, the invoices and statements are even more different.

Complications On Complications

This leads to an advertising agency which must have two to three times the number of accountants or bookkeepers to check all the different bills to consolidate the information so that finally they can pay us.

Can you imagine how much it must cost to reconcile invoices from 600 or even 60 radio stations for a one-week flight?

If it was a \$100,000 gross order, then the agency would receive \$15,000 . . .

If five bookkeepers making \$2000 a month spent 20

working days on the reconciliation of the order — then 10 grand of the 15 earned in commission is gone.

That leaves \$5000 to pay for the buyers, the creative, the postage, the phone bill, etc., etc., etc.!

Hardly a way to run a highly profitable business.

A Modest Proposal

I guess what I'm saying here is:

Let's work collectively toward making radio profitable to buy.

We sell radio well!

With the new RAB and the new rep lineup, we are strongly represented at the buyer level.

Now let's get together and streamline the book-keeping.

We at R&R are ready to be the catalyst.

Let's go for standardized billing.

Send me a copy of your billing, invoices, and affidavits (marked Attention: Standardized Billing), and we will be happy to go toward an all-new (or all-old) form that can make money for the AAAAs and strengthen national spot!

The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!

Includes proven in-store systems to maximize co-op funds!



• 441 fact-filled pages. Paperback. 8 1/2 x 11.

- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business
- Easy-to-read, non-technical writing with 254 charts, graphs, photographs.
- Research from over 150 textbooks, trade journals, and taped interviews.
- Appendix includes glossary of terms, national directory of retail agencies and production houses, summary of 10,000 Starch newspaper scores by store type.
- Invaluable whether you're buying, creating, managing, selling, producing or teaching broadcast advertising, or selling through retailers.

OFFERS AGENCIES all they need to know to win retail accounts. Examples of successful marketing and advertising plans, case histories, award-winning commercials.

OFFERS RETAILERS a step-by-step battle plan to analyze customer markets and attitudes, plan and schedule advertising to reach specific groups, even how to produce and test effective low-cost commercials.

OFFERS BROADCASTERS an inside look at retailers' problems and opportunities. Will help station salespeople understand their prospect's needs and wants and become better retail marketing consultants — not just sellers of time.

OFFERS NATIONAL ADVERTISERS 10-25 year projections on new retailing/distribution forms, social/economic forces, and advertising's future.

OFFERS COLLEGES the first all-in-one textbook on real-world retailing, broadcasting, and advertising.

A practical, how-to encyclopedia for retailers (and anyone who works with — or sells through — retailers) to increase store traffic, sales, and profits.

Specifically, you'll learn "How to:"

- Position the store — finding that most profitable market niche
- Establish store ad budgets (with a guide to 44 store categories)
- Create effective commercials (34 actual scripts of the best new commercials)
- Use new trends in retail marketing, research, and analysis to pinpoint merchandising weaknesses and seek out the most profitable customer groups
- Capture the store's share of the \$5 1/2 billion co-op goldmine.
- Organize pooled allowance dealer programs and retailer to vendor presentations.
- Add a broadcast schedule by reducing newspaper ad sizes — and actually increase reach and frequency.
- Discover (and exploit) the broadcast advertising assistance available to retailers almost everywhere.
- Understand the "secrets" of broadcast audience research: time buying and station rate cards; scheduling and billing procedures.
- Extract better advertising from your advertising agency (or do it yourself, in-house).
- Utilize vital planning tools such as computerized audience data and Target Group Index.

MAIL THIS NO-RISK COUPON TODAY:

Mail to: **R&R BOOKS**

1930 CENTURY PARK WEST LOS ANGELES, CA 90067

Yes, please send me _____ copy(ies) of Building Store Traffic with Broadcast Advertising at \$50 each.

Enclosed is my check for \$_____.

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____



Street Talk

Very strong rumblings this week that the remaining **PLOUGH** stations will be sold to a group headed by Cox Communications Exec. VP/Radio **JIM WESLEY** and **WEOK** & **WPDH/Poughkeepsie** President **ROBERT DYSON**. No one's commenting "on the record" about this one, but we'll keep you posted.



Look for **KWK(AM)/ST. LOUIS** to discontinue its simulcast with **KWK-FM** June 1 in favor of an Oldies format. The new PD will be **GARY BROWN**, who departed this week as PD at neighbor **KADI**.

In the Motor City, **TONY GRAY** is apparently out as PD of **WDRQ**. We hear his replacement is to be **STEVE HARRIS**, last at **KRLY/Houston**.

Across the river in Windsor, those in the know say **BATON BROADCASTING** has sold **CKLW & CKJY** for around \$4 million to **KEITH CAMPBELL**. No official word from the principals, but the rumor seems to be pretty solid.

Sources tell us that **KMGC/DALLAS** morning man **KEN DOWE** has completed his sale of **KLTE/Oklahoma City**, and has just acquired three larger-market California stations. More info on this one soon.



Last week's speculation regarding Los Angeles personality **RICHARD BLADE**'s crosstown (and crossformat) move from **KROQ-FM** to **KIQQ** was right on, if you believe the folks at **KIQQ**. They're saying he'll join them for mornings on Monday (5-21), as current **KIQQ** morning team **BRUCE CHANDLER & TONY ST. JAMES** slide up to afternoons. **KIQQ** also announced other shift changes to accommodate the new acquisition, but late Tuesday night the new acquisition was making noises like he might be staying with **KROQ-FM**! With the station's ownership problems on the way to being settled (see Page 1) and former PD **RICK CARROLL** now returning on a *fulltime* basis for directional guidance, apparently **Blade** was having second thoughts. At presstime, no decision had been made, but it sounded a lot like **Blade** would opt to stay with **KROQ-FM**.

Who were those strange voices heard on the overnight show this past week at **B104/BALTIMORE**? Sources say one of them is **BRIAN WILSON**, late of **WABC/New York**. The other voice remains nameless. Could this be the beginnings of **B104's** new morning show?

WGCL/CLEVELAND is *not* looking for a GM! President/GM **KIM COLEBROOK** will continue as GM, and **Bob Travis** will remain as VP/Programming.

Congrats to former **WBLS/New York MD WANDA RAMOS** on becoming the National Promotion Director for **BECKET, SUTRA & SUNNYVIEW RECORDS**.

RICKY SCHULTZ (of *Word Of Mouth Promotions*) has announced the formation of

Continued on Page 20

WANG chung "Dance Hall Days" Is...

...A National Top 3 Maxi Single 0-20194

Billboard Dance Chart 5* To 3*

PRODUCED BY Chris Hughes and Ross Cullum
MANAGEMENT David Massey at Domino Directions LTD, London



On Geffen Records and Cassettes.

CHRBREAKERS



"DANCE HALL DAYS" "DON'T LET GO" HOT



Apparently the feud between **ABC** and **WLS-FM/CHICAGO** afternoon team **STEVE DAHL & GARRY MEIER** is beginning to heat up. Last week, the twosome was "suspended" for the fifth time because of "the cumulative effect of their defiant attitude toward management." **Dahl & Meier** were removed from the air in the middle of their Thursday (5-10) show by VP/GM **JOHN GEHRON**. With their vacation already scheduled for *this* week, the earliest the two could return would be Monday (5-21). Repeated format violations seemed to be the real reason for the sanction, as **Gehron** told **Robert Feder** of the *Chicago Sun-Times*, "They made no effort to try to conform to our policies and displayed a very defiant attitude. The bottom line is that it's not their radio station." In case you're thinking all this is a publicity stunt to hype ratings, **Dahl** said, "We are definitely looking at ways to get out of our contract." This is not over yet.

Gary D's replacement in mornings at **WPKX/WASHINGTON** is **JOHN BODNAR**, formerly of **WASH**, but most recently with **WMAL**. Here's an interesting item: **Bodnar's** shift to mornings at **WPKX** makes him the fifth former **WASH** personality to handle the wakeup duties *opposite* current **WASH** morning man/PD **BILL TANNER**. The other four are **Bob Duckman (WXTR)**, **Jerry Clark (WTKS)**, **Dave Arlington (WLTT)**, and **Eddie Gallaher (WWDC)**. All five exited **WASH** shortly after **Tanner** took over.



RON LUNDY, former **WABC/New York** midday mainstay, will once again be heard in the "Big Apple" as he joins the staff of Oldies-formatted **WCBS-FM**. **Ron** will handle 9am-noon, six days a week.

Talk around **Buffalo** these days has it that **WGRQ**, currently **AOR**, stands a good chance of switching formats, perhaps to **Country**, when **CRB Broadcasting** takes over from **Taft**.
Station Manager/PD **BOB HEYMANN** will exit **KQAK/SAN FRANCISCO** in four weeks to form his own company dealing with the opportunities presented by digital audio. He's not expected to be replaced as PD, but **GSM GREG SULLIVAN** will assume additional responsibilities as Station Manager.



TOP 40 SATELLITE SURVEY—

RED HOT!

"The program really moves, Dan does in three hours what others do in four. There's no idle chatter, just pure entertainment."

—"Doc" Fidler, Program Director—WOKI-FM/Knoxville

"The production and delivery are so exciting and dynamic you'll swear it's live."

—Garry Wall, Program Director—WTIC-FM/Hartford

"Hearing first-hand reports from individual markets puts real meaning into the music rankings."

—Buddy Scott, Program Director—WBBM-FM/Chicago

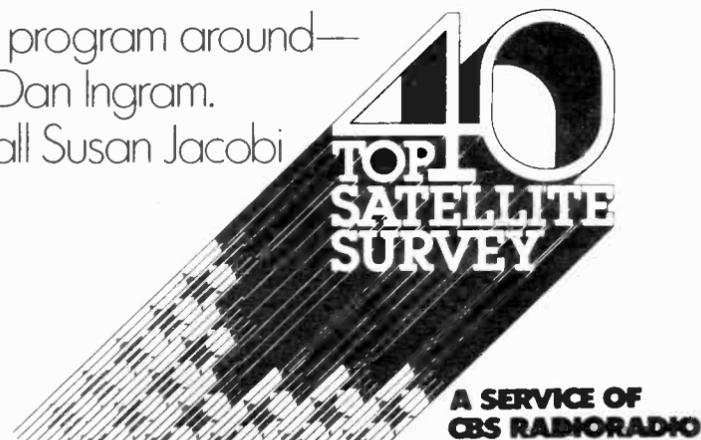
"CBS RADIORADIO sure knows how to put together a top-notch product. And my GM loves those local avails."

—Rick Simon, Program Director—KLYD/Bakersfield

"With no fillers added the show moves at almost a fever pitch with Dan leading the pace."

—Mel Myers, Program Director—KELI-FM/Tulsa

It's the hottest new CHR countUP program around—
TOP 40 SATELLITE SURVEY with Dan Ingram.
Don't miss out on this super hit. Call Susan Jacobi
today at (212) 975-6917.



**COUNTRY BREAKER
A/C BREAKER**

"DISENCHANTED" B-1517

Mmm...
Michael
Martin
Murphey

From the LP, *The Heart Never Lies*. LT-51150
Produced by Jim Ed Norman for Hin-Jen Productions.
Management: Gary Borman.
Available on Liberty Records & High-Quality XDR® Cassettes.



Street Talk

Continued from Page 18

two new companies with partner **JIM SNOWDEN**. **ZEBRA RECORDS** and **ZEBRA MARKETING** will be officially unveiled shortly. Zebra Records, the small jazz-fusion label, will release **KITTYHAWK**'s third LP as its first offering in mid-June.



Is consultant **BOB HATTRIK** about to become involved with **KHTR/ST. LOUIS**? We hear conversations have taken place.

The irony, of course, is that Hattrik helped guide crosstown **KWK** from its birth until recently.

And speaking of consultants, Houston-based **ED SHANE** has hired former **KLOL/Houston** PD **MICHELE ROBINSON-SAYER** to serve as Music Director for Shane Media. Michele will coordinate music and assist in the development of new formats.

Our condolences to the family and co-workers of **ABC** Radio Network Director **BILL GATELY**, who succumbed to a heart attack April 22. Gately, 48, had spent more than 25 years working for **ABC**.



JAY SCOTT has been appointed OM/PD at **KOB-FM/ALBUQUERQUE**. Jay was an air talent at **KRAV/Tulsa** and **WKY/Oklahoma City**. He fills the vacancy left following **STEVE HATLEY**'s tragic death February 28 in a motorcycle accident.

PAUL WILSON is now PD at **KJQN-AM & FM/OGDEN**.

RICK LOVE has been promoted from MD to Program Manager at **WKGL/MIDDLETOWN, NY**. He replaces the exiting **KEN WINDHEIM**.

AOR veteran **MAXANNE SARTORI** has added the title of Assistant MD to her parttime air duties at **WNEW-FM/NEW YORK**. Jim Monaghan remains **NEW-FM**'s Music Director.



General Manager **EDD HOYT** tells us **JANE ASHER** is no longer PD at **KTYD/SANTA BARBARA**. As the station shifts from a modern rock flavor to a more mainstream AOR approach, **DEIRDRE GENTRY** (of L.A.'s Pros In Motion promotion/artist management firm) is acting PD. Edd is currently searching for a permanent programming replacement.

Urban-formatted **WLWV/CHARLESTON, SC** has gone dark. The station is in the process of being sold.

If you've always wanted to work in a tropical paradise, then get your T&Rs out to **JONATHAN KEYES**, at **ISLE-95**, Suite V-2, Caravelle Arcade, Christiansted, St. Croix, Virgin Islands 00820. The money and the sun are great for this unique midday opening.



Wedding Bells: For **KFMB & B100/SAN DIEGO**'s **SANDI BANISTER**, who married ten-year crosstown **KGB-FM** afternoon veteran **JIM McINNES** (4-28) . . . and for **KNBQ/TACOMA** morning man **JOHN MURPHY** now wed to **LINDA BRUMBAUGH**.

STORK STOPS: Cowboy hats off to Charlie Daniels Band VP/Publicity & Promotion **RON HUNTSMAN** and his wife **VIVIAN** (formerly of CBS Records/Nashville and now with the Tennessee Radio Network) on the birth of their first child, Catherine Elizabeth (4-2) . . . Consultant **MIKE McVAY** and his wife Doris have a new daughter, Jessica Michelle . . . **WQMF/LOUISVILLE** PD **TOM OWENS** and his wife Candy welcomed Jeanna Page on May 9 . . . **WESTWOOD ONE** New York VP/Advertising Sales **RON HARTENBAUM** and his wife **LAURA** (VP/Associate Media Director for MCA Advertising in Westport, CT) had a baby boy, Stephen Charles, May 4 . . . **KSO/DES MOINES** PD **JARRETT DAY** and his wife Lindy had a baby boy May 7, Brandon Michael.

SSQ Rocks SIR



EMI America/Enigma's new artists **SSQ** were the guests of honor at a recent performance party at L.A.'s **SIR Studios**. From left, EMI America VP **Dick Williams**, label President **Rupert Perry**, **SSQ**'s **Stacey Swain**, EMI America's **Don Wasley**, group member **Jon St. James**, and an unidentified partygoer.

WESTWOOD ONE PRESENTS

PRETENDERS



Superstar Concert Series proudly presents an exclusive live performance by the Pretenders in their only radio concert of 1984. The weekend of June 2nd more than 400 great radio stations will broadcast this Superstar Concert on the Westwood One Radio Network. This will be a rare opportunity to hear one of the premier bands in rock music today. The Pretenders' current tour has been a sellout all the way and the *Learning To Crawl*

album is their biggest yet. Chrissie Hynde and the band make headlines for a reason... find out why. Check your local listings for the station and time in your area... it's the station that will bring you the Superstar Concert Series all summer long and throughout the year, featuring acts like Duran Duran, Genesis, Pat Benatar, ASIA, Eddie Money, Huey Lewis & The News, .38 Special, Stevie Nicks and many more.

And don't miss the Pretenders' exclusive interview "Off The Record" with Mary Turner on a Westwood One Radio Network station in your area the week of May 21st.

SUPERSTAR CONCERT SERIES

brought to you by



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FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!

On The Records



KEN BARNES

Solving The Solo Dilemma: Self Fulfillment While Keeping The Group Together

Years ago someone doing a solo record either meant his or her group had broken up or that it was just about to. Remember wondering about Diana Ross without the Supremes or Paul Simon without Art Garfunkel? Or hearing about Paul McCartney's first solo record and then learning the Beatles were breaking up soon afterward?

Nowadays those types of solo records still exist. A lot of them follow a group's breakup (Don Henley and Glenn Frey, Robert Plant) or a member leaving the group (Jeffrey Osborne). And there's still the occasional solo record that directly precedes a breakup or departure (Lionel Richie extended the confusion over whether he would leave the Commodores until after "Truly" became a hit). But more and more often, as



Phil Collins, Steve Perry, and Christine McVie find solo success without breaking up

I mentioned in passing in a column last year, artists are able to fulfill their desires for self-expression and still maintain a role in their parent groups.

At the moment, two of the biggest hits are by group members off on a solo venture: "Against All Odds" by Phil Collins of Genesis and Journey's Steve Perry with "Oh Sherrie." It's Perry's first solo single, but Collins is an old hand at the dual role; his solo hits equal Genesis's chartmakers at this point. Also on the Back Page is "Love Will Show Us How" by Christine McVie, whose band Fleetwood Mac, with previous hits by Stevie Nicks and Lindsey Buckingham, obviously have the solo/group hit-making balancing act down to an art.

Z.Z. Hill: Another Voice Stilled

Z.Z. HILL'S GREATEST



Z.Z. Hill: Comeback cut short

1984 has had more than its share of tragedies involving recording artists and producers. Following the deaths of Marvin Gaye, Ral Donner, Ollie McLaughlin, Count Basie, and others comes the news about veteran soul and blues singer Z.Z. Hill. As April drew to a close, Hill died at age 49 when complications from a broken leg caused the fatal onset of phlebitis.

Hill recorded from the midsixties onward, for labels including Kent, Audrey, Hill, Mankind, UA, Columbia, and Malaco. His early, bluesy records were frequently excellent, but he didn't hit with much national impact until 1971, with "Don't Make Me Pay For His Mistakes" and "Need Someone." 1974 brought a superb collaboration with producer Allen Toussaint and the Black radio hit "I Keep On Loving You," and Hill also had Black radio success with 1977's "Love Is So Good When You're Stealing It."

Over the last two years, starting with "Cheating In The Next Room" on Malaco in 1982, Hill had been consolidating an impressive comeback as the leading practitioner of traditional Southern blues/soul. Sadly, that rewarding new phase was cut short. Z.Z. Hill's long career, with its numerous notable records and general lack of recognition, could be characterized by the title of an album compiled by a former label after he'd moved on: "Dues Paid In Full."

Berlin: One Before Nunn



Berlin featuring Virginia Macolino (left); right, Terri Nunn dominates the present lineup

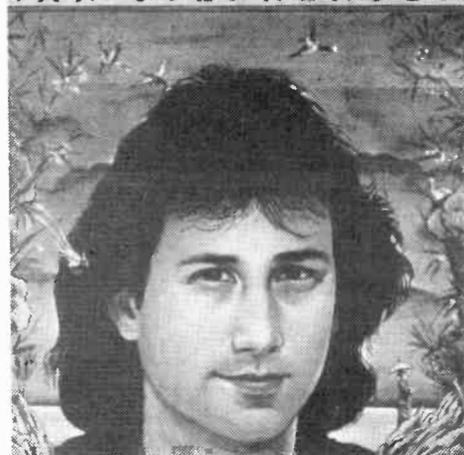
The focal point of Berlin is singer Terri Nunn, who cowrites the songs with John Crawford, sings them, and acts as spokesperson and visual centerpiece for the band. Nunn was with the group when it emerged with "Sex (I'm A...)" and "The Metro" in 1983, and she was there for the original independent label release of "The Metro" as a single the year before.

But there was an earlier female vocalist in Berlin; in fact, there was virtually an entire different band. That early incarnation played around Los Angeles clubs in 1979-80, and recorded a single called "A Matter Of Time" for IRS and an album. The sound wasn't terribly different from the present Berlin, but the group was. The singer was Virginia Macolino, and there were three other instrumentalists who have now been replaced by the present Berlin lineup. The only constant in the two Berlins is bassist/songwriter John Crawford.

Stephenson's Story

Van Stephenson is a newcomer to the charts, but he did surface in 1981 with an album on the late Handshake label. He had written a few country songs, and this first record, called "China Girl" (no relation to Bowie's), was pop-slanted but less rock-oriented than his current material.

VAN STEPHENSON



Van Stephenson turning Chinese

Deniece Deniece

Deniece Williams is enjoying her first solo CHR Breaker with "Let's Hear It For The Boy," but she's been heard from for some time. She got her start singing backup for Stevie Wonder, and then came under the wing of Earth Wind & Fire's Maurice White. White produced her first album, "This Is Niecy," in 1976. She enjoyed several Black Radio and disco hits (notably "I've Got The Next Dance" and "It's Gonna Take A Miracle"), but her only previous pop success came in her 1978 duet with Johnny Mathis, "Too Much, Too Little, Too Late," which hit No. 2. And to bring things full circle, she was recently represented on



Deniece Williams emerges from the background

the Black/Urban chart with another Mathis duet, "Love Won't Let Me Wait."



ONE YEAR AGO TODAY

- MYRON ROTH NAMED EXEC. VP FOR MCA RECORDS GROUP
- RUSS THYRET NAMED SR. VP/MARKETING & PROMOTION AT WB
- ELLYN AMBROSE BECOMES VP AT SMN
- JONATHAN PINCH NEW VP/GM AT WMGG/TAMPA
- TOM JOERRES APPOINTED VP/GM AT WMGF/MILWAUKEE
- TONY GRAY NAMED PD FOR KMJM/ST. LOUIS
- #1 CHR: "Overkill" — Men At Work (Columbia) (3rd week)
- #1 A/C: "My Love" — Lionel Richie (Motown) (3rd week)
- #1 COUNTRY: "You Take Me For Granted" — Merle Haggard (Epic)
- #1 BLACK: "Save The Overtime For Me" — Gladys Knight & Pips (Columbia) (4th week)
- #1 AOR TRACK: "She's A Beauty" — Tubes (Capitol) (3rd week)
- #1 LP: "Outside Inside" — Tubes (Capitol)

FIVE YEARS AGO TODAY

- DON BOULOUKOS NAMED GM AT WLS/CHICAGO
- CHUCK THAGARD BECOMES VP/FIELD PROMOTION AT RCA
- 1 CHR: "Reunited" — Peaches & Herb (Polydor/PolyGram) (4th week)
- #1 A/C: "Reunited" — Peaches & Herb (Polydor/PolyGram) (3rd week)
- #1 BLACK: "We Are Family" — Sister Sledge (Cotillion/Atco)
- #1 COUNTRY: "If I Said You Had A Beautiful Body" — Bellamy Bros. (WB/Curb)
- #1 LP: "Breakfast In America" — Supertramp (A&M) (5th week)

TEN YEARS AGO TODAY

- #1 CHR: "The Streak" — Ray Stevens (Barnaby)
- #1 A/C: "Sundown" — Gordon Lightfoot (Reprise/WB) (2nd week)
- #1 COUNTRY: "Is It Wrong" — Sonny James (Columbia)

TV News

The Spinners are on "New York Hot Tracks" the weekend of May 18 ... Shannon appears on "America's Top 10" the week of May 18 ... Stephen Stills is on "Night Flight" May 18 ... "Solid Gold" for the week of May 18 salutes the Grammys with stars Alabama, Irene Cara, Kim Carnes, Culture Club, Duran Duran, Karen Kamon, John Cougar Mellencamp, and Lionel Richie ... Kim Fields and Wang Chung are on "American Bandstand" May 19 ... The O'Jays and the Romantics appear on "Soul Train" the weekend of May 19 ... Yarbrough & Peoples guest on "Thicke Of The Night" May 22 ... Another syndicated show, this one called "Music Vision" and focusing on black/urban crossover music, joins the music on TV ranks. It's hosted by comedian Fred Barry, LaToya Jackson, and KJLH/Los Angeles VP/GM J.B. Stone. Stevie Wonder is scheduled as a guest for the pilot.

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

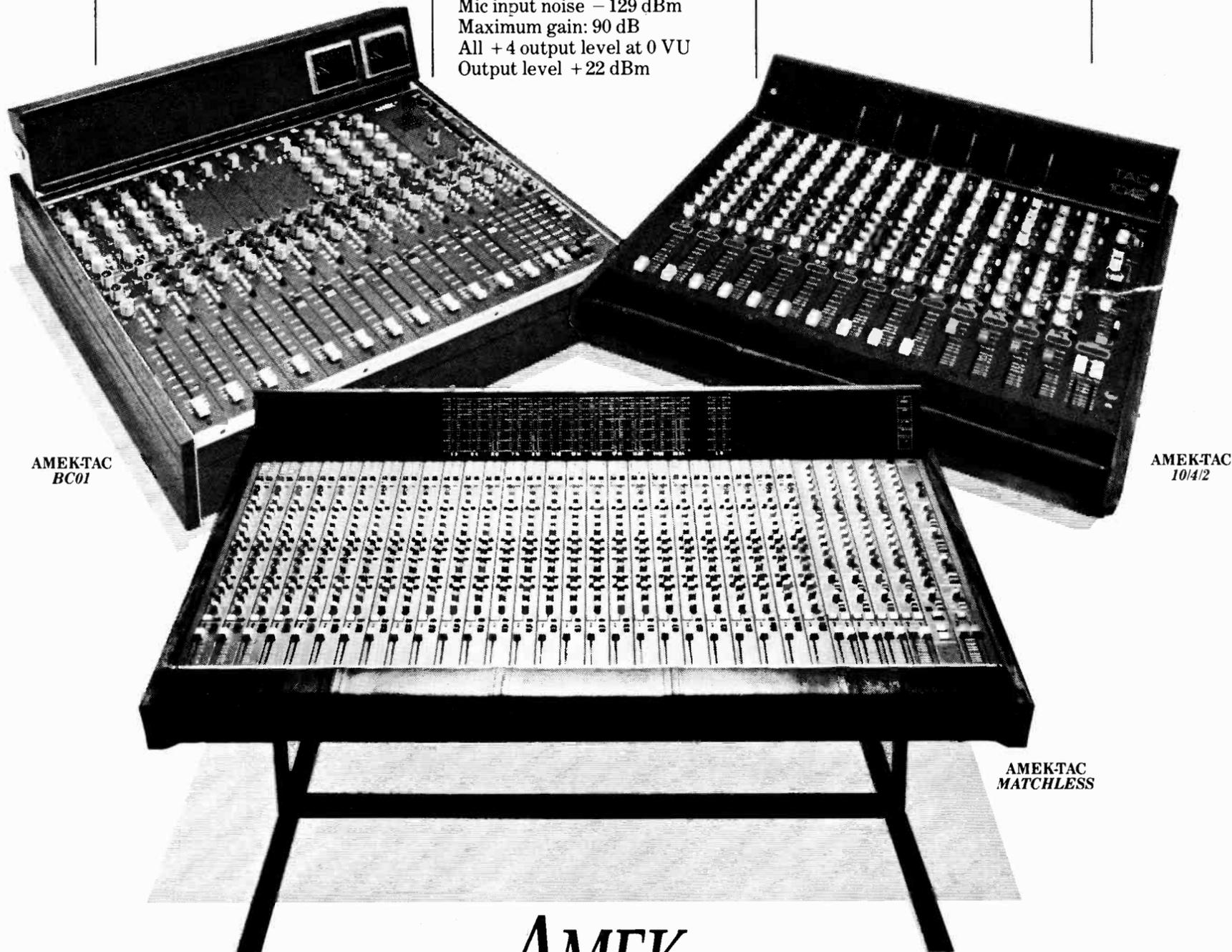
The BC01 has a variety of input and output modules including mono and stereo mic-line channels, and stereo line channel, all balanced. Standard configurations are 8/4 and 12/4; mono and stereo channels may be mixed in the same chassis. The smaller chassis is 19" rack-mounting format. Options available 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 1/4/2, 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 1/4/2

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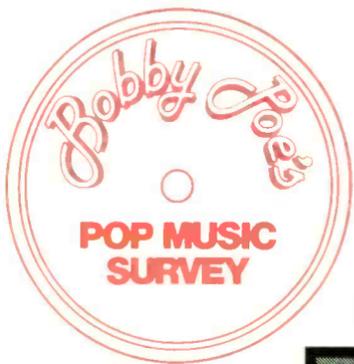
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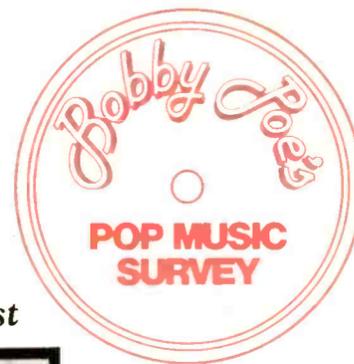
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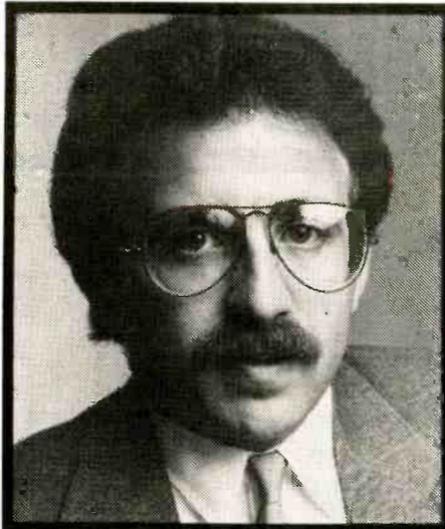
Keynote Speaker



**Introduction
Keynote Speaker**

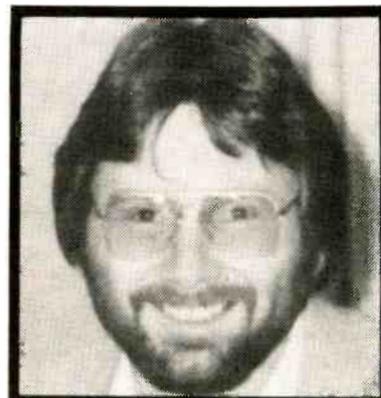


Kent Burkhart



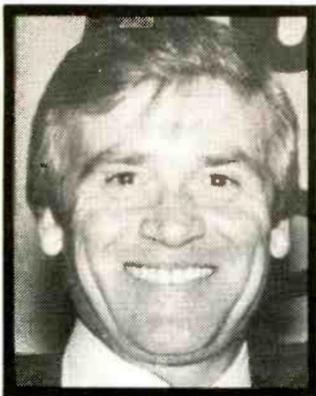
Irving Azoff

**Introduction
Convention Host**

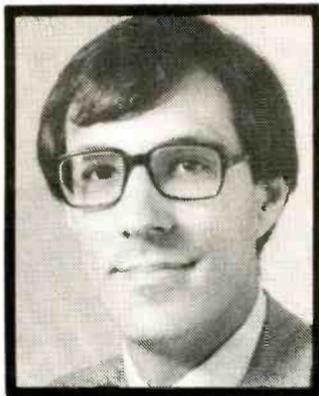


Dan Vallie

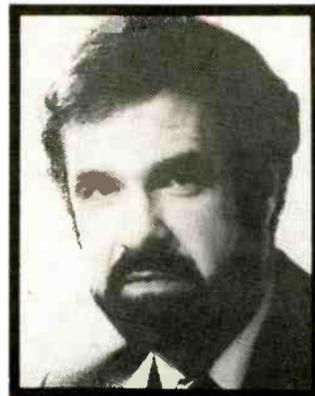
THIS YEAR'S MASTERS OF CEREMONIES:



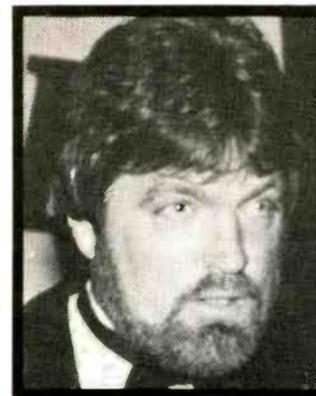
Jay Cook



Dave Martin



John Young



Scott Shannon

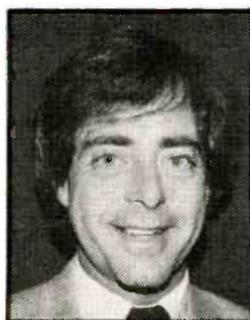
THIS YEAR'S MODERATORS:



**Joel Denver
Radio & Records**



**Todd Chase
WHTX**



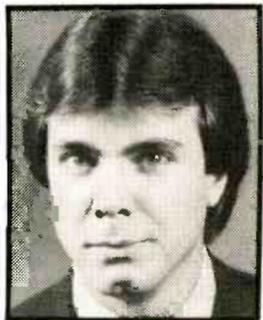
**John Lander
93FM**



**Bob Hamilton
KEARTH**



**Sunny Joe White
WXKS-FM**



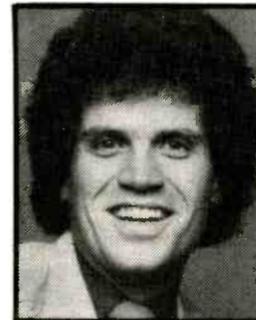
**Gerry DeFrancesco
KIIS-FM**



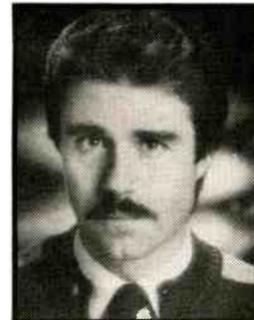
**John Shomby
KAFM-FM**



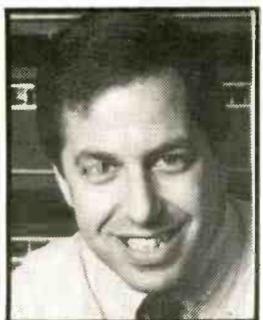
**Guy Zapoleon
B-94**



**Jeff McCartney
94-Q**



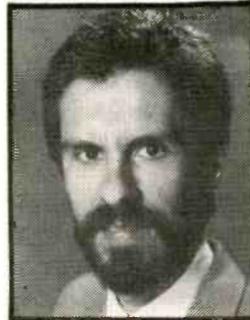
**Bob Travis
WGCL**



**Gary Berkowitz
WHYT**



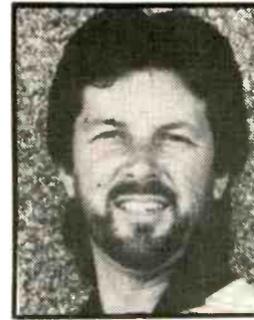
**Nick Bazoo
B-97**



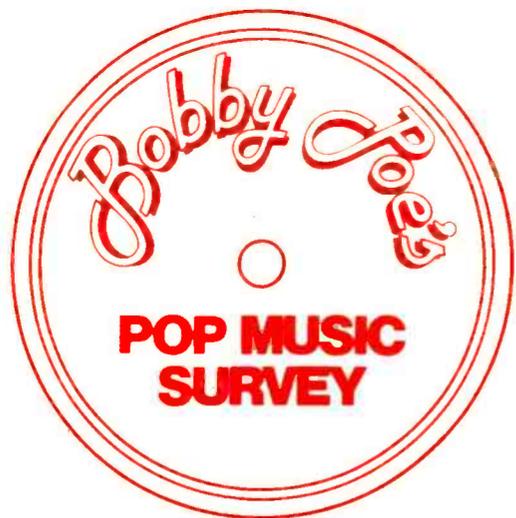
**Mike St. John
KX104**



**Bob Kaghan
WBCY**



**Mason Dixon
Q105**



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Final Nominees for the Radio Industry '83:

1. **Radio Executive '83:** Jerry Blum (Jefferson Pilot) Michael Osterhout (Harte Hanks) Alan Box (EZ) Ted Atkins (Hearst) Wally Clark (Gannett) Dean Thacker (Mainte) Tex Meyer (Sumner) Bob Travis (GCC) Dan Mason (First Media) George Wilson (Outlet) Vince Benedict (CBS) Gary Rodriguez (Capitol) Tom Barsanti (10-80) Robert Hyland (CBS)
2. **National Programmer '83:** Steve Roddy (Scripps Howard) George Johns (Fairbanks) Bob Hamilton (RKO) George Williams (Satellite) Joe Montione (Future Mark) Dan O'Toole (Capitol) Barry Richards (Phase II) Rick Cummings (Emmis) Ed Salamon (United) Peter McLane (Stoner) Randy Lane (WABB-FM)
3. **Radio Consultant '83:** Bob Henabery...Kent Burkhart...E. Alvin Davis...Donna Halper...Dwight Douglas...Bob Laurence...Lee Bailey...Bob Elliot...Jeff Pollack...Jerry Clifton
4. **Major Market Radio Station '83:** B104 (Baltimore) Z100 (New York City) 94-Q (Atlanta) 93FM (Houston) KIIIS-FM (Los Angeles) WCAU-FM (Philadelphia) B-94 (Pittsburgh) WHTT (Boston) KAFM-FM (Dallas) WHYT (Detroit)
5. **Major Market Program Director '83:** Steve Kingston (B-94) Scott Shannon (Z100) John Young (Z-93) Gerry DeFrancesco (KIIIS-FM) Jan Jeffries (B104) Scott Walker (WCAU-FM) Sunny Joe White (WXKS-FM) John Shomby (KAFM) Buddy Scott (WBBM-FM) Alan Burns (Q107)
6. **Major Market Music Director '83:** Michael Ellis (Z100) Chris Thomas (Z-93) Pete Thomson (KAFM) Bruce Kelly (B-94) Glenn Kallina (WCAU-FM) Jim Payne (WMAR-FM) Mike Shaefer (KIIIS-FM) Patty Hamilton (93FM) Robert Moorhead (KIQQ) Mary Taten (Q107)
7. **Major Market Air Personality '83:** Jim Elliot/Scott Woodside (Q107) Rick Dees (KIIIS-FM) Don Imus (WNBC) Larry Lujack (WLS) Scott Shannon/Ross Brittain (Z100) Steve McCoy (Z-93) Terry Young (WCAU-FM) Jim Kerr (WPLJ) Steve Dahl/Gary Meier (WLS-FM) Shadow Stevens (Z100)
8. **Large Market Radio Station '83:** WGCL (Cleveland) KHTR (St. Louis) WKTI (Milwaukee) KBEQ (Kansas City) WPHD (Buffalo) I-95 (Miami) B-97 (New Orleans) KPKE-FM (Denver) WZPL (Indianapolis) WKRO (Cincinnati)
9. **Large Market Program Director '83:** Harv Moore (WPHD) Todd Chase (KBEQ) Nick Bazoo (B-97) Jim Richards (XTRA) Dallas Cole (WKTI) Robert Walker (Y100) Dave Parks (KS103) Mason Dixon/Steve Rivers (Q105) Keith Isley (I-95) Rick Gillette (FM102) Pat McKay (KBEQ)
10. **Large Market Music Director '83:** Mark Shands (I-95) Joe Nasty (KTFM) Chris Collins (FM102) Roger Christian (ROCK102) Frank Amadeo (Y100) John Piccillo (WPHD) Diana Thomas (Q105) Greg Rolling (B-97) Mark Bolke (KPKE-FM)
11. **Large Market Air Personality '83:** Alan Sledge (Q103) Harv Moore/Robert Taylor (WPHD) Dancin' Danny Wright (WGCL) Don Cox (I-95) Cat Summers (Q105) Steve Davis (WZNE) Jim Cook (WNYS) Sean Lynch (KNBQ) Brian Pierce (B-97) Danny Clayton (WKTI) Sonny Fox (Y100)
12. **Medium Market Radio Station '83:** FM100 (Memphis) KXX106 (Birmingham) WNVZ (Norfolk) WDCG (Durham) PRO-FM (Providence) BJ105 (Orlando) WTIC-FM (Hartford) WRVQ (Richmond) WSEZ (Winston-Salem) WPXY-FM (Rochester)
13. **Medium Market Program Director '83:** Randy Kabrich (WDCG) Guy Zapoleon (KRQ-FM) Robert John (FM100) Kevin McCarthy (KXX106) Mike St. John (KX104) Bob Kaghan (WBCY) Charlie Lake (WHFM) Bob McNeil (WRVQ) Gary Mitchell (BJ105) Steve Kelly (WNVZ)
14. **Medium Market Music Director '83:** Jeff Morgan (WNVZ) Terry Long (BJ105) Bryan Sargent (KX104) Mike West (WTIC-FM) Tom Prestigiacomo (FM100) Bob Lewis (WRVQ) Marc Cronin (WHFM) Dan Wilson (KJYO) Tom Mitchell (WPXY) John Van Pelt (WDCG)
15. **Medium Market Air Personality '83:** John Boy (WBCY) Rick Knight (WFLY) Bobby Cook (KX104) Roger St. John (WRVQ) Steve Conley (FM100) Gary Craig (WTIC-FM) B.J. Harris (KX104) Mark Shannon (KJYO) Russ Grey (KXX106) Kelly Norris (KRQ-FM)
16. **Small Market Radio Station '83:** WDOQ (Daytona) WBBQ (Augusta) WZOK (Rockford) WAEV (Savannah) WOMP-FM (Wheeling) WKRZ-FM (Wilkes Barre) WVIC (Lansing) WPST (Trenton) WQEN (Gadsden) WANS-FM (Greenville) WWSR (Charleston) K104 (Erie) Z102 (Savannah)
17. **Small Market Program Director '83:** Ralph Wimmer (WDOQ) J.D. North (WAEV) Bill McCown (WANS-FM) Jack O'Brien (WERZ) Jim Rising (WKRZ) Roger Gaither (WQEN) Jack Alix (WKPE) Russ Brown (WXLK) Jack Gillen (WKHI) Dwayne Bonds (WOMP-FM) Ray Williams (Z102) Skip Elliot (WJAD) Tim Fox (WZOK)
18. **Small Market Music Director '83:** David Lee Michaels (WDOQ) Bruce Stevens (WBBQ) Randi Sommers (Z102) Tony Booth (WFBG) Ralph Carroll (WCGQ) Leo Davis (WQEN) Mark St. John (Y102) Will Kauffman (WQCM) Dick Phillips (WEVA) Jim Martin (WCIR) Don O'Shea (WXLK) Steve Stone (KHTX) Stef Rybak (KC101)
19. **Small Market Air Personality '83:** Alan DuPriest (WFOX) Coyote Calhoun (WABB-FM) Chris Andrews (WZYP) Tom Holiday/Dave Harmon (WVIC) John Chommie (KHTX) Alan Hoover (WBLA) Mark Thompson (Y102) Michael Murphy (KZZB) Bill Matthews (WIKZ) Kirk Clatt (WQID) Jay Christian (WQUT) Al Brock (FM99) Bryan J. Conners (WEED)

Final Nominees for the Record Industry '83:

1. **Record Company '83 (Corporate):** Polygram...Epic...MCA...EMI America...Warner Brothers...Atlantic...Capitol...Elektra...Atco
2. **Record Company '83 (Independent):** Chrysalis...Arista...A&M...Motown...Scotti Brothers...Network...Sire...Curb...IRS...Private I
3. **Record Company President '83 (Corporate):** Doug Morris (Atlantic) Irving Azoff (MCA) Jim Mazza (Capitol) Lenny Waronker (Warner Brothers) Bruce Lundvall (Elektra) Guenter Hensler (Polygram) Rupert Perry (EMI America)
4. **Record Company President '83 (Independent):** Gil Friesen (A&M) Clive Davis (Arista) Jack Craig (Chrysalis) Jay Lasker (Motown) Al Coury (Network) Jerry Greenberg (Mirage) Bruce Bird (Camel) Mike Curb (Curb) Johnny Musso (Scotti Brothers) Gary Davis (Rocshire)
5. **Record Company Executive '83 (Corporate):** Don Dempsey (Epic) Al Teller (Columbia) Russ Thyret (Warner Brothers) Bob Edson (Polygram) Richard Palmese (MCA) Walter Lee (Capitol) Tony Martell (CBS) Margo Knesz (Atco) Harold Childs (Polygram) Lenny Petze (Portrait)
6. **Record Company Executive '83 (Independent):** Sal Licata (Arista) Phil Gernhard (Curb) Michael Leon (A&M) Vince Pellegrino (Chrysalis) Danny Davis (Private I) Carol Peters (Pasha Records) John Brodie (Network) Denny Rosencrantz (Full Moon) Neil Portnow (Arista)
7. **Steve President Of Promotion '83 (Corporate):** Dick Williams (EMI America) Frank DiLeo (Epic) Ray Anderson (Columbia) Bill Cataldo (Polygram) Bruce Wendell (Capitol) Mike Bone (Elektra) Steve Meyer (MCA) Howard Rosen (Warner Brothers) David Urso (Asylum)
8. **Vice President Of Promotion '83 (Independent):** Johnny Barbis (Geffen) Skip Miller (Motown) Nick Testa (Scotti Brothers) Donny Ienner (Arista) Eric Heckman (Chrysalis) Roy Chiovari (Rocshire) Michael Plen (IRS) Michael Abramson (Island) Ralph Tashjian (Private I) Herb Trawick (Solar)
9. **National Promotion Director '83 (Corporate):** Walter Winnick (Epic) Jack Satter (EMI America) Michael Lessner (Capitol) Sam Kaiser (Atlantic) Stu Cohen (Warner Brothers) Marc Nathan (Atco) George Chaitas (Columbia) Bob Felneigle (Portrait)
10. **National Promotion Director '83 (Independent):** Rick Bisceglia (Arista) Chuck Oliner (Chrysalis) Steve Resnik (A&M) Don Wright (Motown) Arthur Promoff (Geffen) Suzanne Emil (Sire) Brian Rooney (Rocshire) Jason Minkler Geffen Mike Krum (Scotti Brothers) Sherry Smith (Meca)
11. **National Promotion Executive '83 (Corporate):** Andrea Ganis (Atlantic) Joe Grossman (Polygram) Sue Emmer (Warner Brothers) Susan Wax (RCA) Mike Martucci (Columbia) Mona Moore (Elektra) Lisa Velasquez (Atlantic)
12. **National Promotion Executive '83 (Independent):** Robin Henken (Geffen) J.B. Brenner (A&M) Daniel Glass (Chrysalis) Vicki Leben (Motown) Sean Coakley (Arista) Susan Buylaski (Chrysalis) Rick Stone (A&M) Paul Yeskel (Arista) Nancy Glucksman (Chrysalis) Bruce Schoen (Arista)
13. **National AOR Executive '83 (Corporate):** George Meier (Polygram) Bill Bennett (Epic) George Gerrity (Warner Brothers) John Schoenberger (MCA) Don Wasley (EMI America) Robin Kravitz (Elektra) Paul Rappaport (Columbia) Alan Wolmark (RCA) Judy Libow (Atlantic) Bill Bartlett (Capitol)
14. **National A/C Promotion Executive '83 (Corporate):** Sheila Chlanda (Columbia) Gunter Hauer (Atlantic) Polly Anthony (Epic) Bonnie Goldner (RCA) Dorine Gruen (Polygram) Sandi Lifson (MCA) Shelley Green (EMI America)
15. **Northern Regional/Local Promotion Executive '83 (Corporate):** Larry Van Druff (RCA) Herb Gordon (Columbia) Frank Falise (MCA) Gerry Thompson (Epic) Rich Tamburro (EMI) Rick Alden (Elektra) Tommy Schoberg (EMI) Frank Sciarra (Atlantic) Arthur Field (Capitol) David Leach (Polygram) Ron Gregory (Warner Brothers) Sal Ingeme (Columbia) Tony Chalmers (Capitol) Rick Miller (Atlantic) Ricky Salvador (Capitol) Bob McKenzie (Polygram) Merv Amols (Capitol) Lenny Collins (Epic) George Stone (Warner Brothers) Don Masters (Polygram) David Anderson (Capitol) Ray Free (Epic) Train Zimmerman (Capitol)
16. **Northern Regional/Local Promotion Executive '83 (Independent):** Wayne Fogle (Motown) Gregg Feldman (Arista) Al Cafaro (A&M) Tom Moran (Arista) Robert Nesbitt (Chrysalis) Ron Herbert (Curb) Jeff Backer (Arista) Steve Pachter (A&M) Larry Green (Chrysalis) Jeff Cook (Arista) Don George (A&M) Mark Diller (Chrysalis) John Grady (Arista)
17. **Southern Regional/Local Promotion Executive '83 (Corporate):** Don Miller (Epic) Alan Oremen (Columbia) Mike Steele (MCA) Butch Waugh (RCA) Geno Rumble (Capitol) David St. John (Polygram) Michael Conway (Epic) Frank Turner (MCA) Chuck Jones (Elektra) Terry Lawson (EMI) Sandy O'Conner (Capitol) Larry King (Atlantic) Wade Conklin (Polygram) Robby Vogt (RCA) Tim Burruss (Columbia) Steve Smith (Polygram) John Fagot (Columbia) Jim Sellers (Elektra) Tom Chaitas (Columbia) Chal Martina (EMI) James Bishop (Capitol) Jeff Shane (Epic) Bob Alou (EMI) Denny Mosesman (Elektra)
18. **Southern Regional/Local Promotion Executive '83 (Independent):** Billy Lemmons (Arista) Linda Alter (Motown) Al Twanmo (Chrysalis) June Colbert (Arista) Paul Crowley (A&M) Louie Newman (Arista) Steve Brack (Chrysalis) Rich Pachter (A&M) Joanie Lawrence (Arista) Jeff Hackett (Chrysalis) Lee Durham (A&M) Dave Prescott (Arista)
19. **Independent Promotion Executive Of The Year '83:** Jim Davenport...Joe Isgro...Jerry Meyers Gary Bird...Jerry Brenner...Jonas Cash...Howie Goodman...Ernie Phillips...Mel DeLatta...Don Anti... Billy Jerome...Chuck Dembrak...Ben Rosner...Tom Gerardi...Stan Bly/Jack Hakim...Billy Smith... Paul Gallis...Juggy Gales...Moe Preskell...Dave Carrico...Bobby Hurt...Dennis Lavinthal/Lenny Beer... Tamiko Jones...Pat McCoy...Buddy Scott...Don Graham...Tom Kennedy

Award Winners For '81 & '82 Were Not Eligible For Nomination.

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| BOB HAMILTON | RANDY KABRICH |
| BOB KAGHAN | JOHN LANDER |
| HARV MOORE | JIM RICHARDS |
| MIKE ST. JOHN | JOHN SHOMBY |
| BOB TRAVIS | DAN VALLIE |
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| DONNY IENNER | MARGO KNESZ |
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Portrait

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MONDAY, MAY 21

The Return Of Clive Davis

This week was an eventful one in the career of **Arista** President **Clive Davis**. On May 23, 1973, Davis was fired from the President's job at **Columbia**, allegedly for misuse of company funds. On this day in 1974, however, Clive returned to the record biz, ostensibly as a consultant to **Bell Records**, the label that he turned into Arista roughly six months later. And on May 24, 1976, Davis pleaded guilty to nonpayment of taxes on \$8800 in income and was eventually fined \$10,000.

Birthdays: **Ronald Isley** 1941.

TUESDAY, MAY 22

Springsteen's First Single

"Eddie & The Cruisers," which implied that **Bruce Springsteen**esque music had existed on the Jersey shore in the '60s, wasn't *completely* inaccurate. On this day in 1966, the 14-year old Springsteen and his first band, the **Castilles**, cut their first single, "That's What You Get," in Bricktown, NJ, one county south of Asbury Park. The two sides were never released, and the false start was repeated a few years later when a producer convinced Springsteen to drop out of college to become a recording artist . . . then disappeared. By the time you read this, Springsteen's new "Born In America" LP should have been released.

WEDNESDAY, MAY 23

Cash Goes

The ranks of bankrupt legends include a depressingly large number of early rockers (who were usually ripped off from a variety of sources). And in recent weeks we've found out just *how* deep in debt **Marvin Gaye** was, and seen **Mick Fleetwood** become yet another rocker with an apparently vast amount of royalties who still filed for bankruptcy. Perhaps **Stevie Nicks** can have **Tom Petty** advise Fleetwood. Petty initiated Chapter 11 proceedings on this day in 1979. With his breakthrough, "Damn The Tornadoes," still six months off, Petty had spent most of his money in legal battles with **MCA** over its right to inherit his contract from **ABC Records**. One presumes that TP's financial difficulties were eventually cleared up; when Petty engaged in his famous legal battle with MCA over the list price of "Hard Promises" in 1981, one of his arguments was that he didn't need the extra money.



THURSDAY, MAY 24

Cash Flows

Rosanne Cash was born in Memphis on this day in 1955. When she was 11, her parents divorced and she went to live with her mother in Ventura, CA. But she and father **Johnny** stayed close and she got her start doing his wardrobes before joining her sister (**Carlene Carter**) as the show's opener. After kicking back and forth between Nashville, London, Hollywood and Munich (where she recorded a German-only LP for **Ariola**), Cash and songwriter/producer **Rodney Crowell** were married, and she honed her road act in his backup band, the **Cherry Bombs**, before her debut U.S. LP, "Right Or Wrong," in 1980. As with **Pat Benatar** (who also surfaced around the same time), one of Cash's stated intentions was providing a female role model who wasn't a victim. That theme has surfaced repeatedly in her work, both in her selection of covers (e.g., **John Hiatt's** "It Hasn't Happened Yet") and originals like "Seven Year Ache," written during an argument with Crowell, who, she insists, still liked the song.

Birthdays: **Bob Dylan** 1941, **Patti Labelle** 1944

FRIDAY, MAY 25

The Man With The Horn

Miles Davis celebrates his 58th birthday today. Davis's recorded output goes back almost four decades; he was doing well enough with variations on traditional jazz that "Bitches Brew," generally acknowledged as the first funky-up jazz album and the source point of the fusion movement, probably wasn't necessary to cement his already-lofty artistic standing. Following a car crash in 1972, Davis became known as aloof and reclusive; his reputation wasn't helped much when his ex-wife, **Betty** (not Bette) **Davis** released a song entitled "He Was A Big Freak" (in which she was compelled to whip the title character with a turquoise chain).

Other birthdays: **Style Councilman Paul Weller** 1958, **Tom T. Hall** 1936

SATURDAY, MAY 26

Mac Chat

It's been almost eight years since the revamped **Fleetwood Mac's** first hit, meaning that the Mac can only claim obscurity over *half* its lifespan. **Stevie Nicks** is responsible for less than a quarter of the group's 13 CHR hits, but she's given the group most of its psychological texture. If the obliqueness of her lyrics occasionally becomes a target for satire, it also helped make her group's music a lot more substantial than most of the semi-tough pop that it competed with. It should be easy to put together a good, semi-obscure set for Nicks's 36th birthday today. She has an unusual amount of non-LP material on flip sides, (Mac's "Silver Springs") and soundtracks ("Violet & Blue" on "Against All Odds," along with tracks from "Fast Times At Ridgmont High" and "Heavy Metal"), as well as duets with everybody from **Tom Petty** and **Don Henley** to **Robbie Patton** and **Kenny Loggins**.

Other birthday: **Hank Williams Jr.** 1949.

SUNDAY, MAY 27

Hits From A Dry Hole

Although he seems to be at the other end of the country spectrum, **Don Williams** does have something in common with **Slim Whitman** and **Boxcar Willie**. As late-night TV ads have reminded us (and reminded and reminded us), the latter two artists are stars in Britain, and so is Williams, who celebrates his 45th birthday today. He gave up his job as a loan collector in the Texas oil fields to form the **Pozo Seco Singers** (Spanish for "dry hole" in geologists' jargon) and had a midchart hit in 1966 with "Time." After the group disbanded in the early '70s, Williams tried to go into business for himself, but drifted back to Nashville and became a songwriter before singlehandedly putting **JMI Records** on the map with "Amanda" in the early '70s (later joining **ABC/Dot**, then **MCA**).

Note: **WBRU/Providence** air personality **Stephen Hill** points out that all the **Jacksons** have either recorded solo or done outside production. **Tlto** produced **RCA** duo **Steven & Sterling** in 1982.

— Sean Ross

Murdoch New GSM At WAMO-AM & FM

Alan Murdoch has been named General Sales Manager at WAMO-AM & FM/Pittsburgh. Murdoch succeeds Ray Gusky, who became GM/Sales Manager at crosstown WPNT three weeks ago.

A 15-year industry veteran, Murdoch most recently served as Station Manager/Sales Manager at WBZZ (B94)/Pittsburgh. Before that, he was GSM at competitor WDVE. Sheridan Broadcasting President and WAMO-AM & FM GM Glenn Mahone told R&R, "Through the normal explosive dynamics of radio, Alan became available and we were able to successfully compete for his talents."

Morgan

Continued from Page 1

we wanted. I grew up listening to him, and always believed there was no one better, especially in Southern California. At KMGG, he will be reaching the people who grew up with him. It's a tremendous opportunity for us, and we'll give him all the tools to make it work.

"I might add that KMPC and (Golden West Radio Division President) Bill Ward have been very gracious, and I'd like to thank them for the way they've handled the change."

Ward commented, "Robert W. Morgan did a fine job for us and we wish him well." Morgan was out of town at presstime and unavailable for comment.

Alan has extensive knowledge of the market, and that local experience will give us an edge on 'DVE and B94, since they are direct competitors of ours. It's always nice to have somebody who's been on the other side of the fence, and we're very happy to have Alan aboard."

Murdoch was unavailable for comment at presstime.

Barbis

Continued from Page 1

porary radio and black and country crossover possibilities for appropriate music. We're confident that his experience will benefit the entire Warner Bros. promotion effort."

Barbis told R&R, "I'm thrilled and honored to be joining WB again. This is like coming back home for me. I'm looking forward to working with my many friends and associates I have within the organization." Before joining Backstreet, Barbis was West Coast Regional Promotion Manager for Atlantic, VP/Field Administrator of Promotion at ABC, and held regional promotion and marketing positions with Warner Bros.

Buchanan

Continued from Page 1

18 months as OM at KVIL-AM & FM/Dallas, as well as PD stints at KSTT/Davenport, WHNN/Bay City-Saginaw, and WFBG/Altoona.

KROQ

Continued from Page 1

from 1974 to 1976 during a fiscal crisis and employee strike.

Roberts, who was not one of the original partners, became increasingly involved after loaning money to the owners in 1973 when he was a rock promoter. He pumped large sums of money into the stations, put them back on the air, and settled 26 pending lawsuits. Roberts is the managing partner in Burbank Broadcasting, which operates KROQ-FM.

Bloom

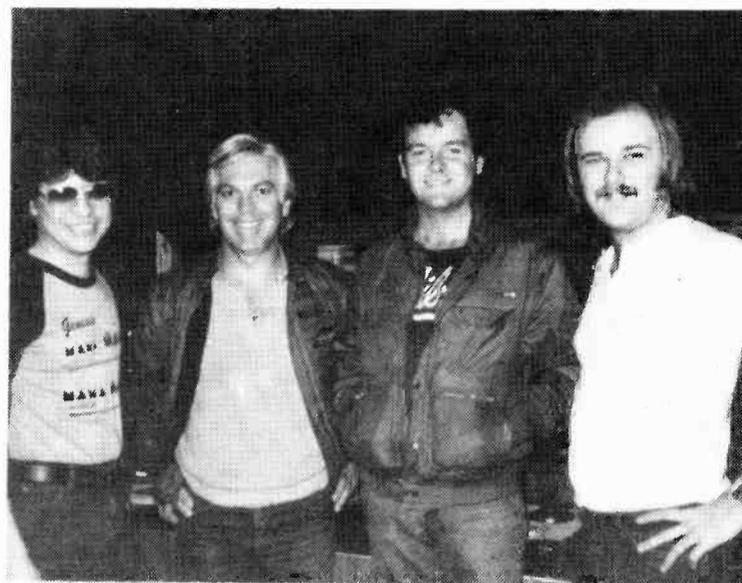
Continued from Page 1

ing his way up to Research Director and then MD. He previously served as MD at crosstown WRKR, having formerly worked in the research department at neighbor WOKY. Bloom told R&R, "I'm excited by the unique challenges that programming WQFM presents. This is a great station with the opportunity to evolve into a radio dynasty. I've been blessed with an airstaff of dedicated professionals that rates second to none, and management that has made the longterm commitment to winning. These ingredients will form the basis for continued success for many years to come."

Bloom's first move was to appoint overnight personality Jerry Gavin as MD. It was also announced that Promotions Director John Duncan has exited the station.

George E. Cameron Communications, operator of KROQ

(AM), is a wholly-owned subsidiary of Burbank.



HOW RARE? — WKKD-AM/Aurora, IL welcomed Rare Earth members Gil Bridges and Mark Olson to talk about their new album and video. Pictured (l-r) are WKKD PD Dan Ferrelli, Gil and Mark, and air personality Robinn Lange.



HEADIN' FOR THE JAM — WFBG/Bristol, VA recently put 40 people on a bus headed for the 10th annual Charlie Daniels Volunteer Jam.

WZKS

Continued from Page 3

Randall added, "I think this is going to be a very successful operation based on our early Birch numbers. There won't be any drastic programming changes, just rounding out the corners, adding a little oil to the machine, and making this the best radio station in Nashville. We had asked Jim to stay on as morning personality, and I'm sorry we lost him, as he's really a talented man."

Prior to his 15 years with Cox's WHIO, Kempff was associated with CBS Spot Sales in Chicago and served as GM at WCOG/Greensboro. Randall had been with WLUM for two and a half years serving as PD, Operations Manager, and eventually Assistant GM, with prior programming experience at WZUU/Milwaukee and WZEE/Madison.

Scott

Continued from Page 3

previously been PD at WTVN/Columbus and WNDE/Indianapolis. Before that, he spent two years as OM at KTSA-AM & FM/San Antonio. Scott told R&R, "I'm definitely excited about joining Cox Broadcasting and WHIO. It's a great company and facility. The AM station has a very pro-

Seigel

Continued from Page 3

Prior to KADI, Seigel worked as an air personality at WFBQ/Indianapolis, having formerly been a parttime air talent at KHTZ/Los Angeles. Seigel told R&R, "I'm the only female PD in the St. Louis area, and it was an honor to have been selected. I feel good working for Richard and his company. The station is on an upswing and I see a bright future ahead. KADI is already on target, so there won't be any major changes forthcoming."

minent position in Dayton, and basically the task is to reposition WHIO to be the dominant 25-54 force in the market. Right now the listeners are primarily 45+, so we're looking to bring those demographics down about ten years."

Scott added that evening personality Keith Wright has been elevated to Music Director.

Sebastian

Continued from Page 3

Jacksonville. Sebastian told R&R, "Midwest Communications is a great company to grow with, one which certainly has not peaked by any means. Paul Stagg is a super guy to work with and work for. He's given me the rope I need to pull this thing off successfully, and I'm very grateful to him. I'd like to add how much I appreciate the support of (Burkhart/Abrams/Michaels/Douglas & Associates consultant) Bob Elliot, who's been right beside me as my confidante ever since WAPE."

Transactions

Interstate Buys WGAY, Plans Talkradio Format

Interstate Communications, Inc. has agreed to purchase WGAY (AM)/Washington from Greater Media for \$950,000, subject to FCC approval. Greater Media is selling the property to clear a spot on its station roster for WWRC/Washington, which it's buying from NBC.

Interstate President Gary Portmess, who also owns WHAG & WQCM/Hagerstown, MD, says he plans to mount a News/Talk format on the 1kw daytimer, which now simulcasts Beautiful Music with WGAY-FM. Portmess said the decision was based on plans by Greater Media to drop N/T on WWRC with the exception of NBC Talknet at night.

WGAY will air ABC Talkradio from 10am-4pm, and will also affiliate with CNN Radio and the ABC Entertainment Network. Portmess said he would like to obtain the WWRC call sign if Greater Media decides not to retain it, and hopes to boost power to 5kw next year.

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DON'T DO IT (ALL) YOURSELF

He Who Delegates Is Boss

There are many skills one must master to become an effective manager of people. Unfortunately, most of us who have risen from the on-air ranks, through programming, into a position of responsibility, have not been properly trained in ANY management skills. It was that scenario which prompted R&R's first "Shirtsleeve Seminar" on management skills for programmers in mid-March.

As the many fine speakers pointed out, it is so much easier to do your job if you know how to deal with people. That may be a simplified synopsis, but it has complex applications. I won't attempt to recap the specialized topics covered in the seminar (you're just going to have to attend the next one), but I would like to examine a management skill that can save you time, help you to become more creative, and make those working under you feel greater job fulfillment. Too good to be true, you say? Well, I didn't say it was going to be easy, but I think you'll find any effort you expend well rewarded.

Let's face it, you've reached the position you're in by being both more talented than those around you and (be honest now) more aggressive. That last part usually translates in a letter of recommendation to "hard worker." And, believe me, I'm not putting down people who work hard, but they are the ones who have the most difficulty in mastering the fine art of DELEGATION, which, if you haven't already guessed, is the topic at hand.

You Can Do It All, But Don't

Okay, you've risen through the ranks because you not only know what you're doing, but you've shown a willingness to get the job done. And now you're in charge of several other people, none of whom have your experience, but who are all looking to you for guidance. In the face of inexperienced coworkers, the temptation is to

do it all yourself; after all, it saves time. How many times have you thought to yourself, "It'll take me longer to explain to someone else how to do this than it'll take me to do it?" But there are two very good reasons why you shouldn't do it all yourself.

First, you'll burn out. Running a successful anything (radio station included) from any management position requires a lot of work. If you do it all yourself, both you and your physical and mental health will suffer. All work and no play not only makes Jack a dull boy, it keeps Jack out of touch with the very people he's trying to serve — in this case, the audience.

Second, if YOU do it all, how are the people working for you ever going to learn? How are they ever going to progress? I strongly believe we all have an obligation to train the people who come into this business behind us. I know that I would not be where I am today had it not been for the willingness of the people I worked for early on to teach me the basics and beyond.

But, if you don't want to do it out of altruism, go the other way — do it for yourself. Delegation means you'll have more time to do what you're supposed to be doing, managing. And if you can remember that managing means *not* having to do it all yourself (sort of like love means never having to say you're sorry), then you're on your way. You're going to have more time to do what the really good



managers do . . . they come up with new and creative ways to make their businesses better, more profitable. You can spend more time talking relatability with your morning team, help the sales manager redesign the rate card, cook up a promotion that will help your station get the giant buy, and you can help the people working for you get better at *THEIR* jobs.

Getting Started

Assuming you're buying the theory so far, let's get into the hard stuff — actually delegating. Start with something easy, and pick someone who you think is going places. That way the difference between what you wanted and what you actually get back won't be so large. And, for me, that is the key to becoming a good delegator: learning to compromise.

It never fails: you assign someone a task to accomplish, and it comes back completed, but, well, it's not the way YOU would have done it. Here's where the compromise comes in, and it's not a compromise of quality, it's a compromise of methodology. You don't have to settle for inferior work when you delegate something, but you do have to accept the bold and daring theory that there is more than one way to do almost anything.

People will do things their own way, won't they? I mean it's almost like you when YOU were first in the business; someone would show you how to do something, and then you'd go off and do it your own way. You still got the job done, but you *did* it your way. While that behavioral pattern may be hard for some

of the more rigid managers among us to take, its acceptance does wonders for staff morale.

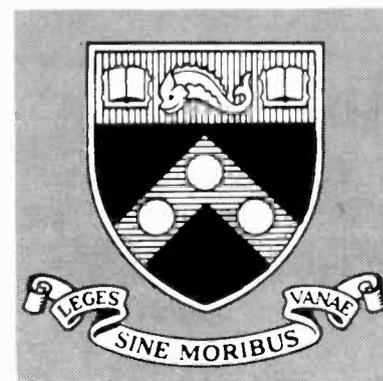
Let people do it their own way (given that their way is correct) and they feel like they're working WITH YOU as opposed to FOR YOU. You're running a happier ship because the staff is motivated, and you can continue to parcel out tasks to those members of your team showing the most promise. You get more time to be creative, and your employees get the satisfaction of actually running the store.

As a former "do it all yourselfer" myself, I can highly recommend developing the skill of delegation. I only wish I'd been smart enough to use it earlier in my career. Oh, there's also a nice bonus connected to becoming a master delegator: you get to become a pretty decent judge of people as you observe how they handle the tasks you've assigned . . . but that's a whole new column topic, which I'm planning to assign to someone else.

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 "Countdown America" show 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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THE **NSBA** PICTURE PAGE

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News/Talk



BRAD WOODWARD

KPRC Vs. KTRH

Rival Talk Philosophies Clash In Houston

Usually when two News/Talk stations go head-to-head in a market, one emphasizes Talk while the other goes all-News. Detroit, San Francisco, Boston, and Washington are good examples. In Houston, however, both stations in the format have adopted the same stance. KPRC and KTRH are primarily Talk stations with a heavy emphasis on news in the morning. Neither carries a solid news block in pm drive.

What sets the stations apart is the way they approach Talk. KPRC thrives on open-line shows, scorned by some Talk programmers as amateurish and unfocused. At KTRH, guests and "issues-oriented talk" fill the airwaves.

Although KTRH has traditionally held a slight lead, KPRC last fall scored a surprise 5.9-4.1 upset. But KTRH bounded back into the lead in the winter book with a 5.2-3.8 edge.

For a closer look at this matchup, let's start by running down the weekday program lineups of both stations:

KTRH

4-6 am	— agriculture news block
6-9	— news block
9-10	— "Morning Poll" talk
10-noon	— talk (Wayne Dolcefino)
noon-1 pm	— news block
1-3	— talk (Sheila Rushlo)
3-4	— financial news, talk (Rushlo, Dick Brasie)
4-7	— sports talk (Jerry Trupia)
7-10	— psychology talk (Dr. Ed Reitman)
10-11	— news block
11 pm-4 am	— Larry King Show

KPRC

4:30-9 am	— news block
9-noon	— talk (Ben Baldwin)
noon-1 pm	— news block
1-2 pm	— talk (Ben Baldwin)
2-4	— talk (Alvin Van Black)
4-6	— news, Van Black talk alternate every quarter hour
6-7	— sports talk
7 pm-1 am	— NBC Talknet
1-4:30 am	— sports talk (Anita Martini)

The Baldwin Caper

The central event in last fall's leadership reversal was a coup by KPRC — the hiring away in November of KTRH's top talk talent, 10-year veteran Ben Baldwin, in a blaze of publicity and promotion. The boon proved to be short-lived, however. In addition to capturing a sizable overall 12+ lead, this winter KTRH battled back to a near tie against Baldwin's midday show, while KPRC's share in that daypart fell below its last pre-Baldwin number.

Losing his big fall lead so suddenly didn't seem to ruffle KPRC Director/News & Operations Harry Schultz. "It's like the sun coming up in the morning and setting at night," he told me. "I've always said Arbitron can only be used as a tool. We certainly don't plan to make any changes. We feel what we're doing is right; it'll just take a while to pay off."

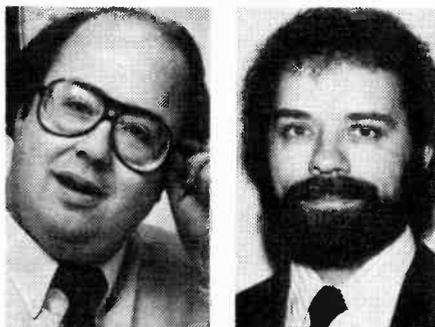
Promotion Blitz Scores

Baldwin not only gave his station what KTRH had going for them, but provided the ideal focal point for KPRC's emphasis on promotion. "I

KPRC 950

will not attribute the fall book totally to Ben Baldwin. I think that's crazy. But getting the station's call letters out in front of the public and eliminating some of the call letter confusion between the two stations had a lot to do with it."

Aggressive promotion of KPRC had never been tried "prior to the last year and a half," Shultz recalls. "We just felt we needed to position ourselves in the market. Something we absolutely had to do was develop an effective new promotional campaign." TV ads, mostly on co-owned KPRC-TV, were supplemented by newspaper and magazine ads, plus billboards.



Harry Schultz

Michael Packer

Listeners As Programmers

When I asked Schultz to explain how the two stations differ, he had no shortage of answers. "Personally, I feel we have better quality people, better equipment and a greater concern for the overall technical sound. We're aware that they're 50kw and we're 5kw, with the obvious need to produce a better product to overcome that massive signal advantage they've got."

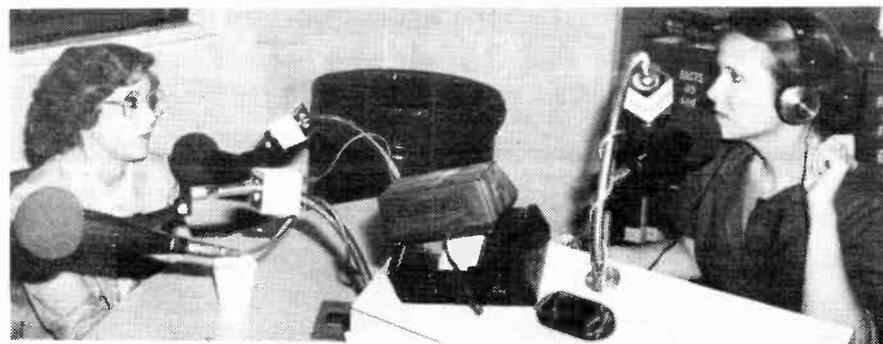
"I think we assume a much greater level of intelligence on the part of our audience, and structure our programming accordingly. We assume our listeners are better informed than the average person in town and we don't belabor issues or beat our listeners over the head."

Open-Line Talk Vs. Guests

"We tend to let the audience determine what is important to them, rather than telling them what's important. We have always done a lot of open-forum telephone talk. KTRH has always been very heavy on guest after guest after guest."

Schultz believes open-line shows are "very entertaining because a variety of topics come up. If you've got 18 or 20 callers on the air in an hour, there might be 18 or 20 subjects. It's very entertaining to listen to, and entertainment, as the talk portion of News/Talk, is the name of the game."

Schultz admits KPRC has been using more guests lately but stresses, "We have



TO GUEST OR NOT TO GUEST — A key difference between Houston's News/Talk rivals is KTRH's heavy use of guests vs. KPRC's open-line programming. Making a regular monthly appearance on KTRH is Houston Mayor Kathy Whitmire (left), interviewed here by afternoon host Sheila Rushlo.

not, did not, and are not abandoning the open-forum concept. But Ben's show is featuring a lot of guests. He is an incisive, excellent interviewer and we want to take advantage of that."

Bold Personalities, Market Veterans

One of KPRC's key strengths, Schultz is convinced, is fielding strong Talk personalities who've been in the market a long time. "Both of our daytime talk hosts are extremely capable and well-informed. They've got a combined 26 years on the air in this market right now. KTRH is fielding hosts who have probably a combined four years on the air in this market."

KPRC's afternoon ace is 17-year Houston radio vet Alvin Van Black. Hired away from KTRH when KPRC first went N/T, Van Black is often called "the kind of talk show host people love to hate," according to Schultz, who adds, "That's fine as long as they listen." Former KTRH PD Ed Shane calls Van Black "a Joe Pyne-type fella."

Schultz explains how KPRC's personality approach is extended into news shows: "We are not happy talk news, but we try to be warm and human and relatable and we try to talk like people talk, and at the same time not lose credibility. We are not an old-line, stodgy, dry News station as far as the delivery goes. The last thing we want to do is get boring." He calls the station's morning drive news block a "fast-paced, uptempo, slick, smooth product."

Still ticking off contrasts, Schultz told me, "I think there's a difference in management attitude. We try to hire quality people and leave them alone. KPRC is a great place to work and I think that makes a lot of difference. It certainly comes through on the air. That is one of those hard-to-describe things that makes our product sound a lot brighter and smoother and more attractive on the air than theirs."

KTRH's Pipeline To Leaders

KTRH, meanwhile, is undergoing major changes in both programming and personnel. Ed Shane resigned this spring and was replaced as PD by his assistant, Laura Morris. And in March Michael Packer returned to his hometown from WXYZ/Detroit to take over as Station Manager.

Only 25% of KTRH's shows are open-line, Packer estimates. "My personal philosophy is that it's important that the audience have the opportunity to pick up a telephone, dial seven numbers, and ask questions of the leaders in their community and the nation that are making decisions shaping their lives for them. KTRH puts them in direct contact with those people."

"I think it gets a little boring just hearing the same old party line that a host may want to give. You get into a lot of circular conversations and repeating the same philosophy and information over and over. It's much more interesting to balance open-line talk with guests."

News: Conservative Vs. Slick

Packer confirms there's an audible difference in the news style of the two stations, but notes that KTRH has a strong lead in morning drive. "Sure, they're much faster-paced; they're much slicker. If what KTRH

is doing is old-line, stodgy and boring, so be it. Whatever it takes to satisfy the listeners... KTRH takes a more conservative approach to the news.

KTRH

"We have the largest news organization in Houston, 24 hours a day, seven days a week. I have a strong feeling about KTRH's news image; I grew up listening to it. Last summer when Hurricane Alicia hit they did an incidental (Arbitron) here and found that over half of Houston was tuning in to KTRH. We intend to do whatever is necessary to continue serving our audience's news needs, and if it means a more conservative approach to the news, then obviously that's what we'll do."

In tracking the ratings history of every show on the air, Packer has found soft spots in some of the weekend specialty programs. "Every program stands or falls according to the audience's needs," he explains. "If



Ben Baldwin

Alvin Van Black

people aren't listening then that tells me something is broken and needs to be fixed. I think we have a lot of weak programming on the weekends and that's where I'm focusing first." Some "major" changes are also in the offing.

Music Lures Talk Audience

Interestingly, Packer doesn't view KPRC as his main foe. He contends the two stations have loyal and distinct core audiences, with his own being somewhat younger and more heavily male.

Adult-oriented music poses the biggest problem for News/Talk stations, according to Packer. "In two years both stations have lost considerable audience to music stations. We're losing more audience to the Country and Beautiful Music stations than we are to each other. And they're listening to music for longer periods of time. I think the key lies in finding what these music listeners want in the way of News and Talk and addressing that."

Packer sums up, "I think there's room for two News/Talk stations and both will grow. I fully anticipate KTRH will grow as we continue to listen closely to our core audience, determine their needs and service them. And I hope KPRC is successful, too, because we need to pull more people back to AM. If they go up five shares and we go up five shares, that's great. I think we help each other."

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Diane Sutter GM
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Harry Schultz
News & Program Director
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JOEL DENVER

A MINI-HISTORY

Happy 30th Birthday To KIMN



Everyone likes birthdays, and I'm no exception. When a radio station with as rich a CHR tradition as KIMN/Denver turns 30 years old, it's a momentous occasion. When I learned that KIMN was celebrating with a concert and guest appearances by former employees, I felt it only fitting that the festivities should be covered in glorious detail.

That meant delving into the past for some thoughts, comments, ideas, and memories from former KIMN staffers. In addition, the spotlight is focused on those currently working there. Through the cooperation of VP/GM Steve Keeney and PD Doug Erickson, here is a look at KIMN's past, its present, and a hint of the future as well. Happy 30th Birthday, KIMN!

The Early Days

Since May 1, 1954, radio in Denver has never been the same again. On that day, new owner A.L. Glassman, publisher of the "Standard Examiner," based in Ogden, UT, took over the operation of KFEL from owner Gene O'Fallon for a mere \$275,000. KFEL signed on the air in 1922 as one of the first stations in Denver, and O'Fallon himself had run the station continuously from 1925 to the announced change in ownership.

At the time of takeover, the most significant change was the new calls KIMN. KIMN was to be the flagship station in a network connecting stations in Idaho, Nevada, and Utah, with expansion to begin in Colorado, New Mexico, and Nebraska. Hence the calls KIMN: Key station, Intermountain Mutual Network.

The only staff changes announced were a new GM, Collin W. Lowder from KLO/Ogden; a new Program Director, Ronnie McCoy, who replaced Dale Morgan; and the temporary cessation of broadcasting from 1 to 5:30am. Near the bottom of the newspaper article noting these changes, there was a small mention of a possible change in format, which was to be announced near the end of May, 1954.

A print ad in the Rocky Mountain News which ran shortly after the takeover attempted to mollify the audience by asserting "nothing would be changing, everything would be the same" (see early KIMN radio ad this page). Little did the other broadcasters in the market realize what weight and influence the new call letters KIMN would carry in years to come as a contemporary music giant.

KFEL radio IS NOW KIMN

- ★ Same dial position **950 kc.**
- ★ Same top shows and programs

- ★ Ray Perkins
- ★ Morning with McCoy
- ★ Game of the Day
- ★ Denver Bears Baseball
- ★ Gabriel Heatter
- ★ Fulton Lewis, Jr.

KEY STATION INTERMOUNTAIN MUTUAL NETWORK

In later years the station changed hands again, being bought by Cecil Heftel (now Hawaii's Congressman). Heftel began pumping money and promotions into the station at a rapid rate, setting the pace for a winning tradition and attitude which remain in place today, thanks to a history of strong ownership throughout the years.



KIMN CELEBRATES — (Top) At a party at new KIMN & KYGO studios, one of the many birthday cakes goes on display. (Bottom) KIMN receives mayoral proclamation and portrait of former owner Ken Palmer. Shown (l-r) holding proclamation are VP/GM Steve Keeney, Lee Palmer (widow of Ken), and Jefferson-Pilot President Wally Jorgenson.

30 Years Later, 1984

In 1984, KIMN is a viable, exciting AM CHR and a role model for all radio stations, both AM & FM, regardless of format. A continuing dedication to perfection and community service are the cornerstone values upon which this radio station has operated, no matter who the owner.

These values were implemented by people in broadcast management who have a feeling for what makes a radio station more than just a radio station. Let's take a look at the people responsible for today's success at KIMN.

Steve Keeney

A station veteran since 1973, VP/GM Steve Keeney has been in his present position since 1976, after serving in various sales capacities at KIMN. Starting in radio at WDAE/Tampa in 1959, he feels, "I had the advantage of being on the air myself, which gives me a greater understanding of programming, although I was never what you could call an on-air superstar."

Staying True To An Image

Steve recalled what he set out to do when he became VP/GM. "The station had been faltering in the ratings a bit since 1973. Pacific & Southern owned us until 1974 when Jefferson-Pilot, our present owners, took over. We'd been through a series of PDs, Carl Wigglesworth, Nick St. John, and Jim Davis (who gets the credit for stabilizing us). Then came Hal Winston, then Loren Owens, who remained with us as PD from 1977 until 1980 when I named Doug Erickson as our new Program Director.

"Our main AM Top 40 competition was KTLK (1280 kHz) and for the adults it was KHOW (630 kHz). FM was still in its infancy, with KOAQ playing Top 40 in 1974, along with progressive stations KBPI and KLZ-FM (now KAZY), but none making a huge impact. After looking at where things were headed, KIMN deliberately became more involved with the

community, and I was determined to create an ongoing visibility for the station using one major event each quarter." (See "KIMN Spectaculars").

"Fundamentally, KIMN has remained the same station it was in the late 1950s

when we began playing rock music exclusively," Steve noted. "It would have been too easy for us to have changed to A/C and blow off the teens. I'll take all of them that will listen, because today's teen is tomorrow's adult. KIMN today is the product of taking a good radio station and turning it into what we think is a great radio station through the investment of time, money, love, more money, and a deep desire to serve the community."

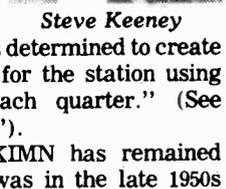
Doug Erickson

Doug Erickson (age 33) has been at KIMN for eight years, joining the station as the overnight announcer in 1976 after working at a small station in Waco, TX. Frustrated with his lack of career advancement, he was about to get out of radio when he made a last shot at the big time, sending an audition tape to KIMN. The rest is history. Doug has worked almost every shift at the station in his career, and after serving as PD for the past four years feels a special affection for the station and its past.

"KIMN has a great history and legacy which we work hard to maintain," he said. "We continue to remain viable because we keep trying to outdo what we've done before. Since Steve Keeney is a young man himself (41), he keeps a real open mind about staying on top. Whatever it takes, he gives it to us so KIMN can be the best."

Continued

THE KIMN CHICKEN WAS HERE!

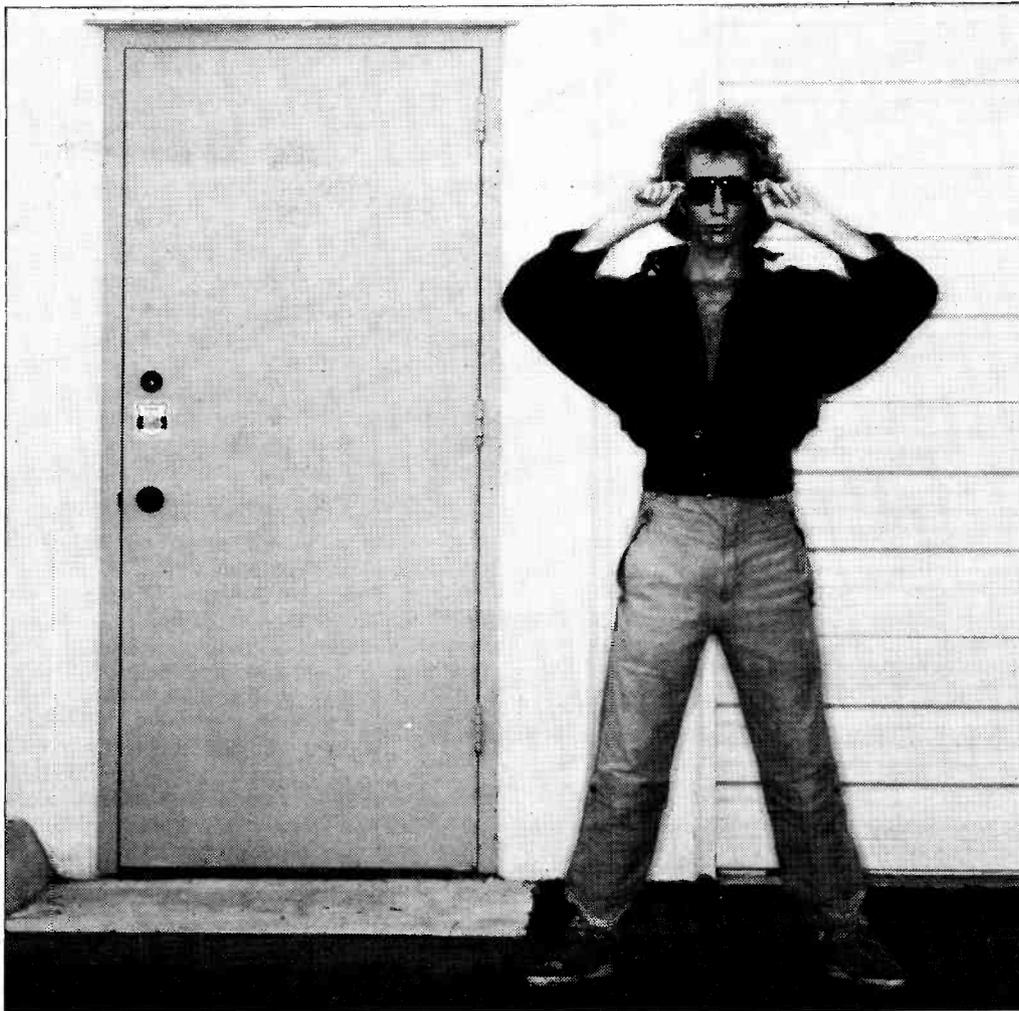


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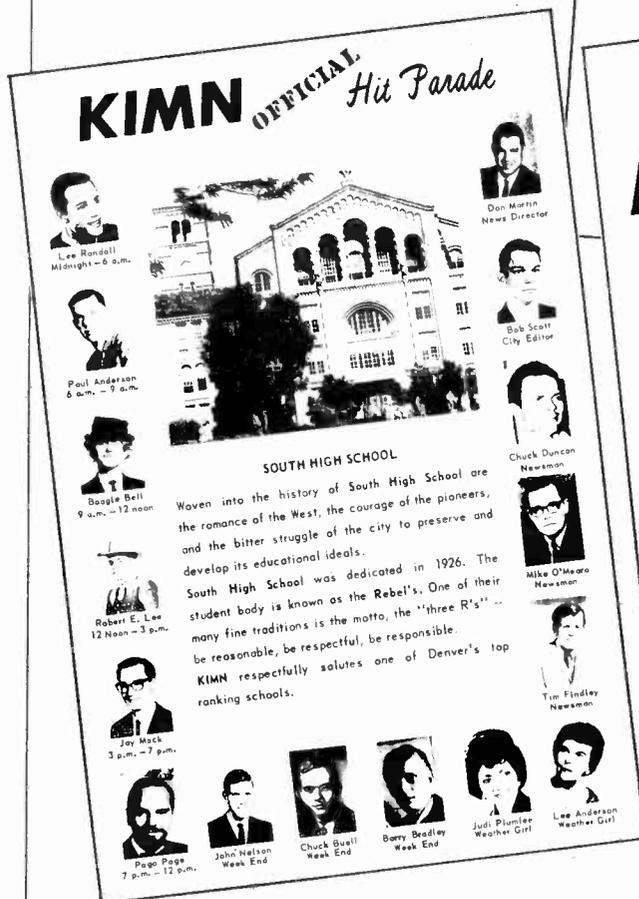
"Runaround"



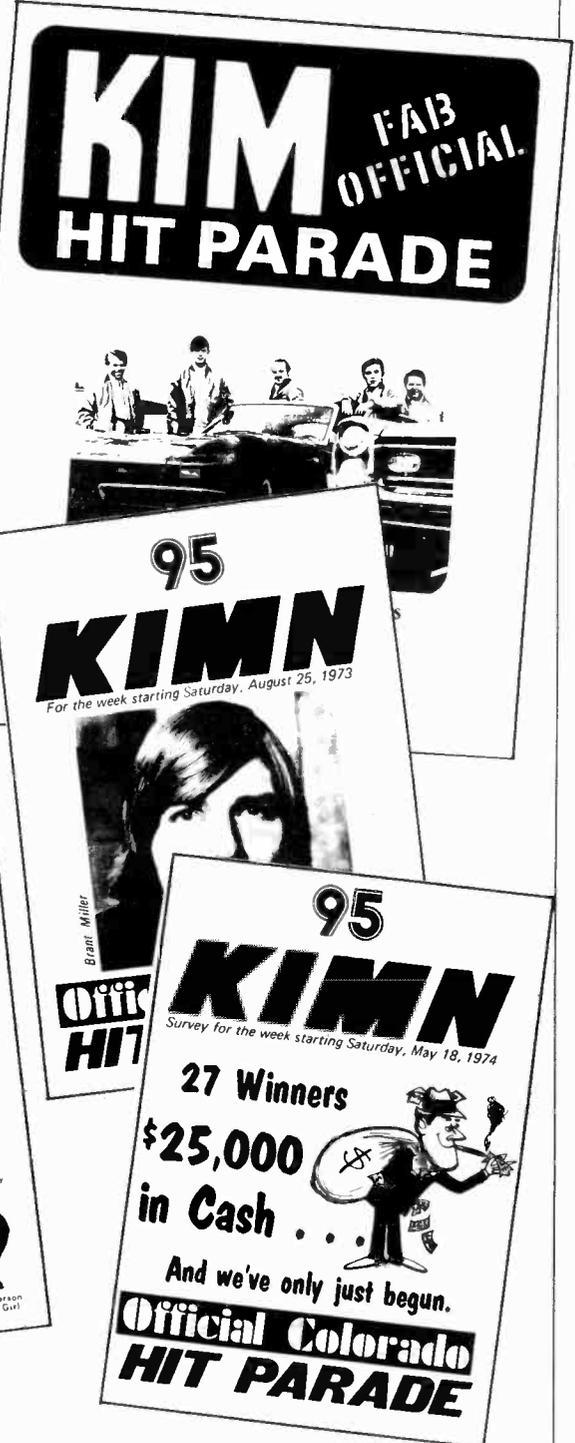
Kimn Surveys The Hits

Like any good Top 40 station of its day, KIMN knew how to survey the hits. Many include pictures and/or caricatures of the jocks, plus information on the latest station contests, and the most standard Top-40 staple of all, the request line phone number.

Some of the earliest surveys from as far back as 1958 show the station fully ensconced in what parents hated and teens loved, rock 'n' roll. Topping the January 6, 1958 chart was "At The Hop" by **Danny & the Juniors**. Other hot rockers included "Peggy Sue" from **Buddy Holly** and the **Jerry Lee Lewis** classic "Great Balls Of Fire." But mixed in were such schmaltzy ballads as "April Love" by **Pat Boone**, "All The Way" by **Frank Sinatra**, and the **Johnny Mathis** standard "The Twelfth of Never." Music was in a time of transition, and so was KIMN. Even as early as 1958, the station surveys boasted of a "Pick Album Of The Week" and listed the Top 10 LPs, although singles were outselling albums by a good margin.



As time marched on, so did the appearance of the KIMN music surveys. They were no longer called the "KIMN Hit Parade" or "950's Top 50" or the "KIMN Fabulous Five Presents." Instead the KIMN surveys took on more dramatic artwork, adopting newer, hipper slogans such as the "Denver Tiger" in 1964, then adding the words "Boss Radio" (thank you, **Bill Drake**) in addition to the Tiger Radio identity. It was also during this period that the station lost a number of its old standby favorite jocks, as personality radio changed to a more-music approach. (See "KIMN Hall Of Fame.")



They were replaced by slicker personalities: **Hal Moore** (now at **KHOW**), **Randy Robbins** (a **Capitol Records** promo rep), **Brant Miller** (**WLS/Chicago**), **John London** (of **London & Engleman**), **Gary Todd** (**WIBC/Indianapolis**), **Bill Minkler** (**PD KGW/Portland**), **Ross Reagan** (**KUDL/Kansas City**), **Todd Wallace** (San Diego-based consultant), **Jim Davis** (**VP/GM V100/Charleston, WV**), **Ted Atkins** (**VP/GM WHTX/Pittsburgh**), and others too numerous to mention. All left a lasting impression and contributed to what KIMN is today.

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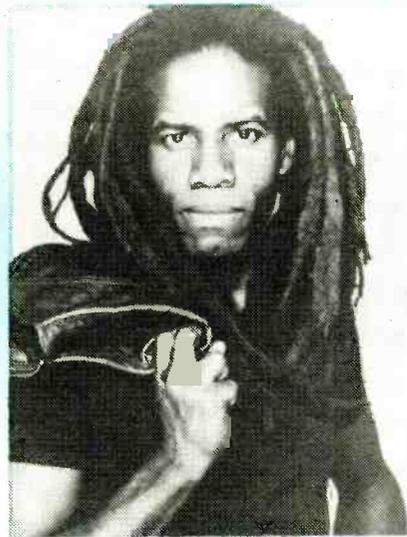
ARBITRON RATINGS

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EDDY GRANT

"Romancing The Stone"



CHR
SIGNIFICANT ACTION

AOR Tracks: 47

Black/Urban
SIGNIFICANT ACTION

- | | | |
|---------|---------|---------|
| WXKS-FM | KTFM | WJBO |
| WPHD | WKDD | WJAD |
| CKOI | KMGK | WCGQ |
| WCAU-FM | WKDQ | KISR |
| 93FM | WJXQ | WFOX |
| B96 | KJ103 | KNOE-FM |
| WHYT | WRQN | WHSL |
| WFLY | WHOT-FM | WAZY-FM |
| WVSR | 13K | KFMW |
| WKEE | KIKI | KGOT |
| Q92 | KQMQ | KCDQ |
| WKFM | KLUC | KGHO |
| WRCK | KHOP | KOZE |
| WKRZ-FM | KSKD | KBIM |
| WHTF | WGUY | |
| KITE | 103CIR | |
| WZYP | WKHI | |
| WFMI | | |

Portrait

Watch Your Local Listings For Eddy's New Video
Of "Romancing The Stone"

DISTRIBUTED BY CBS RECORDS

KIMN Time Line

1954: Call letters KIMN come into existence

1955: Live music predominates on KIMN

1956: Gary Owens comes to KIMN

1957: KIMN goes rock 'n' roll

1958: 5 KIMN jocks flagpole-sit for several days for promotion



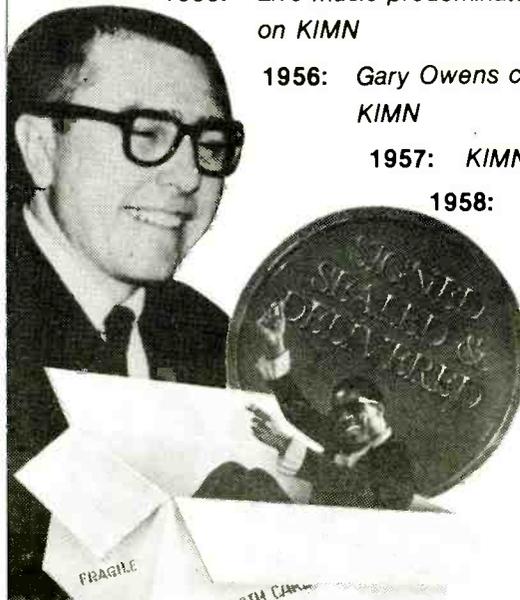
1959: Pogo Pogue kidnapped by students from Regis College

1960: Ken Palmer purchases KIMN from Cecil Heftel; air/traffic reports instituted

1961: Pogo Pogue bitten by snake during promotion in snakepit

1962: KIMN brings Fabian to Denver for concert

1963: KIMN provides first live reports from Parkland Hospital in Dallas on Kennedy assassination.



1973: KIMN presents Rocky Mountain Jazz Festival with Stevie Wonder

1974: KIMN purchased by Jefferson-Pilot Broadcasting

1975: KIMN institutes \$10,000 cash giveaway

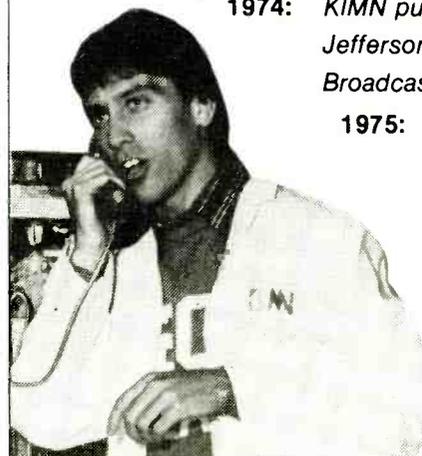
1976: KIMN covers flood in Big Thompson Canyon which kills over 100 people

1977: KIMN Chicken established as mascot; Steve Kelley arrives from Tampa

1978: KIMN reemerges as Contemporary Music force with 8.1 share

1979: "I'd Rather Be In Denver" theme established

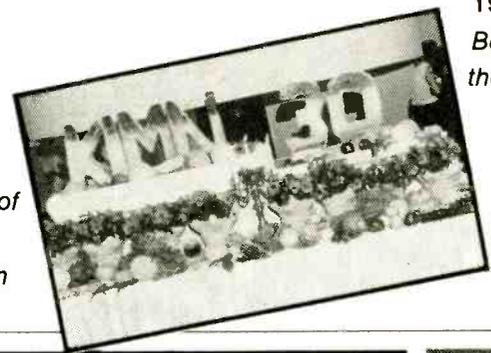
1980:



1982: KIMN Parade of Lights attracts 300,000 people to downtown

1983: Kelley's Calls For Kids raises over \$60,000 to fight child abuse

1984: KIMN 30th Anniversary of rock 'n' roll and entertainment celebration



Continued from Page 34

AM In An FM World

One can't help but wonder if putting this highly successful format and staff on FM has been considered recently? Doug said, "We've had those feelings in the past, but there is no one on our staff who can honestly say that being on AM is an excuse for us to lose. We realize we have to work harder to do as well as an FM would. Obviously, there is a market for what we do; personality CHR on AM."

"About five years ago we considered putting this format on our FM, KYGO, but it's doing well with a continuous Country format, so the thought doesn't cross our minds. This station still rocks because to do otherwise would be denying our heritage and would violate people's expectations of KIMN. I believe the people in Denver think of KIMN as more than just a radio station. For many years to come I foresee our cume remaining in the range of 250,000 to 300,000, and people will continue to listen for that quarter-hour or so to find out what's going on at KIMN."

The KIMN Airstaff

As in the past, there has been scant turnover in the KIMN airstaff in the last several years. PD Doug Erickson explained, "Little turnover speaks well for KIMN and our company. We've got an outstanding airstaff and we take very good care of them. They're one of the reasons we've stayed as strong as we have. Because they're taken care of by understanding management, the results they produce are extraordinary. Our philosophy is 'if we don't keep our people happy then we deserve to lose them.'"

"We keep the guys very active. Each makes up to two and three personal appearances a week, and they appear as a group for station events as well. We ask a great deal of them, but community involvement is a cornerstone of KIMN and essential to our success."



Paxton Mills



Randy Jay

FABULOUS KIMN

Sound of the 70s



THE BEATLES

HIT PARA

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KIMN

1964: KIMN brings the Beatles to perform at Red Rocks

1965: KIMN covers major Platte River flood which devastates Denver

1966: KIMN begins "Boss Radio"

1967: KIMN brings Paul Revere and the Raiders to Red Rocks Amphitheatre

1968: KIMN presents Peter, Paul & Mary in concert

1969: Beach Boys record a special jingle for KIMN Denver Pop Festival

1970: KIMN presents the Osmonds in concert

1971: KIMN sold to Pacific & Southern Broadcasting

1972: Kent Burkhardt programs KIMN

I'd Rather Be In
Denver
95 KIMN

Steve Kelley Mile High

Seat Sit raises \$35,000 for charity

1981: Paxton Mills arrives to do mornings from WGAR/Cleveland



Steve Kelley



Scott Jenkins

"I think our current airstaff is the best KIMN has ever had. It includes our Production Director Bob Karson and Music Director Gloria Avila-Perez, who's got great ears. For the first time in the eight years I've been here, our morning show, featuring Paxton Mills, has dethroned the perennial winning competition in adult demos. Our night guy Steve Kelley continues to amaze us and others around the country with his dedication and extra effort, shown in his various charity promotions (see "Kelley's Crusades")."

Doug continued, "Bob Simpson, who came to us from WIBC/Indianapolis, is an outstanding afternoon drive talent. Late evening personality Scott Jenkins, who's in from WPGC/Washington, is young and energetic; he could be the find of the decade. Randy Jay, who's doing middays, has been here for a lot of years and is warm, personable, and well-liked. All-nighter Neal Dionne does an exceptional job."

Continued



Bob Simpson



Neal Dionne



Bob Karson

La TOYA JACKSON

"Heart Don't Lie"



CHR NEW & ACTIVE

Black/Urban
BREAKERS

WCAU-FM 26	PRO-FM	KYNO-FM
Y100 add	WNVZ	KSKD
WGCL add	WHYT	KHYT
WCZY deb 38	WFLY	WGUY
FM102 23-18	Q100	WIGY
KS103 deb 40	WMAR	103CIR
XTRA 28	WYCR	WERZ
KNBQ 33-30	WKEE	13FEA
WKFM 36	FM106	WKHI
WHTF deb 34	WKRZ-FM	WJBQ
WJZR add	WNOK-FM	WJAD
WDOQ add	KAMZ	KILE
WOKI deb 39	WFMI	Q101
KRGV deb 36	WKDD	KKQV
KTFM 32-28	WKFR	KGOT
13K deb 40	KQKQ	KCDQ
KIKI deb 35	KEYN-FM	KHTX
KQMQ 38-33	WHOT-FM	KSLY
KGHO 36	KQXR	KZOZ
WXKS-FM	KMGX	
CKOI		



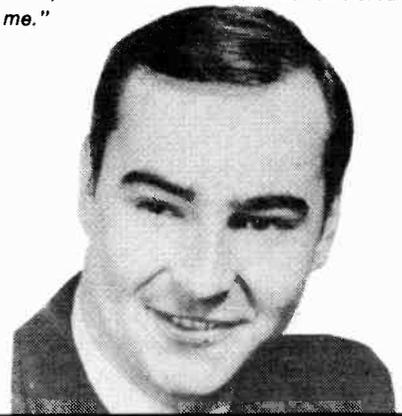
Watch LaToya's "Heart Don't Lie" Video
On "Night Tracks"

DISTRIBUTED BY CBS RECORDS

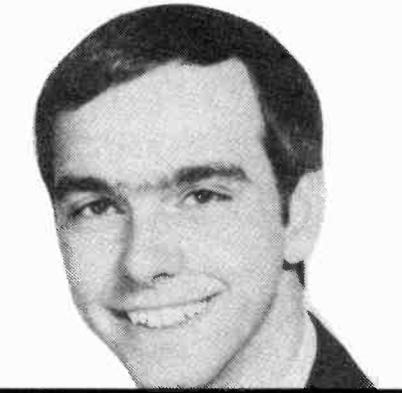
The Hall Of Fame

Any 30-year tribute to KIMN would be insufficient without the words and memories of some of the contributors to KIMN's heritage.

AL LOHMAN: One-half of the KFI morning team was "a struggling young disc jockey at KIMN from 1957 to 1958. In fact I met my wife there," he remembered. "She was doing a show at night called 'This Is Maryanne.' She sounded pretty good, we started dating, and we're still married. KIMN really had a good lineup, and when I came there we were just beginning to build big ratings. Roger and I didn't work there together. One of the things I most remember about the station was that (alr personality) **Pogo Pogue** and his wife actually lived in back of the station because he had a First Class ticket. I'm sure glad I went to work there, as I learned a lot from the folks around me."



JAY MACK: Currently working at WMZK-FM/Traverse City, MI, Jay did afternoons for KIMN from 1963 to 1971 when the station was sold to Pacific & Southern. He saw the change in radio from personality to more-music and was able to adapt. He remembers when KIMN brought in the Beatles. "It was amazing. Ken Palmer was running the show and he didn't care how much money he had to spend. We brought them to an outdoor amphitheater called Red Rocks. I remember in 1965 KBTR brought in the Rolling Stones. Well, we countered by bringing in the Beach Boys on the same night, only our concert was free. Everything we did was first class, from promotions to salaries. Ken expected the best out of us, and didn't mind paying the price for excellence. Our ratings in the Pulse were astronomical . . . we had 60 shares!"



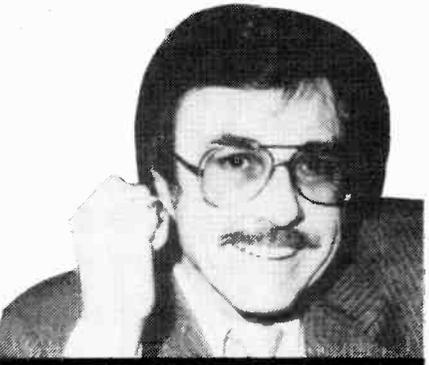
CHUCK BUELL: A legend in the Denver market, Chuck worked at KIMN twice, once from 1963-67, leaving for WLS/Chicago, and again from 1978-83, departing to join KPPL/Denver as morning air personality. "I went back to KIMN because Denver is home for me and it served as an opportunity for me to be involved again with a great radio station. I remember all the things we gave away — the cars, the cash, you name it. Years ago jocks were more involved with the groups that came to town, and KIMN brought lots of them in. One night we'd brought **Sonny & Cher** in for a concert and afterwards took them to the Whiskey A Go-Go in Denver. All of us were wild and crazy that night, and there I was dancing with Cher in one of the suspended go-go cages. To this day KIMN has done well because it's one of the few radio stations that's learned to coexist with the marketplace."



ROGER BARKLEY: Now part of the KFI/Los Angeles morning team of Lohman & Barkley, Roger was PD at KIMN under Cecil Heftel from 1960-61. "Rock & roll was only a few years old at the time," Roger recalled, "but Cecil loved to spend money and so did the guy he sold it to, Ken Palmer, so we had plenty of excitement at all times. But one of the best things about both of them was a hands-off policy on programming. It was during this period of time we nicknamed the station 'Tiger Radio.' I remember during Ken's era we painted mental pictures with the news using music, drumbeats, or some sound in the background that fit the story. We called it 'newsic,' but our competitors called it 'nolsic.' I think they were jealous, as KIMN always had a great energy around the radio station, which made it a fabulous place to work."



POGO POGUE: Currently working at KLO & KLUB/Salt Lake City, Pogo, from every account, is the best remembered KIMN personality. "I arrived at KIMN in 1955, and remained until 1965. I got the name 'Pogo' because as a kid I was nicknamed 'Pogue.' When I went into radio I had a contest to see if people knew what a pogue was. One lady called to say, 'You sound like a jumping DJ; you should be Pogo Pogue.' So the pogo stick became my trademark and I became known as the jumping disc jockey. I pulled a stunt by jumping from Boulder to Denver which really locked the identity in. I was part of what they called the 'Fabulous Five,' which included Roy 'The Bell Boy' Gunderson, Glen 'Boogie' Bell, 'Rolls' Royce Johnson, and 'Smilin' Jack Merker. I remember when a college called me up on the air threatening to kidnap me and cut off my beard if I played a particular record again. Then another group threatened to do it if I didn't play it again. I was in a no-win situation, and the football team from Regis College did kidnap me and cut off my beard!"



GARY OWENS: Internationally known for his work on TV and in syndication, Gary currently does mornings at KPRZ/Los Angeles. He recalls the station as it was making its transition to Top 40 in 1957. "I was only 21 years old and was giving up a career in news to become a jock, so doing mornings at KIMN was very important to me. I'd come from KOIL/Omaha, where I worked for Don Burden and we were just growing into Top 40 at the time, with a bit of Peggy Lee and Frank Sinatra mixed in. As



"A Tribute To Ken Palmer"



Ken Palmer

Ken Palmer bought KIMN from Cecil Heftel in 1960, and ran the station until 1971. Unfortunately, he died a few months back and missed the 30th anniversary of the radio station he'd put so much into.

Everyone interviewed for this story spoke in glowing terms of the man and what he contributed to the station and their lives. KIMN VP/GM Steve Keeney felt especially close to him. "Ken Palmer is the patriarch of this radio station. He had the ability to turn any negative into a positive. His understanding of how radio programming and promotion worked together was amazing. For 11 years, this comprehension of the importance of good fundamental radio, combined with uniformity, consistency, and style, made KIMN a powerhouse."

Steve went on to detail a promotion Ken engineered which set the market on its ear. "Ken wouldn't let anyone top him. When he heard that KBTR was going to give away two Jaguars, he topped them by going out and buying an entire used car lot, cash! KIMN gave them away at the rate of one an hour until they were all gone. All the audience had to do was play name it and claim it, and it was the same record every time!"

"Ken has served as my personal mentor in how I run this radio station. He was a wonderful man who contributed greatly and unselfishly to others, especially young budding talent. He is sorely missed but not forgotten. KIMN will dedicate the conference room in our new studios to his memory."

the flagship station for the Intermountain Network KIMN fed 168 stations including KHJ and KFRC. I think I still hold the world's record for never being on time for my show and never getting fired for it. I lived only three and a half minutes away and never made it on time once! One weird bit I did was to phone Moscow to find out what their Top 10 was. It took me four days to get through, but what do you want for a person named the 'Hickey Poster Child' for 1957?"



JACK MERKER: Known as "Smilin' Jack Merker from 1959 to 1968 and serving as PD from 1965-68, Jack did the morning show and called himself "J.M. in the A.M." Now Director of Programming for Peters Productions in San Diego, Jack fondly recalls his time at the station. "It was such a great radio station that none of us wanted to leave, so the 'Sensational Six' hung in there. Many of the reasons for us staying was because of Ken Palmer, who is the greatest man I've ever known. He was an innovator and dynamo who taught a lot of people a lot of the skills they've used in other jobs. I was Promotion Director at one time and Cecil Heftel told me we had to give away \$10,000 over the next 10 days. So we got out the phone directory and began reading names until the people called in. That's how the often-duplicated 'name game' was born."



DAVE THOMSON: Most recently an air personality at Q107/Washington, Dave is a two-

time alumnus of KIMN. Ironically enough, both times he spent nine months at the station, "and I didn't give birth during either visit," he joked. "I went there the first time in 1968 to do 9pm-1am under PD Robert E. Lee, and believe me, they paid some of the best money in radio at the time. I remember it was during the era when we played a record, then a 90-second commercial break around the clock each hour. It was crazy, but Bill Drake was doing it so it was okay. When the competition got tighter, we'd just do a six-minute commercial set and sweep for the rest of the half-hour. They never knew what we were going to do next. The second time I was there was 1972, working for Al Brady, doing afternoons. We covered the city like a blanket with an unbelievable news department, replete with six news cruisers, some of which were active 24 hours a day. I think back on those days and I cherish those memories. Each time I was at KIMN the magic happened all over again."



ROY "THE BELLBOY" GUNDERSON: Working at KIMN from 1958 to 1961, Roy was also known as "The Ding Dong Daddy Of Denver." He's now an insurance underwriter and does occasional voiceover work. "I did afternoons back then, and we did some of the craziest things. We rode mules to 'Magic Mountain,' chased greased pigs at rodeos, and climbed into snakepits for attention. We were real stars back then, and we owed that to Ken Palmer. I remember getting hired at the station by Cecil Heftel, who asked if I had an extra set of PJs with me. I ended up auditioning on the air at a 'Wake-A-Thon,' which was a contest for people trying to win a house by guessing how long we could stay awake. After it was all said and done, Cecil handed me a contract and I went to work for KIMN."

KIMN Spectaculars

Continued from Page 39

Filling the station's yearly promotion calendar, KIMN's four-person fulltime promotion department keeps busy staging the following events.

Sky Fire

Drawing nearly 200,000 viewers each year, KIMN's creation of "Sky Fire" has been duplicated in many cities across America each Fourth Of July. Listeners are astounded as thousands of dollars of the finest fireworks are launched and choreographed to rock music.



KIMN Haunted House

While many stations do haunted houses, the "KIMN Haunted House" is known for its authenticity. Each Halloween, residents of Denver line up to march through creepy passageways and down rickety staircases to have the livin' daylights scared out of them for charity.

The Christmas Parade Of Lights

In cooperation with the city of Denver, the "KIMN Christmas Parade Of Lights" takes place each year, one week prior to the holiday. Involving downtown merchants and local celebrities and dignitaries, the station coordinates the constructions of floats which make for a spectacular outdoor holiday event.

World's Largest Garage Sale

While KIMN doesn't claim to have invented the "World's Largest Garage Sale," it's proud of recognizing a good thing when it sees it. Each year since 1978 KIMN has rented the Denver Coliseum and invited 70 to 80 nonprofit organizations to sell their goods in booths which rent for \$60. That money goes toward advertising the event on TV and in the newspaper, attracting a yearly crowd of over 50,000. Each year KIMN loses money on running this event, but feels the contact with the audience is worth the expense.

The KIMN Chicken



Modeled after the KGB Chicken, the KIMN Chicken came into being in 1977 as part of VP/GM Steve Keeney's efforts to make the station more visible.

"Our first clue that the KIMN Chicken would go over was when Denver Nuggets manager Carl Sheer adopted the bird as the team's official mascot," said Steve. "Since then, whenever and wherever a crowd appears, the KIMN Chicken is there."

"Manned by Jim Fulcher, who has a background in gymnastics, the KIMN Chicken is supported by three vehicles, and his son, who dresses up as Chicken Little to relieve some of the pressure at appearances. The KIMN Chicken has become a separate profit center for us, as he makes numerous showings at client remotes and charity functions. The KIMN Chicken is a household word in Denver."

Kelley's Crusades

It takes a very special kind of air personality to do more than his/her four and hit the door. One of those people is KIMN 6-10pm air personality **Steve Kelley**, who has gone that extra mile more than once to raise money for charity and help keep KIMN on the lips of the community.

KIMN VP/GM **Steve Keeney** calls Kelley "the best-known jock in town. He's been here since 1977 and was named 'Denver Radio Personality Of The Year' in '83. He's really a beloved person in this town for all the charitable events he's participated in and organized."

Ride On

In 1978 Steve got the bug to set a world record and benefit a charity at the same time. He chose the relatively tame task of riding an escalator nonstop for 48 hours. For his efforts he earned a place in the "Guinness Book Of World Records" and raised \$21,000 for the American Cancer Research Institute.



(l) Steve Kelley discusses the fine art of pogo-sticking with (r) Pogo Pogue.

But Do You Do Windows?

1981 was the year Steve decided to wash all the windows on one of Denver's tallest buildings, Twin Towers. After obtaining permission from numerous authorities to stage the stunt, Steve almost had to scrub it owing to a severe fear of heights. Somehow, he sucked it in, got out on the scaffolding, and completed the job, raising \$35,000 for the American Cancer Society.



An exhausted Steve pushes the buttons on one last pay phone after seven long days of hanging out with Ma Bell.



Steve prepares for another sitting on an already sore bottom.

Take A Load Off Your Feet

Then in 1980 Steve sat in every seat in Denver's Mile High Stadium. It took him two and a half days to sit in all 77,000 seats, but he earned a lot of TV exposure, and raised \$40,000 for the American Cancer Society, along with a few sore spots on his derriere.

Sorry, You've Got The Wrong Number

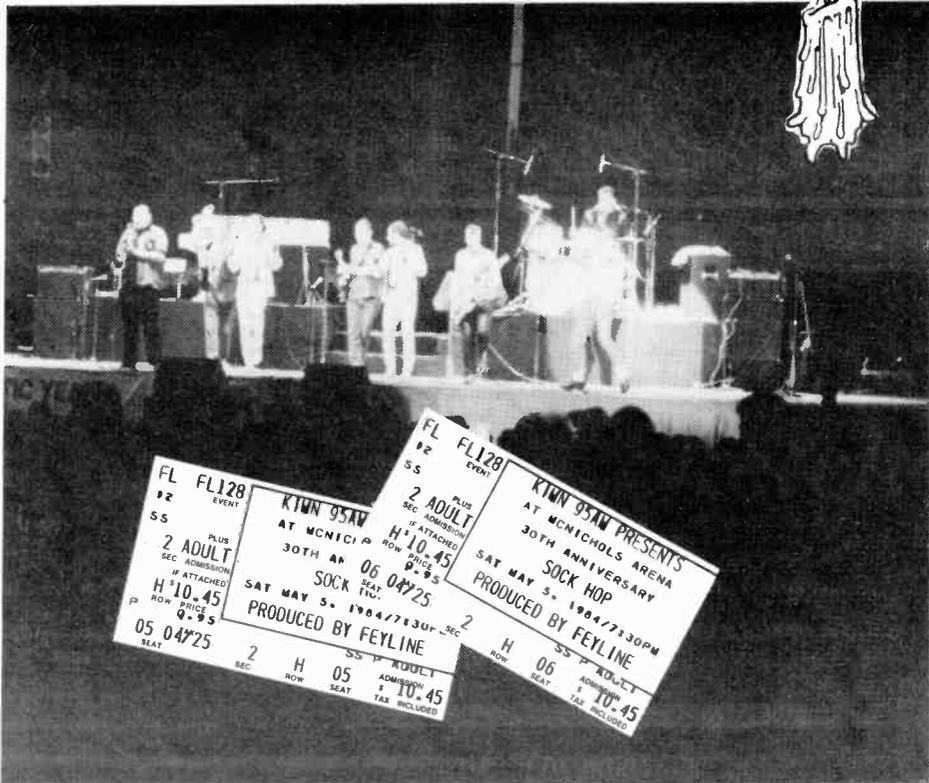
Shortly after a number of brutal incidents of child abuse took place in Denver during the spring of 1983, Steve decided to make a phone call from every pay phone in the city to raise money for the KEMP Center, which specializes in care for battered kids. During the event another child died from abuse, adding fuel to a fire already burning hot in the enraged community. Steve went at it for seven days straight, using over 3100 pay phones, and received over \$63,000 in contributions for his efforts.



In the middle of a blizzard, a sore and nearly exhausted Steve Kelley listens to the advice of a coach as he nears the finish line on his pogo stick adventure from Boulder to Denver.

Keeping A Jump Ahead

So what's happened this year? Just a few weeks ago, Steve decided to better a record already held by former KIMN legend **Pogo Pogue**. He decided to jump on a pogo stick the distance from Boulder to Denver. 41.3 miles and three days later, a tired and injured Steve Kelley finished the trek in the middle of a blinding blizzard, and was met by over 500 people. During the jumping Steve strained his stomach muscles almost to the tearing point, and was hospitalized for three days of rest and treatment, but he raised over \$30,000 for the National Child Abuse Center.



SHA NA NA SHOWS 'EM HOW — Headlining the KIMN 30th Anniversary Sock Hop was Sha Na Na, who had 10,000 people dancing in the aisles.

KIMN Celebrates A Major Blow Out

KIMN/Denver's 30th anniversary celebration has been in the planning stages for over a year. It all came to a head two weeks ago (May 4-5), as the station flew me in to cover the event. Many of the KIMN oldtimers, such as Pogo Pogue, Jay Mack, Robert E. Lee, Roy Gunderson, Ted Atkins, Tim Tindall, Don Martin, Bill Minckler, Don West, and Jack Merker (hope I haven't forgotten anyone) made the trip to Denver to be on hand for the occasion.



MINE'S DEEPER — (l) Current KIMN morning personality Paxton Mills discusses who's got the deepest pipes with (c) former News Director Don Martin, and (r) former PD Ted Atkins in the new KIMN air studio.

The anniversary weekend began with the unveiling of brand new state-of-the-art studios for KIMN & KYGO (which will be ready for occupancy sometime in June) and a spectacular client party. There were many folks from the stations' national rep John Blair (including firm president John Boden), on hand to see VP/GM Steve Keeney and Jefferson Pilot President Wally Jorgenson accept a mayoral proclamation from Ken Palmer's widow, Lee. She also presented a portrait of Ken to hang in the station's conference room that was dedicated to his memory. So it's official: May 5 is now "KIMN Day" in Denver.

all the former jocks came and clowned around playing oldies, answering phone calls, and telling outrageous stories. The festivities concluded in grand style with a sold-out sock hop/concert and dance contest. (See "Two For The Show")

Year-Long Preparation

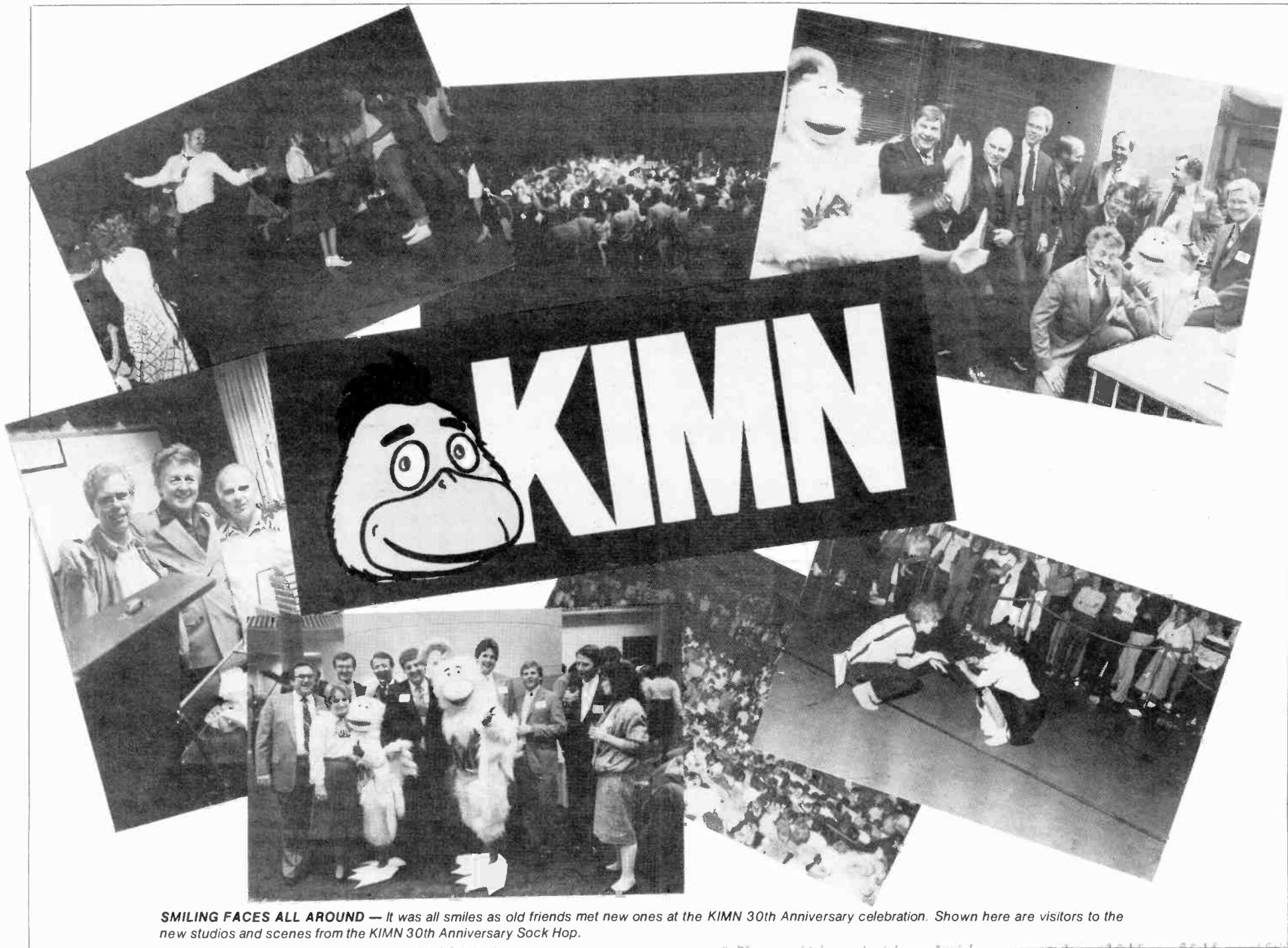
During the year, the station has been re-creating a special program, "KIMN: 30 Years In 30 Hours," which has been airing in segments Saturdays from 7am-noon. It's an audio history of the station, featuring air-checks of some of the more popular air personalities who've sat behind the KIMN microphone, plus many salutes from rock artists, former jocks, and celebrities who grew up in Denver. Throughout Saturday

To this radio veteran, the KIMN 30th anniversary celebration was truly what radio is all about. Good times, music, laughter, and audience involvement. For 30 years KIMN has weaved itself into the daily lives of millions of people. It was inspiring to see an entire city celebrate the birthday of a great radio station. My special thanks to the entire staff of KIMN for their help in assembling this article, and for making Joel Denver feel very welcome and very much at home in Denver.

Two For The Show

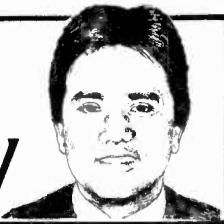
Ten thousand people jammed McNichols Arena for KIMN's 30th Anniversary Sock Hop. From the moment the show started it was nonstop excitement, as the Chiffons, Del Shannon, Platters, Kingsmen, and Sha-Na-Na rocked for almost five hours. All the while a sock hop-style dance contest, featuring hundreds of couples, took place near

the rear of the arena. Like the concert, the prizes were first class. Judged by former KIMN personalities, elimination rounds were held until four couples were left. Grand prize was a 1958 Chevy Del-Ray in mint condition, and three vintage juke boxes, one each from the '50s, '60s and '70s.



SMILING FACES ALL AROUND — It was all smiles as old friends met new ones at the KIMN 30th Anniversary celebration. Shown here are visitors to the new studios and scenes from the KIMN 30th Anniversary Sock Hop.

Adult/ Contemporary



RON RODRIGUES

Reviewing The Winter Ratings

One of the fun parts of this job is to survey the A/C station performances after each sweep. The winter '84 Arbitron survey pointed to many interesting results:

- An ongoing battle between AM powerhouses in Boston and Pittsburgh.
- The resurgence of a legendary AM in Louisville.
- A tighter-than-ever race in Chicago.
- Strong performances by FairWest-consulted stations in Kansas City and Seattle.
- Another topsy-turvy result in San Diego.

While reviewing the scores, bear in mind the following:

- All references to ratings are in terms of 25-49 adults, Monday-Sunday, 6am-midnight, MSA. R&R is not allowed to print precise share figures, so numbers printed are approximate (@). Stations that are tied are marked with an asterisk (*).

• During the winter sweep, many stations don't commit themselves to the kinds of promotional thrusts that they would in the spring or fall.

• Listening patterns can vary considerably during the winter, particularly in the chilly northern half of the country. In winter many people tend to treat radio as a public utility, rather than as an entertainment source.

Boston

The battle of the AMs was won by WBZ this sweep. Lorna Ozmon's WROR, which switched back to A/C last fall, had one of its most impressive showings ever.

W'83	F'83	W'84	SHARE
WBZ	WHDH	WBZ	@ 8
WHDH	WBZ	WROR	@ 6
WMJX	*WMJX	WHDH	@ 6
WROR	*WROR	WMJX	@ 6
WVBF	WVBF	WSSH	@ 4
WSSH	WSSH	WVBF	@ 4

Chicago

Perennial winner WGN surprised no one by coming in first again. Note however that all of the A/C's are bunched in the fives — probably the tightest such battle in Windy City history. WFYR had its best showing in a long time, WCLR was stable, and soft-A/C WLAK scored an impressive outing since adopting the format last year.

W'83	F'83	W'84	SHARE
WGN	WGN	WGN	@ 5
WCLR	WCLR	WFYR	@ 5
WFYR	WFYR	WCLR	@ 5
WCFL	WLAK	WLAK	@ 5

Denver

Full-service AM KHOW was the winner this time. KPPL is off three shares from last winter. KLIR announced it will be consulted by Mike McVay beginning with the spring sweep.

W'83	F'83	W'84	SHARE
KPPL	KHOW	KHOW	@ 6
KLIR	KLIR	KLIR	@ 5
KHOW	KPPL	KPPL	@ 4

Detroit

Under the combined leadership of former PD Lorna Ozman and her replacement Steve Goldstein, WOMC marked its best showing in years.

W'83	F'83	W'84	SHARE
WNIC	WMJC	WNIC	@ 7
WMJC	WNIC	WOMC	@ 6
WOMC	WOMC	WMJC	@ 5
	CKLW	CKLW	@ 2

Kansas City

No position changes in this market. However, PD Jim Owens and consultant George Johns continue to pilot KLSI to stronger-than-ever numbers.

W'83	F'83	W'84	SHARE
KLSI	KLSI	KLSI	@ 12
KUDL	KUDL	KUDL	@ 6
WHB	WHB	WHB	@ 6
KMBZ	KMBZ	KMBZ	@ 2

Louisville

Full-service AM WHAS rebounded to the top spot in a big way. PD Denny Nugent credits a hit-oriented music approach as a key factor. The station carried Louisville and Kentucky basketball, which didn't hurt. WKJJ earned its best showing so far; WRKA, number one last winter, dropped to third place.

W'83	F'83	W'84	SHARE
WRKA	WHAS	WHAS	@ 14
WHAS	WRKA	WKJJ	@ 9
WKJJ	WKJJ	WRKA	@ 7
WAVG	WAVG	WJYL	@ 4
WJYL	WJYL	WAVG	@ 3

LISTEN TO K BEST 95^{FM}

The Santa Fe



AND WIN A BRAND NEW Barratt HOUSE WORTH OVER \$110,000

The "K-BEST 95 California Family Home," built by Barratt, is located in Adobe Ridge, Poway.

The Santa Fe Plan - single level, 3 bedrooms, 2 baths, 2-car garage.
This model has a large vaulted ceiling living room, with a woodburning fireplace. The versatile family room can be used as a dining or family room with the kitchen opening onto it. Bedrooms 2 and 3 are full size, with the master bedroom fully accommodating a king-size bed, and has access to the rear fenced yard through sliding doors. The sodded front lawn has an automatic sprinkling system, and is the only landscaping included.

Just listen to K-BEST 95FM (94.9 digital) each morning as we play the "KEY SONG OF THE DAY" (between 7-7:15 am Monday thru Friday; between 9-9:15 am Saturday & Sunday). We'll play the KEY SONG again at least twice and perhaps 3 times each day. When you hear us repeat the KEY SONG throughout the rest of the day, just be the 5th caller at 578-1595. To be qualified, and you'll win \$95 in cash and one of the 95 KEYS that may open the door to the K-BEST 95 CALIFORNIA FAMILY HOME. *If it opens the door, the house is yours... it's that easy!

Listen to K-BEST 95FM for details and your chance to win!
*One person holding one of the 95 KEYS will receive the deed to the K-BEST 95 CALIFORNIA FAMILY HOME. Contest runs March 15 through April 20, 1984. Winner must be 21 or older. NO PURCHASE IS NECESSARY! Winner must pay applicable taxes. See reverse side for OFFICIAL RULES.

INCLUDING THE KITCHEN SINK — K-BEST/San Diego pulled the ultimate "rabbit out of the hat" Easter Sunday, giving away a house worth \$110,000. Listeners were asked to tune in each morning for the "Key Song," then to call in when it was played back two or three times later that day. The 95 finalists received \$95 and a key, one of which fit the front door of the house. The giveaway was cosponsored by a local housing developer.

Miami

In this market's first winter sweep, WAXY rose to the top spot among A/C stations. Love 94 (WLVE) is doing well too.

F'83	W'84	SHARE
WAIA	WAXY	@ 6
WWJF	WLVE	@ 4
WAXY	WAIA	@ 4
WLVE	WWJF	@ 3
WIOD	WEZI	@ 3
WEZI	WIOD	@ 1

Pittsburgh

KDKA won the ongoing battle between the market's two hot AMs this winter. Despite dropping to second place, WTAE is up slightly from last winter.

W'83	F'83	W'84	SHARE
KDKA	WTAE	KDKA	@ 12
WHYW	KDKA	WTAE	@ 9
WTAE	WHYW	WHYW	@ 7
WWSW	WWSW	WWSW	@ 7

Phoenix

FM KKLT wins its fourth straight book, soundly beating KOOL-FM and full-service KOY.

W'83	F'83	W'84	SHARE
KKLT	KKLT	KKLT	@ 12
KOY	KOY	KOOL-FM	@ 6
KOOL-FM	KOOL-FM	KOY	@ 5

Tampa

This story features Gannett's W101, virtually flipping positions with WMGG since the last winter survey. PD Chris Miller said a consistent, well-targeted effort was the key to the station's winning numbers.

W'83	F'83	W'84	SHARE
WMGG	WIQI	WIQI	@ 11
WIQI	WMGG	WMGG	@ 5
WAVE	WAVE	WAVE	@ 5
WFLA	WFLA	WFLA	@ 3
		WFLA-FM	@ 3

San Diego

This hotbed of A/C radio was topped by KFMB, beating last year's winter winner KYXY. It was a big increase despite a mild winter, which might have lessened the audience's need for some of the station's services. KFMB PD Mark Larson said that a strong showing in the morning and over the weekends were key reasons for the station's rise. Eclectic-oriented A/C KIFM also performed well this winter.

W'83	F'83	W'84	SHARE
KYXY	KBZT	KFMB	@ 8
KFMB	B100	B100	@ 7
B100	KYXY	KYXY	@ 6
KBZT	KFMB	KIFM	@ 4
KIFM	KIFM	KBZT	@ 4
	KLZZ	KLZZ	@ 1
		KKOS	@ 1

San Francisco

Perennial winner K101 does it again. KLOK-FM debuts after changing ownership and format. KSFO is under new ownership since the fall sweep.

W'83	F'83	W'84	SHARE
*K101	K101	K101	@ 4
*KNBR	KNBR	KNBR	@ 3
KLOK	KLOK	KLOK-FM	@ 2
KSFO	KEZR	KSFO	@ 1
KEZR	KSFO	KEZR	@ 1
		KLOK	@ 1

Seattle

The big story here is AOR-turned-A/C KLSY, which bounded to the top spot in just two books. PD Chris Kavoric credits both consultant George Johns and station owner Sandusky Broadcasting for the rise. Chris says the personality format was "just right" for the market, and its management provided the necessary promotion dollars to round out the success.

W'83	F'83	W'84	SHARE
KOMO	KOMO	*KLSY	@ 6
KJR	KLSY	*KOMO	@ 6
KIXI-FM	KJR	KEZX	@ 5
KTAC	KIXI-FM	KJR	@ 4
	KEZX	KIXI-FM	@ 2
	KSPL	KVI	@ 2
	KTAC	KTAC	@ 1
		KSPL	@ 1

"When Does My

THE FIRST SINGLE FROM
THE FORTHCOMING ALBUM AND
WARNER BROS. MOTION PICTURE

Purple Rain

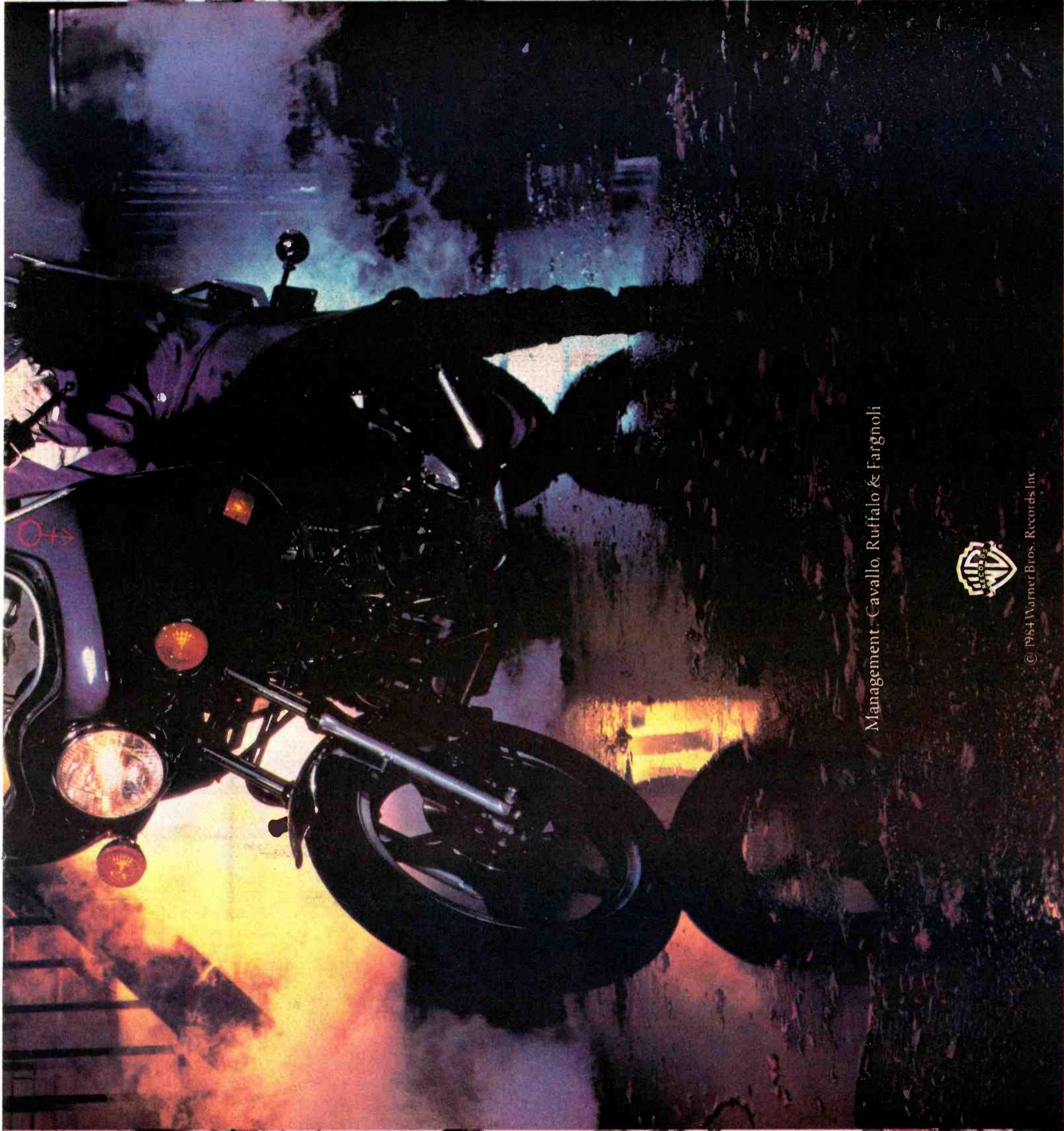
S T A K I N G

Prince

and the Evolution

1984
TAG DOOR





Management: Cavallo, Ruffalo & Fagnoli



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WESTWOOD ONE
PRESENTS



BIG EVENTS

BARBRA STREISAND in her first national radio interview of the '80s, ASIA live from Tokyo, the US FESTIVAL '83, HBO Simulcasts with KENNY ROGERS, DOLLY PARTON, OLIVIA NEWTON-JOHN, HALL & OATES, WILLIE NELSON, and BILLY JOEL, 1984 concert exclusives with JOURNEY, STEVIE NICKS, THE PRETENDERS, JOE WALSH, CHRISTINE McVIE, MICHAEL McDONALD, CHRISTOPHER CROSS, and FLEETWOOD

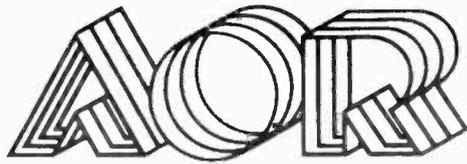
MAC, The Royal Albert Hall benefit concert featuring JEFF BECK, ERIC CLAPTON, KENNEY JONES, ANDY FAIRWEATHER LOW, JIMMY PAGE, CHARLIE WATTS, STEVE WINWOOD and BILL WYMAN, the exclusive NARAS GRAMMY AWARDS SPECIAL ... all from America's largest producer and distributor of nationally sponsored radio programs, concerts and specials. Over 3,000 U.S. radio stations carry our events and programs ... pro-

grams like SUPERSTAR CONCERT SERIES, LIVE FROM GILLEY'S, OFF THE RECORD WITH MARY TURNER, THE ROCK ALBUM COUNTDOWN, EARTH NEWS, THE PLAYBOY ADVISOR, SPECIAL EDITION and DR. DEMENTO. Our big events and big programs cover every major format and they're all brought to you free of charge on a barter basis. For the biggest events in radio, it's WESTWOOD ONE ... and only!

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STEVE FEINSTEIN

Winter Success Sketches

Before our memory of the winter book fades away completely, let's talk with some programmers whose stations' numbers showed some encouraging growth.

DC101/Washington

PD Don Davis attributes his station's highest share since the fall of '81 to two factors: personalities and format exclusivity. "All the jocks we put in there a few years ago really took root," he observes. "Personalities such as the Greaseman in the mornings and Adam Smasher in afternoons grew into the market and the market grew accustomed to them. That made it pop this time."



"Being the only rock-imagined outlet did us well, too," he says. Why the significant increase (3.0-5.1 in 12+) now, rather than in the fall book immediately after WAVA switched to CHR, leaving WWDC as the market's lone AOR? Davis feels it takes longer for men, AOR's core, to react to format changes than it does CHR's target, females & teens. Therefore, it presumably took former WAVA listeners some time before they realized DC101 was now their sole outlet for rock.



Don Davis

Interestingly, there was no heavy TV campaign or major contest behind DC101's ascent. Davis prefers to devote his dollars and energies to maintaining day-to-day street visibility. "In the course of any seven-day period, we'll probably do at least a dozen visibility things, like bar nights and movie premieres," he says. "That helps to get the image across."

Davis also cites consistency of approach as a key element, noting that the station "never went towards the Lionel Richie type of approach. We've always been a rock station where you know what you'll get when you punch us up."

WRIF/Detroit

"The music changes we did five or six months ago kicked in," is how PD Mark Pasman explains WRIF's move from a 5.3 to 6.2 share, with No. 1 honors in areas including 18-34 adults, 18-34 men, and 25-34 men. Those changes included upping the proportion of currents from 20% to 33% and stricter day-parting. After 3pm, WRIF now rocks harder and plays less



Mark Pasman



gold. "Instead of relying on something like the Beatles' 'Let It Be' in the evening, we're now playing Dio and Krokus."

Pasman looks at WRIF as "four separate radio stations. From 9am-3pm, we're your traditional male 18-34 station. From 3pm-midnight, I'm going for 14-22 year-olds 'cause I know older guys are into their second Stroh's and watching 'Cheers.'"

"In the mornings, we're a mix of the first two stations because both the teens and our older guys and gals are out there. I won't play real hard-rocking currents in the morning unless they become extremely familiar."

"Radio station number four is from midnight to 5am, which we call the 'WRIF Rock Cafe.' We play stuff on the fringe of our usual list, like Thompson Twins, Ramones, Jeff Beck, and Robin Trower."

WLUP/Chicago

It appears that the major facelift that PD Greg Solk has performed over the past year at the Loop has begun to bear fruit. Moving away from a hard-rockin' modal approach to a more eclectic music mix, and snaring high profile personalities such as Jonathon Brandmeier and market vets John Landecker and Bobby Skafish, has brought the Loop its first up book (2.3 - 3.0)



Greg Solk



SORRY, I CAN'T HEAR YOU... I'VE GOT MY FINGERS IN MY EAR — Actor Ted Knight auditions for a spot on WLUP/Chicago with zany morning man Jonathon Brandmeier (left).



ALL PUCKERED OUT — WWDC/Washington afternoon guy Adam Smasher (left) is seen puckin' around with the winner of a DC101/Washington Capitals banner contest. The winning banner is on the wall behind the pair.

since it changed its programming thrust last summer from a 12-24 orientation to a more adult approach.

Comparing the winter book with the summer 1983 ARB, the station's last as a hard rocker, it would seem that Solk has made some headway in changing the Loop's audience composition. The station remains No. 1 for men 18-24, but at the same time has gone from 13th to 5th place in men 25-34. It's increased its standing in men 18-34 from 4th to 2nd place, though slipping slightly in both women and adults 18-34. WLUP is now tied for 5th place in teens, whereas it was formerly in 2nd place, but having its 12-17 share cut almost in half is A-OK with Solk.

"We did exactly what we set out to do — start competing in a different arena, so we can have salable demographics, rather than just a good 12+ share," asserts Solk.

How do you take a station firmly imaged as a kickass rocker famous for the "Disco Demolition" riot at Comiskey Park, and make it more palatable to an older audience that probably considered it juvenile? Solk relates, "We're ignoring the metal we were so accustomed to playing. The image of the station has been turned around from 'More commercial-free kickass rock 'n' roll.' Our slogans now include 'We haven't forgotten what rock & roll is all about' and 'A station for the baby boom generation,' and we play more music from the late '50s and the '60s.'"

The arena the Loop is competing in now includes WXRT, from whence WLUP spirited away Bobby Skafish last year. Though the stations are close in 12+, with 'XRT at

3.2 and the Loop at 3.0, 'XRT is still no. 1 men 18-34, 18-49, and 25-49. At this point, 'XRT also dominates in upper demos, with men 25-34 and men 25-49 shares close to twice as large as the Loop's. Nonetheless, this is an improvement over last summer,



when the proportion in those demos was closer to 3-1 in 'XRT's favor.

Solk comments, "For the first time in 'XRT's long career, they have a station going after them. I'm not tailoring our sound after theirs, but going after the same people by playing more familiar product."

"We're tighter and more mass appeal than 'XRT; they're a good but very obscure station meant for a person who has no grudges against any kind of music, be it reggae, blues, country, or jazz. Their personalities can't compare to ours, either."

Greg knew going into the turnaround he's attempting that he faced the difficult task of "getting people to change their attitude toward our station. There are still a lot of people who think we're the heavy metal station in Chicago, even though we changed a year ago. It just takes time, and we will eventually be first with men 25-34."

KGB/San Diego

PD Larry Bruce can proudly claim to run the only AOR in a top 20 market to be number one (WMMS in Cleveland, which is no longer a top 20 market, and WCOZ/Boston, which rode to the top of the heap in Beantown in the fall of '81, are Larry's two most recent market-topping predecessors). He feels his move from 7.2-7.9 is simply a matter of sticking to his guns in order to realize his "avowed goal of owning the rock 'n' roll position in San Diego by driving (former AOR) KPRI out of the format. Having accomplished that, I wasn't inclined to alter my strategy and risk shaking the foundation of my position."

To those who might wonder why the station didn't go up even more after KPRI (now KLLZ) switched to A/C, Larry explains that "we were involved in heavy cash contesting and a TV buy in the fall book, and to continue to build at all on the gains we made back then with neither of those tools available this time around is an accomplishment I'm pleased with." This holds even more water when you consider the aggressive cash giveaways by San Diego competitors such as 91X and KSDO-FM.

Continued on Page 48



GO-GO'S GO GOO-GOO AT KKCI — During a visit to KKCI/Kansas City, Jane Wiedlin of the Go-Go's went ga-ga over Brittney Hanel, the three-week-old "rock child" of PD Frank Hanel. Standing (l-r) are Pops Hanel, baby Brittney in the arms of stand-in mom Wiedlin, MD Mike White, Go-Go Belinda Carlisle, and A&M Associate National AOR Director Chuck Oliner. In front (l-r) are personality Steve Knoll and IRS Midwest rep Keith Altamire.



PLATINUM FIXX — Standing in front of KNCN/Corpus Christi's "C-Bug" station vehicle, MD Mando Camina shows off the platinum record "C-101" received for the Fixx's "Reach For The Beach."



BREAD APPETITE — Breaking bread before a concert sponsored by WTPA/Harrisburg are (l-r) Assistant PD Bruce Bond, Sky Stations President Dennis Israel, Mercury/PolyGram artist Jon Bon Jovi, and Sky Stations Group PD Jeff Kauffman.



SHIRTING THE ISSUE — With WJHA/New Jersey PD Mark Chernoff at her side, Modern/Atco artist Sandy Stewart models the station t-shirt that every well-dressed "Cat Dancer" is sporting this season.

Promotional Pow Wow

Ever hear of the **Broadcast Promotion Association/Broadcast Designers' Association**? Your station's most overworked and underpaid employee — the Promotion Director — should be aware of this organization of industry pros. Its monthly newsletter and resource library make it an



outstanding source of effective promotion methods and techniques for broadcast media.

The BPA/BDA seems to have a low profile among AOR promotion directors, but this year's seminar, June 11-15 in Las Vegas, may change that. Besides the opportunity to press the flesh and swap ideas with fellow promotion directors and representatives from related fields, the get-together includes these sessions for radio folks:

- **Radio Humor:** Dick Orkin (formerly of *Dick and Bert*) leads a seminar on the creative brainstorming process, focusing on the production of funny radio commercials and promos.
- **Specialized Marketing Tools:** Direct mail, telemarketing, and others.
- **Show, Tell, and Learn:** The conception and execution of station campaigns.
- **Radio Sales Promotion.**
- **Radio Contests:** What's working, and why and how.
- **Press & PR:** Sorting out the trade press haze to find out what material about your station has a chance of getting picked up by each of the various publications. (Wait a minute ... what's this about publications? You mean there are others besides R&R?)

There'll also be workshops on skills to help make a Promotion Director's life less frazzled: stress management, decision making, time management, and performance appraisal.

The event that's sure to be -1 with a bullet is when producer **Joe Sedelmaier** shares insights and shows examples of his brilliant TV commercials — from Federal Express to Wendy's "Where's The Beef."

Most important, it's your chance to pick the brains of some of the sharpest AOR promotion directors around, such as **WYSP/Philadelphia's Marle Lucidl** and **KZEW/Dallas's Margie Poole**.

For a complete rundown of the agenda and registration details, call BPA Administrative Director **Pat Evans** at (717) 397-5727. See all you party animals in the hospitality suites.



KGB GOES BALLS TO THE WALL FOR ACCEPT — KGB asked listeners to guess how many "balls" were inside the lucite "walls" of a specially-constructed "KGB Rock Box." The closest estimate netted a dedicated headbanger a pair of tickets to every San Diego heavy metal concert for a year. Pictured above (l-r) are the winner and KGB midday personality David Good with balls in hand.

SEGUES

Jeff Pollack has signed **WEBN/Cincinnati** for consultation.

KYYS/Kansas City had a moving experience recently, and landed at a new address: 3020 Summit; Kansas City, MO 64108. The new phone number is (816) 561-9102.

Winter Success Sketches

Continued from Page 47

Bruce is too smart a guy to fall into the trap of trying to predict whether or not KGB will maintain his No. 1 position. He's more concerned with just "maintaining dominance over other contemporaries. I can't guarantee what the market's going to look like in terms of other competitors six months down the road. I can only try to perfect what I do and do it consistently, and minimize our vulnerability to what a potential competitor in any contemporary format might try."

Steven Capen leaves **KMEL/San Francisco** mornings and is replaced by **John McRae** from **WMET/Chicago**. At **WMET**, **John Fisher** moves to mornings, Assistant PD/MD **Bruce Wheeler** goes to afternoons, and **Matt Harrison** (nee **Matt Clenott** of crosstown **WCFL**) joins for middays. Also, **Tom Hamilton**, late of **KPKE/Denver**, is new to **WMET** weekends ... **J.C. Corcoran**, late of **WGRQ/Buffalo**, lands at **KSHE/St. Louis** for mornings, as **Ashley Knight** moves to late-nights ... **Candi Chamberlain** moves from **KRQR/San Francisco** weekends to **KOME/San Jose** evenings as **Scott Elliott** exits ... **Bill Stollings** now handles overnights at **KROY/Sacramento** ... **Valerie Knight** is new to **KLPX/Tucson** middays.



J.C. Corcoran

New weekend warriors: **Dorlan MacKenzie**, **Kyle Rhoads**, and **Zeb Norris** at **KZAP/Sacramento**.

Diane Morales has been named Assistant Director of Creative Services at **KLOS/Los Angeles**.



LON HELTON

THE DUPLICATION SYNDROME

Too Many Chefs?

If, as the adage goes, too many chefs spoil the broth, is it possible that having a number of promotion people work the same piece of product might be less than desirable?

Rarely is duplication of effort productive. Besides being a waste of time, energy, and money, it often results in diminishing returns. Despite the obvious drawbacks, the last few months have seen a rise in the duplication of promotional activities. It is not unusual — as a matter of fact it is becoming quite the norm — for a Music Director to receive three, four, and often more calls on a given record. Over the next couple of weeks we will talk to people representing various areas of our industry to try and determine why the duplication exists and its ramifications on the various aspects of the business.

The duplication discussion begins this week with radio's viewpoint. Doug McGuire, MD of WMZQ/Washington, DC, offers the insight of a major market MD who has researched the problem, while a box elsewhere on this page presents the thoughts of three MDs from various market sizes and locals.

Doug McGuire,
WMZQ/Washington, DC

During my discussion with Doug, he rolled out a few numbers and statistics that are fact, not speculation. Over the past few weeks, Doug kept logs of all promotional calls he received, making a record of who called and what records they were promoting. He found that each week over 50% of the records were being promoted by more than one person! Of those, the average was four calls per record; with some records being promoted by eight or nine people. He even had a couple records being pitched by no less than 12 people! Doug also found he was spending an average of eight to ten hours — almost 25% of his work week (that's if you believe folks in radio only work 40-hour weeks) — on the phone with promoters. The obvious problem that arises is finding time to do the work that he is paid to do; i.e., selecting and placing in correct rotation the music which will help his station attract listeners and win in the ratings.

Doug told me, "I have a task to perform here, and taking the third or fourth call on a particular record keeps me from doing other things I need to get done. I'm in a unique position in that I am one of the few

MDs in the country who is not on the air. Because of that, my duties are broader-ranging than most, and there are an awful lot of areas I get into besides just doing the music. However, I make a conscious effort to be extremely accessible when it comes to taking music calls. My calls are not screened, so if someone wants to talk to me, they can. The problem is that multiple calls take time away from other things I should be doing, and I feel they are an infringement on my ability to do my total job.

"Selecting music for WMZQ or any station takes a balance of input. The proper combination of music calls, requests, local sales data, and research is necessary. Recently the number of music calls has taken on such proportions as to take valuable time from other music-related activities. These repeated calls are unnecessary, ineffective, and are inhibiting the gathering of other valuable data. If this situation does not get under control, I can say that this radio station will not be taking calls from anybody unless they are the direct representative of the label. If that is an independent, that's fine, but he is not going to talk to me about any other records.

"I am more than willing to talk about a record. What I am trying to avoid is being worked by several individuals on a single record. If a record is doing things nationally, I certainly want to know about it. In fact, promoters provide me with a valuable service by giving me that information so I don't miss something I should know about.

"I want to point out that I am not blaming the independents who are just doing their job. The fault lies with whoever is hiring numerous people to work a record. I also wonder if there isn't a lack of communication between the label and the producers, managers, songwriters, and whoever else is hiring the extra promoters."

I asked Doug how he felt about major labels who have regional people but still utilize independents.

"I really enjoy working with the independents but the fact remains, if the regional person is good, I really don't need that repetition."

Over the period of his "unofficial survey," Doug found that "the average major independent is working four to ten records, but there is one independent who is working an average of 22 records per week! In some cases he is working for competing labels the same week both companies are trying to push their record into number one!"

Doug hastened to add he wasn't trying to put down anyone working hard to make a

Two More Views

After chatting with Doug, I called around the country soliciting opinions to find out how this situation is perceived by others, and to see if it is indeed a problem.

H. David Allan is the on-air PD/MD of KRKT/Albany, OR, and he finds the problem "extremely frustrating. I love finding out what is happening from the promoters, but my time to do that is limited because of the duplication. It's also frustrating because every week it's the same thing over and over. Someone calls from L.A. to say, 'Listen to this new record, you'll love it.' No sooner do we hang up the phone than the phone rings and someone from Nashville says the same thing about the same record. It's a lot of wasted time and sure seems like a waste of money."



David Allan

As far as his reaction to multiple calls, David said, "I sometimes wonder if they're not sure about the product and if they think they really need to push it (by adding extra promoters) because the record isn't there. I become a bit suspect of a record when they feel they need a lot of people to call and tell radio it's a hit."

David also said he does feel intimidated at times and that "if someone is pressuring and pushing me unduly, my reaction is to go in the other direction."

KFDI/Wichita MD Gary Hightower cast another light on the situation by saying that he doesn't let it become his problem — the duplicated calls just keep other folks from reaching him. You see, Gary only takes music calls on Monday and Tuesday for two hours each day. Period.

"The main problem I see with duplicated calls," said Gary, "is that they take away from other people contacting me because I'm tied up with people working the same record. If I'm tied up with their calls, I can't take others. I know there are a lot of other people trying to get through who may not make it, but I have so many other duties at the station that it is necessary to limit the amount of time I spend taking music calls each week."

Obviously, the end result is that it hurts some of the people causing the problem, but it also adversely affects others who need to talk with Gary.

My own feeling is that this is not the answer to the problem; though effective, it's more of a defensive move. Gary's method cuts down on the phone clutter, but also prohibits promoters who have important information from reaching the MD. The net effect hurts the record and, in the long run, the record business — something we all want to avoid.

living, but he wondered how effective a person working that many records can be and if at times there might not even be a conflict of interest.

The Net Effect

Just what effect does all of the extra "hype" have on an MD? Let's face it, even MDs are human and probably begin to tune out the third or fourth time they hear the same stuff. When that happens, is the person paying for the services of the promoter getting his money's worth, or has it become a case of diminishing returns? Even worse, has the perceived negative of "too much hype" spilled over to cast a stigma on the product itself? Doug relates his reactions to multiple calls.

"As a responsible MD, I listen to as much product as I can. Once I have listened to the record, it is no use whatsoever to have four people working me on that record. All that means is I have to give the same reason or explanation as to why I am or am not playing a record to four or more different people, and that is unnecessary. I know the sound our station is trying to achieve and, keeping that in mind, we add records from gut feel. After that there are a number of indicators generated from *within our market* that tell us how well the song is doing and if we should move it up or down in rotation. Having three extra folks telling me I should move a record up in rotation has no effect — and if it does have an effect, it is a negative one. Once I have added a record, I don't care what success it is having in Duluth or Saginaw or wherever, because that has no bearing on how it is treated on my station. I may use that information when deciding on adds, but after it's on I'm concerned only with how it is doing with my audience and my audience specifically."

Doug felt that part of the reason for multiple calls was to apply extra pressure in:

hopes of "forcing" someone on a record.

"Quite often there are MDs who are intimidated by these tactics and will add a record just to get all these people off their backs. I'm dealing in a situation where my success depends on the ratings, which are a function of the musical sound of this station. No amount of intimidation will make me add a record that I feel will not contribute to the success of WMZQ."

Quantity Vs. Quality

If the quantity of calls decreases, perhaps the quality of the exchanges will increase. As the volume of calls gets too high — artificially high because of the duplicates — it becomes very convenient to give stock answers to record people. Doug concurs, saying, "It gets too easy to just say 'I'm considering it,' or 'It's on hold.' Having a good, solid opinion on a record is the most valuable information you can feed back to a record promoter — if he is willing to hear it."

"Obviously I'm not right on every record. If I have the time to present my case and the promoter comes back with more valuable information, then I will certainly reconsider my decision. However, these types of meaningful exchanges cannot even take place when so much time is being spent with repetitious calls. It is getting to the point where it is just not worth it. I can get much of the same information whether or not I am a reporter. But I don't want to drop reporting status because I want to be an active part of this industry."

Editor's Comments

As someone once said, your position on any given subject depends upon where you are sitting. The topic of duplication of promotion has a number of sides because there are always a number of people with a vested interest who want to ensure the success of any given record. As Doug mentioned, everybody from the artist's manager to the songwriter may hire a promoter to help the record along. In the coming weeks we'll talk not only to the promoters but to the people who hire them. It's obvious some reform needs to take place, but I would sure hate to see it come in the form of stations no longer taking music calls from either a particular person or group of people. That would be a real disservice to all of the dedicated people whose business is promotion.

**DUPLICATING
PROMOTION**

Nashville This Week



SHARON ALLEN

Good Ole Boys Bring Culture To Country

When Moe Bandy and Joe Stampley decided to reunite in the studio, no one realized that before they were done they would change the cut of their clothes.

It all started when Boy George was booked into Nashville. Tony Stampley (Joe's son), Bucky Lindsey, and George Cummings (former Dr. Hook member) were joking about the Culture Club phenomenon one night and decided to write a song. They wrote, "Where's The Dress," then took it to Joe, who was already in the studio with Moe. The "good ole boys" cut the song the same night Boy George was in Nashville (the timing, however, was accidental). Then the duo dressed up like Boy George. Moe wasn't crazy about his hat at first, but he learned to love it.

All dressed up, they personally delivered the single to the trades, radio, and TV stations. The next day they shot the video and



Moe & Joe: The Country "Club"?

created quite a stir in the Target discount store, Centennial Park, Jake's Bar, and at the Opryhouse.

Their photographer Alan L. Mayor told R&R about the uproar they created. "What can I say ... people almost had wrecks

craning their necks to look out their car windows. In Target someone bought a polaroid and snapped pictures while others got them autographed. When Roy Acuff saw them he stopped dead in his tracks. Then he started laughing. It's zany ... it's just completely bananas!"

No, it's Moe and Joe ...

It's almost time for the 13th annual International Fan Fair. So you may want to clip the following information for future reference.

Fan Fair 1984 will begin Monday (6-4) with a bluegrass show and wind up Sunday (6-10) with the Grand Masters Fiddling Championship. During the week, over 50 well-known artists will perform, several will give parties for their fans, and along with other music industry people, artists will man numerous exhibit booths for more than 17,000 expected visitors.

There's a \$55 per person registration fee. It includes daily admittance to the exhibits, admission to the Country Music Hall of Fame, Opryland USA, the Ryman Auditorium, the All-American Country Games, and three "Chuckwagon" lunches, as well as 30 hours of concerts.

This year's concert schedule is as follows:

Monday, June 4	7pm-10pm	Bluegrass Show
Tuesday, June 5	10:30am	Opening Ceremonies
	11am-1pm	Cajun Show
	3pm-5pm	PolyGram Show
	8pm-10pm	CBS Show
Wednesday, June 6	10am-12noon	International Show
	2pm-4pm	Warner Bros. Show
	7pm-9pm	RCA Show
Thursday, June 7	10am-12noon	Indigo Show
	2pm-4pm	Mixed Label Show
	7pm-9pm	MCA Show
Friday, June 8	10am-12noon	Nashville Song-writers Assn. Show
	6pm	IFCO Dinner & Show
Saturday, June 9	10am-12noon	All American Country Games
Sunday, June 10	10:30am-6pm	Grand Masters Fiddling Championship

Note: KSO/Des Moines PD Jarrett Day and KWKH/Shreveport's Lee Shannon will emcee the 17th annual International Fan Club Organization Show. The Oak Ridge Boys will headline with Gary Morris as the featured guest. Other acts performing are Loretta Lynn, Razy Bailey, Margo Smith, and Darrell Clanton.

If you've noticed that IFCO has had more annual shows than there have been Fan Fairs, that's because the organization held its first four shows in conjunction with the Annual Opry Birthday Celebration.

Weather Report

Into each dream, sometimes a little rain must fall. David Allan Coe's home, Ruskin Cave (which he has described as a dream home), got more than its share during the recent mid-South flooding.

In his yellow house (a winter home) the water rose to waist-deep, and in his rock house (a summer home) it reached eight

feet. His bus had water up to the windows and a trailer floated down into a concrete reservoir. But on the bright side, David and his assistants were able to save all his animals except one cat. His animals include 63 dogs and cats, a red-tail hawk, a bobcat, and a monkey. And on the brighter side ... David's assistants are cleaning up and he's back on the road.

Just thought you'd like to know!

Have You Heard?

Looks like KRSY/Roswell, NM won't have the Country ballgame to itself much longer. A new, big-signal FM just purchased by Strother Broadcasting is set to go Country on May 14th, with the calls KCKN. (How did they ever let those calls get out of Kansas City?) At any rate, I hear that the new station has already lured KRSY's MD Rob Lang across the street. This'll be a good battle to watch ... A couple of promotions at KLLL/Lubbock, as PD Jon Steele is upped to OM, while MD Chuck Luck becomes PD/MD ... Phil Harper is the new morning voice on KPRM/Tacoma. Phil had been the morning host on KMPS-AM & FM/Seattle for the past five and a half years ... J.P. Morgan, who has been doing middays at WYII/Williamsport, has been moved to mornings and was also upped to PD/MD. Station Manager Ken Smith had been filling those jobs himself, and will now go back to being plain ol' station manager. Also at WYII, Lynn Richards comes aboard for middays ... Mike Wood has left the MD gig at Q92/Powell, WY to program A/C KRXX/Rexburg. Replacing him at Q92 is Troy Mellinger, who comes from KEIN/Great Falls ... Some changes at WOKK/Meridian, as Pete Areno arrives for 7pm-midnight and Phil Moss takes over as ND ... The new PM drive jock at WWOD/Lynchburg is Rip Wooten from WTTX/Appomattox ... Now doing news at WGEE/Green Bay is Paul Wellitzkin, while Betty Badger is now reportin' 'em as she sees 'em at KGHL/Billings ... Deb Spring is the new MD at KBMR/Bismarck ... Get-well wishes to KFRY/Fresno PD Bob Mitchell, who suffered a broken ankle during a charity basketball game for the station ... Cindy Gates joins WEEP/Pittsburgh for evenings from WRUA/Monroeville, PA, while Bob Palmer from WGMZ/Sharon, PA joins for weekends ... Finally, for those of you deep in the heart of Texas, Art Saunders has an opening for a parttimer at WBAP/Ft. Worth ... John Brejot, former MD at WKHK/New York, has been working in the entertainment business for the last few months but is now looking to get back into radio. You can reach John at (713) 781-8044 ... Also ready to get back to the day-to-day wars is Ross Brooks, former PD at WNOX/Knoxville. Ross had taken off a few months for health rea-



KUDOS — WIBR/Baton Rouge was recently chosen as the Major Market Radio Station of the Year by the Louisiana Broadcasters Association. Showing off the award are Program Manager Stewart McRae and GSM Jean Koprowski.



BETWEEN TWO JOCKS — When Gary Morris performed in Pismo Beach, CA, he made time to get together with some of the staff at KKAL/Arroyo Grande. Shown are PD and morning personality Bill Curtis, Gary, midday jock Doug Vincent, and an unidentified — although obviously very happy — Gary Morris fan.

sons, but is now seeking a PD, production, or air-shift gig. Ross's phone number is (404) 991-2395 ... Keep killin' 'em and don't forget to let me know what you have heard!



NBA'S NEWEST ENTRY — KLAC listeners who qualified recently had a chance to shoot some baskets during halftime at an L.A. Lakers game. All kinds of cash and prizes were handed out to the surest shots. With the winners is KLAC's afternoon personality Gene "Magic" Price (center).



Country News This Week's Guests: FRIZZELL & WEST

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THE JUDDS

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PB-13772

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R&R 30* BB 35* CB 32*



ALABAMA

"When We Make Love"

PB-13763

HOMERUN IN ANY BALLPARK!
R&R 1* BB 13* CB 13*



RONNIE MILSAP

"Still Losing You"

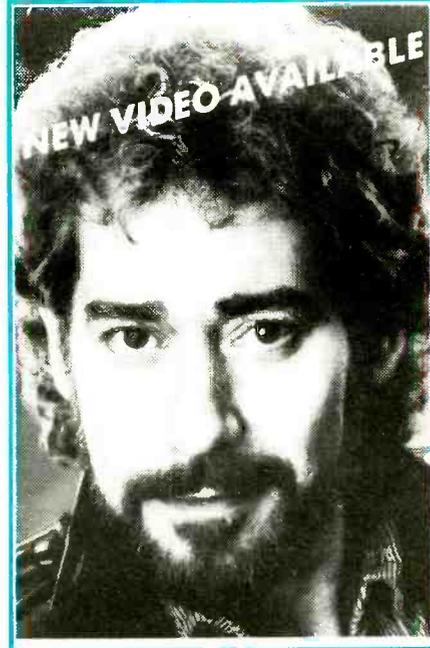
PB-13805

GRAND SLAM!

Country BREAKER

1ST WEEK!!

R&R 32* BB 43* CB 45*



EARL THOMAS CONLEY

"Angel In Disguise"

PB-13758

GREAT BATTING AVERAGE!
R&R 21* BB 31* CB 33*



EDDY RAVEN

"I Got Mexico"

PB-13746

HEADING FOR HOME PLATE!
R&R 2* BB 7* CB 6*

THE ALL
-STAR
LINE UP
IS
ON RCA!

Sometimes one taste of honey
can be twice as sweet.



“LOVE ME TONIGHT”

The debut solo single from the former singer/songwriter of A Taste Of Honey,

JANICE MARIE JOHNSON

From the forthcoming LP, ONE TASTE OF HONEY

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Black/Urban Radio



WALT LOVE

ACTION

Last time we heard from WPDQ/Jacksonville, the whole staff had been deputized to register voters. Now, following the Florida primary, the station reports that all of the city's predominantly-black precincts outvoted their white counterparts. In one ward, only seven out of 607 voters didn't make it to the polls. Over the last three years, Jacksonville's black registration has gone from 50% to 73% of those eligible. WJMO/Cleveland is also working in the voter registration area.

NAB VP/Minority & Special Services Dwight Ellis recently addressed the first annual conference of the Greater New York Black Media Coalition. Among other things, he encouraged blacks to learn "behind-the-scenes" functions as well as on-air or on-camera work. Ellis also cited NAB's Minority TV Programming Expo at the Las Vegas convention as part of its commitment to black broadcasters.

As this issue goes to press, college radio GMs and programmers are meeting at the sixth annual Black College Radio convention in Atlanta. Besides holding seminars on operating college stations, this year advice is available to broadcasters who want to establish stations at their local schools.

It had to happen: Here in Los Angeles, ticket agencies were taking huge deposits for the upcoming Michael Jackson tour even before dates were announced. Now, Frank Grant at WKWM/Grand Rapids warns about counterfeit tickets already popping up for Jackson's tour dates in Michigan. In a more-legitimate use of the Jackson name, Black Linkage for Adoptive Children (BLAC) recently auctioned off costumes from the Jackson brothers, and sponsored a fashion show with costumes by Jackie Jackson's wife Enid.

Erie, PA, which has been without black music for three years, has followed the lead of Ft. Wayne and Columbus, OH, among others, and added R&B via cable. Since April 1, Inner City Communications Committee has been broadcasting 18 hours a

day. PD Dorothy Smith is available at (814)459-4581. . . Congratulations to KJCB/Lafayette, LA on its second anniversary. . . Some stations upgrading their facilities: KDKO/Denver, which boosts daytime power from 5 to 10kw; KOKA/Shreveport and WHRK/Memphis, which have been broadcasting AM stereo since March.

Mingo-Jones Advertising head Frank Mingo and Leo Burnett President/CEO John Kinsella are co-chairmen of the 1984 Communications Excellence to Black Audiences (CEBA) awards handed out by the World Institute of Black Communications. The judging takes place in June, with awards distributed in October. . . The first annual New Orleans Music Awards ceremony took place April 26. . . Congratulations to WJMI/Jackson's Carl Haynes, whose TNT ad beat out 140 other submissions in a "Best Commercial" contest sponsored by Block Drug. . . Burnett Franks has been named "Account Executive of the Year" at WVEE/Atlanta.

For the address file: As reported in R&R (3-20-84), Gary Lewis becomes GM at KMJM/St. Louis after serving as GM for CHR-formatted WCZY/Detroit. . . Chris Gardner is appointed PD of WOL/Washington; Willie "Moon Man" Bacote remains as Programming Consultant and evening jock. . . WHRK/Memphis Assistant PD Toni Bell takes over music duties from exiting MD Pam Wells. . . Eric St. James will handle the PD/MD post at WAAA/Winston-Salem. . . Chris Turner replaces exiting PD/MD Steve Fox at WJAX/Jacksonville. . . Jerry Mason is the new MD for KRNB/Memphis. . . Mike Flanagan moves across Denver from KLIR to Promotions Director at KDKO. . . Also at KDKO, congratulations to Danny Harris and his wife Carol on their new daughter Robette. . . Steve Hegwood is the new PD at KYOK/Houston, formerly of WNOV/Milwaukee. . . Former KJLH/Los Angeles staffer Rick Holmes is now doing marketing & promotion for L.A.-based Variety International Records.

HENRY ALLEN, BRUTE BAILEY HONORED

YBPC Presents Annual "Awards of Excellence"

In Houston this week, the Young Black Programmers Coalition will recognize two individuals for their immense contributions to the industry at large. The YBPC's second annual Awards of Excellence Scholarship Banquet honorees are Cotillion Records President Henry Allen, and WYLD-FM/New Orleans Program Director Brute Bailey.

Henry Allen: From Clerk To President

We all have heard the story about the young person who started out with a company as the stock room clerk and continued on to become the president of the company. Well, Henry Allen did it! After being in the music industry for ten years, Allen started out running the stock room at Atlantic Records. Soon he became actively involved in local R&B and Pop promotion. In 1962 Allen was named Eastern Promotion Manager, serving four years in that capacity. By 1966 he had taken charge of all national promotion for Atlantic, and the following year was named VP/Promotion for Atlantic/Atco and affiliated labels. In late 1974, Henry was named Sr. VP/Director of R&B Product for Atlantic.

Two years later, Atlantic reactivated the Cotillion label originally established in 1969. At that time Henry Allen was named Cotillion President, and since then the label has enjoyed success in the black music field with such artists as Sister Sledge, Stacy Lattisaw, Slave, and Margie Joseph, among others. Under Allen's guidance, the entire Atlantic/Atco/Cotillion & Custom Labels organization has maintained its longstanding leadership role.

Brute Bailey: A Commitment To Professionalism

It took YBPC Honoree Cornelius "Brute" Bailey three years, but he finally turned WYLD-FM/New Orleans around. Under Bailey's leadership, WYLD has been transformed from an old-line Black outlet beaten by an Urban competitor from outside the market into New Orleans's new number one station. Bailey told R&R that he's taken WYLD back to the top

ybpc

YOUNG BLACK PROGRAMMERS COALITION, INC.



Henry Allen

Brute Bailey

by reasserting the legitimacy that he'd always known the station had.

The 38-year-old programmer went straight from Maryland State University into the Army, and after a nine-year military stint, scored his first PD slot at WOKS/Columbus. Over the next five years, Bailey went on to program WTKX/Pensacola and WIGO/Atlanta before moving down the coast to WYLD, where he was one of the YBPC's charter members.

Brute Bailey has always been known as an individual who's emphasized maximum professionalism for Black radio.

Addendum to the new record company promotion rep checklist: DETT & TEDD Records, home of Trouble Funk, has switched offices. The new address is 3180 Bladensburg Rd., NE, Washington DC 20018. . . Independently-distributed blues & reggae specialists Alligator Records can be reached at (312) 973-7736.

The Black Music Association is encouraging members to have their artists cut PSAs for Black Music Month in June. PSAs should be sent to BMA immediately. . . WPLZ/Petersburg MD Hardy Jay Lang was the subject of an article in the March issue of Richmond-based Commonwealth Magazine about his "Soundtrack" music video show on WWBT-TV/Richmond.

Black/Urban radio's obsession with Michael Jackson continues. WUSL (Power 99)/Philadelphia and KHYS/Port Arthur-Beaumont both held Michael Jackson look-alike contests last week. The three semifinalists from WUSL's concert will appear live on the Delaware Valley edition of "Evening Magazine," and viewers will call in to vote for the contestant who most resembles the Thriller.

For the second year, WBLS/New York has teamed up with Burger King, the city Board of Education and the local Seven-Up bottlers to encourage improved school attendance. The "On Time" program requires students to get to school early so they can meet the station's "Juice Crew" and get free promotional items.

Congratulations to the news department at WVEE (V10)/Atlanta, which received

an "Excellence in Journalism" award from the local chapter of the Sigma Delta Chi Society of Professional Journalists. V103 copped the award for its coverage of the 20th anniversary March on Washington last summer. And recently, the station's Myrna Taylor won another award, this one from the local chapter of American Women in Radio & TV as best News Anchor.

Some new staffers at WJMO/Cleveland: Ronald Rucker joins the news department, while Arnold Talley and Lydia Watford come to WJMO's sales team from various sales posts in the insurance industry. . . Betty Fraction has moved from the sales secretary post at A/C-formatted KHTZ/Los Angeles to Account Executive status at KJLH/Los Angeles. KJLH just hosted the national finals in the "Budweiser Showdown" which was appropriate since it was the station's act which won last year.

Two new Black/Urban outlets are looking to improve their record service: Jim Barker is PD and Howard "HT" Thomas is MD at KMYX/Ojai, CA, which, owing to the signal problems of L.A. area Black stations, is the only R&B outlet serving the Conejo Valley. They can be reached at (805) 647-1055. Also, Don Sears is MD at Kansas City's new AM Black outlet, KCXL; call him at (816) 333-2583.

As a final note, if any of you have promotional photos that you'd like to appear in R&R, please forward them to me as soon as possible. Just so you know, it's not a requirement that you be a reporting station to have your pictures published. Until next time!



KGFJ'S 26TH BIRTHDAY PARTY — Here are the long-awaited pictures from KGFJ/Los Angeles's 26th birthday party, held in mid-April at Beverly Hills's "Max 151" club. On the left, Calvin Yarbrough and Alisa Peoples are seen embracing Inner City Broadcasting founder Hal Jackson. In the second photo, shown (l-r) are KRE & KBLX/Berkeley GM Harvey Stone, new KGFJ & KUTE GM Bill Shearer, and the stations' GSM Dick Warshaw.

R&R

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BRAD MESSER

When Will This Be On?

Don't you think people ask some incredibly ignorant questions about our profession?

The one that stuns me is this. Escort a troupe of visiting adults into a radio newsroom and the odds are very good that one person will ask, probably in a tone of mild disbelief, "But isn't your news all on tape?"

On tape? Impossible! The same universal natural law that says "all tasks expand to fill the time allotted for the task" also dictates that no newscast can be ready until 30 seconds before it must air, so when would there be time for pre-taping?

Even after you let 'em stand there looking over your shoulder during a real newscast, watching your you-hope-virtuoso performance and observing your deft manipulating of carts and scripts, when the broadcast is over someone will ask with friendly you-can-tell-me familiarity, "Now, when will that actually be on the air?"

What do they think? That we record newscasts for submission to the National News Clearance Center? That we beam a tape to some Station Authority for an air-playback okay?

Despite widespread and concrete industry assumptions to the contrary (if readers get the impression this sentence refers to manufacturers of concrete, maybe we'll submit the draft to the Sentence Clearance Board for rewriting before it actually appears in print) in the experience of Yr. Humble Servant, it has very frequently surprised "civilian" station visitors to be told that virtually all radio news is delivered live.

No comprende. I don't know why they think that. I am too polite to ask. They remind me of a line from the forlorn love song performed by the old bluesman Jimmy Yancey, who plaintively sings to his woman, "I can read yo' letters but I sho' can't read your mind!"

Adventist Diet/Longer Lives

MONDAY, MAY 21 — The name "Seventh Day Adventist" derives from observing the Sabbath on Saturdays, and the belief in the Advent, the imminent return of Jesus Christ. This is the 121st anniversary of the first General Conference of the church in 1863. Adventists don't smoke, don't drink alcohol, and don't eat "flesh foods." Their vegetarian diet may be a factor in longevity. Church spokesman Dr. Don Yost says recent studies "on a scientific basis with large populations indicate (church members) live five to six years longer than their counterparts in the general population."

American Red Cross founded 1881. Charles Lindbergh completed Atlantic solo 1927.

Ronald Isley 42. Former political activist Rennie Davis 44. Raymond Burr 68. Harold Robbins 68.

Steam Engine Frightened Travelers

TUESDAY MAY 22 — 165 years ago today the odd-looking ship "Savannah" departed Georgia bound for England (1819). It resembled other sailing ships of its time, but it also had a big smokestack and side paddlewheels. It was the first American ship to utilize a steam engine as a backup for when there was insufficient wind to sail. But the smoke from the boiler fires frightened people. Not one passenger ticket was sold for that first voyage. Leery shippers didn't consign a single piece of cargo. During her maiden voyage on the high seas, three ships reported seeing "a ship on fire," and when the crew reached Liverpool the harbormaster also thought she was ablaze and immediately dispatched a rescue boat. The "Savannah" eventually became commercially successful as a luxury cruise ship.

Barbara Parkins 39. Tommy John 41. Michael Sarrazin 44. Sir Laurence Olivier 77.

Pirate Cap'n Billy Kidd Executed

WEDNESDAY, MAY 23 — The law used to say that if the rope broke during a hanging, it was God's way of indicating the condemned man's innocence and he should be set free. That law was ignored in the case of the notorious pirate Captain William Kidd. On this date in 1701, when his rope broke, the executioners simply restrung the hangman's noose and dispatched Kidd on the second try.

Ben Franklin described bifocal eyeglasses 1785. Bonnie Parker and Clyde Barrow ambushed 1934.

John Newcombe 41. Joan Collins 51. Robert Moog (modular synthesizer 1964) is 50. Rosemary Clooney 56.

No. 1 U.S. Health Priority

THURSDAY, MAY 24 — One year ago the Public Health Service declared AIDS America's No. 1 health priority. There are now about 3,600 cases of acquired immune deficiency syndrome. Approximately 70% of the victims are homosexual and bisexual men who have had multiple sex partners, with the second-largest group being intravenous drug users who share needles. The three-year mortality rate remains virtually 100% and AIDS remains the nation's prime target of medical investigation.

Morse demonstrated telegraph 1844. Grand Canyon exploration began 1869. Brooklyn Bridge opened 1883.

Leo Sayer 36. Patti LaBelle 40. Bob Dylan 43.

"Crypt Of Civilization"

FRIDAY, MAY 25 — In a steel and concrete vault buried under bedrock at Atlanta's Oglethorpe University, there is a time capsule intended for our descendants 6000 years in the future. The "Crypt of Civilization," sealed on this date in 1940, contains a wide range of artifacts that will explain how Americans lived in the mid-20th Century. In addition to microfilmed reference books and drawings of inventions, the Crypt's thousands of items include a Lionel toy train, fly swatter, coat hanger, cufflinks, and a set of false eyelashes.

Ford discontinued Model-T 1927. Babe Ruth's last home run (#714) 1935. JFK committed USA to moon landing 1961. DC-10 crash killed 275 in Chicago 1979, worst US aviation disaster.

Karen Valentine 37. Leslie Uggams 41. Tom T. Hall 48.

Tomorrow (5-26) Hank Williams, Jr. 35. James Arness 61. Peggy Lee 64. Sunday (5-27) Henry Kissinger 61. Vincent Price 73.

Marketplace

AIRCHECKS

Aircheck Factory

Profile close-up on Milwaukee's morning madness: The Z-Morning Zoo/WZUU; WLUM's "Yawn Patrol;" Girard & Luczak/WMGF; WBTT, and Reitmann & Mueller/WKTI **\$4.75**

AROUND THE DIAL #86: Hot Hits on Baltimore's WMAR; A close-up on the New Orleans Q; a "Last 'n' First" with Charlie Van Dyke in Phoenix; Gary D. on WKIX; A salute to Detroit's Paul Christy and MORE! **\$4.75**

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Dallas, TX 75227

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1237 Armacost Ave., Suite #6-R Los Angeles, CA 90025

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	6 Insertions \$45.00
	13 Insertions \$40.00
	26 Insertions \$35.00

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Will cover the "Worlds Fair" in New Orleans for your station. Call (504) 832-5185

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A new radio feature that will take an inside look at baseball, from the major leagues to the minor leagues, and the collages. Designed for morning and afternoon drive time Monday-Friday.

For demo and details:
Dave Chase, P.O. Box 2089, Durham, NC 27702
Toll Free: 1 (800) 672-9604

FEATURES

FREE ISSUE OF Galaxy

Radio's most complete personality biweekly. Current artist **Bio & update, record facts, daily calendar/almanac, trivia, etc.** Send for sample on ALL AIRSHIFT READY! station letterhead: Box 20093R, Long Beach, CA 90801

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C & S PRODUCTION
P.O. Box 734 - Pascagoula, MS 39568

Poor (announcer's name)'s Almanac

Your own staff of writers and researchers do it all for you. Concise stories, timely quotes, celebrity profiles, meaningful facts, sports anecdotes, fresh, relevant material. **For a Free Sample** - P.A.N.A., P.O. Box 85152, San Diego, CA 92138.

Opportunities

Openings

NATIONAL

National radio spot sales for successful satellite distributor of news features. John Dryden, 1012 14th St. NW, Washington, DC 20005. (202) 628-2600 (5-18)

Radio syndicator seeks local reps to sell format. Commissions with advancement potential. Resumes: All Hit Radio, 214 Hanover St., Boston, MA 02113. (617) 227-9789 EOE M/F (5-4)

"Big Time" radio & television positions are available now! See MARKETPLACE for Major Market Communications.

Unique Management Opportunity
Do you have Radio Programming experience?

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Do you know the Record Business? Are you interested in Dynamic Growth? ...National Scope?

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Music related industry will hire Radio and/or Record experience. Resume to: Radio & Records, 1930 Century Park West, #680, Los Angeles, CA 90067

EAST

Greater Boston, WSSH-FM looking for warm & friendly personality for nights or overnights. T&R: Mike Colby, Box 1400, Lowell, MA 01853. EOE M/F (5-18)

Newsperson with interest in sports for news/sports information oriented A/C. T&R: GM, WBNR/WSPK, Box 511, Beacon, NY 12508. EOE M/F (5-18)

WKND/Hartford, is still looking for a ND & still taking T&R for parttime openings. Minorities encouraged. Eddie Jordan, Box 1480, Windsor, CT 06095. No calls. (5-18)

CHR, WKGL is looking for full & parttime air talent. T&R & photo: Rick Love, 1 Broadcast Plaza, Middletown, NY 10940. EOE M/F (5-18)

WCCC-FM needs a great morning entertainer. T&R: Bill Nosal, 243 So. Whitney St., Hartford, CT 06105. No calls. EOE M/F (5-18)

M.O.Y.L. station seeks mature adult communicator. Good position/growing company. T&R: Reid Blankenship, WARK/107X, 880 Commonwealth Ave., Hagerstown, MD 21740. EOE M/F (5-18)

Openings

WFBG, top rated CHR has midday opening. T&R: Tony Booth, Box 2005, Altoona, PA 16603. (5-18)

Afternoon drive opening. Must be good on production & have at least two years experience. MOR, A/C format. T&R: WLAN, 252 N. Queen, Lancaster, PA 17603. EOE M/F (5-18)



WBLI/Long Island has first midday opening in 8 years. Warm, friendly, energetic, lotsa production and public appearances. No card readers, no screamers. T&R and pictures to: Bill Terry, 2090 Route 112, Medford, NY 11763. No Calls. EOE M/F

WAMK is looking for A/C talent and news for future openings. T&R: Bob Ugi, 288 Linwood St., Brockton, MA 02401. EOE M/F (5-18)

Major market group operation opening 7-midnight. Production background. T&R: Gary Mercer, PD, WYST-FM, 1111 Park Avenue, Baltimore, MD 21201. (5-11)

SOUTH

K-LUV 98.7 FM Adult Contemporary

Dallas, TX seeks newspeople. If you can entertain and inform without working a police beat, we would like to hear your work. Tapes and resumes only to: Tom Bigby, K-LUV Radio, Penthouse Suite, 5217 Ross Ave., Dallas, TX 75206.

T.K. Communications, Inc. is an Affirmative Action/Equal Opportunity Employer.

Announcer with experience in commercial production. Must read & write news copy. T&R: Dave Stephens, KBRS, 2307 Highway 71, Springdale, AK 72764. EOE M/F (5-18)

Air talent wanted immediately. T&R: Willis Williams, WLAS, Box 760, Jacksonville, NC 28541. EOE M/F (5-18)

KOZA, between rock and a soft place, seeks night jock with production in west TX sunbelt. T&R: Woody Stevens, Box 351, Odessa, TX 79760. EOE M/F (5-18)

KRQX looking for experienced talent. If 60's/70's rock is your idea of a good time, T&R: Tom Bender, Communications Center, Dallas, TX 75202. EOE M/F (5-18)

AOR/CHR Jocks

With hot production skills... we want your bodies in Midwest medium market. Let's rock!! T&R to: Radio & Records, 1930 Century Park West, #685, Los Angeles, CA 90067. EOE

* **K-LUV 98.7 FM** * Adult Contemporary

Dallas, TX has immediate opening for experienced morning talent. Must have experience, ability and dedication to reflect listeners lifestyles on-the-air. Good production ability required. Tapes and resumes only (no phone calls please) to: Tom Bigby, K-LUV, Penthouse Suite, 5217 Ross Ave., Dallas, TX 75206.

T.K. Communications, Inc. is an Affirmative Action/Equal Opportunity Employer.

Small market Country AM needs talented morning person yesterday. Females encouraged. T&R: WKXC, Box 808, New Albany, MS 38652. EOE M/F (5-18)

OM and air personality for FM station on Carolina coast. T&R: Tommy Walker, Box 1126, Jacksonville, NC 28540. EOE M/F (5-18)

WLWV

Sunbelt Top 50 Air Personality

Warm Good Guy • Always On • Interesting • Confident Well Informed • Positive • Prepared • Mentally Young •

If these qualities fit, we'd love to have your tape and resume. In return, a super company, great quality of life, excellent salary, profit sharing, and consulted by the Best-Fairwest-George Johns. T&R to: John Michaels, WLWV, 5237 Albemarle Rd., Charlotte, NC 28212. EOE M/F

East TX Country station need afternoon drive & heavy production. T&R: Mark McLain, KMHT, Box AA, Marshall, TX 75671. EOE M/F (5-18)

PD/morning man needed, KZRN/Sonora, TX. Contact Mike Street: (915) 387-3553. (5-18)

Openings

MIDWEST

The best fishing in the world & midday opening in northern MI. Competitive market, looking for hard worker. T&R: Andy Mac, WATT, Box 520, Cadillac, MI 49601. EOE M/F (5-18)

Afternoon Drive

A leading, aggressive, stable FM Contemporary Country station in 200,000 market. 5-10 year air talent. Performer larger market experience. Enthusiastic, conversational delivery. Creative production. Good Staff. Fair management. T&R: KKIX, Box 1104, Fayetteville, AR 72702. EOE M/F

Looking for good human sounding female for A/C. Minimum five years experience for nightshift. T&R: Harry Lyles, WSNY, 4401 Carriage Hill Lane, Columbus, OH 43220. EOE M/F (5-18)

Production pro needed for top AM/FM. Creative, organized, great voice, new equipment. C&R: Randy Allen, Midwest Communications, 115 S. Jefferson, Greenbay, WI 54301. (5-18)

One of America's highest rated and respected medium market CHR is searching for morning entertainer. We want you to be funny, outrageous at times, and locally relatable. At least \$25,000 to start. RUSH T&R to: Radio & Records, 1930 Century Park West, #688, Los Angeles, CA 90067. All replies confidential. EOE M/F

Country jock, traditional oriented, solid, honest family type, playlist not limited. T&R: Uncle Len, WLJE, 2755 Sager Road, Val Paraiso, IN 46383. (219) 462-8125 (5-18)



Fargo-Morhead's legendary full service/personality leader is searching for a dynamic pro to join our polished airstaff. New studios, great company, excellent compensation. Adult communicators only need to submit tapes and resumes to: Charlie Harrigan, Program Director, WDAY-AM, P.O. Box 2466, Fargo, ND 58108. EOE M/F

Opportunities

Openings

Considering adding second farm broadcaster to a NAFB member station staff. T&R: Skip Davis, WASK, Box 7880, Lafayette, IN 47903. EOE M/F (5-18)

TOP 30 URBAN/CHR

Has morning opening. If you're a proven winner, creative, have good attitude, strong production, good track record, send T&R to: Radio & Records, 1930 Century Park West, #690, Los Angeles, CA 90067. EOE

Openings For Both On-Air Talent And Production Director

Openings for both on leading AM/FM A/C, Country combination in one of midwest's most exciting mid-size markets. Going live with already successful Country station creates need for more professionals. Adult sound, ability to execute either format with minimum but meaningful talk. Production Director also does on-air relief and some writing. Name your job and send proof of your ability to perform to:

Charlotte Webb
WTTS/WGTC
Administrative Assistant
535 S. Walnut Street
Bloomington, IN 47401.
Equal Opportunity Employer
Application deadline: May 28.

WEST

KHYT is looking for a humorous, creative news personality/PSA Director. T&R: Sherman Cohen, Box 26040, Tucson, AZ 85726. EOE M/F (5-18)

If you're a winner, love the outdoors & possess two years news experience, T&R & samples: Mike Gould, KPO, Box 159, Wenatchee, WA 98801. EOE M/F (5-18)

Rare fulltime opening at 96 Rock. Need an entertaining rock n' roll personality. T&R: Mike Berger, KLPX, 2020 W. Grant Rd., Tucson, AZ 85703. EOE M/F (5-18)

B-94 FM, Redding's hottest CHR is looking for middays & production. Decent money. T&R: Kevin Kahl, KEWB, 2660 Gateway Dr., Anderson, CA 96007. EOE M/F (5-18)

SILLY?

CHR FM in Mountain West needs a moderately off the wall morning creature that does creative production, too. T&R to Radio & Records, 1930 Century Park West, #689, Los Angeles, CA 90067. EOE M/F

Production Director/talk show producer. Must be willing & able to pat head & rub tummy at same time! California coastal city. (408) 688-5804. Sean. (5-18)

ND, three years experience in writing, gathering & announcing. T&R: Max Miller, KKMGM, Box 7089, Pueblo West, CO 81007. Negotiable wages. (5-18)

KDKB

93 FM ROCKS ARIZONA Top Programmer Opportunity

KDKB/Phoenix: Market leading Contemporary AOR has immediate Program Manager opening for enthusiastic professional. Must be organized, creative, highly motivated, and a team player. Send resume (no calls please) to: Tommy Vasocu, Sr. VP/GM, KDKB, 1167 W. Javelina, Mesa, AZ 85202. EOE

Openings

Have a rare opening for automation operator with news & production skills. If you've got something special, T&R: Mike Gould, KPO, Box 159, Wenatchee, WA 98801. EOE M/F (5-18)

Natural sounding pro needed for evenings & production on leading A/C. Medium market in mountains. T&R: Tom Greenleigh, KJQ, 1506 Gibson, Ogden, UT 84404. EOE M/F (5-18)

Fun phones & rock n' roll, Z104 looking for personalities! Small bucks, big fun. T&R: Dan Gerard, 2600 North Main, Logan, UT 84321. EOE M/F (5-18)

PD strong on promotion & production for CHR reporting station. Rush T&R: John King, KBIM, Box 2308, Rosewell, NM 88201. EOE M/F (5-18)

TALENT NEEDED:

Major market West Coast A/C looking for personable morning talent. Team player, good production skills and personal appearances a must. Warm and friendly, able to communicate concisely. Right money for right person. Cassette, photo, and resume to: Radio & Records, 1930 Century Park West, #687, Los Angeles, CA 90067. EOE M/F

KSEI is looking for a creative, hardworking Production Director. Excellent facilities. Tom Johnson, Box 40, Pocatello, ID 83204. (5-18)

KFMR needs morning air personality with excellent production skills. T&R: Cat Sloan, 555 W. Benjamin Halt #312, Stockton, CA 95207. (209) 957-5367 (5-18)

KEZY 1190 AM

SALES WANTED

KEZY Radio in Anaheim has hired some killers from Nebraska, Alaska, Colorado and locally. We still need one more. A salesperson in this market can earn upwards of \$75,000 annually if he or she is the right individual. The station gets results; the money is in the market. It's up to you... give us a call. Victor Goldstein, General Sales Manager, (714) 776-1191 or Dan Mitchell, President. Openings are immediate.

Northern CA/Bay area AOR accepting T&R. If you're a great jock, save it... I'm looking for human communicators! C.J. Stone, KFIV-FM, Box 3408, Modesto, CA 95353. (5-18)

Positions Sought

Broadcasting school graduate, excellent voice, great board work. Creative thinker & good production skills. JEFF: (319) 355-4212 or 355-5714 (5-18)

Do You Need A General Manager or Program Director?

Put my eighteen years experience to work for you! Prefer affiliation with News/Talk, all-News, MOR or Adult/Contemporary operation. Will offer best references. Let's talk! Chuck Carney, (616) 345-6424.

Network news and business correspondent looking for right station that seeks authoritative, skilled and warm news presentation. ROBERT COHEN: (212) 852-0664 (5-18)

Professional DJ, PD & MD. 15 plus years & good production. Available now, greater Cincinnati A/C, CHR, Country & Urban. (513) 528-5793 (5-18)

Experienced newsmen seeks promotion to top 100 market station in SW with serious news commitment. BRAD: (815) 874-5652 (5-18)

Previously owned 1959 model A/C, CHR personality equipped with production. Could be a classic with the right polishing. Own the brush? (203) 366-3338. Negotiable (5-18)

Morning Entertainer

A/C Pro who can deliver. A friendly, hard working, one-to-one personality communicator, with a strong voice, colorful style and plenty of humor. Currently in far West market. (213) 306-8403.

Currently AOR mornings in secondary seeks medium market A/C, AOR position. 10 years experience. Smooth production. Dependable, will relocate. MARK: (814) 536-3874 (5-18)

Positions Sought

Female AOR/CHR morning driver. Warm, bright, creative personality that sells, solo or team. Listeners are in love, but I want major market. (305) 467-6543 (5-18)

Eight years PD, two years retail, two years production company. Looking for work and willing to climb the ladder again. D.L.: (913) 825-7808 or 827-3009 (5-18)

Currently employed Assistant ND looking to get into medium/large market. RICK: (209) 781-6005, before 1pm pst (5-18)

Major Market Assistant PD/MD

And morning talent, seeks to program medium-market, CHR FM. Young, stable professional with great numbers, currently employed. Serious, confidential inquiries with best offer to: Programming, Box 540381, Houston, TX 77254.

Creative, professional with experience as parttime personality desires fulltime airshift at AOR/CHR. Energetic talent, excellent voice. GINA T. (305) 949-2566 (5-18)

10 years experience, airshift taken by satellite, looking for live gig. Good voice, production, ready to move. RON SMITH: (606) 437-4051 (5-18)

Attention all PDs looking for a very good jock. Eight years experience, currently working in NYC. LANCE HAYES: (212) 993-0276 or (818) 710-1332 (5-18)

Female personality with nine years experience. Knowledge in all formats. CHRIS: (312) 479-9579 (5-18)

New broadcast graduate looking for news or on-air. Excellent worker. MICHELLE: (612) 252-2985 (5-18)

DAVE MATTHEWS in the morning, FM99/Rochester, KAAY/Little Rock, Y100 & Q102/Daytona Beach-Orlando. Looking for medium/major. Proven! (904) 237-4855 (5-18) 237-4855 (5-18)

10 YEAR PRO

Including WNAP & WFMS Indianapolis, seeks major/medium market A/C station to call home. Have programming, promotion and writing experience too. Call John Dial (317) 849-5533.

Creative personality, communicator, warm, conversational, smooth style & delivery. Great production & sense of humor. 10 year major market veteran. BILL: (916) 972-7975 (5-18)

Watching General Hospital everyday is great, but I'd rather be on the radio. Great production, continuity, MD, adult air talent. JIM: (309) 833-5138 (5-18)

12 years experience in A/C, CHR, production pro, PM drive at KEEL, WSTO, WGBF. Seek MW major/medium market. STEVE ADLER: (612) 473-3954 (5-18)

Crazy! Complete loon. One boat, many oars. Ready to escape in your market. 10 year pro. RESIDENT LOON: (205) 350-6555, after 3pm cst (4-27)

KIRK RUSSELL, KOME/San Jose, KRUX/Phoenix, WXXP/Cleveland seeks aggressive West coast station. Good production, programming experience. A/C, CHR & AOR. (408) 378-3483 (5-11)

JOHN VOLPE, 15 year pro with PD & MD experience at B97 FM, KFI & KOPA, now available. (504) 467-7596 (5-18)

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.

I have worked NY, NJ, NC & MD. Looking for airshift at CHR, MOR or Oldies station. Must be major market, overnights considered. JAMES: (301) 749-4899 (5-11)

Motivation & product knowledge makes your station grow. Experienced OM/PD seeks A/C, CHR position in competitive market. Good background & ratings. TERRY: (816) 758-6881 (5-11)

Sportscaster will bet 1000 with your listeners. Call collect for tape. FRANK: (505) 325-7623 (5-11)

Part-timer to fill vacation or sick hours, MA or NH. Working evenings now. THOM WHETSTON: (617) 345-1666 (5-11)

Attention PD's/OM's, mature Urban voice needs a start! Go anywhere anytime for opportunity. Call AUSTELL: (312) 547-8504, mornings cst. (5-11)

Changes

RADIO

Elaine J. Womack appointed Account Executive KOMO/Seattle.

Bernie Lucas appointed Director of Marketing & Advertising WIYY(98 Rock)/Baltimore from KTXQ/Dallas.

Mitchell Dahne promoted Promotion Director WIYY (98 Rock)/Baltimore.

Jim McGarity appointed Account Executive WIYY (98 Rock)/Baltimore from WMAR.

RECORDS

Gene Tarant appointed Associate Director, A&R Administration CBS Records/New York.

John Ray promoted Senior Corporate Counsel Capitol Industries-EMI, Inc./Los Angeles.

Bruce Theriot promoted Director of the Artist Contracts Capitol Industries-EMI, Inc./Los Angeles.

Helen Berman promoted Video Counsel Capitol Industries-EMI, Inc./Los Angeles.

INDUSTRY

Brad West moves to Account Executive CBS-FM National Sales/New York from Los Angeles.

Susan Pryor appointed Account Executive CBS-FM National Sales/New York from WHN.

Pat Baker appointed Network Coordinator/Account Executive Hillier, Newmark, Wechsler & Howard.

Stephen J. Traiman appointed Director of Promotion & Special Events CES Publishing/New York.

Miscellaneous

MW A/C station needs service from all labels. Hickenbottom, MD, KOGA, Box 509, Ogalala, NB 69153. (5-18)

Country record service needed for WMGR, Box 706, Bainbridge, GA 31717. (912) 246-1650 (5-18)

We need Country & Oldies service from all labels. Tracy Amundson, KZZY, Box 882, Devils Lake, ND 58301. (701) 662-7563 (5-18)

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

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

BILL MEDLEY "I Still Do"
DON WILLIAMS "That's The Thing About Love"
LANE BRODY "Hanging On"

The Great Ones

MIKE RENO & ANN WILSON "Almost Paradise"
EDDIE RABBITT "B-B-B-Burnin' Up With Love"
STACY LATTISAW & JOHNNY GILL "Baby It's You"
LINDA RONSTADT "Someone To Watch Over Me"
JERMAINE JACKSON "Tell Me I'm Not Dreaming"
PEABO BRYSON "If Ever You're In My Arms Again"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

POINTER SISTERS "Jump (For My Love)"

Your Country

DON WILLIAMS "That's The Thing About Love"
MICHAEL MARTIN MURPHEY "Disenchanted"
WHITES "Forever You"
JOHNNY RODRIGUEZ
"Let's Leave The Lights On Tonight"
LANE BRODY "Hanging On"

Hit Rock

BILLY IDOL "Eyes Without A Face"
STYX "Music Time"
HOWARD JONES "What Is Love"
MIKE RENO & ANN WILSON "Almost Paradise"
CARS "Magic"
BRUCE SPRINGSTEEN "Dancing In The Dark"

BPI

John Iles (800) 426-9082

Adult Contemporary

JERMAINE JACKSON "Tell Me I'm Not Dreaming"
MICHAEL MARTIN MURPHY "Disenchanted"

Country Living

WHITES "Forever You"
DON WILLIAMS "That's The Thing About Love"
MICHAEL MARTIN MURPHEY "Disenchanted"
RONNIE MILSAP "Still Losing You"

Concept Productions

Dick Wagner (916) 782-7754

CHR

CULTURE CLUB "It's A Miracle"
BILLY IDOL "Eyes Without A Face"
EURYTHMICS "Who's That Girl"
HOWARD JONES "What Is Love"
JEFFERSON STARSHIP "No Way Out"
ALAN PARSONS PROJECT "Prime Time"
MIKE RENO & ANN WILSON "Almost Paradise"
STYX "Music Time"
CARS "Magic"
ZZ TOP "Legs"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

BILLY IDOL "Eyes Without A Face"
MIKE RENO & ANN WILSON "Almost Paradise"
BRUCE SPRINGSTEEN "Dancing In The Dark"
STYX "Music Time"
ZZ TOP "Legs"

Contempo 300

DAN HARTMAN "I Can Dream About You"
POINTER SISTERS "Jump (For My Love)"
EURYTHMICS "Who's That Girl"
JERMAINE JACKSON "Tell Me I'm Not Dreaming"

Great American Country

BANDANA "Better Our Hearts Should Bend"
JOHN ANDERSON "I Wish I Could Write You A Song"
RONNIE MILSAP "Still Losing You"
EDDIE RABBITT "B-B-B-Burnin' Up With Love"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

MIKE RENO & ANN WILSON "Almost Paradise"
ALABAMA "When We Make Love"
ALAN PARSONS PROJECT "Prime Time"

Country Coast-To-Coast

DON WILLIAMS "That's The Thing About Love"
MEL TILLIS "Old Patches"
RONNIE MILSAP "Still Losing You"
JOE STAMPLEY & JESSICA BOUCHER
"Memory Lane"
JOHNNY RODRIGUEZ
"Let's Leave The Lights On Tonight"

Rock America

MIKE RENO & ANN WILSON "Almost Paradise"
EURYTHMICS "Who's That Girl"
CARS "Magic"
ZZ TOP "Legs"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

BRUCE SPRINGSTEEN "Dancing In The Dark"
CARS "Magic"
ZZ TOP "Legs"
DAN HARTMAN "I Can Dream About You"

TM A/C

PEABO BRYSON "If Ever You're In My Arms Again"

TM Country

RONNIE MILSAP "Still Losing You"
WHITES "Forever You"
KAREN BROOKS "Born To Love You"
DON WILLIAMS "That's The Thing About Love"
TOM JONES "This Time"
EDDIE RABBITT "Burnin' Up With Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

ROD STEWART "Infatuation"
ALAN PARSONS PROJECT "Prime Time"
ROCKWELL "Obscene Phone Caller"
INXS "Original Sin (Dream On)"
THOMPSON TWINS "Doctor! Doctor!"
PAUL YOUNG "Love Of The Common People"

The A/C Format

ALAN PARSONS PROJECT "Prime Time"
MIKE RENO & ANN WILSON "Almost Paradise"
EDDIE RABBITT "B-B-B-Burnin' Up With Love"
DAN HARTMAN "I Can Dream About You"
SERGIO MENDES "Alibis"
JOHNNY MATHIS "Simple"
LAURA BRANIGAN "Self Control"

Super-Country

T.G. SHEPPARD "Somewhere Down The Line"
DEBORAH ALLEN "I Hurt For You"
NITTY GRITTY DIRT BAND "Long Hard Road"
JOHNNY LEE "One More Shot"
BECKY HOBBS "Oklahoma Heart"
SAMI JO COLE "Emotions"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

CYNDI LAUPER "Time After Time"
ANNE MURRAY "Just Another Woman In Love"

Country

Tom Casey (213) 460-6383

JUDDS "Mama He's Crazy"
BILL MEDLEY "I Still Do"
ANNE MURRAY "Just Another Woman In Love"
B.J. THOMAS
"The Whole World's In Love When You're Lonely"
SYLVIA "Victims Of Goodbye"

Radio Arts

John Benedict (818) 841-0225

Country's Best

DON WILLIAMS "That's The Thing About Love"
DEBORAH ALLEN "I Hurt For You"
JOE STAMPLEY & JESSICA BOUCHER
"Memory Lane"

Soft Contemporary

ALAN PARSONS PROJECT "Prime Time"
SERGIO MENDES "Alibis"
EDDIE RABBITT "B-B-B-Burnin' Up With Love"
LINDA RONSTADT "Someone To Watch Over Me"
DAVE GRUSIN "Theme from 'St. Elsewhere'"
JOHNNY MATHIS "Simple"

Sound 10

ALAN PARSONS PROJECT "Prime Time"
EDDIE RABBITT "B-B-B-Burnin' Up With Love"
LaTOYA JACKSON "Heart Don't Lie"
JERMAINE JACKSON "Tell Me I'm Not Dreaming"
DAN HARTMAN "I Can Dream About You"
FRANK STALLONE "Darlin'"
DAVE GRUSIN "Theme from 'St. Elsewhere'"



NATIONAL AIRPLAY/50

May 18, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
14	11	5	1 ALABAMA/When We Make Love (RCA)	156/0	130	25	1
9	8	4	2 EDDY RAVEN/I Got Mexico (RCA)	155/2	126	25	4
8	7	3	3 MERLE HAGGARD/Someday When Things Are Good (Epic)	151/0	118	26	7
5	2	1	4 RICKY SKAGGS/Honey (Open That Door) (Epic)	150/0	118	23	9
11	9	6	5 EMMYLOU HARRIS/In My Dreams (WB)	152/0	110	35	7
12	10	7	6 LARRY GATLIN & THE GATLIN BROS./Denver (Columbia)	154/0	112	28	14
15	12	8	7 DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	149/1	106	36	7
18	14	10	8 VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG)	156/1	106	39	11
20	16	12	9 CONWAY TWITTY/Somebody's Needin' Somebody (WB)	157/1	89	64	4
19	17	14	10 GEORGE JONES/You've Still Got A Place In My Heart (Epic)	150/1	82	62	6
2	1	2	11 JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	141/1	99	28	14
17	15	13	12 REBA McENTIRE/Just A Little Love (MCA)	145/2	76	54	15
23	19	16	13 STEVE WARINER/Why Goodbye (RCA)	152/2	70	73	9
24	20	17	14 LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	149/1	69	67	13
26	22	19	15 EXILE/I Don't Want To Be A Memory (Epic)	152/0	64	73	15
30	23	21	16 GARY MORRIS/Between Two Fires (WB)	148/2	45	88	15
29	24	20	17 GENE WATSON/Forever Again (MCA)	146/1	50	77	19
33	26	22	18 STATLER BROTHERS/Atlanta Blue (Mercury/PG)	146/4	48	80	18
40	31	24	19 ANNE MURRAY/Just Another Woman In Love (Capitol)	155/6	24	104	27
36	27	23	20 B.J. THOMAS/The Whole World's In Love... (Clev. Int./Col.)	149/7	31	98	20
45	34	27	21 EARL THOMAS CONLEY/Angel In Disguise (RCA)	148/7	17	92	39
37	28	25	22 KENNY ROGERS/Eyes That See In The Dark (RCA)	132/2	25	82	25
32	29	26	23 SYLVIA/Victims Of Goodbye (RCA)	133/2	31	79	23
39	32	28	24 CHARLY McCLAIN/Band Of Gold (Epic)	131/7	32	75	24
1	3	15	25 JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved... (Col.)	108/1	55	38	15
-	46	32	26 EDDIE RABBITT/B-B-B-Burning Up With Love (WB)	147/20	13	78	56
-	-	35	27 DON WILLIAMS/That's The Thing About Love (MCA)	140/25	10	73	57
42	35	31	28 BILL MEDLEY/I Still Do (RCA)	129/9	19	76	34
7	6	11	29 WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	98/0	44	38	16
43	37	33	30 JUDDS/Mama He's Crazy (RCA/Curb)	127/6	14	73	40
-	45	37	31 JANIE FRICKE/If The Fall Don't Get You (Columbia)	137/15	9	70	58
-	-	41	32 RONNIE MILSAP/Still Losing You (RCA)	137/32	4	58	75
46	39	36	33 BANDANA/Better Our Hearts Should Bend (WB)	114/6	9	71	34
6	5	9	34 RONNIE McDOWELL/I Dream Of Women Like You (Epic)	97/0	47	38	12
-	44	38	35 MEL TILLIS/New Patches (MCA)	116/10	6	66	44
3	4	18	36 CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	99/0	45	31	23
47	43	40	37 WRIGHT BROTHERS/Southern Women (Mercury/PG)	95/4	5	53	37
31	30	29	38 KENNY ROGERS & DOTTIE WEST/Together Again (Liberty)	93/2	25	48	20
-	-	43	39 JOHN ANDERSON/I Wish I Could Write You A Song (WB)	112/18	2	58	52
-	-	47	40 MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	109/31	4	37	68
-	49	44	41 TOM JONES/This Time (Mercury/PG)	98/6	6	47	45
-	50	45	42 KAREN BROOKS/Born To Love You (WB)	92/3	3	47	42
DEBUT	43	43	43 LEE GREENWOOD/God Bless The U.S.A. (MCA)	102/62	6	26	70
4	18	34	44 OAK RIDGE BOYS/I Guess It Never Hurts To Hurt... (MCA)	61/0	20	25	16
DEBUT	45	45	45 WHITES/Forever You (MCA/Curb)	96/21	2	32	62
-	-	48	46 JOE STAMPLEY & JESSICA BOUCHER/Memory Lane (Epic)	88/7	2	35	51
DEBUT	47	47	47 NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	86/46	0	25	61
10	13	30	48 DAN SEALS/God Must Be A Cowboy (Liberty)	57/0	14	24	19
DEBUT	49	49	49 JOHNNY RODRIGUEZ/Let's Leave The Lights On Tonight (Epic)	70/13	2	20	48
28	25	39	50 KIERAN KANE/Dedicate (WB)	45/1	7	27	11

MOST ADDED

- LEE GREENWOOD (62)
God Bless The U.S.A. (MCA)
- NITTY GRITTY DIRT BAND (46)
Long Hard Road... (WB)
- DEBORAH ALLEN (40)
I Hurt For You (RCA)
- BELLAMY BROTHERS (40)
Forget About Me (MCA/Curb)
- T.G. SHEPPARD (37)
Somewhere Down The Line (WB/Curb)
- RONNIE MILSAP (32)
Still Losing You (RCA)
- MICHAEL MARTIN MURPHEY (31)
Disenchanted (Liberty)
- DON WILLIAMS (25)
That's The Thing About Love (MCA)
- JOHNNY LEE (24)
One More Shot (Full Moon/WB)
- KENDALLS (24)
My Baby's Gone (Mercury/PG)

HOTTEST

- ALABAMA (81)
When We Make Love (RCA)
- RICKY SKAGGS (78)
Honey (Open That Door) (Epic)
- EDDY RAVEN (61)
I Got Mexico (RCA)
- MERLE HAGGARD (52)
Someday When Things Are Good (Epic)
- DAVID ALLAN COE (42)
Mona Lisa Lost Her Smile (Columbia)
- JOHN CONLEE (40)
As Long As I'm Rockin' With You (MCA)
- EMMYLOU HARRIS (32)
In My Dreams (WB)
- CONWAY TWITTY (29)
Somebody's Needin' Somebody (WB)
- LARRY GATLIN & THE GATLIN BROS. (28)
Denver (Columbia)
- JULIO IGLESIAS & WILLIE NELSON (23)
To All The Girls I've Loved Before (Col.)

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, 5-14-84.

JOHN ANDERSON

I Wish I Could Write You A Song (WB)

On 71% of reporting stations. Rotations: Heavy 2, Medium 58, Light 52, Total Adds 18, WCAO, WIXL, WKYG, WIXY, KIX106, WSIX, WMNI, KJJY, WCUZ, WXCL, WIL, WTHI, KIK-FM, KUZZ, KUUY, KYGO, KVEG, KSAN. Moves 43-39 on the Country chart.

MICHAEL MARTIN MURPHEY

Disenchanted (Liberty)

On 69% of reporting stations. Rotations: Heavy 4, Medium 37, Light 68, Total Adds 31 including WKYG, WPOR, KIX106, KEAN, WCOS, WFNC, WQYK, KJJY, WIL, K102, KIK-FM, KVOC, KLZ, KVEG, KSAN. A Most Added Record. Moves 47-40 on the Country chart.

LEE GREENWOOD

God Bless The U.S.A. (MCA)

On 65% of reporting stations. Rotations: Heavy 6, Medium 26, Light 70, Total Adds 62 including WYRK, WMZQ, KPLX, WMC, WCMS, KRMD, WFMS, WXCL, WTOD, KFDI, KRST, KUZZ, KYGO, KNIX, KRAK, KCUB. — A Most Added Record. Debuts at NUMBER 43 on the Country chart.

WHITES

Forever You (MCA/Curb)

On 61% of reporting stations. Rotations: Heavy 2, Medium 32, Light 62, Total Adds 21 including WKYG, KMML, KXYL, WOKK, KYXX, WUSQ, WSLR, KBMR, WAXX, KCJB, KXXY, KUZZ, KKCS, KSOP, KMPS. Debuts at number 45 on the Country chart.

Did you know that R&B producer Skip Scarborough is in Nashville producing Black-rock group, Autumn, for Compleat Records?

THE NASHVILLE MUSIC ASSOCIATION thought you'd like to know.





NEW & ACTIVE

- ✓ **NITTY GRITTY DIRT BAND "Long Hard Road" (WB) 86/46**
Rotations: Heavy 0, Medium 25, Light 61, Total Adds 46 including WPTR, WAJR, WILQ, WYNK, WSOC, WESL, WLWI, KRMD, KSO, K102, KUUY, KLZ, KUGN, KSAN, KGA. Debuts at number 47 on the Country chart.
- JOHNNY RODRIGUEZ "Let's Leave The Lights On Tonight" (Epic) 70/13**
Rotations: Heavy 2, Medium 20, Light 48, Total Adds 13, WIXL, WFNC, WWOD, WRNL, WGEE, WITL, KECK, WWJO, KYAK, KUZZ, KGHL, KUUY, KEIN. Heavy: KASE, KIKK. Debuts at number 49 on the Country chart.
- VINCE GILL "Oh Carolina" (RCA) 66/16**
Rotations: Heavy 0, Medium 13, Light 53, Total Adds 16, WGNA, WPOR, WIXY, WWVA, WEZL, WGTO, WLWI, WCMS, WUSQ, WFMS, WITL, KIOV, WTOD, KIK-FM, KUZZ, KCKC.
- LANE BRODY "Hanging On" (Liberty) 62/6**
Rotations: Heavy 0, Medium 23, Light 39, Total Adds 6, KIX106, WSOC, KHEY, KBMR, WTHI, KFDI. Medium: WCAO, WBGW, WLWI, WCMS, WMIL, KTTS, KRKT, KEIN, KCCY.

- McGUFFEY LANE "Day By Day" (Atlantic America) 58/14**
Rotations: Heavy 1, Medium 20, Light 37, Total Adds 14, WCAO, WIXL, CHOW, KMML, WSOC, KHEY, KLLI, KS100, KFGO, WHBF, KIK-FM, KUZZ, KWJJ, KIGO.
- MEL McDANIEL "Most Of All I Remember You" (Capitol) 57/10**
Rotations: Heavy 0, Medium 16, Light 41, Total Adds 10, WIXL, WEZL, WFNC, KLLI, WIRK, KBMR, WTOD, KUZZ, KMPS, KCUB. Medium: WGNA, KHEY, KKYX, WXCL, KSOP.
- ✓ **BELLAMY BROTHERS "Forget About Me" (MCA/Curb) 53/40**
Rotations: Heavy 0, Medium 8, Light 45, Total Adds 40 including WOKQ, WNYR, WYII, KMML, WSOC, KLLI, WPAP, KRMD, WFMS, WBCS, KTPK, KUUY, KRSY, KSON, KMPS.
- KEITH STEGALL "I Want To Go Somewhere" (Epic) 53/12**
Rotations: Heavy 0, Medium 12, Light 41, Total Adds 12, WWVA, KRRV, KLLI, WKSJ, WITL, WHBF, WTOD, KTPK, KUUY, KUGN, Q92, KCCY. Medium: WPTR, WSIX, KEBC.
- ✓ **DEBORAH ALLEN "I Hurt For You" (RCA) 51/40**
Rotations: Heavy 0, Medium 11, Light 40, Total Adds 40 including WKYG, WPOR, CHOW, KASE, WESC, WAMZ, WLWI, KRMD, WFMS, KEBC, KFDI, KRST, KUGN, KTOM, KCUB.
- OSMOND BROTHERS "If Every Man Had A Woman Like You" (WB/Curb) 48/3**
Rotations: Heavy 0, Medium 14, Light 34, Total Adds 3, WTVY, WCMS, WHBF. Medium: WGNA, CHOW, KHEY, KLRA, WLWI, WQYK, WIRK, WXCL, WTOD, KEIN, KSOP.

SIGNIFICANT ACTION

- ✓ **JOHNNY LEE "One More Shot" (Full Moon/WB) 46/24**
Rotations: Heavy 0, Medium 9, Light 37, Total Adds 24 including WOKQ, WNYR, WXBO, KILT, KISS-FM, WLWI, KKYX, KRRK, WOW, KRKT, KUGN, KNIX, KGA.
- MARK GRAY "If All The Magic Is Gone" (Columbia) 45/17**
Rotations: Heavy 0, Medium 9, Light 36, Total Adds 17 including KIX 106, WMZQ, WYII, KASE, WTVY, KSSN, KKYX, WIRK, WOW, KTPK, KUUY.
- MASON DIXON "I Never Had A Chance With You" (Texas) 43/1**
Rotations: Heavy 4, Medium 5, Light 34, Total Adds 1, WFNC. Heavy: KMML, KLV1, KIKK, WXCL. Medium: KBMR, WOW, WWJO, KIK-FM.
- ✓ **T.G. SHEPPARD "Somewhere Down The Line" (WB/Curb) 39/37**
Rotations: Heavy 1, Medium 9, Light 29, Total Adds 37 including WPTR, WYRK, WNYR, WNOX, WMC, WSM, WIRK, WAXX, KEBC, KNIX, KWJJ, KCBO.
- MAC DAVIS "Caroline's Still In Georgia" (Casablanca/PolyGram) 37/9**
Rotations: Heavy 0, Medium 14, Light 23, Total Adds 9, WXBO, WTVY, WWOD, KKYX, KEBC, WTOD, KTPK, KUZZ, KUUY.
- TAMMY WYNETTE "Lonely Heart" (Epic) 35/23**
Rotations: Heavy 0, Medium 7, Light 28, Total Adds 23 including WYII, KASE, WMC, WPAP, WKKQ, WFMS, K102, KRKT, KUZZ, KSOP.
- KATY MOFFATT "This Ain't Tennessee & He Ain't You" (Permian) 34/6**
Rotations: Heavy 1, Medium 6, Light 27, Total Adds 6, WIXY, WAXX, KEBC, KRST, KRWQ, Q92. Heavy: KSOP. Medium: KLRA, WCXI, KUZZ.



NEW & ACTIVE

McGUFFEY LANE "Day By Day" (Atlantic America) 58/14
Rotations: Heavy 1, Medium 20, Light 37, Total Adds 14, WCAO, WIXL, CHOW, KMML, WSOC, KHEY, KLLI, KS100, KFGO, WHBF, KIK-FM, KUZZ, KWJJ, KIGO.

- TENNESSEE VALLEY BOYS "Lo And Behold" (Nashwood) 33/3**
Rotations: Heavy 1, Medium 6, Light 26, Total Adds 3, KLLI, KIK-FM, Q92. Heavy: WOW. Medium: KMML, KYXX, WCXI, KRKT, KUGN.
- ROBIN LEE "Want Adds" (Evergreen) 31/0**
Rotations: Heavy 1, Medium 5, Light 25, Total Adds 0. Heavy: KSOP. Medium: KMML, WEZL, KLRA, WLWI, WOW. Light: WCAO, KKYX, KTTS, KGA.
- BURRITO BROTHERS "My Kind Of Lady" (MCA/Curb) 28/15**
Rotations: Heavy 0, Medium 5, Light 23, Total Adds 15 including WYII, WXBO, WESC, KKYX, WIRK, WAXX, WXCL, KRST, KTOM, KGA.
- ✓ **KENDALLS "My Baby's Gone" (Mercury/PolyGram) 25/24**
Rotations: Heavy 0, Medium 6, Light 19, Total Adds 24 including WBGW, WSNO, WKYG, WNOX, KSSN, KSO, KEBC, KTOM, KCKC, KMPS.
- BECKY HOBBS "Oklahoma Heart" (Liberty) 25/15**
Rotations: Heavy 0, Medium 5, Light 20, Total Adds 15 including WSNO, WYII, KLRA, KKYX, KRRK, WXCL, KFDI, KQIL, KMPS.
- SHELLY WEST "Somebody Buy This Cowgirl A Beer" (Viva) 23/21**
Rotations: Heavy 1, Medium 5, Light 17, Total Adds 21 including WSNO, WYII, WNOX, KRMD, WWJO, KTPK, KRKT, KRSY, KTOM, KSOP.
- MOE BANDY & JOE STAMPLEY "Where's The Dress" (Columbia) 22/22**
Rotations: Heavy 1, Medium 5, Light 16, Total Adds 22 including WPTR, WSNO, KXYL, KSSN, WAMZ, WKSJ, KOMA, WIL, KYGO, KWJJ.

- GEORGE STRAIT "Let's Fall To Pieces Together" (MCA) 21/18**
Rotations: Heavy 2, Medium 2, Light 17, Total Adds 18 including WBGW, WKYG, KASE, WTVY, WKSJ, KKYX, KRKT, KRWQ, KWJJ, KRSY.
- PETER ISAACSON "It's A Cover Up" (Union Station) 21/4**
Rotations: Heavy 0, Medium 5, Light 16, Total Adds 4, WLWI, WCMS, WOW, Q92. Medium: WBGW, KMML, KIKK, KSOP.
- JOE WATERS "Rise Above It All" (New Colony) 21/1**
Rotations: Heavy 0, Medium 3, Light 18, Total Adds 1, KRSY. Medium: CHOW, KLRA, KIGO. Light: WBGW, KBMR, WHBF, KTTS, KFDI.
- BILL ANDERSON "Your Eyes" (Southern Tracks) 18/2**
Rotations: Heavy 0, Medium 3, Light 15, Total Adds 2, WHBF, KVOO. Medium: WGNA, WIRK, KSOP. Light: WTVY, WLWI, WAXX, KWMT.
- TOMMY OVERSTREET "I Still Love Your Body" (Gervasi) 17/2**
Rotations: Heavy 0, Medium 4, Light 13, Total Adds 2, KRWQ, KMPS. Medium: KLRA, KQIL. Light: WSNO, CHOW, KFGO, KTTS, KRKT.
- MAINES BROTHERS BAND "Amarillo Highway" (Mercury/PolyGram) 14/2**
Rotations: Heavy 0, Medium 3, Light 11, Total Adds 2, WYII, KYXX. Medium: KMML, KLRA, KQIL. Light: KBMR, KVOO.
- RANDY WRIGHT "If You're Serious About Cheating" (MCA) 13/1**
Rotations: Heavy 0, Medium 0, Light 13, Total Adds 1, KBMR. Light: KHEY, KKYX, WTOD, KVOO, KFDI, KTOM, KGA.
- LOIS JOHNSON "It Won't Be Easy" (EMH) 13/1**
Rotations: Heavy 0, Medium 0, Light 13, Total Adds 1, WBGW. Light: KBMR, KRRK, WAXX, KVOO, KFDI, Q92, KTOM, KSOP.
- SUSAN JACKS "Tall Dark Stranger" (Compleat/PolyGram) 12/2**
Rotations: Heavy 0, Medium 2, Light 10, Total Adds 2, CHOW, KRRK. Medium: WCXI. Light: WGNA, WSNO, KKAL, KWJJ, KMPS.
- CRAIG BICKHARDT "You Are What Love Means To Me" (Liberty) 10/0**
Rotations: Heavy 0, Medium 2, Light 8, Total Adds 0. Medium: WYNK, WXCL. Light: WPTR, WCAO, KASE, WCMS, KFGO.
- PINKARD & BOWDEN "I Lobster But Never Flounder" (WB) 9/6**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 6, WMZQ, KEAN, KBMR, KS100, WOW, KFDI. Light: KRKT, KCKC.
- DARRELL McCALL "Memphis In May" (Indigo/Audiograph) 9/2**
Rotations: Heavy 1, Medium 1, Light 7, Total Adds 2, WCMS, WTOD. Heavy: WMC. Medium: KKYX. Light: WGNA, WSNO, KSOP.
- LEONA WILLIAMS "My First Night Away From Home" (Mercury/PolyGram) 8/3**
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 3, WGNA, KVOO, KFDI. Light: KEBC, KTTS, KRWQ.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
CONWAY TWITTY/I Don't Know A Thing About... (WB)	<i>By Heart</i>
REBA McENTIRE/Poison Sugar (MCA)	<i>Just A Little Love</i>
ALABAMA/If You're Gonna Play In Texas (RCA)	<i>Roll On</i>
GARY MORRIS/Baby Bye Bye (WB)	<i>Faded Blue</i>
GARY MORRIS/Second Hand Heart (WB)	<i>Faded Blue</i>
GEORGE JONES/Radio Lover (Epic)	<i>Jones Country</i>
OSMOND BROTHERS/One Way Rider (WB)	<i>One Way Rider</i>
GARY MORRIS/Faded Blue (WB)	<i>Faded Blue</i>
MEL TILLIS/Texas On A Saturday Night (MCA)	<i>New Patches</i>
EXILE/Take Me To The River (Epic)	<i>Exile</i>
JIM GLASER/Woman, Woman (Noble Vision)	<i>The Man In The Mirror</i>
ALABAMA/Good On Your Table (RCA)	<i>Roll On</i>

"DAY · BY · DAY"

99778



Produced by Marshall Morgan and Paul Worley

Black/Urban

BREAKERS

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

L.J. REYNOLDS

Touch Down (Mercury/PolyGram)

69% of our reporting stations on it. Rotations: Heavy 4/0, Medium 20/1, Light 27/5, Extra Adds 2, Total Adds 8, WDAS, WJLB, KDAY, WJAX, WLWV, WPLZ, KHYS, KUKQ. Heavy: WJMO, WZAK, WANM, WWWS. Debuts at number 38 on the Black/Urban chart.

LaTOYA JACKSON

Heart Don't Lie (Private I/CBS)

85% of our reporting stations on it. Rotations: Heavy 4/0, Medium 23/3, Light 22/4, Extra Adds 1, Total Adds 8, WVEE, KMJQ, KJLH, XHRM, WGIV, WBLX, WLTH, WKWM. Heavy: WAOK, WJAX, KDAY, KOKA. Debuts at number 39 on the Black/Urban chart.

PEABO BRYSON

If Ever You're In My Arms Again (Elektra)

64% of our reporting stations on it. Rotations: Heavy 5/0, Medium 24/1, Light 18/4, Extra Adds 2, Total Adds 7, KKDA-FM, WDRQ, WGPR, WJJS, WPLZ, WLTH, WVOI. Heavy: WDAS, WVEE, WYLD-FM, KDAY, WATV. Debuts at number 35 on the Black/Urban chart.

JOCELYN BROWN

Somebody Else's Guy (Vinyl Dreams)

61% of our reporting stations on it. Rotations: Heavy 19/0, Medium 13/3, Light 15/6, Extra Adds 0, Total Adds 9, WDJY, WEDR, WGCI, WQMG, KJCB, WLWV, KHYS, WANT, WWWS. Heavy: WWIN-FM, WILD, WRKS, WKND, WNHC.

O'JAYS

Extraordinary Girl (Philadelphia International/CBS)

60% of our reporting stations on it. Rotations: Heavy 11/0, Medium 24/0, Light 11/1, Extra Adds 0, Total Adds 1, WVOI. Heavy: WWIN-FM, WAOK, WCIN, KACE, WOIC, WPDQ, WLWV, WPLZ, KOKA, WAAA. Moves 35-33 on the Black/Urban chart.

NEW & ACTIVE

WORLD'S FAMOUS SUPREME TEAM "Hey D.J." (Island) 45/4

Rotations: Heavy 13/0, Medium 14/0, Light 18/4, Extra Adds 0, Total Adds 4, WJAX, WQMG, WJAX, WAAA. Heavy: WDAS, WGPR, KMJM, WZEN-FM, KACE, KDAY, KJLH, WNHC, WRDW, WOIC, KJCB, WLWV, WDAO. Medium: WRKS, KKDA-FM, KMJQ, WHRK, WDMT, WDRQ, WJLB, XHRM, WKND, KNOW, Z93, WJMM, WTLG, WWWS. Debuts at number 34 on the Black/Urban chart.

STACY LATTISAW & JOHNNY GILL "Baby It's You" (Cotillion/Atco) 43/8

Rotations: Heavy 3/1, Medium 16/1, Light 23/5, Extra Adds 1, Total Adds 8, WVEE, WZEN-FM, XHRM, WNHC, KNOW, WANT, WWWS, KUKQ. Heavy: WXYV, WOIC. Medium: WWIN-FM, WAMO, KKDA-FM, WEDR, WJMO, KDAY, WRDW, WATV, Z93, WJAX, WPDQ, WLWV, WANM, WLTH, WTLG.

DIVINE SOUNDS "What People Do For Money" (Specific) 40/3

Rotations: Heavy 9/0, Medium 17/0, Light 13/2, Extra Adds 1, Total Adds 3, KKDA-FM, WZEN-FM, KHYS. Heavy: WILD, WDAS, WDRQ, WGPR, WJLB, KDAY, KJLH, WKWM, WWWS. Medium: WRKS, KMJQ, WJAX, WGCI, WDMT, WZAK, WNHC, Z93, WOIC, WLOU, WPLZ, WANT, KOKA, WJMM, WANM, WLTH, WVOI. Debuts at number 40 on the Black/Urban chart.

DELLS "One Step Closer" (Private I/CBS) 39/3

Rotations: Heavy 2/0, Medium 18/0, Light 18/2, Extra Adds 1, Total Adds 3, WHRK, WZEN-FM, KNOW. Heavy: WAOK, KOKA. Medium: KRNB, WJAX, WGCI, WCIN, XHRM, KSOL, Z93, WGIV, WPEG, WKXI, WPDQ, WBLX, WLWV, WJMM, WLTH, WTLG, KDKO, KDIA.

RUN D.M.C. "Rockbox" (Profile) 38/4

Rotations: Heavy 9/0, Medium 17/1, Light 11/2, Extra Adds 1, Total Adds 4, WJAX, WHRK, WAIL-FM, WYLD-FM. Heavy: WDAS, WVEE, WEDR, WATV, WPEG, WJAX, WLOU, KOKA, WTLG. Medium: WRKS, WAOK, KRNB, WZAK, WZEN-FM, KJLH, XHRM, KSOL, WENN, WGIV, WKXI, WPDQ, KJCB, WJMM, WAAA, WDAO.

RAY PARKER JR. "In The Heat Of The Night" (Arista) 37/2

Rotations: Heavy 4/0, Medium 17/0, Light 15/1, Extra Adds 1, Total Adds 2, WHRK, KNOW. Heavy: WYLD-FM, WBMX, WGIV, WJMI. Medium: WWIN-FM, WXYV, WVEE, WGCI, WCIN, WZEN-FM, XHRM, KSOL, WKND, Z93, WOIC, WKXI, KJCB, WAAA, WDAO, WLTH, WWWS.

STAPLE SINGERS "H-A-T-E (Don't Live Here Anymore)" (Private I/CBS) 34/0

Rotations: Heavy 3/0, Medium 20/0, Light 11/0, Extra Adds 0, Total Adds 0, Heavy: WAOK, WGIV, WTLG. Medium: WWIN-FM, KRNB, WJAX, WEDR, WCIN, WGPR, WZEN-FM, WATV, WPEG, WOIC, WKXI, WPDQ, WLOU, WBLX, WLWV, WPLZ, KHYS, WAAA, WDAO, WLTH.

WOMACK & WOMACK "Baby I'm Scared Of You" (Elektra) 33/9

Rotations: Heavy 7/0, Medium 9/0, Light 16/8, Extra Adds 1, Total Adds 9, WXYV, KMJQ, WCIN, WZEN-FM, KNOW, WKXI, KHYS, KOKA, WQKS. Heavy: WWIN-FM, WRKS, WDAS, WEDR, WNHC, Z93, WANM. Medium: WILD, WVEE, KACE, KSOL, WGIV, WPDQ, KJCB, WBLX, WAAA.

DENNIS EDWARDS "(You're My) Aphrodisiac" (Gordy/Motown) 32/23

Rotations: Heavy 2/1, Medium 10/6, Light 17/13, Extra Adds 3, Total Adds 23 including WILD, WAOK, KKDA-FM, KMJQ, WJAX, WHRK, WGCI, WCIN, WDMT, WZAK, WDRQ, KMJM. Heavy: KACE. Medium: WRDW, WGIV, WANM, WWIN-FM.

HERBIE HANCOCK "Megamix" (Columbia) 32/3

Rotations: Heavy 6/0, Medium 11/1, Light 14/1, Extra Adds 1, Total Adds 3, KMJQ, WDMT, XHRM. Heavy: WAOK, WPEG, WPLZ, KACE, KDAY, KJLH. Medium: WRKS, WJAX, KSOL, WJAX, KJCB, WLWV, WJMM, WAAA, WKWM.

DUKE BOOTEE "Live Wire (I Want A Girl That Sweats)" (Mercury/PolyGram) 31/4

Rotations: Heavy 1/0, Medium 9/0, Light 20/3, Extra Adds 1, Total Adds 4, WBMX, KDAY, WPDQ, WANT. Heavy: WANM. Medium: KKDA-FM, WEDR, WZEN-FM, KJLH, XHRM, WPEG, WKXI, WLOU, WWWS.

SMOKEY ROBINSON "And I Don't Love You" (Tama/Motown) 30/7

Rotations: Heavy 3/0, Medium 12/1, Light 13/5, Extra Adds 1, Total Adds 7, WXYV, KMJQ, WAIL-FM, XHRM, WKND, WANT, WTLG. Heavy: WVEE, WBMX, KDAY, WJMM. Medium: WWIN-FM, WAOK, KKDA-FM, WCIN, WOIC, WQMG, WBLX, WANM, WLTH, WWWS, KUKQ.

JOHN ROCCA "I Want It To Be Real" (Streetwise) 30/7

Rotations: Heavy 3/0, Medium 8/0, Light 17/5, Extra Adds 2, Total Adds 7, WDJY, WAOK, WVEE, KACE, WATV, WPEG, WQKS. Heavy: WGCI, KOKA. Medium: WXYV, WDAS, WEDR, WYLD-FM, WCIN, WDRQ, WJLB, WNHC.

ANITA BAKER "Feel The Need" (Beverly Glen) 30/2

Rotations: Heavy 5/0, Medium 11/1, Light 14/1, Extra Adds 0, Total Adds 2, KNOW, KOKA. Heavy: KKDA-FM, WJMO, KJLH, WNOO, KUKQ. Medium: WWIN-FM, WCIN, XHRM, KSOL, WPEG, WLOU, WLWV, WKWM, WTLG, WWWS.

JIMMY LEWIS & L.A. STREET BAND "Street Freaks" (MCA) 27/9

Rotations: Heavy 2/0, Medium 8/1, Light 17/8, Extra Adds 0, Total Adds 9, WRDW, KNOW, WNOO, WQMG, WKXI, WPDQ, WJJS, KHYS, WDAO. Heavy: KJLH, KUKQ. Medium: KKDA-FM, WGPR, WATV, KJCB, KOKA, WJMM.

BREAK MACHINE "Street Dance" (Sire/WB) 25/1

Rotations: Heavy 4/0, Medium 14/0, Light 7/1, Extra Adds 0, Total Adds 1, KDAY. Heavy: WILD, KJLH, KSOL, WRDW. Medium: WGCI, WZAK, XHRM, WKND, WNOO, Z93, WGIV, WOIC, WJMI, WLWV, WJMM, WAAA, WDAO, WJMM.

SIGNIFICANT ACTION

JOHNNY MATHIS "Simple" (Columbia) 24/12

Rotations: Heavy 0/0, Medium 6/2, Light 17/9, Extra Adds 1, Total Adds 12, WBMX, WZEN-FM, KSOL, WATV, WGIV, WPEG, WQMG, WKXI, WBLX, WAAA, KDKO, KUKQ. Medium: WILD, WJAX, KDAY, KOKA.

MARGIE JOSEPH "Ready For The Night" (Cotillion/Atco) 24/2

Rotations: Heavy 1/0, Medium 11/0, Light 11/1, Extra Adds 1, Total Adds 2, WHRK, WOIC. Heavy: WEDR. Medium: WWIN-FM, WILD, WYLD-FM, WZAK, WKND, WPEG, WNOO, WKXI, WANM, WWWS, KUKQ.

ORBIT "Too Busy Thinkin' About My Baby" (Quality) 24/2

Rotations: Heavy 3/0, Medium 11/1, Light 9/0, Extra Adds 1, Total Adds 2, WBMX, Z93. Heavy: WLOU, WANM, WWWS. Medium: WAOK, WGPR, WJLB, WRDW, WATV, WENN, WPLZ, WDAO, WKWM, WTLG.

SWITCH "Switch It Baby" (Total Experience/RCA) 24/1

Rotations: Heavy 1/0, Medium 13/0, Light 10/1, Extra Adds 0, Total Adds 1, WJJS. Heavy: WYLD-FM. Medium: WWIN-FM, WILD, KRNB, WAIL-FM, WCIN, WGPR, Z93, WGIV, WNOO, WJAX, KOKA, WAAA, WDAO.

EARTH, WIND & FIRE "Moonwalk" (Columbia) 23/0

Rotations: Heavy 2/0, Medium 15/0, Light 6/0, Extra Adds 0, Total Adds 0, Heavy: WJAX, WLWV. Medium: WAMO, XHRM, KSOL, WATV, WGIV, WPEG, WNOO, WJMI, WKXI, WJAX, KJCB, WLOU, WAAA, WTLG, WWWS.

MOST ADDED

DENNIS EDWARDS (23)
(You're My) Aphrodisiac (Gordy/Motown)
EMOTIONS (14)
You're The Best (Red Label)
SHEILA E (13)
The Glamorous Life (WB)
ATLANTIC STARR (12)
Second To None (A&M)
MARCUS MILLER (12)
My Best Friend's Girlfriend (WB)
R.J.'S LATEST ARRIVAL (12)
Shackles (Golden Boy/Quality)
JOHNNY MATHIS (12)
Simple (Columbia)

HOTTEST

DENIECE WILLIAMS (53)
Let's Hear It For The Boy (Columbia)
LIONEL RICHIE (29)
Hello (Motown)
ONE WAY (22)
Lady You Are (MCA)
YARBROUGH & PEOPLES (22)
Don't Waste Your Time (Total Exper./RCA)
BAR-KAYS (21)
Freak Show On The... (Mercury/PolyGram)

ATLANTIC STARR "Second To None" (A&M) 22/12

Rotations: Heavy 1/0, Medium 4/1, Light 18/10, Extra Adds 1, Total Adds 12, KMJQ, WEDR, WCIN, WDMT, WJMO, WZAK, WGPR, KSOL, WDAO, WLTH, WWWS, KUKQ. Heavy: WGCI. Medium: WWIN-FM, KDAY, WLWV.

TWILIGHT 22 "Siberian Nights" (Vanguard) 22/4

Rotations: Heavy 2/0, Medium 6/0, Light 14/4, Extra Adds 0, Total Adds 4, WXYV, WLOU, WKWM, KUKQ. Heavy: KDAY, WWWS. Medium: WAOK, WDMT, WZAK, WDRQ, WJLB, KJCB.

BRASS CONSTRUCTION "Never Had A Girl" (Capitol) 21/9

Rotations: Heavy 0/0, Medium 6/1, Light 14/7, Extra Adds 1, Total Adds 9, WEDR, WYLD-FM, WDMT, KACE, KJLH, WATV, WNOO, WQOK, KDIA. Medium: WWIN-FM, WZAK, KDAY, XHRM, WWWS.

BLOODSTONE "Instant Love" (T-Neck/CBS) 21/7

Rotations: Heavy 1/0, Medium 8/2, Light 14/5, Extra Adds 0, Total Adds 7, WWIN-FM, WDAS, WZEN-FM, WATV, WNOO, WAAA, WVOI. Heavy: KDAY. Medium: WAOK, KOKA, WLTH.

FUNK DELUXE "This Time" (Salsoul)

Rotations: Heavy 0/0, Medium 10/0, Light 11/3, Extra Adds 0, Total Adds 3, KSOL, WATV, WQMG. Medium: WWIN-FM, WILD, WDAS, KJLH, WKND, Z93, WGIV, WPEG, WOIC, WJMM.

FATBACK "Call Out My Name" (Cotillion/Atco) 21/1

Rotations: Heavy 0/0, Medium 6/1, Light 15/0, Extra Adds 0, Total Adds 1, WGIV. Medium: WILD, KKDA-FM, WJMO, WATV, WOIC.

GEORGE CLINTON "Quickie" (Capitol) 19/6

Rotations: Heavy 1/0, Medium 5/1, Light 12/4, Extra Adds 1, Total Adds 6, WHRK, WGPR, WZEN-FM, KJLH, WNOO, WANM. Heavy: WGCI. Medium: WBLX, WZAK, WOIC, WWWS.

FORCE MD'S "Let Me Love You" (Tommy Boy) 19/3

Rotations: Heavy 3/0, Medium 6/1, Light 10/2, Extra Adds 0, Total Adds 3, WEDR, XHRM, KUKQ. Heavy: WRKS, WDAS, KJLH. Medium: WJAX, WZEN-FM, KACE, WATV, WPEG.

CYNDI LAUPER "Time After Time" (Portrait/CBS) 18/2

Rotations: Heavy 5/1, Medium 7/0, Light 6/1, Extra Adds 0, Total Adds 2, WDJY, WJMM. Heavy: WNHC, Z93, WQMG, WQKS. Medium: XHRM, WJAX, WPDQ, WJJS, WQOK, KOKA, WLUM.

SUTTONS "Live It Up (Love It Up)" (Roc-A-Fella) 17/10

Rotations: Heavy 0/0, Medium 2/0, Light 14/9, Extra Adds 1, Total Adds 10, WXYV, KRNB, WYLD-FM, KACE, KJLH, WATV, WPEG, WLOU, WANM, WAAA. Medium: WWIN-FM, KSOL.

PRETTY TONY "Fix It In The Mix" (Sunnyview) 17/7

Rotations: Heavy 1/0, Medium 7/2, Light 8/4, Extra Adds 1, Total Adds 7, WDAS, WDMT, XHRM, WPDQ, WLWV, WJMM, WQKS. Heavy: WJAX. Medium: WEDR, WAIL-FM, WDRQ, WTLG.

HAROLD MELVIN & THE BLUE NOTES "Don't Give Me Up" (Philly World/Atco) 17/4

Rotations: Heavy 0/0, Medium 3/0, Light 14/4, Extra Adds 0, Total Adds 4, WEDR, WNOO, WKXI, KUKQ. Medium: WOIC, WBLX, WLWV.

J. BLACKFOOT "I Stood On The Sidewalk And Cried" (Sound Town/Allegiance) 17/1

Rotations: Heavy 2/0, Medium 8/1, Light 7/0, Extra Adds 0, Total Adds 1, WVEE. Heavy: KRNB, WOIC. Medium: WILD, WJMO, WZAK, WNOO, WBLX, WLTH, WKWM.

HASSAN & 7-11 "City Life" (Easy Street) 16/3

Rotations: Heavy 2/0, Medium 2/0, Light 12/3, Extra Adds 0, Total Adds 3, WATV, WPEG, WDAO. Heavy: WDAS, WNHC. Medium: WRKS, WEDR.

EMOTIONS "You're The Best" (Red Label) 15/14

Rotations: Heavy 1/1, Medium 3/2, Light 10/10, Extra Adds 1, Total Adds 14, WWIN-FM, WILD, WVEE, WAIL-FM, WCIN, WDRQ, WGPR, WJLB, KACE, WJJS, WDAO, WWWS, WVOI, KDIA. Medium: WLWV.

DAN HARTMAN "I Can Dream About You" (MCA) 15/10

Rotations: Heavy 0/0, Medium 2/2, Light 13/8, Extra Adds 0, Total Adds 10, KRNB, Z93, WOIC, WQMG, WKXI, WPDQ, WJMM, WTLG, KDKO, KDIA.

MANHATTAN TRANSFER "Mystery" (Atlantic) 15/3

Rotations: Heavy 0/0, Medium 5/0, Light 10/3, Extra Adds 0, Total Adds 3, WATV, WKXI, WPDQ. Medium: WAIL-FM, Z93, WOIC, WPLZ, KOKA.

COLONEL ABRAMS "Leave The Message Behind The Door" (Streetwise) 15/0

Rotations: Heavy 1/0, Medium 7/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KOKA. Medium: WDAS, WAOK, WJAX, WDMT, WJMO, WPEG, WPDQ.

EDDY GRANT "Romancing The Stone" (Portrait/CBS) 14/9

Rotations: Heavy 0/0, Medium 2/1, Light 12/8, Extra Adds 0, Total Adds 9, WAOK, WYLD-FM, WNHC, WATV, WPEG, WPDQ, WQOK, WANM, WLUM. Medium: KOKA.

CATCH "Get On Freak" (Columbia) 14/4

Rotations: Heavy 1/0, Medium 4/1, Light 9/3, Extra Adds 0, Total Adds 4, WYLD-FM, WZEN-FM, WNOO, KJCB. Heavy: WAOK. Medium: WJAX, WKXI, KHYS.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 14/2

Rotations: Heavy 1/0, Medium 4/1, Light 8/0, Extra Adds 1, Total Adds 2, XHRM, WNHC. Heavy: WQMG. Medium: WYLD-FM, WQOK, KOKA.

MUSICAL YOUTH "Whatcha Talking 'Bout" (MCA) 14/1

Rotations: Heavy 1/0, Medium 6/1, Light 7/0, Extra Adds 0, Total Adds 1, KDKO. Heavy: KOKA. Medium: WILD, WHUR, XHRM, WPLZ, WWWS.

HUMAN BODY "Make You Shake It" (Bearsville/WB) 14/0

Rotations: Heavy 4/0, Medium 8/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WHRK, WCIN, Z93, WKXI. Medium: KRNB, KNOW, WATV, KJCB, KHYS, WTLG, WWWS, KUKQ.

SHEILA E "The Glamorous Life" (WB) 13/13

Rotations: Heavy 0/0, Medium 3/3, Light 9/9, Extra Adds 1, Total Adds 13, WWIN-FM, WDAS, WBLX, WDRQ, WZEN-FM, KACE, KDAY, Z93, WQOK, WQKS, WWWS, WVOI, KUKQ.

KENNY G "I've Been Missin' You" (Arista) 13/8

Rotations: Heavy 1/0, Medium 3/1, Light 8/6, Extra Adds 1, Total Adds 8, WWIN-FM, WDAS, WCIN, WNOO, WLWV, WANM, WQKS, WWWS. Heavy: KACE. Medium: WVEE, WOIC.

MADONNA "Borderline" (Sire/WB) 13/2

Rotations: Heavy 7/0, Medium 4/0, Light 1/1, Extra Adds 1, Total Adds 2, KACE, WJJS. Heavy: WILD, WRKS, WDJY, KJLH, WNHC, WQKS, KDKO. Medium: XHRM, WVKO, WLUM, KUKQ.

GWEN McCRAE "Do You Know What I Mean" (Blackjack/Quality) 13/1

Rotations: Heavy 0/0, Medium 6/0, Light 7/1, Extra Adds 0, Total Adds 1, KHYS. Medium: WAOK, WEDR, WBLX, WANM, WWWS.

DREAMBOY "Walk The Streets" (Qwest/WB) 13/0

Rotations: Heavy 1/0, Medium 4/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: KKDA-FM. Medium: WAOK, Z93, WKWM, WWWS.

ROSE ROYCE "New Love" (Montage) 13/0

Rotations: Heavy 1/0, Medium 5/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WEDR. Medium: WWIN-FM, WGIV, WJAX, WTLG, WWWS.

MARCUS MILLER "My Best Friend's Girlfriend" (WB) 12/12

Rotations: Heavy 0/0, Medium 0/0, Light 12/12, Extra Adds 0, Total Adds 12, WAOK, KRNB, WYLD-FM, WZAK, KSOL, WPEG, WKXI, WJAX, WPDQ, KOKA, WTLG, WWWS.

STARPOINT "Breakout" (Elektra) 12/5

Rotations: Heavy 0/0, Medium 4/1, Light 8/4, Extra Adds 0, Total Adds 5, WCIN, WNOO, WPDQ, WDAO, WTLG. Medium: WRDW, WLWV, WWWS.

CULTURE CLUB "It's A Miracle" (Virgin/Epic) 12/2

Rotations: Heavy 2/0, Medium 3/0, Light 7/2, Extra Adds 0, Total Adds 2, WBLX, WQKS. Heavy: WVEE, KHYS. Medium: WDRQ, KDIA.

CAMEO "Talkin' Out The Side Of Your Neck" (Atlanta Artists/PolyGram) 11/7

Rotations: Heavy 0/0, Medium 4/2, Light 6/4, Extra Adds 1, Total Adds 7, WXYV, WAMO, WCIN, WDMT, KDAY, WANT, WQKS. Medium: WZAK, WQMG.

OHIO PLAYERS "Sight For Sore Eyes" (Air City) 11/4

Rotations: Heavy 0/0, Medium 3/0, Light 8/4, Extra Adds 0, Total Adds 4, KRNB, WENN, WLOU, WANM. Medium: WAOK, WOIC, WDAO.

TROUBLE FUNK "Spin-Time" (D.E.T.T.) 11/1

Rotations: Heavy 0/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WANT. Medium: WWIN-FM, WXYV, WZAK, KSOL.

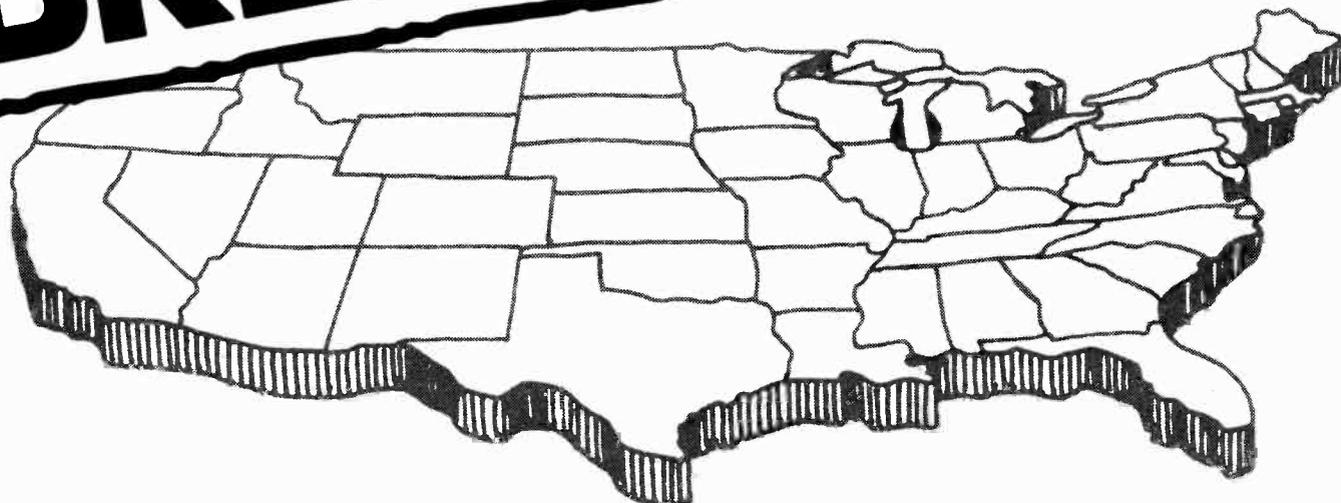
KWICK "Too Lonely To Be Alone" (Capitol) 11/0

Rotations: Heavy 8/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KKDA-FM, WDMT, WZAK, WENN, WJMI, KJCB. Medium: WGIV, WNOO, WLOU, WAAA.

TINA TURNER "What's Love Got To Do

BREAKIN'

Across
The U.S.



"THERE'S NO STOPPING US"

(82708-7)

by

**OLLIE &
JERRY**

The First Single From The
#1 Movie In America
And The First Break Dancing Movie Ever!

From
"BREAKIN' "
(821-919)

The Original Motion Picture Soundtrack



Manufactured & Marketed by PolyGram Records, Inc.

PolyGram Records
.....

Black/Urban Regionalized Adds & Hots

Stations are listed by region.
Hots are listed in order of
their airplay activity.

EAST

WVIN-FM/Baltimore
Keith Newman

TINA TURNER
BLOODSTONE
SHEILA E
EMOTIONS
KENNY G
EARL KLUUGH
Hottest:
DENIECE WILLIAMS
ONE WAY
CHANGE
JERMAINE JACKSON
JOCELYN BROWN

WYV/Baltimore
Roy Sampson

TWILIGHT 22
BILLY PRESTON
WISH
CAMEO
SMOKEY ROBINSON
SUTTONS
TINA TURNER
MARCIA GRIFFITH
WOMACK & WOMACK
GRANDMASTER MELLE
Hottest:
CHANGE
REAL TO REEL
DENIECE WILLIAMS
ONE WAY
O'BRYAN

WILD/Boston
Elroy R.C. Smith

PATRICE RUSHEN
EARONS
TIMMY THOMAS
KEITH SWEAT
EMOTIONS
DENNIS EDWARDS
Hottest:
LIONEL RICHIE
ONE WAY
PATTI LABELLE
TEMPTATIONS
YARBROUGH & PEOP

WKND/Hartford (4)
Jordan/McLean

SMOKEY ROBINSON
DAZZ BAND
ROCKWELL
Hottest:
LIONEL RICHIE
DENIECE WILLIAMS
YARBROUGH & PEOP
SHANNON
JOCELYN BROWN

WNHC/New Haven
James Jordan

EDDY GRANT
RJ'S LATEST ARRIV
PATTI AUSTIN
LATTISAW & GILL
STYLE COUNCIL
Hottest:
DENNIS EDWARDS
DENIECE WILLIAMS
JEFFREY OSBORNE
MADONNA

WRKS/New York
Mayo/Quatarone

BARBARA MASON
KIM FIELDS
EXQUISITE TASTE
Hottest:
LIONEL RICHIE
JOCELYN BROWN
DENNIS EDWARDS
DENIECE WILLIAMS
MADONNA

WDAS/Philadelphia
Joe Tamburro

TINA TURNER
BOBBY KING
TWO SISTERS
LJ REYNOLDS
SHEILA E
TEDDY PENDERGRASS
PRETTY TONY
NUANCE
BLOODSTONE
KENNY G
MADONNA
Hottest:
LIONEL RICHIE
RJ'S LATEST ARRIV
PEABO BRYSON
HASSAN & 7-11
CHERRELLE

WAMO/Pittsburgh
J.C. Floyd

CHERYL LYNN
WINDJAMMER
TINA TURNER
CAMEO
SYSTEM
Hottest:
JAMES INGRAM
POINTER SISTERS
O'BRYAN
DENIECE WILLIAMS
CHANGE

WDJY/Washington, DC
Dan O'Neil

CYNDI LAUPER
JOCELYN BROWN
PATRICE RUSHEN
JOHN ROCCA
Hottest:
BRYAN LOREN
DENIECE WILLIAMS
JAMES INGRAM
CYNDI LAUPER
CHANGE

WHUR/Washington, DC
Libby Lawson

none
Hottest:
DENNIS EDWARDS
SHANNON
LIONEL RICHIE
DENIECE WILLIAMS
CAMEO

MIDWEST

WBMX/Chicago
Lee Michaels

JERMAINE JACKSON
ORBIT
ROGER
JOHNNY MATHIS
ROCKWELL
DUKE BOOTEE
Hottest:
LIONEL RICHIE
TEMPTATIONS
PETER BROWN
PATTI LABELLE
CHI-LITES

WGCI/Chicago (4)
Graham Armstrong

TINA TURNER
JOCELYN BROWN
DENNIS EDWARDS
PATRICE RUSHEN
ROGER
RJ'S LATEST ARRIV
BOBBY RUSH
KENT JORDAN
SERGIO MENDES
KENNY G
JEFF LORBER
Hottest:
LIONEL RICHIE
PATTI LABELLE
CHANGE
NEWCLEUS
DENIECE WILLIAMS

WBLZ/Cincinnati
Brian Castle

BILLY JOEL
SHEILA E
CULTURE CLUB
CHICAGO
CHERYL LYNN
REAL TO REEL
Hottest:
YARBROUGH & PEOP
DENIECE WILLIAMS
SHALAMAR
SHANNON
CHANGE

WCIN/Cincinnati
Sid Kennedy

KENNY G
STARPOINT
ROGER
WOMACK & WOMACK
PRIME TIME
DENNIS EDWARDS
ZZ HILL
TINA TURNER
ATLANTIC STARR
EMOTIONS
NEWCLEUS
CAMEO
ONE WAY
Hottest:
O'BRYAN
DENIECE WILLIAMS
CHANGE
JAMES INGRAM
JERMAINE JACKSON

WZAK/Cleveland
Lynn Tolliver

DENNIS EDWARDS
SUTTONS
SYSTEM
ATLANTIC STARR
MARCUS MILLER
PRIME TIME
Hottest:
JOCELYN BROWN
DENIECE WILLIAMS
KWICK
LIONEL RICHIE
RJ'S LATEST ARRIV

WDMT/Cleveland (4)
Kelly/Deen

PATTI AUSTIN
PRETTY TONY
DENNIS EDWARDS
HERBIE HANCOCK
BRASS CONSTRUCTIO
CAMEO
SYSTEM
ATLANTIC STARR
REATHEL BEAN & DO
Hottest:
LIONEL RICHIE
NEWCLEUS
KWICK
ONE WAY
JOCELYN BROWN

WJMO/Cleveland
Rod See

RJ'S LATEST ARRIV
POINTER SISTERS
ATLANTIC STARR
JERMAINE JACKSON
Hottest:
ONE WAY
LJ REYNOLDS
WINDJAMMER
YARBROUGH & PEOP
SPINNERS

WVKO/Columbus
Lyles/Jones

RJ'S LATEST ARRIV
Hottest:
CHANGE
YARBROUGH & PEOP
PATRICE RUSHEN
JERMAINE JACKSON
O'BRYAN

WDAO/Dayton
Lankford Stephens

ATLANTIC STARR
JIMMY LEWIS
STARPOINT
EMOTIONS
HASSAN & 7-11
SUGAR HILL GANG
SUTTONS
KLOCKWIZE
Hottest:
RJ'S LATEST ARRIV
CHANGE
WORLD FAMOUS SU
YARBROUGH & PEOP
LUTHER VANDROSS

WGPR/Detroit
Joe Spencer

EDDIE KENDRICKS
PEABO BRYSON
EMOTIONS
GEORGE CLINTON
DENNIS EDWARDS
ATLANTIC STARR
Hottest:
YARBROUGH & PEOP
ONE WAY
NEWCLEUS
DIVINE SOUNDS
JERMAINE JACKSON

WJLB/Detroit
James Alexander

LJ REYNOLDS
EMOTIONS
Hottest:
ROCKWELL
SHANNON
DEBARGE
DENIECE WILLIAMS
SLING SHOT

WDRQ/Detroit
Tony Gray

DENNIS EDWARDS
EMOTIONS
ATLANTIC STARR
SHEILA E
POINTER SISTERS
MARCUS MILLER
TINA TURNER
LATTISAW & GILL
KENNY G
JOCELYN BROWN
NUANCE
Hottest:
RJ'S LATEST ARRIV
DIVINE SOUNDS
PATRICE RUSHEN
JERMAINE JACKSON

WLTH/Gary
Dana Huskisson

PEABO BRYSON
LATOYA JACKSON
DENNIS EDWARDS
CHARRELLE
ATLANTIC STARR
CAMEO
TEMPTATIONS
PATTI LABELLE
ONE WAY
Hottest:
ONE WAY

WKWM/Grand Rapids
Frank Grant

DENNIS EDWARDS
LATOYA JACKSON
TWILIGHT 22
Hottest:
NEWCLEUS
CULTURE CLUB
RJ'S LATEST ARRIV
ONE WAY
DIVINE SOUNDS

WTLC/Indianapolis
Jay Johnson

SMOKEY ROBINSON
MARCUS MILLER
WINDJAMMER
STARPOINT
DAN HARTMAN
Hottest:
BRYAN LOREN
KIM FIELDS
O'BRYAN
IRENE CARA
DENIECE WILLIAMS

WLUM/Milwaukee
Susie Austin

EDDY GRANT
O'BRYAN
Hottest:
ROGER
PETER BROWN
RJ'S LATEST ARRIV
Hottest:
JERMAINE JACKSON
DURAN DURAN
POINTER SISTERS
DENIECE WILLIAMS
LIONEL RICHIE

SOUTH

WAOK/Atlanta
Larry Tinsley

DENNIS EDWARDS
TINA TURNER
EARONS
EDDY GRANT
MARCUS MILLER
JOHN ROCCA
SHOCK
RJ'S LATEST ARRIV
KRISTOL
Hottest:
DENIECE WILLIAMS
LAID BACK
BAR-KAYS
SPINNERS
POINTER SISTERS

WVEE/Atlanta
Scotty Andrews

LATTISAW & GILL
SYSTEM
GINO SOCCIO
TALK TALK
J. BLACKFOOT
SERGIO MENDES
EMOTIONS
JOHN ROCCA
SHOCK
RICHELLE
LATOYA JACKSON
Hottest:
DENIECE WILLIAMS
BRYAN LOREN
NEWCLEUS
JERMAINE JACKSON
RUN D.M.C.

WRDW/Augusta
Teddy Black

ROCKWELL
LARRY DAVIS
EVAN ROGERS
LIPSTICK
TINA TURNER
JIMMY LEWIS
Hottest:
BRYAN LOREN
JERMAINE JACKSON
LUTHER VANDROSS
DENIECE WILLIAMS
NEWCLEUS

WWWS/Saginaw
Kermit Crockett

DENNIS EDWARDS
EMOTIONS
ATLANTIC STARR
SHEILA E
POINTER SISTERS
MARCUS MILLER
TINA TURNER
LATTISAW & GILL
KENNY G
JOCELYN BROWN
NUANCE
Hottest:
RJ'S LATEST ARRIV
DIVINE SOUNDS
PATRICE RUSHEN
JERMAINE JACKSON

WQIV/Charlotte (4)
Hal Herrill

JOHNNY MATHIS
FATBACK
ROGER
PATRICE RUSHEN
LATOYA JACKSON
DENISE LASALLE
DENISE LASALLE
BAR-KAYS
DENIECE WILLIAMS
IRENE CARA
ONE WAY
CRUSADERS

WPEG/Charlotte
Mike Rossi

JOHNNY MATHIS
EDDY GRANT
MARCUS MILLER
KENNY JAMES
POINTER SISTERS
SUTTONS
JOHN ROCCA
ROCKWELL
HASSAN & 7-11
STARLITE & MAGIC
Hottest:
DENIECE WILLIAMS
BAR-KAYS
YARBROUGH & PEOP
PATTI LABELLE
REAL TO REEL

KMJM/St. Louis
Ron Atkins

DENNIS EDWARDS
EARONS
Hottest:
LIONEL RICHIE
DENIECE WILLIAMS
YARBROUGH & PEOP
ONE WAY

WZEN-FM/St. Louis
Rod King

BLOODSTONE
LATTISAW & GILL
DIVINE SOUNDS
DENNIS EDWARDS
GEORGE CLINTON
DELLS
JOHNNY MATHIS
CATCH
SHEILA E
WOMACK & WOMACK
Hottest:
BAR-KAYS
LIONEL RICHIE
PATTI LABELLE
DENIECE WILLIAMS
ONE WAY

WVOI/Toledo (4)
Maxx Myrick

EMOTIONS
ROGER
O'JAYS
PEABO BRYSON
DENNIS EDWARDS
BLOODSTONE
SHEILA E
Hottest:
DENIECE WILLIAMS
BAR-KAYS
SHANNON
LIONEL RICHIE
PATTI LABELLE

KNOW/Austin
Ken Rush

JERMAINE JACKSON
PATRICE RUSHEN
KOOOL & THE GANG
ANITA BAKER
JIMMY LEWIS
LATTISAW & GILL
DELLS
DURAN DURAN
WOMACK & WOMACK
RAY PARKER JR.
Hottest:
DENIECE WILLIAMS
BRYAN LOREN
ONE WAY
BAR-KAYS
DAZZ BAND

WATV/Birmingham
Ron January

SUTTONS
FUNK DELUXE
JOHN ROCCA
MANHATTAN TRANSP
BLOODSTONE
JOHNNY MATHIS
EDDY GRANT
BRASS CONSTRUCTIO
HASSAN & 7-11
Hottest:
DENIECE WILLIAMS
SHANNON
BAR-KAYS
LIONEL RICHIE
SPINNERS

WENN/Birmingham
Michael Star

OHIO PLAYERS
Hottest:
LIONEL RICHIE
CULTURE CLUB
LUTHER VANDROSS
DENNIS EDWARDS
DENIECE WILLIAMS

WWVZ/Charleston
Barry Kaye

ORBIT
ROGER
DURAN DURAN
RICK SPRINGFIELD
DAN HARTMAN
DENNIS EDWARDS
SHEILA E
PHIL COLLINS
Hottest:
O'BRYAN
DAZZ BAND
YARBROUGH & PEOP
ROCKWELL
POINTER SISTERS

WJMI/Jackson
Tommy Marshall

WOMACK & WOMACK
ROCKWELL
DENNIS EDWARDS
HAROLD MELVIN
JOHNNY MATHIS
MANHATTAN TRANSP
PETER BROWN
DAN HARTMAN
KRISTOL
MARCUS MILLER
JERMAINE JACKSON
JIMMY LEWIS
Hottest:
LIONEL RICHIE
ONE WAY
JAMES INGRAM
BRYAN LOREN
BAR-KAYS

WJAX/Jacksonville (4)
Chris Turner

LJ REYNOLDS
WORLD FAMOUS SU
KRISTOL
MARCUS MILLER
Hottest:
PRETTY TONY
DENIECE WILLIAMS
PATRICE RUSHEN
PATTI LABELLE
RUN D.M.C.

WPDQ/Jacksonville
Marc Little

DUKE BOOTEE
DOMINATRIX
MELBA MOORE
CHERRELLE
EDDY GRANT
MANHATTAN TRANSP
GRANDMASTER MELLE
DENNIS EDWARDS
STARPOINT
PRETTY TONY
RJ'S LATEST ARRIV
JIMMY LEWIS
DAN HARTMAN
MARCUS MILLER
EARONS
Hottest:
NEWCLEUS
BRYAN LOREN
ONE WAY
DENIECE WILLIAMS
YARBROUGH & PEOP

KJCB/Lafayette (4)
Beatrice Evans

JOCELYN BROWN
CATCH
Hottest:
DENIECE WILLIAMS
YARBROUGH & PEOP
ONE WAY
RJ'S LATEST ARRIV
O'BRYAN

WOIC/Columbia
Mickey Arnold

KIM FIELDS
JOE SIMON
SYSTEM
DAN HARTMAN
PHIL COLLINS
DENNIS EDWARDS
MARGIE JOSEPH
STARPOINT
BRYSON & FLACK
Hottest:
RJ'S LATEST ARRIV
BRYAN LOREN
J. BLACKFOOT
DENIECE WILLIAMS
LIONEL RICHIE

KKDA-FM/Dallas
Terri Avery

PEABO BRYSON
DIVINE SOUNDS
DENNIS EDWARDS
KLEEEER
RUN D.M.C.
Hottest:
RJ'S LATEST ARRIV
BAR-KAYS
DAZZ BAND
LIONEL RICHIE
JAMES INGRAM

WQM/Greensboro
Shelly Bynum

JOCELYN BROWN
DAN HARTMAN
JIMMY LEWIS
JOHNNY MATHIS
WORLD FAMOUS SU
SYSTEM
FUNK DELUXE
YVONNE GAGE
Hottest:
CRUSADERS
BAR-KAYS
O'BRYAN
CHANGE
DENIECE WILLIAMS

KMJQ/Houston
Jim Snowden

SMOKEY ROBINSON
HERBIE HANCOCK
SHALAMAR
WOMACK & WOMACK
ATLANTIC STARR
DENNIS EDWARDS
LATOYA JACKSON
Hottest:
DENIECE WILLIAMS
SHANNON
JERMAINE JACKSON
DIVINE SOUNDS
ROGER

WKXI/Jackson
Tommy Marshall

WOMACK & WOMACK
ROCKWELL
DENNIS EDWARDS
HAROLD MELVIN
JOHNNY MATHIS
MANHATTAN TRANSP
PETER BROWN
DAN HARTMAN
KRISTOL
MARCUS MILLER
JERMAINE JACKSON
JIMMY LEWIS
Hottest:
LIONEL RICHIE
ONE WAY
JAMES INGRAM
BRYAN LOREN
BAR-KAYS

WJMI/Jackson
Carl Haynes

none
Hottest:
DENIECE WILLIAMS
BRYAN LOREN
LAID BACK
DAZZ BAND
JAMES INGRAM

WJAX/Jacksonville (4)
Chris Turner

LJ REYNOLDS
WORLD FAMOUS SU
KRISTOL
MARCUS MILLER
Hottest:
PRETTY TONY
DENIECE WILLIAMS
PATRICE RUSHEN
PATTI LABELLE
RUN D.M.C.

WPDQ/Jacksonville
Marc Little

DUKE BOOTEE
DOMINATRIX
MELBA MOORE
CHERRELLE
EDDY GRANT
MANHATTAN TRANSP
GRANDMASTER MELLE
DENNIS EDWARDS
STARPOINT
PRETTY TONY
RJ'S LATEST ARRIV
JIMMY LEWIS
DAN HARTMAN
MARCUS MILLER
EARONS
Hottest:
NEWCLEUS
BRYAN LOREN
ONE WAY
DENIECE WILLIAMS
YARBROUGH & PEOP

KJCB/Lafayette (4)
Beatrice Evans

JOCELYN BROWN
CATCH
Hottest:
DENIECE WILLIAMS
YARBROUGH & PEOP
ONE WAY
RJ'S LATEST ARRIV
O'BRYAN

WOIC/Columbia
Mickey Arnold

KIM FIELDS
JOE SIMON
SYSTEM
DAN HARTMAN
PHIL COLLINS
DENNIS EDWARDS
MARGIE JOSEPH
STARPOINT
BRYSON & FLACK
Hottest:
RJ'S LATEST ARRIV
BRYAN LOREN
J. BLACKFOOT
DENIECE WILLIAMS
LIONEL RICHIE

WLOU/Louisville
Neal O'Rea

SUGAR HILL GANG
PATTI LABELLE
TWILIGHT 22
OHIO PLAYERS
SUTTONS
Hottest:
ORBIT
NEWCLEUS
RUN D.M.C.
CENTRAL LINE
YARBROUGH & PEOP

WJJS/Lynchburg
Lad Goins

KC
MADONNA
PEABO BRYSON
ROCKWELL
JIMMY LEWIS
EMOTIONS
SWITCH
KLEEEER
PETER BROWN
Hottest:
JOCELYN BROWN
SWITCH
TEENA MARIE

WAIL-FM/New Orleans
Barry Richards

RUN D.M.C.
EMOTIONS
PHIL COLLINS
CHERRELLE
BOBBY KING
SMOKEY ROBINSON
JOE JACKSON
SERGIO MENDES
KAMIKAZE
Hottest:
NEWCLEUS
DENIECE WILLIAMS
O'BRYAN
YARBROUGH & PEOP
LAID BACK

WDIA/Memphis
Bobby O'Jay

DENNIS EDWARDS
CHANGE
RUN D.M.C.
SUGAR HILL GANG
GRANDMASTER MELLE
CHERRELLE
WORLD FAMOUS SU
Hottest:
LIONEL RICHIE
DENIECE WILLIAMS
JERMAINE JACKSON
DAZZ BAND
BAR-KAYS

WHRK/Memphis
Toni Bell

PATRICE RUSHEN
LIONEL RICHIE
PATRICE RUSHEN
RAY PARKER JR.
GEORGE CLINTON
DELLS
TIMMY THOMAS
DENNIS EDWARDS
RUN D.M.C.
MARGIE JOSEPH
WINDJAMMER
GRANDMASTER MELLE
Hottest:
DAZZ BAND
CHANGE
SHANNON
RJ'S LATEST ARRIV
O'BRYAN

WEDR/Miami
Jackson/Jones

HAROLD MELVIN
SUGAR HILL GANG
BRASS CONSTRUCTIO
ATLANTIC STARR
DISCO 3
JOCELYN BROWN
FORCE MD'S
Hottest:
SOUL SONIC FORCE
DAZZ BAND
DEBBIE DEB
NEWCLEUS
YARBROUGH & PEOP

WBLX/Mobile
Sonny Love

WINDJAMMER
PATTI AUSTIN
LATOYA JACKSON
WILLIE CLAYTON
JOHNNY MATHIS
ROGER
Hottest:
CAMEO
JEFFREY OSBORNE
LUTHER VANDROSS
JAMES INGRAM
RJ'S LATEST ARRIV

WLWV/Moncks Corn
Ron Pinckney

MALEMEM
KENNY G
PRETTY TONY
WINDJAMMER
LJ REYNOLDS
JOCELYN BROWN
Hottest:
DENIECE WILLIAMS
PATTI AUSTIN
WORLD FAMOUS SU
MIDNIGHT STAR
SPINNERS

WQQK/Nashville
Dan Jaynes

EDDY GRANT
JESSE BOYCE
BRASS CONSTRUCTIO
SHEILA E
Hottest:
JEFFREY OSBORNE
PATTI AUSTIN
O'BRYAN
DENIECE WILLIAMS
PATTI LABELLE

WYLD-FM/New Orleans
Brute Bailey

JOEY DEES
CATCH
RUN D.M.C.
BRASS CONSTRUCTIO
SUTTONS
EDDY GRANT
MARCUS MILLER
Hottest:
LIONEL RICHIE
ONE WAY
JOCELYN BROWN
SWITCH
TEENA MARIE

WAIL-FM/New Orleans
Barry Richards

RUN D.M.C.
EMOTIONS
PHIL COLLINS
CHERRELLE
BOBBY KING
SMOKEY ROBINSON
JOE JACKSON
SERGIO MENDES
KAMIKAZE
Hottest:
NEWCLEUS
DENIECE WILLIAMS
O'BRYAN
YARBROUGH & PEOP
LAID BACK

WPLZ/Petersburg
Hardy Jay

CHERRELLE
LJ REYNOLDS
PATRICE RUSHEN
PEABO BRYSON
Hottest:
JERMAINE JACKSON
O'JAYS
BRYAN LOREN
DENIECE WILLIAMS
HERBIE HANCOCK

KHYS/Port Arthur
Mark Petry

CHERRELLE
JOCELYN BROWN
DIVINE SOUNDS
NEWCLEUS
WOMACK & WOMACK
JAMES INGRAM
SMOKEY ROBINSON
TROUBLE FUNK
CHERRELLE
CAMEO
DUKE BOOTEE
Hottest:
DENIECE WILLIAMS
YARBROUGH & PEOP
DUKE BOOTEE
LJ REYNOLDS
DUKE BOOTEE
MICHAEL BAKER
RJ'S LATEST ARRIV
BREAK MACHINE
Hottest:
ART OF NOISE
DENIECE WILLIAMS
ONE WAY
NEWCLEUS
O'BRYAN

WANT/Richmond
Kirby Carmichael

JOCELYN BROWN
LATTISAW & GILL
SMOKEY ROBINSON
TROUBLE FUNK
CHERRELLE
CAMEO
BILLY GRIFFIN
SHEILA E
SYSTEM
POINTER SISTERS
Hottest:
LJ REYNOLDS
DUKE BOOTEE
MICHAEL BAKER
RJ'S LATEST ARRIV
BREAK MACHINE
Hottest:
ART OF NOISE
DENIECE WILLIAMS
ONE WAY
NEWCLEUS
O'BRYAN

WTOY/Roanoke
Scott Morris

RJ'S LATEST ARRIV
PATRICE RUSHEN
ROCKWELL
CHERRELLE
LENNY WILLIAMS
ROGER
EARONS
Hottest:
DENIECE WILLIAMS
BAR-KAYS
LIONEL RICHIE
ONE WAY
IRENE CARA

KOKA/Shreveport
B.B. Davis

ANITA BAKER
KRISTOL
MARCUS MILLER
PATRICE RUSHEN
WOMACK & WOMACK
Hottest:
DENIECE WILLIAMS
YARBROUGH & PEOP
LIONEL RICHIE
ONE WAY
BAR-KAYS

WVDM/Sumpter
Kevin Flemming

CYNDI LAUPER
PRETTY TONY
DAN HARTMAN
Hottest:
O'BRYAN
PATRICE RUSHEN
JERMAINE JACKSON
NEWCLEUS
DENIECE WILLIAMS

WANM/Tallahassee
Joe Bullard

GEORGE CLINTON
SHOCK
OHIO PLAYERS
SUTTONS
KENNY G
EDDY GRANT
Hottest:
DENIECE WILLIAMS
JOCELYN BROWN
SHANNON
BRYAN LOREN
YARBROUGH & PEOP

WQKS/Williamsburg
Steve Crumbley

CULTURE CLUB
WOMACK & WOMACK
SHEILA E
JOHN ROCCA
PRETTY TONY
KENNY G
RJ'S LATEST ARRIV
KLEEEER
CAMEO
Hottest:
BRYAN LOREN
CYNDI LAUPER
DURAN DURAN
DENIECE WILLIAMS
JAMES INGRAM

XHRM/San Diego (4)
Duff Lindsey

EARONS
SMOKEY ROBINSON
LATOYA JACKSON
HERBIE H

R&R JAZZ RADIO NATIONAL AIRPLAY/30

May 18, 1984

Last Week	Rank	Artist/Title
	1	STEPS AHEAD/Modern Times (Musician/Elektra)
	2	PAT METHENY w/C. HADEN & B. HIGGINS/Rejoicing (ECM)
	3	COUNT BASIE & HIS ORCHESTRA/88 Basie Street (Pablo)
	4	EARL KLUGH/Wishful Thinking (Capitol)
	5	McCOY TYNER/Dimensions (Musician/Elektra)
	6	CARLA BLEY/Heavy Heart (ECM)
	7	PLAYBOY JAZZ FESTIVAL/Playboy Jazz Festival (Musician/Elektra)
	8	TANIA MARIA/Love Explosion (Concord Picante)
	9	GEORGE HOWARD/Steppin' Out (TBA/Palo Alto)
	10	MILT JACKSON QUARTET/Soul Route (Pablo)
	11	BRANFORD MARSALIS/Scenes In The City (Columbia)
	12	EMILY REMLER/Transitions (Concord)
	13	CARMEN McRAE/You're Looking At Me (Concord)
	14	JOHN BLAKE/Maiden Dance (Gramavision)
	15	ALIVE!/City Life (Alive)
	16	CRUSADERS/Ghetto Blaster (MCA)
	17	KENT JORDAN/No Question About It (Columbia)
	18	DON RANDI & QUEST/California '84 (Bee Pee)
	19	T. BLANCHARD & D. HARRISON/N.Y. Second Line (George Wein/Concord)
	20	BLUE SKY/Blue Sky (C.T.)
	21	PHIL UPCURCH/Name Of The Game (Jam)
	22	LARRY VUCKOVICH w/JON HENDRICKS/Cast Your Fate (Palo Alto)
	23	OSCAR PETERSON QUARTET/A Tribute To My Friends (Pablo)
	24	BILL EVANS/The Paris Concert, Edition 2 (Musician/Elektra)
	25	J.J. JOHNSON/Things Are Getting Better (Pablo)
	26	JAMES NEWTON/Luella (Gramavision)
DEBUT	27	CHICK COREA/Children's Song (ECM)
	28	ELLA FITZGERALD/ANDRE PREVIN/Nice Work If You... (Pablo)
DEBUT	29	KENNY BURRELL/Groovin' High (Muse)
	30	JEFF LORBER/In The Heat Of The Night (Arista)

Black/Urban stations contributing to Jazz:
 WKND/Hartford, Melonae McClean; WGV/Charlotte, Hal Harrill; WJAX/Jacksonville, Chris Turner; 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

- BILL EVANS "Living In The Crust Of A Wave" (Musician/Elektra) 11/4**
Rotations: Heavy 2/1, Medium 5/2, Light 4/1, Extra Adds 0, Total Adds 4, WNOP, KSBR, KJZZ, KWMU. Heavy: KPLU. Medium: KMCR, WHRO, KLCC.
- ANITA GRAVINE "Dream Dancing" (Progressive) 11/3**
Rotations: Heavy 2/0, Medium 5/2, Light 3/0, Extra Adds 1, Total Adds 3, WKSU, KADX, KLCC. Heavy: WMOT, KJAZ. Medium: WBBY, KMHD, KPLU.
- MICHEL PETRUCCIANI "100 Hearts" (George Wein/Concord) 11/3**
Rotations: Heavy 1/0, Medium 5/1, Light 3/0, Extra Adds 2, Total Adds 2, WBFO, KSBR, KWMU. Heavy: KXPR. Medium: KCRW, KUOP, WHRO, KLCC.
- DON SEBESKY "Full Cycle" (GNP Crescendo) 10/6**
Rotations: Heavy 0/0, Medium 3/1, Light 5/3, Extra Adds 2, Total Adds 6, WNOP, WBBY, KLN, KPLU, KLCC, KXPR. Medium: WBFO, KJAZ.
- SANDY OWEN "Euphonia" (Ivory) 9/0**
Rotations: Heavy 2/0, Medium 5/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WLOQ, KUOP. Medium: KJZZ, KPLU, WMGI, KWMU, KXPR.
- ETTA JONES "Love Me With All Your Heart" (Muse) 8/3**
Rotations: Heavy 3/1, Medium 3/1, Light 1/1, Extra Adds 0, Total Adds 3, WBEE, KLN, KWMU. Heavy: KPLU, WHRO. Medium: WEA, KJAZ.
- PASSPORT "Man In The Mirror" (Atlantic) 8/2**
Rotations: Heavy 3/0, Medium 3/1, Light 1/0, Extra Adds 1, Total Adds 2, KUHF, WLOQ. Heavy: KSBR, WMGI, KWMU. Medium: WBBY, KJZZ.
- PETER SPRAGUE "Musica Del Mar" (Concord) 8/2**
Rotations: Heavy 1/1, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 2, KJAZ, KLCC. Medium: WLOQ, KADX, WHRO, WUSF.
- KENNY PORE "Inner City Dream" (ITI) 7/4**
Rotations: Heavy 1/0, Medium 3/1, Light 1/1, Extra Adds 2, Total Adds 4, WBEE, KTCJ, KKGO, KJZZ. Heavy: WMGI. Medium: WEA, WLOQ.
- DAVE GRUSIN "Night-Lines" (GRP) 7/3**
Rotations: Heavy 2/0, Medium 3/2, Light 1/0, Extra Adds 1, Total Adds 3, WNOP, KKGO, KWMU. Heavy: WUWU, WMGI. Medium: KERA-FM.
- LUIS ARTEAGA "Collage" (Pausa) 7/0**
Rotations: Heavy 2/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WLOQ, KTCJ. Medium: KERA-FM, KJZZ, KKSJ.
- JIMMY MOSHER QUINTET "Satyrical Horn" (ITI) 6/5**
Rotations: Heavy 0/0, Medium 1/1, Light 2/1, Extra Adds 3, Total Adds 5, WBEE, KTCJ, KKGO, KMCR, KLCC.

California 88

DON RANDI & QUEST
the Baked Potato Band

Thank You, Jazz Radio For Your Support

22 - 18

...And On The Move!

WATCH FOR NEW RELEASES THIS SUMMER

BEE PEE Records & Tapes
(818) 763-7388

MOST ADDED

- CHICK COREA (10)
Children's Song (ECM)
- PLAYBOY JAZZ FESTIVAL (7)
Playboy Jazz Festival (Musician/Elektra)
- CANNONBALL/NAT ADDERLEY (6)
What Is This Thing... (Pablo Live)
- KENT JORDAN (6)
No Question About It (Columbia)
- DON SEBESKY (6)
Full Cycle (GNP Crescendo)

HOTTEST

- STEPS AHEAD (18)
Modern Times (Musician/Elektra)
- P. METHENY w/HADEN & HIGGINS (15)
Rejoicing (ECM)
- COUNT BASIE & HIS ORCHESTRA (12)
88 Basie Street (Pablo Live)
- McCOY TYNER (11)
Dimensions (Musician/Elektra)
- PLAYBOY JAZZ FESTIVAL (10)
Playboy Jazz Festival (Musician/Elektra)

- CHARLIE SHOEMAKE SEXTET "Plays Music of David Raksin" (Discovery) 6/3**
Rotations: Heavy 2/0, Medium 1/0, Light 1/1, Extra Adds 2, Total Adds 3, WBFO, WBBY, KSBR. Heavy: KPLU, KXPR. Medium: KLN.
- STAN GETZ & CHET BAKER "Line For Lyons" (Storyville) 6/2**
Rotations: Heavy 0/0, Medium 1/0, Light 4/1, Extra Adds 1, Total Adds 2, KPLU, KLCC. Medium: WNUR.
- JULIE KELLY "We're On Our Way" (Pausa) 6/1**
Rotations: Heavy 2/0, Medium 4/1, Light 0/0, Extra Adds 0, Total Adds 1, KSBR. Heavy: WUWU, WBBY, KADX. Medium: WBGO, KUHF.
- BILLIE HOLIDAY "Embraceable You" (Verve) 5/2**
Rotations: Heavy 4/1, Medium 0/0, Light 0/0, Extra Adds 1, Total Adds 2, KADX, KCRW. Heavy: WBFO, WKSU, KLN.
- SIMON & BARD GROUP "The Enormous Radio" (Flying Fish) 5/2**
Rotations: Heavy 0/0, Medium 3/0, Light 2/2, Extra Adds 0, Total Adds 2, WBBY, WUSF. Medium: WBFO, KMCR, KJZZ.
- BERT LIGON & CONDOR "Dancing Bare" (Sea Breeze) 5/1**
Rotations: Heavy 1/0, Medium 0/0, Light 3/0, Extra Adds 1, Total Adds 1, WMOT. Heavy: WBEE.
- BUNNY BRUNEL "Ivanhoe" (Inner City) 5/0**
Rotations: Heavy 2/0, Medium 1/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: KJZZ, KWMU. Medium: KUHF.
- ENRICO RAVA "Andanada" (Soul Note) 4/4**
Rotations: Heavy 0/0, Medium 1/1, Light 1/1, Extra Adds 2, Total Adds 4, WBGO, WBBY, KJAZ. Medium: WDET.
- JOE WILLIAMS "Then & Now" (Bosco) 4/3**
Rotations: Heavy 0/0, Medium 1/0, Light 1/1, Extra Adds 2, Total Adds 3, KSBR, KJAZ, KXPR. Medium: WBEE.
- TAL FARLOW "Poppin' & Burnin'" (Verve) 4/2**
Rotations: Heavy 0/0, Medium 1/1, Light 2/0, Extra Adds 1, Total Adds 2, KADX, WNUR.
- QUINCY JONES "Birth Of A Pond" (Emarcy) 4/2**
Rotations: Heavy 0/0, Medium 3/1, Light 1/1, Extra Adds 0, Total Adds 2, WBFO, KWMU. Medium: KLN, KPLU.
- JAZZTET "Moment To Moment" (Soul Note) 4/1**
Rotations: Heavy 0/0, Medium 3/1, Light 1/0, Extra Adds 0, Total Adds 1, KLCC. Medium: WNOP, KADX.
- MAX ROACH "Standard Time" (Emarcy) 4/1**
Rotations: Heavy 1/0, Medium 0/0, Light 3/1, Extra Adds 0, Total Adds 1, KXPR. Heavy: WDET.
- STAN GETZ "Stan The Man" (Verve) 4/0**
Rotations: Heavy 2/0, Medium 1/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KADX, KXPR. Medium: KLN.
- GROUP 87 "A Career In Dada Processing" (Capitol) 4/0**
Rotations: Heavy 0/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Medium: WKSU, KWMU.
- WOODY JAMES & L.A.C.C. JAZZ BAND "Zinger" (Sea Breeze) 4/0**
Rotations: Heavy 0/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 0, Medium: KSBR, KMCR.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

EAST	SOUTH	WEST
WFAA/Baltimore Renita Woods none Hottest: COUNT BASIE MILT JACKSON QUAR KENT JORDAN CRUSADERS RAKI MADSUBUTI WBGH/Boston Eric Jackson TIMELESS ALL STAR DAVID FRIESEN GEORGE HOWARD JOHNNY DYANI GATO BARBERI ALBERTA HUNTER BENNY GOLSON HAYWOOD HENRY LARRY VUCKOVICH Hottest: CARMEN McRAE TIMELESS ALL STAR DAVID FRIESEN GEORGE HOWARD WUWU/West Seneca (*) Marilyn Rogers Hottest: DAVID ALLYN TONI TENILLE Hottest: WILT JACOBSON GEORGE HOWARD DAVE GRUSIN PAT METHENY PLAYBOY JAZZ FEST	WFOU/Buffalo John Hunt QUINCY JONES CARMEN McRAE MICHEL PETRUCCIANI EMILY REMLER CHARLIE SHOEMAKE CHICK COREA EARL KLUGH COUNT BASIE BRANFORD MARSALIS MILT JACKSON QUAR PLAYBOY JAZZ FEST ELLA FITZGERALD WBOO/Newark Rollin' Kirk SWEET HONEY ON THE JAMES NEWTON JACK MCDUFF ELLIS MARSALIS KENNY DREW PRILLY JOE JONES ENRICO RAVA Hottest: BRANFORD MARSALIS STEPS AHEAD JOHN BLAKE COUNT BASIE MCCOY TYNER WUWU/West Seneca (*) Marilyn Rogers Hottest: DAVID ALLYN TONI TENILLE Hottest: WILT JACOBSON GEORGE HOWARD DAVE GRUSIN PAT METHENY PLAYBOY JAZZ FEST	WFMG/Gainesville (*) Joe Lowrey none Hottest: DAVE GRUSIN PASSPORT DON RANDI & QUEST NEW DEAL RHYTHM B KENNY PORE KUHF/Houston Dave Edwards MADE IN BRAZIL OSCAR PETERSON BARRY ALPHEUS QUAR KENT JORDAN PASSPORT CRUSADERS GEORGE HOWARD EARL KLUGH Hottest: PLAYBOY JAZZ FEST JOHN BLAKE JAMES NEWTON CARLA BLEY PAT METHENY WMOG/Nashville Rick Forrest MCCOY TYNER PLAYBOY JAZZ FEST BERT LIGON & COND BRANFORD MARSALIS MILT JACKSON QUAR Hottest: EARL KLUGH STEPS AHEAD VAUCROY HENRY PAT METHENY ANITA GRAVINE
WBEI/Chicago (*) Bob Long CARMEN McRAE ETTA JONES DAMARIS EMILY REMLER TONI TENILLE BLANCHARD & HARRI KENNY BURRELL KENNY PORE HORACE SILVER JIMMY MOSHER QUIN Hottest: CARMEN McRAE ETTA JONES DAMARIS MILT JACKSON QUAR BERT LIGON & COND WNOI/Cincinnati (*) Chris Wagner CHICK COREA DAVE GRUSIN ANDREAS VOLLENWEI ANDREAS VOLLENWEI DON SEBESKY HERBIE HANCOCK CLARKE/DUKE Hottest: ALIVE! EMILY REMLER COUNT BASIE RED HOLLOWAY CARMEN McRAE WBBY/Columbus (*) Zoot Strider TODD PHILLIPS SIMON & BARD GROU CHARLIE SHOEMAKE ENRICO RAVA BOBBY ENRIQUEZ BRANFORD MARSALIS Hottest: EARL KLUGH TANIA MARIA KENT JORDAN STEPS AHEAD	WKSU/Kent John Yoh CHICK COREA ANITA GRAVINE MADE IN BRAZIL SUSANNAH MCCORRLE Hottest: EARL KLUGH CARMEN McRAE BILLIE HOLIDAY PAT METHENY DAVID FRIESEN PLAYBOY JAZZ FEST KTCJ/Minneapolis (*) Ed Garret COUNT BASIE J.J. JOHNSON KENNY PORE CANNONBALL ADDERLEY JIMMY MOSHER QUIN OSCAR PETERSON MIKE CAMPBELL O'BRYAN DENNIS EDWARDS Hottest: GEORGE HOWARD STEPS AHEAD CARLA BLEY DAVE VALENTIN DON RANDI & QUEST KWMU/St. Louis Michael Crowley Hottest: BILL EVANS ELLA FITZGERALD MICHEL PETRUCCIANI DAVE GRUSIN QUINCY JONES BLANCHARD & HARRI CARL & JOAN BARRY WHITE & DURAN ETTA JONES COUNT BASIE PAT METHENY STEPS AHEAD BUNNY BRUNEL MCCOY TYNER WNUV/Evanston Eric Schott THELONIOUS MONK KENNY BURRELL MILES DAVIS CHICK COREA WORLD SAXOPHONE Q TAL FARLOW RICHIE COLE WORLD BASE VIOLIN VICTOR FELDMAN TR ETHNIC HERITAGE E Hottest: MILES DAVIS CHICK COREA WORLD SAXOPHONE Q WORLD BASE VIOLIN	KKGO/Los Angeles (*) LARRY VUCKOVICH MILT JACKSON QUAR RICHARD BOUKAS L.A. JAZZ MORESHO BILLY MITCHELL CAL COLLINS JIMMY MOSHER QUIN KENNY PORE LENNY CARLSON Hottest: COUNT BASIE STEPS AHEAD PLAYBOY JAZZ FEST GEORGE HOWARD EARL KLUGH KKSJ/Portland (*) Linda Alexander none Hottest: HONEY ALEXANDER EARL KLUGH MILT JACKSON QUAR J.J. JOHNSON PAT METHENY JEFF LOBBER KXPR/Sacramento Gary Vercelli PAT METHENY CANNONBALL ADDERLEY DAVE HOLLAND QUIN CHICK COREA DON SEBESKY JOE WILLIAMS KENNY BURRELL MAX ROACH Hottest: EMILY REMLER JAMES NEWTON STAN GETZ MICHEL PETRUCCIANI PAT METHENY KJAZ/San Francisco (*) Bob Parlocha PETER SPRAGUE TIZIANI GIGLIONI ENRICO RAVA JOHN HICKS TIMELESS ALLSTARS RED GARLAND GEORGE WILLIAMS WESS & COLLES ADAMS & PULLENS Hottest: PAT METHENY STEPS AHEAD STAN GETZ & CHET Hottest: STEPS AHEAD BRANFORD MARSALIS MCCOY TYNER EMILY REMLER PAT METHENY

47 Reporters
45 Current Reports

The following stations failed to report new playlists for two consecutive weeks and were not used in this week's data:

WIAN/Indianapolis
WYLD/New Orleans

The following stations failed to report this week and therefore their playlists were frozen:

KKSN/Portland
WFAA/Baltimore
WJAX/Jacksonville
WGCI/Chicago

The following station called in a frozen playlist this week:

WFAE/Charlotte

Adult / Contemporary

Continued from Back Page

BREAKERS

CULTURE CLUB

It's A Miracle (Virgin/Epic)

81% of our reporters on it. Rotations: Heavy 13/2, Medium 68/14, Light 25/17, Total Adds 33 including WROR, GR55, WPIX, Y97, KVIL-FM, 97AIA, WFYR, WISN, KLIR, KKL, WTIC, WGY, WGOW, WHBC, KPPL, and 18 more. Moves 21-14 on the A/C chart.

MICHAEL MARTIN MURPHEY

Disenchanted (Liberty)

66% of our reporters on it. Rotations: Heavy 11/0, Medium 50/6, Light 25/7, Total Adds 13, WPIX, KVIL-FM, W101, WCLR, WMYX, KHOW, KBEST, WTIC, WGOW, KRBE-FM, 3WM, KMJJ, KFQD. Moves 25-21 on the A/C chart.

PEABO BRYSON

If Ever You're In My Arms Again (Elektra)

61% of our reporters on it. Rotations: Heavy 4/1, Medium 41/5, Light 35/13, Total Adds 19, WROR, WPRO, WSB, WISN, KKL, B100, V100, WRIE, WAHR, WVLC, WLAC-FM, WSNY, WING, WENS, WMHE, WPPA, KORQ, K99, KISN. Debuts at number 22 on the A/C chart.

NEW & ACTIVE

MIKE RENO & ANN WILSON "Almost Paradise" (Columbia) 76/22

Rotations: Heavy 9/0, Medium 39/9, Light 28/13, Total Adds 22, WROR, WPIX, WFYR, KUDL, WHB, KGW, WAFB, WBT, KRBE-FM, WVLC, WING, WTRX, WFMK, KBOI, KMJJ, WTKO, WPPA, KORQ, WJBC, WCIL, WBOW, KALE. Heavy: WAHR, WHHY, WMHE, KPPL, WCKQ, KCRG, K99, KRNO, KRBS. Medium: WFBR, WSB-FM, 97AIA, WQUE-FM, 55KRC, KLIR, KOST, WAEB, WGY, WKGW, WMMJ, WMAZ, KRNT, WMGN, KRAV, KFI, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WSKY, WAGE, WNGS, KEEZ, WJON, KTWO. Due to heavy airplay, debuts at number 23 on the A/C chart.

JERMAINE JACKSON with MICHAEL JACKSON "Tell Me I'm Dreamin'..." (Arista) 74/11

Rotations: Heavy 6/0, Medium 38/2, Light 30/9, Total Adds 11, 97AIA, WCCO, KHOW, KLIR, WGOW, WVLC, WHHY, WENS, KMJJ, WHNN, KFQD. Heavy: WQUE-FM, WAEB, KFI, WPPA, KORQ, WCKQ. Medium: WMMJ, WHB, KKL, KGW, V100, WAFB, KRBE-FM, WMAZ, WAVE, WSNY, KRNT, WMGN, KOIL, 3WM, WMHE, KWAV, WNNR, WEIM, WSKI, WTN, WSKY, WCHV, WGSV, WAGE, WKYX, WCIL, KCRG, KFSB, WJON, WBOW, KTWO, K99, KQSW, KRBS, KALE.

AMANDA HOMI & BRIAN JARVIS "Friend Of A Friend" (GRP) 70/4

Rotations: Heavy 4/0, Medium 43/1, Light 23/3, Total Adds 4, W101, KMJJ, KIXI-FM, KKL. Heavy: WAHR, WNNR, WEIM, WKNE. Medium: WHB, WISN, WCCO, KGW, WFSM, WKGW, WVLC, WMAZ, WRVA, WHBY, WNAM, WHBC, KRNT, WTRX, WFMK, WMGN, KOIL, 3WM, WMHE, KBOI, KUGN, KKUA, WTKO, WSKI, WPPA, KORQ, WSKY, WCHV, WGSV, WAGE, WKYX, WCIL, KCRG, KFSB, KEEZ, WHNN, WJON, KKJO, WBOW, KRNO, KQSW, KRBS.

ALAN PARSONS PROJECT "Prime Time" (Arista) 65/29

Rotations: Heavy 0/0, Medium 23/6, Light 42/23, Total Adds 29, WFBR, WTAE, WPRO, WRMM, WSB-FM, WHB, KFMB, WGY, WAFB, KRBE-FM, WVLC, WRKA, 2WD, WNAM, WING, KRNT, WENS, WMGN, KOIL, KKUA, WKNE, KORQ, WVBS, WJBC, KCRG, KFSB, WHNN, WBOW, KTWO. Medium: WCCO, WRVA, WHBC, WMHE, KUGN, KIXI-FM, WNNR, WSKI, WPPA, WSKY, WCKQ, WGSV, WAGE, KEEZ, WJON, K99, KALE.

JOE JACKSON "You Can't Get What You Want (Till You Know What You Want)" (A&M) 63/4

Rotations: Heavy 13/0, Medium 38/1, Light 12/3, Total Adds 4, WCLR, WHB, KEY103, WBT. Heavy: WFBR, WSB-FM, KOST, WAEB, WRVR, WMGN, KFI, KWAV, WPPA, KORQ, WCKQ, KRBS, KALE. Medium: WFYR, WQUE-FM, WMYX, KGW, KEZR, KJR, WICC, V100, WPJB, WGY, WKGW, KRBE-FM, WVLC, WLAC-FM, 2WD, WRVA, WAVE, WTRX, WMHE, KBOI, KUGN, KIXI-FM, WKNE, WSKI, WTN, WSKY, WAGE, WKYX, WNGS, KFSB, KEEZ, KWEB, WJON, K99, KRNO, KQSW. Due to heavy airplay, debuts at number 25 on the A/C chart.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CYNDI LAUPER	128/0	112	15	1
2 BILLY JOEL	122/0	99	21	2
3 DENIECE WILLIAMS	122/1	93	28	1
4 DAN FOGELBERG	126/3	80	40	6
5 LIONEL RICHIE	114/0	71	39	4
6 PHIL COLLINS	114/0	69	42	3
7 JAMES INGRAM	112/0	77	27	8
8 KENNY ROGERS	114/2	72	33	9
9 MANHATTAN TRANSFER	108/1	61	38	9
10 MICHAEL GORE	88/1	50	31	7
11 ALAN PARSONS PROJECT	86/0	38	40	8
12 SHAKIN' STEVENS	99/5	38	54	7
13 J. IGLESIAS & W. NELSON	87/0	32	43	12
14 CULTURE CLUB	106/33	13	68	25
15 KIM CARNES	101/6	28	55	18
16 ANNE MURRAY	96/8	21	59	16
17 ALABAMA	89/9	20	50	19
18 JEFFREY OSBORNE	79/0	25	46	8
19 THOMPSON TWINS	58/0	19	32	7
20 PEABO BRYSON/ROBERTA FLACK	83/5	12	53	18
21 MICHAEL MARTIN MURPHEY	86/13	11	50	25
22 PEABO BRYSON	80/19	4	41	35
23 MIKE RENO & ANN WILSON	76/22	9	39	28
24 TEMPTATIONS	60/0	10	39	11
25 JOE JACKSON	63/4	13	38	12

MOST ADDED

- CULTURE CLUB (33)
It's A Miracle (Virgin/Epic)
- LEE GREENWOOD (31)
God Bless The U.S.A. (MCA)
- SERGIO MENDES (31)
Alibis (A&M)
- RONNIE MILSAP (29)
Still Losing You (RCA)
- ALAN PARSONS PROJECT (29)
Prime Time (Arista)
- THOMPSON TWINS (27)
Doctor! Doctor! (Arista)

HOTTEST

- CYNDI LAUPER (100)
Time After Time (Portrait/CBS)
- DENIECE WILLIAMS (83)
Let's Hear It For The Boy (Columbia)
- BILLY JOEL (78)
The Longest Time (Columbia)
- DAN FOGELBERG (51)
Believe In Me (Full Moon/Epic)
- LIONEL RICHIE (42)
Hello (Motown)
- PHIL COLLINS (33)
Against All Odds (Take A Look...) (Atlantic)
- JAMES INGRAM (33)
There's No Easy Way (Qwest/WB)

SERGIO MENDES "Alibis" (A&M) 59/31

Rotations: Heavy 3/0, Medium 27/12, Light 29/19, Total Adds 31, WSB, 97AIA, KOST, KFMB, KJR, V100, WKGW, WAFB, WBT, WVLC, WKJJ, WRVA, WSNY, WTRX, WENS, WMGN, 3WM, KBOI, KWAV, WNNR, WKNE, WPPA, KORQ, WNGS, WCIL, KFSB, KWEB, K99, KRNO, WPIX, KOIL. Heavy: WRVR, WCKQ, WBOW. Medium: WRMM, WSB-FM, WMAZ, KRNT, WMHE, WEIM, WSKI, WSKY, WAGE, WKYX, KEEZ, WJON, KKJO, KRBS, KALE.

LaTOYA JACKSON "Heart Don't Lie" (Private I/CBS) 57/4

Rotations: Heavy 1/0, Medium 21/1, Light 35/3, Total Adds 4, WISN, WKJJ, WING, KMJJ. Heavy: KRNO. Medium: WSB, WSB-FM, WHB, WMAZ, WMHE, KKUA, KWAV, WNNR, WEIM, WKNE, WSKI, WTN, WSKY, WCKQ, WCHV, WCIL, WJON, KQSW, KALE.

CHRISTINE McVIE "Love Will Show Us How" (WB) 50/4

Rotations: Heavy 5/0, Medium 34/2, Light 11/2, Total Adds 4, KVIL-FM, 97AIA, KEY103, WAHR. Heavy: WAEB, KWAV, WPPA, WCKQ, KALE. Medium: WFBR, WTAE, WQUE-FM, KGW, WICC, V100, WGY, WKJJ, 2WD, WAVE, WNAM, WMGN, WLTE, WMHE, KRAV, KFI, KIXI-FM, WKNE, WSKI, WTN, WSKY, WKYX, WNGS, WCIL, KEEZ, KWEB, WJON, K99, KRNO, KQSW, KRBS.

DAN HARTMAN "I Can Dream About You" (MCA) 49/10

Rotations: Heavy 0/0, Medium 20/2, Light 29/8, Total Adds 10, KGW, WKJJ, WHHY, 2WD, WAVE, KOIL, KBOI, KORQ, KWEB, KALE. Medium: WSB-FM, KOST, WMAZ, WRVR, WMGN, WMHE, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WCHV, WAGE, WCIL, WJON, KRNO, KQSW.

LAURA BRANIGAN "Self Control" (Atlantic) 48/9

Rotations: Heavy 13/0, Medium 27/4, Light 8/5, Total Adds 9, Y97, W101, WCCO, WFSM, WGY, KKUA, WTN, KFSB, KKJO. Heavy: WFBR, WSB-FM, 97AIA, WQUE-FM, WFYR, WAHR, 2WD, WMGN, KFI, WEIM, WPPA, WCHV, WJON. Medium: WISN, WTAE, WISN, KOST, WAEB, WICC, KRBE-FM, WMAZ, WNAM, WTRX, KRAV, KPPL, KWAV, WKNE, WSKI, WSKY, WCKQ, WAGE, WHNN, WBOW, KRNO, KQSW, KRBS, KALE.

EDDIE RABBITT "B-B-Burnin' Up With Love" (WB) 48/7

Rotations: Heavy 1/0, Medium 24/2, Light 23/5, Total Adds 7, WFBR, KBEST, KEZR, WVLC, KBOI, KKPL, WVBS. Heavy: KJR. Medium: WCCO, WBT, WMAZ, WHBY, WHBC, KRNT, KSL, WNNR, WEIM, WTKO, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, WJBC, WCIL, KCRG, WJON, KQSW.

JOHNNY MATHIS "Simple" (Columbia) 44/17

Rotations: Heavy 1/0, Medium 20/7, Light 23/10, Total Adds 17, WBEN, WCCO, KOST, KRMB, KEZR, WTIC, WMAZ, WRVR, WNAM, WHBC, WFMK, WNNR, KORQ, WJBC, K99, KRNO, KQSW. Heavy: KBEST. Medium: WISN, WHBY, WMHE, KUGN, KKUA, KWAV, KSL, WEIM, WSKI, WSKY, WCKQ, WGSV, KRBS.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 44/2

Rotations: Heavy 5/0, Medium 23/0, Light 16/2, Total Adds 2, WISN, KRBE-FM. Heavy: KFI, WNNR, WEIM, WPPA, WCHV. Medium: WCCO, KOST, KGW, WRVR, 2WD, WAVE, WMHE, KWAV, KIXI-FM, WKNE, WSKI, KORQ, WSKY, WCKQ, WKYX, WCIL, KEEZ, KWEB, WBOW, KRNO, KQSW, KRBS.

LEE GREENWOOD "God Bless The U.S.A." (MCA) 35/31

Rotations: Heavy 1/0, Medium 8/6, Light 26/25, Total Adds 31, WCCO, WRIE, WTIC, WAHR, WVLC, WMAZ, WRVA, WHBY, WNAM, WHBC, WTRX, 3WM, KKUA, WNNR, WTKO, KORQ, WSKY, WCKQ, WGSV, WAGE, WJBC, WCIL, KFSB, KEEZ, WJON, KKJO, WBOW, KTWO, KQSW, KRBS, KISN. Heavy: WFBR. Medium: KSL, WEIM.

RONNIE MILSAP "Still Losing You" (RCA) 34/29

Rotations: Heavy 0/0, Medium 7/6, Light 27/23, Total Adds 29, KVIL-FM, WCCO, WKGW, WHBY, WHBC, KRNT, WMHE, KWAV, KSL, WNNR, WEIM, WTKO, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WKYX, WCIL, KFSB, KEEZ, WJON, KKJO, WBOW, KTWO, K99, KALE. Medium: WTRX.

DAVE GRUSIN "Theme From St. Elsewhere" (GRP) 34/16

Rotations: Heavy 0/0, Medium 11/5, Light 23/11, Total Adds 16, WRMM, WISN, KBEST, WICC, WKGW, WVLC, WMAZ, WRVA, WHBY, WNAM, KOIL, KBOI, KUGN, KFSB, KQSW. Medium: KSL, WEIM, WKNE, WSKI, WCKQ, WKYX, WJON.

POINTER SISTERS "Jump (For My Love)" (Planet/RCA) 30/7

Rotations: Heavy 3/0, Medium 17/1, Light 10/6, Total Adds 7, WROR, WPJB, WKJJ, WLAC-FM, WSNY, WFMK. Heavy: KFI, WPPA, KEEZ. Medium: WFBR, WTAE, KVIL-FM, WQUE-FM, WFYR, KRBE-FM, 2WD, WMGN, WKNE, WSKY, WCHV, WKYX, WJON, KQSW, KRBS.

SIGNIFICANT ACTION

STEVE PERRY "Oh Sherrie" (Columbia) 28/7

Rotations: Heavy 10/0, Medium 9/2, Light 9/5, Total Adds 7, 55KRC, WICC, WPJB, WAFB, WAVE, WTRX, WTN. Heavy: 97AIA, WAEB, KRBE-FM, WSNY, WMHE, KPPL, WCKQ, WCHV, KKJO, WBOW. Medium: WTAE, WQUE-FM, WNAM, KOIL, KWAV, WPPA, WNGS.

THOMPSON TWINS "Doctor! Doctor!" (Arista) 27/27

Rotations: Heavy 0/0, Medium 3/3, Light 24/24, Total Adds 27, KVIL-FM, KEY103, WAHR, WRVR, WSNY, WTRX, WMGN, KOIL, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, KFSB, KEEZ, WJON, WBOW, KTWO, K99, KQSW, KRBS, KALE.

MADONNA "Borderline" (Sire/WB) 27/8

Rotations: Heavy 6/0, Medium 18/6, Light 3/2, Total Adds 8, KGW, WICC, WFMK, KPPL, KWAV, WCHV, KRNO. Heavy: 97AIA, 2WD, KKUA, KFI, WPPA, KQSW. Medium: WFBR, WROR, WOMC, KOST, WPJB, KRBE-FM, WSNY, KRNT, KMJJ, WTKO, WTN, WJON. Editor's note: This song was inadvertently left out of the Significant Action Section of last week's A/C music page. It should have been listed as 19/6.

SYLVIA "Victims Of Goodbye" (RCA) 25/21

Rotations: Heavy 0/0, Medium 3/1, Light 22/20, Total Adds 21, WMAZ, WNAM, WHBC, WMHE, KKUA, WEIM, WTKO, WSKI, WPPA, KORQ, WCKQ, WCHV, WGSV, WAGE, WCIL, WHNN, WJON, KKJO, WBOW, KQSW, KRBS. Medium: KSL, WKYX.

SMOKEY ROBINSON "And I Don't Love You" (Tamla/Motown) 22/5

Rotations: Heavy 0/0, Medium 3/0, Light 19/5, Total Adds 5, WVLC, WNAM, WSKI, KORQ, KFSB. Medium: WMAZ, WEIM, KALE.

B.J. THOMAS "The Whole World's In Love When You're Lonely" (Cleve. Int./Col.) 20/0

Rotations: Heavy 2/0, Medium 9/0, Light 9/0, Total Adds 0. Heavy: KSL, WEIM. Medium: WCCO, WMAZ, WRVA, WHBY, KRNT, KUGN, WSKI, WGSV, WCIL.

MICHAEL JACKSON "Farewell My Summer Love" (Motown) 16/16

Rotations: Heavy 0/0, Medium 4/4, Light 12/12, Total Adds 16, WSB-FM, WRKA, WMAZ, WHHY, WAVE, WLTE, KKUA, KFI, WSKY, WCKQ, WGSV, WAGE, WCIL, KKJO, K99, KALE.

BARBARA MITCHELL "I Don't Want To Know Why" (Capitol) 15/15

Rotations: Heavy 0/0, Medium 3/3, Light 12/12, Total Adds 15, WAHR, WMAZ, WHBY, WHBC, WTRX, KKUA, KSL, WEIM, WSKI, WGSV, WAGE, WKYX, WJON, KTWO, KQSW.

GEORGE WINSTON "Blossom/Meadow" (Windham Hill) 15/1

Rotations: Heavy 0/0, Medium 5/0, Light 10/1, Total Adds 1, WISN. Medium: WCCO, WHBC, KUGN, KSL, KRBS.

EURHYTHMICS "Who's That Girl" (RCA) 12/0

Rotations: Heavy 0/0, Medium 5/0, Light 7/0, Total Adds 0. Medium: WFBR, WMHE, WPPA, WSKY, WKYX.

TINA TURNER "What's Love Got To Do With It" (Capitol) 10/9

Rotations: Heavy 0/0, Medium 3/3, Light 7/6, Total Adds 9, WCCO, WHBC, KRNT, WTRX, WMGN, KWAV, WSKY, WKYX, KFSB.

L. RONSTADT & N. RIDDLE ORCHESTRA "Someone To Watch Over Me" (Asylum) 10/7

Rotations: Heavy 0/0, Medium 4/3, Light 6/4, Total Adds 7, WCCO, WKGW, WRVA, WHBY, KSL, WKNE, KTWO. Medium: WEIM.

IRENE CARA "Breakdance" (Network/Geffen) 10/3

Rotations: Heavy 1/0, Medium 6/1, Light 3/2, Total Adds 3, WROR, 3WS, KRBE-FM. Heavy: WPPA. Medium: WFBR, KVIL-FM, WQUE-FM, WTN, KFSB.

A/C Regional Ads & Hots

EAST Parallel One

WFBZ/Baltimore
Andy Szulinski

2010 RABBITT
ALAN PARSONS
Hottest:
DENICIE WILLIAMS
CYNDI LAUPER
LAURA BRANIGAN
JOE JACKSON
DAN FOGELBERG

WRO/Boston
Lorna Ozmon

CULTURE CLUB
POINTER SISTERS
RENO & WILSON
IRENE CARA
MANHATTAN TRANSFE
PEABO BRYSON
Hottest:
BILLY JOEL
CYNDI LAUPER
PHIL COLLINS

WBEN/Buffalo
Roger Christian

JOHNNY MATSIS
Hottest:
LIONEL RICHIE
IGLESIAS & NELSON
CYNDI LAUPER
MANHATTAN TRANSFE

GR55/Buffalo
Galuski/Langmyer

CULTURE CLUB
Hottest:
BILLY JOEL
CYNDI LAUPER
MANHATTAN TRANSFE
DENICIE WILLIAMS
ALAN PARSONS

WPX/NY
Alan Anderson

CULTURE CLUB
RENO & WILSON
BRYSON & FLACK
MICHAEL MURPHEY
SERGIO MENDES
Hottest:
PHIL COLLINS
KENNY ROGERS
CYNDI LAUPER
JAMES INGRAM
DAN FOGELBERG

Y97/Pittsburgh
Jay Cresswell

CULTURE CLUB
LAURA BRANIGAN
Hottest:
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS
JAMES INGRAM
IGLESIAS & NELSON

WTAE/Pittsburgh
Don Berns

ALABAMA
ALAN PARSONS
Hottest:
DENICIE WILLIAMS
BILLY JOEL
CYNDI LAUPER
IGLESIAS & NELSON
LIONEL RICHIE

WWSW (3WS)/Pittsburgh
Crowe/Welzel

ANNE MURRAY
DAN FOGELBERG
MICHAEL GORE
IRENE CARA
Hottest:
BILLY JOEL
CYNDI LAUPER
PHIL COLLINS
IGLESIAS & NELSON
BILLY JOEL
EURYTHMICS

WPRO/Providence
Tom Cuddy

ALAN PARSONS
PEABO BRYSON
Hottest:
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS
KENNY ROGERS
CULTURE CLUB

WLTW/Washington, D.C.
Bob Cummings

none
Hottest:
JAMES INGRAM
CYNDI LAUPER
JEFFREY OSBORNE
ALAN PARSONS
DAN FOGELBERG

Parallel Two

WABE/Allentown
Neal Newman

none
Hottest:
TRACY ULLMAN
STEVE PERRY
DENICIE WILLIAMS
CYNDI LAUPER
BILLY JOEL

WICC/Bridgeport
Pantano/Broadbin

MADONNA
STEVE PERRY
DAVE GRUSIN
Hottest:
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS
DAN FOGELBERG
SHAKIN' STEVENS

V100/Charleston, WV
Spence/Jarvis

ALABAMA
PEABO BRYSON
SERGIO MENDES
BRUCE SPRINGSTEEN
Hottest:
JEFFREY OSBORNE
KENNY ROGERS
CYNDI LAUPER
DAN FOGELBERG
DENICIE WILLIAMS

WRIE/Erie
Ted Abbott

PEABO BRYSON
ANNE MURRAY
LEE GREENWOOD
Hottest:
ALABAMA
PHIL COLLINS
DAN FOGELBERG
BILLY JOEL
CYNDI LAUPER

WFSM/Harrisburg

Bob Paiva

KENNY ROGERS
SHAKIN' STEVENS
LAURA BRANIGAN
Hottest:
CYNDI LAUPER
MANHATTAN TRANSFE
MICHAEL GORE
JEFFREY OSBORNE
DAN FOGELBERG

WTIC/Hartford
Tom Barsanti

CULTURE CLUB
MICHAEL MURPHEY
LEE GREENWOOD
Hottest:
BILLY JOEL
CYNDI LAUPER
PHIL COLLINS
IRENE CARA
MANHATTAN TRANSFE
PEABO BRYSON
Hottest:
BILLY JOEL
CYNDI LAUPER
PHIL COLLINS

WYFR/Chicago
John Wetherbee

CULTURE CLUB
RENO & WILSON
Hottest:
LIONEL RICHIE
DENICIE WILLIAMS
BILLY JOEL
CYNDI LAUPER
LAURA BRANIGAN

55KRC/Cincinnati
Dave Mason

POINTER SISTERS
KIM CARNES
STEVE PERRY
Hottest:
DENICIE WILLIAMS
PHIL COLLINS
LIONEL RICHIE
CYNDI LAUPER
BILLY JOEL

WARM88/Cincinnati
Gary Smith

none
Hottest:
LIONEL RICHIE
IGLESIAS & NELSON
CYNDI LAUPER
MANHATTAN TRANSFE

WQV/Schenectady
Mike Naff

LAURA BRANIGAN
CULTURE CLUB
ALAN PARSONS
Hottest:
CYNDI LAUPER
DENICIE WILLIAMS
BILLY JOEL
CYNDI LAUPER
DAN FOGELBERG
MANHATTAN TRANSFE
SERGIO MENDES

WKW/Wice-Rome
Carpenier/Carr

RONNIE MILSAP
Hottest:
BILLY JOEL
DENICIE WILLIAMS
SERGIO MENDES
LINDA RONSTADT
DAVE GRUSIN
Hottest:
CYNDI LAUPER
MANHATTAN TRANSFE
DENICIE WILLIAMS
DAN FOGELBERG

WOMC/Detroit
Barry Argenbright

KIM CARNES
ALABAMA
Hottest:
CYNDI LAUPER
DENICIE WILLIAMS
JAMES INGRAM
DAN FOGELBERG

WTRX/Ft. Worth
Burke/Wright

RENO & WILSON
STEVE PERRY
BARBARA MITCHELL
TINA TURNER
LEE GREENWOOD
SERGIO MENDES
THOMPSON TWINS
Hottest:
BILLY JOEL
LIONEL RICHIE
JEFFREY OSBORNE
JAMES INGRAM
THOMPSON TWINS

WUDL/Kansas City
Bailey/Shea

ALAN PARSONS
RENO & WILSON
Hottest:
SERGIO MENDES
JOHNNY MATSIS
LEE GREENWOOD
RONNIE MILSAP
THOMPSON TWINS
Hottest:
BILLY JOEL
LIONEL RICHIE
JEFFREY OSBORNE
JAMES INGRAM
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond

BARBARA MITCHELL
RONNIE MILSAP
THOMAS DOLBY
JENNY BURTON
JOHN LENNON
THOMPSON TWINS
MARK GRAY
Hottest:
BILLY JOEL
MANHATTAN TRANSFE
DENICIE WILLIAMS
CYNDI LAUPER

WTKO/Utica
Wayne Fisk

LEE GREENWOOD
RONNIE MILSAP
RENO & WILSON
Hottest:
MARK GRAY
Hottest:
KENNY ROGERS
SHAKIN' STEVENS
ANNE MURRAY
DENICIE WILLIAMS
KIM CARNES

WKNE/Keene, NH
Howard Corday

PAUL YOUNG
LINDA RONSTADT
ALAN PARSONS
RONNIE MILSAP
SERGIO MENDES
Hottest:
HOMI & JARVIS
ALABAMA
SHAKIN' STEVENS
ANNE MURRAY
DAN FOGELBERG
CYNDI LAUPER

WSKJ/Montpelier, VT
Bruce Stebbins

SMOKEY ROBINSON
RONNIE MILSAP
THOMPSON TWINS
BARBARA MITCHELL
MARK GRAY
Hottest:
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS
DAN FOGELBERG
SHAKIN' STEVENS

WSSA/St. Louis
Morgan/Watermann

ANNE MURRAY
Hottest:
LIONEL RICHIE
PHIL COLLINS
ALAN PARSONS
DENICIE WILLIAMS
CYNDI LAUPER

WYBY/Appleton
Rob Shannon

LINDA RONSTADT
DAVE GRUSIN
MARK GRAY
LEE GREENWOOD
BARBARA MITCHELL
RONNIE MILSAP
CARLY SIMON
Hottest:
BILLY JOEL
MICHAEL GORE
CYNDI LAUPER
KENNY ROGERS
DAN FOGELBERG

WVPA/Wilmington, PA
Scott Masteller

BRUCE SPRINGSTEEN
ANNE MURRAY
LEE GREENWOOD
RENO & WILSON
SERGIO MENDES
Hottest:
STEVIE NICK
TRACY ULLMAN
BRYSON & FLACK
DENICIE WILLIAMS
BILLY JOEL
IRENE CARA
JAMES INGRAM
JOE JACKSON

MIDWEST Parallel One

WCLR/Chicago
DeYoung/Price

MICHAEL MURPHEY
Hottest:
LIONEL RICHIE
DENICIE WILLIAMS
BILLY JOEL
CYNDI LAUPER
IGLESIAS & NELSON

WYFR/Chicago
John Wetherbee

CULTURE CLUB
RENO & WILSON
Hottest:
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BILLY JOEL
CYNDI LAUPER
LAURA BRANIGAN

55KRC/Cincinnati
Dave Mason

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STEVE PERRY
Hottest:
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PHIL COLLINS
LIONEL RICHIE
CYNDI LAUPER
BILLY JOEL

WARM88/Cincinnati
Gary Smith

none
Hottest:
LIONEL RICHIE
IGLESIAS & NELSON
CYNDI LAUPER
MANHATTAN TRANSFE

WQV/Schenectady
Mike Naff

LAURA BRANIGAN
CULTURE CLUB
ALAN PARSONS
Hottest:
CYNDI LAUPER
DENICIE WILLIAMS
BILLY JOEL
CYNDI LAUPER
DAN FOGELBERG
MANHATTAN TRANSFE
SERGIO MENDES

WKW/Wice-Rome
Carpenier/Carr

RONNIE MILSAP
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DAVE GRUSIN
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DAN FOGELBERG

WOMC/Detroit
Barry Argenbright

KIM CARNES
ALABAMA
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DAN FOGELBERG

WTRX/Ft. Worth
Burke/Wright

RENO & WILSON
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TINA TURNER
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THOMPSON TWINS

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Bailey/Shea

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Jack Raymond

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MARK GRAY
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WTKO/Utica
Wayne Fisk

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Howard Corday

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CYNDI LAUPER

WSKJ/Montpelier, VT
Bruce Stebbins

SMOKEY ROBINSON
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Morgan/Watermann

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WYBY/Appleton
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TRACY ULLMAN
BRYSON & FLACK
DENICIE WILLIAMS
BILLY JOEL
IRENE CARA
JAMES INGRAM
JOE JACKSON

WNAM/Appleton-Oshkosh

Bennett/Collins

ALAN PARSONS
JOHNNY MATSIS
DAVE GRUSIN
SMOKEY ROBINSON
SYLVIA
LEE GREENWOOD
HCE GREENWOOD
SHAKIN' STEVENS
KENNY ROGERS
DAN FOGELBERG

WBBC/Canton
Mike Don

RONNIE MILSAP
JOHNNY MATSIS
CULTURE CLUB
BARBARA MITCHELL
LEE GREENWOOD
SYLVIA
TINA TURNER

WSNY/Columbus, OH
Harry Lyles

LEE GREENWOOD
JOHNNY MATSIS
RENO & WILSON
ALAN PARSONS
Hottest:
BILLY JOEL
DENICIE WILLIAMS
ANNE MURRAY
ALABAMA
BODIE RABBITT

610TVN/Columbus
FitZGerald/James

SHAKIN' STEVENS
Hottest:
STEPHEN BISHOP
THOMPSON TWINS
IGLESIAS & NELSON
LIONEL RICHIE
PHIL COLLINS

WING/Dayton
Joe Demma

PEABO BRYSON
LATOYA JACKSON
RENO & WILSON
ALAN PARSONS
Hottest:
BILLY JOEL
CYNDI LAUPER
JAMES INGRAM
KENNY ROGERS
DAN FOGELBERG

WUDL/Kansas City
Bailey/Shea

ALAN PARSONS
RENO & WILSON
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JOHNNY MATSIS
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THOMPSON TWINS
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JAMES INGRAM
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond

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MANHATTAN TRANSFE
DENICIE WILLIAMS
CYNDI LAUPER

WTKO/Utica
Wayne Fisk

LEE GREENWOOD
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SHAKIN' STEVENS
ANNE MURRAY
DENICIE WILLIAMS
KIM CARNES

WKNE/Keene, NH
Howard Corday

PAUL YOUNG
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ALAN PARSONS
RONNIE MILSAP
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WSKJ/Montpelier, VT
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DAN FOGELBERG
SHAKIN' STEVENS

WSSA/St. Louis
Morgan/Watermann

ANNE MURRAY
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PHIL COLLINS
ALAN PARSONS
DENICIE WILLIAMS
CYNDI LAUPER

WYBY/Appleton
Rob Shannon

LINDA RONSTADT
DAVE GRUSIN
MARK GRAY
LEE GREENWOOD
BARBARA MITCHELL
RONNIE MILSAP
CARLY SIMON
Hottest:
BILLY JOEL
MICHAEL GORE
CYNDI LAUPER
KENNY ROGERS
DAN FOGELBERG

WVPA/Wilmington, PA
Scott Masteller

BRUCE SPRINGSTEEN
ANNE MURRAY
LEE GREENWOOD
RENO & WILSON
SERGIO MENDES
Hottest:
STEVIE NICK
TRACY ULLMAN
BRYSON & FLACK
DENICIE WILLIAMS
BILLY JOEL
IRENE CARA
JAMES INGRAM
JOE JACKSON

KRAV/Tulsa

Gary Reynolds

ALABAMA
KIM CARNES
Hottest:
LIONEL RICHIE
PHIL COLLINS
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS

Parallel Three

WJBC/Bloomington, IL
Stew Seiwoltz

LEE GREENWOOD
JOHNNY MATSIS
RENO & WILSON
ALAN PARSONS
Hottest:
BILLY JOEL
DENICIE WILLIAMS
ANNE MURRAY
ALABAMA
BODIE RABBITT

WCIL/Carbondale, IL
Matt McCall

MICHAEL JACKSON
RONNIE MILSAP
RENO & WILSON
LEE GREENWOOD
SYLVIA
SERGIO MENDES
Hottest:
DENICIE WILLIAMS
CYNDI LAUPER
BILLY JOEL
KENNY ROGERS
ALABAMA

KCRG/Cedar Rapids, IA
Carl Mann

ALAN PARSONS
Hottest:
BILLY JOEL
KENNY ROGERS
CYNDI LAUPER
DENICIE WILLIAMS
JAMES INGRAM

WUDL/Kansas City
Bailey/Shea

ALAN PARSONS
RENO & WILSON
Hottest:
SERGIO MENDES
JOHNNY MATSIS
LEE GREENWOOD
RONNIE MILSAP
THOMPSON TWINS
Hottest:
BILLY JOEL
LIONEL RICHIE
JEFFREY OSBORNE
JAMES INGRAM
THOMPSON TWINS

WEIM/Fitchburg
Jack Raymond

BARBARA MITCHELL
RONNIE MILSAP
THOMAS DOLBY
JENNY BURTON
JOHN LENNON
THOMPSON TWINS
MARK GRAY
Hottest:
BILLY JOEL
MANHATTAN TRANSFE
DENICIE WILLIAMS
CYNDI LAUPER

WTKO/Utica
Wayne Fisk

LEE GREENWOOD
RONNIE MILSAP
RENO & WILSON
Hottest:
MARK GRAY
Hottest:
KENNY ROGERS
SHAKIN' STEVENS
ANNE MURRAY
DENICIE WILLIAMS
KIM CARNES

WKNE/Keene, NH
Howard Corday

PAUL YOUNG
LINDA RONSTADT
ALAN PARSONS
RONNIE MILSAP
SERGIO MENDES
Hottest:
HOMI & JARVIS
ALABAMA
SHAKIN' STEVENS
ANNE MURRAY
DAN FOGELBERG
CYNDI LAUPER

WSKJ/Montpelier, VT
Bruce Stebbins

SMOKEY ROBINSON
RONNIE MILSAP
THOMPSON TWINS
BARBARA MITCHELL
MARK GRAY
Hottest:
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS
DAN FOGELBERG
SHAKIN' STEVENS

WSSA/St. Louis
Morgan/Watermann

ANNE MURRAY
Hottest:
LIONEL RICHIE
PHIL COLLINS
ALAN PARSONS
DENICIE WILLIAMS
CYNDI LAUPER

WYBY/Appleton
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TRACY ULLMAN
BRYSON & FLACK
DENICIE WILLIAMS
BILLY JOEL
IRENE CARA
JAMES INGRAM
JOE JACKSON

KEEZ/Mankato, MN

Sue LaFond

THOMPSON TWINS
RONNIE MILSAP
DAVE GRUSIN
MARINE WATTA
LEE GREENWOOD
JESSI COLTER
Hottest:
BILLY JOEL
DENICIE WILLIAMS
CYNDI LAUPER
POINTER SISTERS
DAN FOGELBERG

Parallel Three

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ALABAMA
BODIE RABBITT

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Matt McCall

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ALABAMA

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Carl Mann

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DENICIE WILLIAMS
JAMES INGRAM

WUDL/Kansas City
Bailey/Shea

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LEE GREENWOOD
RONNIE MILSAP
THOMPSON TWINS
Hottest:
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JEFFREY OSBORNE
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WEIM/Fitchburg
Jack Raymond

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MARK GRAY
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MANHATTAN TRANSFE
DENICIE WILLIAMS
CYNDI LAUPER

WTKO/Utica
Wayne Fisk

LEE GREENWOOD
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RENO & WILSON
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MARK GRAY
Hottest:
KENNY ROGERS
SHAKIN' STEVENS
ANNE MURRAY
DENICIE WILLIAMS
KIM CARNES

WKNE/Keene, NH
Howard Corday

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RENO & WILSON
SERGIO MENDES
Hottest:
STEVIE NICK
TRACY ULLMAN
BRYSON & FLACK
DENICIE WILLIAMS
BILLY JOEL
IRENE CARA
JAMES INGRAM
JOE JACKSON

SOUTH Parallel One

WRM/Atlanta
Montiel/Wyrostok

ALAN PARSONS
DAVE GRUSIN
Hottest:
DAN FOGELBERG
ALAN PARSONS
MICHAEL GORE
BILLY JOEL
CYNDI LAUPER

WSB/Atlanta
Greg Picciano

SERGIO MENDES
PEABO BRYSON
Hottest:
BILLY JOEL
CYNDI LAUPER
JAMES INGRAM
DENICIE WILLIAMS
DAN FOGELBERG

WSB-FM/Atlanta
Donna Brake

ALAN PARSONS
MICHAEL JACKSON
Hottest:
LAURA BRANIGAN
CYNDI LAUPER
ALAN PARSONS
LIONEL RICHIE
SYLVIA
Hottest:
BILLY JOEL
CYNDI LAUPER
JAMES INGRAM
CYNDI LAUPER
DENICIE WILLIAMS

WVBT/Baton Rouge
Adams/Daniels

SERGIO MENDES
RENO & WILSON
ALAN PARSONS
STEVE PERRY
Hottest:
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS
DAN FOGELBERG
MICHAEL GORE

WVY/Jacksonville
Jackson/Ryan

CULTURE CLUB
Hottest:
LIONEL RICHIE
PHIL COLLINS
BILLY JOEL
CYNDI LAUPER
DENICIE WILLIAMS

WVWK/Lexington
Keith Raines

EDDIE RABBITT
PEABO BRYSON
DAVE GRUSIN
ALAN PARSONS
SMOKEY ROBINSON
SERGIO MENDES
RENO & WILSON
LEE GREENWOOD
JERMAINE JACKSON
Hottest:
MANHATTAN TRANSFE
BILLY JOEL
CYNDI LAUPER
CULTURE CLUB

WVWL/Jacksonville
Jacobs/Golden

SERGIO MENDES
KIM CARNES
LATOYA JACKSON
DAN HARTMAN
POINTER SISTERS
Hottest:
BILLY JOEL
DENICIE WILLIAMS
CYNDI LAUPER
LIONEL RICHIE
PHIL COLLINS

WVWJ/Birmingham
Thomas/Warren

DAN FOGELBERG
Hottest:
BILLY JOEL
TH

AOR/ALBUMS

MOST ADDED

LITTLE STEVEN (29)
Voice Of America (EMI America)
DEF LEPPARD (29)
High 'N' Dry (Mercury/PolyGram)
HUMAN LEAGUE (22)
Hysteria (A&M)
ROGER GLOVER (20)
Mask (21/PolyGram)
RUSS BALLARD (19)
Russ Ballard (EMI America)

MOST HOTS

CARS (161)
Heartbeat City (Elektra)
SLADE (125)
Keep Your Hands Off My... (CBS Associated)
STEVE PERRY (122)
Street Talk (Columbia)
RUSH (119)
Grace Under Pressure (Mercury/PolyGram)
SCORPIONS (107)
Love At First Sting (Mercury/PolyGram)
HUEY LEWIS & THE NEWS (96)
Sports (Chrysalis)

NEW & ACTIVE

- LITTLE STEVEN/Voice Of America (EMI America) 70/29 (43/5)**
 Adds include WXRT, KSHE, KBCO, KBPI, WPYX, WCMF, KLAQ, WZXR, KXZL, WXP, WWCK, WIOT, KZEL.
 Hots: 9 include WRXT, CHUM-FM, WMMS, WDHA, KLB, KIL, WDEK. Mediums: 52 include WBAB, WNEW-FM,
 WYFN, WQFM, KGB, KISW, WAQY, KNCN, WQDR, KLVQ, WFBQ, WWCT.
FACE TO FACE/Face To Face (Epic) 69/8 (65/14)
 Adds: WDVE, WQFM, KCAL, WZXY, WQDR, KGGO, KREM, KZQ. Hots: 5 WBCN, WLIR, WQBK, WAAF, WIMZ.
 Mediums: 60 include WBAB, WHJY, WYFN, WXRT, WMMS, KBCO, KGB, KRQR, KISW, KZOK, WPYX, WTPA,
 WPLR, WPDH, WAQY, KNCN, WYFV, KQDS, KATT, WIOT, KMOD, KFMG, KIL, KWFM.
- ROGER GLOVER/Mask (21/PolyGram) 68/20 (48/29)**
 Adds include WDVE, KZAP, KISW, WKDF, WWCK, KZEL, KOMP. Hots: 5 include WLIR, WRIF, WPDH, KFMF.
 Mediums: 53 include WIYY, WBAB, WMMR, WEBN, KYYS, KUPD, KGB, KRQR, KZOK, WPYX, WZZO, WTPA,
 WCMF, KLAQ, WYFV, WIMZ, WDIZ, WLVQ, WFBQ, WWCT, WIOT, KFMG, KKDJ, KWFM.
POCO/Inamorata (Atlantic) 62/1 (69/14)
 Adds: KXZL. Hots: 11 include KBCO, KINK, WDHA, WPDH, KIL, KREM. Mediums: 49 include KSRR, WSHE, WYFN,
 WXRT, WMMS, WQFM, KSHE, KBPI, KZOK, WPLR, WCMF, KNCN, KLAQ, WAPL, KQDS, KATT, KMOD, KFMG.
ULTRAVOX/Lament (Chrysalis) 58/3 (64/11)
 Adds: WCCC, KNCN, KWFM. Hots: 4 include WLIR, 91X, KTCL. Mediums: 53 include WBAB, WHJY, WXRT, WEBN,
 KSHE, KBCO, KBPI, KUPD, KFOG, WPLR, WAQY, KLAQ, WYFV, WLVQ, WTUE, WFBQ, WIOT, KIL, KKDJ, KRSP.
NIK KERSHAW/Human Racing (MCA) 54/3 (56/13)
 Adds: WZZO, KIL, WWTR. Hots: 22 include WXRT, WMMS, KBCO, WPDH, WYFV, WDIZ, KGGO. Mediums: 31
 include WSHE, WSKS, KDKB, WTPA, WKQQ, WZXR, WTUE, WWCK, WWCT, WIOT, KZEL, KKDJ.
- STYLE COUNCIL/My Ever Changing Moods (Geffen) 51/3 (52/3)**
 Adds: WRXT, WMMR, KINK. Hots: 14 include WXRT, KBCO, 91X, WPDH. Mediums: 37 include WBCN, WBAB,
 WMMS, WZZO, WTPA, WPLR, WKQQ, KMBQ, KGGO, KKDJ, KREM.
- ICON/Icon (Capitol) 35/4 (32/5)**
 Adds include WOUR, WZXR, KIL. Hots: 2 KLOS, KUPD. Mediums: 31 include WDVE, WHJY, WYFN, WMMS, KDKB,
 KGB, KRQR, KISW, KZOK, WTPA, KLAQ, WAPL, WLVQ, WTUE, KKDJ, KFIV-FM.
- EURYTHMICS/Touch (RCA) 33/2 (33/7)**
 Adds: WKDF, WIOT. Hots: 10 include WAPP, WMMS, KROQ. Mediums: 23 include WBCN, KUPD, 91X, WZZO,
 WKQQ, KMBQ, KQDS.
- DEF LEPPARD/High 'N' Dry (Mercury/PolyGram) 31/29 (0/0)**
 Adds include WBAB, WHJY, KGON, KGB, KMEL, KSJO, WDHA, WIMZ, WDIZ, KQDS, KKDJ. Hots: 0. Mediums:
 14 include WIYY, KSRR, KYYS, KLOS, KRQR, WOVE, KNCN, WKQQ, WOCS, WXP, KFMG.
- HUMAN LEAGUE/Hysteria (A&M) 26/22 (3/3)**
 Adds: WBAB, KBCO, 91X, WDHA, KQDS, KKDJ. Hots: 3 WLIR, CHUM-FM, WXRT. Mediums: 10 include KFOG,
 WBCN, WPDH.
- ALCATRAZZ/Live Sentence (Rocshire) 23/11 (13/9)**
 Adds include WDVE, WQFM, WIMZ, WZXR, WIOT. Hots: 0. Mediums: 15 include KTXQ, KSJO, KZOK, WKDF.
- RESTLESS/The Restless (Mercury/PolyGram) 21/10 (15/14)**
 Adds include WRXT, WQBK, WAAL, WKLC, KIL. Hots: 4 WGRQ, WMMS, WAQX, WYFE. Mediums: 11 include
 WMMR, WHJY, KBPI, WPDH, WCMF, WOUR, KMOD.
- IAN CUSSICK/Danger In The Air (A&M) 18/4 (16/9)**
 Adds: KFOG, KMEL, KWXL, KSPN. Hots: 0. Mediums: 16 include WEBN, WQFM, KSHE, KBCO, KRQR, KZOK, WPDH,
 KKDJ.
- CULTURE CLUB/Colour By Numbers (Virgin/Epic) 15/2 (13/8)**
 Adds: KROY, 91X. Hots: 3 include WYDD, WMMS. Mediums: 11 include KEGL, WQBK, WIMZ, KMBQ.
- BANANARAMA/Bananarama (London/PolyGram) 13/3 (10/1)**
 Adds: KBCO, KCAL, KTCL. Hots: 2 include WLIR. Mediums: 9 include WXRT, WMMS, KROQ, 91X.
- JOHNNY WINTER/Guitar Slinger (Alligator) 12/3 (10/5)**
 Adds: WRXT, KICT, KWXL. Hots: 2 WDEK, KTCL. Mediums: 7 include KTXQ, WXRT, KBCO.
- ANY TROUBLE/Wrong End Of The Race (EMI America) 12/1 (13/5)**
 Adds: WQDR. Hots: 3 include WXRT, KTCL. Mediums: 7 include WRXT, KBCO, WQBK, WWCT.
- JOE COCKER/Civilized Man (Capitol) 12/0 (14/4)**
 Adds: 0. Hots: 4 KBCO, WQBK, KREM, KSPN. Mediums: 8 include WXRT, KINK, KIL.
- LEGS DIAMOND/Out On Bail (Target) 11/2 (11/1)**
 Adds: KLOS, KLAQ. Hots: 2 KZOK, KISS. Mediums: 8 include KTXQ, WQFM, KSJO.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

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.

STEVIE RAY VAUGHAN

AND DOUBLE TROUBLE



The 12" That's Bigger Than

BREAKER

We've picked three stand-out songs from the upcoming STEVIE RAY VAUGHAN And DOUBLE TROUBLE album, "Couldn't Stand The Weather." And all three are **TAKING OFF!**

"Voodoo Chile (Slight Return)"

AOR NEW & ACTIVE

"Cold Shot"

AOR NEW & ACTIVE

"Couldn't Stand The Weather"

AOR NEW & ACTIVE

64 STATIONS FIRST WEEK OUT INCLUDING:

- | | | |
|---------|------|-----------|
| WBAB | WSHE | KUPD |
| WNEW-FM | WYFN | KFOG |
| WMMR | WXRT | KMEL |
| WDVE | KYYS | KRQR |
| WKLS | KBCO | KISW... |
| KTXQ | KAZY | AND MORE! |
| KZEW | KBPI | |



Don't Wait! Get On The **BREAKER** Bandwagon!
Distributed by CBS Records

R&R AOR /HOT TRACKS

BREAKERS

Three Weeks	Two Weeks	Last Week	172 REPORTERS	Total	Hot	Medium	Total Adds
7	2	1	1 CARS/Magic (Elektra)	152+	138+	14-	2+
6	3	2	2 SLADE/Run Runaway (CBS Associated)	148-	124-	24-	1-
8	4	3	3 RUSH/Distant Early.. (Mercury/Pg)	148-	111-	37=	1-
DEBUT			4 BRUCE SPRINGSTEEN/Dancing In The... (Columbia)	155+	107+	32+	138+
-	23	7	5 FIXX/Deeper & Deeper (MCA)	157+	61+	90-	12-
-	27	12	6 JEFFERSON STARSHIP/No Way... (Grunt/RCA)	151+	58+	92-	6-
14	13	8	7 ORION THE HUNTER/So You Ran (Portrait/CBS)	140+	60+	79-	4+
1	1	4	8 STEVE PERRY/Oh Sherrie (Columbia)	118-	105-	13+	1=
13	12	9	9 ZZ TOP/Legs (WB)	126+	77+	48-	4+
-	38	19	10 BILLY IDOL/Eyes Without A Face (Chrysalis)	129+	75+	49-	16-
16	15	11	11 JOE JACKSON/You Can't Get What You Want... (A&M)	120-	84+	36-	2-
26	17	13	12 CYNDI LAUPER/Time After Time (Portrait/CBS)	112+	86+	26-	3-
11	10	6	13 HUEY LEWIS &.../The Heart... (Chrysalis)	102-	86-	16-	2+
40	25	20	14 DUKE JUPITER/Little Lady (Morocco/Motown)	132+	23+	106+	7-
39	19	18	15 ROGER WATERS/5:01 AM (The Pros... (Columbia)	125+	27+	97+	5-
-	58	27	16 GREG KIHN BAND/Reunited (Beserkley/E-A)	129+	21+	100+	25-
10	8	10	17 SCORPIONS/Rock You Like... (Mercury/Pg)	97-	78-	19-	0=
4	5	5	18 NIGHT RANGER/Sister Christian (Camel/MCA)	97-	70-	25+	3+
17	16	15	19 ICICLE WORKS/Whisper To A Scream...(Arista)	117-	37+	78-	3+
46	36	29	20 RATT/Round And Round (Atlantic)	110+	29+	72+	16-
47	47	33	21 RUSS BALLARD/Voices (EMI America)	112+	15+	93+	18-
15	14	17	22 DAVID GILMOUR/Murder (Columbia)	90-	33-	57-	5+
-	54	34	23 VAN STEPHENSON/Modern Day Delilah (MCA)	106+	23+	79+	12-
23	18	21	24 HOWARD JONES/What Is Love? (Elektra)	106-	25-	80+	3=
45	33	30	25 MOTLEY CRUE/Too Young To Fall... (Elektra)	103+	21+	75+	14+
28	26	25	26 SCORPIONS/Big City Nights (Mercury/Pg)	82=	45-	36+	3-
-	-	43	27 RED RIDER/Young Thing, Wild...(Capitol)	108+	7+	90+	36-
5	7	16	28 VAN HALEN/I'll Wait (WB)	75-	59-	16-	1+
34	24	24	29 HAGAR/SCHON/AARONSON/SHRIEVE/Whiter... (Geffen)	91-	35-	56-	1-
56	42	32	30 MANFRED MANN'S EARTH BAND/Rebel (Arista)	96+	20=	72+	10-
-	55	37	31 CHICAGO/Stay The Night (WB)	96+	22+	70+	14=
-	53	39	32 PSYCHEDELIC FURS/The Ghost In You (Columbia)	84+	26+	54+	8-
2	6	14	33 CARS/You Might Think (Elektra)	58-	51-	7=	1+
52	46	36	34 DURAN DURAN/The Reflex (Capitol)	74+	39+	33-	6-
30	28	28	35 TALK TALK/It's My Life (EMI America)	86-	25-	61-	0-
33	29	31	36 CHRISTINE McVIE/Love Will Show Us How (WB)	85-	24-	60-	5-
24	21	22	37 BERLIN/No More Words (Geffen)	79-	34-	45-	0-
55	44	38	38 RUSH/Red Sector A (Mercury/Pg)	72+	33=	39+	7=
54	37	35	39 BIG COUNTRY/Wonderland (Mercury/Pg)	81-	12-	68+	4-
-	60	50	40 THOMPSON TWINS/Doctor! Doctor! (Arista)	73+	28+	40+	14+
DEBUT			41 ROD STEWART/Infatuation (WB)	88+	10+	54+	81+
37	41	41	42 CARS/Hello Again (Elektra)	57-	27-	30+	4+
3	9	23	43 TONY CAREY/A Fine Fine Day (MCA)	55-	24-	31-	0=
49	48	42	44 DWIGHT TWILLEY/Little Bit Of Love (EMI America)	64-	9-	53-	3-
38	51	48	45 INXS/Original Sin (Atco)	59-	16=	43=	0-
-	-	56	46 R.E.M./So. Central Rain. (IRS/A&M)	64+	10=	50+	8=
DEBUT			47 EDDY GRANT/Romancing The Stone (Portrait/CBS)	70+	5+	53+	24-
DEBUT			48 ROGER GLOVER/The Mask (21/Pg)	67+	5+	53+	20-
-	-	60	49 STEVE PERRY/She's Mine (Columbia)	52+	24+	28+	6+
21	30	40	50 WANG CHUNG/Dance Hall Days (Geffen)	50-	15-	35-	0-
53	45	49	51 RUSH/Body Electric (Mercury/Pg)	47-	22-	25+	5+
-	-	51	52 POCO/Days Gone By (Atlantic)	61-	9=	50-	1-
-	-	55	53 NIK KERSHAW/Wouldn't It Be Good (MCA)	53-	21+	31-	3-
-	59	52	54 ULTRAVOX/One Small Day (Chrysalis)	53-	4-	48+	3-
-	-	59	55 STYLE COUNCIL/My Ever Changing Moods (Geffen)	51=	14-	37+	3=
DEBUT			56 WHITESNAKE/Slow 'n' Easy (Geffen)	49+	9+	37+	12+
35	50	57	57 VAN HALEN/Panama (WB)	40-	23-	17+	2+
9	11	26	58 PRETENDERS/Show Me (Sire/WB)	43-	18-	25-	1+
DEBUT			59 GARY MOORE/Shapes Of Things (Mirage/Atco)	46-	4+	40-	3-
DEBUT			60 FACE TO FACE/Out Of My Hands (Epic)	51-	2=	48=	4-

BRUCE SPRINGSTEEN
Dancing In The Dark (Columbia)
 90% of our reporters on it. 155/138 including adds at WBCN, WAPP, WNEW-FM, WMMR, WDVE, KSRR, WSHE, WNOR, WYNF, WXRT, WMMS, WRIF, KYYS, WQFM, KSHE, KBPI, KLOS, KMET, KDKB, KZAP, KGB, KFOG, KRQR. Debuts at #4 on the Hot Tracks chart.

RED RIDER
Young Thing, Wild Dreams (Rock Me) (Capitol)
 63% of our reporters on it. 108/36 including adds at WGRQ, KSRR, WNOR, KYYS, KBPI, KLOS, WZZO, KLB, WKDF, WRXL, WTUE, KGGO, KMOD, KOMP. Moves 43-27 on the Hot Tracks Chart.

CHICAGO
Stay The Night (WB)
 56% of our reporters on it. 96/14 including adds at WIYY, KROY, KOLA, KZOK, WFYV, WDIZ, WLVO, WTUE. Moves 37-31 on the Hot Tracks Chart.

ROD STEWART
Infatuation (WB)
 51% of our reporters on it. 88/81 including adds at WBCN, WNEW-FM, WMMR, WDVE, KTXQ, KLLO, WSHE, WYNF, WXRT, KYYS, KMET, KGO, KFOG. Debuts #41 on the Hot Tracks Chart.

NEW & ACTIVE

- LITTLE STEVEN "Out Of The Darkness" (EMI America) 47/6 (43/5)**
 Adds: KSHE, WCMF, KLAQ, WTKX, WDEK, KFMQ. Hots: 7 include WRXT, CHUM-FM, WMMS, WDHA, KLB, KLO. Mediums: 38 include WBAB, WNEW-FM, WYNF, KKCI, WQFM, KCAL, KGB, KMEL.
- BON JOVI "She Don't Know Me" (Mercury/PolyGram) 38/5 (40/8)**
 Adds: WSKS, KKCI, WQFM, WZZO, WIMZ. Hots: 7 include KZEW, WYNF, KFMG, WMGM. Mediums: 31 include WHJY, KSRR, WSHE, KSHE, KUPD, KOME, KSJO, WTPA, WFBQ, KATT.
- ICON "On Your Feet" (Capitol) 34/4 (30/5)**
 Adds include WOUR, WZXR, KILQ. Hots: 2 KLOS, KUPD. Mediums: 30 include WDVE, WHJY, WYNF, WMMS, KKCI, KRQR, KISW, WCCC, KRUX, WLVO.
- QUEEN "I Want To Break Free" (Capitol) 34/3 (35/2)**
 Adds: WNOR, WPLR, WWWV. Hots: 5 include CHOM-FM, CHUM-FM, CFOX, WQDR. Mediums: 28 WBAB, WKLS, WMMS, WTPA, WAAF, KLB, KLAQ, WYFV, WIMZ, WKDF, WYFE.
- CARS "Drive" (Elektra) 32/7 (26/6)**
 Adds: WMET, WCKN, WKDF, WWCT, KILQ, KLPX, KWFM. Hots: 18 include WSHE, WXRT, WMMS, KUPD, KINK, KCAL, WTPA, WPDH, WAAF, WDIZ, KWXL. Mediums: 13 include WHJY, KLAQ, WRXL, WXLP, KATT, KEZE, KREM.
- SCORPIONS "I'm Leaving You" (Mercury/PolyGram) 32/2 (34/3)**
 Adds: KSHE, KMOD. Hots: 19 include WQFM, KLOS, KRCK, KGB, KRQR, KSJO, KZOK, WDIZ, KKDJ. Mediums: 13 include WIYY, KSRR, KZAP, WPYX, KLAQ, WKQQ, WIOT.
- STEVIE RAY VAUGHAN "Voodoo Chile" (Epic) 30/30 (0/0)**
 Adds include WXRT, KUPD, KMEL, KRQR, KISW, WDHA, WCMF, KRUX, KLAQ, WTKX, KMOD, KKDJ, KLPX, KWFM. Hots: 2 KFOG, KTCL. Mediums: 13 include WMMR, WDVE, WSHE, WHCN, WPLR, WAQX, KNCN, KISS.
- CARS "It's Not The Night" (Elektra) 30/7 (24/7)**
 Adds include CHOM-FM, KSJO, WLVO, WTUE, KZEL, KFV-FM. Hots: 15 include WIYY, WDVE, KTXQ, WQFM, KGB, WFYV, WAPL, KKDJ. Mediums: 14 include WKLS, KLLO, KGO, KZAP, WPYX, WKLC, WFBQ, KICT.
- LITTLE STEVEN "Los Desaparecidos" (EMI America) 28/28 (0/0)**
 Adds include WXRT, WMMS, KXZL, KQDS, WWCK, WXKE, KICT. Hots: 1 KILQ. Mediums: 18 include WKLS, KTXQ, WYNF, KBPI, WPYX, WHCN, WZXR, KZEL.
- STEVIE RAY VAUGHAN "Cold Shot" (Epic) 28/26 (0/0)**
 Adds include WBAB, KZEW, WXRT, WTPA, KMJX, WZXR, KILQ. Hots: 2 KNCN, KTCL. Mediums: 14 include WMMR, WKLS, KTXQ, WYNF, KYYS, KLB, WWCT, KLPX.
- EURYTHMICS "Who's That Girl?" (RCA) 28/2 (27/6)**
 Adds: WKDF, WIOT. Hots: 6 include CHOM-FM, WMMS, WTKX, WCPZ. Mediums: 22 include WRXT, KEGL, KUPD, 91X, WZZO, WROQ, WKQQ.
- X "Wild Thing" (Elektra) 27/7 (26/8)**
 Adds include WNOR, WAAL, WTPA, KLPX. Hots: 4 WLIR, WMMS, KROQ, 91X. Mediums: 19 include WBCN, WKLS, KEGL, KMET, KUPD, KSJO, WPDH, WOUR, WXKE.
- STEVIE RAY VAUGHAN "Couldn't Stand The Weather" (Epic) 26/25 (0/0)**
 Adds include WBAB, WNEW-FM, WXRT, KBCO, WDHA, WAQY, KATT. Hots: 3 KFOG, WPDH, KTCL. Mediums: 12 include KAZY, KBPI, WPLR, WKTU, WCKN, WWCT.
- HUMAN LEAGUE "The Lebanon" (A&M) 25/22 (3/3)**
 Adds include WRXT, WBAB, WXRT, 91X, WQDR, KQDS, KKDJ. Hots: 2 WLIR, CHUM-FM. Mediums: 10 include WYDD, KCAL, KFOG, WPDH.
- BRUCE SPRINGSTEEN "Pink Cadillac" (Columbia) 21/20 (0/0)**
 Adds include WXRT, WMMS, KGB, WDHA. Hots: 12 include WIYY, WBAB, WNEW-FM, WMMR, WDVE, WHJY, KFOG, WTPA, WHCN, WPLR. Mediums: 5 WEZX, WOUR, WAAF, WYFE.
- RESTLESS "I Wanna Know" (Mercury/PolyGram) 20/9 (15/14)**
 Adds include WAAL, KILQ. Hots: 4 WGRQ, WMMS, WAQX, WYFE. Mediums: 10 include WMMR, WHJY, KBPI, WPDH, WCMF, WOUR.
- FACE TO FACE "10-9-8" (Epic) 20/4 (15/4)**
 Adds: WQDR, KGGO, KREM, KZOO. Hots: 3 WBCN, WLIR, WQBK. Mediums: 14 include WBAB, WXRT, WMMS, WPDH.
- WHITESNAKE "Slide It In" (Geffen) 20/3 (22/3)**
 Adds: WKLC, WKDF, KILQ. Hots: 5 include CHUM-FM, KLOS, KISW, WAPL. Mediums: 15 include KZEW, WYNF, WMMS, KLAQ, KATT, KFMG.
- STEVE PERRY "Go Away" (Columbia) 20/3 (18/2)**
 Adds: KYYS, WRKI, KOZZ. Hots: 10 include WIYY, WSHE, WDIZ, WLVO, KWXL, KKDJ. Mediums: 10 include WPYX, WIOT, KZEL, KOMP.
- MIKE RENO & ANN WILSON "Almost Paradise" (Columbia) 19/6 (14/4)**
 Adds include WMMS, WPYX, KLAQ, WTUE, KGGO. Hots: 3 WGRQ, WAPI, WZXY. Mediums: 14 include WBAB, KMBQ, KRSP.
- STEVE PERRY "Captured By The Moment" (Columbia) 19/2 (19/2)**
 Adds: KCAL, WRXL. Hots: 10 include WYNF, WPLR, WFYV, WLVO, KILQ, KWFM. Mediums: 9 include WSKS, WTUE, WWCK.

MOST ADDED

- BRUCE SPRINGSTEEN (138)
Dancing In The Dark (Columbia)
- ROD STEWART (81)
Infatuation (WB)
- RED RIDER (36)
Young Thing, Wild Dreams (Capitol)
- STEVIE RAY VAUGHAN (30)
Voodoo Child (Epic)
- LITTLE STEVEN (28)
Los Desaparecidos (EMI America)

MOST HOTS

- CARS (138)
Magic (Elektra)
- SLADE (124)
Run Runaway (CBS Associated)
- RUSH (111)
Distant Early Warning (Mercury/PolyGram)
- BRUCE SPRINGSTEEN (107)
Dancing In The Dark (Columbia)
- STEVE PERRY (105)
Oh Sherrie (Columbia)

MOST ADDS — A numerical listing of the most added records of the week.

MOST HOTS — A numerical listing of the records receiving the most hot rotation reports.

SPRING BREAK

RED RIDER

**YOUNG THING,
WILD DREAMS (ROCK ME)**

AOR BREAKER-HOT TRACKS

43 - 27



DURAN DURAN

THE REFLEX

CHR CHART: 12 - 7

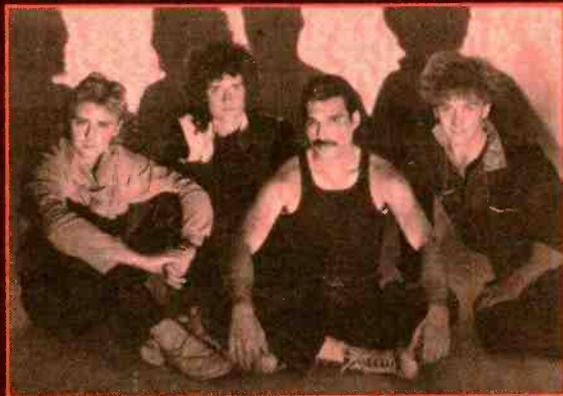
HOT TRACKS: 34



QUEEN

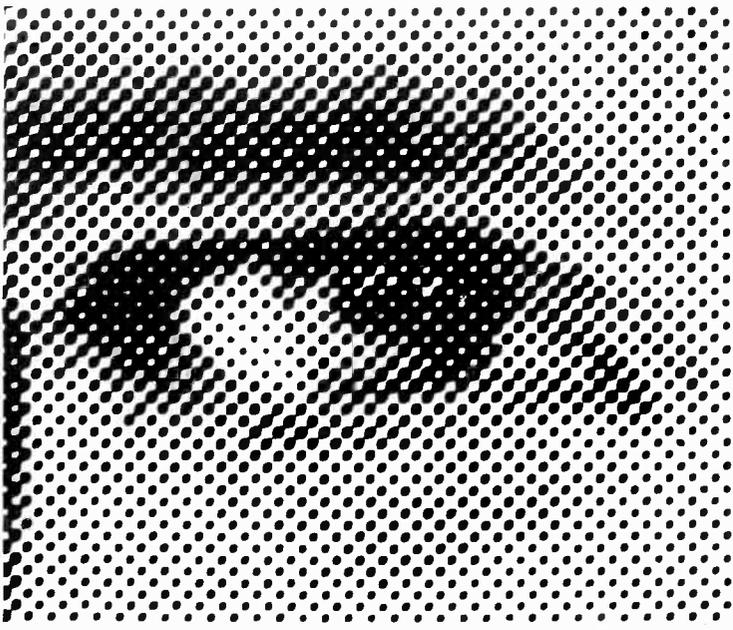
I WANT TO BREAK FREE

CHR: 140 Stations, 59%



Capitol

ROD STEWART "INFATUATION"



FIRST WEEK

CHR BREAKERS

AOR / HOT TRACKS

BREAKERS

The Producer: MICHAEL OMARTIAN

The Management: The Arnold Stiefel Company



Manufactured & Distributed by Warner Bros. Records

WEST

Continued from Page 77

Seattle's Hit Radio K-PLUS FM 101.5

PD: Jeff King
MD: Damien Seattle

- H 1 1 LIONEL RICHIE/Hello
- H 2 2 CYNDI LAUPER/Time After Time
- H 3 3 DENICE WILLIAMS/Let's Hear It For The
- H 4 4 CARL/You Might Think
- H 5 5 PHIL COLLINS/Against All Odds
- H 6 6 STEVE PERRY/Oh Sherril
- H 7 7 IRVING CARL/Breakdance
- H 8 8 RICK SPRINGFIELD/Love Somebody
- H 9 9 BERLIN/No More Words
- H 10 10 SCORPIONS/Rock You Like A Hurri
- H 11 11 DURAN DURAN/The Reflex
- H 12 12 SHALAMAR/Dancing In The Sheets
- H 13 13 GO GO'S/Head Over Heels
- H 14 14 VAN HALEN/I'll Wait
- H 15 15 NIGHT RANGERS/Sister Christian
- H 16 16 NIE KERSHAM/Shouldn't It Be Good
- H 17 17 LAURA BRANIGAN/Self Control
- H 18 18 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 19 19 LAID BACK/White Horse
- H 20 20 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 21 21 EURYTHMICS/Who's That Girl
- H 22 22 MADONNA/Borderline
- H 23 23 TRACEY ULLMAN/They Don't Know
- H 24 24 FRANKIE GOLOM/You Can't Get What Yo
- H 25 25 KOOL & THE GANG/Tonight
- H 26 26 BILLY IDOL/Eyes Without A Face
- H 27 27 PREFRIDERS/Show Me
- H 28 28 SLADE/Run Runaway
- H 29 29 TALK TALK/It's My Life
- H 30 30 STYLE COUNCIL/My Ever Changing Mood
- H 31 31 POINTER SISTERS/Jump (For My Love)
- H 32 32 WANG CHENG/Dance Hall Days
- H 33 33 CANOE/She's Strange
- H 34 34 ZZ TOP/Legs
- H 35 35 CULTURE CLUB/It's A Miracle
- H 36 36 HOWARD JONES/What Is Love?
- H 37 37 ICICLE WORKS/Whisper To A Scream
- H 38 38 BRUCE SPRINGSTEEN/Dancing In The Dark
- H 39 39 JOE JACKSON/You Can't Get What Yo
- H 40 40 CHRISTINE MCVIE/Love Will Show Us How

ADDS 30
ROD STEWART/Infatuation
DAN HARTMAN/I Can Dream About You
BIG COUNTRY/Wonderland
VAN STEPHENSON/Modern Day Delilah
STYLE/Music Time
JEFFERSON STARSHIP/No Way Out
THOMPSON TWINS/Doctor! Doctor!

ON
CARS/Magic
FIKK/Deeper And Deeper
DWAYNE WILLEY/Little Bit Of Love
CHICAGO/Stay The Night
INXS/Original Sin/Dream On

KWOD 105 Sacramento's Best Hit Music

PD: Tom Chase
MD: Mr. Ed Sacramento

- H 1 1 DENICE WILLIAMS/Let's Hear It For The
- H 2 2 STEVE PERRY/Oh Sherril
- H 3 3 CYNDI LAUPER/Time After Time
- H 4 4 LIONEL RICHIE/Hello
- H 5 5 IRVING CARL/Breakdance
- H 6 6 NIGHT RANGERS/Sister Christian
- H 7 7 CARS/You Might Think
- H 8 8 ALAN PARSONS/Don't Answer Me
- H 9 9 GO GO'S/Head Over Heels
- H 10 10 RICK SPRINGFIELD/Love Somebody
- H 11 11 KOOL & THE GANG/Tonight
- H 12 12 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 13 13 SCORPIONS/Rock You Like A Hurri
- H 14 14 VAN HALEN/I'll Wait
- H 15 15 JOHN COUGAR/Authority Song
- H 16 16 BRYAN ADAMS/Heat
- H 17 17 POINTER SISTERS/Jump (For My Love)
- H 18 18 BILLY JOEL/The Longest Time
- H 19 19 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 20 20 PHIL COLLINS/Against All Odds
- H 21 21 SHALAMAR/Dancing In The Sheets
- H 22 22 DURAN DURAN/The Reflex
- H 23 23 CULTURE CLUB/It's A Miracle
- H 24 24 JOE JACKSON/You Can't Get What Yo
- H 25 25 THOMPSON TWINS/Hold Me Now
- H 26 26 BERLIN/No More Words
- H 27 27 LAID BACK/White Horse
- H 28 28 CHRISTINE MCVIE/Love Will Show Us How
- H 29 29 MADONNA/Borderline
- H 30 30 EURYTHMICS/Who's That Girl

Hot Hits in 105KITS

- H 1 1 PHIL COLLINS/Against All Odds
- H 2 2 LIONEL RICHIE/Hello
- H 3 3 IGLESIAS & NELSON/To All The Girls I've
- H 4 4 KENNY LOGGINS/Footloose
- H 5 5 THOMPSON TWINS/Hold Me Now
- H 6 6 DURAN DURAN/The Reflex
- H 7 7 CARS/You Might Think
- H 8 8 CYNDI LAUPER/Girls Just Want To Be
- H 9 9 DENICE WILLIAMS/Let's Hear It For The
- H 10 10 VAN HALEN/Jump
- H 11 11 GO GO'S/Head Over Heels
- H 12 12 RICK SPRINGFIELD/Love Somebody
- H 13 13 CYNDI LAUPER/Time After Time
- H 14 14 JOHN COUGAR/Authority Song
- H 15 15 TALK TALK/It's My Life
- H 16 16 CANOE/She's Strange
- H 17 17 BERLIN/No More Words
- H 18 18 POINTER SISTERS/Automatic
- H 19 19 TRACEY ULLMAN/They Don't Know
- H 20 20 NIGHT RANGERS/Sister Christian
- H 21 21 HUEY LEWIS & NEWS/I Want A New Drug
- H 22 22 IRVING CARL/Breakdance
- H 23 23 STEVE PERRY/Oh Sherril
- H 24 24 ROCKWELL/Somebody's Matching M
- H 25 25 HOWARD JONES/What Is Love?
- H 26 26 CULTURE CLUB/It's A Miracle
- H 27 27 WANG CHENG/Dance Hall Days
- H 28 28 VAN HALEN/I'll Wait
- H 29 29 SHALAMAR/Dancing In The Sheets
- H 30 30 JERMAINE JACKSON/Tell Me I'm Not Dream

ADDS
EURYTHMICS/Who's That Girl
ROCKWELL/Obacene Phone Caller
CULTURE CLUB/It's A Miracle
BILLY IDOL/Eyes Without A Face
ICICLE WORKS/Whisper To A Scream
BRUCE SPRINGSTEEN/Dancing In The Dark

ON
POINTER SISTERS/Jump (For My Love)
ROD STEWART/Infatuation
CHRISTINE MCVIE/Love Will Show Us How
YOE/Leave It
JOE JACKSON/You Can't Get What Yo
SCORPIONS/Rock You Like A Hurri
BRANLEY STEVENS/I Cry Just A Little
HUEY LEWIS & NEWS/Heart Of Rock & Roll
KOOL & THE GANG/Tonight
BILLY JOEL/The Longest Time
LAURA BRANIGAN/Self Control
SLADE/Run Runaway
STYLE COUNCIL/My Ever Changing Mood
VAN STEPHENSON/Modern Day Delilah

KS 103FM San Diego

PD: Dave Parks
MD: Mike Preston

- H 1 1 DENICE WILLIAMS/Let's Hear It For The
- H 2 2 CYNDI LAUPER/Time After Time
- H 3 3 PHIL COLLINS/Against All Odds
- H 4 4 LAID BACK/White Horse
- H 5 5 CARS/You Might Think
- H 6 6 MADONNA/Borderline
- H 7 7 GO GO'S/Head Over Heels
- H 8 8 LIONEL RICHIE/Hello
- H 9 9 SHALAMAR/Dancing In The Sheets
- H 10 10 STEVE PERRY/Oh Sherril
- H 11 11 DURAN DURAN/The Reflex
- H 12 12 RICK SPRINGFIELD/Love Somebody
- H 13 13 IGLESIAS & NELSON/To All The Girls I've
- H 14 14 BERLIN/No More Words
- H 15 15 NIGHT RANGERS/Sister Christian
- H 16 16 IRVING CARL/Breakdance
- H 17 17 SCORPIONS/Rock You Like A Hurri
- H 18 18 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 19 19 BILLY JOEL/The Longest Time
- H 20 20 TALK TALK/It's My Life
- H 21 21 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 22 22 THOMPSON TWINS/Hold Me Now
- H 23 23 JOHN COUGAR/Authority Song
- H 24 24 VAN HALEN/I'll Wait
- H 25 25 CANOE/She's Strange
- H 26 26 STYLE COUNCIL/My Ever Changing Mood
- H 27 27 KENNY LOGGINS/Footloose
- H 28 28 EURYTHMICS/Who's That Girl
- H 29 29 LAURA BRANIGAN/Self Control
- H 30 30 POINTER SISTERS/Jump (For My Love)
- H 31 31 CULTURE CLUB/It's A Miracle
- H 32 32 JOE JACKSON/You Can't Get What Yo
- H 33 33 BILLY IDOL/Eyes Without A Face
- H 34 34 SLADE/Run Runaway
- H 35 35 ROCKWELL/Obacene Phone Caller
- H 36 36 RBO & WILSON/Almost Paradise
- H 37 37 CHICAGO/Stay The Night
- H 38 38 WANG CHENG/Dance Hall Days
- H 39 39 ICICLE WORKS/Whisper To A Scream
- H 40 40 LATOYA JACKSON/Heart Don't Lie

ADDS
ROD STEWART/Infatuation
BRUCE SPRINGSTEEN/Dancing In The Dark
THOMPSON TWINS/Doctor! Doctor!
RICK SPRINGFIELD/Don't Walk Away
DAN HARTMAN/I Can Dream About You
ZZ TOP/Legs

ON
VAN STEPHENSON/Modern Day Delilah
JEFFERSON STARSHIP/No Way Out
MIRO AL YANKOVIC/King Of Seeds

KWSS 94.5 FM San Jose

PD: Dave Van Stone
MD: Robin Kippis

- H 3 1 STEVE PERRY/Oh Sherril
- H 2 2 LIONEL RICHIE/Hello
- H 3 3 DENICE WILLIAMS/Let's Hear It For The
- H 4 4 GO GO'S/Head Over Heels
- H 5 5 CYNDI LAUPER/Time After Time
- H 6 6 CARS/You Might Think
- H 7 7 NIGHT RANGERS/Sister Christian
- H 8 8 RICK SPRINGFIELD/Love Somebody
- H 9 9 PHIL COLLINS/Against All Odds
- H 10 10 DURAN DURAN/The Reflex
- H 11 11 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 12 12 THOMPSON TWINS/Hold Me Now
- H 13 13 ALAN PARSONS/Don't Answer Me
- H 14 14 BERLIN/No More Words
- H 15 15 SHALAMAR/Dancing In The Sheets
- H 16 16 VAN HALEN/I'll Wait
- H 17 17 KENNY LOGGINS/Footloose
- H 18 18 EURYTHMICS/Who's That Girl
- H 19 19 BILLY JOEL/The Longest Time
- H 20 20 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 21 21 IRVING CARL/Breakdance
- H 22 22 CHRISTINE MCVIE/Love Will Show Us How
- H 23 23 MADONNA/Borderline
- H 24 24 LAURA BRANIGAN/Self Control
- H 25 25 CHICAGO/Stay The Night
- H 26 26 TONY CARY/A Fine Fine Day
- H 27 27 JOE JACKSON/You Can't Get What Yo
- H 28 28 POINTER SISTERS/Jump (For My Love)
- H 29 29 TALK TALK/It's My Life
- H 30 30 STYLE COUNCIL/My Ever Changing Mood

ADDS
BRUCE SPRINGSTEEN/Dancing In The Dark
THOMPSON TWINS/Doctor! Doctor!
CULTURE CLUB/It's A Miracle
INXS/Original Sin/Dream On

ON
SLADE/Run Runaway
LAI BACK/White Horse
VAN STEPHENSON/Modern Day Delilah
EURYTHMICS/Who's That Girl
BILLY IDOL/Eyes Without A Face
ICICLE WORKS/Whisper To A Scream
HOWARD JONES/What Is Love?
WANG CHENG/Dance Hall Days
JEFFERSON STARSHIP/No Way Out
CARS/Magic

MUSIC WALL Denver

PD: Doug Erickson
MD: Gloria Avila

- H 3 1 DENICE WILLIAMS/Let's Hear It For The
- H 2 2 PHIL COLLINS/Against All Odds
- H 3 3 LIONEL RICHIE/Hello
- H 4 4 CYNDI LAUPER/Time After Time
- H 5 5 STEVE PERRY/Oh Sherril
- H 6 6 CARS/You Might Think
- H 7 7 NIGHT RANGERS/Sister Christian
- H 8 8 GO GO'S/Head Over Heels
- H 9 9 RICK SPRINGFIELD/Love Somebody
- H 10 10 BILLY JOEL/The Longest Time
- H 11 11 THOMPSON TWINS/Hold Me Now
- H 12 12 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 13 13 VAN HALEN/I'll Wait
- H 14 14 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 15 15 SHALAMAR/Dancing In The Sheets
- H 16 16 IRVING CARL/Breakdance
- H 17 17 DURAN DURAN/The Reflex
- H 18 18 MADONNA/Borderline
- H 19 19 IGLESIAS & NELSON/To All The Girls I've
- H 20 20 ALAN PARSONS/Don't Answer Me
- H 21 21 BERLIN/No More Words
- H 22 22 LAURA BRANIGAN/Self Control
- H 23 23 SCORPIONS/Rock You Like A Hurri
- H 24 24 BRUCE SPRINGSTEEN/Dancing In The Dark
- H 25 25 KENNY LOGGINS/Footloose
- H 26 26 DAN POEHLER/Believe In Me
- H 27 27 JEFFERSON STARSHIP/No Way Out
- H 28 28 JOE JACKSON/You Can't Get What Yo
- H 29 29 CHICAGO/Stay The Night
- H 30 30 VAN STEPHENSON/Modern Day Delilah
- H 31 31 CARS/Magic
- H 32 32 CULTURE CLUB/It's A Miracle
- H 33 33 ICICLE WORKS/Whisper To A Scream
- H 34 34 DAN HARTMAN/I Can Dream About You
- H 35 35 WANG CHENG/Dance Hall Days
- H 36 36 HOWARD JONES/What Is Love?
- H 37 37 ALAN PARSONS/Prime Time

ADDS
25, 34, 37, 40
ROD STEWART/Infatuation
SERGIO MENDES/Alibie

ON
QUEEN/I Want To Break Free
DOKE JUPITER/Little Lady
TARBUCK/PROFILES/Don't Waste Your Time
FRANK SPALLONE/Carlin'

KOPA Phoenix

PD: Reggie Blackwell
MD: Art Morales

- H 1 1 LIONEL RICHIE/Hello
- H 2 2 PHIL COLLINS/Against All Odds
- H 3 3 STEVE PERRY/Oh Sherril
- H 4 4 DENICE WILLIAMS/Let's Hear It For The
- H 5 5 RICK SPRINGFIELD/Love Somebody
- H 6 6 CYNDI LAUPER/Time After Time
- H 7 7 BILLY JOEL/The Longest Time
- H 8 8 TRACEY ULLMAN/They Don't Know
- H 9 9 BERLIN/No More Words
- H 10 10 CARS/You Might Think
- H 11 11 THOMPSON TWINS/Hold Me Now
- H 12 12 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 13 13 IRVING CARL/Breakdance
- H 14 14 IGLESIAS & NELSON/To All The Girls I've
- H 15 15 ALAN PARSONS/Don't Answer Me
- H 16 16 SHALAMAR/Dancing In The Sheets
- H 17 17 GO GO'S/Head Over Heels
- H 18 18 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 19 19 NIGHT RANGERS/Sister Christian
- H 20 20 POINTER SISTERS/Automatic
- H 21 21 CULTURE CLUB/It's A Miracle
- H 22 22 KOOL & THE GANG/Tonight
- H 23 23 DURAN DURAN/The Reflex
- H 24 24 LAID BACK/White Horse
- H 25 25 VAN HALEN/I'll Wait
- H 26 26 MADONNA/Borderline
- H 27 27 JOE JACKSON/You Can't Get What Yo
- H 28 28 LAURA BRANIGAN/Self Control
- H 29 29 BILLY IDOL/Eyes Without A Face
- H 30 30 POINTER SISTERS/Jump (For My Love)

ADDS
26, 27
ALAN PARSONS/Prime Time
BRUCE SPRINGSTEEN/Dancing In The Dark
SLADE/Run Runaway
JUPITER/I Want To Break Free
WANG CHENG/Dance Hall Days

ON
DAN POEHLER/Believe In Me
STYLE COUNCIL/My Ever Changing Mood
ICICLE WORKS/Whisper To A Scream

KPKE Denver

PD: Tim Fox
Asst. PD: Mark Bolke

- H 1 1 DENICE WILLIAMS/Let's Hear It For The
- H 2 2 LIONEL RICHIE/Hello
- H 3 3 STEVE PERRY/Oh Sherril
- H 4 4 CARS/You Might Think
- H 5 5 ALAN PARSONS/Don't Answer Me
- H 6 6 BERLIN/No More Words
- H 7 7 PHIL COLLINS/Against All Odds
- H 8 8 CYNDI LAUPER/Time After Time
- H 9 9 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 10 10 KC/Give It Up
- H 11 11 IRVING CARL/Breakdance
- H 12 12 KOOL & THE GANG/Tonight
- H 13 13 THOMPSON TWINS/Hold Me Now
- H 14 14 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 15 15 PREFRIDERS/Show Me
- H 16 16 DURAN DURAN/The Reflex
- H 17 17 BILLY JOEL/The Longest Time
- H 18 18 TRACEY ULLMAN/They Don't Know
- H 19 19 GO GO'S/Head Over Heels
- H 20 20 JOHN COUGAR/Authority Song
- H 21 21 NIGHT RANGERS/Sister Christian
- H 22 22 RICK SPRINGFIELD/Love Somebody
- H 23 23 SCORPIONS/Rock You Like A Hurri
- H 24 24 VAN HALEN/I'll Wait
- H 25 25 BRUCE SPRINGSTEEN/Dancing In The Dark
- H 26 26 LAURA BRANIGAN/Self Control
- H 27 27 JEFFERSON STARSHIP/No Way Out
- H 28 28 MADONNA/Borderline
- H 29 29 BRUCE SPRINGSTEEN/Dancing In The Dark

ADDS
22 TOP/Legs
CHICAGO/Stay The Night
JOE JACKSON/You Can't Get What Yo

ON
SLADE/Run Runaway
BOB JOVI/Runaway

KFRC 610 AM STEREO

San Francisco
PD: Mike Phillips
MD: Lanette Abraham

- 1 1 DENICE WILLIAMS/Let's Hear It For The
- 2 2 CYNDI LAUPER/Time After Time
- 3 3 STEVE PERRY/Oh Sherril
- 4 4 GO GO'S/Head Over Heels
- 5 5 SHALAMAR/Dancing In The Sheets
- 6 6 DURAN DURAN/The Reflex
- 7 7 NIGHT RANGERS/Sister Christian
- 8 8 IRVING CARL/Breakdance
- 9 9 POINTER SISTERS/Jump (For My Love)
- 10 10 JERMAINE JACKSON/Tell Me I'm Not Dream
- 11 11 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 12 12 VAN HALEN/I'll Wait
- 13 13 CARS/You Might Think
- 14 14 RICK SPRINGFIELD/Love Somebody
- 15 15 PHIL COLLINS/Against All Odds
- 16 16 MADONNA/Borderline
- 17 17 JOHN COUGAR/Authority Song
- 18 18 CANOE/She's Strange
- 19 19 KENNY LOGGINS/Footloose
- 20 20 BERLIN/No More Words
- 21 21 EURYTHMICS/Who's That Girl
- 22 22 THOMPSON TWINS/Hold Me Now
- 23 23 TRACEY ULLMAN/They Don't Know
- 24 24 CULTURE CLUB/It's A Miracle
- 25 25 LIONEL RICHIE/Hello
- 26 26 CULTURE CLUB/It's A Miracle
- 27 27 EURYTHMICS/Here Comes The Rain A
- 28 28 HALL & OATES/Adult Education
- 29 29 POINTER SISTERS/Automatic
- 30 30 VAN HALEN/Jump

KUBE 93 FM Seattle

PD: Bob Case
MD: Tom Hutlyer

- H 2 1 DENICE WILLIAMS/Let's Hear It For The
- H 1 2 LIONEL RICHIE/Hello
- H 3 3 STEVE PERRY/Oh Sherril
- H 4 4 GO GO'S/Head Over Heels
- H 5 5 PHIL COLLINS/Against All Odds
- H 12 6 CYNDI LAUPER/Time After Time
- H 5 7 CARS/You Might Think
- H 10 8 MADONNA/Borderline
- H 11 9 IRVING CARL/Breakdance
- H 13 10 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- H 14 11 SHALAMAR/Dancing In The Sheets
- H 9 12 KOOL & THE GANG/Tonight
- H 20 13 BILLY JOEL/The Longest Time
- H 15 14 IGLESIAS & NELSON/To All The Girls I've
- H 16 15 VAN HALEN/I'll Wait
- H 17 16 BERLIN/No More Words
- H 18 17 NIGHT RANGERS/Sister Christian
- H 25 18 JERMAINE JACKSON/Tell Me I'm Not Dream
- H 23 19 DURAN DURAN/The Reflex
- H 24 20 LAURA BRANIGAN/Self Control
- H 30 21 SLADE/Run Runaway
- H 22 22 SCORPIONS/Rock You Like A Hurri
- H 27 23 CHRISTINE MCVIE/Love Will Show Us How
- H 26 24 STYLE COUNCIL/My Ever Changing Mood
- H 29 25 JOE JACKSON/You Can't Get What Yo
- H 28 26 STEVE PERRY/Oh Sherril
- H 29 27 EURYTHMICS/Who's That Girl
- H 29 28 POINTER SISTERS/Jump (For My Love)
- H 29 29 BILLY IDOL/Eyes Without A Face
- H 30 30 CHICAGO/Stay The Night
- H 31 31 CULTURE CLUB/It's A Miracle
- H 32 32 VAN STEPHENSON/Modern Day Delilah

ADDS
BRUCE SPRINGSTEEN/Dancing In The Dark
WANG CHENG/Dance Hall Days
NIE KERSHAM/Shouldn't It Be Good
CARS/Magic
HOWARD JONES/What Is Love?

EAST Most Added Hottest

Bruce Springsteen Rod Stewart Thompson Twins Deniece Williams Cyndi Lauper Duran Duran

CHR ADS & 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

Bruce Springsteen Rod Stewart Cars Deniece Williams Cyndi Lauper Duran Duran Night Ranger

EAST PARALLEL TWO

WFLY/Albany, NY Clark/Lawrence BILLY IDOL ROD STEWART THOMPSON TWINS RICK SPRINGFIELD COREY HART

Q100/Allentown, PA Dillon/Freeman BRUCE SPRINGSTEEN ROD STEWART CARS BON JOVI (dp) COREY HART ZZ TOP

WMAR/Baltimore, MD Wimmer/Payne BRUCE SPRINGSTEEN WANG CHUNG ALAN PARSONS JEFFERSON STARSHI BAR-KATS

WVSR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS RICK SPRINGFIELD COREY HART

KC101/New Haven, CT Stef Rybak BRUCE SPRINGSTEEN ROD STEWART CARS DAN HARTMAN

FM106/Philadelphia, PA Steve Davis ROD STEWART BRUCE SPRINGSTEEN WANG CHUNG

WSPK/Poughkeepsie, NY Chris Leide BRUCE SPRINGSTEEN ROD STEWART ALAN PARSONS

Q92/Rochester, NY Jay Stevens BILLY IDOL ROD STEWART DURAN DURAN

SBXY/Rochester, NY Tom Mitchell BRUCE SPRINGSTEEN ROD STEWART RICK SPRINGFIELD

WQFM/Schenectady, NY Tom Parker BRUCE SPRINGSTEEN RICK SPRINGFIELD

WKFM/Syracuse, NY Wayne Summers BRUCE SPRINGSTEEN THOMPSON TWINS

WVCR/Hanover, York, PA Mark Richards NIK KERSHAW BRUCE SPRINGSTEEN

WVCR/Hanover, York, PA Mark Richards NIK KERSHAW BRUCE SPRINGSTEEN

WVCR/Hanover, York, PA Mark Richards NIK KERSHAW BRUCE SPRINGSTEEN

WVCR/Hanover, York, PA Mark Richards NIK KERSHAW BRUCE SPRINGSTEEN

WVCR/Hanover, York, PA Mark Richards NIK KERSHAW BRUCE SPRINGSTEEN

Q106/York, PA Mark McKenzie ZZ TOP DAN HARTMAN

WFBQ/Attoons, PA Tony Booth BRUCE SPRINGSTEEN CARS THOMPSON TWINS

WQUV/Bangor, ME Jim Randall CARS BRUCE SPRINGSTEEN INXS

WZON/Harris, ME Michael O'Hara ROD STEWART BRUCE SPRINGSTEEN

WBCY/Charlotte, NC Bob Keegan SCORPIONS BRUCE SPRINGSTEEN

WJBO/Portland, ME Phoenix/O'Neil TINA TURNER COREY HART

OK100/Chesapeake, VA Bill Weston THOMPSON TWINS ZZ TOP TIMMY THOMAS

13FEA/Manchester, NH Rick Ryder JERMAINE JACKSON SHALAMAR

WKHI/Ocean City, MD Jack Gilen CARS DAN POGELBERG

WSSX/Charleston, SC Phillip/Allen DAN HARTMAN BRUCE SPRINGSTEEN

WBCY/Charlotte, NC Bob Keegan SCORPIONS BRUCE SPRINGSTEEN

WJBO/Portland, ME Phoenix/O'Neil TINA TURNER COREY HART

KZZB/Basement, TX Murphy/Harrison BRUCE SPRINGSTEEN ROD STEWART

WQID/Elkhart, MS Mickey Coulter HOWARD JONES DAN HARTMAN

WSSX/Charleston, SC Phillip/Allen DAN HARTMAN BRUCE SPRINGSTEEN

WBCY/Charlotte, NC Bob Keegan SCORPIONS BRUCE SPRINGSTEEN

WJBO/Portland, ME Phoenix/O'Neil TINA TURNER COREY HART

WDCG/Durham-Raleigh, NC Freeman/Wright BRUCE SPRINGSTEEN ROD STEWART

KAMZ/El Paso, TX Bob West MADONNA CHICAGO CARS

KSET/FM/El Paso, TX Cat Simon RENO & WILSON BILLY IDOL

WRQK/Greensboro, NC James/Conrad SERGIO MENDES BILLY IDOL

WBCY/Charlotte, NC Bob Keegan SCORPIONS BRUCE SPRINGSTEEN

WJBO/Portland, ME Phoenix/O'Neil TINA TURNER COREY HART

FM100/Memphis, TX John/Prestigiacomo VAN HALEN THOMPSON TWINS

WABE-FM/Mobile, AL Fram/Fuller BRUCE SPRINGSTEEN MADONNA

WQFM/Montgomery Mark St. John BRUCE SPRINGSTEEN QUEEN

KBFM/McAllen-Brownsville, TX Williams/deHaro BRUCE SPRINGSTEEN

WBCY/Charlotte, NC Bob Keegan SCORPIONS BRUCE SPRINGSTEEN

WJBO/Portland, ME Phoenix/O'Neil TINA TURNER COREY HART

KITY/San Antonio, TX Kid Curry DURAN DURAN MADONNA

KTFM/San Antonio, TX Thorman/Nasty CULTURE CLUB FIRE, INC.

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART

Q104/Gadsden, AL Gaither/Davis ROD STEWART (dp) BRUCE SPRINGSTEEN (dp)

KTFM/San Antonio, TX Thorman/Nasty CULTURE CLUB FIRE, INC.

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART

WXLK/Roanoke, VA Don O'Shea BRUCE SPRINGSTEEN MADONNA

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART

SOUTH PARALLEL TWO

WBBO/Augusta, GA Bruce Stevens ROD STEWART BRUCE SPRINGSTEEN

WVIR/Charleston, WV Bailey/Larson BRUCE SPRINGSTEEN ROD STEWART

239 CHR Reporters 233 Current CHR Reports The following station reported a frozen playlist this week: WZYQ/Frederick The following stations failed to report this week and therefore their playlists were frozen: Q103/Denver KHFI/Austin K107/Tulsa WZPL/Indianapolis KDZA/Pueblo

MIDWEST Most Added Hottest

Bruce Springsteen Deniece Williams Rod Stewart Cyndi Lauper ZZ Top Steve Perry

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Bruce Springsteen Cyndi Lauper Rod Stewart Deniece Williams Thompson Twins Duran Duran Steve Perry

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick BRUCE SPRINGSTEEN ZZ TOP RICK SPRINGFIELD ROD STEWART QUEEN Hottest: NIGHT RANGER 2-1 STEVE PERRY 4-2 DURAN DURAN 8-3 CYNDI LAUPER 9-6 HUEY LEWIS & NEWS 13-8

WABC/Appleton-Oshkosh, WI Chris Caine POINTNER SISTERS CHICAGO BILLY IDOL RENO & WILSON CULTURE CLUB BILLY JOEL EURYTHMICS MADONNA VAN STEPHENSON HOWARD JONES Hottest: SCORPIONS 1-1 DENIECE WILLIAMS 7-2 NIGHT RANGER 14-3 CYNDI LAUPER 25-6 JERMAINE JACKSON D-19

WKAU/Appleton-Oshkosh, WI Rosa/Bredleigh THOMPSON TWINS DAN HARTMAN BRUCE SPRINGSTEEN JEFFERSON STARSHI ROD STEWART (dp) ZZ TOP (dp) Hottest: DENIECE WILLIAMS 3-1 CYNDI LAUPER 14-6 DURAN DURAN 12-10 SLADE 21-17 JERMAINE JACKSON D-29

WXIX/Columbus, OH Joel Cella CULTURE CLUB BRUCE SPRINGSTEEN ZZ TOP DAN HARTMAN WANG CHUNG Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 4-2 NIGHT RANGER 15-10 BERLIN 18-12 SLADE 34-26

KHKK/Devoport, IA Jim O'Hara CHICAGO RENO & WILSON DAN HARTMAN JEFFERSON STARSHI (dp) CARS ZZ TOP (dp) DUKE JUPITER (dp) Hottest: LIONEL RICHIE 1-1 DENIECE WILLIAMS 3-2 DURAN DURAN 19-7 HUEY LEWIS & NEWS 20-8 JERMAINE JACKSON 34-13

KMGK/Des Moines, IA Al Brock ROD STEWART THOMPSON TWINS BRUCE SPRINGSTEEN RICK SPRINGFIELD COREY HART Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 10-6 IRENE CARA 6-3 SHALAMAR 11-4 CYNDI LAUPER 13-6

WECB/Duluth Dick Johnson JEFFERSON STARSHI BRUCE SPRINGSTEEN HOWARD JONES (dp) Hottest: IGLESIAS & NELSON 2-1 STEVE PERRY 5-3 CYNDI LAUPER 7-6 NIGHT RANGER 12-8

WKDQ/Evanston, IN Hobbs/Payne BRUCE SPRINGSTEEN ROD STEWART THOMPSON TWINS ZZ TOP WANG CHUNG ROCKWELL Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 7-2 CYNDI LAUPER 9-3 SHALAMAR 12-6 NIGHT RANGER 11-7

WSTO/Evanston, IN Chris Taylor CARS LAURA BRANIGAN Hottest: DENIECE WILLIAMS 1-1 CARS 2-2 CYNDI LAUPER 15-3 STEVE PERRY 8-7 SHALAMAR 16-12

WMEE/Ft Wayne, IN Scott Dugan CARS BRUCE SPRINGSTEEN ROD STEWART Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 5-2 IGLESIAS & NELSON 7-3 NIGHT RANGER 14-6 DURAN DURAN 15-8

WGRD/Grand Rapids, MI Swart/Dulling BRUCE SPRINGSTEEN ZZ TOP RICK SPRINGFIELD ROD STEWART QUEEN Hottest: NIGHT RANGER 2-1 STEVE PERRY 4-2 DURAN DURAN 8-3 CYNDI LAUPER 9-6 HUEY LEWIS & NEWS 13-8

WZPL/Indianapolis, IN Jim Miles none Hottest: LIONEL RICHIE 1-1 PHIL COLLINS 2-2 DENIECE WILLIAMS 3-3 RICK SPRINGFIELD 4-4 POINTNER SISTERS 16-16

WJXQ/Jackson, MI Ryan/Cheeks CYNDI LAUPER BRUCE SPRINGSTEEN RICK SPRINGFIELD BON JOVI JOHN LENNON (dp) COREY HART (dp) THOMPSON TWINS (dp) WANG CHUNG (dp) Hottest: VAN HALEN 2-1 NIGHT RANGER 5-2 STEVE PERRY 10-5 CHICAGO 17-10 ZZ TOP 35-14

WKFR/Kalamazoo, MI Rick Chapman BILLY IDOL (dp) DAN HARTMAN BRUCE SPRINGSTEEN (dp) Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 6-3 CYNDI LAUPER 8-4 IRENE CARA 11-6 NIGHT RANGER 14-7

ZZ99/Kansas City, MO Lake/Benson ZZ TOP EURYTHMICS MADONNA Hottest: DENIECE WILLIAMS 3-1 STEVE PERRY 4-3 NIGHT RANGER 6-4 CYNDI LAUPER 10-6 HUEY LEWIS & NEWS 18-11

WVIC/Lansing, MI Martin/Kittredge BRUCE SPRINGSTEEN RENO & WILSON ROD STEWART Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 7-3 CYNDI LAUPER 10-4 HUEY LEWIS & NEWS 9-7

Z104/Madison, WI Little/Hudson BRUCE SPRINGSTEEN ROD STEWART THOMPSON TWINS ZZ TOP (dp) Hottest: LIONEL RICHIE 2-1 CYNDI LAUPER 7-4 SCORPIONS 5-5 NIGHT RANGER 15-11

KJ103/Oklahoma City, OK Dan Wilson ROD STEWART (dp) DAN HARTMAN MICHAEL JACKSON EDDY GRANT THOMPSON TWINS Hottest: NIGHT RANGER 1-1 DENIECE WILLIAMS 5-2 HUEY LEWIS & NEWS 6-5 SLADE 15-10 7-4 DURAN DURAN 16-12

KQKQ/Omaha, NE Taylor/Dean BRUCE SPRINGSTEEN CARS JEFFERSON STARSHI OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 5-2 NIGHT RANGER 9-4 DURAN DURAN 10-5 STEVE PERRY 6-6

KZ83/Peoria, IL Edwards/Meloney CARS BRUCE SPRINGSTEEN ZZ TOP SLADE Hottest: LIONEL RICHIE 2-1 PHIL COLLINS 1-2 DENIECE WILLIAMS 5-3 STEVE PERRY 6-5 NIGHT RANGER 7-6

WRKR/Racine-Milwaukee Pat Martin BRUCE SPRINGSTEEN ROD STEWART EURYTHMICS RICK SPRINGFIELD THOMPSON TWINS ZZ TOP Hottest: CYNDI LAUPER 2-1 STEVE PERRY 3-2 DURAN DURAN 7-4 NIGHT RANGER 15-6 HUEY LEWIS & NEWS 17-9

WZOK/Rockford, IL Geoff Davis MADONNA DURAN DURAN BRUCE SPRINGSTEEN Hottest: LIONEL RICHIE 2-1 STEVE PERRY 5-3 CYNDI LAUPER 6-5 NIGHT RANGER 10-6 DENIECE WILLIAMS 8-7

US3/South Bend, IN J.K. Dearing IRENE CARA LAURA BRANIGAN Hottest: LIONEL RICHIE 2-1 DENIECE WILLIAMS 4-2 STEVE PERRY 5-3 CYNDI LAUPER 13-4 NIGHT RANGER 19-5

WRQN/Toledo, OH Schaffer/Mitchell BRUCE SPRINGSTEEN RENO & WILSON ROD STEWART THOMPSON TWINS KIMO CARRIS JOHN LENNON (dp) COREY HART (dp) JEFFERSON STARSHI Hottest: DENIECE WILLIAMS 4-1 STEVE PERRY 5-2 IRENE CARA 11-9 DURAN DURAN 20-13 HUEY LEWIS & NEWS 22-16

K107/Tulsa, OK Rivers/Stephens none Hottest: LIONEL RICHIE 1-1 PHIL COLLINS 2-2 GO GO'S 3-3 STEVE PERRY 5-5 NIGHT RANGER 11-11

KELI/Tulsa, OK Myers/Michaels DWIGHT TWILLEY TINA TURNER (dp) ROD STEWART THOMPSON TWINS BRUCE SPRINGSTEEN RICK SPRINGFIELD Hottest: STEVE PERRY 3-2 CYNDI LAUPER 4-3 NIGHT RANGER 5-4 DURAN DURAN 13-6 HUEY LEWIS & NEWS 12-9

KEYN-FM/Wichita, KS Taylor/Brown BRUCE SPRINGSTEEN ZZ TOP WANG CHUNG THOMPSON TWINS DUKE JUPITER ROD STEWART Hottest: DENIECE WILLIAMS 3-1 STEVE PERRY 5-2 CYNDI LAUPER 7-5 NIGHT RANGER 8-6 VAN HALEN 15-12

WHOT/Youngstown Dick Thompson BRUCE SPRINGSTEEN CARS THOMPSON TWINS RICK SPRINGFIELD ROD STEWART Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 7-3 CYNDI LAUPER 10-4 HUEY LEWIS & NEWS 9-7

WYFM/Youngstown Jeff Tobin DURAN DURAN NIGHT RANGER BILLY JOEL Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 7-4 STEVE PERRY 11-5

WYBQ/Bloomington, IL Justin/Robbins BRUCE SPRINGSTEEN ZZ TOP CARS (dp) ALAN PARSONS (dp) BIG COUNTRY (dp) BON JOVI (dp) PAUL YOUNG (dp) Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 3-2 SCORPIONS 4-3 CYNDI LAUPER 13-9 REAL LIFE 15-13

WJNB/Bloomington, IN John Heilmann BRUCE SPRINGSTEEN ROD STEWART YARBROOK/PEOPLES ALAN PARSONS Hottest: STEVE PERRY 7-1 NIGHT RANGER 8-4 IRENE CARA 9-5 DENIECE WILLIAMS 13-8 HUEY LEWIS & NEWS 18-13

PARALLEL THREE KFVR/Bismarck, ND Brannan/Hardt ROD STEWART BRUCE SPRINGSTEEN THOMPSON TWINS Hottest: NIGHT RANGER 2-1 STEVE PERRY 3-2 SCORPIONS 4-3 CYNDI LAUPER 13-9 REAL LIFE 15-13

WCIL-FM/Carbondale, IL Tony Waitekus BRUCE SPRINGSTEEN HOWARD JONES POINTER SISTERS GREG KINN BAND MICHAEL JACKSON Hottest: DURAN DURAN 5-1 SCORPIONS 3-2 NIGHT RANGER 14-3 STEVE PERRY 15-7 HUEY LEWIS & NEWS 18-8

KCMQ/Columbia, MO Dave McCormick BRUCE SPRINGSTEEN JOHN LENNON ROD STEWART (dp) THOMPSON TWINS ZZ TOP DUKE JUPITER ROD STEWART COREY HART THOMPSON TWINS Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 6-2 CYNDI LAUPER 10-3 NIGHT RANGER 13-6 LAURA BRANIGAN 31-20

YMF/Fargo, ND Collins/Anderson CARS ZZ TOP BRUCE SPRINGSTEEN ROD STEWART COREY HART Hottest: DENIECE WILLIAMS 3-1 CYNDI LAUPER 7-4 NIGHT RANGER 9-6 DURAN DURAN 22-12 SLADE 29-17

KKXL-FM/Grand Forks, ND Don Nordine EURYTHMICS MADONNA ZZ TOP (dp) ICICLE WORKS Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 10-4 CYNDI LAUPER 16-10 SLADE 15-14 JERMAINE JACKSON 21-17

KRNA/Iowa City, IA Bart Goynahor BRUCE SPRINGSTEEN ROD STEWART ZZ TOP COREY HART RENO & WILSON DAN HARTMAN ALAN PARSONS Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 1-2 CYNDI LAUPER 6-3 VAN HALEN 11-5 HUEY LEWIS & NEWS 13-6

WAZY-FM/Lafayette, IN Stacy/Sparrow BRUCE SPRINGSTEEN RICK SPRINGFIELD THOMPSON TWINS BON JOVI DWIGHT TWILLEY Hottest: BERLIN 6-1 IRENE CARA 7-2 NIGHT RANGER 12-5 DURAN DURAN 24-10 HUEY LEWIS & NEWS 25-18

KFRX/Lincoln Tracy Johnson STYX (dp) BILLY IDOL BRUCE SPRINGSTEEN ROD STEWART MADONNA DWIGHT TWILLEY ICICLE WORKS (dp) Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 5-3 CYNDI LAUPER 8-5 NIGHT RANGER 13-6 DURAN DURAN 17-11

KXSS/Lincoln, NE Dean Lambert MADONNA RENO & WILSON CULTURE CLUB BRUCE SPRINGSTEEN (dp) PAMALA STANLEY Hottest: DENIECE WILLIAMS 3-1 LIONEL RICHIE 1-2 PHIL COLLINS 2-3 STEVE PERRY 5-4 CYNDI LAUPER 8-6

KKLS-FM/Rapid City, SD Sherwin/Piper ZZ TOP ROD STEWART BRUCE SPRINGSTEEN CULTURE CLUB ICICLE WORKS Hottest: JOHN COUGAR 2-1 HUEY LEWIS & NEWS 18-10 CYNDI LAUPER 23-15 MADONNA 25-17

98KG/Salina, KS Danny Collier ROD STEWART ALAN PARSONS COREY HART ZZ TOP (dp) THOMPSON TWINS QUEEN Hottest: DENIECE WILLIAMS 2-1 NIGHT RANGER 10-6 SCORPIONS 23-19 HUEY LEWIS & NEWS 32-24 LAID BACK 34-25

PARALLEL THREE KFVR/Bismarck, ND Brannan/Hardt ROD STEWART BRUCE SPRINGSTEEN THOMPSON TWINS Hottest: NIGHT RANGER 2-1 STEVE PERRY 3-2 SCORPIONS 4-3 CYNDI LAUPER 13-9 REAL LIFE 15-13

KKRC/Sioux Falls Walker/Davis ZZ TOP EURYTHMICS CULTURE CLUB SHALAMAR MADONNA Hottest: DENIECE WILLIAMS 5-1 STEVE PERRY 4-2 CYNDI LAUPER 11-8

KWTO-FM/Springfield, MO Bob Hammond BRUCE SPRINGSTEEN JOHN LENNON ROD STEWART (dp) THOMPSON TWINS ZZ TOP (dp) SERGIO MENDES THOMPSON TWINS Hottest: STEVE PERRY 5-1 NIGHT RANGER 2-2 DENIECE WILLIAMS 7-3 CYNDI LAUPER 8-4 HUEY LEWIS & NEWS 10-6

WSPT/Stevens Point Bouley/Tracy BRUCE SPRINGSTEEN ROD STEWART CARS THOMPSON TWINS JEFFERSON STARSHI INXS (dp) Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 5-2 NIGHT RANGER 10-4 DURAN DURAN 15-10 SLADE 27-17

KDVT/Topeka, KS Tony Stewart QUEEN (dp) CARS ALAN PARSONS BRUCE SPRINGSTEEN ROD STEWART Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 10-4 CYNDI LAUPER 16-10 SLADE 15-14 JERMAINE JACKSON 21-17

KFMW/Waterloo, IA Mark Potter WANG CHUNG QUEEN COREY HART CARS ZZ TOP (dp) Hottest: STEVE PERRY 2-1 DENIECE WILLIAMS 5-2 VAN HALEN 10-6 DURAN DURAN 22-14 JERMAINE JACKSON 30-22

WEST PARALLEL TWO 13K/Bakersfield, CA Simon/Ryan EDDY GRANT BRUCE SPRINGSTEEN ROD STEWART BAR KAYS ZZ TOP Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 6-3 DURAN DURAN 15-4 VAN HALEN 13-6 NIGHT RANGER 23-8

KKXX/Bakersfield, CA Squires/Kemper CARS BRUCE SPRINGSTEEN JEFFERSON STARSHI Hottest: STEVE PERRY 1-1 DENIECE WILLIAMS 2-2 NIGHT RANGER 7-3 CYNDI LAUPER 5-4 VAN HALEN 16-11

KQXR/Bakersfield, CA Bonnie Knox LAURA BRANIGAN BRUCE SPRINGSTEEN CARS ROD STEWART THOMPSON TWINS BON JOVI COREY HART RICK SPRINGFIELD TINA TURNER Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 3-2 DURAN DURAN 6-3 HUEY LEWIS & NEWS 9-5 BILLY IDOL 19-8

KKFM/Colorado Springs, CO Finney/Ryan BRUCE SPRINGSTEEN CARS RENO & WILSON THOMPSON TWINS ROD STEWART Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 10-2 HUEY LEWIS & NEWS 15-10 JERMAINE JACKSON 18-13 CHICAGO 21-15

KMGX/Fresno, CA Carey Edwards BRUCE SPRINGSTEEN THOMPSON TWINS RICK SPRINGFIELD CARS PEABO BRYSON (dp) ALAN PARSONS (dp) Hottest: LIONEL RICHIE 1-1 DENIECE WILLIAMS 2-2 CYNDI LAUPER 7-4 MADONNA 8-7 BAR-KAYS 24-15

PARALLEL THREE KFVR/Bismarck, ND Brannan/Hardt ROD STEWART BRUCE SPRINGSTEEN THOMPSON TWINS Hottest: NIGHT RANGER 2-1 STEVE PERRY 3-2 SCORPIONS 4-3 CYNDI LAUPER 13-9 REAL LIFE 15-13

KYNO-FM/Fresno Walker/Davis none Hottest: PHIL COLLINS 1-1 LAID BACK 4-2 STEVE PERRY 6-4 DURAN DURAN 10-5 CYNDI LAUPER 11-8

KIKI/Honolulu, HI Kong/Shihido SERGIO MENDES THOMPSON TWINS MICHAEL JACKSON NIGHT RANGER Hottest: NALEO PILMEHANA 3-1 MENDUO 1-2 DENIECE WILLIAMS 7-4 CYNDI LAUPER 11-8 KRUSH 20-15

KMQQ/Honolulu, HI Kimo Akane RENO & WILSON CULTURE CLUB BRUCE SPRINGSTEEN ROD STEWART ZZ TOP EDDY GRANT THOMPSON TWINS TINA TURNER Hottest: LIONEL RICHIE 1-1 IGLESIAS & NELSON 2-2 CYNDI LAUPER 4-3 MADONNA 7-4 RICK SPRINGFIELD 9-5

KLUC/Las Vegas, NV Dave Anthony BRUCE SPRINGSTEEN PSYCHEDELIC FURS EDDY GRANT ROD STEWART CULTURE CLUB TINA TURNER THOMPSON TWINS Hottest: CYNDI LAUPER 5-1 GO GO'S 4-2 DURAN DURAN 16-5 HUEY LEWIS & NEWS 18-7 BERLIN 12-9

KO93/Modesto, CA DeMaroney/Main EURYTHMICS Hottest: LIONEL RICHIE 1-1 CYNDI LAUPER 4-2 NIGHT RANGER 5-3 KEWY LOGGINS 7-7 POINTNER SISTERS 19-15

KHOP/Modesto-Stockton David Kraham SHALAMAR EDDY GRANT ALAN PARSONS RICK SPRINGFIELD BRUCE SPRINGSTEEN ROD STEWART TINA TURNER Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 4-2 DURAN DURAN 15-8 HUEY LEWIS & NEWS 20-11 JOE JACKSON 26-14

K96/Provo, UT Gentry/Greer ALAN PARSONS WANG CHUNG QUEEN STYLE COUNCIL RICK SPRINGFIELD Hottest: CYNDI LAUPER 5-1 STEVE PERRY 4-2 NIGHT RANGER 6-3 VAN HALEN 17-7 DURAN DURAN 19-8

KSKD/Salem, OR Len E. Mitchell ROD STEWART BRUCE SPRINGSTEEN RICK SPRINGFIELD THOMPSON TWINS CARS BANANARAMA (dp) EDDY GRANT (dp) Hottest: DENIECE WILLIAMS 12-1 IRENE CARA 4-2 DURAN DURAN 17-6 CYNDI LAUPER 29-19

KDON-FM/Salinas-Monterey Kirk Clatt CARS ROD STEWART THOMPSON TWINS ALAN PARSONS TINA TURNER ROCKWELL (dp) FACE TO FACE (dp) Hottest: CYNDI LAUPER 7-1 DENIECE WILLIAMS 4-2 JERMAINE JACKSON 17-8 NIGHT RANGER 20-9 LAURA BRANIGAN 27-15

KCPX-FM/Salt Lake City, UT Greg Ausham BRUCE SPRINGSTEEN PSYCHEDELIC FURS ALAN PARSONS Hottest: STEVE PERRY 1-1 VAN HALEN 7-2 IRENE CARA 8-3 CYNDI LAUPER 9-4 DURAN DURAN 13-9

PARALLEL THREE KFVR/Bismarck, ND Brannan/Hardt ROD STEWART BRUCE SPRINGSTEEN THOMPSON TWINS Hottest: NIGHT RANGER 2-1 STEVE PERRY 3-2 SCORPIONS 4-3 CYNDI LAUPER 13-9 REAL LIFE 15-13

KRSP/Salt Lake City, UT Carlson/Moll BRUCE SPRINGSTEEN ZZ TOP ROD STEWART WANG CHUNG THOMPSON TWINS Hottest: DENIECE WILLIAMS 1-1 IRENE CARA 5-3 STEVE PERRY 9-5 CYNDI LAUPER 10-8 NIGHT RANGER 14-10

KHYT/Tucson Sherman Cohen HUEY LEWIS & NEWS JEFFERSON STARSHI BRUCE SPRINGSTEEN ROD STEWART ICICLE WORKS SERGIO MENDES COREY HART ZZ TOP Hottest: LIONEL RICHIE 1-1 PHIL COLLINS 3-3 DENIECE WILLIAMS 3-3 CYNDI LAUPER 5-4 STEVE PERRY 6-5

KRO/Tucson, AZ Kelly Norris RENO & WILSON BRUCE SPRINGSTEEN ROD STEWART CARS Hottest: STEVE PERRY 2-1 CYNDI LAUPER 4-2 DENIECE WILLIAMS 7-3 SHALAMAR 10-7 NIGHT RANGER 12-10

KTKT/Tucson, AZ Rivera/Alexander BRUCE SPRINGSTEEN RENO & WILSON ALAN PARSONS THOMPSON TWINS DUKE JUPITER (dp) THOMPSON TWINS COREY HART Hottest: STEVE PERRY 1-1 CYNDI LAUPER 6-3 IRENE CARA 8-4 HUEY LEWIS & NEWS 14-6 LAID BACK 19-16

KQOT/Anchorage, AK Kay Taylor BRUCE SPRINGSTEEN ROD STEWART ZZ TOP EDDY GRANT SERGIO MENDES JEFFERSON STARSHI PAUL YOUNG Hottest: DURAN DURAN 2-1 DENIECE WILLIAMS 1-2 STEVE PERRY 7-3 HUEY LEWIS & NEWS 11-5 JERMAINE JACKSON 19-11

KYVA/Billings, MT Charle Fox CARS BRUCE SPRINGSTEEN THOMPSON TWINS RICK SPRINGFIELD (dp) DAN HARTMAN JEFFERSON STARSHI ROD STEWART Hottest: DENIECE WILLIAMS 5-1 NIGHT RANGER 4-2 STEVE PERRY 8-3 CYNDI LAUPER 11-5 DURAN DURAN 20-10

KCDQ/Bozeman Greg Williams BRUCE SPRINGSTEEN ROD STEWART RICK SPRINGFIELD THOMPSON TWINS EDDY GRANT COREY HART SERGIO MENDES BON JOVI TINA TURNER Hottest: NIGHT RANGER 1-1 STEVE PERRY 3-2 DENIECE WILLIAMS 5-3 IRENE CARA 11-8 VAN HALEN 12-9

KTRS/Casper, WY Cody/Lane BRUCE SPRINGSTEEN EURYTHMICS JEFFERSON STARSHI ROD STEWART (dp) Hottest: DENIECE WILLIAMS 2-1 NIGHT RANGER 5-2 STEVE PERRY 14-7 IRENE CARA 16-9 BRUCE SPRINGSTEEN D-18

KKAZ/Cheyenne John Ramsey BRUCE SPRINGSTEEN RENO & WILSON BILLY IDOL DAN HARTMAN Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 6-3 CYNDI LAUPER 9-5 NIGHT RANGER 18-12 DURAN DURAN 23-15

PARALLEL THREE KFVR/Bismarck, ND Brannan/Hardt ROD STEWART BRUCE SPRINGSTEEN THOMPSON TWINS Hottest: NIGHT RANGER 2-1 STEVE PERRY 3-2 SCORPIONS 4-3 CYNDI LAUPER 13-9 REAL LIFE 15-13

KGHQ/Spokane, WA Steve Larson ZZ TOP ROD STEWART RICK SPRINGFIELD THOMPSON TWINS BRUCE SPRINGSTEEN WANG CHUNG Hottest: DENIECE WILLIAMS 2-1 NIGHT RANGER 4-3 CYNDI LAUPER 7-5 SHALAMAR 15-10 HUEY LEWIS & NEWS 22-13

KOZE/Lewiston, ID Jay McCall ROD STEWART RICK SPRINGFIELD BRUCE SPRINGSTEEN WANG CHUNG INXS Hottest: CYNDI LAUPER 3-1 HUEY LEWIS & NEWS 9-5 VAN STEPHENSON 17-10 VAN HALEN 16-13 DURAN DURAN 21-14

KCAQ/Oxnard-Ventura, CA Brian Thomas BRUCE SPRINGSTEEN THOMPSON TWINS HERBIE HANCOCK OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 SHANNON 6-3 CYNDI LAUPER 7-4 DURAN DURAN 10-5 MADONNA 17-14

KDZA/Pueblo, CO Rip Aviva none Hottest: LIONEL RICHIE 1-1 DENIECE WILLIAMS 3-3 STEVE PERRY 4-4 GO GO'S 6-6 BILLY JOEL 7-7

KCBM/Reno, NV Jim O'Neal BRUCE SPRINGSTEEN ROD STEWART THOMPSON TWINS RENO & WILSON Hottest: DENIECE WILLIAMS 2-1 DURAN DURAN 11-4 NIGHT RANGER 12-5 CYNDI LAUPER 24-16 BILLY IDOL 34-24

KHTX/Reno, NV John Chomnie JERMAINE JACKSON BON JOVI DAN FOGELBERG THOMPSON TWINS Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 2-2 BERLIN 6-4 NIGHT RANGER 8-6 HUEY LEWIS & NEWS 13-8

KBIM/Roseville, NM Tim Mack SERGIO MENDES ALAN PARSONS RENO & WILSON RICK SPRINGFIELD ROD STEWART BRUCE SPRINGSTEEN EDDY GRANT THOMPSON TWINS JEFFERSON STARSHI Hottest: STEVE PERRY 2-1 DENIECE WILLIAMS 4-2 CYNDI LAUPER 6-3 VAN HALEN 8-5 NIGHT RANGER 10-7

KSLY/San Luis Obispo Tom Walsh BRUCE SPRINGSTEEN ROD STEWART DWIGHT TWILLEY ALAN PARSONS PEABO BRYSON THOMPSON TWINS PAUL YOUNG Hottest: DENIECE WILLIAMS 4-1 BERLIN 2-2 IRENE CARA 10-7 HUEY LEWIS & NEWS 16-10 POINTNER SISTERS 34-23

KZQZ/San Luis Obispo, CA Bob Harlow LAURA BRANIGAN BRUCE SPRINGSTEEN ROD STEWART THOMPSON TWINS BON JOVI TINA TURNER BIG COUNTRY COREY HART Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 4-2 CYNDI LAUPER 4-3 DURAN DURAN 6-4 HUEY LEWIS & NEWS 13-6

KIST/Santa Barbara, CA Dick Williams ROD STEWART ZZ TOP BRUCE SPRINGSTEEN ALAN PARSONS DUKE JUPITER Hottest: CYNDI LAUPER 6-1 BILLY JOEL 8-4 LAID BACK 12-5 HUEY LEWIS & NEWS 27-11 WANG CHUNG 17-14

PARALLEL THREE KFVR/Bismarck, ND Brannan/Hardt ROD STEWART BRUCE SPRINGSTEEN THOMPSON TWINS Hottest: NIGHT RANGER 2-1 STEVE PERRY 3-2 SCORPIONS 4-3 CYNDI LAUPER 13-9 REAL LIFE 15-13

AIR™

"IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

NATIONAL AIRPLAY
May 18, 1984 THE BACK PAGE
Contemporary Hit Radio



Three Weeks	Two Weeks	Last Week	
6	3	1	1 DENIECE WILLIAMS/Let's Hear It... (Columbia)
7	6	3	2 STEVE PERRY/Oh Sherrie (Columbia)
16	8	5	3 CYNDI LAUPER/Time After Time (Portrait/CBS)
-	11	8	4 NIGHT RANGER/Sister Christian (Camel/MCA)
1	1	2	5 PHIL COLLINS/Against All Odds... (Atlantic)
2	2	4	6 LIONEL RICHIE/Hello (Motown)
27	22	12	7 DURAN DURAN/The Reflex (Capitol)
15	10	9	8 IRENE CARA/Breakdance (Network/Geffen)
5	4	6	9 CARS/You Might Think (Elektra)
28	23	16	10 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
24	21	14	11 VAN HALEN/I'll Wait (WB)
22	16	13	12 SHALAMAR/Dancing In The Sheets (Columbia)
18	14	11	13 BILLY JOEL/The Longest Time (Columbia)
4	5	7	14 RICK SPRINGFIELD/Love Somebody (RCA)
-	32	21	15 JERMAINE JACKSON/Tell Me I'm Not Dreamin'... (Arista)
35	30	23	16 LAURA BRANIGAN/Self Control (Atlantic)
11	9	10	17 GO GO'S/Head Over Heels (IRS/A&M)
26	24	20	18 MADONNA/Borderline (Sire/WB)
20	17	17	19 BERLIN/No More Words (Geffen)
17	15	15	20 J. IGLESIAS & W. NELSON/To All The Girls... (Columbia)
-	34	29	21 JOE JACKSON/You Can't Get What You Want...(A&M)
-	40	32	22 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
3	7	18	23 THOMPSON TWINS/Hold Me Now (Arista)
33	29	27	24 SCORPIONS/Rock You Like A Hurricane (Mercury/PG)
40	33	30	25 SLADE/Run Runaway (CBS Associated)
30	26	25	26 LAID BACK/White Horse (Sire/WB)
-	-	38	27 CULTURE CLUB/It's A Miracle (Virgin/Epic)
13	12	19	28 JOHN COUGAR MELLENCAMP/Authority Song (RivaPG)
-	-	35	29 CHICAGO/Stay The Night (WB)
-	39	36	30 CHRISTINE MCVIE/Love Will Show Us How (WB)
-	37	34	31 STYLE COUNCIL/My Ever Changing Moods (Geffen)
34	31	31	32 TALK TALK/It's My Life (EMI America)
9	18	22	33 KENNY LOGGINS/Footloose (Columbia)
-	-	40	34 BILLY IDOL/Eyes Without A Face (Chrysalis)
-	-	40	35 VAN STEPHENSON/Modern Day Delilah (MCA)
12	19	26	36 KOOL & THE GANG/Tonight (De-Lite/PG)
-	-	40	37 EURYTHMICS/Who's That Girl (RCA)
-	-	40	38 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
8	20	28	39 TRACEY ULLMAN/They Don't Know (MCA)
-	-	40	40 STYX/Music Time (A&M)

Note: denotes former AIR Response Record

TO: All Managers, Producers, & Publishers

FROM: Active Industry Research

SUBJECT: Listening

AIR, the most talked about concept in radio and records is available to you. AIR insures that radio has listened to your product and delivers a report to you detailing their perception of its hit potential. AIR's sampling can also be used to zero in on album cuts to find those with the strongest hit potential.

AIR's participants are anxious to share their perceptions about your product. Currently, their accuracy level is 94%.

Alan Smith, AIR's VP and General Manager, has details on every aspect of the concept. He can be reached at (301) 964-5544.

Don't remain in the dark. Find out for yourself. Call now. The project you save may be your own!

WEEK
23

AIR Response Records

WEEK
23

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 23rd, 1984.

#	TITLE	ARTIST	LABEL
2206	I'M FALLING IN LOVE	NORA	NEW YORK MUSIC COMPANY
2207	WHEN DOVES CRY	PRINCE	WARNER BROS.
2208	YOU DON'T WANT ME...	FRANKE & THE KNOCKOUTS	CAMEL/MCA
2209	ALIBIS	SERGIO MENDES	A&M
2210	REUNITED	GREG KIHN BAND	BESERKLEY/ELEKTRA

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Contemporary Hit Radio

Continued from Back Page

BREAKERS

BRUCE SPRINGSTEEN

Dancing In The Dark (Columbia)

78% of our reporters on it. Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 185 including B104, Z100, Z93, B96, KDWB-FM, KIIS-FM, KPLUS. Complete airplay in Parallels.

MIKE RENO & ANN WILSON

Almost Paradise (Columbia)

77% of our reporters on it. Moves: Up 52, Debuts 59, Same 33, Down 0, Adds 41 including WXKS-FM, PRO-FM, WAVA, Q102, KHTR, FM102. See Parallels, debuts at number 38 on the CHR chart.

HOWARD JONES

What Is Love? (Elektra)

69% of our reporters on it. Moves: Up 54, Debuts 36, Same 54, Down 0, Adds 22 including WBLI, PRO-FM, WHYT, KMJK, KUBE, WHHY-FM, WAHC. Complete airplay in Parallels.

DAN HARTMAN

I Can Dream About You (MCA)

64% of our reporters on it. Moves: Up 15, Debuts 39, Same 71, Down 0, Adds 29 including WBLI, WAVA, 93FM, WHYT, KIMN, KS103, XTRA. Complete airplay in Parallels.

ICICLE WORKS

Whisper To A Scream (Birds Fly)

63% of our reporters on it. Moves: Up 62, Debuts 16, Same 62, Down 0, Adds 10 including KITS, K104, KROK, KHYT, OK100, 95XIL, KKXL-FM. Complete airplay in Parallels.

ROD STEWART

Infatuation (WB)

62% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 149 including WHTT, B94, 94Q, WGCL, KBEQ, KIIS-FM, KS103. Complete airplay in Parallels.

CARS

Magic (Elektra)

60% of our reporters on it. Moves: Up 13, Debuts 36, Same 34, Down 0, Adds 61 including WBEN-FM, CKOI, CHUM, I95, WKTI, KHTR, KWOD. Complete airplay in Parallels.

WANG CHUNG

Dance Hall Days (Geffen)

60% of our reporters on it. Moves: Up 60, Debuts 22, Same 41, Down 0, Adds 21 including WHTX, PRO-FM, KOPA, KMJK, KUBE, WGFM, 92X. Complete airplay in Parallels.

NEW & ACTIVE

JEFFERSON STARSHIP "No Way Out" (Grunt/RCA) 141/34

Moves: Up 20, Debuts 28, Same 59, Down 0, Adds 34 including WXKS-FM, WBLI, KAFM, KWOD, XTRA, KPLUS, WMAR, WJZR, 94TYX, WRQN, KKXX, WOMP-FM, KGOT, KYA, KBIM.

QUEEN "I Want To Break Free" (Capitol) 140/11

Moves: Up 63, Debuts 15, Same 50, Down 1, Adds 11, WHTX, PRO-FM, KOPA, G100 WGRD, K96, KQIZ-FM, WFOX, KTDY, 99KG, KDVV, KFMW, WGCL 30-26, WCZY 34-26, WKEE 28-24, KHOP 35-27.

ZZ TOP "Legs" (WB) 136/59

Moves: Up 2, Debuts 36, Same 39, Down 0, Adds 59 including WHTT, WBEN-FM, WBLI, Z100, 94Q, Q105, B96, WGCL, KPKE, KS103, WSPK, ZZ99, KHYT, OK100, KCMQ.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 119/3

Moves: Up 58, Debuts 12, Same 45, Down 1, Adds 3, KUBE, WYCR, 103CIR, WXKS-FM 32-25, CFTR 16-11, B97 19-15, KPLUS 24-16, WHTF 35-28, KZZB 24-19, WNOK-FM 37-31, WRNO 34-28, KMGK 35-30, 13K 40-36, WZON 38-33, WFOX 32-26.

DAN FOGELBERG "Believe In Me" (Full Moon/Epic) 102/8

Moves: Up 50, Debuts 6, Same 37, Down 1, Adds 8, KXX106, WJZR, KSET-FM, KRGV, WKHI, WOMP-FM, KQIZ-FM, KHTX, KWBW 26-19, KNBQ 31-26, WMAR 31-27, WFMF 23-19, KROK 23-18, KIKI 21-9, KTKT 32-24.

INXS "Original Sin (Dream On)" (Atco) 94/4

Moves: Up 25, Debuts 10, Same 55, Down 0, Adds 4, KWSS, WGUY, KSPT, KOZE, WPHD 28-23, CHUM 29-25, KZZB 40-31, KITE 40-37, WKDD 27-20, KQXR 23-20, OK100 36-29, KKQV 27-22, KSLY 40-35, KZOZ 25-18.

THOMPSON TWINS "Doctor! Doctor!" (Arista) 89/89

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 89 including WHTT, WXKS-FM, WPHD, WCAU-FM, WHTX, 94Q, Z93, B96, WHYT, KBEQ, KIIS-FM, KS103, XTRA, KPLUS.

ALAN PARSONS PROJECT "Prime Time" (Arista) 89/46

Moves: Up 3, Debuts 5, Same 35, Down 0, Adds 46 including CKOI, WHTX, WGCL, KIMN, KOPA, KNBQ, WSPK, WPST, WBBQ, G100, KIKI, KHOP, K96, KTKT, WKHI, 99KG, KSLY.

ROCKWELL "Obscene Phone Caller" (Motown) 82/15

Moves: Up 20, Debuts 13, Same 33, Down 1, Adds 15, WXKS-FM, WNVZ, Q105, B96, KHTR, KITS, WSKZ, WDOQ, WDCG, WKDQ, KDON-FM, WFBG, 103CIR, WKHI, WOMP-FM.

MOST ADDED

BRUCE SPRINGSTEEN (185)
Dancing In The Dark (Columbia)
ROD STEWART (149)
Infatuation (WB)
THOMPSON TWINS (89)
Doctor! Doctor! (Arista)
CARS (61)
Magic (Elektra)
ZZ TOP (59)
Legs (WB)
RICK SPRINGFIELD (55)
Don't Walk Away (RCA)

HOTTEST

DENIECE WILLIAMS (185)
Let's Hear It For The Boy (Columbia)
CYNDI LAUPER (167)
Time After Time (Portrait/CBS)
STEVE PERRY (131)
Oh Sherrie (Columbia)
DURAN DURAN (119)
The Reflex (Capitol)
NIGHT RANGER (113)
Sister Christian (Camel/MCA)
HUEY LEWIS & THE NEWS (69)
Heart Of Rock & Roll (Chrysalis)

YARBROUGH & PEOPLES "Don't Waste Your Time" (Total Experience/RCA) 76/8

Moves: Up 13, Debuts 9, Same 46, Down 0, Adds 8, WTC-FM, WBBQ, WNOK-FM, FM100, WHHY-FM, WKHI, WAEV, WBWB, WXKS-FM 35-29, 94Q 20-17, WHYT 32-29, WFLY 35-30, WHTF 38-33, WHOT-FM 37-35, 13K 21-19.

LaTOYA JACKSON "Heart Don't Lie" (Private I/CBS) 60/4

Moves: Up 7, Debuts 7, Same 42, Down 0, Adds 4, Y100, WGCL, WJZR, WDOQ, WCAU-FM 27-26, WCZY d-38, FM102 23-18, KS103 d-40, XTRA 30-28, KNBQ 33-30, WHTF d-34, WOKI d-39, KTFM 32-28, 13K d-40, KQMV d-38, KZOO d-36.

DUKE JUPITER "Little Lady" (Morocco/Motown) 57/14

Moves: Up 4, Debuts 4, Same 35, Down 0, Adds 14, XTRA, WKEE, KZZB, WNOK-FM, KIKI, KEYN-FM, KTKT, WZON, WIKZ, WJBO, Q101, WPFM, KCMQ, KIST, WKDD 37-34.

DWIGHT TWILLEY "Little Bit Of Love" (EMI America) 57/6

Moves: Up 3, Debuts 5, Same 43, Down 0, Adds 6, WKEE, KZZB, KELI, WAZY-FM, KFRX, KSLY, WPHD 38-36, KBEQ 31-30, KPLUS on, WJXQ 32-30, WHOT-FM d-37, KQXR d-37, WIGY d-40, KKQV d-38, KZOZ d-39.

PSYCHEDELIC FURS "The Ghost In You" (Columbia) 56/14

Moves: Up 9, Debuts 4, Same 29, Down 0, Adds 14, CKOI, PRO-FM, XTRA, KZZB, KITE, KBFM, KLUC, KCPX-FM, WIGY, 103CIR, WERZ, WJBO, WXLK, WGLF, OK100 33-26.

RICK SPRINGFIELD "Don't Walk Away" (RCA) 55/55

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 55 including B104, 94Q, B97, KBEQ, WKTI, KIIS-FM, KS103, WKEE, KZZB, WRKR, KQXR, KSKD, WIKZ, WJAD, KBIM.

PAUL YOUNG "Love Of The Common People" (Columbia) 53/12

Moves: Up 2, Debuts 6, Same 33, Down 0, Adds 12, WLAN-FM, WPST, WKRZ-FM, KAMZ, KRGV, KSKD, 13FEA, WJAD, WHSL, WBNQ, KGOT, KSLY.

SIGNIFICANT ACTION

EDDY GRANT "Romancing The Stone" (Portrait/CBS) 49/24

Moves: Up 1, Debuts 5, Same 19, Down 0, Adds 24 including WPHD, 93FM, B96, WRCK, WKRZ-FM, WZYP, WFMI, KTFM, WKDD, KJ103, 13K, KQMQ, KLUC, KHOP, KSKD.

PEABO BRYSON "If Ever You're In My Arms Again" (Elektra) 49/14

Moves: Up 6, Debuts 5, Same 24, Down 0, Adds 14, WCAU-FM, I95, WBBQ, WDOQ, WOKI, WHHY-FM, KMGX, WIKZ, 13FEA, WJAD, WCGQ, Q101, WGLF, KSLY, Y100 19-17.

COREY HART "Sunglasses At Night" (EMI America) 46/46

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 46 including WPHD, WCAU-FM, Z93, 93FM, WFLY, Q100, WNY5, WVSR, WLAN-FM, 98PX, WRCK, WKRZ-FM, WHTF, WHHY-FM, WHOT-FM.

SERGIO MENDES "Alibis" (A&M) 42/23

Moves: Up 2, Debuts 0, Same 17, Down 0, Adds 23 including WCAU-FM, KIMN, FM102, KITE, WRQK, WSFL, WHOT-FM, KIKI, KHYT, WGUY, WOMP-FM, WISE, KWTO-FM, KGOT, KBIM.

TINA TURNER "What's Love Got To Do With It" (Capitol) 38/25

Moves: Up 0, Debuts 2, Same 11, Down 0, Adds 25 including CKOI, WSPK, WHTF, WBBQ, KXX106, WZLD, WDOQ, WOKI, KTFM, WHOT-FM, KQXR, KQMQ, KLUC, KHOP, KDON-FM.

BON JOVI "She Don't Know Me" (Mercury/PolyGram) 34/30

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 30 including WPHD, WCAU-FM, Q100, WYCR, WPST, WRCK, WKRZ-FM, WHTF, KITE, WDOQ, WOKI, WFMI, KTFM, WJXQ, KQXR.

HAGAR, SCHON, AARONSON & SHREIVE "Whiter Shade Of Pale" (Geffen) 34/0

Moves: Up 6, Debuts 1, Same 27, Down 0, Adds 0, WPHD 37-35, KDWB-FM 24-20, WRCK on, WHTF on, WJZR 33-32, WFMI on, KMGK on, WJXQ 37-35, KQXR on, Q104 33-29, KCDQ 40-26.

BANANARAMA "Robert DeNiro's Waiting" (London/PolyGram) 32/2

Moves: Up 1, Debuts 1, Same 28, Down 0, Adds 2, KSKD, WISE, WPHD on, WKFM on, WHTF on, WDOQ on, WHOT-FM on, KHYT on, WAEV 35-30, KOZE d-35.

JAMES INGRAM "There's No Easy Way" (Qwest/WB) 30/0

Moves: Up 14, Debuts 1, Same 12, Down 3, Adds 0, WKBW 14-11, B94 23-18, Q107 30-28, WASH 8-6, WNVZ 27-23, WDOQ 25-22, WRQK 18-14, 94TYX 19-17, KROK 20-14, 13FEA 30-28, Q104 13-7, WPFM 24-21.

MICHAEL JACKSON "Farewell My Summer Love" (Motown) 27/27

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 27 including B104, B94, WHTX, WASH, I95, Y100, B97, WHYT, KDWB-FM, KIIS-FM, KMJK, XTRA, WYCR, 94TYX, KJ103.

BIG COUNTRY "Wonderland" (Mercury/PolyGram) 24/7

Moves: Up 0, Debuts 0, Same 17, Down 0, Adds 7, WXKS-FM, KPLUS, WVSR, WFMI, WRQN, WBNQ, KZOZ, WPHD on, WRCK on, WOKI on, WHOT-FM on, KQMQ on.

KIM CARNES "I Pretend" (EMI America) 24/5

Moves: Up 0, Debuts 4, Same 15, Down 0, Adds 5, WOKI, WRQN, KILE, Q101, WHSL, WBEN-FM d-35, WKBW d-25, WVSR on, WSPK on, WRQK d-40, KTFM on, KROK d-40, KSKD on, KDON-FM.

ALABAMA "When We Make Love" (RCA) 18/4

Moves: Up 4, Debuts 2, Same 8, Down 0, Adds 4, WFMF, WZLD, KRGV, WFOX, WKBW on, WDOQ d-29, KAMZ on, WKBW on, WDOQ d-29, WRQK 30-27, KTFM 27-17, 103CIR 37-28, Q104 11-4, WGLF d-30.

MISSING PERSONS "Right Now" (Capitol) 17/2

Moves: Up 0, Debuts 1, Same 14, Down 0, Adds 2, WANS-FM, WIGY, WPHD on, WKFM on, WRCK on, KROK on, KQMQ on, KSKD on, KCDQ d-38.

FIRE, INC. "Tonight Is What It Means To Be Young" (MCA) 15/13

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 13, WPHD, WRCK, WOKI, WFMI, KTFM, KMGK, 95XIL, WJAD, WCGQ, KILE, Q101, WGLF, KKQV, K104 on, OK100 on.

TIMMY THOMAS "Gotta Give A Little Love (Ten Years After)" (Gold Mountain/A&M) 13/7

Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 7, CKOI, Y100, K104, KSET-FM, WZYP, OK100, WIXV, WBBQ on, KIKI d-40, WJAD on, WAEV on.

FRANKIE GOES TO HOLLYWOOD "Relax" (Island) 13/1

Moves: Up 8, Debuts 0, Same 2, Down 2, Adds 1, CFTR, CKGM 24-14, CKOI 12-10, B94 on, CHUM 22-17, KPLUS 25-24, Q100 27-23, WLAN-FM 31-26, KLUC 21-20, WGUY 20-14.

JOHN LENNON "Borrowed Time" (Polydor/PolyGram) 12/11

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 11, WPHD, WGCL, K104, WRNO, WJXQ, WRQN, WERZ, 13FEA, KISR, Q101, KWTO-FM, KIST on.

TOM TEELEY "She Got Away" (A&M) 12/2

Moves: Up 3, Debuts 1, Same 6, Down 0, Adds 2, KTFM, WFBG, K104 28-23, WYCR on, WHTF on, 103CIR on, OK100 32-25, 95XIL 38-35, WIXV d-35.

FACE TO FACE "10-9-8" (Epic) 11/10

Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 10, WHTT, WVSR, WKDD, WHOT-FM, KDON-FM, WGUY, 103CIR, WERZ, WJBO, WHSL, WXKS-FM 40-34.

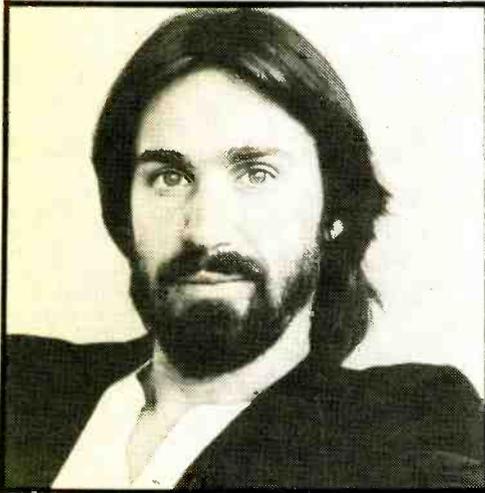
GREG KIHN BAND "Reunited" (Beserkley/Elektra-Asylum) 10/2

Moves: Up 1, Debuts 0, Same 7, Down 0, Adds 2, CHUM, WCIL-FM, B96 40-34, WSPK on, 13K on, WZON on, WHSL on, KOZE on.

MANFRED MANN'S EARTH BAND "Rebel" (Arista) 10/0

Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 0, WPHD on, WVSR on, WRCK on, WFMI on, KTFM on, WKDD d-38, KHYT on.

CONSTANT **HIT** RECORDS FROM E/P/A



DAN FOGELBERG

"Believe In Me"

CHR NEW & ACTIVE

A/C CHART: **4**

WKBW 26-19 KIMN 27
WHTX 25-22 Q103 21
WGCL 23 KNBQ 31-26

WMAR 31-27
K104 40-36
WPST 32
WBBQ 32-28
WFME 23-19
KZZB deb 37
KXX106 add
WJZR add

KITE 35
WDOQ 34-27
KAMZ deb 30
KSET-FM
WHY-FM deb 29
KRGV add
KROK 23-18
KIIK 21-9

KHOP 24-21
KHYT 39-34
KTKT 32-24
103CIR 23-12
WTSN 23-12
OK100 27-18
WKHI add
WOMP-FM add

KQIZ-FM add
WCGQ 31-27
Q104 19
Q101 21-14
WXLK 39-34
WIXV 38-26
WGLF 30-15
KXSS 17-13



"WEIRD AL" YANKOVIC

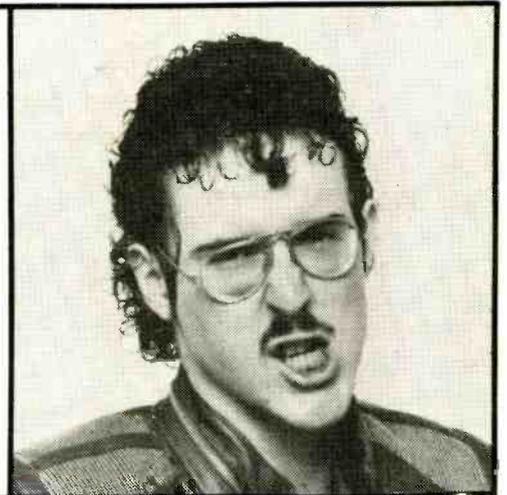
"King Of Suede"

CHR NEW & ACTIVE

WXKS-FM WNVZ KHTR
WCAU-FM Q105 KS103
PRO-FM Q102 XTRA
93FM WGCL Q100
Y100 WHYT WKEE

WSPK KBFM KLUC
WKRZ-FM WSFL KHOP
Q106 KITY KSKD
WHTF KQKQ KRSP
WDOQ WHOT-FM WGUY
KSET-FM KQXR 103CIR
WANS-FM KKFM WTSN
WFMI KQM WZYQ

Q101 KBIM
WXLK KSLY
WGLF KZOZ
KKQV
KCDQ



SLADE

"Run Runaway"

CHR CHART: **25** AOR TRACKS: **2** AOR ALBUMS: **4**

HEAVY ROTATION MTV

CBS ASSOCIATED
RECORDS

FACE TO FACE

"10-9-8"

**CHR
SIGNIFICANT ACTION**

ON MTV

WHTT
WXKS-FM
WVSR
WKDD

WHOT-FM
KDON-FM
WGUY
103CIR

WERZ
WJBQ
WHSL



DISTRIBUTED BY CBS RECORDS

Contemporary Hit Radio

Three Weeks Two Last
Weeks Weeks Week

6	3	1	1 DENIECE WILLIAMS/Let's Hear It... (Columbia)
7	6	3	2 STEVE PERRY/Oh Sherrie (Columbia)
16	8	5	3 CYNDI LAUPER/Time After Time (Portrait/CBS)
23	11	8	4 NIGHT RANGER/Sister Christian (Camel/MCA)
1	1	2	5 PHIL COLLINS/Against All Odds... (Atlantic)
2	2	4	6 LIONEL RICHIE/Hello (Motown)
27	22	12	7 DURAN DURAN/The Reflex (Capitol)
15	10	9	8 IRENE CARA/Breakdance (Network/Geffen)
5	4	6	9 CARS/You Might Think (Elektra)
28	23	16	10 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
24	21	14	11 VAN HALEN/I'll Wait (WB)
22	16	13	12 SHALAMAR/Dancing In The Sheets (Columbia)
18	14	11	13 BILLY JOEL/The Longest Time (Columbia)
4	5	7	14 RICK SPRINGFIELD/Love Somebody (RCA)
-	32	21	15 JERMAINE JACKSON/Tell Me I'm Not Dreamin'... (Arista)
35	30	23	16 LAURA BRANIGAN/Self Control (Atlantic)
11	9	10	17 GO GO'S/Head Over Heels (IRS/A&M)
26	24	20	18 MADONNA/Borderline (Sire/WB)
20	17	17	19 BERLIN/No More Words (Geffen)
17	15	15	20 J. IGLESIAS & W. NELSON/To All The Girls... (Columbia)
-	34	29	21 JOE JACKSON/You Can't Get What You Want... (A&M)
-	40	32	22 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
3	7	18	23 THOMPSON TWINS/Hold Me Now (Arista)
33	29	27	24 SCORPIONS/Rock You Like A Hurricane (Mercury/PG)
40	33	30	25 SLADE/Run Runaway (CBS Associated)
30	26	25	26 LAID BACK/White Horse (Sire/WB)
-	-	38	27 CULTURE CLUB/It's A Miracle (Virgin/Epic)
13	12	19	28 JOHN COUGAR MELLENCAMP/Authority Song (RivaPG)
-	-	35	29 CHICAGO/Stay The Night (WB)
-	39	36	30 CHRISTINE MCVIE/Love Will Show Us How (WB)
-	37	34	31 STYLE COUNCIL/My Ever Changing Moods (Geffen)
34	31	31	32 TALK TALK/It's My Life (EMI America)
9	18	22	33 KENNY LOGGINS/Footloose (Columbia)
DEBUT	▶		34 BILLY IDOL/Eyes Without A Face (Chrysalis)
-	-	40	35 VAN STEPHENSON/Modern Day Delilah (MCA)
12	19	26	36 KOOL & THE GANG/Tonight (De-Lite/PG)
DEBUT	▶		37 EURYTHMICS/Who's That Girl (RCA)
BREAKER	▶		38 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
8	20	28	39 TRACEY ULLMAN/They Don't Know (MCA)
DEBUT	▶		40 STYX/Music Time (A&M)

N&A Begins on Page 86

Adult/Contemporary

12	5	2	1 CYNDI LAUPER/Time After Time (Portrait/CBS)
3	1	1	2 BILLY JOEL/The Longest Time (Columbia)
14	11	5	3 DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
19	14	8	4 DAN FOGELBERG/Believe In Me (Full Moon/Epic)
1	3	4	5 LIONEL RICHIE/Hello (Motown)
2	2	3	6 PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)
8	8	6	7 JAMES INGRAM/There's No Easy Way (Qwest/WB)
13	12	11	8 KENNY ROGERS/Eyes That See In The Dark (RCA)
10	10	9	9 MANHATTAN TRANSFER/Mystery (Atlantic)
7	7	10	10 MICHAEL GORE/Theme From "Terms Of Endearment" (Capitol)
4	4	7	11 ALAN PARSONS PROJECT/Don't Answer Me (Arista)
21	17	15	12 SHAKIN' STEVENS/I Cry Just A Little Bit (Epic)
6	9	12	13 J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
BREAKER	▶		14 CULTURE CLUB/It's A Miracle (Virgin/Epic)
25	19	17	15 KIM CARNES/I Pretend (EMI America)
-	23	19	16 ANNE MURRAY/Just Another Woman In Love (Capitol)
-	-	20	17 ALABAMA/When We Make Love (RCA)
5	6	13	18 JEFFREY OSBORNE/We're Going All The Way (A&M)
9	13	14	19 THOMPSON TWINS/Hold Me Now (Arista)
-	-	23	20 PEABO BRYSON/ROBERTA FLACK/I Just Came Here... (Capitol)
BREAKER	▶		21 MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)
BREAKER	▶		22 PEABO BRYSON/If Ever You're In My Arms (Elektra)
DEBUT	▶		23 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
17	16	16	24 TEMPTATIONS/Sail Away (Gordy/Motown)
DEBUT	▶		25 JOE JACKSON/You Can't Get What You Want... (A&M)

N&A Begins on Page 66

AOR / HOT TRACKS

Three Weeks Two Last
Weeks Weeks Week

Complete Tracks Chart on Page 70

7	2	1	1 CARS/Magic (Elektra)
6	3	2	2 SLADE/Run Runaway (CBS Associated)
8	4	3	3 RUSH/Distant Early.. (Mercury/PG)
BREAKER	▶		4 BRUCE SPRINGSTEEN/Dancing In The... (Columbia)
-	23	7	5 FIXX/Deeper & Deeper (MCA)
-	27	12	6 JEFFERSON STARSHIP/No Way... (Grunt/RCA)
14	13	8	7 ORION THE HUNTER/So You Ran (Portrait/CBS)
1	1	4	8 STEVE PERRY/Oh Sherrie (Columbia)
13	12	9	9 ZZ TOP/Legs (WB)
-	38	19	10 BILLY IDOL/Eyes Without A Face (Chrysalis)
16	15	11	11 JOE JACKSON/You Can't Get What You Want... (A&M)
26	17	13	12 CYNDI LAUPER/Time After Time (Portrait/CBS)
11	10	6	13 HUEY LEWIS &.../The Heart... (Chrysalis)
40	25	20	14 DUKE JUPITER/Little Lady (Morocco/Motown)
39	19	18	15 ROGER WATERS/5:01 AM (The Pros... (Columbia)
-	58	27	16 GREG KIHN BAND/Reunited (Beserkley/E-A)
10	8	10	17 SCORPIONS/Rock You Like... (Mercury/PG)
4	5	5	18 NIGHT RANGER/Sister Christian (Camel/MCA)
17	16	15	19 ICICLE WORKS/Whisper To A Scream... (Arista)
46	36	29	20 RATT/Round And Round (Atlantic)
47	47	33	21 RUSS BALLARD/Voices (EMI America)
15	14	17	22 DAVID GILMOUR/Murder (Columbia)
-	54	34	23 VAN STEPHENSON/Modern Day Delilah (MCA)
23	18	21	24 HOWARD JONES/What Is Love? (Elektra)
45	33	30	25 MOTLEY CRUE/Too Young To Fall... (Elektra)
28	26	25	26 SCORPIONS/Big City Nights (Mercury/PG)
BREAKER	▶		27 RED RIDER/Young Thing, Wild... (Capitol)
5	7	16	28 VAN HALEN/I'll Wait (WB)
34	24	24	29 HAGAR/SCHON/AARONSON/SHRIEVE/Whiter... (Geffen)
56	42	32	30 MANFRED MANN'S EARTH BAND/Rebel (Arista)

Black/Urban

7	2	1	1 DENIECE WILLIAMS/Let's Hear It... (Columbia)
9	7	5	2 O'BRYAN/Lovelite (Capitol)
3	3	2	3 BAR-KAYS/Freak Show On... (Mercury/PG)
8	6	4	4 ONE WAY/Lady You Are (MCA)
20	10	8	5 CHANGE/Change Of Heart (RFC/Atlantic)
-	30	10	6 JERMAINE JACKSON/Tell Me I'm Not Dreaming (Arista)
11	8	7	7 JAMES INGRAM/There's No Easy Way (Qwest/WB)
2	4	6	8 YARBROUGH & PEOPLES/Don't Waste... (Total Exp./RCA)
1	1	3	9 LIONEL RICHIE/Hello (Motown)
25	17	13	10 DAZZ BAND/Swoop (I'm Yours) (Motown)
5	5	9	11 SHANNON/Give Me Tonight (Mirage/Atco)
37	28	19	12 TIMMY THOMAS/Gotta Give A... (Gold Mtn./A&M)
26	19	14	13 NEWCLEUS/Jam On It (Sunnyview)
14	11	11	14 PATTI LABELLE/Love, Need & Want You (Phil. Int./CBS)
-	33	23	15 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
39	26	17	16 MELBA MOORE/Love Me Right (Capitol)
-	-	30	17 PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
-	37	27	18 WINDJAMMER/Live Without Your Love (MCA)
-	36	28	19 R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Qual)
27	22	20	20 IRENE CARA/Breakdance (Network/Geffen)
38	31	25	21 PATTI AUSTIN/Rhythm Of The Street (Qwest/WB)
19	12	12	22 BRYAN LOREN/Lollipop Luv (Philly World)
16	14	15	23 SPINNERS/Right Or Wrong (Atlantic)
-	-	33	24 ROCKWELL/Obscene Phone Caller (Motown)
BREAKER	▶		25 JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
22	21	18	26 REAL TO REEL/Love Me Like This (Arista)
28	27	24	27 CRUSADERS/New Moves (MCA)
-	-	34	28 CHERELLE/I Didn't Mean To Turn You On (Tabu/CBS)
31	24	22	29 NONA HENDRYX/I Sweat (Going Through...) (RCA)
-	-	37	30 ROGER/In The Mix (WB)
18	16	16	31 TEMPTATIONS/Sail Away (Gordy/Motown)
-	39	38	32 EARONS/Land Of Hunger (Island)
BREAKER	▶		33 O'JAYS/Extraordinary Girl (Phil. Int./CBS)
DEBUT	▶		34 WORLD'S FAMOUS SUPREME TEAM/Hey D.J. (Island)
BREAKER	▶		35 PEABO BRYSON/If Ever You're In... (Elektra)
-	-	36	36 LENNY WILLIAMS/Always (Rocshire)
DEBUT	▶		37 CHERYL LYNN/This Time (Columbia)
BREAKER	▶		38 L.J. REYNOLDS/Touch Down (Mercury/PG)
BREAKER	▶		39 LaTOYA JACKSON/Hear Don't Lie (Private I/CBS)
DEBUT	▶		40 DIVINE SOUNDS/What People Do For Money (Specific)

N&A Begins on Page 62