

I N S I D E:

THE KMET PHILOSOPHY

Steve Feinstein interviews KMET/Los Angeles PD Mike Harrison on programming perspectives, music, magic, and leading the L.A. market.

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COUNTRY'S PROMOTION SURPLUS: PART II

The second of three parts in Lon Helton's often-imitated and never-duplicated series on the proliferation of Country promotion efforts calls on the independent promoters themselves for the defense.

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RADIO RELIEF FROM FAIRNESS DOCTRINE?

Senate Commerce Committee Chairman Bob Packwood considers a push for a bill freeing radio from the Fairness Doctrine. Plus, an FCC field trip to small market radio.

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PEOPLE IN THE NEWS THIS WEEK

- Art Camiolo GM at WHAT & WWDB
- Bill Miller KJLA OM
- Kevin Brower GM for WFLY & WPTR
- Mark Hurd KGU's VP/GM
- Ron Nessen VP/News for Mutual
- Jim Channell PD at WCFL
- Joe Armao KJQY GSM
- Don Gilbert GSM at WJYE

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WJLB: MOVING UP IN THE MOTOR CITY

As WJLB/Detroit takes over the lead in its fierce Black/Urban battle with WDRQ, ex-Detroiter Sean Ross guests for Walt Love and hears what GM Verna Green and PD James Alexander are doing to win.

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COMING TO GRIPS WITH THE GREASEMAN

Dan O'Day talks with DC101/Washington's flamboyant air personality the Greaseman about establishing a unique style and walking the line of good taste and topical humor.

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DO-IT-YOURSELF EASY LISTENING

KCTC/Sacramento is a rarity among Easy Listening stations: it does its own programming. Longtime Program Manager Gil Boucher explains to Gail Mitchell that it works, if you're willing to put in a lot of hard work and market experience.

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NAB RESEARCH WRAP-UP

Jhan Hiber covers all the bases pertaining to ratings and research at the recent NAB Las Vegas convention, and puts some intriguing ideas gleaned from the meetings into wider circulation.

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Newsstand Price \$3.50

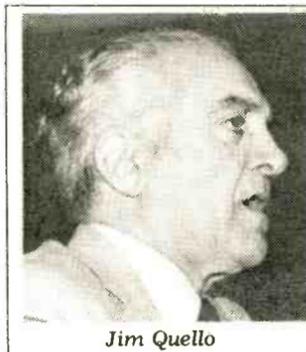


RADIO & RECORDS

Quello Appointed To New FCC Term

President Reagan last week nominated FCC Commissioner Jim Quello to a new seven-year term. The 70-year-old Quello, formerly GM at WJR/Detroit, occupies one of two Democratic seats on the Commission.

Quello has been a firm supporter of Chairman Mark Fowler's moves to deregulate the radio industry, and recently chaired a special commission to find new ways of funding public broadcasting. He opposed FM drop-ins (Docket 80-90), asserting that 1000 new stations are



Jim Quello

needed "like we need a hole in the head."

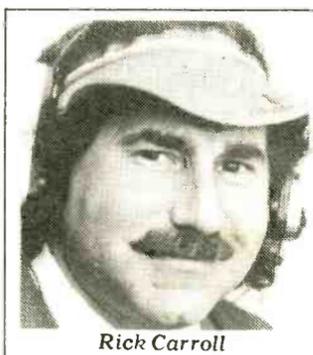
The Telecommunications Research & Action Center (TRAC) has already announced it will oppose the nomination. Executive Director Sam Simon said while Quello "isn't as objectionable as he was ten years ago." QUELLO/See Page 25

Carroll Returns As KROQ PD

"Rock Of The '80s" consultant and former KROQ-FM/Los Angeles PD Rick Carroll has officially resumed the programming duties at the station. Carroll had been serving as acting PD while Raymond Banister was on a three-week sabbatical.

Until September, Carroll will work fulltime at KROQ-FM, except for one week each month to devote to his consultancy. In the fall, Carroll will reduce his time at the station to two or three days per week.

Carroll told R&R, "The marketplace has changed since I left two years ago, with the surge of KIIS, KKHR, and CHR in general. We feel KROQ is more akin to CHR than AOR. In fact, the artists that we exclusively played, such as Duran Duran, Culture Club, and Spandau Ballet, were not even considered AOR or CHR initially;



Rick Carroll

they were all Rock Of The 80s music that only KROQ played. Now that those artists have

given new life to CHR, we've been, in part, the victim. We're going to reposition the station musically so that we don't see as much of our audience leak over to CHR. At the same time, people who want to hear Rock Of The '80s all the time, but also want to hear the hits of the format, will be able to get it here."

Explaining problems that developed since he last programmed the station, Carroll continued, "The rotations weren't as tight as they should've been, the jocks were

CARROLL/See Page 25

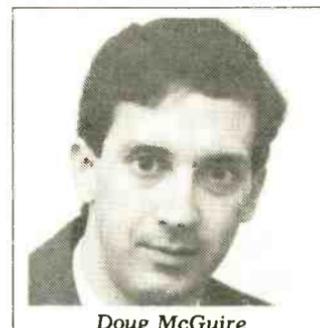
McGuire Set To Program WWLT

WMZQ/Washington Assistant PD/MD Doug McGuire has been selected as the new PD for Katz Broadcasting's recently-acquired WWLT/Gainesville-Atlanta. Due to his extensive Country radio background, McGuire's appointment further fueled broad speculation of a forthcoming format shift at WWLT from A/C to Country, although Katz would not confirm the change. McGuire will assume his new post sometime in June.

Katz Radio President Dick Ferguson said, "Doug's an immensely articulate guy, and I was really impressed with him. It's a great break for him, as he kind of sat in a secondary position at 'MZQ. This is a chance for Doug to get out and do his own thing."

Katz Group VP and WWLT GM Bob Backman added, "Our company has a lot of bright, aggressive programmers, and we're fortunate to find another energetic, hard-working, and intelligent guy like Doug; we feel really good about it."

McGuire joined WMZQ six years ago as the overnight personality. He moved up to evenings and also handled afternoons before taking the off-air Assistant PD/MD position. McGuire told R&R, "The opportunity to work for Katz is unbelievable. Their success stories are well-documented, including K95/Tulsa, where Bob Backman has built such a great



Doug McGuire

station. I've been looking for a

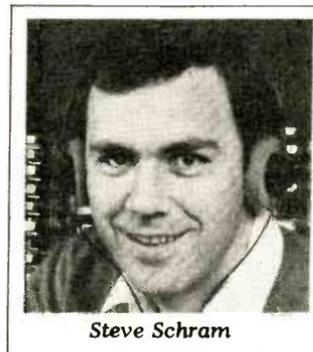
MCGUIRE/See Page 25

MOLL ENTERS OWNERSHIP

Schram WLZZ & WZUU Station Manager

WLZZ & WZUU/Milwaukee Operations Manager Steve Schram has been promoted to Station Manager. He succeeds six-year GM Al Moll, who resigned to become President of Highlands Broadcasting Corp.

Commenting on Schram's promotion, Malrite Communications Executive VP/Director of Radio Gil Rosenwald said, "Steve has an exceptionally strong business aptitude, plus a working knowledge of all areas of station operation. He's worked very hard for us and deserves this opportunity. We're pleased that we're able to promote a talented individual from within our organization."

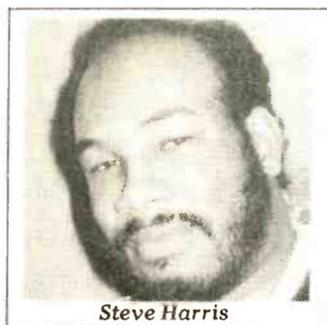


Steve Schram

Schram remarked, "I'm so pleased with the opportunity to advance within Malrite, especially with this operation in Milwaukee. It's been a personal career goal of mine to be involved in this organization."

SCHRAM/See Page 25

WDRQ Names Harris PD



Steve Harris

Veteran programmer Steve Harris has accepted the PD post at WDRQ/Detroit. Harris succeeds Tony Gray, who departed last week.

Amaturo Group President/Radio Division Monte Lang stated, "We are very pleased to be able to bring Steve Harris to Detroit. Steve grew up in Cleveland and his ties are strong in this part of the country. His performance in his previous assignments caught our attention, particularly at KRLY (former Urban competitor of Amaturo's KMJQ/Houston). We are fortunate to be able to have Steve on our team."

HARRIS/See Page 25

Fidelipac announces Dynamax™ audio tape.

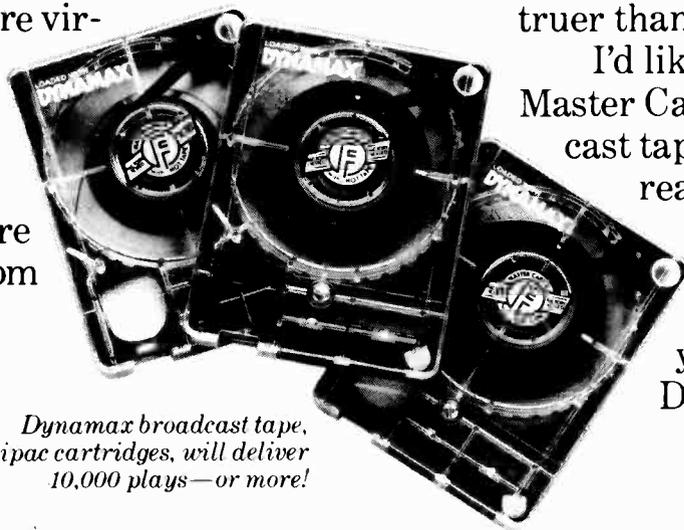
Here's Dynamax.™ A new brand of brilliant audio tape, formulated to satisfy the special requirements of the broadcast professional. And not the mass production standards of consumer tape.

To create Dynamax, we built a brand new manufacturing facility, and had each piece of production equipment designed to our own specs. Now we can monitor and control the manufacture of every inch of tape we put in our cartridges.

As a result, the mechanical and electrical properties of Dynamax are superior to those of any lube tape available in the world today.

The 1 mil Mylar® base film used for Dynamax broadcast tape is almost twice as thick, and twice the weight, as that used in the ScotchCart.™ And our cross-linked urethane resin binder system guarantees the best possible bonding of the oxide, totally unlike the cheap vinyl adhesives used by 8-track manufacturers in consumer tape.

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Dynamax broadcast tape, in Fidelipac cartridges, will deliver 10,000 plays—or more!



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Fidelipac cartridges loaded with Dynamax.

Phase stability is enhanced by maintaining constant tape width, and smooth, clean edges. On our own tape slitting equipment, we can control tape width to 1/1000 of an inch. So, the stereo phase performance of our Master Cart,™ loaded with Dynamax, is truer than ever.

I'd like to send you a sample Fidelipac Master Cart loaded with Dynamax broadcast tape. Just circle our number on the reader response card in this magazine, or write me, Arthur

Constantine, at the address below.

Test Dynamax broadcast tape yourself. Measure the long life. Delight in the transparent sound.



Fidelipac Corporation □ P.O. Box 808 □ Moorestown, NJ 08057 □ U.S.A. □ 609-235-3900 TELEX: 710-897-0254 □ Toll Free 800—HOT TAPE
"Dynamax" trademark applied for. "ScotchCart" trademark applied for. ® Registered trademark of Dupont.

Networks/Program Suppliers

Reed Bunzel covers the broad spectrum of networks, program suppliers, and syndicators every week in R&R. Interviews, overviews, profiles, and photos... and detailed program listings, well in advance so you can make your plans. This week: independent programming — the "Indy 5." Page 12

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		CHR Chart	60

Nessen VP/News At Mutual

Mutual Broadcasting System has named former White House press secretary and NBC correspondent Ron Nessen VP/News for the network. Nessen will be responsible for the management and supervision of Mutual's domestic news staff and foreign correspondents, and will focus his attention on the network's short and longterm news and public affairs planning.

Jack Clements, Executive VP/GM at Mutual, cited Nessen's considerable experience in journalism and press relations

as the primary factors in making the decision. "Obviously I'm delighted to be able to bring aboard a newsman of Ron's experience and background. I always admired his work when he was at NBC, and prior to that when he was with UPI. He's



Ron Nessen remembered by a lot of folks as Gerald

Ford's press secretary, and I remember him as a hell of a journalist. I think he will bring Mutual news to a new plateau, and I'm certain he's going to make the affiliates very proud."

Nessen, who assumes his new post June 4, told R&R, "I am very enthusiastic about this move. It is such an ideal situation for someone to step into. Mutual has a very good news operation to start with, and (parent company) Amway has made a commitment to put more resources into it NESSEN/See Page 25

KGU Names Hurd New VP/GM

Veteran broadcaster Mark Hurd has been appointed VP/GM at News/Talk outlet KGU/Honolulu. Hurd replaces Brian Loughran, who resigned last week.

Marketing Systems International President Roger Larson commented, "We looked all over the place for a guy that we thought could handle the project. We're moving to brand-new studios and have made a major

Camiolo Tapped As New WHAT & WWDB GM

Art Camiolo has been appointed General Manager of WHAT & WWDB/Philadelphia. Dolly Banks, GM of both outlets since 1979, continues as Chairman of the Board and President of parent companies Independence Broadcasting Co. and Banks Broadcasting Co. The owners also have a sale agreement for the stations with a group headed by WXKS-FM/Boston owner Richie

Balsbaugh; however, the proposed sale has been countered by petitions to deny.

Camiolo brings with him 17 years of radio experience, having most recently served as GM of WXTU (formerly WIFI) in Philadelphia. He also held a similar post at neighboring WIOQ. He told R&R, "I feel fantastic about it. My background has been in handling very similar situations. We have an agreement of sale, and we're trying to get that accomplished. On the other hand, it's a real pleasure for me because the stations are doing so well. It isn't a turnaround situation."

When asked about possible staff or programming changes at the Black AM and Talk FM, Camiolo said, "I can definitely say there aren't going to be any changes at this particular time. But I can't speak for the new owners, if or when they take over."

Miller Moves To KJLA OM Post

Bill Miller has joined Music Of Your Life affiliate KJLA/Kansas City as Operations Manager. The Independence, MO native replaces Dennis Rooney, who relocated to crosstown KKCI as News Director. Prior to this, Miller held the OM position with KAKZ/Wichita.

President/GM Wilton R. Osborn II told R&R, "Bill has a unique understanding of the music we play. I think he'll be instrumental in the growth of our company. No other changes are planned; we're rolling right along. We're a very successful MOYL station."

Before his three-year KAKZ stint, Miller spent 13 years as OM of KGGF/Coffeyville, KS. In his new capacity, Miller will also oversee KJLA's creative department. He commented, "It's good to be home; it's exciting to be here. I look forward to being a part of Osborn Communications Corporation's future growth."

Brower GM At WFLY & WPTR

Account Executive Kevin Brower has been promoted to the position of GM at WFLY & WPTR/Albany. He replaces Dave Leonard, who held the position under Rust Communications, but left to pursue other interests when the stations were sold to Robert Dyson.

Dyson commented to R&R about Brower's new position: "He's a great guy who's had a lot of company experience. Kevin's a solid broadcaster and I trust him implicitly to handle our affairs in Albany. We intend to be very competitive in the Albany market, and Kevin is a major part of our strategy."

Brower, who joined CHR WFLY & Country WPTR as an AE five months ago from sister stations WEOK & WPDH/Poughkeepsie, told R&R, "It's a good challenge and something I've been looking forward to for some time. We've got two very good and alive stations, and I've got an excellent relationship with the owner. Combining all of our skills, plus those of (PD) Pete Clark, we'll continue our efforts to put both of these stations ahead in terms of the bottom line and keeping the ratings up."

TRANSACTIONS

KOSO Inc. Buys KKNU For \$2.65 Million

KOSO, Inc. has acquired KKNU/Fresno for \$2.65 million from East-West FM Group. KOSO is largely owned by Walter Richey and F.A. Koscielak, who are part-owners of WXUS-FM/Lafayette, IN and KQEU/Olympia, WA. Richey also owns WCWC & WYUR/Ripon, WI with his wife. East-West owns 51% of KKCW-FM/Portland.

KKNU has a Beautiful Music format on 102.7 MHz with 50kw and an antenna height of 500 ft. above average terrain. Blackburn & Co. brokered.

Long Communications Buys WKWF & WVFK

WKWF & WVFK/Key West, FL have been sold by the estate of John M. Spottswood to Long Communications, Inc. for \$1,050,000, subject to FCC approval.

Neither the buyer nor the seller has any other broadcast interests. President of Long Communications is Russell Long.

WKWF operates on 1600 kHz with 500 watts of power. WVFK broadcasts with 100 kw on 95.5 MHz and antenna height of 300 feet above average terrain.

The sale was brokered by Cecil L. Richards, Inc.

TRANSACTIONS/See Page 25

Channell Takes WCFL PD Post

Following last week's announcement of a format change from A/C to "Contemporary Christian," WCFL/Chicago has named Jim Channell as Program Director. Channell joins WCFL from the PD position at Religious outlet WCRM/Dundee, IL.

WCFL GM Keith Hallam said, "We think Jim's the most talented programmer in Chicago in terms of Christian radio. He brings an illustrious career to the station."

An 18-year radio veteran, Channell joined WCRM two years ago as an air talent, and was promoted to PD last January. His broadcast background includes operating the Car Audience Ratings Service (CARS) survey company for two years, four years as "Captain Whammo" at WMET/Chicago, and programming stints at KSTP/Minneapolis and KUDL/Kansas City. Channell told R&R, "The Lord has opened up a door... it's a very miraculous thing that's happen-

CHANNELL/See Page 25

Note From The Publisher

R&R's editorial staff is concerned over last week's (5-18) Datebook column, in regard to the piece on Arista Records President Clive Davis.

Our reason for concern is that Clive Davis, one of the most respected leaders in the recording business, has long since, and without question, been exonerated of all charges levied against him during the early '70s.

Our sources indicate that even the judge referred to the early '70s as a "witch hunt" period in the music business.

We can all remember "McCarthyism," but we have a tough time remembering how difficult our business was in the early '70s, when the record business was in such a state that it forced a man like Clive Davis to have to battle his way to exoneration.

R&R's Datebook is designed to give historical perspective to us as broadcasters and record professionals, not to regenerate solved problems. Sorry, Clive!

R&R Observes Memorial Day Holiday

With the official Memorial Day holiday set for Monday, May 28, R&R will observe the holiday by closing its Los Angeles, Washington, and Nashville offices that day. We'll resume our regular schedule Tuesday, May 29.

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Washington Report

NRBA Finds 10.4% Of AM Stations In Stereo

An NRBA survey of 1255 AM stations nationwide shows that 10.4% are currently broadcasting in stereo and another 2% have stereo transmitting equipment on order. Of non-stereo stations, about half (48.5%) don't have stereo capability (boards, etc.), while 36% are equipped for stereo and 3.3% are now converting.

In terms of numbers of stations, Motorola is leading the four-way race for AM stereo excitors, according to NRBA. Motorola is used by 40.5% of AM stereo stations, followed by Harris (29.8%), Kahn (23.7%) and Magnavox (6.1%).

In two weeks NRBA will publish a more detailed analysis of the stereo thinking of AM broadcasters. The trade association sent its survey to every AM station in the United States and received responses from 26.4%.

1605-1705 kHz AM Expansion Set For 1988

The FCC is seeking public comments as it prepares for two upcoming international conferences that will expand the AM band by adding service between 1605 and 1705 kHz. A preliminary meeting of Western Hemisphere nations (Region 2) will be held in 1986, while the actual expansion plan will be dealt with at a 1988 session.

The Commission wants comments by June 29 and replies by July 20 on a wide range of issues, such as power limits, signal protection, encouraging the manufacture of AM sets to pick up the new stations, and how to move existing non-broadcast services, like Traveler's Information Stations, out of the band.

The FCC has already decided to pick locations for new AM stations using the list of 3000 communities needing radio service that was used in Docket 80-90 and at the 1981 Rio conference that killed 9 kHz AM spacing. The Commission said it will seek an "appropriate balance" to avoid interference problems created by the need for higher power to achieve sizeable ground-wave coverage at the high end of the AM band.

New Miami FM Awarded To South Miami Broadcasting

The crowded Miami radio market is about to become even busier. An FCC law judge last week granted a new FM on 96.5 MHz in North Miami to South Florida Broadcasting Co. over six competitors. The grant was conditioned on 20% stockholder Judith Hernstadt selling her 20% interest in WKAT/Miami. President and 43% owner of South Florida is George Feldenkreis.

Two groups who were better qualified in some respects, Onyx Broadcasting and First Black Broadcasters, lost because the judge found "dishonesty" in their filings in the case.

South Florida won in a close call over Constance Wodlinger "because its stockholders already live in the service area, they have participated in the area's civic activities, and their application will bring media ownership to a group made up of women, Hispanics, and a black," the FCC said. The owner of KCLO & KZZC/Kansas City (Leavenworth), Wodlinger planned to move to Miami and operate the new station had she won the license.

McGavren-Guild's Same-Market Rep Buys Upheld

For the second time in two years the FCC has dismissed a rival rep firm's charge that McGavren-Guild is improperly combining two non-commonly-owned stations in the same market in an unwired rep network for purposes of a national advertising buy.

Katz complained that selling two stations in the same community "under a total combination rate and a single contract" is prohibited. But the FCC ruled again that the practice is permissible "so long as time is neither offered nor sold in combination and the rep leaves all decisions as to the selling of time, including rates, quantities, and placement of spots to the individual stations."

Last year the FCC threw out a similar complaint against McGavren-Guild by Blair Radio. Blair and Katz both contend the practice violates an FCC rule that promotes competition by banning combination sales by rival stations in the same market.

In other key developments:

- NAB VP/Broadcast Liaison Rich Wyckoff will leave Washington in July to become Executive Director of the Pennsylvania Association of Broadcasters.

- Special seats for minorities and women on the NAB Radio Board have been filled by All Pro Broadcasting President Willie Davis and WILM/Wilmington, DE GM Sally Hawkins.

Packwood Weighs Radio-Only Fairness Doctrine Repeal

Senate Commerce Committee Chairman Bob Packwood (R-OR) is seriously considering a new drive to give radio, but not television, total freedom from the Fairness Doctrine and all other content controls. Behind-the-scenes negotiating is now underway in Washington in preparation for a committee vote on the issue June 13.



Sen. Robert Packwood

At a mark-up session two weeks ago, Packwood found he lacked the votes to pass his Freedom of Expression Act (S. 1917), which would grant full First Amendment freedoms to both radio and television. Since radio is a more diverse and less controversial industry, Packwood reportedly thinks a radio-only bill might win over enough votes to pass.

Several trade association lobbyists said Packwood is definitely committed to the radio-only push. But a committee aide said

it is still just a "possibility" as panel members search for an acceptable compromise. "We still haven't fit all the pieces together," said the aide.

He also denied reports that Packwood would press for a five-year experiment in freeing radio from content controls. "I don't know where that got started," he said. "I know Sen. Packwood never said that. If he does anything I'm sure he'd rather it be permanent."

Strategy Questions Unsettled

Another unresolved issue is whether to link the Freedom of Expression measure to a new radio-only deregulation push in the Senate. NAB and NRBA recently asked Packwood to undertake such a venture, but he is reportedly still undecided on the issue.

Also unsettled is whether radio-only lifting of content controls would be sent to the Senate floor in a stand-alone bill, or as part of a more urgent "must pass" piece of legislation. Packwood's aide said that might depend on how much support the bill wins in committee.

Meanwhile, after a hiatus of several weeks, broadcast deregulation talks were set to resume in the House this week (5-22) at a session with Reps. Al Swift (D-WA), Tom Tauke (R-IA), and Billy Tauzin (D-LA).

FCC Staff Explores World Of Small Market Radio

A bus lumbered out of Washington, DC one morning last week carrying 30 FCC staffers on a daylong journey to three small market radio stations — WZYQ-AM & FM (Z-104)/Frederick, MD; WFMD & WFRE/Frederick; and WAGE/Leesburg, VA.

NAB sponsored the tour because Commission employees "often don't realize what goes on in the day-to-day operations of a station," in the words of Sr. VP/Radio Dave Parnigoni. About a dozen NAB staffers also went along, half from the Government Relations Department.

The trip apparently hit the mark for at least one participant. "I think it gave me a much clearer perception of the ultimate impact of some of the regulations I have to write for the industry," Policy & Rules Division attorney Marcia Alterman remarked afterward. "I thought it was useful. I have never had the opportunity to visit a radio station before."

Teamwork, Community Involvement Noted

Alterman said she was surprised that, unlike television stations where job special-



CONTROL GROUP — Middy jock Davey Crocket shows the Z-104 control room to a radio veteran, NAB Small Market Radio Committee Chairman Chuck Cooper of WKOR/Starkville, MS, and a newcomer to the industry, NAB VP/Government Relations Andy Vitali.



SMALL MARKET EDUCATION — Z-104 VP/GM Howard Johnson (center) discusses the workings of a small market radio station with FCC AM engineer Wayne Fried and Marcia Alterman, an attorney in the Legal Branch of the Mass Media Bureau's Policy & Rules Division.

ization is the rule, "everyone pitches in to do everything" in small market radio. She also found that the "level of community involvement we saw was rewarding."

(Z-104) VP/GM Howard Johnson was enthusiastic about the encounter and said his staff, initially nervous, ended up wishing they'd had more time with the regulators. Many questions centered on marketing strategy and how Z104 survives against nearly 70 signals from Washington and Baltimore. "Localism," Johnson explained. "For us, not to be community-involved would be death," he told R&R.

One FCC visitor asked to see the station's public file, then inquired how many people had asked to inspect it recently. Johnson told him, "None in the last five years."

MOTOROLA WELCOMES PIONEER AND TOSHIBA ABOARD THE C-QUAM[®] BANDWAGON.

Pioneer has just announced they will now incorporate the patented Motorola C-Quam AM Stereo decoder chip into their new product line.

At almost the same time, Toshiba made public its plans to produce and market C-Quam decoder chips under a licensing agreement with Motorola.

This means C-Quam not only rolls on across America but moves out worldwide.

It means that Pioneer and Toshiba agree with Concord, Jensen, Marantz, McIntosh, Samsung and Sherwood — all major receiver makers who have made the Motorola C-Quam AM Stereo system their choice.

On the broadcast side, Potomac Instruments has chosen to build studio monitor receivers for C-Quam.

And C-Quam is already established as the choice of the Delco Division of GM and the choice of Chrysler, too.

These major manufacturers as well as many broadcasters all seem to agree with Jack Doyle, president of Pioneer. Announcing Pioneer's decision, he said Motorola seemed the clear choice because of a combination of technical and marketing factors.

For all the information you need to make your own choice, call Dick Harasek at (312) 576-2879, or Chris Payne at (202) 862-1549.

MOTOROLA AM STEREO. THE WINNING SYSTEM.





Ad Age Workshop Seeks Creative Solutions

The 27th **Advertising Age** Creative Workshop (August 19-22) tackles the issues of increased competition and growing consumer sophistication by focusing on available creative solutions. With that in mind, organizers have brought together top business and ad agency executives who will share their insights and expertise. Planned sessions will address creativity in the computer age, radio and TV copywriting, creative problem-solving, and direct marketing.

Staged at the New York Hilton, the workshop offers over 40 sessions and an entire day devoted to "Creative Competition." For more information and a schedule of events phone (800) 233-3435.

25-54 Demo Dominates Advertiser Requests

Katz Radio's latest demographic survey shows the 25-54 adult demographic garnering the most requests among advertisers in 1984's first quarter. That particular demo segment posted 40% of the requests, followed by 18-49 at 19%. There was, however, a third-place upset, with 25-49 replacing 18-34.

In requested dayparts, Monday-Friday 6am-7pm led the pack at 30%, just ahead of M-F 6am-7pm + Weekend at 27%. Full rotation packages were third at 16%. There was also an increase in Metro Area Data requests, rising from 74% a year ago to 81% today. Other noteworthy findings: 60-second announcements racked up 79% of requests; average number of weeks and markets per ad campaign was five (whether 52-week advertisers were included or excluded).

OFFICE ROMANCES RISE

Love, Suite Love

Love is where you find it. And according to a **Glamour** magazine poll, many are finding love at the office. Two-thirds of the 18-35 year-old female respondents had engaged in an office romance. For more than one out of four the relationship either culminated in marriage or will in the near fu-

ture. While 15% felt their co-worker love should be asked to leave the company, seven out of ten took the opposite stance. Interestingly, among those who thought one of the pair should resign, 95% said the least valuable employee should exit the job scene.

Japan Advances Technology's Cause



When it comes to technological innovations, Japan certainly leads the pack. The items you see here bear witness to that fact. (Unfortunately, there's no word on when or if these gadgets will be marketed stateside.)

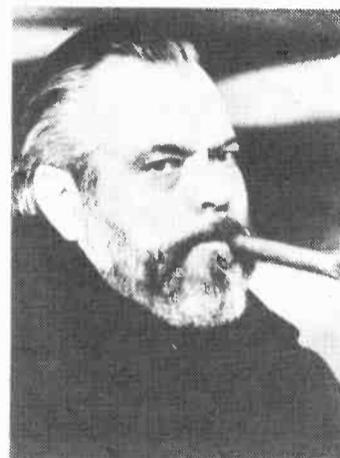
On the left is **Teac's** space-saving cassette with removable reel tape. Rather than lug around an armful of bulky cassette boxes, this one cassette can be used to play many tapes. In fact, it's guaranteed to accommodate over 2000 tape exchanges without a hitch. Simply insert a tape reel into the left side of the tape compartment, then wrap the leader tape around the empty reel on the right. It's equipped to play 50-minute tapes,

which come in either normal, chrome, or metal configurations.

Submitted for your viewing pleasure is **Sanyo's** compact LCD color TV. Note the TV's size in relation to the cigarette package pictured beside it, and you get a good idea of what the word compact really means. **Elbex**, however, takes video one step further by combining it with a telephone and clock. The result? A "video interphone," which the company hopes will become a standard in the home security industry over the next several years. Shown here are a digital interphone-monitor set with computerized/memory telephone and a four-inch wall monitor with LCD clock.

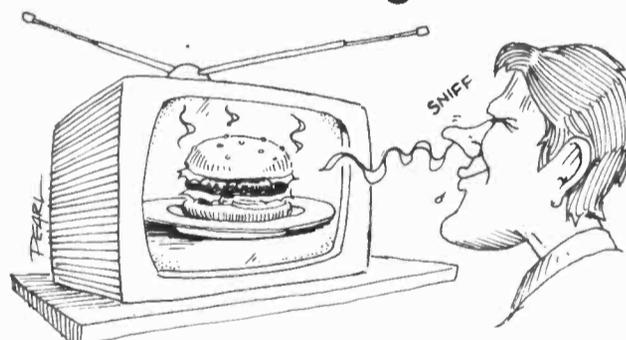
Radio Today: Alive And Welles

RAB has tapped actor/director **Orson Welles** as narrator of its 16-minute "The Power of Sound." Produced by **TM Communications**, the audiovisual presentation outlines radio's marketing and creative functions, as well as the medium's ability to sell products and services effectively. The presentation is available on videotape to RAB members.



Orson Welles

Scentsationalizing TV



Taking **Divine's** "scratch and sniff" movie approach one step further is New York-based **Charles of the Ritz**. The "Aroma Disc Player" manufac-

turer wants to pair his wares with those of producers to provide a TV-watching novelty — satellite programming which can be viewed and sniffed.

Changing smells to coincide with what's happening on-screen, home viewers could choose from Charles of the Ritz's current 40-scent catalog, which covers everything from "Ocean Breeze" to "Passion." The "Wild World of News" article gave no word as to whether the "Smell-A-Vision" idea will pan out. But one thing's for sure. It would certainly lend new meaning to the viewer hue and cry, "This TV show stinks!"

Travelling Execs' Favored Stops

After crisscrossing the country several times over, travel-weary businessmen can become jaded about where they touch down next. Just as long as they have a decent place to sleep, there's no problem. Despite this, some 1800 executives managed to list their favorite city stopovers. Reported in **USA Today**, the findings are as follows:

1. San Francisco
2. Honolulu
3. San Diego
4. Orlando
5. Palm Springs

In making their selections, the businessmen took into consideration such critical concerns as restaurants, sightseeing and, naturally, the night life.

Satellite Network Directory Compiled

Waters & Company of Binghamton, NY has published a complete directory of satellite-delivered U.S. radio and audio networks. "Satellite Audio: Network Profiles" features listings for the more than 60 radio networks, which are uplinked from 25 states and delivered via 18 transponders spread across seven satellites.

Each entry includes space segment (satellites, transponder, transmission technology, channel capacity/fidelity); ground segment (uplink location and owner, number of downlinks at each channel, spacecraft); and contact information. Complementing the data are several indexes and a glossary. The 85-page directory retails for \$49.95. Call (607) 722-8450.

ARE YOU MISSING OUT ON THE PROFITS OF
PLASTIC CARD PROMOTIONS?
 PHONE THE PROFESSIONALS
2B SYSTEM CORPORATION
 BROADCAST PROMOTIONS DIVISION 313/588-7400



The British Invasion
A Retrospective of 1964 thru 1970
 1984's premier Radio Event invites you to join forces with over 200 stations nationwide including:

WCBS-FM/New York	WRQX/Washington D.C.	KZOK/Seattle
WFIL/Philadelphia	WWWE/Cleveland	WQXI/Atlanta
94CGY/Boston	KRQX/Dallas	KZAP/Sacramento

The British Invasion is available now on the barter basis to all markets between August 23 and September 3 (Labor Day)

NSBA Productions
 call collect 213 306-8009 400 Sunridge Street Playa del Rey, CA 90291

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.

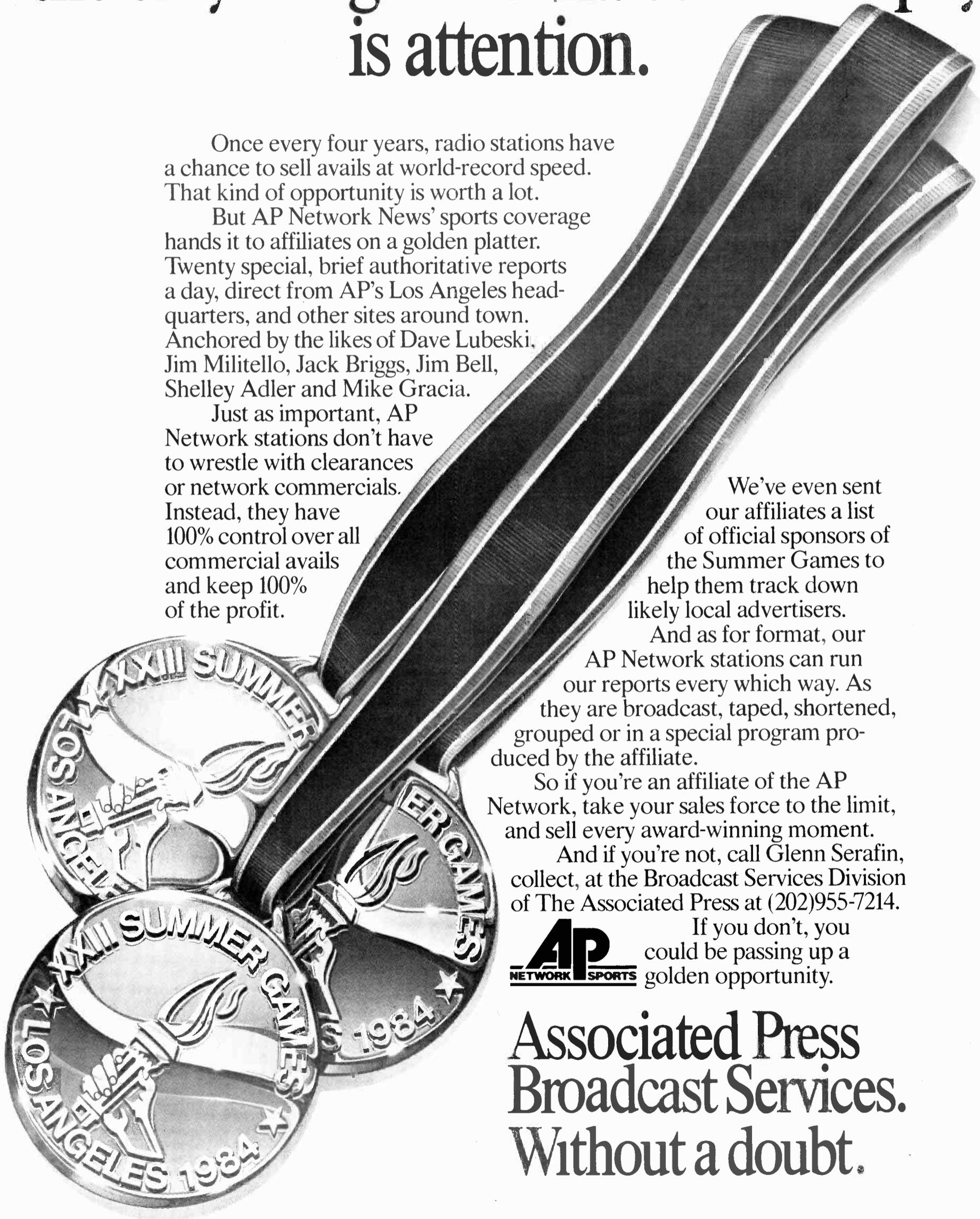
So if you're an affiliate of the AP Network, take your sales force to the limit, and sell every award-winning moment.

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.



Lighting Up Philadelphia



While Debby Boone took a few moments from her busy tour schedule to visit Daystar Family Bookshoppe in Marlton, NJ, WZZD/Philadelphia broadcast the event live from the bookstore. Pictured left to right are WZZD's John Rizzuto, Boone, WZZD's Carl Dean, and bookstore owner Al Matthews.



BINGO FOR A BENTLEY — KQKQ/Omaha ran a Bingo contest with a 1953 Rolls Royce Bentley as the grand prize. Shown presenting the classic to a grateful winner (r) is GM Bill Cunningham.



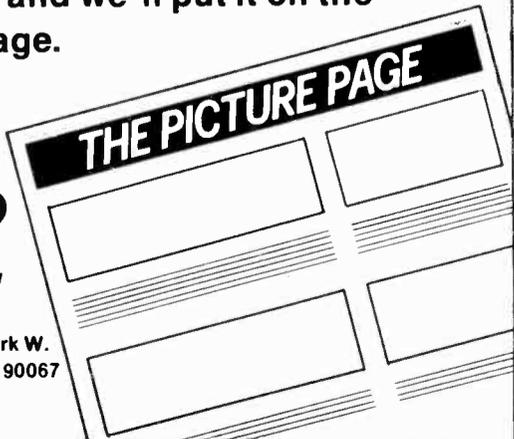
SLEEP IN VANCOUVER, WAKE UP IN WAIKIKI — CFUN/Vancouver's morning man Fred Latremouille was swamped with messages from 6000 listeners who wrote in for the "Wake Up In Waikiki" promotion. The station gave away a trip for two to Hawaii every weekday morning for three months, courtesy of CP Air. The promotion ended with the CFUN morning crew and 62 couples flying off for a fun-filled week.

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.

R&R
RADIO & RECORDS

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



Pro:Motions

Lambert Manages WKWK

Richard Lambert has been named Station Manager of **WKWK/Wheeling**. He previously held a similar position with **WKLA-AM & FM/Ludington, MI**. Lambert's radio background includes directing news radio outlets in Jacksonville and Toledo.

Kanegsberg New RCA VP

Henry Kanegsberg has been named Division Vice President, Finance at **RCA Records**. He takes the post following two years as VP/Finance and Administration, Operations and Technical Services for **NBC**. Kanegsberg joined the NBC News Division in 1978 as Director, Financial Planning; later he was upped to VP/Finance and Administration for the division. Before working at NBC, Kanegsberg put in five years on RCA's corporate staff.



Henry Kanegsberg

Selcom: Ups Three

Selcom Radio promotes three office managers to Vice President/Manager: **Larry Goodman**/New York, **Scott Donahue**/Chicago, and **Heidi Askew**/Houston. Prior to joining Selcom in 1980, Goodman was a Senior Planner with **McCann-Erickson**. Also a four-year company veteran, Donahue spent four years with **Price Waterhouse**. Seguing to Selcom a year ago, Askew previously served as VP/Media Director at **Benton Bowles**.

MCA Announces Singles Team



(l-r): **Abbe Frank**, **John Burns**, **Harold Sulman**, **Paul Enea**, **Joe Fiorentino**, **Lori Lindenbaum**, **Steve Rubin**, MCA Distributing VP/National Accounts **Bob Schneiders**, and **Lee Daly**.

MCA Records' new team of seven Singles Specialists will encompass the entire U.S., according to MCA Distributing Sr. VP **John Burns**. Members and their territories include: **Steve Rubin**, Associate National Singles Specialist, Southeast; **Lee Daly**, Southwest; **Paul Enea**, West Coast; **Joe Fiorentino**, Southern Northeast; **Abbe Frank**, Midwest (Chicago/Minneapolis/Cleveland/Pittsburgh); **Lori Lindenbaum**, Midwest (Detroit/Chicago/St. Louis/Kansas City); and **Jeff Smith**, Northern Northeast. All report directly to MCA Distributing VP/Sales **Harold Sulman**.

Sonberg Promoted To KKHR NSM

Michael Sonberg has been advanced from Account Executive to National Sales Manager at **KKHR/Los Angeles**. Sonberg has also worked as the Los Angeles Sales Manager for **Hillier, Newmark, Wechsler & Howard**, as well as holding AE posts at Los Angeles outlets **KIIS & KPRZ**, **KRTH**, and **KGFJ & KUTE**.

Sayre Shifts To Shane Media

Michele Robinson Sayre, former **KLOL/Houston** PD, has accepted the Music Director post at **Shane Media Services**. She worked at KLOL for three years, starting first as MD. Sayre's radio background includes work as **WSHE/Miami's** MD, **WLUP/Chicago's** Promotions Director, and **Album Network's** MD/Assistant to the Editor.

Word Welcomes Willett

Tom Willett has been appointed Director/A&R, West Coast for the **Word** label. He formerly operated his own Washington, DC-based booking/management company and worked in Nashville with **Dharma Artists Agency**. Coinciding with that announcement, the label has added four new salespeople, bringing its total sales force to 24. The new sales staffers include **Joe Gonzalez**, Shreveport; **Mark Ingles**, Denver; **Keith Harrold**, Jeannette, PA; and **Ralph Auletta**, Woodstock, NY.

Rosenblatt Shifts To MCA

Michael Rosenblatt segues to **MCA Records** as East Coast Director of A&R. During the last four years he worked as A&R Director for **Sire Records**. All told he spent six years with that label, beginning in the production department.



Michael Rosenblatt

MCM Appoints Lack

John Lack has become the exclusive consultant for all the corporate entities of **Mass Communications and Management (MCM)**, the parent corporation of **Total Communication Systems** and **Gateway Broadcasting Enterprises**. Lack is a 17-year radio, television, and cable TV veteran, who previously served as Executive VP of **Warner Amex Satellite Entertainment Company**. His radio background also includes duty as VP/GM at **WCBS/New York**.

RCA Appoints Two



Devarajan Puthukarai



Barbara Sisilli-Higgins

In a recent restructuring of its Direct Marketing operations and management team, **RCA Records** has named **Devarajan Puthukarai** Division VP/Direct Marketing. He's been affiliated with that department since 1974. Direct Marketing, which includes the **International Preview Society** and the **RCA Record and Tape Club**, operates as the direct marketing division of **RCA Records**. **RCA Special Marketing**, centering on special recording and manufacturing projects, will now function as a department of the label's U.S. commercial operations. It's headed by **RCA Records** Director of Special Products **Thomas Kraus**. **RCA's** Manager/Advertising Media **Barbara Sisilli-Higgins** has been upped to Director/Advertising Media. She first joined the label in 1977.

Parrott Picked As KEGL LSM

Billie Burke Parrott has been appointed Local Sales Manager of **KEGL/Dallas**. She travels crosstown from **KRLD**, following seven years as an Account Executive.

Q107 Elevates Zigarelli

Tricia Zigarelli is **Q107/Washington's** new National Sales Manager. She's worked at the station as an Account Executive for nearly five years; prior to that she was associated with crosstown **WOL** and **WEZR**. She succeeds **Mary Groark**, who was recently named the station's GSM.

Lang Heads New Chappell/Intersong Division

Chappell/Intersong, in an unusual move for a song publisher, has established a Merchandising Division, guided by newly-named Director **Maxyne Land**. According to the company, the division will represent and market musical properties, as well as non-musical third party rights. Lang, with Chappell since 1977, will retain her duties as Director of Special Projects, Creative.



Maxyne Land

Media General Taps Koenigsberg

Bill Koenigsberg has been appointed Sr. VP/Director of Media Operations at **Media General Broadcast Services, Inc.** He comes to the firm from **Ed Libov Associates**, where he served as VP, Director of Broadcasting.

THE SUMMER'S HOTTEST HOLIDAY SPECIALS ARE FROM CBS RADIORADIO

THE GREAT AMERICAN SUMMER

Independence Week (June 29-July 4)
THE GREAT AMERICAN SUMMER
A six-hour proven hit!

THE BEATLES

Labor Day Weekend (August 31-September 3)
THE BEATLES SPECIAL
A six-hour audience magnet!

Your station will sizzle even more this summer with these hot six-hour holiday specials. Sign up now. Call Susan Jacobi at (212) 975-6917.



The Young Adult
Service with the
CBS Difference



JHAN HIBER

Research Goings-On In Las Vegas

If you think that riot police and troopers with sidearms are a new ingredient in the research biz, you'd be right. You also would have been at the recent **NAB** convention in Las Vegas. However, despite the Orwellian atmosphere that occasionally surfaced during the strike-affected convention, this year's NAB went off relatively well (unless you count some deficits incurred at the gaming tables). Plus there *were* some interesting research-oriented topics/wares discussed and displayed. Let me give you an overview.

I'll discuss three sessions I thought were especially worthwhile. The first topic is Arbitrends — I finally got my "hands-on" introduction to the system, and I'll express my reaction. Next a look at **Norm Goldsmith**, who had some cogent observations about using research to sell against the newspapers. Finally, we'll relive the three-part session hosted by **McGavren Guild's** Executive VP **Ellen Hulleberg**. And away we go.

Arbitrends: It Lives

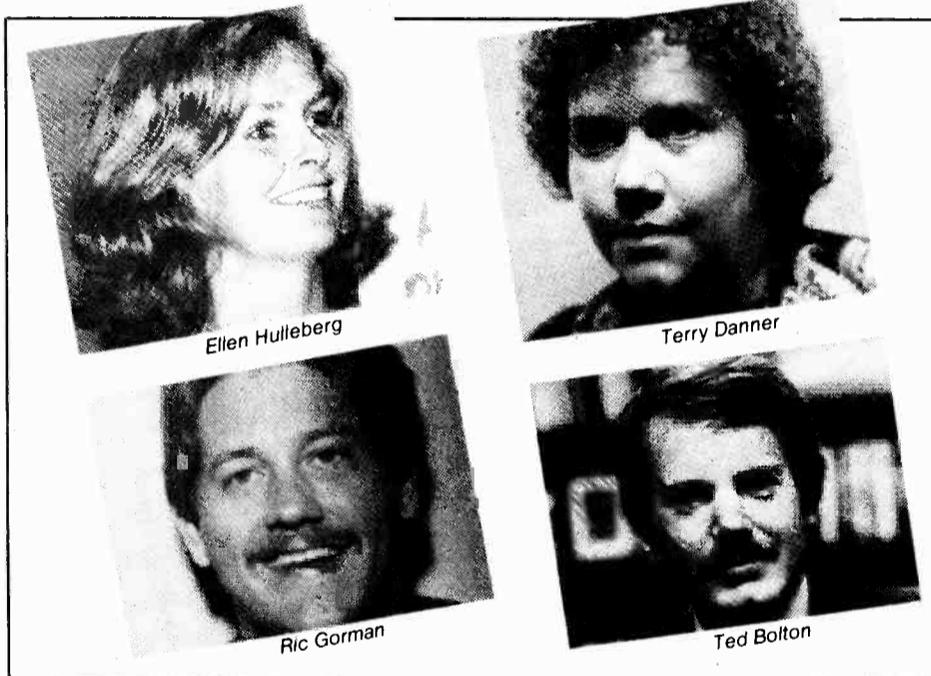
Yes, boys and girls, there really is an Arbitrends. The oft-ballyhooed and oft-delayed system for delivering rolling monthly numbers to stations (in 23 markets to start) has finally been introduced and will be on-line by the time you read this (at least that was **Arbitron's** plan when we talked in Las Vegas). The first three-month compilation of data from February-March-April (with trend data available from previous months) was to have been available for you folks in mid-May.

On the first day I trekked to the Arbitron outpost on the convention floor. I felt like **Harrison Ford** as I made my through the jungle of booths, coils of cable and wiring, and other monuments to the gadgetry of this business, finally reaching Arbitron and the necessary IBM/XTs.

"The typical advertiser 'is not usually receptive to anti-newspaper research.' "

Voila! Here I was face-to-face with Arbitrends. Thankfully, Arbitron Senior Project Analyst **David Zornow** was there too, and he gave me a run-through.

After I worked on the equipment for an hour or so, anxious Arbitron executives wondered about my reaction. Keep in mind that I'm not really a computer expert, perhaps like most of you. At any rate, I found the Arbitrends



Ellen Hulleberg

Terry Danner

Ric Gorman

Ted Bolton

system easy to use and (as they say in the computer biz these days) "user friendly." In an upcoming column I'll devote this entire space to show you several runs I did and discuss creative ways you can make this system carry its own weight.

I'm not going to get into the pros/cons of whether or not the industry needs or wants Arbitrends. But if your station is thinking about getting this tool, it should be easy to access. Even I could do it.

Beating The Newspapers

Norm Goldsmith conducted an excellent seminar on how to more effectively compete with local newspapers for ad revenue. As someone who ran that gauntlet in various sales management jobs I held, I knew how vital that session could be, and Norm didn't disappoint.

I thought some of his most sage points dealt with research and marketing and their impact on successfully challenging newspapers. For example, Norm mentioned that the typical advertiser "is not usually receptive to anti-newspaper research" (such as **Starch** surveys or **RAB** information). This is probably because

"I found the Arbitrends system easy to use and (as they say in the computer biz these days) 'user-friendly.' "

the advertiser who's invested zillions of dollars in a medium hates to be told he has wasted his money.

Goldsmith instead suggested that radio AEs talk to the potential advertiser about his marketing objectives, as well as his real trading area. By having the retailer define his actual "coverage zone," the radio AE can then do zip code runs to show how his station matches the key neighborhoods — either geographically or qualitatively. In this way radio can sell positively and help the retailer achieve his/her marketing objectives in a more cost-effective fashion than the newspaper.

Although I've used Starch results creatively in the past and wouldn't discount their application in a sales environment, I wholeheartedly concur with Norm's points. Use these ideas and see if the proper research application

After the staff discussions are complete (and these take place during the workday), the department managers are then rounded up for their panel (minus the GM). Similar discussions ensue.

The bottom line is that suggestions and comments are passed upward, but in an anonymous fashion. Apparently, after getting over some initial distrust about this process, the system is working smoothly at these stations. The second set of groups evoked excellent cooperation from the personnel. Might be an idea worth adapting to your station or situation. Thanks for sharing it, Ric.

research to generate good-image making campaigns. Specifically relating to TV, Ted suggested that perceptual research results should/can lead to effective TV ads if . . . the spot provides a reason for listening, a benefit to the potential cumer . . . if the calls/frequency are easily visible (early and often is my motto on this point) . . . and if the commercial has enough emotional appeal to involve the viewer on a personal level (humor can be effective here).

"The discussion groups consist of an outside moderator who sits down with all the staff from a department (sales, programming, etc.), minus the responsible manager (GSM, PD, GM, or whoever)."

Using market research to elicit key semantics and convey these points can be an excellent investment and should be a part of a station's annual budget.

While these sessions/topics especially grabbed my interest and attention, there were other research panels I scouted but which were poorly cumed by the conventioners. Arbitron VP **Bill Livek** conducted a how-to course on using AID creatively. **Dave Gingold** and **Rob Balon** also addressed the small turnout. Apparently, learning about the qualitative aspects of numbers was not as hot a topic as the NAB might have thought.

Overall, however, the research menu at this convention was worthwhile. There were gripes that some of the panels were essentially repeats of the RAB's Managing Sales Conference, but many attendees seemed to feel the majority of the sessions were worth the trek to Vegas.

One final note. Besides unveiling Arbitrends, Arbitron also handed out copies of its updated publication "Radio Today." This volume not only freshens Arbitron's look at radio overall, but additionally offers some specific insights into blacks' listening habits. In next week's column we'll feature highlights from this showy publication. Until then, keep your ratings high!

doesn't pay off in dollars for your station.

In-House Research

The tripartite panel on in-house research offered much in terms of useful information. **Terry Danner**, Director of Marketing/Research at **WHN/New York**, discussed how to design, implement, and evaluate in-house callout research. Handouts included an example of a music testing questionnaire (feel free to call Terry if you'd like a copy).

The second portion of this session was one I found fascinating. **Ric Gorman**, GSM of **WEAN & WPJB/Providence**, related how his stations have in-house focus groups done to boost staff communications and operating efficiency. Typically, the discussion groups consist of an outside moderator who sits down with all the staff from a department (sales, programming, etc.), minus the responsible manager (GSM, PD, GM, or whoever). The moderator asks the employees for constructive suggestions and feedback on how things are going at the station and in the relevant department, offers the opportunity for personnel to air gripes and generally helps to clear the air.



NBC Radio's Young Adult Network

VAN HALEN

JUMP ON IT



The Brothers Van Halen, Michael Anthony and David Lee Roth invade the airwaves for the ultimate rock 'n' roll party. A four-hour Holiday Spectacular of pure rock dynamite. Van Halen. Exclusively on The Source.

Their rise from an L.A. garage band to mammoth sold-out concert tours and multi-platinum record sales. Plus outspoken interviews with David, Alex, Eddie and Michael, who take the mike as guest D.J.'s, spinning songs by their favorite artists.

And on May 28th, The Source will be giving away Van Halen's "1984" — an album a minute, every minute, from 6 a.m. to midnight.

Broadcast Memorial Day Weekend. May 25-28
Produced by
Denny Somach Productions

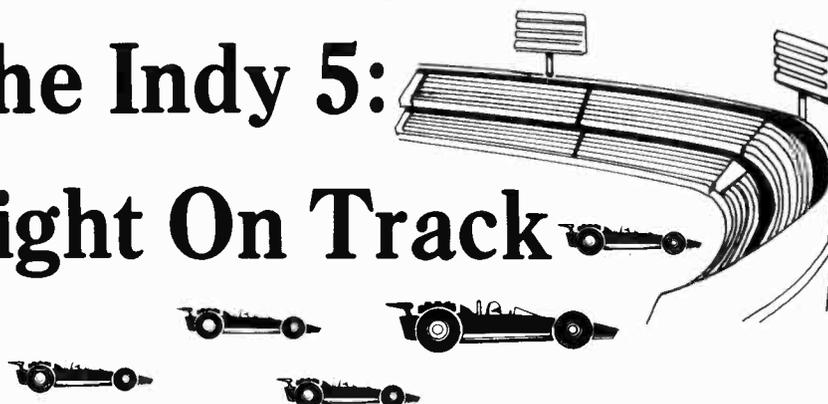
NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

A LOOK AT INDEPENDENT SYNDICATORS

The Indy 5: Right On Track



Memorial Day weekend is upon us and with it comes an annual sports classic, the Indianapolis 500. For one incredibly hot afternoon a bevy of grown men (and an occasional woman) sit in their steaming race cars, careening around and around a paved oval circuit. Sounds like fun. Anyway, expanding on a theme (and stretching it to its limits) this week's column features the "Indy 5" – five randomly-selected independent radio programming companies and the features they offer. Gentlemen, start your engines!

All Star Radio

Drawing on the comedic talents of Ron Stevens and Joy Grdnic (pronounced "grid-nick"), All Star Radio supplies syndicated programming with a definite twist. The company deals strictly with comedy features, bits which don't fit into the normal scope of independent radio programming. Instead of offering stations short-form features or longer special programs, the company produces "drop-ins" that can fit a station's format in a variety of ways.



Merrill Barr, managing partner of the company, told R&R, "We handle comedy material and only comedy material. To my knowledge there isn't anybody in the syndication business that has the variety of comedy that we have. What we try to do is not only create stuff specifically for radio, but also create stuff that, when played with by the DJ, will sound very much like the DJ's own thing – not something produced by a syndicator somewhere."

The company offers a half-dozen different features, all on a cash basis, including: "Steve's Bank," 130 short commercial spoofs which deal with a fictitious bank run by a con man named Steve; "Comedy Drop-Ins," 130 short vignettes, each one containing up to three separate comedy bits; "Comedy Supermarket," two different features including the old "Rock Comedy" series and "Crazy Commercials"; and "Radio Hotline," a series of 260 crazy telephone calls. All Star Radio also plans to debut another series in the near future, "The Unchartables," which will feature fictitious songs that never made it on the air.



All-Star Radio's Joy Grdnic poses for the company's popular promotional photograph.

Clayton Webster

The Clayton Webster Corporation got its start six years ago with "Live From The Lone Star Cafe," which capitalized on country music's popularity surge. The company has now expanded its program list to six features. Jay Goldman, VP/Operations, claims the company has grown by leaps and bounds since 1978: "I believe we're the second largest independent syndicator in the country," he told R&R. "We service about 2500 radio stations, so that should put us up there. Basically, the philosophy of the company has always been that we are an independent syndicator, and being an independent we have to do something a little bit different and a lot better than what's been done by other people and networks."

One of the features offered by Clayton Webster is "Rare Trax," a daily short program focusing on a rare release by a particular artist or group. Instead of arriving at the station fully-produced and ready to roll,

Clayton Webster Corporation

"Rare Trax" is structured to take advantage of each station's local talents. Each segment comes complete with the featured musical selection, accompanying scripts and interviews, and is ready to be locally voiced and produced.

Other programs currently distributed by the company include "Retro Rock," a musical anthology spotlighting major rock artists coupled with live concert performances and interviews; "Jack Carney's Comedy Show," a two-hour weekly feature centering on classic and contemporary humor; "The Sporting News Report," a sports show focusing on the sporting world's behind-the-scenes activities; "Country Calendar," a daily country program highlighting important events in country music; and "Life In These United States," a radio version of the popular Reader's Digest feature.



Saga keyboardist/vocalist Mike Sadler (c) chats with Rare Trax producers Ted Habeck (l) and Loren Cornelius (r).

"Talking Pictures"

To hear Lew Irwin tell it, his program "Talking Pictures" sort of grew out of "Lew Irwin Reports," which sort of grew out of the old "Earth News Radio," which isn't quite the same as the new "Earth News," and which isn't produced by the same company anymore. "A few years ago Jim and Judy Brown and I were producing 'Earth News Radio.' After the company broke up, I went out and continued to do the show on my own. At the same time radio was going through a lot of changes, with the compartmentalization of pop music to

TALKING

PICTURES

AOR, CHR, A/C; it was very difficult to sell an interview show that covered a spectrum of popular music. The problem for many stations was that if they didn't play music by the person I was interviewing, they didn't want to run the interview itself. So roughly a year and a half ago, I came up with the idea of just doing interviews with TV and movie personalities."

"Talking Pictures" is a one-minute feature which, in many ways, is simply a shortened version of Lew Irwin's 5-minute show, aptly titled "Lew Irwin Reports." Irwin explained, "I would say that roughly 40% of 'Lew Irwin Reports,' which is the old 'Earth News Radio,' deals with material that can be pared down to a one-minute 'Talking Pictures.' The other 60% of the material is different – pieces that deal with lifestyles, music, and artists."

Christian Science "MonitoRadio"

Drawing on a substantial network of correspondents, as well as a fine editorial reputation, the Christian Science Monitor is now in the radio business. Its one-hour news and information feature, "MonitoRadio," debuted in January on American Public Radio, and is available to commercial radio stations as well.

The program, transmitted via satellite every Friday evening, focuses on a full

range of national and international stories, including news, business, the arts, family, outdoor activities, and interviews with political leaders. "MonitoRadio" is a radio news and feature package with a difference," program host John Parrott told

MONITOR RADIO

R&R. "The show was designed for weekend listening to bring people up to date with what has happened and to look ahead at what's coming. It brings to bear all the expertise of the Monitor's resources around the country, pulled together by our own radio staff."

Each program's half-hour begins with a "page one" news segment, followed by feature segments and editorial commentary. Parrott explained, "We take advantage of the Monitor's coverage of a full range of subjects, and we concentrate on a few selected concepts each week that will help people get things in focus."



MonitoRadio host John Parrott (l) leads a discussion on world affairs during a recent segment of the show.

Greatest Sports Legends

Banking on its popularity on television, "Greatest Sports Legends" – enjoying 11 successful years on the tube – is now moving to radio. Drawing on a library of over 100 individual "legendary" athletes, the new radio show will be an adaptation of the TV venture, featuring five 90-second programs each week.

Steve Shulman, Sr. VP/Media for Sports Legends, explained the new program: "The 'Greatest Sports Legends' TV series

SPORTS LEGENDS INC.

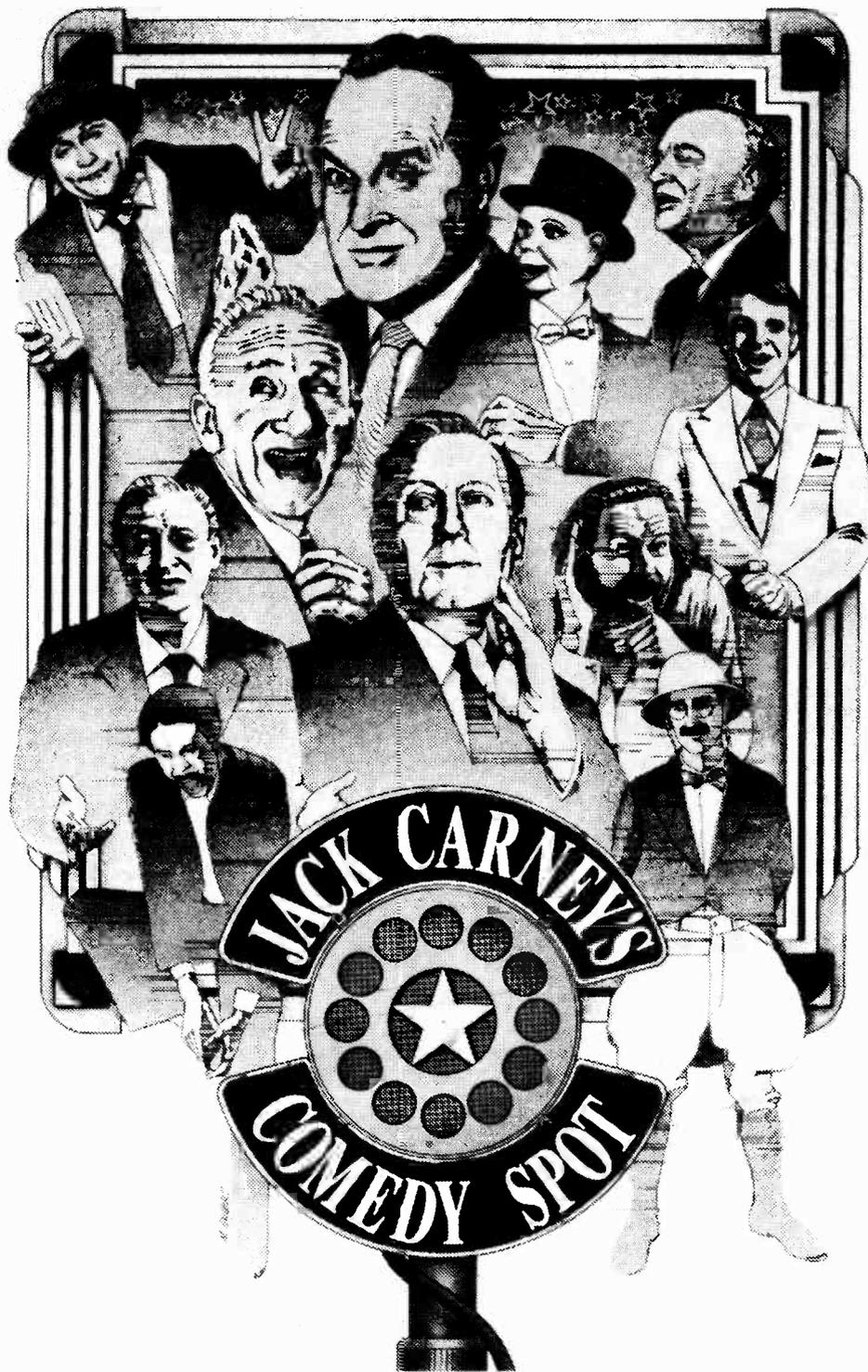
has profiled more than 100 athletes, coaches, and sportscasters, and in that time we have developed a wide array of exclusive interviews with many of the leading sports figures of the past 40 years. Obviously we can offer a radio series of variety and entertainment that cannot be matched."

"Greatest Sports Legends" will feature one legend each week, with one five-minute and five 90-second programs offered Monday through Saturday. Each show will carry a built-in 60-second commercial break in the middle, with an opening and closing available for the stations to sell. Among those athletes included in the radio series are Wilt Chamberlain, Joe DiMaggio, Ted Williams, Pete Rose, and Peggy Fleming.

From Those Wonderful Folks Who Bring You
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Networks/Program Suppliers

MUSIC FEATURES

ABC

Contemporary Net/Spotlight Special:

Culture Club (June 17)

Entertainment Net/Silver Eagle:

Jerry Lee Lewis/Carl Perkins (June 9)
Larry Gatlin/Gatlin Brothers (June 16)

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

Pink Floyd (June 10)

Rock Net/King Biscuit (DIR):

Ted Nugent/Accept (June 10)
Dwight Twilley/Midnight Oil (June 17)

Clayton Webster

Country Calendar:

Mel Tillis (June 11)
Brenda Lee (June 12)
Kendalls (June 13)
Bobby Bare (June 14)
Waylon Jennings (June 15)
Billy "Crash" Craddock (June 16)
John Anderson (June 17)

Rare Trax:

Styx (June 11)
Butts Band (June 12)
Go-Go's (June 13)
Hall & Oates (June 14)
The Cars (June 15)

Retro Rock:

Van Halen (June 11)

Creative Radio Network

Country Music's Radio Magazine:

Mickey Gilley (June 9)

Gary Owens' Supertracks:

Neil Sedaka/Carole King (June 9)

Global Satellite Net

Rockline:

Dan Aykroyd (June 11)

Innerview

Innerview:

Steve Perry (June 11)

Mutual

Lee Arnold On A Country Road:

Rosanne Cash/John Conlee/Porter Wagoner/
Kris Kristofferson/Reba McEntire
(June 2-3)

Narwood Productions

Country Closeup:

Don Williams (June 11)

Music Makers:

Tex Beneke (June 11)

NBC

The Source:

Rush profile (June 8-10)
Fathers of rock special (June 15-17)

PFM Inc.

Guest DJ:

"Weird" Al Yankovic (June 11)

PIA (Program Services)

Rare & Scratchy Rock & Roll:

Eagles (June 8-10)

RKO Networks

Behind The Music (RKO 2):

Shakin' Stevens (June 4)
Alabama (June 5)
Lionel Richie (June 6)
Dave Grusin (June 7)
Manhattan Transfer (June 8)

Captured Live (PG Prod.):

1st Airborne Rock 'n' Roll Division II (June 11)

Checkin' In (RKO 2):

Lee Greenwood (June 4)
Nitty Gritty Dirt Band (June 5)
Deborah Allen (June 6)

Bellamy Brothers (June 7)
Exile (June 8)

Countdown America w/John Leader (IS INC):

Culture Club (June 2-3)

Hot Ones (IS INC):

Cyndi Lauper (June 8-9)

Private Sessions (RKO 1):

Shalamar (June 4)
Cars (June 5)
Bruce Springsteen (June 6)
Big Country (June 7)
KC (June 8)

Solid Gold Saturday Night (Dick Bartley):

Dionne Warwick (June 9)

Strand Broadcast Services

Music & Memories:

Gary Puckett (June 9)
Jim Messina/Shari Lewis (June 18)

Syndicate It

Music Of The City:

Motown Special: The Jacksons (June 11)
Motown special: Diana Ross & Supremes/
Marvelettes (June 18)

United Stations

Dick Clark's Rock, Roll & Remember:

Righteous Brothers (June 8-10)

The Great Sounds:

Four Freshmen (June 8-10)

Rick Dees' Weekly Top 40:

Laura Branigan (June 8-10)

Solid Gold Country:

Reba McEntire (June 8-10)

Weekly Country Music Countdown:

John Conlee (June 8-10)



DEES ONE'S FOR YOU — Rick Dees, host of "Rick Dees' Weekly Top 40" for United Stations, displays his ecstatic (and surprised?) reaction to the 300-400 pieces of mail he receives daily from fans around the country.

Westwood One

Budweiser Concert:

Jeffrey Osborne (June 18-24)

The Countdown:

Dennis Edwards/Patti Austin (June 8-10)

Dr. Demento:

Grandad's funny five/automotive dementia
(June 8-10)

Earth News:

Joe Jackson/Barbara Hershey/Randy
Newman/Hugh Hefner/Mel Torme
(June 11-15)

Live From Gilley's:

Jerry Reed (June 4-10)

Off The Record:

Huey Lewis & The News/David Gilmour/
Little Steven (June 11-15)

Off The Record Specials:

Queen (June 11-17)

Rock Album Countdown:

Cyndi Lauper/David Gilmour (June 8-10)

Rock Chronicles:

Album cover art (June 8-10)

Special Edition:

Gap Band (June 11-17)

Star Trak Profiles:

Fleetwood Mac (June 11-17)

Superstars Rock Concert:

Fleetwood Mac (June 15-17)

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THE 4th OF JULY SUMMER BEACH PARTY

SPECIAL NEWS!

STARS LIKE:

THE MOTELS
JAN AND DEAN
THE BEACH BOYS

SONGS LIKE:

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SUMMER NIGHTS
SATURDAY IN THE PARK

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THE WEEKLY COUNTRY MUSIC COUNTDOWN



2-3 ALABAMA

9-10 JOHN CONLEE

16-17 LACY J. DALTON

23-24 TOM JONES

30- Jul 1 EARL THOMAS CONLEY

2-3 HANK WILLIAMS JR.

9-10 REBA McENTIRE

16-17 GENE WATSON

23-24 JANIE FRICKE

30- Jul 1 DON WILLIAMS

New York

Los Angeles

The United Stations
AMERICA'S TARGET RADIO NETWORKS

Washington, D.C.

Chicago

NEWS & INFORMATION FEATURES

PEOPLE

ABC

Rock Net/Lifelines:
Lynda VanDervanter/Vietnam vets (May 28)

Rock Net/Rock Notes:
Andy Fraser/Free (May 28-29)

CBS RadioRadio (Kris Stevens)

Entertainment Update:
Dr. Seuss/"Supergirl"/Richard Pryor/Wilford Brimley/Robert Redford/Robert Duvall/Steven Spielberg/Roger Glover (May 28-June 1)

Clayton Webster

Jack Carney's Comedy Show:
Vacations (June 11)

Sporting News Report:

Willie Wilson/Kevin McHale (June 11)

Donnelly Media

Hiney Wine:

Winery on vacation (May 28)
Hiney Wine pioneers (May 29)
Tiny Hiney in the commode (May 30)
Nancy Reagan writes (May 31)

Mutual

Assignment Hollywood:

Lorenzo Lamas (May 28)
Donna Mills (May 29)
Roger Daltrey (May 30)
Shelly Long (May 31)
Ben Kingsley (June 1)

Larry King Show:

Ed Cornish (May 28)
Rosalyn Carter (May 29)
Mark Shields (May 30)
Thomas Boswell (May 31)
Mary Cunningham (June 1)

Narwood Productions

Minding Your Business:
Computer add-ons (May 28)
"Bugs Burger"/Gray & Company (May 29)
Stock options for advisers (May 30)
Post Office stores (May 31)
Car dealers think smart/Altruistic Corp. (June 1)

Progressive Radio Net

Computer Program:
Telecommuting/electronic bulletin boards/operating systems/computer showrooms/computer travel (week of May 28)

Laugh Machine:

Woody Allen/Pat Paulsen/Lily Tomlin/Flip Wilson/Robert Klein (week of May 28)

News Blimp:

Phlandering husbands/folks next door/phone E.T. at home/business crack-down/sweat cologne (week of May 28)

Sound Advice:

Setting levels/cueing/dubbing & multitracking/splicing (week of May 28)

Public Interest Affiliates

PIA Public Affairs:

Drinking & driving: the fatal mix (May 27)

Medscan:

Muscle cramp cures (May 28)
Daring decline (May 29)
Water cradle (May 30)
Contraceptive news (May 31)
A healthy you (June 1)

RKO One

Beat The System:

Looking for missing parts (June 5)
Crackpot cosmetics (June 7)

Mind Games:

Game show psychology (June 4)
Creative meditation (June 5)
Flowers from the Krishnas (June 6)
Game theory (June 7)
Neurolinguistics (June 8)

Smart Money:

Tax scholarships (June 4)
Best buys in gold (June 6)

Strand Broadcast Services

Something You Should Know:

Stress & health (June 4-5)
Business etiquette (June 7)
Hair care myths (June 8)

Syndicate It

Radiorobics w/ Jayne Kennedy:

Upper body exercises (May 28)

Westwood One

Brad Messer's Daybook:

Shroud of Turin/Memorial Day (May 28)
Mt. Everest/food stamps (May 29)
Duelling president/Lassen volcano (May 30)
Johnstown flood/SALT-II treaty (May 31)
Transistor computer/1st U.S. spacewalk (June 1)

Playboy Advisor:

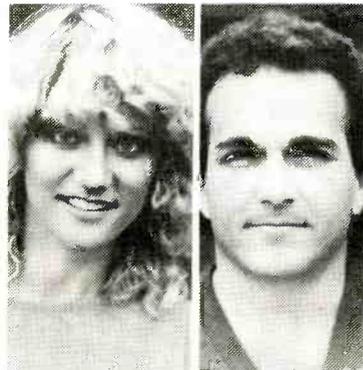
Wedding over before thank you's sent/husband overspends/wife is amphetamine junkie/can't say "I love you"/pill and heart disease/his live-in dates around/now she's pregnant/paying off ex/abortion/chastity belt (May 28-June 1)

Spaces & Places:

Coping with job burn-out (May 28-June 1)

Waldenbooks Review:

Dick Francis/Dick Hoffman/Deanna Sclars (May 28-June 1)

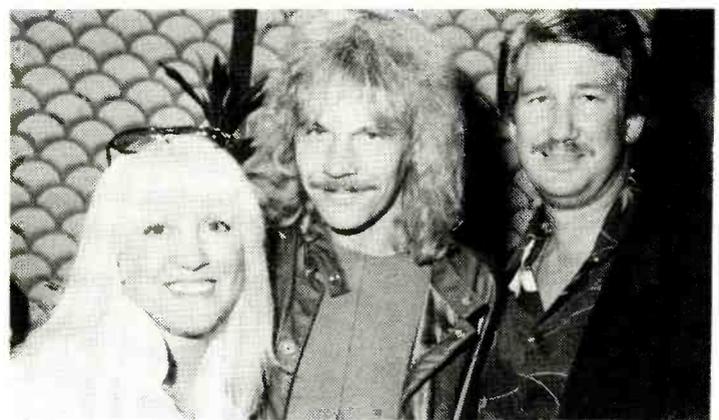


Jolene Baller Mike Catena

● Jim Brown Productions has added Jolene Baller and Mike Catena to its Affiliate Relations staff. Baller, most recently with Muscolo Promotions in

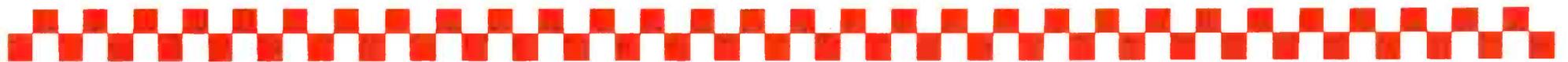
Hollywood, was previously with WOMP-FM/Bellaire, OH. Her radio career also includes stints at WWVA, WCPI, and WKWK, all in Wheeling, WV. Catena served the past four years as Staff Announcer for the Harlem Globetrotters. His previous broadcast experience includes work at KNAC/Long Beach and KGOE/Thousand Oaks. Catena was also associated with United Artist Records.

● Sheri Gillis has been appointed Manager of "The Rock Report," produced by Denny Somach Productions. She will be in charge of coordinating all information and scheduling interviews, and will report directly to company president Denny Somach. Gillis was previously Office Manager for the company.

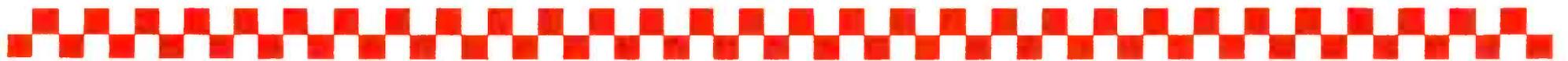


YOUNG STYX/LIVE PLANT — James Young of Styx was a recent guest on RKO's "Live From The Record Plant," produced for the network by PG Productions. He appeared solo, a trend other members of the band are also developing. Pictured following the live broadcast are (l-r) host Jo Martirante, Young, and RKO VP/Programming Dave Roberts.

JUNE 1984



2-3	ANDREWS SISTERS	2-3	B. J. THOMAS	2-3	THOMPSON TWINS
9-10	FOUR FRESHMEN	9-10	RIGHTEOUS BROTHERS	9-10	LAURA BRANIGAN
16-17	MARGARET WHITING	16-17	PAT BOONE	16-17	SCORPIONS
23-24	LIONEL HAMPTON	23-24	RAY CHARLES	23-24	LIONEL RICHIE
30-Jul 1	FRANKIE LAINE	30-Jul 1	THE FOUR TOPS	30-Jul 1	CULTURE CLUB



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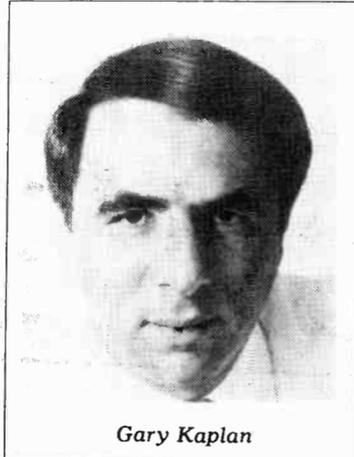
1930 Century Park West, Los Angeles, CA 90067

Management

PREPARING A BETTER RESUME, PART I

Selling Yourself Before The Interview

By Gary Kaplan



Gary Kaplan

Webster's Dictionary defines a resume as "a short account of one's career and qualifications." But in the real business world the resume, which is an important aspect of the job-hunting process, is often given the least amount of attention.

In their desire to impress, many would-be candidates view the resume as an opportunity to tell their life story. And, they hope, in the process, attract the prospective employer's eye. It captures his eye, all right — long enough to determine it's not worth plodding through, but great for wastebasket lobbying.

Unfortunately, I've found broadcasters to be especially guilty of this data overkill. Technical-

ly, it's not their fault. Resumes were often not necessary because the "good old boy" network sufficed. Either a person's reputation and/or industry crony recommendations preceded him, or the PD or GM joining a facility brought along one or two key staffers from his previous station.

Now the radio and record industries are being run more like the competitive businesses they ac-

"Ninety-five percent of potential hires in the business world are introduced by resume."

Resume Pointers

- A resume presells you.
- Thorough analysis of life and work history is required.
- Above average resumes are brief, results-oriented, readable.
- Professionally prepared resumes sound coached or rehearsed to the interviewer.

tually are, with cross-pollination on the upswing. Thus recruiting the "right" person from among the swelling prospective employee ranks becomes all the more crucial. Considering that 95% of potential hires in the business world are introduced by resume, preparing one that stands out from the crowd becomes the job seeker's primary goal.

Understanding The Purpose

Putting together a good resume first means understanding the philosophy behind its use. That understanding is based on a major tenet: the employment procedure is a screening-out process. Employers are really looking for the negatives, for why they shouldn't hire a person. So why provide minuses that will knock you out of the ballpark before you get a chance at bat?

A resume presells you. It opens the door, ushers you in so you can tell your story face-to-face with the interviewer. Let's say you are contemplating a move to another station or company. View the resume/interview cycle as a marketing strategy. The resume is actually the sales promotion piece, its purpose being to stimulate interest, arouse curiosity, whet the employer's appetite. Whichever way you phrase it, the bottom line is to provoke a meeting between you and the employer — not to give away the store ahead of time. Once the door opens, the interview takes on the complexion of a sales call. This is that one chance to make an effective sell: highlighting your assets and abilities, showing interviewers why you're the one for the job.

"Under no circumstances should a resume exceed two pages; any more than that and you'll run the risk of losing an objective reading."

Rather than face the perceived preparation hassles of resumes, many of you are probably saying, "No problem. I'll just take it to a professional." There is nothing wrong with that — if you're only looking for advice. Resume design and preparation firms, as well as job counseling concerns, certainly abound. However, most are costly and usually don't solve the problem. First and foremost a resume reflects the individual, and only the individual knows what he has done and can do. Only he can put

his accomplishments into words that will not sound coached or rehearsed to the interviewer.

Preparing a resume is not an overly difficult task. Actually, most of the work comes before you sit down to write it. For it is at that point you thoroughly analyze your life and work history. Without a sufficient self-evaluation, you're apt to miss an important element which could directly influence how well you present yourself on paper. Review your background by writing out key facts under four major categories:

- 1) Personal data (vital statistics, marital status, organization memberships)
- 2) Educational background
- 3) Special qualifications (languages, military experience)
- 4) The duties/accomplishments for each job held, including responsibility for reports, papers, and policies.

"The better-than-average resume is results-oriented and readable . . . rely on energy words that have 'sell' to them."

Once you list the pertinent background information, think about consolidation; that is, carving the fat away from the meat. In terms of length, a resume should be one to two pages. And under no circumstances should it exceed the latter limit; any more than that and you'll run the risk of losing an objective reading. This rule applies to anyone — whether you are a PD or a group president.

Besides being brief and to the point, the better-than-average resume is results-oriented and readable. It catalogs an individual's achievements in a positive, upbeat manner. I recommend avoiding overused descriptions such as "aggressive" and vague words like "assisted," "participated," and "helped." Be specific about your accomplishments, relying on energy words that have "sell" to them.

Next week we'll take a closer look at the specific ingredients of an effective resume, along with many tips that can help make the big difference.

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

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98PXY add	WIGY add	WYCR 38-36	KTDY deb 39	WLAN-FM	KMGX	95XIL	KCDQ
WKFM add	WERZ add	WPST deb 39	Q101 36-32	WSPK	KQMQ	WOMP-FM	KTRS
WHTF add	WISE add	WOKI deb 30	WPFM 22-16	WKRZ-FM	KSKD	WJAD	KHTX
WZLD add	KNOE-FM add	KRGV deb 30	WAEV deb 33	KAMZ	KDON-FM	KKQV	KBIM
WANS-FM add	KKAZ add	KTFM 37-34	KIMN add	WFMI	KHYT	WHSL	KSLY
WSFL add	KIST add	WKDD 36-28	XTRA add	KBFM	WZON	WBNQ	KZOZ
KIHK add	WXKS-FM deb 36	KQXR 39-37	93FM	KMGK	WQCM	WCIL-FM	WPHD
13K add	WGCL 25-21	WGUY 35-31	WNVZ	WJXQ	OK100	WSPT	WCAU-FM



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CHR NEW & ACTIVE

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Q100 add	KTDY add	WZPL 26	KIST deb 40	WJXQ	WERZ	WBNQ
WKEE add	WAZY-FM add	KQXR 35	CKOI	WVIC	95XIL	WBWB
KRGV add 40	KSly add	KCPX-FM 35	WKFM	WRQN	WJBQ	KCDQ
WKDD add	WHTT 28-26	WGUY 38-34	WPST	WHOT-FM	WOMP-FM	KOZE
KEYN-FM add	WXKS-FM deb 38	OK100 26	WKRZ-FM	KLUC	WSQV	KHTX
KQMQ add	WPHD 36	WAEV 26-22	WHTF	KSKD	WISE	KBIM
KRQ add	WCAU-FM deb 39	WIXV 29-26	KZZB	KHYT	WPFM	WFMI
KTKT add	PRO-FM deb 28	WCIL-FM 32-25	KITE	WFBG	WXLK	
WQCM add	FM106 36	KZOZ 33	WOKI	WIGY	WGLF	

 ON COLUMBIA RECORDS 



Street Talk

R&R hears that **METROMEDIA** has reached a tentative agreement to sell **KLAC/LOS ANGELES** to **CAPITAL CITIES** for a price estimated at over \$11 million. To make room for the acquisition, Cap Cities has to sell its **KZLA (AM)**, and we hear a Spanish investment group will purchase it for approximately \$5 million. No confirmation on either transaction, but this has gone *beyond* the rumor stage. Details should be available by next week.

Word out of New Orleans is that **WAIL** will discontinue its Urban/Contemporary offering for A/C on June 1, which would make it the second major market Southern Urban outlet to opt for A/C in the past eight weeks. (KRLY/Houston became **KLTR** at the end of March.)

Look for some restructuring in the promotion and marketing departments at **POLYGRAM RECORDS** within the next few weeks.

Eugene, OR newspapers are buzzing about **KZEL**'s petitions to the FCC which have delayed new "adult rock" competitor **KZAM** from signing on the air. Apparently, **KZEL** was concerned over an inaccuracy in **KZAM**'s FCC application regarding the latter's tower site. **KZAM** was planning to use **KZEL**'s tower, but an agreement was never reached, and **KZEL** wanted the FCC to know about it. The result? Those petitions will keep **KZAM** off the air an extra 30 days.

MIKE JOSEPH's newest client, **KKSS(AM)/MINNEAPOLIS**, will change calls to **KMFY** ("Comfy," perhaps?) According to Mike, "The format is still under wraps and in the development stages." We think Mike's going for a new approach to middle-of-the-road radio with this one... something for those ailing AMs all across the country.



At **WEEI/BOSTON**, **JACK BAKER** has resigned as GM, and **BILL KINDLER** has been named to replace him.

In a terse statement from station personnel, Street Talk has learned that **JIM PRICE** is no longer Station Manager at **KFSD/SAN DIEGO**. No replacement was named, and we got the definite impression that one would not be forthcoming.

Philadelphia's **WWSH** gave us the "No Michael Jackson Weekend," so it was only fitting that Philly's **WYSP** should give us the "No Russian Rock Weekend." Yes, in answer to the Soviet boycott of the summer Olympics, **WYSP** offered its listeners a weekend completely "free" of all Russian music. Further, the station encouraged the American

faithful to refrain from all things Ukrainian, including vodka, Russian dressing, reading "War & Peace," etc. Calling itself "the official station of the 1984 Olympic boycott," **WYSP** garnered lots of press for a weekend of nationalistic fun.



Scott & Trish Shannon

On a more meaningful note, **Z100/NEW YORK** PD/morning host **SCOTT SHANNON** slipped away a couple of weeks ago (5-9) and married his fiance Trish. **R&R**'s New York paparazzo, F. Stop Fitzgerald (who also does a little work for the National Midnight Star), turned in this candid shortly after the joyous occasion.

BOB HATTRIK will *not* be consulting **KHTR/ST. LOUIS** or any of the other **CBS-FM** stations, according to CBS Programming VP **BOB VANDERHEYDEN**.

EDWARD ROGLOFF, President of **CRB BROADCASTING**, called to say contrary to last week's market rumors about **WGRQ/BUFFALO** going Country, the company has no such plans for the station. **CRB** should take over the AOR outlet in the near future.

Former **ISLAND RECORDS** VP/Promotion **MICHAEL ABRAMSON** has announced the formation of "Rocker Doctor Promotions," an independent promotion firm specializing in national AOR projects. "That number in New York is" (212) 243-2972.



KISN/SALT LAKE CITY PD **DAN JESSOP** has resigned and moved crosstown to handle swing at **KSL**.

After eight years as GM of **KOMA/OKLAHOMA CITY**, **WOODY WOODARD** has resigned to go into advertising on a fulltime basis. Look for more major news from **KOMA** in the next two weeks, as new owner Price Communications takes over around June 1.

MCA RECORDS has formed a Special Markets Division in order to "exploit the vast MCA Records catalog, which includes masters from Decca, ABC, and Impulse Records." Additionally, Coral Records, the label no trivia buff could forget, will be reincarnated as an MCA budget line. Former MCA Distributing Exec. VP **SAM PASSAMANO SR.** will head the new division as Senior VP/Special Markets.

MORE STREET TALK/See Page 20



PEABO BRYSON

"IF EVER YOU'RE IN MY ARMS AGAIN"

WKBW deb 26 **CHR NEW & ACTIVE**
195 25-18
Y100 17-12

WXKS-FM	FM106	KROK	Q104
94Q	WPST	WHOT-FM	WFOX
B97	WKRZ-FM	KMGX	KILE
WNVZ	WHTF	KIKI	Q101
WHYT	WBBQ	KQMQ	WXLK
Q103	KXX106	KO93	WAEV
WFLY	WDOQ	KSKD	WIXV
WMAR	KAMZ	KHYT	Z102
K104	KSET-FM	WFBG	WGLF
WYCR	WZYP	WGUY	KKLS-FM
WTIC-FM	WOKI	WZON	KGOT
WKEE	WHHY-FM	WIKZ	KCDQ
WLAN-FM	KBFM	OK100	KCAQ
KC101	KTFM	13FEA	KDZA
		95XIL	KHTX
		WJBQ	KBIM
		WJAD	KSly
		WCGQ	

A/C Chart 19

Produced by Michael Masser for Prince Street Productions, Inc.
 Management: David M. Franklin and Associates.

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(213) 392-8743 131 Ocean Park Blvd., Santa Monica, CA 90405

Week After Week Record After Record E/P/A Delivers

- 5 2 1 **1** **CYNDI LAUPER**
Time After Time (Portrait/CBS)
- 14 8 4 **2** **DAN FOGELBERG**
Believe In Me (Full Moon/Epic)
- 11 6 3 **3** **DENIECE WILLIAMS**
Let's Hear It For The Boy (Columbia)
- 7 1 2 4 **BILLY JOEL**
The Longest Time (Columbia)
- 12 11 6 **5** **KENNY ROGERS**
Eyes That See In The Dark (RCA)
- 3 4 5 6 **LIONEL RICHIE**
Hello (Motown)
- 2 3 6 7 **PHIL COLLINS**
Against All Odds (Take A Look...) (Atlantic)
- 21 14 **8** **CULTURE CLUB**
It's A Miracle (Virgin/Epic)
- 8 6 7 9 **JAMES INGRAM**
There's No Easy Way (Qwest/WB)
- 17 15 12 **10** **SHAKIN' STEVENS**
I Cry Just A Little Bit (Epic)

4 Bulleted Records in the A/C top ten & more to follow...

Distributed by CBS Records

Street Talk

Continued from Page 19

JIM ZIPPO has returned to **WZKS/NASHVILLE** with the "Zippo Morning Zoo," featuring sidekick **DEBBIE SUMMERS**. Jim, who had been PD in addition to morning host, actually exited the station in last week's management restructuring, but has now returned for on-air duties only. **JACK RANDALL** is WZKS's new PD.

WTWN/GRAND RAPIDS has dropped its News/Talk format in favor of CHR/Gold. Also, the station has reverted to its old call letters, **WLAV**. WLAV-FM PD **TONY GATES** is now handling the programming chores for both outlets. The FM remains AOR.

What song fills Tiger Stadium when the groundcrew grooms the infield between the fifth and sixth innings? **JOHN DENVER's** "Thank God I'm A Country Boy." **WRIF/DETROIT** morning team **JIM JOHNSON & GEORGE BAIER** decided to convince Tiger GM Jim Campbell to switch to something "a little more contemporary." Interestingly, the campaign involved **WJR** morning personality **J.P. McCARTHY**, with the two morning shows actually simulcasting (AOR and MOR???) as the crusade gained momentum. Well, Campbell relented and now (although Tiger management is still not convinced on the replacement tune) **VAN HALEN's** "Dancing In The Street" has been nominated. Hats off to WRIF and WJR on what has to be a first in cross-format cooperation. And, last time we checked, the Tigers seemed to be doing okay.



Bob Fead

BOB FEAD has joined **RED LABEL RECORDS** as a sales and marketing consultant. The former Senior VP at A&M, Division VP of RCA, and President of Monument Records said he planned "to offer an overview from my experience . . . and be generally involved in directing the forward movement of the company."

13K/BAKERSFIELD has a new programmer, as former PD **RICK SIMON** exits. Promoted from MD to PD at the station is **JEFF RYAN**.

MIKE NOVAK, most recently PD at **KYUU/San Francisco**, is the new Operations Director at **KO93(KOSO)/MODESTO, CA** and will advise the company on its newest acquisition, **KKNU/FRESNO**. Also, **KO93** midday air personality/Production Director **GARY DEMARONEY** has been named PD, filling the vacancy left by Greg Ausham's departure to **KCPX-FM/Salt Lake City**.



The latest from the Dogwood City is that an Atlanta-based record label will file for bankruptcy in the next few days. When it happens, some good folks will become available immediately.

Street Talk hears a strong rumor that **TED COHEN** of Warner Bros. may be moving to **WESTWOOD ONE**. However, if he is making the transition, speculation is that he'd be working to procure artists for upcoming Westwood One concert series, the same job Robin Wren formerly held.

Our condolences to the family and many friends of **WWWM/TOLEDO** air personality **JOAN MAJOR**. Joan was killed in an automobile accident Tuesday (5-22). The former **WIOT** jock had many friends in the Midwest, and will be missed.

No one at the stations will confirm or deny the sale of **CKLW & CFXX/WINDSOR** from Baton Broadcasting to a group of entrepreneurs headed by Keith Campbell, but a source at the **CRTC** has informed **R&R** that there is indeed an application on file to transfer ownership. A hearing is scheduled for July 4 on the license renewals for Windsor stations **CKLW**, **CFXX**, and **CJOM-FM**, at which time proposals will also be heard regarding altered program content regulations for the Windsor market. If the second part of that hearing is successful, that might mean the fulltime debut of a CHR-type format on **CFXX**, provided the new owners are of a mind to carry out Baton's original gameplan.



Bill Gable

A **CKLW** alumnus, most recently at **WLW/CINCINNATI**, **BILL GABLE** has relocated to the afternoon shift at Greensboro-Winston-Salem-High Point's **WMAG**.

JOHNNY MAGNUS moves from **KPRZ/LOS ANGELES** back to one of his earlier L.A. radio haunts. He's taken over afternoons at **KMPC**.

WOWE/CHATTANOOGA PD TONY DAVIS has exited the station and is looking: (615) 267-4221. **GM DAVE KING** is serving as acting PD.

Here's to a speedy recovery for **KOKA/SHREVEPORT PD B.B. DAVIS**, who's taking a few days off to recuperate from a very mild stroke. He should be back in action next week.

Beautiful Music-formatted **WGMZ/FLINT** will switch formats to A/C and call letters to **WCRZ (Cars)**. Former morning drive personality at **WCOZ/Boston** and **WAPP/New York E.J. CRUMMEY** is now handling weekends and fill-in for **WNBC/NEW YORK**. Speaking of **WNBC** . . . why don't the "powers that be" officially name **JIM COLLINS** Program Manager (as Kevin Metheny's replacement) and be done with it?

Congratulations to **E/P/A VP/Marketing LARRY DOUGLAS** and **DIANA EMOLE** (Assistant to Frank Dileo) on their May 20 marriage in Santa Barbara. All of us at **R&R** wish them the best!



Stork Stops: Congrats to **WKQX/CHICAGO PD CHUCK MORGAN** and his wife Linda on the birth of Ryan Matthew . . .

Courtney Majic Douglas is the first child of **B/A/M/D** President **DWIGHT DOUGLAS** and his wife Traci. Courtney arrived May 17 . . . **KGA/SPOKANE PD DENNIS BOOKEY** and his wife are the proud parents of Katie Elaine, born May 19 . . . **JIM & GILA LEWIS** welcomed Vanessa Ann into their family on May 11. Jim is VP/Marketing, Rock Division for **POLYGRAM RECORDS** and Gila is Director/Creative Advertising & Media for **ATLANTIC RECORDS** . . . **KKUA & KQM/Q/HONOLULU PD KIMO AKANE** and his wife Ellen had their third girl, Minuette, May 14.

AIR™

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NATIONAL AIRPLAY

May 25, 1984 THE BACK PAGE



Contemporary Hit Radio

Three Two Last
Weeks Weeks Weeks

- | | | | | |
|-------|-------|-------|----|--|
| 3 | 1 | 1 | 1 | DENIECE WILLIAMS/Let's Hear It... (Columbia) |
| 6 | 3 | 2 | 2 | STEVE PERRY/Oh Sherrie (Columbia) |
| 8 | 5 | 3 | 3 | CYNDI LAUPER/Time After Time (Portrait/CBS) |
| 11 | 8 | 4 | 4 | NIGHT RANGER/Sister Christian (Camel/MCA) |
| 22 | 12 | 7 | 5 | DURAN DURAN/The Reflex (Capitol) |
| 23 | 16 | 10 | 6 | HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis) |
| 10 | 9 | 8 | 7 | IRENE CARA/Breakdance (Network/Geffen) |
| 21 | 14 | 11 | 8 | VAN HALEN/I'll Wait (WB) |
| 32 | 21 | 15 | 9 | JERMAINE JACKSON/Tell Me I'm Not Dreamin'... (Arista) |
| 30 | 23 | 16 | 10 | LAURA BRANIGAN/Self Control (Atlantic) |
| 2 | 4 | 6 | 11 | LIONEL RICHIE/Hello (Motown) |
| 1 | 2 | 5 | 12 | PHIL COLLINS/Against All Odds... (Atlantic) |
| 16 | 13 | 12 | 13 | SHALAMAR/Dancing In The Sheets (Columbia) |
| 40 | 32 | 22 | 14 | POINTER SISTERS/Jump (For My Love) (Planet/RCA) |
| 24 | 20 | 18 | 15 | MADONNA/Borderline (Sire/WB) |
| 4 | 6 | 9 | 16 | CARS/You Might Think (Elektra) |
| 34 | 29 | 21 | 17 | JOE JACKSON/You Can't Get What You Want... (A&M) |
| 14 | 11 | 13 | 18 | BILLY JOEL/The Longest Time (Columbia) |
| - | 38 | 27 | 19 | CULTURE CLUB/It's A Miracle (Virgin/Epic) |
| 33 | 30 | 25 | 20 | SLADE/Run Runaway (CBS Associated) |
| - | - | 34 | 21 | BILLY IDOL/Eyes Without A Face (Chrysalis) |
| - | 35 | 29 | 22 | CHICAGO/Stay The Night (WB) |
| - | - | 38 | 23 | MIKE RENO & ANN WILSON/Almost Paradise (Columbia) |
| 29 | 27 | 24 | 24 | SCORPIONS/Rock You Like A Hurricane (Mercury/PG) |
| DEBUT | DEBUT | DEBUT | 25 | BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia) |
| 5 | 7 | 14 | 26 | RICK SPRINGFIELD/Love Somebody (RCA) |
| 17 | 17 | 19 | 27 | BERLIN/No More Words (Geffen) |
| 39 | 36 | 30 | 28 | CHRISTINE MCVIE/Love Will Show Us How (WB) |
| 37 | 34 | 31 | 29 | STYLE COUNCIL/My Ever Changing Moods (Geffen) |
| - | - | 37 | 30 | EURHYTHMICS/Who's That Girl (RCA) |
| 9 | 10 | 17 | 31 | GO GO'S/Head Over Heels (IRS/A&M) |
| - | 40 | 35 | 32 | VAN STEPHENSON/Modern Day Delilah (MCA) |
| 15 | 15 | 20 | 33 | J. IGLESIAS & W. NELSON/To All The Girls... (Columbia) |
| 7 | 18 | 23 | 34 | THOMPSON TWINS/Hold Me Now (Arista) |
| 26 | 25 | 26 | 35 | LAID BACK/White Horse (Sire/WB) |
| DEBUT | DEBUT | DEBUT | 36 | WANG CHUNG/Dance Hall Days (Geffen) |
| - | - | 40 | 37 | STYX/Music Time (A&M) |
| DEBUT | DEBUT | DEBUT | 38 | CARS/Magic (Elektra) |
| DEBUT | DEBUT | DEBUT | 39 | HOWARD JONES/What Is Love? (Elektra) |
| DEBUT | DEBUT | DEBUT | 40 | ICICLE WORKS/Whisper To A Scream (Birds Fly) (Arista) |

Note: denotes former AIR Response Record

Running A Promotion Department...

... is a time consuming, detailed, agonizing experience. Mondays and Tuesdays are filled with hope, satisfaction, elation and disappointment. Orchestrating a record through the radio maze takes energy, expertise, creativity and dependable input from a variety of sources. All decisions made on each project should be informed ones. If you're not currently using AIR, you're losing an important pipeline.

AIR is in contact weekly with CHR radio. We know how they feel about each record we sample because they tell us. AIR participants listen to each sample record an average of three times, so you're insured a fair hearing. The entire process takes 10 days. The only other way to gather this kind of dependable information is to play it for them yourself.

Before you inadvertently ignore a record because of an overflow of releases, or if you're planning a promotional blitz on an important artist, call AIR at (301) 964-5544. Unless, of course, you have the time to play it for them yourself.

WEEK 24

AIR Response Records

WEEK 24

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 30, 1984.

#	TITLE	ARTIST	LABEL
2211	BOYS DO FALL IN LOVE	ROBIN GIBB	MIRAGE
2212	IF ALL OF THE MAGIC...	MARK GRAY	COLUMBIA
2213	10-9-8	FACE TO FACE	EPIC
2214	SUNGLASSES AT NIGHT	COREY HART	EMI AMERICA
2215	WHAT'S LOVE GOT TO...	TINA TURNER	CAPITOL

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On The Records



KEN BARNES

Springsteen: Something Extra For The Fans

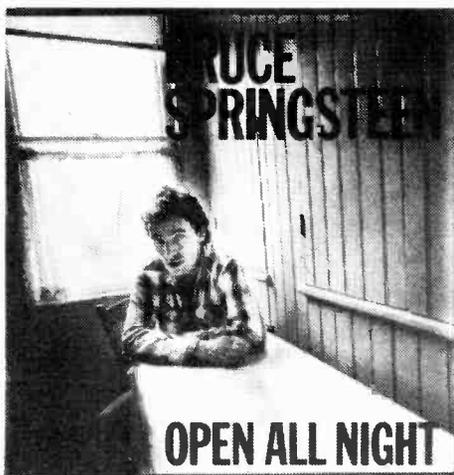
Bruce Springsteen's new "Dancing In The Dark" single continues a pleasant tradition. Springsteen may make his fans wait two or three years between albums, but he does give them something extra, in the form of B-sides not on albums and occasional other oddities. "Dancing In The Dark"'s flip side is called "Pink Cadillac" and won't be found on the "Born In America" LP.

"Pink Cadillac" brings the Springsteen extra file up to eight by my count. The earliest was on a CBS 7-inch sampler series called "Play Back"; number 52 featured a live version of "Circus Song," known as "Wild Billy's Circus Story" on Springsteen's second album. Then there was "Santa Claus Is Comin' To Town," played by radio stations for years on tape before being issued on the "In Harmony 2" children's album and, in limited quantities, on a Columbia DJ-only single.



Springsteen circa '73 at the circus

From "The River" sessions, two non-LP B-sides emerged: the blistering 75-second rocker "Held Up Without A Gun" on the back side of "Hungry Heart" and "Be True" on the flip of "Fade Away." Around this time the live version of Mitch Ryder's "Devil With A Blue Dress" came out on the "No Nukes" soundtrack (and on a promotional E/A 12-inch).



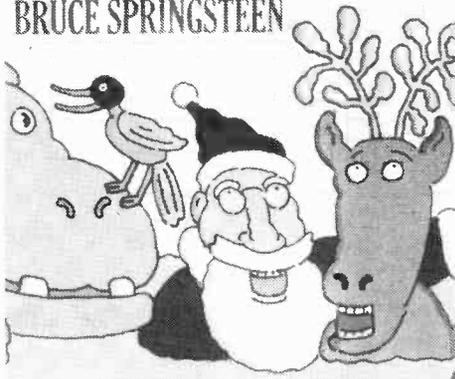
Springsteen provides a "Payback"

Most recently, the "Nebraska" sessions produced a solo performance called "The Big Payback," which appeared on the flip of the British "Open All Night" single, but was not issued in the U.S. And that, discounting countless tapes of live radio broadcasts that have not officially been put on record, is it until "Pink Cadillac" — and perhaps the flip sides of follow-up singles from "Born In America."

Trivial Pursuits

Jon Moss of Culture Club and Nick Feldman of Wang Chung grew up together and played in a number of bands. Among

Santa Claus Is Comin' To Town BRUCE SPRINGSTEEN



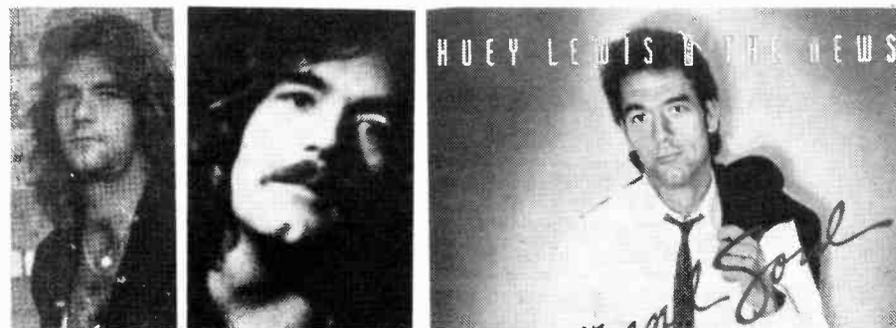
Columbia exercises a hidden Claus in the contract

these early musical efforts were groups called Pig William, Phone Bone Boulevard, Pastrami Barmy, and Eskimo Norbert. It must have been a relief for Nick to join a band with a normal name like Wang Chung.

Speaking of odd names, Icicle Works' first British single was issued on the group's own Troll Kitchen label.

The Peter Wolf who wrote the new Jefferson Starship single, "No Way Out," as well as some of the songs on Grace Slick's most recent solo album, is not the former J. Geils Band front man. He's a German singer/songwriter who with his wife Ina makes up the Morocco duo Wolf & Wolf.

Huey Lewis: Rock 'N' Rollin' In Clover



The sartorial evolution of Huey Lewis: from hippie days to his sporty now look

Huey Lewis's heart of rock & roll lies with his first group of significance, a Bay Area band called **Clover**. Clover had been around from the late '60s on and had recorded a couple of early '70s albums before Huey (then spelling his surname **Louis**) joined up. (His real name is **Hugh Cregg III**.)

Huey played harmonica and shared lead vocals with **Alex Call**, who has recently recorded for **Arista**. Other members of the group included **John McFee**, later with the **Doobie Bros.**, and **Sean Hopper**, who backs Huey today in the **News**.

Clover became more popular in England than America, and spent most of their time overseas, influencing many of the new musicians coming to prominence in the UK. Clover, in fact, was the backing band on **Elvis Costello**'s first album, before Elvis formed the **Attractions**. However, as related in an earlier column, Huey was in Paris at the time and missed the Costello sessions.

A final Clover connection for Huey's subsequent career: the producer of both **Mercury** Clover albums was **Robert John Lange**, who later achieved vast success producing **AC/DC**, **Foreigner**, and others . . . and wrote the first Huey Lewis & the News hit, "Do You Believe In Love."

Change Personnel

Change, notable for their Top 20 Black/Urban hit "Change Of Heart," is notable as well for its former lead singers, who include **Luther Vandross** and **Jocelyn Brown** (currently scoring with the **New & Active** "Somebody Else's Guy"). Both Vandross and Brown sang with the group on a session basis before a permanent group was established.

As a wrap-up, R&R's Sean Ross and WCIN/Cincinnati's Keena McDowell were noting the two recent "dance floor" hits on the Black/Urban chart, the **Bar-Kays**' "Freak Show On The Dance Floor" and **Midnight Star**'s "No Parking (On The Dance Floor)," when they made a startling scientific discovery. You can add the parenthetical phrase "On The Dance Floor" to virtually any song title and it will make some kind of sense. Obvious examples are

songs like "Head Over Heels (On The Dance Floor)" or "Catch Me I'm Falling (On The Dance Floor)." Or you can get a bit racier with "Love Somebody (On The Dance Floor)" or "We're Going All The Way (On The Dance Floor)." And you can get a little surreal with the likes of "Eyes That See In The Dark (On The Dance Floor)" or "White Horse (On The Dance Floor)." Try it for yourself — it's guaranteed minutes of fun for the whole family.

More Michael Music More Often: **KWOS/Jefferson City, MO MD Dan Turner** writes to mention yet another **Michael Jackson** song, this one a **Carole Bayer Sager** number from her "Sometimes Late At Night" LP called "Just Friends." Michael is very noticeable on harmony vocals.

Finally, I recently asked if anyone could connect **Dan Fogelberg** with an Illinois '60s band called the **Third Booth**, whose "I Need Love" was a classic raunchy garage rocker. **Shawn Fulper-Smith** was able to tell me there was no connection, but he further informed me that Fogelberg did write a song called "Maybe Time Will Let Me Forget" by a Peoria group called the **Coachmen**, and may have sung on it. Sounds like one to look out for.

TV News

Mick Jagger is interviewed on "Friday Night Videos" May 25 . . . "Solid Gold" for the week of May 25 is hosted by **Air Supply**, with guests **Lisa Hartman**, **Billy Joel**, **Sergio Mendes**, **Ozzy Osbourne**, the **Pretenders**, and **Bonnie Tyler** . . . The **Hollies**, **Jean-Luc Ponty**, and **Will Powers** are on "Night Flight" May 25, with Ponty also on "Top 40 Videos" the same date . . . Sergio Mendes and the **Romantics** are on "American Bandstand" May 26 . . . "Soul Train" for the weekend of May 26 stars the **Dazz Band** and **Run DMC** . . . **Teddy Pendergrass** will appear on **Cinemax**'s "Album Flash" May 27 and May 29 . . . **Linda Ronstadt** appears with the **Nelson Riddle Orchestra** in an **HBO** concert May 27 and May 30 .



ONE YEAR AGO TODAY

- LON HELTON NAMED COUNTRY EDITOR FOR R&R
- LORNA OZMON BECOMES PD AT WMC/DETROIT
- EWELL ROUSSELL NEW VP/IGM AT WB/NASHVILLE
- DON ROSETTE NAMED GM AT KYOK/HOUSTON
- #1 CHR: "Flashdance" — Irene Cara (Casablanca/PolyGram)
- #1 A/C: "My Love" — Lionel Richie (Motown) (4th week)
- #1 COUNTRY: "Lucille" — Waylon Jennings (RCA)
- #1 BLACK: "Save The Overtime For Me" — Gladys Knight & Pips (Columbia) (5th week)
- #1 AOR TRACK: "She's A Beauty" — Tubes (Capitol) (4th week)
- #1 LP: "Cargo" — Men At Work (Columbia) (4th week)

FIVE YEARS AGO TODAY

- CHARLIE KENDALL NAMED STATION MANAGER AT WIKS/INDIANAPOLIS
- DAMION BECOMES PD AT KLOS/LOS ANGELES
- #1 CHR: "Hot Stuff" — Donna Summer (Casablanca/PolyGram)
- #1 A/C: "Reunited" — Peaches & Herb (Polydor/PolyGram) (4th week)
- #1 BLACK: "Ain't No Stoppin' Us Now" — McFadden & Whitehead (Philadelphia International/CBS)
- #1 COUNTRY: "Sail Away" — Oak Ridge Boys (MCA)
- #1 LP: "Breakfast In America" — Supertramp (A&M) (6th week)

TEN YEARS AGO TODAY

- RICK DEVLIN NAMED GM AT WXLO/NEW YORK
- #1 CHR: "Band On The Run" — Paul McCartney & Wings (Apple/Capitol)
- #1 A/C: "I Won't Last A Day Without You" — Carpenters (A&M)
- #1 COUNTRY: "Pure Love" — Ronnie Milsap (RCA)

THIS IS ONE RIDE YOU DON'T WANT TO MISS...

Canadian rockers Red Rider have built a loyal AOR following with a proven track record that includes such airplay staples as *White Hot*, *Lunatic Fringe* (No. 1 in the nation for six weeks) and *Human Race*. Red Rider's credibility was further enhanced over the past two weeks as their new hit, *Young Thing, Wild Dreams (Rock Me)*, cracked the Top 20 on the AOR Hot Tracks chart and became an AOR track Breaker. Now CHR can catch the ride. Picture sleeve on your desk now!

"YOUNG THING, WILD DREAMS (ROCK ME)"

Produced by Tom Cochrane and Ken Greer. Mixed by David Tickle.



RED RIDER

from the album, *BREAKING CURFEW*.

Capitol
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ZZ TOP

"LEGS"

CHR BREAKERS



Produced by Bill Ham

on Warner Bros. Records
and Cassettes



R&R

Datebook

MONDAY, MAY 28

Magic Knight

For the last seven years, any number of well-known producers had been trying to give **Gladys Knight & The Pips** their comeback record. **Ashford & Simpson** almost did it in 1980 when Gladys and her brothers and cousin reunited to record "Landlord." **Leon Sylvers** finally did it last year when he produced the Pips' "Visions," which has, thus far, yielded four singles. Knight, who celebrates her 40th birthday today, wasn't always the only female in the group; until 1957 there were two other femme vocalists/relatives, **Brenda Knight** and **Elenor Guest**, who left to get married before the group's first hits. When **Millie Jackson** made her first records in the late '60s — during the Pips' hot streak that included the first "Grapevine" — she cited Knight as one of her idols and says it took years to stop imitating her. Last year, Knight returned the compliment by using Jackson's trick of covering country songs to come up with "Hero/Wind Beneath My Wings."

Other Birthdays: **John Fogerty** 1945.

TUESDAY, MAY 29

BMA's Sixth Birthday

On this day in 1978, **R&R** reported the formation of the **Black Music Association**. Modeled after the **Country Music Association**, the new organization described its chief goal as "the perpetuation of black music on a national and international level." The BMA's headquarters were in Philadelphia, where its founder, **Philadelphia International** chairman and producer **Kenneth Gamble**, had done most of his work. Despite varying opinions on the BMA's effectiveness, it was the first broad-based black music group of its kind to last for any sustained period of time. (Its formation also preceded the founding of more specifically targeted groups like the **Young Black Programmers Coalition**.) This year the BMA starts working on the "international level" part of its charter by expanding its operations to Lagos, Nigeria.

Birthday: **ABC's David Palmer** 1951.

WEDNESDAY, MAY 30

The First Verdict Comes In

On this evening in 1954, **CBS Radio** premiered its summer replacement for "Amos'n'Andy" and "The Jack Benny Show." "Jukebox Jury" outlived its scheduled summer termination and later appeared on TV. Despite the success of "Jury," there have been relatively few music-themed game shows during the rock decades. "Name That Tune" only began working in rock tunes during the seventies; until recently, there seemed to be few contestants who knew both big band standards and rock minutiae. One of "NTT"'s competitors, "Musical Chairs," lasted only for a few months during 1974. Guest artists like the **Spinners** and **Sister Sledge** performed mystery songs and contestants had to choose the correct missing lyrics from among a number of bogus selections. Another recent contender, "The Pop 'n' Rocker Show," also features live performances from guest artists.



THURSDAY, MAY 31

John Bonham's Birthday

Led Zeppelin's drummer would have been 36 today. He was born in Redditch, England and worked with **Robert Plant** in Birmingham's **Band of Joy** (which later went on to record without either of its famous alumni). He wouldn't have been in Zeppelin if **Jimmy Page's** original choice, **B.J. Wilson** of **Procol Harum**, had been available. It wasn't until **Terry Reid** (Page's first pick for a singer) recommended Plant that Bonham came into the group. Bonham's death in September 1980 was the official cause of Zeppelin's breakup. He may have been the source of a few savage jokes about asphyxiating on vomit and the bad luck of rock drummers in general in the movie "Spinal Tap."

Other birthdays: **Peter Yarrow** 1938, **Johnny Paycheck** 1941.

FRIDAY, JUNE 1

Born In A Crush On You

When **Linda Ronstadt** wanted somebody to do classy arrangements for "I've Got A Crush On You" and the other songs on "What's New," she went to the man who arranged the **Beach Boys'** Christmas album. **Nelson Riddle** was better known outside the rock world as an arranger for **Frank Sinatra** and similar artists. The Sinatra connection led to a couple of early scoring jobs, "Ocean's 11" and "Robin & The Seven Hoods." He also had the unenviable job of turning **Lee Marvin** and **Clint Eastwood** into singers for the film "Paint Your Wagon." (Marvin *did* end up with a British hit single as a result.) He already had a reputation for recreating a period's mood in his scoring work ("St. Louis Blues," "The Great Gatsby"). Thus it was logical for Ronstadt to contact Riddle when "What A Little Moonlight Can Do" (her first attempt at a big band LP) was scrapped. Riddle was born this day in 1921.

Ron Wood 1947.

SATURDAY, JUNE 2

Stones Non-Drug Bust Story #1

Charlie Watts, the foundation of the **Rolling Stones'** beat from the beginning, celebrates his 43rd birthday today. Watts, a fervent jazz fan when the Stones formed in 1962 (and still a jazz fanatic), had no trouble adapting to the Stones' simplistic R&B sound, and his drumming has not only anchored every Stones record from "Come On" to "She Was Hot," but has been recognized as among the very finest work rock has produced. Watts stays out of the limelight, outside activities having included writing a children's book about jazz great **Charlie Parker** and playing in boogie woogie band **Rocket 88** with longtime Stones shadow keyboard man **Ian Stewart**.

Other birthdays: **Spandau Ballet's Tony Hadley** 1960, **Marvin Hamlisch** 1944.

SUNDAY, JUNE 3

Stones Non-Drug Bust Stories #2&3

Just as the 20th anniversary of the **Beatles'** arrival hoopla clears, it's time to celebrate the same anniversary for the **Rolling Stones**, who have a couple of significant anniversaries on this date. In 1964, two days after they arrived in the United States for the first time, they made their famous TV debut on "The Hollywood Palace." Host **Dean Martin** won the instant enmity of thousands of teenagers after making numerous gratuitous remarks about the Stones' hair and general undesirability as future marriage partners for anyone's daughters. This was also the day in 1972 that the Stones ended their Main Street exile by kicking off their first tour in three years. While the tour generally restored the group to "The top touring band" status, the first show, in Vancouver, was a quasi-dress-rehearsal in which **Kelth Richards** was critically assailed for blowing out two guitars.

— Sean Ross

DARK EXCEPT FOR SPORTS**KPRO Files For Bankruptcy**

Despite additional last-minute funding and the willingness of its staff to go without pay, News/Talk/Sports outlet KPRO/San Bernardino-Riverside filed for reorganization and protection from creditors under Chapter 11 of federal bankruptcy laws.

In late February, KPRO President Milton Klein disclosed that the station was near bankruptcy. An anonymous investor then financed operations for 30 days, while attempts were made to gain new backing; none was found. Last week, facing losses as high as \$40,000 a month, Klein reduced programming to play-by-play coverage of Los Angeles Lakers basketball and California Angels baseball. Because KPRO's on-air schedule now encompasses less than 12 hours a day, the station has been classified as dark by the FCC.

Klein told R&R, "We're trying to get back on the air during our Chapter 11 posture, and we should know the results of that momentarily." Klein added that an ownership change could occur,

McGuire

Continued from Page 1

a new challenge and opportunity for the past couple of months, and couldn't be happier or more pleased than going to WLTT and Atlanta, a city that is at the top of places I want to live. Katz is providing all of the tools I consider necessary for success."

Commenting on leaving WMZQ after six years, McGuire said, "I'm leaving the station at a magical time. It has been great working with GM Brian Bieler and PD Bob Cole; we're achieving what we've wanted to in this market. I will be cheering for them and it's nice to know they will be rooting for me, too."

No replacement for McGuire was named at WMZQ.

noting such a situation would be subject to the approval of the bankruptcy court. No hearing date has been set yet.

Earlier this year staffers had gone as long as two months without pay to help the station. Station Manager Shayle Ray said, "We saw no point in hanging on and hurting our staff people who have been so loyal to us." But when contacted this week, Klein confirmed that several staffers are still at the station on a volunteer basis. "The station was a toilet when we bought it . . . we built it up from scratch. Everyone's so proud that they don't want to see it go away. We just ran out of money, that's all. Listeners are still calling to say they're supporting our advertisers . . . it's just beautiful."

Carroll

Continued from Page 1

given too many liberties, the commercial load got up to as high as 14 minutes an hour, and the jock raps got a little self-indulgent." Indicating he plans to tighten up the music, he said, "Jocks have been using the music keys as an outline instead of a roadmap."

In other changes at KROQ-FM, it was confirmed that midday man Richard Blade will be staying at the station, quashing the widely-circulated rumor that he would join CHR competitor KIQQ. Blade will take over the morning show June 4, switching dayparts with Mike Evans, who had been cohosting that shift with Banister. In addition, Wild Bill Scott, formerly of WLUP and WMET/Chicago, joins KROQ-FM for 9pm-midnight, as former night personality Sam Freeze segues to weekends. April, who had been handling 1-5am, moves up to midnight-3am, while Poorman and the Swedish Eagle assume the 3-6am slot.

**Gilbert Given WJYE
GSM Assignment**

Don Gilbert has been appointed General Sales Manager of WJYE/ Buffalo. He moves crosstown from WBEN, succeeding former GSM Jon Ellison.

Commenting on the appointment, WJYE General Manager Chris Ackerman stated, "Don's a winner. He brings to us a winning mindset and high professional standards. We anticipate Don helping lead us to new heights of sales force performance."

Harris

Continued from Page 1

Amaturo Group PD Jim Snowden added, "Steve ranks right up there with the toughest competitors I have squared off against. He fought a fierce war in Houston. Steve knows the street and should adapt well to the AGI family. I am glad to have him with me."

WDRQ GM Chuck Borchard concurred, "I am confident that under Steve's leadership our radio station will continue to grow. He has the basic qualities that we look for in program management and I welcome him aboard. He knows the market well and understands our goals."

Harris, who started his career as an air talent at WJMO/Cleveland, most recently served two and a half years as PD at KRLY; he resigned March 20 when the station converted from Urban/Contemporary to A/C KLTR. Prior to that, he spent a year as PD at WGCI-FM/Chicago, having previously worked four years as an air talent at neighbor WBMX. Harris was en route to Detroit at press-time and unavailable for comment.

Gilbert spent seven years as a WBEN Account Executive, most recently serving as Director of Sports Sales. He commented, "To say that I'm filled with excitement is an understatement. I was enticed by the opportunities, challenges, and untapped potential afforded by the consistently awesome numbers at WJYE. And I will be an integral part of making this station realize undreamed of success. I'm proud to lead such a group of topnotch media consultants. From here on it's fast forward." Gilbert also added that a replacement for him at WBEN had not been named as yet.

Quello

Continued from Page 1

ago," the appointment should await the November election outcome. "We think any Democrat is going to be more progressive on these issues than Ronald Reagan and Mark Fowler have been," said Simon. "We think that slot should be held until after the election, period."

Quello was first named to the Commission in 1973 by President Nixon. After several weeks of grueling hearings, Quello was confirmed by the Senate in 1974 over fierce opposition from groups fearing he'd be too pro-industry.

After his first term expired in 1980, Quello continued to serve in a holdover capacity, but kept a low profile until the next year when he was named to fill the three years remaining in the term of former FCC Chairman Charles Ferris. Apparently Quello has decided to stay low-key once again; he declined to be interviewed until after his Senate confirmation hearing, which is expected in mid-June.

Schram

Continued from Page 1

ed with station management, and I'm excited that Malrite has acknowledged the role of a PD's background in management."

While a permanent replacement for Schram wasn't named, afternoon personality Cat Michaels has become interim PD. Prior to joining Malrite two years ago, Schram was PD at WTWR/Detroit, following air personality stints at WNIC/Detroit and WVIC/Lansing.

**Moll In Expansion
Mode**

Expressing his feelings about leaving Malrite, Moll told R&R, "It was the hardest decision I've ever had to make. They are the best broadcasters in the industry and I'm grateful to everyone concerned that I could learn from them the past six and a half years. This experience will become invaluable as I go into ownership on a fulltime basis."

Currently part-owner of Highlands outlet WISQ/La Crosse, WI, Moll continued, "I've been buying up more and more of this property as time's gone by. Pending FCC approval, we've got an application for a new AM station (at 750 kHz with 10kw days/1 kw nights) in La Crescent, MN, just across the river from WISQ. We've also filed an application with the FCC to complete the purchase of WOFN/Bradenton-Sarasota (1 kw days/250 watts nights at 1490 kHz) for \$400,000. We're seeking to change WOFN back to its original WTRL calls. Minority stockholder Bob Barnes has resigned his Operations Manager position at WBRD & WDUV/Bradenton, and will become GM once the transaction is complete."

Nessen

Continued from Page 3

to make it even better. I'm very excited about getting started here."

When asked about possible changes in the network's news setup, Nessen explained, "I'm just getting my feet wet right now, and I'm trying to find out what is here and what needs improvement. Our News Director, Bart Tessler, and News Manager, Pat Piper, will be staying on, and the structure of the whole department will remain the same. In terms of changes, I'd like to bring some new programs in, and improve the programming we already have. I would say lifestyle is one area that definitely needs some attention fairly soon. This is budget time, and with the added support of Amway, I've got to sit down and figure out how to spend the money."

Before joining Mutual, Nessen was Exec.

VP/Managing Director of Marston and Rothernberg Public Affairs, Inc. in Washington, DC, and prior to that — from 1974 to 1977 — he was Press Secretary for President Ford. Before becoming the official White House spokesman he had been a news correspondent for NBC for 12 years, and prior to that spent six years with UPI at the wire service's Washington news bureau. He began his career at WEPM/Martinsburg, WV, a Mutual affiliate.

Hurd

Continued from Page 3

Hurd's appointment was not inaugurated without incident, as last Saturday (5-19) the station's main transmitter was destroyed by a fire caused by an overheated component. KGU is operating from an auxiliary source until the \$60,000 transmitter is replaced May 27.

Channell

Continued from Page 3

ed. It's a great opportunity, challenge, and responsibility. I believe Contemporary Christian will be the hot new format in this market. We're going to be born-again first, and disc jockeys second."

Using the slogan "Chicago's Christian Connection," Hallam described WCFL as a "full-service station, with lots of news, weather, traffic, and sports."

WCFL's new lineup includes brokered instructional religious programming until 1pm. After that, the lineup includes Kris Stevens (1-4pm), Channell (4-8pm), and Tom Froelich (8pm-1am); the overnight show has not been assigned permanently. Sue Levin, formerly of WGN/Chicago, has been appointed News Director.

TRANSACTIONS

Continued from Page 3

**Joyner, Weil, Skall
Purchase KAFE-AM & FM**

Tom Joyner, David Weil, and Gregg Skall have purchased KAFE-AM & FM/Santa Fe, NM from Enchanted Land Broadcasting, Inc. for \$950,000, subject to FCC approval. The AM broadcasts on 810 kHz with 5kw, while the FM has 28kw on 97.3 MHz and antenna height of 80 feet.

Joyner and Weil formerly owned Joyner Broadcasting, which recently sold WISP & WQDW/Kinston, NC. Skall is a communications attorney with the Washington law firm Blum, Nash & Railsback. Dale Wood is President of Enchanted Land, which, like the buyer, owns no other stations.

Cecil L. Richards, Inc. handled negotiations.

11**WESTWOOD ONE****EARTH NEWS****WITH JOEL DENVER**

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



The Greaseman: Engaging And Outraging

How do you describe someone who is indescribable? If you've never heard DC101/Washington's Greaseman, it's impossible for me to give you an idea of what this guy sounds like on-the-air. I first became aware of the Greaseman when he was working at WAPE in Jacksonville, FL. When I learned he'd just signed a reported 5-year, \$600,000 contract in a market the size of Jacksonville, my interest was piqued. After I heard an aircheck, I realized he's well worth the bread.

His character is outrageous. His voice is fascinatingly obscene. But what really makes his act work is the intelligence behind it. The bits he does are clever, well-prepared, and well-constructed. He's definitely the kind of air personality the listener either loves or hates; I suspect very few people have no opinion after hearing him.

Recently I spoke with the Greaseman. I began by asking him how he "gets away with" using material that might be considered too risqué for other jocks.

GM: I don't feel that I'm doing a dirty show. Number one, I feel that audience complaints are all relative to how you present it. It's not what you say; it's how you say it... and I'm not on the air just to see what outrage I can perpetrate on the listening audience. I feel that's a kind of one-upmanship, the idea that each day you have to better yourself until the only thing you have left to say is "fuck." So I've gone in a different direction since I've been here in DC. I still do an adult, unusual-type show, but rather than go for the cheap shot I tend to do a different kind of bit these days.

R&R: You've indicated that you've backed off a little from the types of bits you used to do in Jacksonville. Can you give me an example of a type of bit or feature that you did there that you would no longer do?

GM: I've just changed the tone of my delivery, because I felt my Jacksonville stuff was good, too. I'm just tailoring myself to be a more marketable but still unusual boss jock. When I got to DC, I was told that my predecessor (Howard Stern) did a lot of ethnic humor, and it was one of the big listener complaints. So after he was gone I figured well, let's just not do that. I don't want to be like him. The DC audience doesn't know anything about Jacksonville. They heard me for the first time when I walked in the door here. They don't know about my past 14 years of shrieking. So, consequently, I didn't want them comparing me to the last guy...So I do nothing that he did.

Guidelines For Humor

R&R: What guidelines do you follow for self-censorship? What subjects won't you joke about on-the-air?

GM: Marines getting buried under the rubble in Lebanon.

R&R: Because it's a tragedy or also because of the political implications?

GM: Because it's a tragedy. It's just one of those tragedies that grab you more than other tragedies. Some people make jokes about anything. Like Princess Grace — no sooner had she met her tragic end than people were saying, "What's the national anthem in Monaco? 'She'll Be Coming 'Round The Mountain When She Comes.'"

R&R: Did you do that on-the-air?

GM: Yeah. It's just something you have to feel. I've been doing this for 14 years now, and I've never gotten in trouble with the FCC, I've never been fired for anything I've said, I've never really had a substantial loss of advertising revenue because of my content. Here in DC I've had no advertising loss and made great advertising gains.

R&R: Have you ever felt in retrospect that you went too far with a particular bit?

GM: Never. I don't think about mistakes. Something I learned early on in my "boss jock" career is that the second you screw up, the best thing to do is dismiss it from your mind and go on. Because I always work under the philosophy that after I've screwed up, especially in a town this size, another 150,000 people have just turned on their radios seconds after I've screwed up; they didn't even hear it. They want to hear the Greaseman's wacky funfest, and if I'm bummed out over something I've screwed up, it'll just screw up everything else for this new crop of people. I make mental notes on things. I tell myself that's one thing I'll never do again, and then I just put it in my subconscious and let that govern me.

Stern Reaction To Stern

I've gotten lots of feedback from readers on the interview we did with Howard Stern, including this letter from **WFMD/Frederck, MD's Tommy Grunwell:**

"I have to comment on Howard Stern's statement that...I won't really tackle tragedies. Perhaps he has forgotten what he said when an airplane crashed on taking off from Washington National Airport, killing almost all aboard. In what may have been one of the all-time poor taste bits in the history of radio, Howard called the airline involved and asked how much a one-way ticket was to the 14th Street Bridge (the crash site). Of course, if my character allowed me to do that, I would probably think it funny. Naturally, when trying to impress the readers of your column, I would forget such an incident, too.

"Lest you think I'm a prude, I'm not. I appreciate a dirty joke as much as the next guy. But in 17 years as a morning man, I've learned that you appeal to a broader spectrum of people with class and clean humor. That's what public radio is all about.

"Announcers like Howard Stern are the greatest argument against deregulation there is. Of course, it takes all kinds to make an audience. The scary thing is that there are people out there who think stuff like that is funny."

I'm glad Tommy brought up the airline incident. When I spoke to Howard Stern, he happened to mention that he's most famous for a phone call he never made — the one to the airline. He did joke about making such a call, but he never actually placed the call.

Does that make his response to the incident any less distasteful? Not to me. My own personal rule is not to try to get laughs out of tragedies... and one of my definitions of a tragedy is one in which human life is lost. Whether it's an airline crash or Princess Grace's death or Chapbaquiddick, a sudden, unexpected death invariably is accompanied by great and genuine grief on the part of the deceased's family and friends. I've never liked "sick jokes," and to me a sick joke is one that laughs at another person's pain.

Interestingly, Stern agrees about not making light of certain tragedies, as does the Greaseman. Each points out that it's a personal decision. The concept of "offensiveness" exists as a continuum. While I avoid joking about tragedies, I'm sure there

have been listeners who thought I was tasteless and offensive for poking fun at certain institutions and people.

Here's an example of my managing to offend someone quite unexpectedly: Once while working in San Francisco, I experienced some sort of foot problem. I looked in the Yellow Pages for a podiatrist, searching the listings of "Physicians." For some reason, podiatrists were not listed there; they had a separate listing.

Being curious as to why podiatrists aren't listed right alongside, say, gynecologists, I told my story on-the-air, asking, "How come podiatrists are hidden away in their own little section? How dare the phone company shun these fine professionals in such a callous (no pun intended) manner?"

As it happens, one of my listeners was a podiatrist. He called and explained the Yellow Pages situation to me — as I recall, a podiatrist is a DPM and a physician is an MD...or something like that. Anyway, it gave me a good excuse to talk on-air to a listener, we traded a few quick "foot" jokes, and that was the end of that subject...or so I thought.

When I arrived at the station the next day, the general manager was waiting for me — mad as hell. It seems he had received an angry phone call from a woman whose husband was studying to be a podiatrist and she was livid over the rude and insulting remarks I had made about the honorable profession of podiatry. She wanted me reported to the FCC, the AMA, the PTA...you name it.

And what did my general manager have to say about all this? Here it is, an exact quote, with no irony or humor intended by the GM: "Damn it, O'Day, you can't expect to get good ratings if you go around insulting podiatrists!"

Perhaps the moral of this story is this: Do your best to be sensitive to your listeners' feelings. Think twice before saying something that might be offensive. But no matter how hard you try, sooner or later you're gonna put your foot in your mouth! (I just couldn't resist!)

Management Resistance

R&R: Did you ever do a regular old radio show, one in which you were not at all controversial?

GM: No. Even on the college station I did this.

R&R: And from the beginning, management said, "Fine?"

GM: No. In the early days I met with some resistance. When you're starting out as a personality jock, people are going to say to you, "Hey, who do you think you are, Don Imus?" Well, then if you're good enough and five or six years go by, then other people start saying, "Hey, who do you think you are — Greaseman?"

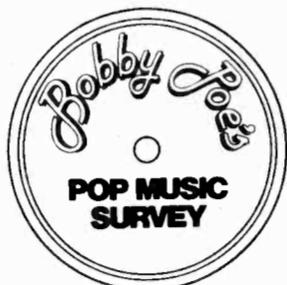
R&R: It sounds like it takes tremendous resilience to reach the point where people say, "Oh, yeah, that's Greaseman, that's what he does."

GM: I guess so. You have to believe in and have faith in what you're doing, because people are going to resist you. Anytime you do something unusual, everybody's going to give you 15 reasons why it can't be done.

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

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

Bobby Poe's 13TH Annual Radio/Records Seminar/Awards Banquet — Marriott Airport Hotel Atlanta, GA. June 22 & 23



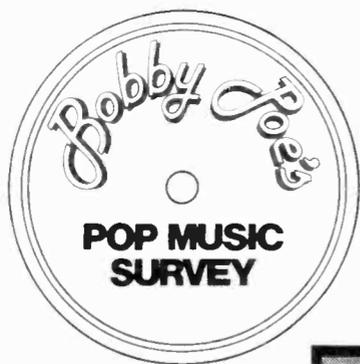
Radio Presentors:

- | | |
|-------------------|----------------|
| NICK BAZOO | GARY BERKOWITZ |
| KENT BURKHART | TODD CHASE |
| GERRY DeFRANCESCO | MASON DIXON |
| BOB HAMILTON | RANDY KABRICH |
| BOB KAGHAN | JOHN LANDER |
| HARV MOORE | JIM RICHARDS |
| MIKE ST. JOHN | JOHN SHOMBY |
| BOB TRAVIS | DAN VALLIE |
| SUNNY JOE WHITE | GEORGE WILSON |
| GUY ZAPOLEON | |

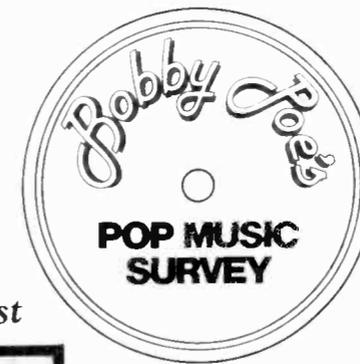
POP MUSIC SURVEY — SEMINAR/AWARDS BANQUET
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 make check payable to:
 Pop Music Survey — 4818 Chevy Chase Dr., Chevy Chase, MD 20815
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There are only 200 rooms at the Marriott on a first serve basis.
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Record Presentors:

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| BILLY BASS | JOHN BETANCOURT |
| MIKE BONE | BILL CATALDO |
| HAROLD CHILDS | BOB EDSON |
| VINCE FARACI | RICH FITZGERALD |
| DONNY IENNER | MARGO KNESZ |
| WALTER LEE | STEVE MEYER |
| CHARLIE MINOR | DAVE URSO |
| BRUCE WENDELL | DICK WILLIAMS |
| WALTER WINNICK | |



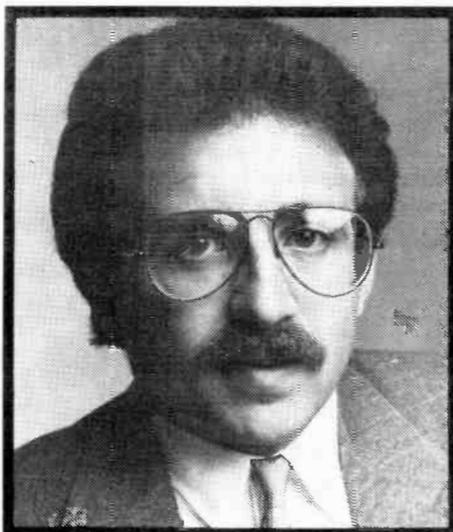
Keynote Speaker



*Introduction
Keynote Speaker*



Kent Burkhart



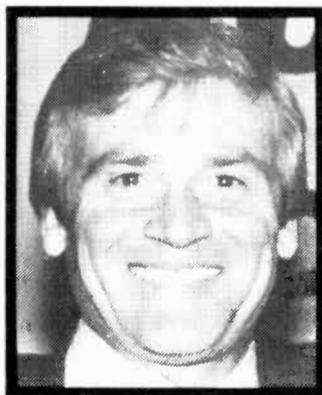
Irving Azoff

*Introduction
Convention Host*

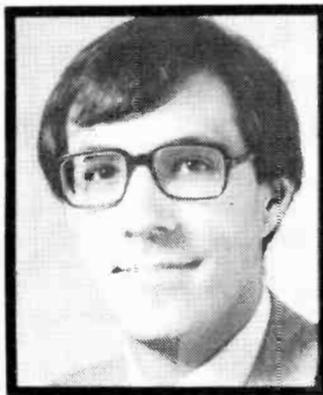


Dan Vallie

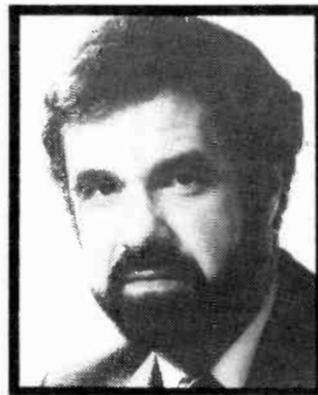
THIS YEAR'S MASTERS OF CEREMONIES:



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



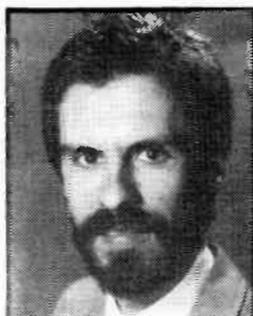
Bob Travis
WGCL



Gary Berkowitz
WHYT



Nick Bazoo
B-97



Mike St. John
KX104



Bob Kaghan
WBCY



Mason Dixon
Q105

Contemporary Hit Radio



JOEL DENVER

ITEMS OF INTEREST

Cleaning Out The Promotion Closet

The last two weeks' columns have left little room at all for coverage of promotions, pictures, and letters, so it's catch-up time! I hope, some of these will give you an idea or two for the future.

Remember, if you've got an exciting promotion planned, take your camera along to capture it on film! Black & white shots are preferred, but color will do if the contrast is good. Send 'em along to me so they can end up on the pages of R&R.

Baton Rouge Celebrates WFMF Day

April 12, 1984 was celebrated in Baton Rouge as "WFMF Listener Appreciation Day." The station set aside the day to let its listeners know how much they were appreciated by hosting a huge cocktail party at a local club. Proclamations from Baton Rouge Mayor Pat Screen and from Governor Edwin W. Edwards were read on the morning show and made the day an official event.



WFMF's morning team receives an official proclamation from Louisiana Governor Edwin W. Edwards. Shown (l-r) are air personality Jim Nasium, Edwards, and Operations Manager Randy Rice.

The Mailbag

Dear R&R:

Your profile on Stan Snooks (R&R 4-27) brings me to tell you about Brian Cole. He's our morning man and Chief Engineer at the "KEY" stations, KYEG & KEYF/Grand Coulee, WA.

Brian is totally blind and one of the most gifted guys I've known. Not only does Brian provide us with his on-air abilities and keep all engineering areas functioning, but he also just finished installing our satellite dish while building (FM) KEYF from the ground up.

His efforts make me proud. Brian Cole is a solid professional I'm happy to have on my side.

John Rook, President
Best wishes, R.H.W. Broadcasting, Inc.

And then we received this from consultant E. Alvin Davis.

Dear R&R:

Please allow me the opportunity of correcting an error in your May 11th article on "CHR Wars." In discussing the Minneapolis market, you accurately reported a change in the music policies of WLOL to a more conservative nature than had been in effect with their previous consultant. You went on to state, "Observers feel this may

be the reason for the steep decline from an 11.0 to a 7.9 share." It is this assumption that I question.

My consulting assignment with WLOL didn't begin until the middle of October, which was two-thirds of the way through the fall book. In addition it was the feeling of WLOL management, and I concurred, that any programming changes should be of a slow, evolutionary nature. Every effort was made to subtly modify and restructure WLOL's music profile. Any substantive changes were held until the completion of the fall rating period. With that in mind, does it seem plausible that in only a few weeks of consultation, I would be responsible for more than a three -share-point rating loss?

Sincerely,
E. Alvin Davis
President

Editor's Note

In reviewing the information supplied in Mr. Davis's letter I took a look at some of last year's R&R's. On November 11, 1983

Things Are Looking Up At KRIO



KRIO/McAllen-Brownsville morning man Bob Vance decided to take his show to new heights in an effort to raise \$9400 for MDA. Vance climbed to the top of his 30 foot-high penthouse on May 1 to live, eat, sleep, and broadcast his 6-10am morning show until the goal was reached. Life was glorious as 35,000 cars a day whipped by on Expressways 281 and 38. But on Sunday May 20 something happened! Bob was checking his ladders during a thunderstorm when he slipped and fell 20 feet, suffering a compound fracture to one of his legs. He's hospitalized, but the station is planning to let Bob broadcast from his room to raise the dough for MDA.

WLOL was still reporting a 40-record chart, and on November 18, with almost a month remaining in the fall sweep, the station began reporting a 30-record chart. To me,

and some observers, this represents quite a significant difference during the rating book, which was the reason for the statement regarding WLOL's music policy.

BENEFITS CHARITY

The WLS Animal Stories

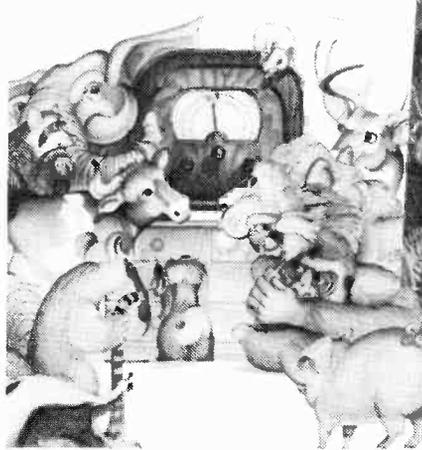
Throughout the years radio stations have issued their own record albums. Some are collections of "24 Boss Oldies" and some are compilations of bits from the morning show. Either way, when properly marketed, they make an excellent source of revenue and exposure.

WLS-AM & FM/Chicago have found tremendous success in releasing a series of comedy albums called "Animal Stories." In fact, there are three volumes of these tales (or tails) of fractured fantasy, fluff, and fur from the forests surrounding the "Windy City," compiled by the sick minds of morning maniac Larry "Uncle Lar" Lujack and afternoon personality Tommy "Li'l Tommy" Edwards.

"Animal Stories" Volume III came out in December '83, but its outstanding sales and purpose make it worth discussing now as an idea for your consideration this coming December. Cocreator and regular cast member "Li'l Tommy" filled me in.

"The daily 'Animal Stories' bits have been on the air for about seven years now. They started out as a way for us to cover agricultural news, which was part of our license commitment. I was doing middays at the time, and a couple of funny stories about animals came across the wire and Larry asked me on-air if I'd like to hear them. So he became Uncle Lar and I was Li'l Tommy, and we'd open the show by saying, 'Gather the moppets around the radio, moms & dads, because it's time for Animal Stories with your charming an' delightful old Uncle Lar and his sidekick Li'l Snot-nose Tommy.'

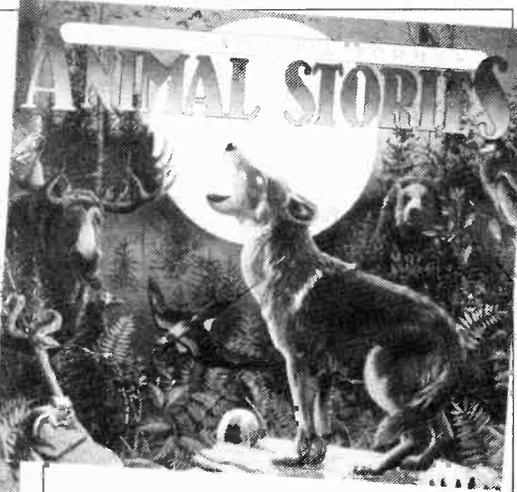
"VP/GM John Gehron has given us total



creative freedom with this effort, and today the Animal Stories T-shirts are the hottest-selling T-shirts the station offers. We've used Animal Stories as the basis for TV commercials about the station, used the campaign for bumperstickers, and as a trailer in the Plitt movie theaters in Chicago, where we hypnotize a chicken and tell everyone not to smoke or talk during the feature presentation."

Forgotten Children's Fund

Aside from being a tremendous promotion vehicle which sells thousands of albums locally, "Animal Stories" has a philanthropic purpose as well: "The Forgotten Children's Fund." Originally set up 24 years ago by former Chicago Tribune columnist Jack Mabley, the charity receives the full financial profit from these albums. So far, over



\$250,000 has been raised from the sales of the three volumes.

"This fund benefits people of all ages with severe mental handicaps which give them the mentality of children," explained Tommy. "These are the people no one sees; they are totally forgotten. Every penny goes to their care. WLS eats the cost of production; every dime of profit goes to charity. We can't regulate the record retailers, but what they pay us for the albums is passed on to the charity."

The Animal Stories feature airs regularly at 6:45 and 9:45am and 5:45pm. Tommy added, "Material comes from the news wires and from listeners who submit stories. There have been enough pictures of animals available to come out with an 'Animal Stories Picture Album,' although that's not currently on the drawing board."

If you would like a copy of any of these three volumes, send \$6.98 per album (certified check or money order) to "Animal Stories Album," P.O. Box 890, Morton Grove, IL 60053. Specify which volume you desire.

Scientific Atlanta



NOW, THE ULTIMATE SOUND IS FOR SMALLER BROADCASTERS, TOO.

SCIENTIFIC-ATLANTA BRINGS THE COST OF DIGITAL PROGRAM DISTRIBUTION DOWN-TO-EARTH.

Scientific-Atlanta introduces the first and *only* narrowband, digital uplink/downlink system for distributing radio programming. Now, smaller broadcasters can afford the same sound quality that the major networks enjoy. The ultimate in network program fidelity!

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Top 5 National Dance Hit Is Now

"Coming Out Of Hiding"

ON CHR RADIO



"Strong Requests and Top 10 Sales in Miami — Smash!" 19 to 7!!!

MARK SHANDS, MD, 1-95, MIAMI

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Bits

- **Look Mom, No Hands!** WSEZ/Winston-Salem challenged 25 listeners to keep their hands on a \$13,000 Camaro Z28 for 93 hours to win. Listeners had 9 minutes, 30 seconds (frequency tie-in) to call in when they heard their names on the air to become eligible. In case more than one listener "sticks with it," there will be a drawing for the winner. And WSEZ hosted an indoor beach festival. 1000 people showed up for an evening of dancing on the sand (imported indoors of course) to the music of the Embers and the Chairmen Of The Board. The door prize was a trip for two to Myrtle Beach, SC.

- **Run For The Zoo!** WLS/Chicago is holding its seventh annual 8.9-mile "Run For The Zoo" race, with proceeds going to the Lincoln Park Zoological Society. The entry fee for the race is \$8 and includes a course map and T-shirt. Over the last six years WLS has raised \$125,000 on behalf of the zoo.

- **From Sand To Snow For A Remote?** Q105/Tampa recently sent the morning team of Cleveland Wheeler and Terrence McKeever plus 82 listeners to the Winter Park, Colorado ski resort for a remote. The station sent a satellite dish from Boston to Colorado and paid plenty for the hookup, which brought excellent quality for a remote and sent home a live look at the great "Getaway."

- **Eggs, Eggs, Everywhere Eggs!** From coast to coast radio stations dyed, hid, and hatched eggs to celebrate Easter with their listeners. KMGZ/Lawton, OK, in conjunction with McDonald's, hosted an egg hunt featuring magicians and candied eggs, with profits donated to Easter Seals. The crowd was so large the hunt started 30 minutes before scheduled time. KSKE/Granby, CO, along with local business sponsors, ran a contest in which listeners had to find all the "eggs" mentioned in the radio copy. Winners were put into the KSKE incubator for the grand prize drawing on Easter, which sent a lucky couple to dinner and a Christine McVie concert. KCBN/Reno hid 12,500 eggs in Idlewild Park, and 10,000 people showed up to hunt and participate in the live remote. WQID/Biloxi brought in 30,000 plastic eggs with prizes inside for 11,000 attending listeners. And last but not least, 99KG/Salina, KS asked its listeners to put on their registered "Bunnie Badges," find the "99KG Easter Egg" hidden somewhere in the city, and return it for \$199.99 (frequency tie-in).

- **The World 600 On The Airwaves:** WGSP/Charlotte and the Performance Racing Network is sending midday man Bill Connell to one of the exciting turns of the World 600 at Charlotte Motor Speedway for a live broadcast.

- **Rate A Disc Jockey!** KOPA/Phoenix made the best out of a bad situation recently when it found itself without an afternoon announcer. The station played "Silent DJ" with bits and pieces of audition tapes throughout the program. Listeners were asked to call in and choose their favorite announcer. No news on the winner yet.

- **Long Shot Worth One Million!** ZZ99/Kansas City gave Kansas City Kings fans a halftime show worth a million dollars. Nine numbers were called out from wild cards passed out at the door of the Kings game. Eight of the contestants shot a basket for \$99, with the ninth contestant shooting the long throw for a possible \$1,000,000 from the Wells Fargo armored truck parked inside the arena.

- **Know It All!** WRKR/Racine asked their listeners some very hard questions during its "Super Quiz" trivia contest, which runs hourly every day. Each correct listener won a prize and became eligible for the grand prize drawing. That winner will have 100.7 (frequency tie-in) seconds to call in and win a one-carat diamond.

- **Star-Studded Superwalk!** Y100/Miami was the official radio station for the "March Of Dimes Superwalk '84." Stars such as "Falcon Crest"'s Lorenzo Lamas, recording artists Stacy Lattisaw & Johnny Gill, and the Y100 Michael Jackson lookalike showed up to support the walk.

Motion

Rob Williams, most recently with KKHR/Los Angeles, has sequed to KUTE & KGFJ to do news... KBIM/Roswell names Tim Mack PD and Ray Seale MD, replacing Harry Dierks, who crosses the street to do mornings, production, and sales of KCKN... Garry DeMaroney is named PD at KO93/Modesto... KQXR/Bakersfield had Brandon Group PD Bob Harlow moves to corporate headquarters at KZOZ/San Luis Obispo, replacing Don Potter, who moves to nights/MD at KACQ/Oxnard-Ventura. Replacing Bob in Bakersfield is Bonnie Knox, who's promoted from Assistant PD... Bill Mitchell joins WRQN/Toledo as MD, replacing Don Jardine... Trish Hennessey exits middays at KX104/Nashville for nights at WKHI/Ocean City, MD.

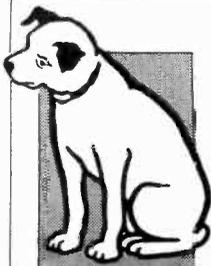
KDVV/Topeka ups Debbie Parmley from overnights to middays, replacing Jim Bardol, who exits for an unnamed station in St. Louis, and weekender Mark Shelby is upped to overnights... KKHR/Los Angeles News Director Yvonne Levin exits for an anchor spot at crosstown all-News KFVB. Replacing Yvonne is Jim Chenevey from WHYT/Detroit... Scott Pailton exits WDAE/Tampa for a slot with Transtar... At WKAU/Kaukauna, WI, weekender Kim Bradleigh moves up to evenings/MD, replacing the exiting R.J. McKay, and Billy Pearl moves from evenings to PM drive... John Hutchinson upped from weekends/research to middays/research at KWK/St. Louis... Steve Sande is promoted to Assistant PD, keeping his Research Director duties, at XTRA/San Diego... KPEN/San Jose promotes Jim Reynolds to PD and Steve O'Neil joins as MD from across the street at KLIV.

At KENI/Anchorage, Jim Connors joins to do all-nights from across town at KRKN, and Dan Milan is promoted to nights, replacing John Connors, who exits to become a sportscaster at KTUU-TV... WGRD/Grand Rapids moves Sean Stevens from production to middays, Bob Berry moves to PM drive, J.J. Duling moves to nights, Glen Davis to overnights, and new to mornings from WKFR/Kalamazoo is Jeff Jennings... Mike Story joins KROK/Shreveport for afternoons from KLAW/Lawton, OK... Mark Cannon exits afternoons at WCHA/Chambersburg for overnights at crosstown WIKZ... Vancouver night-rocker Dean Hill segues from CFMI-FM to CFOX-FM... KQCR/Cedar Rapids, IA has dropped Drake Chenault's XT-40 automated format in favor of a live CHR format under PD Gary Dixon... Charlie Bush is now doing middays at KMJK/Portland from across town at KRCK.

95XIL/Parkersburg, WV welcomes former WKKW/Clarksburg PD Greg McCullough to weekends... KCDQ/Bozeman takes on midday man Dale Clark from KPCQ/Powell... KJQN/Ogden, UT ups midday man Paul Wilson to MD... Tony Matthews joins afternoon drive at WSTO/Evansville, IN from WVJS/Owensboro, KY... 103CIR/Beckley makes a spot on weekends for exiting crosstown WOAY-AM & FM PD Charlie Jennings and Laura Jo joins for the nightshift, replacing J. Michaels, who segues to WOAY... KRQ/Tucson welcomes weekender Andy Stevens from across the street at KHYY, replacing Mike Elliott, who exits for B94/Pittsburgh... The new lineup at WZIP/Daytona Beach, FL includes returning Operations Manager John Barrett to mornings, Jack Stevens on middays, Jeff Lewis driving afternoons, Rob King on nights, and Frank Rowdon for weekends. Billie Andrews is promoted to Station Manager.

New to KKRZ/Portland is afternoon driver Scott Drake from KUBE/Seattle, night rocker Johnny Edwards from KZZP/Phoenix, and overnight guy Peter Lett from across the street at KMJK... KGGG/Rapid City has dropped Century 21's "Z-Format" in favor of a live CHR approach with Operations Manager Jim Shaw calling the shots... KOKU/Guam has signed on the air with a CHR format, calling itself "Hit Radio 100"... Brian Douglas has left the PD slot at WNFI/Daytona Beach and is available at (904) 672-4313. He's been replaced by night rocker Randy Van Halen, who will handle music and programming duties with Promotion Director/afternoon personality Bob Stevens... Al Thomas joins mornings at WOCQ/Ocean City, MD from WGM/Rehobeth, DE... At KROK/Shreveport, partimer Peggy Miles joins PD Peter Stewart in mornings and Todd Chambliss takes on middays, replacing David Peter Moss, who segues across town to KEEL.

13K/Bakersfield MD Jeff Ryan is upped to PD/MD and partimer John Allen takes on afternoon drive, replacing PD Paul Simon... WIGY/Bath welcomes back Chris Mac to the air after a stint in sales, replacing Jane Welsh, who exits for WTIC/Hartford... Don Potter fills the MD/night positions at KCAQ/Oxnard from KZOZ/San Luis Obispo, replacing Famous Amos, who is available... Congratulations to KQMG/Honolulu PD Kim Akane and his wife Ellen on the birth of their daughter Minuette... Congratulations to Drake-Chenault's Pamela Griggs and her husband Fred on the birth of their son, Matthew Louis... Wedding bells ring for KNBQ/Tacoma-Seattle's morning man John Murphy and graphic artist Linda Brumbaugh.



REAL NIPPER BREAKING NEWS

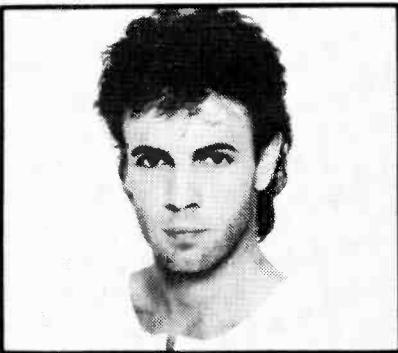


JEFFERSON STARSHIP

"NO WAY OUT"

CHR BREAKERS

68% of our reporters on it. Moves: Up 50, Debuts 37, Same 54, Down 0, Adds 22 including WHTT, CKOI, PRO-FM, CHUM, KZZP, KMJK, WSSX. Complete in Parallels.



RICK SPRINGFIELD

CHR NEW & ACTIVE

"DON'T WALK AWAY"

140/86 59%

ONE OF THE MOST ADDED



JUICE NEWTON

CHR SIGNIFICANT ACTION

"A LITTLE LOVE"

Out Of The Box Adds At:

- | | | | | | |
|--------|------|---------|------|---------|---------|
| 94Q | WJZR | WHHY-FM | KO93 | WFOX | WGLF |
| Z93 | WZLD | KROK | KHOP | Q101 | KKQV |
| WVSR | KITE | KMGK | K96 | KNOE-FM | WAZY-FM |
| WBBQ | WOKI | WHOT-FM | WISE | WAEV | KCDQ |
| KXX106 | WFMI | KQXR | WJAD | WIXV | KOZE |
| | | | | | KSLY |

#1 Most Added A/C



YARBROUGH & PEOPLES

"DON'T WASTE YOUR TIME"

- | | | | |
|---------------|----------------|-------------|------------|
| B104 30-28 | WFLY 30-23 | WSFL add | WBCY add |
| WXKS-FM 29-25 | FM106 deb 32 | WRVQ add | KKQV 31-29 |
| WCAV-FM 39-36 | WSPK deb 32 | WRQN ra | KDZA 40-34 |
| PRO-FM deb 30 | WKRZ-FM deb 40 | 13K 18 | WMAR 38 |
| 94Q 17-15 | WHTF 33-28 | KLUC 23-20 | WTIC-FM 26 |
| Z93 15-11 | WBBQ deb 36 | KHYT 40-37 | WZLD 39-36 |
| I95 deb 27 | KXX106 deb 31 | WGUY 36-32 | WOKI 32 |
| WGCL on | WDCG add | WERZ deb 40 | WHOT-FM 34 |
| WHYT 29 | KSET-FM 25 | WISE deb 36 | KQXR 36 |
| KIMN on | WANS-FM deb 36 | WCGQ deb 40 | KQMQ 37 |
| FM102 on | FM100 34-30 | WFOX 40-36 | KZOZ 39 |
| XTRA 35-33 | KRGV add 39 | WGLF add | |

CHR NEW & ACTIVE



POINTER SISTERS

"JUMP (FOR MY LOVE)"

- | | | | |
|---------------|---------------|-------------|-----------|
| WXKS-FM 24-17 | WNVZ 31-18 | | |
| WBEN-FM 15-10 | B96 25-18 | | |
| B94 12-8 | WKTI 18-13 | KITS deb 13 | |
| WHTX 9-7 | KIMN 29-23 | KPLUS 31-21 | |
| WASH 21-14 | Q103 29-21 | KNBQ 28-19 | KQXR 9-5 |
| 94Q 6-4 | KIIS-FM 21-11 | FM106 7-4 | Q104 14-6 |
| Z93 11-6 | KZZP 30-20 | WBCY 19-9 | KZOZ 9-6 |
| I95 21-14 | XTRA 24-15 | | |
| B97 11-7 | KFRC 9-1 | | |

CHR Chart:
40 - 32 - 22 - 14

Produced by Richard Perry



MENUDO

"IF YOU'RE NOT HERE (BY MY SIDE)"

93FM a-27
Now Breaking In Texas!!

- | | |
|---------|------------|
| WPLJ 8 | Y100 5 |
| Z100 10 | KIKI 3 |
| I95 7 | KCAQ 17-12 |

Armao New KJQY GSM

Eight-year Group W veteran Joe Armao has been named General Sales Manager of the company's KJQY/San Diego. He fills the vacancy left by Lou Fernandez, who is now with neighboring KSDO.

KJQY VP/GM Jerry Lee remarked, "Joe's broad background makes him uniquely qualified for the goals and challenges of KJQY's sales department." Added Armao, "The station is great; numbers are sensational. There's been some disorganization in the local sales department because it's been operating without a GSM for about three to four months. They said it was going to be a challenge. When people talk about challenges that turns me on, and

San Diego is a beautiful city. So I'm psyched and rarin' to go."

Armao first joined Westinghouse in 1977, signing on as an Account Executive at KYW/Philadelphia. Later promoted to National Sales representative for RAR in New York, he moved next to Pittsburgh as Sales Manager of KDKA. Armao returned to New York as Eastern Sales Manager of Group W Radio Sales (now Blair/RAR), then transferred last year to the West Coast, where he was most recently Sales Manager of the Group W Radio Sales Los Angeles office.

Armao also noted that Account Executive Brenda Holland has been named Office Manager for Blair/RAR in Los Angeles.



BON JOVI "RUNAWAY" TO SEATTLE — KNBQ/Seattle recently caught Mercury's Bon Jovi celebrating the success of their single "Runaway." Pictured backstage (l-r) are PolyGram's Calvin Lew, Bon Jovi's David Rashbaum, KNBQ PD Sean Lynch, Bon Jovi's Richie Sambora, Jon Bon Jovi, Alec Jon Such and Tico Torres, and Program Consultant Beau Phillips.



TEN YEARS AFTER — WCGQ/Columbus, GA recently celebrated its 10th anniversary with quite a bash. Attending (l-r) are (kneeling) WCGQ's Mark Gunn, Bear O'Brien, and MCA's Frank Turner; (first row) Epic's Don Miller, Arista's Billy Lemmons, RCA's Butch Waugh, CBS's Alan Orem, PD Ralph Carroll, Warner Brothers' Danny Davenport, and A&M's Geary Tanner; (back row) WCGQ's Jeff Tate, GM Joe McClure, Rocshire's Don Burt, PolyGram's Butch Lowrey and Steve Smith, Atlantic's Larry King, WCGQ's Bob McGee, and Chrysalis' Al Twanmo.



TRACEY TRIES OUT FOR SUMMER GAMES — KIQQ/Los Angeles recently welcomed MCA recording artist Tracey Ullman to the station to talk about her latest single "They Don't Know." Pictured here with the KIQQ Summer Games T-shirt (l-r) are KIQQ's G.W. McCoy, Tracey, MD Robert Moorhead, and MCA's Billy Brill.

CALENDAR



BRAD MESSER

Exploitation Effort Stalled

Media folks gotta track and emulate the hot fads. Our national infatuation with the slogan "Where's the Beef?" is already cooling, and one can envision the day when it will be a has-been like the Cabbage Patch doll. But the popularity of the venerable board game "Trivial Pursuit" keeps expanding, which is a sure sign that it shouldn't be allowed to escape without massive media efforts to rip it off. Miss tying in with a big one in this business and you're out!

That's why, in a secret laboratory, I am working as fast as possible to construct the new board game "Radio Trivia." It will have little flash cards full of meaningful questions worthy of deep pondering.

However, there is an immediate problem. The better questions don't have clear-cut, unchallengeable answers.

"Who invented the Top 40 format?" I called ten prominent broadcasters and got ten dif-

ferent answers: each man confided that *he* had invented it but got screwed out of the credit. (While they were on the line, three of these same broadcast veterans volunteered that they gave Wolfman Jack his first job in radio.)

"Name the first jock to give out the Hotline number." Nominees now include Murray the K, Casey Kasem before his voice changed, and B. Mitchell Reed. One source couldn't remember the answer but was positive that, whoever it was, Paul Drew fired him.

What PD invented the music rotation clock? Who was the first salesman to wear mulberry ankle socks on the day he wore a violet/sepia/burnt orange plaid jacket? Which Country station first promoted itself as Radio Ranch?

Production of this potential smash-hit board game "Radio Trivia" is stalled. Just as in the real Game of Life, I am coming up with excellent questions but absolutely no firm answers.

Civil War Inspired Memorial Day

MONDAY, MAY 28 — Not until after America's fourth war did we establish a holiday to honor our fighting forces. The Civil War produced such massive casualties that a majority of American families lost members, relatives or friends. There was widespread national support for the first Memorial Day (then called Decoration Day) in 1868. The 630,000 deaths in the Civil War were more than Korean conflict and Vietnam combined.

First photo of Shroud of Turin revealed human likeness 1898. Upside-down flight duration record 2 hrs. 15 min. set 1974.

John Fogarty (ex-Creedence Clearwater Revival) 39. Gladys Knight 40. Actress Carroll Baker 53.

First American Food Stamps

TUESDAY, MAY 29 — Food stamps were first issued 23 years ago today (1961) and have now spread to every county in America. The nation spends about \$18 billion on various domestic food assistance programs, which is more than three times the cost of foreign aid.

U.S. Constitution ratified by 13th colony Rhode Island 1790. Wisconsin became 30th state 1848. Bing Crosby recorded "White Christmas" 1942. Mount Everest conquered 1953.

Racer Al Unser 45. Bob Hope 81.

20th Century's First US Volcano

WEDNESDAY, MAY 30 — Northern California's Lassen Peak exploded 70 years ago (1914) and began three years of activity which produced a 20-mile-long mud flood and a 1000-foot crater. The southernmost Cascade Range volcano is not considered active now, although the U.S. Geological Survey reports "there are several areas of hot ground" on the mountain.

President-to-be Andrew Jackson shot duel opponent dead 1806. First Indianapolis 500 auto race 1911.

Football Hall of Fame member Gale Sayer 41. Actor Michael Pollard 45. Clint Walker 47. Christine Jorgenson (1st American man to surgically change sex) is 58.

The Great Johnstown Flood

THURSDAY, MAY 31 — Pennsylvania's Conemaugh Dam collapsed 95 years ago today (1889), producing a flood surge that carried houses and a railroad locomotive into Johnstown about 14 miles away. The flood killed 2200 people. It was the first major disaster handled by the American Red Cross, whose founder Clara Barton spent five months there directing relief efforts.

New York got first taxi with meter (imported from France) 1907. NATO approved SALT-II treaty 1979.

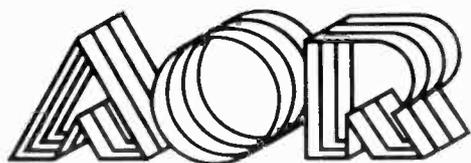
Brooke Shields 19. Joe Namath 41. Musician Peter Yarrow 46. Clint Eastwood 54. Patricia Harris (1st black to reach both Cabinet and Ambassador level) is 60. Prince Rainier of Monaco 61.

All-Transistor Computer 25th Anniversary

FRIDAY, JUNE 1 — A quarter-century ago today (1959), RCA delivered the first commercial all-transistor computer (its Model 501) to the New York Life Insurance Company. Now a single silicon chip can contain thousands of transistors, reducing electrical power requirements so drastically that, if automobiles had increased in efficiency to the same degree, your car would now get 20,000 miles per gallon.

First recorded American earthquake Plymouth, MA 1638. "Superman" born in Action Comics Issue #1 1938.

Cleavon Little 45. Pat Boone 50. Andy Griffith 58. Tomorrow (6-2) Marvin Hamlisch 40. Stacy Keach 43. Sally Kellerman 47, ex-astronaut Charles "Pete" Conrad 54. Sunday (6-3) Tony Curtis 59.



STEVE FEINSTEIN

ONE TO ONE WITH KMET PD MIKE HARRISON

Making The Mighty MET Mighty Again

If there's one question people ask me most frequently besides, "When are you going to grow up and face reality, Steve?," it's "What's Mike Harrison up to at KMET/Los Angeles?" This industry vet, after being away from day-to-day programming for close to a decade, assumed the PD reins at one of the format's powerhouse stations last September, and people have been curious ever since about how he's faring.



Mike Harrison

Harrison's track record is estimable, stretching back to 1969, when he programmed the start-up of progressive rock outlet WLIR/Long Island. Stops along the way included mornings at WNEW-FM/New York, a successful stint as PD of KPRI/San Diego, and five years at R&R, where he served as both Managing Editor and the paper's first AOR Editor; he was instrumental in the conception of the term "AOR." Mike's been doing a talk show at KMET for nine years, and since 1978, Harrison's Goodphone Communications has served as an umbrella company for his publishing, production, and consultation ventures.

His two Arbitron books at KMET have quieted any skeptics who may have scoffed at his ability to program in the more competitive, sophisticated AOR marketplace of the 1980s. Inheriting a once monolithic station (at its 12+ peak in the summer of '79, KMET had a 6.4, dominating competitor KLOS's 2.6) that had been struggling lately to shore up its identity in the face of a rejuvenated KLOS, Harrison has made significant gains in putting the station back on track. (See the accompanying Scorecard for the ratings course of the market's three AOR outlets over the past year.)

If you've chatted with Mike, read his writing, or heard him speak at industry conclaves, you're familiar with his passion for theorizing and philosophizing about culture and the communications process. In our conversation, this man of words and ideas discusses some of the implementations of his concepts for AOR in 1984. He's an eloquent orator who expresses himself with impressive clarity. Accordingly, what follows is mostly Mike and only sparingly Steve.

R&R: Why did you return to working for an individual radio station on a fulltime basis?

KMET 94.7 ROCKS

MH: One, I love KMET. When (previous PD) Sam Bellamy left, there was concern among the staff and around town that there'd be a major change in direction, and

FOUR-BOOK ARB BREAKOUT

L.A. AOR Scorecard

Here's how the numbers game has progressed in L.A. AOR radio over the past year. *Italics indicate a tie.*

	Spr '83	Sum '83	Fall '83	Win '84
	12+			
KLOS	4.1	4.3	3.6	3.3
KMET	3.2	3.3	3.8	3.9
KROQ	4.4	3.5	2.6	3.0
	Cume (in thousands)			
KLOS	1033	981	919	924
KMET	887	910	881	951
KROQ	909	792	626	668
	18-34 Adults			
KLOS	2	2	2	3
KMET	4	3	3	2
KROQ	3	3	5	4
	18-34 Men			
KLOS	1	1	1	3
KMET	2	3	2	2
KROQ	4	4	4	4
	25-34 Men			
KLOS	3	2	2	5
KMET	2	5	4	2
KROQ	6	6	6	4
	Teens			
KLOS	2	4	5	6
KMET	3	3	3	5
KROQ	1	2	4	4

THE VIEW FROM KLOS AND KROQ

The Competition Speaks



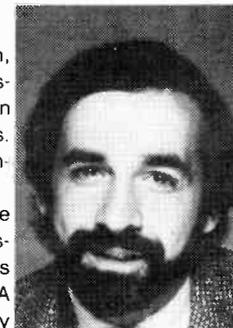
KLOS/Los Angeles PD Tommy Hedges points to KMET's increased visibility over the last two books through billboards, bus sides, and TV spots as a crucial element in its turnaround. He also observes that "Mike has made the station more listenable and mass appeal, introducing formatics to a degree that the station had probably never seen before. Its music mix used to be idiosyncratic, and varied from shift to shift."

Besides tightening up the music, Hedges feels that under Harrison, KMET has smartly introduced a number of elements that were previously within KLOS's domain: commercial-free music sweeps, identification with area concerts, artist IDs, local music features, and TV simulcasts.

All this adds up to what Hedges calls "going after your main competitor by clouding the waters — the same thing we did in 1980."

Rather than alter his programming now that the two stations are more similar musically, he's countering with more aggressive advertising: bus sides and an intensive TV campaign using **Tour De Force's** "Destroyer" spot. Both vehicles emphasize KLOS's new "5 Songs In A Row Or \$5000" music guarantee. Tommy is banking on the "visibility to increase the cume, and that the sampling will then turn into longer time-spent-listening because of the nature of the promotion."

To make up for KMET's gains in older men, Hedges has instituted a weekly "Rock 'n' Roll Roots" show and put in new categories of oldies to broaden the station's appeal to older demos.



Tommy Hedges

Continued on Page 34

in fact, there'd be no more KMET. I've worked here for nine years, and I felt compelled to get involved because of my love for the station.

Two, I also love AOR radio, and have been frustrated seeing what's been done in its name in many cases. I consider myself one of the fathers of AOR, and feel a certain responsibility for the child.

Three, I love radio, and to one degree or another, have always missed programming.

R&R: What would you say to people who might view working for one radio station as a step downward after running your own company and being a national figure?

MH: One, you'd be amazed at how many top-notch former PDs and former front-line, hands-on people now running their own companies have called privately to tell me how much they envy me.

Two, it's a myth perpetrated by the trades that moving on to consulting lots of radio stations is necessarily a step up from being a program director. Most major market PDs are making more money than consultants who kill themselves to sign up lots of stations, many of which never pay and most of which pay very little.

Three, there's something very, very satisfying and exciting about working with a team of people, which you may not be able to do when you're in a small company by yourself, as most consultants are.

Radio programming is a hands-on job. I view a guy of my stature coming in to program a single station as a shot in the arm for the position of Program Director around the country. Maybe people should strive more to be great PDs, rather than to get numbers real quickly, and then go off and consult a multitude of stations only to give them a watered-down version of what they did originally.

Four, (KMET parent) Metromedia has allowed me to maintain Goodphone, which I operate on a conservative level. Among its projects is a 'Harrison's Mike' video show on over 40 cable franchises across the country.

R&R: What were the assets and liabilities of KMET when you came in as PD?

MH: It needed an attitudinal facelift. It needed to take steps down a path that hadn't been traveled before. KMET had a fabulous airstaff and management team, and its image in the community was strong through the good and the bad. If a station is a heritage station and has a legend, people expect it to have good years and bad years.

They want it to be good again, and will come back when it is.

R&R: When KMET was slipping, what do you think KLOS was doing to wrest away the crown?

MH: They've always been a good, hit-oriented, play-it-safe station with a consistently well-thought-out music mix. They don't take too many chances, which is to their detriment, but when you have competition taking the wrong chances, as KMET may have been doing in its years of decline, it's good business not to. Where they've run into trouble is that KMET has dedicated itself to being an outrageously brilliant, pioneering, and properly-directed station, which the type of station KLOS has been cannot compete against. That kind of station (KLOS) will always win in a vulnerable market, but they cannot win against a killer, and we are a killer.

"I feel a PD is like an elected representative of a station's listeners."

Let's be fair to KLOS, though. They have a great image and history in this town, too. Their ratings are not so terrible, either. It's so competitive here that a relatively minor adjustment like what's happened over the last two books can seem devastating. They're still a great radio station, and it's not as if they're out of the ballpark and we're king.

R&R: There's been some grumbling among record promoters about what they consider to be a relatively high percentage of oldies on your station. Any comments?

MH: We're playing about the average percentage of new vs. old that AOR plays. The difference is that we change daily — some days we have a lot of oldies and some days we don't. We actually have different rotations from day to day.

People's perceptions get exaggerated because the oldies we play are so profoundly different than what people have come to expect: they immediately recognize them as oldies and go, "Whoa! I haven't heard that in ten years!" I played Chicago's "25 Or 6 To 4" four times this year, and the word went out, "KMET's playin' Chicago. Harrison's lost his mind!"

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Making The Mighty MET Mighty Again

Continued from Page 33

If some record guy coming through town hears the one time we play Grand Funk Railroad's 'I'm Your Captain,' he figures I'm playing it 100 times 'cause that's the way most people program their station. It's these profound oldies, like Buddy Holly's 'Peggy Sue,' that cause people to think that we're playing more than we actually do.



R&R: I've also noticed that you occasionally commit radio heresy by playing two oldies back-to-back.

MH: Absolutely. But then you'll hear three new songs back-to-back. And that's a reason you can't crack the code unless you listen for a year. It's a formatted station that sounds very freeform.

R&R: The nature of some of the oldies you play, and the fact that KMET's playlist is not as long as it once was, has some people wondering if what you're doing isn't a throwback to another era, or inspired by Lee Abrams's Superstars II format.

MH: We're not going back to any particular artist or older sounds. What we are going back to is an attitude that we can win with quality and a good variety of the best of what's happening today, as well as the old stuff that still applies. We believe that the cream of a variety of crops, as opposed to the cream and the crap of only one crop, will win. We've readded a number of black artists, such as Stevie Wonder, and have expanded all the way back to the heritage of today's rock 'n' roll: Elvis Presley, Buddy Holly, Beach Boys, Chuck Berry, Little Richard, and Jerry Lee Lewis. These artists still have valid pieces of music based on today's sensibilities.

"My plan is to make KMET a cultural center for rock 'n' roll."

AOR says it's 18-34, but why does it program 12-24? We're programming 18-34 on the assumption that kids have good taste and will listen to their parents' music, and it's happening.

Anyhow, I don't consider old records to be "oldies"; the terms "current," "recurrent," and "oldie" are industry illusions. I think there's a great chart in the sky, with thousands and thousands of current records. Some have been on the charts for as long as 25 years, some for 25 minutes.

One of KMET's keys is that we work our oldies the way we work our currents. We don't have a universe of X amount of oldies that sit there getting played forever. We have four or five music meetings a week.

AORs fear they'll offend their audience by playing something outside of their audience's lifestyle. We say it's hard to offend an audience unless you play crummy music or music that has a crummy image. Any music that has a good, hip image — no matter what the genre — will work if it's presented in an uplifting way for adult, intelligent people.

The key to programming mass appeal radio is drawing connections between seem-

ingly disparate constituencies. What I mean in English is that to just go for one-cell core audiences is to connect yourself to a fad.

R&R: As you're playing this broad range of music, with different genres and production values, how do you maintain flow and consistency of sound?

MH: Our system's rotations and flow sheets work that out. We also have jingles, bumpers, IDs, and drop-ins for transitions that are aesthetically difficult.

Once in a while, though, it's neat to jar listeners with a complete change of attitude or mood, as in a German or Italian movie where the editing is particularly hodgepodge. A smooth transition isn't always the way the human mind thinks. I like when someone says, "I can't believe they played 'Uncle John's Band' by the Grateful Dead into 'Rock Rock Til You Drop' by Def Leopard."

It's like, just when you thought that we're playing dinosaurs, we blow your brains out. The eclecticism and variety of the format is sometimes framed and enhanced by a segue that may not sound good by radio school standards.

R&R: KLOS does extensive callout research. Any thoughts on it?

MH: I don't believe in callout research. It's not presented in an environment that's realistic. I prefer box office to callout, active to passive. Callout is, in many cases, a method used by program directors to make their managers think they're doing something with their time.

In radio, one man's gut is another man's research. If I happen to have an incredible ear and my taste is in synch with what the community wants to hear, then I'm programming a winning station without doing any research. When a guy in St. Louis looks in the trades to see what Mike Harrison is adding and winning with, and says 'We're going to do that, too,' he is then doing research. If you're not man or woman enough to stand up and say you've got that gut and sensibility, then you shouldn't have the job.

Can you imagine if movies were made by research, if novelists only wrote from research, if nothing came from the inherent quality within a person's soul, and from experience and artistic creativity? If all that were pooh-poohed, we wouldn't have the people trying to take AOR into the future.

Competition Speaks



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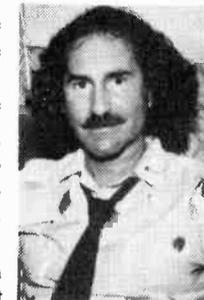
Consultant **Rick Carroll** has recently returned as **KROQ/Pasadena's** PD. He acknowledges Harrison's familiarity with the market and freshening-up of KMET's sound as contributing factors to the station's gains. Recently, though, he's noticed the station adding more modern sounds, such as **Thompson Twins** and **Psychedelic Furs**, and thinks "that might cause a bit of a backlash because of KMET's metal image."

As for KLOS, Rick feels "when you play safe radio and the bulk of your sound is the Top 300 power oldies of all time, you reach a point of diminishing returns where it even gets stale to the casual listeners."

KROQ's over 50% drop in teens during the past year is a result of increased competition from crosstown CHRs **KIIS**, **KKHR**, and **KIQQ**, says Carroll. He notes that modern music sounds once exclusive to KROQ have now crossed over to CHR, cutting into KROQ's exclusive cume. His plan to win back those teens includes increasing the turnaround of his current rotation in certain dayparts.

Five years into the Rock Of The 80s format, Carroll sees as a reward "teens who were listening years ago are now over 18. That audience that had long listening spans now comes back in the form of 18-34 numbers. We've also got a library of new music oldies by **Berlin**, **Psychedelic Furs**, and **Billy Idol** that no other station in town plays. It gives us oldies to draw from when the current music gets weak. We didn't have that before."

He's also introducing KROQ to weekend block parties for the first time, and a custom Rock Of The 80s jingle package cut in Australia, which will debut on all Carroll's modern music clients shortly.



Rick Carroll

R&R: Beyond the music, what is KMET doing that's special?

MH: Lots of news and public affairs. I've been doing my "Harrison's Mike" talk show on KMET for nine years. Sunday nights from 10-midnight. "The KMET Show," which runs Sunday mornings from 6-8 and is repeated at midnight, is a potpourri,

"I'm programming a television station for the mind."

magazine-style show. It includes interviews with everyone from L.A. Mayor **Tom Bradley** and community organizations to "Against All Odds" director **Taylor Hackford** and "Dune" author **Frank Herbert**.

I feel a PD is like an elected representative of a station's listeners, charged with serving the needs and wants of the community, beyond pandering to lowest common denominator tastes.

R&R: What promotional tools have been effective for you?

MH: We've had major billboard and busboard campaigns, and have bought television time for the first time in years. Assistant PD/Promotion Director **Rich Piom-**

bino has done a tremendous job with merchandising and marketing the station, as well.

Our television goes beyond advertising. The ongoing "KME-TV" concept included a prime-time rock video show on VHF, and now we're doing instant simulcasts, where just as a band starts playing on "Thicke Of The Night," you hear it on KMET in stereo. We also have a weekly "Mighty 'MET Report" planned for Thicke, with us producing rock video features that'll be shown to a national audience.

My plan is to make KMET a cultural center for rock 'n' roll... a concept that goes far beyond something that's 94.7 on your radio. The frequency will be the home of KMET, but there'll also be KMET magazines, books, and TV shows.

R&R: Does all this tie in with your slogan, "The Rock 'n' Roll Channel?"

MH: I have a lot of respect for MTV, and I like the attitude of a "channel" for rock. Even though it's an old term, it indicates a

"The terms 'current,' 'recurrent,' and 'oldie' are industry illusions."

modern mode of communication for rock; people are thinking of rock in terms of video. So in one word, we conjure up a modern image that's in synch with rock in the mid '80s. Also, I think of KMET as a modern television station without a screen, as opposed to just an audio signal. We program it with "shows," and we're shooting for a tremendous amount of theater of the mind.

(KMET consultant) **Lee Abrams** and I believe that a radio station in the '80s and '90s is more than a guy sitting in a chair behind the glass with two turntables, a board, and a microphone, looking at a clock on the wall. A radio station can be a window to the world.

NBC with its peacock or HBO with the visual you see before a feature presentation make what they do larger than life. Even though radio has a much cheaper budget than TV or film, we have a much more fertile screen upon which to play — the mind. I'm programming a television station for the mind, and that's what the "Rock 'n' Roll Charnel" means.

R&R: What's the thought process behind the produced billboards you play before cuts from new albums by major bands?



DINING WITH THE DOORS — KMET treated three listeners to dinner with the surviving members of the Doors. The winners' dinner conversation with the musicians was taped and aired as part of a two-hour Doors special. Seated in front of the winners are the band's **John Densmore**, **Robbie Krieger**, and **Ray Manzarek**, and the station's late night personality **Jim Ladd**.

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McVIE GETS A HOLD ON 'NEW-FM — Christine McVie picked a perfect day to stop by for an on-air chat with WNEW-FM/New York personality Dave Herman (right).



SWEET SIXTH FOR CITI-FM — The sixth birthday bash for CITI-FM/Winnipeg included a presentation of a triple-platinum award to the evening's special guests, Quiet Riot. From left, CBS local rep Pat Bachynski, the band's Rudy Sarzo and Kevin Dubrow, and PD Steve Young.



NIGHT RANGER ZEROES IN ON KZOK — Caught backstage after a Night Ranger concert are (l-r) the band's Jack Blades and Jeff Watson, KZOK/Seattle morning man Rick Shannon, band member Brad Gillis and friend, Night Ranger's Kelly Keagy and Alan "Fitz" Gerald, and afternoon personality John Posey.



ON ALL FOURS — WMGX/Portland, ME awarded a 1984 four-wheel-drive vehicle to a lucky listener. From left, Station Manager Dave Dean, the winner, PD Rendi Kirschbaum, and station personalities G.V. Rapp and Mike DiMambro.

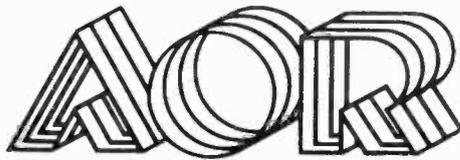
Making The Mighty MET Mighty Again

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Ex. (over music bed:)

"Our wait is over. Rush has returned to the Rock 'n' Roll Channel with their new album, 'Grace Under Pressure.' Geddy Lee, Alex Lifson, Neil Peart. Continuing in their tradition of profound excellence. New Rush... 'Grace Under Pressure'... hear it now on the Mighty MET of Southern California." (into cut)

MH: I got that from TV, again. NBC runs teasers like 'This week on 'Hill Street Blues' you'll see...' Albums by big artists such as Yes, Rush, and Duran Duran are like the big movies on HBO or The Movie Channel. These are big, mother albums that you milk, and so we make a big deal of them with spotlights, premieres, and fanfare. It makes them interesting instead of a jock just coming on and saying, 'All right, we've got the long-awaited new Rush album. Here's a track.'



Instead, we are presenting something exciting. That's our job, and it's fun to do it.

R&R: Give me some more examples of that programming for the mind.

MH: We just ran a two-hour show called "Dinner With The Doors," where listeners who won a contest interviewed the Doors over dinner; we ran it complete with glasses clinking.

We brought the listener to the US Festival by taking wireless mikes behind the stage, on top of the ferris wheel, and in artists' dressing rooms, instead of covering it from behind a glass-type booth. Our production has become extremely stereo-conscious, also.

R&R: You had an effective bit recently when one of your personalities, Jeff Gonzer, made his show sound like he was at the beach.

KMET 94.7 ROCKS

MH: On the first really hot weekend in L.A., Gonzer "went to the beach," with sound effects of the surf crashing and people talking on the beach, and he did bits like reminding listeners to turn over for an even tan. Things like that make a station a spot on the dial that can go anywhere anytime, instead of just coming from a studio.

R&R: How do you motivate jocks to come up with ideas to make their shows more than just jukeboxes?

MH: At our jock meetings, I don't tell them to shut up, play the hits, and read idiot cards. I tell them to know everything they can about the way people feel out there — the issues, geography. I challenge them to do creative stuff on the air. If I don't like what they do, they'll get in trouble. But they'll also get in trouble if they don't try anything.

R&R: What's the next stage of development for the station?

MH: The jocks are in an intensive stage of development as communicators. I've sent a lot of them back to school, in terms of reading and being aware of what's happening. I refuse to let the rock press, People, and Time dominate contemporary culture. Rock radio has completely abdicated its responsibility to cultural content. I want the DJs totally informed by the music and news departments on what's going on. Over the next year, KMET's going to be a very substantive radio station, taking us light years ahead of where we are now in terms of impact upon the market and listenability. People will turn it on and hear more than music.

We're also going to continue to be aggressive with our production, and to be expansionary with our music. Black music has a place on AOR, though I do think most black artists are making music that is outside of the rock 'n' roll genre, and thus doesn't belong on a station that calls itself rock 'n' roll, just as you won't hear Def Leppard on Black stations.

Basically, KMET is going to have the courage to try to be a giving, creative, and entertaining full service radio station and make it on those good, old-fashioned principles.

SEGUES

KWFM/Tucson MD Rick Allen adds Assistant PD to his title.

Former KZOK/Seattle MD Craig Martin has landed the MD post at KRCK/Portland. He'll also be doing noon-4pm, as Charlie Busch moves crosstown to KMJK... WYFE/Rockford morning man Skip Isley is appointed MD, while Fred Brennan now handles production duties.

Patti Genko returns to WQFM/Milwaukee for overnights from crosstown WLUM... The 7pm-midnight and Production Director slots at WIQB/Ann Arbor are open in the wake of Greg Michaels's departure... Michelle Coleman gets upped from parttime to nights at KKRQ/Iowa City, which is certainly fond of Christine Skelley. In addition to handling promotions, her weekend shifts have been going so well that she's been made part of the station's "Ted & Chris" wakeup duo also... Pat Garrett has exited the Production Director and midday slots at KEZY/Anaheim and can be reached at (714) 594-7191... WEZX/Scranton PD Shawn Waters is back on the air, sharing mornings with Kim Matthews.

Former WMET/Chicago MD Dave Benson returns to radio after a spell as Pat Metheny's road manager. You can catch his arid wit on the weekends at WXRT/Chicago.

Eric Margolis is the new Promotions Director at WAPP/New York... Sam Tillery has left a gig at a law firm to join WPLR/New Haven as Promotions Director... Pat Kennedy joins WEBN/Cincinnati as Program Coordinator.

Steve Knoll is promoted to Production Director at KKCI/Kansas City.

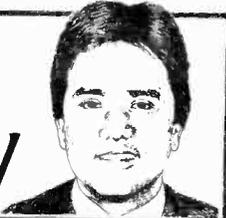


LASSOED IN EL PASO — Scorpions' lead singer Klaus Meine has no trouble rounding up airplay from KLAQ/El Paso PD Arin Michaels (left).



WILD EYED ISLAND BOY — 38 Special's Jeff Carlisle (left) says "aloha" to KPOI/Honolulu's Deborah Tahara (center) and MD Andy Preston when the band's "Tour De Force" swept through Honolulu.

Adult / Contemporary



RON RODRIGUES

Spreading The (Printed) Word About Your Station

If used carefully, the print medium can be an effective way of communicating what's happening at your radio station. I'm not referring to newspaper advertising per se, but rather to the use of advertising inserts and newsletters.

Using The Newspaper

As an example, WWPA/Williamsport, PA PD Ken Sawyer wanted to find the best way to let his market know the station was giving away an \$11,000 car. He couldn't cram the facts onto a billboard, and the nearest TV stations were impractical. So Ken and his associates assembled a 16-page insert to be distributed by the town's daily newspaper.

"We wanted to reach people who may not normally be exposed to WWPA. We considered doing direct mail, but the newspaper could get it distributed faster. We also included a bumper sticker in the insert. In past years, we had sponsor pickup points for contest materials, but that required an act of the person to get it. We hoped to attract considerably more potential listeners by sending it right into their homes. We continued to use sponsor pickup points for those who didn't subscribe or for those who wanted additional stickers."

The station printed 40,000 inserts which ran \$3000. 34,000 of those were distributed in the paper, costing \$2700. The insert was chock-full of advertising that the station sold in packages. The most expensive of these included 125 30-second spots, a remote broadcast, ad space in the flyer, and a listener pickup point.

"The promotion isn't over, so it's hard to judge the results," said Ken. "We have a prize man running around town, and he reports that people are getting their stickers

on their cars faster and in larger numbers than with the old retail-distribution method. It's also the first time we haven't done billboards. All of the available promotion dollars went into this campaign."

Newsletter Notes

Another form of print advertising doesn't involve audience promotion. Several stations print newsletters regarding station promotions and activities, distributing them for sales and community relations purposes.

KBOI/Boise PR Director Nancy McDaniel edits her station's bimonthly newsletter. "We wanted a public relations tool to send to clients, agencies, and other friends to let them know what's happening with KBOI. That's how we came up with 'Update.'"

The station publishes 400 copies of the publication. Each edition costs about \$300 plus postage, and about a week's worth of total labor. In its most recent issue, the KBOI flyer announced the station's adoption of AM stereo, introduced a new news talent, pictured a contest winner, and printed listeners' letters. Nancy says the results are quite positive: "Many clients have responded to the newsletter, and some of our co-owned stations in other cities are starting one also."

Publishing a newsletter isn't restricted to smaller market stations. WMJI/Detroit Promotion Director Pat Collins started the "Magic Mirror" newsletter at the general manager's suggestion. "Clients may hear

WWPA's Car Contest

WWPA/Williamsport PD Ken Sawyer put together this 16-page insert for newspaper distribution. The flyer not only contains contest details, but also features pictures of the station's crew, advertising, and a bumper sticker.

our station," explained Pat, "but many of them deal with several stations, and they may not listen to us as often as we'd like. Out-of-town clients and agencies may not get to hear us at all. The Magic Mirror provides an overall, panoramic view of what's happening at our station."

Pat reports that clients love the flyer, especially when they are featured in one of

the station's promotions. She said it also provides clients with an idea-sharing forum. "If they see a promotion done with one station, they can formulate ideas for their own."

WMJI's newsletter is also bimonthly. The station prints 1200 copies and mails out 1000; cost averages \$1200 each time.

KBOI's Updates

Update

ISSUE 16 a newsletter about KBOI AM/FM Radio MARCH 1984

KBOI and The Bon Host "Wedding Romance"

An evening of "Wedding Romance" drew a large crowd of brides, grooms, parents, relatives and friends interested in planning the perfect wedding to the Red Lion/Riverside on February 8. Co-presented by KBOI, The Bon and numerous local merchants, the event featured merchant exhibits, fashion show, champagne, hors d'oeuvres, door prizes, and of course, KBOI personalities. The Good Doctor Drew a \$102 show on KBOI AM.

Bob Rosenthal may have missed broadcasting a couple of the Bronco's away games as color-man for KBOI's "Voice of the Broncos." It was for a good reason, he and his wife, Susie, became parents of a new baby girl, Blair, born December 23.

KBOI Builds Ice

For the first time in its history, city of McCall had a group Boise assist in constructing a sculpture for its Winter Carnival. KBOI and the McCall Volunteer Fire Department helped build "Special Olympics 1984" ice sculpture in the park at city center. Prior to the carnival the KBOI traveled to McCall to learn sculpture.

Progress

Sandi Banister joins KFMB/B100/San Diego as Assistant Advertising & Promotion Director. Sandy was at crosstown KGB in programming.

Alan Michaels shifts duties from MD to Promotion Director at KCEE/Tucson. Veteran news reporter Art Gardner moves to WCIB-FM/Falmouth, MA from WBZ/Boston.

WROR/Boston appoints John Abaray and Mary Blake to news anchoring duties. T.J. Byers is the new Production Director at WRMF & WJNO/West Palm Beach. Laurie Dubose is the ND at KTUN/Humble, TX from the KHSY/Hattiesburg, MS PD post. Steve Hubschen also joins KTUN as Production Director from KQRS/Minneapolis. WIOD & 97AIA/Miami names Sergio Lopez-Miro Director of Advertising & Promotions. Former PM Magazine staffer Kelly Dobbs joins W101/Tampa as AM drive news anchor. Cathy Cason named Promotions Director at KRBE/Houston. Likewise, Nancy Burger moves to KLIR/Denver as Director of Promotions from crosstown KPKE. Kevin Casey sequesters from WHKC/Evansville to WLAK/Chicago as Production Director.

WMJC's Magic Mirror

WMJC/Detroit prints 1200 copies of its "Magic Mirror" every other month. Promotion Director Pat Collins mails out 1000, with each edition costing about \$1200.

EASY LISTENING



GAIL MITCHELL

KCTC: Reel To Real Success

"I'll give you this: You people sound like you're having fun." That's how a syndication company representative described Easy Listening KCTC/Sacramento. But there's something else worth noting about the outlet: 14+ years broadcasting a self-produced Easy Listening format! While Program Manager and 12-year station vet Gil Boucher agrees wholeheartedly with the rep's assessment and relishes the format's rewards, he also acknowledges the hard work and commitment associated with such a programming venture.

R&R: Given the caliber of today's syndicators, why self-produce?

GB: We like having control of the product in-house. It's not ego or pride because on several occasions we have investigated some of the syndicators. In each case, we felt we could still continue to produce the format as well or better than a syndicator, and have better control of it in our own market.

R&R: Give an example of that control.

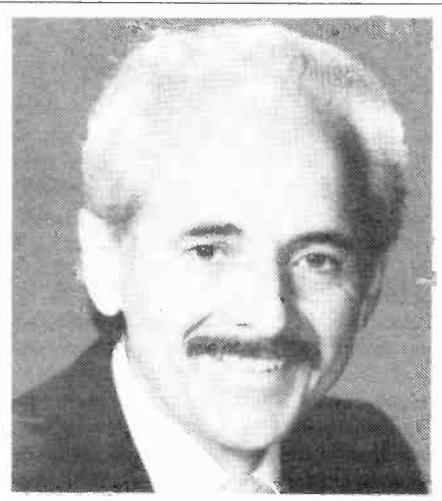
GB: We got wind on a Friday that (competitor) KEWT (then with Schulke) would switch to Country 6am the following Monday. It was our opinion that some of the original artist country-flavored selections we were playing would probably not go over as well for the time being. So overnight they were removed from the library. Our control advantage is that when you make a decision, you can do something about it; you don't have to wait. And that includes adding music as well as making deletions.

R&R: What are the differences between your format and a syndicated Easy Listening offering?

GB: We probably daypart more heavily than most syndicators have the ability to. We don't create generic quarter-hours, nor do we program match flow; we use the category method. When we program a certain feeling or energy level in morning drive, we're not assuming that we can play that same quarter-hour in midday, in the middle of the night, or vice versa. This is one of the negatives I've felt about some of the syndicated formats. Since we category program, we feel we minimize the redundancy problem that exists in the other form. Apart from that, we try to take the stuffiness out of the format.

R&R: Where do you stand on the topic of research?

GB: There's so much hubbub on the part of some syndicators about researched music. I don't say that's necessarily bad. Research can be very interesting and good. But we mustn't lose sight of the fact that the bottom line of all this research is people — the listeners. Traditionally, Beautiful Music



Gil Boucher



SQUEEZING THE MOST FROM YOUR CALLS — Foam rubber replicas of calls also double as giveaways to people, who Gil says "go crazy over them."

or Easy Listening stations have said, "We play the hits, we don't make the hits." That's a nice, wonderfully trite statement. But occasionally that guideline needs to be broken.

When Linda Ronstadt's "What's New" came out, we were on it immediately. I talked to a broadcaster who was affiliated with a syndicator, and he said it couldn't be played until it was researched. Poppycock! Before it was researched or even charted, we were playing it two to three times a day. I wouldn't recommend doing this frequently with a lot of music, but the demand was so high for that record, we borrowed from the other formats.

R&R: As a general rule, what type of music do you play?

GB: We subscribe to the format's basic credo; that is, "if you can't sing it, hum it, whistle it, or dance to it, we don't play it!" But then we break the rule carefully. What's wrong with playing songs such as Eddie Rabbitt and Crystal Gayle's "You and I," Sheena Easton's "Almost Over You," or Julio Iglesias and Willie Nelson's "To All The Girls I've Loved Before" — if we determine they'll fit the format? Sound broadcast principles are sound broadcast principles, regardless of format.

Vocals vary depending upon the daypart, obviously at their heaviest in morning drive. We follow a more traditional concept in terms of vocals versus instrumentals as we get to the other parts of the day.

We also have our "custom" instrumental music, just as the syndicators do. KCTC is one of the founding subscribers to the International Beautiful Music Association. One of the things we've tried to do is diversify our instrumental additions to the library, so we don't use just the IBMA. Having contractual arrangements with a single arranger is great, but there's a catch-22: Many times there's a negative factor when all songs start sounding alike. So I also have access to a Los Angeles producer who checks around for titles.

R&R: What helps you decide which songs to air?

GB: A diarykeeper once wrote that one thing she found most unfortunate about BM and EL stations was they tended to play second-rate vocals and third-rate instrumentals. That has become my watchword as we process the music. I'll be darned if I haven't thrown out an awful lot of music on that basis.

We also use "listener response" telephone lines intermittently to let our listeners vote — pro or con — on selected music we play. Listener involvement continues to be one of the factors we consider necessary for success. People who listen to the syndicated product really have no direct input into the format's creativity.

"There's so much hubbub on the part of some syndicators about researched music. But we mustn't lose sight . . . of people, the listeners."

R&R: Describe the KCTC operation.

GB: The station is automated, although we are live-assist in both drivetimes. The morning show utilizes a team, consisting of the program host and a separate newspaper. The format is aired via a combination of reel-to-reel and carts.

R&R: What role have slogans played in your format success?

GB: One of our past problems has been the call letters because they are difficult to say. We needed something for them to hang onto, so one of the things we went to was the "soft" concept. Most of the EL broadcasters like "easy," though I don't know if that's any more easily understood by the listener than "soft." But we latched onto the concept of "soft music that feels good." Coupled with that, we used foam rubber call letters in a TV commercial series featuring President/GM Bob Henley. He would do a standup delivery, with the foam letters sitting in front of him. The calls were effective because the letters looked solid. As Bob got to the line, "We play soft music that feels good," he squeezed the letters and they bounced back up to KC-TC.



KCTC billboard builds on station's "soft" image.

Through this spot and our soft on-air liners we've accomplished two of three goals. One was call identification by breaking KCTC into two syllables. The soft concept was the second point. The third factor was something that took a little longer for us, and that was building *cume*. But the Schulke station changing format helped us achieve that much faster.

R&R: Do you recommend other broadcasters taking the self-produce route?

GB: I'd be interested to talk with other broadcasters who are currently doing their own programming. However, I wouldn't recommend it to anybody starting out today; you need a long run with this. It's not something you learn overnight, but by trial and error. You need the training, background, and the awareness of what will and won't work. It's a sixth sense that lies to you when you're younger and newer at it. You don't seem to face that problem as you work with it over time.

"We play the hits, we don't make the hits." That's a nice, wonderful trite statement. But occasionally that needs to be broken."

There are also the technical problems and music availability: finding out where the music is, and how to get it and keep it moving. You can't update too little; if you do, your sound gets stale. Yet you can't make the mistake of updating too quickly. I did that once and scared the audience to death because they heard too much unfamiliar music. It's a very fine line — a formula that's not very scientific. You almost can't produce this format yourself unless you're totally geared for it and can get your hands on somebody who's been doing it for awhile.

Even if you are using a syndicator, it's more than just taking in the tapes and racking them up. That's a misnomer. You also have to be involved. You've got to know what you're doing, and then be able to deliver it for your audience.

Flow

Jim Lange moves from middays to mornings at KMPC/Los Angeles, following former man Robert W. Morgan's crosstown shift to KMG . . . Gary Moss changes from overnights to evenings at WZEZ/Nashville . . . At WNCN/New York David Antoine is promoted to Chief Operating Engineer, while Shirley Ford is upped to Producer . . . Marjorie Glass is appointed Assistant Promotion Manager at WPEN & WMGK/Philadelphia . . . WMAS/Springfield, an MOYL affiliate, switches to AM stereo broadcasting . . . KFAC/Los Angeles has added "La Experiencia Clasica" to its program lineup, touting it as the "first regularly scheduled Spanish language classical music program on L.A. radio" . . . Schulke Radio Productions and Coleman Research have joined forces to develop a fully-researched advertising and promotion campaign for the Easy Listening industry.

Country



LON HELTON

THE INDIES' VIEWPOINT

More Is Not Necessarily Better

In last week's column on promotional duplication, radio representatives unanimously agreed the problem of multiple calls per record was getting out of hand. It should come as no surprise that independent promoters don't like the situation either, and many are afraid that the situation, unchecked, might result in the death of the goose that laid the golden egg.

Duplication can hurt independents in at least a couple of ways. One, the phone clutter that ties up so much of the MD's day also prevents the indie with valuable information from getting through. Secondly, if that clutter gets too bad, stations may begin limiting the calls they take — excluding some indies from that list. This method of action has deleterious effects on radio, too, since MDs would be limiting the amount of information to which they are exposed.

Today we hear from a number of independents who offer their views on the problem of promo-

DUPLICATING PROMOTION

tional duplication, plus some thoughts on solutions and the independent promoter's job in general. It should be noted that most of these folks expressed similar concerns on almost all of the key areas, but I have edited their comments to reflect different points.

MIKE BORCHETTA

Record Insurance

For Mike, multiple calls to radio stations are a fact of life. He said, "My obligation is to my client. If they are paying me to call the reporting stations, it's up to me, along with my partner Alan Young, to call each and every one every week."



Mike Borchetta

Mike is another promoter who looks at the hiring of independents as a way for interested parties to maximize the potential of a record. "If you stand to make tens of thousands of dollars on a record, why not spend a couple thousand as an 'insurance policy' by hiring independents? Look at it this way: a label field person may have 20 or more pieces of product he is working, plus he must spend time with the label's artists that are in his region. He may not be able to give each record top priority, but I know how valuable that client is to me. His (the client's) record is important to me, and I've got to get that record added.

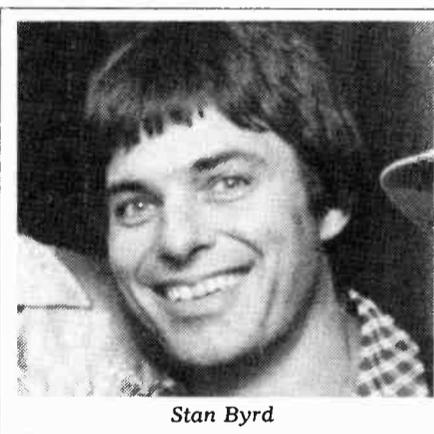
"It's important for a record to have indies

Continued on Page 42

STAN BYRD

The Need Is For Real Information

"Independents are hired for different reasons. A national guy sitting down to put together a promotional team chooses each person according to his different strengths. Everybody may be calling station X, but that MD doesn't listen to every person who calls. He may



Stan Byrd

have more respect for some, and may just be better friends with others. You try to balance the team with promoters who are strong with around 90 different stations, and hope each one can deliver at least 30 of them fairly quickly. No one person can deliver every station, and that's why labels are hiring multiples.

"But now there are just too many people calling radio stations; moreover, not enough of them are extending any real information to the MDs — something the MD should expect. He must get more than just a number and whether or not it has a bullet. A good call should provide him with the why and how of the record's success and where

Continued on Page 42

JOHN CURB

'No Indie Calls' Policy Unhealthy

"One of the reasons the number of indies has grown to two or three per project is to solve the most basic of problems — getting through. When there are a whole bunch of people trying to get through, and the hours are limited,



John Curb

and the phones are limited to one line, multiple people are hired as backup to make sure that at least one person is able to get through with the message.

"More people are calling while fewer are getting through. It really is a vicious circle and a 'which came first — the chicken or the egg' kind of deal. More people are hired to try to get through, which makes it tougher for me to get an MD on the line. Since 1979, my personal 'hold time,' busy signal, and callback percentages are up by

Continued on Page 42

WAYNE EDWARDS

A Fight For Space

"All radio stations do not talk to every promotion person and not every promoter they talk to is equally credible in their eyes. Thus, stations saying they are only going to talk to major labels is no guarantee they are going to add the record. The publishers, artists, et al. need to do something to protect themselves.

"The need for this 'self-protection' arises because of the tight add situation that exists today. The average station is only adding three or four songs a week, and most of the time MDs are choosing between superstars. Right now, when a record by an artist dies nationally, the label ships a new single immediately. So it's often a fight for a station to find space to add the major acts. The people who have time and money in a piece of product want to make sure it has every chance to make it, and they hire indies for that added insurance.

"If stations do not take calls from independents, then all of these other people who hire us to help their product will stop hiring us. Then these folks will sit back and say 'OK, Mr. Label Executive, you've got your promotion staff and the stations won't talk to my independents. So your staff had damn well better deliver that record.'"

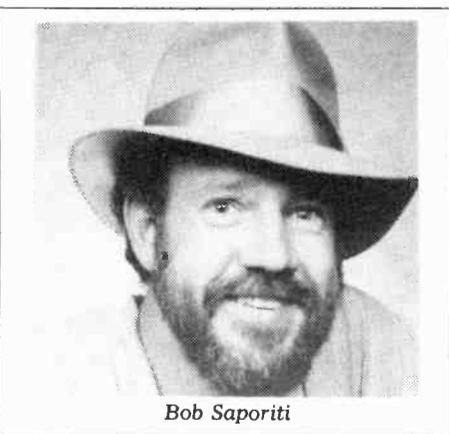
Taking Wayne's point one more step, if you think there is pressure on radio now, think what will happen under this scenario when you add a few more high-powered, financially-interested individuals pressuring the label for results. No question that will filter down through the label, hit its field

Continued on Page 42

BOB SAPORITI

MD: You Are In Control

"Redundancy is something we don't need, if for no other reason than there just is not enough time for it. However, multiple promoters are a necessity because of the volume of stations that need to be called. Because of the amount of



Bob Saporiti

time radio guys are spending on the phone, there are instances when an individual may not be able to get through, so you need more than one person calling. The key is, someone has to get that information to the station.

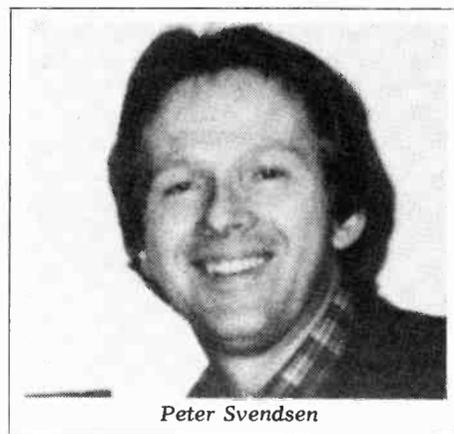
"The real coordination has to come from the power with the control over the record — the label. If a label is on top of it, they

Continued on Page 42

PETER SVENDSEN

Three On A Record Is Max

"I think that once you get three or four people working a single piece of product, you are hurting the record. I don't like overkill. It's come to the point where I'll find out how many people will be working a record, and if it's too many, I won't



Peter Svendsen

take the project. I feel if I call a station about a record I'm excited about — and if I have credibility — they don't need to hear about it from three other promoters. I think three people working a record is max, but two is really adequate, as in the case of a major label where it amounts to the field staffer and one independent."

What about the small label which doesn't

Continued on Page 42

MCA NASHVILLE DELIVERS

REBA MCENTIRE

"JUST A LITTLE LOVE" (MCA-52349) *38 3/23

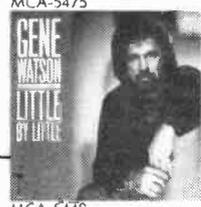
Country
BREAKER



GENE WATSON

"FOREVER AGAIN" (MCA-52356) *42 4/6

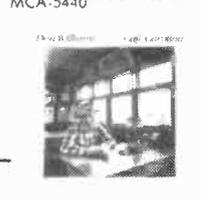
Country
BREAKER



DON WILLIAMS

"THAT'S THE THING ABOUT LOVE" (MCA-52389) *35 5/11

Country
BREAKER



MEL TILLIS

"NEW PATCHES" (MCA-52373) *38 5/11

Country
BREAKER



LEE GREENWOOD

"GOD BLESS THE U.S.A." (MCA-52386) *43 5/18

Country
BREAKER



THE WHITES

"FOREVER YOU" (MCA-52381) *45 5/18

Country
BREAKER



BARBARA MANDRELL #1

"HAPPY BIRTHDAY DEAR HEARTACHE" (MCA-52340) 3/30



OAK RIDGE BOYS #1

"I GUESS IT NEVER HURTS TO HURT SOMETIMES" (MCA-52342) 4/6 and 4/13



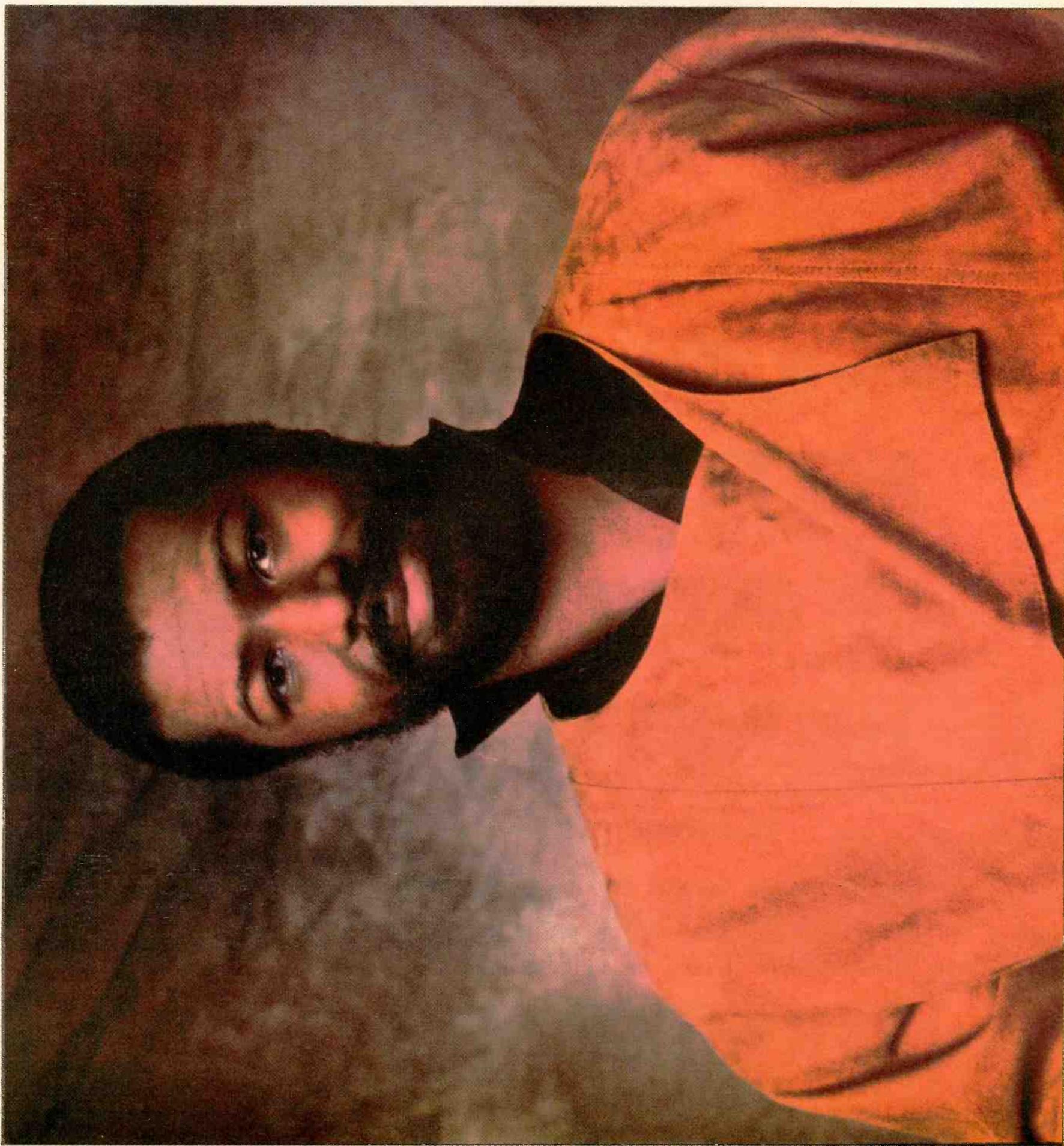
JOHN CONLEE #1

"AS LONG AS I'M ROCKIN' WITH YOU" (MCA-52351) 5/4



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More Is Not Necessarily Better

MIKE BORCHETTA

Continued from Page 38

because the independent lives off of the adds more than the local label guy does. The national label person isn't really working the record; he's spending most of his time staying on top of the local label reps. The indie is always working client records as a top priority.



"In other cases, two people may call a station and not really know the person they are talking to. A third person may call and know the MD well enough to understand what he is looking for and provide that extra bit of information that will get the add.

"Another reason multiple people are hired comes from the reality that various promoters can call upon those good working relationships that have been developed over the years and get certain stations to add a record. I have developed a lot of great relationships over the 18 years I have been doing independent promotion, in many cases becoming friends more than business associates. Local label people come and go, but due to the length of time many indies have been going it alone, they have been able to make longterm relationships. Sometimes it may come down to a choice between my record and someone else's, and I get the nod because of my relationship with the guy. In reality, people who hire independents are paying for those relationships, because it is a fact those relationships provide adds, and putting together a team that gets those adds is the name of the game."

WAYNE EDWARDS

Continued from Page 38

staff, and end up on radio's doorstep.

"Ultimately, it is the label who is on the line," says Wayne. "If there are any negatives being generated by duplication of effort, then the label is the only one which can step in and control it, or even stop it."

"The label is the only one which can step in and control it, or even stop it."

"Many independents are not using proper judgment. We need to be aware of a station's criteria for adding records and only promote them on product that meets those guidelines. Otherwise, we are contributing to the phone clutter."

STAN BYRD

Continued from Page 38

and why it is happening.

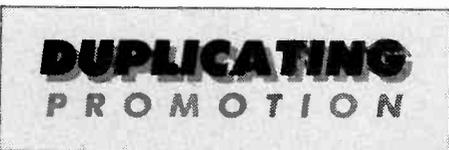
"I really don't think the problem of overkill is too bad, yet. Out of the 150 stations we call, we don't miss more than ten in any given week, and much of the time we talk to everybody we want to. We also are able to spend enough time on each call to get the message across, because we don't tie up the call with needless info. If they're on it and the record is behaving well, we give them the pertinent chart data (if they need it) and move on."

PETER SVENDSEN

Continued from Page 38

have a field staff? "In this case, it seems most beneficial to have an inhouse guy who can call to make sure the stations got the record. Hearing from the label is important, because I think MDs like to know the label is believable. After that, the label rep doesn't need to call every week — he can leave that up to the one or two independents he hired."

How about the instances where you have "outside" people; i.e., the publishers, song-



writers, etc., hiring indies? "All of these people should check with the label first. They should ask the label who it would like them to hire; the label in turn can coordinate all of the promotional efforts. There are a lot of uneducated — in the promotion business sense — artists, publishers, and songwriters who mean well but just manage to confuse things by hiring on their own. Obviously, these people stand to gain from the success of a record, and since they are not paying for a lot of other things, they can afford to hire an independent. But it is the label — not any of these other people — which pays not only the costs of pressing the record, but also the field staff, the up-front money to the artists, and all the other expenses. For this reason all of these people need to respect the label's viewpoint on the promotional effort.

"I think part of the problem is that radio is being besieged by promoters trying to cram records a station will never play down its throat. Radio would love to hear about hits all day long — but it's hearing about the records it will never play that needlessly takes its time.

"Time on the phone is golden. The MD has a lot of people to talk to and so does the promoter. This business has become just like drive-in restaurants. Fast food, fast promotion."

BOB SAPORITI

Continued from Page 38

know who is on a record and they can restrict it to some degree. They should have the authority and power to coordinate all promotional efforts.

"The individual independent promoters involved should also know who else is working the record. Each person working a record should be aware of both how much pressure each station is getting and when to back off. When an MD says, 'You're the third guy to call me on this record today,' the intelligent promoter goes on to the next case. I figure there's not much more info I can give him. When it gets to the point of being ridiculous, it's up to the label to insist that people back off if they are not smart enough to do it on their own. If this doesn't happen, the MD can help himself by telling a promoter 'Hey, you're the third call on this one — I've got it. Next record.'"

In terms of what an independent can offer an MD, Bob told me, "An independent has a national overview that the local person does not have. If the label has a national person, the regional guy may get information second-hand or weekly. On the other hand, a national person gets feedback on a daily basis. This is especially helpful where markets a couple thousand miles apart may have more in common than cities in the same geographical area."

Talking about concerns of radio, Bob said, "One of the complaints I've heard from radio guys is that they don't have problems with the 'professional' people they deal with, but with folks who may have one record out that has no chance whatsoever to get on that radio station. And yet, the MD will listen for ten minutes about how great the record is — without ever having heard it. This puts the MD in a trick bag where he either has to be perceived as a bastard by saying he doesn't have time to take the call or he has to have his time wasted — time he could have used to take calls from credible, professional promoters.

"Radio stations have to realize they have the choice of not taking calls from particular individuals, whoever they might be. They have that freedom if they want it. When you come right down to it, no one has to cooperate with anybody. Basically, this whole thing of promotion and radio is built on mutual good will and information-gathering and passing. The intelligent MD should know what he needs, who can give it to him, and how he can get it. Keep an open mind, let a person talk, and if you think they're full of it, ask them not to call you. Then tell them goodbye."

One after-effect of MDs being bombarded with calls is they often delegate responsibilities to others. Bob's associate, Terry Lais, offers this insight into potential problems.

"Many stations do not take their reporting status seriously enough. It really is very important, and yet many of the stations delegate the actual trade reporting to a secretary or receptionist who has no idea of

what's going on. As more and more stations do this, more and more mistakes in reporting are being made. It does no good for the MD to do all this research and put together an accurate list if it is not being reported to the trades correctly."

JOHN CURB

Continued from Page 38

30-40%. This is dead time, where no communication at all is taking place.

"Over the last few years, the selection of hot new product and artists to choose from has gone up tremendously. All of the support units have also gone up. What hasn't gone up is the number of slots available for airplay, so the competition has increased dramatically. Hence, more promoters are being hired to make sure the job gets done. In the case of new artists, many times you need three or four hardhitting promoters because radio stations have been conditioned to the point where you need to stay after them in order to leave them with the feeling that the record is worth it."

To carry John's earlier point a step further, another thing that hasn't increased to handle the extra load is the staff at the radio station. In many cases it's still the lone MD facing the onslaught. One thought expressed by many of the indies was perhaps it's time for Assistant MDs to help with the call load, with the MD handling label calls and major independents, and the assistant screening the rest.

In last October-November's set of articles discussing record promotion, much was made about the professional qualifications of music directors. John carries the same argument to promoters, asking, "Is the promoter qualified? What are his levels of professional standards? Does he have a track record? Do they know a hit record when they hear one? Are they supported and is their product distributed? Do they have management teams or publicity agencies? Or, are they garbaging up the phone lines with stuff that will never chart and just rips off the industry? Should a promoter have qualifications or should anyone be able to take the station list out of R&R and start calling? Is the MD obligated to take those calls, or should he just talk to whoever he wants to? How much time is the MD required to give the industry per week? An hour? Five hours? None?"

"I think it would be unhealthy for the business if stations made blanket policies stating they no longer will talk to independents unless they are the sole representative of a record. If nothing else, it seems as if it would be infringing on free enterprise just to placate someone who thinks he gets too many calls.

"To keep this from happening, both sides need to act. The labels need to control the number of teams, and independents do, too. Labels, indies, publishers, artists — whoever is involved — need to ask themselves what it takes to do the job and then come up with some standard. I think that three people on a record gets the job done. Four is max, and that is counting label people. Anything beyond that is overkill and raises the anxiety and frustration level of all involved."

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Nashville This Week



SHARON ALLEN

Police Promote McGuffey Lane

McGuffey Lane discovered a new way to be promoted when they were scheduled to do a young people's concert sponsored by the Police Athletic League in Washington Courthouse, Ohio. Mike Edwards, Station Manager of WCHO (which was promoting the concert on air) expected the group for an interview on his noontime program. He didn't expect Sgt. Mike Baretto. Sgt. Baretto, upon learning that the group had copies of their new release "Day by Day," decided to go with them to the station, walked into the control room and, with his hand on his holster, "asked" Mike to play the record...and he did. They then continued with a relaxed interview. The concert was a success and one of McGuffey Lane's managers, Cliff Audretch, told R&R, "That's what they call a powerful promotion. I'm tempted to contact PAL officials across the country."



Statlers: On The Wright Track

Tom, one of their dreams came true in PolyGram's upstairs hall.

Did you notice that with the release of their "Atlanta Blue" album, the Statler Brothers are now the Statlers? They've also updated their logo.

Bits and Pieces

Remember Porter Wagoner had a contest to name his all-girl band? Well about 12,000 people sent in names. They selected the Right Connection. This just happened to be a song that Porter and Dolly Parton recorded in the early 70s.

Alabama recently served as the Grand Marshals at the Winston 500 NASCAR Race. Randy, Teddy, Jeff and Mark, each in a special car, led the parade lap around the track. Then just prior to the race, they performed an a cappella version of the National Anthem.



Nitty Gritty Dirt Band: Turning Japanese

BITS & PIECES: Warner Bros. wanted to have the first sushi party on Music Row. The Nitty Gritty Dirt Band (just signed to WB) loves Japanese cuisine. So they sealed the signing with sushi... Music Village U.S.A., which includes Conway's Twitty City, the Marty Robbins Memorial Showcase, and the Ferlin Husky Wings Of A Dove Museum, will open Memorial Day. The village also houses the Showcase Of The Stars Theatre with daily live entertainment by Stan Hitchcock and the Music Village Show Band and several country artists. If you want a schedule for artists appearances contact Pat Quillen at (615) 822-1800... Here's something for your who's who file: Compleat Records' new recording duo Kim and Karmen are daughters of Harold Reid (of the Statler Brothers). They've been singing and writing together professionally since 1980. Kim wrote the Statler Brothers tune "Who Am I To Say." Kim and Karmen will have their first Compleat single released next month... Kenny Rogers is endorsing "The Record Game," a deluxe new board game which involves players in a multi-million dollar pursuit of fame and fortune in the music industry. Promotion and advertising of the Record Game will be aimed at select major markets and will target entertainment and media professionals and music fans as primary game consumers.

Just thought you'd like to know!

Judds Look At Love

Based on the porch of their home, and it really is their home, the Judds new video "Mama, He's Crazy Over Me" portrays three love themes in a deceptively simple manner. One is the love between mother and daughter. The second is between mother Wynonna and her first love, shown in a black and white



Judds: Video Love

memory sequence. And the third is between Naomi and the young man about whom she's singing, shown through her remembering them riding a merry-go-round and then, in the present, as he comes up to the porch in a pickup truck.

World Hunger Media Awards

The World Hunger Media Awards, sponsored by Kenny and Marianne Rogers, have asked for and are accepting submissions for the 1984 Awards, which is the third annual event. Their purpose is "to encourage, honor and reward those members of the media who have made significant contributions bringing to public attention the critical issues of world hunger." One of the categories is Radio Coverage. Submissions can be made to: World Hunger Year, 350 Broadway, New York, NY 10013. They must arrive no later than July 1, 1984.

For further information contact: Patrick Snyder, Krage & Co., (213) 854-4440.

Children's Miracle Network Telethon

The Osmond Brothers Children's Miracle Network telethon will air live June 2-3 over about 100 U.S. and Canadian television stations. All proceeds will benefit 78 pediatric hospitals in both countries. Although the show will originate from the Osmond Entertainment Center in Orem, UT, Alan Wayne, Merrill, and Jay Osmond will help out in Nashville. Artists scheduled to appear include Roy Clark, Lee Greenwood, the Oak Ridge Boys, Minnie Pearl, and Ronnie Dunn.

Wrights Meet Statlers

As the Wright Brothers drove up to PolyGram Records for a day of interviews, they noticed the Statlers' bus parked nearby. The Wrights, having never met the Statlers and viewing them as one of their major influences, asked if introductions would be possible. No problem. The Statlers were inside listening to some of their music with producer Jerry Kennedy. For the Wright Brothers, particularly



Bob
Saporiti
says

"Somebody Buy This Cowgirl A Beer"

by **SHELLY WEST**

is a great chaser to José Cuervo



"Good time, fun song. It's real country - red hot in the bars and it sells a lot of beer. #3 at WPTR."

Gary Briggs - WPTR

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WALT LOVE

WJLB Takes The Winter Book By Tuning Up

"WDRQ was incidental. All that mattered was that we wanted to be the market leader."

That might seem like an odd statement for WJLB/Detroit PD James Alexander to make. For the last two years, WJLB and WDRQ have been engaged in one of the hottest radio battles anywhere. The two stations have verbally assaulted each other on-air, raided each other's staffs and sometimes mimicked each other's programming down to the one-liners. Still, Alexander and GM Verna Green contend that the hardest part of the station's winter '84 Arbitron success (up 5.0-5.7, compared to WDRQ's 5.3-4.3 drop) wasn't competing with WDRQ, it was competing with itself. This week, R&R's Sean Ross talks to Green and Alexander about revitalizing a proud set of Detroit calls.

When Booth Broadcasting flipped WJLB and its FM sister WMZK (now WQBH) in the fall of 1980, WJLB tried to compete head-on with WLBS's Urban format by targeting adults, playing lots of jazz and ballads and, in a few cases, playing only instrumental versions of musically-hard songs. The attempt to cull older demographics failed and by the time Green joined the station in spring, '82, WJLB had softer numbers than those it had gained on the AM. The Detroit market had seen WGPR, and then WDRQ, become dominant with few promotional dollars but much tougher music.

"What we had," says Green, "was an eclectic, full service-type station. It was a good-sounding station but we were trying to do too many things. It didn't take me very long to figure out we were in a stage of product redefinition."

To that end, one thing that Green did in September, '82 was convince Booth to lure WGPR's Electrifyin' Mojo to the station for late nights. (WJLB had already appropriated midday personality Rosetta Hines from crosstown jazz outlet WJZZ.) Mojo's distinctive act, which included playing everything from the B-52s to Bad Company between black jams, had been a keystone of WGPR's success and Green says it made a positive effect on WJLB.

"We had positioned ourselves so well as an adult station that we weren't mass appeal enough. Mojo was a catalyst for positive change; what he did for us was legitimize the attention of teens coming back to WJLB."



James Alexander



More Music, Less Talk, More Personality

Alexander also joined the station the fall of 1982 from a PD stop at WBMX/Chicago and a stint as Brute Bailey's Assistant PD at WYLD/New Orleans (another longtime Black outlet that had successfully rebounded against a new Urban competitor). One of Alexander's earliest acts as PD was to institute the "Nobody Gives More Music" imagery that WJLB's consultant Barry Mayo had used at WRKS/New York. (Since its switch to Urban, WDRQ had constantly slugged "Continuous Music.") Although this might have seemed contradictory for a station that had recently begun hiring strong personalities, Alexander asserts that the two facets of the station were complementary.

"We have a lot of visible personalities — six or seven," says Alexander. The trick to promoting both music and personality "was getting people like Mojo, Rosetta, (midday man) Larry Elliot, (night rocker) Barbara Taylor, (morning man) Rosean, and (overnight jock) John Edwards, who not only have personality but also are cognizant that the primary factor in the success of the radio station is music."

Along these lines, another strategy that Alexander used was plugging "more music, less talk" heavily at the beginning, then letting that imagery become implicit while introducing other selling points. "It's a situation where we're doing things by example . . . we don't have to billboard (more music) as much.

The "more music, less talk" imagery gave way to emphasis on "strong songs," according to Alexander. "We do two stop-sets an hour and billboard an eight-record sweep hourly. But it's not just an eight-record sweep; we bill it as eight strong songs. Everybody plays more music. Here, the more music is equated with strong songs, and at FM 98 we play eight strong songs every hour."

- Selling Personality and Non-Stop Music Simultaneously
- Mayo vs. Kelly: Celebrity Battle of the WRKS Staffers
- Verna Green On The Wisdom Of Selling Your Black Audience

As the above suggests, Alexander has his jocks make extensive use of on-air vocabulary, something that few modern-day programmers, save Mike Joseph, still use. Listeners are told to "ninety eight-track" the station's strong songs to win. Since his arrival, Alexander has also encouraged listeners to "tune up" their radios — WDRQ is located at 93 FM — and WJLB's promotional wallet piece is still referred to as the "tune-up card."

WJLB's New York Groove

Barry Mayo and James Alexander should be kindred souls. Not only did Mayo's WRKS go through a very similar process of finding its space in the tortuous New York market, but Mayo and Alexander had already had a chance to observe each other competitively in Chicago when Alexander was programming WBMX and Mayo was across town at WGCI. "Barry and I are using all of the energies that we used going against each other to go in the same direction," says Alexander.

One advantage to having a New York PD as your consultant is the city's status as a black music capital, especially for club records. Market observers point out that after Mayo began consulting WJLB, the station began playing many records that, without Mayo's input, would have taken a lot longer to travel from New York to Detroit, particularly import product. "The music industry," says Alexander, "is in New York. The availability of a lot of product is there. If we have that product, we have that advantage. And it is indeed an advantage."

Detroit Black/Urban Ratings 12+

	W '83	Sp '83	Su '83	Fa '83	W '84
WCHB	.8	.7	.5	.6	1.0
WDRQ	5.7	6.3	5.8	5.3	4.3
WGPR	1.3	1.4	1.4	1.3	1.1
WJLB	4.0	4.7	6.2	5.0	5.7
WJZZ	2.2	1.8	2.1	2.4	2.0
WQBH	.5	.8	1.2	1.0	1.0

In recent months, Don Kelly, who had been Mayo's boss at WRKS in its early days, has succeeded Jerry Clifton as the consultant to WDRQ's owner, Amaturio Broadcasting. Asked if he's worried that having Kelly crosstown will have a homogenizing affect on the market, Alexander



Verna Green

says "I think we and WDRQ are doing some of the same things because we both are extremely competitive radio stations. We both research our market, and the audience is telling us similar things. So it's a matter of who can execute it better . . . who can be more timely with it.

"I don't think it's to our advantage or disadvantage that Kelly's over there. We know exactly where we're going; we have a timetable that certain things happen at different times. I think we'd be doing what we're doing whether Kelly was over there or not."

Competing In Public

Alexander's assessment of WDRQ and WJLB as "extremely competitive" is a major understatement. Since Alexander's arrival, WJLB vs. WDRQ has shaped up as possibly one of the great radio battles of all time, in any format. For nearly two years, almost no public move at either station has gone completely unacknowledged by its competitor. For instance, WDRQ promised four songs in a row. WJLB then promised eight. WDRQ countered by promoting "Always More In A Row." Mojo then took to the airwaves to denounce WDRQ's promise as too vague.

As another example, when WJLB adopted the "Nobody Gives More Music" slogan during the winter of '83, WDRQ ran promos some felt implied that its crosstown rival was lying. Does Alexander think that the on-air attention of WDRQ helped legitimize his station? "In light of all that has happened, I guess that (WDRQ's promo) could have been a mistake. They never mentioned our name on the air; we mentioned *their* name on the air.

"WDRQ was being challenged. They were #1 in the format. We made a decision to be #1 in the format, so who do you challenge? Do you challenge the #1 station or the #7 station? It wasn't WJLB vs. WDRQ. It could have been WLBS; it could have been whoever. It wasn't a personality thing with WDRQ."

One assertion by market observers that Alexander shuns is that WJLB beat WDRQ with its own tools: CHR formatics, extensive promotion, and the use of crossover records (which WDRQ has alternately emphasized and deemphasized.) "I understand how people could think that," replies Alexander. "They were the market leader hands-down and all eyes were on them. But there are a lot of concepts we either initiated first or at the same time, such as the 'strong songs' and 'more music, talking less' slogans, acquiring personalities, playing the proper songs, and not playing games with the music. As the race grew tighter we reached parity, and now we're moving on. But I don't think it was a situation where we were playing second fiddle."

Your Friends In Downtown Detroit

One area where WDRQ & WJLB differ strongly is in their racial politics. Two years ago, then-WDRQ PD Brian White described his station's approach as "Urban/suburban" and spoke proudly of WDRQ's racially nondescript presentation. WJLB, however, repeatedly bills itself as "Your Friends In Downtown Detroit." "We emphasize ourselves as 'the city's most popular music station,' because that is a fact," says Alexander. "Check the popularity of our station in the city of Detroit. We are a Black-oriented radio station. Detroit

Continued on Page 46

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WILD	KKDA-FM	WBMX	WGPR	XHRM	WOIC	KHYS	WAAA	KDKO
WDAS	KNOK-FM	WGCI	WJLB	KSOL	WQMG	WANT	WDAO	KDIA
WUSL	KMJQ	WCIN	KMJM	KNOW	WKXI	WTOY	WLTH	KUKQ
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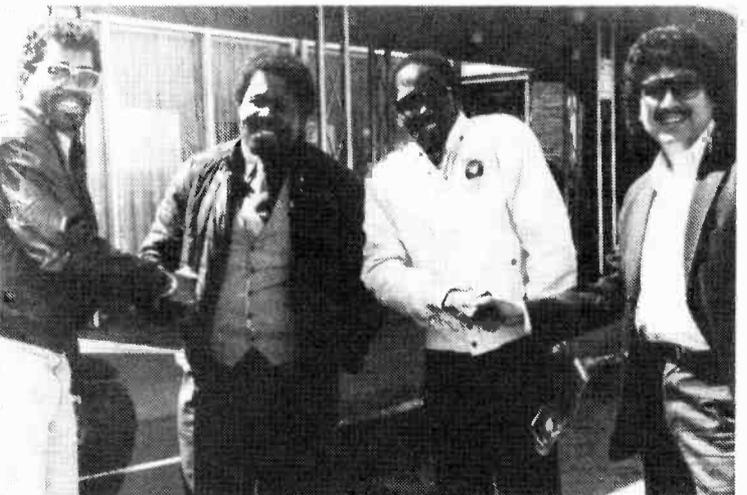
Distributed by CBS Records



BLEDSOE WELCOMED TO WBLs — Legendary WWRL/New York personality Gerry Bledsoe was welcomed to his new job at crosstown WBLs with a party attended by 800 people, including staffers from competing stations. Bledsoe (l) is seen here being presented with a plaque by record promoter Scotty Flash.



EDWARDS BRINGS APRHODISIACS TO WPDQ/103 — Dennis Edwards recently took to the road to promote his new "(You're My) Aphrodisiac" single. In the first picture from WPDQ/Jacksonville, shown standing (l-r) are Motown's Tony Anderson, WPDQ's Larry Browdy, Diane Graham, PD Marc Little, Promotions Director Elvia Singleton, Edwards, WPDQ's Lynn Hampton, and Motown's Maurice Watkins. Kneeling is WPDQ's Ty Stanley. In the second picture, Edwards (l) is bringing a copy of his new LP to WXYV/Baltimore PD Roy Sampson.



CAMEO HELPS WDKX CELEBRATE TENTH — Cameo and WDKX/Rochester both got their start around the same time. And WDKX helped support the band (then known as the New York City Players) gig around the city, so it was appropriate that Cameo should make an appearance at WDKX's 10th anniversary celebration. Shown (l-r) are Cameo's Larry Blackmon, WDKX's Rick Bryant, group's Tomi Jenkins, and WDKX's Renie Hall.

WJLB Takes The Winter Book By Tuning Up

Continued from Page 44

is a black-oriented city. Hands-down we have that."

Green elaborates, "We are proud of what we are; we're proud of our audience, and we want to serve it. Some of our audience has money and some may not, but they all have listening needs. They all consume, money or not." Has WDRQ's image as an

Black/Urban Radio

Urban station with white listeners among those targeted provided a sales edge? "I have not seen it as an advantage," replies Green. "The truth of the matter is that if the advertiser wants to pretend they're looking for an exclusively white audience, they can go to another format. After a while, if you're pushing your white audience more than your black audience, it gets pointless."

"WDRQ was . . . #1 in the format; we made a decision to be #1 in the format so who do you challenge? Do you challenge the #1 station or the #7 station . . . it wasn't a personality thing with WDRQ." —James Alexander

Despite the strong Black battle in Detroit, one area where Green says stations cooperate is in luring general market dollars onto Black and Urban radio. "I think we're fairly careful about how we fight with each other. We don't want to risk dollars not getting into Black radio at all because of people saying 'I want my share, I want my share.' We try to be very cautious with that."

Back To The Front

The depth of the Detroit competition bears some resemblance to the Black race in Houston, where one of Alexander's former employers, KRLY, eventually switched format. Does Alexander ever foresee less competition? "When I first got here, there were seven stations in our format. What do

"I think we're fairly careful about how we fight with each other; we don't want to risk dollars not getting into Black radio at all."

—Verna Green

we have now? There's WLBS, which has opted for a dance-oriented CHR format. We have WJZZ, which at one point was leaning towards fusion and is now straight-up mainstream Jazz. WCHB has gone gospel on the weekends; WQBH is leaning more towards blues. You have WJLB, WDRQ and WGPR — that's where the market is now. So I guess stations are dropping out." But he adds, "I think WDRQ will continue to be a factor. They are a very competitive station."

In the last four years, every Black FM in Detroit has led the pack once. In the past four books the lead has changed hands four times, but Alexander thinks his station will stay put. "We've just been slowly building, so I don't think it's an overnight sensation. We've seen this coming for a long time."

"We've been in various phases of this format for 50 years. (The station began running some ethnic programming in the '40s and went 24-hour soul in 1968.) The call letters mean something in this market. Even when this station was down, I don't think we were ever abandoned in the minds of the Detroit community. It was just them telling us, "Okay, times are changing a little bit. We've been with you all this time. So just do a few things to get your act together and we're right with you." We did that, and they're right with us."



MOBILE UNIT BECOMES #1 — WBLX/Mobile was recently named Station of the Year by its owner, the Beasley Broadcast Group. Shown (l-r, rear) with the award: station staffers Chuck Nobles, Paul Mykals, and Jerry O'Bryan. Front: GM Larry Williams, OM Sonny Love, staffers Carmen Brown, Cheryl Davis, Jeanine Smith, Angela Armor, Jerry L, and MD Michael Alexander.



CON FUNK SHUN FEVER — Mercury/PolyGram's Con Funk Shun stopped by WBLs/New York to plug its "Fever" LP. Taking time out for a camera break are (l-r) CFS members Karl Fuller, Cedric Martin and Paul Harrell, WBLs PD Frankie Crocker, the group's Felton Pilate, and producer Eumir Deodato.

Marketplace

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Classic Issue #C-43 features KIMN/Jack Merker-1963, KYA/Bwana Johnny- 1970, KFVB/Emperor Bob Hudson- 1968, KHJ/Berry Kay-1973, KIIS/Kris Erik Stevens-1976, KCBQ/Chuck Browning-1971, KFRC/Big Tom Parker-1976, KLOS/Billy Juggs-1978. Cassette, \$10.50.

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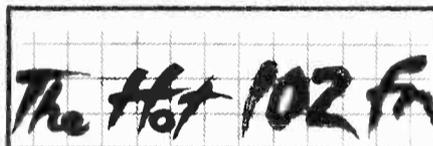
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A leading, aggressive, stable FM Contemporary Country station in 200,000 market. 5-10 year air talent. Perfer larger market experience. Enthusiastic, conversational delivery. Creative production. Good Staff. Fair management. T&R: KKIX, Box 1104, Fayetteville,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

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 \$35,000 to start. RUSH T&R to: Radio & Records, 1930 Century Park West, #688, Los Angeles, CA 90067. All replies confidential. EOE M/F

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)



Class FM

is looking for an Adult Contemporary Morning Drive Pro! We offer an outstanding compensation package. Equal Employment Opportunity employer. Contact: Bruce Buchanan, 20760 Coolidge Detroit, MI 48237 (313) 398-1100.

Openings

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)

WEST

Top-rated Country station in ID's second largest market seeking fulltime announcers. Two years minimum experience. T&R: Nick Nichols, KWIK, Box 998, Pocatello, ID 83204. EOE M/F (5-25)

Experienced air personality for top Country station. Production skills, great attitude & community involvement a must. T&R: KLLB, 516 N. H St., Lompoc, CA 93436. EOE M/F (5-25)

KF 95 is seeking experienced CHR or A/C personalities for future opening. T&R: Larry Doss, Box 107, Boise, ID 83701. EOE M/F (5-25)

We're looking for people that want to grow with a broadcasting company. T&R: Bob Jones, KZMK, 101 Bisbee Rd., Bisbee, AZ 85603. (602) 458-6577 EOE M/F (5-25)

WORK FOR A GIANT

One of America's great radio stations is seeking a sports personality, who can write creatively, work with a morning team, and not be afraid to dig up his own sports. This person will work in the best radio facility known to exist on earth, with some of America's most respected radio people. If you can make people talk, without being obnoxious, and can turn this heavily sports minded Top 20 market upside down, this job may be for you. Extensive sports background not necessary. We want a communicator, not a play-by-play man. Send tapes & resumes to: Radio & Records, 1930 Century Park West, #694 Los Angeles, CA 90067. EOE M/F

AOR, KZEL seeking experienced, creative Production Director. Also need weekend air talent. C&R: Ken Martin, 2100 W. 11th, Eugene, OR 97402-3578. EOE M/F (5-25)

Pacific NW AOR seeks future full & parttime air talent. Experience required, females encouraged. T&R: Jon Robbins, Rock 106, Box 8007, Spokane, WA 99203. EOE M/F (5-25)

Announcer-salesperson needed for M.O.Y.L. station in Pueblo, CO. \$5.00/hour announcing plus 25% commission on sales. In May: (805) 964-3094 In June: (303) 542-1481 (5-25)

KUJ, one of NW's beautiful markets. A/C now reviewing for future openings. T&R: Marlene Merry, Rt. 5 Box 513, Walla Walla, WA 99362. EOE M/F (5-25)

Modern Country needs jock with 1 1/2 years experience & production skills. T&R: Mickey Richards, Box 998, Belen, NM 87002. (505) 864-8400 (5-25)

Attention Arizona DJ's:

We need experienced, hungry, on-air personnel for our Big Band AM and Golden FM. Send resume, salary requirements and demo tape to: Jack Dey, Canyon Communications, 7401 West Camel Back Rd., Phoenix, AZ 85031. No phone calls please. EOE M/F/H.

Engineer/announcer needed. Automation-transmitter experience knowledge a must. T&R: Operations, KALF/KBLF, Box 1010, Red Bluff, CA 96080. (5-25)

Opportunities

Openings

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, KPQ, 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)

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)

PRODUCTION GENIUS NEEDED

To create motivating commercials for A/C station in California. Creativity and originality with voices to match. Able to handle an occasional personality airshift. Team players, send writing samples, tapes & resumes to: Radio & Records, 1930 Century Park West, #693, Los Angeles, CA 90067. EOE

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

Positions Sought

DAVE MATTHEWS in the morning, FM99/Rochester, KAAY/Little Rock, Y100 & Q102/Daytona Beach-Orlando. Looking for medium or major market. Proven! (904) 237-4855 (5-18)

DJ KELLI "KAWASAKI" lets the good times rock n' roll. Experience: fulltime L.A. area, production, copywriting & automation. Seeking weekend airshift. (213) 684-7168 (5-25)

Eight years experience, medium/major market. Seeking serious solid opportunity. Natural delivery, I refuse to scream. BOB: (412) 654-7897 (5-25)

CE/air personality seeking medium market A/C or CHR combo position. 13 year pro. GARY: (919) 799-8122 (5-25)

No bull! Jocking, programming, promotion, experienced, radio & street smart. All formats. Call HARVE: (516) 293-7947 (5-25)

I make things happen! 10 years radio/record promotion. 2 1/2 years WYNF/Tampa, 96KX, V-100, WSGA & National Promotion Director. The humble one... JACK: (213) 306-9150 (5-25)

15 year, God fearing, people loving pro, seeks new challenge, prefer A/C, Oldies formats. MERLIN in the morning: (505) 392-4552 (5-25)

Communicating is the name of the game. A strong voice and a sense of humor would help. I've got both. ZACK: (717) 624-2408 (5-25)

Leading Programmer, top 20 markets will turn around your ratings with proven MOR/Nostalgia. BILL GORDON: (215) 455-4625 (5-25)

Greater Cincinnati, CHR, A/C, Urban & Country. Experienced pro, dependable production. Seeking PD, OM or DJ now! SCOTT: (513) 528-5793 (5-25)

Talent/versatility plus. A/C, AOR, news & production. Six years experience Minneapolis, B.A. Journalism, hungry. STEVE MICHAELS: (612) 781-2128 (5-25)

Experienced, energetic jock currently working. Strong production, knowledge of automation. Looking for move up & willing to relocate. (717) 888-4779 (5-25)

BRIAN DOUGLAS/WNFI (I-100), energetic, hard working, PD/MD, with eight years experience. Self motivated, looking for programming on-air with solid CHR. (904) 672-4313 (5-25)

California DJ JILL WEST is looking for airshift with AOR station. Call for T&R: (714) 642-0736 (5-25)

Positions Sought

ROCKY KNIGHT, 13 year pro. Last 5 years with Kicks 104/Nashville as Production Director & on-air. Medium/Major markets only. (615) 451-1978 (5-25)

Personality announcer. English voice, characters/accents. On-air, news, traffic & specialty program production. Utah area. LINDEN: Box 6929, Auckland, New Zealand (5-25)

Experienced, dedicated sportscaster seeks position with PBP opportunities in medium/large market. Strong hockey. Willing to relocate. MARC: (507) 354-6341 (5-25)

Start immediately, radio graduate, copy, news, commercial production, DJ experienced. BOB: (319) 323-1995 (5-25)

Small market PD seeks air talent position. Two years experience. JOHN: (904) 584-6439 (5-25)

Radio major market internship background. Gold mic, University of CA media award. Skills: On-air, writing, producing, promotion. JIM: (213) 866-4824 (5-25)

Talented, versatile & energetic DJ seeking airshift with small/medium market station. Any format, will relocate. NORRIS: (602) 967-7021 (5-25)

Enthusiastic, young, career bound male ready to start in broadcasting. Seeking parttime position in San Diego county. TODD NELSON: (619) 272-9055 (5-25)

For sale, one WNBC bumper. Fits most A/C & Country stations in SE. GLEN "Bumper" MORGAN: (201) 843-7156 (5-25)

Swing KOST midday, KRLA am & pm drive, KLAC early nights, KGO & KCBS. Baby, I ain't used up. Available now. ROY ELWELL: (213) 399-6871 (5-25)

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.

Hot hombre J.L. MARTINEZ requests West coast CHR. Seeking upbeat jock with great humor, sports & production skills. (805) 255-2887 (5-25)

Sportscaster will bat 1000 with your listeners & clients. Call collect for T&R. FRANK: (213) 436-7502 (5-25)

Starving jock needs work. Iowa only. All formats. Four year pro. MARK: (515) 834-2483 (5-25)

Top-notch air talent seeks work at A/C, MOR or CHR. 3 1/2 years experience, will relocate. WALLY: 700 A Hickory, Hannibal, MO 63401. (5-25)

Enthusiastic, knowledgeable woman sportscaster, 10 years experience, live & tape coverage USFL for ABC, Dodgers & Spurs. Call for T&R, KATHY: (512) 697-9228 (5-25)

Sports/news position sought. Solid PBP in all sports. Creative writer who can turn a phrase. Currently employed. (201) 763-5587, after 4pm est (5-25)

CHR air talent with over 11 years experience now available. BILL JENKINS: (703) 886-5486 (5-25)

Stuck in MT... would like to relocate to the MW. Air talent, Sports Director & PBP. HITMAN HALL: (406) 478-2293 (5-25)

Broadcasting school graduate, excellent voice, great board work. Creative thinker & good production skills. JEFF: (319) 355-4212 or 355-5714 (5-18)

Network news and business correspondent looking for right station that seeks authoritative, skilled and warm news presentation. ROBERT COHEN: (212) 852-0664 (5-13)

Professional DJ, PD & MD. 15 plus years & good production. Available now, greater Cincinnati A/C, CHR, Country & Urban. (513) 528-5793 (5-18)

Experienced newswoman 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)

Positions Sought

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)

Female ADR/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)

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, 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)

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)

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.

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)

Automation makes a great boat anchor. Help reduce the national debt. Hire me, stable & experienced. CHRIS: (206) 357-6935 (5-11)

Changes

RADIO

Edmund Cardona appointed Account Executive KGO/San Francisco.

Changes

Betsy Leemon appointed Account Executive WXYZ/Detroit/

Gerry Velona appointed Account Executive KFVB/Los Angeles.

Joanne Crovets appointed Account Executive WPLJ/New York.

RECORDS

Lonnie Pleasants transferred Buyer WEA/Dallas from Atlanta.

Carl Jameson appointed Special Projects Coordinator/Singles Specialist WEA/Dallas.

INDUSTRY

Cathy W. Lawler promoted Corporate Business Manager Connecticut Radio Network.

Nadine Myers appointed Manager Left Bank Management.

Miscellaneous

New Country station needs service. Mike Webb, WWKY, 53 S. Main St., Winchester, KY 40391. (606) 744-2864 (5-25)

The new Country K-101 needs service. J. Douglas, Box K-101, Williams at Downs Ave., Woodward, OK 73802. (5-25)

National syndicator seeks A/C, CHR & Country service. All Hit Radio, 214 Hanover St., Boston, MA 02113. (5-25)

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.



Promote Yourself In The Marketplace

Call Nina for R&R Marketplace advertising information (213) 553-4330

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

JOE JACKSON "You Can't Get What You Want"
PEABO BRYSON "If Ever You're In My Arms Again"

Country Coast-To-Coast

BARBARA MANDRELL "Only A Lonely Heart Knows"
CHARLEY PRIDE "The Power Of Love"
LEE GREENWOOD "God Bless The U.S.A."
DEBORAH ALLEN "I Hurt For You"
T.G. SHEPPARD "Somewhere Down The Line"

Rock America

BRUCE SPRINGSTEEN "Dancing In The Dark"
ROD STEWART "Infatuation"
THOMPSON TWINS "Doctor! Doctor!"
DAN HARTMAN "I Can Dream About You"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

ROD STEWART "Infatuation"
DAN HARTMAN "I Can Dream About You"
CARS "Magic"
ALAN PARSONS PROJECT "Prime Time"
WANG CHUNG "Dance Hall Days"
THOMPSON TWINS "Doctor! Doctor!"

Contempo 300

ALAN PARSONS PROJECT "Prime Time"
IRENE CARA "Breakdance"

Great American Country

MICHAEL MARTIN MURPHEY "Disenchanted"
WHITES "Forever You"
LEE GREENWOOD "God Bless The U.S.A."
MEL TILLIS "New Patches"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

WANG CHUNG "Dance Hall Days"
RICK SPRINGFIELD "Don't Walk Away"
ROD STEWART "Infatuation"
THOMPSON TWINS "Doctor! Doctor!"
ICICLE WORKS "Whisper To A Scream (Birds Fly)"

TM A/C

MIKE RENO & ANN WILSON "Almost Paradise"
ANNE MURRAY "Just Another Woman In Love"

TM Country

LEE GREENWOOD "God Bless The U.S.A."
MICHAEL MARTIN MURPHEY "Disenchanted"
T.G. SHEPPARD "Somewhere Down The Line"
KENDALLS "My Baby's Gone"

Century 21

Greg Stephens (214) 934-2121

The Z Format

RICK SPRINGFIELD "Don't Walk Away"
BRUCE SPRINGSTEEN "Dancing In The Dark"
ZZ TOP "Legs"
COREY HART "Sunglasses At Night"

The A/C Format

LEE GREENWOOD "God Bless The U.S.A."
SYLVIA "Victims Of Goodbye"

Super-Country

TAMMY WYNETTE "Lonely Heart"
KENDALLS "My Baby's Gone"
GEORGE STRAIT "Let's Fall To Pieces Together"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

T.G. SHEPPARD "Somewhere Down The Line"
MOE BANDY & JOE STAMPLEY "Where's The Dress"
KENDALLS "My Baby's Gone"
CHARLY McCLAIN "Band Of Gold"
SYLVIA "Victims Of Goodbye"
JOE STAMPLEY & JESSICA BOUCHER
"Memory Lane"

The Great Ones

HOMI & JARVIS "Friend Of A Friend"
SERGIO MENDES "Alibis"
DAN HARTMAN "I Can Dream About You"
BARBARA MITCHELL "I Don't Want To Know Why"

Concept Productions

Dick Wagner (916) 782-7754

CHR

BRUCE SPRINGSTEEN "Dancing In The Dark"
WANG CHUNG "Dance Hall Days"
THOMPSON TWINS "Doctor! Doctor!"
RICK SPRINGFIELD "Don't Walk Away"
BON JOVI "She Don't Know Me"
ROD STEWART "Infatuation"

Radio Arts

John Benedict (818) 841-0225

Country's Best

LEE GREENWOOD "God Bless The U.S.A."
JOHNNY RODRIGUEZ
"Let's Leave The Lights On Tonight"
WHITES "Forever You"
JOHNNY LEE "One More Shot"
NITTY GRITTY DIRT BAND "Long Hard Road"
MARK GRAY "If All The Magic Is Gone"
KAREN BROOKS "Born To Love You"

Soft Contemporary

RONNIE MILSAP "Still Losing You"

Sound 10

THOMPSON TWINS "Doctor! Doctor!"
IRENE CARA "Breakdance"
MADONNA "Borderline"
SERGIO MENDES "Alibis"
STEVE PERRY "Oh Sherrie"

BPI

John Iles (800) 426-9082

Adult Contemporary

ALAN PARSONS "Prime Time"
JOE JACKSON "You Can't Get What You Want"
PEABO BRYSON "If Ever You're In My Arms Again"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

ALAN PARSONS PROJECT "Prime Time"
SERGIO MENDES "Alibis"
JOHNNY MATHIS "Simple"
LEE GREENWOOD "God Bless The USA"
RONNIE MILSAP "Still Losing You"
DAVE GRUSIN "Theme From 'St. Elsewhere'"
STEVE PERRY "Oh Sherrie"
THOMPSON TWINS "Doctor! Doctor!"
MADONNA "Borderline"

Your Country

LEE GREENWOOD "God Bless The U.S.A."
VINCE GILL "Oh Carolina"
MEL McDANIEL "Most Of All I Remember You"

Hit Rock

DAN HARTMAN "I Can Dream About You"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

DAN FOGELBERG "Believe In Me"

Country

Tom Casey (213) 460-6383

BANDANA "Better Our Hearts Should Bend"
CHARLY McCLAIN "Band Of Gold"
RONNIE MILSAP "Still Losing You"
DON WILLIAMS "That's The Thing About Love"
EARL THOMAS CONLEY "Angel In Disguise"

213-553-4330

'The Call That Gets It All'

R&R

SUBSCRIBE TODAY!



RADIO & RECORDS

R&R JAZZ RADIO NATIONAL AIRPLAY/30

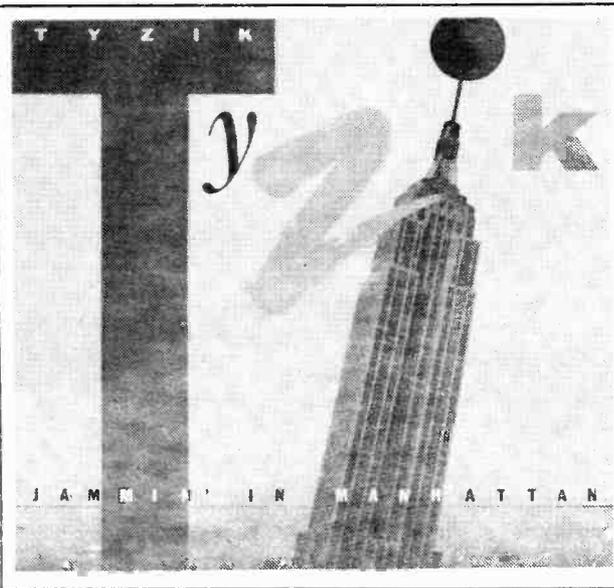
May 25, 1984

- 1 **1** STEPS AHEAD/Modern Times (Musician/Elektra)
- 2 **2** PAT METHENY w/C.HADEN & B.HIGGINS/Rejoicing (ECM)
- 3 **3** COUNT BASIE & HIS ORCHESTRA/88 Basie Street (Pablo)
- 4 **4** McCOY TYNER/Dimensions (Musician/Elektra)
- 5 **5** PLAYBOY JAZZ FESTIVAL/Playboy Jazz Festival (Musician/Elektra)
- 6 **6** CARLA BLEY/Heavy Heart (ECM)
- 7 **7** EARL KLUGH/Wishful Thinking (Capitol)
- 8 **8** GEORGE HOWARD/Steppin' Out (TBA/Palo Alto)
- 9 **9** TANIA MARIA/Love Explosion (Concord Picante)
- 10 **10** BRANFORD MARSALIS/Scenes In The City (Columbia)
- 11 **11** MILT JACKSON QUARTET/Soul Route (Pablo)
- 12 **12** EMILY REMLER/Transitions (Concord)
- 13 **13** CARMEN McRAE/You're Looking At Me (Concord)
- 14 **14** JOHN BLAKE/Maiden Dance (Gramavision)
- 15 **15** DON RANDI & QUEST/California '84 (Bee Pee)
- DEBUT **16** DON SEBESKY/Full Cycle (GNP Crescendo)
- 17 **17** KENT JORDAN/No Question About It (Columbia)
- 18 **18** CRUSADERS/Ghetto Blaster (MCA)
- 19 **19** T. BLANCHARD & D. HARRISON/N.Y. Second Line (George Wein/Concord)
- 20 **20** KENNY BURRELL/Groovin' High (Muse)
- DEBUT **21** DAVE GRUSIN/Night-Lines (GRP)
- 22 **22** ALIVE!/City Life (Alive)
- 23 **23** OSCAR PETERSON QUARTET/A Tribute To My Friends (Pablo)
- 24 **24** BILL EVANS/The Paris Concert, Edition 2 (Musician/Elektra)
- 25 **25** JAMES NEWTON/Luella (Gramavision)
- 26 **26** CHICK COREA/Children's Song (ECM)
- 27 **27** JEFF LORBER/In The Heat Of The Night (Arista)
- 28 **28** PHIL UPCHURCH/Name Of The Game (Jam)
- DEBUT **29** ETTA JONES/Love Me With All Your Heart (Muse)
- 30 **30** J.J. JOHNSON/Things Are Getting Better (Pablo)

Black/Urban stations contributing to Jazz:
 WKND/Hartford, Melonae McClean; WGIV/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

- ANITA GRAVINE "Dream Dancing" (Progressive) 12/3**
Rotations: Heavy 0/0, Medium 4/0, Light 7/2, Extra Adds 1, Total Adds 3, WEEA, KSBR, KWMU, Medium: WMOT, WBBY, KMHD, KJAZ.
- MICHEL PETRUCCIANI "100 Hearts" (George Wein/Concord) 10/3**
Rotations: Heavy 1/0, Medium 5/2, Light 4/1, Extra Adds 0, Total Adds 3, WEEA, WGBH, WKSU, Heavy: KXPR, Medium: KCRW, KUOP, WHRO.
- KENNY PORE "Inner City Dreams" (ITI) 8/3**
Rotations: Heavy 2/0, Medium 4/3, Light 2/0, Extra Adds 0, Total Adds 3, KERA-FM, KSAX, KWMU, Heavy: WEEA, WMGI.
- BILL EVANS "Living In The Crest Of A Wave" (Musician/Elektra) 8/2**
Rotations: Heavy 1/0, Medium 4/0, Light 2/1, Extra Adds 1, Total Adds 2, WMOT, WLOQ, Heavy: KWMU, Medium: KJZZ, KPLU, WHRO, KLCC.
- CHARLIE SHOEMAKER SEXTET "Plays Music Of David Raksin" (Discovery) 7/2**
Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Extra Adds 1, Total Adds 2, WNOP, KADX, Heavy: KXPR, Medium: WBBY, KLON, KPLU.
- SIMON & BARD GROUP "The Enormous Radio" (Flying Fish) 7/2**
Rotations: Heavy 0/0, Medium 5/1, Light 1/0, Extra Adds 1, Total Adds 2, WNOP, WNUR, Medium: WBFO, WBBY, KMCR, KJZZ.
- STAN GETZ & CHET BAKER "Line For Lyons" (Storyville) 7/1**
Rotations: Heavy 1/0, Medium 2/0, Light 4/1, Extra Adds 0, Total Adds 1, KXPR, Heavy: KLCC, Medium: KPLU, WNUR.
- PASSPORT "Man In The Mirror" (Atlantic) 7/1**
Rotations: Heavy 1/0, Medium 5/0, Light 0/0, Extra Adds 1, Total Adds 1, WMOT, Heavy: WMGI, Medium: KUHF, WNOP, WBBY, KJZZ, KWMU.
- STAN GETZ "Stan The Man" (Verve) 6/2**
Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Extra Adds 1, Total Adds 2, KCRW, KWMU, Heavy: KXPR, Medium: KADX, KLON.
- EDDIE "CLEANHEAD" VINSON "Hold It Right There" (Muse) 6/2**
Rotations: Heavy 0/0, Medium 2/1, Light 4/1, Extra Adds 0, Total Adds 2, WBGU, KUOP, Medium: WHRO.
- JULIE KELLY "We're On Our Way" (Pausa) 6/0**
Rotations: Heavy 0/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0, Medium: WBGU, WUWU.
- SANDY OWEN "Euphonia" (Ivory) 6/0**
Rotations: Heavy 2/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WLOQ, KUOP, Medium: KJZZ, KPLU, WMGI.
- WORLD SAXOPHONE QUARTET "Live In Zurich" (Black Saint) 5/2**
Rotations: Heavy 3/0, Medium 1/1, Light 0/0, Extra Adds 1, Total Adds 2, KJAZ, KWMU, Heavy: WDET, KCRW, WNUR.



New York Sets The Scene...
TYZIK
 sets the city in motion. All the driving energy and excitement unleashed in a single New York night is brilliantly captured on the debut album and single from TYZIK. Go "Jammin' In Manhattan" and feel the magic of a night in New York.
 Marketed & Manufactured by PolyGram Records

MOST ADDED

- DAVE GRUSIN (13)
Night-Lines (GRP)
- DON SEBESKY (9)
Full Cycle (GNP Crescendo)
- KENT JORDAN (6)
No Question About It (Columbia)

HOTTEST

- STEPS AHEAD (23)
Modern Times (Musician/Elektra)
- COUNT BASIE & HIS ORCHESTRA (12)
88 Basie Street (Pablo Live)
- GEORGE HOWARD (10)
Steppin' Out (TBA/Palo Alto)
- P. METHENY w/C. HADEN & B. HIGGINS (10)
Rejoicing (ECM)

- STANLEY CLARKE "Time Exposure" (Epic) 5/1
Rotations: Heavy 0/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, WDMT, Medium: WGCI, WVOI.
- WOODY JAMES & L.A.C.C. JAZZ BAND "Zinger" (Sea Breeze) 5/1
Rotations: Heavy 2/1, Medium 1/0, Light 2/0, Extra Adds 0, Total Adds 1, KUHF, Heavy: KSBR, Medium: KMCR.
- QUINCY JONES "Birth Of A Band" (Emarcy) 5/1
Rotations: Heavy 0/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, KKGQ, Medium: WBFO, KLON, KPLU.
- LUIS ARTEAGA "Collage" (Pausa) 5/0
Rotations: Heavy 2/0, Medium 1/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WLOQ, KKSJ, Medium: KJZZ.
- BOBBY ENRIQUEZ "Prodigious Piano" (GNP Crescendo) 4/4
Rotations: Heavy 2/2, Medium 1/1, Light 1/1, Extra Adds 0, Total Adds 4, Heavy: KUHF, WIAN, Medium: KKSJ.
- PAUL MOTIAN "The Story Of Maryam" (Soul Note) 4/3
Rotations: Heavy 0/0, Medium 2/1, Light 0/0, Extra Adds 2, Total Adds 3, KJAZ, KCRW, KWMU, Medium: WDET.
- AFRICAN IMAGE "Roots" (Gramavision) 4/2
Rotations: Heavy 2/0, Medium 0/0, Light 1/1, Extra Adds 1, Total Adds 2, KERA-FM, KTCJ, Heavy: WLOQ, KJZZ.
- DOUG MacLEOD "No Road Back Home" (Hightone) 4/2
Rotations: Heavy 0/0, Medium 0/0, Light 3/1, Extra Adds 1, Total Adds 2, WBBY, KXPR.
- BOB MOSES "Visit With Great Spirit" (Gramavision) 4/2
Rotations: Heavy 0/0, Medium 1/1, Light 3/1, Extra Adds 0, Total Adds 2, WNUR, KLCC.
- STEVE TIBBETTS "Safe Journey" (ECM) 4/2
Rotations: Heavy 1/0, Medium 2/1, Light 1/1, Extra Adds 0, Total Adds 2, WNUR, KLCC, Heavy: KWMU, Medium: WDET.
- JOE WILLIAMS "Then & Now" (Bosco) 4/2
Rotations: Heavy 1/1, Medium 3/1, Light 0/0, Extra Adds 0, Total Adds 2, WBGU, KADX, Medium: WBEE, KXPR.
- GROUP 87 "A Career In Dada Processing" (Capitol) 4/1
Rotations: Heavy 0/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, KERA-FM, Medium: KWMU.
- BERT LIGON & CONDOR "Dancing Bare" (Sea Breeze) 4/1
Rotations: Heavy 2/0, Medium 0/0, Light 2/1, Extra Adds 0, Total Adds 1, KKSJ, Heavy: WMOT, WBEE.
- JIMMY MOSHER QUINTET "Satyric Horn" (ITI) 4/1
Rotations: Heavy 0/0, Medium 2/1, Light 2/0, Extra Adds 0, Total Adds 1, KWMU, Medium: WEEA.

Regionalized Adds & Hots

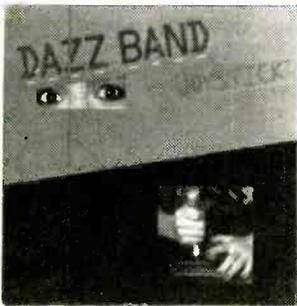
Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

EAST WEEA/Baltimore Anita Woods STEPS AHEAD MARCUS ALLEN DON RANDI & QUEST AUDI MASTER PLUS KENNY BURRELL ELVIN JONES SERGIO MENDES DON SEBESKY LAURA NYRO ANITA GRAVINE Hottest: KENNY PORE PLAYBOY JAZZ FEST PHIL UPCHURCH GEORGE HOWARD STEPS AHEAD WGBH/Boston Eric Jackson ETTA JONES KENNY BURRELL BLUE WISP BIG BAN MICHEL PETRUCCIANI ANTHONY DAVIS JOHN BLAKE PAT METHENY L. SUBRAMANIAM MONTOLIU & PEDERS JAMES NEWTON Hottest: TIMELESS ALLSTARS GEORGE HOWARD ETTA JONES JOHNNY DYANI JOHN BLAKE	WFO/Bufalo John Hunt none Hottest: COUNT BASIE BRANFORD MARSALIS MILT JACKSON QUAR PLAYBOY JAZZ FEST ELIA FITZGERALD PAT METHENY WBGU/Newark Rollins/Kirk PLAYBOY JAZZ FEST ETTA JONES GEORGE HOWARD JOE WILLIAMS ADAMS & PULLENS EDDIE CLEANHEAD V PARRIA FRANCIS & KENNY BURRELL CANNONBALL ADDERL DAVE GRUSIN Hottest: BRANFORD MARSALIS BLANCHARD & HARRI PLAYBOY JAZZ FEST STEPS AHEAD COUNT BASIE WUWU/West Seneca (*) Marilyn Rogers none Hottest: ROMI & JARVIS GEORGE HOWARD DAVE GRUSIN PAT METHENY PLAYBOY JAZZ FEST	SOUTH WFAE/Charlotte Paul Stripling DAVE GRUSIN DAVE GRUSIN FREDDIE HUBBARD DON SEBESKY BOBBY ENRIQUEZ PAT METHENY Hottest: STEPS AHEAD MCCOY TYNER CARLA BLEY DAVE GRUSIN FREDDIE HUBBARD KERA-FM/Dallas-Ft. Worth Ed Budanuro LOU FISCHER REHEA KENNY PORE DON SEBESKY GROUP 87 AFRICAN IMAGE STEVE SMITH Hottest: STEPS AHEAD PAT METHENY COUNT BASIE OSCAR PETERSON CARLA BLEY GEORGE HOWARD	KSAX/Dallas-Ft. Worth (*) Willie Culton JOHN BLAKE KENNY PORE DAVE GRUSIN WOODY JAMES & L.A. MARSHALL VENTE JOHNNY RICHARDS SHERWOOD FINLEY BESS BONNIER GERALD WILSON ORC ANTONIO CARLOS JO Hottest: DON SEBESKY EARL KLUGH BOBBY ENRIQUEZ VAUGHN NARK WOODY JAMES & L.A. WMGI/Gainesville (*) Bill Harman TONI TENILLE Hottest: DAVE GRUSIN PASSPORT KENNY PORE DON RANDI & QUEST TONI TENILLE KUHF/Houston Dave Edwards DON SEBESKY BOBBY ENRIQUEZ VAUGHN NARK WOODY JAMES & L.A. MARSHALL VENTE JOHNNY RICHARDS SHERWOOD FINLEY BESS BONNIER GERALD WILSON ORC ANTONIO CARLOS JO Hottest: DON SEBESKY EARL KLUGH BOBBY ENRIQUEZ VAUGHN NARK WOODY JAMES & L.A. WHRO/Norfolk Joe Lowrey ILLUSIONS DON SEBESKY MIKE CAMPBELL Hottest: BRANFORD MARSALIS STEPS AHEAD EMILY REMLER MCCOY TYNER BLANCHARD & HARRI WLOQ/Orlando (*) Paul Gerardi KENNY G GLENN HISENBAKER ROMI & JARVIS BILL EVANS Hottest: SADA WATANABE EARL KLUGH STEPS AHEAD AFRICAN IMAGE SANDY OWEN WUSF/Tampa Bob Seymour none Hottest: MCCOY TYNER CARLA BLEY STEPS AHEAD PAT METHENY BLANCHARD & HARRI
MIDWEST WBEE/Chicago (*) Bob Long none Hottest: CARMEN McRAE ETTA JONES DAMARIS MILT JACKSON QUAR BERT LIGON & COND WNOP/Cincinnati (*) Chris Wagner L.A. JAZZ WORKSHOP CHARLIE SHOEMAKER WILLIE NELSON SIMON & BARD GROU Hottest: COUNT BASIE RED HOLLOWAY BRANFORD MARSALIS CARMEN McRAE EMILY REMLER WBBY/Columbus (*) Zoot Strider CAL COLLINS DOUG MACLEOD Hottest: STEPS AHEAD COUNT BASIE EARL KLUGH MCCOY TYNER CAL COLLINS WUWU/West Seneca (*) Michael Crowley PLAYBOY JAZZ FEST STAN GETZ MICHAEL WELCH PAUL MOTIAN KENNY PORE WORLD SAXOPHONE Q JIMMY MOSHER QUIN LENNY CARLSON Hottest: ANITA GRAVINE PLAYBOY JAZZ FEST STEPS AHEAD PAT METHENY BILL EVANS	WKSU/Kent Linda Yohn DOLLAR BRAND SATTWA BEA DON SEBESKY MICHEL PETRUCCIANI STEPS AHEAD JAMES NEWTON JIM PEPPER Hottest: PAT METHENY BRANFORD MARSALIS TANIA MARIA OSCAR PETERSON MCCOY TYNER KTCJ/Minneapolis (*) Ed Garret BROOK BENTON AFRICAN IMAGE DON SEBESKY MARIS JOSEPH ILLUSIONS Hottest: STEPS AHEAD GEORGE HOWARD CARLA BLEY JOHN BLAKE COUNT BASIE KWMU/St. Louis Michael Lewis PLAYBOY JAZZ FEST STAN GETZ MICHAEL WELCH PAUL MOTIAN KENNY PORE WORLD SAXOPHONE Q JIMMY MOSHER QUIN LENNY CARLSON Hottest: ANITA GRAVINE PLAYBOY JAZZ FEST STEPS AHEAD PAT METHENY BILL EVANS	WEST KKGO/Los Angeles (*) Jeff Geringer LYNN CAREY QUINCY JONES CARMEN McRAE MCCOY TYNER PETE CHRISTLIEBER Q DON RANDI & QUEST GEORGE HOWARD PLAYBOY JAZZ FEST STEPS AHEAD TANIA MARIA COUNT BASIE KKSJ/Portland (*) Linda Alexander J.J. JOHNSON COUNT BASIE HAYWOOD HENRY MILT JACKSON QUAR WILLIS JACKSON Hottest: STEPS AHEAD OSCAR PETERSON KENT JORDAN BRANFORD MARSALIS KSRB/Mission Viejo Rodney Flores CANNONBALL ADDERL ANITA GRAVINE DAVE GRUSIN KENT JORDAN ETTA JONES CHICK COREA ANITA GRAVINE Hottest: COUNT BASIE STEPS AHEAD EMILY REMLER OSCAR PETERSON KENT JORDAN KMCR/Phoenix Bill Shedd MARCUS ALLEN KENNY G JEFF LORBER LENNY CARLSON JAMES NEWTON JOHN BLAKE DON SEBESKY CHICK COREA Hottest: BILLIE HOLIDAY GEORGE MASSO ODETTA HALLY ROSE KJAZ/San Francisco (*) Bob Parolico none Hottest: SLIM GAILLARD BILLIE HOLIDAY GEORGE MASSO ODETTA HALLY ROSE WHITE & DURAN CLAUDIO FASOLI KENNY DREW WORLD BASE VIOLIN WORLD SAXOPHONE Q TOM WARREN PAUL MOTIAN Hottest: TIMELESS ALLSTARS CARMEN McRAE WHITE & DURAN PAT METHENY JOHN BLAKE	KCRW/Santa Monica Tom Schnabel COUNT BASIE DENNY ZEITLIN MARILYN CRISPPELL PAUL MOTIAN ETTA GETZ ETTA JONES Hottest: WORLD SAXOPHONE Q CHICK COREA STEPS AHEAD MILT PETRUCCIANI BILL EVANS KJZZ/Seattle (*) Carol Handley DAVE GRUSIN Hottest: TANIA MARIA KENNY G STEVEN MILLER JAN SCHAEFFER EARL KLUGH KUOP/Stockton Gail Schramm OSCAR PETERSON KENT JORDAN SUSANNAH MCCORLE EDDIE CLEANHEAD V Hottest: BRANFORD MARSALIS ELIA FITZGERALD STEPS AHEAD EMILY REMLER COUNT BASIE

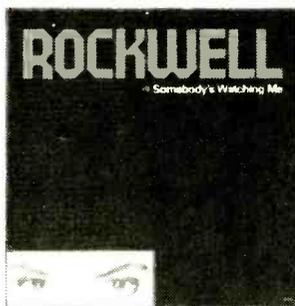
47 Reporters
 41 Current Reports
 The following stations called in a frozen playlist this week:
 WKND/Hartford
 WUWU/West Seneca, NY
 The following stations failed to report this week and therefore their playlists were frozen:
 WBFO/Bufalo
 WBEE/Chicago
 WUSF/Tampa
 KLON/Long Beach

DAY IN...

DAY OUT...



DAZZ BAND
"7 Swoop (I'm Yours)"



ROCKWELL
"19 Obscene Phone Caller"

KDIA
WIGO
WVEE
WEDR
WJAX
WORL
WPDQ
WENN
WXOK
KRNB
WDIA
WHRK
WLOK
WBAD
KDAY
KGFJ
KSOL
WEAS
WAOK
WYLD
WAIL

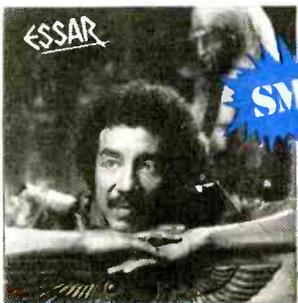
KKFX
WBLZ
WDAO
WAMO
WBMX
WGCI
WJPC
WAWA
WGPR
WDAS
WUSL
WBLK
WILD
WHUR
WKYS
WXYS
WXYV
WANT
WPLZ
WAAA
WAIR
WASC

WKIE
WOWI
WPLZ
WRAP
WTOY
WIDO
WLLE
WPEG
WQMG
WWDM
WWWZ
WYNN
WKWM
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WDMT
WJMO
WVKO
WZAK
WLOU
WLUM
WLTH
KPRS

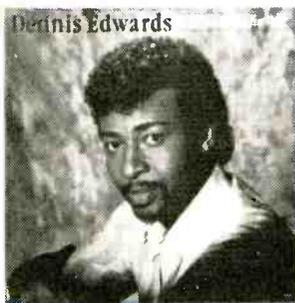
KMJQ
KMJM
WQKI
WJLB
XHRM
KDKO
WDRQ
KATZ
KUKQ
KNHC
WBLS
WKTU
WRKS
WDKX
WKND
WNHC
WYBC
WUFO
WJJS

WZEN
KKDA
KNOK
KYOK
WRDW
WSOK
WANM
WRBD
WRXB
WZAZ
WATV
WBLX
WJLD
KDKS
KOKA
WQQK
WVOL
KLAZ
WESY
WJMI
WKXI
KCEP

THEY KNOW...



SMOKEY ROBINSON
...THE MAN RETURNS WITH
"And I Don't Love You"



DENNIS EDWARDS
BREAKER 33
"(You're My) Aphrodisiac"



KoKo-PoP
... On Your Desk This Week
"Baby Sister"

**MOTOWN DELIVERS,
ALWAYS HAS!!!
ALWAYS WILL!!!**



1984 MOTOWN RECORD CORPORATION

Black/Urban

BREAKERS

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

DENNIS EDWARDS

(You're My) Aphrodisiac (Gordy/Motown)

65% of our reporting stations on it. Rotations: Heavy 10/0, Medium 15/4, Light 24/7, Extra Adds 2, Total Adds 13, WDAS, WBMX, KDAY, KNOW, WLOU, WPLZ, WANT, WWDM, WAAA, WDAO, WTLC, KDKO, KUKQ. Debuts at number 33 on the Black/Urban chart.

STACY LATTISAW & JOHNNY GILL

Baby It's You (Cotillion/Atco)

62% of our reporting stations on it. Rotations: Heavy 9/0, Medium 14/0, Light 25/5, Extra Adds 1, Total Adds 6, WILD, WUSL, WGPR, WKND, WLOU, WVOI. Heavy: WWIN-FM, WXYV, WVEE, KDAY, WNHC, WATV, WJAX, WPDQ, WANM. Debuts at number 37 on the Black/Urban chart.

WORLD'S FAMOUS SUPREME TEAM

Hey D.J. (Island)

62% of our reporting stations on it. Rotations: Heavy 16/0, Medium 19/2, Light 14/1, Extra Adds 0, Total Adds 3, WDJY, WLTH, KDIA. Heavy: WDAS, WUSL, KKDA-FM, WGPR, WZEN-FM, KACE, KDAY, KJLH, WNHC, WRDW, KNOW, Z93, WOIC, KJCB, WDAO, WTLC. Moves 34-29 on the Black/Urban chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or added it this week. indicated one of this week's most added new songs.

HERBIE HANCOCK "Megamix" (Columbia) 45/8

Rotations: Heavy 10/1, Medium 13/1, Light 22/6, Extra Adds 0, Total Adds 8, WRDW, KNOW, WGIV, WOIC, WPDQ, WJJS, WDAO, WWWWS. Heavy: WAOK, KACE, KDAY, Z93, WPEG, WJAX, WPLZ, KHYS, WANM. Medium: WRKS, WDMA, KJLH, XHRM, KSOL, WATV, WKXI, KJCB, WWDM, WAAA, WKWM, WTLC.

DIVINE SOUNDS "What People Do For Money" (Specific) 43/4

Rotations: Heavy 15/0, Medium 20/1, Light 8/3, Extra Adds 0, Total Adds 4, XHRM, KSOL, KNOW, WJJS. Heavy: WILD, WDAS, WUSL, KMJQ, WDRQ, WGPR, WJLB, WZEN-FM, KDAY, KJLH, WOIC, WPLZ, WWDM, WKWM, WWWWS. Medium: WRKS, KKDA-FM, WDMA, WEDR, WGCI, WDMT, WZAK, KMJM, WENN, WKXI, WPDQ, WLOU, WANT, KOKA, WANM, WLTH, WTLC, WVOI. Moves 40-30 on the Black/Urban chart.

WOMACK & WOMACK "Baby I'm Scared Of You" (Elektra) 40/6

Rotations: Heavy 8/1, Medium 11/1, Light 20/3, Extra Adds 0, Total Adds 4, WAMO, WBMX, KDAY, WKND, WWWWS, KUKQ. Heavy: WWIN-FM, WRKS, WDAS, WVEE, WEDR, Z93, WANM. Medium: WILD, WAIL-FM, WGCI, KACE, WNHC, WGIV, WPDQ, KJCB, WBLX, WTLC.

SMOKEY ROBINSON "And I Don't Love You" (Tamla/Motown) 39/7

Rotations: Heavy 4/0, Medium 17/1, Light 17/5, Extra Adds 1, Total Adds 7, WUSL, KNOK-FM, WBLZ, KSOL, Z93, WDAO, WKWM. Heavy: WBMX, WCIN, KDAY, WWDM. Medium: WWIN-FM, WHUR, KKDA-FM, WGCI, WZEN-FM, KJLH, XHRM, WOIC, WQMG, WPDQ, WBLX, WANM, WAAA, WLTH, WWWWS, KUKQ.

RUN D.M.C. "Rockbox" (Profile) 39/2

Rotations: Heavy 13/0, Medium 14/0, Light 11/1, Extra Adds 1, Total Adds 2, WUSL, WDMT. Heavy: WATV, WRKS, WDAS, WVEE, WEDR, KJLH, Z93, WPEG, WJAX, WPDQ, WLOU, KOKA, WTLC. Medium: WAOK, KRNB, WDMA, WZAK, WGPR, WZEN-FM, XHRM, KSOL, WNHC, WENN, WGIV, KJCB, WWDM, WDAO.

TINA TURNER "What's Love Got To Do With It" (Capitol) 38/25

Rotations: Heavy 5/1, Medium 8/4, Light 19/14, Extra Adds 6, Total Adds 25 including WILD, WDJY, WHRK, WBMX, WZAK, WGPR, WZEN-FM, WKND, WNHC, Z93, WJTT, WJAX, WDAO, WKWM, WTLC.

DELLS "One Step Closer" (Private I/CBS) 38/2

Rotations: Heavy 2/0, Medium 22/0, Light 13/2, Extra Adds 0, Total Adds 2, WJMO, KJLH. Heavy: WAOK, KOKA, WTLC. Medium: KRNB, WDMA, WGCI, WCIN, WGPR, XHRM, WATV, WENN, Z93, WGIV, WPEG, WOIC, WKXI, WJAX, WPDQ, WBLX, WWDM, WAAA, WLTH, KDKO, KDIA.

CAMEO "Talkin' Out The Side Of Your Neck" (Atlanta Artists/PolyGram) 35/20

Rotations: Heavy 1/0, Medium 8/4, Light 22/12, Extra Adds 4, Total Adds 20 including WAOK, WVEE, KKDA-FM, KMJQ, WEDR, WGCI, KJLH, WOIC, WKXI, WWDM, WANM, KNOK-FM, XHRM, WVOI, KDKO.

JOHNNY MATHIS "Simple" (Columbia) 34/9

Rotations: Heavy 1/0, Medium 12/1, Light 21/8, Extra Adds 0, Total Adds 9, WWIN-FM, WXYV, WDAS, WJMO, WPDQ, KHYS, WYKO, WDAO, WLTH. Heavy: KDAY. Medium: WILD, WDMA, WYLD-FM, KJLH, WGIV, WPEG, KOKA, WAAA, KDKO, KDIA, KUKQ.

JIMMY LEWIS & L.A. STREET BAND "Street Freeks" (MCA) 34/5

Rotations: Heavy 2/0, Medium 15/1, Light 17/4, Extra Adds 0, Total Adds 5, WXYV, WDMT, Z93, WKWM, WLUM. Heavy: WATV, KUKQ. Medium: WDAS, KKDA-FM, WYLD-FM, WGPR, KDAY, KJLH, KNOW, WPEG, WNOO, KJCB, KOKA, WWDM, WAAA, WWWWS.

ANITA BAKER "Feel The Need" (Beverly Glen) 34/3

Rotations: Heavy 4/0, Medium 13/0, Light 15/1, Extra Adds 2, Total Adds 3, KMJQ, WJLB, WGIV. Heavy: WJMO, KJLH, WNOO, WTLC. Medium: WWIN-FM, WXYV, KNOK-FM, WCIN, XHRM, KSOL, WPEG, WLOU, KOKA, WAAA, WKWM, WWWWS, KUKQ.

TEDDY PENDERGRASS "Hold Me" (Asylum) 31/30

Rotations: Heavy 0/0, Medium 6/6, Light 19/18, Extra Adds 6, Total Adds 30, including WWIN-FM, WXYV, WILD, WHUR, WVEE, KKDA-FM, KNOK-FM, WHRK, WGCI, WBLZ, WCIN, WZEN-FM, KACE, KDAY, KSOL.

ATLANTIC STARR "Second To None" (A&M) 31/9

Rotations: Heavy 1/0, Medium 12/3, Light 17/5, Extra Adds 1, Total Adds 9, WAOK, XHRM, WPEG, WJMI, KJCB, WWDM, WANM, WAAA, KDKO. Heavy: WGCI. Medium: WWIN-FM, WILD, KNOK-FM, WZAK, WGPR, KACE, KDAY, WNHC, WLTH.

DUKE BOOTE "Live Wire (I Want A Girl That Sweats)" (Mercury/PolyGram) 31/2

Rotations: Heavy 3/0, Medium 8/0, Light 20/2, Extra Adds 0, Total Adds 2, WHUR, WDAO. Heavy: KJLH, WPEG, WANM. Medium: KKDA-FM, WEDR, WZEN-FM, XHRM, WKXI, WPDQ, WLOU, WWWWS.

BLOODSTONE "Instant Love" (T-Neck/CBS) 29/6

Rotations: Heavy 1/0, Medium 10/1, Light 16/3, Extra Adds 2, Total Adds 6, KNOK-FM, KMJQ, WZAK, WGIV, WBLX, WDAO. Heavy: KDAY. Medium: WWIN-FM, WAOK, WDMA, WZEN-FM, WPEG, WKXI, KOKA, WLTH, WTLC.

JOHN ROCCA "I Want It To Be Real" (Streetwise) 29/2

Rotations: Heavy 3/0, Medium 8/0, Light 18/2, Extra Adds 0, Total Adds 2, KDAY, WOIC. Heavy: WGCI, KJLH, KOKA. Medium: WXYV, WDAS, WEDR, WDRQ, KACE, WNHC, WPDQ, WTLC.

SHEILA E "The Glamorous Life" (WB) 28/14

Rotations: Heavy 3/0, Medium 10/6, Light 12/5, Extra Adds 3, Total Adds 14, WUSL, WHUR, WAOK, WHRK, WGCI, WZAK, WJLB, XHRM, WDRW, WENN, WJTT, WWDM, WLTH, KDIA. Heavy: KACE, KDAY, Z93. Medium: WWIN-FM, WBLZ, WGPR, WWWWS.

BRASS CONSTRUCTION "Never Had A Girl" (Capitol) 27/6

Rotations: Heavy 1/0, Medium 10/0, Light 15/5, Extra Adds 1, Total Adds 6, WXYV, WJMO, WNHC, WWDM, WANM, WTLC. Heavy: WYLD-FM. Medium: WWIN-FM, KACE, KDAY, KDIA, KJLH, XHRM, WATV, WNOO, WOIC, WWWWS.

SWITCH "Switch It Baby" (Total Experience/RCA) 27/3

Rotations: Heavy 2/0, Medium 14/1, Light 11/2, Extra Adds 0, Total Adds 3, WAOK, WVEE, KUKQ. Heavy: WILD, WYLD-FM. Medium: KRNB, WEDR, WAIL-FM, WCIN, WGPR, KJLH, Z93, WGIV, WNOO, WJAX, WPDQ, KOKA, WAAA.

SIGNIFICANT ACTION

EMOTIONS "You're The Best" (Red Label) 24/7

Rotations: Heavy 1/0, Medium 7/1, Light 14/4, Extra Adds 2, Total Adds 7, WAOK, WYLD-FM, WBMX, Z93, WAAA, WKWM, WTLC. Heavy: KACE. Medium: WWIN-FM, WILD, WDRQ, WGPR, WJLB, KDIA.

FORCE MD'S "Let Me Love You" (Tommy Boy) 24/4

Rotations: Heavy 3/0, Medium 9/1, Light 10/1, Extra Adds 2, Total Adds 4, WBMX, WGIV, WPDQ, WQKS. Heavy: WRKS, WDAS, KJLH. Medium: WUSL, WDMA, WZEN-FM, KACE, XHRM, WATV, WPEG, WTLC.

MOST ADDED

- TEDDY PENDERGRASS (30)
Hold Me (Asylum)
- TINA TURNER (25)
What's Love Got To Do With It (Capitol)
- CAMEO (20)
Talkin' Out The Side... (Atlanta Artists/PG)
- MICHAEL JACKSON (16)
Farewell My Summer Love (Motown)
- GRANDMASTER MELLE MEL... (14)
Beat Street (Atlantic)
- OLLIE & JERRY (14)
Breakin' (There's No...) (Polydor/PolyGram)
- SHEILA E (14)
The Glamorous Life (WB)

HOTTEST

- DENIECE WILLIAMS (51)
Let's Hear It For The Boy (Columbia)
- BAR-KAYS (25)
Freak Show On The Dance... (Mercury/PG)
- O'BRYAN (25)
Lovelite (Capitol)
- ONE WAY (25)
Lady You Are (MCA)
- LIONEL RICHIE (21)
Hello (Motown)

J. BLACKFOOT "I Stood On The Sidewalk And Cried" (Sound Town/Allegiance) 23/6

Rotations: Heavy 3/0, Medium 8/1, Light 11/4, Extra Adds 1, Total Adds 6, WDMA, WZEN-FM, KJLH, WATV, WKXI, WQKS. Heavy: KRNB, WOIC, WBLX. Medium: WILD, WVEE, WZAK, WGIV, WNOO, WLTH, WKWM.

SUTTONS "Live It Up (Love It Up)" (Rocshire) 23/3

Rotations: Heavy 1/0, Medium 6/0, Light 15/2, Extra Adds 1, Total Adds 3, WAOK, WGPR, WENN. Heavy: WYLD-FM. Medium: WWIN-FM, WEDR, KACE, KJLH, WOIC, WAAA.

STARPOINT "Breakout" (Elektra) 22/8

Rotations: Heavy 1/0, Medium 6/1, Light 15/7, Extra Adds 0, Total Adds 8, WXYV, WVEE, KSOL, WATV, Z93, WJAX, KHYS, KDIA. Heavy: WOIC. Medium: WRDW, WGIV, WNOO, WAAA, WWWWS.

GEORGE CLINTON "Quickie" (Capitol) 22/3

Rotations: Heavy 2/0, Medium 9/1, Light 11/2, Extra Adds 0, Total Adds 3, WHUR, Z93, WPEG. Heavy: WGCI, WZEN-FM. Medium: WBMX, WZAK, WGPR, KJLH, WOIC, KJCB, WANM, WWWWS.

FATBACK "Call Out My Name" (Cotillion/Atco) 22/3

Rotations: Heavy 2/0, Medium 7/0, Light 13/3, Extra Adds 0, Total Adds 3, WAIL-FM, WPEG, WJJS. Heavy: WATV, WGIV. Medium: WILD, KKDA-FM, WCIN, WJMO, WOIC, WPDQ, WWWWS.

CYNDI LAUPER "Time After Time" (Portrait/CBS) 22/2

Rotations: Heavy 11/0, Medium 5/0, Light 5/1, Extra Adds 1, Total Adds 2, KNOW, KJCB. Heavy: WDJY, WVEE, WNHC, Z93, WJTT, WQMG, WJAX, WPDQ, WQKQ, WQKS, WLUM. Medium: XHRM, WENN, WJJS, KOKA.

GRANDMASTER MELLE MEL & FURIOUS FIVE "Beat Street" (Atlantic/Sugarhill) 20/14

Rotations: Heavy 1/0, Medium 3/3, Light 13/8, Extra Adds 3, Total Adds 14, WDJY, WHUR, WVEE, WBMX, WZAK, WZEN-FM, KJLH, WRDW, WGIV, WWDM, WANM, WQKS, WDAO, WVOI. Heavy: KDAY.

HAROLD MELVIN & BLUE NOTES "Don't Give Me Up" (Philly World/Atco) 20/3

Rotations: Heavy 0/0, Medium 3/0, Light 14/0, Extra Adds 3, Total Adds 3, WUSL, KKDA-FM, WAAA. Medium: WILD, WPEG, WBLX.

HASSAN & 7-11 "City Life" (Easy Street) 20/2

Rotations: Heavy 2/0, Medium 5/0, Light 13/2, Extra Adds 0, Total Adds 2, KDAY, WKWM. Heavy: WDAS, WNHC. Medium: WRKS, WVEE, WEDR, WANM, WTLC.

TWILIGHT 22 "Siberian Nights" (Vanguard) 20/2

Rotations: Heavy 2/0, Medium 12/1, Light 6/1, Extra Adds 0, Total Adds 2, WRDW, WJMI. Heavy: WKXI, WWWWS. Medium: WAOK, WVEE, WDMT, WZAK, WDRQ, WGPR, WJLB, KDAY, KJCB, WDAO, WKWM.

MARCUS MILLER "My Best Friend's Girlfriend" (WB) 19/6

Rotations: Heavy 0/0, Medium 2/0, Light 16/5, Extra Adds 1, Total Adds 6, WWIN-FM, WXYV, WDMA, WRDW, WENN, KUKQ. Medium: WAMO, WAOK.

MARGIE JOSEPH "Ready For The Night" (Cotillion/Atco) 19/1

Rotations: Heavy 2/0, Medium 7/1, Light 10/0, Extra Adds 0, Total Adds 1, WAMO. Heavy: WILD, WEDR. Medium: WYLD-FM, WKND, WATV, WNOO, WWWWS, KUKQ.

DAN HARTMAN "I Can Dream About You" (MCA) 18/4

Rotations: Heavy 3/1, Medium 3/0, Light 12/3, Extra Adds 0, Total Adds 4, WDJY, WEDR, WYLD-FM, WATV. Heavy: WJTT, WOIC. Medium: WNHC, KDKO.

KENNY G "I've Been Missin' You" (Arista) 17/5

Rotations: Heavy 1/0, Medium 5/1, Light 11/4, Extra Adds 0, Total Adds 5, WHUR, KMJM, WZEN-FM, WPEG, WWDM. Heavy: KACE. Medium: WWIN-FM, WVEE, WCIN, WOIC.

FUNK DELUXE "This Time" (Salsoul) 17/2

Rotations: Heavy 0/0, Medium 7/0, Light 10/2, Extra Adds 0, Total Adds 2, WXYV, WKWM. Medium: WDAS, KJLH, Z93, WGIV, WPEG, WOIC, WWWWS.

PRETTY TONY "Fix It In The Mix" (Sunnyview) 17/2

Rotations: Heavy 4/0, Medium 4/0, Light 9/2, Extra Adds 0, Total Adds 2, WATV, WKXI. Heavy: WEDR, WJAX, WPDQ, WTLC. Medium: WAIL-FM, WDRQ, XHRM, WANM.

BREAK MACHINE "Street Dance" (Sire/WB) 17/1

Rotations: Heavy 4/0, Medium 10/1, Light 3/0, Extra Adds 0, Total Adds 1, WHUR. Heavy: WILD, KSOL, WRDW, WOIC. Medium: WRKS, WGCI, KJLH, XHRM, WGIV, WJMI, WAAA, WDAO, WLUM.

ORBIT "Too Busy Thinkin' About My Baby" (Quality) 17/0

Rotations: Heavy 5/0, Medium 4/0, Light 8/0, Extra Adds 0, Total Adds 0. Heavy: WENN, WLOU, WANM, WTLC, WWWWS. Medium: WAOK, WGPR, Z93, WDAO.

MICHAEL JACKSON "Farewell My Summer Love" (Motown) 16/16

Rotations: Heavy 2/2, Medium 3/3, Light 7/7, Extra Adds 4, Total Adds 16, WILD, WDJY, WVEE, KKDA-FM, KNOK-FM, WHRK, WAIL-FM, WBLZ, WZEN-FM, KJLH, XHRM, WNHC, WQMG, WJMI, WTLC, WLUM.

EDDY GRANT "Romancing The Stone" (Portrait/CBS) 16/3

Rotations: Heavy 0/0, Medium 3/0, Light 13/3, Extra Adds 0, Total Adds 3, WDJY, KJLH, KSOL. Medium: WATV, KOKA, WLUM.

CULTURE CLUB "It's A Miracle" (Virgin/Epic) 15/3

Rotations: Heavy 5/0, Medium 6/1, Light 4/2, Extra Adds 0, Total Adds 3, WPDQ, WVKO, WKWM. Heavy: WDJY, WVEE, WJTT, WQKS, WLUM. Medium: WBLZ, WDRQ, WJAX, WQKQ, KDIA.

CATCH "Get On Break" (Columbia) 15/2

Rotations: Heavy 1/0, Medium 4/0, Light 10/2, Extra Adds 0, Total Adds 2, KSOL, WPDQ. Heavy: WAOK. Medium: WDMA, WNOO, WKXI, KHYS.

OLLIE & JERRY "Breakin' (There's No Stoppin' Us)" (Polydor/PolyGram) 14/14

Rotations: Heavy 0/0, Medium 3/3, Light 9/9, Extra Adds 2, Total Adds 14, WDAS, WUSL, WVEE, WDMA, WAIL-FM, WCIN, WJMO, KSOL, WANM, WQKS, WTLC, WLUM, WWWWS, KDIA.

MADONNA "Borderline" (Sire/WB) 14/0

Rotations: Heavy 8/0, Medium 5/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WILD, WRKS, WDJY, KJLH, XHRM, WJTT, WQKS, KDKO. Medium: KACE, WNHC, WVKO, KDKO, KUKQ.

KLEER "Intimate Connection" (Atlantic) 12/7

Rotations: Heavy 2/1, Medium 4/2, Light 6/4, Extra Adds 0, Total Adds 7, WDMT, WZAK, WOIC, WQKQ, WWDM, WKWM, WWWWS. Heavy: KNOK-FM. Medium: KKDA-FM, KJLH.

GWEN McCRAE "Do You Know What I Mean" (Blackjack/Quality) 12/1

Rotations: Heavy 0/0, Medium 6/0, Light 5/0, Extra Adds 1, Total Adds 1, WPLZ. Medium: WDAS, WAOK, WEDR, WBLX, WANM, WWWWS.

OHIO PLAYERS "Sight For Sore Eyes" (Air City) 12/1

Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WWDM. Medium: WAOK, WOIC, WKXI, WDAO.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 12/1

Rotations: Heavy 2/0, Medium 3/0, Light 7/1, Extra Adds 0, Total Adds 1, WVEE. Heavy: WOIC, WQMG. Medium: XHRM, WQKQ, KOKA.

BOBBY WOMACK "Tell Me Why" (Beverly Glen) 11/10

Rotations: Heavy 1/0, Medium 3/3, Light 6/6, Extra Adds 1, Total Adds 10, WXYV, WHUR, KKDA-FM, KDAY, WENN, WOIC, WJMI, WQKS, WLTH, WTLC. Heavy: KACE.

PRIME TIME "Love Talk" (Total Experience/RCA) 11/3

Rotations: Heavy 1/0, Medium 2/0, Light 8/3, Extra Adds 0, Total Adds 3, KJLH, WKND, WKXI. Heavy: WRDW. Medium: WZAK, WDAO.

SUGAR HILL GANG "Livin' In The Fast Lane" (Sugarhill) 11/1

Rotations: Heavy 0/0, Medium 0/0, Light 11/1, Extra Adds 0, Total Adds 1, WZEN.

TROUBLE FUNK "Spin-Time" (D.E.T.T.) 11/1

Rotations: Heavy 0/0, Medium 4/0, Light 6/0, Extra Adds 1, Total Adds 1, WQKS. Medium: WWIN-FM, WXYV, WZAK, KSOL.

COLONEL ABRAMS "Leave The Message Behind The Door" (Streetwise) 11/0

Rotations: Heavy 2/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WJMO, KOKA. Medium: WAOK, WDMA, WENN.

MUSICAL YOUTH "Whatcha Talking 'Bout" (MCA) 11/0

Rotations: Heavy 1/0, Medium 7/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KOKA. Medium: WWIN-FM, WILD, WBMX, WZEN-FM, WENN, WPLZ, KDKO.

JOE JACKSON "You Can't Get What You Want (Till You Know What You Want)" (A&M) 10/2

Rotations: Heavy 4/1, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 2, WDJY, KDKO. Heavy: WJTT, WQMG, WQKS. Medium: Z93, WGIV, WLUM.

SHOCK "Slam Dunk" (Rascal) 10/2

Rotations: Heavy 0/0, Medium 3/1, Light 7/1, Extra Adds 0, Total Adds 2, WPEG, WWDM. Medium: WEDR, KJLH.

R&R
Country's Most Current Music

NATIONAL AIRPLAY/50
May 25, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
11	5	1	1 ALABAMA/When We Make Love (RCA)	155/0	139	16	0
8	4	2	2 EDDY RAVEN/I Got Mexico (RCA)	151/0	117	23	11
16	12	9	3 CONWAY TWITTY/Somebody's Needin' Somebody (WB)	155/0	105	48	2
9	6	5	4 EMMYLOU HARRIS/In My Dreams (WB)	149/0	109	38	2
12	8	7	5 DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	149/0	115	24	10
14	10	8	6 VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG)	153/0	112	32	9
10	7	6	7 LARRY GATLIN & THE GATLIN BROS./Denver (Columbia)	147/1	116	22	9
17	14	10	8 GEORGE JONES/You've Still Got A Place In My Heart (Epic)	149/1	100	44	5
7	3	3	9 MERLE HAGGARD/Someday When Things Are Good (Epic)	145/0	104	24	17
19	16	13	10 STEVE WARINER/Why Goodbye (RCA)	152/1	86	56	10
22	19	15	11 EXILE/I Don't Want To Be A Memory (Epic)	155/3	75	66	14
20	17	14	12 LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	147/1	80	55	12
23	21	16	13 GARY MORRIS/Between Two Fires (WB)	150/3	60	78	12
15	13	12	14 REBA McENTIRE/Just A Little Love (MCA)	140/0	83	38	19
26	22	18	15 STATLER BROTHERS/Atlanta Blue (Mercury/PG)	150/5	62	77	11
31	24	19	16 ANNE MURRAY/Just Another Woman In Love (Capitol)	154/0	39	101	14
27	23	20	17 B.J. THOMAS/The Whole World's In Love... (Clev. Int./Col.)	152/5	45	90	17
34	27	21	18 EARL THOMAS CONLEY/Angel In Disguise (RCA)	151/4	29	106	16
24	20	17	19 GENE WATSON/Forever Again (MCA)	143/1	55	71	17
2	1	4	20 RICKY SKAGGS/Honey (Open That Door) (Epic)	134/0	93	24	17
32	28	24	21 CHARLY McCLAIN/Band Of Gold (Epic)	131/4	40	71	20
46	32	26	22 EDDIE RABBITT/B-B-B-Burning Up With Love (WB)	149/5	23	96	30
-	35	27	23 DON WILLIAMS/That's The Thing About Love (MCA)	152/13	21	87	44
37	33	30	24 JUDDS/Mama He's Crazy (RCA/Curb)	133/6	22	84	27
29	26	23	25 SYLVIA/Victims Of Goodbye (RCA)	125/0	34	73	18
35	31	28	26 BILL MEDLEY/I Still Do (RCA)	129/3	24	78	27
45	37	31	27 JANIE FRICKE/If The Fall Don't Get You (Columbia)	141/5	13	88	40
-	41	32	28 RONNIE MILSAP/Still Losing You (RCA)	149/11	8	83	58
1	2	11	29 JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	102/0	50	27	25
39	36	33	30 BANDANA/Better Our Hearts Should Bend (WB)	121/7	12	75	34
44	38	35	31 MEL TILLIS/New Patches (MCA)	119/5	13	69	37
-	-	43	32 LEE GREENWOOD/God Bless The U.S.A. (MCA)	137/35	9	60	68
28	25	22	33 KENNY ROGERS/Eyes That See In The Dark (RCA)	96/0	27	56	13
-	43	39	34 JOHN ANDERSON/I Wish I Could Write You A Song (WB)	125/14	6	70	49
-	47	40	35 MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	125/16	7	60	58
3	15	25	36 JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved... (Col.)	77/0	23	34	20
-	-	47	37 NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	115/27	0	52	63
49	44	41	38 TOM JONES/This Time (Mercury/PG)	101/6	5	59	37
-	-	45	39 WHITES/Forever You (MCA/Curb)	110/13	2	54	54
50	45	42	40 KAREN BROOKS/Born To Love You (WB)	93/4	3	57	33
DEBUT	41	41	41 BELLAMY BROTHERS/Forget About Me (MCA/Curb)	101/45	2	23	76
DEBUT	42	42	42 T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	93/51	1	23	69
-	48	46	43 JOE STAMPLEY & JESSICA BOUCHER/Memory Lane (Epic)	91/8	3	41	47
5	9	34	44 RONNIE McDOWELL/I Dream Of Women Like You (Epic)	58/1	16	24	18
4	18	36	45 CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	59/1	14	25	20
-	-	49	46 JOHNNY RODRIGUEZ/Let's Leave The Lights On Tonight (Epic)	88/18	2	30	56
DEBUT	47	47	47 DEBORAH ALLEN/I Hurt For You (RCA)	90/39	0	22	68
6	11	29	48 WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	52/1	8	24	20
DEBUT	49	49	49 MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia)	72/47	3	14	55
43	40	37	50 WRIGHT BROTHERS/Southern Women (Mercury/PG)	64/0	4	34	26

MOST ADDED

- T.G. SHEPPARD (51)
Somewhere Down The Line (WB/Curb)
- MOE BANDY & JOE STAMPLEY (47)
Where's The Dress (Columbia)
- BELLAMY BROTHERS (45)
Forget About Me (MCA/Curb)
- DOLLY PARTON (45)
Tennessee Homesick Blues (RCA)
- GEORGE STRAIT (43)
Let's Fall To Pieces Together (MCA)
- DEBORAH ALLEN (39)
I Hurt For You (RCA)
- LEE GREENWOOD (35)
God Bless The U.S.A. (MCA)
- KENDALLS (28)
My Baby's Gone (Mercury/PolyGram)
- NITTY GRITTY DIRT BAND (27)
Long Hard Road... (WB)
- SHELLY WEST (27)
Somebody Buy This Cowgirl A Beer (Viva)

HOTTEST

- ALABAMA (107)
When We Make Love (RCA)
- DAVID ALLAN COE (55)
Mona Lisa Lost Her Smile (Columbia)
- EDDY RAVEN (54)
I Got Mexico (RCA)
- RICKY SKAGGS (52)
Honey (Open That Door) (Epic)
- MERLE HAGGARD (41)
Someday When Things Are Good (Epic)
- CONWAY TWITTY (37)
Somebody's Needin' Somebody (WB)
- LARRY GATLIN & THE GATLIN BROS. (36)
Denver (Columbia)
- EMMYLOU HARRIS (35)
In My Dreams (WB)
- VERN GOSDIN (28)
I Can Tell By The Way You... (Compleat/PG)
- GEORGE JONES (25)
You've Still Got A Place In My Heart (Epic)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 5-21-84.

NITTY GRITTY DIRT BAND
Long Hard Road... (WB)

On 74% of reporting stations. Rotations: Heavy 0, Medium 52, Light 63. Total Adds 27 including WXKW, WPOC, WNYR, WKLO, WMC, WKIX, WUSQ, KS100, WFMS, WXCL, WIL, KIK-FM, KMAK, KVEG, KSOP. A Most Added Record. Moves 47-37 on the Country chart.

BELLAMY BROTHERS
Forget About Me (MCA/Curb)

On 65% of reporting stations. Rotations: Heavy 2, Medium 23, Light 76. Total Adds 45 including WCAO, WPOR, WXBQ, WEZL, KIKK, WAMZ, WQYK, WWWW, KWMT, KTTS, K102, KRST, KYGO, KNIX, KWJJ. A Most Added Record. Debuts at number 41 on the Country chart.

T.G. SHEPPARD
Somewhere Down The Line (WB/Curb)

On 60% of reporting stations. Rotations: Heavy 1, Medium 23, Light 69. Total Adds 51 including WVAM, WRKZ, WMZQ, WSOC, KPLX, KIKK, WSIX, WTQR, WMNI, WONE, WCXI, WIRE, KFRY, KMPS, KGA. A Most Added Record. Debuts at number 42 on the Country chart.

DOUBLE BREAKER

NITTY GRITTY DIRT BAND

"Long Hard Road (The Sharecropper's Dream)"

37

7-29282

Produced by Marshall Morgan & Paul Worley



T.G. SHEPPARD

"Somewhere Down The Line"

7-29369

42

Produced by Jim Ed Norman



Manufactured & Distributed by Warner Bros. Records



NEW & ACTIVE

- DEBORAH ALLEN "I Hurt For You" (RCA) 90/39**
Rotations: Heavy 0, Medium 22, Light 68, Total Adds 39 including WXXW, WAJR, WMZQ, WYNK, WSOC, WHOO, WTQR, WMNI, WAXX, WBCS, WOW, KIK-FM, KMAK, KNIX, KSAN. Debuts at number 47 on the Country chart.
- JOHNNY RODRIGUEZ "Let's Leave The Lights On Tonight" (Epic) 88/18**
Rotations: Heavy 2, Medium 30, Light 56, Total Adds 18 including WPOR, KIX106, WWVA, WEZL, KLLL, WOKK, WTQR, WTSO, WXCL, WHBF, KJOT, KVEG, KFTN, KCKC, KIGO. Moves 46-49 on the Country chart.
- VINCE GILL "Oh Carolina" (RCA) 77/12**
Rotations: Heavy 0, Medium 19, Light 58, Total Adds 12, WOKQ, WIXL, KXYL, KLLL, WPAP, WRNL, WOW, WHBF, KKCS, KVEG, KTOM, KIGO. Medium: WYII, KBMR, WFMS.
- MOE BANDY & JOE STAMPLEY "Where's The Dress" (Columbia) 72/47**
Rotations: Heavy 3, Medium 14, Light 55, Total Adds 47 including WRKZ, WHN, KIX106, WILQ, WCOS, WSM, WIRK, WUSN, KSO, WXCL, KTPK, KRST, KNIX, KCKC, KCUB. Debuts at number 49 on the Country chart.
- JOHNNY LEE "One More Shot" (Full Moon/WB) 68/20**
Rotations: Heavy 0, Medium 19, Light 49, Total Adds 20 including WXXW, WCAO, WYRK, WAJR, KHEY, WWOD, WCMS, WTQR, KFGO, WXCL, KTTS, KJOT, KMAK, KCCY, KSON.
- GEORGE STRAIT "Let's Fall To Pieces Together" (MCA) 66/43**
Rotations: Heavy 2, Medium 17, Light 47, Total Adds 43 including WCAO, WPOR, WIXY, KMML, WYNK, KPLX, WMC, WCMS, WTQR, WCXI, WGEE, KIOV, KUUY, KNIX, KMPS.
- MARK GRAY "If All The Magic Is Gone" (Columbia) 66/21**
Rotations: Heavy 0, Medium 21, Light 45, Total Adds 21 including WXXW, WPOR, WGTO, KLLL, KISS-FM, WQYK, WUSN, WMNI, WCUZ, WTSO, WHBF, WWJO, KUZZ, KFRY, KRWQ.
- MEL McDANIEL "Most Of All I Remember You" (Capitol) 65/9**
Rotations: Heavy 1, Medium 18, Light 46, Total Adds 9, WCAO, WWVA, WWOD, WUSQ, WTQR, WITL, WHBF, KMAK, KVEG. Heavy: WXCL. Medium: WGNA, KRRV, KLRA, KFDI, KSOP.
- McGUFFEY LANE "Day By Day" (Atlantic America) 64/6**
Rotations: Heavy 2, Medium 20, Light 42, Total Adds 6, WVAM, WWVA, KXYL, KSSN, WFMS, KTPK. Heavy: WOKK, KQIL. Medium: WSNQ, WKYG, WYNK, WMNI, WONE, WOW, KUZZ, KEIN.
- LANE BRODY "Hanging On" (Liberty) 62/3**
Rotations: Heavy 1, Medium 27, Light 34, Total Adds 3, WWVA, WEZL, KISS-FM. Heavy: KKYX. Medium: WCAO, WKYG, WCXI, WFMS, WMIL, KTTS, WTOD, KRKT, KFRY, KCCY.
- KEITH STEGALL "I Want To Go Somewhere" (Epic) 59/8**
Rotations: Heavy 1, Medium 18, Light 40, Total Adds 8, WEZL, WHOO, WUSQ, WTQR, KWMT, WFMS, KTTS, KRWQ. Heavy: WOKK. Medium: WPTR, WYII, KLRA, WSIX, WTOD, KWJJ.
- KENDALLS "My Baby's Gone" (Mercury/PolyGram) 54/28**
Rotations: Heavy 0, Medium 12, Light 42, Total Adds 28 including WVAM, WIXL, KIX106, CHOW, WSOC, KHEY, WRNL, WAXX, KTPK, KRST, KUUY, KFRY, KNIX, KWJJ, KCUB.
- OSMOND BROTHERS "If Every Man Had A Woman Like You" (WB/Curb) 54/8**
Rotations: Heavy 0, Medium 21, Light 33, Total Adds 8, WHN, KMML, WWOD, WITL, WTSO, KCJB, KKCS, KTOM.
- SHELLY WEST "Somebody Buy This Cowgirl A Beer" (Viva) 50/27**
Rotations: Heavy 3, Medium 10, Light 37, Total Adds 27 including WVAM, WEEP, CHOW, WYNK, WTVY, WAMZ, WIRK, WONE, KRRK, WOW, KTTS, KRST, KFRY, KCKC, KGA.
- BURRITO BROTHERS "My Kind Of Lady" (MCA/Curb) 48/20**
Rotations: Heavy 0, Medium 11, Light 37, Total Adds 20 including WCAO, WIXL, KXYL, WSOC, WFNC, KIKK, WWOD, WMNI, KFGO, WTSO, KTTS, KTPK, KUUY, KMAK, Q92.
- TAMMY WYNETTE "Lonely Heart" (Epic) 47/12**
Rotations: Heavy 1, Medium 10, Light 36, Total Adds 12, WGNA, WVAM, WYNK, KHEY, WWOD, WCMS, WCXI, WAXX, KIOV, KTTS, KTPK, KGA. Heavy: KASE.

SIGNIFICANT ACTION

- DOLLY PARTON "Tennessee Homesick Blues" (RCA) 46/45**
Rotations: Heavy 0, Medium 8, Light 38, Total Adds 45 including WPTR, WRKZ, WNYR, KASE, WZZK, WAMZ, WKSJ, WKIX, KRMD, WBCS, K102, KYGO, KNIX, KWJJ, KSON.
- MAC DAVID "Caroline's Still In Georgia" (Casablanca/PolyGram) 41/2**
Rotations: Heavy 0, Medium 15, Light 26, Total Adds 2, KWMT, KQIL. Medium: WBGW, WSNQ, WMC, WCMS, KKYX, KBMR, KUZZ, KMPS.
- BECKY HOBBS "Oklahoma Heart" (Liberty) 39/14**
Rotations: Heavy 0, Medium 6, Light 33, Total Adds 14 including WWVA, KHEY, KYXX, WCXI, WHBF, KTTS, KRKT, KUUY, KRSY, KSOP.

- MASON DIXON "I Never Had A Chance With You" (Texas) 39/3**
Rotations: Heavy 2, Medium 9, Light 28, Total Adds 3, WCAO, WXBQ, WITL. Heavy: KLVJ, KIKK. Medium: WYII, KYXX, WHBF, WTOD, KIK-FM.
- TENNESSEE VALLEY BOYS "Lo And Behold" (Nashwood) 26/2**
Rotations: Heavy 1, Medium 6, Light 19, Total Adds 2, WITL, KRSY. Heavy: WOW. Medium: KYXX, WCXI, KRKT, KUGN. Light: WSNQ, WFNC, KFDI.
- BARBARA MANDRELL "Only A Lonely Heart Knows" (MCA) 21/21**
Rotations: Heavy 0, Medium 2, Light 19, Total Adds 21 including WCAO, WBGW, KISS-FM, WKSJ, WTQR, KSO, WCXI, KRKT, KTOM, KSOP.
- JIM GLASER "You're Gettin' To Me Again" (Noble Vision) 21/20**
Rotations: Heavy 0, Medium 5, Light 16, Total Adds 20 including WSNQ, KRRV, KSSN, WKSJ, WKKQ, WCUZ, KMAK, KRWQ, KQIL, KRSY.
- PETER ISAACSON "It's A Cover Up" (Union Station) 18/2**
Rotations: Heavy 1, Medium 3, Light 14, Total Adds 2, WVAM, KFGO. Heavy: KIKK. Medium: WBGW, KMML, WLWI. Light: WHBF, KTTS, KRSY.
- LARRY WILLOUGHBY "Angel Eyes" (Atlantic America) 15/8**
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 8, WYII, KRRV, KRMD, KRRK, WOW, Q92, KRSY, KTOM. Light: KSSN, KRKT.
- SUSAN JACKS "Tall Dark Stranger" (Compleat/PolyGram) 15/4**
Rotations: Heavy 0, Medium 0, Light 15, Total Adds 4, WYII, KRWQ, KQIL, KRSY. Light: WKYG, KBMR, KRRK, KFDI, KWJJ, KMPS.
- JOE WATERS "Rise Above It All" (New Colony) 15/3**
Rotations: Heavy 0, Medium 1, Light 14, Total Adds 3, WGNA, WFNC, KFGO. Medium: KLRA. Light: WYII, KTTS, WTOD, KFDI, KRSY, KSOP.
- MAINES BROTHERS BAND "Amarillo Highway" (Mercury/PolyGram) 15/2**
Rotations: Heavy 0, Medium 3, Light 12, Total Adds 2, KLLL, Q92. Medium: KMML, KLRA, KQIL. Light: WVAM, WSNQ, KBMR, KVOD.
- DARRELL McCALL "Memphis In May" (Indigo/Audiograph) 14/5**
Rotations: Heavy 1, Medium 1, Light 12, Total Adds 5, WYII, KRMD, KEBC, KTTS, Q92. Heavy: WMC. Medium: KKYX. Light: WGNA, KVOD, KSOP.
- LOIS JOHNSON "It Won't Be Easy" (EMH) 14/2**
Rotations: Heavy 0, Medium 0, Light 14, Total Adds 2, WVAM, KIGO. Light: WBGW, WAXX, WOW, WTOD, KVOD, KRST.
- CHARLEY PRIDE "Power Of Love" (RCA) 13/12**
Rotations: Heavy 0, Medium 0, Light 13, Total Adds 12 including WBGW, WILQ, KRRV, KXYL, WKKQ, WBCS, KMAK, KQIL, KRSY, KTOM.
- LEONA WILLIAMS "My First Night Away From Home" (Mercury/PolyGram) 11/3**
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 3, WCXI, KFGO, Q92. Light: WGNA, WVAM, KTTS, KVOD, KFDI, KRWQ.
- CRAIG BICKHARDT "You Are What Love Means To Me" (Liberty) 11/2**
Rotations: Heavy 0, Medium 2, Light 9, Total Adds 2, KEBC, KGA. Medium: WPTR, WYNK. Light: KASE, WCMS, KBMR, WAXX, WOW, WXCL.
- PINKARD & BOWDEN "I Lobster But Never Flounder" (WB) 9/1**
Rotations: Heavy 0, Medium 0, Light 9, Total Adds 1, Q92. Light: KEAN, KBMR, WUSN, KS100, WOW, KFDI, KRKT, KCKC.
- JOHNNY LEE "The Eyes Of Love" (WB) 8/3**
Rotations: Heavy 1, Medium 3, Light 4, Total Adds 3, WMNI, KTTS, K102. Heavy: WYNK. Medium: WNOX, KQIL. Light: WPAP, KVOD.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
REBA McENTIRE/Poison Sugar (MCA)	<i>Just A Little Love</i>
CONWAY TWITTY/I Don't Know A Thing About Love (WB)	<i>By Heart</i>
ALABAMA/If You're Gonna Play In Texas (RCA)	<i>Roll On</i>
GARY MORRIS/Second Hand Heart (WB)	<i>Faded Blue</i>
GARY MORRIS/Faded Blue (WB)	<i>Faded Blue</i>
GARY MORRIS/Baby Bye Bye (WB)	<i>Faded Blue</i>
GEORGE JONES/Radio Lover (Epic)	<i>Jones Country</i>
MEL TILLIS/Texas On A Saturday Night (MCA)	<i>New Patches</i>
ALABAMA/Food On Your Table (RCA)	<i>Roll On</i>
EXILE/Take Me To The River (Epic)	<i>Exile</i>
JIM GLASER/Woman, Woman (Noble Vision)	<i>The Man In The Mirror</i>

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May 29	Washington, DC	June 19	Seattle, WA
May 30	Atlanta, GA	June 20	San Francisco, CA
May 31	Orlando, FL	June 21	Los Angeles, CA
June 5	New York, NY	June 26	Dallas, TX
June 6	Boston, MA	June 27	Memphis, TN
June 7	Detroit, MI	June 28	New Orleans, LA
		July 10	St. Louis, MO
		July 11	Denver, CO
		July 12	Portland, OR

For more information or to register by phone, call Lorraine Hamill on the RAB HELpline, 1 (800) 232-3131 [in New York State, call collect (212) 599-6666].

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Adult/Contemporary

Continued from Back Page

BREAKERS

MIKE RENO & ANN WILSON Almost Paradise (Columbia)

80% of our reporters on it. Rotations: Heavy 15/0, Medium 63/17, Light 27/12, Total Adds 29 including WTAE, WPRO, WRMM, WSB, KVIL-FM, WARM98, WLTF, WMJI, WISN, B100, KFMB, KJR, KEY103, and 16 more. Moves 23-14 on the A/C chart.

ALAN PARSONS PROJECT Prime Time (Arista)

62% of our reporters on it. Rotations: Heavy 1/0, Medium 40/8, Light 40/8, Total Adds 16, Y97, WARM98, KKL, KGW, KBEST, KEZR, WAEB, WGOV, WMAZ, WLTE, 3WM, KMJJ, KSL, WTN, KWEB, KFQD.

SERGIO MENDES Alibis (A&M)

60% of our reporters on it. Rotations: Heavy 4/0, Medium 40/6, Light 34/12, Total Adds 18, WFBR, WCLR, WISN, KHOW, KGW, WICC, WMJJ, WAVE, WING, WFMK, KSL, KIXI-FM, KKPL, WTKO, WVBS, WJBC, KCRG, WHNN. Debuts at number 25 on the A/C chart.

NEW & ACTIVE

JERMAINE JACKSON "Tell Me I'm Not Dreamin'..." (Arista) 75/2

Rotations: Heavy 18/0, Medium 41/4, Light 13/5, Total Adds 2, KJR, KRNO. Heavy: WQUE-FM, WAEB, WAHR, WWRN, WEIM, WSKI, WPPA, KORQ, WCKQ, WKYX, KRBS, KALE. Medium: WTAE, KVIL-FM, WMJI, WHB, KHOW, KGW, V100, KEY103, WKJJ, WRKA, WMAZ, WHHY, WAVE, WSNY, KRNT, WMGN, KOIL, 3WM, WMHE, KBOI, KPPL, KMJJ, KWAV, WKNE, WTN, WSKY, WCHV, WGSV, WAGE, WCIL, KCRG, KFSB, KEEZ, KWEB, WJON, WBOW, KTWO, QGSW, KISN.

JOE JACKSON "You Can't Get What You Want (Till You Know What You Want)" (A&M) 72/9

Rotations: Heavy 17/0, Medium 31/6, Light 17/12, Total Adds 9, WPIX, WOMC, WISN, KHOW, B100, WGOV, KMJJ, KOY, WWRN. Heavy: WFBR, WSB-FM, KOST, WAEB, WGY, WRVR, WAVE, WMGN, KFI, KWAV, WPPA, KORQ, WSKY, WCKQ, WCHV, KRNO, KRBS, KALE. Medium: WQUE-FM, WCLR, WFYR, WMYX, KKL, KGW, KEZR, KJR, WICC, V100, WPJB, WKGW, WBT, KRBE-FM, WVLK, WLAC-FM, 2WD, WRVA, WTRX, WMHE, KBOI, KUGN, KIXI-FM, WKNE, WSKI, WTN, WGSV, WAGE, WKYX, WNGS, KFSB, KEEZ, KWEB, WJON, KTWO, K99, QGSW. Due to heavy airplay, moves 25-22 on the A/C chart.

AMANDA HOMI & BRIAN JARVIS "Friend Of A Friend" (GRP) 68/5

Rotations: Heavy 6/0, Medium 44/0, Light 18/5, Total Adds 5, WFYR, WMYX, KLIR, KEZR, KRBE-FM. Heavy: WAHR, WMGN, WWRN, WEIM, WKNE, KRNO. Medium: WHB, WISN, WCCO, KGW, KBEST, WKGW, WVLK, WMAZ, WRVA, WHBY, WNAM, WHBC, KRNT, WTRX, WFMK, KOIL, 3WM, WMHE, KBOI, KUGN, KKUA, KIXI-FM, KKPL, WTKO, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WJBC, WCIL, KCRG, KFSB, KWEB, WHNN, WJON, KKJO, WBOW, QGSW, KRBS.

JOHNNY MATHIS "Simple" (Columbia) 67/22

Rotations: Heavy 4/0, Medium 33/7, Light 30/15, Total Adds 22, B100, KJR, WGY, WAFB, WBT, WVLK, WRVA, WING, WTRX, KBOI, KFI, KIXI-FM, KKPL, WPPA, WCHV, WKYX, WNGS, WVBS, KWEB, WHNN, WJON, KALE. Heavy: WISN, KBEST, WMHE, WEIM. Medium: WBEN, WCCO, KOST, KFMB, KEZR, WTKO, WMAZ, WRVR, WHBY, KUGN, KKUA, KWAV, KSL, WWRN, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, WCIL, KKJO, KFQD, KTWO, KRNO, KRBS.

LAURA BRANIGAN "Self Control" (Atlantic) 65/18

Rotations: Heavy 17/0, Medium 31/6, Light 17/12, Total Adds 18, WROR, KLIR, KGW, KFMB, KEY103, WMJJ, WVLK, WHHY, WRVA, WAVE, WSNY, WENS, WMHE, WWRN, KORQ, WGSV, WKYX, WCIL. Heavy: WFBR, WSB-FM, 97AIA, WFYR, WAEB, WAHR, WMAZ, 2WD, WMGN, KFI, WEIM, WSKI, WPPA, WCKQ, WCHV, WJON, KRBS. Medium: WTAE, Y97, WQUE-FM, WISN, KOST, WICC, WFSM, WGY, KRBE-FM, WNAM, WTRX, KRAV, KPPL, KWAV, WKNE, WTN, WSKY, WAGE, KFSB, KEEZ, WHNN, WBOW, KRNO, QGSW, KALE. Due to heavy airplay, debuts at number 24 on the A/C chart.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CYNDI LAUPER	128/1	117	11	0
2 DAN FOGELBERG	127/1	93	32	2
3 DENIECE WILLIAMS	123/2	100	22	1
4 BILLY JOEL	115/0	80	29	6
5 KENNY ROGERS	116/3	79	30	7
6 LIONEL RICHIE	106/0	58	45	3
7 PHIL COLLINS	102/0	50	47	5
8 CULTURE CLUB	113/7	40	56	17
9 JAMES INGRAM	94/0	53	34	7
10 SHAKIN' STEVENS	97/2	53	37	7
11 KIM CARNES	105/5	45	46	14
12 MANHATTAN TRANSFER	93/0	40	40	13
13 ANNE MURRAY	105/9	40	49	16
14 MIKE RENO & ANN WILSON	105/29	15	63	27
15 ALABAMA	94/7	35	46	13
16 J. IGLESIAS & W. NELSON	73/0	24	37	12
17 PEABO BRYSON/ROBERTA FLACK	87/4	21	54	12
18 MICHAEL MURPHEY	94/8	17	59	18
19 PEABO BRYSON	95/14	11	56	28
20 MICHAEL GORE	72/0	31	32	9
21 ALAN PARSONS PROJECT	68/0	27	34	7
22 JOE JACKSON	72/9	18	41	13
23 JEFFREY OSBORNE	64/0	10	43	11
24 LAURA BRANIGAN	65/18	17	31	17
25 SERGIO MENDES	78/18	4	40	34

MOST ADDED

- JUICE NEWTON (32)
A Little Love (RCA)
- MIKE RENO & ANN WILSON (29)
Almost Paradise (Columbia)
- JOHNNY MATHIS (22)
Simple (Columbia)
- MICHAEL JACKSON (21)
Farewell My Summer Love (Motown)
- LAURA BRANIGAN (18)
Self Control (Atlantic)
- SERGIO MENDES (18)
Alibis (A&M)

HOTTEST

- CYNDI LAUPER (112)
Time After Time (Portrait/CBS)
- DENIECE WILLIAMS (89)
Let's Hear It For The Boy (Columbia)
- DAN FOGELBERG (71)
Believe In Me (Full Moon/Epic)
- BILLY JOEL (45)
The Longest Time (Columbia)
- KENNY ROGERS (37)
Eyes That See In The Dark (RCA)
- LIONEL RICHIE (34)
Hello (Motown)

DAN HARTMAN "I Can Dream About You" (MCA) 60/11

Rotations: Heavy 1/0, Medium 28/3, Light 31/8, Total Adds 11, KJR, WAEB, WICC, KEY103, KRBE-FM, WFMK, KPPL, KFI, WTN, WGSV, WVBS. Heavy: WCKQ. Medium: WSB-FM, WFYR, KOST, KGW, WMAZ, WRVR, WHHY, WMHE, KKPL, WWRN, WEIM, WSKI, WPPA, WSKY, WCHV, WAGE, WKYX, WCIL, KEEZ, WHNN, WJON, KRNO, QGSW, KALE.

CHRISTINE McVIE "Love Will Show Us How" (WB) 56/6

Rotations: Heavy 8/0, Medium 33/2, Light 15/4, Total Adds 6, WLTF, WISN, WCCO, KPPL, WCHV, KFSB. Heavy: WAEB, KWAV, WKNE, WTN, WPPA, WCKQ, WKYX, KALE. Medium: WFBR, WTAE, KVIL-FM, WQUE-FM, WFYR, KGW, WICC, V100, KRBE-FM, WKJJ, 2WD, WAVE, WNAM, WMGN, WLTE, WMHE, KRAV, KIXI-FM, WSKI, KORQ, WSKY, WNGS, WCIL, KEEZ, KWEB, WJON, KFQD, KRNO, KRBS.

LaTOYA JACKSON "Heart Don't Lie" (Private I/CBS) 50/1

Rotations: Heavy 0/0, Medium 19/1, Light 31/0, Total Adds 1, WRIE. Medium: WSB-FM, WHB, WISN, WMAZ, WMHE, KKUA, KWAV, WWRN, WEIM, WKNE, WSKI, WSKY, WCKQ, WCIL, KCRG, WJON, KRNO, QGSW.

LEE GREENWOOD "God Bless The U.S.A." (MCA) 49/13

Rotations: Heavy 1/0, Medium 19/4, Light 29/9, Total Adds 13, WISN, KGW, WICC, WBT, WHHY, WING, WMHE, KBOI, WKNE, WCHV, WHNN, K99, KALE. Heavy: WNAM, WMGN, WLTE, WMHE, KRAV, KIXI-FM, WSKI, KORQ, WSKY, WNGS, WCIL, KEEZ, KWEB, WJON, KFQD, KRNO, KRBS.

DAVE GRUSIN "Theme From 'St. Elsewhere'" (GRP) 48/15

Rotations: Heavy 0/0, Medium 17/2, Light 31/13, Total Adds 15, WAFB, WBT, WTRX, WFMK, WMHE, KWAV, KKPL, WWRN, WPPA, KORQ, WAGE, WVBS, KKJO, WBOW, KISN. Medium: WCCO, KBEST, WMAZ, WRVA, WHBY, KUGN, KSL, WEIM, WKNE, WSKI, WCKQ, WGSV, WKYX, WJON, KRBS.

RONNIE MILSAP "Still Losing You" (RCA) 46/14

Rotations: Heavy 3/0, Medium 29/0, Light 29/11, Total Adds 14, WRMM, KFMB, WAEB, WAFB, WMAZ, WNAM, WMGN, KBOI, WVBS, WJBC, WHNN, QGSW, KRBS, KISN. Heavy: WCCO, WAHR, KSL. Medium: WHBC, KRNT, WTRX, WMHE, KWAV, WEIM, WSKI, WSKY, WJON, KTWO, KALE.

EDDIE RABBITT "B-B-Burnin' Up With Love" (WB) 46/0

Rotations: Heavy 1/0, Medium 29/0, Light 16/0, Total Adds 0. Heavy: KJR. Medium: WCCO, KBEST, KEZR, WBT, WMAZ, WHBY, WHBC, KRNT, WMHE, KSL, KKPL, WWRN, WEIM, WTKO, WKNE, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, WJBC, WCIL, KCRG, KEEZ, KWEB, WJON, QGSW.

THOMPSON TWINS "Doctor! Doctor!" (Arista) 40/13

Rotations: Heavy 0/0, Medium 15/3, Light 25/10, Total Adds 13, WPRO, WFYR, WICC, WIVY, WMAZ, WNAM, WFMK, KBOI, KWAV, KORQ, WCIL, KCRG, WVBS. Medium: KVIL-FM, WRVR, WMGM, WSKI, WPPA, WSKY, WCKQ, WCHV, WAGE, WJON, WBOW, KRBS.

SYLVIA "Victims Of Goodbye" (RCA) 39/14

Rotations: Heavy 0/0, Medium 7/1, Light 32/13, Total Adds 14, WCCO, WICC, WVLK, WRVA, WHBY, WTRX, WWRN, WKNE, WSKY, KFSB, KEEZ, KTWO, K99, KALE. Medium: WMAZ, WMHE, KSL, WSKI, WKYX, WJON.

MICHAEL JACKSON "Farewell My Summer Love" (Motown) 38/21

Rotations: Heavy 5/2, Medium 14/8, Light 19/11, Total Adds 21, Y97, WSB, 97AIA, KHOW, KOST, WAEB, WAHR, WVLK, WEZS, WMGN, WMHE, WWRN, WEIM, WSKI, WKYX, KFSB, KEEZ, KWEB, WJON, KTWO, KRBS. Heavy: W101, KFI, KALE. Medium: WSB-FM, WMAZ, WHHY, WCKQ, WGSV, WCIL.

POINTER SISTERS "Jump (For My Love)" (Planet/RCA) 38/8

Rotations: Heavy 6/0, Medium 17/1, Light 15/7, Total Adds 8, 97AIA, WMYX, WAEB, KBOI, KPPL, WEIM, WTN, WCKQ. Heavy: WTAE, WFYR, KFI, WPPA, KEEZ, WJON. Medium: WFBR, WROR, KVIL-FM, KRBE-FM, WLAC-FM, 2WD, WFMK, WMGN, WWRN, WKNE, WSKI, WSKY, WCHV, WKYX, QGSW, KRBS.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 38/0

Rotations: Heavy 4/0, Medium 23/0, Light 11/0, Total Adds 0. Heavy: WWRN, WEIM, WPPA, WCHV. Medium: KOST, KGW, KRBE-FM, WNAM, WSKY, WAGE, WVBS, KKUA, KFI, KWAV, KIXI-FM, WKNE, WSKI, KORQ, WSKY, WCKQ, WKYX, WNGS, WCIL, KEEZ, KWEB, QGSW, KRBS.

STEVE PERRY "Oh Sherrie" (Columbia) 34/6

Rotations: Heavy 12/1, Medium 15/4, Light 7/1, Total Adds 6, WFBR, WLTF, KUDL, KLIR, WSKI, KALE. Heavy: 97AIA, WAEB, KRBE-FM, WNAM, WSKY, WMHE, KPPL, WCKQ, WCHV, KKJO, WBOW. Medium: WTAE, WQUE-FM, 55KRC, WAVE, WENS, KOIL, KWAV, WTN, WPPA, WNGS.

JUICE NEWTON "A Little Love" (RCA) 32/32

Rotations: Heavy 0/0, Medium 9/9, Light 23/23, Total Adds 32, WFBR, KVIL-FM, WCCO, KS94, KBEST, KFMB, WAHR, WMAZ, WMGN, WMHE, KUGN, KWAV, KIXI-FM, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, WKYX, WJBC, WCIL, KCRG, KFSB, KEEZ, KWEB, WJON, KKJO, K99, QGSW, KRBS.

SIGNIFICANT ACTION

MADONNA "Borderline" (Sire/WB) 29/2

Rotations: Heavy 9/1, Medium 18/0, Light 2/1, Total Adds 2, WSKI, WSKY. Heavy: KOST, KRBE-FM, 2WD, KKUA, KFI, WTKO, WPPA, QGSW. Medium: WFBR, WROR, 97AIA, WQUE-FM, WOMC, KGW, WICC, WPJB, WSNY, KRNT, WFMK, KPPL, KMJJ, KWAV, WTN, WCHV, WJON, KRNO.

BARBARA MITCHELL "I Don't Want To Know Why" (Capitol) 28/13

Rotations: Heavy 0/0, Medium 5/3, Light 23/10, Total Adds 13, WCCO, WVLK, WRVA, WNAM, KORQ, WSKY, WCKQ, WCHV, WCIL, KEEZ, KKJO, WBOW, KALE. Medium: WMAZ, KSL.

SMOKEY ROBINSON "And I Don't Love You" (Tamla/Motown) 24/3

Rotations: Heavy 0/0, Medium 5/0, Light 19/3, Total Adds 3, KEY103, WAVE, WCHV. Medium: WMAZ, WWRN, WEIM, WSKI, WCIL.

TINA TURNER "What's Love Got To Do With It" (Capitol) 20/10

Rotations: Heavy 0/0, Medium 5/2, Light 15/8, Total Adds 10, WMAZ, WFMK, KIXI-FM, WSKI, WPPA, KORQ, WJON, WBOW, QGSW, KRBS. Medium: KRNT, WMGN, KWAV.

JOHN LENNON "Borrowed Time" (Polydor/PolyGram) 16/13

Rotations: Heavy 1/1, Medium 3/2, Light 12/10, Total Adds 13, WCCO, WAHR, WTRX, KIXI-FM, WSKI, WPPA, WCHV, KEEZ, WBOW, KTWO, QGSW, KRBS, KALE. Medium: WEIM.

L. RONSTADT & N. RIDDLE ORCHESTRA "Someone To Watch Over Me" (Asylum) 15/5

Rotations: Heavy 1/0, Medium 5/1, Light 9/4, Total Adds 5, WTKO, WAVE, WSKI, WCKQ, WJBC. Heavy: WCCO. Medium: WRVA, WHBY, KSL, WEIM.

GEORGE WINSTON "Blossom/Meadow" (Windham Hill) 15/0

Rotations: Heavy 0/0, Medium 5/0, Light 10/0, Total Adds 0. Medium: WHBC, KUGN, KSL, WEIM, KRBS.

EURYTHMICS "Who's That Girl" (RCA) 14/1

Rotations: Heavy 0/0, Medium 6/0, Light 8/1, Total Adds 1, KRBE-FM. Medium: WFBR, WMHE, WPPA, WSKY, WKYX, KFQD.

ROB TRO "Kari's Eyes" (Jamex) 10/4

Rotations: Heavy 0/0, Medium 1/0, Light 9/4, Total Adds 4, KUGN, WEIM, WSKY, KRBS. Medium: WCIL.

BRUCE SPRINGSTEEN "Dancing In The Dark" (Columbia) 10/3

Rotations: Heavy 2/0, Medium 5/2, Light 3/1, Total Adds 3, KWAV, WSKI, WNGS. Heavy: WQUE-FM, WAVE. Medium: KPPL, WPPA, WSKY.

IRENE CARA "Breakdance" (Network/Geffen) 10/0

Rotations: Heavy 3/0, Medium 5/0, Light 2/0, Total Adds 0. Heavy: KRBE-FM, WPPA, KFSB. Medium: WFBR, WROR, KVIL-FM, WQUE-FM, WTN.

R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week	173 REPORTERS	Total	Hot	Medium	Total Adds
—	—	4	1 BRUCE SPRINGSTEEN/Dancing In... (Col.)	169+	147+	21-	12-
2	1	1	2 CARS/Magic (Elektra)	159+	150+	9-	5+
4	3	3	3 RUSH/Distant Early... (Mercury/PG)	147-	111=	36-	3+
23	7	5	4 FIXX/Deeper & Deeper (MCA)	158+	80+	76-	2-
27	12	6	5 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)	156+	84+	70-	5-
3	2	2	6 SLADE/Run Runaway (CBS Associated)	138-	110-	28+	2+
38	19	10	7 BILLY IDOL/Eyes Without A Face (Chrysalis)	137+	101+	35-	9-
12	9	9	8 ZZ TOP/Legs (WB)	134+	91+	42-	5+
13	8	7	9 ORION THE HUNTER/So You Ran (Portrait/CBS)	134-	66+	68-	2-
15	11	11	10 JOE JACKSON/You Can't Get What You... (A&M)	120=	81-	38+	2=
58	27	16	11 GREG KIHN BAND/Reunited (Beserkley/E-A)	143+	33+	106+	12-
25	20	14	12 DUKE JUPITER/Little Lady (Morocco/Motown)	136+	28+	107+	5-
36	29	20	13 RATT/Round And Round (Atlantic)	125+	44+	76+	12-
19	18	15	14 ROGER WATERS/5:01 AM (The Pros...) (Columbia)	130+	32+	94-	10+
—	43	27	15 RED RIDER/Young Thing, Wild Dreams (Capitol)	137+	16+	113+	28-
17	13	12	16 CYNDI LAUPER/Time After Time (Portrait/CBS)	101-	79-	22-	2-
10	6	13	17 HUEY LEWIS &.../The Heart Of R&R (Chrysalis)	94-	72-	22+	0-
54	34	23	18 VAN STEPHENSON/Modern Day Delilah (MCA)	118+	40+	76-	13+
—	—	41	19 ROD STEWART/Infatuation (WB)	121+	29+	82+	32-
47	33	21	20 RUSS BALLARD/Voices (EMI America)	122+	19+	101+	12-
1	4	8	21 STEVE PERRY/Oh Sherrie (Columbia)	92-	75-	17+	0-
16	15	19	22 ICICLE WORKS/Whisper To A Scream... (Arista)	111-	32-	79+	3=
55	37	31	23 CHICAGO/Stay The Night (WB)	114+	35+	74+	17+
33	30	25	24 MOTLEY CRUE/Too Young To Fall... (Elektra)	105+	23+	81+	5-
8	10	17	25 SCORPIONS/Rock You Like... (Mercury/PG)	84-	61-	23+	1+
5	5	18	26 NIGHT RANGER/Sister Christian (Camel/MCA)	78-	44-	34+	0-
44	38	38	27 RUSH/Red Sector A (Mercury/PG)	78+	47+	31-	5-
42	32	30	28 MANFRED MANN'S EARTH BAND/Rebel (Arista)	96=	19-	76+	5-
18	21	24	29 HOWARD JONES/What Is Love? (Elektra)	93-	26+	66-	1-
53	39	32	30 PSYCHEDELIC FURS/The Ghost In You (Columbia)	92+	23-	63+	11+
60	50	40	31 THOMPSON TWINS/Doctor! Doctor! (Arista)	89+	29+	57+	14=
26	25	26	32 SCORPIONS/Big City Nights (Mercury/PG)	70-	39-	31-	1-
—	—	48	33 ROGER GLOVER/The Mask (21/PG)	92+	9+	69+	25+
14	17	22	34 DAVID GILMOUR/Murder (Columbia)	71-	27-	44-	0-
7	16	28	35 VAN HALEN/I'll Wait (WB)	62-	44-	18+	1=
46	36	34	36 DURAN DURAN/The Reflex (Capitol)	70-	39=	30-	1-
—	60	49	37 STEVE PERRY/She's Mine (Columbia)	66+	32+	34+	13+
29	31	36	38 CHRISTINE McVIE/Love Will Show Us How (WB)	73-	25+	46-	4-
—	—	47	39 EDDY GRANT/Romancing The Stone (Portrait/CBS)	79+	13+	62+	15-
DEBUT	—	—	40 CHRIS DeBURGH/High On Emotion (A&M)	83+	6+	47+	74+
—	—	56	41 WHITESNAKE/Slow 'n' Easy (Geffen)	67+	12+	51+	15+
—	56	46	42 R.E.M./So. Central Rain (IRS/A&M)	73+	10=	60+	11+
37	35	39	43 BIG COUNTRY/Wonderland (Mercury/PG)	68-	9-	58-	3-
28	28	35	44 TALK TALK/It's My Life (EMI America)	58-	23-	35-	0=
DEBUT	—	—	45 BRUCE SPRINGSTEEN/Pink Cadillac (Columbia)	47+	24+	19+	24+
41	41	42	46 CARS/Hello Again (Elektra)	53-	25-	28-	0-
24	24	29	47 HAGAR/SCHON/AARONSON/SHRIEVE/Whiter... (Geffen)	63-	16-	46-	1=
51	48	45	48 INXS/Original Sin (Atco)	56-	15-	41-	1+
—	55	53	49 NIK KERSHAW/Wouldn't It Be Good (MCA)	56+	21=	35+	3=
21	22	37	50 BERLIN/No More Words (Geffen)	48-	18-	30-	1+
DEBUT	—	—	51 CARS/Drive (Elektra)	44+	27+	16+	6-
45	49	51	52 RUSH/Body Electric (Mercury/PG)	44-	21-	23-	1-
DEBUT	—	—	53 LITTLE STEVEN/Out Of The Darkness (EMI America)	56+	9+	45+	12+
—	51	52	54 POCO/Days Gone By (Atlantic)	53-	11+	40-	2+
—	—	60	55 FACE TO FACE/Out Of My Hands (Epic)	51=	5+	45-	6+
50	57	57	56 VAN HALEN/Panama (WB)	39-	21-	18+	1-
—	59	55	57 STYLE COUNCIL/My Ever Changing Moods (Geffen)	45-	14=	31-	1-
6	14	33	58 CARS/You Might Think (Elektra)	35-	23-	12+	0-
48	42	44	59 DWIGHT TWILLEY/Little Bit Of Love (EMI America)	45-	8-	36-	2-
DEBUT	—	—	60 LITTLE STEVEN/Los Desaparecidos (EMI America)	55+	0-	40+	28=

BREAKERS

PSYCHEDELIC FURS

The Ghost In You (Columbia)

53% of our reporters on it. 92/11 including adds at DC101, WSHE, KYYS, KLOS, KMEL, KNCN, KEZO, KIDQ. Moves 32-30 on the Hot Tracks chart.

ROGER GLOVER

The Mask (21/PolyGram)

53% of our reporters on it. 92/25 including adds at WGRQ, WNEW-FM, WHJY, WCKO, WLLZ, KSHE, KBCO, KBPI, KCAL, KSJO, WPLR, CHEZ-FM, WTUE, KWXL. Moves 48-33 on the Hot Tracks Chart.

THOMPSON TWINS

Doctor! Doctor! (Arista)

51% of our reporters on it. 89/14 including adds at WHJY, KEGL, KLOS, KROY, KOLA, WCKN, WKDF, WOOS. Moves 40-31 on the Hot Tracks Chart.

NEW & ACTIVE

- ✓ **STEVIE RAY VAUGHAN "Voodoo Chile" (Epic) 46/24 (30/30)**
Adds include WIYY, WNEW-FM, WHJY, DC101, WNOR, WRIF, KYYS, KGB, KSJO, WAQY, WXLP, WIOT. Hits: 2 KFOG, KISW. Mediums: 34 include WMMR, WDVE, KUPD, KRQR, WPLR, KNCN, KFMG, KZEL, KWFM, KUFO.
- ✓ **RICK SPRINGFIELD "Don't Walk Away" (RCA) 41/24 (13/8)**
Adds include WBAB, WMMS, KBPI, KGB, WPDH, KNCN, WIMZ, WKDF, KODS, WIOT, KRSP, KQWB-FM, KFMF. Hits: 4 DC101, KMJX, WTKX, KLYV. Mediums: 31 include WYSP, KZEW, WZZO, WOOS, KGGO, KMOD.
- ✓ **HUMAN LEAGUE "The Lebanon" (A&M) 36/12 (25/22)**
Adds include WBCN, WAQY, WIMZ, KMJX. Hits: 3 WLIR, CHUM-FM, KTCL. Mediums: 24 include WBAB, KROQ, 91X, KFOG, KOAK, WHCN, WPDH, KQDS, WLAV, KKDJ.
- BON JOVI "She Don't Know Me" (Mercury/PolyGram) 36/2 (38/5)**
Adds: WMMS, KSMB. Hits: 6 KZEW, WYFN, KSJO, KFMG, WMGM, KZOO. Mediums: 29 include WYSP, KSRR, WSHE, WSKS, WQFM, KSHE, KUPD, WZZO, WTPA, WCMF, WIMZ, WFBQ, KATT, KWFM.
- STEVIE RAY VAUGHAN "Couldn't Stand The Weather" (Epic) 35/8 (26/25)**
Adds include WRXT, WAAF, WYVY, WLVO, KIDQ, WRUF, KAWY. Hits: 6 KBCO, KFOG, WPDH, KLBJ, WLAV, KTCL. Mediums: 27 include WBAB, WNEW-FM, WSHE, KBPI, WPLR, WAQY, KLAQ, KQDS, KATT.
- CARS "It's Not The Night" (Elektra) 35/6 (30/7)**
Adds: KZEW, WEBN, KAZY, KLOS, KOME, KOMP. Hits: 13 include WIYY, KTXQ, WQFM, WHCN, WYVY, WDIJ, WAPL, WLVO, KKDJ. Mediums: 22 include WDVE, KLOL, KZAP, KGB, KSJO, WTUE, WFBQ, KZEL, KFIV-FM.
- ALAN PARSONS PROJECT "Prime Time" (Arista) 31/4 (32/5)**
Adds: WCKN, WQDR, KMBQ, KZOO. Hits: 5 include KFOG, WHMD, WDEK, WCPZ. Mediums: 25 include WBAB, WSHE, WLUP, WMMS, KMET, KUPD, WDHA, WIMZ, WOOS, KGGO, WIOT, KRSP, KREM.
- ICON "On Your Feet" (Capitol) 30/2 (34/4)**
Adds: WKLS, WDHA. Hits: 2 KLOS, KUPD. Mediums: 27 include WHJY, DC101, WYFN, WMMS, KGB, KRQR, KISW, WTPA, KLAQ, WLVO, WTUE, WLAV, KKDJ, KFIV-FM.
- ✓ **STEVIE RAY VAUGHAN "Cold Shot" (Epic) 29/10 (28/26)**
Adds: WCKO, KZOK, WAAL, WAQY, WIMZ, KFIV-FM, KREM, WBLM, KFMQ, KSQY. Hits: 3 KFOG, WQBK, KNCN. Mediums: 17 include WBAB, WMMR, WYFN, WTPA, WPLR, WDIJ, KRSP.
- EURYTHMICS "Who's That Girl?" (RCA) 29/2 (28/2)**
Adds: WAPI, WQWE. Hits: 4 WMMS, KOAK, K97, WCPZ. Mediums: 24 include WLUP, KUPD, 91X, WZZO, WKQQ, WKDF, KMBQ, KQDS, WIOT.
- ✓ **BILLY SATELLITE "Satisfy Me" (Capitol) 28/15 (17/15)**
Adds include WBAB, WYSP, WKDF, WRUF, KFMQ, KWHL, KFMF. Hits: 0. Mediums: 21 include KZEW, KMEL, KRQR, WAAF, WQMF, WAPL, KFMG, KUFO.
- ✓ **DEF LEPPARD "Me & My Wine" (Mercury/PolyGram) 27/17 (17/17)**
Adds include WYSP, WDVE, WKLS, KTXQ, KZEW, WYFN, KZAP, KZOK, WAAF, WDIJ, KUFO. Hits: 1 KFMG. Mediums: 21 include WIYY, KGB, KRQR, WKQQ, WIQB, KOZZ.
- MIKE RENO & ANN WILSON "Almost Paradise" (Columbia) 27/8 (19/6)**
Adds include WIYY, WSKS, WAAL, WDHA, WKDF, WWCK, KKDJ. Hits: 4 WGRQ, WAPI, WZXY, KOMP. Mediums: 21 include WBAB, WMMS, KLAQ, KMBQ, WTUE, KGGO, KRSP, KREM, WRKI, KLYV, KOZZ.
- ✓ **PRINCE "When Doves Cry" (WB) 24/23 (0/0)**
Adds include WBCN, WMMS, KBCO, 91X, WDHA, KLAQ, KQDS. Hits: 1 WLIR. Mediums: 12 include KMET, KFOG, WPDH, WZXR, KKDJ, KOZZ.
- ROGER WATERS "4:41 AM (Sexual Revolution)" (Columbia) 24/5 (19/2)**
Adds: CHUM-FM, WSHE, KOME, WAQX, KLPX. Hits: 4 KFOG, WDHA, WAPL, KSPN. Mediums: 19 include WBAB, KMET, KGB, KRQR, KZOK, WPDH, KFMG, WRKI, KUFO.
- X "Wild Thing" (Elektra) 24/2 (27/7)**
Adds: KLOS, KDKB. Hits: 4 WLIR, WMMS, KROQ, KILO. Mediums: 20 include WBCN, WNOR, KUPD, 91X, WTPA, WPDH, WKQQ, WIQB, KTYD.
- ✓ **DEF LEPPARD "Bringin' On The Heartache" (Mercury/PolyGram) 23/12 (17/15)**
Adds include WRIF, KUPD, WAQY, WQMF, WZXR, KGGO, KRSP. Hits: 0. Mediums: 17 include WBAB, WZZO, WKQQ, WDIJ, WOOS, WXLX, KQDS, KKDJ, KOZZ.
- FACE TO FACE "10-9-8" (Epic) 21/1 (20/4)**
Adds: KLYV. Hits: 5 WLIR, WQBK, WPDH, WLAV, WBYG. Mediums: 15 include WBCN, WBAB, WDHA, KGGO, KREM, WGIR.
- ✓ **ANDY FRASER "Fine, Fine Line" (Island) 20/20 (0/0)**
Adds include WMMS, KSHE, KRQR, KZOK, KQDS, KMOD, KILO, KFIV-FM. Hits: 0. Mediums: 7 include WNOR, KAZY, WQBK, KUFO.
- TONY CAREY "The First Day Of Summer" (MCA) 20/7 (11/4)**
Adds include WPDH, WAQY, WZXY, KMOD, KQWB-FM, KSQY. Hits: 5 WQFM, KMEL, KRQR, KFMG, KILO. Mediums: 14 include WYFN, KSHE, KUPD, KZOK, KNCN.
- RESTLESS "I Wanna Know" (Mercury/PolyGram) 20/6 (20/9)**
Adds: DC101, KTXQ, WYFN, KGB, WLAV, KAWY. Hits: 3 WGRQ, WMMS, WAQX. Mediums: 13 include WMMR, WHJY, KBPI, WPDH, WCMF, KMOD.
- SCORPIONS "Still Loving You" (Mercury/PolyGram) 20/5 (16/1)**
Adds: KLOS, KRQR, WCMF, KLBJ, WKQQ. Hits: 10 include KBPI, KMET, KUPD, KGON, KSJO, KFMG. Mediums: 10 include WYSP, KDKB, KZOK, WZXR, KFIV-FM.
- STEVE PERRY "Go Away" (Columbia) 20/3 (20/3)**
Adds: WGRQ, WCCC, WTKX. Hits: 11 include WSHE, WHCN, WDIJ, WLVO, KWXL, KKDJ. Mediums: 9 include WIOT, KZEL, KOMP.

MOST ADDED

- CHRIS DeBURGH (74)
High On Emotion (A&M)
- ROD STEWART (32)
Infatuation (WB)
- RED RIDER (28)
Young Thing, Wild Dreams (Rock Me) (Capitol)
- LITTLE STEVEN (28)
Los Desaparecidos (EMI America)
- ROGER GLOVER (25)
The Mask (21/PolyGram)

MOST HOTS

- CARS (150)
Magic (Elektra)
- BRUCE SPRINGSTEEN (147)
Dancing In The Dark (Columbia)
- RUSH (111)
Distant Early Warning (Mercury/PolyGram)
- SLADE (110)
Run Runaway (CBS Associated)
- BILLY IDOL (101)
Eyes Without A Face (Chrysalis)

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.

YEAH.

**WEER ALL CRAZEE
NOW ABOUT
QUIET RIOT'S
NEW HIT SONG,
"MAMA WEER
ALL CRAZEE NOW."**

SHIPPING MAY 31.

**DON'T ACCEPT LESS
THAN THE BEST.**

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QIP



AOR / ALBUMS

May 25, 1984

173 REPORTERS

Total Adds All
Reports Rotation Rotation Rotations

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)	Reports	Rotation	Medium Rotation	Adds	All Rotations
1	1	1	1	1 CARS/Heartbeat City (Elektra)	171	160	11	6	6
3	2	2	2	2 RUSH/Grace Under Pressure (Mercury/PG)	156	124	32	3	3
-	-	6	3	3 STREETS OF FIRE/Soundtrack (MCA)	160	82	76	4	4
2	3	3	4	4 STEVE PERRY/Street Talk (Columbia)	148	101	47	9	9
6	4	4	5	5 SLADE/Keep Your Hands Off... (CBS Assoc.)	142	112	29	3	3
31	15	10	6	6 BILLY IDOL/Rebel Yell (Chrysalis)	140	103	36	9	9
4	5	5	7	7 SCORPIONS/Love At First Sting (Mercury/PG)	136	91	45	3	3
12	11	8	8	8 ZZ TOP/Eliminator (WB)	134	91	42	5	5
13	10	7	9	9 ORION THE HUNTER/Orion The Hunter (Portrait/CBS)	135	66	69	2	2
DEBUT			10	10 GREG KIHN BAND/Kihntagious (Beserkley/E-A)	147	34	107	16	16
16	12	11	11	11 JOE JACKSON/Body And Soul (A&M)	121	81	39	2	2
8	6	9	12	12 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	108	82	25	3	3
22	17	14	13	13 ROGER WATERS/The Pros And Cons Of... (Columbia)	138	32	102	11	11
35	27	19	14	14 RATT/Out Of The Cellar (Atlantic)	125	45	75	12	12
28	20	16	15	15 DUKE JUPITER/White Knuckle Ride (Morocco/Motown)	136	28	107	5	5
17	13	12	16	16 CYNDI LAUPER/She's So Unusual (Portrait/CBS)	103	80	23	2	2
-	30	22	17	17 VAN STEPHENSON/Righteous Anger (MCA)	119	40	77	13	13
-	28	20	18	18 RUSS BALLARD/Russ Ballard (EMI America)	128	19	106	14	14
5	7	13	19	19 VAN HALEN/1984 (WB)	94	67	27	3	3
-	-	26	20	20 CHICAGO/Chicago 17 (WB)	117	36	74	20	20
18	16	18	21	21 ICICLE WORKS/Icicle Works (Arista)	113	32	81	3	3
32	25	23	22	22 MOTLEY CRUE/Shout At The Devil (Elektra)	107	24	82	5	5
9	9	15	23	23 DAVID GILMOUR/About Face (Columbia)	95	41	53	3	3
7	8	17	24	24 NIGHT RANGER/Midnight Madness (Camel/MCA)	83	46	35	5	5
25	31	30	25	25 THOMPSON TWINS/Into The Gap (Arista)	94	33	58	14	14
20	19	24	26	26 HOWARD JONES/Human's Lib (Elektra)	95	27	67	1	1
-	37	29	27	27 PSYCHEDELIC FURS/Mirror Moves (Columbia)	93	24	63	12	12
39	29	25	28	28 MANFRED MANN'S EARTH BAND/Somewhere... (Arista)	96	19	76	5	5
-	-	38	29	29 WHITESNAKE/Slide It In (Geffen)	90	19	66	18	18
DEBUT			30	30 LITTLE STEVEN/Voice Of America (EMI America)	103	11	78	34	34
DEBUT			31	31 ROGER GLOVER/Mask (21/PolyGram)	92	9	69	25	25
-	35	32	32	32 DURAN DURAN/Seven And The Ragged Tiger (Capitol)	71	39	31	1	1
15	14	21	33	33 HAGAR/SCHON/AARONSON/SHRIEVE/Through... (Geffen)	79	23	55	2	2
27	24	28	34	34 CHRISTINE McVIE/Christine McVie (WB)	76	27	47	5	5
-	34	33	35	35 INXS/The Swing (Atco)	74	18	56	1	1
-	-	40	36	36 R.E.M./Reckoning (IRS/A&M)	76	12	61	12	12
33	32	37	37	37 FOOTLOOSE/Soundtrack (Columbia)	66	26	38	7	7
DEBUT			38	38 FACE TO FACE/Face To Face (Epic)	70	10	58	7	7
19	22	27	39	39 BERLIN/Love Life (Geffen)	55	22	33	1	1
40	33	36	40	40 BIG COUNTRY/Wonderland (Mercury/PG)	68	9	58	3	3
				"Magic" (159) "Hello" (53) "Drive" (44)	171	160	11	6	6
				"Distant" (147) "Sector" (78) "Body" (44)	156	124	32	3	3
				"Deeper & Deeper" (158)	160	82	76	4	4
				"Oh Sherrie" (92) "She's Mine" (66) "Away" (20)	148	101	47	9	9
				"Run Runaway" (138) "My Oh My" (30)	142	112	29	3	3
				"Eyes Without A Face" (137)	140	103	36	9	9
				"Hurricane" (84) "Big City" (70) "Leaving" (29)	136	91	45	3	3
				"Legs" (134)	134	91	42	5	5
				"So You Ran" (134)	135	66	69	2	2
				"Reunited" (143)	147	34	107	16	16
				"You Can't Get What You Want" (120)	121	81	39	2	2
				"The Heart Of R&R" (94) "Walking" (15)	108	82	25	3	3
				"5:01 AM (The Pros...) (130) "4:41 AM..." (24)	138	32	102	11	11
				"Round And Round" (125)	125	45	75	12	12
				"Little Lady" (136)	136	28	107	5	5
				"Time After Time" (101)	103	80	23	2	2
				"Modern Day Delilah" (118)	119	40	77	13	13
				"Voices" (122)	128	19	106	14	14
				"I'll Wait" (62) "Panama" (39) "Dead Legs" (12)	94	67	27	3	3
				"Stay The Night" (114)	117	36	74	20	20
				"Whisper To A Scream..." (111)	113	32	81	3	3
				"Too Young To Fall In Love" (105)	107	24	82	5	5
				"Murder" (71) "Blue Light" (26) "Lovers" (15)	95	41	53	3	3
				"Sister Christian" (78)	83	46	35	5	5
				"Doctor! Doctor!" (89) "Hold Me Now" (11)	94	33	58	14	14
				"What Is Love" (93)	95	27	67	1	1
				"The Ghost In You" (92)	93	24	63	12	12
				"Rebel" (96)	96	19	76	5	5
				"Slow 'N' Easy" (67) "Slide" (19) "Stranger" (12)	90	19	66	18	18
				"Darkness" (56) "Los Desaparecidos" (55)	103	11	78	34	34
				"The Mask" (92)	92	9	69	25	25
				"The Reflex" (70)	71	39	31	1	1
				"Whiter" (63) "Missing" (23) "Top" (10)	79	23	55	2	2
				"Love Will Show Us How" (73)	76	27	47	5	5
				"Original Sin" (56) "The Swing" (15)	74	18	56	1	1
				"So. Central Rain" (73)	76	12	61	12	12
				"I'm Free" (34) "Paradise" (27) "Footloose" (13)	66	26	38	7	7
				"Out Of My Hands" (51) "10-9-8" (21)	70	10	58	7	7
				"No More Words" (48) "Touch" (10)	55	22	33	1	1
				"Wonderland" (68)	68	9	58	3	3

THE KINGBEEES

JAMIE JAMES

the **BIG ONE** this summer
JAMIE JAMES rockin' harder than ever

includes the hot singles
'WE GOT LOVE' and
'WAY OUT OF THIS WORLD'
 in your hands today
THE BIG ONE

SOLO

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BREAKERS

GREG KIHN BAND
 Kihntagious (Beserkley/E-A)
 85% of our reporters on it. 147/16 including adds at WRXT, CHOM-FM, WLLZ, WQFM, KBCO, KROY, WCCC, WLWQ, KMOD. Debuts at #10 on the Albums chart.

LITTLE STEVEN
 Voice Of America (EMI America)
 60% of our reporters on it. 103/34 including adds at WDVE, WHJY, DC101, KZEW, KLOL, WNOR, KYYS, KRQR, KOME, WAPL, KKDJ. Moves 41-30 on the Albums chart.

PSYCHEDELIC FURS
 Mirror Moves (Columbia)
 54% of our reporters on it. 93/12 including adds at DC101, WSHE, KYYS, KLOS, KMEL, KNCN, KEZO, KIDQ, KRSP. Moves 29-27 on the Albums chart.

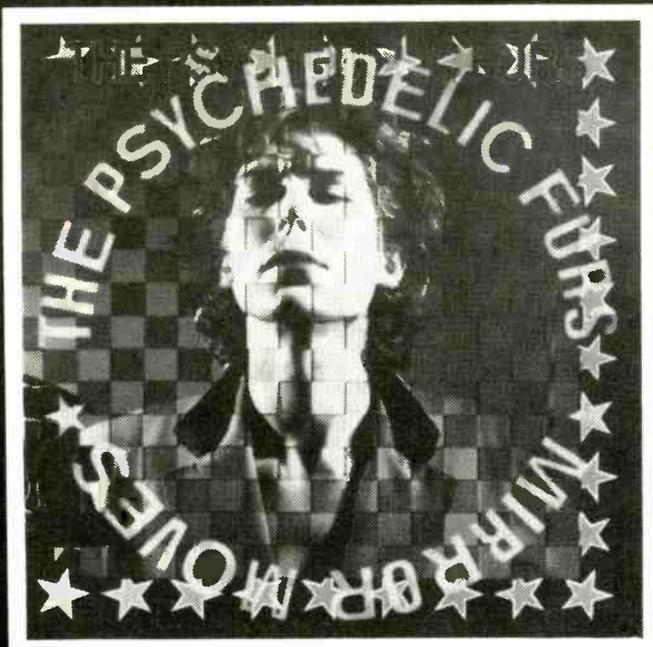
ROGER GLOVER
 Mask (21/PolyGram)
 53% of our reporters on it. 92/25 including adds at WGRQ, WNEW-FM, WHJY, WLLZ, KSHE, KBCO, KBPI, KSJO, WPLR, WTUE, KWXL. Moves 45-31 on the Albums chart.

WHITESNAKE
 Slide It In (Geffen)
 52% of our reporters on it. 90/18 including adds at WGRQ, WRXT, WHJY, KLOL, WNOR, KYYS, KUPD, KZAP, KOLA, KISW. Moves 38-29 on the Albums chart.

AOR BREAKERS — Records in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

THE PSYCHEDELIC FURS

BREAKER



MIRROR
MOVES

BREAKER ALBUM 27

BREAKER HOT TRACK 30



AOR BREAKERS

ROGER GLOVER

"THE MASK"

HOT TRACKS 48-33

LP CHART DEBUT 31

Soon To Be **CHR BREAKERS**

BON JOVI

"SHE DON'T KNOW ME"

CHR 64/31

AOR NEW & ACTIVE

LAST YEAR'S #1 AOR BAND



NEW & ACTIVE

"BRINGIN' ON THE HEARTBREAK"

Remix at CHR and MTV Now!

"ME & MY WINE"

(Previously Unavailable)
an AOR Exclusive

Both From The New
"HIGH & DRY" LP

THE NEW KIDS IN TOWN —

THE RESTLESS

FOLLOW THE LEADERS:

WBCN, KGB, WYNF, DC101, KTXQ, WMMR,
WYSP, WCKO, KZEW, WMMS, WDVE,
WGRQ, KBPI

NEW & ACTIVE LP 25/10

THE CALL

"SCENE BEYOND DREAMS"

On Your Desk NOW!

PolyGram Records

AOR ALBUMS

MOST ADDED

LITTLE STEVEN (34)
Voice Of America (EMI America)
DEF LEPPARD (27)
High 'N' Dry (Mercury/PolyGram)
ROGER GLOVER (25)
Mask (21/PolyGram)
ANDY FRASER (25)
Fine Fine Line (Island)
HARD TO HOLD (24)
Soundtrack (RCA)

MOST HOTS

CARS (160)
Heartbeat City (Elektra)
RUSH (124)
Grace Under Pressure (Mercury/PolyGram)
SLADE (112)
Keep Your Hands Off My... (CBS Associated)
BILLY IDOL (103)
Rebel Yell (Chrysalis)
STEVE PERRY (101)
Street Talk (Columbia)

NEW & ACTIVE

NIK KERSHAW/Human Racing (MCA) 57/3 (54/3)

Adds: KLB, WRUF, KFME. Hots: 22 include WMMS, KBCO, WPDH, WFYV, WDIZ, KGGO, WLAV, KKDJ. Mediums: 35 include WSHE, WSKS, KDKB, WZZO, WTPA, WKQQ, WZXR, WTUE, WIOT, KZEL.

HARD TO HOLD/Soundtrack (RCA) 53/24 (42/8)

Adds include WBAB, WMMS, KBPI, KGB, WPDH, KNCN, WIMZ, WKDF, KQDS, WIOT, KRSP. Hots: 5 WAPP, DC101, KMJX, WTKX, KLYV. Mediums: 42 include WMMR, WYSP, KZEW, KSRR, WSKS, KSJO, WZZO, WAAF, WOOS, KGGO, KMOD, KFIV-FM.

DEF LEPPARD/High 'N' Dry (Mercury/PolyGram) 45/27 (31/29)

Adds include WYSP, WDVE, KZEW, WYNF, WRIF, WAQY, WAAF, WQMF, WZXR, WDIZ, KGGO, KRSP. Hots: 1 KFMG. Mediums: 35 include WIYY, WBAB, KUPD, KZAP, KGB, KRQR, WZZO, WKQQ, WOOS, WXLP, KQDS, KKDJ, WIQB.

BON JOVI/Bon Jovi (Mercury/PolyGram) 45/3 (45/4)

Adds: WMMS, KDKB, KSMB. Hots: 11 include KZEW, WYNF, WSKS, KRCK, KSJO, KILO. Mediums: 33 include WYSP, KSRR, WSHE, WQFM, KSHE, KUPD, KGB, KZOK, WZZO, WTPA, WCMF, WIMZ, WFBQ, KATT, KFMG, KFIV-FM, KWFM.

HUMAN LEAGUE/Hysteria (A&M) 37/12 (26/22)

Adds include WBCN, WCKO, WIMZ. Hots: 4 include WLIR, CHUM-FM, KTCL. Mediums: 25 include WBAB, KBCO, KROQ, 91X, KFOG.

EURYTHMICS/Touch (RCA) 33/3 (33/2)

Adds: KQAK, WAPI, WOVE. Hots: 6 include WAPP, WMMS, KROQ, K97, WCPZ. Mediums: 26 include WLUP, KUPD, 91X, WZZO, WKQQ, KQDS.

ICON/Icon (Capitol) 32/3 (35/4)

Adds: WKLS, WDHA, KWXL. Hots: 2 KLOS, KUPD. Mediums: 29 include WHJY, DC101, WYNF, WMMS, KGB, KRQR, KISW, WTPA, KLAQ, WAPL, WLVO, WTUE, WLAV, KKDJ, KFIV-FM.

ANDY FRASER/Fine Fine Line (Island) 25/25 (0/0)

Adds include WMMS, KSHE, KRQR, KZOK, KQDS, KMOD, KILO, KFIV-FM, WIQB, KOZZ. Hots: 0. Mediums: 11 include WNOR, KAZY, WAAF, WLAV, KUFO.

RESTLESS/The Restless (Mercury/PolyGram) 25/10 (21/10)

Adds include WBCN, WDVE, DC101, KTXQ, KGB, WFYV, WLAV. Hots: 4 WGRQ, WMMS, WAQX, WYFE. Mediums: 16 include WMMR, WHJY, WYNF, KBPI, WPDH, WCMF, KMOD.

ALCATRAZZ/Live Sentence (Rocshire) 25/7 (23/11)

Adds include KKCI, KRQR, WCKN, WXKE, KMOD, KSQY. Hots: 1 WYNF. Mediums: 21 include WQFM, KSJO, KISW, KZOK, WKDF, WLAV, WIOT, KUFO, KOZZ.

IAN CUSSICK/Danger In The Air (A&M) 21/3 (18/4)

Adds: WEBN, KFME, KOZZ. Hots: 0. Mediums: 20 include WQFM, KSHE, KBCO, KFOG, KRQR, KZOK, WPDH, WLAV, KKDJ.

JOE COCKER/Civilized Man (Capitol) 16/4 (12/0)

Adds: WSHE, WLUP, KAZY, KSQY. Hots: 5 KBCO, KILO, KREM, KSPN, KTCL. Mediums: 10 include CHUM-FM, WQBK, CHEZ-FM, WDEK, WCPZ.

ANY TROUBLE/Wrong End Of The Race (EMI America) 14/1 (12/1)

Adds: WIQB. Hots: 3 include WLAV, KTCL. Mediums: 10 include WRXT, KBCO, KQAK, WQDR, KWXL.

KICK AXE/Vices (Pasha/CBS) 13/11 (2/2)

Adds include WBAB, WYSP, KMOD, KFIV-FM, WMGM. Hots: 0. Mediums: 8 KTXQ, KZEW, WQFM, KRCK, KSJO, WKDF, WAPL, KEZE.

ECHO & THE BUNNYMEN/Ocean Rain (Sire/WB) 13/6 (8/0)

Adds include KBCO, KSQY. Hots: 4 include WLIR, CHUM-FM, KROQ. Mediums: 6 include WBCN, WRXT, WCKO, KQAK.

JOHNNY WINTER/Guitar Slinger (Alligator) 12/1 (12/3)

Adds: WOVE. Hots: 1 WDEK. Mediums: 10 include WRXT, KTXQ, KBCO, WQBK, KICT, WCPZ.

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.



MIDWEST (continued)

WRIF/Detroit (313) 827-9505
ALAN PARSONS
ROBERT GLOVER
SCORPIONS
STEVE PERRY
CARB

KSHE/St. Louis (314) 842-1111
RICK BALLEW
NIGHT RANGER
SCORPIONS
STEVE PERRY
CARB

WYFE/Rockford (815) 877-3075
BOB
RESTLESS
GREG KINN BAND
SCORPIONS
STEVE PERRY
CARB

KQDS/Duluth (218) 725-7585
BRIAN TAYLOR
MIKE KELLER
BOB
RESTLESS
GREG KINN BAND

WFBI/Indianapolis (317) 257-7585
BILL WISE
THE BEARMAN
BOB
RESTLESS
GREG KINN BAND

KGGO/Des Moines (515) 285-6181
LARRY HOFFITT
JACK EMERSON
BOB
RESTLESS
GREG KINN BAND

WQOB/Ann Arbor (313) 662-2881
LES COOK
DUSTY DUNN
BOB
RESTLESS
GREG KINN BAND

WQBF/Ann Arbor (313) 662-2881
LES COOK
DUSTY DUNN
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WQBF/Ann Arbor (313) 662-2881
LES COOK
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RESTLESS
GREG KINN BAND

WQBF/Ann Arbor (313) 662-2881
LES COOK
DUSTY DUNN
BOB
RESTLESS
GREG KINN BAND

WYER/Mt. Carmel (618) 282-5111
DREXEL DEFORD
BOB
RESTLESS
GREG KINN BAND

WQFM/Milwaukee (414) 276-2040
ANDY BLOOM
JERRY GAVIN
BOB
RESTLESS
GREG KINN BAND

KQRS/Minneapolis (612) 545-5601
VICKI HODSON
WALLY WALKER
BOB
RESTLESS
GREG KINN BAND

WKSJ/Cincinnati (513) 868-3696
PAUL FREDRICKS
MARTY BENDER
BOB
RESTLESS
GREG KINN BAND

WYFE/Rockford (815) 877-3075
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STEVE PERRY
CARB

Large graphic advertisement for '101.5' with the word 'WEST' in large letters and 'Parallel One' and 'Parallel Three' text.

WEST
Continued from Page 70

Seattle's Hit Radio
K-PW FM 101.5
PD: Jeff King
MD: Damien Seattle

H 1 DENICE WILLIAMS/Let's Hear It For The
H 2 CYNDI LAUPER/Time After Time
H 3 STEVE PERRY/On Sherrill
H 4 LIONEL RICHIE/Hello
H 5 DURAN DURAN/The Reflex
H 6 IRVING COBB/Breakdance
H 7 VAN HALEN/I'll Wait
H 8 CARS/You Might Think
H 9 PHIL COLLINS/Against All Odds
H 10 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 11 SCORPIONS/Rock You Like A Hurri
H 12 SHALAMAR/Dancing In The Sheets
H 13 LAURA BRANIGAN/Self Control
H 14 RIF FERBER/You'd Be Good
H 15 GO GO'S/Head Over Heels
H 16 JERMAINE JACKSON/Tell Me I'm Not Dream
H 17 BILLY JOEL/You Can't Get What Yo
H 18 BURTYNICS/Who's That Girl
H 19 NIGHT RANGERS/Sister Christian
H 20 LAID BACK/White Horse
H 21 POINTER SISTERS/Jump (For My Love)
H 22 MADONNA/Borderline
H 23 BERLIN/No More Words
H 24 FRANKIE GOES TO HOLLYWOOD
H 25 STYLE COUNCIL/My Ever Changing Mood
H 26 SLADE/Run Runaway
H 27 WANG CHUNG/Dance Hall Days
H 28 ZZ TOP/Legs
H 29 CLOUTIER/It's A Miracle
H 30 HOWARD JONES/What Is Love?
H 31 BRUCE SPRINGSTEEN/Dancing In The Dark
H 32 ICICLE MONKS/Whisper To A Scream
H 33 JOE JACKSON/You Can't Get What Yo
H 34 THOMPSON TWINS/Doctor! Doctor!
H 35 CHRISTINE MCVIE/Love Will Show Us How
H 36 CHICAGO/Stay The Night
H 37 VAN STEPHENSON/Modern Day Delilah
H 38 CARS/Magic
H 39 JEFFERSON STARSHIP/No May Out
H 40 ROD STEWART/Infatuation

ADDS
PRINCE/When Doves Cry
RICK SPRINGFIELD/Don't Walk Away
RINO & WILSON/Almost Paradise
FACE TO FACE/10-9-8

ON
DAN HARTMAN/I Can Dream About You
BIG COUNTRY/Wonderland
STYX/Music Time
FRANKIE GOES TO HOLLYWOOD
DWAYNE WYDE/Little Bit Of Love
INXS/Original Sin/Dream On

KWOD 103.5
Sacramento's Best Hit Music
Sacramento

PD: Tom Chase
MD: Mr. Ed

H 1 DENICE WILLIAMS/Let's Hear It For The
H 2 STEVE PERRY/On Sherrill
H 3 CYNDI LAUPER/Time After Time
H 4 IRVING COBB/Breakdance
H 5 DURAN DURAN/The Reflex
H 6 LIONEL RICHIE/Hello
H 7 CARS/You Might Think
H 8 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 9 SCORPIONS/Rock You Like A Hurri
H 10 VAN HALEN/I'll Wait
H 11 JERMAINE JACKSON/Tell Me I'm Not Dream
H 12 POINTER SISTERS/Jump (For My Love)
H 13 RICK SPRINGFIELD/Love Somebody
H 14 BILLY JOEL/The Longest Time
H 15 DURAN DURAN/The Reflex
H 16 GO GO'S/Head Over Heels
H 17 SHALAMAR/Dancing In The Sheets
H 18 CULTURE CLUB/It's A Miracle
H 19 JOE JACKSON/You Can't Get What Yo
H 20 MADONNA/Borderline
H 21 LAURA BRANIGAN/Self Control
H 22 RINO & WILSON/Almost Paradise
H 23 CHRISTINE MCVIE/Love Will Show Us How
H 24 BURTYNICS/Who's That Girl
H 25 SLADE/Run Runaway
H 26 BRUCE SPRINGSTEEN/Dancing In The Dark
H 27 BILLY JOEL/You Can't Get What Yo
H 28 CARS/Magic
H 29 JEFFERSON STARSHIP/No May Out
H 30 ROD STEWART/Infatuation
DAN HARTMAN/I Can Dream About You
RICK SPRINGFIELD/Don't Walk Away
COSEY BARTON/Glasses At Night
KISSING PERSONS/Right Now

ON
JEFFERSON STARSHIP/No May Out
STYX/Music Time
CHICAGO/Stay The Night
VAN STEPHENSON/Modern Day Delilah

Hot Hits in 105 KITS
San Francisco

H 1 PHIL COLLINS/Against All Odds
H 2 LIONEL RICHIE/Hello
H 3 IGLESIAS & NELSON/To All The Girls I've
H 4 CYNDI LAUPER/Time After Time
H 5 THOMPSON TWINS/Hold Me Now
H 6 DURAN DURAN/The Reflex
H 7 DENICE WILLIAMS/Let's Hear It For The
H 8 EDDY GRANT/Romancing The Stone
H 9 CARS/You Might Think
H 10 GO GO'S/Head Over Heels
H 11 STEVE PERRY/On Sherrill
H 12 RICK SPRINGFIELD/Love Somebody
H 13 POINTER SISTERS/Jump (For My Love)
H 14 JOHN COUGAR/Authority Song
H 15 TALK TALK/It's My Life
H 16 BURTYNICS/Who's That Girl
H 17 NIGHT RANGERS/Sister Christian
H 18 BERLIN/No More Words
H 19 TRACEY ULLMAN/They Don't Know
H 20 VAN HALEN/I'll Wait
H 21 CYNDI LAUPER/Time After Time
H 22 SLADE/Run Runaway
H 23 BRUCE SPRINGSTEEN/Dancing In The Dark
H 24 SHALAMAR/Dancing In The Sheets
H 25 CARS/You Might Think
H 26 CULTURE CLUB/It's A Miracle
H 27 IRVING COBB/Breakdance
H 28 VAN HALEN/I'll Wait
H 29 SCORPIONS/Rock You Like A Hurri
H 30 JERMAINE JACKSON/Tell Me I'm Not Dream
H 31 POINTER SISTERS/Jump (For My Love)
H 32 BURTYNICS/Who's That Girl
H 33 HOWARD JONES/What Is Love?
H 34 BILLY JOEL/The Longest Time
H 35 JOE JACKSON/You Can't Get What Yo
H 36 STYLE COUNCIL/My Ever Changing Mood
H 37 CHRISTINE MCVIE/Love Will Show Us How

ADDS
WEIRD AL YANKOVIC/King Of Beasts
RINO & WILSON/Almost Paradise
EDDY GRANT/Romancing The Stone
MADONNA/Borderline

ON
WANG CHUNG/Dance Hall Days
VAN STEPHENSON/Modern Day Delilah
LAURA BRANIGAN/Self Control
HUET LEWIS & NEWS/Heart Of Rock & Roll
ROCKWELL/Obscene Phone Caller
BILLY JOEL/You Can't Get What Yo
KOO & THE GANG/Tonight
CHICAGO/Stay The Night
CLOUTIER/It's A Miracle
ICICLE MONKS/Whisper To A Scream
HOWARD JONES/What Is Love?
BILLY JOEL/The Longest Time
JOE JACKSON/You Can't Get What Yo
STYLE COUNCIL/My Ever Changing Mood
CHRISTINE MCVIE/Love Will Show Us How

KS 103 FM
HOT HITS!
PD: Dave Parks San Diego
MD: Mike Preston

H 1 DENICE WILLIAMS/Let's Hear It For The
H 2 CYNDI LAUPER/Time After Time
H 3 STEVE PERRY/On Sherrill
H 4 MADONNA/Borderline
H 5 PHIL COLLINS/Against All Odds
H 6 LAID BACK/White Horse
H 7 NIGHT RANGERS/Sister Christian
H 8 STEVE PERRY/On Sherrill
H 9 SHALAMAR/Dancing In The Sheets
H 10 CARS/You Might Think
H 11 GO GO'S/Head Over Heels
H 12 SCORPIONS/Rock You Like A Hurri
H 13 LIONEL RICHIE/Hello
H 14 IRVING COBB/Breakdance
H 15 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 16 JERMAINE JACKSON/Tell Me I'm Not Dream
H 17 BILLY JOEL/The Longest Time
H 18 TALK TALK/It's My Life
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H 20 BURTYNICS/Who's That Girl
H 21 RICK SPRINGFIELD/Love Somebody
H 22 IGLESIAS & NELSON/To All The Girls I've
H 23 STYLE COUNCIL/My Ever Changing Mood
H 24 BILLY JOEL/You Can't Get What Yo
H 25 POINTER SISTERS/Jump (For My Love)
H 26 CULTURE CLUB/It's A Miracle
H 27 BERLIN/No More Words
H 28 LAURA BRANIGAN/Self Control
H 29 JOE JACKSON/You Can't Get What Yo
H 30 ROCKWELL/Obscene Phone Caller
H 31 BRUCE SPRINGSTEEN/Dancing In The Dark
H 32 ZZ TOP/Legs
H 33 RINO & WILSON/Almost Paradise
H 34 SLADE/Run Runaway
H 35 WANG CHUNG/Dance Hall Days
H 36 CHICAGO/Stay The Night
H 37 ICICLE MONKS/Whisper To A Scream
H 38 LAYTON JACOBSON/Heart Don't Lie
H 39 ALAN PARSONS/Don't Answer Me
H 40 RICK SPRINGFIELD/Don't Walk Away

ADDS
CARS/Magic
HOWARD JONES/What Is Love?
MICHAEL JACKSON/Farewell My Summer Lo

ON
VAN STEPHENSON/Modern Day Delilah
JEFFERSON STARSHIP/No May Out
DAN HARTMAN/I Can Dream About You
ROD STEWART/Infatuation

KWSS 94.5 FM
San Jose
PD: Dave Van Stone
MD: Robin Kipps

H 1 STEVE PERRY/On Sherrill
H 2 DENICE WILLIAMS/Let's Hear It For The
H 3 CYNDI LAUPER/Time After Time
H 4 NIGHT RANGERS/Sister Christian
H 5 DURAN DURAN/The Reflex
H 6 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 7 LIONEL RICHIE/Hello
H 8 SHALAMAR/Dancing In The Sheets
H 9 GO GO'S/Head Over Heels
H 10 CARS/You Might Think
H 11 VAN HALEN/I'll Wait
H 12 RICK SPRINGFIELD/Love Somebody
H 13 SCORPIONS/Rock You Like A Hurri
H 14 PHIL COLLINS/Against All Odds
H 15 IRVING COBB/Breakdance
H 16 MADONNA/Borderline
H 17 LAURA BRANIGAN/Self Control
H 18 BERLIN/No More Words
H 19 BILLY JOEL/The Longest Time
H 20 CHRISTINE MCVIE/Love Will Show Us How
H 21 THOMPSON TWINS/Hold Me Now
H 22 CHICAGO/Stay The Night
H 23 POINTER SISTERS/Jump (For My Love)
H 24 JOE JACKSON/You Can't Get What Yo
H 25 ALAN PARSONS/Don't Answer Me
H 26 TALK TALK/It's My Life
H 27 STYLE COUNCIL/My Ever Changing Mood
H 28 BURTYNICS/Who's That Girl
H 29 BILLY JOEL/You Can't Get What Yo
H 30 HOWARD JONES/What Is Love?

ADDS
DAN HARTMAN/I Can Dream About You
RICK SPRINGFIELD/Don't Walk Away
RINO & WILSON/Almost Paradise
ROD STEWART/Infatuation
PRINCE/When Doves Cry

ON
SLADE/Run Runaway
LAID BACK/White Horse
VAN STEPHENSON/Modern Day Delilah
WANG CHUNG/Dance Hall Days
JEFFERSON STARSHIP/No May Out
CARS/Magic
BRUCE SPRINGSTEEN/Dancing In The Dark
THOMPSON TWINS/Doctor! Doctor!
CULTURE CLUB/It's A Miracle
INXS/Original Sin/Dream On
ICICLE MONKS/Whisper To A Scream

MUSIC 105
Denver
PD: Doug Erickson
MD: Gloria Avila

H 1 DENICE WILLIAMS/Let's Hear It For The
H 2 CYNDI LAUPER/Time After Time
H 3 PHIL COLLINS/Against All Odds
H 4 LIONEL RICHIE/Hello
H 5 STEVE PERRY/On Sherrill
H 6 NIGHT RANGERS/Sister Christian
H 7 RINO & WILSON/Almost Paradise
H 8 JERMAINE JACKSON/Tell Me I'm Not Dream
H 9 VAN HALEN/I'll Wait
H 10 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 11 IRVING COBB/Breakdance
H 12 CARS/You Might Think
H 13 GO GO'S/Head Over Heels
H 14 SHALAMAR/Dancing In The Sheets
H 15 MADONNA/Borderline
H 16 BERLIN/No More Words
H 17 BRUCE SPRINGSTEEN/Dancing In The Dark
H 18 RICK SPRINGFIELD/Love Somebody
H 19 BILLY JOEL/The Longest Time
H 20 IGLESIAS & NELSON/To All The Girls I've
H 21 LAURA BRANIGAN/Self Control
H 22 THOMPSON TWINS/Hold Me Now
H 23 POINTER SISTERS/Jump (For My Love)
H 24 CARS/Magic
H 25 ALAN PARSONS/Don't Answer Me
H 26 CHRISTINE MCVIE/Love Will Show Us How
H 27 JEFFERSON STARSHIP/No May Out
H 28 CHICAGO/Stay The Night
H 29 JOE JACKSON/You Can't Get What Yo
H 30 CULTURE CLUB/It's A Miracle
H 31 WANG CHUNG/Dance Hall Days
H 32 ALAN PARSONS/Don't Answer Me
H 33 VAN STEPHENSON/Modern Day Delilah
H 34 DAN HARTMAN/I Can Dream About You
H 35 ICICLE MONKS/Whisper To A Scream
H 36 ROD STEWART/Infatuation
H 37 BERLIN/No More Words
H 38 HOWARD JONES/What Is Love?
H 39 BILLY JOEL/You Can't Get What Yo
H 40 THOMPSON TWINS/Doctor! Doctor!

ADDS
JOE JACKSON/You Can't Get What Yo
PAUL YOUNG/Love Of The Common...
ZZ TOP/Legs

ON
BERGIO MENDES/Alibis
QUEEN/I Want To Break Free
DORIS JOPLIN/Little Lady
VAN HALEN/ROCKERS/Don't Waste Your Time

KOPA
Phoenix PD: Reggie Blackwell
MD: Art Morales

H 1 LIONEL RICHIE/Hello
H 2 PHIL COLLINS/Against All Odds
H 3 STEVE PERRY/On Sherrill
H 4 DENICE WILLIAMS/Let's Hear It For The
H 5 CYNDI LAUPER/Time After Time
H 6 BERLIN/No More Words
H 7 BILLY JOEL/The Longest Time
H 8 RICK SPRINGFIELD/Love Somebody
H 9 IRVING COBB/Breakdance
H 10 CARS/You Might Think
H 11 JERMAINE JACKSON/Tell Me I'm Not Dream
H 12 NIGHT RANGERS/Sister Christian
H 13 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 14 GO GO'S/Head Over Heels
H 15 DURAN DURAN/The Reflex
H 16 TRACEY ULLMAN/They Don't Know
H 17 THOMPSON TWINS/Hold Me Now
H 18 CULTURE CLUB/It's A Miracle
H 19 IGLESIAS & NELSON/To All The Girls I've
H 20 MADONNA/Borderline
H 21 VAN HALEN/I'll Wait
H 22 SHALAMAR/Dancing In The Sheets
H 23 JOE JACKSON/You Can't Get What Yo
H 24 SLADE/Run Runaway
H 25 LAURA BRANIGAN/Self Control
H 26 BILLY JOEL/You Can't Get What Yo
H 27 POINTER SISTERS/Jump (For My Love)
H 28 BRUCE SPRINGSTEEN/Dancing In The Dark
H 29 WANG CHUNG/Dance Hall Days
H 30 ZZ TOP/Legs

ADDS
LATOYA JACKSON/Heart Don't Lie
PSYCHEDELIC PURS/The Ghost In You
CARS/Magic
BURTYNICS/Who's That Girl
THOMPSON TWINS/Doctor! Doctor!

ON
ALAN PARSONS/Don't Answer Me
QUEEN/I Want To Break Free
DAN HARTMAN/I Can Dream About You
STYLE COUNCIL/My Ever Changing Mood
ICICLE MONKS/Whisper To A Scream

KPKE
Denver
PD: Tim Fox
Asst. PD: Mark Bolke

H 1 STEVE PERRY/On Sherrill
H 2 DENICE WILLIAMS/Let's Hear It For The
H 3 LIONEL RICHIE/Hello
H 4 CYNDI LAUPER/Time After Time
H 5 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 6 BERLIN/No More Words
H 7 CARS/You Might Think
H 8 ALAN PARSONS/Don't Answer Me
H 9 IRVING COBB/Breakdance
H 10 PHIL COLLINS/Against All Odds
H 11 JERMAINE JACKSON/Tell Me I'm Not Dream
H 12 IGLESIAS & NELSON/To All The Girls I've
H 13 KOO & THE GANG/Tonight
H 14 DURAN DURAN/The Reflex
H 15 SCORPIONS/Rock You Like A Hurri
H 16 THOMPSON TWINS/Hold Me Now
H 17 NIGHT RANGERS/Sister Christian
H 18 BILLY JOEL/The Longest Time
H 19 VAN HALEN/I'll Wait
H 20 GO GO'S/Head Over Heels
H 21 RINO & WILSON/Almost Paradise
H 22 JEFFERSON STARSHIP/No May Out
H 23 BRUCE SPRINGSTEEN/Dancing In The Dark
H 24 LAURA BRANIGAN/Self Control
H 25 MADONNA/Borderline
H 26 SHALAMAR/Dancing In The Sheets
H 27 THOMPSON TWINS/Hold Me Now
H 28 CHICAGO/Stay The Night
H 29 JOE JACKSON/You Can't Get What Yo
H 30 CULTURE CLUB/It's A Miracle

ADDS
BILLY JOEL/You Can't Get What Yo
WANG CHUNG/Dance Hall Days
ROD STEWART/Infatuation
SLADE/Run Runaway
ZZ TOP/Legs

ON

KFRC 7610
AM STEREO
San Francisco
PD: Mike Phillips
MD: Lanette Abraham

H 1 POINTER SISTERS/Jump (For My Love)
H 2 DURAN DURAN/The Reflex
H 3 STEVE PERRY/On Sherrill
H 4 NIGHT RANGERS/Sister Christian
H 5 SHALAMAR/Dancing In The Sheets
H 6 DENICE WILLIAMS/Let's Hear It For The
H 7 JERMAINE JACKSON/Tell Me I'm Not Dream
H 8 CYNDI LAUPER/Time After Time
H 9 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 10 VAN HALEN/I'll Wait
H 11 MADONNA/Borderline
H 12 SCORPIONS/Rock You Like A Hurri
H 13 IRVING COBB/Breakdance
H 14 GO GO'S/Head Over Heels
H 15 BRUCE SPRINGSTEEN/Dancing In The Dark
H 16 BURTYNICS/Who's That Girl
H 17 CARS/You Might Think
H 18 JOE JACKSON/You Can't Get What Yo
H 19 RICK SPRINGFIELD/Love Somebody
H 20 CULTURE CLUB/It's A Miracle
H 21 EDDY GRANT/Romancing The Stone
H 22 PHIL COLLINS/Against All Odds
H 23 BERLIN/No More Words
H 24 CARS/Magic
H 25 THOMPSON TWINS/Hold Me Now
H 26 CULTURE CLUB/It's A Miracle
H 27 LIONEL RICHIE/Hello
H 28 JOHN COUGAR/Authority Song
H 29 BURTYNICS/Who's That Girl
H 30 MICHAEL JACKSON/Farewell My Summer Lo

ADDS
12, 15, 18, 24, 30

KUBE 93 FM
Seattle
PD: Bob Case
MD: Tom Hutyler

H 1 DENICE WILLIAMS/Let's Hear It For The
H 2 STEVE PERRY/On Sherrill
H 3 CYNDI LAUPER/Time After Time
H 4 HUET LEWIS & NEWS/Heart Of Rock & Roll
H 5 LIONEL RICHIE/Hello
H 6 IRVING COBB/Breakdance
H 7 DURAN DURAN/The Reflex
H 8 BILLY JOEL/The Longest Time
H 9 CARS/You Might Think
H 10 GO GO'S/Head Over Heels
H 11 SHALAMAR/Dancing In The Sheets
H 12 MADONNA/Borderline
H 13 BRUCE SPRINGSTEEN/Dancing In The Dark
H 14 RICK SPRINGFIELD/Love Somebody
H 15 BILLY JOEL/The Longest Time
H 16 IGLESIAS & NELSON/To All The Girls I've
H 17 LAURA BRANIGAN/Self Control
H 18 THOMPSON TWINS/Hold Me Now
H 19 POINTER SISTERS/Jump (For My Love)
H 20 CARS/Magic
H 21 ALAN PARSONS/Don't Answer Me
H 22 CHRISTINE MCVIE/Love Will Show Us How
H 23 JEFFERSON STARSHIP/No May Out
H 24 CHICAGO/Stay The Night
H 25 JOE JACKSON/You Can't Get What Yo
H 26 CULTURE CLUB/It's A Miracle
H 27 WANG CHUNG/Dance Hall Days
H 28 ALAN PARSONS/Don't Answer Me
H 29 VAN STEPHENSON/Modern Day Delilah
H 30 DAN HARTMAN/I Can Dream About You
H 31 ICICLE MONKS/Whisper To A Scream
H 32 ROD STEWART/Infatuation
H 33 BERLIN/No More Words
H 34 HOWARD JONES/What Is Love?
H 35 BILLY JOEL/You Can't Get What Yo
H 36 THOMPSON TWINS/Doctor! Doctor!

ADDS
ZZ TOP/Legs
RINO & WILSON/Almost Paradise
THOMPSON TWINS/Doctor! Doctor!

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

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

Enclosed is my check for \$_____.

VISA/MasterCard _____ Exp. Date _____
Interbank _____ (MasterCard Only)
California Residents add 6 1/2% Sales Tax

NAME _____
FIRM _____
ADDRESS _____
CITY/STATE/ZIP _____

EAST Most Added Hottest

Prince
Ollie & Jerry
Rick Springfield

Deniece Williams
Duran Duran
Cyndi Lauper

CHR AIDS & 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

Ollie & Jerry
Deniece Williams
Prince
Cyndi Lauper
Thompson Twins
Steve Perry

EAST

PARALLEL TWO

WFLY/Albany, NY

Clark/Lawrence
FACE TO FACE
ALAN PARSONS
BON JOVI
Hot: DENISE WILLIAMS 1-1
IRENE CARA 2-2
DURAN DURAN 10-8
SHALAMAR 14-11
POINTERS SISTERS 19-12

Q100/Allentown, PA

Dillon/Freeman
MICHAEL JACKSON
THOMPSON TWINS
RICK SPRINGFIELD
DAN HARTMAN
PSYCHEDELIC PURS
OLLIE & JERRY
Hot: STEVE PERRY 7-1
DENISE WILLIAMS 5-3
DURAN DURAN 10-4
HUEY LEWIS & NEWS 15-9
FRANKIE GOES TO H 23-17

WMAR/Baltimore, MD

Wimmer/Payne
ROD STEWART
ZZ TOP
THOMPSON TWINS
RICK SPRINGFIELD
CARS
SERGIO MENDES
PEABO BRYSON
Hot: DURAN DURAN 11-5
IRENE CARA 9-6
CHICAGO 31-25
RENO & WILSON 40-33
BRUCE SPRINGSTEEN D-40

WNYS/Buffalo, NY

Bill Tod
FIRE, INC.
PRINCE
PAUL YOUNG
Hot: DENISE WILLIAMS 1-1
STEVE PERRY 3-2
CYNDI LAUPER 5-3
IRENE CARA 6-5
VAN HALEN 13-7

WVSR/Charleston, WV

Bailey/Larson
BON JOVI
OLLIE & JERRY
JUICE NEWTON
Hot: DENISE WILLIAMS 1-1
NIGHT RANGER 1-1
CYNDI LAUPER 7-3
STYX 26-16
ROCKWELL 33-17

K104/Erie, PA

Bill Shannon
PRINCE
DEF LEPPARD
GENESIS
OLLIE & JERRY
VANILLA PUDDING
Hot: DENISE WILLIAMS 1-1
NIGHT RANGER 3-1
STEVE PERRY 4-2
VAN HALEN 7-5
CHICAGO 26-16
JERMAINE JACKSON 29-19

WYCR/Hanover, PA

Mark Richards
none
Hot: CYNDI LAUPER 1-1
DENISE WILLIAMS 2-2
IGLESIAS & NELSON 6-3
STEVE PERRY 9-4
DURAN DURAN 13-5

WTIC-FM/Hartford, CT

Mike West
NIGHT RANGER
BILLY IDOL
PRINCE
Hot: DENISE WILLIAMS 1-1
HUEY LEWIS & NEWS 6-2
POINTERS SISTERS 15-11
CHICAGO 19-17
NIGHT RANGER D-21

WKEE/Huntington, WV

Gary Miller
COREY HART
ALAN PARSONS
ZZ TOP
PSYCHEDELIC PURS
SERGIO MENDES
OLLIE & JERRY
TIMMY THOMAS
Hot: DENISE WILLIAMS 1-1
STEVE PERRY 3-2
IRENE CARA 4-3
CYNDI LAUPER 6-4
DURAN DURAN 8-6

WLAN-FM/Lancaster, PA

Todd Halliday
ROBIN GIBB
LATOYA JACKSON
PRINCE
NIK KERSHAW
PEABO BRYSON (dp)
Hot: DENISE WILLIAMS 1-1
STEVE PERRY 5-2
DURAN DURAN 11-5
HUEY LEWIS & NEWS 24-1

KC101/New Haven, CT

Stef Rybak
HUEY LEWIS & NEWS
THOMPSON TWINS
PRINCE
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
STEVE PERRY 4-3
CYNDI LAUPER 3-3
NIGHT RANGER 17-10

FM106/Philadelphia, PA

Steve Davis
RENO & WILSON
PRINCE
COREY HART
THOMPSON TWINS
RICK SPRINGFIELD
ZZ TOP
CARS
Hot: DENISE WILLIAMS 1-1
CYNDI LAUPER 3-2
STEVE PERRY 4-3
POINTERS SISTERS 7-4
DURAN DURAN 10-6

WSPK/Poughkeepsie, NY

Chris Laido

PRINCE
FACE TO FACE
COREY HART
RICK SPRINGFIELD
THOMPSON TWINS
EDDY GRANT
Hot: CYNDI LAUPER 2-1
NIGHT RANGER 4-2
STEVE PERRY 9-6
DURAN DURAN 14-9
RENO & WILSON 31-21

Q92/Rochester, NY

Jay Stevens
PRINCE
CARS
HOWARD JONES
JEFFERSON STARSHI
PRINCE
Hot: DENISE WILLIAMS 1-1
BON JOVI 7-2
CYNDI LAUPER 16-6
STEVE PERRY 15-9
SCORPIONS 17-11

SBXY/Rochester, NY

Tom Mitchell
PRINCE
PAUL YOUNG
FIRE, INC.
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 9-6
JERMAINE JACKSON 18-8
HUEY LEWIS & NEWS 15-9
VAN HALEN 12-10

WQFM/Schenectady, NY

Tom Parker
THOMPSON TWINS
COREY HART
PRINCE
KENNY LOGGINS
Hot: STEVE PERRY 2-1
NIGHT RANGER 4-4
IRENE CARA 6-5
DURAN DURAN 9-6
VAN HALEN 8-7

WKFM/Syracuse, NY

Wayne Summers
RICK SPRINGFIELD
PAUL YOUNG
COREY HART
BON JOVI
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-5
HUEY LEWIS & NEWS 14-7
JERMAINE JACKSON 17-12
LAID BACK 19-15

WPST/Trenton, NJ

Tom Taylor
PEABO BRYSON
COREY HART
MICHAEL JACKSON
PRINCE
Hot: NIGHT RANGER 3-1
DURAN DURAN 2-2
JOE JACKSON 24-14
BILLY IDOL 33-21
BRUCE SPRINGSTEEN D-25

WRCK/Dubuque, NY

Jim Reitz
PRINCE
RICK SPRINGFIELD
ORION THE HUNTER
RATT
FACE TO FACE
GREG KINN BAND
ROCKWELL
Hot: DENISE WILLIAMS 2-1
DURAN DURAN 11-7
VAN HALEN 3-2
DURAN DURAN 6-3
CYNDI LAUPER 8-5
HUEY LEWIS & NEWS 9-7

WRCR/Dubuque, NY

PRINCE
RICK SPRINGFIELD
ORION THE HUNTER
RATT
FACE TO FACE
GREG KINN BAND
ROCKWELL
Hot: DENISE WILLIAMS 2-1
DURAN DURAN 11-7
VAN HALEN 3-2
DURAN DURAN 6-3
CYNDI LAUPER 8-5
HUEY LEWIS & NEWS 9-7

WKRZ-FM/Wilkes-Barre

Jim Rising
PRINCE
EURYTHMICS
Hot: DENISE WILLIAMS 1-1
HUEY LEWIS & NEWS 6-2
POINTERS SISTERS 15-11
CHICAGO 19-17
NIGHT RANGER D-21

WHYY/Ft. York, PA

Montione/Sarzynski
PEABO BRYSON
RICK SPRINGFIELD
ROBIN GIBB
PAUL YOUNG
SERGIO MENDES
ALAN PARSONS
Hot: DENISE WILLIAMS 2-1
CYNDI LAUPER 7-5
DURAN DURAN 9-6
HUEY LEWIS & NEWS 20-13
BILLY IDOL 32-19

Q106/York, PA

Mark McKenzie
RENO & WILSON
CARS
BILLY IDOL
BRUCE SPRINGSTEEN
MADONNA
Hot: DENISE WILLIAMS 1-1
CYNDI LAUPER 4-2
IRENE CARA 6-4
HUEY LEWIS & NEWS 7-5
DURAN DURAN 8-6

WQCM/Hagerstown, MD

Will Kauffman
OLLIE & JERRY
PRINCE
RICK SPRINGFIELD
BAR-KAYS (dp)
PSYCHEDELIC PURS (dp)
Hot: DENISE WILLIAMS 1-1
JERMAINE JACKSON 5-3
NIGHT RANGER 9-6
DURAN DURAN 13-7
BRUCE SPRINGSTEEN D-18

WFBI/Altoona, PA

Edy Grant
EDDY GRANT
BURTON & JUDE
ROBIN GIBB
PRINCE
OLLIE & JERRY
BON JOVI (dp)
RICK SPRINGFIELD
JOHNNY MATSIS (dp)
Hot: DENISE WILLIAMS 1-1
MADONNA 9-5
LAURA BRANIGAN 19-14
CULTURE CLUB 23-17
SLADE 27-21

OK100/thea, NY

Bill Watson
none
Hot: HUEY LEWIS & NEWS 1-1
CYNDI LAUPER 3-3
NIGHT RANGER 6-6
38 SPECIAL 8-8
DURAN DURAN 9-9

13FEA/Manchester, NH

Rick Ryder
MICHAEL JACKSON
EURYTHMICS
DUKE JUPITER
FACE TO FACE
OLLIE & JERRY
ROBIN GIBB
Hot: DENISE WILLIAMS 6-1
CYNDI LAUPER 10-3
STEVE PERRY 9-4
NIGHT RANGER 23-12
DURAN DURAN 25-16

WQUY/Bangor, ME

Jim Randall

JEFFERSON STARSHI
OLLIE & JERRY
PRINCE
TINA TURNER
THOMPSON TWINS
ROBIN GIBB
ROCKWELL
Hot: MADONNA 3-1
STEVE PERRY 2-2
CYNDI LAUPER 5-3
IRENE CARA 6-4
NIGHT RANGER 8-6

WZON/Bangor, ME

Michael O'Hara
BRUCE SPRINGSTEEN
BILLY IDOL
CHICAGO
PRINCE
Hot: DENISE WILLIAMS 1-1
BON JOVI 7-2
CYNDI LAUPER 16-6
STEVE PERRY 15-9
SCORPIONS 17-11

WIGY/Beth, ME

Scott Robbins
JEFFERSON STARSHI
RICK SPRINGFIELD
THOMPSON TWINS
ALAN PARSONS
PAUL YOUNG
TINA TURNER
FACE TO FACE
COREY HART
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-6
BRUCE SPRINGSTEEN D-20
POINTERS SISTERS 37-29

WQFM/Wheeling, WV

Dwayne Bonds
ROBIN GIBB
OLLIE & JERRY
EDDY GRANT
TINA TURNER
MICHAEL JACKSON
Hot: DENISE WILLIAMS 4-1
JERMAINE JACKSON 6-3
CYNDI LAUPER 14-4
DURAN DURAN 16-8
BILLY IDOL 18-10

103CIR/Backley, WV

Bob Spencer
DAN HARTMAN
CARS
ZZ TOP
ALAN PARSONS
RICK SPRINGFIELD
OLLIE & JERRY (dp)
PRINCE
Hot: DENISE WILLIAMS 1-1
STEVE PERRY 2-2
CYNDI LAUPER 3-3
NIGHT RANGER 6-6
DURAN DURAN 9-7

WIKZ/Chambersburg, PA

Matthew/Alexander
THOMPSON TWINS
LATOYA JACKSON
COREY HART
NIK KERSHAW
COREY HART
Hot: DENISE WILLIAMS 1-1
NIGHT RANGER 2-2
STEVE PERRY 3-3
CYNDI LAUPER 7-4
LAURA BRANIGAN 11-9

WTSN/Dover, NH

Jim Sebastian
ROBIN GIBB
FACE TO FACE
PRINCE
THOMPSON TWINS
CARS
OLLIE & JERRY
Hot: DENISE WILLIAMS 2-1
DURAN DURAN 11-7
VAN HALEN 3-2
DURAN DURAN 6-3
CYNDI LAUPER 8-5
HUEY LEWIS & NEWS 9-7

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

KHFI/Austin, TX

Volkman/Garrett
BRUCE SPRINGSTEEN
MICHAEL JACKSON
ROD STEWART
CARS
PRINCE
WANG CHUNG
ALAN PARSONS
HOWARD JONES
RICK SPRINGFIELD
THOMPSON TWINS
COREY HART
JEFFERSON STARSHI
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 2-2
CYNDI LAUPER 6-3
HUEY LEWIS & NEWS 10-7
NIGHT RANGER 19-8

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

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OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WKXU/Ocean City, MD

Jack Owen

RICK SPRINGFIELD
PSYCHEDELIC PURS
THOMPSON TWINS
SERGIO MENDES
ROBIN GIBB
BON JOVI
PRINCE
Hot: DENISE WILLIAMS 1-1
SHALAMAR 4-3
CYNDI LAUPER 5-4
RENO & WILSON 9-7
VAN HALEN 15-11

WSSX/Charleston, SC

Phillips/Allen
ZZ TOP
PRINCE
HOWARD JONES
OLLIE & JERRY (dp)
Hot: STEVE PERRY 2-1
SHALAMAR 4-3
HUEY LEWIS & NEWS 13-7
JERMAINE JACKSON 16-12
JOE JACKSON 20-15

WBCY/Charlotte, NC

Bob Kagan
THOMPSON TWINS
DAN HARTMAN
OLLIE & JERRY
PRINCE
YARBROUGH/PEOPLES
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-6
TINA TURNER
ROBIN GIBB
ALAN PARSONS
SERGIO MENDES
DWAYNE BONDS
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-6
BRUCE SPRINGSTEEN D-20
POINTERS SISTERS 37-29

WJZY/Charlotte, NC

Chrysler/Radford
BRUCE SPRINGSTEEN
RICK SPRINGFIELD
COREY HART
JUICE NEWTON
BON JOVI
THOMPSON TWINS
EDDY GRANT
HOWARD JONES
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 5-2
CYNDI LAUPER 7-4
HUEY LEWIS & NEWS 13-7
POINTERS SISTERS 27-17

WVMP-FM/Wehaling, WV

Dwayne Bonds
ROBIN GIBB
OLLIE & JERRY
EDDY GRANT
TINA TURNER
MICHAEL JACKSON
Hot: DENISE WILLIAMS 4-1
JERMAINE JACKSON 6-3
CYNDI LAUPER 14-4
DURAN DURAN 16-8
BILLY IDOL 18-10

WISQV/Wilmington, PA

Frank Bell
BILLY IDOL
ALAN PARSONS
THOMPSON TWINS
ORION THE HUNTER
Hot: NIGHT RANGER 3-1
TINA TURNER
VAN HALEN 4-3
SLADE 10-7
BRUCE SPRINGSTEEN 19-11

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

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PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

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PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
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SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

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EDDY GRANT
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DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

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EDDY GRANT
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JUICE NEWTON
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BILLY IDOL 21-16

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EDDY GRANT
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JUICE NEWTON
OLLIE & JERRY
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SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

KX108/Birmingham, AL

Kevin McCarthy

RICK SPRINGFIELD
THOMPSON TWINS
JUICE NEWTON
EDDY GRANT
Hot: DENISE WILLIAMS 1-1
SHALAMAR 4-3
CYNDI LAUPER 5-4
RENO & WILSON 9-7
VAN HALEN 15-11

WSSX/Charleston, SC

Phillips/Allen
ZZ TOP
PRINCE
HOWARD JONES
OLLIE & JERRY (dp)
Hot: STEVE PERRY 2-1
SHALAMAR 4-3
HUEY LEWIS & NEWS 13-7
JERMAINE JACKSON 16-12
JOE JACKSON 20-15

WBCY/Charlotte, NC

Bob Kagan
THOMPSON TWINS
DAN HARTMAN
OLLIE & JERRY
PRINCE
YARBROUGH/PEOPLES
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-6
TINA TURNER
ROBIN GIBB
ALAN PARSONS
SERGIO MENDES
DWAYNE BONDS
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-6
BRUCE SPRINGSTEEN D-20
POINTERS SISTERS 37-29

WJZY/Charlotte, NC

Chrysler/Radford
BRUCE SPRINGSTEEN
RICK SPRINGFIELD
COREY HART
JUICE NEWTON
BON JOVI
THOMPSON TWINS
EDDY GRANT
HOWARD JONES
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 5-2
CYNDI LAUPER 7-4
HUEY LEWIS & NEWS 13-7
POINTERS SISTERS 27-17

WVMP-FM/Wehaling, WV

Dwayne Bonds
ROBIN GIBB
OLLIE & JERRY
EDDY GRANT
TINA TURNER
MICHAEL JACKSON
Hot: DENISE WILLIAMS 4-1
JERMAINE JACKSON 6-3
CYNDI LAUPER 14-4
DURAN DURAN 16-8
BILLY IDOL 18-10

WISQV/Wilmington, PA

Frank Bell
BILLY IDOL
ALAN PARSONS
THOMPSON TWINS
ORION THE HUNTER
Hot: NIGHT RANGER 3-1
TINA TURNER
VAN HALEN 4-3
SLADE 10-7
BRUCE SPRINGSTEEN 19-11

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
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LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
DURAN DURAN 9-8
BILLY IDOL 21-16

WZLZ/Columbia, SC

Chuck Finley
PAUL YOUNG
EDDY GRANT
LATOYA JACKSON
JUICE NEWTON
OLLIE & JERRY
Hot: DENISE WILLIAMS 1-1
DURAN DURAN 10-4
SHALAMAR 5-6
D

MIDWEST Most Added Hottest

Rick Springfield Prince Thompson Twins Cyndi Lauper Deniece Williams 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

Prince Rick Springfield Corey Hart Cyndi Lauper Deniece Williams Duran Duran

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick RICK SPRINGFIELD ZZ TOP PRINCE ORION THE HUNTER PSYCHEDELIC FURS (dp) OLLIE & JERRY JENNY BURTON Hottest: STEVE PERRY 1-1 VAN HALEN 3-2 JERMAINE JACKSON 8-5 HUEY LEWIS & NEWS 10-7 CARS 28-19

WVHC/Appleton-Oshkosh, WI Chris Celina BRUCE SPRINGSTEEN ZZ TOP QUEEN DAN HARTMAN THOMPSON TWINS Hottest: ALAN PARSONS NIGHT RANGER 3-1 DENIECE WILLIAMS 2-2 DURAN DURAN 16-13 BILLY IDOL 32-20 RENO & WILSON 33-21

WKAU/Appleton-Oshkosh, WI Ross/Bradleigh RICK SPRINGFIELD WANG CHUNG VAN STEPHENSON Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 6-3 DURAN DURAN 10-7 SLADE 17-14 JERMAINE JACKSON 29-20

92X/Columbus, OH Cook/Celle LAURA BRANIGAN MADONNA RENO & WILSON RICK SPRINGFIELD THOMPSON TWINS Hottest: CYNDI LAUPER 2-1 IRENE CARA 5-3 JERMAINE JACKSON 15-6 DURAN DURAN 11-7 SLADE 26-22

KIHK/Davenport, IA Jim O'Hara THOMPSON TWINS BRUCE SPRINGSTEEN (dp) ROD STEWART (dp) RICK SPRINGFIELD (dp) HOWARD JONES (dp) PAUL YOUNG Hottest: DENIECE WILLIAMS 2-1 CYNDI LAUPER 4-2 DURAN DURAN 7-5 JERMAINE JACKSON 13-8 LAID BACK 15-14

KMGK/Des Moines, IA Al Brock PRINCE ROBIN GIBB SERGIO MENDES JUICE NEWTON ROCKWELL OLLIE & JERRY Hottest: STEVE PERRY 2-1 IRENE CARA 3-2 SHALAMAR 4-3 CYNDI LAUPER 6-4 DURAN DURAN 11-7

WBCB/Duluth Dick Johnson ROD STEWART (dp) CARS (dp) ALAN PARSONS DAN HARTMAN THOMPSON TWINS (dp) Hottest: DENIECE WILLIAMS 2-1 STEVE PERRY 3-2 CYNDI LAUPER 6-3 NIGHT RANGER 8-5 LAURA BRANIGAN 10-8

WKDQ/Evanston, IN Hobbs/Payne RICK SPRINGFIELD JEFFERSON STARSHI ICICLE WORKS (dp) OLLIE & JERRY (dp) DUKE JUPITER Hottest: STEVE PERRY 2-1 CYNDI LAUPER 3-2 SHALAMAR 6-3 JERMAINE JACKSON 9-6 DURAN DURAN 19-8

WSTO/Evanston, IN Chris Taylor HUEY LEWIS & NEWS Hottest: CYNDI LAUPER 3-1 STEVE PERRY 7-3 SHALAMAR 12-7 IRENE CARA 23-11 NIGHT RANGER 23-11

WMEE/Ft. Wayne, IN Scott Dugan COREY HART THOMPSON TWINS RICK SPRINGFIELD ALAN PARSONS BON JOVI Hottest: DENIECE WILLIAMS 1-1 DURAN DURAN 8-4 NIGHT RANGER 6-5 SCORPIONS 14-11 HUEY LEWIS & NEWS 18-14

WGRD/Grand Rapids, MI Swart/Duling PRINCE THOMPSON TWINS ALAN PARSONS BON JOVI Hottest: NIGHT RANGER 1-1 STEVE PERRY 2-2 HUEY LEWIS & NEWS 8-6 SLADE 13-9 RENO & WILSON 24-13

WZPL/Indianapolis, IN Jim Miles none Hottest: LIONEL RICHIE 1-1 PHIL COLLINS 2-2 DENIECE WILLIAMS 3-3 RICK SPRINGFIELD 4-4 POINTER SISTERS 16-16

WJXQ/Jackson, MI Ryan/Cheeka ROD STEWART ORION THE HUNTER RATT Hottest: VAN HALEN 1-1 ZZ TOP 14-10 CYNDI LAUPER 20-13 JEFFERSON STARSHI 21-16 BRUCE SPRINGSTEEN 36-23

WKFR/Kalamazoo, MI Rick Chapman THOMPSON TWINS ROD STEWART (dp) CARS (dp) RICK SPRINGFIELD (dp) COREY HART (dp) Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 4-2 NIGHT RANGER 7-5 DURAN DURAN 11-7 HUEY LEWIS & NEWS 23-11

ZZ99/Kansas City, MO Lake/Benson ROD STEWART RENO & WILSON ROCKWELL BRUCE SPRINGSTEEN Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 3-2 NIGHT RANGER 4-3 CYNDI LAUPER 6-4 HUEY LEWIS & NEWS 11-8

WVIC/Lansing, MI Martin/Kitredge EURYTHMICS POINTER SISTERS CARS WANG CHUNG Hottest: NIGHT RANGER 1-1 STEVE PERRY 3-2 DENIECE WILLIAMS 4-3 CYNDI LAUPER 6-4 HUEY LEWIS & NEWS 7-5

Z104/Medison, WI Little/Hudson PRINCE EDDY GRANT VAN STEPHENSON Hottest: LIONEL RICHIE 1-1 CYNDI LAUPER 4-2 STEVE PERRY 3-3 DURAN DURAN 6-4 NIGHT RANGER 11-5

KJ103/Oklahoma City, OK Dan Wilson BRUCE SPRINGSTEEN RICK SPRINGFIELD PRINCE Hottest: DENIECE WILLIAMS 2-1 NIGHT RANGER 1-2 STEVE PERRY 4-3 DURAN DURAN 12-6 RENO & WILSON 22-15

KKQK/Omaha, NE Taylor/Dean RENO & WILSON ROD STEWART RICK SPRINGFIELD ALAN PARSONS Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 2-2 NIGHT RANGER 4-3 DURAN DURAN 5-4 HUEY LEWIS & NEWS 11-6

KZ93/Peoria, IL Edwards/Meloney JOE JACKSON BILLY IDOL ROD STEWART Hottest: LIONEL RICHIE 1-1 DENIECE WILLIAMS 3-2 STEVE PERRY 5-4 NIGHT RANGER 6-5 HUEY LEWIS & NEWS 9-7

WRKR/Racine-Milwaukee Pat Martin PRINCE ICICLE WORKS WANG CHUNG EDDY GRANT RATT Hottest: NIGHT RANGER 6-1 DURAN DURAN 4-2 HUEY LEWIS & NEWS 9-4 BILLY IDOL 19-10 POINTER SISTERS 18-12

WZOK/Rockford, IL Geoff Davis POINTER SISTERS ROD STEWART Hottest: CYNDI LAUPER 5-1 NIGHT RANGER 6-2 STEVE PERRY 3-3 DENIECE WILLIAMS 7-5 HUEY LEWIS & NEWS 10-6

U83/South Bend, IN J.K. Dearing VAN HALEN Hottest: LIONEL RICHIE 1-1 CYNDI LAUPER 4-2 RICK SPRINGFIELD 6-4 PHIL COLLINS 11-5 CULTURE CLUB 21-14

WRQN/Toledo, OH Schaffer/Mitchell WANG CHUNG COREY HART OLLIE & JERRY ZZ TOP RICK SPRINGFIELD Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 2-2 DURAN DURAN 13-4 HUEY LEWIS & NEWS 16-9 BILLY IDOL 33-26

K107/Tulsa, OK Rivers/Stephens HOWARD JONES ROD STEWART CARS DAN HARTMAN ALAN PARSONS BRUCE SPRINGSTEEN RICK SPRINGFIELD DUKE JUPITER THOMPSON TWINS JEFFERSON STARSHI DWIGHT TWILLEY OLLIE & JERRY BON JOVI COREY HART PRINCE Hottest: STEVE PERRY 5-1 DENIECE WILLIAMS 8-2 IRENE CARA 6-3 NIGHT RANGER 11-4 DURAN DURAN 25-11

KELI/Tulsa, OK Myers/Michael ORION THE HUNTER OLLIE & JERRY ROBIN GIBB COREY HART PRINCE (dp) Hottest: STEVE PERRY 2-1 CYNDI LAUPER 3-2 NIGHT RANGER 4-4 DURAN DURAN 6-5 HUEY LEWIS & NEWS 9-7

KEYN-FM/Wichita, KS Taylor/Brown RICK SPRINGFIELD EDDY GRANT ALAN PARSONS PSYCHEDELIC FURS Hottest: STEVE PERRY 2-1 CYNDI LAUPER 5-2 NIGHT RANGER 6-3 HUEY LEWIS & NEWS 15-9 DURAN DURAN 17-11

WYFM/Youngstown Jeff Tobin BRUCE SPRINGSTEEN IRENE CARA Hottest: STEVE PERRY 5-1 CYNDI LAUPER 4-3 DURAN DURAN 11-6 NIGHT RANGER 13-7 BILLY JOEL 14-9

WYFM/Youngstown Jeff Tobin BRUCE SPRINGSTEEN IRENE CARA Hottest: STEVE PERRY 5-1 CYNDI LAUPER 4-3 DURAN DURAN 11-6 NIGHT RANGER 13-7 BILLY JOEL 14-9

WYFM/Youngstown Jeff Tobin BRUCE SPRINGSTEEN IRENE CARA Hottest: STEVE PERRY 5-1 CYNDI LAUPER 4-3 DURAN DURAN 11-6 NIGHT RANGER 13-7 BILLY JOEL 14-9

KFYR/Bismarck, ND Brannen/Hardt CARS ROBIN GIBB JEFFERSON STARSHI BILLY IDOL Hottest: STEVE PERRY 2-1 SCORPIONS 3-3 DENIECE WILLIAMS 6-4 CYNDI LAUPER 9-5 VAN HALEN 11-6

WBNO/Bloomington, IL Justin/Robbins ROD STEWART RENO & WILSON THOMPSON TWINS COREY HART (dp) WANG CHUNG (dp) Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 2-2 CYNDI LAUPER 3-3 NIGHT RANGER 4-4 HUEY LEWIS & NEWS 10-6

WBWB/Bloomington, IN John Heimann BON JOVI COREY HART EDDY GRANT RICK SPRINGFIELD Hottest: STEVE PERRY 1-1 CYNDI LAUPER 7-3 IRENE CARA 5-4 VAN HALEN 15-11 DURAN DURAN 17-12

KKRC/Sioux Falls Dan Kleley STYLE COUNCIL BILLY IDOL BRUCE SPRINGSTEEN DAN HARTMAN CARS GREG KIHN BAND Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 2-2 CYNDI LAUPER 3-3 SLADE 6-4 DURAN DURAN 7-5

PARALLEL THREE

WCIL-FM/Carbondale, IL Tony Waitkus ROCKWELL (dp) CARS BILLY IDOL CHICAGO RENO & WILSON LAURA BRANIGAN Hottest: DURAN DURAN 1-1 NIGHT RANGER 3-2 SCORPIONS 2-3 HUEY LEWIS & NEWS 8-4 MICHAEL JACKSON D-20

KCMQ/Columbia, MO Dave McCormick ALAN PARSONS RICK SPRINGFIELD BON JOVI PRINCE Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 2-2 CYNDI LAUPER 3-3 HUEY LEWIS & NEWS 12-7 LAURA BRANIGAN 20-13

YB/Fargo, ND Collins/Anderson THOMPSON TWINS ALAN PARSONS RICK SPRINGFIELD PRINCE EDDY GRANT Hottest: DENIECE WILLIAMS 1-1 CYNDI LAUPER 4-3 NIGHT RANGER 6-4 HUEY LEWIS & NEWS 15-8 SLADE 17-12

KKXL-FM/Grand Forks, ND Don Nordine CARS CHRISTINE MCVIE BRUCE SPRINGSTEEN Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 4-3 CYNDI LAUPER 10-4 DURAN DURAN 15-9 RENO & WILSON 26-19

KRNA/Iowa City, IA Bart Goyne THOMPSON TWINS RICK SPRINGFIELD EDDY GRANT PRINCE BON JOVI R.E.M. Hottest: CYNDI LAUPER 3-1 DENIECE WILLIAMS 1-2 VAN HALEN 5-3 GO GO'S 11-4 HUEY LEWIS & NEWS 6-5

WAZY-FM/Lafayette, IN Stacy/Sparrow RENO & WILSON ROD STEWART POINTER SISTERS ZZ TOP PSYCHEDELIC FURS DUKE JUPITER JUICE NEWTON OLLIE & JERRY Hottest: DURAN DURAN 10-1 DENIECE WILLIAMS 4-3 NIGHT RANGER 5-5 STYX 29-19 CARS 38-22

KFRX/Lincoln Tracy Johnson RICK SPRINGFIELD THOMPSON TWINS ALAN PARSONS BON JOVI ROBIN GIBB DUKE JUPITER (dp) Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 3-2 CYNDI LAUPER 5-3 NIGHT RANGER 6-4 DURAN DURAN 11-6

KXSS/Lincoln, NE Dean Lambert CHAD STUART & JER Hottest: STEVE PERRY 4-1 DENIECE WILLIAMS 1-2 CYNDI LAUPER 6-5 NIGHT RANGER 14-11 HUEY LEWIS & NEWS 21-14

KKLS-FM/Rapid City, SD Sherwin/Piper RENO & WILSON THOMPSON TWINS BON JOVI COREY HART PEABO BRYSON JOHN COUGAR 1-1 DENIECE WILLIAMS 9-4 VAN HALEN 8-5 CYNDI LAUPER 15-7 MADONNA 17-9

99KQ/Salina, KS Denny Collier CARS (dp) PRINCE (dp) BRUCE SPRINGSTEEN ROBIN GIBB RICK SPRINGFIELD BON JOVI (dp) Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 6-2 CYNDI LAUPER 21-11 VAN HALEN 20-13 HUEY LEWIS & NEWS 24-16

KKRC/Sioux Falls Dan Kleley STYLE COUNCIL BILLY IDOL BRUCE SPRINGSTEEN DAN HARTMAN CARS GREG KIHN BAND Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 2-2 CYNDI LAUPER 3-3 SLADE 6-4 DURAN DURAN 7-5

KKRC/Sioux Falls Dan Kleley STYLE COUNCIL BILLY IDOL BRUCE SPRINGSTEEN DAN HARTMAN CARS GREG KIHN BAND Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 2-2 CYNDI LAUPER 3-3 SLADE 6-4 DURAN DURAN 7-5

KWTO-FM/Springfield, MO Bob Hammond RICK SPRINGFIELD COREY HART (dp) PRINCE Hottest: STEVE PERRY 1-1 NIGHT RANGER 2-2 DENIECE WILLIAMS 3-3 CYNDI LAUPER 4-4 HUEY LEWIS & NEWS 6-5

WSPT/Stevens Point Bouley/Tracy GREG KIHN BAND ZZ TOP ALAN PARSONS COREY HART BON JOVI (dp) PRINCE Hottest: NIGHT RANGER 4-2 SCORPIONS 9-6 STEVE PERRY 12-8 SLADE 17-10 BILLY IDOL 31-21

KDVT/Topeka, KS Tony Stewart THOMPSON TWINS RICK SPRINGFIELD Hottest: DENIECE WILLIAMS 3-1 CYNDI LAUPER 6-4 HUEY LEWIS & NEWS 7-5 DURAN DURAN 25-17 POINTER SISTERS 32-19

KFMW/Waterloo, IA Mark Potter ROD STEWART (dp) THOMPSON TWINS BON JOVI ALAN PARSONS BRUCE SPRINGSTEEN ORION THE HUNTER Hottest: STEVE PERRY 1-1 DURAN DURAN 14-6 JERMAINE JACKSON 22-13 LAURA BRANIGAN 26-18 BILLY IDOL 38-31

13K/Bakersfield, CA Simon/Ryan MICHAEL JACKSON JEFFERSON STARSHI THOMPSON TWINS PAUL YOUNG Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 3-3 CYNDI LAUPER 5-5 LAURA BRANIGAN 16-9 BILLY IDOL 26-14

KKXX/Bakersfield, CA Squires/Kemper DAN HARTMAN ZZ TOP ROD STEWART ALAN PARSONS Hottest: DENIECE WILLIAMS 2-1 CYNDI LAUPER 4-2 NIGHT RANGER 3-3 HUEY LEWIS & NEWS 8-5 DURAN DURAN 14-6

KQXR/Bakersfield, CA Bonnie Knox SLADE PAMALA STANLEY PRINCE ORION THE HUNTER JUICE NEWTON ROBIN GIBB DEF LEPPARD (dp) Hottest: DENIECE WILLIAMS 1-1 DURAN DURAN 3-2 HUEY LEWIS & NEWS 5-3 BILLY IDOL 8-4 POINTER SISTERS 9-5

KKFM/Colorado Springs, CO Finny/Ryan RICK SPRINGFIELD OLLIE & JERRY ALAN PARSONS COREY HART Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 2-2 VAN HALEN 6-5 HUEY LEWIS & NEWS 10-6 JERMAINE JACKSON 13-8

KMGX/Fresno, CA Corey Edwards SLADE PRINCE MICHAEL JACKSON ROD STEWART OLLIE & JERRY ROCKWELL FIRE, INC. SERGIO MENDES Hottest: DENIECE WILLIAMS 2-1 DURAN DURAN 3-2 CYNDI LAUPER 4-3 MADONNA 7-4 STEVE PERRY 8-6

KYNO-FM/Fresno Walker/Davis PRINCE RICK SPRINGFIELD ZZ TOP THOMPSON TWINS PAUL YOUNG Hottest: LAID BACK 2-1 IGLESIAS & NELSON 3-2 DURAN DURAN 5-4 CYNDI LAUPER 8-6 JERMAINE JACKSON 12-7

KKSP/Salt Lake City, UT Carlson/MoH RICK SPRINGFIELD JEFFERSON STARSHI PRINCE MOTLEY CRUE OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 IRENE CARA 3-2 CYNDI LAUPER 8-3 NIGHT RANGER 10-6 DURAN DURAN 20-13

KKSP/Salt Lake City, UT Carlson/MoH RICK SPRINGFIELD JEFFERSON STARSHI PRINCE MOTLEY CRUE OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 IRENE CARA 3-2 CYNDI LAUPER 8-3 NIGHT RANGER 10-6 DURAN DURAN 20-13

KIKI/Honolulu, HI Kong/Shishido STYX PRINCE MICHAEL SEMBELLO OLLIE & JERRY PEABO BRYSON STANLEY CLARKE LATITSAW GILL BILLY IDOL (dp) ART OF NOISE (dp) Hottest: NA LEO PILIMEHANA 1-1 DENIECE WILLIAMS 4-2 STEVE PERRY 5-4 CYNDI LAUPER 8-6 KRUSH 15-12

KQMQ/Honolulu, HI Kimo Akana CARS PRINCE COREY HART SERGIO MENDES OLLIE & JERRY PSYCHEDELIC FURS KRUSH RICK SPRINGFIELD Hottest: CYNDI LAUPER 3-1 DENIECE WILLIAMS 7-2 MADONNA 4-3 STEVE PERRY 10-4 JERMAINE JACKSON 11-6

KLUC/Las Vegas, NV Dave Anthony CARS RICK SPRINGFIELD COREY HART PRINCE STYLE COUNCIL Hottest: CYNDI LAUPER 1-1 HUEY LEWIS & NEWS 7-3 DURAN DURAN 5-4 SLADE 11-7 LAURA BRANIGAN 14-8

K093/Modesto, CA DeMaroney/Main ALABAMA RICK SPRINGFIELD JUICE NEWTON ZZ TOP TEDDY PENDERGRASS THOMPSON TWINS Hottest: CYNDI LAUPER 2-1 LIONEL RICHIE 1-2 NIGHT RANGER 3-3 LAURA BRANIGAN 12-7 POINTER SISTERS 15-10

KHOP/Modesto-Stockton David Kraham RENO & WILSON JUICE NEWTON PRINCE (dp) COREY HART THOMPSON TWINS SERGIO MENDES Hottest: CYNDI LAUPER 2-1 STEVE PERRY 6-3 DURAN DURAN 8-5 NIGHT RANGER 15-9 CULTURE CLUB 26-17

K96/Provo, UT Gentry/Greer ROD STEWART BRUCE SPRINGSTEEN COREY HART SERGIO MENDES JUICE NEWTON Hottest: CYNDI LAUPER 1-1 STEVE PERRY 2-2 NIGHT RANGER 3-3 VAN HALEN 7-4 DURAN DURAN 8-5

KSKD/Salem, OR Len E. Mitchell COREY HART BON JOVI OLLIE & JERRY PEABO BRYSON (dp) SERGIO MENDES (dp) TINA TURNER (dp) PRINCE (dp) Hottest: DENIECE WILLIAMS 1-1 IRENE CARA 2-2 DURAN DURAN 6-4 HUEY LEWIS & NEWS 15-8 STEVE PERRY 14-9

KDON FM/Salinas-Monterey Kirk Clatt BRUCE SPRINGSTEEN ZZ TOP COREY HART (dp) OLLIE & JERRY EDDIE & THE TIDE (dp) Hottest: CYNDI LAUPER 1-1 HUEY LEWIS & NEWS 7-4 LAURA BRANIGAN 15-8 CULTURE CLUB 29-15 JEFFERSON STARSHI 34-20

KCPX-FM/Salt Lake City, UT Greg Ausham JEFFERSON STARSHI RICK SPRINGFIELD BON JOVI ROD STEWART Hottest: NIGHT RANGER 6-4 JERMAINE JACKSON 11-8 RENO & WILSON 20-14 POINTER SISTERS 21-17 BRUCE SPRINGSTEEN 36-27

KRSP/Salt Lake City, UT Carlson/MoH RICK SPRINGFIELD JEFFERSON STARSHI PRINCE MOTLEY CRUE OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 IRENE CARA 3-2 CYNDI LAUPER 8-3 NIGHT RANGER 10-6 DURAN DURAN 20-13

KRSP/Salt Lake City, UT Carlson/MoH RICK SPRINGFIELD JEFFERSON STARSHI PRINCE MOTLEY CRUE OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 IRENE CARA 3-2 CYNDI LAUPER 8-3 NIGHT RANGER 10-6 DURAN DURAN 20-13

KRSP/Salt Lake City, UT Carlson/MoH RICK SPRINGFIELD JEFFERSON STARSHI PRINCE MOTLEY CRUE OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 IRENE CARA 3-2 CYNDI LAUPER 8-3 NIGHT RANGER 10-6 DURAN DURAN 20-13

KHYT/Tucson Sherman Cohen JERMAINE JACKSON TINA TURNER RICK SPRINGFIELD EDDY GRANT THOMPSON TWINS OLLIE & JERRY Hottest: LIONEL RICHIE 1-1 DENIECE WILLIAMS 3-2 PHIL COLLINS 2-3 CYNDI LAUPER 4-4 STEVE PERRY 5-5

KRQ/Tucson, AZ Kelly Norris RICK SPRINGFIELD PSYCHEDELIC FURS (dp) ROCKWELL Hottest: CYNDI LAUPER 2-1 DENIECE WILLIAMS 3-2 SHALAMAR 7-4 NIGHT RANGER 10-6 IRENE CARA 13-7

KTKT/Tucson, AZ Rivers/Alexander MADONNA WANG CHUNG RICK SPRINGFIELD ROD STEWART (dp) PSYCHEDELIC FURS (dp) Hottest: CYNDI LAUPER 3-1 DENIECE WILLIAMS 2-2 STEVE PERRY 1-3 HUEY LEWIS & NEWS 6-5 JERMAINE JACKSON 27-14

KGOT/Anchorage, AK Kay Taylor PRINCE THOMPSON TWINS TINA TURNER COREY HART RICK SPRINGFIELD Hottest: DURAN DURAN 1-1 STEVE PERRY 3-2 HUEY LEWIS & NEWS 5-3 CYNDI LAUPER 7-6 JERMAINE JACKSON 11-8

KYVA/Billings, MT Charlie Fox WANG CHUNG ALAN PARSONS Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 2-2 STEVE PERRY 3-3 CYNDI LAUPER 5-4 DURAN DURAN 10-6

KCDQ/Bozeman Greg Williams FACE TO FACE ORION THE HUNTER FIRE, INC. ROBIN GIBB PRINCE OLLIE & JERRY JUICE NEWTON Hottest: STEVE PERRY 2-1 DENIECE WILLIAMS 3-2 HUEY LEWIS & NEWS 4-4 CYNDI LAUPER 6-5 VAN HALEN 9-8

KTRS/Casper, WY Cody/Lane THOMPSON TWINS COREY HART MICHAEL JACKSON SERGIO MENDES OLLIE & JERRY Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 2-2 CYNDI LAUPER 5-3 DURAN DURAN 14-7 JERMAINE JACKSON 20-14

KKAZ/Cheyenne John Ramsey CARS ROD STEWART ICICLE WORKS WANG CHUNG JEFFERSON STARSHI ZZ TOP PAUL YOUNG Hottest: DENIECE WILLIAMS 1-1 STEVE PERRY 3-2 NIGHT RANGER 12-5 DURAN DURAN 15-8 VAN HALEN 17-11

KGHO/Hoquiam, WA Steve Larson PRINCE OLLIE & JERRY ALAN PARSONS COREY HART MICHAEL JACKSON Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 3-2 CYNDI LAUPER 5-4 HUEY LEWIS & NEWS 13-10 WANG CHUNG 14-6 DURAN DURAN 17-10

KGHO/Hoquiam, WA Steve Larson PRINCE OLLIE & JERRY ALAN PARSONS COREY HART MICHAEL JACKSON Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 3-2 CYNDI LAUPER 5-4 HUEY LEWIS & NEWS 13-10 WANG CHUNG 14-6 DURAN DURAN 17-10

KGHO/Hoquiam, WA Steve Larson PRINCE OLLIE & JERRY ALAN PARSONS COREY HART MICHAEL JACKSON Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 3-2 CYNDI LAUPER 5-4 HUEY LEWIS & NEWS 13-10 WANG CHUNG 14-6 DURAN DURAN 17-10

KGHO/Hoquiam, WA Steve Larson PRINCE OLLIE & JERRY ALAN PARSONS COREY HART MICHAEL JACKSON Hottest: DENIECE WILLIAMS 1-1 NIGHT RANGER 3-2 CYNDI LAUPER 5-4 HUEY LEWIS & NEWS 13-10 WANG CHUNG 14-6 DURAN DURAN 17-10

KCAQ/Oxnard-Ventura, CA Brian Thomas INXS GRANDMASTER MELLE JENNY BURTON PRINCE CARS MICHAEL JACKSON Hottest: DENIECE WILLIAMS 1-1 SHANNON 3-3 CYNDI LAUPER 4-4 DURAN DURAN 5-5 MADONNA 14-9

KDZA/Pueblo, CO Rip Avino BRUCE SPRINGSTEEN ROD STEWART MICHAEL JACKSON ZZ TOP RICK SPRINGFIELD ALAN PARSONS SERGIO MENDES EDDY GRANT (dp) COREY HART (dp) OLLIE & JERRY (dp) Hottest: DENIECE WILLIAMS 3-1 STEVE PERRY 4-2 NIGHT RANGER 8-3 SHALAMAR 18-8

KCBM/Reno, NV Jim O'Neal PRINCE RICK SPRINGFIELD WANG CHUNG CARS ALAN PARSONS Hottest: DENIECE WILLIAMS 1-1 DURAN DURAN 4-2 NIGHT RANGER 5-3 CYNDI LAUPER 16-8 BILLY IDOL 24-17

KHTX/Reno, NV John Chommo HOWARD JONES CHRISTINE MCVIE ROD STEWART SERGIO MENDES (dp) COREY HART PEABO BRYSON EDDY GRANT OLLIE & JERRY (dp) Hottest: NIGHT RANGER 6-1 DURAN DURAN 15-7 VAN HALEN 9-8 LAURA BRANIGAN 17-10 IRENE CARA 12-12

KBIM/Roswell, NM Tim Mack PAMALA STANLEY FIRE, INC. PRINCE OLLIE & JERRY ORION THE HUNTER BON JOVI TINA TURNER COREY HART Hottest: STEVE PERRY 1-1 DENIECE WILLIAMS 2-2 CYNDI LAUPER 3-3 VAN HALEN 5-4 IRENE CARA 9-7

KZ02/San Luis Obispo, CA Bob Harlow SLADE PRINCE ORION THE HUNTER RICK SPRINGFIELD FACE TO FACE FIRE, INC. DEF LEPPARD (dp) PAUL YOUNG Hottest: DENIECE WILLIAMS 1-1 DURAN DURAN 4-2 CYNDI LAUPER 3-3 HUEY LEWIS & NEWS 6-4 POINTER SISTERS 9-6

KZ02/San Luis Obispo, CA Bob Harlow SLADE PRINCE ORION THE HUNTER RICK SPRINGFIELD FACE TO FACE FIRE, INC. DEF LEPPARD (dp) PAUL YOUNG Hottest: DENIECE WILLIAMS 1-1 DURAN DURAN 4-2 CYNDI LAUPER 3-3 HUEY LEWIS & NEWS 6-4 POINTER SISTERS 9-6

KZ02/San Luis Obispo, CA Bob Harlow SLADE PRINCE ORION THE HUNTER RICK SPRINGFIELD FACE TO FACE FIRE, INC. DEF LEPPARD (dp) PAUL YOUNG Hottest: DENIECE WILLIAMS 1-1 DURAN DURAN 4-2 CYNDI LAUPER 3-3 HUEY LEWIS & NEWS 6-4 POINTER SISTERS 9-6

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KZ02/San Luis Obispo, CA Bob Harlow SLADE PRINCE ORION THE HUNTER RICK SPRINGFIELD FACE TO FACE FIRE, INC. DEF LEPPARD (dp) PAUL YOUNG Hottest: DENIECE WILLIAMS 1-1 DURAN DURAN 4-2 CYNDI LAUPER 3-3 HUEY LEWIS & NEWS 6-4 POINTER SISTERS 9-6

New & Active Parallels Continued

STYX Music Time (A&M) LP: Caught In The Act Regional Reach 1512 63% National Summary

THOMPSON TWINS Doctor! Doctor! (Arista) LP: Into The Gap Regional Reach 183/74 68% National Summary

TINA TURNER What's Love Got... (Capitol) LP: Private Dancer Regional Reach 51/14 21% National Summary

Regional Reach 51/14 21% National Summary

Regional Reach 51/14 21% National Summary

DWIGHT TWILLEY Little Bit Of Love (EMI America) LP: Jungle Regional Reach 64/2 23% National Summary

Regional Reach 64/2 23% National Summary

Regional Reach 64/2 23% National Summary

VAN HALEN I'll Wait (WB) LP: 1984 Regional Reach 217/2 91% National Summary

WANG CHUNG Dance Hall Days (Geffen) LP: Points On The Curve Regional Reach 164/20 69% National Summary

(Wang Chung continued) Regional Reach 174/37 73% National Summary

PARALLELS SIGNIFICANT ACTION SONGS WITH LESS THAN 50 STATION REPORTS

ALABAMA When We Make Love (RCA) LP: Roll On

Regional Reach 83/7 35% National Summary

FACE TO FACE 10-9-8 (Epic) LP: Face To Face

Regional Reach 103/18 28-17

JOHN LENNON Borrowed Time (Polydor/PG) LP: Milk & Honey

Regional Reach 110/4 4-0

Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay / 40 this week.

ROD STEWART Infatuation (WB)

79% of our reporters on it. Moves: Up 15, Debuts 69, Same 64, Down 0, Adds 40 including WHTX, Q107, WAVA, KPKE, KZZP, KWOD, KWSS. Complete airplay in Parallels.

DAN HARTMAN I Can Dream About You (MCA)

72% of our reporters on it. Moves: Up 55, Debuts 39, Same 59, Down 0, Adds 18 including KAFM, WKTI, KWOD, KWSS, WBCY, Z98, KKXX. Complete airplay in Parallels.

BREAKERS

ZZ TOP Legs (WB)

73% of our reporters on it. Moves: Up 48, Debuts 45, Same 44, Down 0, Adds 37 including B104, PRO-FM, KAFM, WCZY, WKTI, KIIS-FM, KUBE. Complete airplay in Parallels.

THOMPSON TWINS Doctor! Doctor! (Arista)

68% of our reporters on it. Moves: Up 7, Debuts 32, Same 50, Down 0, Adds 74 including WBEN-FM, Y100, Q105, WGCL, KOPA, KNBQ. Complete airplay in Parallels.

JEFFERSON STARSHIP No Way Out (Grunt/RCA)

68% of our reporters on it. Moves: Up 50, Debuts 37, Same 54, Down 0, Adds 22 including WHTT, CKOI, PRO-FM, CHUM, KZZP, KMJK, WSSX. Complete in Parallels.

NEW & ACTIVE

✓ RICK SPRINGFIELD "Don't Walk Away" (RCA) 141/87

Moves: Up 3, Debuts 13, Same 38, Down 0, Adds 87 including WXKS-FM, WBEN-FM, WPHD, CKOI, WCAU-FM, WHTX, B96, WGCL, WHYT, Q103, KMJK, XTRA, KWSS, KPLUS, KNBQ.

✓ ALAN PARSONS PROJECT "Prime Time" (Arista) 132/40

Moves: Up 11, Debuts 24, Same 57, Down 0, Adds 40 including WKBW, Z93, Q103, KMJK, WKEE, WHTF, KZZB, WDCG, WAHC, KQKQ, KXXX, 103CIR, KISR, Y94, KCBN.

QUEEN "I Want To Break Free" (Capitol) 129/1

Moves: Up 75, Debuts 9, Same 43, Down 1, Adds 1, WAHC, WXKS-FM 33-29, CKGM 36-31, WGCL 26-22, WCZY 26-22, XTRA d-30, WKEE 24-17, WPST 37-33, KRGV 26-19, WHOT-FM 30-25, KQMQ 23-19, KSKD 36-30, WZON 40-33, KISR 15-11, KCDQ 33-29.

✓ PRINCE "When Doves Cry" (WB) 101/101

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 101 including WXKS-FM, WASH, I95, B97, B96, WHYT, KDWB-FM, WLWL-FM, KIIS-FM, KMJK, FM102, XTRA, KWSS, KPLUS, WBBQ.

ROCKWELL "Obscene Phone Caller" (Motown) 97/17

Moves: Up 34, Debuts 5, Same 41, Down 0, Adds 17 including Y100, 897, Q103, KIIS-FM, KZZP, WRCK, WNOK-FM, KMGX, Z299, KMGX, KRQ, WGU, Q104, KILE, WCIL-FM.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 96/3

Moves: Up 52, Debuts 7, Same 33, Down 1, Adds 3, WLAN-FM, WDCG, WIKZ, PRO-FM 21-16, CFTR 11-8, Z93 35-29, WGCL 22-19, K104 34-29, WRNO 28-23, KHYT 36-32, 95XIL 29-21, WJAD 23-19, WFOX 26-21, WIXV 38-32, KGHO 32-29.

✓ COREY HART "Sunglasses At Night" (EMI America) 95/49

Moves: Up 0, Debuts 3, Same 43, Down 0, Adds 49 including WXKS-FM, KWOD, XTRA, KNBQ, WKEE, FM106, WSPK, KHFI, KITE, KTFM, WMEE, WRQN, KKF, KLUC, KSKD.

INXS "Original Sin (Dream On)" (Atco) 84/1

Moves: Up 27, Debuts 3, Same 51, Down 2, Adds 1, KCAQ, WBEN-FM 26-24, CHUM 25-23, WNY 25-21, K104 31-23, 98PXY 27-24, WHTF 27-24, KZZB 31-28, Z299 25-23, KLUC 33-31, WIKZ 31-30, WQCM 22-19, KQV 22-20, KZOZ 18-17.

YARBROUGH & PEOPLES "Don't Waste Your Time" (Total Experience/RCA) 83/7

Moves: Up 23, Debuts 11, Same 42, Down 0, Adds 7, WBCY, WDCG, KRGV, WSFL, WRVQ, WRQN, WGLF, B104 30-28, WXKS-FM 29-25, 94Q 17-15, Z93 15-11, XTRA 35-33, WTIC-FM 27-26, 13K 19-18, KLUC 23-20.

✓ OLLIE & JERRY "Breakin' (There's No Stoppin' Us)" (Polydor/PolyGram) 82/76

Moves: Up 0, Debuts 2, Same 4, Down 0, Adds 76 including WHTT, WXKS-FM, WCAU-FM, PRO-FM, 94Q, Z93, I95, Y100, KIIS-FM, Q100, WKEE, WSSX, WFMI, K107, KKFM.

DAN FOGELBERG "Believe In Me" (Full Moon/Epic) 80/0

Moves: Up 41, Debuts 7, Same 29, Down 3, Adds 0, WKBW 19-13, KNBQ 26-23, K104 36-22, WPST 32-29, WFMF 19-13, WDOQ 27-24, KAMZ 30-26, WZYP 36-34, WOKI 30-28, WHHY-FM 29-25, KROK 18-12, KIJK 9-7, Z104 26-24, KO93 23-18, KTKT 24-22.

MOST ADDED

PRINCE (101)
When Doves Cry (WB)
RICK SPRINGFIELD (87)
Don't Walk Away (RCA)
OLLIE & JERRY (76)
Breakin' (There's No Stoppin'...)
(Polydor/PolyGram)
THOMPSON TWINS (74)
Doctor! Doctor! (Arista)
COREY HART (49)
Sunglasses At Night (EMI America)
ROD STEWART (40)
Infatuation (WB)
ALAN PARSONS PROJECT (40)
Prime Time (Arista)

HOTTEST

DENIECE WILLIAMS (163)
Let's Hear It For The Boy (Columbia)
CYNDI LAUPER (153)
Time After Time (Portrait/CBS)
DURAN DURAN (129)
The Reflex (Capitol)
STEVE PERRY (126)
Oh Sherrie (Columbia)
NIGHT RANGER (103)
Sister Christian (Camel/MCA)
HUEY LEWIS & THE NEWS (79)
Heart Of Rock & Roll (Chrysalis)

SERGIO MENDES "Alibis" (A&M) 73/31

Moves: Up 2, Debuts 4, Same 36, Down 0, Adds 31 including WXKS-FM, WMAR, WKEE, WKFM, WKRZ-FM, WFMF, WZYP, WFMI, WRNO, KROK, KMGK, KMGX, KQMQ, KHOP, K96.

EDDY GRANT "Romancing The Stone" (Portrait/CBS) 72/25

Moves: Up 8, Debuts 6, Same 33, Down 0, Adds 25 including WGCL, XTRA, KITS, WSPK, KXX106, WJZR, WZLD, KSET-FM, WOKI, KBFM, KX104, Z104, WRKR, KEYN-FM, KHYT.

PAUL YOUNG "Love Of The Common People" (Columbia) 72/18

Moves: Up 8, Debuts 9, Same 37, Down 0, Adds 18 including KIMN, XTRA, WNY, 98PXY, WKFM, WHTF, WZLD, WANS-FM, WSFL, KIJK, 13K, KYNO-FM, WIGY, WERZ, WISE.

PSYCHEDELIC FURS "The Ghost In You" (Columbia) 69/14

Moves: Up 11, Debuts 4, Same 40, Down 0, Adds 14, KOPA, Q100, WKEE, KRGV, WKDD, KEYN-FM, KQMQ, KRQ, KTKT, WQCM, WKHI, KTDY, WAZY-FM, KSLY, WHTT 28-26.

PEABO BRYSON "If Ever You're In My Arms Again" (Elektra) 66/17

Moves: Up 11, Debuts 7, Same 31, Down 0, Adds 17 including B97, WHYT, Q103, WMAR, WLAN-FM, WPST, WHTF, KSET-FM, WZYP, KBFM, KROK, KIKI, KSKD, WZON, KKLS-FM.

BON JOVI "She Don't Know Me" (Mercury/PolyGram) 64/31

Moves: Up 1, Debuts 5, Same 27, Down 0, Adds 31 including WFLY, WVSR, WKFM, KZZB, WJZR, WZYP, WRNO, WMEE, WGRD, K107, WHOT-FM, KSKD, KCPX-FM, WKHI, KQIZ-FM.

DUKE JUPITER "Little Lady" (Morocco/Motown) 63/8

Moves: Up 8, Debuts 5, Same 42, Down 0, Adds 8, KBFM, WKDD, K107, 13FEA, KQIZ-FM, WYKS, WAZY-FM, KFRX, WPHD 40-38, WGCL 29-27, WNY 36-33, 98PXY 32-27, Q92 27-22, WKDD 34-31, KKQV 39-36.

LaTOYA JACKSON "Heart Don't Lie" (Private I/CBS) 62/8

Moves: Up 14, Debuts 4, Same 36, Down 0, Adds 8, WASH, Z93, Q105, KOPA, WLAN-FM, WBBQ, WIKZ, WPFM, FM102 18-16, XTRA 28-20, WKFM 36-31, KTFM 28-23, KIKI 35-30, KQMQ 33-23, KGHO 36-32.

DWIGHT TWILLEY "Little Bit Of Love" (EMI America) 54/2

Moves: Up 7, Debuts 2, Same 43, Down 0, Adds 2, K107, WJBO, WPHD 36-35, WGCL on, KBEQ 30-29, KPLUS on, K104 d-37, WOKI d-40, WJXQ 30-27, KQXR 37-34, WIGY 40-39, KKQV 38-35, KZOZ 39-37.

MICHAEL JACKSON "Farewell My Summer Love" (Motown) 51/25

Moves: Up 5, Debuts 11, Same 10, Down 0, Adds 25 including Q107, WAVA, KS103, KFRC, Q100, WPST, WHFI, WNOK-FM, WDOQ, WDCG, WOKI, KRGV, WRVQ, 13K, KMGX.

TINA TURNER "What's Love Got To Do With It" (Capitol) 51/14

Moves: Up 2, Debuts 6, Same 29, Down 0, Adds 14, KBEQ, WANS-FM, WZYP, KROK, KSKD, KHYT, WGU, WIGY, WOMP-FM, WCGO, KILE, WAEV, KGOT, KBIM, Z93 34-32.

SIGNIFICANT ACTION

✓ ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 37/34

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 34 including WCAU-FM, B94, WHTX, Z93, KBEQ, KIIS-FM, WLAN-FM, WHTF, WOKI, WHHY-FM, KITY, KMGK, KELI, WHOT-FM, KQXR.

JUICE NEWTON "A Little Love" (RCA) 31/31

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 31 including 94Q, Z93, WVSR, WBBQ, WJZR, WZLD, KITE, WFMI, WHHY-FM, KROK, KMGK, WHOT-FM, KQXR, KO93, K96.

FACE TO FACE "10-9-8" (Epic) 25/14

Moves: Up 1, Debuts 3, Same 7, Down 0, Adds 14, PRO-FM, FM102, KPLUS, WFLY, WSPK, WKFM, WRCK, KTFM, WZON, WIGY, WTSN, 13FEA, KCDQ, KZOZ.

FIRE, INC. "Tonight Is What It Means To Be Young" (MCA) 25/11

Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 11, WNY, 98PXY, KRGV, WHOT-FM, KMGX, WISE, WPFM, KCDQ, KHTX, KBIM, KZOZ, WPHD on, WRCK on, WOKI on.

KIM CARNES "I Pretend" (EMI America) 25/1

Moves: Up 3, Debuts 3, Same 18, Down 0, Adds 1, WDOQ, WBEN-FM 35-33, WKBW 25-22, WNVZ on-dp, WSPK on, WSFL d-39, KROK 40-33, WRQN on, KDON-FM d-39, Q101 d-38.

BIG COUNTRY "Wonderland" (Mercury/PolyGram) 23/0

Moves: Up 0, Debuts 1, Same 22, Down 0, Adds 0, WXKS-FM on, WPHD on, KPLUS on, WVSR on, WFMI on, WHOT-FM on, KCDQ d-38.

ORION THE HUNTER "So You Ran" (Portrait/CBS) 20/18

Moves: Up 1, Debuts 0, Same 14, Down 0, Adds 18 including WXKS-FM, WPHD, WGCL, WRCK, WOKI, WKDD, WJXQ, KELI, KQXR, WERZ, WJBO, WSQV, KKQV, KFMW, KZOZ.

ALABAMA "When We Make Love" (RCA) 20/4

Moves: Up 6, Debuts 4, Same 6, Down 0, Adds 4, WQID, KO93, KILE, WAEV, WKBW d-30, WFMF d-30, WDOQ 29-25, KRGV 35-23, KTFM 17-11, 103CIR 28-17, Q104 4-2, WGLF 30-15.

TIMMY THOMAS "Gotta Give A Little Love (Ten Years After)" (Gold Mountain/A&M) 19/6

Moves: Up 1, Debuts 2, Same 10, Down 0, Adds 6, WKEE, WZLD, KTFM, 95XIL, Q104, KILE, CKOI on, Y100 d-28, K104 on, WBBQ on, WZYP on, KIKI 40-39, WAEV d-32.

JAMES INGRAM "There's No Easy Way" (Qwest/WB) 19/0

Moves: Up 9, Debuts 0, Same 7, Down 3, Adds 0, WK8W 11-8, B94 18-16, Q107 28-23, WASH 6-5, WNVZ 23-17, WKEE 31-29, WDOQ 22-17, 94TYX 17-10, KROK 14-13.

BANANARAMA "Robert DeNiro's Waiting" (London/PolyGram) 18/0

Moves: Up 2, Debuts 0, Same 16, Down 0, Adds 0, WKFM on, WHTF on, WZLD on, WFMI on, KLUC on, WAEV 30-25, KOZE 35-31.

BAR-KAYS "Freak Show On The Dance Floor" (Mercury/PolyGram) 15/6

Moves: Up 5, Debuts 3, Same 1, Down 0, Adds 6, B104, Q107, WNVZ, 94TYX, WRVQ, WQCM, WXKS-FM d-37, WASH 28-24, WHYT d-27, FM102 20-15, 13K d-33, KMGX 15-9, KYNO-FM 22-14, KCAQ 18-15.

JOHN LENNON "Borrowed Time" (Polydor/PolyGram) 14/3

Moves: Up 1, Debuts 2, Same 8, Down 0, Adds 3, Q103, WDOQ, WIXV, WPHD d-40, WGCL on, K104 on, WRNO 39-25, 13FEA on, Q101 d-35.

GREG KIHAN BAND "Reunited" (Berserkley/Elektra-Asylum) 13/4

Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 4, WRCK, WKRZ-FM, KKRC, WSPT, CHUM on, B96 34-32, 13K on, WHSL on, WCIL-FM d-28.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist / title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

BREAKING NEW ACTS IS E/P/A's FORTE



EDDY GRANT "Romancing The Stone"

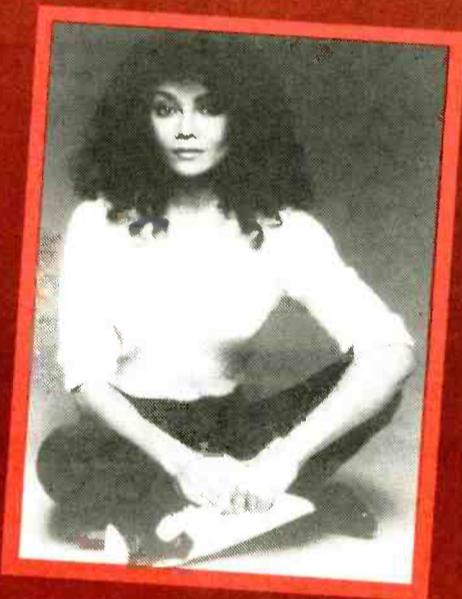
CHR NEW & ACTIVE

AOR TRACKS: 39

Now On Over 70 Stations!

WXKS-FM 39-34	WHYT 35-24	WJZR add	WKDD 39-29	WFBG add 40	Y94 add
WCAU-FM 22	XTRA add	WZLD add	Z104 add	WZON add	KRNA add
93FM deb 28	KITS add	KSET-FM add	WRKR add	WOMP-FM add	KDZA add
B96 39	WSPK add	WOKI add	KEYN-FM add	WYKS add	KHTX add
WGCL add 31	KXX106 add	KBFM add	KIKI 38-29	KILE add	
		KX104 add	KHYT add	WBWB add	<i>Portrait</i>

Watch your local listings for Eddy's new video "Romancing The Stone"



LaTOYA JACKSON "Heart Don't Lie"

CHR NEW & ACTIVE

WASH add 30	WGCL on	WHTF 34-30	WIKZ add
Z93 add	WCZY 38-35	WBBQ add	WPFM add
Q105 add	WHYT on	WNOK-FM deb 39	KGHO 36-32
KOPA add	FM102 18-16	WOKI 39-35	
WXKS-FM on	KS103 40-38	KRGV 34	ON MTV
WCAU-FM 26	XTRA 28-20	KTFM 28-23	
PRO-FM on	KNBQ 30-27	13K 38	
Y100 deb 27	WLAN-FM add	KYNO-FM deb 30	
WNVZ on	FM106 deb 40	KIKI 35-30	
	WKFM 36-31	KQMQ 33-23	



FACE TO FACE "10-9-8"

CHR SIGNIFICANT ACTION

ON MTV

WXKS-FM 34-26	WFLY	KTFM	WZON	13FEA
WHTT	WVSR	WKDD	WIGY	WJBQ
PRO-FM	WSPK	WHOT-FM	103CIR	WHSL
FM102	WKFM	KDON-FM	WTSN	KCDQ
KPLUS	WRCK	WGUY	WERZ	KZOZ



ORION THE HUNTER "So You Ran"

CHR SIGNIFICANT ACTION

KOZE 15-9	WRCK	KELI	WSQV	KFMW
WXKS-FM	WOKI	KQXR	Q101	KCDQ
WPHD	WKDD	WERZ	KKQV	KBIM
WGCL	WJXQ	WJBQ	WHSL	KZOZ



THE THE "This Is The Day" On Your Desk This Week!



DISTRIBUTED BY CBS RECORDS

Contemporary Hit Radio

Three Weeks Two Last
Weeks Weeks Week

3	1	1	1	DENIECE WILLIAMS/Let's Hear It... (Columbia)
6	3	2	2	STEVE PERRY/Oh Sherrie (Columbia)
8	5	3	3	CYNDI LAUPER/Time After Time (Portrait/CBS)
11	8	4	4	NIGHT RANGER/Sister Christian (Camel/MCA)
22	12	7	5	DURAN DURAN/The Reflex (Capitol)
23	16	10	6	HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
10	9	8	7	IRENE CARA/Breakdance (Network/Geffen)
21	14	11	8	VAN HALEN/I'll Wait (WB)
32	21	15	9	JERMAINE JACKSON/Tell Me I'm Not Dreamin'... (Arista)
30	23	16	10	LAURA BRANIGAN/Self Control (Atlantic)
2	4	6	11	LIONEL RICHIE/Hello (Motown)
1	2	5	12	PHIL COLLINS/Against All Odds... (Atlantic)
16	13	12	13	SHALAMAR/Dancing In The Sheets (Columbia)
40	32	22	14	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
24	20	18	15	MADONNA/Borderline (Sire/WB)
4	6	9	16	CARS/You Might Think (Elektra)
34	29	21	17	JOE JACKSON/You Can't Get What You Want... (A&M)
14	11	13	18	BILLY JOEL/The Longest Time (Columbia)
-	38	27	19	CULTURE CLUB/It's A Miracle (Virgin/Epic)
33	30	25	20	SLADE/Run Runaway (CBS Associated)
-	-	34	21	BILLY IDOL/Eyes Without A Face (Chrysalis)
-	35	29	22	CHICAGO/Stay The Night (WB)
-	-	38	23	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
29	27	24	24	SCORPIONS/Rock You Like A Hurricane (Mercury/PG)
DEBUT			25	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
5	7	14	26	RICK SPRINGFIELD/Love Somebody (RCA)
17	17	19	27	BERLIN/No More Words (Geffen)
39	36	30	28	CHRISTINE MCVIE/Love Will Show Us How (WB)
37	34	31	29	STYLE COUNCIL/My Ever Changing Moods (Geffen)
-	-	37	30	EURYTHMICS/Who's That Girl (RCA)
9	10	17	31	GO GO'S/Head Over Heels (IRS/A&M)
-	40	35	32	VAN STEPHENSON/Modern Day Delilah (MCA)
15	15	20	33	J. IGLESIAS & W. NELSON/To All The Girls... (Columbia)
7	18	23	34	THOMPSON TWINS/Hold Me Now (Arista)
26	25	26	35	LAI D BACK/White Horse (Sire/WB)
DEBUT			36	WANG CHUNG/Dance Hall Days (Geffen)
-	-	40	37	STYX/Music Time (A&M)
DEBUT			38	CARS/Magic (Elektra)
DEBUT			39	HOWARD JONES/What Is Love? (Elektra)
DEBUT			40	ICICLE WORKS/Whisper To A Scream (Birds Fly) (Arista)

N&A Begins on Page 78

Adult / Contemporary

5	2	1	1	CYNDI LAUPER/Time After Time (Portrait/CBS)
14	8	4	2	DAN FOGELBERG/Believe In Me (Full Moon/Epic)
11	5	3	3	DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
1	1	2	4	BILLY JOEL/The Longest Time (Columbia)
12	11	8	5	KENNY ROGERS/Eyes That See In The Dark (RCA)
3	4	5	6	LIONEL RICHIE/Hello (Motown)
2	3	6	7	PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)
-	21	14	8	CULTURE CLUB/It's A Miracle (Virgin/Epic)
8	6	7	9	JAMES INGRAM/There's No Easy Way (Qwest/WB)
17	15	12	10	SHAKIN' STEVENS/I Cry Just A Little Bit (Epic)
19	17	15	11	KIM CARNES/I Pretend (EMI America)
10	9	9	12	MANHATTAN TRANSFER/Mystery (Atlantic)
23	19	16	13	ANNE MURRAY/Just Another Woman In Love (Capitol)
BREAKER			14	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
-	20	17	15	ALABAMA/When We Make Love (RCA)
9	12	13	16	J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
-	23	20	17	PEABO BRYSON/ROBERTA FLACK/I Just Came Here ... (Capitol)
-	25	21	18	MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)
-	-	22	19	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
7	10	10	20	MICHAEL GORE/Theme From "Terms Of Endearment" (Capitol)
4	7	11	21	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
-	-	25	22	JOE JACKSON/You Can't Get What You Want... (A&M)
6	13	18	23	JEFFREY OSBORNE/We're Going All The Way (A&M)
DEBUT			24	LAURA BRANIGAN/Self Control (Atlantic)
BREAKER			25	SERGIO MENDES/Alibis (A&M)

N&A Begins on Page 58

AOR / HOT TRACKS

Three Weeks Two Last
Weeks Weeks Week

-	-	4	1	BRUCE SPRINGSTEEN/Dancing In... (Col.)
2	1	1	2	CARS/Magic (Elektra)
4	3	3	3	RUSH/Distant Early... (Mercury/PG) <small>Complete Tracks Chart on Page 60</small>
23	7	5	4	FIXX/Deeper & Deeper (MCA)
27	12	6	5	JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
3	2	2	6	SLADE/Run Runaway (CBS Associated)
38	19	10	7	BILLY IDOL/Eyes Without A Face (Chrysalis)
12	9	9	8	ZZ TOP/Legs (WB)
13	8	7	9	ORION THE HUNTER/So You Ran (Portrait/CBS)
15	11	11	10	JOE JACKSON/You Can't Get What You... (A&M)
58	27	16	11	GREG KIHN BAND/Reunited (Beserkley/E-A)
25	20	14	12	DUKE JUPITER/Little Lady (Morocco/Motown)
36	29	20	13	RATT/Round And Round (Atlantic)
19	18	15	14	ROGER WATERS/5:01 AM (The Pros...) (Columbia)
-	43	27	15	RED RIDER/Young, Thing, Wild... (Capitol)
17	13	12	16	CYNDI LAUPER/Time After Time (Portrait/CBS)
10	6	13	17	HUEY LEWIS &.../The Heart Of R&R (Chrysalis)
54	34	23	18	VAN STEPHENSON/Modern Day Delilah (MCA)
-	-	41	19	ROD STEWART/Infatuation (WB)
47	33	21	20	RUSS BALLARD/Voices (EMI America)
1	4	8	21	STEVE PERRY/Oh Sherrie (Columbia)
16	15	19	22	ICICLE WORKS/Whisper To A Scream... (Arista)
55	37	31	23	CHICAGO/Stay The Night (WB)
33	30	25	24	MOTLEY CRUE/Too Young To Fall... (Elektra)
8	10	17	25	SCORPIONS/Rock You Like... (Mercury/PG)
5	5	18	26	NIGHT RANGER/Sister Christian (Camel/MCA)
44	38	38	27	RUSH/Red Sector A (Mercury/PG)
42	32	30	28	MANFRED MANN'S EARTH BAND/Rebel (Arista)
18	21	24	29	HOWARD JONES/What Is Love? (Elektra)
BREAKER			30	PSYCHEDELIC FURS/The Ghost In You (Columbia)

Black/Urban

2	1	1	1	DENIECE WILLIAMS/Let's Hear It... (Columbia)
7	5	2	2	O'BRYAN/Lovelite (Capitol)
30	10	6	3	JERMAINE JACKSON/Tell Me I'm Not Dreaming (Arista)
10	8	5	4	CHANGE/Change Of Heart (RFC/Atlantic)
3	2	3	5	BAR-KAYS/Freak Show On... (Mercury/PG)
6	4	4	6	ONE WAY/Lady You Are (MCA)
17	13	10	7	DAZZ BAND/Swoop (I'm Yours) (Motown)
33	23	15	8	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
-	30	17	9	PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
36	28	19	10	R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality)
28	19	12	11	TIMMY THOMAS/Gotta Give A Little... (Gold Mtn./A&M)
4	6	8	12	YARBROUGH & PEOPLES/Don't Waste... (Total Exp./RCA)
19	14	13	13	NEWCLEUS/Jam On It (Sunnyview)
26	17	16	14	MELBA MOORE/Love Me Right (Capitol)
-	34	28	15	CHERRELLE/I Didn't Mean To Turn You On (Tabu/CBS)
-	31	25	16	JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
1	3	9	17	LIONEL RICHIE/Hello (Motown)
37	27	18	18	WINDJAMMER/Live Without Your Love (MCA)
-	33	24	19	ROCKWELL/Obscene Phone Caller (Motown)
-	37	30	20	ROGER/In The Mix (WB)
31	25	21	21	PATTI AUSTIN/Rhythm Of The Street (Qwest/WB)
8	7	7	22	JAMES INGRAM/There's No Easy Way (Qwest/WB)
11	11	14	23	PATTI LABELLE/Love, Need & Want You (Phil. Int./CBS)
5	9	11	24	SHANNON/Give Me Tonight (Mirage/Atco)
-	-	35	25	PEABO BRYSON/If Ever You're In... (Elektra)
-	-	39	26	LATOYA JACKSON/Heart Don't Lie (Private I/CBS)
38	35	33	27	O'JAYS/Extraordinary Girl (Phil. Int./CBS)
22	20	20	28	IRENE CARA/Breakdance (Network/Geffen)
BREAKER			29	WORLD'S FAMOUS SUPREME TEAM/Hey D.J. (Island)
-	-	40	30	DIVINE SOUNDS/What People Do For Money (Specific)
39	38	32	31	EARONS/Land Of Hunger (Island)
-	-	38	32	L.J. REYNOLDS/Touch Down (Mercury/PG)
BREAKER			33	DENNIS EDWARDS/... Aphrodisiac (Gordy/Motown)
24	22	29	34	NONA HENDRYX/I Sweat (Going Through...) (RCA)
-	-	37	35	CHERYL LYNN/This Time (Columbia)
14	15	23	36	SPINNERS/Right Or Wrong (Atlantic)
BREAKER			37	STACY LATTISAW & JOHNNY GILL/Baby Its... (Cot./Atco)
27	24	27	38	CRUSADERS/New Moves (MCA)
12	12	22	39	BRYAN LOREN/Lollipop Luv (Philly World/Atco)
-	36	36	40	LENNY WILLIAMS/Always (Rocshire)

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