

**I N S I D E :**

**HOW TO AVOID INSULATION BY TALKING TO PEOPLE**

Too often broadcasters become insulated in a cocoon of professional associates, and lose track of what the public (that is, the listening audience) is concerned with. **John Leader** makes a strong case for taking it to the streets to help your radio station win.

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**THE PITFALLS OF PROGRAM SYNDICATION**

Special programming may look like an exploding easy-money field, but it can be a minefield for the unprepared. **Reed Bunzel** offers fair warning to newcomers from program supplier professionals.

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**IS RADIO SQUANDERING ITS TALENT RESOURCES?**

**Gary Kaplan** believes radio is on the threshold of a new golden age, but feels its antiquated hiring practices and constant employee transfers are holding the medium back.

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**ARBITRON'S MECHANICAL WORLD**

Going over your **Arbitron** mechanicals can provide a world of useful audience data. **Jhan Hiber** takes you through the mechanical maze with helpful hints for utilizing this valuable tool.

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**PEOPLE IN THE NEWS THIS WEEK**

- **Chuck Goldmark** VP/GM at WEZI
- **Larry White** WBUF VP/GM
- **Dave Lyman** VP/GM At CJAX
- **Lou Murray** VP/GM for WHBQ
- **Jeff Ballentine** PD at WEZR
- **Bob Cole** forms consultancy with Jim Ray
- **Jack Taddeo** joins Studioline cable radio
- **Brian Riffe** KACE's GSM
- **Henry Gambergu** GSM at WRIF

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**PROS AND CONS OF PLAYING CROSSOVERS ON AOR**

In a freewheeling forum, **Steve Feinstein** presents opinions on two sides of a controversial fence: whether AOR stations should play CHR and Black radio crossovers or not. This outspoken and specific discussion (Steve almost called it "Somebody 'My Prince Will Come'") makes thought-provoking reading.

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**IS COUNTRY RADIO ON THE RIGHT TRACKS?**

**Lon Helton** focuses on the question of playing album cuts — does it freshen a station's air sound or does it burn out tracks that later become singles?

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Newsstand Price \$3.50



**RADIO & RECORDS**

**Capitol Group Changes Top Executive Tier**

**Zimmermann Heads Capitol; Mazza Heads EMI/Liberty; Perry On Thorn/EMI Sabbatical**

The top level of the Capitol Records Group's executive structure underwent a number of changes this week. **EMI America/Liberty** President **Rupert Perry** will be taking a senior management course at Oxford Business School in the UK, followed by special training with Capitol/EMI parent organization **Thorn/EMI**; he will return to the U.S. late this year to take an unspecified senior management role with Capitol. **Don Zimmermann**, who had been President of Capitol before

becoming Chief Operating Officer of the Capitol Records Group in late 1982, once again serves as Capitol President, as well as President/Records Group Services. **Jim Mazza**, EMI America's first President before becoming Capitol President, moves back to head EMI/Liberty. Both report directly to **Bhaskar Menon**, Chairman/CEO of EMI Music Worldwide and Chairman/President/CEO of Capitol Industries-EMI, Inc. In other appointments, **Dennis White**, who had been Presi-

**FORMAT CHANGES TO CHR**

**Bazoo Becomes KMEL's New PD**

After two years as Program Director of EZ Communications' **B97(WEZB)** New Orleans, **Nick Bazoo** has accepted the PD slot at Century's **KMEL/San Francisco**. Simultaneously, it was announced that **KMEL**, an AOR for seven years, will switch to a personality-oriented CHR profile sometime in August. Current PD **Jack Silver**, who has been with **KMEL** since November, will remain with the station in an unspecified capacity.



Nick Bazoo

Century Exec. VP **Shelley Grafman** told R&R, "Of all the candidates, of which there were a considerable number, Nick is the most exciting, most talented, and most qualified for the job. He's a bright ideas man. He did a very credible job in New Orleans, and his arrival is eagerly awaited."

**VP/GM Rick Lee** added, "After interviewing a list of the top CHR PDs in the country, we feel confident that our choice of **Nick Bazoo** is one that will foster success in the CHR format." Lee declined comment on any specific format details or the possibility of a call letter change.

BAZOO/See Page 27

**Bonneville Acquires Schulke**

**Bonneville Broadcasting Systems (BBS)**, a division of **Bonneville International**, has reached an agreement in principle to acquire **Schulke Radio Productions (SRP)** from **Cox Communications**. The Easy Listening/Beautiful Music program supplier services approximately 50 stations in major and secondary markets. Industry sources estimated the price of the transaction at \$1.7 million; takeover is expected sometime in August.

**BBS President/CEO Jim Opsitnik** commented, "The joining of the two major syndicators of Easy Listening and Beautiful Music, offering programming to almost 200 stations in the U.S., Canada, Mexico, and Australia, is another step in BBS's continued commitment to the future of the popular radio formats. SRP has for many years produced quality programming, and the marketing compatibility with BBS is ideal. The combined organization, which will operate under the name of **Bonneville Broadcasting Systems**, will continue to offer the best in musical programming and support services."

**Bonneville International** President **Arch Madsen** remarked, "Bonneville has for many years enthusiastically supported the Easy Listening format, as evidenced by the scheduling of programming at six of Bonneville's owned-and-operated stations. We are pleased."

BONNEVILLE/See Page 27

**\$26 MILLION PRICETAG**

**Clear Channel Buys Broad Street Chain**

**Clear Channel Communications** has signed an agreement to purchase **Broad Street Communications** for \$14 million cash, pending FCC approval. The terms also call for **Clear Channel** to assume around \$12 million in liabilities.

**Clear Channel** President **L. Lowry Mays** told R&R, "Of course, we're extremely excited, as this fits in very well with our company. We did some public financing back in April to set

the stage for our acquisition program, and this is the first step." Mays added that a fall takeover is planned.

**Broad Street** President **Fred Walker** explained, "Two of our major investors wanted to retire, so the best way to continue growing was to join up with a public company, and that's what we've done. **Clear Channel** is a good broadcasting company, and we look forward to

CLEAR CHANNEL/See Page 27



Signing the \$26 million agreement are (l-r) **Clear Channel** President **L. Lowry Mays**, **Broad Street** President **Fred Walker** and **Broad Street** Chairman **Richard Geismar**.

dent of **Capitol Magnetic Products & Music Den** (Capitol's retail arm), becomes Exec. VP/Records Group Services, reporting to **Zimmermann**. Sales, special markets, and music research departments report to **White**. **Ed Khoury** becomes COO for Capitol Industries' retail group, and heads **Capitol-EMI Records of Canada**, reporting to **Menon**. He retains his prior duties as VP/Business Development, but relinquishes the presidency of the company's Data Systems division.

Taking over that responsibility, as well as **White's** former duties, is **Bud Jackson**, who becomes President/Capitol Magnetic Products & Data Systems Division. **Hal Poesner**, who had been VP & Asst. to the COO (**Zimmermann**), has been named VP/Staff Assistant to **Menon**, and will assist in all phases of the company's business realm.

Commenting on the changes, **Menon** stated, "The current en-

CAPITOL/See Page 27

**First Spring Arbitron Results**

**New York**

**WHTZ** Opens Big Lead  
**WNEW-FM** Tops AORs  
**WRKS** Leads Urbans  
As All Three Slip

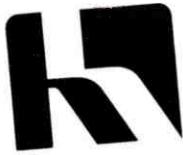
**Los Angeles**

**KIIS** Up To 9.7  
**KABC** Gains Two  
**KLOS** Dethrones **KMET**

**San Diego**

**KJQY** Reclaims Top Spot  
**KFMB** Boosted By **Padres**  
**KSDO-FM**, **XHRM** Rise

Full results on Page 13.



## JHAN HIBER & ASSOCIATES

### An Open Letter To The Industry from Jhan Hiber

- **New Company.** My new firm, which has retained most of our clientele, is known as Jhan Hiber & Associates. Our staff and headquarters remain based in Pebble Beach, CA., 408-372-5187.
- **Corporate Goal.** To offer the "cream of the crop" perceptual/market research and sales development services to a select clientele here and abroad. As one of our group clients said, "Your research and recommendations are 300% more useful than other research groups we've used." That tradition of excellence in focus groups, phone surveys and music tests will be maintained.
- **Welcome Clients.** Since the formation of Jhan Hiber & Associates we've been pleased to do research for leading stations in Greensboro, Raleigh and Austin, in addition to projects for some of our former HH&P clients. Thanks for the support.
- **Ratings Expertise.** I'll continue to help stations market themselves for maximum diarykeeper payoff — one reason for our unmatched winning record.

If you want to put Jhan Hiber on your team, please call. Let's win together!

Sincerely,

### A/C On The Ball For Baseball

Just ahead of the baseball season's second half, Ron Rodrigues details some of the best A/C-oriented promotions A/C stations are scoring with around the country.

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CHR: Joel Denver	32	AOR Chart	80
AOR: Steve Feinstein	38	Black/Urban Chart	80
Calendar: Brad Messer	41	CHR Chart	80

### LYMAN NEW CJAX VP/GM

## White Upped To WBUF VP/GM

WVOR/Rochester Assistant GM Larry White has been promoted to VP/GM at Lincoln Group sister station WBUF/Bufalo. White succeeds former GM and Lincoln Regional VP Dave Lyman, who becomes a VP at CFCN Communications, a division of Canadian media conglomerate Maclean Hunter Communications. Lyman's first assignment is the GM post at the company's CJAX/Edmonton.

Lincoln Group President Albert Wertheimer commented, "We never would have made it in Buffalo without Dave, and I'm very proud of him. Larry became our top salesperson within a year after coming to WVOR. He's had the experience of doing everything, so when Dave's tremendous offer came up, it didn't take much of a genius to figure that Larry was the one for this job. I am very happy and excited for him."

A 20-year broadcast veteran, White joined WVOR five years ago as an Account Ex-

ecutive, and was promoted to Assistant GM in 1982. He has also served two and a half years as Group PD for both WVOR and WBUF, having previously worked in programming at Rochester outlets WBBF and WAXC. White told R&R that he'll continue to have input into the programming, adding, "Having been in programming most of my career, getting into sales has been one of the nicest things that's happened to me. I couldn't be happier."

## Cole Exits WMZQ For Consultancy

Bob Cole, PD of WMZQ/Washington, DC for the past year, will leave the station when his contract is up late this summer to join KOKE/Austin GM Jim Ray in new broadcast ventures. Cole and Ray plan to move into station ownership and will develop a consultancy encompassing all formats.

Cole, who had previously worked under Ray as KOKE PD and personality, told R&R, "Getting into an equity position has been a longterm goal of mine, and teaming up with Jim Ray again makes it even better. I'm sorry to be leaving WMZQ and Brian Beiler, who's a great GM, but I'm really looking forward to this new opportunity as well as returning to Austin, a city I really love."

Cole will be returning to the KOKE airwaves in an as yet undecided time slot and will also assist in programming the A/C outlet while plans for ownership and consultancy are developed.

## Gambergu WRIF's GSM

WRIF/Detroit has promoted Henry Gambergu from Sales Manager to General Sales Manager. Station VP/GM Marcellus Alexander said, "Henry brings to the position a strong background of sales and management experience. He undoubtedly will be a great leader in WRIF's sales efforts."

Gambergu first joined the WRIF sales staff in 1981 after eight years in California radio, including a stint as GSM for ABC sister station KSPX/San Francisco. He told R&R, "I'm doubly proud of this promotion because of how successful WRIF is. It attracts good people, and the competition for the post was very strong." No immediate replacement was named for the sales manager position.

# Goldmark Promoted To VP/GM At WEZI

After a year as General Manager of WEZI/Miami, Chuck Goldmark has been elevated to VP/GM.

EZ Communications President Arthur Kellar commented, "We're proud to have Chuck; he's done a great job for us. We're pleased to give him the promotion, and look forward to having Chuck with us for a long time to come."

"EZ Communications is a class operation dedicated to winning," Goldmark told R&R. "There's nothing like the opportunity to build a station from scratch, which is what we've done here at WEZI. The free rein they've given me has led to tremendous growth. I guess my production has created for them a trust in me, which in turn has allowed me to produce the way they'd like it to be. They're just super peo-

ple to work for and work with."

Prior to WEZI, Goldmark spent three years as President of Earth Star Communications, a satellite cable TV operation, in addition to working as a broadcast broker. Before that, he served seven years in management and sales positions at RKO outlets WRKO/Boston, WXLO/New York, and KFRC/San Francisco.

## Murray Named WHBQ's New VP/GM

Just five months after joining WHBQ/Memphis as General Sales Manager, Lou Murray has been promoted to VP/GM. Murray succeeds Ron Thompson, who transferred to RKO sister station KHJ/Los Angeles as VP/GM three weeks ago.

RKO Radio President Bob Williamson noted, "Lou Murray is a pro; he knows very well how to run a radio station. We have the fullest confidence in Lou's abilities, and we're sure that his long experience will prove invaluable."

Murray started his radio career working in sales at KACY/Oxnard, CA. He then moved up to GSM posts at KARM/Fresno and KBBY & KBBQ/Ventura, CA before coming to WHBQ last February. He told R&R, "I have a tremendous amount of respect for Ron Thompson; I'm going to

MURRAY/See Page 27

## CABLE RADIO VENTURE

## Taddeo Exits WLAK To Studioline

WLAK/Chicago OM/ PD Jack Taddeo has accepted the Director/Programming position at Virginia-based Studioline Cable Stereo. Taddeo's responsibilities will be to develop and supervise nine digital-quality pay-audio music format fed to local cable operators via satellite, beginning in November.



Jack Taddeo

In announcing his departure from WLAK, Taddeo told R&R, "It's really been quite a learning experience here, as well as a lot of fun. I was fortunate to have a GM like Mike

TADDEO/See Page 27

## TRANSACTIONS

### Highsmith Acquires KRPM For \$4 Million

As previewed by R&R last week, Highsmith Broadcasting reached an agreement July 6 to acquire KRPM/Tacoma from RPM Broadcasting for \$4 million, pending FCC approval.

KRPM marks the third property for Highsmith; last week the company announced its plans to buy KLHT & KREM/Spokane. RPM Broadcasting owns no other radio properties.

Operating with 100 kw on 106.1 mHz at 800 feet, the Country-formatted outlet was recently granted a CP to elevate its tower to Squawk Mountain, centering the station's signal over the Seattle-Tacoma metro.

No staff or format changes are expected following takeover, which should occur by September. Kell & Co. acted as broker.

TRANSACTIONS/See Page 27

## Ballentine To Program WEZR

B94/Pittsburgh midday personality/Assistant PD Jeff McKay has been transferred to the PD position at EZ Communications' A/C-formatted WEZR/Washington. He will program the station under his legal name, Jeff Ballentine. Ballentine, who had been at B94 for three years, replaces Chuck Tyler, who resigned but will remain with the company in an unspecified capacity.

VP/GM Wyatt Thompson commented on Tyler's resignation and his replacement: "I think Chuck just wants to get back into CHR again, which is where his interests lie. As far as Jeff is concerned, instead of calling him 'Mr. Ballentine,' we should call him 'Mr. Excitement.' He has an amazing amount of energy. He's totally committed to winning; he's going to win, and win big here in Washington."

EZ VP/Programming Dan Vallie told R&R, "I'm thrilled that we've been able to promote from within someone of Jeff's caliber. He's a hard-working, determined guy, and will be one of the industry's great PDs."

Ballentine quipped, "I'm retiring 'McKay' to the place where they put old airmen. WEZR is such a great opportunity for me. I'm delighted that EZ Communications has the confidence in me to justify the move. We've got some big plans in the works, and we intend to set our sights high and become the number one A/C station in Washington."

## Riffe Upped To KACE GSM

Brian Riffe has been named General Sales Manager at KACE/Los Angeles. Riffe, who joined the All Pro Broadcasting outlet in March as Retail Sales Manager after eight years as Sales Manager at cross-town KJLH, succeeds Jim Blakely, who was promoted to VP/GM in May.

Blakely told R&R, "We had watched Brian over at KJLH, and we were impressed; he had the kind of character we were looking for. The plan was that whoever joined as Retail Sales Manager would be like an understudy to me for a while. We're very proud of the contribution that Brian has made."

Riffe said, "I feel somewhat blessed leaving one gig and going right into another within a couple of weeks. It doesn't happen too frequently, especially to some of the younger brothers in the industry. I'm thankful for the opportunity that I've been given by the All-Pro family, and I'm looking forward to doing the best I possibly can."

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# Washington Report

## 1604-1705 kHz Seen Solving AM Incompatibilities

In comments filed with the FCC, both NRBA and NAB urged use of the expanded AM band from 1605-1705 kHz to resolve conflicts that now limit the power and hours of existing AMs, or that are keeping new stations off the air. An international conference will act on the proposed expansion in 1988.

NAB said, "These new channels should be used to afford foreign nations opportunities to provide service while freeing up, for United States operations, those frequencies where conflicts already exist." NAB suggested some noncommercial use of the new spectrum, and agreed with the FCC that high power will be needed for effective coverage.

Because radio receivers for the new band will be similar to those now in use, NRBA urged the Commission to focus on allocation issues like power limits and interference protection, rather than technical issues like bandwidth.

Allocation issues are paramount, said NRBA, "because the total number of stations licensed in the extended band and the amount of service they will be able to provide is a direct function of the power of each station and the degree of interference permitted."

## Radio Stations Urged To Share Revenue Data

The radio industry's trade associations have decided to take another stab at gathering market-by-market broadcast revenue figures on a national basis. After the FCC stopped gathering the data in 1981, a voluntary collection effort by the trade groups was deemed a "major flop" when only 35% of radio stations agreed to share their earnings information.

The new project involves RAB, NAB and NRBA, who note that broadcasters in many local markets have set up systems to gather revenue totals. The trade groups are working with two accounting firms, Miller, Kaplan, Arase & Co. of Los Angeles and Hungerford & Co. of Grand Rapids.

Those firms now get monthly revenue figures from 30 markets. Stations are being urged to either cooperate with the accounting firms, or take part in local data-sharing efforts. Individual station revenues are kept confidential, but participants receive market totals against which they can gauge their own sales performance.

## FCC Stands By Call Sign Deregulation

Last fall's virtual elimination of call sign regulations has withstood a challenge from NAB and NRBA. Their petitions for partial reconsideration were dismissed by the FCC.

Their prime objection was to the Commission's decision to quit resolving call sign disputes among stations, forcing stations to turn to the courts for relief. Large-scale confusion is unlikely, said the FCC, because only 10% of call sign changes draw objections, and only 10% of those protests are sustained.

Letting local courts handle call sign fights leads to "a more comprehensive determination" because all relevant local factors can be considered, according to the Commission. It also dismissed as "speculative" NRBA's argument that ratings distortion will result from the ability of stations to immediately pick up relinquished call signs.

## FCC Fines Two Honolulu Stations

In unrelated cases, the FCC has fined KCCN/Honolulu and KISA/Honolulu \$2000 each. Both stations were hit for failing to respond to official inquiries from the Commission, while KISA was accused also of an improper emission on 1600 kHz.

In the other actions, WDAY/Fargo, ND was fined \$1000 for power, logging and meter violations; KSTN(FM)/Stockton, CA was fined \$1500 for remote metering and modulation violations; and WRAN/Dover, NJ was fined \$1300 for failing to make antenna proof of performance measurements and other equipment performance tests. The Commission refused to rescind a \$1000 fine against KCRX/Roswell, NM for failure to respond to official FCC inquiries.

## Public Radio Wins Deregulation

The FCC has decided to grant to public radio and television stations essentially the same deregulation extended to commercial radio in 1981.

Specifically, the Commission eliminated ascertainment requirements "in light of their costs, misplaced emphasis, doubtful necessity"; replaced detailed logs, which it called "costly and time-consuming," with the issues/programs lists now required for commercial radio; and eliminated the long form audit renewal application (Form 303-N).

The FCC Field Operations Bureau will still make random inspections of public stations to check public files and technical facilities. Also, stations must continue to keep records of EBS tests and "uses" of their facilities by political candidates.

In other developments:

- NAB's BROADCAST has made a commitment to aid Millennium Communications purchase WWVZ/Charleston. The nonprofit group expects four more deals to help minorities enter communication ownership by year's end.

# BMI Leaves Door Open To New Talks On Music License Fees

A spokesman for Broadcast Music, Inc. (BMI) says the music licensing company hasn't ruled out the possibility of reopening talks with the radio industry over a new contract. "We certainly haven't closed the door on anything," said BMI VP/Administration Alan Smith.

New contracts containing a rate hike of at least 10% were mailed to stations two weeks ago after talks between BMI and the All-Industry Radio Music License Committee broke off before any agreement had been reached.

Both NAB and NRBA last week called for BMI and the industry panel to resume negotiations. "We never close the door on talking," said Smith. Despite the calls for new talks, he added, "no one has approached us on the subject."

Smith did not commit the company to new negotiations, however, saying any decisions were up to BMI President Ed Cramer, who was away from his office last week.

## 2000 Contracts Returned

As of late last week Smith said approximately 2000 signed contracts had been returned by the 7000 stations that received the forms. Smith called that "a normal rate of return" and said "very few" were sent back with the notation they'd been signed in protest.

Although stations that hadn't signed their new agreements by July 1 are technically engaging in copyright infringement by airing BMI music, Smith reiterated that a "reasonable period of time" is being granted because of the last-minute mailing of the contracts. Stations will be mailed at least one reminder notice before any infringement actions are brought, he added.

Smith estimates the new BMI rates, which take effect next January, will increase station royalties for BMI composers and music publishers by approximately 10 or 11%. But the All-Industry Committee and many broadcasters say the increase is ac-

tually much higher. The committee attorney was unavailable for comment, but Smith said so far no official word had been received of the panel's threatened legal action against the rate increase.

NRBA reported that one member station calculated its rate increase at 35%. "That must be an error in calculation," said Smith. "It certainly was not our intention to have anything of the kind."

## Stations See No Choice, Sign "Under Protest"

Several stations contacted by R&R had not had time to figure their new BMI rates. Group One Executive VP Ed Devine said his eight stations signed their licenses "under protest."

"We're not pleased with the circumstances in which it was sent out," Devine commented. "We're with the All-Industry committee hoping for a better negotiated contract."

WSM/Nashville GM Tom Cassetty complained about "the speed they got it out with and the little time they gave us to return it. We really didn't have a choice. We went ahead and sent it back. We'll see what happens and maybe fight it later."

At WEAQ/Eau Claire, WI, Station Manager Steve Dickoff explained, "We signed it under protest and sent it back with a letter outlining our position, which is basically our objection to the fact that they broke off the talks and then just decided what the rates should be. They also sent a letter saying the increase was small, but in our case the increase is in excess of 15%, and that's not small."



**BROADCAST BOARD CONVENES**—NAB's minority investment organization BROADCAST held its quarterly board meeting in Washington recently. Facing the camera and the board members are BROADCAST staffers (l-r) Don Thurston (Chairman), John Oxendine, Ken Harris, Victor Brown, Marilyn Blizzard, Nina Martinez, and Susan Bricker.



## Fewer 25-34 Householders In Future

The number of households headed by persons aged 25-34 should increase 13% between 1980 and 1995, only half the projected growth rate for all U.S. households. By 1995, there will be 21.7 million of these households, up from 19.1 million in 1980. However, the number of these households will peak at 22.5 million in 1990 and decline by more than 700,000 over the next five years as the "baby bust" generation enters this key age group.

As reported in a recent issue of *American Demographics*, the number of households headed by 25-34 year-olds with incomes under \$30,000 (in constant 1982 dollars) is projected to decline six percent by 1995. These households will comprise 59% of all households headed by 25-34 year-olds in 1995, down from 71% in 1980.

While households in the lowest income group — those with incomes under \$10,000 — should increase 14% between 1980 and 1995, their share

will remain at nearly 15% of all households headed by 25-34 year-olds. The number of households with incomes from \$10,000 to \$29,000 will decrease by 12% between 1980 and 1995.

### More Will Be Richer

The share of households headed by 25-34 year-olds with incomes greater than \$30,000 per year should jump from 29% in 1980 to 41% in 1995, due to increasing numbers of married

couples with two paychecks. Although the number of households with incomes between \$30,000-\$39,000 will grow only 15% percent between 1980 and 1995, those with incomes between \$40,000 and \$49,000 will soar 97% by 1995. But even that figure pales beside the estimated 188% increase in the number of households in the highest income group — those with incomes greater than \$50,000 per year. These households should represent 11% of the households headed by 25-34 year-olds in 1995, up from less than 5% in 1980.

## "Yuppies" Bucks Up For The Best-Of-Everything

Young Urban Professionals, fondly known as "yuppies," have money to spare, but advertisers must handle this emerging consumer segment with care, according to a recent study conducted by New York City-based *Geers Gross Advertising*.

Yuppies' salaries start at \$25,000 and can top \$100,000 per couple, *Geers Gross Advertising* Sr. VP Nancy Jo Kimmerle told *Advertising Age*, adding that "this money goes into designer clothes, computers, videocassette recorders, pasta makers, electronic pagers, and other 'must-have' gadgets."

Sound like the sort of people you'd like to have listening to your radio station? Then monitor your clients' spots carefully. Yuppies may, as Kimmerle claims, alphabetize their videocassettes and audio tapes, color-code their closets, and work up daily calendars for their children in an effort to make life neat and orderly; however, they like to consider themselves independent thinkers and resist advertising that attempts to portray them as an easily identifiable subsegment of the postwar baby boom.



"You'll see whole packs of them wearing mink coats and jogging shoes listening to *Sony Walkmans*," Kimmerle laments, "but if you pointed that pattern out, they would very much resent it." She also noted that, despite yuppies' undeniable affluence, "positioning advertising to them that says, 'We know you feel you must have one of these' is going to turn them off." Maybe the same could be said about your radio station's spots.

## Consumer Electronics Industry Tops \$20 Billion

Factory sales of home radios jumped to \$565 million in 1983, up from \$530 million in 1982, according to the 1984 edition of the *Consumer Electronics Annual Review*. Published by the *Electronics Industries Association* of Washington, DC, the survey claims the consumer market totalled \$20.6 billion in sales last year.

Among the highlights of the survey, at least from the point of view of *R&R*'s readers, was the finding that audio equipment sales rebounded from the slight decline posted in 1982. Home

entertainment systems, stereo components, portable tape equipment, and car stereos all racked up 1983 sales increases.

Meanwhile, sales of videocassette recorders nearly doubled to \$2.2 billion in 1983, up from 1982's \$1.3 billion. Even black-and-white TV sets held their own, with a half-billion dollars in sales on almost 5.7 million units. Color TVs continued to be the electronics industry's largest dollar-value product, with 1983 factory sales of \$5 billion.

## Soundcraftsmen Intros 10-Octave Equalizer



A ten-band stereo graphic equalizer, the "SE550," is now available from the Santa Ana, CA-based *Soundcraftsmen* firm. This professional-quality unit provides a full 15dB boost and cut on each octave control, while built-in spectrum level controls enable the user to achieve input-to-output balancing separately on each channel, thus retaining critical headroom regardless of what EQ curve is needed to neutralize room effects.

The SE550 comes complete with a specially-recorded, frequency spectrum analyzer test album that features Fletcher Munson pink noise bands, making accurate room equalization a fast, simple process. For further information, contact *Soundcraftsmen* at (714)556-6191.

## Business Meal Price Up 34% Since 1980

The average traveling employee will eat 138 meals on the road this year, according to a projection based upon a study of 20,000 employee expense accounts. At current prices, that amounts to \$7722 per person yearly, reports *USA Today*.

What's more, in 1980, the average price paid for a business meal was \$5.53. That figure climbed to \$5.97 in 1981, \$6.64 in 1982, \$7.36 in 1983, and presently stands at \$7.44—a whopping 34% increase in just four years. Gulp!

## Lights & Temp Down, Office Productivity Up

For years, behavioral scientists and tyrannical bosses alike have blamed the office water cooler or coffee machine as the source of declining employee productivity. Now a recent Canadian study suggests that bright lights and an office air conditioner set at the traditional 73 degrees may be the culprits.

The study, reported in the *Wireless Flash*, found that men and women white-collar workers were more productive when the lights were dimmed and the office thermostat was turned down to a bracing 55 degrees (!). No followup survey exists as to whether this greater employee productivity more than offsets the increase in air conditioning costs.



**STARS SING RADIO'S PRAISES IN RAB SPOTS**—RAB Sr. VP Danny Flanberg (right) presents Jessi Colter with her very own "radio/radio," in appreciation of the country recording artist's voicing three pro-radio spots during a recent visit to New York. Colter's commercials kick off an RAB advertising campaign designed to promote radio advertising by using recording stars heard over the nation's airwaves as spokespersons. The 30/60-second spots are compatible with the artist's musical format, be it Country, AOR, or CHR. Copies of the spots are available exclusively to RAB members by calling RAB's Helpline: (800)232-3131.

# SUPERSTAR CONCERTS

**WESTWOOD ONE** For the best in nationally-sponsored radio programs, concerts, simulcasts and big event specials, call (213) 204-5000.

**WESTWOOD ONE PRESENTS**

# THE ROMANTICS



## IN CONCERT

Why do American rock & roll fans love The Romantics? Passionate songs and explosive live shows, like the one you'll hear on Westwood One's "In Concert" series airing on more than 250 great radio stations the week of July 16. Recorded at the Paramount Theatre in Seattle during

the Motor City foursome's just-completed tour supporting their fourth album, appropriately titled *In Heat*, this edition of "In Concert" features from-the-heart performances of Romantics originals like "Talking In Your Sleep," "One In A Million," "What I Like About You" and "Rock You Up" as

well as rave-ups like "Shout," "Little Latin Lupe Lu" and "Route 66." The hard-touring Romantics are carrying the torch of classic American rock & roll, and "In Concert" is proud to present them exclusively in their only national radio concert of the summer. *Don't miss it!*

**WESTWOOD ONE**

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

## Networks/Program Suppliers



**TWISTED LIFTER** — Coinciding with the release of Twisted Sister's new Atlantic album "Stay Hungry," lead vocalist Dee Snider stopped by the New York studios of NBC's *the Source* for an interview with Rona Elliot. The taping session proved both gripping and uplifting.



**IDOL CONVERSATION** — What does Billy Idol keep clenched in his fist? Maybe Michael Jackson's other glove. At any rate, Idol recently appeared on "Supergroups," broadcast over the ABC Rock Radio Network. Pictured following the program's mix at the Record Plant in New York are, standing (l-r) Idol's manager Bill Aucoin, guitarist Steve Stevens, Idol, and ABC's Willard Lochridge and Beverly Padratzik; sitting (l-r) are Record Plant's Sam Ginsberg, DIR's David Knight, and ABC's Denise Oliver.



**NEXT OF KIHN** — During a recent live broadcast of Global Satellite Network's "Rockline," guest Greg Kihn picked up his guitar and performed live for a nationwide audience. Pictured following the show (standing, l-r) are Rockline's Christina Anthony, Mark Felsot, Rachel Perkoff, Cindy Tollin, host Bob Coburn, and (seated) Kihn.

## Pro:Motions

### LeFrak Appoints Leeds

Steven Leeds has been named Director/A&R for the **LeFrak Entertainment Company, Ltd.** Leeds brings an extensive music industry background, including work as Director/A&R at **MCA**, originator of the syndicated offering "Ranties," staff member with the **Atlantic/Atco** promotion departments, and assistant/producer for **Murray the K**.



Steven Leeds

### NCBA Elects Officers

The **Northern California Broadcasters Association** has elected the following officers: Chairman **Jack McSorley, K101/San Francisco**; Vice Chairman **Robert Kieve, KARA & KLIV/San Jose**; Secretary **Earnest James, KDIA/Oakland**; and Treasurer **Jerry McKenna, KITS/San Francisco**. Their one-year terms are effective through June 30, 1985.

### Friedman New E/A Creative Director

**Carol Friedman** joins **Elektra/Asylum** as Creative Director. She is a noted photographer whose "A Moment's Notice: Portraits of American Jazz Musicians" was recently published by **Schirmer/MacMillan**. Her background also includes a stint as art director for the independent New York-based **Artists House** label.



Carol Friedman

### Taylor To Manage Weiss & Powell/Dallas

**Christi Taylor** has been appointed manager of **Weiss & Powell's** Dallas office. Before accepting this post, she was affiliated with **Republic Radio** (formerly **RKO Radio Sales**). Prior to that she worked in sales at **Eastman**.

### RCA Names New Managers

**Carol Brown** and **David Wiese** have been tapped as West and East Coast Managers, respectively, of **RCA's** Field Sales/**Red Seal** Division. Brown previously served as store manager of record outlet **Classical Wax**. Before that she was a classical buyer for several stores. Wiese has been with **RCA** for the past 12 years, most recently as **Manager/Singles Sales** for the Eastern Region. Previously, he spent five years as a **New York Sales Representative**, handling key classical accounts.



Carol Brown



David Wiese

### Glantz Tapped As MTV ND

**MTV** has announced the appointment of **Michael Glantz** as News Director. He takes on the newly-created post after serving as President of **MorTel Associates**, broadcast news consultants and talent representatives. He's a former **WNEV-TV/Boston** sports producer who also worked as a sports reporter/newscaster for **WFAS/White Plains, NY**.

### Nassau Broadcasting Adds Two

**Sharon Roth** has been named Co-op Specialist for **WHWH & WPST/Trenton, NJ**. Before joining the **Nassau Broadcasting** stations last year, Roth spent three years with **WVAF/Charleston, WV** as an AE. In other news, **Judith Brenna** comes aboard as the outlets' Advertising Consultant; her background includes extensive public relations and advertising experience.

### KKMI Selects Sales Team

**KKMI/Seattle** recently assembled its sales staff. Working under the direction of **GSM Hank Mann** are: **Andrea Allen, Jim Allmendinger, Vivian Anderson, Sarah Bowen, Don Meeks, Fred Sanchez, and Kathryn Warner**.

### IRTS Holds Elections

**Ralph Baruch**, Chairman of **Viacom International**, has been re-elected President of the Board, **International Radio and Television Society**. **Edward Bleier, Warner Bros. TV's** Executive VP, was also re-elected as First VP, together with VPs **Eleanor Applewhite, CBS Inc.; Mark Cohen, ABC Inc.; and James Greenwald, Katz Communications**. **Jerome Boros** is Secretary; **Alan Griffith** is Treasurer. Five new governors were chosen as well: **Museum of Broadcasting** President **Robert Betscha, MCA-TV** President **Donald Menchel, WASEC Exec. VP/COO Robert Pittman, Inner City Chairman Percy Sutton, and N.W. Ayer, Inc. Sr. VP/Media Director Marcella Rosen**.

### Buckboard, Angel Face Bow

**Inspiration Resources Corp.** has established two affiliated labels specializing in country music product, **Buckboard Records** and **Angel Face Records**. While **Buckboard** will handle straight country music, **Angel Face** will focus its attention on crossover country material. **Buckboard's** first release is **Shauna Smith's** "Stumbled In To A Good Thing"; the **Brooks Brothers'** "Hands-Up" marks **Angel Face's** debut. Overseeing the labels' operations are **Inspiration Resources** President **Darrell Glenn, Director/Sales & Promotion Glen Norris, and Marketing Supervisor David Day**. The company and its labels may be reached at (817)595-0347.

### Capitol Ups Rodriguez

**Marc Rodriguez**, formerly Artist Relations/Video Coordinator for **Capitol**, has been promoted to **Manager/Video Promotion**.



## THE FITZGERALD HARTLEY ROCK 'N RACING TEAM

would like to thank all  
who gave their support  
for this year's **BAJA TO BARSTOW**  
**500 KM OFF-ROAD RACE.**

Your pledges have helped  
establish a research fund  
at the City of Hope.

Hear What These Successful Programmers Have  
To Say About These **NEW** Columbia Records

**JEFF McCARTNEY, MD, 94Q/Atlanta**



on **ELVIS COSTELLO**  
**"The Only Flame In Town"**

"With Daryl Hall singing background vocals, this is the record that will finally make Elvis a household word. His fans have always been there; now is the chance for him to become a mass-appeal hit artist."

**SUNNY JOE WHITE, PD, WXKS-FM/Boston**



on **NICK LOWE**  
**"Half A Boy & Half A Man"**

"That's a hot song! Nick's best song since 'Cruel To Be Kind' is reminiscent of goodtime rock & roll a la Freddy Cannon. Better than any summer song out there."

**RALPH WIMMER, PD & JIM PAYNE, MD**  
**WMAR/Baltimore**



on **KAREN KAMON**  
**"Loverboy"**



"Give this lady a shot, it's a bona fide hit. It took a couple of weeks, but we've got an explosion of top 10 phones. If you have any doubts about this record, Call Uncle Ralph directly (301) 377-2222."

**JEFF KING, PD, KPLUS/Seattle**



on **BANGLES**  
**"Hero Takes A Fall"**

"I love the production. It's a refreshing sound that stands out from the rest of the crowd and sounds like a perfect summertime hit. Great female phones -- immediately."

ON COLUMBIA RECORDS





# Digging Into Your Diaries: The Mechanical Way

Looking at the headline you may be thinking, "Oh, so Hiber's going to suggest using a steam shovel to get information from my station's diary database." No, not quite. What I mean by a mechanical is the printout Arbitron will sell you (for between \$500-800) that mechanically (on computer) prints out everything (almost) you'd want to know about your station's numbers. With the outpouring of the spring estimates rushing like a torrent, I thought you'd like to get better acquainted with a mechanical and see how it can help you make sense of your spring numbers.

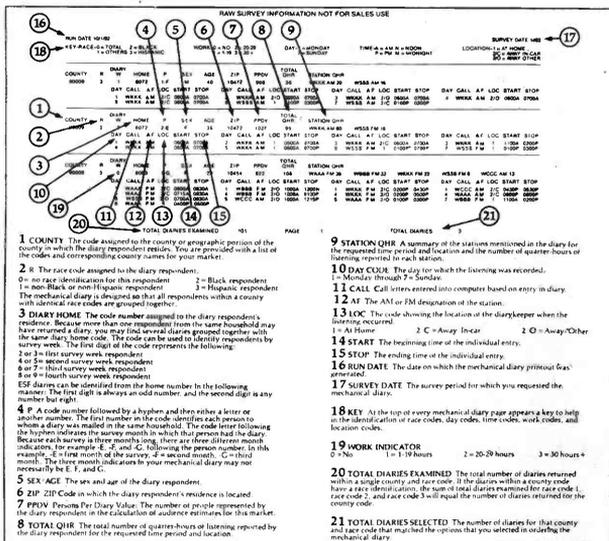
By the way, to give our friends at Birch a plug here, it should be noted that their ratings service has its own version of a mechanical. Birch calls its print-out of your database (phone interview results in their case) File Listings, and charges between \$100 and \$350 for these, depending on the number of demo cells requested.

Examples of both mechanicals and file listings — and how in detail to get the most from them — constitute a portion of my book, specifically part of the section dealing with Ratings Research. However, to give you a bit of a head start as you plow into the spring results, I'll show you an example of a mechanical, its ingredients, and then lay out some items to look for as you scour the fine points for answers.

Keep in mind that when you order a mechanical from Arbitron (through your sales rep or through Jay Billie in Laurel at 301-982-4742), you may have it sent to your station or held for you at Laurel if you are going in to review your diaries. As I mentioned a few weeks ago in my column on how to get your diary review date set, it's preferable to have the mechanical sent to the station in advance of your trip to Laurel. However, if you're not making that sojourn, then at least order the mechanical and get some of the 75% of the ratings data not contained in the printed reports.

## Touring Your Mechanical

While a tour through the nuances of a mechanical printout may not be as thrilling as a cruise through the Inside Passage of Alaska, it may be more



- 1 COUNTY: The code assigned to the county or geographic portion of the county in which the diary respondent resides. You are provided with a list of the codes and corresponding county names for your market.
- 2 R: The race code assigned to the diary respondent. 1 = Black respondent 1 non Black or non Hispanic respondent 2 = Hispanic respondent The mechanical diary is designed so that all respondents within a county with identical race codes are grouped together.
- 3 DIARY HOME: The code number assigned to the diary respondent's residence. Because more than one respondent from the same household may have entered a diary you may find several diaries grouped together with the same diary home code. The code can be used to identify respondents by survey week. The first digit of the code represents the following: 1 = 1st survey week respondent 2 = 2nd survey week respondent 3 = 3rd survey week respondent 4 = 4th survey week respondent 5 = 5th survey week respondent 6 = 6th survey week respondent 7 = 7th survey week respondent 8 = 8th survey week respondent 9 = 9th survey week respondent 0 = 10th survey week respondent ESF diaries can be identified from the home number by the following: 000000 = The first digit is always an odd number and the second digit is any number but eight.
- 4 ZIP: ZIP code followed by a hyphen and then either a letter or another number. The first number in the code identifies each person to whom a diary was mailed in the home household. The code letter following the hyphen indicates the survey month in which that person had the diary. Because diaries are mailed every three months, there are three different month indicators, for example, A, B, and C, following the person number. In this example, the first month of the survey is A, the second month, C, and the third month is B, E, and C.
- 5 SEX: AGE: The sex and age of the diary respondent.
- 6 ZIP: ZIP: Code in which the diary respondent's residence is located.
- 7 PPDV: Persons Per Diary Value: The number of people represented by the diary respondents in the calculation of audience estimates for the market.
- 8 TOTAL QHR: The total number of quarter-hours of listening reported by the diary respondents for the requested time period and location.
- 9 STATION QHR: A summary of the stations mentioned in the diary for the requested time period and location and the number of quarter-hours of listening reported in each station.
- 10 DAY HOUR: The day for which the listening was recorded. 1 = Monday through 7 = Sunday.
- 11 CALL: Call letters entered into computer based on entry in diary.
- 12 AT: The AM or FM designation of the station.
- 13 LOC: The code showing the location of the diary listener when the listening occurred. 1 = At Home 2 = C = Away - In-car 2 C = Away - Other
- 14 START: The beginning time of the individual entry.
- 15 STOP: The ending time of the individual entry.
- 16 RUN DATE: The date on which the mechanical diary printout was generated.
- 17 SURVEY DATE: The survey period for which you requested the diary.
- 18 KEY: At the top of every mechanical diary page appears a key helpful in the identification of race codes, day codes, time codes, work codes, and location codes.
- 19 WORK INDICATOR: 0 = No 1 = 1-10 hours 2 = 20-29 hours 3 = 30 hours +
- 20 TOTAL DIARIES EXAMINED: The total number of diaries returned within a single county and race code. If the diaries within a county code have race identifications, the sum of total diaries examined for race code 1, race code 2, and race code 3 will equal the number of diaries returned for the county code.
- 21 TOTAL DIARIES SELECTED: The number of diaries for that county and race code that marked the options that you selected in ordering the mechanical diary.

Let me translate some of the terms. PPDV (Persons Per Diary Value) is just another way of saying Cume. The

## Q&A

A number of you have been asking lately about how you can compute Time Spent Listening under the Birch system of listening estimates. Is the formula for TSL under Birch the same as that used for Arbitron, or is there a difference?

Yes. Seriously, the total week TSL formula is the same as for Arbitron (multiply your station's M-S 6am-Mid average quarter hour audience times 504 — the number of quarter hours in that daypart — and divide that answer by the station's total week cume for whatever demo you are examining). The result will be the number of quarter hours the typical listener in selected demo spends with your station in a week, in either Arbitron or Birch's surveys.

However, there is a Daily TSL formula that can be used when looking at Birch numbers. Take the average quarter hour audience for the relevant demo/daypart/station and multiply that figure times the number of quarter-hours in the specified daypart in one day (16 for AM Drive for example. Divide that result by the daily cume for the relevant station/demo/daypart. The final answer is the number of QHs in a day (or specified daypart) the typical listener spent with your station.

# Week In Review

## Griffin Report Revived

The Griffin Report, qualitative research studies that detail demographic and psychographic data for stations in surveyed markets, will be resuming publication in the near future. Authored by Benny Griffin, Corporate Research Director for Great Empire Broadcasting, the Griffin Report uses telephone surveys and at one time was measuring 75 markets in the Central and Southwestern parts of the nation. The Griffin Report will now be marketed by Lawrence Media Services; (316) 522-4099.

## Tobkes Up At Eastman

Alan Tobkes, who has been VP/Marketing Services for Eastman rep firm for the past several years, was recently promoted to Senior VP. Tobkes also currently serves as co-Chair of the RAB's GOALS Committee.

Joining Tobkes' department as Research Analyst recently was Holly Stone. Ms. Stone was formerly with the Concert Music Broadcast Association.

rewarding and allow you to keep your job so you can afford that cruise later. Thus, what I thought we'd do this week is — with Arbitron's permission and cooperation — take you through a sample mechanical entry and see what we can see.

Below is an example of several entries, with one highlighted. Arbitron's explanatory guideposts help keep you from getting lost on your tour of this valuable document...

mechanical. These items deal with the weekly diary return, the daily diary entries, and the listening-by-location data.

• Weekly Return. As you can see under points number three and four on the mechanical map, the weekly diary return is coded with certain letters and numbers. You can tally the returns for your station by week, then compare that result to things you may have done strategically to affect the numbers. Did the big TV push seem to have any impact? What about the competition's award of a million dollars — did that cause your diary count to drop at any time during the sweep? By the way, to use the weekly return data in a definitive way, it's helpful to know what the overall weekly return for the metro was, and then see how your return compared. Arbitron will sell you that data for another \$125.

• Daily Entries. Making sure not to confuse the Monday-Thursday entries on the mechanical, stations can learn much about diarykeeping habits — and their implications for station activity — by tracking the entries on a daily basis. For example, what percent of your listeners recorded an entry to you on Thursday, Friday, etc? Were there days when you didn't get entries but your competition did? If so, what might explain that? How about special features such as Paul Harvey, a countdown show, or some syndicated special; were there any entries on those days? Knowing the daily entry pattern of your cume can help guide on-air events, promotions, and marketing timing.

• Listening By Location. Noting by key daypart what portion of your listeners tune in, and in what locations, can be a helpful key to on-air and marketing activities. For example, if PM Drive has the highest proportion of in-car listening to your station (which is usually the case), then your jocks should relate to that audience. Perhaps you want to air some traffic-related feature. Billboards could also be a good investment, aimed at going-home commuters, asking them to tune to your station.

These are just some of the creative ways mechanicals can help you gain more insight into your spring numbers. You'll probably think of others, but at least go ahead and take the trip through data contained in one of these gems. It's worth it to get the other 75% of the diary data. Good hunting!

## Three Key Analyses

Let me give you some thoughts regarding three analyses I've always found helpful when breaking out a

PPDV is the cume value of each diary in a given demo/geographic sampling unit. Thus, in the example shown in the highlighted part of the mechanical, the PPDV for this 36-year-old female was 1027. That means she represents just over 1000 women 35-44. If a station had ten such listeners, its cume among women 35-44 would be approximately 10,000.

Also watch out for the day codes. This can be confusing since the first day of each diary week is Thursday, but for the mechanical purposes the first day of each week (day one) is noted as Monday. Thus, the first diary day is shown on the mechanical as day four (Thursday), not day one (Monday).

# Introducing AP NewsPower 1200

**Now you can break the AP news story you want 18 times faster.**

AP has its fastest breaking news story ever. Our NewsPower 1200. It delivers AP quality news and features at 1,200 words per minute, 18 times faster than the standard AP Radio Wire.

**Weather in a flash. Sports as soon as there's a score.**

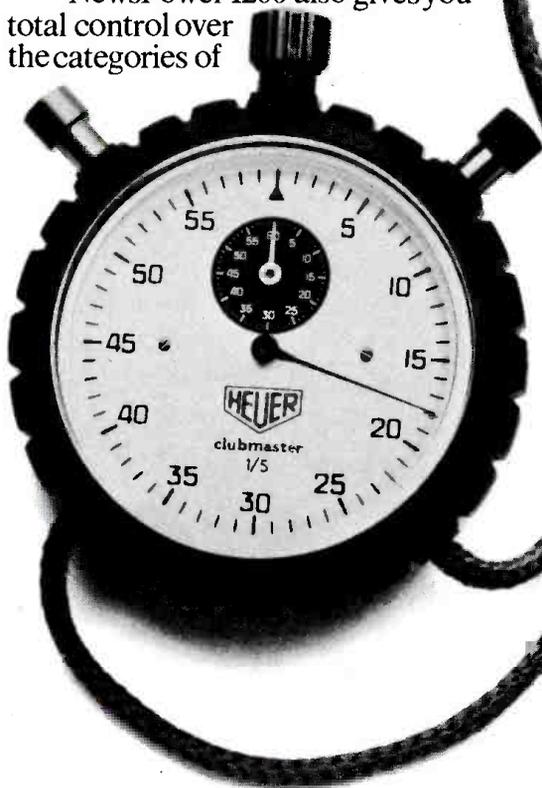
NewsPower 1200 is so fast it can move sports scores the moment they happen. Dow Jones averages the minute the market closes. State and regional stories the second they break.

And weather information comes to you directly from the National Weather Service!

It delivers all the quality news programming radio stations expect from AP, on a system that's been fully researched, designed and tested to meet AP's exacting standards— and yours.

**Total control,  
even at this high speed.**

NewsPower 1200 also gives you total control over the categories of



news you receive.

And the volume of stories coming into your newsroom.

You can get everything that's currently on the AP Radio Wire, or program the selections to your requirements.

**The news you need, when you need it.**

Every hour you'll get ready-to-air summaries of the top news stories, if that's what you want, in plenty of time for top of the hour newscasts.

State and regional news moves well in advance of your busiest day parts. And AP's highly salable features arrive in a fresh morning drive package.

**Speed, selectivity and reliability —  
a powerful combination.**

If you're ready to get the weather faster, gain control over your news volume, and still keep the highest level of programming quality and salability—you're ready for AP NewsPower 1200.

For more information call your local AP Broadcast Executive or Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press. 202-955-7214.



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



## Join Lee Arnold and hit a few bars this weekend with Willie, Merle, Crystal and Dolly.

Pick up "On A Country Road." You'll join over 350 stations bringing country music lovers one of America's hottest syndicated music magazines.

It's three hours a week of country music news, celebrity profiles, recorded live segments from Billy Bob's country mecca, exclusive interviews, and concert performances. All presented with a generous helping of country hits and all-time classics.

Nobody knows country music better than Lee Arnold, the Academy of Country Music's 1983 DeeJay of the Year. And nothing delivers the listenership like his "On A Country Road."

Plus four three-hour specials this

year: Memorial Day, with John Denver, Lee Greenwood, and Emmylou Harris; July 4th weekend, with Willie Nelson and Waylon Jennings; Labor Day, featuring George Jones and Hank Williams, Jr. And, in October, live simulcast from Nashville of the Country Music Association Awards.

Pick up the country music program that'll pick up your listenership. Pick up "On A Country Road."



**MUTUAL  
BROADCASTING SYSTEM**

Call Mutual Station Relations (703) 685-2050

# RATINGS REPORT

# Spring '84 Arbitron Advances

## New York

### ARBITRON RADIO

**WHTZ Solidly Reclaims First; WRKS Runner-up As All Urbans Slip; WNEW-FM Wins AOR Race; A/C Contest Tightens As WLTW Jumps**

	Winter '84	Spring '84
WHTZ (CHR)	5.5	7.2
WRKS (Urbn)	5.6	5.1
WINS (News)	4.6	4.6
WPLJ (CHR)	4.1	4.4
WOR (Talk)	4.9	4.2
WRFM (BM)	3.8	3.7
WCBS (News)	4.6	3.6
WPAT-FM (BM)	4.0	3.6
WCBS-FM (Gold)	2.7	3.3
WKTU (Urbn)	4.0	3.3
WNEW (BBnd)	2.9	3.1
WNEW-FM (AOR)	2.6	3.1
WNBC (CHR)	2.9	3.0
WAPP (AOR)	3.3	2.9
WHN (Ctry)	2.3	2.9
WPIX (AC)	2.9	2.7
WABC (Talk)	2.2	2.6
WBLS (Urbn)	3.7	2.6
WYNY (AC)	2.9	2.6
WLTW (AC)	1.6	2.4
WADO (Span)	1.5	2.3
WSKQ (Span)	1.2	2.1
WJIT (Span)	1.0	1.8
WPAT (BM)	1.5	1.6
WMCA (Talk)	1.5	1.5
WBLI (CHR)	.9	1.2
WQXR-AM & FM (Clas)	1.9	1.1
WNCN (Clas)	1.0	1.0

## Los Angeles

### ARBITRON RADIO

**KIIS Adds Two, Nears Double Digits; KABC Helped By Dodgers; KLOS Takes AOR Lead As KMET, KROQ Slip**

	Winter '84	Spring '84
KIIS (CHR)	7.8	9.7
KABC (Talk)	5.7	7.6
KBIG (Easy)	4.1	4.3
KJOI (Easy)	4.5	4.3
KLOS (AOR)	3.3	3.9
KMET (AOR)	3.9	3.4
KNX (News)	3.5	3.0
KFWB (News)	3.0	2.9
KKHR (CHR)	2.6	2.9
KMPC (Easy)	3.2	2.9
KOST (AC)	3.5	2.7
KIQQ (CHR)	2.7	2.6
KRTH (Gold)	2.8	2.6
KPRZ (BBnd)	2.3	2.4
KJLH (Blk)	2.2	2.3
KZLA-FM (Ctry)	2.4	2.2
KROQ-FM (AOR)	3.0	2.1
KHTZ (AC)	1.7	2.0
KLAC (Ctry)	1.6	2.0
KRIA (Gold)	2.1	2.0
KALI (Span)	1.4	1.8
KMGG (AC)	2.3	1.8
KTNQ (Span)	1.6	1.8
KWKW (Span)	1.3	1.8
KLVE (Span)	2.0	1.7
KDAY (Blk)	1.6	1.6
KNOB (Easy)	1.3	1.5
KFI (AC)	2.0	1.4
KACE (Blk)	2.0	1.3
KKGO (Jazz)	1.4	1.3
KUTE (Urbn)	1.1	1.3
XTRA (CHR)	.8	1.0

## San Diego

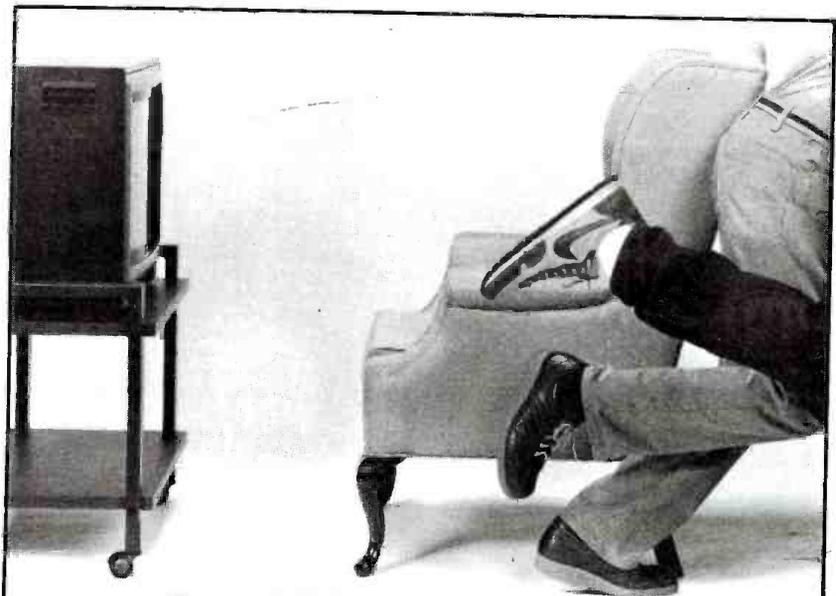
### ARBITRON RADIO

**KJQY Retakes First; KFMB Stronger With Padres; KLZZ Bolts Into Contention; KSDO-FM, XHRM Climb**

	Winter '84	Spring '84		
KJQY (BM)	7.3	8.4	KBZT (AC)	3.6 2.9
KFMB (AC)	5.5	8.0	XTRA (CHR)	3.8 2.9
KGB (AOR)	7.9	7.6	KIFM (AC)	2.9 2.7
KSDO-FM (CHR)	5.2	6.5	KFSD (Clas)	2.5 2.6
XHRM (Urbn)	4.1	5.5	KCBQ (Ctry)	2.4 2.5
KSDO (N/T)	4.5	4.6	KMLO (BBnd)	2.8 2.4
KFMB-FM (AC)	4.7	4.2	KEZL (AC)	2.2 2.3
XTRA-FM (AOR)	6.5	4.1	KCBQ-FM (Ctry)	3.1 2.0
KPQP (BBnd)	4.4	4.0	KNX (News)	1.9 1.6
KYXY (AC)	3.8	3.6	KOGO (Talk)	1.3 1.5
KLZZ (AC)	1.5	3.5	XHZ (AOR)	1.6 1.2
KSON-FM (Ctry)	2.7	3.1	KKOS (AC)	1.0 1.0

### Format Legend

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



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# NETWORKS PROGRAM SUPPLIERS



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## SYNDICATION DO'S AND DON'TS

# The Perils Of Program Production

It happens all the time. An all-night jock dreams up a great idea for an Easter music AOR countdown, or a psychologist wants to develop a program around the latest anxieties and anguish of break-dancers. Both are fresh ideas that have never been done before and will take the radio world by storm. All someone has to do is put together a demo tape, send it to every commercial radio station in the country, and then chuckle all the way to the bank. Right?

Wrong. Misconceptions about syndication abound, and every year dozens of entrepreneurs discover — the hard way — that program production and syndication mean more than just coupling a fresh concept with a tape recorder and a garage. This week's column looks at the perils, miscalculations, and blunders often inherent in independent radio production.

### More Than Just An Idea

One of the most frequent misconceptions about syndication is that it's a simple business to enter. On the surface it appears that producing a national radio program only takes a two-track recorder, a script, maybe a record or two, and good pipes. But producing a high-quality program takes a lot more than a unique idea and encouragement from a few stations. The idea is the foundation. And that is where the work begins.



Norm Pattiz

Tom Rounds

"Think about it as a baseball game," explains Josh Feigenbaum, President of MJI Broadcasting. "Reggie Jackson makes it look real easy to hit a home run. He just whips that bat around, and the ball is out of the park. The same thing is true with syndication. It looks real simple to do, but the fact is that it is a very complicated business. If someone came up to me with the thought of getting into the business, I'd tell them to look into something else."

ABC Watermark President Tom Rounds likewise is very careful when someone approaches him with a "great idea" for a new show. Every good program is based on an idea, but that alone is no guarantee of success. "Good ideas abound," he says. "What you have to do is make sure that it is more than just an idea. Ideas in the talking stage always turn out differently once they've been produced. The problem with pure ideas is that they don't really have any weight or value on their own. It is the execution of the idea that has the value. Newspaper syndication works the same way — most comic strips are usually born and

developed locally. It is rare that any syndicated product will leap directly into the national market."

Another consideration is the value of the particular idea itself. What seems like a fantastic idea to one person might not make another person even turn his head. Mike Carruthers, President of Strand Broadcast Services, is very wary of most ideas that eager, prospective producers send him. "Most of the ideas we get aren't as great as the people think they are. This is usually either because the show is already being done by someone else, or it isn't being done. If it isn't being done, there's probably a reason why. In most cases the person who presents us with an absolutely original idea is usually not the first person who came up with it, and he probably won't be the last."

### Catch 22

Producing and distributing a national radio program is a combination of many elements. Once the original concept is turned into a viable, produced product, the real work starts. The survival of any program depends on advertiser support, and advertiser support depends on the quantity and quality of the stations which have cleared the program. However, many stations won't clear an untested product without some guarantee that the producer has the financial wherewithal to make it a reality. And where does the financial wherewithal come from? The advertiser.

Ted LeVan, President of Narwood Productions, describes the situation: "A company might have an idea, or it might have a program, but that is no guarantee. You can't interest an advertiser until the network of stations is lined up, and stations are not likely to sign anything if all they've seen is a concept sheet of what you plan to do.



Even if the station has listened to a few demos, it still won't commit to anything until it knows the program is a for-real project. And if you don't have the stations, it's awfully tough to get the advertisers."

MJI's Feigenbaum agrees. "Most people don't realize that a lot rests on the credibility of the company, not the concept of the show," he comments. "No matter how terrific the program is, it takes a lot of hard work and dedication to create a good track record. In order to be successful you have to put all the pieces together, and make sure you have the faith of the people you're dealing with. This includes the stations and the advertisers, because without them you're going to have a hell of a hard time."

Ultimately, the key to success lies in marketing. Without a skillful marketing plan the highest-quality program will very likely flounder. Every successful syndicator or in-

standing of the general marketing process.

"There are a lot of creative, skilled people producing good shows," says Mike Carruthers, "but they're really weak at selling and clearing them. They think 'now that we've got a good show we'll go out today and get a sponsor, tomorrow we'll clear the stations, and by Friday we'll be on the air.' In reality, however, it's pretty tough to go out there and market the thing. A lot of people jump into the business with the perception that it's going to be pretty simple, but it isn't."

### Costly Mistakes

A certain amount of risk is involved in every business venture, and program syndication is no different. Possibly one of the initial mistakes in the industry is the misconception that syndication is the closest exit to Easy Street. Feigenbaum says, "I think a lot of people look at us and say, 'Hey, they must be making a fortune,' and decide they want a piece of the action. Unfortunately, the route to failure lies in not understanding that things sometimes don't work. Sometimes you can't find a sponsor, even if you've got a great program. Sometimes you can't find the stations. You have to have all the pieces in place and putting those pieces together can be a very delicate maneuver. You have to have a great deal of knowledge about the business."

Carruthers believes the first mistake a novice can make is to get into the syndication business in the first place. "If someone told me they decided to start their own company to market a show, I'd probably tell them they're making a big mistake and wasting their time. It's an expensive process, and I don't think people believe it can be as tough as it is. They think the successful companies just came into existence and did real well. But their success springs from the fact that they're mostly headed by marketing people — not programming people. This is often the downfall of a lot of syndication companies."

As Murphy's Law states, "If something can go wrong, it will," and the syndication business is a prime example. Because of the number of unknown variables involved, numerous pitfalls plague even the most successful program producers.

Tom Rounds believes most of the common mistakes fall into two categories. "One is the kind of mistake people make that work against themselves," he elaborates. "These include things such as setting their sights too high, or offering a program they can't possibly deliver, or developing a distribution system that isn't feasible or finan-



Mike Carruthers

Ted LeVan

dependent producer has combined creativity with a strong business sense, while most of the failures result from a lack of under-

## INDEPENDENT PRODUCTION

# A Word To The Wise

Thinking about syndicating your local countdown show, or developing an idea that is bound to be a big hit? Westwood One President Norm Pattiz has a few suggestions to mull over before you dive right in:

"Creating and distributing a radio program is something that in today's marketplace has a very low probability of success. If someone thinks he has a great idea for a radio program, he should first shop that idea with the large, professionally-run distribution sources that are available today. If he gets a lot of positive reaction, and finds a distributor who is interested, he should forget about going into business for himself and let someone else do it for him. But if he gets a negative reaction, maybe the idea just isn't as good as he thought it was and maybe he should forget about it.

"Usually the creative people who conceive and produce programs are not the people who go out and market them. What may seem like a brand new idea to the creative person may be something that simply cannot be marketed, either because it is currently on the air, or because it just won't work."

## Perils Of Program Production

Continued from Page 14

cially practical. We've made all these mistakes with different programs, and I see them still being made to this day. They all end up making you your own worst enemy. The second kind of mistakes are those where you misjudge the market — either by pricing the program too high or too low against advertisers, or by coming up with a product that is so derivative that it can't possibly have its own image or position in the market."

### Do-It-Yourself?

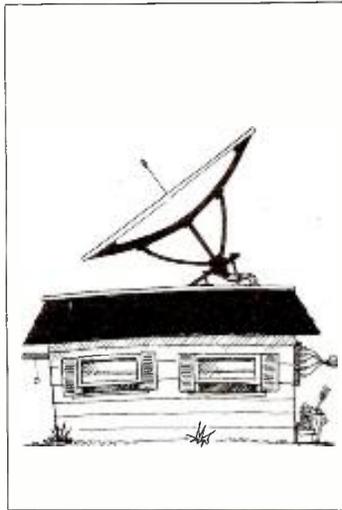
If a person still insists that his (or her) idea is the best thing since sliced bread, shrugs off the pervasive discouragement, and ignores the odds against success, what route is best? One of the most often-asked questions is "Should I do it myself or get an experienced syndicator to market my program?"

"This is a ridiculous question, and we all hear it," Rounds continues. "An awful lot of people want to get into syndication, but they don't want to deal with the business. They'll just say, 'I don't have much business judgment.' But if you're going to even begin to think about going into this business, you have to understand how it works. Too much of the time someone who wants to go into the syndication business just decides to hire someone who can do the marketing.

"The people who have done well in this business are those who have taken the time to figure it out. They don't pigeonhole themselves as a production person, or talent, or a writer. They take the time to understand how the whole thing works. If you're going to work on a concept, you have to look at the whole thing, not just a tiny part of it. You have to consider all the things that go into making it a successful venture."

### Cause And Effect

One underlying syndicator concern is the effect that the majority of small, inexperienced producers can have on the entire industry. The failure rate of such companies is astounding, and the impact can be felt long after the unused business cards are shredded and burned. Unkept promises, unfulfilled contracts, and uncollected debts can leave a bad taste with both advertisers and stations. Meanwhile, the rest of the industry — the survivors — inherit a reputation tainted by the "fly-by-nights."



Do these "garage syndicators" have a negative effect on the business? Definitely, according to Narwood's LeVan. "It's unfortunate, but the fly-by-night operations can be very damaging. When a legitimate syndicator goes to see an advertiser, quite often he will run into someone — usually an agency person — who has been burned by these people. They profess to be offering something that they'll never be able to come through with, and when that happens they give the rest of us a bad image."

"These people do give the business a tarnished reputation," Carruthers concurs. "If somebody sends out a mailer to every station in the country, a few stations are bound to pick it up. Maybe they'll even get a little advertising support. Thirteen weeks down the road, however, when the thing starts to fall apart, someone is going to get burned. Usually it's the station or the client, and it hurts the rest of us."

Obviously, there are some success stories in the syndication/program network industry. As with most business situations, the strong will survive. In radio, an idea and a dime will get you a cup of coffee. But a good idea and a lot of hard work, determination, sweat, and perseverance can lead to rewarding results.

## Network Spots

The Radio Entertainment Network is offering "That Olympic Feeling: 1984," a new stereo cassette album culled from the company's radio program "The Olympic Minute," which has been syndicated nationwide since May 1983. The cassette uses historic characters, music, and effects to recount tales of heroism and humor from past Olympiads . . . The initial findings of the spring 1984 RADAR Report indicate continued reach and growth of national radio listening in general — and network radio in particular. Preliminary data shows that over 96% of all persons 12+ listen to the radio during the course of a week, and over 82% of this audience listen to network radio. On a numerical basis, these percentages translate to a total radio audience of 183 million and a network audience of 156 million...

RKO Radio has named former Senator George McGovern as the network's exclusive political analyst for coverage of the Democratic National Convention. Each night of the convention the network will feature 90-second reports on RKO One's "Project '84," anchored by Ed Gullo, and RKO Two's "Campaign America," with Gill Gross . . . ABC News

is planning on utilizing multiple satellite channels to provide its affiliates with coverage of both the Democratic Convention (7/16-19) and Republican Convention (8/20-23). Robert Trout, who has covered every political convention since 1936, will be in the network's anchor booth . . . The Sheridan Broadcasting Network will be airing "Lifestyle Report," a new special feature, later this month (7/25-29). Host Alan Jennings will present the lighter side of current world affairs, targeted specifically for the network's audience . . . On July 16 Westwood One will simulcast the upcoming Glen Campbell special on HBO. "Glen Campbell & Friends: The Silver Anniversary of the Rhinestone Cowboy" will be transmitted in digital stereo to more than 90 stations nationwide during the cable broadcast. The network is also scheduled to simulcast an upcoming Duran Duran concert to be cablecast on HBO's Cinemax cable network on August 17 . . . York Radio Network will be producing and distributing "Getting Ahead," a new weekly, live-via-satellite money talk show. Host of the program, which will be targeted to the "baby boom" generation, will be Bob Potter.

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# Networks/Program Suppliers

## MUSIC FEATURES

### ABC

#### King Biscuit (DIR):

Ted Nugent/Danny Spinoza (July 26)

#### Rolling Stones' Continuous

#### History of Rock & Roll (Rock Net):

Pretenders (July 29)

#### Silver Eagle (Entertainment Net):

Lee Greenwood (July 28)

#### Clayton Webster

#### Country Calendar:

Richard Starbun (July 30)  
Crystal Gayle (July 31)  
Deborah Allen (August 1)  
Steve Wariner (August 2)  
Charley McClain (August 3)  
Ed Bruce (August 4)  
Jerry Reed (August 5)

#### Rare Trax:

REO (July 30-31)  
David Bowie (August 1)  
Santana (August 2-3)

#### Retrospect:

Woodstock Pt. 1 (July 30)

#### Continuum Broadcasting

#### Don & Deanna On Blecker Street:

Boston 60s weekend (July 27-29)  
60s mind excursion (August 3-5)

#### Creative Radio Network

#### Gary Owens' Supertracks:

Chuck Berry/Frank & Nancy Sinatra (July 28)  
Sakute to Hallelujah (August 4)

### Innerview

#### Innerview:

Greg Kinn (July 23)  
Huey Lewis (July 30)

#### Lee Bailey Productions:

#### Radioscope:

L.J. Reynolds/Billy Preston (July 29)

#### MJI Broadcasting

#### Rock Quiz Special:

Bruce Springsteen (July 20)

#### Narwood Productions

#### Country Closeup:

Charlie Daniels (July 30)

#### Music Makers:

Stan Kanton tribute I (July 30)

### NBC

#### The Source:

Big Country (July 27)

#### PFM Inc.

#### Guest DJ:

Steve Perry (July 30)

#### PIA (Program Services)

#### Rare & Scratchy Rock & Roll:

Ricky Nelson (July 27)

Spinners (August 3)

#### Radio International

#### Rock Over London:

Box Of Frogs (July 22)

The Fox (July 28)

### RKO Networks

#### Behind The Music (RKO 2):

Diane Ross (July 23)  
Roberta Flack (July 24)  
Billy Joel (July 25)  
Flita Coolidge (July 26)  
Glen Frey (July 27)

#### Captured Live (PG Prod):

Geneva (July 27)

#### Checkin' In (RKO 2):

Kenny Rogers (July 23)  
Barbara Mandrell (July 24)  
Sylvia (July 25)  
Leon Everette (July 26)  
Crystal Gayle (July 27)

#### Countdown America w/John

#### Leader (IS INC):

Jefferson Starship (July 21-22)

#### Private Session (RKO 1):

Kool & The Gang (July 23)  
Go-Go's (July 24)  
Warren R. Zevon (July 25)  
Elton John (July 26)  
Corey Hart (July 27)

#### Strand Broadcast Services

#### Music & Memories:

Mick Fleetwood/Barbara Eden (July 28)

Ed McMahon/Dorlene Warwick (August 5)

#### United Stations

#### Great Sounds:

Johnny Deason (July 27-29)

#### Rick Dees' Weekly Top 40:

Billy Idol (July 27-29)

### Rock, Roll & Remember:

Three Dog Night (July 27-29)

### Solid Gold Country:

Johnny Rodriguez (July 27-29)

### Weekly Country Countdown:

Larry Gatlin & The Gatlin Brothers (July 27-29)

### Westwood One

#### Budweiser Concert:

Debie (July 30-August 5)

#### Dr. Demento:

More requests (July 27-29)

#### Earth News:

Olympics preview/Cheech & Chong (July 23-27)

#### In Concert:

Thompson Twins (July 30-August 5)

### Off The Record:

Roger Glover/Elton John/P.E.M. (July 30-August 3)

### Off The Record Specials:

Greg Kinn (July 30-August 5)

### Pop Concert:

Jeffrey Osborne (July 23-29)

### Rock Album Countdown:

Ratt/Jefferson Starship (July 27-29)

### Rock Chronicles:

Los Angeles bands (July 27-29)

### Special Edition:

Pascho Bryson II (July 23-29)

### Star Trak Profile:

Juice Newton (July 30-August 5)

### Superstars Rock Concert:

Geneva (July 27-29)



**BENNETT DICTION** — Following an interview session for Narwood Productions' "The Music Makers," song stylist Tony Bennett chatted with company president Ted LeVan (l) and program host Stitch Henderson (r).

## NEWS & INFORMATION FEATURES

### ABC

#### Lifelines w/ Bill Fantini:

Dr. David Burns/feeling good (July 18)  
Everybody for president (July 17-20)

#### Rock Notes w/Pat St. John:

Roxy Music/Rainbow/Eric Martin Band (July 18)  
Spencer Davis/Joan Jet/Tommy Shaw (July 17)  
Chris DeBurgh (July 18-20)

#### All Star Radio

#### Radio Hotline:

Seph/Sharon Sedgewick/flying? believe in miracles/booring people's big celebrity (week of July 16)

#### Stevens' & Grdic's Comedy

#### Drop-ins:

Texas see-saw massacre/teat-tube baby/pick-up in a bar/man who sees into the future/ stitcham (week of July 16)

#### Clayton Webster

#### Jack Carney's Comedy Show:

Show biz (July 30)

#### Sporting News Report:

Mary Decker/Wade Boggs/Julie Brown (July 30)

#### Mutual

#### Larry King Show:

Live from the Democratic Convention (July 16-19)  
Live from KCBS/San Francisco (July 20)

#### Assignment Hollywood:

Steve Bond (July 18)

Glen Close (July 17)

Vincent Spano (July 18)

Kathleen Beller (July 18)

Joe Mantegna (July 20)

#### Narwood Productions

#### Minding Your Business:

R.L. greenhouse compact (July 18)

Timothy Leary software/travel expenses (July 17)

Employee Incentives (July 18)

Venture Capital Network/public parts (July 19)

Electronic product surveillance (July 20)

### NBC

#### Screen Scenes w/ Ron Reagan

#### (Source)

After The Rehearsal (July 18)

Under The Volcano (July 17-18)

New PG-13 rating (July 19)

Weekend hits & misses (July 20)

#### Progressive Radio Net

#### Computer Program:

Data storage/tape measure/floppy discs/disc drives/hard discs (week of July 16)

### Laugh Machine:

Bill Cosby/Steve Martin/Don Adams/Gallagher/Bob Newhart/Rodney Dangerfield (week of July 16)

### News Blitz:

Cleaning up uranium/child support crack-down/Seattle injustice/ruining dead people/slot initiatives (week of July 16)

### Sound Advice:

Blas/tape speeds/cleaning tape heads/ demagnetizing tape heads/bulk erasing (week of July 16)

### RKO One

#### Beat The System:

Artique Junk (July 24)

Pension funds (July 28)

#### Mind Games:

Dadrest (July 23)

Anger & Stress (July 24)

Success suits (July 28)

Fat phobias (July 28)

Blank stares (July 27)

#### Smart Money:

Compiling a budget (July 23)

Investing for income or growth (July 25)

Trip insurance (July 27)

#### Strand Broadcast Services

#### Something You Should Know:

Home security (July 18)

Spone/terms (July 18)

Cancer prevention (July 19)

### Westwood One

#### Bred Messer's Daybook:

District of Columbia/parking meters (July 16)

Hyatt/wellness cottages (July 17)

Wrong Way Conventions/taxing (July 18)

Samuel Co/Olympics (July 19)

Viting-USB nuclear ship (July 20)

#### Playboy Advisor:

Divorced man out of synch/the fights authority/marrying best-friend's ex/sax on the first date/she takes back seat to computer/sexual flashbacks/terrie lessons ruined his game/rhythm methods/34 too old for baby?/it's better by herself (July 16-20)

#### Spaces & Places:

Tuning in on psychics (July 18-20)

#### Waldenbooks Report:

John Tesh's "And Justice For All"/William Shiner's "The Nightmare Years"/Chuck Berry's "Confessions Of A Dangerous Mind"/Richard Schickel's "D.W. Griffith" An American Life" (July 16-20)

**1-800-251-9600. Give your listeners this number to call Ronnie Milsap, Charlie Pride, Barbara Mandrell, Alabama, Ricky Skaggs, Conway Twitty, Roy Acuff, Shelly West, Jerry Reed, Merle Haggard, the Oak Ridge Boys, David Frizzel, T.G. Sheppard, Sylvia, Waylon Jennings, Janie Fricke,**



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For full information contact Glen Serafin, (202) 855-7214, or Charlie Douglas, (615) 889-6506.



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- Increasing Industry Cross-Pollination
- More Recruiting Of Women, Minorities
- Be Prepared For Change

## AVOIDING THE "TUNNEL VISION" PITFALL

# Mining Radio's Talent Resources By Gary Kaplan

I had the recent pleasure of addressing the BPA-/BDA (Broadcasters Promotion Association/Broadcast Designers' Association) conference as a participant on the "Radio: Futurecasting The Years Ahead" panel. My talk focused on two crucial concerns — human resources and effective management development. For those who were unable to attend, I'd like to share those ideas, which provide current and future managers with serious food for thought.

We are part of a medium reliant on people for its success. The doctrine that radio is a "people" business has always been preached. Yet industry leaders have done the people they seemingly cherish a great disservice by not applying sound business practices to their careers.

Radio should stop perceiving itself as second-rate, and it clearly should not hire second-string people."

I am excited about radio's future and the positive impact people can have, because it is a people business, not an asset-based business. Still, it is purely a business and has to be operated and managed like one. No longer can a company fly by the seat of its pants, especially if it is going to be successful in today's fast-paced, sophisticated, and highly-competitive business environment.

If we look at "show business" today, we see the emphasis is placed on the "business" part of the term. In the past, the accent was on the "show." Given the current economy, the chief executive's major concern must be on the bottom line. And, in filling key positions, his main focus must be on qualifications — not on whether the candidate is an old crony or a friend of a friend.

### Second-Rate Perception

Radio desperately needs to take a look at itself today — nothing innovative has happened from a personnel standpoint in half a century. The most important area that needs to be addressed is radio's human resources. The future is now, and the resources are there; they just aren't being tapped effectively. Once and for all, radio should stop perceiving itself as second-rate. And it clearly should not hire second-string people.

Tomorrow's radio executives must be broadbased businesspeople who understand how to manage opportunities and problems in

an environment of rapid change. The human resources process, as it is practiced in the industry today, does not systematically find and develop this breed of executive in adequate numbers. Radio needs to rethink how it recruits and retains highly-qualified people. Radio also needs to rethink its hiring and management development practices. Effective human resources management must become of prime importance.

Yesterday's inadequacies to the "old boy" hiring approach were camouflaged by the industry's ability to profit and grow in a relatively stable, familiar environment. Tomorrow's environment is neither stable nor familiar, and the camouflage will quickly fade. More than any other factor, superior people will create the difference between success and failure. Making sure you attract the cream of the crop will no longer be merely desirable — it will be absolutely essential.

If you examine the trade press carefully, then you are frighteningly familiar with the shocking amount of job change news. The industry is notorious for "churning" — turnover that takes place frequently at the top. Compounding this problem, when an individual is brought in from another organization at the top, that person typically does not tend to live with existing management members in the organization he or she just joined. More often than not, the second management tier is included in the churn as well.

### Execs Tired Of Moving

This constant churning, and the insecurity it breeds, results in even more turnover. And younger, more dynamic people want out because they don't want to deal with the unstable lives they are forced to lead. The human cry I hear very frequently from radio executives — primarily in sales and general management — is that they are simply weary of having to be moved from station to station. They are tired of not knowing from day to day if they might be out of a job because of a drop in the ratings.

Several factors are reshaping the industry's attitude toward hiring. For one thing, the old boy network is losing ground because the

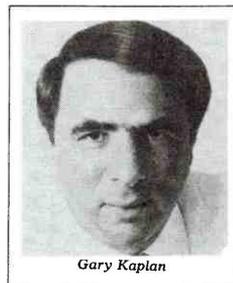
old boys are fast disappearing or dying out. They are being replaced by a new generation who grew up in the high-tech era, whom I like to refer to as the "supremely qualified" network. In fact, this new breed tends to view the old boy process in a negative way.

However, the radio industry practices what I call the "finger in the dike" school of management development. This *de facto* management development scheme will take a successful station executive in one market and transfer him or her to a problem sister outlet in another market. This executive uses his expertise to plug the hole and, with a little luck and a good ratings book, this new sta-

tion begins improving. Then another co-owned station sprouts

"When it comes to jobs, radio executives suffer from tunnel vision . . . they tend to look only at other radio people as prospective candidates."

problems. The same executive is dispatched to yet another market to fix that station's leaking dike.



Gary Kaplan



## They sell price.

Packaged price deals are replacing the art of selling radio stations. When CPM's are the whole story, your station's uniqueness can be destroyed. ● When you've built up a solid reputation of results over the years, that omnibus approach is all wrong. It throws your strengths in with everybody else's weaknesses. ● Blair RAR brings back the art and skill of selling individual stations. With reps whose station background equips them with first-hand knowledge of

# Mining Radio's Talent Resources

those stations still need help. They have not had adequate time to recruit or promote, nor to train and develop a successor to the troubleshooter, who has now been shipped to another problem outlet.

In an age where quality of life has increasingly become more important, this erratic mobility is wearing radio people down. General managers, sales managers, promotion executives, and program directors are tired of being moved because they are adept at "putting out fires." Young people want out of the trap sprung by the ratings book, where points up mean success and down mean travel.

## Female Job Ghetto

This lack of a management development process is closely tied to human resources planning or, as it has long been known, manpower planning. This system insures the business will have the right number of properly qualified and motivated employees in the right places who can move up and carry on future work when the time arises.

There are many human resources concepts that are not state-of-the-art in the industry today. The thinking is narrow in

scope. The same old tired bodies are being tapped because people rely on their own resources filling positions. As the system evolves in this contemporary setting, executive search firms and other third party sources are becoming catalysts, bringing an air of objectivity and confidentiality to the task of locating key executives qualified to fit the industry's new demands.

To an extent, one of the problems in radio industry recruiting is that entire segments of the labor market are overlooked: pri-



"Radio executives . . . are simply weary of having to be moved from station to station."



marily women, minorities, and individuals from nonrelated industries. Although women have begun to make inroads in radio — specifically in sales — they should continue to be brought in. And as they earn their stripes, they should be promoted. In addition to

sales they should be considered for the creative side of the business, as well as for general management. We should all be cautious not to create a female job ghetto in the sales area of any given station.

Even with the demand for more high-quality radio executives, there is still a great deal of resistance within the industry to cross-pollinate because candidates do not have previous industry experience or the same kind of management experience. When it comes to jobs, radio executives suffer from tunnel vision, meaning they disproportionately tend to look only at other radio people as prospective candidates. If this attitude continues, the industry will be missing out on outstanding talent.

Licensing of low-power radio and television stations, coupled with rapid change in pay television, will create a demand for hundreds of additional people in the industry. But there will not be enough senior-level broadcasting professionals to supply the demand. This means again that the old boy approach will not be effective, and it will be even more necessary to cross-pollinate radio



and television with executives from other industries.

## Radio Must Change

I am convinced that radio is poised on the brink of its most exciting era since the "Golden Age." It's pushed there not by invention and novelty, but by the very adversity that is elevating our collective national anxiety, the economy. The question is, "What does all this change mean to radio?" It means that *radio must change* to synchronize with the challenges and opportunities the new realities will create in the marketplace.

But don't worry. Or do worry, depending on your perspective. This industry is facing tough challenges that won't go away when the prime rate drops half a point. The bottom line will force change among even the most die-hard traditionalists. Bankruptcy is a powerful persuader! The opportunity now is to initiate rather than react to change. And when the change is inevitable, it is an offer you cannot refuse.

The future is coming. Changes are going to happen and quickly. New worlds are opening up for radio as fast as old doors are slamming shut. Advertising is changing. Attitudes are changing. Markets are changing. Management is changing.

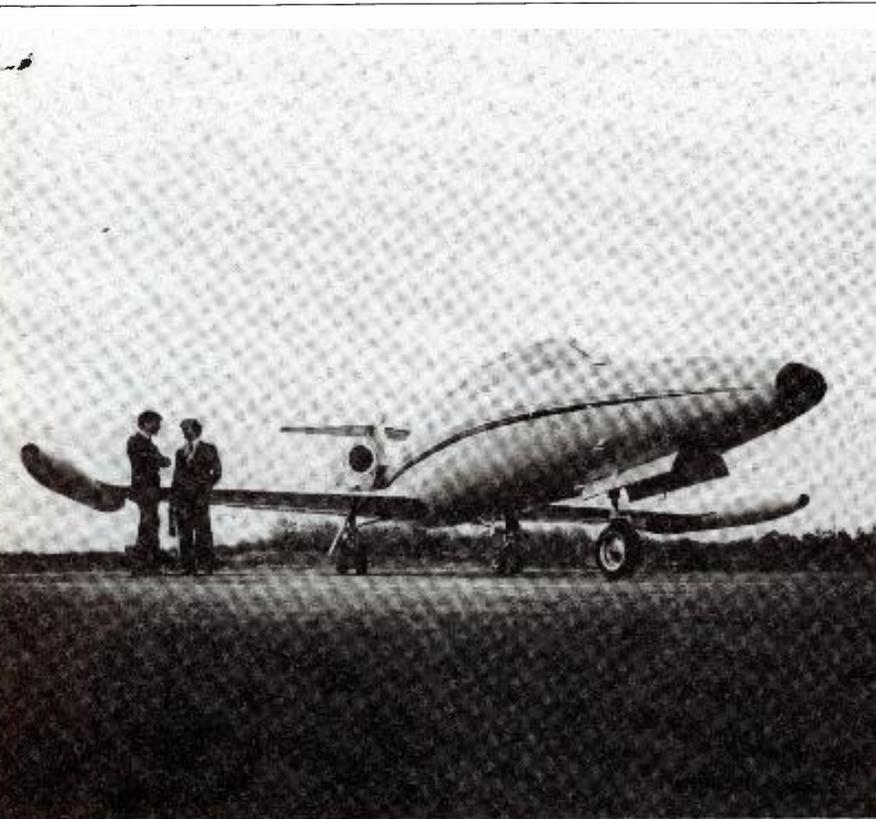
How do you attract the best from other industries? How do you train the best that you already have? Is there a place for the "old

pros" in this brave new world? The answer to the latter question is yes and no. Yes, if savvy veterans recognize that changes need to be made and take aggressive steps to make them. No, if they don't. It's quite black-and-white.

"We should be cautious not to create a female job ghetto in the sales area of any given station."

History suggests that, when confronted with this opportunity, most people choose to harden and die bitterly rather than adapt. But every individual must choose which course to take. The past and the norm need not apply to you if you don't want. The earlier you make your decision, the more control you have and the less traumatic the process. Where will you fit in? You can be a leader. You can be a follower. You can be a casualty. It's up to you.

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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station leadership: Strong market dominance, listeners motivated to buy. • If you're proud of your station's success, and recognize that representation should confirm, not cramp, your style, Blair RAR was created for you. Don't be bought en masse. Be sold, individually, actively, in the selling environment you deserve.



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**CHR BREAKER  
AOR HOT TRACKS  
BREAKER**

**25 - 12**

**The pack is growing.**

**EMI  
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Produced and Arranged by Michael Jonzun and Peter Wolf. Engineered by Ed Stasium.  
Available on EMI America Records & High-Quality XDR® Cassettes.

# Street Talk

Which Los Angeles AOR outlet is about to undergo a consultant/programming change?



Who's going to be the new PD for **KRBE-FM/HOUSTON**? Well, if the rumors we've been hearing are true (and we've been doing pretty well on this one so far), it will be someone who has programmed the station before, more specifically, someone who programmed the station as a successful *CHR* outlet. An announcement should be coming soon.

**WCOZ/BOSTON** PD **ANDY CAREY** has resigned in order to return to **WHYN-AM & FM/SPRINGFIELD, MA** as PD. A replacement is expected to be named soon, and there's even a rumor of a format change to *CHR* for the Boston A/C outlet. Carey's arrival at **WHYN** displaces former PD **DREW WILDER**, who's now looking for a new opportunity: (203) 745-0561.

**MIKE JOSEPH** announces his eleventh major market licensing of the term "Hot Hits." **KPLUS(KPLZ)/SEATTLE** and Mike have struck a longterm bargain for use of Hot Hits, but Mike is *not* consulting the station.

And speaking of Mr. Joseph, his newest consultation project is **KMFY/MINNEAPOLIS**. The station's nickname is "Comfy," which also happens to be the name for Mike's newly designed MOR format. He says the format is "specifically designed for AM stations and targets 35-54 with a 25-44 secondary target." The format will be personality-oriented and will employ some "unique twists," mixing some mass appeal and compatible A/C records, creating a hybrid sound — a cross between three basic adult formats. The airstaff is assembled, and the format will likely kick off in the next four to six weeks.

**KUBE/SEATTLE** has its first fulltime opening since the station signed on three years ago. MD/midday personality **TOM HUTYLER** is joining **KVI/SEATTLE** for an afternoon shift and a shot at play-by-play sports. T&Rs immediately to **KUBE** PD Bob Case for this rare opening.



Just who is going to become PD at **ABC's KIXK/DALLAS**? We hear many prominent programmers have been called, but few have been called back — in fact, *none* has been called back. Is ABC being ultracautious or just taking its time? Either way, no decision on who will get this prime programming slot yet.



**WBAB'S DANIEL TAKES HOME A CLIO**

— *What the Grammy is to music, the Clio is to commercials. Judged by advertising and production professionals and given in recognition of advertising excellence, this year's Clios were awarded in New York City on May 22. WBAB/Long Island Production Director Dennis Daniel proudly took home the Clio for Best U.S. Local Radio Campaign when the series of commercials he wrote, voiced, and produced for a Long Island dentist won first prize. Shown with presenters Anne Meara and Jerry Stiller, Daniel is enjoying what he called "the greatest honor of my life."*



Mike Harvey

A number of changes at **TRANSTAR's L.A.** office, as **MIKE HARVEY** has relocated to the Coast from Colorado Springs. **BERNIE ALLEN**, PD for Format 41, will be leaving. **TOM CASEY** remains as OM for both Format 41 and the Satellite Country Network, but has come off the air to "better serve

clientele from an administrative position." Tom has appointed Program Coordinators for both formats, **CRAIG HINES** filling the position for 41 and **ED CHANDLER** for Country. Also, a number of on-air changes, as **CHARLIE COOK** leaves the Country net for a venture to be announced shortly. Ed Chandler moves from 8-mid (PDT) to 9am-1pm while **TERRY MOSS** moves from weekends to fill the slot vacated by Ed. **ALAN SPEARS** joins for weekends. **DOC BAILEY** is now on the air at Format 41, transferring from Transtar's A/C net in Colorado Springs. **DAVE BOGART** leaves L.A. and 41 to take Doc's spot in the Springs. —

Continued on Page 23

**NO PROMISES...  
JUST RESULTS!**

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"ONLY WHEN YOU LEAVE"

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PARADE



THE PARADE!

GET GOING! JOIN



**Chrysalis**  
Records & Cassettes



# E/P/A's Hits Never Take A Vacation



## EDDY GRANT

ON MTV

### "Romancing The Stone"

CHR CHART: **26**

Avg. Move: + 3

Now On 187 CHR Reporters!

*Portrait*



## FACE TO FACE

ON MTV

### "10-9-8"

CHR CHART: DEBUT **38**

On 157 Stations!

*Epic*



## QUIET RIOT

ON MTV

### "Mama Weer All Crazee Now"

**CHR NEW & ACTIVE**

Already On:

WPHD	KPLUS	WKFM	KRGV	WRKR	KSKD	WERZ	WOMP-FM	WCIL-FM	KHTX
WCAU-FM	WNYS	WRCK	WRNO	WRQN	WGUY	WZYQ	Q104	WAZY-FM	KBIM
WGCL	K104	WHTF	WKDD	WHOT-FM	WZON	WQCM	WIXV	KFMW	KZOZ
WHYT	WKEE	KZZB	WKDQ	13K	WIGY	OK100	KKQV	KYYA	
KBEQ	98PXV	WOKI	WZPL	KQXR	103CIR	95XIL	KFYR	KCDQ	
		WFMI	WJXQ	KQM	WTSN	WJBQ	WBMQ	KGHO	

Quiet Riot's new LP "Condition Critical"  
on your desk this week

**EPIC**

# Street Talk

Continued from Page 20

**WHAS & WAMZ/LOUISVILLE** Station Manager **MIKE CRUSHAM** has been named GM at **KRMG/TULSA**. He replaces **DON BERNDT**, who leaves next week to rejoin his wife in Oklahoma City — Don had been commuting back and forth.

**FM106(WWSH)/PHILADELPHIA** is changing calls to **WZGO**. The station, which had been calling itself the "Top FM 106," will now go by **Z106**.

Congrats to **WQCM/HAGERSTOWN MD** **WILL KAUFFMAN** and Nancy Bohn, an elementary school teacher, on their July 14 marriage.

**JOHN FROST**, who does middays at **KHTR/ST. LOUIS**, has been given the added responsibilities of Music Director.



**CULPEPPER BROADCASTING** National PD **SKIP BISHOP** is bringing in **BILL "BIRDMAN" THOMAS** to program **WPFM/PANAMA CITY**.

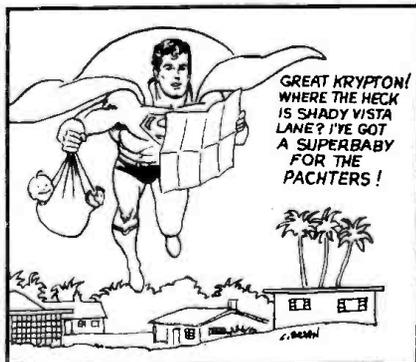
Skip is moving to **KKYS/BRYAN COLLEGE STATION, TX** to kick off that outlet's new CHR format. Bill leaves the PD post at **WGLF/Tallahassee**.

**CHUCK BECK** is out as PD at **KKQV/WICHITA FALLS, TX**. He can be reached at (817) 691-4465.



**STORK STOPS:** To **WCAU(AM)/Philadelphia** PD **BOB K.** and his wife Toni, a boy, Eric . . . To **WJXQ/JACKSON, MI** PD/morning man

**ROGER SINCLAIR** and his wife Doty, another Eric — this one's Eric Alan . . . To **KFMB & B100/SAN DIEGO** Advertising/Promotion Manager **JOAN HISER** and husband Dan, a son, Matthew Lee . . . And finally, Street Talk already happily announced the parenthood of **A&M RECORDS** promo rep **RICHARD PACHTER** and his wife Darlene. But we didn't



see the actual birth announcement until this week. Richard is a friend of Curt Swan, the artist who draws "Superman." Curt helped the Pachtters announce Sarah Grace's June 17 arrival with the illustration pictured.

## Who You Gonna Call?

It was bound to happen. Ray Parker Jr.'s "Ghostbusters" has lent its hit track to a lyrical reworking by those Buzzardly dudes at **WMMS/Cleveland**. We've been trying to warn you about how fierce the competition is in Cleveland, but this new version of Mr. Parker's current hit just may be the clincher.



In a blatant attempt to put down competing **WGCL** and its mascot, the **WMMS** song is called "Baboon Busters." One of the recurring phrases is "I ain't afraid of no lip-synching baboon," making a return reference to last month's **WGCL**-sponsored Slade concert (R&R, 6-1). And if that doesn't do it for you, another cheerful couplet concludes "GCL, you go to hell!"

The logo reproduced above comes from the newest in **WMMS** summer dry goods, a commemorative T-shirt. Naturally the **WMMS**-voiced version of "Baboon Busters" is pulling some heavy phones at the station. Meanwhile, across the street at **WGCL**, you just know something's cooking. Maybe a version of "When Buzzards Cry"?

**Q:** What artist has just finished coming off a national Top 10 single with "Breakdance"?

**A:**



**Q:** What artist has just released her follow-up single, "You Were Made For Me" produced by James Newton Howard?

**A: IRENE CARA**

From the Geffen/Network Album **What A Feelin'**  
Her New Single:

**"You were made for me"**

7-29257

Management: **Selma Rubin**



# On The Records



KEN BARNES

## 1984: Year Of The Soundtrack

(Plus A Brief Look Back)

(The following piece was researched and written by R&R's Hurricane Heeran).

Rock music in movies goes back to 1955 with the appearance of "Rock Around The Clock" in "The Blackboard Jungle." Chuck Berry, Eddie Cochran, Bobby Vee and more were featured in films, and Elvis Presley made a career out of it. The first big rock movie soundtrack came 20 years ago with "A Hard Day's Night" by the Beatles.

"The Graduate" was another contemporary milestone, and ten years later "Saturday Night Fever" opened a floodgate of film music, with soundtracks and themes for 12 movies charted in 1978. Some of these films had a music culture base ("Grease," "Thank God It's Friday," "FM"), but in others ("Foul Play," "If Ever I See You Again," "The Goodbye Girl") music was secondary to the overall plot.

1978 was a watershed year for music and the movies, but this year has seen a notable resurgence in contemporary soundtrack music earning radio airplay. In the first six months of 1984, the soundtracks of 16 movies have reached Breaker status on the



Phil and Rick succeed with soundtracks, while Karla shoots for a seventh "Footloose" CHR Breaker



Billy Squier in Piper pose

## Billy Squier As Piper Club

Billy Squier is off to his fastest start yet with the new single "Love Me Tonight." For such an established AOR mainstay, it seems odd that this is Squier's first CHR Breaker, but that is historical fact.

Before becoming an AOR mainstay, Billy played in a few bands, among them the remnants of a former RCA recording group called the Sidewinders, out of Boston. He didn't record with them, but instead made his debut with his own group, Piper. Their two albums for A&M in 1976-77 are considerably more pop-oriented than later Squier solo efforts, but are still recognizable rock ancestors of songs like "Everybody Wants You" and "In The Dark."

Piper had no hits, but cuts like "Who's Your Boyfriend" (later rerecorded on Squier's "Don't Say No" LP) and "Come My Way" garnered some AOR airplay. But it was doubtless a valuable experience, and Billy's dues paid to Piper enabled him to carve out a much more successful pop-meets-hard-rock solo approach.

## ROCK'N' ROLLIN' STARS, Pt. II

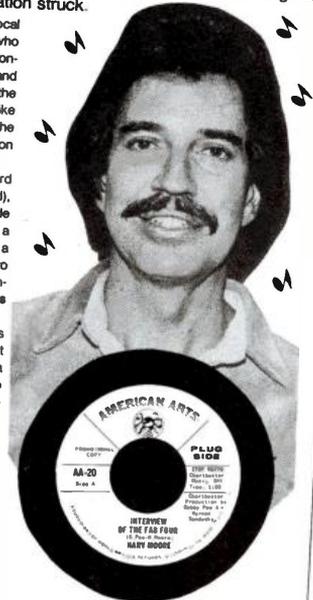
# Harv Moore "Interviews" The Beatles

The occasional On The Records series on contemporary radio notables with hidden recording posts continues this week with **WPHD & WYSL/Bufalo VP & PD Harv Moore**. Back in early 1965 Harv was doing mornings at **WPGC/Washington**, when inspiration struck.

The person inspiration struck was a local record producer by name of Bobby Poe (who went on to become one of the legendary convention masterminds of recent times). Poe and his partner Vern Sandusky, a member of the **Chartbusters**, whose Beatles soundalike "She's The One" had dented the top 40 the previous July, enlisted Harv to be the voice on a novelty record they'd conceived.

The basic concept was a "break-in" record (not to be confused with a "breakin'" record), the kind of approach **Dickie Goodman** made famous, where a narrator (Harv) would pose a question which would be answered by a snatch of a popular song. Poe's twist was to use all Beatles songs, and thus was born "Interview Of The Fab Four" on **American Arts Records**.

Thus did "Interview Of The Fab Four" as well, as Harv recounts. "It was on the market for a 'hot New York minute' and we received a telegram from **Brian Epstein** informing us to cease and desist." Wisely, the foiled entrepreneurs resisted the temptation to promote the B-side, on which Harv, backed by the **Chartbusters**, somewhat monotonously sings a variation on the **Isley Bros./Joey Dee** two-chord classic "Shout," entitled "I Feel So Fine." The **Poe Kat** went on to **Pop Music Survey** fame, while Harv became an institution on **WPGC** until moving to **Buffalo** in 1975. And "Interview Of The Fab Four," with its tenuous Beatles connection, now fetches \$20 or more on the collector's market (which is fine with Harv, since he still has a few boxes in his basement).



Harv Moore earned a cease and desist order from the Beatles

various R&R charts. The biggest soundtrack is "Footloose," with 12 Breakers in four formats, missing only on the Jazz and Country charts.

The lineup of 1984 movie Breakers is:  
 "A Night In Heaven" — 1 (AOR)  
 "Against All Odds" — 5 (3 AOR, CHR, A/C)

- "Beat Street" — 1 (Black/Urban)
- "Breakin'" — 3 (2 B/U, CHR)
- "D.C. Cab" — 1 (CHR)
- "Footloose" — 12 (6 CHR, 2 A/C, 2 AOR, 2 B/U)
- "Ghostbusters" — 2 (B/U, CHR)
- "Hard To Hold" — 4 (2 AOR, 2 CHR)
- "Purple Rain" — 3 (AOR, B/U, CHR)
- "Rhinestone" — 1 (Country)
- "Streets Of Fire" — 4 (2 AOR, A/C, CHR)
- "Terms Of Endearment" — 1 (A/C)
- "Two Of A Kind" — 1 (CHR)
- "Unfaithfully Yours" — 1 (A/C)
- "Up The Creek" — 1 (AOR)
- "Yentl" — 1 (A/C)

(Final note: the first TV theme to achieve Breaker status this year is the "Theme From 'St. Elsewhere'" by **Dave Grusin** on the A/C chart.)



### ONE YEAR AGO TODAY

- **J.B. STONE NAMED VP/IGM FOR KJLH/LOS ANGELES**
- **RUSS WOOD BECOMES VP/IGM AT KMBR & KMBZ/KANSAS CITY**
- **BOBBY RICH APPOINTED PD AT WWSH/PHILADELPHIA**
- **STEVE SANDS NAMED PD AT WJJD/CHICAGO**
- **JACK BEACH SET AS NATIONAL PD FOR UNITED BROADCASTING**
- #1 CHR: "Every Breath You Take" — Police (A&M) (3rd week)
- #1 A/C: "Every Breath You Take" — Police (A&M)
- #1 COUNTRY: "Pancho & Lefty" — Willie Nelson & Merle Haggard (Epic)
- #1 BLACK: "She Works Hard For The Money" — Donna Summer (Mercury/PolyGram)
- #1 AOR TRACK: "Every Breath You Take" — Police (A&M) (7th week)
- #1 LP: "Synchronicity" — Police (A&M) (5th week)

### FIVE YEARS AGO TODAY

- **L. DAVID MOORHEAD REGIONAL VP FOR METROMEDIA**
- **DON KELLY NAMED PD AT 99X/NEW YORK**
- **FRANKIE CROCKER PROGRAMS KUTELOS ANGELES**
- **ALVIN JOHN WAPLES NAMED PD AT KKTTL/LOS ANGELES**
- #1 CHR: "Gold" — John Stewart (RSO)
- #1 A/C: "Shadows In The Moonlight" — Anne Murray (Capitol) (2nd week)
- #1 COUNTRY: "Shadows In The Moonlight" — Anne Murray (Capitol)
- #1 BLACK: "Bad Girls" — Donna Summer (Casablanca/PolyGram)
- #1 LP: "Candy-O" — Cars (Elektra)

### TEN YEARS AGO TODAY

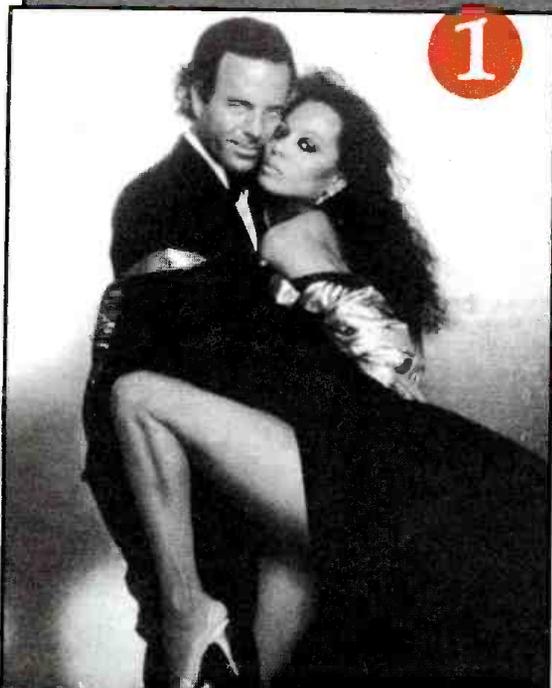
- **J.J. JORDAN NAMED PD AT WHBQ/MEMPHIS**
- #1 CHR: "Rock The Boat" — Hues Corporation (RCA) (3rd week)
- #1 A/C: "Please Come To Boston" — Dave Loggins (Epic)
- #1 COUNTRY: "Marie Laveau" — Bobby Bare (RCA)
- #1 LP: "Band On The Run" — Paul McCartney & Wings (Apple/Capitol) (4th week)

## TV News

**Jermaine Jackson** is interviewed on "Friday Night Videos" July 13. . . "Solid Gold" for the week of July 13 stars **Christopher Cross**, the **Go-Go's**, **Human League**, **Billy Idol**, **Sergio Mendes**, **Ronnie Milsap**, **Michael Martin Murphey**, **Toni Tennille**, and **Dwight Twilley**. . . **Peter Wolf** is an MTV guest VJ July-13 and 14. . . Real Life is on "American Bandstand" July 14. . . HBO's "Glen Campbell & Friends" special July 16 and 18 also stars **Johnny Cash**, **Kris Kristofferson**, **Anne Murray**, **Willie Nelson**, **Kenny Rogers**, and **Mel Tillis**. . . **Elton John** is spotlighted on **CineMax's "Album Flash"** July 16. . . Starring on "Solid Gold Hits" next week are the **Go-Go's** July 16, **Christopher Cross** and **Tina Turner** July 17, **Karla Bonoff** and **Men At Work** July 18, and **Human League** July 19. . .

# 3 Good Reasons For Listening To Your Radio Station:

1



## GIORGIO MORODER

2

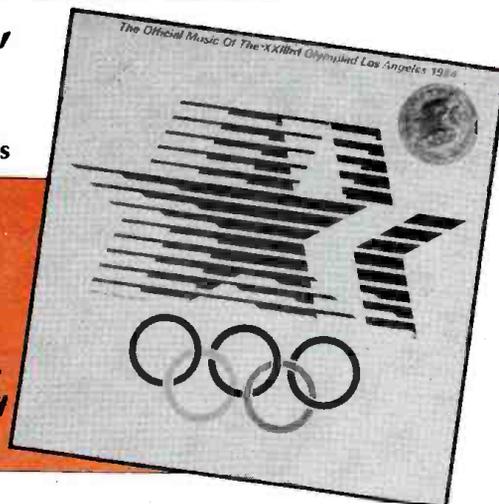
### "Reach Out"

Gear Up For The Summer Games With This

Track Theme



From The Official Music Of The XXIIIrd Olympiad Los Angeles 1984



### CHR SIGNIFICANT ACTION

WXKS-FM	WSPK	WFMI	KHYT	Q101
WPHD	WKFM	KTFM	WFBG	WAEV
WCAU-FM	WRCK	KROK	WGUY	WHSL
Q103	WKRZ-FM	WHOT-FM	WERZ	KCDQ
WFLY	WOKI	KQMQ	13FEA	KBIM
		KHOP	KILE	KIST

## JULIO IGLESIAS & DIANA ROSS

### "All Of You"

**CHR NEW & ACTIVE**

Added To Over 105 CHR Stations

Added This Week At:

PRO-FM	WPST	WZYQ
94Q	Q106	WKHI
KAFM	KSET-FM	Q101
Q105	WRQK	Y94
KITS	KX104	KKLS-FM
KNBQ	KMGK	KTRS
WMAR	WKFR	KKAZ
WYCR	K107	KGHO
KC101	KQMQ	KCAQ
FM106	WGUY	KDZA
WKFM		KBIM

3

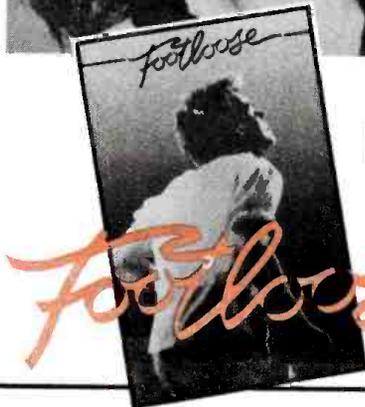


## KARLA BONOFF

### "Somebody's Eyes"

The Next Hit Single From The Footloose Soundtrack

**NOW OVER 5 MILLION UNITS STRONG!**



K104	KISR
WSPK	WIXV
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Columbia Records



# This Week's CHR

## BREAKERS

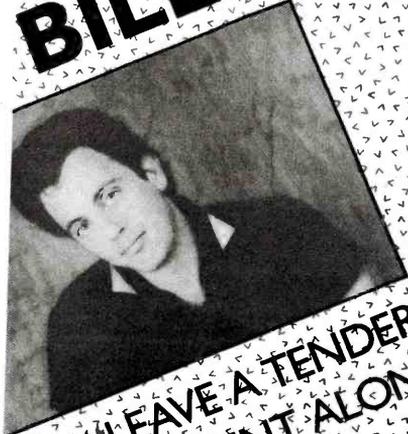
# SCANDAL



featuring

**PATTY SMYTH**  
"THE WARRIOR"

**BILLY JOEL**



"LEAVE A TENDER  
MOMENT ALONE"

On  
Columbia Records



## Datebook

MONDAY, JULY 16

### Spawn Of Clandestine Activity

About the time that furor over CIA activities reached their height in America, two sons of a CIA agent became famous for their involvement in foreign enterprises. One brother was **IRS Records** founder **Miles Copeland**, the other was **Police** drummer **Stewart**, the youngest group member, who celebrates his 32nd birthday today. Stewart moved to England after graduating school in California and spent a year in **Curved Air** before forming the **Police** with **Sting** and **Henri Padovani**, who wasn't replaced by **Andy Summers** until after several months of club dates and their first single, "Fall Out," released in 1978. Stewart did some solo records under the name **Klark Kent** before composing last year's soundtrack from "Rumble Fish."

TUESDAY, JULY 17

### The Blues Defined By Life

Near the end of her life, **Elenora "Billie" Holiday** was introduced to writer (and then-nightclub singer) **Maya Angelou**. Defusing horror stories about her wild lifestyle, Holiday came for dinner and ended up spending several days with Angelou because she was, in Holiday's words, so square that she was comforting to be with. She sang blues standards as bedtime songs to Angelou's son **Guy**. Holiday sang, according to Angelou, "as if she were starved for sex and only the boy, looking at her out of bored young eyes, could give her satisfaction." About a month and a half later, on this day in 1959, Holiday died of a heroin overdose in a New York hospital; if she had pulled through, cops would have been waiting outside to arrest her. In "The Heart Of A Woman," Angelou writes, "Jazz buffs wrote long and often boring tributes to the pulchritudinous **Lady Day**, her phrasing and incredibly intricate harmonics. I would remember forever the advice of a lonely sick woman, with a waterfront mouth, who sang pretty songs to a twelve-year-old boy."

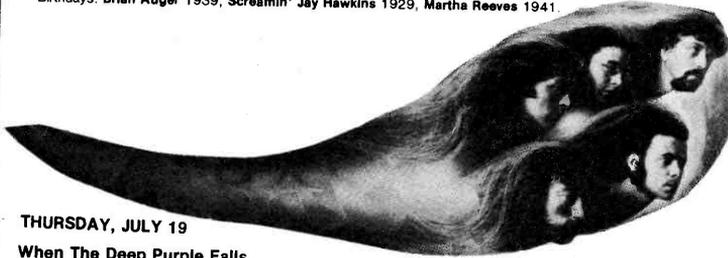
Birthdays: **Spencer Davis** 1942, **Black Sabbath's Geezer Butler**.

WEDNESDAY, JULY 18

### I Fought Something & Whatever It Was Won

Despite contentions that **Buddy Holly's** death also finished the **Crickets** as a commercial entity, the post-Holly group was fairly successful at setting up hits . . . for other people. Found on a 1961 **Crickets** LP are two well-known songs, "More Than I Can Say," the **Leo Sayer/Bobby Vee** hit, and "I Fought The Law." The latter became the only top ten hit for **Bobby Fuller**, who died mysteriously on this day in 1966. Fuller's death — in his car outside his Los Angeles home — was ruled a suicide despite the fact that he had been beaten up and had swallowed gasoline. Circumstances of the previous six months, which had been generally pretty good, also rendered a Fuller suicide unlikely. Rumors persist to this day that Fuller was killed by organized crime as an act of retaliation against somebody else.

Birthdays: **Brian Auger** 1939, **Screamin' Jay Hawkins** 1929, **Martha Reeves** 1941.



THURSDAY, JULY 19

### When The Deep Purple Falls

Alternate title: "A Hush Falls Over **Deep Purple**." It was on this day in 1976 that the final version of the world's loudest heavy metal band (self-proclaimed) finally disbanded. By the time they broke up, **Deep Purple** had been through at least seven personnel changes. Vocalist **Ian Gillan** and bassist **Roger Glover** left in 1973, right after the band's largest hit, "Smoke On The Water." Two years later, guitarist **Ritchie Blackmore** left to form **Rainbow**. The final version of the group, featuring the late **Tommy Bolin** as **Blackmore's** understudy, managed to record only one album, "Come Taste The Band," before **Deep Purple** finally split up . . . for the time being. Now, after **Gillan** ending a solo career to join (briefly) **Black Sabbath**; **Jon Lord** and **Ian Paice** playing with another former **Purple** singer, **David Coverdale**, in **Whitesnake**; and **Glover** and **Blackmore** rolling along in **Rainbow**, the famous fivesome is reforming, with an album due in the near future.

Birthdays: **Queen's Brian May** 1950.

FRIDAY, JULY 20

### The Swing Of Delight

Fans of **Carlos Santana** praise him for his economy as a guitarist, crediting him with the ability to bring out more emotion in a few notes than most guitarists can pull out of long, extravagant solos. **Santana** was born this day in 1947 in **Auln de Navarro, Mexico**. He formed the **Santana Blues Band** around his 20th birthday and reportedly only placed his name on the group to comply with musicians' union rules that somebody had to be listed as a group leader. The band was another **Woodstock** discovery, with their first **Columbia** LP released by 1969 and "Evil Ways" becoming a hit several months later. Although **Santana** was often credited with fusing Mexican music with **Bay Area**-psychedelia, his first hits came from even more eclectic sources, two from salsa ("Evil Ways" and "Oye Como Va") and one from **Fleetwood Mac** ("Black Magic Woman"). Throughout the '70s **Santana** experimented with both jazz-fusion (as a solo artist, usually with all-star sidemen) and Eastern mysticism. For his last two hits, "Winning" and "Hold On," **Santana** went to **Russ Ballard** and **Ian Thomas** respectively.

Other birthdays: **John Lodge (Moody Blues)** 1943, **Van Halen's Michael Anthony** 1955.

SATURDAY, JULY 21

### Yusef Islam Born

Before settling on **CCR's** "Bad Moon Rising" as the key song for "An American Werewolf In London," religion had prevented **John Landis** from using a couple of his early choices. **Bob Dylan**, then in the heart of his born-again period, wouldn't let "Idiot Moon" be used in a horror movie. The other logical choice was **Cat Stevens's** "Moonshadow." But **Stevens** had changed his name to **Yusef Islam**, auctioned off his gold records, and completely disowned show business. Born under the first of his names, **Steven Dimitri Georgiou**, on this day in 1947, **Stevens** had already been trying to work classical music and other then-odd influences to his hits as a British teen idol when he was suddenly exiled to a TB sanitarium for a year. When he came out, he became famous worldwide for crossing soft-rock with the Greek folksongs that he'd been weaned on. As of several years ago, **Stevens** still owed **A&M** one album; he's asked to fulfill his contract with a spoken word record of the **Koran**, a project the label has yet to take him up on.

SUNDAY, JULY 22

### Down 'Til The Up Stroke

In the nearly 15 years since **George Clinton** began moving his **Parliament/Funkadelic** organization from hard **R&B** to black rock, the spinoffs have become nearly impossible to keep track of. Clinton's groups begat **Bootsy Collins**, and **Bootsy's Rubber Band** spun off **Roger Troutman** and **Zapp**, which in turn led to **New Horizons** and the **Human Body**. Clinton, who becomes 44 today, went through the multiple names first as a response to legal hassles, then because they became part of the group's legend. During a period between 1980-1982 when the nth generation spinoffs were doing a lot better than Clinton himself, the group names were tied up in litigation again — at one point there were two **Funkadelics** — forcing Clinton to record "Atomic Dog" and "Loopzilla" under his own name. He's presently on the third single from his "You Shouldn't 'Nuf Bit Fish" LP, "Quickie."

Birthdays: **Don Henley** 1947, **Chuck Jackson** 1937.

— Sean Ross





**KNOW THY NEIGHBOR**

# What Do The People Want? Ask 'Em!

If you want the largest possible number of people to listen to your radio station, what's the one thing you must NEVER do? (A) Play two females back-to-back; (B) run commercials at either :15 or :45; (C) increase the spot load to 18 minutes an hour; (D) stop talking to your next-door neighbor.

If you answered (D), go directly to Ken Barnes's "On The Records" column (you already know what I'm going crusade for this week, and Ken's bound to have some things in his column that you don't know). However, if you guessed anything but (D), tell your secretary to hold your calls, because we need to talk.

**What You Do Know Can Hurt You**

Let's begin with a simple postulate, which I'll refer to as "Leader's Law" (strictly for identification purposes, mind you): the longer you are a member of the radio community, the more *unlike* your listeners you become. Or, putting it another way, from the very first day you work in radio, you never listen to the medium the same way again. You learn about radio... why things sound the way they do... what a format is... the difference between an oldie and a recurrent... why the recorded promo goes last in the set... connecting the call letters with music, not commercials... and the more you know, the *less* typical a listener you become. And if you think your next-door neighbor, the accountant, cares about power-rotation currents when he's listening to your station, I'd be willing to bet you he doesn't. But when it comes to how your radio station sounds, your next-door neighbor is the guy whose advice should count, not your programming buddy in Detroit or the Polysutra Records rep from New York.

If you don't know many people *outside* the radio and record business, then I strongly recommend that you meet some. If you don't know your audience (or at least a few representatives of it), how on earth are you going to program winning radio? Through research, you say? Okay, fine. You read your printouts, and I'll be at the station

**"The longer you are a member of the radio community, the more unlike your listeners you become."**

across the street kicking your butt because of what some guys told me at the city league softball game.

Whoops... see how that old competitive programmer's blood starts to boil? I know I sometimes come off like I'm anti-research, but believe me I'm not. If I were programming again, I'd want as much of the best research I could get my budget on. However, what I am really against is programming any radio station using research only. You will have a better-sounding radio

**"Since radio stations generally take on the personality traits of their program directors, it is imperative that the PD stay in touch with the listeners."**

station if you are *personally* in touch with your audience.

justments like not running six commercials in a row four times an hour.

**Reach Out, Reach Out And Touch Someone?**

**You're Gonna Get It!**

So, how do you keep in touch with those folks? Simple. Hang out with 'em. Make friends with them (this might be an opportune time to point out that you used to be one of those average listeners *before* you got in the business); invite them over for dinner; go to the movies together; talk about life, liberty, and the pursuit of a paycheck. Don't just sit down and start throwing out questions about your morning team, and don't try to explain the intricacies of radio to them either. Talk to them. Find out what they're concerned about, what books they've read, what they watch on TV - you know - the kinds of things friends talk about when they're getting to know one another. Eventually you'll get some straightforward opinions on your station and probably every other station in town, too.

The audience knows what it wants. As individuals they may not be able to express their desires in the lingo of the biz, but if you listen well enough, you'll hear it coming back to you time and again. And if you think this kind of interaction with the audience is like a focus group, it is... and it isn't. Remember, you're not asking a lot of direct questions; this is very unstructured research, whereas a focus group run by a trained pro is quite another thing altogether.

**"You read your printouts, and I'll be at the station across the street kicking your butt because of what some guys told me at a city league softball game."**

"But, Leader, you knucklehead, I'm here in the station 18 hours a day. When do I have time to go out and talk with a bunch of the general public?" Coolly I reply, "Read my column on delegation (R&R 5-19), stress-breath, and then get out of the station at least one afternoon a week, more if you can swing it." And there's always after work and weekends.

Since radio stations generally take on the personality traits of their program directors, it is imperative that the PD stay in touch with the listeners. And that may be impossible to do if you spend every waking minute *inside* the four walls of your station.

Try it, and once you've regained contact with the folks that really count, you may just be inclined to forget the nuance of slipping the powers one slot on the format clock in favor of some really meaningful ad-

One of the saddest things I can remember about one program director I worked for is that he didn't even know his next-door neighbor. In fact, I don't think I ever saw him go out socially with anyone outside the radio and record community. It's funny... the station had great ratings... for a while.



# DIRECTION '84 II

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# The British Invasion

## A Retrospective Of 1964 Thru 1970

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- “For our 20-year anniversary celebration of British music in America, this program really fills the bill.”  
*Joe McCoy PD, WCBS-FM/New York*
- “We are all looking forward to the British Invasion. All indications are it should be fantastic.” *Jay Meyers PD, WFIL/Philadelphia*
- “It’s great being different and unique . . . when everyone else is bland it’s nice to have something special for our audience.”  
*Don Bishop PD, KLCY-FM/Salt Lake City*
- “It absolutely fills the bill for all of our Labor Day programming needs.” *Tom Evans PD, KATT-FM/Oklahoma City*
- “This special is perfect for holiday programming and should be found money for the sales department.” *Mike McVay, McVay Media Consultants*

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

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# THE PICTURE PAGES

## Good Show, Ol' Boy!



Culture Club had every reason to smile after their performance in Atlanta. Pictured after the show are (l-r): Roy Hay and Boy George of the group, E/P/A VP T.C. Thompkins, and the band's John Moss and Mikey Craig.

## Linda's Australian Platinum



While recently performing in Australia, Linda Ronstadt was honored with a platinum presentation for sales of over 70,000 on her "What's New" LP. Pictured left to right are: WEA's Steve Hands, Ronstadt manager Peter Asher, Nelson Riddle, WEA's Peter Ikin, Ronstadt, tour manager Ira Koslow, and WEA's Paul Turner.

## Davis "Decoys" Manhattan



"Decoy," the latest album by Miles Davis, was recently previewed at a Manhattan gallery along with an exhibit of Davis's original artwork. Among many on hand for the event were: (l-r) Columbia VPs Vernon Slaughter and Ray Anderson, Sr. VP/GM Al Teller, Davis, Columbia VP George Butler, Davis's wife Cicely Tyson, and Columbia's Doug Wilkins.

## So You Wanna Be In Pictures!



Following a performance in Los Angeles, RCA's Eurythmics were presented with a special collage created by photographer Craig Dietz. From left, A&R VP Paul Atkinson, Dietz, Eurythmic Annie Lennox, RCA's Barbara Pope, the band's Dave Stewart, and RCA's Don Wardell.

## Saulsbury Stakes Out Allegiance Deal



Allegiance Records has signed Rodney Saulsbury, with a single expected momentarily and an album next month, both produced by Stanley Clarke. Pictured (l-r standing) are Allegiance President Bill Valenziano, label's Bob Garters, Exec. VP/GM Marty Goldrod, and Sr. VP Howard Zelener; (l-r seated) Saulsbury and writing partner Peter Brown.

## Not Just A Cameo Role



Cameo, receiving honors for their sixth gold album, were recently congratulated on the success of "She's Strange." Pictured here are (l-r): PolyGram Sr. VP Harold Childs, Cameo manager Bunny Ransom, Cameo's Larry Blackmon, and PolyGram's Jerome Gasper.

## Grahame Joins EMI



EMI America has signed singer/songwriter David Grahame, whose newly completed debut album is due in August. Pictured here are (standing l-r) EMI's Steve Halbovsky, VP Gary Gersh, Pres. Rupert Perry, and (seated) David Grahame.

## Anderson Strikes Gold



John Anderson was recently honored with his first gold album, for "Wild and Blue." Presenting Anderson (center) with the award are WB Chairman Mo Ostin (l) and Sr. VP Vic Faraci.

# THE PICTURE PAGES

## Scorpions Put The Bite On L.A.



The Scorpions recently played two shows at L.A.'s Forum. Celebrating at the reception afterwards are: (front l-r) Scorpions producer Dieter Dierks, Scorpions Francis Buchholz, Klaus Meine, and Rudolf Schenker, band manager Olaf Schroter, PolyGram Sr. VP Jerry Jaffe; (back l-r) Scorpion Herman Rarebell, PolyGram VP Len Eband, PolyGram President Guenter Hensler, Scorpion Matthias Jabs, PolyGram VP Mel Ilberman, and Scorpions manager David Krebs.

## RAB Board Sets Strategy



The RAB's Board of Directors met recently to review plans for the organization. Pictured at the conference are (seated l-r): Taft's Carl Wagner, Cap Cities' Jim Arcara, LIN's Richard Verne, Stuart's Richard Chapin (RAB Board Chairman), Group W's Richard Harris, ABC's Ben Hoberman, Sorenson's Dean Sorenson, Mid America Media's Les Small; (standing l-r) RAB President Bill Stakelin, Outlet's Dick Rakovan, Katz's Ken Swetz, Torbet's Peter Moore, Buckley's Richard Buckley, Broad Street's Fred Walker, Texas Coast's David Morris, Kaye-Smith's Lester Smith, Susquehanna's Arthur Carlson, Doubleday's Gary Stevens, Multimedia's Paul Fiddick, Gannett's Joseph Dorton, Great Trails's Alexander Williams, Nationwide's Steven Berger, Prairieland's Steven Bellingier, Sampson's Jack Sampson, Allegheny Mountain Radio's Cary Simpson, RAB VP Ben Scrimizzi, and NBC's Robert Mounty.

## Golden Krokus



Members of Krokus and an assortment of Arista executives celebrated the gold status of the group's "Headhunter" LP. Shown here are (l-r): Arista's Lou Mann, Sean Coakley, Sal Licata, Paul Yeskel, Don Jenner and Jim Cawley, Krokus's Fernando Von Arb, Arista President Clive Davis, Krokus's Marc Storage, band manager Butch Stone, and Abbey Konowitch, Harry Anger and Roy Lott of Arista.

## Michigan Broadcasters Formulate Formats



At the Specs Howard Pro Radio Conference at Central Michigan University, nine panelists discussed "Formats ... What's Hot And What's Not." Pictured (l-r): WWWW/Detroit PD Barry Mardit, R&R Account Executive Jeff Gelb, WOMC/Detroit PD Steve Goldstein, WVIC/Lansing PD Bill Martin, WLLZ/Detroit PD Joe Urbeil, Specs Howard School of Broadcasting staffer Dick Kernan, consultant Paul Christy, WTRX/Flint PD Johnny Burke, and Media Strategies President Fred Jacobs.

## Say Yes!



Atco's Yes recently played three shows in the New York City area, completing its US tour and preparing to conquer European territories. Shown backstage at a New York date are (l-r): Atlantic's Richard Steinberg, Atlantic Exec. VP/GM Dave Glew, Yes's Jon Anderson and Yes manager Tony Dimitriadis.

## The Politics of Re-Flex



Re-Flex recently played Los Angeles as part of their first nationwide tour to support their debut album, "The Politics Of Dancing." Among those celebrating after the show (l-r sitting): Re-Flex's Paul Fishman, Capitol's Michelle Peacock, band members Baxter and Roland Kerridge; (standing l-r) Capitol's Maureen O'Connor, the band's Nigel Ross-Scott, Capitol VPs Don Grierson and Ray Tusken, Capitol's Susan Epstein, Re-Flex manager Tony Brinsley, and Capitol's Mark Carothers.

## Beat Street Breakdown



Atlantic Records recently kicked off a celebration to commemorate the release of Orion Pictures' "Beat Street," and the first volume of its accompanying soundtrack. Shown at the introductory activities are, from left: Atlantic VP/GM Dave Glew, Cotillion President Henry Allen, film co-producer Harry Belafonte, Atlantic/Cotillion VP/GM Hank Caldwell, and Atlantic Sr. VP Vince Faraci.

## MCA's Vinyl Solution



Linyl Vinyl/MCA recording artists Robit Hairman and Annie G recently visited Los Angeles to meet the MCA staff and celebrate their respective releases, Hairman's mini-album "Resident Alien" and Annie G's 12" single "Nuclear Love." From left: Hairman, MCA VP Richard Palmese, Annie G band's Roger Kleier, Linyl Vinyl head Lionel Conway, MCA VP Jheryl Busby, Annie G, and MCA Dist. VP Harold Sulman.

# Contemporary Hit Radio



JOEL DENVER

A REVIEW OF EVENTS

## Poe Convention Grows Again

Each year Bobby Poe's Pop Music Survey Convention has grown in size and depth, and this year's event was the largest ever. Over 650 broadcasters and record company executives registered for the 13th annual gathering (6-22, 23), held at the Atlanta Airport Marriott Hotel.

While some might be superstitious of the number 13, this year's Poe convention took on an upbeat, positive mood from the very start, as all panels were well-attended. Gone were the dour faces of record executives bemoaning a soft retail market, and there was an expression of bright excitement and enthusiasm for the business on the faces of the many programmers I chatted with.



Irving Azoff

At the awards banquet was a special presentation to singer Michael Jackson, recipient of the first annual Neil Bogart Memorial Award. The award was presented by Camel Records President Bruce Bird, and accepted by Michael's manager, Frank Dileo. Michael appeared on videotape to express his thanks for the award and the support he's received.

### Azoff Keynote Address

Setting the tone for the weekend was MCA Records Group President and VP/MCA, Inc. Irving Azoff. After poking fun at such label notables as Bruce Bird, Frank Dileo, Clive Davis, Bob Krasnow, Mo Ostin, Baskor Menon, Ahmet Ertegun, and Walter Yetnikoff, Irving settled into the theme of his keynote address — *artist development*.

Irving seized the opportunity to impress upon those present that there must be a continuing commitment to artist development because "the entire music industry, not record industry, needs superstars and legends to survive. Any of you who wonder why career building is your concern, think about it. Adding a record isn't enough... you must commit to a solid rotation. You must allow an artist time enough to develop, grow, and become part of the excitement of today. This is our duty and responsibility, for we cannot allow any portion of our industry to stagnate."

### Heavy Praise For CHR

Targeting on what have been key elements in the turnaround of the business, Irving heaped praise upon CHR for its part. "There is currently a new and exciting energy running through this industry; we can all feel it. The sleeping giants are awakening. Let's learn from the past; let's not get caught again. The tremendous growth of CHR has been the most powerful contributor to this new excitement. Back when the Top 40 format was introduced, it was to provide listeners with the best: the very best pop, the very best R&B, the very best rock — appealing to all demographics. The key was that the songs were hits."

"In this day of multiformats — CHR, AOR, Country, A/C, Black/Urban Contemporary, and video music, name the artist who attained superstar status that didn't

enjoy success at CHR. When you speak of artist development you must speak about multiformats, but the road always must pass through CHR."

### Commitment To Rotation

Regarding the increased length of today's CHR playlists, Irving noted, "You've all found that 40-record playlists did not destroy ratings, but increased the core audience and stimulated listeners. You've made a great start, but there's more work to be done. Don't be fooled by store reports. Get your own feel for the streets. Commit to rotation, stay with a record, and communicate. Let us know what's going on in your market."

Summing up his thoughts, Irving stated, "We need to go out and find talent, develop new talent, and our old standbys. This is the lifeblood of our industry. If we don't recognize this responsibility we could soon be out of business. There is a new surge of power. Don't surrender your part in it."

## PDs See Format Thrive

The first meeting was the Major Market PD panel moderated by WHYT/Detroit PD Gary Berkowitz and WHTX/Pittsburgh PD Todd Chase, who were once arch-rivals in Providence at PRO-FM and JB105. The panelists included Ralph Wimmer, WMAR/Baltimore; Bob Hamilton, KRTH/Los Angeles; Pat McKay, KBEQ/Kansas City; John Shomby KAFM/Dallas; Bob Travis, WGCL/Cleveland; John Lander, 93FM & 79Q (KKBQ)/Houston; Jim Richards, XTRA/San Diego; Pat Holliday CFXI/Detroit; Guy Zapoleon B94/Pittsburgh; and Cat Michaels, Z95 (WZUU) Milwaukee. (See Picture Below)



### CHR Thrives

The programmers began by talking about the state of CHR, and it was generally agreed the format is healthy and thriving. Discussion first centered on the awareness that oldies are still regarded as *less of an essential to the format* than ever. Bob Travis commented, "As long as hit product is made available, the format will stay strong. If we go back to playing lots of oldies, we're in trouble. It's easy to find the hits, but it's harder to find the right stiffs to play between the hits to round out your station. Oldies don't qualify, as they're too burned to give a lot of rotation."

Pat McKay countered, "KBEO does play a few oldies an hour; two are recurrents and the other two are in the 'Oh wow, I haven't heard that in a while' category."

John Shomby advised, "We are 90% current, and the rest date back to no older than 1980. We're capitalizing on the listeners'

need to concentrate on the present and future. Living in the past is dangerous."

"An active focus" is how John Lander termed the direction of CHR. "We are now the active sources for music, while AOR has become narrow and conservative. If you need a wider variety than AOR offers, then you go to MTV. Oldies represent a very, very small portion of my playlist."

### Crossovers Continue

The discussion next turned to the increase in the number of Urban crossovers. Cat Michaels said, "No matter what it sounds like, if it fits the station, Urban crossovers should be played. Todd Chase agreed, "A hit is a hit, and it's important to recognize this fact to be a successful CHR." John Lander added, "The time to add them is something that needs to be determined by market pressures; there is no formula."

## Promotion VPs Pleased With Crossover

I had the pleasure of moderating the VPs Of Promotion panel. Again, the theme centered on the impact of CHR, increased Urban crossovers, and how the two businesses of radio and records were now working more cohesively than in years past. Panelists included Elektra's Mike Bone, Capitol's Walter Lee, Arista's Don Jenner, PolyGram's Bob Edson, Atlantic's Vince Faraci, Epic's Walter Winnick, Geffen's Johnny Barbis, A&M's Charlie Minor, MCA's Steve Meyer, and WB's Rich Fitzgerald.

Walter Winnick said, "CHR has reversed itself from the tired old remakes and upper demo profile it had. These stations are selling records again, which should be making their own cash registers ring in the sales departments. CHR is the most exciting thing to the record business in years. Thankfully, a lot of CHR stations are paying attention to the clubs and concert activity again."

### Critical Timing

"Crossovers are making a big comeback," said Bob Edson, "as CHR has opened itself up to play the hits of all types. The old-time R&B is now giving way to multiformat hits done by black artists with dance and rock overtones. When the time is right we go for the crossover, and we must have the promotional and marketing machinery ready to react." Vince Faraci noted, "Every city has some key retail outlets which tell us, and hopefully the programmers, when it's time to begin crossing records over."

"Timing is key," added Rich Fitzgerald. "The marriage between sales and airplay is critical in crossing records over. When you have full-blast Urban airplay combined

with pop sales, the results are great. But you've got to make the transition in short order or the record won't develop nationally."

"We just did a blitz with Jermaine Jackson and Ray Parker at all levels simultaneously, and it's paid off well for

Continued on Page 34



(l-r) Fitzgerald, Meyer, Minor, Barbis, and Winnick.



(l-r) Faraci, Edson, Jenner, Lee, and Bone.

LET  
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**101 CHR Reporters With This  
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CKOI add	KXX106 31-27
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B94 30-27	WJZR 28-22
Q107 add	WNOK-FM 37-32
WASH add-27	WZLD 38-33
94Q 28-19	WANS-FM 37-29
Z93 34-28	WZYP deb-32
KAFM add	WOKI deb-39
93-FM on	WHHY-FM deb-24
I95 deb-28	KTFM 32-29
B97 27-23	WKDD add
WGCL add	WZPL add
WCZY 37-33	WKFR add
WHYT 31-28	Z104 28-23
KBEQ 31-30	KJ103 deb-33
Q103 on	WHOT-FM 37-35
KIIS-FM deb-40	KMGX 27-19
KMJK deb-38	KHYT add-38
FM102 28-26	WGUY 40-38
KS103 38-32	WQCM deb-37
KITS on	WKHI add
KPLUS deb-38	WISE deb-31
KUBE deb-30	WCGQ 37-34
KNBQ deb-40	Q104 28-23
WFLY deb-35	WYKS add
WMAR deb-38	WAEV 20-15
WYCR add	WGLF 15-12
WTIC-FM 28-24	WHSL deb-34
FM 106 37-31	WAZY-FM add
WSPK deb-38	WSPT add
WKRZ-FM 37-32	KFMW add
WHTF 34-22	KCDQ 40-37
WBBQ 18-13	KCAQ deb-35



**GIVE US A 'REBEL YELL'!** — Q105/Oxnard's former air personality "Famous" Amos was caught backstage after the Billy Idol concert being persuaded to say the name of Billy's latest album "Rebel Yell." Caught backstage (clockwise) are band member Judy, bandmember, Billy Idol, guitarist Steve Stevens, Amos.



**WHICH ONE'S THE DISC JOCKEY?** — WVSR/Charleston recently asked one of Ringling Brothers circus apes, named Chi Chi (l), to guest-host the morning show with personality Mr. T.J. (r). Chi Chi's trainer looks on.



**A FINE, FINE PROMOTION** — Z93/Atlanta, in conjunction with MCA Records, gave away 93 "Hit Packs" including Tony Carey's first release on MCA, "A Fine, Fine Day." Winners and registrants were eligible for the grand prize drawing for a \$1600 stereo system, a trip for two anywhere Delta flies in the U.S., and a Z93 shopping spree. Shown (l-r) with just a few of the 40,000 entries are MD Chris Thomas, PD John Young, and MCA's Frank Turner.



**THEY DON'T LOOK LIKE DISC JOCKEYS** — WOMP-FM/Wheeling personalities were happy to be the masters of ceremonies at the English Leather Calendar Girl Pageant. The regional winner goes on to Las Vegas for the national finals, which offer \$10,000 in cash and prizes. Pictured in their Sunday best (l-r) are Ken Siburt, PD Dwayne Bonds, Ted DeSelding, John Stoner, Steve Crowe, and John Cline.

## Medium Market PDs Look To The Future

The Medium Market PD session was moderated by KX104/Nashville VP/Programming Michael St. John and WBCY/Charlotte PD Bob Kaghan. Panelists included Burbank Broadcasting Group PD and K104/Erie programmer Bill Shannon, Ray Williams of Z102/Savannah, and WABB-AM & FM/Mobile VP/GM Randy Lane.

This group of broadcasters took a serious look to the future in their discussion. Many keyed in on having management as one of their goals. Randy Lane talked about making the transition from programming into management. "After programming a number of major market stations, I stepped down from WKQX/Chicago, the third largest market, to Mobile, which is around market number 80. But by working closely with sales and staying active and interested in all aspects of the station, I was able to learn how a station functions. I've now been able to use these skills as a medium market manager. As a PD I think you are the best salesperson on the staff, as you understand the product better than anyone."

### Budgetary Blues

The subject of budgets came up, and Bill Shannon told of his relationship with upper management. "Burbank President Larry Garrett and I will set up a promotional budget for each operation. We also take a long look at salaries together. If you can find a way to become more involved in the budgetary process, it will put you much closer to becoming a manager or owner."

Offering a contrasting view, Michael St. John pointed out, "Many small market owners don't want outside opinions in the areas of budgets. Some will give you a dollar, expect a miracle, and change to boot." Noting his relationship with his GM, Ray Williams said, "I've learned so much from Jerry Rogers. 'He's a man who believes in getting all of the small details right — to do the job not just for the sake of doing it, but to do it professionally.'"

On the subject of programming and sales relationships in the never-ending battle over promotions, Bob Kaghan observed, "We're in the business of selling spots, not promotions, as many salespeople would have you think. Why? Because it's easier to sell spots when you offer a promotion



Randy Lane and Michael St. John.

in return. If you can, convince your management that having a limited number of units will allow your station to sound hot, have big numbers, and make each spot net more dollars without having to overdo promotions and remotes."

Then Bob changed the direction of the meeting to focus on playing records and not reporting them. "Although I don't agree with it, I can see why it is done. It's because of programmers being too cautious and not willing to commit to the title." Bill Shannon told those present, "If it's good enough to play on your radio station, then you should have the guts to report it. If it doesn't make it, then own up to it. Be willing to take the heat."

From the floor, RCA National Singles Promotion Manager Susan Wax said, "RCA only releases a couple of records a week, and when we chase them we generally spend a minimum of six weeks' effort in securing airplay. If you end up alone on the record and we come back and tell you it's okay to take it off, it's because we've taken it as far as we can on a national basis. If you choose to continue playing the song, there isn't a record company anywhere that wouldn't keep supporting that airplay. When we tell you the national push is over, I think that's honesty."

## Promotion VPs Pleased

Continued from Page 32

us," remarked Don Jenner. "I like to hit everything at once if possible, but it all depends on the sound of the record."

From the floor, KIIS/Los Angeles Assistant PD Mike Schaefer said, "We pay close attention to ethnic crossovers because of our market. Unfortunately, the Black stations in L.A. aren't real influential in crossing some things over, so a lot of it has to do with how it sounds to our ears."

### Retail Research

Capitol's Walter Lee talked about the problems of getting sales reports from retail. "There are so many stations requesting this information, and everyone wants it a different way, that many stores need to have someone specifically for this job alone. Retail gets frustrated when radio doesn't play records that are selling."

MCA's Steve Meyer told the audience, "We've been reestablishing ourselves at the radio level this past year and we've done that with new management and improved product. Now we're working with retail to

help them understand the importance of the profile of each radio station in their market. If a piece of product sells out and they tell a station, 'no product,' they've got to tell them why. Did it sell out or is it a no-stock situation?"

Charlie Minor advised programmers how A&M insures market coverage. "To make sure product is in the area, especially in smaller markets, I will send five singles to every key account the station looks at to see if we've got something going on."

Other subjects of interest included how radio was miffed at having to go through Pepsi to get Jacksons tickets for giveaway. Programmers also expressed concern over MTV's exclusivity windows. It was indicated that the exclusivity would insure the flow of videos, but Mike Bone disagreed. "I personally don't think this has anything to do with the flow of product, because the record companies aren't going to stop making videos. It's a bit unfair to discuss this without someone from MTV present, but I feel it was purely a competitive decision to stay at the forefront and to increase its market share."

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KDWB-FM	KLUC	KGOT
KS103	KO93	KDZA
WMAR	KHYT	SLY96
Q106	WQCM	KIST
WSKZ	KQIZ-FM	
KSET-FM	KTDY	<b>ON MTV</b>
G100	Q101	<small>CBS ASSOCIATED RECORDS</small>
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WBEN-FM	WHTX	B97	KIMN	KS103
WPHD	94Q	Q105	Q103	XTRA
CKGM	Z93	WGCL	KIIS-FM	KPLUS
CKOI	KAFM	WHYT	KOPA	

**#2 Most Added!**

*Portrait*



**SING YOURSELF TO HAWAII** — WLS-AM & FM/Chicago really made their listeners work hard for a trip to Hawaii. To qualify, listeners were asked to write and tape a song about why they would like to go to Hawaii. Ten winners and guests, along with air personalities Steve Dahl (l) and Garry Meier (r), wound up in Maui broadcasting live by the poolside.



**TURN TO YOU?** — KIIS-FM/Los Angeles morning man Rick Dees (r) encountered Go-Go Belinda Carlisle (l) when she visited the station to play her new A&M single "Turn To You."



**ANYONE FOR FROG?** — WWSC/Glens Falls, NY asked listeners to write in and relate why they wanted to win the "Giant Frog in A Plastic Bag." Needless to say, the winner had an original reason; sad to say, we don't know what it was. Shown with the Frog (l-r) are PD Bob Barrett and afternoon man Steve Tefft.



**CHUNG ON YOU** — KSKD/Salem, OR PD/MD Len Mitchell (center) caught Wang Chung's Jack Hues (r) and Nick Feldman (l) backstage to find out if he could join the Geffen recording group on their tour. Len will happily remain in radio with his autographed Wang Chung LP.

## Air Personalities Bring Out Smiles

Put 300 radio and record people in a room, add lots of sarcasm and wit from some of America's best air talent, and you've got an idea how much fun the Air Personalities panel was. Moderated by 94Q/Atlanta MD/afternoon personality Jeff McCartney and Q105/Tampa Operations Manager/afternoon drive personality Mason Dixon, the lineup included Z100/New York PD Scott Shannon and Ross Brittain, WBCY/Charlotte morning maniacs John Boy and Bill James, and Q105 morning personality Cleveland Wheeler, plus ABC's Rick Sklar as guest speaker. The audience was treated to airchecks from each personality, and Rick brought along a tape of some hilarious bloopers, some of which hadn't been heard in years.



(l-r) Rick Sklar, Mason Dixon, Cleveland Wheeler, John Boy, Billy James.

Scott Shannon told how he and partner Ross use modern technology to prepare their shows. "Ross and I write our show on our own personal computers, and we spend about two hours a day in the production room working on bits and recording characters. Using the computers, we can communicate our written material to each other while at home."

Cleveland offered advice on being a strong air personality. "You must do what the community expects of you, versus the industry standards. You've got to use emotions to touch people, and that's something I don't hear enough of on morning shows around the country."

## Paper Adds Fuel Radio/Record Hotbox

Traditionally one of the more exciting panels, this year's Radio/Record Hotbox didn't disappoint anyone. Moderated by B97/New Orleans PD Nick Bazoo and WXKS-FM/Boston PD Sunny Joe White, the roster featured KTFM/San Antonio MD Joe Nasty, Columbia Diector/National Singles John Fagot, WMAR/Baltimore MD/Assistant PD Jim Payne, Q107/Washington MD Mary Taten, WB National CHR Promotion Director Stu Cohen, Arista Director/Singles Promotion Rick Bisceglia, Z100/New York MD/Assistant PD Michael Ellis, WAVA/Washington PD Randy Kabrich, Atlantic Director/Singles Promotion Sam Kaiser, PolyGram National Promotion Director Joe Grossman, and A&M VP/Promotion Rick Stone.



(l-r) White, Bisceglia, Ellis, Kabrich, Kaiser, and Grossman.



(l-r) Nasty, Fagot, Payne, Taten, and Cohen.

To get things started, Sunny Joe took on the sore subject of paper adds, asking those on the panel their feelings on this subject. Joe Grossman stated, "Paper adds exist and it's a fact of life at some stations. Some stations will list a record a week before playing it. Although we don't like it, and it's bad, there is little we can do. It's harmful if retailers buy product based on that paper airplay. It's almost silly to try to stop something that's been going on for 20 years. It's not going to stop and that's the way it is; work within the system."

Sam Kaiser, not taking as hopeless an outlook on the subject, added, "The practice is misleading to stations who watch these paper-add stations. Paper adds mislead the record companies which put their marketing plans behind the airplay. The artist and song don't get a fair shot. A lot of people just bow to the pressure."

"I personally don't like paper adds, because they help no one," said John Fagot. "But in this industry where you have to have a certain number of adds each week, paper adds are something we find a necessary thing. I don't see this stopping anytime soon because it's a game of stats. When it comes down to the crush on a week when we need them, we'll go out and get the paper adds."

Sunny Joe suggested, "Maybe it's time we reevaluate our charts and the way we do things." Z100/New York MD Michael Ellis responded, "Paper adds are dishonest and unethical, and we won't make them. It's also unethical to play records and hold back reporting them. What bothers me is the number of stations that are reporting paper adds and how they affect the national charts."

Mary Taten noted, "Paper adds are a problem, but you've simply got to know how certain stations do music. That way you know a two-point move at one station means more than a ten-point move at another. It means taking R&R each week and finding out for your purposes which stations are reliable and which aren't. This is up to radio to do." Todd Chase agreed, "The most important pages of R&R are the Parallel pages. If you want to know what's really going on, you've got to look at the quality of call letters and what they are doing with the records." Rick Bisceglia suggested, "We need to think about which stations are adding records versus the number of stations adding each week."

Addressing the problem of paper adds and what they mean to the national charts as a true reflection of airplay, I explained that a diligent effort is made to maintain a daily ear to every R&R CHR reporting station. When there are complaints about a radio station's policies in the areas of paper adds, or being in the CHR format, the PD or MD is made aware of the feedback. R&R does not condone paper adds or lunar rotations; I personally believe a record should get three or four plays a day when added. I have to rely on the honesty of the reporting stations, and if stations are found to be making paper adds, they will be dropped as reporters — no matter how large the market.

Nick Bazoo supported the need for accurate reporting, saying, "When I put a record on, I want everyone — including the stores — to know we've added it. Those new records will get played four or five times a day. It's so misleading to get involved in the paper add game. You blow your credibility, as well as the station's."

CHR radio programmers are upset about record company priorities and the heat they take when the top priority doesn't fit as well as a record of a lower status. "The promotion reps have turned into record deliverers instead of promoting music," charged Sunny Joe. "They simply promote the company's priorities instead of what's good." Randy Kabrich noted, "I realize we are all in this together, and if I add a record by Ratt instead of the Robin Gibb, I may not be in line with the record company priorities. But your number one priority is your own station."

John Fagot responded, "We've got objectives and so does radio; this is a good example of when our goals don't mesh." Stu Cohen concluded, "We have a lot of records we believe in each week, and it's hoped the cream will rise to the top. We have our own priorities based on the individual profiles of the stations we are promoting. We will be happy if you add our first or third or tenth priority. If we are promoting it, then we believe in it."

# **New poll shows majority of Americans favor nuclear energy**

---

**F**ifty-four percent of the American public favor the use of nuclear energy, according to a recent survey.

Based on interviews with a representative sample of 1500 adults across the country, the survey was conducted between May 19 and June 4 by Cambridge Reports, Inc., a nationally known opinion-research firm based in Cambridge, Massachusetts.

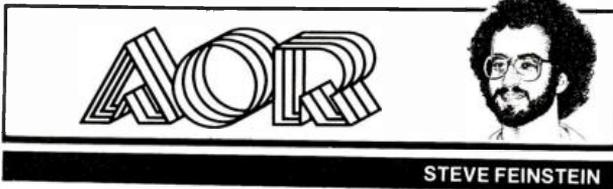
The 54% majority in favor of nuclear energy includes 22% who "strongly favor," and 32% who "somewhat favor" the use of nuclear energy as one element in an overall energy plan for the U.S. Forty-one percent are evenly divided between being somewhat or strongly opposed.

An even stronger 58% majority said they would approve of using *more* nuclear energy in the years ahead "if additional supplies of electricity are needed."

Nuclear electricity remains the fastest growing major energy source in the country. In the first three months of 1984 (the latest time for which figures are available), the use of nuclear power was up 18% over the same period in 1983.

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STEVE FEINSTEIN

TO PLAY OR NOT TO PLAY

# The Pros And Cons Of CHR Crossovers

The new records by Prince, the Jacksons (with Mick Jagger), and Ray Parker Jr. can try an AOR programmer's soul. Can AOR afford to play records by artists with such strong CHR images? Or can AOR afford not to play these records if it intends to keep pace with CHR? Few PDs are sitting on the fence when it comes to this issue, as you'll see when we get opinions from those in both camps.

## Pro



### Commitment To Innovation

WBCN/Boston PD Oedipus gives the green light to performers he feels are on the cutting edge of contemporary music. "That's how you expand your audience base. Otherwise, I don't see how you can possibly grow and move into the future. You'd be ignoring artists who are influencing rock 'n' roll."

He's echoed by WAPL/Appleton PD Wayne Shane. "Prince is so innovative. This could be what 'Rock Of The 80s' is really all about. By playing it we're saying to the audience, 'This is a side of rock 'n' roll that maybe you haven't heard, but that you'll like.'"

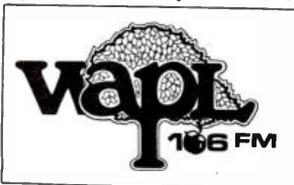
### Talk-Of-The-Town Artists

Prince and Michael Jackson's high media profiles also compel AORs to play them, reasons Oedipus. "These are the artists that everybody's writing and talking about. Listeners are seeing Prince on MTV, they're hearing about Michael and Mick on 'Solid Gold,' they're going to hear about Ray Parker Jr. because the 'Ghostbusters' film is so huge. If you ignore these artists, listeners will go elsewhere to hear their songs."

Arin Michaels, KLAQ/EI Paso PD, concurs. "The Jacksons' record was a must because Michael Jackson is the hottest thing in the world right now. Regardless of whether or not people like it, they want to hear it 'cause of the buzz. We should be there first, play the hell out of it, and then get off it if we find it's not a safe record."

### The Jagger Quotient

WAPL is playing the Jacksons' record primarily because of Mick Jagger's presence. "I felt Jagger and Jackson getting together was noteworthy and warranted



airplay," says Wayne. In fact, he admits that he probably wouldn't play the Jacksons' record if Jagger weren't on it, and notes that "a year from now we won't be playing the Jacksons or Ray Parker. They're almost novelty records." Arin also feels "Mick Jagger made it OK. He validated that record for our audience."



Oedipus



Arin Michaels

### Narrow Music Doesn't Finish First

Oedipus observes, "Stations that won't play these and other artists like Cyndi Lauper and UB40 are usually not the top stations in their markets. I don't know how long they can continue along the track of the 18-24 male demo."

### AOR: Still An Alternative Choice?

As it leans more in CHR's direction musically, how can AOR still sound distinct from CHR? "You play some of the same hits, and then you have that extra edge by

Continued on Page 40



Here's a quick three-week scan of how many of R&R's 173 AOR reporter stations have elected to play the three crossover records in question. (Figures refer to single releases.)

	6/29	7/6	7/13
Ray Parker Jr.	31	40	46
Jacksons	72	58	47
Prince	83	89	87



INCLUDES THE SMASH HIT "GHOSTBUSTERS" AS PERFORMED BY RAY PARKER JR.

## Con



### Why Not?

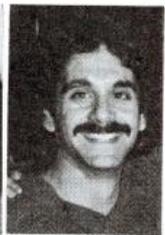
While allowing for market-by-market differences, Beau Phillips, KISW/Seattle PD, calls CHR crossovers on AOR "a huge mistake. The worst thing you can do is to water down your station's image. If listeners punch you up and get Led Zeppelin one time and Prince the next, it causes decision-stress. You may pick up some females, but you risk blowing off your core and relegating your station to just another choice on the dial. I live by the 80/20 rule - get 80% of your numbers from the 20% of your listeners who are ultra-into your station."

Chuck DuCoty, WIYY/Baltimore PD: "Part of the magic of an AOR station is what you don't hear. That works two ways. First, an exclusive cume listener to our station isn't looking to hear Ray Parker, Prince, or the Jacksons on WIYY."

"Second, a CHR listener coming us as a mood listener isn't coming over for those records either. He gets plenty of them every



Chuck DuCoty



Beau Phillips

70 minutes on the CHR across the street. Why should he come to us to hear Prince only once every four and a half hours?"

What about the loyal AOR listener who wants to hear these songs out of curiosity? "He'll be crosscuming with CHR to begin with and will continue to even if an AOR does play them," Chuck figures. "Meanwhile, you risk blurring your image in the marketplace, and that's a serious blow to the radio station."

### Sound And Quality Considerations

Beau and Chuck have various reasons for voting "nay" on the records in question. Chuck feels "the Prince is a good record, but that synthesized drum sound is too much in the forefront for us. It just doesn't sound like the texture of the rest of the records we play."

Beau admits, "If the Jacksons/Jagger record was an absolute stone mother, then we'd probably have to address it. Personally, I don't hear that song as being so overwhelmingly great that I can't ignore it."

Chuck agrees. "I think CHR is going to come off it pretty quick. It's a whole lot of nothin' that goes nowhere. And just because Mick Jagger is singing with the Jacksons doesn't make it mandatory for an AOR radio station to play the record. I'm not even sure that Mick Jagger is that important of an artist with the majority of our cume in 1984. The last couple of Stones records were not that good and frankly didn't do that well for us."

As for "Ghostbusters," he quips, "I'd rather play the original - Huey Lewis & The News' 'I Want A New Drug.'"

### Innovation

If these records are boldly innovative

Continued on Page 40

## SEEING IT IN BLACK AND WHITE TERMS

# Is AOR Colorblind?

The crossover records in question are all by black performers. Is an artist's race a consideration when an AOR decides whether or not to add a record?

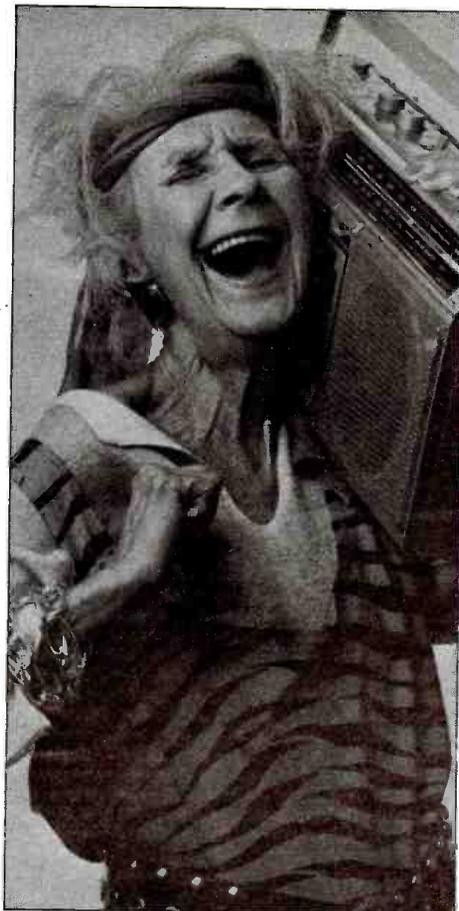
"The decision to not stray too far from your base isn't made according to any color boundary," says Beau Phillips. "I didn't play Cyndi Lauper or Nena, either, and not because we're avoiding girls with orange hair or German women. It has to do with the sound of the song, not the artist's color."

Using Rod Stewart as evidence that color is not the question, Chuck DuCoty says, "It's an issue of musical style. 'Infatuation' is also a song that's just not texturally right for my station."

Chuck notes he didn't hear Urban stations playing Def Leppard, and says he'd like to hear an AOR mix of Prince's "When Doves Cry" with real drums instead of synthesized percussion.

Oedipus, on the other hand, feels that an artist's race does make a difference in AOR acceptance. To illustrate, he questions why rhythmic, dance-oriented records by white artists such as Peter Wolf and David Bowie have done better on AOR than the Jacksons or Ray Parker Jr. Pointing to "State Of Shock" by the Jacksons with Mick Jagger, he claims, "You can find Stones songs like 'Miss You' and 'Emotional Rescue' that are more disco. When Mick does one with Michael, what's the difference?"

"You can't force crossovers by black artists down an AOR audience's throat," Oedipus observes. "They've got to be integrated gradually." He proposes that many AORs' refusal last year to play Michael Jackson or Prince perpetuated their audiences' nonacceptance of black artists. Furthermore, Oedipus notes that a number of Urban stations are able to play white artists, such as Culture Club, Duran Duran, and Kenny Loggins.



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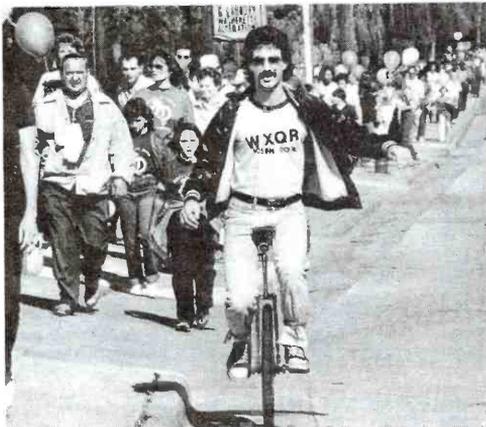


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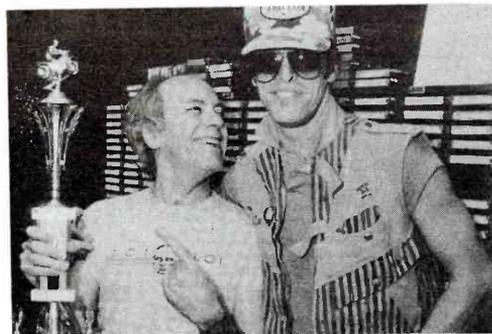




**CHEZ LES FEMMES PLATINUM** — KMET/Los Angeles was awarded a platinum disk for Pasha/Epic's *Quiet Riot*. From left, Epic local rep Lori Holder-Anderson, MD Sue Steinberg, Pasha National Promotion Director Lyn Corey-Benson.



**THE WELL-BALANCED DISK JOCKEY** — WXQR/Jacksonville, NC evening guy Mark Lapidus uses his unicycle during a station-sponsored March Of Dimes Walk-amerathon. 800 walkers and runners helped raise over \$26,000.



**NUGENT GETS CRASH COURSE** — KLOL/Houston personality Crash Collins (left) shows Ted Nugent his trophy for a first place finish in a celebrity three-wheeler competition.



**FROM A REMOTE LOCATION . . .** — Pictured yukkin' it up during a WYSP/Philadelphia remote broadcast are (l-r) Production Director R.D. Steele and morning star Steve "Stevastik" Sutton.

## The Pros And Cons Of CHR Crossovers

### Pro



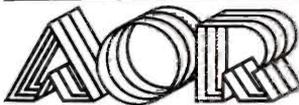
Continued from Page 38

going deeper on an album than a CHR will," says Oedipus. "Being an alternative also comes from your disc jockeys, your promotions, and the spirit of the radio station."

As for listeners who might object that their favorite station is selling out, Arin feels that only "a small, active portion of the audience will object. They'll still listen to us because we're the only ones that gear into them." Wayne adds, "We'll still be pounding metal that the CHRs won't."

Oedipus proposes that a station perceived as a music leader confers credibility on records outside of the mainstream. "By mixing them with mainstream music, the station defines what rock 'n' roll is," he says.

WBCN is now the lone AOR in Boston. Would its strategy change if it faced direct AOR competition again? "We'd keep playing (crossovers)," claims Oedipus. "We'd emphasize the white-boy rock a little more, but still position the other station farther to the right by playing everything they would, plus a little more."



### The Sound Is Right

How do programmers select which crossovers will fit on a rock and roll station? Some ears detect a bit of historical continuity in the Prince record. Oedipus hears a "searing guitar influenced by Jimi Hendrix," and Wayne says "it sounds the way Hendrix would be going if he were still alive. AOR can be too paranoid about artists like Prince. I remember a lot of Top 40 stations wouldn't play Hendrix because they felt he was too offensive."

Wayne's impression of the Jacksons' record is that "State Of Shock" sounds like a Stones track to me. It has an earthy, gutsy sound, as opposed to something like Duran Duran's "The Reflex," which I'd classify as light."

### Broadening

Crossovers lend depth to a rock station's music mix, say programmers in the "yep" camp. "You couple them with your Motley Crues and Van Halens, and it adds soul to a radio station," Oedipus reports. "We try to reflect 360 degrees of rock 'n' roll and expand our base to include listeners who want more than constant white-boy rock all the time. We want to be as broad as possible without getting thin."

Wayne adds, "You hear complaints that everything on the station sounds the same. I worry that AOR isn't showing enough textures. That's why playing something different sounds good, whether it's Stevie Ray Vaughan, Van Stephenson, or Prince."

### What, Me Worry?

"You can play it safe too long," cautions Wayne Shane. "We've got to guard against worrying about every move we make. If you're not able to take chances with your radio station, it'll die of boredom."

"We have to let loose; throw off our binders and blinders," advises Arin Michaels. "This is 1984. People are changing and aren't that close-minded anymore."

### Con



Continued from Page 38

steps toward a fusing of rock and pop, why aren't all AORs keeping up with this new development? "Just because someone is breaking new ground doesn't mean it belongs on AOR," states Chuck. "We have to maintain our link only with the cutting edge of new music that's AOR product. Earth, Wind, & Fire broke new ground, but AORs that played them hurt themselves."

Beau proposes that "every format has its innovators. I'm sure there are artists breaking new ground in country, too. But in a market with over 40 signals, my station can't be all things to all people. There are going to be certain records I have to suck it in and ignore, at least until I'm more confident my core listener wants to hear them."

### Icons Of Popular Culture

Are these more than just records; are they a part of mass culture that a contemporary radio station can't ignore? Chuck remembers, "Saturday Night Fever" was an event in the '70s, comparable with the Michael Jackson phenomenon today. But stations that played the Bee Gees probably hurt themselves in the long run, while stations that didn't reinforced their image."

Even if the Michael Jacksons and Princes are part of the youth audience's collective consciousness, Beau warns of "a burnout factor when every station in town is beating these records to death. That's why an AOR station's gold category is more effective than ever. With eight stations playing the same hits, I'd rather be playing an alternative."

### The Way To Broader Numbers?

How can a format trying to have mass appeal not play mass appeal records? Beau replies, "Is AOR supposed to be a mass appeal format? I'm not going after the glory of the 12+ share. We're looking to own 18-28 males, and usually the more of these kind of currents you play, the higher percentage of teens you get."

Chuck says he gets good demos without crossovers, thank you. "We're #1 in 25-34 adults in Baltimore (TSA; winter '84 Arbitron), so we're not limited to only 18-24 males. We don't just bang out three-chord, ca-chunga-chunga heavy metal. We play as many crossovers as we can, as long as they're right for our defined sound." He cites Mike Reno & Ann Wilson's "Almost Paradise" and the Thompson Twins' "Doctor Doctor" as compatible crossovers.

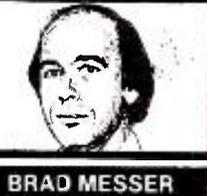
### AOR's Got Its Own Pizzazz

Can AOR have musical sizzle if it doesn't play the Jacksons and Prince? "AOR doesn't lack for musical excitement in its own genre. The Cars and Huey Lewis have crossover material, and they started on AOR and then moved over to CHR. I don't think any record is more exciting on CHR than the Bruce Springsteen is on AOR. It's a crossover hit in its own right, but he's our artist, and our position in the marketplace makes it known that we'll be deeper into the album than a CHR."

### Keeping It Perfectly Clear

Chuck offers an overview worth thinking about. "AOR can learn from Top 40's decline. It was a clearly defined format, and then it reached out in directions it really shouldn't have. When Top 40 played album tracks or started leaning A/C heavily, it hurt its base. I fear the same thing happening with our AOR brethren. We've got to maintain that clearly defined position, and sometimes that means passing on a hit record that isn't right for your sound."

# CALENDAR



BRAD MESSER

## Radio's Oddest Hallway Decoration

First you take off all your clothes except your shorts, then stand very still while someone goops a lot of wet plaster all over you — even your face. The plaster hardens, is removed, and presto! There's a mold of your body. While you're off to the shower, fiberglass is smeared around inside the plaster mold to create a full-size and very lifelike statue.

That won't ever happen to me, but it did happen to an artsy character known as Goldie Glitter, whose fiberglass likeness has long been a conversation generator at Metromedia Square in Hollywood. It is a gen-u-wine art object worth major bucks.

During my days at KMET, the statue of Goldie was a fairly reliable indicator of how frisky the staff was feeling that day. One could never know when Goldie would be surreptitiously decorated in defiance of all the memos forbidding same. Suddenly Goldie would be wearing a baseball cap imprinted with competing call let-

ters, or a necktie featuring a nekkid woman, or in his hand there would be a cigarette or an imitation joint. (Scientific tests proved no one ever wasted a real joint on ol' Goldie.) He was festooned with stick-on stars when another good Book came in. Decorative liberties were occasionally taken with Goldie's shorts.

Other stations are content to plod along with funny notices and forged memos on the bulletin board, but the rockers at The Met had a unique additional emotional outlet. Goldie, the ridiculous (and ridiculously expensive) statue, was always good for a smile.

I just made a quick phone call. The Met confirms Goldie still exists, and thus continues as radio's oddest hallway decoration and barometer of staff friskiness. My source confirms that there are still strict rules against decorating the statue. The source additionally confirms that those rules are still being broken.

### District Of Columbia

**MONDAY, JULY 16** — The District of Columbia was established as the federal government's home base in 1790. DC now has a population of 640,000 — greater than that of Vermont, Wyoming, Delaware and Alaska — but its residents have no Congressmen or Senators of their own.

Oklahoma City installed the world's first parking meters in 1935, not to raise money but — in the days before off-street parking — to force an hourly turnover in downtown parking spaces.

The first atomic bomb was tested in 1945. Apollo 11 blasted off in 1969 and deposited the first man on the moon four days later.

Bess Myerson 60. Ginger Rogers 73.

### Atomic-Powered Town

**TUESDAY, JULY 17** — The first town to derive electrical power from a nuclear reactor was Arco, Idaho, located sixteen miles from a remote Atomic Energy Commission research center. The AEC test began on this date in 1955. Mayor Chick Jones says, "They hooked into the Arco line unbeknownst to everyone in town and lit the town for approximately three days. We did not know it until after it happened."

Uncle Sam formalized the purchase of Florida from Spain in 1821. Disneyland opened in 1955.

Lucy Arnaz 33. Diahann Carroll 49. Donald Sutherland 50. Phyllis Diller 67. Art Linkletter 72.

### Wrong Way Corrigan

**WEDNESDAY, JULY 18** — Forty-six years ago yesterday, American pilot Douglas Corrigan, who had been denied a permit to attempt a solo transatlantic flight, took off from New York on what he said was a cross-country flight to California. Forty-six years ago today he landed in Dublin, Ireland, and claimed he had not noticed he was flying over water rather than land. He explained he must have flown "the wrong way" because his compass had malfunctioned. He became famous as "Wrong Way" Corrigan.

The Telstar satellite relayed the first live transatlantic television signals in 1962.

Joe Torre 44. Dick Button 55. John Glenn 63.

### Dr. Colt's Laughing Gas

**THURSDAY, JULY 19** — 'Way back in 1814, when rifles and pistols were all single-shot muzzle-loaders and flintlocks. Samuel Colt was born. As a young man he invented the repeating revolver and built two proto-type models, one of which exploded when tested. To raise capital to refine his design and continue his firearms experiments, he went on the road as "Doctor Colt," giving laughing gas demonstrations and passing the hat for donations. Colt's six-shooter revolver eventually made him rich and became known as "the gun that won the West."

The Summer Olympics began in Moscow in 1980, boycotted by the United States and sixty-four other nations in protest of the Russian invasion of Afghanistan.

Ilie Nastase 38. Vickie Carr 42. George McGovern 62.

### Man On The Moon

**FRIDAY, JULY 20** — Two American space anniversaries: astronaut Neil Armstrong made the first footprint on the moon in 1969. In 1976 Viking-I became the first spaceship to reach another planet, touching down on Mars and relaying back the disappointing information that there are no Martians . . . although there was brief excitement at the Jet Propulsion Lab when Viking's cameras first revealed a mishapen rock that looked quite a bit like an automobile muffler.

Diana Rigg 46.

Tomorrow (7-21) Robin Williams 29. Cat Stevens 36. Don Knotts 60.

Sunday (7-22) Don Henley 38. Oscar de la Renta 52. Jason Robards 62. Rose Kennedy 94.

## NEW MUSIC SEMINAR

AT THE N.Y. HILTON  
AUGUST 6, 7, 8, 1984

**5:00 pm BREAK DANCE EXHIBITION**  
Choreographed by Julie Fraad with Kai Terriz, XTRD, Magnificent Force, Body Mechanic

**9:00 pm Showcases at Irving Plaza**  
featuring DANSE SOCIETY (Ansta)  
THE SISTERS OF MERCY (WEA)

**BILLY BRAGG '80!**  
**TUESDAY AUGUST 7th.**  
**10:30 am-12:00 pm INDEPENDENT LABELS:**  
Fighting for a Larger Share  
Steve Plotnick, Profile Records Moderator  
Joel Webber, UpFlow  
Maryl Thau, Acme Music  
Monica Lynch, Tommy Boy Records  
Aaron Fuchs, Buff City Records  
Cathy Jacobson, Streetwise Records  
Marvin Schacter, Prelude Records  
Barry Kabins, Important  
Gary Davis, Rockstar Records  
Bill Hine, Enigma Records

**TALENT AND BOOKING MUSIC/FILM/VIDEO:**  
A Message a Toast? Jeff Franklin, AT  
Danny Goldberg, Modern Records/Paramount Pictures  
More to be announced

**1:30 pm-3:00 pm ARTIST MANAGEMENT**  
Ron Goldstein, Island Records Moderator  
Cliff Burnstein, Del Leopard  
Juliana Knepper, Nina Hagen  
Roger Trilling, Material  
Dave Massey, Wang Chung  
Paul McGuinness, U2  
Bob Singerman, Singer Mgmt  
**RHYTHM RADIO:** The Progressive Alternative  
Walt Low, Radio & Records, Moderator  
Scotty Andrews, V103  
Joe "Butterball" Tamburo, WGSZ  
Lynn Toller, WZAK  
Graham Armstrong, WGO  
Brute Bailey, WILD  
Sunny Taylor, WRNS  
Jeff Wyatt, WUSL

**INTERNATIONAL MARKETING:** Breaking Artists Around the World.  
**RETAIL AND DISTRIBUTION:** Russ Solomon, Tower Records, Moderator.  
**3:30 pm-5:00 pm**  
Album Pickers: Them Up and Turning Them Down  
Michael Leon, A&M, Moderator  
Simon Potts, Arista Records  
UK  
Nancy Jeffries, A&M Records  
Jerome Caspar, Polydor Records  
Mike Rosenblatt, MCA Records  
Cory Robbins, Profile Records  
Carol Childs, Geffen Records  
Bruce Garfield, Capitol Records

**TRADE ASSOCIATIONS:** More to be announced  
**SPECIALTY LABELS AND DISTRIBUTION:**  
**NEGOTIATING AROUND THE WORLD:** More to be announced  
**5:30 pm THE ARTISTS PANEL:**  
Lou Reed  
Arika Bambata  
Daryl Hall, Hall and Oates  
Melle Mel  
Fred Schneider B-52's  
More panels to be announced

**9:00 pm Showcases at the Ritz featuring:**  
ASHRA (Mars), GEEKS (RCA), PUBLIC, (IRS) and BLACK FLAG (SST)

**WEDNESDAY AUGUST 8th**  
**10:30 am-12:00 pm VIDEO PROGRAMMING:** New Access to the Audience  
Tony Sideman, Billboard Moderator  
Stephanie Sheehy, Telepictures  
Kevin Wendle, NY Hot Tracks  
David Benhamm, Fr. Nite Video  
**THE FUTURE OF POP RADIO**  
Joel Denver, Radio & Records, Moderator  
Rick Peters, WHIT  
Sonny Joe White, WXSX  
Buck Williams, WZUU  
Larry Berger, WFLJ  
Jim Rong  
Bruce Stevens, WBQQ  
More to be announced  
**DANCE MUSIC MARKETING AND PROMOTION:**  
Steve Stoff, RCA Records  
Brad LeBeau, Pro-Motion  
Mike Wilkinson, Importe '82  
Suzi Net  
Jeff Gold, A&M Records  
Jerry Jarvis, Florida Black Record Pool  
Alan Robinson, WARD  
Dennis Wheeler, This Beat's Working  
**WORLD PUBLISHING AND SALES PUBLISHING:** An Instructional Seminar  
More to be announced  
**1:30 pm-3:00 pm CROSS OVER PROMOTION:** Making the Mega-Hit  
Jerry Jaffe, Polygram Moderator  
Don Jenner, Arista Records  
Mike Bone, Elektra Records  
Rick Stone, A&M Records  
Walter Winnick, Epic Records  
Daniel Glass, Chrysalis Records  
Harold Childs, Polygram  
**NEW MUSIC RADIO:**  
Robert Haber, CMI Moderator  
Mad Max, 91X (San Diego)  
Jane Davis, WRNS (Atlanta)  
Dave Erdos, WWS (Wash. DC)  
Harry Levy, WWSF  
Michael Pen, IRS  
More to be announced  
**INTERNATIONAL LICENSING:** Promits and Pitfalls, A Mock Negotiation.  
More to be announced  
**A CASE STUDY IN MARKETING:**  
More to be announced  
**3:30 pm-5:00 pm PRODUCERS**  
Gary Gersh, EMI Records, Moderator  
Rupert Hine  
Conny Plank  
Adnan Sherwood  
Arthur Saks  
Michael Jorzum  
Richard Burgess  
Nik Rodgers  
Trevor Horn, ZTT  
Bob DeCaro, Atlantic  
**ALBUM RADIO**  
Steve Smith, Album Network, Moderator  
Bob Krates, WGSZ  
Dave Logan, KFOG  
Alan Sneed, WRLS  
Mike Harrison, KMET  
Andy Demme, The Source  
**CHARTING THE HITS**  
Rodney Burbeck, Music Week, Moderator  
Martin Frey, Billboard  
Ken Barnes, Radio and Records  
**ALTERNATE PERSPECTIVES:**  
**5:30 pm WORLD SPINNING EXPOSITION:**  
Showcase at the Ritz, TALK TALK (EMI)  
DAVE VAN TIEGHEM  
Closing Party at Paradise Garage, ROBERT GORL (Elektra)  
RUN DMC, (Profile) and COUNTRY (Upstart/Street Wise)

**PLANS FOR HIMS ARE FIRM WITH OUR STRONGEST LINE-UP OF SHOWCASES AND SPEAKERS EVER! WATCH YOUR MAIL FOR THE NEW MUSIC SEMINAR UPDATE FOR COMPLETE INFORMATION.**

REMEMBER, REGISTER NOW TO INSURE YOUR INCLUSION IN THE NEW MUSIC SEMINAR DIRECTORY LISTINGS, THE "BIBLE" OF THIS YEAR'S EVENT AND NEXT YEAR'S MOST IMPORTANT INDUSTRY REFERENCE SOURCE. The cut off is July 15.

DON'T FORGET, THIS YEAR'S CLUB WEEKEND PACKAGE IS THE BEST WE'VE EVER HAD. ADMIT IT FREE TO ALL SEMINAR REGISTRANTS!

WHO REGISTER BY JULY 20th. REGISTRATION AND CLUB WEEKEND PACKAGES WILL BE AVAILABLE AT THE NEW YORK HILTON HOTEL ON FRIDAY, SATURDAY AND SUNDAY BEFORE THE EVENT. Visit CBSS's, Club Jamaica, Kamikaze, Night Gallery, Private Eyes, The Pyramid, Lunelight, and see performances by JASON AND THE SCORCHERS, SILENT RUNNING, and THE RED HOT CHILI PEPPERS at the EMI SHOW on Saturday at the Irving Plaza, CERRAH GEN-ERALS, HERE TODAY, AND FIGURES ON THE BEACH Saturday at Donceira, as well as other artists of these clubs and the Peppermint Lounge on Friday and Saturday nights.

All registrants travelling to the Seminar from the continental US can fly Pan Am or SAS of the regular price. For the unrestricted fare call Pan Am at 1-800-327-8670 (in Florida call 1-800-432-2533) and refer to NMS FILE #M2231.

DISCOUNT ROOMS ARE STILL AVAILABLE AT THE HILTON FOR SEMINAR REGISTRANTS. Call the HILTON at 212-866-7000 to make sure you can get a room close to this year's action.

Don't forget to ensure about stands, advertising, and registration package insertions. Joel Webber will be happy to help you, call him at 212-255-7408. You can make the Seminar worth for you!

### CAN YOU AFFORD NOT TO BE AT THE WORLD'S MOST IMPORTANT, PRODUCTIVE, AND EXCITING MUSIC BUSINESS MEETING?

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I would like to register for the New Music Seminar. My \$150.00 (non-refundable) payment is enclosed (Please print in U.S. funds. All instruments should be made payable to The New Music Seminar.)  
 (Please send me a free mailing list for additional information about the First Annual New Music Seminar August 6, 7, 8 at the New York Hilton.)  
 Please send information about receiving a stand, advertising space or an insertion in the registration packet.

Artist/Performer  
 DJ/DJ  
 Syndicator  
 Publisher or Cable Personnel  
 Retailer  
 Distributor  
 Advertising Publications  
 Record Company  
 Independent DJ/Mag  
 Home Musician or Agent  
 Concert Promoter  
 Club Manager or Booking Agent  
 Music Publisher or Songwriter  
 Radio Programmer  
 Other

# Country



LON HELTON

DO YOU PLAY SINGLES . . . OR SONGS?

## The Case For Cuts

To win, ya gotta play da hits, right? The guy walking into his first gig fresh from broadcasting school knows that much. But what are the hits? Are they the small discs with the big holes that arrive on your desk every day? Or are they songs the public (your listeners) react to in the most positive manner — which in the long run mean ratings for you as well as sales for the record companies?

The purpose of playing music in the first place is to entertain your audience. The question of the day, then, is: Just what songs do you put on the radio? Should your selection of music be restricted solely to records that have been deemed "singles" (by the Great Singles Deemer in the sky), or if you are going to play "X" amount of songs in current rotation, do you go out and find the best "X" songs you can — regardless of vinyl size? (Isn't this what AOR went through a number of years ago? I'd ask Steve Feinstein, but he can't remember back that far.)

Country radio has traditionally been extremely singles-oriented. Very few stations would ever dream of playing an LP cut — even from a top name. It's my personal opinion one of the unspoken, underlying reasons for this is that, up until a couple of years ago, the albums put out by even the superstars contained only a few good songs, the rest being filler. An artist figured to put out only three singles in a year anyway, so three or four top-flight songs would be carefully selected; favors or publishing deals determined the other six or seven cuts on the album. This has radically changed the past few years as the more discriminating buyer has become hesitant to plunk down his \$8.98 for anything less than top-notch overall quality. Many albums now contain seven or eight songs that could be released as "singles." As this has happened, a number of Country radio stations have started to include album cuts in their music mix. In the year I have been at R&R, I've noticed that not only has the number of stations playing album cuts increased dramatically (to the point where approximately 40% of R&R reporters are playing tracks), but the number of cuts each station is playing has also been on the rise. Today's discussion features Gary Briggs, MD of WPTR/Albany, NY and Bob Mitchell, PD at KCKC/San Bernadino for the past 18 years.

### KCKC



Bob Mitchell

Recently, Bob Mitchell conducted an audience research project, part of which dealt with listeners' perceptions of the music played on KCKC — and the role of album cuts. "The respondents said they appreciated the fact that we played selected cuts from newly released albums," Bob told me. "In followup phone calls, we found their decision to buy an album was greatly influenced by being familiar with more than one song; hearing more than just the single gave them a better idea as to the quality of the entire album."

Programming LP cuts since 1981, KCKC now plays an album cut every other hour. In addition, it has a weekly feature previewing an entire album, carefully executed to make home taping undesirable. A combination of solicited phone responses for the most popular songs during this hour and Bob's own "gut feel" as to which cuts should be on the air make up the album tracks library each week.

The selections aired on KCKC are primarily by well-known artists, with no more than two cuts from each album available for airing. An average of 15 cuts per week are in the studio, resulting in each cut getting played a little less than once per day. Seldom — if ever — will Bob move an album cut into any kind of singles rotation. "There is usually a sufficient amount of current singles available for airplay. The problem you face is having enough time to provide an honest amount of exposure to a current single (for charting purposes)."

As at all stations, Bob's current rotation is designed to give specific amounts of exposure to single records. Moving up the rotation of an album cut — even one that will not be released as a single — might cause problems in other areas. Bob pointed out, "By bumping a single I could be playing in a good rotation in favor of an album cut, I may end up ignoring some singles that could be very successful if only given the opportunity."

#### The Dilemma

Playing the best available songs from an album is well and good, but what is the effect on the sound of your station when the cut you have been playing once a day for two months comes out on a 45? Bob feels it's the minimal exposure a track gets that is its key to longevity upon becoming a single. "We treat it exactly as we would a new release," Bob said. "The infrequent exposure does not burn the record for us. The only way it might be affected is that movement through light to medium to heavy rotation may be accelerated due to the familiarity that's built up. The life of the record may be shortened a week or two, but more importantly, the effectiveness of the record (during its life) is not appreciably diminished."

#### Placement And Selection

When deciding what cuts you're going to play, make sure they are good songs. "Don't play album cuts just for the sake of



**BILLINGS BATTERINGS** — Pictured above is the KGHL/Billings entry in the "Combine Demolition Derby," if you can believe that. Yes, the derby did feature a number of combines chasing one another around an arena. OM Lee Rogers said the event actually outdrew a number of major-act concerts held in the area recently, attracting more than 10,000 fans — and that's a lot of chaff!

playing them," Bob cautioned. "I will only take a track I feel is a very good song by one of today's popular artist — one I feel people will enjoy. This provides variety to their musical diet; the secret is in using cuts by currently effective artists. One must keep in mind that the basic responsibility of a PD or MD is to play music by artists which will maintain excitement and overall interest in the radio station." Along this line, Bob feels one of the problems in album cut selection is that "there are very few PDs or MDs who can listen to an album and pick out a cut that is a good addition to their station." Bob also advised surrounding the album cut with readily recognizable product, such as recurrences or extremely familiar currents.

#### Pass It On

Bob feels a responsibility to provide feedback to labels as to which cuts are garnering favorable audience reaction. "We owe them more than they owe us," he said. "While the people creating the music are in it to make money, they're really providing radio with excellent quality music to keep listeners listening; that keeps us in business. The labels need input from the people and they can get it through radio."

### WPTR

AM 1540 - YOUR COUNTRY FRIEND



Gary Briggs

WPTR is one of the more aggressive "album cut players," often having tracks in its heavy or medium current rotations, sometimes even playing an album cut instead of the single released by the label. "I've done this," Gary Briggs told me. "In instances where I didn't like the single but wanted to be there with the artist — and there wasn't enough older product to take up the slack. Also, when it becomes evident a song will never be released as a single — and I feel my listeners are missing out on a great song — I go ahead and play it in whatever rotation it warrants — including heavy."

One of the potential dangers in playing an album cut in current rotation is figuring out what you're going to do when the label releases that particular song as a single. This can really be a problem if the album has been out awhile and you've already featured what you consider to be the best stuff. Many who are against playing album cuts believe you don't want to go three months (the average life of a single) without having the new single from Alabama, Conway, George Jones, or the Oak Ridge Boys on the air. Gary discounts this, saying, "Since we primarily play cuts by major artists, we have enough oldies in rotation to get us over any period when we may not be playing the current single. We never go long periods of not having songs by those major artists on the air, and I doubt the listeners are even aware the 'new single' is out, let alone the fact we're not playing it. So they're not going to miss the 'new single.'"

Gary mentioned earlier he's not afraid to pop a cut into a high rotation, but he is also aware of the "physical realities" of squeezing in a lot of product (single, oldies, and tracks) by core artists. "As a general rule I will only have two songs by an artist in a current rotation at any one time," Gary said. "This usually means I'm playing the latest single and the hottest track from the album. I'm trying to expose the music in the album to help people decide if they want to buy it. This way listeners don't have to wait until the third single to make that decision. We also get more reaction from the LP tracks. It appears that once the cut starts kicking in, we begin getting requests for other songs on the album."

#### Presenting The Tracks

WPTR showcases album cuts in a few different ways. When an LP by a superstar comes in, a jock might air songs from it as often as once per hour, selecting among tracks Gary has designated. The jocks also choose from other cuts in the studio on a one-per-shift basis. In addition, the station features an artist each weekday evening, playing cuts from the latest album as well as oldies by that artist. As the new tracks gain exposure, listener response determines the rotation; they either remain in the slow LP cut rotation or move up with the current singles. Gary points out that "the listeners don't know if a song is a single or an album cut; they just know whether or not they like it. If they demonstrate to us they do like it, we step it up in rotation. Simple as that. When playing a track, we always mention the album the song is from. As a programming point, we do this so listeners interested in buying a song know it's an LP they're looking for; they don't waste time or become upset searching for a 45 that doesn't exist."

#### Playing The Unknown

Many PDs resist airing album cuts because of the "unfamiliarity factor" they re-

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MCA RECORDS DELIVERING THE MUSIC OF THE 80'S



# Nashville This Week



SHARON ALLEN

## VOA's Warm Reception

Here's one way to beat the summer heat — think cool! And while you're thinking cool, think back to last February (it was definitely cool then) and the Charlie Daniels Band's Volunteer Jam. With that in mind I'm sure you'll also remember that Volunteer Jam X was made available to Voice Of America's 42 language services which broadcast-out the world.

According to Judith Massa, VOA Music Editor and worldwide English broadcaster, they've received hundreds of letters from around the world. "We didn't receive a single unfavorable response," she said. "Generally, our listeners praised the music, complained that the broadcast wasn't long enough, and begged for more music next time."

In fact, a listener from Poland wrote: "Jam X session in Nashville was wonderful. I hope Charlie Daniels will fulfill his dream: brother-hood through music. I wish him luck and all my best."

Massa said that 200 of the letter writers would receive complimentary Charlie Daniels Band T-shirts. These winners were selected in a random drawing by Daniels on a recent visit to VOA. Daniels also volunteered to personally sign a reply to each letter writer.

VOA PD Eugene Pell said: "Having read a lot of it, I guess the message is really there in one word... MORE! The audience wished there had been more on this occasion. They certainly want more in the future. And I hope that a future collaboration is going to enable us to do that."

In case you were wondering, the moral to this story is that wanting MORE... is also cool!

### Gaslin Disturbed By Visitor

While Larry Gatlin was hospitalized at Southern Hill Medical Center undergoing treatment for hepatitis, a stranger came to visit and Larry had to have him escorted from the room.

The "visitor" was Gary Charles Smith (31), a federal parolee from the Danberry Correctional facility in Connecticut. He was on a travel pass from the Danbury facility and was on his way to Marietta, GA.

Gatlin said, "A man called my hospital room identifying himself as Dr. Gary Smith, saying he had met me at a Houston Livestock Show and Rodeo and that he was a good friend of my good friend Henry Cannon and Minnie Pearl. He said he was in town visiting a patient and would like to drop by to see me. I said all right."

But when Smith began asking unusual questions about his health, Larry realized he was an imposter and asked him to leave. The hospital administrator escorted Smith from the room. Gatlin was, the police said, "disturbed at the invasion of his privacy." Gatlin is now recuperating at home.

### Skaggs Hams It Up

Ricky Skaggs says he's had his picture taken with a lot of different folks, but during a recent publicity photo session he found himself trucking out to a Madison, TN pig farm a layout. "That was an interesting first," deadpanned Ricky, who wilingly obligated a dozen porkers as they nosed their way in front of the lens of New York photographer Leonard Kamsler.

Rumor Dept.: Word around town is that the Welk Music Group may buy Combine Music... Also heard that Gaylord put in a bid for Acuff-Rose Publishing. Just thought you'd like to know!



**DANIELS WOVES VOA** — Charlie Daniels met with Voice of America correspondents to follow up VOA broadcast of his Volunteer Jam X. Pictured (l-r) are VOA/Ukraine's Peter Fedynsky, Hindi VOA broadcaster Jawahar Katsi, VOA/Indonesia's Hetty Badroen, VOA/Poland's Rose Nowotarska, VOA Music Editor Judith Massa, VOA Spanish broadcaster Marta Cantella, and Daniels.



**Country Music's Top Ten**  
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# Case For Cuts

Continued from Page 42  
present. Gary counters this by saying, "The only tracks we air are those by easily recognizable, major artists. That way, someone tuning in during the middle of the song will most likely know the artist, if not the song."



According to Gary, another prime reason to play album cuts is for balance. "Many times the singles represent a commercial, repetitious sound. If the overall nature of the singles out is too much of one thing, I'll use album cuts to fill certain needs. I'd rather have an LP cut from a big star to fill a gap than a new record by an unknown artist. But," Gary added, "I don't play cuts at the expense of developing talent. I have 65 songs, six or seven of which are from albums. So there's plenty of room for the new artists."

Besides playing the best songs available and providing a variety of music for the listener, there is another benefit for the radio station that plays album tracks. Gary feels "playing LP cuts gives us a kind of forward direction or forward momentum, in terms of audience perception, by always putting today's country music up front. It also gives

us the look of a leader — the first with the newest."

### Editor's Comments

I suppose my comments should be prefaced with the disclaimer that, if you haven't already noticed, I'm pretty much a proponent of playing carefully selected tracks — especially those not going to be released as singles. I often feel so much good music is lost because a song is not deemed commercial enough to be a 45. The PDs/MDs have an advantage over most people in that they don't have to buy albums, so they needn't spend a fortune to find these juicy morsels of music, like a Mel Tillis/Willie Nelson duet or a great song by Sylvia that appeared only on a James Galway album. Granted, we may be talking of only a small percentage of product here, but in these days of increased competition, why not maximize the music — your most important product — to its greatest potential? The only way the vast majority of your audience is going to hear a lot of this music is if you put it on the radio. It's possible that album cuts could add that programming dimension which will distinguish your station from the crowd, particularly if you're an AM searching to recapture lost audience. As mentioned at the outset, AOR was built this way. Perhaps AM stations who are playing tons of burned-out oldies will consider using album tracks as an alternative. I'd be interested in your comments.



**KING OF SWING SALUTE** — Merle Haggard commemorated the 50th anniversary of the start of the Bob Wills live daily concert broadcasts over KVOO from Cain's Ballroom in Tulsa by giving a free show there in the same midday time slot. The Hag's show was also carried live by KVOO. Celebrating the day were (l-r) Johnny Lee Wills, brother of the late Bob Wills; Larry Shaeffer, owner of Cain's Ballroom; Eldon Schamblin, one of the original Texas Playboys and now playing with Haggard's Strangers band; Merle; Tiny Moore, a former Texas Playboy now also with the Strangers; Billy Parker, KVOO OM; and Jim Halsey, who books Haggard.



**RAZ-ZING WEEP** — Razzy Bailey had all kinds of help when in Pittsburgh to do a stint as guest DJ at WEPP. Hanging around lending moral support are (l-r) PD Bill White, Asst. PD Dave Anthony, and personality John Gallagher.

# Adult/ Contemporary



**RON RODRIGUES**

# All-Star Baseball Promotions ★★

Last Tuesday's All-Star baseball contest marked off the midway point in the major league season. So I thought it was time to highlight some of the promotions that A/C stations have been coordinating with the sport since the season began.

Even nonflagship stations and outlets that don't broadcast America's pastime can and do employ baseball promotions. Check the accompanying story for other summer promotion ideas too.

### Padres Patter

KFMB/San Diego ties in with the Padres on several levels: It does a variation of the aforementioned Home Run Inning. The station also programs a baseball talk show before and after home games but avoids typical "jock talk" by centering on mass appeal topics. Many Padres players are avid



listeners of the station, highlighted one morning when Steve Garvey and teammate Kurt Bevaqua invaded the Hudson & Bauer show for three hours. KFMB also has several musical groups on retainer to sing topical songs about the team. The tunes will often out-request regular playlist items.



### Home Run Inning

One of baseball's most enduring on-air promotions is the "Home Run Inning." Once a particular inning is selected, the play-by-play announcers will select a contestant for each batter. The listener will win \$10 for a base hit, up to \$100 when the player

hits a home run. In the case of KNBR/San Francisco, the entrant will win a car if the batter hits a grand slam. Shown are KNBR-Giants announcers David Glass and Hank Greenwald.

### Opening Celebrations

WWWE/Cleveland celebrated baseball's opening day this season in a very big way. The station staged its fifth annual Opening Day Parade with 55 lively units, totaling some 1500 participants. Paraders were represented by all major schools and civic organizations. Also included were major local television personalities. The march terminated at Cleveland's Municipal Stadium where WWWE began its 12th year of play-by-play team coverage.

### A Brave Loss

What happens when a nearly two-decade love affair between a station and a baseball team is suddenly terminated? That's the problem WSB/Atlanta faced this year when tempestuous Braves owner Ted Turner switched the team's play-by-play affiliation to crosstown WCNN (which is not part of the Turner empire, despite being the flagship station for CNN Radio). WSB PD Walt Williams said personnel at his station took the loss hard, but the station continues to promote the Braves — albeit not as aggressively. "WCNN's highly-directional nighttime signal leaves many holes in suburban Atlanta," said Williams, "and WSB will broadcast the scores of games in progress twice an hour at night for the benefit of those who can't receive the Braves station." WSB continues to employ Braves play-by-play announcer Skip Caray for morning drive sportscasts. He added that the station will go after the team's broadcasts again when WCNN's one-year contract expires in October. Sighs Williams, "Even though we don't have the Braves now, we'll still live and die by them."

### Error-Free Promotion

WAEB/Allentown made light of the Phillies' mistake-prone style early this season by giving away baseball gloves with holes in them! In order to win the novelty mitts, listeners were required to predict the number of errors the Phillies would commit in a designated game. Station officials said although the team was quite potent on offense, it was having a difficult time winning games because of its fielding ineptitude. VP/GM Mike Kirtner said he hoped the promotion would "ridicule" the team into better performances. In addition to the gloves, listeners also received tickets to Phillies games.



### Hot Stove Party

Before the season began, WCCO/Minneapolis joined the Minnesota Twins in the Metrodome to pay tribute to loyal supporters with their "Hot Stove Party." The gathering brought together WCCO clients, personnel, listeners, and Twins players. Events included a special ceremony inducting Harmon Killebrew into the Hall of Fame, batting practice by WCCO personalities, and autograph signings. WCCO broadcast live from the event. Shown hosting

### Beach Boy Baseball

Going to a doubleheader at Portland's Triple-A Civic Stadium doesn't necessarily mean you'll be seeing two games. Following a regular game featuring the Portland Beavers, a team of musicians, namely the Beach Boys, will take the field and perform for fans. The group, which does similar stunts for major league teams, is doing the concert for the first time in a minor league park, which holds 25,000 fans.



the Hot Stove Party are WCCO morning personalities Charlie Boone and Roger Erickson.

### Olympic Exercise

At another minor league park, KHOW/Denver sponsored a game featuring the American Olympic team (Team USA) and the Japanese team in Mile High Stadium. During the game, the station awarded a grand prize of a trip for two to the Summer Games in L.A. KHOW's Sluggers took on the team from a local TV station prior to the main event.

Aside from baseball, A/C radio is having fun with lots of other summertime promotions. KNOW/Denver will hold bimonthly backyard barbecues at listener homes. To qualify, members of the audience send in photos of their "Bar-B-Que Crew." The winning photo's participants receive a complete barbecue dinner hosted by KHOW personalities, while the station broadcasts live from the winner's home. In addition, each winner receives four round trip tickets to California. . . . EZ 104/Charlotte gave its listeners a chance to see Lionel Richie in concert — in Kansas City. The station drew names beginning at 7:15 am on specified dates. Listeners then had 30 minutes to call in and claim their prize. The station gave away four pairs of airplane/concert tickets. . . . KXYI/San Diego hosted its fifth annual "Family Night at Sea World." Listeners were invited first for dinner, then to watch the aquatic fun plus a gymnastics exhibition by Kurt Thomas. . . . WYNY/New York advertised its "97 Great Ways To Enjoy New York Absolutely Free" with 24,000 subway cards. Riders were invited to write to the station for a free list of ac-

## SUMMER PROMOTIONS



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- ③ Jazzland Concerts — Alton Tuley Hall, Lincoln Center, Manhattan. Student symphonic and recital concerts. Wednesdays, 1 and 5pm; Fridays, 8pm. Reservations needed. 789-3500.
- ④ Celebrate Brooklyn! Concert Series — 9th St. Bandshell, Prospect Park, Brooklyn. Jazz, rock, classical and opera. Fridays-Sundays, 8pm. 627-6108. Info: 965-8951.
- ⑤ New York Stock Exchange — 20 Broad St., Manhattan. Free tours. Trading floor activity described by audio narrators. Monday-Friday, 10-4pm. Info: 825-5157.
- ⑥ Letticia Home — Prospect Park Grand Army Plaza, Brooklyn. Restored 19th Century Dutch colonial farmhouse. Wednesday-Sunday, 10-4pm. Info: 965-8951.
- ⑦ The Smithsonian National Museum of Design — Cooper Hewitt Museum, Fifth Avenue at 91st St., Manhattan. Glass, china, furniture, textiles, porcelain, paintings. Free admission. Tuesdays, 5-9pm. Info: 860-6868.
- ⑧ Staten Island Zoo — 614 Broadway, Staten Island. Specializing in reptiles and snakes. Free admission. Wednesdays, 10:30-4pm. Info: 482-3300.
- ⑨ American Landmark Festival — Federal Hall, 26 Wall St., Manhattan. Concerts. Wednesdays, 12:30pm. Info: 264-8711.
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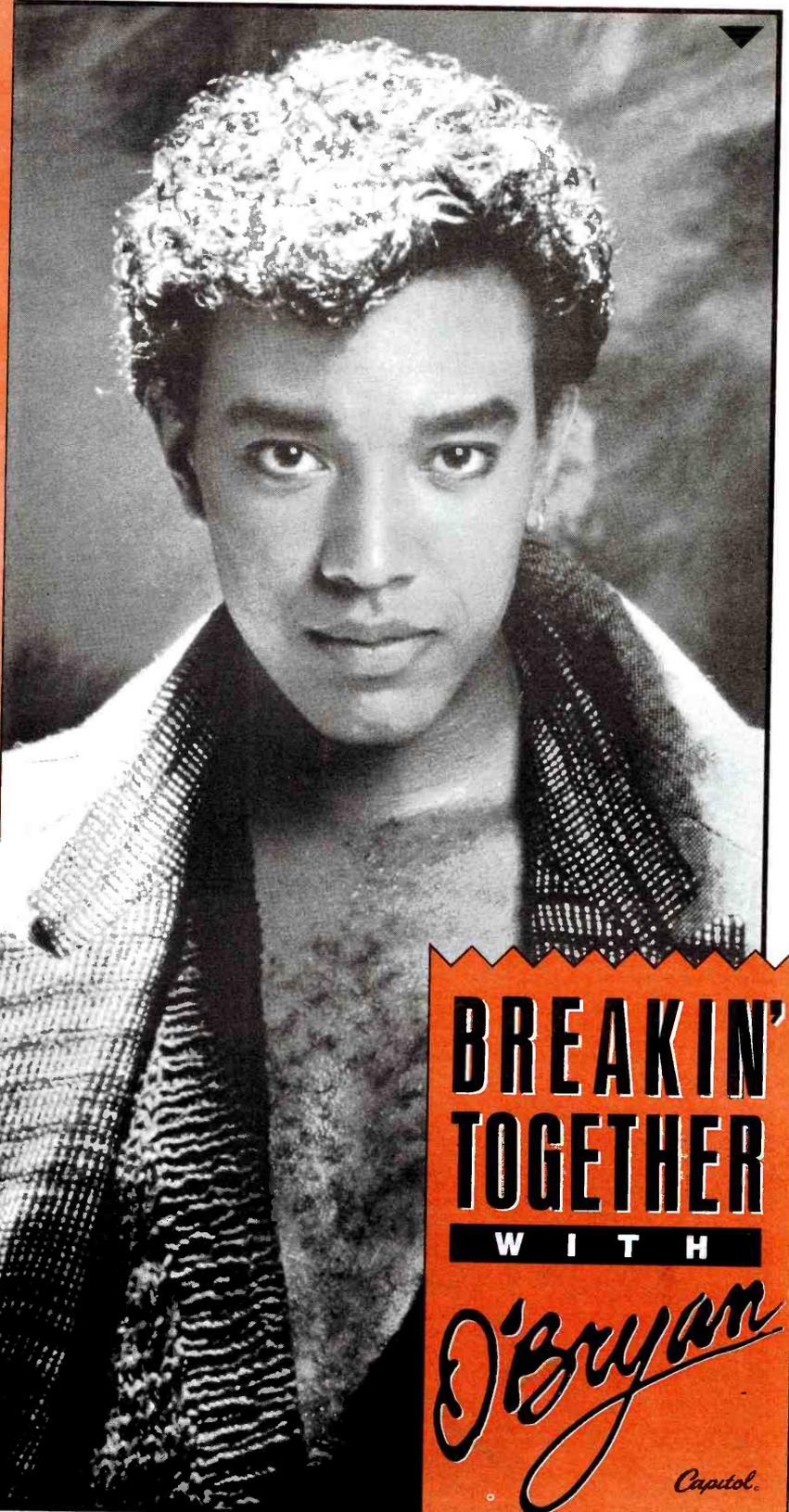
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# Black/Urban Radio



WALT LOVE

## Score One For Minority Ownership

Recent years have been harsh on proponents of Affirmative Action. Supreme Court decisions have ranged from the ambivalence of Bakke, which allowed race to be taken into consideration in some cases, to the recent Stotts ruling. That decision told women and minorities that they weren't exempt from "last hired, first fired" policies (and perhaps cast a chill over all Title VII programs.) In a recent departure from the generally depressing news for minorities looking to break into white-dominated areas, the U.S. Court of Appeals recently upheld the minority preference shown to Waters Broadcasting in its four-year battle with West Michigan Broadcasting for the license of WCXT (X105)/Hart, MI. This week, R&R's Sean Ross asks Nancy Waters about her case and being the black owner/GM of a general market station.

### The Litigation Story

"My problems were really litigation, not running a radio station," says Waters. The former Administrative Assistant to the Speaker of the Michigan House of Representatives had never been in a radio station or had any noncivillian interest in radio before friends encouraged her to apply with them for a new FM frequency in predominantly white Hart, 40 miles from her Muskegon home. First to file for the frequency was Oklahoma-based Gaylord Broadcasting, which dropped out after Waters filed as a solo in December, 1979.

After two months as the sole applicant for the frequency, Waters was joined by locally-based Western Michigan. Two other groups which joined the fray withdrew, but Waters and Western Michigan went all the way to U.S. Appeals Court after one decision by a judicial review board in Western Michigan's favor, and others by an administrative law judge and the full FCC, which ruled for Waters.

At stake in Waters's case was the statutory and constitutional legality of minority preference. Western Michigan argued that FCC policies are meant to give blacks and other minorities media representation only in those cities with substantial minority populations. In the Hart area, estimated by Waters to have a ten percent minority population, Western Michigan argued its local status was stronger than Waters's claim to the frequency as a minority owner.

In its May 25 decision, the appeals court unanimously affirmed the FCC ruling. Judge J. Skelly Wright, who wrote the opinion, stated that the Commission's policies were meant to remedy scant minority ownership of broadcast facilities around the country, not merely to give minorities

voices in their own communities. (This was consistent with FCC Commissioner Henry Rivera's contention that the latter interpretation represented a return to "separate but equal" segregation of minorities.) As with the Bakke case, Wright found that minority status was a permissible consideration when used as one in a mix of factors.

Despite the increasingly low Supreme Court regard for Affirmative Action, Waters is confident that she will be allowed to retain ownership of the AOR-formatted station she turned on last September. "We always thought that if there was any case that was going to go up to the Supreme Court, it would be this one. But in view of a strong 6-1 FCC vote and the unanimous Court of Appeals decision, we find it very unlikely that the Supreme Court will hear this case." Western Michigan has 90 days from the date of decision to appeal to the highest court. Officials for the competing group have thus far declined comment in the local press when asked about their future plans.

"Until I built the station last fall, I was very cautious because I knew I could lose everything." Now, Waters says she feels safe pumping more money into her station, despite the possibility of further battles. "It's become a moot point for us. I think the burden is on Western Michigan . . . so that just ends the case completely now."

### Black Applicants and FCC Policy

Waters' case eventually became a rallying point for black broadcasters. At one point the National Association of Black Owned Broadcasters filed a brief to intervene, citing the bearing of Waters' battle on other prospective black broadcasters.



NEWCLEUS JAMS ON 93 — Sunnyview's Newcleus brought a copy of its new "Jam On It" single to WZAK/Cleveland. Group members are shown here flanking WZAK's Jeff Charles (second from right.)

But Waters says she had not intended to make her race an issue in her application for WCXT.

"Until Western Michigan raised the locality issue, I was saying that I should get the license because I was the best qualified to serve the community," states Waters. But once locality became a factor, "we had to say that, all other things being equal, the FCC usually gives the license to the minority."

Waters complains that the FCC's prior emphasis on local owners made it inordinately difficult for would-be minority owners. "The biggest problem I had was that most of the new frequencies are in rural areas which are usually white. I think a person should get more credit for early filing than someone who files behind you."

"The current system is the surest way to keep a minority from getting a frequency if you're going to let localism be the criterion. All that somebody has to do is put a group together locally and file behind you and then you'll never get a license. All the frequencies in urban areas are gone and have been gone for years and years and years. So what's left for minorities are only those frequencies in rural areas and new communities."

### The Economic Climate For Black Owners

Commissioner Rivera has previously claimed that the problem for black applicants was not just finding frequencies but also gaining venture capital for new stations. Waters adds, "Capital is a problem and will continue to be, especially as interest rates go up. I was very fortunate because I'd been a business person and had invested money; also, my husband is an attorney. I didn't have those types of problems that other people would've had."

"I think that even whites have trouble with finding money to build a station. I looked at what my equipment costs were from the time I filed, and am just shocked at how much they have gone up. If I had been able to build that station in 1980 instead of late 1983, it would have been much more economical."

Since her legal victory, Waters says, "I've had two or three blacks contact me because they had read about the new Docket 80-90 drop-in frequencies; they are more excited than ever about the chances of owning a radio station." But she adds, "I don't think you're going to see a big rush to file for them because it's still very expensive and time-consuming."

"I always say to these people, 'Make sure that you have enough money and resources — a good loan or a good bank or stockholders — to help you pay your bills for a year. With a 100-kw station, I was very fortunate to be able to draw advertising from all over. If I'd been at just 3 kw, it would have been very difficult for me to survive the first year."

### X105's Sheer Hart Attack

Despite the fact that X105's 100-kw signal covers Muskegon and Grand Rapids, which both have larger black populations than Hart, Waters elected to put AOR on her station instead of Black or Urban Contemporary.

"I had gotten some very good advice from Richard Culpepper (owner of Black-

formatted WKWM/Grand Rapids) before I decided my format. He was very helpful in guiding me on equipment, dealing with and hiring employees, etc. When we started talking about what the music should be, he said, 'It's going to be very difficult to pay your bills with this type of format. Advertisers don't think there's a real market out there. If they do, then they don't think your listeners have money to buy things.'

"I had strong feelings on music from the beginning. What I wanted to know was if this station would make money. Can it pay its bills, and what type of format will accomplish that? When I had a feasibility study done back in 1979, I was asked my preference and I said it didn't matter. Whatever I like I can play on my record player when I get home."

### A Matter Of Expectations

Despite vociferous complaints that AOR is a racist format for its exclusion of most black artists, Waters was determined to run an AOR station without crossovers from any other formats. "We had the highest compliment paid to us recently by a WLAV/Grand Rapids listener who said, 'You are a pure AOR station. You don't play a lot of things that might be CHR.'

"I know that Culture Club was popular and maybe should be played, but never on an AOR station. And while lots of people call up requesting them, there's no way that we'd ever play Boy George."

Asked if she's had problems with people who expect her to own a Black or Urban station, Waters says, "People are more surprised that I'm a woman running a station. Men think there must be someone else, especially at an AOR station that is generally geared toward maybe a macho-type image and where the biggest share of listeners might be males."

Despite this, Waters says business has been good. The week she was interviewed, WCXT had seven remotes scheduled, five of which were paid. She has no complaints about the reaction of community members or potential advertisers. "I had a very strong management background. The one thing that clients can all relate to is business and management. All of our clients are white because they are the ones who own the businesses in this area."

And after a four-year struggle in which her race did become a legal issue, Waters can still add, "I haven't seen being black as any problem at all for me."



MEETING OF THE MD'S — Tommy Boy's Force MD's showed up at WKTU/New York to visit the station's Kelly Monahan. Shown (l-r) are MD's TCD and Dr. Rock, Monahan, group's Jesse D, Tommy Boy's Bert Coleman, and MD's Mercury, Trisco, and (kneeling) Stevie D.

## Action

KJLH/Los Angeles announcer Candida Mobley was emcee at an annual pro athlete fashion show to raise money for the National Association for Sickle Cell Disease. Among those scheduled to be pressed into service as models: L.A. Lakers Byron Scott and Larry Spriggs, L.A. Raider Dokle Williams, and L.A. Rams Otis Grant and Richard McTheny.

The Michael Jackson lookalike contests just keep rolling. WKND/Hartford held its version on June 30 at the city's Weaver High School . . . WILD/Boston held its "Summer Sizzler Party" on June 18 with live appearances by Cherrelle, Starpoint, Funk Deluxe, Bryan Loren, and an autograph-only visit by the Earons.

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### EAST

WHGB "Music Of Your Life" for central PA is looking for an experienced air personality to handle afternoon drive shift. Call Stephanie: (717) 238-5122 (7-13)

WWDB is interviewing for full & parttime news anchors and parttime talk-show host. Minimum one year experience. T&R: Betty Bernaman, ND, WWDB, Philadelphia, PA 19131. EOE (7-13)

WAMK full service A/C has immediate full & parttime positions for jocks, news and feature producer. T&R: Bob Ugi, 28B Lincoln St., Brockton, MA 02401. (7-13)

Announcers, fast growing powerhouse has fulltime openings for experienced personality. T&R: Sean Casey, WALF-FM/AM, Box 230, Long Island, NY 11772. EOE (7-13)

Future fulltime A/C openings for 97WK. C&R: Dann Whitaker, Box 6524, Wheeling, WV 26003. EOE M/F (7-13)

Morning personality with knowledge of oldies for WASY, Portland, Maine. T&R: John Manzi, Box 601, Gorham, ME 04038. (207) 639-2513 EOE M/F (7-6)

Announcer needed to fill afternoon drive position on great station. T&R: WLBK, Box 1270, Lebanon, PA 17042. (7-6)

Full service AM A/C has openings for parttimers, possible fulltime. T&R: WKBR, 155 Front Street, Manchester, NH 03102. (7-6)

## Openings

### 61 WGIR

WGIR/Manchester, Affirmative Action employer and news leader, seeks top-notch News Director. Duties include co-anchoring four-hour morning drive news block, supervision of seven-person staff, and field reporting. Superior writing skills a must. State-of-the-art ENG and studio facilities in a prosperous community. Excellent fringe benefits. Salary open for qualified, stable candidate. Three to five years' experience required. No phone calls. Send T&R and narrative to: Bob Frisch, GM, WGIR/WGIR-FM, Box 610, Manchester, NH 03105. EOE

A Knight Quality Group Station

Major market New England MOR station is looking for two personalities to join our airstaff. Mature, warm & personable with knowledge of music from the '30s, '40s, '50s, & '60s. cassette aircheck, salary history, resume & references to: 81 Dunster Rd., Jamaica Plain, MA 02130. EOE M/F

Regional news leader seeks to continue to set the pace. If you are a pacesetter who can deliver solid news, send T&R: Box 900, Wolfeboro, NH 03894. EOE M/F (7-6)

### SOUTH

#### TOP10 SUNBELT MORNINGS AT LEGENDARY, LONG TIME LEADER

Has rare opening for a fresh, creative morning A/C-CHR sound. Rush tape, resume, salary requirements to: Radio & Records, 1930 Century Park West, #734, Los Angeles, CA 90067. EOE

KSET-95 accepting T&R's for possible future openings. Strong production a must. No calls. Cat Simon, 4180 N. Mesa, El Paso, TX 79902. EOE M/F (7-13)

Copywriter wanted for Orlando soft A/C. Three years minimum experience. Resume & sample: David Sousa, WJYO-FM, 2001 Mercy Dr, Orlando, FL 32808. EOE M/F (7-13)

Creative copywriter needed for Montgomery's top-rated station. T&R: Don Markwell/WLWJ, Box 4999, Montgomery, AL 36185. EOE M/F (7-13)

Growing group owner has two openings. Need experienced CHR communicator. Plus mature individual for AM. T&R: John Raymond, KIXY/KQSA, City Hall Plaza, San Angelo, TX 78903. (7-13)

#### MEDIUM MARKET

Looking for creative morning man. Also announcer/MD to train to take over the PD position within the year. Copywriter opening also. T&R to: Radio & Records, 1930 Century Park West, #732, Los Angeles, CA 90067. EOE

KVOP has opening for experienced AM/FM ND. T&R: Greg Allen, KVOP, Box 1420, Plainville, TX 79072. EOE M/F (7-13)

WBAM-FM has opening for PD/on-air talent. Experience, leadership, enthusiasm, and production. No calls. T&R: Bob Brennan, GM, 4740 Radio Rd, Montgomery, AL 36116. EOE M/F (7-13)

## Openings

100 kw CHR-FM now has immediate opening for a fulltime air talent. T&R: Q99, 1855 Lakeland Dr. Building D, Jackson, MS 39218. (7-13)

Top-rated Contemporary station in fun medium market, is looking for personality oriented jocks. Experience needed. T&R: Chris Ling, Box 3008, Bryan, TX 77805. (7-13)

Experienced creative copywriter/production specialist needed at Texas Gulf coast combo. Resumes & samples: KRY5, 702 McBride Ln. Corpus Christi, TX 78408. (7-13)

West Texas ratings winner to be sales leader. Medium market station seeks sales management. Experience preferred. Resume: General Manager, Box 12030, Lubbock, TX 79452. EOE (7-13)

### News Anchor/Reporter

Can you dig it up, go out and get it, and bring it back alive? If you're young and hungry to be the best you can be, or weathered and ready to settle down with a quality-conscious news operation in a wonderful Sunbelt city, we want to hear about you. T&R and writing samples to: News Director, WLVV, Inc. 5237 Albermarle Rd. Charlotte, NC 28212

Aggressive MD needed for new A/C FM in central Louisiana. Contact: Roger Cavness, KISY, 92 W. Shamrock, Pineville, LA 71360. EOE F/M (7-6)

WBBO News Radio 58 needs drive-time anchor, storyteller. Writer who knows radio news. T&R: Wayne Weinburg, ND, S. Ivanhoe, Orlando, FL 32804-6485. EOE (7-6)

Magic 96 FM looking for parttime, experienced air talent. T&R: John Jenkins, WMJJ, 530 Beacon Parkway, #600, Birmingham, AL 35209. (7-6)

### News Director

100,000-watt Sunbelt FM seeks dedicated female journalist to anchor morning drive and interact with morning personality. Energy and personality a must! T&R to: Tom Collins, WKZL, P.O. Box 11967, Winston-Salem, NC 27106. No calls please.

PD/afternoon talk host being sought by WPLP, N/T Radio. Resume: Vanessa Radcliffe, Box 570, Pinellas Park, FL 33565. EOE M/F (7-6)

Needed last week. Sales Manager & Account Executive for major group. Resumes: WWOJ/WKZZ, Box 1390, Lynchburg, VA 24501. (804) 384-1211 EOE M/F (7-6)

### MORNINGS

We're looking for a morning drive entertainer who can use the phone, communicate on an adult level and become the #1 jock to wake up our city. Send T&R and salary requirements to: Radio & Records, 1930 Century Park West, #727, Los Angeles, CA 90067. EOE M/F

WNOX & KIX95 FM/Knoxville has an opening for experienced, aggressive radio Account Executive. Good list, pay and benefits. Call (615) 637-9900 EOE M/F (7-6)

Contemporary FM has fulltime opening for air personality & production. T&R: WJHR, Box 1743, Jackson, TN 38301. EOE M/F (7-6)

Florida powerhouse needs up-tempo CHR entertainer to cook in Daytona/Orlando/Jacksonville. T&R: Randy Van Halen, WNFJ-FM, 801 West Granada, Ormond Beach, FL 32074. EOE M/F (7-6)

WQCY/FM100 weekend swing talent needed. Also future openings for A/C format. T&R: Chuck Dees, PD, Suite 2420, One American Plaza, Baton Rouge, LA 70825. EOE M/F (7-6)

SW Florida A/C looking for adult communicator. T&R: Paul Conrad, FM 104, Box 189, Cape Coral, FL 3391D. (7-6)

## Openings

### MIDWEST

Regional A/C in Central Indiana looking for top-notch air personality for future openings. C&R: Darryl Parks, WIOU, Box 2208, Kokomo, IN 46902. EOE M/F (7-13)

AM/FM facilities seeks Continuity Director with creativity, production skills, and management ability. T&R: Station Manager, WAXX/WAYY, Box 6000, Eau Claire, WI. 54702. EOE (7-13)

KLO Radio needs an experienced ND. Apply only if committed to excellence. T&R: Box 1430, Ogden, UT 84402. EOE M/F (7-13)

### KLO

Is looking for the afternoon personality that can conquer Grand Rapids. We have one of the best morning shows in the country and need an afternoon show to equal it. Brand new downtown facility and equipment, great money for the right personality, a great working environment, and a people-oriented company make this a rare career opportunity. No card readers; personalities only for this 25+ CHR, 50,000 watt FM. T&R to: Jim Owen, KLO, 60 Monroe Center, Grand Rapids, MI 49503. EOE M/F

100,000 watt A/C looking for fulltime air personalities. Good company, great benefits. T&R: Ken Carson, WHNN, Box 96, Saginaw, MI 48608. EOE M/F (7-13)

Now accepting T&R's for future news opening. Solid company, great city. Send to: Perry St. John, WKTY/WSP, Box 1148, LaCrosse, WI 54602-1148. (7-13)

WQKH has an immediate opening for Country midday jock. T&R: John Curry, WQKH, Box 6000, Ft. Wayne, IN 46896. EOE M/F (7-13)

WHBC needs a creative, mature and conversational air personality. Talk show and/or sports interest a plus. Experience necessary. T&R: Box 9917, Canton, OH 44711. (7-13)

### LEGENDARY MIDWESTERN 50 kw AM

Seeks a true communicator strong in one-to-one talk, interviewing, and playing the hits! Only winners need apply! T&R to: Radio & Records, 1930 Century Park West, #726, Los Angeles, CA 90067. EOE M/F

14WSAM seeks parttime air talent. T&R: Dave Winston, Box 1776, Saginaw, MI 48605. EOE M/F (7-6)

Morning news anchor for A/C AM & Easy FM along the shores of sunny Lake Erie. Experienced only. T&R: Bruce Scott, WFUN/WREO, Box 738, Ashtabula, OH 44004. EOE M/F (7-6)

CE wanted at AM/FM in Chicago suburb. Directional AM, automation, satellite knowledge preferred. WIVS/WXET, 300 Commerce Dr., Crystal Lake, IL 60014. EOE M/F (7-6)

WKAU/Appleton-Oshkosh, CHR, needs killer morningman & talented newsperson. Rush T&R: Ron Ross, PD, 1785 Bloch Rd., Kaukauna, WI 54130. EOE M/F (7-6)

Future openings, part & fulltime at CHR. T&R: Chris Cene, WAHC, Box 707, Neenah, WI 54956. No calls. EOE M/F (7-6)

100kw A/C leader in mid-Michigan looking for polished personalities. Great company. T&R: Ken Carson, WHNN, Box 95, Saginaw, MI 48606. (7-6)

### MANAGER

Highly successful Midwest medium market station seeks product-oriented manager. Outstanding opportunity for mature professional with successful track record as programmer who is ready to make the move to full management position. Candidates must possess superior leadership administration and people skills. Respond to: Radio & Records, 1930 Century Park West, #730, Los Angeles, CA 90067. EOE

Radio development assistant needed. Sales & fundraising experience preferred. Resume & references: WWIN-FM, 9201 Petersburg, Evansville, IN 47711. (7-6)

Radio announcer needed. Background in Classical music & two years experience. T&R: WWIN-FM, 9201 Petersburg, Evansville, IN 47711. (7-6)

Aggressive broadcast group looking for creative & energetic PD for MW contemporary Country leader. T&R: Dan Kiley, KYKC, 1704 S. Cleveland, Sioux Falls, SD 57103. EOE M/F (7-6)

WBSC seeking overnight talent. Good production skills. Two years experience preferred. T&R: Cliff Stake, 5407 W. McKinley Ave., Milwaukee, WI 53208. EOE M/F (7-6)

On-air PD needed for Chicago suburbs, automation & satellite knowledge helpful. T&R: Rick Bellairs, WIVS/WXET, 300 Commerce Dr., Crystal Lake, IL 60014. EOE M/F (7-6)

## Rare Major Market Opportunity For Proven Creative Air Talent

Mornings . . . middays . . . available NOW at KMGC . . . MAGIC 102.9 FM in Dallas/Ft. Worth. If you're seeking a long term association with a successful group broadcaster in the country's hottest growth market this is it!! Tapes & Resumes TODAY (overnight)

to: 1353 Regal Row, Dallas, TX 75247 EEO No Calls

# Opportunities

## Openings

Five station market leader needs sports-DJ combo immediately. T&R: Brian Bruns, KODY, Box 1085, North Platte, NE 69103. EOE M/F (7-6)

### TOP 15 MARKET

#### A/C STATION

In Midwest will have opening soon for midday shift or afternoon drive. Please send aircheck and resume to: Radio & Records, 1930 Century Park West, #733, Los Angeles, CA 90067. EOE

### WEST

Entertaining adult morning personality for competitive FM Contemporary. We've got the bucks to match your talent. Rush T&R: Box 38583, Colorado Springs, CO 80937. EOE M/F (7-13)

KLCY-FM needs personality with friendly, adult, smooth, concise and city-wise delivery. Good production. T&R: Don Bishop, 312 E. So. Temple, Salt Lake City, UT 84111. EOE (7-13)

Morning talent needed at market leader immediately. Rush T&R: Carter B., KWH, 9200 Lake Otis Parkway, Anchorage, AK 99507. EOE M/F (7-13)

Los Angeles metropolitan FM needs experienced (three to five years major market) afternoon news anchor. T&R: Box 917, 3610 W. 6th St., Los Angeles, CA 90020. (7-13)

Dove Communications accepting applications. N. California major. Send resume. Programmers, Sales, Managers. Ken Dove, 4412 Mockingbird Parkway, Dallas, TX 75205. (7-13)

KOME is seeking a morning personality. Must have at least two years rock radio experience. C&R: Pat Evans, PD, KOME, 1245 S. Winchester Blvd., San Jose, CA 95128. EOE M/F (7-13)

### TOP-NOTCH MORNING TALENT WANTED

Funny, reliable, team player willing to meet their audience and win them over. Tape, resume, photo, and press clippings to: Radio & Records, 1930 Century Park West, #735, Los Angeles, CA 90067. EOE M/F

KLUC looking for one cooking morning show. Up-tempo CHR market leader. T&R: Bill Kelly, Box 14805, Las Vegas, NV 89114. EOE M/F (7-6)

KGON looking for experienced air talent. T&R: Dave Ervin, PD, Box 22125, Portland, OR 97222. No calls. EOE M/F (7-6)

Parttime air personality/communicator with five years minimum. Modern Rock format. KRCO, Raymond, 117 S. Los Robles, Pasadena, CA 91107. No calls. EOE M/F (7-6)

KHYT looking for creative humorous news personality/PSA Director. T&R/photo: Sherman Cohen, Box 28040, Tucson, AZ 85726. (602) 623-7501. EOE M/F (7-6)

## KIMN

America's hottest CHR is seeking America's most talented personality. KIMN/Denver is accepting tapes for future openings and continuing our search for the best midday talent in the country. You should be warm, natural, reliable, creative and concise. This is a great opportunity to join an outstanding company and be part of the most talented airstaff in America. T&R to: Doug Erickson, 5350 W. 20th Ave., Denver, CO 80214. NO CALLS PLEASE. EOE M/F

Top 25 southern CA FM needs killer newscaster with a quick wit to work mornings. T&R: KGGI, Box 991, Riverside, CA 92502. EOE M/F (7-6)

Top-rated CHR needs creative announcer/MD. Hard work, good bucks, no beginners. T&R: Bill Cody, KTRS, 251 W. First, Casper, WY 82601. EOE M/F (7-8)

Morning communicator needed for small market NM. Country full-service station. T&R: Don Chatham, KGAK, 401 E. Loai Ave., Gallup, NM 87301. EOE M/F (7-6)

## Openings

### MAJOR CALIFORNIA MARKET

Has fantastic opportunities for program and news director in an Adult/Contemporary format. Must be energetic and motivated, with exceptional management qualifications. Excellent benefits. Submit resume and tape to: Radio & Records, 1930 Century Park West, #736, Los Angeles, CA 90067. EOE

Looking for AM news personality. T&R: Dan Williams, 1245 Charnett St., Eugene, OR 97401. (503) 344-1457 (7-6)

Females encouraged! Looking for bright, energetic air talent with strong production skills. No beginners. T&R: Todd Ryan, KBSN, Drawer B, Moses Lake, WA 98837. EOE M/F (7-6)

Weekend & vacation fill-in people needed immediately. T&R: Doc Phillips, KFKA, Box K, Greeley, CO 80632. (303) 356-1310 EOE M/F (7-6)

## Positions Sought

Currently working at WBWB. Previous internship at KHTR. Seeking medium market airshift or small market programming opportunity. Hard working family man. DAVE: (812) 333-8786 (7-13)

Good voice, bright personality, trained and experienced. Young and serious about building a career as DJ or Newscaster. Will travel. BOB EMER: (312) 673-1263 (7-13)

On the 8th day God created a strange person that wakes up at 4:30am to be humorous at 6 in your ADI. ROGER WILKO: (614) 237-5454 (7-13)

English eccentric workaholic with proven numbers looking for good station to enhance talents. Five year experience CHR & A/C. Will relocate. DON: (303) 674-4340 (6-29)

12 year pro: Toledo, Atlanta & Daytona/Orlando. Great mornings. Currently PD & AM drive seeking top 50 market. DAVE: (216) 369-1159 (6-29)

Hot female jock, four years experience with fantastic production. Research, music & more. Top 100, any format. KARYN KASH: (309) 452-2254 (6-22)

Experience-check, production-check, desire-check, job-? (206) 367-8935 (7-13)

### DJ and/or Sports Director

Seeking a position in a small or medium market where I can be an asset to you. Talented, reliable, conscientious, dedicated professional. One year small market experience. Great attitude for team working environment. For T&R call Ron Goodman (213) 202-1249.

Eight year news veteran seeks advancement. Dependable award winner with ND experience who loves to dig. TERRY: (703) 433-0047 mornings only (7-13)

BILL CSZCZON is my name, sports broadcasting is my game. Hoping small or medium market will lead to fame. For quick results call: (219) 259-0341 (7-13)

Major market personality seeks fresh challenges. Have worked Denver, Phoenix, national network. No wrinkles please. MARK: IN-THE-DARK: (602) 897-2800 (7-13)

I love country music. Why hire DJ who only tolerates #7 Music announcer, newscaster who will relocate anywhere. MICHAEL: (717) 299-9779.

ND currently employed in CA pursuing career advancement into medium/major market. Will relocate for right opportunity. RICK: (209) 781-6005 (6-22)

Take me, I'm yours! Young, enthusiastic college grad, result-oriented with references. GINO: (302) 858-1998 (7-13)

Female MD/DJ seeking gig in far NW. Six years experience. Fed up with playing same ten songs. Team player and down to earth. (512) 532-8217 (7-13)

DJ for rent! Some security required. Great voice, production, attitude. Available now for medium market. MARK: (813) 997-4305 or 474-5064 (7-13)

If you desire sports experience over years of radio experience, I'm your man. Willing to DJ combo. MARK DITTLER: (312) 232-2829 (7-13)

CHR and A/C. 15 years experience, good production, dependable, available now, greater Cincinnati. SCOTT: (513) 5793 (7-13)

Attention Michigan. Five year pro with great voice. Have worked A/C, ADR, and Country. High quality production, consistent on-air style. SCOTT: (616) 527-4198 (7-13)

Experienced, dedicated sportscaster seeks position with PBP opportunities in medium to large market. MARC: (507) 354-6341, after 4 pm (7-13)

Futura cosmologist still looking for weekend on-air gig. Excellent news and sports voice also. FRANK BUTERA: (415) 223-1534 (7-13)

Enhance your station's sound with this mature, creative production/copywriting specialist. Not cheap, but then quality seldom is. SAM: (217) 872-8269 (7-13)

## Positions Sought

CHR, personality-oriented adult pro looking for good opportunity with other pro-w/with PD possibilities. East & South. DAVID CARLISLE: (304) 766-8460 after 6 pm est (7-13)

Scottie, please beam me back to the North. Looking for gig in MI, IN, IL. OH. Major market experience. A/C. CHR. TIM: (314) 364-2514 (7-13)

Six year pro looking for A/C CHR gig, especially West. Good pipes, good production, hard worker. WALLY: (717) 334-3101, 11am-8pm est. (7-13)

Oldies DJ ready to move into medium market Oldies, A/C or CHR station. Trivia Buff. Will travel. ROCKIN' ROBIN: (312) 577-5771 (7-13)

Award winning production/copywriting. Twelve years experience. Most formats/daypart. Currently Country and South. Stable & dependable. KEITH: (904) 371-6306 (7-13)

Need Sales or traffic help? College graduate with experience seeking position. Quick learner and hard worker. Prefer work in East. NANCY: (817) 534-0706 (7-13)

Production w/it, utility person will go anywhere. MIKE: (805) 526-8869 (7-13)

Major market veteran. Driveshifts at several of North America's most successful AOR's. Looking for airwork and/or programming. Qualified. JIM BAUER: (416) 459-1257 (7-13)

Looking for first PD slot. Have done sales & airshift. Parttime Phoenix last three years. Teach broadcasting. GREG THOMAS: (802) 993-3897 days (7-13)

Talk Pro. 27 years broadcast experience. Issue oriented. No screamer. Good pipes and references. Serious inquiries to: (814) 221-2775 (7-13)

DAVE MATTHEWS in the morning. KAY/Little Rock, F-99/Rochester, Y-100 & Q-102/Daytona Beach, Orlando, CHR-medium or major market. Proven. (904) 237-4855 (7-13)

I want to work 30 hours a day, eight days a week for your station. No matter where it is. My workaholic nature can be yours by calling TERRY: (215) 646-3037 (7-13)

Like money in the bank, a bright, creative enthusiastic person. Prefer music announcing. Will relocate. BRUCE: (717) 647-4454 (7-13)

Former WGST/Atlanta, SPD/Toledo, Q-102/Daytona Beach. Presently PD/mornings. Looking for top 50 market morning. MACY: (216) 369-1159 (7-6)

God's gift to radio-great voice/personality to match (humble too.) Looking for an Urban/CHR challenge. WAYNE: (614) 594-5321 (7-6)

Leading in the morning, we're humorous, reliable, outrageous, we don't bite and we can make you a market leader too. PAT: (919) 323-1415 (7-6)

Parttime air-talent desires fulltime. Excellent voice qualities. CHR preferred. GINA T.: (305) 949-2568 (7-6)

East coast rocker needs new doors to open. Looking to entertain at small/medium market AOR/CHR. FRANK: (201) 322-4593 (7-6)

HARMON & HOLIDAY, top morning team in Lansing, ready to move. We generate ratings, revenue & street talk. For appointment call: (517) 887-6576 (7-6)

### Versatile Broadcaster

Has AM DJ experience. Just graduated from broadcasting school with training in all facets of radio. I could and would like to be an asset to your station!  
Contact Jay Gale (216) 731-8974

PD currently employed, seeking similar or OM position with Urban station in SE. BILL HUNT: (317) 266-4141 or 4720 N. Post Rd., Indianapolis, IN 46228. (6-15)

Major market personality of the year finalist. KIRK RUSSELL seeks contemporary station W/W/V. (408) 378-3483 (7-8)

SHAWN BURKE, formerly of KYKY/St. Louis & WNBC/New York is available. (314) 469-7148 (7-8)

Looking for first job, DJ/news, trained at Midwestern Broadcasting School. Chicago SW suburbs preferred. TIM: (312) 553-7790 (7-8)

Experience & numbers, CHR or A/C. PD/airshift. MARTY: (314) 921-4471 (Major market Country considered too) (7-8)

18 years in Country, all phases, plenty of major market experience... very well qualified. Good voice, production & attitude. R.T.: (313) 345-8600 or (616) 781-3054 (7-6)

Hard working, dedicated DJ/news/PBP. Looking for fulltime position in PA or NJ. One year communications experience. AL: (412) 948-8721 (7-8)

Pro, 26 years experience in broadcast & shortwave. Excellent training voice. Looking for a permanent home BM or MOR. Serious only. JOHN: (919) 471-6894, after 3pm est (7-6)

AM drive opportunity. Friendly entertaining A/C pro. Over 12 years. Medium/major markets. Programming know-how. Currently in far West. (213) 306-8430 (7-6)

The only decent jock capable of beating Ronald Reagan in the fall is available now. Let's win your market in November. (419) 798-5097 (7-6)

## Positions Sought

I'm a CHR/personality fanatic who knows his music! 3 1/2 years experience & counting. B.S. in Business Administration. Medium markets call ERIC: (208) 345-7687 (7-6)

PD for hire. Excellent track record, excellent. Team player, energetic & hard working. NE preferred. JOHN: (703) 885-8044 or 949-6271 (7-6)

## Changes

### RADIO

Thomas C. Bioniaz appointed Account Executive WKXO 101/Chicago.

Arnold Raskin appointed Account Executive WABC 77/ New York from WVVJ/Newark.

### RECORDS

Chris Palmer appointed Sales coordinator, Nashville Division, Warner Bros. Records.

Joan M. Weisen appointed Manager, Talent Contracts, Business Affairs, RCA Records.

### INDUSTRY

Colleen O'Brian appointed Account Executive Weiss Powell/Los Angeles.

Karen Hendren appointed Account Executive Weiss Powell/Los Angeles.

Todd Wright appointed Account Executive Weiss Powell/Dallas.

Patricia Foley appointed Director, Management Information Systems Katz Broadcasting/bridgeport.

## Miscellaneous

Middle of the road, Adult Country and Contemporary station seeks record service. Contact: KFIZ, 254 Winnebago DR, Box 1167, Fond Du Lac, WI 54935. (414)921-3770 (7-13)

Going live Country station in New Haven needs service from all labels. John Saville, WSCR, Denslow Hill RD, Hamden, NH (7-13)

A/C, Country service needed. Wally Daniels, WGTY, Box 280, Gettysburg, PA 17325. (717) 334-3101 (7-6)

Dates appearing at the end of each listing signify first week listed.

## R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

### Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

### Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

### Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

# The Music Section

## National Music Formats Added This Week

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

PETER WOLF "Lights Out"  
SCANDAL/PATTY SMYTH "The Warrior"  
FACE TO FACE "10-9-8"

#### TM A/C

TEDDY PENDERGRASS "Hold Me"  
POINTER SISTERS "Jump (For My Love)"

#### TM Country

MERLE HAGGARD "Let's Chase Each Other Around  
The Room"  
OAK RIDGE BOYS "Everyday"  
GLEN CAMPBELL "Faithless Love"

### BPI

John Sherman/Bob English (206) 624-8651

#### Adult Contemporary

BARBARA MANDRELL & LEE GREENWOOD  
"To Me"  
JULIO IGLESIAS & DIANA ROSS "All Of You"  
RAY PARKER JR. "Ghostbusters"

#### Country Living

LEON EVERETTE "Shot In The Dark"  
KENNY ROGERS "Evening Star"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

MERLE HAGGARD "Let's Chase Each Other Around  
The Room"  
RONNIE McDOWELL "I Got A Million Of 'Em"

#### The Great Ones

JULIO IGLESIAS & DIANA ROSS "All Of You"  
BARBARA MANDRELL & LEE GREENWOOD  
"To Me"  
RITA COOLIDGE "Something Said Love"  
CRYSTAL GAYLE "Turning Away"  
STYLE COUNCIL "You're The Best Thing"

### Concept Productions

Dick Wegner (916) 782-7754

#### CHR

FACE TO FACE "10-9-8"  
PETER WOLF "Lights Out"  
JULIO IGLESIAS & DIANA ROSS "All Of You"  
SAMMY HAGAR "Two Sides Of Love"  
NIGHT RANGER "When You Close Your Eyes"

### Drake-Chenault

Bob Laurence (818) 883-7400

#### XT-40

PETER WOLF "Lights Out"  
SAMMY HAGAR "Two Sides Of Love"

#### Contempo 300

TEDDY PENDERGRASS "Hold Me"  
RAY PARKER JR. "Ghostbusters"

#### Great American Country

ATLANTA "Pictures"  
MERLE HAGGARD "Let's Chase Each Other Around  
The Room"  
RONNIE McDOWELL "I Got A Million Of 'Em"

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

TINA TURNER "What's Love Got To Do With It"  
GLENN FREY "Sexy Girl"

#### Country Coast-To-Coast

OAK RIDGE BOYS "Everyday"  
BARBARA MANDRELL & LEE GREENWOOD  
"To Me"

#### Rock America

EDDY GRANT "Romancing The Stone"  
SERGIO MENDES "Alibis"  
PETER WOLF "Lights Out"  
GO-GO'S "Turn To You"  
PEABO BRYSON "If Ever You're In My Arms Again"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

BILLY SQUIER "Rock Me Tonight"  
PETER WOLF "Lights Out"  
SLADE "My Oh My"  
CHRIS DeBURGH "High On Emotion"  
SAMMY HAGAR "Two Sides Of Love"  
NIGHT RANGER "When You Close Your Eyes"

#### The A/C Format

STYLE COUNCIL "You're The Best Thing"  
COYOTE SISTERS "Straight From The Heart  
(Into Your Life)"

#### Super-Country

KEITH STEGALL "I Want To Go Somewhere"  
GARY MORRIS "Second Hand Heart"  
CONWAY TWITTY "I Don't Know A Thing About  
Love (The Moon Song)"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

BARBARA MANDRELL & LEE GREENWOOD  
"To Me"  
CRYSTAL GAYLE "Turning Away"  
BRUCE SPRINGSTEEN "Dancing In The Dark"  
ROBIN GIBB "Boys Do Fall In Love"  
MANHATTAN TRANSFER "This Independence"

#### Your Country

LEON EVERETTE "Shot In The Dark"  
OAK RIDGE BOYS "Everyday"  
MERLE HAGGARD "Let's Chase Each Other Around  
The Room"

#### Hit Rock

RATT "Round And Round"  
GO-GO'S "Turn To You"  
PETER WOLF "Lights Out"  
SLADE "My Oh My"  
GLENN FREY "Sexy Girl"  
JOHN WAITE "Missing You"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

OAK RIDGE BOY "Everyday"  
SYLVIA "Love Over Old Times"  
VERN GOSDIN "What Would Your Memories Do"  
RICKY SKAGGS "Uncle Pen"  
BARBARA MANDRELL & LEE GREENWOOD  
"To Me"

#### Soft Contemporary

COYOTE SISTERS "Straight From The Heart  
(Into Your Life)"  
BARBARA MANDRELL & LEE GREENWOOD  
"To Me"  
STYLE COUNCIL "You're The Best Thing"  
NEIL SEDAKA "Rhythm Of The Rain"

#### Sound 10

JOE JACKSON "Happy Ending"  
STYLE COUNCIL "You're The Best Thing"  
JAMES INGRAM "She Loves Me (The Best That  
I Can Be)"  
BARBARA MANDRELL & LEE GREENWOOD  
"To Me"  
COYOTE SISTERS "Straight From The Heart  
(Into Your Life)"

### Transtar

Chick Watkins (303) 578-0700

#### Adult Contemporary

LAURA BRANIGAN "Self Control"

#### Country

Tom Casey (213) 460-6383

JOHN CONLEE "Way Back"  
KENDALLS "My Baby's Gone"









# NATIONAL AIRPLAY/50

July 13, 1984

Three Weeks Ago	Two Weeks Ago	Last Week	Total Reports/Adds	Heavy	Medium	Light
5	3	1	156/0	141	14	1
8	5	4	155/0	117	33	5
14	10	9	155/0	111	43	1
10	7	7	150/2	108	29	13
2	2	2	145/1	104	25	16
20	12	11	153/1	84	63	6
6	4	5	143/0	106	27	10
18	11	10	154/1	82	64	8
13	9	6	142/0	108	22	12
21	13	12	154/0	78	67	9
9	8	8	144/2	99	30	15
27	18	15	154/1	62	81	11
1	1	3	133/0	90	30	13
25	19	17	150/0	70	69	11
29	21	19	152/1	39	95	18
30	22	20	144/3	53	76	15
17	15	14	133/0	62	56	15
19	17	16	131/1	70	47	14
31	27	22	145/5	30	94	21
35	29	25	149/6	27	96	26
32	25	23	148/1	26	91	31
22	20	18	128/0	59	48	21
39	31	26	148/6	19	98	31
28	26	24	127/0	39	63	25
49	35	30	141/8	22	83	36
33	30	27	124/1	28	72	24
—	39	36	141/6	16	72	53
45	38	35	141/9	12	84	45
48	42	33	136/2	11	85	40
37	33	31	125/4	20	68	37
41	37	32	133/2	13	83	37
26	23	21	119/2	42	51	26
4	6	13	101/1	60	27	14
—	—	42	128/33	9	46	73
—	45	40	118/7	10	71	37
DEBUT	47	43	120/56	7	37	76
47	43	39	116/7	5	65	46
40	36	34	99/2	11	64	24
7	14	28	79/1	22	30	27
DEBUT	—	—	106/44	6	34	66
—	49	43	96/3	2	43	51
—	50	46	98/9	3	53	42
43	40	37	75/1	6	42	27
—	—	47	105/22	0	37	68
—	—	49	102/19	1	34	67
DEBUT	—	—	77/50	3	22	52
3	16	29	51/0	16	15	20
DEBUT	—	—	82/49	1	21	60
DEBUT	—	—	66/48	2	20	44
DEBUT	—	—	79/2	0	32	47

## MOST ADDED

- OAK RIDGE BOYS (56) Everyday (MCA)
- RICKY SKAGGS (50) Uncle Pen (Epic)
- EDDY RAVEN (49) I Could Use Another You (RCA)
- LARRY GATLIN & GATLIN BROTHERS (48) The Lady Takes The Cowboy... (Columbia)
- B. MANDRELL & L. GREENWOOD (44) To Me (MCA)
- CONWAY TWITTY (43) I Don't Know A Thing About Love (WB)
- MERLE HAGGARD (33) Let's Chase Each Other Around... (Epic)
- GARY MORRIS (29) Second Hand Heart (WB)
- KAREN BROOKS (27) Tonight I'm Here With Someone Else (WB)
- VERN GOSDIN (26) What Would Your... (Compliat/PG)

## HOTTEST

- DON WILLIAMS (86) That's The Thing About Love (MCA)
- LEE GREENWOOD (61) God Bless The U.S.A. (MCA)
- JUDDS (55) Mama He's Crazy (RCA/Curb)
- EARL THOMAS CONLEY (44) Angel In Disguise (RCA)
- EDDIE RABBITT (35) B-B-B-Burning Up With Love (WB)
- HANK WILLIAMS JR. (34) Attitude Adjustment (WB/Curb)
- ANNE MURRAY (34) Just Another Woman In Love (Capitol)
- RONNIE MILSAP (34) Still Losing You (RCA)
- T.G. SHEPPARD (34) Somewhere Down The Line (WB/Curb)
- DOLLY PARTON (29) Tennessee Homesick Blues (RCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

# BREAKERS

### MERLE HAGGARD

#### Let's Chase Each Other Around The Room (Epic)

On 82% of reporting stations. Rotations: Heavy 9, Medium 46, Light 73. Total Adds 33 including WPTR, WHN, WNYR, WCOS, WLWI, WCMS, WQYK, WUBE, WHBF, WIL, WTD, KVOC, KUGN, KNEW, KSON. A Most Added Record. Moves 42-34 on the Country chart.

### OAK RIDGE BOYS

#### Everyday (MCA)

On 76% of reporting stations. Rotations: Heavy 7, Medium 37, Light 76. Total Adds 56 including WRKZ, WMZO, WXBO, KILT, KISS-FM, KRMD, WQYK, KJYJ, WIRE, WDG, KXXY, KVOO, KLZ, KVEG, KGA. A Most Added Record. Debuts at number 36 on the Country chart.

### BARBARA MANDRELL & LEE GREENWOOD

#### To Me (MCA)

On 68% of reporting stations. Rotations: Heavy 6, Medium 34, Light 66. Total Adds 44 including WPOC, WEEP, KIX106, WYII, KASE, KHEY, WHOO, WUSN, KJYJ, KRRK, WIRE, WMIL, K102, KYGO, KUGN, KGA. A Most Added Record. Debuts at number 40 on the Country chart.

### LEON EVERETTE

#### Shot In The Dark (RCA)

On 67% of reporting stations. Rotations: Heavy 0, Medium 37, Light 68. Total Adds 22 including WCAO, WSEN, WVVVA, KASE, KHEY, KLRA, WAMZ, WQYK, WONE, WQHK, KEBC, KRST, KYAK, KWJJ, KFTN. Moves 47-44 on the Country chart.

### SYLVIA

#### Love Over Old Times (RCA)

On 65% of reporting stations. Rotations: Heavy 1, Medium 34, Light 67. Total Adds 19 including WPTR, WVAM, WNYR, WILD, WXBO, KLRA, WOKK, WSLR, WBCS, KCJB, KEBC, WHBF, KUGN, KVEG, KFTN. Moves 49-45 on the Country chart.

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## NEW & ACTIVE

- EDDY RAVEN "I Could Use Another You" (RCA) 82/49**  
 Rotations: Heavy 1, Medium 21, Light 80, Total Adds 49 including WYRK, WVVV, WYNK, WSOC, KPLX, KISS-FM, WSIX, WONE, WFMS, WXCL, KFDD, KYGO, KUGN, KNIX, KCBO. Debuts at number 48 on the Country chart.
- GUS HARDIN "How Are You Spending My Nights" (RCA) 79/2**  
 Rotations: Heavy 0, Medium 32, Light 47, Total Adds 2, WMNI, KKAL, Medium: WBGW, WKYG, WTVY, KKYX, KRMD, WTOR, WITL, KTTS, KVOO, KFRY, KTO, KSOP. Debuts at number 50 on the Country chart.
- RICKY SKAGGS "Uncle Pen" (Epic) 77/50**  
 Rotations: Heavy 3, Medium 22, Light 52, Total Adds 50 including KIX106, WVVV, KASE, KXYL, WFNC, WMC, WCMS, WOYK, WTOR, KFUZ, KUZZ, KVEG, KCKC, KGA. Debuts at number 48 on the Country chart.
- KIMBERLY SPRINGS "Slow Dancin'" (Capitol) 74/6**  
 Rotations: Heavy 0, Medium 20, Light 54, Total Adds 6, WCOS, WAMZ, WKIX, WUSN, KEBC, KXXY, Medium: WAJR, WVVV, WEZL, WLWI, KRMD, WTOD, KQIL, KEIN, KTO, M.
- LARRY GATLIN & GATLIN BROTHERS "The Lady Takes The Cowboy..." (Columbia) 66/48**  
 Rotations: Heavy 2, Medium 20, Light 44, Total Adds 48 including WPTR, WHN, WYVA, KASE, WYNK, KHEY, KKYX, KTTS, KVOO, KFDI, KUZZ, KNIX, KMP5. Debuts at number 48 on the Country chart.
- REX ALLEN JR. "Dream On Texas Ladies" (Moon Shine) 61/11**  
 Rotations: Heavy 0, Medium 14, Light 47, Total Adds 11, WCAO, WIXY, WILQ, WGTQ, KLRA, WOKK, KWMT, WHBF, KFDI, KUZZ, KQIL, Medium: KKYX, WUSQ, WITL, KSOP.
- CONWAY TWITTY "I Don't Know A Thing About Love" (WB) 50/43**  
 Rotations: Heavy 1, Medium 10, Light 39, Total Adds 43 including WVVV, KRRV, KMML, WFNC, KISS-FM, WCMS, KTTS, KTPK, KUGN, KVEG.
- LIONEL RICHIE "Stuck On You" (Motown) 50/16**  
 Rotations: Heavy 2, Medium 11, Light 37, Total Adds 18, WVVV, WOKQ, KPLX, WTVY, KLRA, WHDD, WSLR, WUSN, WLRL, WCUZ, WXCL, KJOT, KYGO, KUGN, KMAK, KFTN.
- JOHNNY CASH "The Chicken In Black" (Columbia) 49/8**  
 Rotations: Heavy 0, Medium 13, Light 36, Total Adds 8, WGNA, CHOW, WYWWW, WFMS, WTSO, WHBF, KUGN, KR5Y, Medium: WSNQ, WLWI, WUSN, WCXJ, WGEE, KLAC, KTO, M.

## SIGNIFICANT ACTION

- VERN GOSDIN "What Would Your Memories Do" (Complet/PolyGram) 46/26**  
 Rotations: Heavy 1, Medium 7, Light 38, Total Adds 26 including WVVV, KRRV, KMML, WFNC, KISS-FM, WCMS, KTTS, KTPK, KUGN, KVEG.
- KAREN BROOKS "Tonight I'm Here With Someone Else" (WB) 42/27**  
 Rotations: Heavy 0, Medium 3, Light 39, Total Adds 27 including WVAM, WCAO, KHEY, WOKK, KRMD, WXCL, KTTS, KUZZ, KUGN, KGA.
- CRAIG DILLINGHAM "1984" (MCA/Curb) 42/10**  
 Rotations: Heavy 2, Medium 8, Light 34, Total Adds 10, WIKL, WPRQ, WIXY, WKKO, KEBC, KIOV, WTOD, KTPK, KWJJ, KFTN.
- RONNIE DUNN "She Put The Sad In All His Songs" (MCA/Churchill) 42/2**  
 Rotations: Heavy 0, Medium 16, Light 26, Total Adds 2, WYNK, WKGO, Medium: WSNQ, WYII, WTVY, KIKK, KKYX, WITL, WTOD, KR5Y.
- GARY MORRIS "Second Hand Heart" (WB) 36/29**  
 Rotations: Heavy 1, Medium 5, Light 30, Total Adds 29 including WXXW, WBGW, KSSN, WTOR, KIOV, KTPK, KRKT, KCCS, KYGO, KCKC, KCSB.
- GARY WOLF "You Bring The Heartache..." (Mercury/PolyGram) 36/3**  
 Rotations: Heavy 0, Medium 7, Light 29, Total Adds 3, WCMS, WAXX, KUGN, Medium: WBGW, WSNQ, WYII, KRMD, WUSQ, KBMR, KIGO.
- TOM T. HALL "Famous In Missouri" (Mercury/PolyGram) 36/2**  
 Rotations: Heavy 1, Medium 12, Light 23, Total Adds 2, KECK, WTOD, Heavy: KQIL, Medium: CHOW, WYII, WEZL, WUSQ, KWMT, KEIN, KSOP.
- BOXCAR WILLIE "Luther" (Main Street) 33/5**  
 Rotations: Heavy 0, Medium 4, Light 29, Total Adds 5, WQYK, KEBC, WHBF, KRWO, KTO, M, Medium: WSNQ, WOKK, WITL, KFDI, Light: WUSN.
- DAVID FRIZZELL "When We Get Back To The Farm" (Viva) 29/14**  
 Rotations: Heavy 0, Medium 4, Light 25, Total Adds 14 including WVAM, CHOW, KISS-FM, KKYX, KRMD, WIRK, WAXX, KFQO, WTOD, KVOO.
- MEL McDANIEL "All Around The Water Tank" (Capitol) 29/9**  
 Rotations: Heavy 0, Medium 4, Light 25, Total Adds 9, WGNA, WCMS, KRMD, WTOR, WCXJ, KUUY, KUGN, KRWO, KCKC.
- JOE SUN "Bad For Me" (AMI) 28/2**  
 Rotations: Heavy 0, Medium 5, Light 23, Total Adds 2, KRMD, KWMT, Medium: WPTR, WSNQ, WLWI, WIRK, KQIL, Light: WAXX, WHBF, KGA.

- DAN SEALS "The Wild Side Of Me" (Liberty) 26/23**  
 Rotations: Heavy 0, Medium 4, Light 22, Total Adds 23 including WPTR, WVAM, WKYG, KMML, KHEY, WQYK, KSO, WFMS, KRKT, KMP5.
- SAVANNAH "My Girl" (Mercury/PolyGram) 25/6**  
 Rotations: Heavy 0, Medium 4, Light 21, Total Adds 6, WYII, WXBO, WTVY, WTOD, KRMO, KIGO, Medium: WXXW, CHOW, WLWI, Light: WOW.
- RONNY ROBBINS "Those You Lose" (Columbia) 25/4**  
 Rotations: Heavy 1, Medium 8, Light 16, Total Adds 4, WYII, WAMZ, KECK, KR5Y, Heavy: KISS-FM, Medium: KMML, WMC, WXCL, KTTS, KTO, M, KSOP.
- MARVEL FELTS "Let's Live This Dream Together" (Evergreen) 25/4**  
 Rotations: Heavy 0, Medium 3, Light 22, Total Adds 4, WGNA, WSOC, KTPK, KRWO, Medium: KMML, WLWI, KSOP, Light: WKIX, KTTS, KGA.
- MERLE KILGORE "Just Out Of Reach" (WB) 25/2**  
 Rotations: Heavy 0, Medium 6, Light 19, Total Adds 2, WBGW, KXXY, Medium: WTVY, WLWI, WOW, KVOO, KQIL, KIGO, Light: WYNK, KBMR.
- MIKE CAMPBELL "You're The Only Star..." (Columbia) 24/2**  
 Rotations: Heavy 0, Medium 3, Light 21, Total Adds 2, WYII, KEBC, Medium: KRMD, KVOO, KWJJ.
- SIERRA "Love Is The Reason" (Awesome) 24/1**  
 Rotations: Heavy 0, Medium 6, Light 18, Total Adds 1, WLWI, Medium: WBGW, WSNQ, WYII, KMML, KISS-FM, Light: KTTS, WTOD, KR5Y, KCBU.
- JACK GREENE "Dying To Believe" (EMH) 19/1**  
 Rotations: Heavy 1, Medium 3, Light 15, Total Adds 1, WVAM, Heavy: K5Y, Medium: CHOW, WTVY, WCXJ, Light: WIXY, WMNI, KVOO, KTO, M.
- VICTORIA SHAW "Needing A Night Like This" (MPB) 15/1**  
 Rotations: Heavy 0, Medium 2, Light 13, Total Adds 1, WTOD, Medium: WBGW, WYII, Light: KISS-FM, KRKK, KIOV, WTHI, O92, KR5Y, KTO, M.
- KENNY ROGERS "Midsommer Nights" (RCA) 14/1**  
 Rotations: Heavy 0, Medium 3, Light 4, Total Adds 1, WCUZ, Heavy: WAMZ, Medium: WPTR, WTVY, WCMS, KKYX, KWMT, WOW, KTTS, KSON.
- DONNA FARGO "My Heart Will Always Belong To You" (Cleve. Int. One) 12/1**  
 Rotations: Heavy 0, Medium 3, Light 9, Total Adds 1, O92, Medium: WLWI, WCXJ, KFQO, Light: WVVV, WFNC, KKYX, KTTS, KFDI.
- SANDY CROFT "Easier" (Capitol) 11/3**  
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 3, WGNA, WSNQ, KRWO, Light: KHEY, KRMD, KBMR, KVOO, KMP5.
- LEON RUSSELL "Good Time Charlie's Got The Blues" (Paradise) 11/3**  
 Rotations: Heavy 1, Medium 0, Light 10, Total Adds 3, CHOW, KFQO, KUGN, Heavy: KISS-FM, Light: WSNQ, WKSJ, WOW, KFDI, KRWO, KTO, M.
- LANG SCOTT "It's Been One Of Those Days" (MCA) 10/5**  
 Rotations: Heavy 0, Medium 1, Light 9, Total Adds 5, WGNA, CHOW, KISS-FM, WLWI, KFDI, Light: KSSN, KBMR, WOV, KTPK, KVOO.
- BUTCH BAKER "Burn Georgia Burn..." (Mercury/PolyGram) 10/4**  
 Rotations: Heavy 1, Medium 1, Light 9, Total Adds 4, WPTR, WDKK, O92, KIGO, Light: WKSJ, KRMD, KSOP.
- RAZZY BAILEY "Knock On Wood" (MCA) 8/8**  
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WNYR, WGTQ, KLRA, KSSN, WSIX, WRNL, KRWO, KR5Y.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
HANK WILLIAMS JR./All My Rowdy... (WB/Curb)	Major Moves
GEORGE JONES/Learning To Do Without Me (Epic)	You've Still Got A Place...
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	Major Moves
CONWAY TWITTY/Bad Boy (WB)	By Heart
GARY MORRIS/Baby Bye Bye (WB)	Faded Blue
GARY MORRIS/Faded Blue (WB)	Faded Blue
HANK WILLIAMS JR./Mr. Lincoln (WB/Curb)	Major Moves
REBA McENTIRE/Poison Sugar (MCA)	Just A Little Love
NITTY GRITTY DIRT BAND/Cadillac Ranch (WB)	Plain Dirt Fashion
MEL TILLIS w/ WILLIE NELSON/Texas On A Saturday Night (MCA)	New Patches
NITTY GRITTY DIRT BAND/High Horse (WB)	Plain Dirt Fashion
JOHN ANDERSON/Red Georgia Clay (WB)	Eye Of A Hurricane
JOHN ANDERSON/Eye Of A Hurricane (WB)	Eye Of A Hurricane
LOUISE MANDRELL/Goodbye Heartache (RCA)	I'm Not Through Loving You Yet

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# Adult/Contemporary

Continued from Back Page

## BREAKERS

No records qualified for A/C Breaker status this week.

## NEW & ACTIVE

### MADONNA "Borderline" (Sire/WB) 76/5

Rotations: Heavy 20/0, Medium 41/2, Light 23/3. Total Adds 5, WCLR, WISN, WBT, WGOW, WCKQ. Heavy: WTAE, WMYX, KGW, KEZR, WAEB, WSRM, WPJB, KRBE-FM, WLAC-FM, 2WD, 3WM, KRVA, KMJJ, WNNR, WCHV, KEEZ, WHNN, KRNO, KRBS, KALE. Medium: GR55, WPX, WLTT, W101, WARM98, WLTF, WMJ, WDMC, KUDL, KS94, KMJ, KJLT, B100, KFMB, KJR, WICC, V100, WIVY, WKJJ, WEZS, WNAM, WHBC, WING, KRNT, WTRX, WENS, WFMK, KOIL, WMHE, KBOI, KFI, KWAV, KJMO, FM, KKPL, WTKO, WSKI, WTNV, KORQ, WSKY, WKYX, WVBS, WCIL, KWEB, WBOW, KISN. Due to heavy airplay, moves 19-17 on the A/C chart.

### BILL MEDLEY "I Still Do" (Planet/RCA) 74/5

Rotations: Heavy 8/0, Medium 50/2, Light 18/3. Total Adds 5, KBEST, KEZR, V100, WHYY, WSNY. Heavy: WSB, WING, WMGN, KBO, KSL, WNNR, WEIM, WKNE, WCIL, KKJO. Medium: WBEN, WRMM, KVIL-FM, WBB, KGW, WRE, WGY, WKGW, WAFB, WBT, WMAZ, WVRV, WRVA, WBYV, WHBC, KRNT, 3WM, WMHE, KXIF-FM, WTKO, WSKI, WTNV, KORQ, WSKY, WCHV, WAGE, WKYX, WJBC, KCRG, KFSB, KEEZ, WHNN, WJON, WBOW, WTKO, KRNO, KQSW, KALE.

### GENESIS "Taking It All Too Hard" (Atlantic) 73/7

Rotations: Heavy 8/0, Medium 50/2, Light 18/3. Total Adds 19, GR55, 97A1A, W101, WHB, WISN, KHOW, WIVY, WVLK, WRKA, WHBC, 610TVN, KRNT, WENS, WMGN, WTKO, WNGS, WJBC, KKJO, KFDD. Heavy: WTAE, WAEB, KFI, WSKI, WTNV, WCHV, WKYX, WJON, K99, KISN. Medium: KVIL-FM, KJLT, KGW, V100, WPJB, WKGW, WHYY, WNAM, WTRX, KOIL, 3WM, WMHE, KBOI, KPPL, KWAV, WNNR, WEIM, WPPA, KORQ, WSKY, WCKQ, WGSV, WCIL, KEEZ, WJON, KRNO, KRBS.

### RAY PARKER JR. "Ghostbusters" (Arista) 72/19

Rotations: Heavy 10/0, Medium 34/8, Light 26/13. Total Adds 19, GR55, 97A1A, W101, WHB, WISN, KHOW, WIVY, WVLK, WRKA, WHBC, 610TVN, KRNT, WENS, WMGN, WTKO, WNGS, WJBC, KKJO, KFDD. Heavy: WTAE, WAEB, KFI, WSKI, WTNV, WCHV, WKYX, WJON, K99, KISN. Medium: KVIL-FM, KJLT, KGW, V100, WPJB, WKGW, WHYY, WNAM, WTRX, KOIL, 3WM, WMHE, KBOI, KPPL, KWAV, WNNR, WEIM, WPPA, KORQ, WSKY, WCKQ, WGSV, WCIL, KEEZ, WJON, KRNO, KRBS.

### RITA COOLIDGE "Something Said Love" (A&M) 62/12

Rotations: Heavy 1/0, Medium 33/5, Light 28/7. Total Adds 12, WRMM, WCLR, WARM98, WISN, WAEB, KEY103, WING, 3WM, WPPA, KCRG, KKJO, KALE. Medium: WCCO, KHOW, KGW, WMAZ, WRVA, WHBY, KRNT, WMGN, WMHE, KUGN, KSL, KXIF-FM, WNNR, WEIM, WSKI, WTNV, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WJBC, WCIL, KEEZ, WJON, KRNO, KQSW.

### BARBARA MANDRELL & LEE GREENWOOD "To Me" (MCA) 59/10

Rotations: Heavy 1/0, Medium 29/3, Light 29/7. Total Adds 10, KFMB, WBT, KOIL, 3WM, WMHE, KKPL, WTNV, WVBS, KWEB, KISN. Heavy: KSL. Medium: WFRB, WCCO, WRIE, WMAZ, WRVA, WING, KRNT, KUGN, KXIF-FM, WNNR, WEIM, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WJBC, WCIL, KCRG, WJON, KKJO, WTKO, KQSW, KALE.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 PEABO BRYSON	127/0	110	15	2
2 LIONEL RICHIE	128/0	103	22	3
3 ELTON JOHN	124/1	102	21	1
4 MIKE RENO & ANN WILSON	113/0	90	22	1
5 SERGIO MENDES	111/2	71	35	5
6 LAURA BRANIGAN	107/1	72	30	5
7 ALAN PARSONS PROJECT	106/0	62	35	9
8 POINTER SISTERS	99/2	60	35	4
9 JOHNNY MATHIS	102/1	60	33	9
10 JUICE NEWTON	107/1	43	50	8
11 JULIO IGLESIAS & DIANA ROSS	108/17	17	65	26
12 TEDDY PENDERGRASS	106/9	23	63	20
13 DAN HARTMAN	96/0	39	50	7
14 BILLY JOEL	103/23	12	64	27
15 DAN FOGELBERG	77/0	25	41	11
16 CYNDI LAUPER	75/0	25	42	8
17 MADONNA	76/5	20	47	9
18 MICHAEL JACKSON	81/4	22	53	6
19 ALABAMA	79/1	30	38	11
20 CHRISTOPHER CROSS	88/1	13	59	16
21 JOE JACKSON	70/0	23	40	7
22 DAVE GRUSIN	79/3	11	51	17
23 DENICIE WILLIAMS	58/0	15	34	9
24 PAUL ANKA	84/6	6	51	27
25 GENESIS	73/7	8	50	15

## MOST ADDED

- HUEY LEWIS & THE NEWS (24)**  
If This Is It (Chrysalis)  
**BILLY JOEL (23)**  
Leave A Tender Moment Alone (Columbia)  
**COYOTE SISTERS (22)**  
Straight From The Heart (Morocco/Motown)  
**JAMES INGRAM (21)**  
She Loves Me (Qwest/WB)  
**RAY PARKER JR. (19)**  
Ghostbusters (Arista)  
**JULIO IGLESIAS & DIANA ROSS (17)**  
All Of You (Columbia)  
**STYLE COUNCIL (17)**  
You're The Best Thing (Geffen)

## HOTTEST

- PEABO BRYSON (90)**  
If Ever You're In My Arms Again (Elektra)  
**ELTON JOHN (90)**  
Sad Songs (Say So Much) (Geffen)  
**LIONEL RICHIE (90)**  
Stuck On You (Motown)  
**MIKE RENO & ANN WILSON (64)**  
Almost Paradise (Columbia)  
**LAURA BRANIGAN (43)**  
Self Control (Atlantic)  
**POINTER SISTERS (38)**  
Jump (For My Love) (Planet/RCA)

### TINA TURNER "What's Love Got To Do With It" (Capitol) 58/5

Rotations: Heavy 8/0, Medium 32/2, Light 18/3. Total Adds 5, WMYX, KJLT, WAEB, WGY, WSNY. Heavy: 97A1A, KKUA, KFI, WEIM, WPPA, WCKQ, WCHV, KEEZ. Medium: WFRB, WSB-FM, KVIL-FM, W101, KOST, WMCC, WMJJ, WMAZ, WEZS, WHBC, WFMK, WMGN, WMHE, KWAV, KXIF-FM, WNNR, WSKI, KORQ, WSKY, WKYX, WNGS, WCIL, WJON, WBOW, KRNO, KQSW, KRBS, KISN, KALE.

### GLENN FREY "Sexy Girl" (MCA) 49/5

Rotations: Heavy 2/0, Medium 24/2, Light 23/3. Total Adds 5, WPX, WSB, WAEB, WNNR, WVBS. Heavy: WAHR, WHYY. Medium: 2WD, WEZS, WRVA, WAVE, WLTE, WMHE, KXIF-FM, WEIM, WSKI, WSKY, WCKQ, WKYX, WNGS, WCIL, KFSB, KEEZ, WJON, KRNO, KQSW, KRBS, KALE.

### COYOTE SISTERS "Straight From The Heart" (Morocco/Motown) 48/22

Rotations: Heavy 0/0, Medium 10/6, Light 32/13. Total Adds 22, WFRB, WRMM, WARM98, KFMB, KEY103, WBT, WAHR, WRVA, WNAM, KRNT, KOIL, WMHE, KBOI, KWAV, KSL, KXIF-FM, WTNV, WCHV, WJBC, KKJO, WBOW, KRNO. Medium: KGW, WMAZ, WEIM, WSKI, WSKY, WCKQ, WJON.

### STYLE COUNCIL "You're The Best Thing" (Geffen) 46/17

Rotations: Heavy 0/0, Medium 17/5, Light 29/12. Total Adds 17, WPX, WCLR, KGW, WICC, WKGW, WAHR, KBOI, KXIF-FM, WNNR, WEIM, WKNE, WPPA, WJBC, WCIL, KKJO, WBOW, KRNO. Medium: WLTT, WMAZ, KRNT, WMGN, WMHE, KXIF-FM, WSKI, WSKY, KWEB, K99, KQSW, KRBS.

### THOMPSON TWINS "Doctor Doctor!" (Arista) 39/0

Rotations: Heavy 10/0, Medium 20/0, Light 9/0. Total Adds 0. Heavy: WAEB, KEY103, WMHE, WSKI, WPPA, WCKQ, WCHV, WSKY, KQSW, KISN. Medium: KVIL-FM, 97A1A, WHB, V100, WPJB, WIVY, WNAM, WHBC, WENS, WMGN, KWAV, KXIF-FM, WNNR, WTNV, KORQ, WSKY, KFSB, WBOW, KRNO.

### JAMES INGRAM "She Loves Me" (Qwest/WB) 37/21

Rotations: Heavy 0/0, Medium 10/6, Light 27/15. Total Adds 21, WCCO, KFMB, WKGW, WAHR, WVLK, WMAZ, WHBY, WNAM, WTRX, KOIL, KSL, KXIF-FM, WTKO, WGSV, WKYX, WVBS, KWEB, KKJO, WBOW, KTKO, KQSW, KALE. Heavy: WRVA, WSKI, WSKY, WCIL.

### INDUSTRY "What Have I Got To Lose" (Capitol) 36/0

Rotations: Heavy 0/0, Medium 16/0, Light 20/0. Total Adds 0. Medium: WSB-FM, WCCO, KGW, WMAZ, WMGN, 3WM, WMHE, KWAV, WNNR, WSKI, WCKQ, WCHV, WAGE, WCIL, KRNO, KALE.

### NEIL SEDAKA "Rhythm Of The Rain" (Curb/MCA) 33/11

Rotations: Heavy 0/0, Medium 11/2, Light 22/9. Total Adds 11, WAHR, WNAM, WING, KKUA, WNNR, WPPA, WCHV, WJBC, KWEB, KKJO, WBOW. Medium: KHOW, WMAZ, WRVA, KSL, WKNE, WSKI, WSKY, WCKQ, KQSW.

## SIGNIFICANT ACTION

### HUEY LEWIS & THE NEWS "If This Is It" (Chrysalis) 24/24

Rotations: Heavy 0/0, Medium 7/7, Light 17/17. Total Adds 24, WFRB, KGW, WCC, WAHR, WVLK, WTRX, WMGN, KOIL, WMHE, KUPPL, WENS, WSKI, WSKY, WCKQ, WCHV, WGSV, WKYX, WCIL, KEEZ, WJON, WBOW, KQSW, KRNO, KALE.

### J.D. SOUTHER "Go Ahead And Rain" (WB) 21/6

Rotations: Heavy 0/0, Medium 6/2, Light 15/4. Total Adds 6, WHBC, WTKO, WAGE, WJON, KKJO, K99. Medium: KOST, KUGN, KSL, WCKQ.

### JIM GLASER "You're Gettin' To Me Again" (Noble Vision) 21/5

Rotations: Heavy 0/0, Medium 1/0, Light 20/5. Total Adds 5, WING, WTKO, WKYX, WBOW, KTKO. Medium: WEIM.

### SPINNERS "We Have Come Into Our Time For Love" (Atlantic) 20/8

Rotations: Heavy 0/0, Medium 2/1, Light 18/7. Total Adds 8, WAHR, WNAM, WTRX, WNNR, WKNE, WKYX, KEEZ, WJON. Medium: WEIM.

### BRUCE SPRINGSTEEN "Dancing In The Dark" (Columbia) 20/2

Rotations: Heavy 6/0, Medium 9/1, Light 5/1. Total Adds 2, WTAE, K99. Heavy: WAEB, KRBE-FM, WAEB, KPPL, WSKI, WPPA. Medium: WFRB, WMHE, KWAV, WTNV, WSKY, WCHV, WNGS, KISN.

### KARLA BONOFF "Somebody's Eyes" (Columbia) 17/7

Rotations: Heavy 0/0, Medium 5/1, Light 12/5. Total Adds 7, KJR, WHBC, WEIM, WPPA, WAGE, WCIL, WJON. Medium: WMHE, KWAV, KXIF-FM, WCKQ.

### JOE JACKSON "Happy Ending" (A&M) 16/15

Rotations: Heavy 0/0, Medium 3/3, Light 13/12. Total Adds 15, WAHR, WVLK, WRVA, WEIM, WKNE, WSKI, WSKY, WCKQ, WCHV, WSKY, WCIL, KEEZ, WJON, KKJO, KQSW.

### HUEY LEWIS & THE NEWS "Heart Of Rock & Roll" (Chrysalis) 16/2

Rotations: Heavy 3/0, Medium 7/1, Light 6/1. Total Adds 2, WENS, WPPA. Heavy: WAEB, KRBE-FM, WAEB. Medium: KGW, KJR, 2WD, WSKI, WTNV, WKYX.

### ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 15/5

Rotations: Heavy 0/0, Medium 9/2, Light 6/3. Total Adds 5, 97A1A, WICC, V100, KFI, WCKQ. Medium: WFRB, WAEB, WSNY, WMGN, WSKI, KEEZ, WJON.

### IRENE CARA "You Were Made For Me" (Geffen) 14/14

Rotations: Heavy 0/0, Medium 0/0, Light 14/14. Total Adds 14, WCCO, WKGW, WNAM, WHBC, WTRX, KKUA, WNNR, WEIM, WKNE, WPPA, WSKY, WCHV, WAGE, KQSW.

### STANLEY CLARKE "Heaven Sent You" (Epic) 13/12

Rotations: Heavy 0/0, Medium 1/1, Light 12/11. Total Adds 12, WAHR, WTRX, KKUA, WEIM, WSKI, WSKY, WCKQ, WGSV, WAGE, WKYX, WCIL, KEEZ, KQSW.

### LEON RUSSELL "Good Time Charlie's Got The Blues" (Parade) 12/3

Rotations: Heavy 0/0, Medium 5/0, Light 7/3. Total Adds 3, WMHE, WEIM, KQSW. Medium: WCCO, WMAZ, WTKO, KCRG, KEEZ.

### JACK WAGNER "All I Need" (Qwest/WB) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8. Total Adds 10, WAHR, WMAZ, WEIM, WTKO, WSKI, WSKY, WCKQ, WAGE, KKJO, KQSW.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

# A Regional Aids & Hots

### EAST Parallel One

**WTC/Hartford**  
Tom Barrett

**FRANK SINATRA**  
ROBERT  
PEABO BRYSON  
JOHN MATSIS  
LIONEL RICIE  
ALAN PARSONS  
DAVE GROSIN

**WPJ/Providence**  
Tom Hunter

**IGLESIAS & ROSS**  
BILLY JOEL  
ROBERT  
RENO & WILSON  
ELTON JOHN  
LIONEL RICIE

**WGBH/Chicago**  
Roper/Chaffin

**IGLESIAS & ROSS**  
DAVE GROSIN  
TINA TURNER  
PEABO BRYSON  
ELTON JOHN  
LIONEL RICIE  
TODD PENDERGRASS  
LIONEL RICIE  
ALABAMA

**ORIS/Wuflco**  
DeWalt/Langmyer

**SRGIO MENDES**  
TODD PENDERGRASS  
RAY PARKER JR.  
BILLY JOEL  
PEABO BRYSON  
ELTON JOHN  
LIONEL RICIE  
LAURA BRANIGAN  
POINTER SISTERS

**WPJZ/New York**  
Alan Anderson

**GLENN FRYE**  
JOE JACKSON  
ROBERT  
STYLIE COUNCIL  
ROBERT  
LAURA BRANIGAN  
JOHN MATSIS  
LIONEL RICIE  
SERGIO MENDES

### MIDWEST Parallel One

**WNCN/Canton**  
Mike Don

**BILLY JOEL**  
KARLA BOHOPF  
J.D. SOUTHER  
RENO & WILSON  
RAY PARKER JR.

**WGLR/Chicago**  
Dan Thompson

**WGLR/Chicago**  
RITA COOLIDGE  
STYLIE COUNCIL  
SERGIO MENDES  
PEABO BRYSON  
LAURA BRANIGAN  
LIONEL RICIE  
ELTON JOHN

**WSNY/Columbus, OH**  
Harry Lytes

**TINA TURNER**  
BILLY JOEL  
ROBERT  
PEABO BRYSON  
LAURA BRANIGAN  
LIONEL RICIE  
ELTON JOHN

**SSKRC/Cincinnati**  
Dave Mason

**JOHN**  
ROBERT  
RENO & WILSON  
LIONEL RICIE  
STYLIE COUNCIL  
PEABO BRYSON  
LAURA BRANIGAN  
LIONEL RICIE  
ELTON JOHN

**WVOR/Rochester**  
Gary Smith

**ALABAMA**  
LARA BRANIGAN  
LIONEL RICIE  
POINTER SISTERS  
ROBERT  
DENISE WILLIAMS  
PEABO BRYSON  
RENO & WILSON  
LIONEL RICIE

**WVON/Chicago**  
Mike Neil

**BILLY JOEL**  
TINA TURNER  
ROBERT  
RENO & WILSON  
ELTON JOHN  
LIONEL RICIE  
LAURA BRANIGAN  
POINTER SISTERS

**WVON/Chicago-Ross**  
Capen/Carter

**IRENE CARA**  
STYLIE COUNCIL  
ROBERT  
LAURA BRANIGAN  
JOHN MATSIS  
LIONEL RICIE  
SERGIO MENDES

### Parallel Three

**WVON/Chicago-Ross**  
Capen/Carter

**IRENE CARA**  
STYLIE COUNCIL  
ROBERT  
LAURA BRANIGAN  
JOHN MATSIS  
LIONEL RICIE  
SERGIO MENDES

**WVON/Chicago**  
Mike Neil

**BILLY JOEL**  
TINA TURNER  
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RENO & WILSON  
ELTON JOHN  
LIONEL RICIE  
LAURA BRANIGAN  
POINTER SISTERS

**WVON/Chicago-Ross**  
Capen/Carter

**IRENE CARA**  
STYLIE COUNCIL  
ROBERT  
LAURA BRANIGAN  
JOHN MATSIS  
LIONEL RICIE  
SERGIO MENDES

### Parallel Two

**WVON/Chicago**  
Mike Neil

**BILLY JOEL**  
TINA TURNER  
ROBERT  
RENO & WILSON  
ELTON JOHN  
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SERGIO MENDES

### Parallel Three

**WVON/Chicago**  
Mike Neil

**BILLY JOEL**  
TINA TURNER  
ROBERT  
RENO & WILSON  
ELTON JOHN  
LIONEL RICIE  
LAURA BRANIGAN  
POINTER SISTERS

**WVON/Chicago-Ross**  
Capen/Carter

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STYLIE COUNCIL  
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SERGIO MENDES

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**WVON/Chicago**  
Mike Neil

**BILLY JOEL**  
TINA TURNER  
ROBERT  
RENO & WILSON  
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SERGIO MENDES

## 128 Reporters 108 Current Reports

The following stations reported no adds or changes in rotation this week:

- Y97/Pittsburgh
- WFSB-FM/Atlanta
- WAFB/Baton Rouge
- WMJQ/Birmingham
- KORQ/Abilene
- WLTF/Cleveland
- KRQV/Tulsa
- K108/Sacramento
- KUGN/Eugene

The following stations did not report this week and therefore their playlists were frozen:

- WRIE/Erie
- 3WS/Pittsburgh
- WPRO/Providence
- KFSB/Joplin
- WFMK/Lansing
- WHNN/Saginaw
- KRBE-FM/Houston
- 2WD/Norfolk
- WEZS/Richmond
- WAVE/Sarasota
- KMJJ/Las Vegas



# AOR / ALBUMS

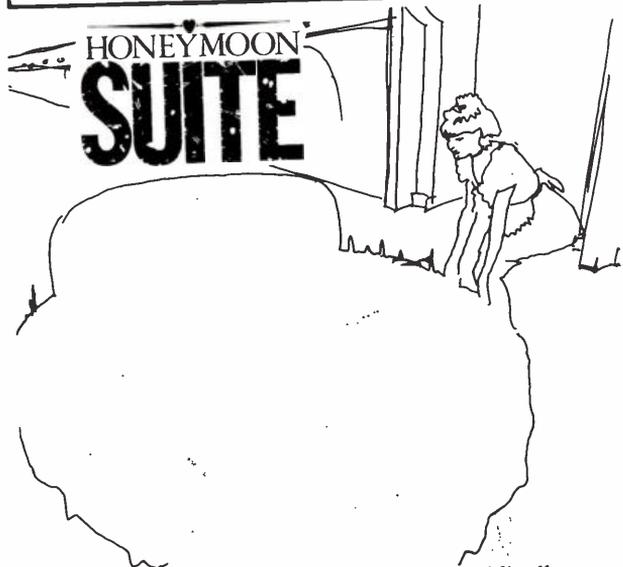
July 13, 1984

171 REPORTERS

Three Top Last Weeks Weeks

Total Reports Hot Medium Adds All Total Rotation Rotation Rotations Rotations

Three Top Weeks	Last Weeks	Rank	Artist/Album	Total Reports	Hot Rotation	Medium Rotation	Adds	All Rotations
1	1	2	1 BRUCE SPRINGSTEEN/Born In The U.S.A. (Col.)	170	165	5	0	0
2	2	1	2 CARS/Heartbeat City (Elektra)	168	156	12	2	2
3	3	3	3 JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)	158	126	32	7	1
10	7	4	4 JOHN WAITE/No Brakes (EMI America)	158	104	52	7	7
7	6	5	5 RATT/Out Of The Cellar (Atlantic)	142	104	36	6	6
6	5	6	6 ROD STEWART/Camouflage (WB)	141	107	34	4	4
7	5	4	7 CHRIS DeBURGH/Man On The Line (A&M)	146	76	70	0	0
8	7	5	8 STEVE PERRY/Street Talk (Columbia)	134	86	48	7	7
9	8	9	9 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	135	48	82	28	28
24	20	13	10 ELTON JOHN/Breaking Hearts (Geffen)	126	55	65	23	23
22	22	10	11 COREY HART/First Offense (EMI America)	122	57	63	5	5
30	26	14	12 TWISTED SISTER/Stay Hungry (Atlantic)	125	35	85	11	11
26	25	17	13 BOX OF FROGS/Box Of Frogs (Epic)	132	23	105	14	14
38	29	24	14 SCORPIONS/Love At First Sting (Mercury/PG)	109	44	65	3	3
16	14	12	15 STREETS OF FIRE/Soundtrack (MCA)	105	50	55	2	2
4	4	8	16 WHITESNAKE/Slide It In (Geffen)	110	41	65	7	7
18	19	18	17 TONY CAREY/Some Tough City (MCA)	115	37	78	5	5
27	23	19	18 NIGHT RANGER/Midnight Madness (Camel/MCA)	102	71	29	6	6
27	21	21	19 GLENN FREY/The Allnighter (MCA)	111	27	76	25	25
34	32	20	20 RUSH/Grace Under Pressure (Mercury/PG)	119	18	96	23	23
39	31	21	21 VAN HALEN/1984 (WB)	98	41	54	5	5
10	12	11	22 STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic)	106	20	78	16	16
28	22	20	23 RUSS BALLARD/Russ Ballard (EMI America)	90	51	39	0	0
19	18	16	24 BILLY IDOL/Rebel Yell (Chrysalis)	107	25	81	16	16
13	11	10	25 THOMPSON TWINS/Into The Gap (Arista)	91	30	61	1	1
6	9	15	26 ZZ TOP/Eliminator (WB)	77	48	29	1	1
16	15	23	27 BILLY SATELLITE/Billy Satellite (Capitol)	82	44	38	1	1
17	21	26	28 ANDY FRASER/Fine Fine Line (Island)	68	38	30	0	0
36	36	34	29 LITTLE STEVEN/Voice Of America (EMI America)	90	13	73	7	7
36	36	34	30 RED RIDER/Breaking Curfew (Capitol)	85	10	66	9	9
26	28	30	31 CHICAGO/Chicago 17 (WB)	81	16	64	8	8
33	33	33	32 XXIIIrd OLYMPIAD/Official Music (Columbia)	86	6	79	7	7
21	24	27	33 ADRENALIN/American Heart (Rocshire)	77	14	62	1	1
11	16	25	34 ELVIS COSTELLO.../Goodbye Cruel World (Columbia)	65	18	47	0	0
12	13	28	35 PSYCHEDELIC FURS/Mirror Moves (Columbia)	59	27	32	2	2
39	39	38	36 TINA TURNER/Private Dancer (Capitol)	62	9	53	1	1
22	31	36	37	68	3	54	18	18
40	40	39	38	60	15	45	3	3
			39	48	20	26	2	2
			40	60	12	47	4	4



## HONEYMOON SUITE

Their debut album features the track "New Girl Now"

© 1984 Warner Bros. Records Inc.

## BREAKERS.

**BILLY SATELLITE**  
Billy Satellite (Capitol)

53% of our reporters on it. 90/7 including adds at KROY, KISW, WOOS, WLVD, KMOD. Moves 34-29 on the Albums chart.

**ANDY FRASER**  
Fine Fine Line (Island)

50% of our reporters on it. 86/7 including adds at WOOS, WIOT, KWXL, KKDJ, KQWB-FM. Moves 33-32 this week on the Album 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.



# Lita Ford

**“Dancin’  
On The Edge”**  
featuring  
**“Gotta Let Go”**

Number One **NEW & ACTIVE** Hot Track

**CRAIG MARTIN, KZOK**—“*Lita Ford* has all the right moves on her second album . . . much better production and stronger material . . . the blonde bombshell will keep things hot this summer.”

**TED EDWARDS, KGB**—“*Lita Ford* has a better idea this time around . . . a much improved presentation in every respect.”

**BRIAN MILLER, KLPX**—“*Lita Ford* sounds like a bona fide hit with ‘Gotta Let Go.’ Top Five requests, and moved to Heavy after one week.”

**RON GARRETT, KRQR**—“The *Lita Ford* album kicks butt! If you don’t play it, it’s your loss!”



\*\*\*\*\*  
PolyGram Records

# QUIET RIOT

Delivers  
The Goods

"CONDITION  
CRITICAL"

16 July 1984

Prescribed Tracks Include:

- "CONDITION CRITICAL"
- "SIGN OF THE TIMES"
- "PARTY ALL NIGHT"
- "MAMA WEER ALL CRAZEE NOW"



Produced by Spencer Proffer  
Distributed by CBS Records



## AOR ALBUMS

### MOST ADDED

- HUEY LEWIS & THE NEWS (28)**  
Sports (Chrysalis)
- GEORGE CARLIN (26)**  
Carlin On Campus (Eardrum/Penthouse)
- NIGHT RANGER (25)**  
Midnight Madness (Came!/MCA)
- GLENN FREY (23)**  
The Allnighter (MCA)
- ELTON JOHN (23)**  
Breaking Hearts (Geffen)

### MOST HOTS

- BRUCE SPRINGSTEEN (165)**  
Born In The U.S.A. (Columbia)
- CARS (156)**  
Heartbeat City (Elektra)
- JEFFERSON STARSHIP (126)**  
Nuclear Furniture (Grunt/RCA)
- ROD STEWART (107)**  
Camouflage (WB)
- RATT (104)**  
Out Of The Cellar (Atlantic)
- JOHN WAITE (104)**  
No Brakes (EMI America)

### NEW & ACTIVE

- GREG KIHN BAND/Kihntagious (Beserkley/E-A) 5/36 (56/3)**  
Adds: KAZY, WDHA, WOVE, WTKX, KFIV-FM, WMGM. Hots: 11 include WXRT, KFOG, KSJO, WLAV. Mediums: 38 include WBCN, WYSP, WLUP, WRIF, KBCO, KGOV, KISW, KZOK.
- MAMA'S BOYS/Mama's Boys (Jive/Arista) 5/3 (55/9)**  
Adds include WYSP, WCCO. Hots: 9 include KKCI, KRQR, KSJO, KZOK, KISS, KXZL. Mediums: 42 include WBAB, WHJY, WKLS, KL0L, WRIF, KUPD, KZAP, KGB, WTPA, WPLR, WAAF, KNCN, KLAQ, WAPL, KQDS, WLAV, KEZO, WIOT, KFMG, KFIV-FM, KWFM.
- JACKSONS/Victory (Epic) 5/14 (59/1)**  
Adds: WXRT, KCAL, WPDH, KZQQ. Hots: 23 include WBCN, KROQ, WZZO, WIMZ, WKDF, WLAV. Mediums: 27 include WAPP, KFOG, WPLR, WYFV, WQMF, WZXR, WAPL, KGGO, KQDS, KREM.
- INXS/The Swing (Atco) 5/13 (39/7)**  
Adds include KGB, WTPA, KLAQ, WKQQ, KFIV-FM. Hots: 13 include WXRT, KBCO, KKDJ, KTYD. Mediums: 28 include WBAB, WMMR, WYSP, WMMS, KFOG, WHCN, WPLR, WPDH, WAQY, WIMZ, WLAV, WYFE, WIOT, KREM.
- GHOSTBUSTERS/Soundtrack (Arista) 48/9 (44/12)**  
Adds: WKLS, WTPA, WDHA, WKZL, WXKE, WWCT, KREM, WRKI, WBYG. Hots: 17 include WMMR, WLUP, WJMS, WZZO, WKQQ, WLAV. Mediums: 25 include WNEW-FM, WSHE, KBCO, 91X, KFOG, WIMZ, KXZL, WAPL.
- LITA FORD/Dancin' On The Edge (Mercury/PolyGram) 4/31 (37/10)**  
Adds include WHJY, DC101, KKCI, KOME, WDHA, WOVE, WIMZ, KMOD, KKDJ. Hots: 1 KLPX. Mediums: 35 include WBAB, WDVE, KZEW, WYFN, WMMS, KLOS, KUPD, KRQR, KSJO, KISW, KZOK, WTPA, KNCN, KLAQ, KFMG.
- SLADE/Keep Your Hands Off My Power Supply (CBS Associated) 4/3/8 (38/5)**  
Adds: WRXT, WAAL, WAPI, WZXY, KMJX, WXKE, KSMB, WIQB. Hots: 11 include DC101, WRIF, WAAF, WYFE, KILO. Mediums: 29 include WBCN, WYSP, WKLS, WSKS, KSHE, KMET, KISW, WZZO, WTPA, KGGO, KRSP.
- DIFFORD & TILBROOK/Difford & Tilbrook (A&M) 3/9/1 (38/6)**  
Adds: WLUP. Hots: 9 WBAB, WLIR, WXRT, KBCO, KQAK, WQBK, WDHA, WMGM, KTCL. Mediums: 29 include WBCN, WNEW-FM, WMMR, WZZO, WPLR, WPDH, WAQY, KQDS.
- KICK AXE/Vices (Pasha/CBS) 3/8/8 (39/9)**  
Adds: WHJY, KZEW, KKCI, WXKE, WIOT, KMOD, KOMP. Hots: 6 include KMET, KZOK, CFOX, CITI-FM, WFBQ, KFMG.
- LOU REED/New Sensations (RCA) 3/7/15 (25/10)**  
Adds include DC101, WKLS, KGB, KRQR, WPDH, KFIV-FM, KREM. Hots: 6 KBCO, KROQ, 91X, KQAK, WDEK, KSPN. Mediums: 23 include WBAB, WNEW-FM, WMMR, WXRT, WTPA, KFMG.
- BANGLES/All Over The Place (Columbia) 3/4/9 (25/4)**  
Adds: WLUP, KZOK, WAAL, WTKX, WWCT, KREM, WMGM, WHMD, KWHL. Hots: 4 KBCO, 91X, KSPN, KTCL. Mediums: 24 include WBAB, WNEW-FM, WMMR, WXRT, WPDH, WAQY, KKDJ.
- CHEQUERED PAST/Chequered Past (EMI America) 3/10 (25/10)**  
Adds include WDVE, DC101, KGB, KSJO. Hots: 2 KNCN, KWFM. Mediums: 25 include WIYY, WMMR, WKLS, KZEW, KRQR, KZOK, WYFV, KEZO, KILO, KKDJ.
- GO-GO's/Talk Show (IRS/A&M) 3/1/2 (30/5)**  
Adds: KROY, WDHA. Hots: 3 WBCN, KMET, WMGM. Mediums: 27 include WBAB, WNEW-FM, WPLR, WKQO, KQDS.
- GEORGE CARLIN/Carlin On Campus (Eardrum/Penthouse) 3/0/26 (3/3)**  
Adds include WBAB, WPYX, WZZO, WHCN, WKQQ, WIOT, KFMG, KILO. Hots: 0. Mediums: 7 KGOV, CHEZ-FM, WYFV, WYFE, KOMP, KEZE, KOZZ.
- CYNDI LAUPER/She's So Unusual (Portrait/CBS) 3/0/3 (29/3)**  
Adds: WYFV, WRKI, KFMY. Hots: 10 include WLIR, WCKO, KCAL, 91X, WPDH. Mediums: 19 include WBCN, KMET, WHCN, KQDS, WLAV.
- HOWARD JONES/Human's Lib (Elektra) 2/7/4 (29/9)**  
Adds: WYFN, WTPA, KLB, WQDR. Hots: 8 include WHJY, WLUP, KBCO, KROQ, 91X, WQMF, KSPN. Mediums: 19 include WBAB, WYSP, KMET, KREM.
- GENESIS/Genesis (Atlantic) 2/4 (22/2)**  
Adds: WMMR, KMJX, KSMB, KLYV. Hots: 7 WSKS, WMMS, KFOG, WIMZ, WYFE, KILO, WHMD. Mediums: 15 include KMET, WAAF, KRSP.
- SPLIT ENZ/Conflicting Emotions (A&M) 2/2/4 (16/5)**  
Adds: WQBK, WOUR, KREM. KFME. Hots: 6 KBCO, CHEZ-FM, CITI-FM, K97, KSPN, KTCL. Mediums: 16 include WBAB, KFOG, WPDH, KWFM.
- BRONZ/Taken By Storm (Bronze/Island) 2/2/2 (21/2)**  
Adds: WCKO, KWHL. Hots: 1 WRIF. Mediums: 19 include KZEW, KGB, KSJO, KZOK, WYFE, KWFM.
- RUBBER RODEO/Scenic Views (Mercury/PolyGram) 1/8/1 (18/4)**  
Adds: WGIR. Hots: 2 WBCN, WLIR. Mediums: 15 include WHJY, KBCO, WPDH, WAQY, WAAF, WIMZ.

**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.

**HOT TRACKS** — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

# R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week	171 REPORTERS	Total	Hot	Medium	Total Adds
-	14	5	1 BILLY SQUIER/Rock Me Tonite (Capitol)	157+	112+	45-	2-
1	1	1	2 BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)	141-	138-	3-	0-
21	10	7	3 JOHN WAITE/Missing You (EMI America)	157+	103+	52-	6-
12	6	3	4 CARS/Drive (Elektra)	145=	115+	30-	3-
19	11	10	5 SCANDAL featuring PATTY SMYTH/The Warrior (Col.)	148+	70+	77-	3=
7	5	6	6 ROD STEWART/Infatuation (WB)	130-	106-	24-	2+
6	4	4	7 CHRIS DeBURGH/High On Emotion (A&M)	144-	74-	70-	0-
2	2	2	8 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)	123-	105-	18-	0=
8	8	9	9 RATT/Round And Round (Atlantic)	126-	95+	30-	2-
20	19	13	10 JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)	121+	65+	56+	4-
18	15	12	11 BRUCE SPRINGSTEEN/Cover Me (Columbia)	120+	69=	50+	7+
-	-	25	12 PETER WOLF/Lights Out (EMI America)	135+	41+	87+	29-
-	-	26	13 SAMMY HAGAR/Two Sides Of Love (Geffen)	130+	27+	93+	24-
17	20	16	14 STEVE PERRY/She's Mine (Columbia)	108+	73+	35-	10+
38	28	17	15 COREY HART/Sunglasses At Night (EMI America)	121+	57+	62-	5-
27	25	19	16 TWISTED SISTER/We're Not Gonna... (Atlantic)	123+	35+	83-	11+
15	13	14	17 QUIET RIOT/Mama We're All... (Pasha/CBS)	119-	35-	84+	1+
33	23	18	18 TONY CAREY/The First Day Of Summer (MCA)	115+	37+	78-	5-
22	22	21	19 WHITESNAKE/Slow 'n' Easy (Geffen)	107+	39+	64-	8+
4	7	11	20 CARS/Magic (Elektra)	88-	76-	12+	0=
51	35	29	21 BOX OF FROGS/Back Where I Started (Epic)	120+	22+	94+	12-
3	3	8	22 FIXX/Deeper & Deeper (MCA)	96-	46-	50-	0-
31	30	23	23 PRINCE/When Doves Cry (WB)	87-	70-	16-	3-
-	49	32	24 DIO/The Last In Line (WB)	104+	19+	77+	14-
-	53	38	25 NIGHT RANGER/When You Close... (Camel/MCA)	102+	21+	74+	24-
36	32	30	26 SCORPIONS/Still Loving You (Mercury/PG)	93+	35-	58+	3-
28	27	31	27 ELTON JOHN/Sad Songs (Say So Much) (Geffen)	87-	50+	37-	1-
41	28	27	28 VAN HALEN/Panama (WB)	80-	47+	33-	0-
-	-	59	29 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	92+	28+	57+	40+
10	12	15	30 RUSS BALLARD/Voices (EMI America)	86-	29-	57-	1-
16	16	22	31 THOMPSON TWINS/Doctor! Doctor! (Arista)	80-	44-	36-	0=
5	9	20	32 BILLY IDOL/Eyes Without A Face (Chrysalis)	70-	46-	24-	0-
14	21	24	33 ZZ TOP/Legs (WB)	67-	38-	29+	0-
-	-	50	34 GLENN FREY/Smuggler's Blues (MCA)	85+	8+	71+	21-
44	42	37	35 BILLY SATELLITE/Satisfy Me (Capitol)	85+	12+	69+	6-
-	51	40	36 FASTWAY/Tell Me (Columbia)	77+	10+	58+	9-
35	38	42	37 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	58=	37-	21+	4+
45	43	41	38 ANDY FRASER/Fine, Fine Line (Island)	79+	6-	72+	7+
30	29	33	39 LITTLE STEVEN/Los Desaparecidos (EMI America)	69-	11-	57-	1-
29	33	35	40 R.E.M./So. Central Rain (I'm Sorry) (IRS/A&M)	70-	12-	58-	3=
54	52	44	41 RUSH/Body Electric (Mercury/PG)	62+	20-	39+	7-
9	18	28	42 RED RIDER/Young Thing, Wild Dreams (Capitol)	61-	17-	44-	0=
49	50	48	43 CARS/It's Not The Night (Elektra)	52+	29-	22+	6-
42	39	43	44 BRUCE SPRINGSTEEN/No Surrender (Columbia)	50-	26-	24+	3-
11	17	34	45 ELTON JOHN/Restless (Geffen)	63+	10+	46+	37+
58	47	47	46 CHICAGO/Stay The Night (WB)	52-	25-	27-	1=
-	-	60	47 LOVERBOY/Nothing's Gonna... (Columbia)	61-	9=	52-	1-
57	59	-	48 ADRENALIN/Far Away Eyes (Rocshire)	65+	3+	51+	17-
34	36	39	49 STEVIE RAY VAUGHAN/Cold Shot (Epic)	56+	11+	44+	16+
-	57	52	50 STEVIE RAY VAUGHAN/Voodoo Chile (Epic)	54-	10-	44-	1-
-	60	56	51 ELVIS COSTELLO...The Only Flame... (Columbia)	55-	13-	42+	2-
24	31	36	52 MAMA'S BOYS/Mama We're All... (Jive/Arista)	51-	9+	41-	3-
40	40	49	53 ROGER GLOVER/The Mask (21/PG)	50-	8-	42-	0+
-	56	53	54 JACKSONS/State Of Shock (Epic)	47-	21-	26-	1-
25	34	46	55 HUEY LEWIS & THE NEWS/Walking On... (Chrysalis)	45-	12-	32-	1-
56	54	58	56 RAY PARKER JR./Ghostbusters (Arista)	46+	17+	23+	10-
55	58	-	57 PSYCHEDELIC FURS/The Ghost In You (Columbia)	39-	15-	23-	1=
			58 PRINCE/Let's Go Crazy (WB)	46+	13-	32+	9+
			59 KENNY LOGGINS/I'm Free (Columbia)	44-	16-	27-	4-
			60 BRUCE SPRINGSTEEN/Bobby Jean (Columbia)	35-	24+	11-	4+

# BREAKERS

**NIGHT RANGER**  
**When You Close Your Eyes (Camel/MCA)**  
 60% of our reporters on it. 102/24 including adds at WNEW-FM, WOVE, OC101, KSRR, KZAP, WPYX, WZZD, WAAF, KLAQ, WKQQ, WLAV, WFBO, KEZO. Moves 38-25 on the Hot Tracks chart.

**HUEY LEWIS & THE NEWS**  
**If This Is It (Chrysalis)**  
 54% of our reporters on it. 92/40 including adds at WIYY, WHJY, WSHE, WSKS, KBPI, KGON, WPYX, WHCN, WPDH, KNCN, WLVO, KKOJ. Moves 59-29 on the Hot Tracks chart.

# NEW & ACTIVE

**LITA FORD "Gotta Let Go" (Mercury/PolyGram) 42/11 (36/9)**  
 Adds include WHJY, DC101, KKCI, KOME, WDMA, WOVE, WIMZ, KMDD, KKDJ. Hots: 1 KLPX. Mediums: 34 include WBAB, WOVE, KZEW, WYFN, WMMS, KLOS, KUPD, KRQR, KSJO, KZOK.

**INXS "I Send A Message" (Atco) 41/13 (28/7)**  
 Adds include WYDD, KGB, WTPA, KLAQ, WKQQ, KFIV-FM. Hots: 10 include WAPP, KRQY, KQAK, KKDJ. Mediums: 22 include WBAB, WMMR, WYSP, WMMS, KFOG, WPLR, WPDH, WIMZ, WLAV, WYFE, WIOT.

**LOU REED "I Love You, Suzanne" (RCA) 36/15 (23/9)**  
 Adds include DC101, WKLS, KGB, KRQR, WPDH, KFIV-FM, KREM. Hots: 8 KBCO, KROQ, 91X, KQAK, WDEK, KSPN. Mediums: 22 include WBAB, WNEW-FM, WMMR, WXRT, WTPA, KFMG.

**BRUCE SPRINGSTEEN "Pink Cadillac" (Columbia) 36/10 (33/1)**  
 Adds include WYTY, WOVE, WEBN, WAQY, KEZO, WIOT, KILQ. Hots: 16 include WMMS, KYYS, KRQR, WTPA, WPLR, WFBO. Mediums: 20 include WKLS, WLUP, WZXR, KREM.

**OFFROD & TILBROOK "Picking Up The Pieces" (A&M) 36/1 (35/6)**  
 Adds: WLUP. Hots: 8 WBAB, WLJR, WXRT, KBCO, KQAK, WQBK, WDMA, WMGM. Mediums: 27 include WBCN, WAPP, WNEW-FM, WMMR, WZZD, WPLR, WPDH, WAQY, KDOS.

**RATT "Back For More" (Atlantic) 35/14 (22/7)**  
 Adds include WKLS, KBPI, KDKB, KGON, KZAP, KDOS, KMDD. Hots: 13 include WOVE, WHJY, WEBN, KLOS, KMET, KRQR, KISW, WAQY, KNCN, KXZL, KFMG. Mediums: 20 include WBAB, KZOK, WPDH, WYFE.

**GLENN FREY "Sexy Girl" (MCA) 35/5 (28/6)**  
 Adds: KKCI, KMET, WDMA, WCKN, KQWB-FM. Hots: 7 WMMS, WTKX, KIDQ, KREM, WBYG, WCPZ, KSPN. Mediums: 27 include WBAB, WLUP, WZZD, WIMZ, WOODS, KDOS.

**SLADE "My Oh My" (CBS Associated) 34/8 (28/7)**  
 Adds: WRXK, WAAL, WAPI, WZKY, KMJX, WXKE, KSMB, WIOB. Hots: 8 CHEZ-FM, WAAF, WYFE, CITI-FM, KIDQ, KILQ. Mediums: 25 include WYSP, WKLS, WSKS, KMET, WZZD, WTPA, KGGG, KRSP.

**ROD STEWART "Bad For You" (WB) 34/4 (28/6)**  
 Adds: KSHE, WAQY, WXKE, KFIV-FM. Hots: 17 include KMET, KUPD, KRQR, WTPA, WPDH, WYFY, WAPL. Mediums: 18 include KBCO, KGON, KFOG, KZOK, WOMP, KEZO, KILQ.

**LINSEY BUCKINGHAM "Go Insane" (Elektra) 33/33 (0/0)**  
 Adds: WBAB, WYSP, WXRT, WMMS, KBCO, WAPL. Hots: 1 WKQQ. Mediums: 16 WMMR, WKLS, KLQJ, KAZY, KBPI, KLOS, KFOG, WZZD, WOODS.

**HELIK "Rock You" (Capitol) 31/31 (0/0)**  
 Adds include WBAB, KLQJ, KMET, WAQY, KLAQ, WAPL. Hots: 0. Mediums: 22 include WHJY, WKLS, KZEW, KBPI, KZOK, WTPA, WHCN, WLAV, WYFE, KFMG.

**BANGLES "Hero Takes A Fall" (Columbia) 31/8 (23/4)**  
 Adds: WLUP, KZOK, WAAL, WTKX, WYOT, WMGM, WHMD, KWHL. Hots: 3 KBCO, 91X, KTCL. Mediums: 22 include WBAB, WNEW-FM, WMMR, WXRT, WPDH, WAQY, KKDJ.

**SPANNAU BALLET "Only When You Leave" (Chrysalis) 29/25 (3/0)**  
 Adds include WBAB, WNEW-FM, WMMS, KGGG. Hots: 3 91X, KQAK, WLAV. Mediums: 17 include WTPA, WPDH, WZXR, KREM.

**HONEYMOON SUITE "New Girl Now" (WB) 28/23 (5/0)**  
 Adds include WBAB, KZEW, WMMS, KLAQ, KDOS, KILQ, KKDJ. Hots: 2 Q107, CFOX. Mediums: 18 include KLQJ, KBPI, KZOK, KGGG, WLAV, WYFE, KMDD.

**GO-GO's "Turn To You" (IRS/A&M) 28/2 (26/4)**  
 Adds: KROY, WDMA. Hots: 3 WBCN, KMET, WMGM. Mediums: 24 include WBAB, WNEW-FM, WPLR, WKQQ, KDOS.

**STEVE PERRY "Strung Out" (Columbia) 25/2 (22/1)**  
 Adds: KOME, KTYD. Hots: 10 include WHJY, KZEW, KSRR, KSHE, WHCN, KFMG. Mediums: 16 include KRQR, KMET, KZAP, WPLR, KMDD.

**VAN STEPHENSON "What The Big Girls Do" (MCA) 24/5 (18/4)**  
 Adds: WKLC, KLBJ, KWFM, WRUF, KOZZ. Hots: 2 include WMMS, Mediums: 21 include WOVE, DC101, KBPI, KDKB, KUPD, KRQR, KZOK, WAQY, KQOS, KILQ.

**GENESIS "Taking It All Too Hard" (Atlantic) 24/4 (22/2)**  
 Adds: WMMR, KMJX, KSMB, KLYV. Hots: 7 WSKS, WMMS, KFOG, WIMZ, WYFE, KILQ, WHMD. Mediums: 15 include KMET, WAAF, KRSP.

**KICK AXE "On The Road To Rock" (Pasha/CBS) 23/6 (22/8)**  
 Adds: WYSP, KZEW, KKCI, WXKE, KMDD, KOMP. Hots: 3 KMET, CFOX, CITI-FM. Mediums: 19 include WOVE, WYFN, KSHE, KUPD, WTPA, WAAF, KLAQ, WIMZ, WFBO, WFMG.

**CYNDI LAUPER "She Bop" (Portrait/CBS) 23/4 (19/3)**  
 Adds: WYFY, WRKL, KFMX, KSPN. Hots: 7 WLJR, WOKO, KCAL, 91X, WDMA, WPDH, WMGM. Mediums: 14 include KMET, KDOS.

**CHEQUERED PAST "How Much Is Too Much" (EMI America) 22/8 (13/5)**  
 Adds: WOVE, DC101, KGB, KMEL, WKLC, KLBJ, WXKE, WYOT. Hots: 2 KNCN, KWFM. Mediums: 14 include WMMR, WKLS, KSJO, KZOK, WYFY, KEZO, KILQ.

**GREG KIHN BANO "Rock" (Baserley/E-A) 21/6 (17/3)**  
 Adds include WDMA, WOVE, WTKX, KFIV-FM, WMGM. Hots: 5 KFOG, KMEL, KRQR, WDEK, KSPN. Mediums: 12 include KBCO, WPDH, KREM.

**JEFFERSON STARSHIP "Sorry Me, Sorry You" (Grunt/RCA) 20/10 (10/0)**  
 Adds include KSJO, KDOS, KMDD. Hots: 9 include KSHE, KRQR, WAPL, WLAV. Mediums: 9 include WMMS, WIOT.

**MOST ADDS** — A numerical listing of the most added records of the week.

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**MOST HOTS** — A numerical listing of the records receiving the most hot rotation reports.

## MOST ADDED

- HUEY LEWIS & THE NEWS (40)  
If This Is It (Chrysalis)
- ELTON JOHN (37)  
Restless (Geffen)
- LINSEY BUCKINGHAM (33)  
Go Insane (Elektra)
- HELIK (31)  
Rock You (Capitol)
- PETER WOLF (29)  
Lights Out (EMI America)
- SPANNAU BALLET (25)  
Only When You Leave (Chrysalis)

## MOST HOTS

- BRUCE SPRINGSTEEN (138)  
Dancing In The Dark (Columbia)
- CARS (115)  
Drive (Elektra)
- BILLY SQUIER (112)  
Rock Me Tonite (Capitol)
- ROD STEWART (108)  
Infatuation (WB)
- JEFFERSON STARSHIP (105)  
No Way Out (Grunt/RCA)
- JOHN WAITE (103)  
Missing You (EMI America)









WEST (continued)

KZOK/Seattle (206) 223-3911
KLOS/Los Angeles (213) 557-7250
KGO/Portland (503) 855-8181

KMET/Los Angeles (213) 444-8228
KZDY/Seattle (206) 223-3911
KZDY/Seattle (206) 223-3911

KOL/San Bernardino (714) 825-8686
KZDY/Seattle (206) 223-3911
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Parallel Two

Parallel Three

173 Reporters

157 Current Playlists

The following stations reported frozen playlists this week:

- KRKC/Portland
KINK/Portland
WCMF/Rochester
WCFM/Milwaukee
WYER/Mt. Carmel

The following stations failed to report this week and therefore their lists were frozen:

- KATB/Oklahoma City
KNBC/Sheverson
WJZ/Detroit
WMET/Chicago
WNOR/Norfolk
WRUL/Richmond
WTUX/Deyton

The following stations have frozen their playlists for two consecutive weeks, and were not included in this week's data:

- KTXQ/Dallas
WXLV/Davenport

When three or more tracks from the same album are reported in medium, the album title will receive credit as being in hot, and will appear in the hot listings. The individual tracks will continue to receive credit as being played in a medium rotation.





# He was involved in the most exciting and explosive period ever in radio history. ROCKING AMERICA is his story of that era.

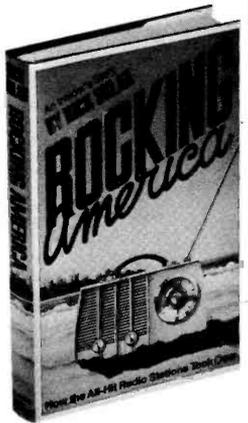
At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read **ROCKING AMERICA**—Join them!

with photographs and year-by-year playlists



"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book represents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for 'Top 40' has written the fascinating autobiography of the most respected programmer ever to walk into a radio station."

—Michael L. Eskridge, President, NBC Radio

"For years the term 'Top 40' and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

—Clive Davis, President, Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—Ahmet M. Ertegun, Chairman of the Board, Atlantic Recording Corporation

Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WGMG, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

## MAIL THIS NO-RISK COUPON TODAY:

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Yes, please send me \_\_\_\_\_ copies of ROCKING AMERICA at \$15.50 each.

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CITY/STATE/ZIP \_\_\_\_\_

### WEST

Continued from Page 69

### Seattle's Hit Radio K-PLUS FM 101.5

PD: Jeff King Seattle MD: Damien Kamin

- 1 PRINCE/When Does City
- 2 SKEE SPRINGFIELD/Coming In The Dark
- 3 CAROL/Magic
- 4 JACKSONS/State Of Shock
- 5 THOMPSON WHEEL/October Doctor
- 6 SMOG CHINA/Black Dove
- 7 BOB FOSTER/Infatuation
- 8 RAY PARKER JR./Chouboutare
- 9 VAN DYKE/Save
- 10 OLLIE & JERRY/Real Gone (There's No SMOG A WILSON/Almost Paradise
- 11 SKEE SPRINGFIELD/Coming In The Dark
- 12 LAURA BRADLEY/Self Control
- 13 JAMES EARL RAY/How Do You Feel About Me
- 14 CAROL/Magic
- 15 BOB FOSTER/Infatuation
- 16 MICHAEL JACKSON/Freewill My Summer Love
- 17 JEFFERSON STARBUCK/No Way Out
- 18 CRYSTAL LAUREN/Time After Time
- 19 TINA TURNER/What's Love Got To Do With You
- 20 EDDY CAMP/Remembering The Stone
- 21 JAMES EARL RAY/How Do You Feel About Me
- 22 DEAN KAMEN/No Way Out
- 23 LONNIE RICE/Black On The Rock
- 24 KURT COBAIN/Smell Like Teen Spirit
- 25 VAN DYKE/Save
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- 27 VAN DYKE/Save
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- 39 VAN DYKE/Save
- 40 VAN DYKE/Save

### KWOD 106.7 Sacramento

PD: Tom Chase MD: Mr. Ed

- 1 PRINCE/When Does City
- 2 SKEE SPRINGFIELD/Coming In The Dark
- 3 CAROL/Magic
- 4 JACKSONS/State Of Shock
- 5 THOMPSON WHEEL/October Doctor
- 6 SMOG CHINA/Black Dove
- 7 BOB FOSTER/Infatuation
- 8 RAY PARKER JR./Chouboutare
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- 40 VAN DYKE/Save

### Hot Hits for 105KITS San Francisco

PD: Bob Garrett

- 1 PRINCE/When Does City
- 2 SKEE SPRINGFIELD/Coming In The Dark
- 3 CAROL/Magic
- 4 JACKSONS/State Of Shock
- 5 THOMPSON WHEEL/October Doctor
- 6 SMOG CHINA/Black Dove
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- 39 VAN DYKE/Save
- 40 VAN DYKE/Save

### KWSS 94.5 FM San Jose

PD: Dave Van Stone MD: Robin Kipps

- 1 PRINCE/When Does City
- 2 SKEE SPRINGFIELD/Coming In The Dark
- 3 CAROL/Magic
- 4 JACKSONS/State Of Shock
- 5 THOMPSON WHEEL/October Doctor
- 6 SMOG CHINA/Black Dove
- 7 BOB FOSTER/Infatuation
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- 38 VAN DYKE/Save
- 39 VAN DYKE/Save
- 40 VAN DYKE/Save

### Hot Hits for 105KITS San Francisco

PD: Bob Garrett

- 1 PRINCE/When Does City
- 2 SKEE SPRINGFIELD/Coming In The Dark
- 3 CAROL/Magic
- 4 JACKSONS/State Of Shock
- 5 THOMPSON WHEEL/October Doctor
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### KS 103FM HOT HITS!

PD: Dave Parks San Diego MD: Mike Preston

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### KWSS 94.5 FM San Jose

PD: Dave Van Stone MD: Robin Kipps

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- 22 DEAN KAMEN

EAST Most Added Hottest

Huey Lewis & The News Prince Cyndi Lauper Ray Parker Jr. Jermaine Jackson

CHR ADD & HOT

Mus: 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

Huey Lewis & The News Prince Cyndi Lauper Jermaine Jackson Ray Parker Jr. Jermaine Jackson

EAST PARALLEL TWO

FM106/Philadelphia, PA Steve Davis
WFLX/Albany, NY
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA

PARALLEL THREE

FM106/Philadelphia, PA Steve Davis
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA

OK100/Ohio, NY

WVBT/Blacksburg, VA
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA

KZZZ/Beaumont, TX

WVBT/Blacksburg, VA
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA

WFOQ/Gainesville, GA

WVBT/Blacksburg, VA
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA

WMAZ/Maryland, MD

WVBT/Blacksburg, VA
WVBT/Blacksburg, VA
WVBT/Blacksburg, VA

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235 CHR Reporters
230 Current Reports
The following stations reported a frozen playlist this week:
WZOK/Rockford
KRO/Tucson
The following stations failed to report this week and therefore their playlists were frozen:
CHUM/Toronto
Q92/Rochester
KKRC/Sioux Falls









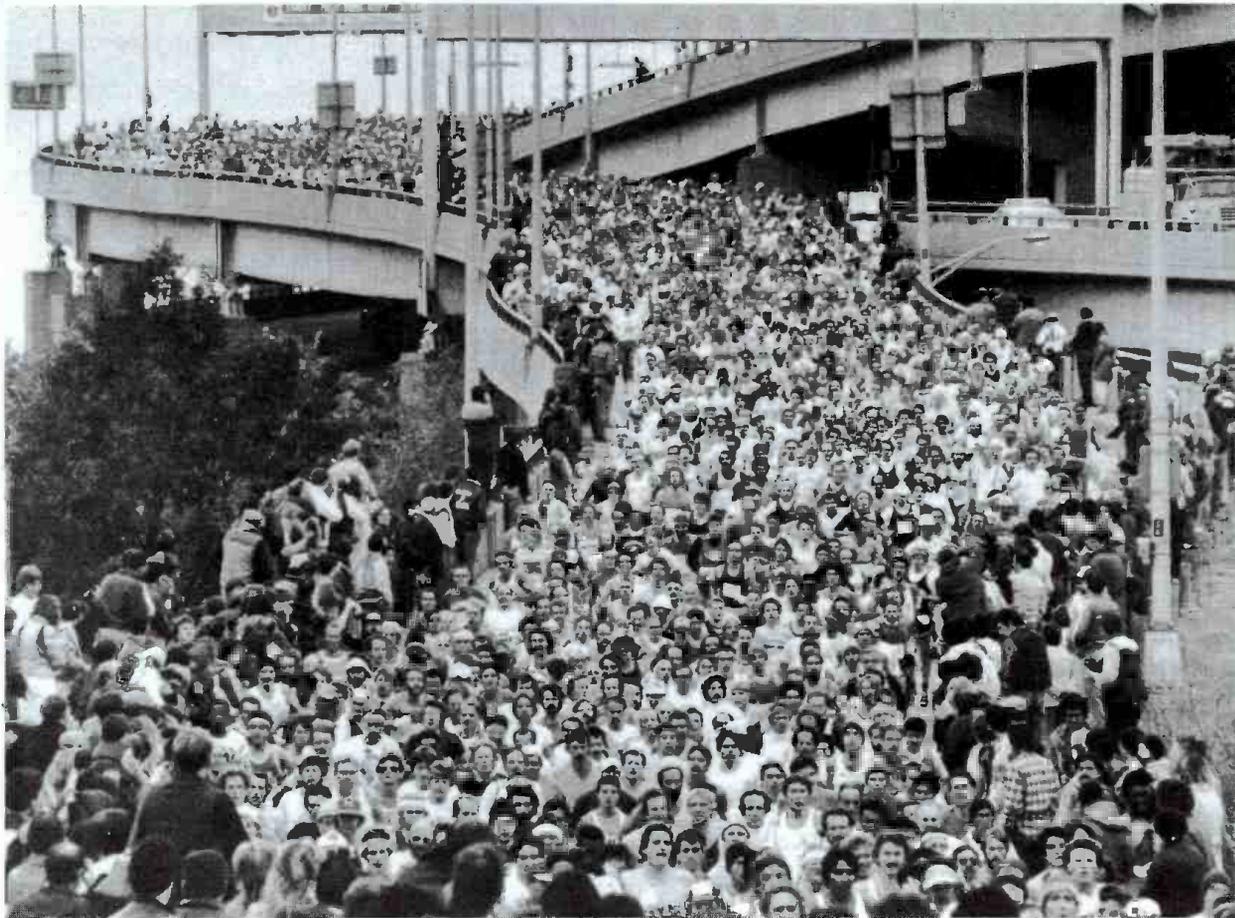


# AIR<sup>TM</sup>

## "IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

### Don't Get Lost In A Crowd



Take a tip from some of the biggest companies in the industry. Call AIR at (301) 964-5544 and make sure you get off to a fast start.

WEEK

**31**

### AIR Response Records

WEEK

**31**

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 6 PM, Wednesday, July 18, 1984.

#	TITLE	ARTIST	LABEL
2246	YOU WERE MADE FOR ME	IRENE CARA	NETWORK/GEEFEN
2247	ONLY WHEN YOU LEAVE	SPANDAU BALLET	CHRYSALIS
2248	REACH OUT	GIORGIO MORODER	COLUMBIA
2249	HAPPY ENDING	JOE JACKSON	A&M
2250	IT'S A HARD LIFE	QUEEN	CAPITOL

# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### PETER WOLF

#### Lights Out (EMI America)

79% of our reporters on it. Moves: Up 15, Debuts 69, Same 44, Down 0, Adds 57 including WHTT, Z100, 94Q, WKTI, KHTR, Q103, KUBE. See Parallels, debuts at number 40 on the CHR chart.

### HUEY LEWIS & THE NEWS

#### If This Is It (Chrysalis)

64% of our reporters on it. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 149 including WHTX, Z93, B97, B96, WKTI, KIIS-FM, KPLUS. Complete airplay in Parallels.

### SCANDAL featuring PATTY SMYTH

#### The Warrior (Columbia)

64% of our reporters on it. Moves: Up 40, Debuts 31, Same 47, Down 0, Adds 32 including Z93, WCZY, WHYY, KDWB-FM, KHTR, KS103, KWSS. Complete airplay in Parallels.

### BILLY JOEL

#### Leave A Tender Moment Alone (Columbia)

60% of our reporters on it. Moves: Up 23, Debuts 41, Same 40, Down 0, Adds 36 including WXKS-FM, WCAU-FM, B97, WGCL, KMJK, KITS, KUBE. Complete airplay in Parallels.

## NEW & ACTIVE

- CYNDI LAUPER "She Bop" (Portrait/CBS) 130/125**  
Moves: Up 1, Debuts 1, Same 2, Down 1, Adds 125 including B104, WBEN-FM, WPHD, B94, 94Q, 93FM, Q105, WHYY, KDWB-FM, KIMN, KIIS-FM, KOPR, Down: FM102, XTRA.
- SLADE "My Oh My" (CBS Associated) 125/34**  
Moves: Up 25, Debuts 29, Same 37, Down 0, Adds 34 including WHTT, WXKS-FM, CFTR, Z93, KDWB-FM, KS103, WMAA, KSET-FM, BJ105, KIKI, K96, WOCM, KFVR, KKXL-FM, KDZA.
- NIGHT RANGER "When You Close Your Eyes" (Cameo/MCA) 118/59**  
Moves: Up 4, Debuts 23, Same 32, Down 0, Adds 59 including KAFM, B96, KBEG, KS103, KWSS, KNBQ, WWSR, WBCY, 92X, KJ103, KRSP, WKZ, Q104, KMGQ, SL98.
- JERMAINE JACKSON "Dynamite" (Arista) 110/109**  
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 109 including WXKS-FM, B94, WHTX, PRO-FM, 94Q, Z93, Y100, B96, WGCL, KIMN, Q103, KIIS-FM, FM102, KS103, XTRA.
- SAMMY HAGAR "Two Sides Of Love" (Geffen) 110/49**  
Moves: Up 2, Debuts 16, Same 43, Down 0, Adds 49 including WGCL, KIMN, KWSS, KNBQ, WYCR, WHYY, WSSX, WHYY, FM, 92X, Z104, KRSP, WKZ, KTDY, WBBW, KGHQ.
- JULIO IGLESIAS & DIANA ROSS "All Of You" (Columbia) 107/32**  
Moves: Up 15, Debuts 26, Same 34, Down 0, Adds 32 including PRO-FM, 94Q, KAFM, Q105, KITS, KNBQ, WYCR, WSPR, KSET-FM, K107, KMGQ, WZVQ, Q101, KKLS-FM, KOZA.
- SHEILA E. "The Glamorous Life" (WB) 101/16**  
Moves: Up 32, Debuts 17, Same 36, Down 0, Adds 16 including CKOI, Q107, WASH, KAFM, WGCL, WYCR, KZBB, WKDD, WZPL, WKFR, KHYY, WKHL, WYKS, WAZY-FM, WSPR.
- YES "It Can Happen" (Atco) 99/1**  
Moves: Up 37, Debuts 3, Same 56, Down 2, Adds 1, KITS, WPHD 33-28, 98PXV 33-26, KXX106 33-28, 94TYX 30-22, WKDD 32-27, KMGK 36-32, WJXD 27-24, WVIC 26-22, Z104 30-33, WFBG 37-34, WJAD 34-32, WXLK 40-34, WHSL 29-26, KOZE 30-27.
- CHRIS DeBURGH "High On Emotion" (A&M) 98/18**  
Moves: Up 23, Debuts 11, Same 46, Down 0, Adds 18 including WCAU-FM, KMJK, WWSR, WLAN-FM, FM106, WKFM, WZLD, G100, KFPM, WRNO, WKDD, WKIZ, KNOE-FM, KFRX, KXSS.
- GENESIS "Taking It All Too Hard" (Atlantic) 95/13**  
Moves: Up 31, Debuts 17, Same 34, Down 0, Adds 13, WCAU-FM, WWSR, WAHC, WVIC, KEYN-FM, WAEV, KKQV, KCMQ, KLS-FM, KOZE, KZOO, SL98, KIST, WLOL-FM 32-26, K104 4-2.
- SCORPIONS "Still Loving You" (Mercury/PolyGram) 66/11**  
Moves: Up 10, Debuts 7, Same 38, Down 0, Adds 11, PRO-FM, WKRZ-FM, WRNO, KROK, WSOV, KQIZ-FM, Q104, KWTO-FM, WSPR, KDVV, KFMM, B96 37-29, KPLUS 34-25, Q100 32-25, WCL-FM 34-29.
- RICK JAMES "17" (Gordy/Motown) 64/28**  
Moves: Up 2, Debuts 10, Same 24, Down 0, Adds 28 including Z93, Y100, WHYY, KBEG, WKEE, WRCK, WNOK-FM, WRVQ, KJ103, KQXR, KDKR-FM, 103CIR, WJAD, KZOO.
- EURHYTHMICS "Right By Your Side" (RCA) 62/61**  
Moves: Up 0, Debuts 0, Same 0, Down 1, Adds 61 including WXKS-FM, WPHD, WCAU-FM, FM102, KS103, KPLUS, 98PXV, WFMJ, KMGK, WKFR, KSKD, WTSN, WFOV, KWTO-FM, KCDD.
- TEDDY PENDERGRASS "Hold Me" (Asylum) 62/7**  
Moves: Up 23, Debuts 8, Same 22, Down 2, Adds 7, WKFM, WPSR, WZLD, WANS-FM, Z98, WTSN, KTRS, WXKS-FM 16-13, WCAU-FM 39-33, KIIS-FM 40-37, WKRZ-FM 22-16, KRGV 16-9, KTFM 10-6, WHOT-FM 40-34, WGUW 19-15.
- JOE JACKSON "Happy Ending" (A&M) 61/29**  
Moves: Up 1, Debuts 6, Same 25, Down 0, Adds 29, WXKS-FM, WPHD, CKOI, WCAU-FM, WSPK, WHYY, KZBB, KRGV, KMGK, KJ103, KEYN-FM, WSOV, WCGQ, KFRX, KOZE.
- QUIET RIOT "Mama Weer All Crazee Now" (Pasha/CBS) 55/10**  
Moves: Up 10, Debuts 10, Same 25, Down 0, Adds 10, WHYY, WGUW, WIGY, WTSN, WJQB, Q104, WAZY-FM, KHXX, KBIM, WPHD d-37, KBEG 26-23, WRCK 38-33, WOKI 39-35, WKRR 30-25.

## MOST ADDED

**HUEY LEWIS & THE NEWS (149)**  
If This Is It (Chrysalis)  
**CYNDI LAUPER (125)**  
She Bop (Portrait/CBS)  
**JERMAINE JACKSON (109)**  
Dynamite (Arista)  
**EURHYTHMICS (61)**  
Right By Your Side (RCA)  
**NIGHT RANGER (59)**  
When You Close Your Eyes (Cameo/MCA)  
**PETER WOLF (57)**  
Lights Out (EMI America)

## HOTTEST

**PRINCE (220)**  
When Doves Cry (WB)  
**RAY PARKER JR. (188)**  
Ghostbusters (Arista)  
**JACKSONS (104)**  
State Of Shock (Epic)  
**BRUCE SPRINGSTEEN (84)**  
Dancing In The Dark (Columbia)  
**ZZ TOP (64)**  
Legs (WB)  
**ELTON JOHN (55)**  
Sad Songs (Say So Much) (Geffen)

## SIGNIFICANT ACTION

- STYLE COUNCIL "You're The Best Thing" (Geffen) 48/9**  
Moves: Up 1, Debuts 2, Same 36, Down 0, Adds 9, WKEE, KSET-FM, K107, KMGQ, KD93, WGUW, Q101, KFRX, KHXX, WXXS-FM on, WPHD on, KPLUS on, WJQB 38-35, KNOE-FM d-39, WGLF d-33.
- BANANARAMA "Cruel Summer" (London/PolyGram) 45/38**  
Moves: Up 0, Debuts 3, Same 4, Down 0, Adds 38 including WCAU-FM, 94Q, KIMN, KPLUS, K104, WKEE, WKRZ-FM, WHTT, WZLD, WFMJ, WKDD, 13K, KMGX, KHYY, KTKT.
- M+M "Black Stations/White Stations" (RCA) 38/1**  
Moves: Up 8, Debuts 2, Same 27, Down 0, Adds 1, CKOI, WHYY d-32, WXKS-FM 34-29, WPHD on, WCAU-FM d-38, PRO-FM on, WCZY 39-37, WHYY 29-26, WHTF 37-35, WJZR on, WZPL on, WGUW 34-32, 13 FEA 29-27, WJQB 32-27, KIST 35-30.
- NEWCLEUS "Jam On It" (Sunnyview) 29/1**  
Moves: Up 16, Debuts 4, Same 6, Down 2, Adds 1, PRO-FM, B104 28-21, WPLJ 13-12, Z100 14-11, Q107 18-14, WASH 27-24, WAVA 22-19, 93FM 27-13, WNVZ 17-12, WKTI 20-19, WFLY 12-10, Q100 6-5, WCL-FM 5-3, KCAQ 30-23.
- GIORGIO MORODER "Reach Out (Track Theme)" (Columbia) 28/14**  
Moves: Up 0, Debuts 2, Same 12, Down 0, Adds 14, WXKS-FM, Q103, WFLY, WSPK, KTFM, KROK, KMGQ, KHOP, KHYY, WFBG, WGUW, KILE, WHSL, KBIM, WCAU-FM d-40.
- CAROL LYNN TOWNES "99%" (Polydor/PolyGram) 26/1**  
Moves: Up 3, Debuts 4, Same 18, Down 0, Adds 1, WHTT, WXKS-FM d-39, PRO-FM on, WYCR 37-32, WSPK d-39, WHTF d-40, WZYP on, WOKI on, KMGQ on, KHYY on, Z102 34-27, KCAQ 35-33.
- R.E.M. "So, Central Rain (I'm Sorry)" (IRS/A&M) 25/1**  
Moves: Up 5, Debuts 1, Same 18, Down 0, Adds 1, WFMJ, WXKS-FM d-38, WPHD 39-33, XTRA on, WFLY on, K104 on, WKRZ-FM 4-38, WZLD 39-35, WHOT-FM on, WGUW 38-34, WJQB 29-26, KBIM on.
- QUEEN "It's A Hard Life" (Capitol) 24/24**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 24 including WPHD, WCAU-FM, Q100, K104, WHTF, WANS-FM, WFMJ, KTFM, WJXQ, WHOT-FM, KMGQ, KHOP, KSKD, WIXX, KCDD.
- INXS "I Send A Message" (Atco) 20/11**  
Moves: Up 0, Debuts 4, Same 5, Down 0, Adds 1, KPLUS, WSPK, WHTF, WFMJ, WKDD, WJXQ, KQXR, KKI, WTSN, KCDD, KZOO, WBEN-FM d-35, WNYC d-34, 98PXV d-40, WCL-FM d-34.
- KAREN KAMON "Loverboy" (Columbia) 18/7**  
Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 7, WJZR, KRGV, WRQN, KQDN-FM, WERZ, WOMP-FM, WPFM, WMAA on, WHTF on, WFMJ on, WHOT-FM on, KMGQ on, KHYY on.
- PATRICE RUSHEN "Feels So Real (Won't Let Go)" (Elektra) 18/1**  
Moves: Up 2, Debuts 3, Same 12, Down 0, Adds 1, 298, WXKS-FM d-39, 195 d-29, WHYY 28-27, KIIS-FM d-34, WSPK on, KAMZ on, WRKX 38-33, WHOT-FM on, KHYY on, WERZ d-39.
- LINDSEY BUCKINGHAM "Go Insane" (Elektra) 16/16**  
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16 including KPLUS, WWSR, WLAN-FM, WKRZ-FM, KRGV, KTFM, WGRD, WJXQ, WRKR, WRAN, WFBG, WERZ, OK100, KCDD, KBIM.
- RUSS BALLARD "Two Silhouettes" (EMI America) 13/4**  
Moves: Up 3, Debuts 0, Same 6, Down 0, Adds 4, WRCK, WOKI, WFMJ, WRQN, WPHD on, KTFM on, WJXQ on, WHOT-FM 39-38, KQXR 38-36, KTKT on, KZOO 37-34.
- CHERRELLE "I Didn't Mean To Turn You On" (Tabu/CBS) 13/3**  
Moves: Up 5, Debuts 0, Same 5, Down 0, Adds 3, FM106, WHOT-FM, KNOE-FM, WXKS-FM on, WCZY on, WHYY 34-31, FM102 29-27, KITS on, KTFM 37-32, KMGQ 39-31, WGLF 23-20.
- RUSH "Body Electric" (Mercury/PolyGram) 11/0**  
Moves: Up 2, Debuts 2, Same 7, Down 0, Adds 0, WPHD d-39, KPLUS on, WRCK on, WRNO 37-36, WKRR 39-34, WZYQ on, KBIM on, KZOO d-35.
- COYOTE SISTERS "Straight From The Heart" (Morocco/Motown) 10/3**  
Moves: Up 0, Debuts 1, Same 6, Down 0, Adds 3, KAMZ, WFOV, KILE, WHTF on, WFMJ on, KTFM d-39, WHOT-FM on, WJQB on.
- ELVIS COSTELLO & THE ATTRACTIONS "The Only Flame In Town" (Columbia) 10/2**  
Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 2, WZLD, WOKI, WXKS-FM on, CKOI on, WFLY on, WJQB d-40, WPFM on, KWTO-FM on.
- PAMALA STANLEY "Coming Out Of Hiding" (TSR) 10/0**  
Moves: Up 5, Debuts 0, Same 5, Down 0, Adds 0, WXKS-FM 30-25, WFLY on, WFMJ 23-22, KQXR 23-22, WGUW 32-27, 103CIR on, WJQB on, KBIM 36-34.

**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.

# Joyce Kennedy

"Singing isn't about being meticulous," says Joyce Kennedy. "It isn't about perfection. It's about touching people and making them move... if you don't connect, you've got nothing."

With the forthcoming release of her debut solo album **Lookin' For Trouble**, Joyce Kennedy connects. The album, co-produced by Jeffrey Osborne and Leon F. Sylvers III\* is that rare combination of emotion and locomotion that makes anyone who hears it a believer.

On your desk today is the first single from **Lookin' For Trouble**; a duet with Jeffrey (Stay With Me Tonight) Osborne titled "**The Last Time I Made Love**." Be there at the beginning of this special relationship. Get the connection.

## JOYCE KENNEDY

The album:

**Lookin' For Trouble** (SP-4996)

\*Side one produced by Leon F. Sylvers III, Keg Johnson and William Zimmerman  
Side two produced by Jeffrey Osborne for Jay Oz Inc.

The single:

**"The Last Time I Made Love"**

(Am-265B)

Produced by Jeffrey Osborne for Jay Oz Inc.



On A&M Records and  
chrome cassettes from BASF

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Contemporary Hit Radio

Three Two Last  
Weeks Weeks Week

- 9 2 1 1 PRINCE/When Doves Cry (WB)
- 3 1 2 2 BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
- 30 16 7 3 RAY PARKER JR./Ghostbusters (Arista)
- 8 3 3 4 BILLY IDOL/Eyes Without A Face (Chrysalis)
- 14 10 8 5 ZZ TOP/Legs (WB)
- 13 9 6 6 CARS/Magic (Elektra)
- 22 15 11 7 ELTON JOHN/Sad Songs (Say So Much) (Geffen)
- 35 24 16 8 JACKSONS/State Of Shock (Epic)
- 18 14 12 9 ROD STEWART/Infatuation (WB)
- 15 12 10 10 THOMPSON TWINS/Doctor! Doctor! (Arista)
- 7 4 4 11 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
- 4 5 5 12 LAURA BRANIGAN/Self Control (Atlantic)
- 29 20 17 13 OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
- 27 25 18 14 DAN HARTMAN/I Can Dream About You (MCA)
- 19 17 15 15 WANG CHUNG/Dance Hall Days (Geffen)
- 5 8 9 16 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
- 39 25 17 LIONEL RICHIE/Stuck On You (Motown)
- 31 26 21 18 KENNY LOGGINS/I'm Free (Heaven Helps The Man) (Columbia)
- 40 32 24 19 VAN HALEN/Panama (WB)
- 1 6 13 20 DURAN DURAN/The Reflex (Capitol)
- 24 22 19 21 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
- 38 33 27 22 TINA TURNER/What's Love Got To Do With It (Capitol)
- 2 7 14 23 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
- 32 29 26 24 COREY HART/Sunglasses At Night (EMI America)
- 39 37 30 25 PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
- 37 35 28 26 EDDY GRANT/Romancing The Stone (Portrait/CBS)
- 26 21 20 27 RICK SPRINGFIELD/Don't Walk Away (RCA)
- 31 28 STEVE PERRY/She's Mine (Columbia)
- 35 29 RATT/Round And Round (Atlantic)
- 11 13 22 30 CHICAGO/Stay The Night (WB)
- 6 11 23 31 CYNDI LAUPER/Time After Time (Portrait/CBS)
- 37 32 TONY CAREY/The First Day Of Summer (MCA)
- 40 33 GLENN FREY/Sexy Girl (MCA)
- 38 34 SERGIO MENDES/Alibis (A&M)
- 39 35 ROBIN GIBB/Boys Do Fall In Love (Mirage/Atco)
- DEBUT 36 BILLY SQUIER/Rock Me Tonite (Capitol)
- DEBUT 37 JOHN WAITE/Missing You (EMI America)
- DEBUT 38 FACE TO FACE/10-9-8 (Epic)
- DEBUT 39 GO GO'S/Turn To You (IRS/A&M)
- BREAKER 40 PETER WOLF/Lights Out (EMI America)

N&A Begins on Page 78

Adult / Contemporary

- 2 2 1 1 PEABO BRYSON/If Ever You're In My... (Elektra)
- 12 5 4 2 LIONEL RICHIE/Stuck On You (Motown)
- 6 3 3 3 ELTON JOHN/Sad Songs (Say So Much) (Geffen)
- 1 1 2 4 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
- 15 11 6 5 SERGIO MENDES/Alibis (A&M)
- 5 4 5 6 LAURA BRANIGAN/Self Control (Atlantic)
- 14 9 7 7 ALAN PARSONS PROJECT/Prime Time (Arista)
- 21 17 11 8 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
- 16 13 9 9 JOHNNY MATHIS/Simple (Columbia)
- 18 15 13 10 JUICE NEWTON/A Little Love (RCA)
- 21 11 JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
- 23 16 12 TEDDY PENDERGRASS/Hold Me (Asylum)
- 20 18 15 13 DAN HARTMAN/I Can Dream About You (MCA)
- 23 14 BILLY JOEL/Leave A Tender Moment Alone (Columbia)
- 4 7 12 15 DAN FOGELBERG/Believe In Me (Full Moon/Epic)
- 3 6 8 16 CYNDI LAUPER/Time After Time (Portrait/CBS)
- 25 22 19 17 MADONNA/Borderline (Sire/WB)
- 22 20 18 18 MICHAEL JACKSON/Farewell My Summer Love (Motown)
- 8 8 10 19 ALABAMA/When We Make Love (RCA)
- 24 22 20 CHRISTOPHER CROSS/A Chance For Heaven (Columbia)
- 13 10 14 21 JOE JACKSON/You Can't Get What You Want... (A&M)
- 25 24 22 DAVE GRUSIN/Theme From "St. Elsewhere" (GRP)
- 7 12 17 23 DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
- DEBUT 24 PAUL ANKA/Second Chance (Columbia)
- DEBUT 25 GENESIS/Taking It All Too Hard (Atlantic)

N&A Begins on Page 58

Three Two Last  
Weeks Weeks Week

- 14 5 1 BILLY SQUIER/Rock Me Tonite (Capitol)
- 1 1 1 2 BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
- 21 10 7 3 JOHN WAITE/Missing You (EMI America)
- 12 8 3 4 CARS/Drive (Elektra)
- 19 11 10 5 SCANDAL featuring PATTY SMYTH/The Warrior (Col.)
- 7 5 6 6 ROD STEWART/Infatuation (WB)
- 6 4 4 7 CHRIS DeBURGH/High On Emotion (A&M)
- 2 2 2 8 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
- 8 8 9 9 RATT/Round And Round (Atlantic)
- 20 19 13 10 JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)
- 18 15 12 11 BRUCE SPRINGSTEEN/Cover Me (Columbia)
- 25 12 PETER WOLF/Lights Out (EMI America)
- 28 13 SAMMY HAGAR/Two Sides Of Love (Geffen)
- 17 20 16 14 STEVE PERRY/She's Mine (Columbia)
- 38 26 17 15 COREY HART/Sunglasses At Night (EMI America)
- 27 25 19 16 TWISTED SISTER/We're Not Gonna... (Atlantic)
- 15 13 14 17 QUIET RIOT/Mama Weer All... (Pasha/CBS)
- 33 23 18 18 TONY CAREY/The First Day Of Summer (MCA)
- 22 22 21 19 WHITESNAKE/Slow 'n' Easy (Geffen)
- 4 7 11 20 CARS/Magic (Elektra)
- 51 35 29 21 BOX OF FROGS/Back Where I Started (Epic)
- 3 3 8 22 FIXX/Deeper & Deeper (MCA)
- 31 30 23 23 PRINCE/When Doves Cry (WB)
- 49 32 24 DIO/The Last In Line (WB)
- BREAKER 25 NIGHT RANGER/When You Close... (Camel/MCA)
- 36 32 30 26 SCORPIONS/Still Loving You (Mercury/PG)
- 28 27 31 27 ELTON JOHN/Sad Songs (Say So Much) (Geffen)
- 41 28 27 28 VAN HALEN/Panama (WB)
- BREAKER 29 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
- 10 12 15 30 RUSS BALLARD/Voices (EMI America)

Complete Tracks Chart on Page 63

Black/Urban

- 1 1 1 1 PRINCE/When Doves Cry (WB)
- 5 2 2 2 TINA TURNER/What's Love Got To Do With It (Capitol)
- 10 5 3 3 OLLIE & JERRY/Breakin' (There's... (Polydor/PG)
- 13 8 4 JACKSONS/State Of Shock (Epic)
- 2 3 4 5 PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
- 11 8 6 6 TEDDY PENDERGRASS/Hold Me (Asylum)
- 20 15 9 7 KASHIF/Baby Don't Break Your Baby's... (Arista)
- 19 16 12 8 SHEILA E/The Glamorous Life (WB)
- 24 14 10 9 LAKESIDE/Outrageous (Solar/Elektra)
- 4 4 5 10 JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
- 30 20 11 RAY PARKER JR./Ghostbusters (Arista)
- 8 7 7 12 PEABO BRYSON/If Ever You're In My Arms... (Elektra)
- 28 21 14 13 ONE WAY/Mr. Groove (MCA)
- 30 22 16 14 STANLEY CLARKE/Heaven Sent You (Epic)
- 21 19 17 15 GRANDMASTER M. MEL/Beat Street (Atlantic)
- 33 25 16 TIME/Ice Cream Castles (WB)
- 27 25 23 17 ART OF NOISE/Close (To The Edit) (Island)
- 37 27 18 MTUME/You Me And He (Epic)
- 36 19 RICK JAMES/17 (Gordy/Motown)
- 28 20 BROTHERS JOHNSON/You Keep Me Coming... (A&M)
- 18 17 21 21 CAMEO/Talkin' Out The Side Of Your... (Atl. A.r./PG)
- 9 11 19 22 CHERRELLE/Didn't Mean To Turn You On (Tabu/CBS)
- 12 12 15 23 DENNIS EDWARDS/... Aphrodisiac (Gordy/Motown)
- 6 8 11 24 ROGER/In The Mix (WB)
- BREAKER 25 LIONEL RICHIE/Stuck On You (Motown)
- 36 30 26 EVELYN "CHAMPAGNE" KING/Teenager (RCA)
- 7 10 13 27 ROCKWELL/Obscene Phone Caller (Motown)
- 16 18 22 28 R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality)
- 38 29 BILLY OCEAN/Caribbean Queen (No More... (Jive/Arista)
- 3 9 18 30 JERMAINE JACKSON/Tell Me I'm Not Dreaming (Arista)
- 40 35 31 SKOOL BOYZ/Slip Away (Columbia)
- 34 32 32 BRASS CONSTRUCTION/Never Had A Girl (Capitol)
- 23 23 26 33 WOMACK & WOMACK/Baby I'm Scared Of You (Elektra)
- 35 35 34 34 MICHAEL JACKSON/Farewell My Summer... (Motown)
- 40 35 VALENTINE BROTHERS/Lonely Nights (A&M)
- 26 26 31 36 JOHNNY MATHIS/Simple (Columbia)
- 36 34 33 37 BLOODSTONE/Instant Love (T-Neck/CBS)
- DEBUT 38 KOOL & THE GANG/Straight Ahead (De-Lite/PG)
- DEBUT 39 LUTHER VANDROSS/Make Me A Believer (Epic)
- 13 20 24 40 WORLD'S FAMOUS SUPREME TEAM/Hey D.J. (Island)

N&A Begin on Page 52