

I N S I D E:

**THE MEGA-REPS:
KATZ'S KEN SWETZ**

Another expansion-minded rep firm takes the spotlight this week as **Gail Mitchell** interviews **Katz Radio President Ken Swetz**. Among the topics: the implications of Katz's acquiring the **Christal** and **Republic** rep firms, the way the three companies work together and apart, and the new range of service the company offers.

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**ARBITRON BUYS BURKE:
WHAT NEXT?**

Jhan Hiber talks to **Arbitron President Rick Aurichio** about the aftermath of the ratings giant's acquisition of former rival **Burke International**. Future possibilities include more efficient diary design, more effective data presentation, and the electronic diary.

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**BMI LOWERS RADIO
RATE INCREASE**

Following talks with radio representatives, **BMI** has lowered its 1985 rate increase from about 15% to 9%. **Brad Woodward** has the details.

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**PEOPLE IN THE
NEWS THIS WEEK**

- Carl Gardner PD at KEX
- Gary Price KNAC GM
- Dave Grossman PD at WCCC
- Marc Little VP at Millennium
- Betty Pazdernik WCZY's GSM
- Harvey Ostroff GSM at WYSP
- Jim Harris WMRE GSM
- Pat Welsh PD at KATT

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**SATELLITE LIVE
PROGRAMMING'S
THRILLS & CHILLS**

Reed Bunzel talks to **Global Satellite Network's Cindy Tollin** about the perils of airing a live phone-in rock talk show.

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**KRQ'S KELLY NORRIS:
TOAST OF TUCSON**

Joel Denver interviews **Kelly Norris**, the 22-year-old PD who piloted **KRQ/Tucson** from 9.4 to 13.9 and the market lead in her first book as a programmer.

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BIRCH RATINGS RESULTS

- Miami:** WYHI Up To 14 For Big Win
- Kansas City:** KBEQ Nearly Catches WDAF
- Memphis:** WMC-FM Steady Leader; WZXR, WHRK, WGKX Climb
- Sacramento:** KCTC, KSFM Roll Into Lead
- Charlotte:** WSOC-FM Retains Lead Despite Drop
- Indianapolis:** WZPL Exceeds 20; WIBC Over 18
- San Antonio:** KTFM Surges Into Tie
- Salt Lake City:** KRSP-FM Down But Still Strong Leader

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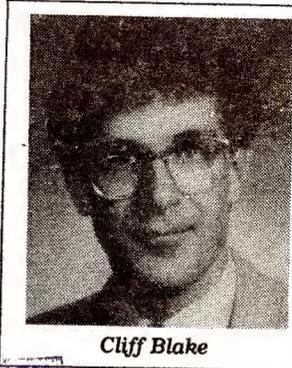
Newsstand Price \$3.50



RADIO & RECORDS

**Blake Assumes
WMZQ PD Post**

Cliff Blake has been appointed Program Director of **Viacom's WMZQ-AM & FM/Washington**. Formerly Operations Director at **WBCS-AM & FM/Milwaukee**, he replaces **Bob Cole**, who exited recently to pursue a consultancy/ownership opportunity.



Cliff Blake

WMZQ VP/GM Brian Bieler commented, "One of our primary concerns in selecting a PD was finding the kind of person able to handle a very strong airstaff. We needed a leader who possessed strong people skills, aside from the obvious

arsenal of ammunition one needs to fight in a major market battle. After talking to a lot of folks, we felt **Cliff** met the challenge and best fit our needs. This is not a piece-of-cake job. He's up to the task."

Blake added, "The guys at **Viacom** are youthful and aggressive. **Brian**, (Corporate PD) **Bill Figenshu**, and I fit together like we were made for each other. I'm glad we matched up and that they wanted me to work with them. There is a lot

BLAKE/See Page 30

**WKQX Elevates Donovan
To VP/GM Position**

WKQX (Q101)/Chicago General Sales Manager G. Michael Donovan has been promoted to VP/GM. He succeeds **Jim Smith**, who accepted the presidency of **Alta Broadcasting** three weeks ago.

NBC Radio Executive VP Bob Mouny stated, "Michael's contribution to the growth of **WKQX** has been massive and widely recognized. I'm delighted that **Michael** will assume the helm to maintain continuity and

further enhance **WKQX's** prominence in the **Chicago** market."

Donovan joined **WKQX** in 1981 after nearly ten years with crosstown **WLS-AM & FM**, starting as Director/Advertising & Promotion and later becoming an Account Executive. He told **R&R**, "That (newly-appointed **NBC Radio President**) **Randy Bongarten** and **Bob Mouny** have given me an opportunity to manage the best local staff and radio station I've ever been associated with is obviously very thrilling. Under **Jim Smith**, **WKQX** has grown very nicely. The staff is very professional and extremely talented, and with their help, we're going to continue the growth that **Q101** has shown over the last couple of years."

Donovan added that his first priorities are to locate a new PD and GSM. He declined to

confirm widespread reports that former **WRKA/Louisville PD Dan O'Toole** would become the new PD, but did acknowledge that **O'Toole** was under consideration for the position.

RICHARDS, TANTER APPOINTED

**KGFJ & KUTE
Name New PDs**

Barry Richards and **Lawrence Tanter** have been tapped as Program Directors of **Inner City's Los Angeles outlets KGFJ and KUTE**, respectively. Both succeed former **Inner City West Coast PD B.K. Kirkland** (now PD at sister stations **WLIB & WBLN/New York**).

"We think these two individuals are going to be instrumental in heading the stations in the

right direction," commented **KGFJ & KUTE VP/GM Bill Shearer**. "Lawrence is extremely comfortable with the 'Quiet Storm' music content, which is extremely broad-range. He'll bring the kind of leadership that will continue to move the **Quiet Storm** forward. We're very pleased **Lawrence** agreed to come aboard."

Shearer continued, "**Barry's** name came to me through highly-qualified friends who are keen industry observers. They said simply, 'The guy's a winner.' His track record speaks loud and clear; he's been involved in **Black radio** for most of his career. Even with a signal 35 miles outside of **New Orleans**, his station held a solid third overall. He's excited, and looking forward to heading **KGFJ** into the leadership role we expect and demand."

Tanter moves crosstown from **KJLH**, where he spent nearly 12 years in various capacities, including **MD, PD**, and most recently, midday personality. He'll also handle an as-

KGFJ & KUTE/See Page 30

**WJJD Selects Miller
As Program Director**

Jay Miller has been named Program Director at **Infinity's WJJD/Chicago**. He replaces **Steve Sands**, who stays on to handle afternoon drive.

WJJD & WJMK VP/GM Harvey Pearlman said, "Jay is a smart, research-oriented guy who knows how to apply that research creatively. When I asked him what he would do with the station if he owned it, his answers backed up a lot of the market research we had done. Jay also knows how to introduce more contemporary elements into a nostalgia format while still maintaining a station's audience base."

A seven-year broadcaster, **Miller** most recently spent three years as PD at **WDAE/Tampa**, where he supervised the station's "Prime Time" nostalgia format. His background also includes airshifts at **Sarasota stations WKXY and WWZZ**. **Miller** told **R&R**, "Ever since **JJD** went with this format, I've coveted this job. Then when **Infinity** took over, I had to have the job, and I'm glad **Harvey**

feels I'm the right guy for it."

Describing **WJJD's** direction, **Miller** continued, "The station will be more precisely targeted 35-64. It sounds like a pure **Big Band** station now, and I want to emphasize more relatively contemporary artists like **Frank Sinatra, Barbra Streisand, Engelbert Humperdinck, and Nat King Cole**. We won't overuse them and try to draw A/C listeners, but just control the demos from skewing right through the roof."

WFOX Chooses A/C

Ending speculation about its format intentions, **Shamrock Broadcasting's WFOX/Atlanta-Gainesville** announced plans this week to institute an oldies-based Adult/Contemporary direction. At presstime, the A/C format was slated to debut **Wednesday evening (8-29)**.

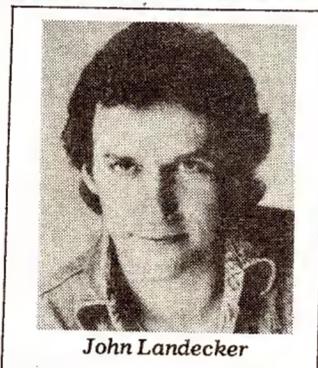
WFOX GM Martin Sherry explained to **R&R**, "The positioning statement is 'Classic Hits of the '60s, '70s, and the '80s.' While we'll have an oldies base,

we still will play current records. It'll be the best of all three decades."

Sherry added that the commitment to the new format includes a major television and outdoor marketing campaign. "I'm very confident about the new format. (PD) **Dennis Winslow** had done an excellent job of putting it together, and I'm extremely pleased. I've never seen research that pointed more

WFOX/See Page 30

**Landecker
Joins G106**



John Landecker

Veteran air personality and **WLUP/Chicago** afternoon talent **John Landecker** has accepted the morning slot at **Cox Communications' crosstown WAGO (G106)**. His appointment, effective **September 4**, displaces former **G106** morning man **Pat Reilly**, who departed this week.

G106 PD Jan Jeffries commented, "John **Records Landecker** is probably one of the most recognizable names in the market. When you couple that name with his extraordinary talent as a **CHR** personality, you've potentially got a big winner. Having **John** here is a tremendous thrill. We're going to do everything we can to bring back the same type of success story he enjoyed for nine years at **WLS**."

Landecker, who exited amicably from **WLUP** after eight months, previously handled mornings for two years at **CFTR/Toronto**. Before that, he

LANDECKER/See Page 30

“Their strategic planning leaves nothing to guesswork.”

“At Shamrock Broadcasting Company we’re committed to winning. And that’s why we started working with The Research Group. We knew at the beginning of our association with The Research Group that their methodology and strategic marketing approach were excellent. But only after the development of our working relationship could we fully appreciate the value of our partnership.

The Research Group has helped us to design strategic plans for each of our stations: plans that are based on the unique situation in each market. And already we’re starting to see excellent results. In Kansas City, for example, KUDL had a great Spring book, going from a 4.6 to a 6.3 12+ share.*

The accomplished staff of The Research Group has quickly become an invaluable resource to the management teams of our stations. They have worked with each station to develop a step-by-step strategic plan based on the research.

You know, there are a lot of companies doing research these days. In this competitive business, the difference between success and failure is often the difference between doing it *almost* right and doing it *exactly* right. That’s why we’re working with The Research Group.”

Bill Clark
President / Radio Division
Shamrock Broadcasting

Ross Reagan
General Manager, KUDL
National Program Director
Radio Division,
Shamrock Broadcasting



*(Spring 1984 Arbitron, M-S 6a-12m 12+ Metro)

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R&R OBSERVES LABOR DAY HOLIDAY

The R&R offices will be closed Monday, September 3, in observance of Labor Day. Our Los Angeles, Washington, and Nashville offices will reopen Tuesday, September 4.

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Price Named KNAC GM

Gary Price is the new General Manager at KNAC/Long Beach. He takes over for Jeff Peck, who was named GSM at KHJ/Los Angeles last week.

A 25-year radio veteran, Price's broadcast experience includes management terms at KLYD/Bakersfield, as well as Los Angeles area stations KDAY, KHJ-FM (now KRTH), and KROQ. For the last 16 months, he has worked as Regional Sales

Manager for Corporate Development at Silent Radio.

"It's a tremendous radio station with great potential," said Price. "With Fred Sands behind it, KNAC should grow and become quite successful. We're moving the antenna site to improve our signal, and installing a new transmitter and studio equipment. I'm delighted to be here, and look forward to being part of the growth."

KEX Taps Gardner As PD

Former KNUS/Denver Station Manager Carl Gardner has been appointed PD at A/C-formatted KEX/Portland. He replaces Bill Ford, who exits the station after 18 months.

Commenting on the move, KEX VP/GM Dave Milner said, "Carl's name kept popping up during our search for a PD. He

quickly became our leading candidate and we finally hired him, partly based on his success with Sandusky's KNUS. There, he was able to take a News/Talk station to a respectable position in Denver. Since Taft acquired KEX a few months ago, we've made some ambitious plans, and I know Carl is capable of handling them."

Prior to KNUS, Gardner served as News Director at KJZZ & KZAM/Seattle, having also worked as Assistant PD for crosstown KING-AM & FM. Gardner, who was traveling to Portland at presstime, was unavailable for comment.

Grossman Joins WCCC As PD

KRTH/Los Angeles Music Director David Grossman will become the new Program Director at AOR-formatted WCCC-AM & FM/Hartford on September 4. Grossman replaces former WCCC PD Bill Nosal, who exited the station in late July.

Grossman's experience includes posts at KIQQ/Los Angeles, KROQ/Los Angeles, Drake-Chenault, and the Bob Hamilton Radio Report. He's been MD at KRTH since 1981. Grossman told R&R, "I love AOR and I'm excited at broadening my horizons. With the support and confidence that management has expressed, I expect to turn the station into a real winner. I intend to make WCCC more mass appeal than it's been recently, to do a lot of record sales research, inject excitement, and introduce a lot of promotions."

WCCC-AM & FM President/GM Sy Dresner said, "David's depth of knowledge in AOR music and the music business impressed me, as did his promotional ideas. AOR these days is all over the place, and I feel David has the approach to give us a modern-sounding station."

KOOL's Bill Smith Dies

Lifetime broadcaster and KOOL-AM & FM/Phoenix GM Bill Smith passed away suddenly last Sunday (8-26) of respiratory failure after undergoing abdominal surgery at a local hospital. He was 57.

Smith had served seven years as GM for KOOL-FM, and assumed management duties for AM sister outlet KOOL two years ago. A former executive with Doubleday Broadcasting in Minneapolis, Phoenix, and Albuquerque, Smith's background included three years managing KRIZ/Phoenix. At one time, he also operated two radio stations in North Carolina. During his career, Smith served as President of the Arizona Association of Broadcasters and was a board member of the CBS Affiliated Stations.

Speaking on behalf of the (owner) Chauncey family, Tom Chauncey II said, "Bill was the best radio man I ever knew. He was a friend, and a good man."

Funeral services for Smith were held Wednesday (8-29). Smith is survived by his wife Randi Baca and five children.

Little VP/Programming At Millennium

Former WPDQ/Jacksonville PD/MD/air personality Marc Little has resigned to become VP/Programming for Millennium Communications, Inc. In this newly-created post, Little will be based at the company's home station, WWVZ (Z-93)/Charleston, and will consult future station acquisitions.

Z-93 GM/owner Cliff Fletcher told R&R, "My partner and myself both come from

research backgrounds, with sales and sales management experience at the station level. The only thing we lacked in our organization was someone who really understood programming. I've worked with and known Marc for a while; he's a very strong manager. I thought he would bring that programming experience we lacked."



Mark Little

Little's radio career began 12 years ago at another Jacksonville outlet, WERD. A year later he joined WYLD/New Orleans as Assistant News Director, then returned to Jacksonville as WPDQ's Public Service Director/announcer.

Commenting on his new appointment, Little replied, "Coming back to Jacksonville was the smartest move I could have made at the time. Remaining here for so long gave me the stability and permanence very few people realize in this industry. Although I have achieved a multitude of accomplishments in this growing community, the need to expand my horizons is far too great to neglect. Millennium Communications plans to serve most of my immediate professional needs; they have cleared the way for a great future for me."

WPDQ is currently searching for Little's successor.

WYSP Ups Ostroff To GSM

Harvey Ostroff has been promoted from Assistant GSM to General Sales Manager at Infinity's WYSP/Philadelphia. Ostroff, who joined the station in 1982 as an Account Executive, replaces former WYSP GSM A. Richard Marks, who was promoted to General Manager August 3.

Marks told R&R, "Harvey's got good leadership skills, and he's a street guy, a fighter who knows only one way - winning. It's satisfying to promote someone from within our company to this important position, and I'm sure it'll be an easy transition."

Ostroff commented, "It's exciting to be associated with Infinity Broadcasting and a station with such a superb, young, aggressive management team. This is a high-energy, pumped-up winning team. It's also gratifying to receive this vote of confidence from Richard Marks, who hired me for my first sales job in Philadelphia seven years ago. We have a great sales staff here, and they'll receive even more support in the area of research."

Welsh New KATT PD

As previewed last week in R&R, KATT-AM & FM/Oklahoma City has upped MD Pat Welsh to Program Director. He succeeds Tom Evans, who left last week to program WRXL/Richmond.

Welsh started at KATT ten months ago, and was moved up to MD last December. He previously worked as Music Director at WXLR/State College, PA and KICT/Wichita. Welsh told R&R, "I'm really excited to get the shot at programming. I've spent a few years as a music director, and have absorbed a lot of things from many good people. GM Paul Gleiser is an excellent person to work for and work with. He's interested in nothing but winning, always thinks big, and has an eye to the future. Our fine sales team has been eating up the market for years, and the airstaff is solid."

Welsh added that Scott Douglas has been appointed as the new MD.

Harris Advances To WMRE GSM

WMRE/Boston Assistant Sales Manager Jim Harris has stepped up to the long-vacant General Sales Manager's post. Harris joined the Mariner Easy Listening-Nostalgia outlet (then WITS) in 1981 as an Account Executive; he was promoted to his most recent position last March.

GM Don Sailors said, "Jim is experienced and very well qualified for the job. He's well-known in the Boston radio market and has done a hell of a job here as a salesman for me."

"Having been associated with this company for several years, I'm very pleased with the direction the station is going in," Harris told R&R. "It's personally satisfying that they have enough confidence in me to appoint me to this position. I expect a long and happy association."

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Washington Report

Bomb Threat Forces FCC Evacuation

Activity at the FCC's main headquarters at 1919 M St. in Washington came to an abrupt halt Monday morning (8/27) when a caller reported a bomb had been planted in the building.

The fire alarm was sounded to evacuate hundreds of employees. Fire and police officials accompanied by bomb-sniffing dogs searched the building, but found no explosives. Employees were kept out of their offices for an hour and 45 minutes, during which "area restaurants got a good bit of business," according to an FCC spokeswoman.

United Wins KALI Renewal

Another victory for United Broadcasting came down last week when the administrative law judge handling the group's many license challenges issued a decision granting renewal to Spanish-formatted KALI/Los Angeles (San Gabriel), 92% owned by United.

The judge awarded comparative preferences to the challenger, Life Broadcasting Co., in the areas of ownership diversity, integration of owners into management, and auxiliary power. But that wasn't enough to outweigh the renewal expectancy KALI received for having a "substantial past broadcast record."

Although rating KALI's public affairs and local news programming as rather weak, the judge found stronger efforts in state, national and international news, the airing of public service announcements, and live broadcasts of Hispanic events.

Other significant factors was the judge's decision not to hold wrongdoing at other United stations against KALI, and his finding that the station "has been free from significant Commission criticism during the renewal period."

Court Orders Bargain-Basement Sale Of WNCN

Although it claims the station is worth \$10 million, GAF Broadcasting has been ordered by the New York State Supreme Court to sell WNCN/New York for \$3 million. At issue is a dispute over whether or not putting the station up for sale triggered a five-year first option to buy the station. The option was held by Concert Radio, Inc.

GAF maintains because it took the station off the market, the option didn't come into play. But the Supreme Court agreed with Concert Radio that GAF is obligated to sell the Classical station under terms of the option — \$2.2 million plus any money put into improvements. GAF plans to appeal the ruling.

In the 1970s a format switch from Classical to AOR under previous owner Starr Broadcasting prompted a competing application by Concert Radio and a petition to deny by a group called the WNCN Listeners Guild. GAF, a New Jersey-based chemicals and building materials manufacturer, bought the station in 1976 and restored the Classical format. That's when Concert Radio got the disputed five-year first option on the station, which was put up for sale but later taken off the block when it began posting a profit in 1981.

Radio Marti Set For Late Fall Start-Up

The Voice of America (VOA) hopes to put Radio Marti on the air in late autumn. That's the word from Charles Wick, head of VOA's parent agency, the United States Information Agency (USIA). The station will share the existing VOA facility broadcasting towards Cuba from Marathon, FL on 1180 kHz.

Although Radio Marti is authorized for up to 14 hours of programming daily, a schedule of four to five hours is likely at first. By law, programming must meet VOA standards for objectivity. Music and print libraries are now being assembled, and new studios for Radio Marti are under construction in Washington. A Miami bureau is also planned.

Programming plans have yet to be announced, but several major appointments have been made: former WOCN/Miami VP Humberto Medrano, Deputy Director/News and Programs; Saul Geffer, Deputy Director/Management; Ernesto Betancourt, Director/Research and Policy; David Bartlett, Chairman/Program Task Force; and Richard Araujo, Acting Chief/Programs. The Senate recently confirmed Cuban exile Jorge Mas Canosa to chair the advisory board that oversees Radio Marti.

WSEX Renewal Hearing Designated

WSEX/Arlington Heights, IL, which came to national attention when it obtained its controversial call letters, has a license renewal fight on its hands. The FCC has designated a hearing to choose between WSEX's owner, Darrel Peters Productions, and competing applicant Midwest Broadcast Associates.

Midwest had argued it was entitled to an immediate grant of the license because Peters didn't substitute itself in the previous owner's pending license renewal application until almost three months after taking over WSEX in September 1982.

The FCC rejected the contention, saying, "It is well settled that a broadcast authorization does not automatically lapse or terminate." It said that would only happen "upon abandonment of the broadcast operation by the permittee or by an adverse administrative action by this Commission."

Other Key Developments:

- The FCC lists 9521 radio stations in the United States as of July 31 — 4750 AMs, 3618 FMs, and 1153 educational FMs.
- Mutual's "Larry King Show" plans to broadcast live next month from the Radio Convention & Programming Conference in Los Angeles. Guests will include Lily Tomlin, Steve Martin, and Carl Reiner.
- Thomas Fitzpatrick has been named Chief Administrative Law Judge for the FCC. Law judges preside over comparative hearings involving competing applicants for FCC licenses.
- The FCC has rejected the National Black Media Coalition's call for lottery selection of a single AM stereo standard.
- FCC General Counsel Bruce Fein has announced he'll leave the agency in the near future to enter private law practice.

BMI Contracts Contain 9% Rate Hike For 1985

This week Broadcast Music, Inc. began sending radio stations contract amendments that will lower the average rate increase in 1985 BMI royalties to 9%. Rates stay the same for the rest of 1984.

Preceding BMI's mailing by several days was an explanatory letter from the All-Industry Radio Music Licensing Committee, which negotiated the new pact. It said the unilateral rate hike BMI wrote into contracts mailed to stations in late June averaged 15-20%.

After an industry outcry, coupled with trade association intervention to get talks restarted, BMI agreed to resume the negotiations, which resulted in next year's lower 9% increase.

Cramer Defends Hike

Reflecting on BMI's unilateral action, BMI President Ed Cramer told R&R this week, "I do not regret sending out the contracts, but if I had to do it all over again it would have been done differently. I would have made sure the industry understood our position throughout. Our position was a defensible one that should have been presented to the industry at large long before the contracts were sent out. That was a mistake on my part."

According to Cramer, over 6000 or about 75% of all stations signed the original contracts and must now send in the amendments in order to enjoy the lower 1985 rates. The other 25% of stations must send in both documents.

Based on past experience, Cramer estimates that in six months about 150 stations still won't have signed licensing agreements and may be liable for copyright infringement. He added that BMI will not ac-

"I do not regret sending out the contracts, but if I had to do it all over again it would have been done differently."

Ed Cramer
—BMI President

cept any monthly payments from stations that haven't returned the signed agreements.

Carl Munson, an attorney for the All-Industry Committee, estimated the 1985 rate increase at 8.8%. "I don't think the committee has anything to regret. I think it did quite well," he commented.

ASCAP Negotiations Next

The panel's next task is a September 12 bargaining session on a new contract with the second major music licensing company, ASCAP. According to Munson, a repeat of the BMI controversy is virtually impossible because ASCAP operates under a consent decree which guarantees a music license to any station that requests one, with any rate disputes automatically referred to a special rate court.

CONVENTION BY COMPROMISE

NAB, NRBA Overcome Tensions In Mounting RCPC

An NRBA official says, "This is a marriage, not a merger." His NAB counterpart speaks of "a courtship that begins with testing the waters all the time to see where you stand."

What they're talking about is the Radio Convention and Programming Conference, known by the radio industry's newest acronym — RCPC. Scheduled for Los Angeles, September 16-19, the meeting is a combination of NRBA's annual convention and NAB's Radio Programming Conference. It already looks like a hit: Exhibit space is sold out, and registration already exceeds the combined attendance at last year's separate meetings.

To pull off the joint project, the two groups have had to put aside years of mutual mistrust and overcome vast differences in operating style, budgets, and even staff size. Officials from both groups downplay them, but rumors of ongoing tensions abound.

Mixing Business, Pleasure

Both sides acknowledged a major difference of philosophy going into the partnership. "Our philosophy is roll up your sleeves, hands-on, broadcaster talking to broadcaster, a couple of nice luncheons and a cocktail party, but not an entertainment weekend," says NRBA Executive VP Tom McCoy. "The NAB philosophy was to have some material, but to really try to entertain the folks while they're there."

NAB Sr. VP/Radio Dave Parnigoni has much the same view. "I think we have always felt at NAB that people go to a convention for a couple of reasons. They certainly want to learn and participate in activities, but I think they like to have a good time. I

think NRBA has felt it's more of a business environment, where people spend most of their time involved in learning sessions. So I think we've had some compromise there."

The result is a three-day affair packed with 75 panels, plus entertainment by Al Jarreau, Melissa Manchester, and Joan Rivers. "It costs money to provide entertainment, so that was a factor," Parnigoni concedes. But he adds, "When we announced that Joan Rivers was going to be the luncheon performer on Monday, we immediately saw an influx of registration forms."

Despite problems such as delays caused by the need to get double approvals on major items, McCoy and Parnigoni seem satisfied overall. "For people that have been adversaries for a number of years, it's amazing, almost a modern miracle," Parnigoni muses.

"I note that the division I'm in charge of is much larger than NRBA's entire organization. We could very well overwhelm them, and I think we've been very concerned about their feelings," he adds.

NRBA's McCoy believes his staff has put on a good display of how to accomplish more with a smaller staff and notes, "The compromising has gone well. But those, I must say, were not the kind that in any way lessened what we felt was the mission of this convention. Sessions are as good, if not better, than ever."

CHECK OUT MOTOROLA C-QUAM[®] AM STEREO ON THE HOTLINE!

There are solid reasons our C-Quam AM Stereo system has rolled up such tremendous momentum. Technical excellence is just one! Receiver manufacturer acceptance is another! And the C-Quam system is also news in your market...big news that you can merchandise aggressively.

If you're a station owner or manager who's thinking AM Stereo, use our Hotline to get the story of the C-Quam system and its exciting potential. If you already have the C-Quam system, call to find how to build audience, advertiser interest and time sales with creative promotions.

We have ideas to help boost your visibility and your ratings. We can suggest incentive programs to psych up your sales force. We know how to make your co-op money more productive.

Whatever your questions, concerns or problems, Hotline wants to answer them. Call Steve Kravitz, Sales/Marketing Manager, at 312-576-0554 collect.

MOTOROLA AM STEREO. THE WINNING SYSTEM.





Second FCC/ AWRT Conference Set For October

The **Federal Communications Commission** and the **American Women in Radio and Television (AWRT)** will hold the second annual "Women In Telecommunications Conference" October 1-3 at the Washington, DC Marriott Hotel. FCC Commissioner **Mimi Weyforth Dawson** will give the welcoming address.

This year's conference theme is "The Woman Entrepreneur." Among other subjects covered will be Multi-point Distribution Service, Cellular Radio & Paging Services, Radio & TV Ownership — including newly-proposed FM radio allocations — and additional forms of technology that represent opportunities for entrepreneurs and investors.

The conference is sponsored in cooperation with the **National Association of Women Business Owners**, the **Society of Women Engineers**, **Women in Communications**, the **National Association of Media Women**, **Women in Cable**, **Women in Film**, the **Delta Sigma Theta** sorority, the **National Association of Black Women Entrepreneurs**, and the **Women's Bar Association**.

A&M Video & RCA/ Columbia Pen Pact

A&M Records and **RCA/Columbia Pictures Home Video** recently signed a video distribution agreement. Under the terms of the pact, RCA/Columbia will retain U.S. and Canadian videocassette distribution rights to all product created under the **A&M Video** label.

The first release to benefit from this new arrangement will be **Styx's** "Caught In The Act," an 87-minute program that incorporates a ten-minute film, based upon the group's "Kilroy Was Here" LP, into what is essentially concert footage. Due in September, the Styx videocassette will retail for \$29.95.

A&M plans to issue 15 such videocassettes over the next two years, ranging from live concerts to conceptual pieces to compilation video packages.

Breakerbag



As a promotional item, the "BreakerBag" seems tailor-made for radio. Made of 100% silver-quilted nylon, this 18" x 12" x 4" item with shoulder strap and Velcro closure looks exactly like a portable AM/FM radio/cassette deck.

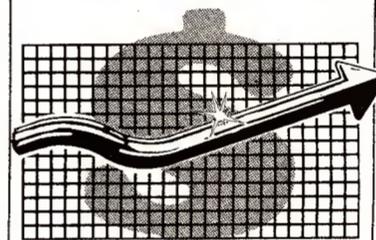
Better yet, the manufacturers of the "BreakerBag" will silkscreen your station's call letters or logo on the item in up to four colors. Record companies, retailers, and just plain music fans may be interested as well.

For further information, contact **Glenn Holland** of **Dutchtronics**: (818) 887-6888.

Financial Service Bullish On Radio

The financial industry spent \$12.8 million on radio advertising during the first quarter of 1984, a 10.5% increase over the corresponding period in 1983, according to figures recently released by the **Radio Advertising Bureau (RAB)**.

Credit cards, tax services, trust management, and mortgage bankers were the most aggressive advertisers, upping expenditures 86.5% to \$690,000 during the first quarter of 1984. Meanwhile,



insurance companies increased their radio ad spending 44.3% to \$2.6 million, as investment managers and brokers pushed their radio ad budgets up 29% to \$1.6 million.

RAB VP/Marketing Information **Ken Costa** outlined some of the reasons why the financial services industries are so bullish on radio: "Radio is the natural vehicle to reach upscale people concerned about interest rates, money market funds, CDs, mutual funds, insurance policies, and credit. It's also an effective way to acquaint mass audiences with automatic tellers, credit cards, tax services, and

banking plans by using their favorite stations to reach and persuade them."

Keep An Eye Out For Contacts

People who wear contact lenses have a different demographic profile than those who do not, says a **National Center of Health Statistics** report. Among the study's findings: Young people are more likely to wear contact lenses than old folks, although it's often said that kids these days are more likely to make spectacles of themselves.

Only two percent of Americans over age 44 wear contact lenses and 9% of those aged 17-24 are contact wearers. Interestingly, the share of young people who wear either eye glasses or corrective lenses dropped from 42% in 1965-66 to 37% in 1980, and no one seems to know why. Women aged 6-54 are twice as likely as men to wear contact lenses, but the proportion for those aged 55 and over is the same as for men.

Education and family income play a large role in determining whether or not a person is likely to wear contacts, as only 1.3% of people aged 25-44 with less than a high school education wear contacts, compared with 15% of people in this age group who have attended four years of college.

Up With RADIO

the RADIO CONVENTION & PROGRAMMING CONFERENCE

NATIONAL ASSOCIATION OF BROADCASTERS ★ NATIONAL RADIO BROADCASTERS ASSOCIATION

September 16-19, 1984
Los Angeles, California

The NAB/NRBA Radio Convention & Programming Conference will be the most exciting and comprehensive radio-only meeting of the year. Panel sessions, clinics, workshops, gala events, exhibits, and entertainment will abound at this "Up With Radio" event, which will cover management, programming, sales, and engineering.

**For registration forms or additional information,
call (202) 463-7905.**

**On-site registrations will be available at the
Westin Bonaventure Hotel in Los Angeles.**

SHANE MEDIA SERVICES CASE HISTORY

Affiliate: WCOL-AM
Columbus, Ohio

Format: GOODTIMES
(60s Rock Gold)

Result: Adults 25-54 — 3.6 - 5.2!
Adults 25-49 — 2.6 - 5.4!



SHANE MEDIA SERVICES

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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.

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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.**

Pro:Motions

Eastman Welcomes Grudman

Eastman Radio has appointed **Jacque Grudman** Research Manager for its Marketing Services Department. Grudman comes from an extensive background, including her most recent stint as Manager/Marketing and Research for the **RAB** and a ten-year stint as Director of Research & Sales Development for **WABC/New York**.

PAVR Names Director, Opens Office

George Steele III has been named Director of Marketing for **Pacific Arts Video Records**. Steele is a 22-year industry veteran, who assisted in **Elektra/Asylum's** international expansion. He will be headquartered at PAVR's new Los Angeles office: 8733 Sunset Blvd., Suite 103, Los Angeles, CA 90069; (213) 885-0353.

WRAL Elevates Watkins, Poe

Peggy Watkins has been promoted to General Sales Manager of **WRAL/Raleigh**. She moves up after five years with the station, most recently as Local Sales Manager. Succeeding her in that position is **Hedy Poe**, a WRAL Account Executive since 1982. Both will be working with recently-appointed GM **Dick deButts**.

Lee Joins Sparrow

Ann Wetherill-Lee joins **Sparrow Records** as Manager, Creative/Marketing Services. She assumes the newly-created post after serving as an administrator for the **Applause Company**, a **Wallace Berrie Publishing** division.



Ann Wetherill-Lee

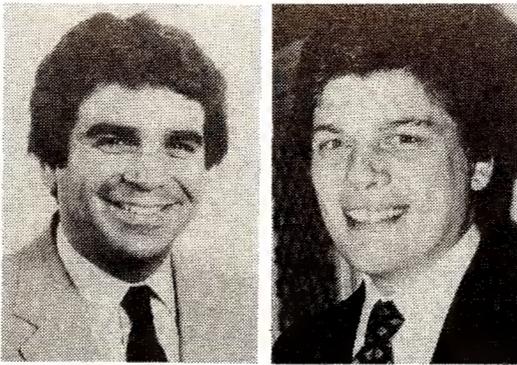
Partee People Bows

President **Rich Callaway** heads newly-established **Partee People Promotions**, which specializes in record promotion, entertainment, and production. It's based at 8033 Sunset Blvd., Suite 617, West Hollywood, CA 90046; (213) 550-1915.

RCA Appoints Robinson, Williams

Don Robinson has been upped to Director of Finance, **RCA Records** Division, RCA Inc. (Canada). A company employee since 1970, he was promoted to a Senior Accountant of the Records Division in 1976; three years later he became Manager of Accounting. In other activity, **Tim Williams** has been promoted to Manager/National Sales for RCA Records' Canadian arm. He joined the company seven years ago and most recently held the Ontario Branch Manager position.

Selcom Ups Gatti, Schneider



Thomas Gatti

James Schneider

Thomas Gatti and **James Schneider** have been promoted to Divisional Managers of their respective Eastern and Western Divisions of **Selcom Radio**. Gatti VP National Spot Sales Manager of **3M-owned Cable Networks Inc.**; as VP/Eastern Divisional Manager he will be responsible for Selcom's New York, Philadelphia, Boston, and Atlanta offices. In his new post as VP/Western Divisional Manager, Schneider will oversee the Los Angeles, San Francisco, Seattle, Dallas, and Houston offices. A four-year Selcom veteran, he most recently served as VP/GM of the Los Angeles office.

Stang Manages

MMR/Minneapolis

Mark Stang becomes Manager of **Major Market Radio's** new Minneapolis office. His background includes local station Account Executive experience, as well as work with the Twin City record business. MMR's Minneapolis move marks the opening of the company's 11th office nationwide.



Mark Stang

Advertising Concepts Created

Advertising Concepts, Inc. is a new consulting company specializing in cooperative advertising programs for the broadcast industry. **Keith King**, former Director of Cooperative Advertising for **WJR/Detroit**, established this national service, located at Livonia Pavilion East, 29200 Vassar Road, Suite 120, Livonia, MI 48152; (313) 464-8569.

Coleman Relocates

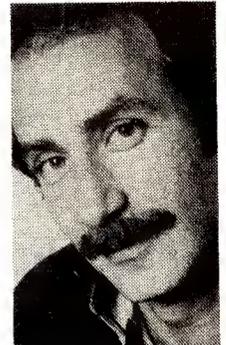
Coleman Research announces a new location: Three Dallas Communications Complex, Suite 212, Irving, TX 75039; (214) 556-2121

IDB Appoints Feely

IDB Communications Group, Ltd. has tapped **Dennis Feely** as Director of Operations and Engineering. Feely has been working for the Los Angeles-based satellite services supplier as a consultant for the last ten months. Prior to that, Feely was Director of Technical Operations for the **ABC Talkradio Network**.

MCA Taps Adamoff

Jeff Adamoff has been named Director of Creative Services for **MCA Records**. He joined the label six months ago as Art Director after working in a similar capacity for several artists, including **Joe Walsh** and **Michael MacDonald**. Prior to that he spent five years with **Touche, Ross, & Company** as corporate designer.



Jeff Adamoff

Webb New WJHR GM

Fred Webb has been appointed General Manager of **WJHR (J-103)/Jackson, TN**. Before accepting this post, Webb was Director of Sales Administration for **Bahakel Communications** in Charlotte and GM of the company's **WDOD-AM & FM/Chattanooga**. Prior to that he spent 21 years as VP/GM of **WNOO/Chattanooga**.

Republic Opens Five Offices

Republic Radio has announced five new offices: Boston/Manager **Linda Ferrara**, Minneapolis/Manager **Kevin Smith**, Houston/Manager **Bob Hoffman**, Philadelphia/Manager **Stan Elgart**, and St. Louis/Manager **Pam Warren**. In other activity, **Jeff Holden** has assumed the Dallas Manager post from Republic/Chicago and **Joe Leoce** moves to New York Sales Manager from **Blair Radio**. Working with Republic President **Jerry Kelly** are VP/Sales **Bob Lobdell**, VP/Stations **Bill McHale**, and VP/Network Operations **Sandy Gasman**.

New Management Company Formed

Heart Of Gold is an artist management company formed by **Gerry Landry**, a 16-year music veteran who most recently served as VP/Creative Marketing & Artist Relations for **Aris Music**. Heart Of Gold may be reached at (213) 546-4836.



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Z93	WFMI
I95	WHHY-FM
Y100	Z98
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WGCL	KMGX
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FM102	KCAQ
KPLUS	WERZ
WBEN-FM	WJBO
WVSR	WJAD
WTIC-FM	WCGQ
Z106	KNOE-FM
WPST	WGLF
WKRZ-FM	WAZY-FM
WBBQ	WRKR
WSSX	KFMW
WJZR	KGOT
WNOK-FM	SLY96
KAMZ	

Produced

By

Arif

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From

I Feel

For

You

The

Forthcoming

Album

By

CHAKA KHAN.





The Arbitron-Burke Marriage: What Impact?

Upon learning recently that **Arbitron** has begun a multi-year process to acquire former radio ratings competitor **Burke International**, I thought how ironic it was that Arbitron should begin a courtship with a firm it was fighting with back in the good ol' days of 1978-79, when there was competition looming on the ratings horizon. How can Arbitron's purchase of Burke benefit Arbitron the ratings giant — and maybe broadcasters too? Arbitron Ratings Company President **Rick Aurichio** chatted about the implications of the Arbitron-Burke liaison.

Using Burke's Expertise

R&R: Describe the past relationship between your firm and Burke.

RA: As you may know, we have used each other's services for three or four years now. Given Burke's telephone expertise, we've hired them to do interviewing on special projects, and in fact, they conducted 25% of the interviewing for Qualidata. Burke has been attracted by our meters for use in their test markets where they conduct consumer research, but it was apparent our meters couldn't do the job. We've been consulting them on a friendly basis, and as it turns out, they've developed a

"If you look at it, qualitative for radio is nice to have, but I don't see a tremendous demand for it. However, one improvement stations would like to see is twice the sample size for the current price — that's the kind of thing being sought after."

meter to not only measure TV viewing, but also track product consumption (by scanning the bar codes on items). So we've had a history of working successfully with Burke's people. The parallel expertise made an excellent fit.

R&R: What are some of the synergistic effects of the Arbitron-Burke venture?

RA: One of the most immediate areas of impact will be upon the field interviewing staff. This is an area where in the short term we hope to be able to use our complementary skills and resources.

R&R: In a number of markets each sweep (over 40 this spring), the inter-

viewing was done not from the local market, but from the Central Interviewing Center in Beltsville. Could Burke now take over the interviewing chore for these tougher markets?

RA: They won't necessarily take them over, but we'll certainly be able to use their interviewing staffs. Where we are a straight-line company they are best at custom research, so we may have something to learn from them that will help us redesign our thinking for certain markets.

R&R: For instance, might an interview and placement call be handled differently in a Sunbelt market than in New England?

RA: That's correct, and that's just one area where there will be benefits to our customers as a result of our joint efforts.

R&R: What other benefits do you see?

RA: Another big assist will certainly be the field area, where our combined strength can help boost cooperation and response rates. Given Burke's custom background, they probably have ideas about diary design and premium incentives that we haven't thought about, and we see that as a potential benefit. Finally, they are very expert at using data where we are very expert at preparing data, and we hope they'll be able to give us helpful input on how we can make our reports more valuable to the clients, more user-friendly.

R&R: Do you have any hope for the broadcaster who sees his Arbitron bills going higher and higher? Will there be any cost efficiencies as a result of the deal with Burke?

RA: One of the main attractions of this arrangement was being able to produce more than one type of service from the same database. In the long run, that makes sense and means that if you don't

Q&A

This week's Q&A features questions that **Arbitron's Radio Advisory Council** will soon be asking all of you. Even as you read this, ARAC has mailed to each station its annual questionnaire on industry topics. Your responses help the Council properly represent the industry in discussions with Arbitron.

As mentioned on this page in the last few months, the FCC call-letter deregulation has begun to make life miserable for more and more broadcasters, not to mention ratings companies. Thus, the ARAC questionnaire contains some questions regarding how you feel this potentially confusing or distorting call-letter chaos should be handled. With thanks to ARAC Chairman **Ed Giller** and Arbitron Radio Product Manager **Claire Kummer**, I'm debuting the key call-letter questions for your perusal and consideration. When you get the questionnaire, be sure to fill it in with your best thoughts, then return it. Thanks.

"Do you think the FCC deregulation of call letters will cause confusion among listeners in measuring radio, and possible ratings distortion of radio measurement? Yes No

If yes, which of the following actions do you feel the Electronic Media Rating Council should pursue with Arbitron?

1. Arbitron should continue its present procedure of crediting and reporting listening.
2. Arbitron should continue its present procedure but provide additional notations within the Local Market Report concerning call-letter changes.
3. In order to discourage ratings distortion by adopting new call letters without a cooling-off period, Arbitron should not list the station picking up the hot call letters for a period of time, e.g. six months.
4. Other. Please explain your suggestion."

want a Cadillac of a product you shouldn't have to pay for that.

R&R: So there might be qualitative and quantitative data available from the new lineup with Burke?

RA: Yes, but I'm not too concerned with the qualitative information aspect. If you look at it, qualitative for radio is nice to have, but I don't see a tremendous demand for it. However, one improvement stations would like to see is twice the sample size for the current price — that's the kind of thing being sought after.

"Given Burke's custom background, they probably have ideas about diary design and premium incentives that we haven't thought about, and we see that as a potential benefit."

The Electronic Diary Cometh

R&R: How feasible is that step?

RA: We couldn't do it without having another market to spread costs over. Thus, we've decided to accumulate multiple databases from the same source so that the cost can be spread over a larger market. In essence, if we could measure radio and TV simultaneously, everyone would benefit.

R&R: Do you mean having some sort of electronic diary for radio that could co-exist in a home with a TV meter?

RA: That's a definite possibility.

R&R: Is there anything on the drawing board towards the introduction of the electronic diary?

RA: It's conceivable there could be a "people-meter" in the offing for radio (a meter that differentiates which person is listening to radio in a home or car, just

as a version of the TV meter is able to presently do for home viewing). It's possible, but I don't see it.

More likely is the use of the Universal Product Code (UPC) itself (the bar codes printed on grocery products). There's nothing to prevent us from putting out a UPC for every radio station in the country. When a person listens to the radio, at the end of the evening, he'd sit down with his little hand-held box and run the wand over the UPC for, say, **WABC/New York**. Potentially, that information can then be punched into the same home's TV meter and off it goes to be electronically transferred into our computers.

R&R: What time-frame can you foresee for the development and introduction of such an electronic diary?

RA: In about three or four years. Now, whether we'll be able to actually implement it in three or four years is another matter.

R&R: Shifting gears for a moment, let's talk about using Burke's telephone expertise in the ratings world. Any thoughts about offering radio measurement by the telephone technique?

RA: We've probably done more research than any organization in this industry concerning the telephone as a ratings gathering instrument, so I wouldn't preclude that option from taking place. However, it's not planned at this time.

So there you have the word from Arbitron. Sounds like some interesting and fascinating implications may be ahead for our industry. I'll keep an eye on Arbitron to see where the Burke venture takes it.

SURVIVOR

"I Can't Hold Back"



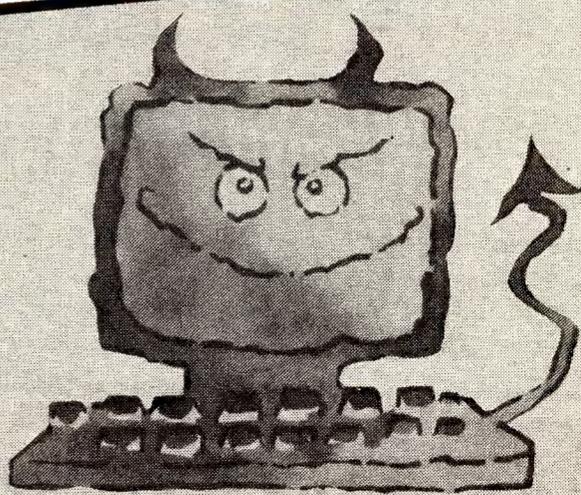
GIORGIO MORODER

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From the original soundtrack album
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AOR ALBUMS: 24

BREAKERS

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“EDDIE & THE CRUISERS”



Distributed by CBS Records

RATINGS REPORT

Spring '84 Birch Advances

Birch Radio

Miami-Ft. Lauderdale-Hollywood

WHYI Extends Winning Margin; WINZ-FM Stable Second; WLYF Third But Softer; WNWS Tops News Battle; WQBA Drops Three

	Winter '84	Spring '84
WHYI (CHR)	13.6	14.1
WINZ-FM (CHR)	9.4	9.5
WLYF (BM)	8.6	6.8
WNWS (News)	4.9	5.5
WQBA (Span)	8.9	5.5
WINZ (News)	5.0	4.5
WAXY (AC)	3.7	3.9
WSHE (AOR)	4.4	3.9
WRHC (Span)	4.6	3.4
WKQS (Ctry)	2.6	3.0
WQBA-FM (Span)	2.2	3.0
WCMQ-FM (Span)	2.0	2.9
WWJF (AC)	3.2	2.9
WCKO (AOR)	2.3	2.6
WIOD (N/T)	4.0	2.6
WEDR (Blk)	1.5	2.5
WLVE (AC)	2.6	2.4
WTMI (Clas)	3.4	1.7
WAIA (AC)	1.9	1.6
WQAM (Ctry)	1.5	1.5
WRBD (Blk)	.9	1.4
WSUA (Span)	1.1	1.4
WEZI (AC)	1.5	1.3
WLQY (BBnd)	.7	1.2
WOCN (Span)	.3	1.2

Birch Radio

Kansas City

WDAF Softer, Still On Top; KBEQ Crosses Double-Digit Threshold; KFKF-FM Adds Two, Rises To Third; KUDL Tightens A/C Race While KLSI Slips

	Winter '84	Spring '84
WDAF (Ctry)	12.4	11.1
KBEQ (CHR)	9.4	10.9
KFKF-FM (Ctry)	6.8	8.6
KYYS (AOR)	8.0	8.5
KMBR (BM)	7.6	7.3
KCMO (N/T)	7.4	6.1
KLSI (AC)	8.4	5.3
KUDL (AC)	3.9	5.2
KKCI (AOR)	5.0	4.4
KJLA (BBnd)	5.4	4.2
KPRS (Blk)	5.8	4.0
WHB (AC)	4.0	3.8
KMBZ (N/T)	3.0	3.6
KCMO-FM (Ctry)	1.4	2.7
KZZC (CHR)	2.0	2.2
KCCV (Rel)	.9	2.1
KCFX (AOR)	—	2.1
KXTR (Clas)	2.0	1.1

Birch Radio

Memphis

WMC-FM Secure In First; WZXR Gains; WHRK Adds Two, Achieves Double Digits; WGKX Surges, Opens Gap In Country Race

	Winter '84	Spring '84
WMC-FM (CHR)	14.3	14.0
WZXR (AOR)	12.2	12.9
WHRK (Urbn)	9.1	11.1
WGKX (Ctry)	5.8	9.3
WDIA (Blk)	10.1	8.3
WRVR (AC)	6.4	6.0
KRNB (Blk)	7.8	5.9
WMC (Ctry)	7.4	5.5
WLOK (Blk)	4.7	5.4
WLVS (BM)	4.5	3.2
WREC (BBnd)	4.9	3.2
WKDJ (Blk)	1.1	3.1
WHBQ (N/T)	4.2	2.6
KWAM (Rel)	1.2	1.7
WMSO (Misc)	1.7	1.3
WWEE (Talk)	.8	1.0

Birch Radio

Sacramento

KCTC Takes First As KEWT Segues To KSKK; KSFM Now Second, Scores Double Digits; KZAP Slips To Third; KRAK Jumps Three

	Winter '84	Spring '84
KCTC (BM)	9.9	11.7
KSFM (CHR)	8.8	11.0
KZAP (AOR)	12.1	10.9
KRAK (Ctry)	5.6	8.7
KXOA-FM (AC)	8.1	8.2
KROY (AOR)	5.5	6.9
KWOD (CHR)	8.3	6.0
KAER (Ctry)	7.0	5.6
KFBK (News)	2.8	4.0
KGPR (Talk)	4.7	2.6
KGNR (CHR)	1.4	2.6
KXOA (BBnd)	3.1	2.5
KSKK (Ctry)	—	2.4
KHYL (AC)	4.3	2.3
KFIA (Rel)	2.0	1.8
KGO (N/T)	2.1	1.7
KFRC (CHR)	2.0	1.3
KGMS (Easy)	.8	1.1
KNBR (AC)	.6	1.1

Birch Radio

Charlotte-Gastonia-Rock Hill

WSOC-FM Down, Still Dominant In Newly-Enlarged Metro; WPEG Remains Strong Second; WBCY Surges To Double Digits; WJZR Almost Doubles, Bolts Into Contention

	Winter '84	Spring '84
WSOC-FM (Ctry)	22.9	17.1
WPEG (Urbn)	11.9	13.2
WBCY (CHR)	8.7	11.4
WROQ (AOR)	10.5	9.7
WJZR (CHR)	4.9	9.2
WBT (AC)	10.0	7.2
WEZC (AC)	5.5	5.6
WLVV (AC)	4.3	3.0
WZXI (BM)	4.8	2.8
WAYS (News)	1.3	1.9
WQCC (Blk)	3.4	1.6
WGIV (Blk)	1.9	1.5
WGSP (Gold)	.9	1.5
WSOC (Easy)	.8	1.4
WHVN (Rel)	1.1	1.2

Birch Radio

San Antonio

KTFM Rises To First-Place Tie With KXZL; KCOR Down From Double Digits; KISS, KITV Show Healthy Improvements

	Winter '84	Spring '84
KTFM (CHR)	9.4	10.5
KXZL (AOR)	11.1	10.5
KCOR (Span)	10.4	8.7
KISS (AOR)	7.6	8.5
KITY (CHR)	5.2	6.8
KLLS-FM (AC)	7.1	6.0
KAJA (Ctry)	6.7	5.7
KQXT (BM)	5.7	5.6
KTSA (AC)	5.3	5.4
KKYX (Ctry)	3.4	4.8
KBUC-FM (Ctry)	2.5	3.4
KEDA (Span)	3.6	3.2
KONO (AC)	3.2	3.2
WOAI (N/T)	4.7	3.2
KAPE (Blk)	2.5	2.3
KSAQ (CHR)	1.1	1.2
KXET (Span)	.6	1.1
KBUC (Ctry)	1.9	1.0
KESI (AOR)	.9	1.0

Birch Radio

Salt Lake City-Ogden

KRSP-FM Maintains Lead; KSL Strong, Stable Runner-up; KSFI Now Third; Market In Flux From Several Debuts

	Winter '84	Spring '84
KRSP-FM (AOR)	15.4	14.4
KSL (AC)	9.4	9.5
KSFI (BM)	9.5	8.2
KCPX (CHR)	8.2	7.3
KSOP-FM (Ctry)	6.6	6.3
KALL (AC)	5.5	4.9
KLUB (BM)	3.8	4.4
KISN (AC)	3.2	4.3
KDAB (AC)	3.1	3.8
KLCY (AC)	5.2	3.8
KBUG (AC)	2.4	3.4
KCGL (AOR)	—	3.3
KFMY (CHR)	4.6	2.7
KRSP (CHR)	2.8	2.7
KKAT (Ctry)	—	2.3
KZAN (Ctry)	3.9	2.2
KLRZ (AC)	3.2	1.8
KDYL (News)	1.5	1.4
KRGO-FM (Ctry)	—	1.3
KSOP (Ctry)	1.7	1.3
KZJO (Talk)	2.4	1.2
KLO (BBnd)	.4	1.1

Birch Radio

Indianapolis

WZPL Tops 20, Sets Torrid Pace; WIBC Adds Two, Strong Runner-up; WFBQ Level; WFMS Cops Country Crown

	Winter '84	Spring '84
WZPL (CHR)	18.6	21.0
WIBC (AC)	16.1	18.4
WFBQ (AOR)	11.7	11.4
WFMS (Ctry)	7.3	8.6
WTLC (Urbn)	8.1	7.6
WIRE (Ctry)	7.8	6.6
WENS (AC)	6.2	6.1
WNAP (CHR)	3.0	5.4
WXTZ (BM)	10.9	5.0
WNDE (AC)	2.8	2.3
WMLF (BBnd)	2.2	1.5
WXIR (Rel)	.8	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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RADIO & RECORDS

NETWORKS PROGRAM SUPPLIERS



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ROCKLINE "PROFILE"

The Thrills And Chills Of Programming

The fusion of satellite technology with the radio industry has created a programming explosion that even surpasses what many industry optimists predicted five years ago as the wave of the future. As recently as 1979, the "new satellite technologies" were the center attraction at every national broadcasting convention, live programming was hailed as the best thing to come along since canned beer, and the overhaul of the traditional, land-locked network distribution systems was greeted with nothing short of overwhelming enthusiasm.

Today, almost every one of those predictions are radio facts of life. Every major network is up on a bird somewhere. Land lines are all but obsolete, and live programming is once again becoming more than just an industry experiment or oddity. One of the pioneers in the radio-nouveau art of live programming is Global Satellite Network, which produces the live-via-satellite programs "Rockline" and "Power Cuts." This week I spoke with GSN Operations Manager and "Rockline" Producer Cindy Tollin about the trials and tribulations of setting up a satellite network, as well as some of the challenges involved in producing a live show each week.

Reinventing The Wheel

In the "olden days" of network radio (and television, for that matter), most network

Network Spots

DIR Broadcasting is scheduled to broadcast the radio simulcast of MTV's First Annual Video Awards on September 14, live from Radio City Music Hall. Radio stations participating in the simulcast will have their call letters featured on the cable video channel in the next few weeks . . . Two announcements on the program format front: **All Hit Radio**, Boston-based format syndicator, is now offering its latest format, "Timeless," featuring hits from the '40s through the '80s. The format targets the 35-54+ demo, and is aimed primarily at an AM radio audience . . . Meanwhile, **Kalamusic** has announced the addition of its new "Contemporary Adult" format, developed by radio consultant **Bob Harper** . . . Veteran actor and long-time conservationist **Eddie Albert** is replacing **Frank Blair** as host of "Medscan," produced by **Public Interest Affiliates**. The program has been on the air for six months, and its health-oriented content will not change under Albert's guidance . . . **Ron Stevens** and **Joy Grdnic**, creators of **All Star Radio's** "Radio Hotline," are back in the studio developing 130 additional vignettes for the series. This new collection of bits, titled "Radio Hotline II," will follow the original 260 segments . . . "Countdown America with **John Leader**," the weekly countdown program produced by **IS INC** for **RKO**, is co-sponsoring a **Jackson** Victory Tour ticket giveaway contest with **Levi's** Jeans. The contest winner and a guest will be flown to Los Angeles for the concert, and will receive VIP treatment upon arrival . . . **Master Audio Productions**, producer of radio programs and commercials, has relocated its studios and offices to be nearer New York. The new address: 514 Fairmount Avenue, Chatham, NY 07928.

programming was broadcast live. Technical restrictions prohibited the freedom of studio production, and primitive methods dictated that producers and performers hone their "one-take" skills. Stage plays were performed live for national or regional audiences, big band sounds pulsed through the nation's living rooms, and variety programs showcased professionals and amateurs for the entertainment of millions.

Today, both radio and television have rediscovered the attractiveness of live broadcasting. This could be attributed to the spontaneity of the live moment, the reaction of the audience, or the technical capabilities that now permit live, point-to-point transmission. Innovators have, in effect, reinvented the wheel — only in this case, a whole generation has passed and the new model is exceedingly different from the old standard.

Cindy Tollin has first-hand knowledge of the responsibilities involved in structuring a live program for a national network audience, having been charged with the development of GSN's "Rockline" in 1981. "The biggest challenge in getting the show on the air was that no one knew how to set it up," she says. "Nobody was really doing this type of program yet, mainly because no one thought about trying it. We had to research every step and figure out how to go about it."



Partying after a recent live broadcast of Rockline are the show's host Bob Coburn, GSN's Rachel Perkhoff, Elton John, GSN's Cindy Tollin, Bernie Taupin, and GSN's Christina Anthony and Mark Felsod.

"Rockline" was conceived as a satellite-distributed program from the start, but finding suitable uplink and downlink facilities even three years ago proved difficult. "The way we did it was to hook our stations up through the National Public Radio system on Westar 4," Tollin explains. "It wasn't easy in the beginning, since there are only so many NPR stations. As a result, technically there was no possible way to get into a lot of the major markets."

Getting The Bugs Out

Any production project with a national

The Perils Of Live Radio

Anyone who has ever been in the radio business has a personal "foul-ups, bloop, and blunders" story. Those who are involved in live programming are especially susceptible to these stories; **Global Satellite Network's** **Cindy Tollin** recounts her most memorable "live horror story."

"Probably the worst thing that ever happened here at 'Rockline' as a result of being live was the night we had **Elton John** booked and he got sick. The program was scheduled at 8:30, and just 20 minutes before showtime I received a phone call saying that Elton was very ill and wouldn't be able to make it. To add insult to injury, our host was on vacation and we had someone filling in for him. In effect what we had was a person who had never done the show before, no guest, and 20 minutes to figure out what to do.

"Obviously I couldn't get another act in such a short time, and even though we do have some taped specials standing by just in case of emergencies, I didn't want to have to go with that. So we checked around and quickly found out that **John Reid** (his manager) and **Bernie Taupin** were in town, so we got John on the phone and got a commitment that we would pick up Bernie and drive him to the studio.

"So, even though they said they would appear on the show, I still wasn't sure we could get them on the air in time — but I decided to take my chances. We went on the air with no guest, played a few songs, and were 12-15 minutes into the show when they finally walked into the studio. I don't think I was ever so glad to see someone in my entire life."

network scope has its own specific challenges, but live programming has a few inherent only to that delivery method. One of the toughest tasks is booking top acts into a particular time slot — in the case of "Rockline," a 90-minute window Monday evenings at 8:30pm. Tollin comments, "We are responsible for coming up with a major rock star every Monday night, and that person has to be available to come to our studio in Hollywood to do the show, or at least at a radio station that we can technically hook up to the satellite. For a long time I felt like the Mom of rock & roll — you could ask me where any rock star was on any given Monday and I could tell you where all my children were."

Besides lining up the guests and making whatever arrangements are necessary to get them to the studio, unpredictable problems arise that can easily set off any dormant ulcer. Says Tollin, "Every week you have to hope that nothing out of the ordinary crops up. People get sick, planes get fogged in, and up until the moment you go on the air you're never sure of anything. You can also run into last-minute technical problems. Satellite systems are very reliable, but nothing is ever 100%."

One other element over which the producers have only limited control is the audience participation factor. As any talk-show producer knows, the active listener is an unknown quantity. Even with tape-delay safeguards built into the system and the employment of stringent screening guidelines, any caller can be unpredictably disarming. "There are no guarantees that you're going to get a good phone call, but usually

time," one minute of talk can be a deadly proposition. This was the initial problem GSN encountered, and ultimately overcame, when it developed "Rockline."

"The talk factor was the toughest thing," Tollin remembers. "We got started back when every station was saying 'more rock, less talk,' and the spoken word was a negative in AOR. People perceived the program as a talk show, which was a bad word, so they didn't want to carry it. It took a lot to convince them it wasn't a talk show at all, but a music and audience participation program." Tollin also admits that the format has changed somewhat since the early days, when a call-in segment could stretch over six minutes in length. Today the show features more music, and each question-and-answer piece rarely extends over three minutes.

The Satellite Factor

Now that most radio stations are either equipped with satellite earth stations or will be in the near future, more live programming will undoubtedly be available through national networks and syndicators. No longer will program schedules be dependent on the speed of the postal service, and program quality won't necessarily be dictated by flaws associated with tape-to-disc dubbing. Since the advent of satellite transmission (analog or digital), the possibility of more live programming has become a probability. Live concerts, music specials, and news/talk programs are available on a regular basis, and much more seems imminent.

One question that arises from all this, however, is, "Just how important is the live factor?" You might also ask, "What types of programs are best suited to being broadcast live, and which should be distributed via satellite for airplay at a later date? Is it possible that live satellite programming can lead to too much of a good thing?"

Possibly. The most important consideration for going live with any program, logically enough, is whether being live is absolutely necessary to the structure of the show. "You really need to have something that's worthy of being live," Tollin says. "A lot of programs on the air right now would not be possible to do live every week — they have to be taped, because one usually must go wherever the artist is. Obviously, the best angle to go live with is for audience participation, because the active listeners provide the response that the network and the stations capitalize on.

"When you have a live concert, however," she concludes, "often it really doesn't matter if you're doing it live or a month later. Of course, if you're running a **Michael Jackson** concert, it would certainly be advantageous to do it live, because that would be pretty much an exclusive. In the long run, though, you'll see a lot of syndicators or networks doing stuff live that doesn't need to be, mostly because they've spent a lot of money on their satellite systems and want to get their money's worth."

Is It Rock Or Is It Talk?

While overnight or other long-form talk programming is widespread on a network level, incorporating talk into a music-oriented program targeted at a young, AOR audience is an altogether different situation. In a format of "all music, all the

R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES

SEPTEMBER 3-9

The Weekend	
SEPTEMBER 8-9	
American Christian Countdown (SP)	Harvest
American Gospel Rock Countdown (SP)	Joe English
Captured Live (RKO)	Yes Pt. 2
Countdown America w/ John Leader (IS)	Cars
Dick Clark's Rock, Roll, & Remember (US)	O'Jays
Don & Deanna On Bleecker Street (CB)	Sixties Soul Special
Dr. Demento (WO)	School Day Songs
Gary Owens' Supertracks (CRN)	Loggins & Messina/James Darren
The Great Sounds (US)	Billy Eckstine
Metalshop (MJI)	Queensryche
Music & Memories (SBS)	Gordon Lightfoot/Dennis Weaver
Rare & Scratchy Rock & Roll (PIA)	Sergio Mendes
Rick Dees' Weekly Top 40 (US)	Pointer Sisters
Rock Chronicles (WO)	Previous Professions
Silver Eagle (ABCE)	Live From The Lone Star Cafe w/ Bobby Bare/Dickey Betts/Jimmy Hall
Solid Gold Country (US)	Barbara Mandrell
Source Concert (SOU)	Chris DeBurgh
Top 30 USA (CBSR)	Beach Boys
Weekly Country Music Countdown (US)	Willie Nelson

Sunday	9
SEPTEMBER	
Country Calendar (CW)	Steve Warner
King Biscuit Flower Hour (ABCR)	Best Of The Biscuit
Music Of The City (SI)	Number 1 Hits
Rolling Stones' Continuous History Of Rock And Roll (ABCR)	Scorpions

Wednesday	12
SEPTEMBER	
Country Calendar (CW)	George Jones
Rare Trax (CW)	Inxs
Sound Check (RKO)	Thompson Twins

Monday	10
SEPTEMBER	
Country Calendar (CW)	Tommy Overstreet
Rare Trax (CW)	Clash
Retro Rock (CW)	David Bowie
Rockline (GSN)	Krokus
Sound Check (RKO)	Billy Idol

Thursday	13
SEPTEMBER	
Country Calendar (CW)	John Anderson
Rare Trax (CW)	Talking Heads
Sound Check (RKO)	Madonna

Tuesday	11
SEPTEMBER	
Country Calendar (CW)	Sharon White
Rare Trax (CW)	Inxs
Sound Check (RKO)	Sheena Easton

Friday	14
SEPTEMBER	
Country Calendar (CW)	Rosanne Cash
Rare Trax (CW)	Thomas Dolby
Sound Check (RKO)	Barry Gibb

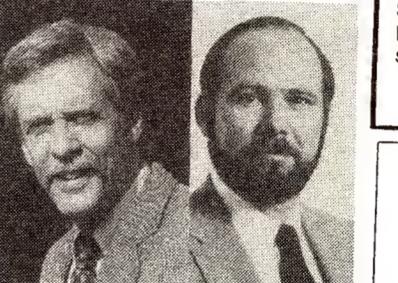
Lifestyle	
Lifelines w/ Bill Fantini (ABCR)	Neal Peirce's "Book Of America" (9/3) Les Weas/Procrastination Club Of America (9/4-5) Wendy Matthew Lesko's, "Maternity Source Book" (9/6-7)
Radorobics (SI)	Exercises On The Bed (9/3-7)
Spaces & Places (WO)	America On The Move (9/3-7)

News/Talk/Sports	
News Blimp (PRN)	Curfews/sexual disease lawsuits/jukebox licensing fees/appliance rentals/gambling scams (9/3-7)
Newsline Extra (NBC)	Miss America: Princess Or Pawn (9/3-7)
Sporting News Report (CW)	Bo Schembecker/Tony LaRussa/AJ Kaline (9/3-7)

Entertainment	
Rock Notes (ABCR)	Chris DeBurgh (9/3) Bruce Dickenson/Iron Maiden (9/4-9)
Rock Report (SOU)	Stephen Stills/Lou Reed/Lindsey Buckingham (9/3-7)

NETWORK PROMOS

Some more network movement and advancements: **Associated Press** has named **Mike Richardson** Broadcast Executive for the South Texas region. Richardson had formerly been Manager of the Texas AP Network... **M.J.I.** has promoted **Gary Krantz** from his former post of Affiliate Relations Representative to Director/Operations. Krantz has been part of the company since its inception in 1981, with the debut of its first show...

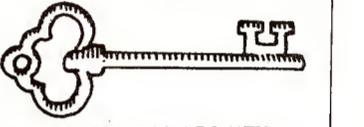


John N. Brown has been appointed General Manager/Chief Executive Operator at Santa Monica-based syndicator **Jim Brown Productions** (no relation). Mr. Brown most recently was with **Polygram Records**... **CBS Radio** has promoted **David Kurban** to Director/Programs from his former position of Manager. He has served as news anchor for **WCBS-FM/New York**, and is involved with much of the network's sports programming... **Laura Tropea McGowan** has been promoted to Manager/Special Programming Sales Administration for the **ABC Radio Networks**, moving up from Special Program Sales Administrator... **American Comedy Network** has named **Andrew Goodman** president of the company, while **Bob James**, Creative Director, and **Dale Reeves**, Project Director, have both been named Vice President... **Judith Dennis-Thomas** has been appointed Associate Producer of the "Larry King Show" for **Mutual Broadcasting**. She previously was program assistant for the overnight talk show.

General Information	
Brad Messer's Daybook (WO)	Labor Day #1/largest hailstone (9-3) Henry Hudson/Edsel (9/4) Gasoline/Munich Olympic revenge (9/5) Turtle submersible/Navy dirigibles (9/6) Transatlantic cable/umbrella assassination (9/7)
Computer Program (PRN)	Artificial intelligence/assembly-line computers/computer music/computer art/miniaturization (9/3-7)
Health Care (PIA)	Yogurt For A Healthier You (9/2)
Medscan (PIA)	Adolescent Olympians (9/3) Cold Water Cures (9/4) Bacteria (9/5) Cell Separation (9/6) Elderly Exercises (9/7)
Minding Your Business (NP)	Franchising Pawnbrokers/Free Computers (9/3) Litigation Acts/Backyard Broadcasting (9-4) Free Plants/Japan's Rising Sun (9/5) Mom & Pop Power Co./Chemfix Technologies (9/6) SPM Group Inc./Pocono Northeast Railway (9/7)
Public Affairs (PIA)	Nuclear Weapons: Freeze Or Buildup (9/2)
Something You Should Know (SBS)	Passion Gap (9/3-4) Osteoporosis (9/5) Choosing A Mortgage (9/6)
Sound Advice (PRN)	Tape saturation/cassette deck maintenance/avoiding pirates/car antennas/backcoating (9/3-7)

Comedy

Daily Feed (DCA)	Campaign Finances/Oh, Cabbie/Political Action Groups/Unofficial End Of Summer (9/3-7)
Jack Carney's Comedy Show (CW)	Football
Laugh Machine (PRN)	George Carlin/Jackie Mason/Kip Addotta/Rodney Dangerfield/Skip Stephenson (9/3-7)
Radio Hotline (ASR)	Fan Club/Jogging/Emma Kish/Jimmy/Talent Scout (9/3-7)
Stevens' & Grdnic's Comedy Drop-ins (ASR)	Stereo SFX Vol. 4/Big Fat Donna/Another Lousy Day/Best Of The Best Of Carson/With Me Here — Salesman (9/3-7)



PROGRAM SUPPLIERS KEY	
ABCD	= ABC Direction Net
ABCE	= ABC Entertainment Net
ABCR	= ABC Rock Net
ABCY	= ABC Youth Nets
AMS	= American Media Services
AP	= Associated Press
ASR	= All Star Radio
CB	= Continuum Broadcasting
CBS	= CBS Radio
CBSR	= CBS RadioRadio
CRN	= Creative Radio Net
CW	= Clayton Webster
DCA	= DC Audio
DIR	= DIR Broadcasting
GSN	= Global Satellite Net
IN	= Innewiew
LBP	= Lee Bailey Prod.
LW	= London Wavelength
MBS	= Mutual Broadcasting
MJI	= MJI Broadcasting
NBC	= NBC Radio
NP	= Narwood Productions
NSBA	= NSBA Productions
PFM	= PFM Inc.
PIA	= Public Interest Aff.
RI	= Radio International
RKO	= RKO Radio Net
RKO1	= RKO One
RKO2	= RKO Two
SBS	= Strand Broadcast
SI	= Syndicate It
SOU	= NBC The Source
SP	= "The Spirit" Productions
US	= The United Stations
WO	= Westwood One

The Week Of

SEPTEMBER 10-14	
Country Closeup (NP)	Louise Mandrell
Earth News (WO)	The Cars/John Millus/Tanya Roberts
Guest DJ (PFM)	Dee Snider/Heavy Metal Mania
Live From Gilley's (WO)	Tanya Tucker
Music Makers (NP)	Tommy Dorsey Tribute Pt. 1
Off The Record (WO)	Billy Squier/Peter Wolf/Y&T
Off The Record Specials (WO)	Yes
Special Edition (WO)	Nona/Hendrix

Saturday	8
SEPTEMBER	
Country Calendar (CW)	Jimmie Rodgers/Patsy Cline
Saturday Super Gold (TRAN)	School Is In



LET THEM RIDE CAKE — John Cougar Mellencamp celebrated his birthday last month at the studios of NBC's *The Source* when *Source* program manager Rona Elliot presented him with a cake shaped like a motorcycle. The flavor? Harley Davidson — what else?



SLOTS OF FUN — Ron B. Fineman, host of *Strand Broadcast Services' "Music & Memories,"* recently got lucky with Gilda Radner during an interview for an upcoming segment of the show. Remember: if it ain't one thing, it's another.

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| KHTR | KQXR | WSPT |
| KPLUS | KSKD | KFMW |
| WVSR | WZON | KGOT |
| K104 | WERZ | KBIM |
| WKEE | WZYQ | KZOZ |
| WRCK | OK100 | KIST |
| WHTF | WJAD | OK95 |
| | WIXV | |

AOR TRACK 11



Produced by Tom Treumuth/Hypnotic Productions for Suite Music Inc.
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Street Talk



HARTE-HANKS RADIO President **GARY EDENS** and several members of his management team have apparently finalized an agreement to purchase the nine H-H radio stations from the parent company. We should have full details on the deal next week. However, Street Talk has picked up a new wrinkle in the ownership change. When the Edens group takes control, look for an immediate sale of **KKBQ-AM & FM/HOUSTON** for a record price (more than \$15 million?). We hear the potential buyer for the Houston stations is a major group.

Lots of renewed rumors in New York this week regarding the possible sale of **BLAIR RADIO** to **SELKIRK**, the Canadian parent company of **SELCOM** and recent purchaser of **TORBET**. All companies involved say it's not true.



With the new CHR format in place at **WROQ-AM & FM/CHARLOTTE**, FM PD **JACK DANIELS** has decided to take his leave. That creates a programming vacancy which consultant **RANDY KABRICH** is currently filling himself, taking on the duties of Program Manager for both outlets.

After weeks of rumors, **BLAIR's WCOZ/BOSTON** switches to CHR Friday (8-31). Its call letters are now **WZOU**. The longtime AOR outlet, which most recently experimented with A/C, released all of its airstaff last Monday. The station will be programmed by former **WLLZ/DETROIT** PD **DAVE GARIANO** and consulted by **JIM LONG**. The new air crew, all of whom are from out of town, begins Monday (9-3).

Down South, is another A/C moving toward CHR? It appears that **WMGG/TAMPA** is doing just that. We do know that consultant **MIKE McVAY** is no longer working with the station.

After a valiant struggle, **ROCSHIRE RECORDS** has officially gone into receivership. Apparently the problems facing the label's attempts to stay alive were just too big.

NABET has struck **WOR-TV, WOR & WRKS/NEW YORK**, and the **RKO RADIO NETWORKS** in a contract dispute that reportedly revolves primarily around the TV technicians. In the absence of the engineering personnel, management folks are keeping the stations and networks rolling. Negotiations between **NABET** and **RKO** were expected to resume this week. **NABET's** old contract with **RKO** expired in March 1983.

WBUF/BUFFALO PD **PAUL WARREN** has left the station to join the airstaff at **SHAMROCK's** new outlet, **WFOX/ATLANTA**. **WBUF** is now searching for a replacement PD.



After about a 12-month fling with A/C, **WSIX/NASHVILLE** has returned to a Country format, moving into a "Hot Country Hits" sound. Except for simulcasting the morning show with **WSIX-FM**, the station is separately staffed. **GERRY HOUSE** is programming both stations.

Who will handle mornings at **B100/SAN DIEGO** under new PD **BOBBY RICH**? Bobby himself will host the **B-MORNING ZOO** with characters and voices to be performed by the "Rich Brothers."

Congratulations to **KFMB (AM) PD MARK LARSON** and his wife Marcia on the arrival of Kristin Michele, their third (and what he promises to be their last) child.

KDVV/TOPEKA PD **TONY STEWART** has accepted the post of Operations Manager for **MIDLAND BROADCASTING's** **KMAJ & KSKX/TOPEKA**. He'll transfer over in mid-September.

STAN SHIELDS is the new General Manager at **WELI/NEW HAVEN**.



WABC/NEW YORK has announced two personnel additions. Former weekend personality **ALAN COLMES** has been officially named as the Talk station's new morning man. Also, **ABC TALKRADIO** network personality **OWEN SPANN** will now originate his programs from **WABC**. Owen had previously been based at **KGO/SAN FRANCISCO**.

In what is hoped will be the last chapter in the saga of Jim & Debbie, **JIM ZIPPO & DEBBIE SUMMERS** will apparently land their much-sought-after morning show at **KTKF/DALLAS** (**KIXK's** new identity as of August 27). PD **CHUCK MORGAN** has hired the duo for mornings; however, they haven't actually been on the air yet, so in the words of a couple of PDs we know in San Francisco and Boston, we'll just wait and see.

Former **B100/SAN DIEGO** PD **GLEN McCARTNEY** is available, but shouldn't be on the sidelines too long. Contact him at (619) 451-0476.

Continued on Page 18

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LEGENDS ENDURE

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AUGUST 31 TACOMA
TACOMADOME

SEPTEMBER 1 VANCOUVER
COLISEUM

SEPTEMBER 3 CALGARY
SADDLEDOME

SEPTEMBER 4 EDMONTON
NORTHLANDS COLISEUM

SEPTEMBER 6 PROVO
PROVO - B.Y.U.

SEPTEMBER 7 DENVER
MC NICHOLS

SEPTEMBER 9 EAST TROY,
WISCONSIN ALPINE VALLEY
MUSIC THEATRE

SEPTEMBER 11 CHICAGO HORIZON

SEPTEMBER 12 DETROIT
JOE LOUIS ARENA

SEPTEMBER 13 TORONTO
MAPLE LEAF GARDENS

SEPTEMBER 15-16 CLEVELAND
BLOSSOM MUSIC CENTER

SEPTEMBER 18 ST. PAUL
CIVIC CENTER ARENA

SEPTEMBER 20 KANSAS CITY
KEMPER ARENA

SEPTEMBER 21 LINCOLN
DEVANEY CENTER

SEPTEMBER 22 AMES
HILTON COLISEUM

SEPTEMBER 23 IOWA CITY
CARVER HAWKEYE ARENA

SEPTEMBER 25 OKLAHOMA CITY
MYRIAD

SEPTEMBER 26 AUSTIN
SPECIAL EVENTS CENTER

SEPTEMBER 28 HOUSTON SUMMIT

SEPTEMBER 29 DALLAS
REUNION ARENA

SEPTEMBER 30 BATON ROUGE
ASSEMBLY CENTER

OCTOBER 3 MEMPHIS
MID SOUTH COLISEUM

OCTOBER 5 CHATTANOOGA
UTC ARENA

OCTOBER 6 ATLANTA OMNI

OCTOBER 7 MURFREESBORO
MURPHY CENTER

OCTOBER 9 KNOXVILLE
STOKLEY ATHLETIC CENTER

OCTOBER 10 CHARLOTTE, N.C.
COLISEUM

OCTOBER 12 TAMPA SUN DOME

OCTOBER 13 MIAMI
SPORTATORIUM

OCTOBER 14 ORLANDO
ORANGE CO. CIVIC CENTER

OCTOBER 17 LANDOVER
CAPITAL CENTER

OCTOBER 18 PITTSBURGH
CIVIC CENTER

OCTOBER 19 NORFOLK SCOPE

OCTOBER 20 PHILADELPHIA
SPECTRUM

OCTOBER 23-26 NEW YORK
MADISON SQUARE GARDEN

OCTOBER 29 NEW HAVEN
COLISEUM

OCTOBER 30 MONTREAL FORUM

OCTOBER 31 QUEBEC COLISEUM

NOVEMBER 2 HARTFORD
CIVIC CENTER

NOVEMBER 3-4 WORCESTER
CENTRUM

**MOST ADDED
THIS WEEK**

CHR. BREAKER

"Who Wears These Shoes?"⁷⁻²⁹¹⁸⁹ is an appropriate title for the new Elton John single, because it would be hard to find a popular singer with a longer list of hits, of gold and platinum albums, of video smashes and sold out concerts. The shoes of a legend are hard to fill.

Elton's last album, TOO LOW FOR ZERO, supplied two Top 5 hits before it was certified gold.

BREAKING HEARTS,^{GHS4031} the latest LP from Elton, has already achieved gold status solely on the strength of the first single, "Sad Songs (Say So Much)," also a Top 5 hit.

"Who Wears These Shoes?," Elton John! Because no one else could fill them.

Produced by CHRIS THOMAS Management: JOHN REID Enterprises Limited



THANK YOU
BLACK RADIO
FOR MAKING US

#1

S.O.S.
BAND

"JUST THE WAY
YOU LIKE IT"



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- BOSTON
- PHILADELPHIA
- MIAMI
- DETROIT
- WASHINGTON D.C.
- PHOENIX
- SAN FRANCISCO
- SACRAMENTO
- BALTIMORE



DISTRIBUTED BY CBS RECORDS

Street Talk

Continued from Page 16



BILL MICHAELS has been the PD at **WHOO/ORLANDO** for only three weeks, but the station is already doing cartwheels. Last Wednesday (8-22), the entire airstaff was let go. The station then played **ALABAMA's** "Wasn't That A Party" continuously for the next four days. Getting back to regular programming Monday (8-27), the station is promising no less than 96 in a row at least once per day, while also handing out \$960 in cash every day.

A management shakeup is underway at News/Talk **KMBZ/KANSAS CITY** VP/GM **RUSS WOOD** will transfer soon to an on-air slot at sister Bonneville station **KSL/SALT LAKE CITY**. **PHIL MUELLER**, who remains at **KMBZ**, is no longer News/Programming Director, and is looking for another opportunity. No replacements have been named yet for either position.

At **WNEW-FM/NEW YORK**, **JIM MONAGHAN** has been upped from MD to Assistant PD, while **MAXANNE SARTORI** is now MD.

CAT STONE replaces **GARY HILL** as PD at **WZEW/MOBILE**. Gary can be reached at (205) 342-5603.

Former **G106/CHICAGO** morning man **PAT REILLY** is out (as a result of **JOHN LANDECKER's** move from **WLUP**) and is looking for a new slot. The former **B104/BALTIMORE** personality can be contacted at (312) 852-8149.



TOM EVANS, who left **KATT/OKLAHOMA CITY** last week, has taken the PD's job at **WRXL/RICHMOND**. Exiting **WRXL** is former PD **GARY CHASE**.

Looking for an AOR promotion gig? Quite a few good ones are currently available, including a national job at **CHRYSALIS** and national manager posts at **POLYGRAM** and **RCA** . . . and we hear **ELEKTRA-ASYLUM** is talking to several established Midwest and Southeast reps for two regional posts.

HARV BLAIN has been tapped as the new PD at **K107/TULSA**. He'd most recently been the morning man at **WHYT/DETROIT**. **JOHNNY RIVERS**, who had been both PD and OM during the sweep, is now Operations Manager only.

PD **BRIAN KRYSZ** has exited **WYFE/ROCKFORD**, and would like to relocate. His number is (201) 896-1981.

Former ten-year **WBT/CHARLOTTE** PD **ANDY BICKEL** is the new General Manager at Beach Oldies-formatted **WGSP/CHARLOTTE**.

MICHAEL SARZYNSKI is the new Operations Manager at **WHTF/YORK**. **JOE MONTIONE** continues to consult the CHR station.

Y100/MIAMI MD **FRANK AMADEO** has resigned to become the **ELEKTRA-ASYLUM** Florida rep, replacing **RAY CARLTON**, who was transferred to cover the Denver/Phoenix territory.

E/A has also converted another radio person to promotion by hiring **WKLC/CHARLESTON** PD **NEIL LASHER** to handle the Baltimore-Washington-Norfolk area.

Still more? Okay. **RUBY CHEEKS**, formerly MD at **WCKO/MIAMI**, has joined **A&M RECORDS** for the local Cleveland promotion job.



ERIC MARENCHI has shifted his programming talents from AOR to Easy Listening by changing stations from **WHEB-FM/PORTSMOUTH** to **WHOM/PORTLAND**.

WGSS/LUMBERTON, NC GM **BRUCE COTTON** has joined **WAEV/SAVANNAH** as Operations Manager. Beginning September 12, the station will convert from CHR to A/C.

STEVE EBERHART has been lured away from **KVIL/DALLAS**, where he'd spent the last six years handling weekends and swing, to join **KLUV/DALLAS** in afternoon drive.

PAULA HOOPER is leaving the **WMC/MEMPHIS** MD slot after four years (and nine and a half with the station overall) to join former PD **LES ACREE**, who left two weeks ago for crosstown rival **WGKX**.

Congratulations to **WAVG/LOUISVILLE's** **BILL BEAN** on his recent promotion to VP/ Administration.

At **KUFO/ODESSA**, Music Director **STEVE DRISCOLL** has been upped to Program Director, replacing **J. MICHAEL SCOTT**.



KOLO/RENO has made **TONY THOMAS** PD/MD. Sister station **WBAM-FM/MONTGOMERY, AL** now has **MIKE RANIER** as PD.

RAY RANDALL is the new PD at **WLLR/DAVENPORT**, replacing **RAY MASSIE**, who left for the PD gig at **KFKF-FM/KANSAS CITY** two weeks ago. Randall has programmed **KHOG/FAYETTEVILLE, AR** the past three years.

Former **WHYT/DETROIT** Production Director **STEVE KELLY** has been named Assistant PD at **WCZY/DETROIT**. In addition to his duties assisting PD **LEE DOUGLAS**, Steve will also handle afternoon drive.

Call letter changes requested: **KZLA/LOS ANGELES** to **KSKQ**; **KSPL/SEATTLE** to **KGNW**; **WTWG/BIRMINGHAM** to **WAYE**; **KREM-FM/SPOKANE** to **KZZU**. Changes approved by the FCC include **KEER/LAS VEGAS** to **KYRK-FM** as of September 15.

Congratulations to **DRAKE-CHENAULT** Senior VP **DENNY ADKINS** and his wife Lisa on the happy occasion of their wedding (8-25) in Westlake Village, CA. . . . This weekend - (9-2) it's wedding bells for A/C independent promo rep **SANDI LIFSON** and Steve Wisotsky.

Listen To This . . .

The
Odyssey File

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WCNN / Atlanta

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TINA TURNER

BETTER BE GOOD TO ME



The follow-up smash to her No. 1 **GOLD** record, "What's Love Got To Do With It"

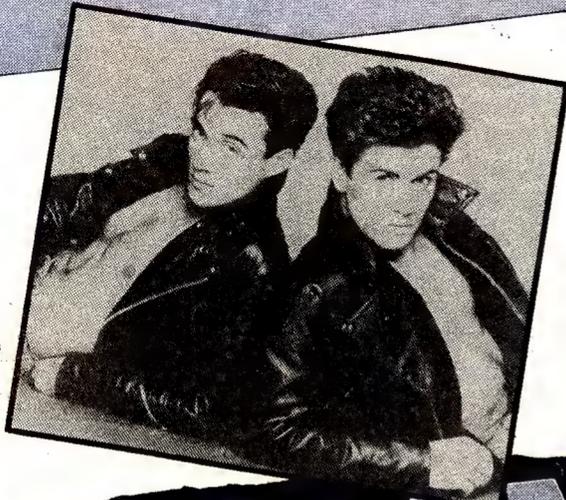
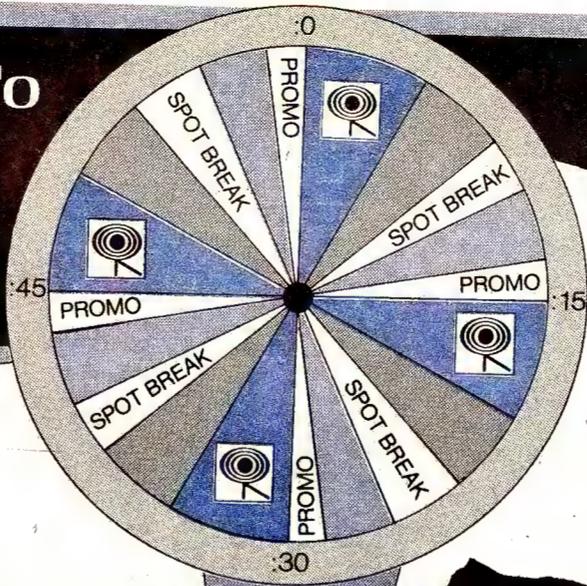
From the **PLATINUM** album, PRIVATE DANCER

Produced by Rupert Hine for Gestalt

Capitol

 Roger Davies Management

When It's Time To
Play The Hits
Columbia Sets
The Pace



WHAM!

**"Wake Me Up
Before You Go-Go"**

**CHR
SIGNIFICANT ACTION**

WXKS-FM
WPHD
CKGM
CFTR
94Q
Z93

KISS-FM
KPLUS
KUBE
WVSR
Z106
WBBQ
WBCY

WZLD
WFMI
WRNO
Y106
KIK
KQXR
KMGX

KQMQ
KDON-FM
WZON
WOAY
WERZ
WZYQ
WQCM

WJBQ
WCGQ
Q104
KWES
KKQV
KFYR
KOZE

KBIM
KZOZ
SLY96



ROMEO VOID

**"A Girl In Trouble
(Is A Temporary Thing)"**

CHR NEW & ACTIVE 78/42

ADDS THIS WEEK INCLUDE:

WXKS-FM
WNYS
WPHD
WCAU-FM
94Q
Z93
93FM

WHYT
Q103
KIIS-FM
Q100
WVSR
WKEE
WBBQ

KWIC
WSSX
WKDD
KIK
KQXR
KKFM



STEVE PERRY



"Strung Out"

CHR NEW & ACTIVE

56 Stations Out Of The Box!
Including:

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WPHD
WCAU-FM
WGCL
KPLUS
WFLY
Q100
WVSR
KWIC
KZZB

WQID
WNOK-FM
WKDD
KMGK
WJXQ
Z104
KQXR
KYNO-FM
KIKI
KQMQ

**One Of The
MOST ADDED**

REBBIE JACKSON

"Centipede"

K104
OK100

95XIL
WJAD

**Black/Urban
NEW & ACTIVE**

**One Of The
MOST ADDED**



Sales



GAIL MITCHELL

Katz's Ken Swetz

Mega-Reps: Challenging A Changing Industry

This second installment of R&R's special sales series features Katz Radio/Katz Radio Group President Ken Swetz.

R&R: What was the reasoning behind the Christal and Republic acquisitions?

KS: As a singular rep company, Katz Radio was very mature. By mature I mean we were basically in the top 150 markets. There was little room for expansion, other than selling more and better for the current client roster we've put together. Judging by the success and profitability of Katz Radio, we figured we could extend and build upon that, creating additional profit centers for Katz Communications.

It's also very difficult for one broadcaster to have all of his individual radio stations represented by one rep company because of the commitments we have in various marketplaces. Throughout the past two years, we've seen many aggressive broadcast groups buy additional stations. Where we had previous commitments, we couldn't accommodate the growth of our Katz Radio-represented group broadcasters; by having additional rep firms within the Katz Radio Group, we can.

R&R: What did these two purchases mean in terms of added station numbers?

KS: As a singular rep company, Katz Radio represented more NAFB stations than any other rep company in the industry. With the addition of Christal and Republic, we increased that roster to where we probably have a minimum of three times that number. We reped virtually half of the NFL teams. The addition of Christal and Republic increased our representation of major league sports franchises and major university/college sports teams.

Our goal is to have more radio stations, as well as more specialized sales vehicles, available to sell and position to an advertiser than any other representative organization. We plan to build Republic into representing the top 100 markets, while there's room for growth at Christal from the 51st market on. Any radio station has one inherent flaw — it cannot deliver an entire marketplace. With our expanded representation base, we can now deliver total marketplaces, virtually a 50-reach.

R&R: How does this larger rep organization help agencies and radio stations?

KS: Against the announced

radio avail, we can position the KRG to deliver the majority, if not all, of the target weight or budgetary goal with excellent quality radio stations. It would be similar to buying a house. You would have to purchase a refrigerator, stove, washer/dryer, etc. You wouldn't shop at eight different stores to buy those things; you'd go to somebody who can deliver all your needs. With our computerization, database, and research, we can deliver against an advertiser's total needs. It has made radio easier for agencies to buy.

From radio's standpoint, we now have the vehicle with which to not only encourage or develop business, but to also provide a sales vehicle to an advertiser from which he can run his campaign. Any time dollars are created for the stations we represent, three benefit: The KRG-represented stations because they're going to get the dollars. KRG, because we'll be commissioned on those dollars we place. And the radio industry benefits because the stations as a total entity are the finest roster of stations available in the business.

R&R: Then under this larger configuration, does the future for national spot look rosy?

KS: Absolutely. Radio has ideally positioned itself for the balance of the '80s. It suffered through its midlife crisis when TV came in, adapted, and found the fine art of segmentation. Whether it be as a primary, secondary, or tertiary medium, radio is results-producing. It has all the benefits of the new technology, so it's ideally positioned as an informational, entertainment, and powerful advertising medium. KRG forecasts business to be very bright. 1984 is the best year I've seen during 16 years in the rep business. It's magnificent, thank God.

R&R: Does increased business also mean sacrificing top-of-card for lower rates?

KS: This is not just a tonnage or a price-reducing game. It is effectively positioning 270+ markets, 550+ stations (for their inherent value) that are going to move product, get people into showrooms, increase sales, and make that cash register ring.

R&R: Have any stations complained about sharing your rep services with other marketplace outlets?

KS: No. We openly and freely

communicate every single opportunity, just as we did as a singular company. We position our stations according to their audience strengths and attempt to maximize every station's position.

R&R: How much autonomy is there among the three firms?

KS: They operate as three independent operating companies within the Katz Radio Group. Each has its own identity and management, everything really remains unchanged. We have centralized internal functions, such as personnel, accounting, and payroll. There is a Chinese wall that separates the three companies as it relates to the traditional spot opportunity; they compete against each other, just as they have always done. But there is only one

Ken Swetz
President
Katz Radio
The Katz Radio Group



The Katz Radio Group is comprised of Katz, Christal, and Republic Radio (formerly RKO Radio Sales). Close to 550 radio stations in 270 markets are represented by the group. Swetz, a 16-year Katz veteran, became President in 1979.

network — the Katz Radio Group — where we position all the stations we represent against specific requested markets or those we're attempting to develop.

R&R: Do these larger rep companies call for a different type of salesperson?

KS: The same aggressive, intuitive, creative, never-give-up type of seller is required. Specialized selling in network, farm, and sports transcends the entire organization, whereas the traditional spot sell is centered on the salespeople at each company. The one who sells across all three companies has to be able to answer the two questions an advertiser always asks: 1) What am I trying to do?, and 2) Who am I trying to reach? That specialized executive will then deliver a station lineup that will really do the job. The group seller is more of a marketer than that individual time seller in

the spot category.

R&R: What advice would you give someone who's trying to select a rep firm?

KS: A station's primary goal is to secure the best national representation it can. In determining who the best is, the broadcaster has several concerns: selling inventory at the highest unit price, securing the greatest share of available dollars, and developing business or selling inventory.

R&R: Is there room today for a rep entrepreneur?

KS: I wouldn't want to try it. Because of the current marketplace out there, I wouldn't want to compete with a Katz Radio Group. With all the required manpower, knowledge, commitment, technology, and financial skills, I just don't think an individual entrepreneur can do what has to be done to be successful in today's marketplace.

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On The Records



KEN BARNES

Randon Ramblings, Odds & Ends

Broad features of a redheaded Idol

Every once in a while I end up with a lot of items that may not fit into a column theme, but qualify for a place in these pages. That particular file has been growing for a while, especially after last week's departure on the New Music Seminar, so following is an assortment of the old and new that cries out to be mentioned.

For instance, the world needs to know that Billy Idol's real name is William Broad, a name the university student banished into oblivion upon joining early British punk rockers Generation X in 1977.

And it is equally significant to note that there is an inexplicable Persuaders revival this year. The early '70s R&B hitmakers had their first smash, "Thin Line Between Love & Hate," covered by the Pretenders, and now Rod Stewart has joined the pack of performers (Robert Palmer, Nicki Wills) to cover the group's 1973 hit "Some Guys Have All The Luck."

Soundtrack Fever Continues

"Footloose" and this year's other successful soundtracks have really started

something. Not only are films full of music by prominent rock artists, but there's a lot of label-hopping going on as well. Giorgio Moroder's "Metropolis" soundtrack on Columbia, besides CBS artists like Bonnie Tyler, Loverboy, and Adam Ant, features other labels' prime attractions like Billy Squier, Freddie Mercury, Jon Anderson, and Pat Benatar (though she's distributed by CBS). Now Capitol is going all out for its forthcoming "Teachers" soundtrack, which spotlights new music from Capitol stars Bob Seger, the Motels, Joe Cocker, and the ubiquitous Mercury along with "borrowed" artists ZZ Top, Night Ranger, 38 Special, Ian Hunter, Roman Holliday, and (in a songwriting capacity) Bryan Adams and Journey's Neal Schon.

Colored Vinyl Update (Part I)

I figured this would happen. I recently introduced the topic of singles on colored vinyl, and that turns out to be a subject close to the heart of many of radio's record historians out there. No sooner did I ask for additional items in the colored vinyl category than the responses started roaring in. So following are some additions from two sources.

Charlie Ocean, new MD at G100/Mobile, called in a few notable artifacts:

Jefferson Airplane "White Rabbit" (white) (of course)

Jefferson Airplane: A vision in white

Elvis Presley: The King in yellow



Toto & YMO: Colored vinyl "compact" discs
Kraftwerk "Numbers" (yellow)
Yellow Magic Orchestra Micro Sampler (yellow 5-inch)
(I ought to remember that one; it was an R&R mailer)

Herb Alpert "Rise" (clear)
Split Enz "Don't Take It Seriously" (black but laser-etched)

Meanwhile, **WLOQ/Winter Park, FL MD Jaime Kartak** and his friend **Brian Pearl** went wild and sent me two pages' worth of color samples, of which I'll print some now and others later on:

Brothers Johnson "Strawberry Letter 23" (red)
Foreigner "Hot Blooded" (red)
Foreigner "Blue Morning Blue Day" (blue)
Grand Funk "We're An American Band" (gold)



Toto "Goodbye Elenore" (red 5-inch) (another R&R mailer)

Diana Ross "Endless Love" (white)
Blues Brothers "Gimme Some Lovin'" (blue)

Beatles "Girl" (blue)
That last one sounds like a nifty collector's item, as does a new one that came into this office. It's an **Elvis Presley** single of "Baby Let's Play House"/"Hound Dog" on yellow vinyl, commemorating his 50th anniversary and apparently available only in Elvis's home bases, Memphis and Tupelo, MS. And the hits keep coming.



Chequered Past: They live up to their name

Harrison in Silverhead

Burke as Blondie, Jones beached as a Sex Pistol, and Des Barres

Investigating The Chequered Past

I've written a lot of pieces about the mysterious pasts of various artists and groups, but now is the first time a group's made its history its main image projection. **Chequered Past**, by name alone, practically demands you look into the members' earlier occupations.

Fortunately, the members of Chequered Past live up to their name. Guitarist **Tony Fox Sales** isn't an alumnus of any real star attractions, but he's been in plenty of bands with his brother **Hunt** and has backed scores of artists, among them **Iggy Pop**. And his father is a star attraction: comedian **Soupy Sales**.

Drummer **Clem Burke** and bassist **Nigel Harrison** were part of **Blondie** through all that group's hit years. Burke was a founding member while Harrison joined up from an L.A. group called **Nite City**, which also featured ex-**Door** **Ray Manzarek**.

Guitarist **Steve Jones** gained vast notoriety as an original **Sex Pistol**. After **Johnny Rotten** and **Sid Vicious** left the group in their

own inimitable fashions, Jones and drummer **Paul Cook** carried on for a while, then formed a band called the **Professionals**. They also can be seen in the current cable movie attraction "Ladies & Gentlemen: Presenting The Fabulous Stains."

And singer **Michael Des Barres** has been a fixture on the L.A. scene for over a decade. He first came to public attention with the glam-rock band **Silverhead** (in which Harrison played bass), later fronted **Led Zep-pelin** proteges **Detective**, and has recorded under his own name at several junctures, most recently in a duet with former **Spider** singer **Holly Knight**.

Sad to note the recent deaths of R&B pioneers **Willie Mae (Big Mama) Thornton** and (**Little**) **Esther Phillips**. Thornton was a legendary blues singer and idol of **Janis Joplin**, and is best known for her original version of **Elvis Presley's** first RCA hit, "Hound Dog." Phillips had hits in the '50s, '60s, and '70s, spanning the music's evolution from jump blues to disco with a vocal style that, heard once, was unforgettable. Both will be missed.

And finally, it's correction time. **Dave Land**, GM of **WFIW/Fairfield, IL**, was first to notice that I got the title of break-in expert **Dickie Goodman's** Watergate record wrong recently. The real title, as subsequently noted by music scholar **Louis Iacueo**, was "Watergrate." Dave also points out that Goodman later contributed "Election '80" on **Prelude** to the roster of presidential records.

R&R ONE YEAR AGO TODAY

- DAVE MARTIN BECOMES VP AT WCLR/CHICAGO
- MICHAEL BRANDT NAMED GM AT KROQ-AM & FM/LOS ANGELES
- STEVE RIVERS PD AT WRBQ-AM & FM/TAMPA
- STEVE NICHOLL OP. DIR., JACK SCHELL PD AT KMGC/DALLAS
- JERRY REO NAMED PD AT WGR/BUFFALO
- SEAN COAKLEY, PAUL YESKEL, JEFF COOK JOIN ARISTA PROMOTION
- #1 CHR: "Tell Her About It" — Billy Joel (Columbia)
- #1 A/C: "How Am I Supposed To Live Without You" — Laura Branigan (Atlantic)
- #1 COUNTRY: "I'm Only In It For The Love" — John Conlee (MCA)
- #1 BLACK: "Don't You Get So Mad" — Jeffrey Osborne (A&M) (2nd week)
- #1 AOR TRACK: "King Of Pain" — Police (A&M) (4th week)
- #1 LP: "Synchronicity" — Police (A&M) (12th week)

FIVE YEARS AGO TODAY

- RICH FITZGERALD SR. VP/A&R & PROMOTION, BOB SMITH VP/PROMOTION AT RSO
- TIM SULLIVAN BECOMES GM AT KHTZ/LOS ANGELES
- MIKE CARTA NAMED PD AT WIL/ST. LOUIS
- R.T. SIMPSON NAMED PD AT KLZ/DENVER
- #1 CHR: "Lonesome Loser" — Little River Band (Capitol)
- #1 A/C: "I'll Never Love This Way Again" — Dionne Warwick (Arista)
- #1 BLACK: "Don't Stop 'Til You Get Enough" — Michael Jackson (Epic) (2nd week)
- #1 COUNTRY: "I May Never Get To Heaven" — Conway Twitty (MCA)
- #1 LP: "Get The Knack" — Knack (Capitol)

TEN YEARS AGO TODAY

- STEVE RIVERS NAMED PD AT Z93/ATLANTA
- TOM COSSIE VP/PROMOTION AT RCA
- RUPERT PERRY BECOMES A&R GM AT CAPITOL
- #1 CHR: "Having My Baby" — Paul Anka (UA) (2nd week)
- #1 A/C: "I Honestly Love You" — Olivia Newton-John (MCA) (2nd week)
- #1 COUNTRY: "Old Man Of The Mountain" — Merle Haggard (Capitol) (2nd week)
- #1 LP: "Fulfillingness' First Finale" — Stevie Wonder (Tamla/Motown)



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Datebook

This Machine Kills Fascists MONDAY, SEPTEMBER 3

The above was the slogan on **Woody Guthrie's** guitar; the folk legend probably managed to take a few fascists with him by the time he died on this day in 1967. After spending much of his life as a drifter, Guthrie emerged as the artist/songwriter who reinvented folk music as a vehicle for political protest. The other jobs he held included radio host (on **KFVD/Los Angeles**), merchant marine, and columnist for the Communist **Daily World** (despite his unwillingness to denounce his religion and the Communist Party's refusal to accept him). In 1952, Guthrie was hospitalized for alcoholism and found to have Huntington's chorea, a disease of the nervous system that had killed Guthrie's mother and would keep him hospitalized for most of the last 15 years of his life. **Bob Dylan**, part of the folk generation which most openly took its style from Guthrie, spent time by Guthrie's sickbed and, after his idol's death, performed at some of the **Pete Seegar**-organized memorial concerts for Guthrie.

Birthdays: **Al Jardine (Beach Boys)** 1942.

Ultra Ban Applied To Charts TUESDAY, SEPTEMBER 4

Reading through rock history, one would expect an occasional **Rolling Stones** record to get banned. After all, for years the group was credited with inciting violence and youth revolt . . . and so were **Kurt Weill**, **Bertolt Brecht**, and **Bobby Darin**. On this day in 1959, **WCBS/New York**, reacted to two teenage stabbing deaths (and other incidents of youthful violence) by banning all versions of "Mack the Knife." Nine years later to the day, according to the **Rolling Stone Rock Almanac**, the city of Chicago banned the more overtly-themed "Street Fighting Man" out of fear that it might "incite riots and other forms of public disorder." (The almanac never explains exactly how Chicago and other cities had the power to ban songs outright . . . perhaps Mayor **Daley** ceased blaring it from his boom box at city functions.)

Birthdays: **Martin Chambers (Pretenders)** 1951.

Crazy 'Bout A Mercury WEDNESDAY, SEPTEMBER 5

"Crawlin' From The Wreckage" may be **Dave Edmunds's** song, but the person who did just that was **Freddie Mercury**. Mercury, born **Fredrick Bulsara** in Zanzibar on this day in 1946, was playing in a band called **Wreckage** when **Queen** was formed. Mercury joined **Brian May** and **Roger Taylor** in the remnants of a group called **Smile**. Mercury had gotten a degree in design/illustration, making him, surprisingly, one of the least academically-inclined members of the group. (**John Deacon** and Taylor have degrees in electronics and biology respectively. May has a PhD in astronomy.) The original Queen sound, somewhere between **Sweet**, **Emerson, Lake & Palmer**, and **Liza Minnelli** (Mercury's admitted heroine), began changing rapidly after "Crazy Little Thing Called Love" hit in late 1979, so it's actually something of a departure to hear the band's roots resurface on "It's a Hard Life."

Other birthdays: **John Stewart** 1939, **Buddy Miles** 1946, **Loudon Wainwright III** 1946.



THURSDAY, SEPTEMBER 6

5:12 AM (Birthday Of Roger Waters)

When **Roger Waters's** new LP, "The Pro and Cons of Hitch-hiking," was premiered at a listening party in Los Angeles, both sides of the moon were dark. The Griffith Park planetarium gave up its stargazer functions that night and used its skydome for a laser show synchronized to the disc. Waters, the youngest member of **Pink Floyd**, hits 40 today. He was part of the architecture/music group at a London polytechnic school that was crashed by art student **Syd Barrett**. When Waters took over the songwriting/creative focus from Barrett, Pink Floyd stopped doing the shorter songs that had been their attempts at a hit (shortly thereafter, of course, they had their first hit with Waters's "Money," typical of the brooding, cross-talk-ridden songs he became known for).

FRIDAY, SEPTEMBER 7

Buddy Holly's Birthday

On the day that **Buddy Holly** would have been 46, it's interesting to note that the singer's influence on rock and roll has lasted 27 years, which is a pretty serious accomplishment for somebody who didn't make it to his 21st birthday. The 1976-1979 glut of Holly remakes has subsided, but the chart influence remains (especially in Country, where the number of rockabilly-ish songs seems to have increased recently). If you go to Holly's birthplace in Lubbock today, you can see the opening of the **Sammy Hagar/Krokus** tour. You can probably also see the **Crickets** somewhere; they've spent five-sixths of their professional career without their most famous member. Besides the chart hits (and the handful of famous post-Holly songs that became hits for others), the group's current repertoire includes **Bob Seger's** "Betty Lou's Getting Out Tonight," a **Beatles** medley, **Jennifer Warnes's** "I Know A Heartache When I See One," a medley of member **Sonny Curtis's** solo country hits, and one that he's thus far resisted recording about test tube babies.

Other birthdays: **Little Milton** 1934, **Chrissie Hynde** 1951, **Gloria Gaynor** 1949.

SATURDAY, SEPTEMBER 8

Wilson & Gordy Issue First

Three years after **Jackie Wilson** replaced **Clyde McPhatter** as lead singer of the **Dominoes**, the group finally scored another hit with the unlikely "St. Therese of the Roses." Shortly afterwards, Wilson departed. On this day in 1957, he issued his first solo single, "Reet Petite." The hard, uptempo number, besides featuring one of rock's earlier stuttering hooks, was about 180 degrees removed from what preceded or followed it. Until "Higher & Higher" came ten years later, Wilson usually succumbed to his own penchant for neo-operatic material. "Reet" was also the first hit for then-songwriter **Barry Gordy**, who'd spent the bulk of the '50s looking for his first solid hit. Two years later, with his songwriting career having picked up, Gordy was able to start the production company that became **Motown**. As for "Reet," you can find it referenced in "Jackie Wilson Said," the **Van Morrison/Dexy's Midnight Runners** song.

Birthdays: **Patsy Cline** would have been 52 today.

Big Twelve-Inch Record SUNDAY, SEPTEMBER 9

It took more than a year to happen, but on this day in 1977, **TK Records** — one of the labels whose popularity fluctuated with that of disco — announced that it had been awarded the first gold 12-inch single for **Peter Brown's** "Do You Wanna Get Funky With Me." At the time, you could still buy a 12-inch for \$2.50-3. Brown, a Chicago native, had originally composed "Funky" as a rock song and reportedly funkied it out at the insistence of producer **Cory Wade**. After spending most of the summer spreading from the clubs to Black radio, "Funky" became a pop hit in a few cities (some of them unlikely ones such as Des Moines), and paved the way for "Dance With Me" six months later. Following a brief return to the Black charts this year with "They Only Come Out At Night," Brown has resurfaced as the co-author of soap-actor/singer **Rodney Salsberry's** "I Wonder."

Birthdays: **Billy Preston** 1946, **Otis Redding** would have been 43.

— Sean Ross

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Air Personalities



DAN O'DAY

Making The Most Out Of The Convention

The NRBA and the NAB are combining forces to present the "Radio Convention and Programming Conference" in Los Angeles, September 16-19. If this will be your first radio convention, or if you've attended in the past but felt you didn't get enough out of it, this column is for you.

Why Should I Attend The Convention?

1. To make contacts.

Perhaps a better way to express this is, "To make friends." In a business where the product is people (or a people/music/information mix), you never know when or how an old friend might pop up to play an important role in your career.

Potential contacts shouldn't be limited only to major market PDs and famous jocks. One of your primary goals should be to meet (not just to shake hands with, but to share ideas with) everyone you can: PDs, jocks, GMs, exhibitors, consultants, syndicators, owners... even R&R editors!

This is your opportunity to mingle with lots of people who have a great deal of expertise in a variety of areas. Instead of viewing the convention as an opportunity to impress people (there are always, alas, a few people whose interests can be piqued only by the sound of their own voices), view yourself as a human sponge. You're there to soak up as much information, inspiration, and motivation as you can.

2. To learn from the experts.

You'll have dozens of seminars to choose from, and some of these will be crammed full of solid, imaginative ideas that you'll be able to use back home. Although I'm sure most of the speakers and panelists are delighted to have the opportunity to "give something back to the industry," virtually all of them are there to promote themselves. And the best way to do that is by making their presentations so valuable that everyone leaves the session saying, "Boy, that John Doe sure knows his business."

One good way to convince a room full of radio people that you're a real jerk: During one of these sessions, someone will invariably waste everyone's time by relating a long, rambling, incoherent, and incredibly boring event that happened back home. Typically, he will pretend to be asking a question, when in reality, he is simply trying to draw attention to himself. I know you're going to want people to remember you, but a workshop session is not the place to try to make your impression. The other radio people have come to see and hear the panelists, and they'll resent your trying to

steal the spotlight from the "stars" of the particular hour. This leads us to the Golden Rule of Convention Workshops:

"Don't Speak Unless There's A Question You Really Want The Experts To Answer."

3. To exchange ideas.

For many of you, this is your one time of the year to find out what's happening in other markets around the country. You are an expert on your radio markets, and you're going to meet many other experts from all over the country. Here's your chance to compare notes, to see how other stations are handling problems similar to yours. While you should be ready to share your own experience and thoughts, your primary interest should be in the experiences of others.

share that love, they'll be receptive to you. On the other hand, it's usually not hard to recognize the type of person who simply wants to hang around the big names so he can go back home and brag about how close a friend of his "Big Star" is.

If you genuinely admire someone's work, don't be afraid to say so. We all enjoy hearing honest praise: ("Big Star's name) I'm Ed Jock. I've been listening to you ever since you worked in Seattle, and you've been a big inspiration to me." If you mean it, that's a darned nice thing to say.

Next you'll need something precise enough to get the other person to reply. This is how conversations start. You might be

of people there who are celebrities in their own markets but unknown in Los Angeles. They'll all be wearing name tags (make sure yours is always prominently displayed), and all you have to do is read someone's name tag and ask, "Where is WXXX located?" I've seen jocks searching around looking for Big Shots, glancing at name tags but walking away when it turns out not to belong to a famous name. Those jocks are missing a lot.

Where Should I Stay?

At either of the two hotels (the Bonaventure and the Biltmore) where the convention is being held, space permitting. These won't be the cheapest, but having a room where the action is means it'll always be easy to attend a session or event.

What Are Hospitality Suites?

Hospitality suites are hotel suites that are held by service companies, such as syndicators, record companies, and networks, for the purpose of greeting their accounts and prospective clients. Many sites open in the evening, when most of the workshops have ended. Many will serve free drinks, and some will offer hors d'oeuvres. Check your convention directory for a list of hospitality suites. Also be sure to check the various printed invitations you'll be given after you arrive.

Many people partake of the food and drink at these suites and then leave. Instead, make a genuine effort to learn about the host's product or service. Learn all you can about the various aspects of our business.

How Should I Dress?

Comfortably, but not like the out-and-out radio slob you might be at heart. Sure, you'll see a few beer bellies bursting the seams of radio station T-shirts, but in general people will be fairly nicely dressed. The people wearing station blazers will be disc jockeys. The people wearing suits will be PDs. The people wearing expensive yet bland suits will be GMs. The people wearing expensive three-piece suits will be PDs who want to be GMs. And the ones wearing cowboy hats and boots, of course, will be the station owners!



Getting another person to talk about his station and market is remarkably easy. Simply ask questions, such as:

- What station is your closest competitor?
- Is (City) a good place to work in?
- What image do you think your station has in the community?
- What's it like working for Multiple Station Owner, Inc.?
- Do the stations in your market get along pretty well with one another?
- 4. To take a tax deductible vacation!

How Do I Approach Big Shots?

First of all, you should realize that most of the biggest names in our industry truly love radio, and if they can see that you

thinking, "Well, any idiot knows how to start a conversation!" But I've seen countless jocks at conventions just standing around looking forlorn because they're miles from home with nary a familiar face in sight.

Another excellent way of approaching a Big Shot is to drop the name of a mutual friend, someone you've both worked with: "I used to work with a guy who speaks very highly of you, Ed Mutual..." Big Shot, of course, will reply, "Sure I remember Ed! How is the ol' alcoholic lout these days?"

How Do I Approach Little Shots?

Remember, in a "people" business everybody is important. There will be lots

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CALENDAR



BRAD MESSER

Why It Can't Be Done

I'll bet you a lunch at Slaw Dog World that broadcast engineers fall into two general categories: those who overcome obstacles to achieve the necessary results, and the other 98% whose skills lie mainly in the area of explaining precisely why nothing can be done about the problem at hand.

Your correspondent is really walking on eggs when making these few humble comments about engineers. They have their little ways of getting even. NEWSMAN'S LIPS FRIED IN FREAK MISHAP, the headline might read. "Radio engineer tells authorities crosswiring blamed in accident involving ungrounded 220-volt microphone."

But ain't it a fact? Whatever you need, I can find ten engineers who will provide 30 different reasons why it is technically impossible, financially disastrous, or downright shamefully stupid to even ask. And if you pull a power play and insist on the improvement anyway, they'll get even by putting the switch a half-inch out of reach.

It has been my great fortune to work with a

good number of engineers who comprise the other two percent. In the olden days when each commercial and news actuality was individually wound on a four-inch reel, then threaded onto a reel-to-reel tape machine by the announcer or newsman as he talked or read, the engineers at my station didn't fool around: They examined the problem, stared off into space in deep thought for a few weeks, and invented the cart machine. The same marvelous crew also pioneered the wireless mike relay scheme that enables reporters to go on the air live without carrying battery packs.

When the accepted way of reporting from the scene was to hold a cassette speaker up to the mobile unit mike, another brilliant engineer with whom I was privileged to work devised the now-standard configuration that allows an instant mix of live reporting and taped actuality with live on-air monitoring.

The really excellent engineers are highly-respected. But the rest of 'em just cook along developing more and more reasons why, no matter what it is, it can't be done.

Labor Day Parade Featured Biggest Men

MONDAY, SEPTEMBER 3 — In the first Labor Day parade 102 years ago this week, trouble was anticipated along the route, so the biggest, strongest men were strategically placed in plain sight. New York City Carpenters Union boss Peter McGuire organized brickmasons and blacksmiths in the front and outside rows, and the parade remained peaceful. One major labor issue in 1882 was the demand that the working day be reduced to ten hours.

Civil War officially declared ended 1783. First car surpassed 300mph 1935. Britain and France declared war on Germany 1939. Largest hailstone (1.67 pounds, 17.25 inch circumference) fell in Coffeyville, KS 1970.

Actress Valerie Perrine 41. Beach Boy Al Jardine 42. Former AEC Chairperson and Washington Governor Dixie Lee Ray 70.

Seeking China, Hudson Found Manhattan

TUESDAY, SEPTEMBER 4 — Explorer Henry Hudson discovered Manhattan Island in 1609 while searching for a marine route to China. People in Hudson's time believed the North American continent to be very narrow, perhaps only fifty miles across, so he sailed up what we now call the Hudson River in the hope it led to the Pacific Ocean. His guess was in error by some 3000 miles.

Settlers founded Los Angeles 1781. Cafeteria forerunner Exchange Buffet opened NYC 1885. George Eastman patented roll-film camera 1888. First transcontinental television 1951. Ford introduced 1958 Edsel 1957. Energy crisis deepened as Saudi Arabia limited oil production 1972.

Dancer/actress Mitzi Gaynor 53. Broadcaster Paul Harvey 66.

Cars Weren't First Gas Guzzlers

WEDNESDAY, SEPTEMBER 5 — One of the first uses of gasoline was (in vapor form) for gas lanterns in homes, more than a decade before our forefathers got electric lights or domestic gas-engine cars. America's first gasoline pump was made by the Gilbert and Barker Company and sold on this date in 1885. The company, now known as Gilbarco, is the world's leading supplier of gas pumps.

Continental Congress first met in Philadelphia 1774. Cornerstone placed in Statue of Liberty pedestal 1884. Price of beef hit \$48 per pound at Circle City, Alaska, during 1896 gold rush.

Country Music Association chartered 1958. PLO terrorists struck Munich Olympics 1972.

Freddie Mercury of Queen 38. Raquel Welch 44. Bob Newhart 55. First Cabinet member ever sent to prison, former U.S. Attorney General John Mitchell, is 71.

General Washington's Underwater Warfare

THURSDAY, SEPTEMBER 6 — George Washington experimented with a forerunner of the submarine during the American Revolution on this date in 1776. The one-man, egg-shaped submersible named "Turtle" was assigned to sneak up to the 64-gun British frigate "Eagle" off Staten Island, drill through the hull, and attach explosives and a timer. The volunteer did manage to pedal the "Turtle" to the ship without being detected, but the mission failed because the drill bit couldn't penetrate the ship's copper-cover hull. Washington abandoned submarine warfare, which wasn't successful until 88 years later when another submersible sank a ship — and itself — in the Civil War.

Pilgrims sailed in "Mayflower" 1620. President William McKinley shot 1901; died eight days later. Comedienne JoAnne Worley 47.

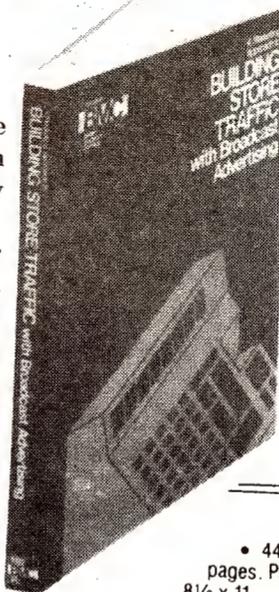
Underwater Cable Vs. Satellite

FRIDAY, SEPTEMBER 7 — The first transatlantic cable was completed in 1866, establishing instant communication by telegraph (but not voice) between America and Europe. Now there are six working undersea cables handling telephone calls and data transmissions. A Bell Laboratory spokesman says the long wires have not been made obsolete by satellite: about half of the transatlantic telephone calls still go via cable.

United States symbol Uncle Sam first appeared in newspaper 1813. Jesse James gang last holdup 1881. First Miss America crowned 1921.

Hawaiian U.S. Senator Daniel Inouye 60. Scientist Dr. James Van Allen 70. Tomorrow (9-8) Frankie Avalon 44. Sunday (9-9) Joe Theismann 35, Cliff Robertson 59.

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9.4 TO 13.9 LEAP TO NUMBER ONE

Spotlight On KRQ's Kelly Norris

The growing Sunbelt city of Tucson, located 100 miles north of the Mexican border town of Nogales, is home for Western Cities' KRQ. In the spring Arbitron, KRQ became the new number one station among 17 signals, leaping 12+ from 9.4-13.9. What's particularly impressive about this improvement is that the station is programmed by 22-year-old female CHR whiz Kelly Norris.

With just three years of broadcasting experience, Kelly has piloted KRQ to market dominance in her very first book as PD. It's quite an amazing accomplishment from an incredibly positive-thinking young radio neophyte. May her thoughts and actions serve as a benchmark in radio of personal and professional excellence.

Number One And Still Going For It

"When Arbitron called with the advances, we must have killed the poor lady on the other end with our screams," recalled Kelly. "This is the thrill of my career. We knew from the feel of everything during the book we'd go up, but no one expected us to increase that far. This could be a hard one to top, but you know we're going to try."

Kelly pointed to the inconsistencies of her competitors as integral to KRQ's newly-found leadership. "Ever since the last book, other stations have jumped from one conclusion to another about how to program; it's caused a lot of audience confusion. KRQ's reaction has been none at all, which in this case is the best reaction. As a result, we worked on fine-tuning what we had and remained consistent."

"I don't agree with the statement that the best man for the job is a woman. I think behind every good woman there is a man, and in my case, that man is Guy Zapoleon."



Kelly Norris



A Combined Effort

After joining KRQ three years ago as an intern, Kelly became the overnight personality. Last February, she transferred to sister station KWSS/San Jose as Assistant PD for VP/Programming Dave Van Stone. When then-KRQ PD Guy Zapoleon announced his departure for the PD post at B94/Pittsburgh in May, Kelly became his successor.

Zapoleon Helps Shape A Winner

It would be very difficult to talk about the success of KRQ without focusing on a few thoughts from former PD Guy Zapoleon. He was instrumental in readying Kelly for her solo programming role, and is quite proud of her accomplishments.

"I've got to give Kelly a lot of credit for this book. The first three weeks of the sweep were mine, but in preparation for my arrival here in Pittsburgh, Kelly was really calling all the shots before I left. She was my Assistant PD the book before, when we gained to a 9.2. So she was very much a part of the development process as my PD and MD."

Guy turned to the qualities which enable Kelly to handle this much responsibility at the tender age of 22. "She's not only very attractive, but also uniquely talented. Kelly's charming and witty, but has a very special ability to touch people on a business level as well. Her awareness is unequalled. She's one of the fastest learners I've ever seen, moving from intern to weekend jock to MD, then Assistant PD, and finally PD in just three years.

"It's tough for all women in broadcasting," noted Guy. "Kelly reminds me a lot of (former WXLO/New York VP/GM, now Interep VP) Erica Farber, who's made a great mark in this industry. Both of them had to overcome an age problem. Kelly has to be tough, and she can be. In some ways, she's more of a no-nonsense PD than I am, yet she has a unique sensitivity. Kelly feels about radio like I do; she wants it to touch people and have a positive influence on their lives."



Guy Zapoleon

While KRQ's success can be directly correlated to Kelly and her staff, she's eager to share the credit with Guy. "This is really a combination of Guy and myself, since everything that went into it was a compilation of our thoughts. I just carried out the end of the book with the game plan we'd laid down."

Kelly seems used to the extra scrutiny that women in broadcasting face from their colleagues. "I'm proud that I'm a woman and have done this well so far. It stands for every woman in broadcasting. Everyone has a goal, whether a man or woman, and mine was to be a programmer. For every woman who's been kicked around or mistreated in this business, I hope this will help them."

Female Talent A Scarcity

How many female jocks does Kelly have on the air? I was shocked to find only one! "Her name is Lori Ryan, and I got her from overnights across town at KHYT. She's only a parttimer for now, but is really starting to develop into a fine air talent. Many PDs have said that good air talents, especially females, are hard to find. You know, they're right! I'm probably harder on judging a woman's on-air ability than a man, since I know what I want, and how she should sound."

Kelly then listed her qualifications for a good female jock. "There has to be real relatability. Instead of sounding sexy, I want her to be able to relate to another woman. If she can do that, then she's really achieved something special, since many women don't like other females on the air. I do have a female newscaster, Roberta Gail, who's part of the morning show. She's just really wacky on the air, so she gives the bizarre side of the news and relates very well to all listeners."

The Winning Lineup

"Roberta is an excellent complement to morning man Scotty Johnson (former PD at KIST/Santa Barbara). In middays, it's Jim Gilley, who's been with us for five or six years. He scored higher than a 30-share with 18-34 women. For afternoons, we have Jim Bednarek, who's real well-known in Tucson, as he's worked just about everywhere in town. Jim does a fabulous job for us. Evenings are handled by Paul Peterson, previously of Phoenix stations KDKB, KOPA, and KZZP. Paul's also Assistant PD. Jeff Davis, who's also been with us for a long time, works late nights. On overnights, it's Andy Stevens from KHYT."

Not unlike many of her programming peers in other markets, Kelly found that taking on a daily airshift herself is more than she can handle. "It was just too much

for me to do both, so I opted for the programming side of it. I still go on-air because it helps me to feel the station, but I'm far more effective as an off-air PD."

When questioned about any drawbacks she sees in herself, Kelly said, "The only thing is inexperience, which works for me and against me. To my advantage it's helped, because I'm a fast learner. Just because I'm green doesn't mean I'm stupid. Also, I'm not jaded by the business, and I have a lot of determination to keep progressing. No one on the airstaff has challenged my authority because they all know I'm serious about what I do. I'm putting in 10 to 12-hour days and going to as many concerts and events as possible to stay on top of things. All of us get along extremely well with team goals in mind."

Market Scenario

A lot of KRQ's success might have to do with the fact that it's the only FM CHR in town. But that's been the case for a long time, so evidently it's more than that. Describing her view of the market, Kelly said, "It's very tough for KHYT and KTKT, since they're on AM, and we're on FM. I'm sure they wish they were on FM to compete more directly. The AORs, KWFM and KLPX, really rocked hard this past book."

Continued on Page 32

Competitive Comparisons

For a broader look at the Tucson market, let's take a look at a four-book 12+ trend and current demo rankings of CHRs KRQ, KHYT, and recent format convert KTKT. Also listed are the ratings and rankings for AOR competitors KLPX and KWFM.

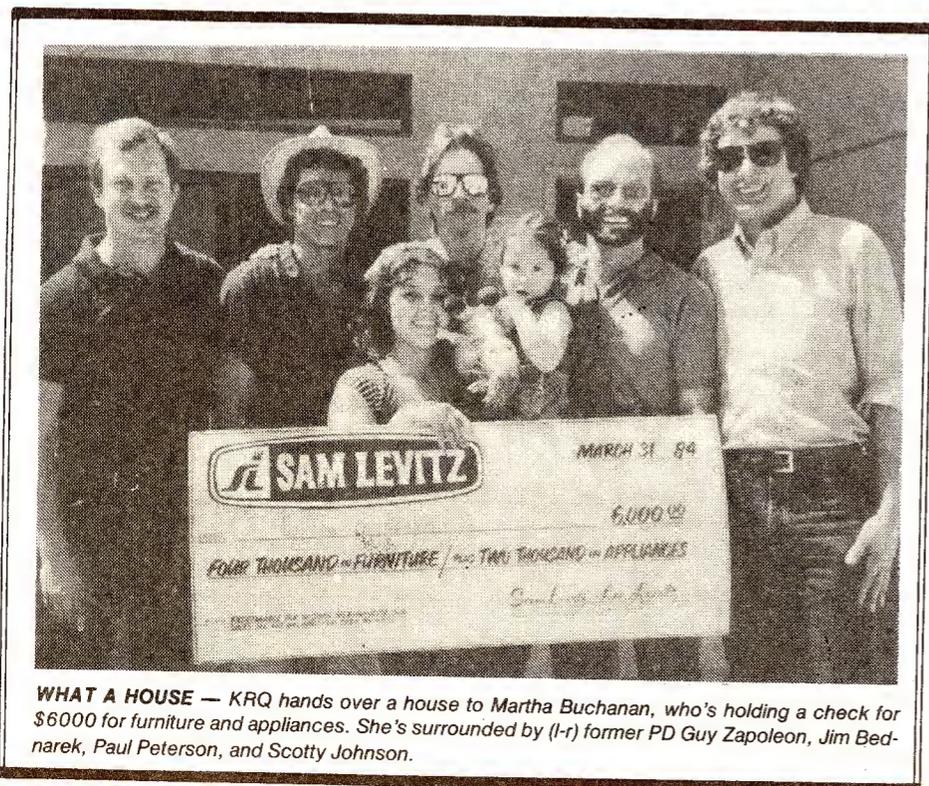
12+ Four-Book Trend

KRQ	5.4	9.3	9.4	13.9
KHYT	7.0	6.0	4.4	5.7
KTKT	4.1	3.6	4.1	3.9
KLPX	6.3	6.7	8.4	7.7
KWFM	10.7	10.1	8.7	6.8

Demographic Rankings

	12+	18-34	Teens
KRQ	#1	#1	#1
KLPX	#4	#3	#2
KWFM	#5	#2	#4
KHYT	#6	#5	#3
KTKT	#11	#6	#5

In 18-34 demos, KRQ has better than a 23 share, compared with KLPX's score of just over a 12. KRQ ranks number one with 25-49 adults as well.



WHAT A HOUSE — KRQ hands over a house to Martha Buchanan, who's holding a check for \$6000 for furniture and appliances. She's surrounded by (l-r) former PD Guy Zapoleon, Jim Bednarek, Paul Peterson, and Scotty Johnson.

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Landecker

Continued from Page 1

worked nine years at WLS, which followed a stint at WIBG/Philadelphia. "The folks at WLUP are really fine people, and are embarking on an ambitious format that I just wasn't suited for," Landecker told R&R. "This is absolutely the perfect situation to be in. I've always wanted to do a morning show in my home town, and it's the type of format I feel extremely comfortable in. I'll be able to express my personality

in the ways I'm accustomed to doing it: through a lot of music, a high community-involvement profile, satire, audience participation — basically, having a lot of fun. The people at G106 are great, and there's going to be a rather large payoff for everybody."

No replacement for Landecker was named at WLUP. Instead, PD Greg Solk and Executive VP/GM Jim DeCastro indicated that some adjustments will take place from within to fill the vacancy.

KGFJ & KUTE

Continued from Page 1

yet-undetermined KUTE air-shift and maintain his two-year role as the Los Angeles Lakers' public address announcer. Prior to accepting the KGFJ programming helm, Richards was PD of WAIL/New Orleans.

Tanter told R&R, "I started at KJLH in 1973, and my enjoyable times there served as a very important career founda-

tion. I'm excited about joining Inner City and Bill Shearer. The broadcast environment is suitable to the aspirations I have as a broadcaster; it will be a homogenous relationship. My main priority will be to embellish what has already taken place. It's like coming full circle because the format is similar to what KJLH did from 1973-78."

Richards was unavailable for comment at presstime. Both he and Tanter will start their new positions in early September.

Blake Continued from Page 1

of positive energy at WMZQ; they provide the weapons needed to win. The battle going on here is very similar to the one I'm leaving in Milwaukee, except this is a larger war with bigger artillery."

Prior to joining WBCS a year ago, Blake held an air talent/Production Director post at WZZK/Birmingham. His background also includes a stint as PD at WFTQ/Worcester. Blake's first day at WMZQ will be September 10.

WFOX

Continued from Page 1

strongly toward what we need to be doing here. The time is right."

Winslow said, "We did extensive research, and feel there is an audience that's being underserved with a good, solid music-oriented A/C format. We'll be targeted 25-49, and I know there are a lot of people who are going to like what WFOX will be offering. We are not directing our station at any one competitor; rather, we're going to give the listeners something different

from what they're getting on the other stations."

WFOX's kickoff festivities were clouded by a tower accident which occurred last week (8-22), when one of the contractor's construction employees, 31-year-old Bobby Ray, fell from the top of the 1700-foot structure and was killed. Winslow noted, "Bobby was an experienced steelworker who had been in the business for 12 years. It's a horribly unfortunate thing... you hope and pray it never happens on a project you're involved with. It was really unbelievably sad."

Duran Duran Receive NARM Award



Capitol artists Duran Duran picked up an award for Best Selling Album By A New Group from the National Association of Record Merchandisers. Pictured (l-r): Duran Duran's Roger Taylor and John Taylor, Capitol VP Bill Burks, Sr. VP Walter Lee, and the group's Andy Taylor, Simon Le Bon, and Nick Rhodes.

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THE WEEKLY COUNTRY MUSIC COUNTDOWN



8-9 WILLIE NELSON

8-9 BARBARA MANDRELL

15-16 HANK WILLIAMS, JR.

15-16 JOE STAMPLEY

22-23 JIM GLASER

22-23 STATLER BROTHERS

29-30 ED BRUCE

29-30 TOM T. HALL

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 AMERICA'S TARGET RADIO NETWORKS

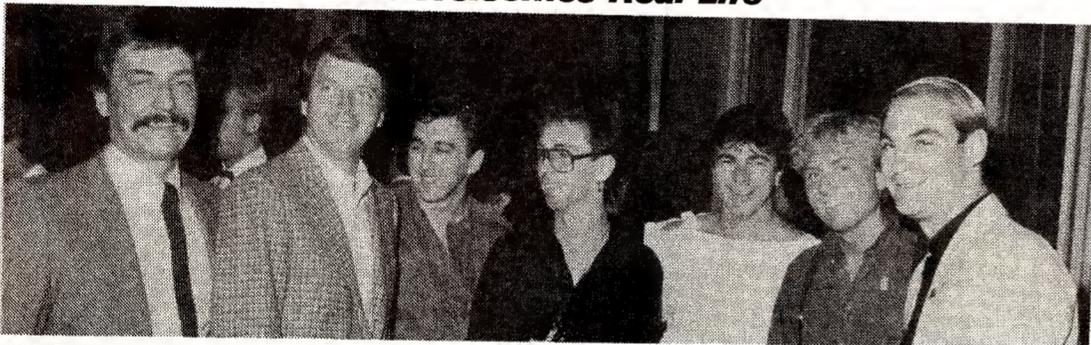
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Find The Earring In This Crowd



21/PolyGram's Golden Earring recently toured the U.S. in support of "N.E.W.S.," their latest LP. Pictured after a show are (back l-r): Rinus Gerritsen of the band, 21's Linda Gaeta, PG's John Weston, Joe Grossman, and Linda Walker, 21 President Fred Haayen, George Kooymans of the band, promotion exec Dickie Kline, and PG's Randy Roberts. Front row (l-r): Cesar Zuiderwijk of the band, promotion exec Mike Diamond, PG VP Bill Cataldo, PG's Derek Shulman, and PG Senior VP Jerry Jaffe. In the foreground is Barry Hay of Golden Earring.

L.A. Welcomes Real Life



MCA/Curb's Real Life attended a welcome reception in Los Angeles prior to their four-night engagement. Pictured (l-r): MCA Dist. Sr. VP John Burns, Curb Records Chairman Mike Curb, group members Danny Simcic, David Sterry, and Allan Johnson, Wheatley Organization President Glenn Wheatley, and Real Life's Richard Zatorski.



ICICLES IN HAWAII — Icicle Works held up well during a visit to one of the Islands' hottest radio stations, KPOI-FM/Honolulu. Pictured (l-r) are the band's Chris Layne, Chris Sharrock, MD Andy Preston, a concert promoter, band member Ian McNabb, and afternoon driver Brock Whaley.



HART SIGNS COREY-O-GRAPHS — During a rock music and movie collector's convention, Corey Hart (left) signs autographs at the CHOM-FM/Montreal booth, while Promotions Director Ian MacLean watches out for rabid autograph hounds.

SEPTEMBER 1984

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WEEKLY TOP 40

DICK CLARK'S
Rock Roll & Remember

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SOUNDS

8-9 **POINTER SISTERS**

8-9 **O'JAYS**

8-9 **BILLY ECKSTINE**

15-16 **RAY PARKER, JR.**

15-16 **AMERICA**

15-16 **PEGGY LEE**

22-23 **TINA TURNER**

22-23 **SHIRELLES**

22-23 **RAY MCKINLEY**

29-30 **CYNDI LAUPER**

29-30 **DIONNE WARWICK**

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Spotlight On KRQ's Kelly Norris

Continued from Page 28

KLPX is a very good station with a loyal 18-24 male core audience. Meanwhile, KWFM reacts to every book. In the previous book, they became real CHR-sounding in reaction to KRQ, just as other AORs around the country reacted to CHR. KWFM ended up losing a lot of folks to KLPX, and have since gone back the other way. KWFM is really in a weird position, trying to find a path that works."

Contemporary Hit Radio

KRQ Formatics

So what makes KRQ so popular? "Because of the market and our competitive position, KRQ is a variation of a very good traditional CHR station; it's one that you won't hear anywhere else. We do play some oldies that go past recurrents, in some cases going back to 1975 or '76. The mix is a flow, using tempo and category restrictions. For example, at the top we start with an uptempo, followed by an up-medium then a slow-medium, into a down ballad-type of song, and then we bring them back up again.

"You have to place the categories where they fit. In certain dayparts, records will rotate faster according to the tempo restrictions we've placed on them. That's why we do very little dayparting. This system has really helped our quarter-hour maintenance. Our jocks are real people, not screamers. The jocks' delivery is between CHR and AOR in pacing, but we do talk over records and keep on-air production tight."

After listening to an aircheck of the station, I'd have to agree with Kelly's description. KRQ uses some jingles, but not too many. You can hear rockers in mornings and midday, balanced out by hip-sounding oldies from David Bowie, the Pretenders, and others. The station also involves itself in a simulcast called "Music Magazine" with Channel 4. In addition, KRQ is doing a bumpersticker campaign with such prizes as cash, VCRs, stereos, TVs, Walkmans set to KRQ, cameras, trips, and memberships to a health club. KRQ is definitely aimed at the hip-thinking, affluent, active listener.

Staying With What Works

The phrase, "If it's not broken, don't fix it" is what Kelly lives by. "There are so many good systems already in place, such as Guy's tempo clocks, that I didn't have to worry about getting things organized," she noted. "I've had a tremendous opportunity to see what works and learn from what's already been done, so I was able to concentrate on directing future growth instead of setting up the bare necessities."

Working from a current playlist of 45 titles, Kelly employs passive studies along with active research to provide a good balance. "The phones are very important to us, as are the store calls. Sometimes I look at it all and think, 'This is crazy,' but I know it works, so we keep doing it."

So what did KRQ give away this past book? Nothing too big, just the use of a house for five years, \$6000 worth of furniture and appliances, a fully-loaded Thunderbird sedan, and a \$1000 savings account. "Listeners had to guess from on-air clues what was in the house to qualify for a chance to win it; there were about 800 qualifiers. The house was worth \$60,000, and the qualifiers came out to the house on the day we ended the contest. We drew 12 finalists, gave them each a key, and the one with the key that opened the front door won. We also involved ourselves in the Michael Landon Tennis Classic. We bought TV time to back up everything we did, running a generic spot to influence came growth."

Programming Autonomy & Assistance

While Kelly readily admits she doesn't know it all, she's smart enough to seek advice from those around her. "I talk to Dave Van Stone every week. He gives me a lot of great advice on promotions and music, but Dave doesn't run this station or pretend to. He tells me it's my station to run. I enjoy the autonomy he's given me because I'm not afraid to make mistakes. I find that when I talk to Dave, there isn't anything I'm afraid to ask him. So far, I haven't made any major mistakes because I'll ask before I make the error.

"I don't talk with a lot of other female PDs on a regular basis, but I still keep in contact with Guy Zapoleon. I don't agree with the statement that the best man for the job is a woman. I think behind every good woman there is a man, and in my case, that man is Guy Zapoleon. He's been such a tremendous influence on me, and so has (KDWB-FM/Minneapolis PD and former Western Cities programmer) Dave Anthony.

"My GM Michael Cutchall and I talk as often as possible to set our goals. Company President Rick Phalen has been so supportive. I never expected the opportunity to program KRQ, and when I was offered the job he really encouraged me to accept it. This is a great company, but there was a time I didn't feel this way," she admitted. "Before going to San Jose, I was beginning to feel stunted in my growth. But they've proved me wrong; this company is so open and encouraging, there are no limits placed on anyone at any level."

"Many PDs have said that good air talents, especially females, are hard to find. You know, they're right!"

Advice To Others

When you've made an accomplishment such as Kelly has, you become a role model of sorts for others. Kelly offered, "My advice is to pick a plan and do it. This market is very competitive and there are some wonderful PDs here, but sticking to what works is how we ended up on top.

"It's kind of difficult to give some blanket advice since every situation is different. To get ahead, male or female, I would suggest showing an eagerness to learn. I was at the station 24 hours a day, taking in as much as I could. It soon became obvious to everyone I was really hooked on radio. You've got to be willing to put your heart and soul into it if you really want to make it.

"There is a lot riding here, and all eyes in Western Cities management were on this station to see what I would do and how I'd handle everything. It's been a real challenge for me to come here, and to have something like this happen is more than I could ever dream of."

How about some goals for this determined lady? "I've got several which come to mind. From here, I want to work in L.A. radio as a jock, and then maybe program there. Eventually, it would be nice to consult stations with Guy. He and I are very different people with our own likes and dislikes in music and programming. The differences are enough to make a good balance."

But for the immediate future, Kelly is planning on seeing how far she can take KRQ. "I still think about topping this 13.9 next time out. We all said, 'What did we do, and what the hell are we going to do to top it?' But we're in the end, we've decided the best game plan is to not worry about it. Instead we're going to concentrate on tomorrow."

BITS

• **Get A Chicken, Win A Car!** KIMN/Denver gave away a car a week to winners with the "New Bright Blue KIMN Chicken Rear Window Car Sticker." Each winner chose a box containing car keys for a chance to match one of nine Subarus or the grand prize, a Mercedes 190.

• **Broadcast From The Beach.** Instead of broadcasting from the beach, Q104/Gadsden brought the beach to the broadcast. Q104's morning team, Dennis & Susan, had a truckful of sand dumped into the station parking lot, complemented by beach balls, sea shells, and free Coca-Cola. The live broadcast continued into the evening with a weenie roast for the hundreds of listeners who showed up. At the end of the event, all beach paraphernalia was given away.

• **A Really Big Bash!** Y100/Miami recently celebrated its 11th anniversary, as well as its 11th year of number one market ratings, with a Miami Beach bash. In conjunction with Coors, the station provided free refreshments and entertainment by Dan Hartman, Rockwell, Ollie & Jerry, Face To Face, and Shannon.

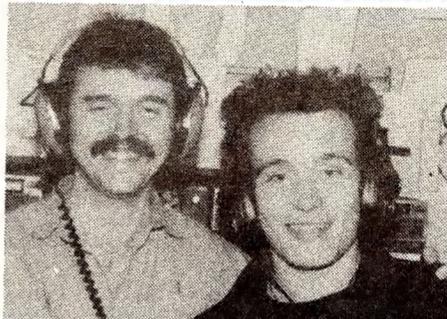
• **The Great Giggle-Off.** WMGG-FM/Tampa morning man John Lanigan recent-

ly hosted the "Great Giggle-Off" at a local club. Comedians were competing for \$10,000 in cash, prizes, and a national contract.

• **Invite 560,000 Of Your Closest Friends?** Q107/Washington threw a large Independence Day party for 560,000 people on the Washington Monument grounds. The show included Ringo Starr, the Beach Boys, and Julio Iglesias, in addition to a spectacular fireworks display. Q107's morning team of Elliott & Woodside was on hand to emcee and broadcast the event live. Q107 was the exclusive radio sponsor; other sponsors included Coca-Cola and the Hyatt Hotels.



PENTHOUSE PETS GET "KHITS" HOT! — KHITS/Reno welcomed Penthouse Pets Dusty Jackson (l) and Antonia Lawsen (r) to the station for their Penthouse Chivas Regal Ski Tournament. Operations Manager John Chommie (center) let the Pets do their own "hot" weather forecast and give listeners "great" phone.



WILL THE REAL ADAM ANT PLEASE STAND UP? — KPLUS-FM/Seattle midday man Sky Walker (l) recently announced that a mystery deejay would take his place to give away Adam Ant concert kits. Unbeknownst to the listeners, the mystery deejay was none other than the real Adam Ant (r). The hour-long show even had Adam Ant jingles.



ENTERTAINMENT TONIGHT, "IN THE MORNING" — WNBC/New York morning man Don Imus (l) was photographed getting a fitting for his new "Entertainment Tonight" jacket when coanchor Mary Hart dropped by the station.



TYING A YELLOW RIBBON ISN'T EASY! — KRLA/Los Angeles's veteran Operations Manager Penny Biondi (r) played host to Tony Orlando (l) recently when he stopped by to do a guest shot on PD Jim Pewter's "Original Rock 'N' Roll Show."



A REVEALING CONTEST! — WPLJ/New York, in association with Nair, recently held a "Best Legs" contest. Shown here (l-r) is the very happy morning man Jim Kerr, along with winner Donna Jeffs, who took her "Best Legs" on an all-expenses-paid trip to Barbados.



FROM THE "MOUTHS" OF BABES! — KBIU/Lake Charles really doesn't care how the word gets around about its station, as long as it gets around. It recently held a bed-pushing contest and a bathtub race, which found contestants from all over Southwest Louisiana attending, including these loyal listeners.

AOR

Picture Page



WEIRD JUST ROCKIN' AROUND — Weird Al Yankovic shows WYSP/Philadelphia his new dance step that promises to be bigger than Michael Jackson's moon walk. From left, Production Director R.D. Steele, Yankovic, Promotion Assistant Debbie Calton, PD Michael Picozzi, and Promotions Director Marie Lucidi.



IT PAYS TO RUN — WGRX/Baltimore Sales Manager Bill Hopkinson (seated) receives a pledge for his 10-kilometer run to benefit the American Heart Association. Handing over the make-good are (standing, l-r) News Director Jim Reigner and morning man Bill Slater.



BUFFALO GAL COPS CASH — WRXT/Buffalo OM Mike Bushey (right) presents a winner with a \$1000 check in the station's music guarantee promotion.



JUKE JOINT BOBBY — WLUP production ace Bob Stroud's twice-weekly (10am-2pm Saturday and Sunday) "Rock 'n' Roll Roots" oldies show gave away a vintage Rock-Ola jukebox stocked with classic oldies. Stroud is pictured in a '57 Chevy while drawing the winner during a live broadcast from an oldies club.



ALL QUIET ON THE WESTERN FRONT — Caught feeling the noise in Los Angeles are (l-r) independent promoter Kenny Ryback, KBPI/Denver MD Lynn Wells, and Quiet Riot's Rudy Sarzo.



CRUE CONVENES IN HARRISBURG — When Motley Crue tore through WTPA/Harrisburg, the gathering included (l-r) WYSP/Philadelphia MD Mark DiDia, WTPA PD Jeff Kauffman, the group's Mick Mars and Vince Neil, Elektra's Rick "Rico" Alden, and WTPA Assistant PD Bruce Bond.



TAKE ME OUT TO THE BALLGAME — A Bruce Springsteen listening party and a baseball game at Comiskey Park — what could be more American? Glad they were "Born In The U.S.A." are (bottom row, l-r) WROK/Rockford's Tom Gray, Columbia's Dave Remidi, and WLUP/Chicago PD Greg Solk; (middle row) WZOK/Rockford PD Geoff Davis, WBBM-FM/Chicago PD Buddy Scott and MD Dave Robbins, WMET/Chicago MD Bruce Wheeler and PD Rich Meyer, WRKR/Racine PD Pat Martin; (back row) WYFE/Rockford MD Skip Isley, ex-WYFE PD Brian Krysz, WYFE's Fred Brennan, WXRT/Chicago PD Norm Winer, WMET's Dave Ross, and WLUP/Chicago MD Bill Evans.



CUSTOM KINK CAKE FOR THE PIANO MAN — When Billy Joel's 35th birthday fell on the day of his Portland concert, KINK was there with a piano-shaped cake, champagne, and a telegram of birthday wishes from over 400 listeners. Pictured (l-r) are National Sales Manager Annmarie Carlson, Joel, Account Exec Chris O'Brien, and MD Carl Widing.



STEVE FEINSTEIN

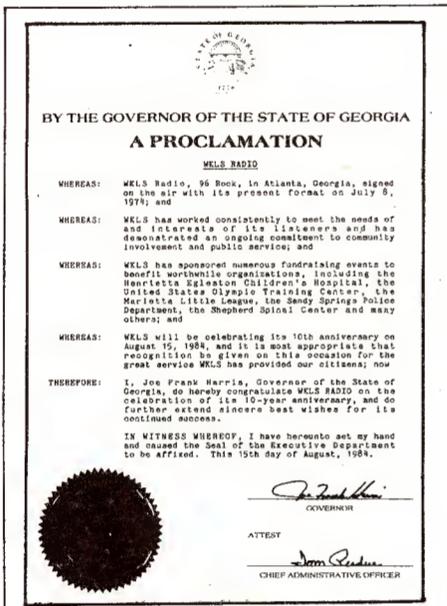
HITTING THE PROMOTIONAL PATH

On The Road Again

You recall how in "Easy Rider" Peter Fonda and Dennis Hopper set out "to find America?" Let's take a road trip ourselves, though in search of something a little less ethereal. We'll travel the highways and byways to check out the latest goings-on in our fair format. Now remember, if we come across any unfriendly local yokels, don't flip 'em the bird

Name That Gal

WZXR/Memphis's "Who's That Girl?" promotion awarded Eurhythmics concert kits to listeners who identified voice tracks by famous women. Besides interview snippets from Annie Lennox and other female rockers, the station used audio clips from "Granny Clampett" on the "Beverly Hillbillies," Lucille Ball on "I Love Lucy," and Gracie Allen of Burns and Allen.



10th ATLANTA-VERSARY — WKLS(96 Rock)/Atlanta both gave and received on its 10th birthday. A listener won an '84 Corvette at an anniversary bash, and the station was awarded proclamations from Governor Joe Frank Harris and Mayor Andrew Young.

Into The Gap

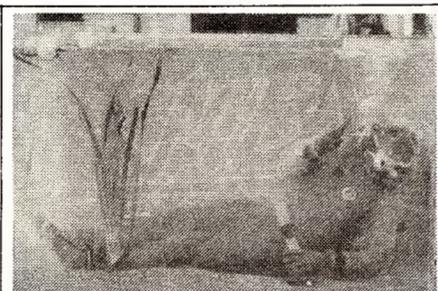
Remember the infamous "18-minute gap" on the Watergate tapes? WHCN/Hartford marked the tenth anniversary of Richard Nixon's resignation by giving away 20-minute blank cassettes to listeners who called when the station dropped in Nixon's classic "I am not a crook" declaration throughout the day.

High Emotion Phone Call

In tune with the title of his song, Chris DeBurgh became the "Man On The Line" for CHEZ-FM/Ottawa, calling listeners personally to invite them backstage after his show.

New Meaning To "Corporate Competition"

Area corporations put down their ledgers and computers, and pick up items such as balloons and rope for WIOQ/Philadelphia's "Battle Of The Corporate Stars." Various organizations, including the Sun Company and the Chrysler Corporation, fielded teams for competition like tug-o-war and blowing up balloons. The winning crew received a trip to Ft. Lauderdale for the national championships. Proceeds from each team's \$3100 entry fee went to the local Big Brothers/Big Sisters chapter.



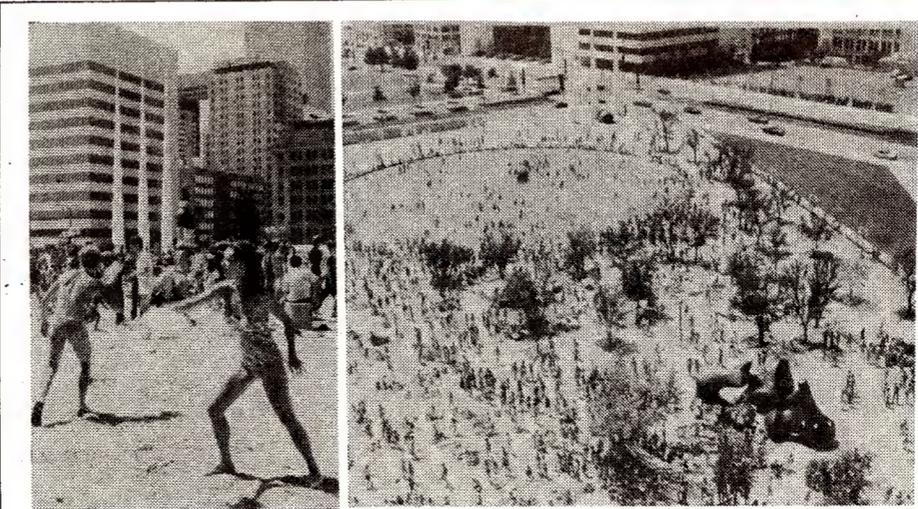
HAVING A WET WEEKEND — KMBY/Monterey calls itself "The Rock Of Monterey Bay," so it was only fitting that morning man Matthew Arnett went underwater to raise money for a local youth center. Donning his Aquaman getup, Arnett spent 13 hours inside an aquarium over a weekend. Was it lonely? Not with 400 goldfish in the tank and KMBY listeners dropping by with water toys. Aquaman . . . uh, Arnette, that is, kept in touch with landlubbers through bi-hourly broadcasts via an underwater microphone.

In A Promotional Pickle

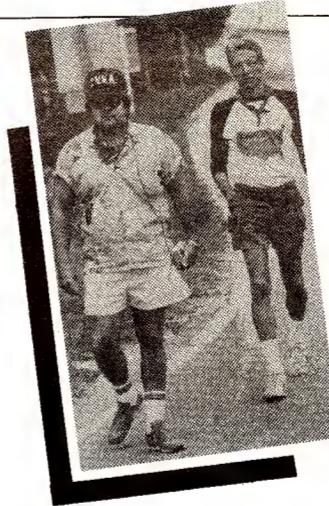
For another WIOQ contest, the station asked, "Who's better to recruit for a pickle-tasting promotion than pregnant women?" So 'IOQ lined up 30 mothers-to-be side by side and belly to belly, and provided ice cream to cleanse their palates between bites of a sponsor's and Brand X's dills. An obstetrician was onsite just in case any great expectations required delivery.

It's A Jingle Out There

Stations often solicit listener-designed station logos, homegrown album covers, T-shirts, etc. In a nice twist, KNAC/Long Beach's "Great KNAC Jingle Search" asks listeners to create station jingles of 30 seconds or less. The modern music outlet says the best entry will become an official KNAC jingle.



ON THE BEACH — A beachin' time was had by all when KZEW dumped 46 tons of sand in front of Dallas City Hall and turned a city fountain into a swimming pool for a "Downtown Beach Party." Beach boys and bunnies showed up for fun in the 100-degree sun, with volleyball, a sandcastle-building contest, and live bands. Admission was either a \$1 donation or a "bucket of beach." Over \$35,000 in proceeds went to the Muscular Dystrophy Association.



WALKING MAN — WNOR/Norfolk morning man Henry "The Bull" DelToro put on his walking shoes and logged 280 miles on foot for a good cause. Accompanied by ex-POW Ron Bobish, the two-week trek from Washington, DC's Vietnam Veterans Memorial to the Eternal Flame of Hope Memorial in Virginia Beach netted \$8500 in donations. The money goes to keep the flame burning and to raise public awareness of Vietnam POWs and MIAs. At left, DelToro and Bobish on the road. At right, Henry receives support from Vietnam vets at the end of the walk.

Name Game

WKQQ/Lexington did a smart bit to stir up suspense as it prepared to launch a new identity. Listeners were told that on a designated day, "WKQQ would become a thing of the past." A "thing of the past" turned out to be an oldies weekend, after which the station debuted its new image as "98 Rock," with a corresponding TV and billboard campaign.

"Lucky" Winners

WYSP/Philadelphia marked a recent Friday the 13th with a "Triskaidekaphobia Weekend." That tongue-twister means "fear of the number 13." After each on-air mistake (dead air, scratched record, verbal slip), the 13th person to call won a 14-karat gold watch.

Zucchini Queenie

In the middle of all the Vanessa Williams brouhaha, KZEW/Dallas did its bit to uphold the honor of American womanhood with a "Miss Zew-cchini" contest. Entrants were asked to submit essays on what holding the esteemed title would mean to them. The winner, clasping a zucchini as her staff, gratefully received her prizes, which included a pot holder autographed by morning team LaBella & Rody, an apron with "Miss Zew-cchini" in glitter, and a \$50 lingerie shop gift certificate.

WRIF To Listeners: "Beat It"

Tired of Jacksons hype? So is WRIF/Detroit, and it's offering listeners a chance to "Beat It" when the band's tour hits the Motor City. A station contest gives non-fans trips to a vacation spot with a name that Freudians will love — Jackson Hole, Wyoming.



ST. LOUIS STATE OF SIEGE — KSHE took it the streets to lead its "Real Rock Radio Army" en masse to a Van Halen concert. The 15-car caravan included a remote broadcast unit and the KSHE jeep, pictured above with (l-r) MD/afternoon driver Al Hofer, mascot General Sweetmeat, and morning maniac J.C. Corcoran. At the show, David Lee Roth held up one of nearly 150 contest banners. Afterwards, the station handed out 10,000 bumperstickers in twenty minutes.

Famous Last Words

One of the last "East Coast Live" interview shows that Allan Handleman did on WQDR/Raleigh before the station's switch to Country was a real standout. The guest was ABC Radio VP/Programming Rick Sklar, who was reunited by phone with Herb Oscar Anderson and Dan Ingram, two jocks from Sklar's days as WABC/New York PD. The wife of the late Alan Freed also called.

Odds 'n' Sods

KSMB/Lafayette, LA ups its power to 100 kw and climbs atop a new 1250-foot stick . . . WMMS/Cleveland's latest appreciation concert treated 18,000 listeners to a free Thompson Twins/Berlin show . . . KEZO (Z-92)/Omaha is looking for artist IDs for its sixth birthday.

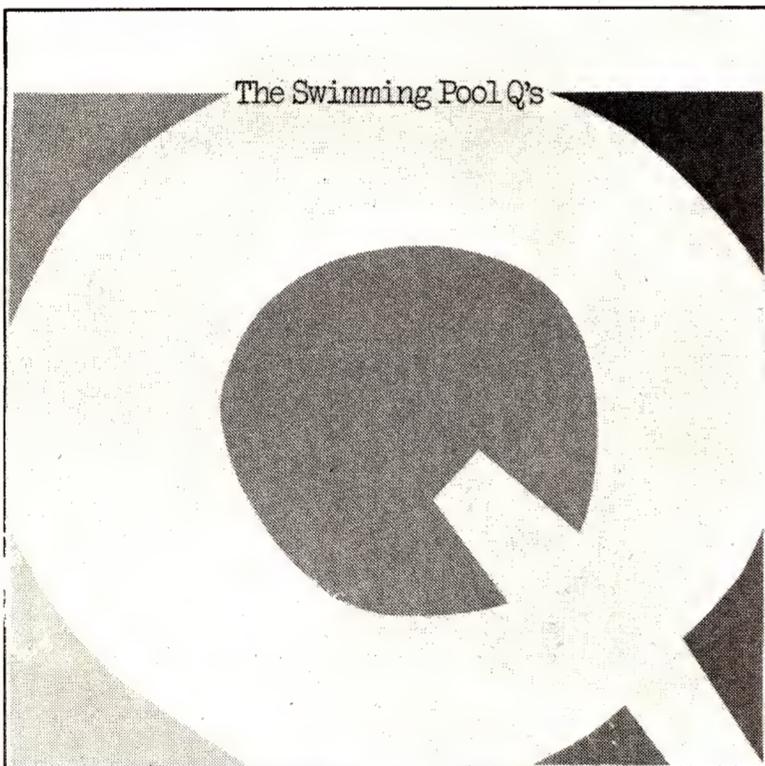
▶ WHAT DOES A
SWIMMING POOL Q
 ▶ HAVE IN COMMON WITH A
HOODOO GURU?

What's in a name, anyway? A clever play on words, something someone can hopefully remember a band by—not much more. What counts is the music.

And that's what **THE SWIMMING POOL Q'S** and the **HOODOO GURUS** have in common, the music. Both of these groups with less-than-conventional names make some of the most exciting new music

around, period. But sometimes, it's hard to get people to listen objectively.

A&M doesn't think your listeners could care less what a new band is called—they're interested in how the music sounds. And **THE SWIMMING POOL Q'S** and **HOODOO GURUS** definitely have the stuff of great music. Period.



THE SWIMMING POOL Q'S
 already on...

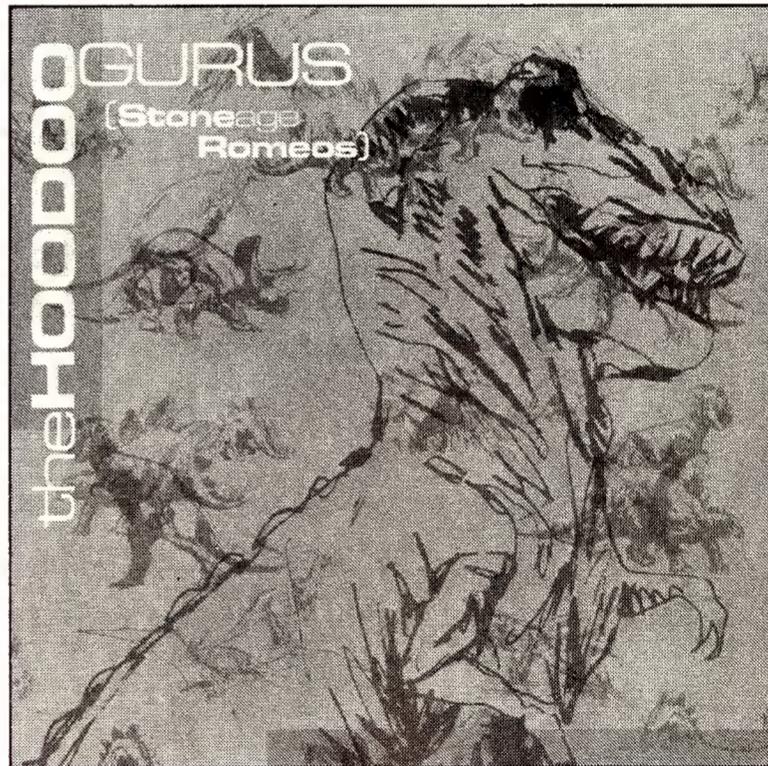
WBCN WKLC WKQQ
 WYSP WTPA KSPN
 WKLS WEZX KTCL
 WXRT WFYV

AOR NEW & ACTIVE

All we ask...is that you listen.

THE SWIMMING POOL Q'S Sp-5015 Produced by David Anderle

HOODOO GURUS "Stoneage Romeos" Sp-5012 Produced by Alan Thorne



HOODOO GURUS
 already on...

WLIR KAZY
 WXRT KTCL
 WMMS

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AND WHY DON'T YOU GUYS PLAY MORE DEAD KENNEDYS? — That's about the only pressing issue that wasn't covered by the AOR Promotion Panel at this year's New Music Seminar. The central topic was, "How can radio stations and record companies deal with being mutually dependent while having different goals?" The discussion ranged from AOR's importance to record companies in light of CHR's resurgence, to excessive concern with chart numbers as opposed to actual airplay. Paying rapt attention are (l-r) independent Beth Rosengard, WHCN/Hartford Assistant PD Bob Bittens, Epic's Bill Bennett, WNEW-FM/New York PD Charlie Kendall, your friendly moderator, WIYY/Baltimore PD Chuck DuCoty, Geffen's Marko Babineau, WYSP/Philadelphia MD Mark DiDia, and Arista's Sean Coakley.

On The Road Again



Continued from Page 34

Prize Patrol

- **KLOS/Los Angeles** is linking with the "Red Rocker" — **Sammy Hagar** — to give away five red '84 Trans Ams. A set of wheels goes to the 95th caller (frequency tie-in) every time the station airs the sound of a Trans Am engine revving up.
- During a 95-degree heat spell, **WBRU/Providence** hooked up with a frozen lemonade manufacturer to deliver the cool beverage to area workplaces.
- **KILO/Colorado Springs** gave away a \$2000 custom-made bicycle in conjunction with live broadcasts from local U.S. Olympic Cycling Trials.



WYFE BOMBS ROCKFORD — That's WYFE MD Skip Isely ready to take to the air and broadcast live while dropping "Ozyzbombs" on strategic locations in Rockford. No, the bombs didn't contain bats' blood instead of explosives, just goodies like Ozzy concert tickets, coupons for Ozzy albums, and 'YFE bumperstickers. Skip, who calls himself "The Real Isley Brother," reports there were hundreds of people at each location waiting for the plane to fly over, including one group that carved the station's call letters and Ozzy's name into the infield of a park's baseball diamond. The stunt received local press and TV coverage.

Goods & Services

- Want to send your listeners to rock shows out of town but don't feel like hassling with the planning and logistics? A company called "Rock Experience" bills itself as a "rock 'n' roll travel club." It puts together all-in-one packages that include airfare, accommodations, tickets, and supervision. Trips range from U2 in London to Journey in Hawaii; New Year's Eve outings are in the works. The man to contact is **Murray Schwartz** at (800) 472-5014. In California, call (800) 221-2673.
- Looking to add some sonically scintillating sounders and sweepers to your air? "Rock Trax" is an electronic music production library with 271 digitally-recorded cuts. **KBPI/Denver** and **WDVE/Pittsburgh** are among stations using the package. Contact **Brown Bag Productions** at (303) 388-9245.
- Can I interest you in two nifty music trivia games? With trivia all the rage these days, you may want to build a promotion around these items. The "Solid Gold Music Trivia Game" is handled by **Lin Kraus** of **Schwartz Public Relations** at (212) 683-7810. The "Rock Trivia" game is represented by **Jill Albert** of **Cohen-Marino** at (212) 686-9730.

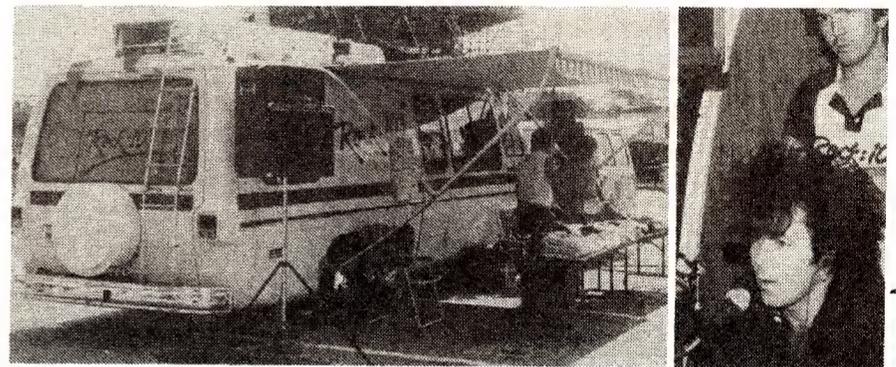
SEGUES

WRDU/Raleigh signs on with adult AOR. It's located at 4700 Six Forks Road, Dean Witter Bldg., Suite 106; Raleigh, NC 27609, and can be reached at (919) 782-1061.

KSJO/San Jose is no longer consulted by **John Sebastian**, and morning team **Amir Mansbacher** and **Jim Taylor** has exited.

WDVE/Pittsburgh afternoon driver **Hershel** is appointed MD . . . **Jean Cashman** joins **WCKO/Miami** as MD from crosstown **WWJF-FM** . . . **Scott Douglas** is named **KATT/Oklahoma City** MD . . . **Wes Nessman** is upped to MD at **KFMX-FM/Lubbock** . . . **Mark DeMers** exits as **WKLT/Kalkaska** MD.

Former **KMEL/San Francisco** MD **Geno Mitchellini** replaces **Linda McInnes** on **KLOS/Los Angeles** afternoons . . . **KRQR/San Francisco** adds **Steven Seaweed** for 1-4pm and Production Director duties . . . **KFOG/San Francisco** ups **M. Dung** from weekends to mornings, moves **Lee Simms** to all-nights, and adds **Trish Robbins** from **KTIM/San Rafael** for parttime. **Michelle Michaels** leaves **KFOG** for evenings at **WDVE** . . . Ex-**KGON/Portland** MD **Gloria Johnson** is on weekends at crosstown **KRCK** . . . **Steve Palec** replaces **Rodio** on the morning team at **WQFM/Milwaukee** . . . **Joanna London** moves to **KFMG/Albuquerque** middays from **WTPA/Harrisburg** . . . **Ernie Brown** is upped to evenings at **WEBN/Cincinnati** as **Gina Cook** leaves for mornings at **WEZX/Scranton**, replacing **Kim Matthews** who moves to **I-95/Miami** mornings . . . **Debbie Starr** moves from weekends to middays at **KZEL/Eugene** . . . **Gretchen Kruschka** is new to **WGIR-FM/Manchester** evenings .



TRAVELIN' IN STYLE — Here's two distinct approaches to station vehicles. Above, your basic impressive setup — **WZXR(Rock 103)/Memphis's** "Urban Assault Vehicle," named after a contraption in the **Bill Murray** movie, "Stripes." The reconditioned 1977 GMC motor home is fully equipped for live remotes and interviews. Guests have included **Berlin**, **Weird Al Yankovic**, and pictured above, **Jimmy Marinos** of the **Romantics**.



Meanwhile, **WFBQ/Indianapolis** morning zanies **Tom Griswold** and **Bob Kevoian** model their "Q Hog." The early '70s Olds Delta 88 was purchased after the duo solicited listeners for cars with a price tag of \$95 (ultimate frequency tie-in). Local merchants fixed up the car gratis, including the spiffy two-tone paint job. For those of you with black-and-white TV sets, Tom's side (on your left) is painted olive-drab, while Bob's half (on your right) is hot pink. Look closely and you'll notice twin bowling trophy hood ornaments; inhale and enjoy the aroma of a Mr. T air freshener. The car may not be a hit with the **Indianapolis Art Society**, but it does have its fans. Listeners often leave notes under the wiper blades, and a cop who stopped **Griswold** going the wrong way up a one-way street ripped up a ticket when he drew close enough to recognize the car.



CLIMB EVERY MOUNTAIN — **KILO/Colorado Springs'** morning star **Jennifer Bell** had a peak experience when she did what the station calls the "highest land-based live rock 'n roll radio show." From 14,110 feet, **Bell** covered practice runs for the **Pikes Peak Auto Hill Climb**, now in its 62nd year. **Bell** (left) is pictured interviewing winning driver **Michelle Mouton**.

Adult / Contemporary



RON RODRIGUES

SPRING ARB ROUNDUP

Checking Out The Big Battles

There's never enough space to thoroughly cover all of the exciting radio battles around the country, and that's too bad because the spring survey revealed generally good results for A/C radio. As an alternative, I'll profile some of the more competitive markets in capsule form.

As always, we focus on the average quarter-hour share of 25-49 adults, Monday-Sunday, 6am-midnight, metro survey area. But since Arbitron doesn't allow us to print precise shares in that demo, I've rounded them off to the nearest whole figure; i.e., a 3.5 will show as a 4. Stations with less than one full share point are not included. Adjacent stations marked with an asterisk (*) are tied.

between books here, the most dramatic being WGR's tumble from first to fourth in one year. The station apparently lost half its listening in that time. Also unusual is the continuing strength of AM here — positions 2, 3, and 4 are occupied by AMers. Long-time CHR fixture WKBW made its official switch to A/C shortly before the book and looks strong in adult demos. Music-oriented FM WBUF continues to lead all stations.

Buffalo

S83	F83	S84	25-49 share
WGR	WBUF	WBUF	@ 12
WBUF	WGR	WKBW	@ 9
WBEN	WBEN	WBEN	@ 9
WYSL	WYSL	WGR	@ 6
	WUWU	WYSL	@ 2
		WUWU	@ 2

This is one of the country's strongest A/C markets. There's always lots of movement

Cincinnati

S83	F83	S84	25-49 share
WRRM	WRRM	WRRM	@ 12
WLLT	WKRC	WKRC *	@ 9
WKRC	WLLT	WLLT *	@ 9
WLW	WLW	WLW	@ 8

Here's another strong A/C market. WARM-98 (WRRM) not only continues in the top spot, but gets stronger each survey. AM 55KRC (WKRC) is on the move too, and is tied with WLLT. WLW, buoyed by Reds baseball, is also in the first division.

Detroit

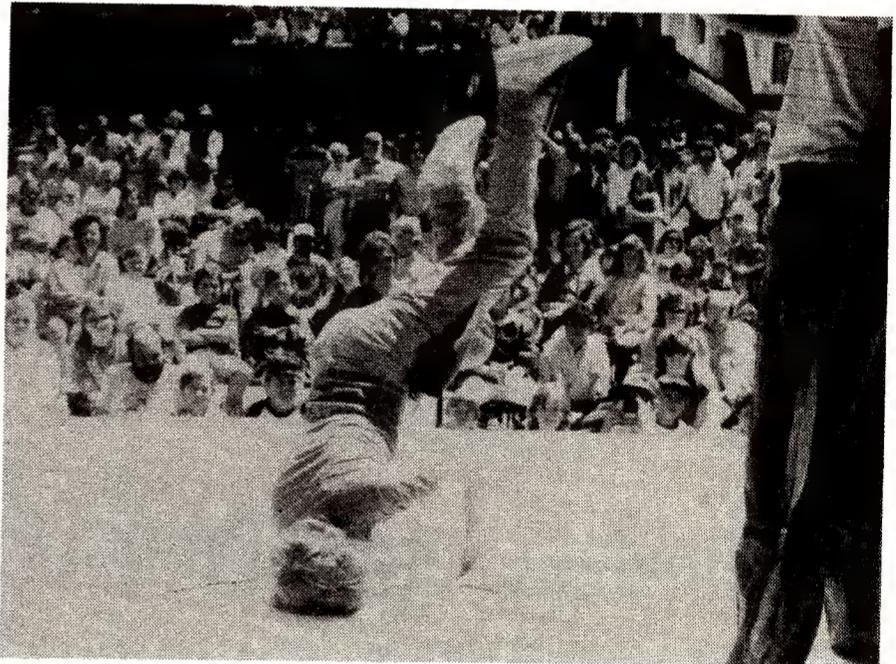
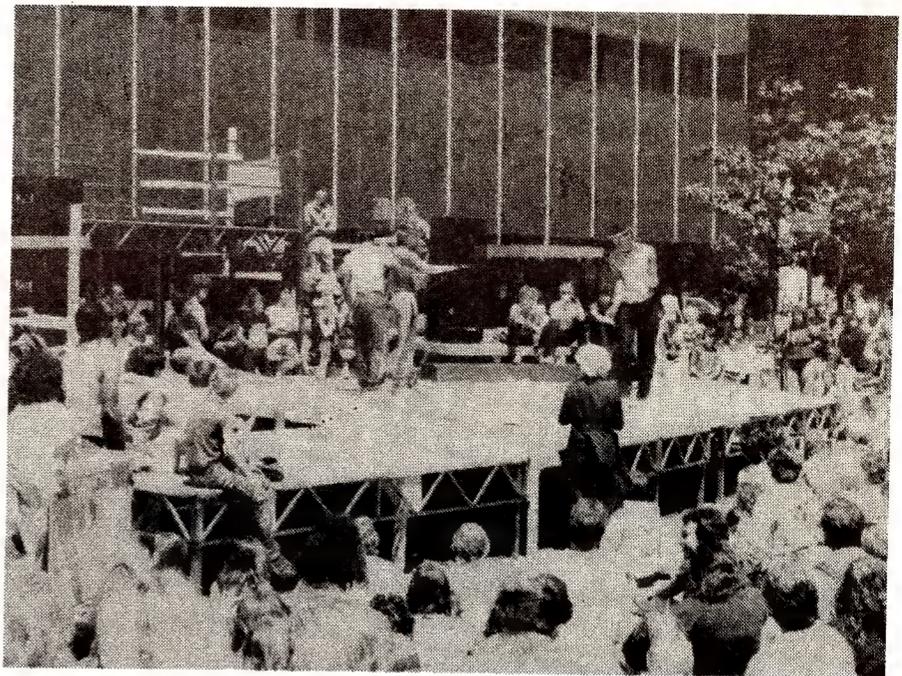
S83	F83	S84	25-49 share
WNIC	WMJC	WOMC	@ 8
WMJC *	WNIC	WNIC	@ 7
WOMC *	WOMC	WMJC	@ 5
	CKLW	WCLS	@ 2
		CKLW	@ 2

This is another market that sees lots of change between books, as a different station has been on top in each of the last four surveys. After years of struggle, WOMC moves in front. PD Steve Goldstein feels confident about the future with the acquisition of morning man Tom Ryan from nearby CKLW.

Houston

S83	F83	S84	25-49 share
KFMK	KFMK	KRBE-FM	@ 8
KRBE-FM	KRBE-FM	KFMK	@ 7
KQUE	KQUE	KLTR	@ 4
KRBE		KQUE	@ 2

An interesting story here: Longtime leader KFMK was moved aside by KRBE-FM, which is now on top with a good spring showing. Towards the end of the sweep, however, KRBE-FM moved to a much



YOU DESERVE A BREAK TODAY — You would think that A/C radio and break-dancing are an unlikely combination, but it worked just fine for KUGN/Eugene recently. The station staged an exhibition in a downtown mall featuring "Uptown Boyz" and other local dancers. The stage was covered with cardboard and a roll of vinyl flooring to provide a safe dancing surface. Participants were rewarded with a full meal at a fast-food outlet.

Progress

Babette Stirland has been appointed Supervisor/Music Programming & Research at WNBC/New York from Music Coordinator job

... Carrie York is now ND at KHTZ/Los Angeles. She was previously known as Deanna Crowe in air talent positions in San Francisco and Los Angeles. Also at KHTZ, Hedy Lynn Herdes is doing afternoon news, Jim Matthews has been named Programming Coordinator,



Carrie York

and Carol Juarez has become Promotion Assistant ... KKMI/Seattle taps Dan Packard as MD from KYTE/Portland ... Dave Steel is the new ND at WDAE & WIGI/Tampa ... New lineup at KISN/Salt Lake City includes Mick & Wilson in mornings, Brad Stone middays, Chuck Jackson afternoons, Pat Gray evenings, and Jeff Wheeler nights. On weekends it's Tim Stevens, Michele Ryan, and Scott Hart ... John Alexander is the new Assistant PD at WING/Dayton ... Q99/Burlington, VT completes its shift to all-live, appointing Ginny McGhee to evenings and Marilee Chiarella to overnights ... Richard Johnson joins WJBC & WBNQ/Bloomington as General Manager ... KFSB/Joplin selects Curtis Lee Collins for middays.

more contemporary music posture. And now, with the return of former PD Roger W. W. Garrett, it appears KRBE-FM is attempting to move in on market-leading CHR KKBQ-FM.

Los Angeles

S83	F83	S84	25-49 share
KHTZ	KOST	KOST	@ 3
KOST	KHTZ *	KHTZ	@ 3
KFI	KMGG *	KMGG	@ 3
KMGG	KFI	KFI	@ 2

This is one of those markets where CHR has a commanding grasp on adults, since the combined shares of the above four stations do not add up to (CHR) KIIS's piece of the 25-49 pie. Gold-oriented KRTH, which plays a good share of CHR music, also beat each of the A/C's. KHTZ, with the aid of new house giveaway, was the only A/C to rise this sweep. KMGG looks to better fortunes with the acquisition of morning man Robert W. Morgan.

Louisville

S83	F83	S84	25-49 share
WRKA	WHAS	WHAS	@ 10
WHAS	WRKA	WRKA	@ 10
WKJJ	WKJJ	WKJJ	@ 9
WAVG	WAVG	WJYL	@ 3
WJYL	WJYL	WAVG	@ 3

The top three stations here are now locked in a virtual tie for first, separated by less than a point. Ironically it's full-service AM WHAS, consulted by Lee Bayley and programmed by Denny Nugent, that's playing perhaps the widest variety of music of any of the A/C's here.

San Francisco

S83	F83	S84	25-49 share
KNBR	KNBR	KNBR	@ 5
KIOI	KIOI	KIOI	@ 5
KSFO *	KSFO	KLOK-FM	@ 3
KEZR *	KLOK	KLOK *	@ 2
KLOK	KEZR	KSFO *	@ 2
		KEZR	@ 1

Despite being in last place for most of the season, the Giants helped KNBR this spring. Across the Bay, the A's have not done much to boost KSFO's numbers. K101 (KIOI) used an "all love songs, all the time" format during the survey which has since been abandoned. KLOK-FM surveyed its listeners on song selections (called "Yes/No" radio) and pulled up in third. Their San Jose sister station is right behind.

Next Week:
A/C's annual
Promotion Checklist.



LON HELTON

ANALYZING THE DOWN SHARES

Which Way Did They Go?

As previously lamented, Country shares were down in a number of markets where the format had fared rather well. This week we'll take a look at Nashville, Dallas and Houston to see what went on during the sweep and possibly get a handle on who went where and why.

Nashville

	Fall '82	Sp'83	Fall'83	Sp'84	25-54 Rank
WJRB-AM				0.6	17
WJKZ-FM			0.9	1.0	16
WSIX-FM	10.0	7.4	6.8	7.2	4
WSM-FM	4.1	8.2	13.0	8.8	1
WSM-AM			5.1	6.1	8

Comments: The overall Nashville Country shares are down a little over two points — with WSM-FM taking the biggest hit. Since WSM doesn't subscribe to Arbitron, OM Gregg Lindahl wasn't able to cite specifics. But he did provide an overall feeling as to why things went the way they did.

"Basically," he began, "I think our losses can be attributed to our listeners having another non-Country alternative. Last fall I would have said WSM-FM was very much



the mass appeal radio station of the market — almost serving an A/C audience. Last winter, WLAC-FM introduced the George Johns 'Classy' format and did very well." (WLAC-FM went 6.4-8.5 12+, improved its cume rank from seventh to second, and moved fourth to third 25-54.) "I think they siphoned off a lot of our audience, primarily those folks who may have preferred an A/C-flavored radio station. We were satisfying their needs when they didn't have an alternative. However, once they were presented with one, those listeners went over. Instead of us being their primary choice, we became a secondary pick. I would guess we lost some time spent listening because of that."

Gregg pointed to another possible reason behind the slippage: "Off the air promotionally, I don't think we were as high profile as we ought to have been nor as visible as we've been in the past. We spent more time working and talking about the AM. While that bore fruit, it might have hurt the FM a bit. Overall, though, we're really pleased with the way things are going. We're certainly not displeased with what happened on the FM. The casual observer might think we're concerned or upset, but we feel real good about the product and

where we're headed with it. We revamped the entire AM sound last December and are very happy with the growth it has shown. We're positioning the AM as an information station. While we play a lot of music, we don't try to compete or out-music our FM."



WSIX stayed with the soft, passive continuous Country format that had given it great numbers, but saw those shares shift to WSM-FM during the past 18 months. To counter the erosion WSIX drastically changed its sound in February, moving from a background, easy listening Country station to high-profile, personality — accompanied by as much press hoopla as it could generate. Having previously done no promotion, WSIX began to give away cash. Ten-second TV spots were run, featuring well-known Nashville personality and WSIX PD Gerry House. Gerry described the spots as having "a big impact. Basically, it was me doing goofy one-liners like 'six fun things you can do to your pet with a caulking gun.'"

In an effort to inject personality into the station, Gerry's FM morning show was simulcast. Reaping even more dividends than expected, the WSIX "House Foundation" became the top-rated morning show in the market!

Like Gregg, Gerry pointed to the big change in the contemporary market as the reason behind the down Country book. Despite that, he is convinced "the shares will level out between us and WSM for the Country market, and we'll probably wind up beating each other's brains out for a point one way or another."

Meanwhile, WJKZ is trying to fight the two big-bucks giants with music. Playing a high percentage of currents, 'JKZ is going on product early to keep the music fresh, while WSM and WSIX battle one another with similar oldies catalogs. KZ Country is staying aggressive with promotions like its "KZ Country Radio Rescue 100" (R&R 7-20). But it's hampered by a signal that doesn't quite match up against the other two outlets.



CONGRATULATIONS TO DENE AND JUDY — When KUDL/Kansas City PD Dene Hallam married Judy Lopes, a veritable Who's Who of country music showed up to witness the Gotham nuptials. (Isn't that how they talk in the society pages?) Shown at the reception are (standing l-r): WHN/New York PD Joel Raab, WWWW/Detroit PD Barry Mardit, Judy and Dene, MCA/Nashville VP/Promotion Gene Hughes, WWWW MD Kevin Herring, MCA/Nashville Director of Promotion Patti Olson, and Rob Carpenter of CBS RadioRadio. Seated are WHN's Eda Galeno, Dan Taylor, Ro and Lee Arnold, Bob Marley of WBAX/Wilkes-Barre, and Ed Salamon of the United Stations.

Dallas

	Winter '84	Spring '84	25-54 Rank
KSCS	7.4	6.6	2
WBAP	6.9	6.3	4
KPLX	5.2	4.7	5
KLIF	1.5	1.7	21

Comments: While overall shares are down this book, they're a bit deceiving because the Country share garnered during the winter book was the highest in recent history. This time, in fact, the total Country share is within a half-point of the spring '83 share.

KPLX PD Bobby Kraig said his station did nothing out of the ordinary during the spring book. 'PLX presented its usual number of contests, giving away a large amount of cash and tickets to various events. The station hadn't been on the tube in quite a while, so a sizable TV campaign was also run.



Dallas-Fort Worth

Then what contributed to the point and a half Country share drop? Bobby commented, "One thing that stands out, though I can't say this is responsible, is there were fewer usable diaries returned. That bothers me. Arbitron barely passed its sample target, and one demo in particular was underrepresented. This, coupled with some heavy-listening diaries, helped the CHR and Urban stations."

Bobby followed up with another poignant observation. "I don't want this to sound like a cop-out, but the fact remains CHR is going through a very hot period, what with the

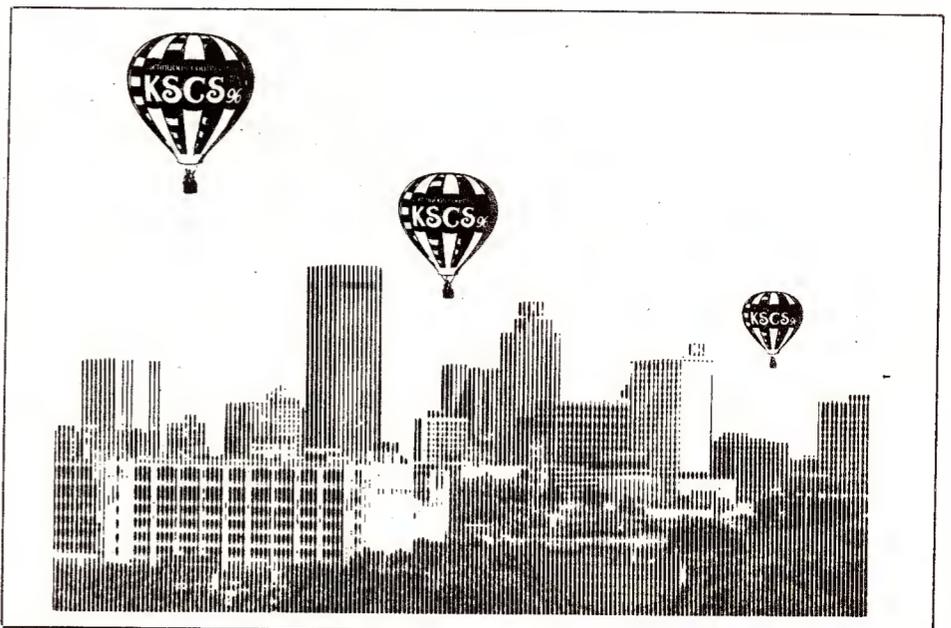
Michael Jackson phenomenon. Country has gone through the stage CHR is going through now, and I'm not overly concerned. It's too early to overreact and make any major station adjustments in that direction. We certainly need to keep our eye on the situation, and look very carefully at the next book. We consider the CHRs as competition and will obviously pay attention to them. But I think anybody we lost to CHR will come back — this doesn't mean they're gone forever."



There is, however, at least one caveat to Bobby's "they're not gone forever" statement. Country stations must actively do something to get these listeners back or at least increase the time spent listening. As Bobby remarked, "A lot of good things are happening in country music. Country radio has to point those things out and take advantage of opportunities to do things that will excite Country listeners."

You have to make use of what's out there. The format doesn't have to take a back seat to anybody in terms of excitement. But you have to work at it. Bobby concluded, "You've got to keep thinking about things you can do. Those who rely on the music alone are going to find themselves in trouble."

Continued on Page 42



Nashville This Week



SHARON ALLEN

Pinkard & Bowden: Mama They're Nuts!

Sandy Pinkard and Richard Bowden are not the type to let a prime opportunity go to waste. After hearing the Judds single, "Mama He's Crazy," they immediately kidnapped guitarist Don Potter and commandeered Sound Stage studios in Nashville. They emerged two days later clutching a copy of their new single, "Mama She's Lazy," released just this week on Warner Bros.



The "Straight" Pinkard & Bowden

After taking a look at their new publicity photo released in conjunction with the single, you may be a little concerned about Nashville's "good ole boy" dress code...first Moe & Joe, now Pinkard & Bowden...but don't worry. I saw Nick Hunter the other day, and he's still wearing jeans and T-shirt...and oh yes, the baseball cap.

Charles & Friends

Columbia Records is making available a special 12" promotional disc designed especially for radio. The disc itself finds Ray Charles talking about ten different friends as he introduces each of the cuts featured on his "Friendship" album. Columbia plans to make this promotional disc available to some 1400 variously formatted radio stations across the nation, including Country, A/C, and college. The label will also be reserving a limited number of extra promotional copies to fulfill anticipated requests. So, if you didn't get one and want one...ask for it!

Anne & Dave

Anne Murray has not released a duet single since those with Glen Campbell in the early 1970s. Ac-

ording to her manager, Leonard Rambeau, "Anne's career has long been that of a solo artist. There has been talk for several years of her recording a duet single. However, previous overtures have been unsuitable due to material, timing, or scheduling concerns."

But her current single, "Nobody Loves Me Like You Do," is a duet with Dave Loggins, and this is how she says the project came about. "My producer, Jim Ed Norman, and I were sifting through new material not long ago when he suggested I record a duet with Dave Loggins. The suggestion appealed to me immediately as I've been a fan of Dave's since I first heard 'Please Come To Boston.' Jim Ed felt that our voices would blend well together. Once we found a song with the lyrical and melodic qualities we had been waiting for, we called Dave to schedule the recording session in Toronto."



MURRAY, KANTER: These two are going to duet — separately.

Previously, the two merged their individual talents when Murray recorded the Loggins-penned tune "You've Got Me To Hold On To." Interestingly enough, the current single is not one of Loggins's own, but rather a joint effort by songwriters James Dunn and Pamela Phillips.

Bits & Pieces:

Tom T. Hall will host a new TV show. It will have the storyteller traveling in search of unusual and quirky celebrations across the



TOM T. HALL: American Storyteller

country. It will be called, "The Storyteller's America"...Vince Gill just completed some studio work, but not for his own album. He's been putting guitar and vocal tracks on LPs for Rodney Crowell, Rosanne Cash, Emmylou Harris, Steve Wariner, and Pam Tillis. Vince was also approached and auditioned for the male lead in *La Boheme* in New York. His co-star would be Linda Rondstadt....This month Gary Morris will make a flying visit to Cork, Ireland, to do a television show for the Nashville Network. He will be seen fishing in Irish waters for the "Country Sportsman" TV show to be aired in the states later this year. This trip was originally scheduled for George Strait, but unfortunately he was forced to cancel. He's scheduled to be hospitalized for knee surgery....Recently signed RCA artist Hillary Kanter just recorded a duet with Eddie Rabbit, "Every Night In Fall In Love With You," set for a September release....Gus Hardin has been working on a duet with Earl Thomas Conley entitled "All Tangled Up In Love."...Hoyt Axton is busy filming a couple of television episodes. He can be seen this fall on the new Jon-Eric Hexum/Jennifer O'Neill series "Cover-Up." And he will also appear in "Different Strokes," playing Danny Cooksey's long-absent father....

Just thought you'd like to know!

"I guess if I stay around long enough, I'll continue to be one of the luckiest guys in the business because I never would have thought that I would have been in the studio with Ray Charles, or ever have had a single released with him, but it has happened and it's one of those dreams come true."

Thanks Ray,
B.J. Thomas



RAY CHARLES (With B.J. THOMAS)

"Rock And Roll Shoes"

R&R CHART 40
BREAKERS

From the album
'Friendship'
Produced by Billy Sherrill



On Columbia Records and Cassettes



Country News
Next Week's Guests:
ALABAMA

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

Black/Urban Radio



WALT LOVE

WUSL: Philadelphia's Melting Pot

The battle in Philadelphia between Urban-formatted WUSL and Black outlet WDAS continues to be a classic to watch. This spring, WUSL pulled ahead to third place in the market, scoring a 6.2 share 12+ to WDAS's 5.7.

Here's the box score for the two previous books:

	Winter '84	Fall '83
WDAS	6.7	6.8
WUSL	5.0	5.8

As you'll see, WUSL is proving that an Urban format can reach mass appeal proportions, if programmed correctly.

Knowing Your Audience

WUSL PD Jeff Wyatt described the positive evolution of WUSL's appeal with Philadelphians as "a lot like a male/female relationship; we've gotten to know each other much better. When we started this format in October '82, the city showed an interest in us and that made us feel good, but now we've earned our wings, so to speak."

Explaining what makes WUSL a "Philadelphia" radio station, Jeff said, "We had to find out what music they want to hear on a day-to-day basis, rather than what we wanted to play. It's very important to proceed with the intelligence those realizations give you, so you can give the people what they want. We also now know how much our audience wants to see us in the streets; that's been very important in becoming their favorite radio station."

A Mass Appeal Radio Station

WUSL's target audience is 12-34. "Most of the people who want to hear this music are not that old. Our audience has a unique progressive attitude. One key to our current success is knowing where our strength is with this format. You see, other stations lock themselves into old traditional ways and sound the same for years, without much regard for changing times or the change in people's mindset towards each other. But our station has evolved, and to prove it, our cume is now 40% white and 60% black."

"Philadelphia hasn't seen a station that's been able to bring people together like this since the days of WFIL and WIBG. We are this city's mass appeal radio station."

WUSL President/GM Bruce Holberg added, "We are now in an era where a black mayor is backing Walter Mondale in the primaries. To a point, there is a decline in 'group' consciousness. We also see black recording artists moving into the musical mainstream. It seems that people have certain needs of radio stations which go beyond previous expectations. For younger listeners, radio is a very strong link to the community; it's also good, basic entertainment."

Speaking of younger listeners, Holberg mentioned that WUSL had tried a job-line program to help alleviate the high percentage of unemployed black youth. "We've done some things with the mayor's office, but it's like trying to hold back the tide. This problem is just too much for one station to handle."

POWER 99fm

Dayparting

Regarding dayparting, Jeff said, "Our music system works on the premise that we can get a little bit more ambitious in certain dayparts with newer songs. It allows for a change in the sound, along with the ability to test some records. I like to get an early response before committing songs to full-time heavy or medium rotation."

The Jukebox Theory About Urban Radio

We've all heard the snide remarks about Urban radio being nothing but a jukebox with its longer-than-usual music sweeps. Jeff counters that criticism, saying, "We're not a jukebox; we just know how to package our product. Personality is the name of the game and our staff is loaded with personalities. This staff is just the best at selling things to people without them knowing it."

People call here and say, 'I love those 30-minute commercial-free supersets.' We're not letting people look at their stop-watches to see how much music we play; we're telling them."

Current Marketing

At one time WUSL was heavily involved with TV advertising and promotions. As far as WUSL's current marketing is concerned, Bruce said, "Except for our very first book and the last one, we've always done a fair amount of TV advertising. This time, we took our TV money and gave it away on the air, and we did pretty well."

"You might want to provide reminders to your audience; other than that, contesting is awfully important. We're in the middle of a huge bumpersticker contest now. Last summer we did one and between the two runs, we have approximately a million bumperstickers out there. That's great visibility!"

Consultants Are OK

WUSL is consulted by Don Kelly & Associates. On the subject of programming consultants, Bruce noted, "In 1982, when we decided to make a format change, it really was too much for one person to handle logistically. I think a market-to-market cross-pollination of ideas is needed, and consultants are terrific for that."

"You also need an objective ear to listen to your station. When you live at the station day-in and day-out, you know how it is... nothing sounds right. But after a good night's sleep, it's cookin' again! The shocking truth is that the station sound is probably someplace in the middle. It takes someone from outside with solid expertise in the format to help you notice the blemishes, as well as the things you're doing right."

"Consultants can be a terrific source of input. In some cases they've seen how others in a similar competitive situation have made mistakes, and now they (the consultant) can see to it that you don't! It's a good hedge against costly mistakes."

"I thank my lucky stars every day that I have Jeff Wyatt and Don Kelly working with me as they've made all the difference in the world. A lot of people can play the same records, but it's a combination of conceiving/executing the strategy and being conscientious that will win."

The Need For Qualitative Research

Holberg feels Urban stations need to spend money on qualitative research to more consistently identify who their consumers really are. "WRKS/New York does a great job marketing itself. WKYS/Washington has also done some local research, but national studies lump Black and Urban stations together. They also combine markets of all geographical areas and sizes. This makes it hard to get a true picture of who your consumer is."

Bruce then revealed an interesting fact. "I've actually been told that blacks don't consume certain fast foods or buy particular products. We need to have proof through qualitative studies in specific markets to prove that blacks do consume and purchase most products available."

"When we were seventh in the market, buyers would grind us with anything they could; i.e., fact, opinion, or whatever. Then when we moved up into the top five, suddenly many of the format objections are no longer present. People ask a lot more questions when you're number seven than when you're among the top three."

Bruce concluded, "Radio stations in general, and particularly Urban stations, have done a pretty poor job - with few exceptions - of supplying their salespeople and national reps with the proper research. We need to see studies about who our audience is, where they live, what they do, and how much they spend on products. That ammunition will protect us from erroneous assumptions about what our format is and who it reaches. Such information helps assure that WUSL will bought at the same rates as general market stations."



HAVING A PARTY — Weekender Frank Cerami and the Power 99FM dancers pose for this photo in a local Philadelphia nightclub. Frank hosts a Saturday night dance party-show on WUSL from 7pm 'til midnight. Cerami is in the middle wearing the tie.



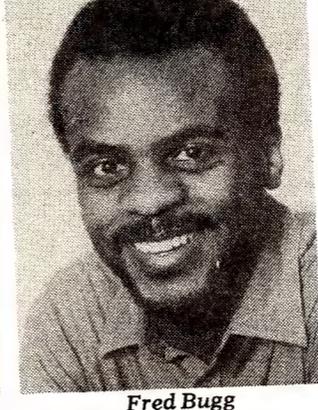
Bruce Holberg
Pres. & GM



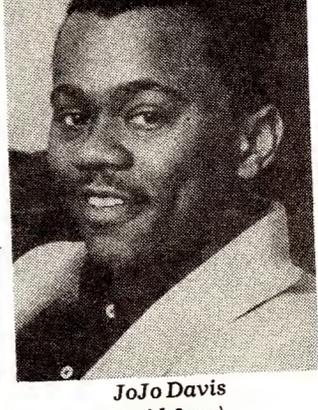
Barbara Sommer
(10am-3pm)



Jeff Wyatt
(3-7pm/PD)



Fred Bugg
(7pm-mid)



JoJo Davis
(mid-5am)



Beej
(5:30am-10)

Marketplace

AIRCHECKS

Current And Classic Airchecks!

Current Issue #53 features KFRC/Dr. Don Rose, B104/O'Brien & Brian, WASH/Bill Tanner, KFI/Lohman & Barkley, KMPC/Wink Martindale, KPOP/J.J. Jeffrey, WCAU-FM/Barsky, KS103/Roger Cary & KEX/Bob Miller. 90-minute cassette, \$5.50.

Special Issue #S-39 features MINNEAPOLIS-ST. PAUL! CHR's WLOL, KDWB, & KDWB-FM, A/C's WCCO, KSTP-FM & WLTE, plus AOR KQRS. Cassette, \$5.50.

Classic Issue #C-46 features KFRC/Stam Borman-1960, 10Q/Rich Brother Robbin-1977, KFWB/Elliott Field-1962, KCBQ/Shotgun Tom Kelly-1974, K100/Robert W. Morgan-1974, KHJ/Billy Pearl-1975, KMET/Thom O'Hare-Raechel Donahue-1975, plus KSEA/K.O. Bayley-1974. Cassette, \$10.50.

STILL AVAILABLE: #S-38/SALT LAKE CITY, #S-37/SACRAMENTO-FRESNO, #S-36/HONOLULU, #S-35/PHOENIX-ALBUQUERQUE, #S-34/MILWAUKEE @ \$5.50 each.

Current Issue #52 is still available, featuring KMGG/Robert W. Morgan, KPRZ/Gary Owens, WBBM-FM/Don Geronimo, WWDC/Greaseman, WKQX/Robert Murphy, WYNY/Randy Davis, KHJ/Danny Martinez, plus Portland's KINK, Miami's WAXY & Honolulu's KQMQ. 90-minute cassette, \$5.50.

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Opportunities

Openings

NATIONAL

ONE OF AMERICA'S LEADING BROADCAST COMPANIES IS LOOKING FOR AMERICA'S BEST A/C PERSONALITIES.

***IF YOU HAVE A PROVEN TRACK RECORD AS AN ENTHUSIASTIC ADULT COMMUNICATOR...

***IF YOU HAVE A WARM PERSONABLE VOICE AND STYLE...

***AND...IF YOU WANT TO MAKE A MAJOR MOVE AHEAD IN YOUR CAREER...YOU MAY BE THE ONE!

SEND TAPE AND RESUME TO:
Radio & Records, 1930 Century Park West,
#776, Los Angeles, CA 90067. EOE

EAST

13FEA is searching for an evening madman. Looking for an up-tempo approach. C&R: Rick Ryder, Box 5300, Manchester, NH 03108. No calls. EOE M/F (8-31)

96WMMR, ME's hot 50kw CHR, is looking for morning, part-time & fill-in talent. T&R: Michael Rivers, 89 Congress St., Rumford, ME 04276. EOE M/F (8-31)

Sales Manager needed for small market A/C station in western NY. Resumes & references: Bob Finley, WDOE, Box 209, Willow Rd., Dunkirk, NY 14048. EOE M/F (8-31)

The Franklin Institute Science Museum offers a great opportunity for college graduate with BS in Meteorology with a minimum of 2 years' experience in forecasting weather. Working hours, 5am-1:30pm. Maturity and excellent communication skills and thorough understanding of weather station operations required. Candidate will demonstrate weather forecasting to museum public, teach museum lessons and workshops. Candidate will also represent museum on WIOQ-FM by forecasting daily weather reports. Please send tape/resume/salary history ASAP to Department Q, THE FRANKLIN INSTITUTE, 20th & Parkway, Philadelphia, PA 19103. An equal opportunity employer, M/F/H.

Atlantic City market opening. Must have two years experience. T&R: Jack Miller, WSLT/WIBG, 957 Asbury Ave., Ocean City, NJ 08226. EOE M/F (8-31)

Seeking aggressive, outgoing, intelligent person to join the management of Katz Broadcasting as Promotion Director. Contact: Gerardo Tabio, WFTQ, Worcester, MA 01608. EOE M/F (8-31)

WDVE has prime opening, 7-midnight airshift. Minimum three years experience & must be a killer AOR personality. T&R: Greg Gillispie, 411 7th Ave., Pittsburgh, PA 15219. EOE M/F (8-31)

Station in NE looking for news person. Minimum two years experience. T&R: Joe Capin, WAZL/WVCD, Hazleton National Bank Bldg., Hazleton, PA 18201. EOE M/F (8-31)

WIINAM 1450 - WFPG FM 97

Atlantic City's Prestige Stations
Desire to hire Operations Manager combo Program Director who can do it all. Must be great on detail. Contact Dennis Ryan, WIIN/WFPG, 2707 Atlantic Ave., Atlantic City, NJ 08401. EOE

Experienced, natural-sounding air personality needed that can have fun doing 7-midnight. T&R: Bob Spencer, V-100, Box 4318, Charleston, WV 25384. EOE M/F (8-24)

WGVA needs fulltime personality for immediate opening. T&R: Tom Nichols, Box 528, Geneva, NY 14456. EOE M/F (8-24)

Openings

Suburban Washington DC station has immediate opening for a full/parttime announcer. Must have strong production for Gold format. T&R: WMJR-FM, Box 2108, Manassas, VA 22110. EOE M/F (8-24)

Q-94/Johnstown-Altoona, needs a hot CHR personality with high-energy! T&R: Darrell Ray, OM, WBXQ, Box FM-94, Crescon, PA 16630. EOE M/F (8-24)

STATION MANAGER WALK AM/FM

Is looking for an aggressive Operations Director/Station Manager. Unique opportunity to join expanding station group. Excellent benefits. Replies held in strict confidence. Resumes to: Ms. Healy, WALK-AM/FM, P.O. Box 230, Patchogue, NY 11772. EOE M/F

92 FLY has parttime openings. Experience necessary. T&R: Pete Clark, WFLY, 4243 Albany St., Albany, NY 12205. (8-24)

Expanding. Need street reporter who writes & delivers. T&R/writing samples: Karl King, ND, WRTA, Box 272, Altoona, PA 16603. EOE M/F (8-24)

Looking for Production Director/swing person at well-respected AM/FM near Pittsburgh. T&R: Carl Becker, OD, WAJR, Greer Bldg, Morgantown, WV 26505. EOE M/F (8-24)

SOUTH

Jacksonville Beach's, FL. New owners offer great opportunities in sales, news & on-air. Contact ASAP: Jack Diamond, Box 20132, Jacksonville, FL 32211. EOE M/F (8-31)

WDNG AM 1450

Looking for mature, stable, one-on-one communicator for morning drive A/C. Phones/humor helpful. Good bucks/benefits. T&R to: J.J. Dark, Box 1450, Anniston, AL 36202. EOE M/F

Afternoon drive & sports PBP opening at A/C in central VA. T&R: WJMA, Box 271, Orange, VA 22960. EOE M/F (8-31)

54K/Lite 100 needs overnight personality. Must have at least one year experience. T&R: Bob Raleigh, Box 1640, Columbus, GA 31994. (404) 322-1000 EOE M/F (8-31)

Experienced announcers wanted for future openings. T&R: Roy Floyd, KFYN, Box 248, Boham, TX 75418. (214) 583-3151 EOE M/F (8-31)



ASSISTANT PD

I've lost my assistant to Malrite and now have an excellent opportunity at a Sunbelt monster! The person I hire probably has little programming experience and is in a small or medium market. Your desire to succeed is extremely important. You'll handle an airshift, do production, work lousy hours, serve as my right-hand person, and definitely will not be eating caviar the first year! But you will learn and be given a chance to advance within our company. Send a tape of your airshift/production/promos/etc., as well as a detailed description of your adventures in radio to: R.T. Simpson, WBAP/820, One Broadcast Hill, Ft. Worth, TX 76103. EOE M/F Pulleeze... no calls!

Two personalities wanted for 100kw FM Contemporary Country station servicing LA & TX. T&R: Steve Lake, Box 999, Lake Charles, LA 70602. EOE M/F (8-31)

AM drive, one-to-one communicator needed for A/C station. Use of phones & humor helpful. Good bucks & benefits. T&R: J.J. Dark, WDNG, Box 1450, Anniston, AL 36202. EOE M/F (8-31)

Openings

News/sports pro needed to help with morning newsletter. T&R: KDXE, Box 564, Sulphur Springs, TX 75482. EOE M/F (8-31)

Needed immediately, air talent with good production. T&R: KTAM/Bryen, TX. (806) 352-7503 (8-31)

Wanted: Female ND for WKZL. News & organizational skills a must. T&R: Steve Christian, 4405 Providence Ln., Winston-Salem, NC 27106. EOE M/F (8-31)

CHR PERFORMERS

The Charleston, SC market is a great place, and it's growing fast. Our new 1000 ft. tower at 100,000 watts is going to own the area!

COME HELP US

If you're a great uptempo CHR performer, and you're willing to work hard, rush a cassette and resume to:

Paul F. Neuhoff

Trident Communications Corp.

107 E. 6th North Street

Summerville, SC 29483

EOE M/F

WBBQ looking for top-notch news anchor/reporter. Seasoned pros only. Great benefits. T&R/writing samples: Bob Young, Box 2066, Augusta, GA 30913. EOE M/F (8-31)

WLSQ seeks AOR morning personality ASAP. T&R: Randy Culpepper, Box 5000, Montgomery, AL 36192. EOE M/F (8-31)

TOP 50 COUNTRY GIANT

50kw powerhouse in Southwest medium market needs one, possibly two air personalities. Mature voices, originality, exceptional production and promotional skills. Great staff, terrific city. Include production with T&R to: Radio & Records, 1930 Century Park West, #775, Los Angeles, CA 90067. EOE

CHR formatted KRIO is looking for a new PD. Fast growing market. T&R: Henry Tiple, Box 3097, McAllen, TX 78502. (512) 686-5454. EOE M/F (8-31)

FM 100, Waco's leading A/C needs an experienced up-tempo morning talent. T&R: Dave Duqueane, KHOO, Box 21088, Waco, TX 76702. (8-31)

Enjoy the nation's top resort. Hilton Head Island's only radio stations. PD/AM drive talent needed now! Contact: Tom Jackson (803) 785-8001 EOE M/F (8-31)

Afternoon or evening entertainer needed that can talk to the adults of west TX. Good production skills a must at this A/C. T&R: Dean Taylor, Box 2201, Abilene, TX 79605. (8-31)

Farm Director/parttime sales opening at SW AM/FM. Good bucks & benefits. T&R/salary requirements: Tim Roberts, Box 1420, Plainview, TX 79073. EOE M/F (8-31)

HOT SOUTHERN P-2 CHR

Need cooking night jock now! Also need production whiz for midday or PM drive. If the 2 most important things in your life are winning & winning, rush T&R to: Radio & Records, 1930 Century Park West, #771, Los Angeles, CA 90067. EOE

250,000 + SOUTHERN MARKET 100,000 WATT #1 CHR FM

Now Accepting applications for Program Director, Production Director and air personalities. Send resume and cassette tape to: Radio & Records, 1930 Century Park West, #768, Los Angeles, CA 90067. EOE

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WE GIVE YOU

whatever you need to get the job done. Nick Trigony, VP/GM, KIKK AM/FM 6306 Guffton Dr., Houston TX 77081. (713) 772-4433. EOE M/F

Openings

Bright, Warm, Friendly, Creative Jocks...

Wanted for America's premier Country radio station. Make your move before everyone else does. T&R to: Ron Foster, KIKK AM/FM, 6306 Guffton Dr., Houston TX 77081. (713) 772-4433. EOE M/F

KROX is looking for imaginative & creative newperson to be integral part of morning show. T&R: Tom Bender, Communications Cntr., Dallas, TX 75202. EOE M/F (8-24)

Morning Drive Personality

WCOS-FM, dominant Modern Country station rated number 1, seeks experienced talent for morning drive for future opening. Tape & resume to: Jim Tice, WCOS-FM, P.O. Box 748, Columbia, SC 29202. No calls. EOE M/F



Mornings!

Q-96-FM, the fastest growing CHR in one of America's fastest growing cities needs a Great morning talent. Winners only! No beginners please. EOE M/F. Send tapes and resumes to:

Neal Hunter
Operations Manager
KSAQ-FM
5430 Fredericksburg Road #517
San Antonio, TX 78229

MIDWEST

EXCITING NEW FM HOT HITS ROCKER

In the upper Midwest looking for mornings, afternoon drive, and nighttime announcers. Creative personalities only. Send T&R to: Radio & Records, 1930 Century Park West, #778, Los Angeles, CA 90067. EOE

Wichita's regional Country giant needs aggressive air talent/Promotion Director. T&R: Al Jamieson, KFH, 104 S. Emporia, Wichita, KS 67202. No calls. EOE M/F (8-31)

Conversational fulltime announcer needed for evenings at leading Kansas City FM. T&R: Dan Carney, Box 90, Kansas City, MO 64141. EOE M/F (8-31)



Milwaukee's Fastest Growing A/C
Needs ND/anchor with great on-air presence. Competitive salary, great benefits, and staff. T&R with news philosophy to: Dave Luczak, WMGF Radio, 735 W. Wisconsin Ave., Milwaukee, WI 53233. EOE M/F

MAJOR MARKET URBAN

Seeking a morning communicator. Must be bright, uptempo, and have the ability to work phones. Also looking for news talent. T&R to: Radio & Records, 1930 Century Park West, #769, Los Angeles, Ca 90067. EOE

PROGRAM DIRECTOR

Midwest medium market FM station in university town looking for experienced PD. Good starting salary plus incentives. Must have good voice & production skills, plus strong promotional background. Great facility with opportunity to advance within chain. Tape & resume to: Radio & Records, 1930 Century Park West, #762 Los Angeles, CA 90067.

Opportunities

Openings

Personality needed for CHR drive/Country drive. T&R: Orv Koch, Box 80209, Lincoln, NE 68501. EOE M/F (8-31)

KFOR seeks experienced news person for future opening. T&R: Alex David, Box 80209, Lincoln, NE 68501. EOE M/F (8-31)

Chief Engineer. Immediate opening, salary open, good benefits. Resume: Jim Livergood KBUR/KGRS, Box 70, Burlington, IA 52601. EOE M/F (8-31)

KLYU/WDBQ looking for creative copywriter, continuity person. Samples & Resume: Bob Welch, 1170 Iowa St. Dubuque, IA 52001. EOE M/F (8-31)

Afternoon drive male or female qualified instruction to boost a good listener to Top 50 market. T&R: Andy Mac, Box 520, Cadillac, MI 49601. EOE M/F (8-31)

KOGA needs jocks! Top small market, AM stereo. Good pipes & references required. T&R: Scott Hickenbottom, Box 509, Ogallala, NE 69153. EOE M/F (8-31)

We're on a roll! 1290/KOIL is looking for dynamic, adult communicators. T&R: Terry Mason, 3000 Farnam, Omaha, NE 68131. (402) 345-1290 EOE M/F (8-31)

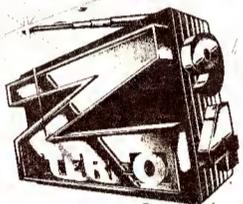
Wanted: Anchor/reporter. T&R: Rick Cohler WDUZ, Box 36, Green Bay, WI 54305. EOE M/F (8-31)

AUDIO PRODUCTION DIRECTOR

Good salary, talent fees, benefits, support staff, and state-of-the-art studios for an experienced, well-organized producer with a strong voice and creative mind. Weekend airshift. Resume, tape with your best to: Radio Manager, 3131 N. University, Peoria, IL 61604. EOE/M/F

Personalities, where are you? Lansing A/C wants to hear your best. T&R: Jay Michaels, WIBM-FM, 310 N. Grand, Lansing, MI 48933. EOE M/F (8-24)

In the great Corn Belt, all ears are on FM-108. Need CHR killer. Great facilities, bucks & benefits. T&R: Kipper McGee, KFMW, Box 1330, Waterloo, IA 50704. EOE M/F (8-24)



PROGRAM DIRECTOR

5-year PD moving into sales at KIZZ-FM. This is a stable position at a dominant station. Community-oriented, promotion-minded. Full-service CHR in an 8-station market. Not a position for beginners. Will pay for experience and proven track record. Supervise excellent staff of 10 now in place. You'll get the tools you need to continue winning. If you belong in a large market, but don't want to live in one, T&R to: KIZZ-FM, P.O. Box 2188, Minot, ND 58702. A Meyer Broadcasting Company Station EOE M/F

WFMB, central IL. Country leader is seeking upbeat, conversational personality plus production. T&R: Greg Thomas, Box 2989, Springfield, IL 62708. EOE M/F (8-24)

We found our sports man. Now we're looking to beef-up our airstaff at night. T&R: Brian Bruns, Box 1085, N. Platte, NE 69103. EOE M/F (8-24)

Announcer with news experience needed at Country-Gospel FM. T&R: Bill Perkins, WKTA, Box 279, McKinzie, TN 38201. EOE M/F (8-24)

MORNING COMMUNICATOR

35k for mature/creative AM drive winner. Personality CHR FM. Stable company in the Midwest. T&R to: Radio & Records, 1930 Century Park West, #774, Los Angeles, CA 90067. EOE M/F

Regional A/C in central IN looking for creative, quality air personalities. C&R: Darryl Parks, WIOU, Box 2208, Kokomo, IN 46902. (8-24)

News person needed at central WI News leader. T&R: Gary Wescott, WSPT/WXYQ, Box 247, Stevens Point, WI 54481. (715) 341-1300 EOE M/F (8-24)

Openings

KWLO needs experienced anchor/reporter with investigative background. Help make areas biggest news department even bigger. T&R: Kipper McGee, Box 1330, Waterloo, IA 50704. EOE M/F (8-24)

Kansas City experienced conversational parttime announcer needed at leading AOR. T&R: Box 90, Kansas City, MO 64141. EOE M/F (8-24)

Midwestern 50kw AM seeks a strong news anchor able to interact with a key drivetime team. A good voice and great applied journalistic skills necessary. T&R to: Radio & Records, 1930 Century Park West, #779, Los Angeles, CA 90067. EOE M/F

Sales Manager wanted — for top-rated AM/FM in northern MI. Resumes: Patrick Ryan, GM, Box 428, Houghton Lake, MI, 48629. (517) 366-5364 EOE M/F (8-17)

Q92 needs air personality/production pro. Also sales people for future. T&R: Dave Waters, KEBQ, Box 2300, Ardmore, OK 73401. EOE M/F (8-17)

We need a mature sounding personality to handle afternoons & light production. \$1200 a month, include references. T&R: Bob Allen, Box 1379, Sioux City, IA 51102. (8-17)

H & W COMMUNICATIONS

Is seeking an exciting Program Director for Lite Rock FM in Cincinnati. Please send resume, complete with references, salary requirements, and recent aircheck if possible. No phone calls accepted. Address all inquiries to: Kenneth D. Wolt, General Manager, WLLT, 1132 West Kemper Rd., Cincinnati, OH 45240. Equal Opportunity Employer

Anchor/reporter needed for capital city newsroom. Must have authority, ad-lib abilities and solid reporting skills. T&R: Scott Witt, ND, KLMS, Box 81804, Lincoln, NE, 68501. (8-17)

FM station looking to organize new CHR air staff. T&R: Box 1686, Minot, ND 58702. (8-17)

WEST

Modern Country station needs experienced reporter/announcer for afternoons. T&R: KSSS, Box 740, Colorado Springs, CO 80901. EOE M/F (8-31)

KCPX looking for 7-midnight CHR air talent. T&R: Greg Ausham, 1780 Fremont Dr., Salt Lake City, UT 84104. No calls. EOE M/F (8-31)

Rare opportunity to entertain the 35-64 adult. We have fantastic morning opening for you. T&R: Ted Brown KYNO/FM, Box 8029, Fresno, CA 93703. EOE M/F (8-31)

KOJM/KPOX looking for on-air production person with experience. T&R: Cody Shelton, Box 7000, Haure, MT 59501. (406) 265-7841 Immediate position. EOE M/F (8-31)

Personality and promotion-oriented A/C station looking for air talent. Medium market sound and pay. Ability means more than experience, so make your move into real radio. T&R: KQSW-FM, Box 2128, Rock Springs, WY 82901. EOE

We're a hot, rockin' personality AOR if you have these qualities, shoot me your T&R quick to: C.J. Stone, KFIV, Box 3408, Modesto, CA 95353. No beginners EOE M/F (8-31)

Major rock station accepting applications for future openings. Minimum five years AOR experience. T&R: Cynde Slater, 2040 SW First Ave., Portland, OR 97201. No calls (8-31)

KYYA has possible future openings for experienced midday communicator. T&R: Jack Bell, 1645 Central Ave., Billings, MT 59102. EOE M/F (8-31)

Mornings or middays at top-rated CHR station. Paid health, dental & profit sharing. T&R: John Ramsey, KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (8-24)

Openings

KFMS top-rated Continuous Country looking for pro. T&R: Doug Shane, 1555 E. Flamingo Road, Suite 435, Las Vegas, NV 89109. EOE M/F (8-10)

GREAT MORNING OPENING!

Observational, topical, entertaining morning show needed yesterday. Good bucks for good talent. CHR/AOR experience, top 25 market. Tape, resume, photo and clippings to: Radio & Records, 1930 Century Park West, #772, Los Angeles, CA 90067. EOE M/F

Natural sounding pro needed for adult CHR AM/FM. \$1,200/month plus insurance. T&R: Tom Greenleigh, KJQ, 1506 Gibson Ave., Ogden, UT 84404. EOE M/F (8-31)

FM97, KMVR/Paradise-Chico, has three immediate openings for air talent. T&R: Andy Manuel, Box 1167, Paradise, CA 95969. No calls EOE M/F (8-24)

Weekend position opening soon at KJAZ/San Francisco. T&R: PD, 1509 1/2 Webster St., Alameda, CA 94501. EOE M/F (8-24)

A/C seeking mature air talent with creative production. T&R: Bob Lockhart, KQDI, Box 6760, Great Falls, MT 59406. EOE M/F (8-24)

Top-rated AOR seeking fulltimers with strong production as well as some parttimers. T&R: Charlie Morris, KOMP, Box 26629, Las Vegas, NV 89126. No calls EOE M/F (8-24)

Kfig

AM & FM

Now accepting tapes & resumes from the best! Part of major California broadcast chain. Excellent opportunity and benefits. Tapes, resumes, and photo to: Dave Butler, KFIG-AM & FM, Box 4265, Fresno, CA 93744. EOE

Weekend & fill-in people needed for CHR station in the San Francisco Bay area. T&R: Jim Hampton, KWUN, 300 Holly Dr., Concord, CA 94521. EOE M/F (8-24)

CHR formatted KNBQ needs air talent for an opening that needs to be filled fast. T&R: Sean Lynch, Box 5200, Tacoma, WA 98405. EOE M/F (8-24)

KITS needs overnight air talent. T&R: Bob Garrett, 1355 Market St., Suite 152, San Francisco, CA 94103. EOE M/F (8-24)

Future openings at northern CA Country giant. Minimum three years experience. Looking for bright & ambitious movers! T&R: Box 1010, Red Bluff, CA 96080. EOE M/F (8-24)

AOR MORNING ENTERTAINER

Wanted for beautiful Southwest market. The money is right for the right person. Major corp. with room to grow. T&R from those with at least 5 years as morning drive personality to: Radio & Records, 1930 Century Park West, #777, Los Angeles, Ca 90067. EOE

Wanted: Experienced PD ready to be number one in Colorado Springs. T&R: Jack Higgins, Box 431, Manitou Springs, CO 80829. EOE M/F (8-17)

KOJM is currently looking for a fun, self-motivated personality with production skills & a good voice. T&R: Cody Sheldon, Box 7000, Havra, MT 59501. (8-17)

Mornings! Pike's Peak in your backyard & great bucks! We need you now. Rush T&R: Chuck Finney, KKFM, 225 S. Academy Blvd., Colorado Springs, CO 80910. (8-17)

AOR looking for talented & knowledgeable on-air & production person. T&R: John Hancock, KADE, 4840 Riverbend Rd., Boulder, CO 80301. No calls. EOE M/F (8-17)

All hits, Class-C FM in brand new facility needs daytime air talent. T&R: KVFM, Box 267, Logan, UT 84321. EOE M/F (8-17)

Country station needs afternoon drive personality immediately. Country music experience desired. T&R: KAFE, Box 4097, Santa Fe, NM 87501. EOE M/F (8-17)

SO. CAL. FM-CHR Seeks P.D.

Top-rated station on Coast in growth market seeks professional, experienced P.D. with drivetime talent. Aggressive, promotionally active company — Great pay, benefits, training. T&R to: Radio & Records, 1930 Century Park West, #773, Los Angeles, CA 90067. EOE

Positions Sought

I'm being strangled by time & temperature. Set me free. Nine years in radio, two years fulltime. CHRIS: (618) 775-2762 (8-31)

Exceptional Sports Director/Assistant ND seeks PBP opportunity for major college/professional sports team. Journalism degree. Nine years experience. (201) 342-4614 (8-31)

16 year A/C, Country & CHR, steady & warm communicator. Eight years PBP & PD experience. Seeking opening in MW or West. BOB: (701) 774-2911 (8-31)

Recent broadcast graduate possesses all skills. Production & imagination unmatched. MARVIN: (602) 985-7663 (8-31)

Female communicator with six years experience including AOR, CHR & A/C. Recently MD/PM drive at AOR. Seeks similar position in SE. LEE: (803) 795-7509, after 6pm edt (8-31)

Parttime personality desires fulltime CHR. GINA T.: (305) 949-2566 (8-31)

CHR mentality stuck in a Gospel format. I've paid my dues, let's work. ROB: (213) 585-4289 (8-17)

Male announcer with engineering background looking to work in medium or small market. Will relocate. TOBY KNOX: (609) 394-2764 or 989-8250 (8-31)

Talent & reliability impossible? Victim of long distance budget cuts. Looking for Country drive slot or PD position in NW. PAUL: (406) 728-1450 (8-31)

Hit radio programmer. Cost cutter. Put AM daytimer over old-line FM CHR in six months! 20 years experience. JON BRUCE: (805) 736-1443 (8-31)

AOR, CHR & A/C eight year radio veteran. Strong on-air personality with high production skills. Looking for a station with a team effort. SCOTT: (213) 585-5892 (8-31)

One-to-one A/C, CHR disc jockey experienced in all dayparts. Reliable & versatile with great potential. DANE: (716) 882-7985 (8-31)

Country jock with five years experience is seeking FL small or medium market position. Smooth voice, good production knowledge & background. RUSS: (513) 789-3860 (8-31)

NW jock seeks career break to start me to the top. Experienced, hard working, dependable & a team player willing to relocate. CHRIS: (206) 357-6935 (8-31)

One of the top female AOR jocks, now available due to format change. T&R, ready to go. (205) 871-7679 (8-31)

Looking for a slot in WI. 33 years old, single, like the night-shift & phones. PETE: (414) 923-2811 (8-31)

13 year production veteran. Award winner with proven track record seeks NE, other areas considered. MEL ROYER: (603) 464-3042 (8-31)

DJ with proven track record & major market experience. Currently employed but looking for a home somewhere else! (619) 564-3335 (8-31)

Minority jock currently working Urban medium market looking for major move. Top 20 CHR, A/C with good numbers. Serious inquiries only. JERRY COTTON (205) 661-2890 (8-31)

Former Production Manager with eight years at KMET, also Shadow Stevens/Fred Rated. GUS: (213) 472-4319 Write: 11625 Montana, Brentwood, CA 90049. (8-31)

ATS Communications graduate college radio manager. Industry wise, dependable, talented & a winner. RALPH MOORE: (212) 623-6368 (8-31)

Morning pro, versatile & fun with phones, characters, bits, etc. Ready now. Top 50 markets only. D.A.D.: (216) 369-1159 (8-31)

DAVE SHROPSHIRE three years at KSTT, AM drive with phones, character voices & outrageous humor. Seeking medium market CHR FM, mornings in SE or MW. (319) 388-9510 (8-31)

Experienced CHR, A/C jock looking for on-air or promotion position. For T&R, SCOTT: (305)661-8031 (8-31)

Interested in airshift and promotions at CHR or A/C. Three years experience including WDUC, WKAU/Green Bay. Prefer MW. CHRIS HANSEN: (414) 739-3746 (8-31)

Seasoned ND with major market experience. N/T, A/C formats. DAVID ULMER: (616) 456-5461 or 957-2794 (8-31)

Billboard AOR award winner '82 & finalist '83. Now Assistant PD at superstars. Over seven years experience, stable & energetic. MARK LAPIDUS: (919) 347-1838 (8-10)

Programming, promotions and major market air talent looking for A/C, CHR or Country. Prefer central FL. W. HARPER: (305) 299-9491 (8-31)

Experienced air personality/production supervisor. I can fill your most important staff position. Prefer NE location. J.J.: (304) 845-0556 (8-31)

Sports/news/jock. Three year experience, B.S. Communication degree. Very enthusiastic, dedicated & can easily relocate. JEFF: (916) 944-3271 (8-31)

Major market news man with 22 years experience, all formats. From Fresno to Boston seeking news position. JULIAN MOUTON: (318) 237-2808 (8-31)

Opportunities

Positions Sought

Currently PM drive KFRX/Lincoln looking for MD/jock in P2 or P3. Family man with winning numbers, will relocate. RICK: (402) 476-6207 (8-31)

Now it's time to say goodbye to my old company. No more Mickey Mouse operations. Ten year A/C, looking for a winner. LONNIE DEAN: (512) 993-8387 (8-31)

Why doesn't Long Island have its own talk station? Experienced PD/major market talk-host, currently employed, wants to help launch one. (516) 732-1703 (8-31)

Six year pro, morning zaney! PD, great bits & phones. I'm not cheap, but I'm worth it. Call DAVID HOLIDAY: (205) 533-1450 (8-31)

Station sold, versatile announcer with eight years experience. Any format/shift considered. Currently parttime in Akron. KEN: (216) 253-2679 (8-17)

YOUR NEW PERSONALITY...

Is just a phone call away. Reliable, stable pro currently pulling a 44 share in six-station market. What can I do for you? Prefer Texas or Midwest. Call Chris at (915) 267-6391.

Starting my career. Looking for first job as DJ/newscaster. Good pipes, recent graduate of Midwestern School of Broadcasting. Prefer South/SW. ROGER: (312) 821-7485 (8-24)

Former four-year KRAM/Las Vegas personality & veteran air talent looking. Will relocate. Prefer Country format. J.C. SIMON: (702) 452-3906 (8-24)

Hey NW, tapes are in & guess who's out? Unique & humorous communicator with 15 years experience, just what the doctor and or PD ordered. (503) 538-2781 (8-24)

MACY in the morning. Currently PD/mornings with medium/major market experience. Seeking mornings in top 50. DAVE: (216) 396-1159, after Noon edt (8-24)

I'm not a robot, I am a personality. Morning man wants live on-air, no buttons. Prefer MW or West. RANDY: (208) 263-2179 (8-24)

Top-rated, 7-11pm in Spring Arbitron. Nine year pro available to do airshift at CHR. Major market experience. TOM RUSH: (312) 675-1281 or 677-5518 (8-24)

Ghostbuster for hire. Dynamite DJ with unreal production & wild promotions. Available for medium market team in NE. To get rid of ghosts: CHRIS WIENK, (607) 776-7983 (8-24)

17 year pro. Good-time music programmer that's a major market trivia genius. Available yesterday. PAUL: (317) 899-2278 (8-24)

Announcer with two years experience in A/C, Country & Nostalgia looking for fulltime opportunity. Prefer East, will consider anywhere & format. MIKE: (607) 748-1252 (8-24)

JOHN WALKER, six years experience with two in afternoons. Experience includes MD, production & writing for American Forces Radio. Available in October. (817) 773-3075 (8-24)

Radioholic with major market experience & mentality. Seeking airshift with a station that is looking for a hitter. HITCHCOCK: (702) 673-5431 (8-24)

KEVIN CONNERS, former jock/Sports Director WRVQ/Richmond, looking to do sports at N/T outlet. B.S. degree & four years experience. (804) 233-1775 (8-24)

Prevent a tragedy! Station sold. Medium market jock looking for any format. Mature delivery for strong A/C or CHR. Full or parttime. MARTY: (516) 785-3463 or 828-6076 (8-10)

Jock with five years experience looking for a new challenge. Prefer CHR but will consider all offers. Willing to relocate. RICH STEVENS: (305) 583-3825 (8-24)

Energetic anchor. Superior reporting & writing skills surpassed only by polished, personable on-air style. Wants NE major with heavy news commitment. MIKE: (219) 456-5198 (8-24)

Positions Sought

CHR, A/C personality in South. Currently PM drive/Production Director also interested in programming position. SHAWN: (505) 722-9025 or (713) 728-1348 (8-24)

Do you believe a 10-year Country vet who is "chronically unemployed" can be rehabilitated? So do I. Medium market experience. 5 years Music Director, good references. Midday/nights. College grad. (616) 834-8496

Top-notch morning talent. Always a leader in the books. Great production & very professional. Looking in medium/major market. SHAWN: (206) 533-8002 (8-24)

Aggressive announcer looking to make a good move to the right radio station. I have morning experience & am willing to relocate. DAVE: (402) 488-1295 (8-24)

Seasoned communicator, pleasant voice & exceptional production skills with programming background seeks top 30 market in sunbelt. BILL: (901) 685-0267 (8-24)

Experienced AOR, A/C jock with production skills seeking new challenge. Excellent numbers, workaholic & willing to travel. RICK: (714) 951-0800 (8-24)

Former Production Manager at KMET/Los Angeles for eight years. GUSS: (213) 472-4319 (8-24)

Medium to major market college sports/PBP experience. Nine years in the field. Former voice of two different university networks. TOM: (406) 728-5000 (8-24)

Recent broadcast school graduate. Three years parttime experience seeking fulltime in small/medium market. Great pipes. BOB BENNETT: (414) 654-2056 or 522-9483 (8-24)

Experienced afternoon driver, ready to move up. Two years experience, programming, PBP & production. Presently working at Cincinnati CHR. DICK BARRETT: (319) 355-4212 (8-24)

Music Director-Coordinator Radio-Major Record Label (video)-TV/Cable

Seeking a position as a Music Director or Coordinator in either radio, major record label (video music), TV/cable video program, or related music field. Exceptional wealth of knowledge & experience in popular music. Familiar with CHR, A/C, MOR, "soft rock" oldies (late '60s-beyond). Good knowledge of video music. Strong major market broadcast experience & knowledge. Graduate of Emerson College (Boston) in Broadcasting. I am determined, energetic & well-organized. Will consider most anywhere. Northeast and East desirable. Radio shift considered. Call or write: Steven, Box 35, Waban, MA 02168. (617) 322-4423.

Major market personality seeks fresh challenges. Good track record, stable & experienced in Denver, Phoenix & national network. MARK: (602) 897-2800 No wimps please. (8-24)

Family man with seven years fulltime experience including three as PD/MD. Looking for A/C or CHR. KEVIN BONNER: (504) 385-0561 (8-24)

Four years experience including MD for John Sebastian's flagship EOR station. Looking for fulltime with a solid station. PAUL MICHAELS: (305)461-0296 or (517) 849-2802 (8-24)

30,000 hours of sweat in news & on-air programming. Top 5 market experience. We're not egos, just pros. If you want beginners, don't call us. (404) 535-7161 (8-24)

Major market personality of the year finalist seeks A/C or CHR. West or NW. Hear brief aircheck and leave message now. KIRK RUSSELL: (408) 378-3483 (8-24)

Positions Sought

Black female announcer/newscaster/talk host looking to do news. 10 years experience, eight years in major markets. WENDY WHITE: (213) 388-2853 (8-24)

Give the diamond in the rough a chance to get polished & shine for you. Eager, experienced & well-priced. CHRIS: (206) 357-6935 (8-24)

Still seeking that AOR opportunity. Broadcasting degree, three years at campus rocker, will work anywhere. If you rock, I'll roll. Try me. DAVE: (615) 883-5924 (8-24)

Presently employed at station in top 100 market. SCOTT L.: (319) 355-4212 or 355-4353 (8-24)

Six years AM drive experience. Easy going, friendly personality. Geared to Easy or A/C formats. Great production. Prefer mornings/West. JEFF: (916) 258-3584 (8-24)

Will start immediately. Willing to go anywhere to do news, jock, production, copywriting & PBP. BOBBY OWENS: (319) 323-1995 (8-24)

MORNING KILLER

After three years and good numbers in this top 40 market, I'm quietly looking to move up. Extremely hardworking, dedicated, community-involved. Major market experience. For tape and portfolio, call (801) 328-3001 (David)

DANNY HERNANDEZ, Z-100 alum, ready to rock the Apple again. (212) 339-9498 (8-17)

GM of large sales-oriented business seeking to return to management. Sports/ND/PD/PBP. Twelve year team player. RAY WALDON: (318) 227-8797 (8-17)

English, London-born announcer with five years experience who creates numbers and great ideas, looking for station with same. A/C/CHR. DON COSTELLO: (303) 574-4340. (7-20)

Experienced Farm Director wants to move to larger market. T&R: EMERY TSCHEPETER: (605) 697-5018 (8-17)

Aggressive, strong ND with good sports background. Very conversational/humorous. National speaking awards & plenty of experience. Sunbelt medium/major. JAMES: (309) 962-8138 (8-17)

LARRY O'NEAL, WSB-FM, 3WS & Q101 available to program your A/C, CHR station to top ratings. Strong management & programming background. (404) 775-6920 (8-17)

CRAZY RON GOSS, formerly WTRS, WNFY & WWKE seeks PD/MD/airshift at SE CHR or A/C station. 10 years experience. (904) 351-3530 (8-17)

Young, energetic jock looking for A/C, CHR shift in MW. 1 1/2 years experience. WADE: (701) 852-1958 (8-17)

Changes

RADIO

Myron "Mike" Adelson appointed Account Executive WBEC/Pittsfield.

Roger Hardy appointed Account Executive KBRQ/Denver.

RECORDS

Teresa Ensenat appointed A&R Representative Elektra/Asylum Records/Los Angeles.

Michael Gallo promoted Director, Purchasing CBS Records/New York.

Changes

Louis Vaccarelli appointed Associate Director, Purchasing CBS Records/New York.

Jan Bononcini appointed Account Executive McGavren Guild Radio/Seattle.

Miscellaneous

A/C & Country in mid-TX seeks service from all labels. Jim Alexander, KYXS/KJSA, Box 638, Mineral Wells, TX 78067. (817) 325-1140 (8-31)

WUWU need Jazz service from all labels. Contact: Marilyn Rogers, 2442 Cinton, West Seneca, NY 14224. (8-31)

KNDK radio seeks A/C record service from all labels. Contact: Mike Cook, KNDK, Langdon, ND 58249. (8-24)

WKCX needs Jazz & WROM needs Country record service from all labels. Contact: Randy Quick, 710 Turner-McCall Blvd., Rome, GA 30161. (8-24)

WTAO/Murphysboro-Carbondale, is looking for CHR record service. Contact WTAO, Box 369, Murphysboro, IL 62966. (8-24)

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.



Promote Yourself In The Marketplace

Call Nina for R&R Marketplace advertising information
(213) 553-4330

R&R
RADIO & RECORDS

The Music Section

National Music Formats Added This Week

Drake-Chenault

Bob Laurence (818) 883-7400
XT-40

ELTON JOHN "Who Wears These Shoes"
SHEILA E "The Glamorous Life"
BILLY IDOL "Flesh For Fantasy"
SHEENA EASTON "Strut"
RICK SPRINGFIELD "Bop 'Til You Drop"
ROD STEWART "Some Guys Have All The Luck"

Contempo 300

MADONNA "Lucky Star"

Great American Country

RONNIE MILSAP "Prisoner Of The Highway"
DON WILLIAMS "Maggie's Dream"
DAN SEALS "Wild Side Of Life"

Transtar

Adult Contemporary

Chick Watkins (303) 578-0700

TINA TURNER "What's Love Got To Do With It?"
CHICAGO "Hard Habit To Break"

Country

Tom Casey (213) 460-6383

BILL MEDLEY "I've Always Got The Heart To Sing..."
EXILE "Give Me One More Chance"
DAN SEALS "(You Bring Out) The Wild Side Of Me"

Century 21

Greg Stephens (214) 934-2121

The Z Format

BILLY OCEAN "Caribbean Queen (No More Love...)"
BARRY GIBB "Shine Shine"
DIANA ROSS "Swept Away"

The A/C Format

BARRY GIBB "Shine Shine"
MADONNA "Lucky Star"
EVERLY BROTHERS "On The Wings Of A Nightingale"
ANNE MURRAY "Nobody Loves Me Like You Do"
BILLY OCEAN "Caribbean Queen (No More Love...)"

Super-Country

JANIE FRICKE "Your Heart's Not In It"
ATLANTA "Wishful Drinkin'"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

SADAO WATANABE "If I'm Still Around Tomorrow"
BARRY GIBB "Shine Shine"
BILLY OCEAN "Caribbean Queen (No More Love...)"
MADONNA "Lucky Star"
EVERLY BROTHERS "On The Wings Of A Nightingale"
POINTER SISTERS "I'm So Excited"
BANANARAMA "Cruel Summer"

Your Country

RAY CHARLES w/B.J. THOMAS "Rock & Roll Shoes"
ED BRUCE "Tell 'Em I've Gone Crazy"
GAIL DAVIES "It's You Alone"
JOHNNY LEE "You Could've Heard A Heart Break"
WHITES "Pins & Needles"

Hit Rock

MADONNA "Lucky Star"
ROD STEWART "Some Guys Have All The Luck"

Radio Arts

John Benedict (818) 841-0225

Country's Best

JANIE FRICKE "Your Heart's Not In It"
DON WILLIAMS "Maggie's Dream"

Soft Contemporary

ANNE MURRAY "Nobody Loves Me Like You Do"
EVERLY BROTHERS "On The Wings Of A Nightingale"

Sound 10

BARRY GIBB "Shine Shine"
MADONNA "Lucky Star"
ANNE MURRAY "Nobody Loves Me Like You Do"
EVERLY BROTHERS "On The Wings Of A Nightingale"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

LIONEL RICHIE "Stuck On You"
VERN GOSDIN "What Would Your Memories Do"
REX ALLEN JR. "Dream On Texas Ladies"
JOHNNY LEE "You Could've Heard A Heart Break"
MICHAEL MARTIN MURPHEY "Radioland"
EARL THOMAS CONLEY "Chance Of Loving You"

The Great Ones

EVERLY BROTHERS "On The Wings Of A Nightingale"
HILARY KANTER "Good Night For Falling In Love"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

BARRY GIBB "Shine Shine"
EVERLY BROTHERS "On The Wings Of A Nightingale"

Country Coast-To-Coast

DAVID ALLAN COE "It's Great To Be Single Again"
BRENDA LEE "A Sweeter Love (I'll Never Know)"

Rock America

MADONNA "Lucky Star"
SAMMY HAGAR "Two Sides Of Love"
NAKED EYES "(What) In The Name Of Love"
BARRY GIBB "Shine Shine"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

THOMPSON TWINS "You Take Me Up"
BARRY GIBB "Shine Shine"
DIANA ROSS "Swept Away"
BILLY OCEAN "Caribbean Queen (No More Love...)"
JOHN CAFFERTY & BEAVER BROWN BAND "On The Dark Side"

TM A/C

BARRY GIBB "Shine Shine"
IRENE CARA "You Were Made For Me"
JAMES INGRAM
"She Loves Me (The Best That I Can Be)"

TM Country

JANIE FRICKE "Your Heart's Not In It"
MICKEY GILLEY "Too Good To Stop Now"
EARL THOMAS CONLEY "Chance Of Lovin' You"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

RALPH MacDONALD "In The Name Of Love"
BARRY GIBB "Shine Shine"
EVERLY BROTHERS "On The Wings Of A Nightingale"

Modern Country

ANNE MURRAY "Nobody Loves Me Like You Do"
RONNIE MILSAP "Prisoner Of The Highway"

Concept Productions

Dick Wagner (916) 782-7754

CHR

FIXX "Are We Ourselves?"
BILLY OCEAN "Caribbean Queen (No More Love...)"
THOMPSON TWINS "You Take Me Up"
BARRY GIBB "Shine Shine"
DIANA ROSS "Swept Away"



NATIONAL AIRPLAY/50

August 31, 1984

Three Weeks
Two Weeks
Last Week

Three Weeks	Two Weeks	Last Week	Rank	Artist/Song	Total Reports/Adds	Heavy	Medium	Light
15	9	3	1	OAK RIDGE BOYS/Everyday (MCA)	156/0	130	25	1
14	11	4	2	MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	153/1	127	24	2
11	5	1	3	CRYSTAL GAYLE/Turning Away (WB)	153/0	125	23	5
17	13	7	4	BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)	156/1	119	28	9
21	16	10	5	CONWAY TWITTY/I Don't Know A Thing About Love (WB)	157/0	104	52	1
7	3	2	6	JIM GLASER/You're Gettin' To Me Again (Noble Vision)	150/0	120	21	9
10	7	5	7	JOHN CONLEE/Way Back (MCA)	150/0	110	33	7
13	12	9	8	GLEN CAMPBELL/Faithless Love (Atlantic America)	142/0	92	41	9
12	10	8	9	KENNY ROGERS/Evening Star (RCA)	138/1	98	34	6
16	14	12	10	RONNIE McDOWELL/I Got A Million Of 'Em (Epic)	148/1	79	57	12
22	18	14	11	LARRY GATLIN & THE GATLIN BROS/The Lady Takes The... (Columbia)	156/0	87	62	7
26	19	15	12	ALABAMA/If You're Gonna Play In Texas (RCA)	146/0	88	55	3
24	22	16	13	EDDY RAVEN/I Could Use Another You (RCA)	155/0	63	84	8
25	23	17	14	RICKY SKAGGS/Uncle Pen (Epic)	149/1	74	68	7
43	29	22	15	WILLIE NELSON/City Of New Orleans (Columbia)	152/5	41	99	12
31	25	21	16	GARY MORRIS/Second Hand Heart (WB)	155/2	38	100	17
23	20	18	17	REBA McENTIRE/He Broke Your Memory Last Night (MCA)	136/0	55	66	15
8	6	6	18	WAYLON JENNINGS/Never Could Toe The Mark (RCA)	130/0	81	31	18
46	33	23	19	EXILE/Give Me One More Chance (Epic)	151/9	19	101	31
2	2	13	20	BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	115/0	65	26	24
35	30	26	21	DAN SEALS/The Wild Side Of Me (Liberty)	146/6	25	83	38
32	28	24	22	LIONEL RICHIE/Stuck On You (Motown)	110/1	44	49	17
33	27	25	23	VERN GOSDIN/What Would Your Memories Do (Compleat/PG)	140/5	22	90	28
40	32	27	24	JOHN SCHNEIDER/I've Been Around Enough To Know (MCA)	138/11	29	77	32
-	38	30	25	JOHN ANDERSON/She Sure Got Away With My Heart (WB)	137/8	20	83	34
41	36	29	26	EMMYLOU HARRIS/Pledging My Love (WB)	137/5	11	88	38
3	1	11	27	GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	106/0	56	36	14
1	4	19	28	DOLLY PARTON/Tennessee Homesick Blues (RCA)	99/0	50	24	25
36	34	31	29	KAREN BROOKS/Tonight I'm Here With Someone Else (WB)	120/7	9	69	42
-	44	38	30	LEE GREENWOOD/Fool's Gold (MCA)	126/14	6	73	47
38	35	33	31	REX ALLEN JR./Dream On Texas Ladies (Moon Shine)	105/4	14	63	28
45	40	35	32	MOE BANDY/Woman Your Love (Columbia)	115/6	8	67	40
42	39	36	33	BILL MEDLEY/I've Always Got The Heart... (RCA)	115/7	7	69	39
-	47	40	34	STATLERS/One Takes The Blame (Mercury/PG)	119/6	2	71	46
44	41	37	35	RAZZY BAILEY/Knock On Wood (MCA)	104/2	10	69	25
9	8	20	36	CHARLEY PRIDE/The Power Of Love (RCA)	88/1	41	29	18
-	-	44	37	JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)	122/30	4	46	72
-	48	42	38	JUICE NEWTON/Ride 'Em Cowboy (Capitol)	116/14	4	54	58
-	-	48	39	RONNIE MILSAP/Prisoner Of The Highway (RCA)	117/35	4	36	77
-	-	46	40	RAY CHARLES (WITH B.J. THOMAS)/Rock And Roll Shoes (Columbia)	97/13	3	54	40
-	-	45	41	LOUISE MANDRELL/Goodbye Heartache (RCA)	113/10	1	51	61
-	-	49	42	WHITES/Pins And Needles (MCA/Curb)	107/18	3	45	59
-	-	47	43	BRENDA LEE/A Sweeter Love (I'll Never Know) (MCA)	94/10	3	50	41
DEBUT	44	44	44	JANIE FRICKE/Your Heart's Not In It (Columbia)	110/42	4	30	76
DEBUT	45	45	45	DON WILLIAMS/Maggie's Dream (MCA)	106/30	3	32	71
DEBUT	46	46	46	MICKEY GILLEY/Too Good To Stop Now (Epic)	103/34	2	28	73
DEBUT	47	47	47	MICHAEL MARTIN MURPHEY/Radio Land (Liberty)	104/24	1	29	74
5	15	28	48	NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	61/0	14	22	25
50	46	43	49	ALABAMA/I'm Not That Way Anymore (RCA)	54/3	12	32	10
4	17	32	50	T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	48/0	14	18	16

MOST ADDED

- EARL THOMAS CONLEY (54)
Chance Of Lovin' You (RCA)
- JANIE FRICKE (42)
Your Heart's Not In It (Columbia)
- ANNE MURRAY WITH DAVE LOGGINS (38)
Nobody Loves Me Like You Do (Capitol)
- RONNIE MILSAP (35)
Prisoner Of The Highway (RCA)
- MICKEY GILLEY (34)
Too Good To Stop Now (Epic)
- TOM T. HALL (32)
P.S. I Love You (Mercury/PolyGram)
- JOHNNY LEE (30)
You Could've Heard A Heart... (Full Moon/WB)
- DON WILLIAMS (30)
Maggie's Dream (MCA)
- MICHAEL MARTIN MURPHEY (24)
Radio Land (Liberty)
- ATLANTA (19)
Wishful Drinkin' (MCA)
- DOLLY PARTON (19)
God Won't Get You (RCA)

HOTTEST

- MERLE HAGGARD (66)
Let's Chase Each Other Around... (Epic)
- OAK RIDGE BOYS (57)
Everyday (MCA)
- JIM GLASER (48)
You're Gettin' To Me Again (Noble Vision)
- CRYSTAL GAYLE (46)
Turning Away (WB)
- B. MANDRELL & L. GREENWOOD (42)
To Me (RCA)
- ALABAMA (38)
If You're Gonna Play In Texas (RCA)
- CONWAY TWITTY (36)
I Don't Know A Thing About Love (WB)
- RICKY SKAGGS (26)
Uncle Pen (Epic)
- JOHN CONLEE (25)
Way Back (MCA)
- WILLIE NELSON (24)
City Of New Orleans (Columbia)
- LIONEL RICHIE (21)
Stuck On You (Motown)
- LARRY GATLIN & THE GATLIN BROS. (21)
The Lady Takes The Cowboy Every... (Col)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 8-27-84.

JOHNNY LEE

You Could've Heard A Heart Break (Full Moon/WB)

On 78% of reporting stations. Rotations: Heavy 4, Medium 46, Light 72, Total Adds 30, WCAO, WRKZ, WWVA, KRRV, WSIX, WCMS, WONE, WMIL, KOMA, K102, KRST, KYGO, KUGN, KNEW, KCUB. Moves 44-37 on the Country chart.

RONNIE MILSAP

Prisoner Of The Highway (RCA)

On 75% of reporting stations. Rotations: Heavy 4, Medium 36, Light 77, Total Adds 35, WOKQ, WIXL, WNYR, WYNK, WCOS, WNOX, KLLI, WGAR-FM, KJJY, WQHK, WXCL, KVOO, KKCS, KNIX, KSAN. Moves 48-39 on the Country chart.

JANIE FRICKE

Your Heart's Not In It (Columbia)

On 70% of reporting stations. Rotations: Heavy 4, Medium 30, Light 76, Total Adds 42, WPTR, WPOR, KIX106, WILQ, WZZK, KLRA, WRNL, WUSQ, WMNI, WWWW, KECK, WBCS, WOW, KKAL, KGHL, KVEG. Debuts at 44 on the Country chart.

WHITES

Pins And Needles (MCA/Curb)

On 68% of reporting stations. Rotations: Heavy 3, Medium 45, Light 59, Total Adds 18 include WRKZ, WJAR, WWVA, KLVI, KXYL, WKLO, WSIX, WSLR, WONE, WTSO, KXXY, WTOD, KYAK, KYGO, KCCY, KCKC. Moves 49-42 on the Country chart.

DON WILLIAMS

Maggie's Dream (MCA)

On 68% of reporting stations. Rotations: Heavy 3, Medium 32, Light 71, Total Adds 30, WOKQ, WIXL, WPOR, KMML, WOKK, KJJY, WQHK, WOW, WXCL, KIK-FM, KUGN, KEIN, KFTN, KSOP, KSAN. Debuts at 45 on the Country chart.

MICHAEL MARTIN MURPHEY

Radio Land (Liberty)

On 66% of reporting stations. Rotations: Heavy 1, Medium 29, Light 74, Total Adds 24 include WRKZ, WILQ, WYII, KMML, KXYL, KSSN, WOKK, WRNL, WTQR, WSLR, WDGY, K102, WTHI, KJOT, KKCS, KLAC. Debuts at 47 on the Country chart.

MICKEY GILLEY

Too Good To Stop Now (Epic)

On 66% of reporting stations. Rotations: Heavy 2, Medium 28, Light 73, Total Adds 34 include WGNA, WAJR, WHN, KXYL, WGTO, WOKK, WMNI, WWWW, WFMS, WMIL, WXCL, KUGN, KEIN, KVEG, KSOP, KSAN, KCUB. Debuts at 46 on the Country chart.

RAY CHARLES (WITH B.J. THOMAS)

Rock And Roll Shoes (Columbia)

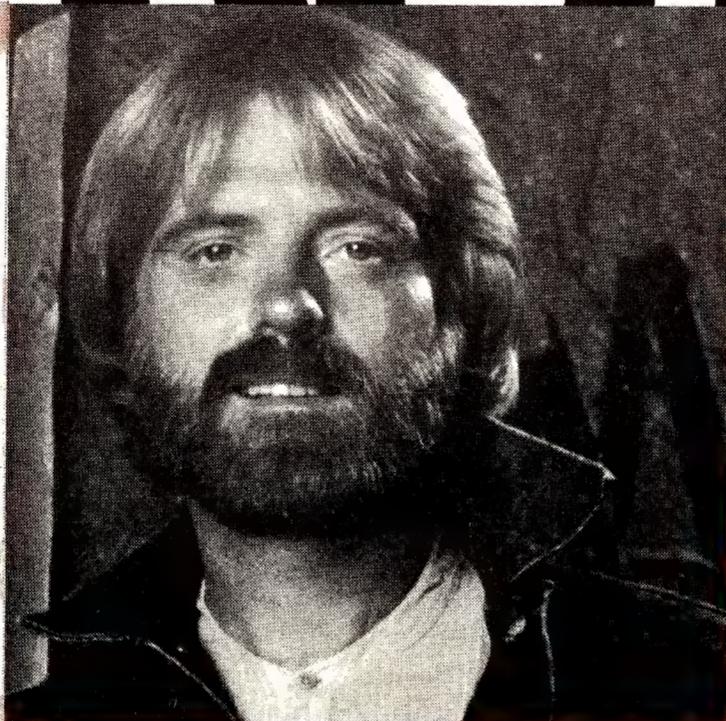
On 62% of reporting stations. Rotations: Heavy 3, Medium 54, Light 40, Total Adds 13 WVAM, WIXY, CHOW, WYNK, KXYL, WNOX, WUSQ, WSLR, WWWW, KOMA, KXXY, KKAL, KCUB. Moves 46-40 on the Country chart.

BRENDA LEE

A Sweeter Love (I'll Never Know) (MCA)

On 60% of reporting stations. Rotations: Heavy 3, Medium 50, Light 41, Total Adds 10, WILQ, KRRV, WCMS, WUSN, WGEE, WDGY, KCJB, KOMA, KYAK, KFTN. Moves 47-43 on the Country chart.

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MURPHEY



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2. **Six consecutive top 10 country hits.**

3. **The new single, "Radio Land."**^{H-1523}

4. **The album, The Heart Never Lies.**^{LT-51150}

Produced by Jim Ed Norman for HIN-JEN Productions.

Michael Martin Murphey

From one end of the dial to the other.



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NEW & ACTIVE

ED BRUCE "Tell 'Em I've Gone Crazy" (MCA) 83/5

Rotations: Heavy 0, Medium 34, Light 49, Total Adds 4, WWVA, KRRV, WGTO, KRST, KUZZ. Medium: WPTR, WTVY, KRMD, WGEE, KEBC, KTTS, KFRY, KTOM, KSOP, KGA.

EARL THOMAS CONLEY "Chance Of Lovin' You" (RCA) 81/54

Rotations: Heavy 2, Medium 20, Light 59, Total Adds 54 include WPTR, WAJR, WNYR, KEAN, KASE, WSOC, KIKK, WSM, WKIX, WTQR, KSO, WCXI, WDAF, KRKT, KSON.

BANDANA "All I Wanna Do..." (WB) 71/7

Rotations: Heavy 2, Medium 28, Light 41, Total Adds 7, WPOR, WFNC, KYXX, WONE, KWMT, KFRY, KEIN. Heavy: WOKK, WWJO. Medium: WGNA, WILQ, KMML, KBMR, KUZZ, KTOM.

HILLARY KANTER "Good Night For Falling In Love" (RCA) 65/6

Rotations: Heavy 0, Medium 3, Light 18, Total Adds 4, WGNA, WVAM, WSNO, KBMR. Medium: WYII, KSOP, KIGO. Light: WLWI, KRMD, KFDI.

DAVID ALLAN COE "It's Great To Be Single Again" (Columbia) 63/10

Rotations: Heavy 0, Medium 20, Light 43, Total Adds 10, WVAM, WWVA, KXYL, WWOD, WGEE, WFMS, WDAF, KJOT, KUGN, KCCY. Medium: KSSN, KYXX, WTQR, WONE, KWJJ.

WRIGHT BROTHERS "So Close" (Mercury/PolyGram) 60/5

Rotations: Heavy 0, Medium 24, Light 36, Total Adds 5 KXYL, WGTO, WCMS, KYXX, WIRK. Medium: WBGW, WSNO, KHEY, KIKK, WLWI, WMNI, WIRE, WOW, WTOD, KSOP.

GAIL DAVIES "It's You Alone" (WB) 55/1

Rotations: Heavy 2, Medium 30, Light 23, Total Adds 1, WUSQ. Heavy: KIKK, KGA. Medium: WGNA, WSNO, WKLO, KSO, WCXI, WFMS, KTTS, WTHI, KUZZ, KWJJ, KSON.

TOM T. HALL "P.S. I Love You" (Mercury/PolyGram) 52/32

Rotations: Heavy 0, Medium 7, Light 45, Total Adds 32 include WCAO, WKYG, KRRV, KASE, WSOC, KIKK, WQYK, WUSN, WWWW, KWMT, WTSO, WDG, KUGN, KRWQ, KQIL, KRAK, KTOM.

McGUFFEY LANE "The First Time" (Atlantic America) 50/14

Rotations: Heavy 0, Medium 7, Light 43, Total Adds 14, WGNA, WCAO, WIXY, KXYL, WWOD, KRRK, KFGO, KEBC, KOMA, WHBF, KFDI, KUUY, KVEG, KSOP.

ANNE MURRAY WITH DAVE LOGGINS "Nobody Loves Me Like You Do" (Capitol) 49/38

Rotations: Heavy 1, Medium 10, Light 38, Total Adds 38 include WCAO, WEEP, WPOR, WSOC, KIKK, WNOX, WCMS, WTQR, WKKG, WMIL, WHBF, KUGN, KSOP, KCKC, KCUB.

SIGNIFICANT ACTION

ATLANTA "Wishful Drinkin'" (MCA) 36/19

Rotations: Heavy 0, Medium 3, Light 33, Total Adds 19 include KMML, WKSJ, KRMD, WTQR, KSO, KEBC, WXCL, KVOO, KUGN, KRWQ.

TOM JONES "All The Love Is On The Radio" (Mercury/PolyGram) 35/6

Rotations: Heavy 0, Medium 11, Light 24, Total Adds 6, KIX106, WYNN, WOW, KUGN, KVEG, Q92. Medium: WTVY, WKSJ, KTTS, KIGO.

KATHY MATTEA "That's Easy For You To Say" (Mercury/PolyGram) 33/13

Rotations: Heavy 0, Medium 6, Light 27, Total Adds 13 include WYII, WSOC, KBMR, KRRK, WOW, WWJO, WTOD, KVOO, Q92, KSOP.

JOHNNY RODRIGUEZ "First Time Burned" (Columbia) 33/4

Rotations: Heavy 1, Medium 13, Light 19, Total Adds 4, WVAM, KXYL, WFMS, Q92. Heavy: KKYX. Medium: WYII, KHEY, WTOD, KUZZ, KGA.

JIMMY BUFFETT "When The Wild Life Betrays Me" (MCA) 32/12

Rotations: Heavy 1, Medium 4, Light 27, Total Adds 12 include CHOW, KEAN, WOKK, WTQR, KFGO, KFDI, KUGN, KQIL, KTOM, KSOP.

KAREN TAYLOR-GOOD "We Just Got To Dance" (Mesa) 32/4

Rotations: Heavy 1, Medium 6, Light 25, Total Adds 3, WGNA, WFNC, KFGO, WTOD. Heavy: WOKK. Medium: WBGW, WYII, KHEY, WLWI, WCMS.

TONY ARATA "Come On Home" (Noble Vision) 32/3

Rotations: Heavy 0, Medium 6, Light 26, Total Adds 3, KXYL, KFGO, KEBC. Medium: WBGW, WSNO, WLWI, KCJB, KIOV, KIGO.

LANE BRODY "Alibis" (EMI America) 28/0

Rotations: Heavy 0, Medium 5, Light 23, Total Adds 0, Medium: WSNO, KRMD, WCXI, KSOP, KIGO. Light: WKYG, KKYX, WQYK, WMIL.

RAY PRICE "Better Class Of Loser" (Viva) 26/1

Rotations: Heavy 0, Medium 4, Light 22, Total Adds 1, KRKT. Medium: WYII, WPAP, KKYX, KTTS. Light: WPTR, WTVY, KFDI, KFRY, KRSY.

DOTTIE WEST "What's Good For The Goose" (Permian) 25/6

Rotations: Heavy 0, Medium 3, Light 22, Total Adds 6, CHOW, KRRV, KISS-FM, WIRK, KEBC, KCCY. Medium: WOKK, WCXI, KVOO.

BECKY HOBBS "Pardon Me" (EMI America) 24/4

Rotations: Heavy 0, Medium 2, Light 22, Total Adds 4, KXYL, KFGO, WHBF, Q92. Light: WCAO, WQYK, KMAK, KMPS.

TARI HENSLEY "Love Isn't Love (Til You Give...)" (Mercury/PolyGram) 21/4

Rotations: Heavy 0, Medium 3, Light 18, Total Adds 4, WGNA, WVAM, WSNO, KBMR. Medium: WYII, KSOP, KIGO. Light: WLWI, KRMD, KFDI.

DOLLY PARTON "God Won't Get You" (RCA) 20/19

Rotations: Heavy 1, Medium 3, Light 16, Total Adds 19 include WGNA, WXKW, WKSJ, KRMD, WCXI, KEBC, KFDI, KUZZ, KJOT, KFRY.

LYNN ANDERSON "Heart Of The Matter" (MCA) 16/1

Rotations: Heavy 0, Medium 1, Light 15, Total Adds 1, Q92. Medium: KTTS. Light: WBGW, WSNO, WCMS, KKYX, KRMD, WAXX, KGA.

DAVID FRIZZELL & SHELLY WEST "It's A Be Together Night" (Viva) 15/15

Rotations: Heavy 0, Medium 2, Light 13, Total Adds 15 include WSNO, WNYR, KASE, KSSN, WPAP, KEBC, KRKT, KUZZ, KUUY, KFRY.

DAVID WILLS "Thank God For Friday" (RCA) 14/2

Rotations: Heavy 0, Medium 1, Light 13, Total Adds 2, KXYL, WHBF. Medium: WOW. Light: WTVY, WCMS, WIRK, WTOD.

PINKARD & BOWDEN "Mama She's Lazy" (WB) 13/13

Rotations: Heavy 1, Medium 1, Light 11, Total Adds 13 include WPTR, WFNC, WOKK, WSM, WPAP, WQYK, KOMA, KIOV, KRKT, KNIX.

VINCE GILL "Turn Me Loose" (RCA) 12/7

Rotations: Heavy 0, Medium 1, Light 11, Total Adds 7, WKYG, WKIX, KECK, KRKT, KUZZ, KRWQ, KQIL. Light: WBGW, KXYL.

JOHN WESLEY RYLES "She Took It Too Well" (17th Avenue) 12/1

Rotations: Heavy 0, Medium 4, Light 8, Total Adds 1, CHOW, KQIL. Medium: WYII, KHEY. Light: WEZL, WLWI, KKYX, WQYK, WAXX.

TERRI GIBBS "Rocky Top" (MCA) 9/9

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, WVAM, KXYL, WPAP, WCXI, KFDI, KRKT, KKAL, KRWQ, KQIL.

MASON DIXON "Gettin' Over You" (Texas) 9/2

Rotations: Heavy 0, Medium 4, Light 5, Total Adds 2, WYII, KXYL.

CHARLY McCLAIN "Some Hearts Get All The Breaks" (Epic) 8/8

Rotations: Heavy 0, Medium 2, Light 6, Total Adds 8, KSSN, WPAP, KSO, WCXI, KEBC, KUZZ, KRWQ, KRSY.

ZELLA LEHR "All Heaven Is About To Break Loose" (Compeat/PolyGram) 8/6

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 6, WSNO, KRRV, KRMD, KVOO, KFRY, KRWQ.

MERLE HAGGARD & LEONA WILLIAMS "It's Cold In California" (Mercury/PolyGram) 8/2

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WYII, KSOP. Medium: WVAM. Light: KRKT, KGA.

BILL ANDERSON "Speculation" (Southern Tracks) 8/1

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WCUZ. Medium: WPAP. Light: KKYX, WOW, KTPK, KSOP.

BOBBY JENKINS "Louisiana Heatwave" (Zone 7) 8/0

Rotations: Heavy 1, Medium 2, Light 5, Total Adds 0, Heavy: KKYX. Medium: WYII, KYXX. Light: KHEY, KTTS, WTOD, KKAL, Q92.

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...
DAVID FRIZZELL/Country Music Love Affair (Viva)	Solo
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	Major Moves
NITTY GRITTY DIRT BAND/Cadillac Ranch (WB)	Plain Dirt Fashion
MEL TILLIS w/WILLIE NELSON/Texas On A Saturday... (MCA)	New Patches
NITTY GRITTY DIRT BAND/High Horse (WB)	Plain Dirt Fashion
JUICE NEWTON/Restless Heart (RCA)	Restless Heart
JOHN ANDERSON/Eye Of A Hurricane (WB)	Eye Of A Hurricane
GARY MORRIS/Baby Bye Bye (WB)	Faded Blue
REBA McENTIRE/Poison Sugar (MCA)	Just A Little Love
CONWAY TWITTY/Bad Boy (WB)	By Heart
JOHN ANDERSON/Red Georgia Clay (WB)	Eye Of A Hurricane
WAYLON JENNINGS/Settin' Me Up (RCA)	Never Could Toe The...
GARY MORRIS/Faded Blue (WB)	Faded Blue
RAY CHARLES w/HAND WILLIAMS JR./Two Old Cats... (Columbia)	Friendship

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Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTTEST, SOUTH, HOTTTEST, WEST, HOTTTEST. Lists names and stations for each region.

Main table with columns: EAST, MIDWEST, SOUTH, WEST. Each column lists station call letters, city, and lists of names and stations.

158 Reporters
144 Current Reports
The following stations reported frozen playlists this week:
WMC/Memphis
WTVY/Dothan
KIGO/St. Anthony
KTPK/Topeka
The following stations failed to report this week and therefore their playlists were frozen:
WAMZ/Louisville
WESC/Greenveston
WZLZ/CHARLESTON
WHOO/Orlando
KHEY/EI Paso
KCBQ/San Diego
KGA/Spokane
KMPS/Seattle
WPOC/Baltimore
WYRK/Bufalo
WIL/St. Louis
WUBE/Cincinnati
KTTS/Springfield
The following station failed to report for two consecutive weeks and was not used in this week's data:
KPLX/Dallas

Black/Urban BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

PEABO BRYSON Slow Dancin' (Elektra)

62% of our reporting stations on it. Rotations: Heavy 3/1, Medium 19/1, Light 27/3, Extra Adds 0, Total Adds 5, WDIA, WBMX, KDAY, WATV, WPEG. Heavy: KJLH, WJMI. Medium: WWIN-FM, WAMO, WAOK, KKDA-FM, KNOK-FM, WTMP, WZAK, WJLB, WZEN-FM, XHRM, KOXL, Z93, WNOO, WJAX, WBLX, KAPE, WAAA, WDAO.

NEW & ACTIVE

CAMEO "Hangin' Downtown" (Atl. Art./PolyGram) 44/3

Rotations: Heavy 8/0, Medium 20/0, Light 15/2, Extra Adds 1, Total Adds 3, WILD, WFXC, WPLZ. Heavy: WVEE, KYOK, WDIA, WGCI, WZEN-FM, KDAY, Z93, WWWW. Medium: WWIN-FM, WXYV, WAMO, KNOK-FM, KMJQ, WBMX, WDMT, KJLH, XHRM, KOXL, WNOO, WPDQ, WBLX, KAPE, WWDW, WAAA, WDAO, WKWM, WTLK. Debuts at no. 37 on the Black/Urban chart.

RALPH MACDONALD w/BILL WITHERS "In The Name Of Love" (Polydor/PolyGram) 44/2

Rotations: Heavy 3/0, Medium 19/0, Light 22/2, Extra Adds 0, Total Adds 2, WJTT, KOKA. Heavy: WWIN-FM, WJAX, WANM, WAMO, WAOK, WVEE, KNOK-FM, KRNB, WTMP, WZAK, WZEN-FM, KACE, XHRM, KSOL, WKND, Z93, WBLX, KAPE, WAAA, WVKO, WWWW, KDIA.

CHERELLE "Fragile...Handle With Care" (Tabu/CBS) 43/4

Rotations: Heavy 2/0, Medium 27/1, Light 14/3, Extra Adds 0, Total Adds 4, KJLH, KSOL, Z93, WKWM. Heavy: WILD, WATV, WJMI, WNOO, WPDQ, WBLX, KAPE, WWDW, WANM, WQKS, WAAA, WTLK, WVOI, KUKQ.

HERB ALPERT/TJUANA BRASS "Bullish" (A&M) 42/6

Rotations: Heavy 3/0, Medium 13/0, Light 24/5, Extra Adds 2, Total Adds 6, KMJQ, KMJM, WBLX, KHYS, WQKS, WDAO. Heavy: WVEE, WPDQ, KOKA. Medium: KRNB, WDIA, WEDR, WZEN-FM, KACE, KJLH, XHRM, KSOL, WRDW, KOXL, WQMG, WAAA, KDIA.

KIDS AT WORK "Sugar Baby" (Sound Of NY/CBS) 41/3

Rotations: Heavy 2/0, Medium 20/0, Light 19/3, Extra Adds 0, Total Adds 3, WZAK, WNOO, WFXC. Heavy: WPEG, WTLK. Medium: WILD, WAMO, KYOK, WGCI, WJLB, KMJM, WZEN-FM, KJLH, XHRM, KSOL, WQMG, WKXI, WPDQ, KJCB, WQOK, KHYS, KAPE, WAAA, WWWW, KOKA.

NEW EDITION "Cool It Now" (MCA) 39/36

Rotations: Heavy 1/1, Medium 8/6, Light 25/24, Extra Adds 5, Total Adds 36, including WILD, WRKS, WUSL, WDJY, KKDA-FM, WDIA, WDRQ, WJLB, KMJM, KACE, KDAY, XHRM, WJMI, WJAX, WVOI. Medium: WGCI, WANM.

GRIFFIN "Throw Down" (Qwest/WB) 39/3

Rotations: Heavy 8/0, Medium 18/0, Light 15/3, Extra Adds 0, Total Adds 3, KIIZ, WTOY, KDKO. Heavy: WNOO, WKXI, WPDQ, KOKA, WANM, WTLK. Medium: WXYV, WDAS, KNOK-FM, KMJQ, WHRK, KJLH, XHRM, KSOL, KNOW, WPEG, WQMG, WJMI, KJCB, WBLX, KHYS, WWDW, WAAA, WVOI.

TEDDY PENDERGRASS "You're My Choice Tonight (Choose Me) (Asylum) 37/10

Rotations: Heavy 8/0, Medium 13/2, Light 16/6, Extra Adds 2, Total Adds 10, WXYV, WZAK, KDAY, WNHC, WKXI, KIIZ, KHYS, WVKO, WDAO, WKWM. Heavy: WAOK, KKDA-FM, KNOK-FM, WNOO, WJMI, WANM. Medium: WHRK, KSOL, WATV, Z93, WPEG, KJCB, WLOU, WBLX, WANT, KAPE, WAAA.

NEWCLEUS "Computer Age (Push The Button) (Sunnyview) 37/2

Rotations: Heavy 6/0, Medium 19/0, Light 12/2, Extra Adds 0, Total Adds 2, WBLX, WDAO. Heavy: WDAS, KYOK, WDIA, WDRQ, WJMI, WQOK. Medium: WUSL, WAMO, WDJY, KMJQ, WEDR, WZAK, WJLB, KMJM, WZEN-FM, KDAY, KJLH, XHRM, WPEG, WNOO, WJAX, WWDW, WAAA, WKWM, WTLK.

RAMSEY LEWIS "The Two Of Us" (Columbia) 36/2

Rotations: Heavy 9/0, Medium 11/1, Light 16/1, Extra Adds 0, Total Adds 2, KJLH, WLOU. Heavy: WILD, WDAS, WAMO, WKND, Z93, WPDQ, WBLX, WPLZ, KUKQ. Medium: WWIN-FM, WXYV, WYLD-FM, WTMP, WZEN-FM, KACE, WJTT, WNOO, WKXI, KDIA.

LATOYA JACKSON "Hot Potato" (Private I/CBS) 34/3

Rotations: Heavy 4/0, Medium 9/0, Light 21/3, Extra Adds 0, Total Adds 3, WHRK, WFXC, KHYS. Heavy: WAOK, WDIA, WNHC, WJAX. Medium: WWIN-FM, XHRM, WATV, WPEG, WNOO, WPDQ, KOKA, KUKQ.

JAMES INGRAM "She Loves Me (The Best That I Can Be)" (Qwest/WB) 33/2

Rotations: Heavy 9/0, Medium 14/0, Light 10/2, Extra Adds 0, Total Adds 2, WKND, WBLX. Heavy: WWIN-FM, KKDA-FM, WATV, WPEG, WJMI, WKXI, WJAX, KOKA, WANM. Medium: WXYV, WILD, WAOK, KNOK-FM, KRNB, WHRK, WTMP, WZAK, XHRM, WJTT, WNOO, WPLZ, KAPE, WDAO.

BRASS CONSTRUCTION "Partyline" (Capitol) 32/10

Rotations: Heavy 0/0, Medium 9/1, Light 21/7, Extra Adds 2, Total Adds 10, WXYV, WDAS, KMJM, XHRM, KSOL, WQMG, WBLX, KHYS, WAAA, WKWM. Medium: WAMO, WDIA, WPEG, WNOO, KJCB, WQOK, KOKA, WWWW.

LEON HAYWOOD "Tenderoni" (Modern/Atco) 31/31

Rotations: Heavy 0/0, Medium 7/7, Light 20/20, Extra Adds 4, Total Adds 31 including WAMO, WAOK, KMJQ, KRNB, WDIA, WEDR, WZAK, KMJM, WZEN-FM, KACE, KSOL, WKXI, WJAX, KJCB, KHYS, KAPE, KOKA, WWWW, KDIA, KUKQ.

REBBIE JACKSON "Centipede" (Columbia) 30/29

Rotations: Heavy 0/0, Medium 8/6, Light 17/16, Extra Adds 7, Total Adds 29, WILD, WUSL, WAOK, KKDA-FM, KNOK-FM, KMJQ, WHRK, WYLD-FM, WGCI, KACE, KDAY, WJTT, WNOO, KAPE, WKWM, WWWW.

CONTROLLERS "Crushed" (MCA) 29/11

Rotations: Heavy 0/0, Medium 8/1, Light 18/7, Extra Adds 3, Total Adds 11, WXYV, WILD, WDAS, WGCI, WNHC, KNOW, WANT, KOKA, WWDW, WDAO, KUKQ. Medium: WAOK, WDIA, KJLH, WATV, WENN, WNOO, WAAA.

EARONS "Beat Sixteen" (Island) 29/2

Rotations: Heavy 3/0, Medium 15/2, Light 11/0, Extra Adds 0, Total Adds 2, WVEE, KDKO. Heavy: WDAS, KOKA, WDAO. Medium: WAMO, WEDR, WZEN-FM, KACE, XHRM, WENN, WPEG, WKXI, KJCB, WQOK, KHYS, KAPE, WTLK.

TEMPER "No Favors" (MCA) 28/4

Rotations: Heavy 2/0, Medium 7/0, Light 18/3, Extra Adds 1, Total Adds 4, WAOK, WENN, WVOI, KDIA. Heavy: WRKS, KJLH. Medium: WILD, WDAS, KYOK, KACE, XHRM, WQOK, WWDW.

DR. JECKYLL & MR. HYDE "Fast Life" (Profile) 28/3

Rotations: Heavy 4/0, Medium 9/0, Light 13/1, Extra Adds 2, Total Adds 3, WXYV, KMJQ, KIIZ. Heavy: WDAS, KYOK, WDMT, WZEN-FM. Medium: WRKS, WAMO, WVEE, KRNB, WZAK, WPEG, WQOK, WWDW, WAAA.

MOST ADDED

- NEW EDITION (36)
Cool It Now (MCA)
- LEON HAYWOOD (31)
Tenderoni (Modern/Atco)
- REBBIE JACKSON (29)
Centipede (Columbia)
- DIANA ROSS (24)
Swept Away (RCA)
- VANITY (21)
Pretty Mess (Motown)

HOTTEST

- MTUME (50)
You, Me And He (Epic)
- BILLY OCEAN (42)
Caribbean Queen (No More...) (Jive/Arista)
- RICK JAMES (27)
17 (Gordy/Motown)
- PRINCE (27)
Let's Go Crazy (WB)
- PRINCE (23)
When Doves Cry (WB)

BOBBY KING w/ALFIE SILAS "Close To Me" (Motown) 28/2

Rotations: Heavy 1/0, Medium 12/0, Light 13/0, Extra Adds 2, Total Adds 2, WAOK, WOKS. Heavy: WAMO. Medium: WWIN-FM, WILD, KNOK-FM, WJLB, KJLH, XHRM, WENN, WPDQ, WWDW, WKWM, WWWW, KDIA.

DAN HARTMAN "I Can Dream About You" (MCA) 28/1

Rotations: Heavy 13/0, Medium 13/0, Light 2/1, Extra Adds 0, Total Adds 1, WTOY. Heavy: WWIN, WVEE, WDIA, WBLZ, Z93, WJAX, KIIZ, WJJS, WQOK, WPLZ, WQKS, WLUM, KUKQ. Medium: WAOK, KKDA-FM, KNOK-FM, KRNB, WHRK, WRDW, KNOW, KOXL, KJCB, WANT, WWDW, WANM, WKWM.

SIGNIFICANT ACTION

LAKESIDE "Make My Day" (Solar/Elektra) 24/14

Rotations: Heavy 1/0, Medium 12/5, Light 9/7, Extra Adds 2, Total Adds 14, KKDA-FM, WZAK, KMJM, KDAY, XHRM, Z93, WFXC, KIIZ, WLOU, WAAA, WVKO, WDAO, WWWW, WVOI. Heavy: KYOK. Medium: WAMO, WTMP, KSOL, WATV, WNOO, WJMI, WBLX.

SMOKEY ROBINSON "I Can't Find" (Tamla/Motown) 24/2

Rotations: Heavy 2/0, Medium 9/0, Light 13/2, Extra Adds 0, Total Adds 2, WILD, KAPE. Heavy: WAMO, WNOO. Medium: WWIN-FM, WHUR, WAOK, WDIA, WHRK, KJLH, WKXI, WANM, WWWW.

PRIME TIME "I Owe It To Myself" (Total Exper./RCA) 23/7

Rotations: Heavy 3/0, Medium 2/1, Light 17/5, Extra Adds 1, Total Adds 7, WHUR, WDMT, WZAK, WJLB, WPLZ, WTOY, WVOI. Heavy: WAMO, KJLH, WANM. Medium: WBLX.

VANITY "Pretty Mess" (Motown) 22/21

Rotations: Heavy 0/0, Medium 7/6, Light 13/13, Extra Adds 2, Total Adds 21 including WXYV, WAMO, WHUR, WVEE, KKDA-FM, KRNB, WHRK, WBMX, WDMT, WDRQ, KDAY, XHRM, WQMG, WDAO, KUKQ. Medium: WGCI.

GIL SCOTT-HERON "Re-Ron" (Arista) 22/4

Rotations: Heavy 0/0, Medium 9/1, Light 12/2, Extra Adds 1, Total Adds 4, WAMO, KKDA-FM, WRDW, WVOI. Medium: WHUR, WZAK, KACE, WNOO, WWDW, WANM, WAAA, KDKO.

JONZUN CREW "Time Is Running Out" (Tommy Boy) 21/2

Rotations: Heavy 0/0, Medium 12/0, Light 9/2, Extra Adds 0, Total Adds 2, KOKA, WDAO. Medium: WILD, WAMO, WVEE, WDIA, WEDR, XHRM, WPEG, WJMI, WQOK, WWDW, WAAA, WWWW.

JOCELYN BROWN "I Wish You Would" (Vinyl Dreams) 20/10

Rotations: Heavy 0/0, Medium 9/4, Light 10/5, Extra Adds 1, Total Adds 10, WWIN-FM, WXYV, WVEE, KRNB, WZAK, WDRQ, WZEN-FM, Z93, WBLX, WWDW. Medium: WHUR, KKDA-FM, WGCI, WAAA, KDIA.

GROVER WASHINGTON JR. "Inside Moves" (Elektra) 20/1

Rotations: Heavy 0/0, Medium 9/0, Light 11/1, Extra Adds 0, Total Adds 1, KOKA. Medium: WWIN-FM, WAMO, KMJQ, WZAK, WZEN-FM, KACE, KSOL, KDIA, KUKQ.

LOU RAWLS "All Time Lover" (Epic) 19/6

Rotations: Heavy 3/1, Medium 3/1, Light 13/4, Extra Adds 0, Total Adds 6, KJLH, KSOL, Z93, WQMG, WTLK, KDIA. Heavy: WAOK, KOKA. Medium: WDIA, WPDQ.

RODNEY SAULSBERRY "I Wonder" (Allegiance) 19/5

Rotations: Heavy 0/0, Medium 7/0, Light 9/2, Extra Adds 3, Total Adds 5, KMJQ, KJLH, WNOO, WQKS, WAAA. Medium: WWIN-FM, WAMO, KNOK-FM, WPDQ, KAPE, KOKA, KUKQ.

WHODINI "Friends" (Jive/Arista) 18/6

Rotations: Heavy 3/0, Medium 6/2, Light 8/3, Extra Adds 1, Total Adds 6, WAMO, KNOK-FM, WJLB, WZEN-FM, WQKS, WAAA. Heavy: WZAK, KDAY, WNOO. Medium: WDMT, WDRQ, WWWW, WVOI.

NUMONICS "Fox Trappin'" (Hodisk) 18/4

Rotations: Heavy 0/0, Medium 2/0, Light 16/4, Extra Adds 0, Total Adds 4, WPEG, WNOO, WLOU, KUKQ. Medium: KOKA, WAAA.

NEXT MOVEMENT "All I Do" (Nuance) 18/1

Rotations: Heavy 2/0, Medium 8/0, Light 8/1, Extra Adds 0, Total Adds 1, WWIN-FM. Heavy: WBMX, WGCI. Medium: KRNB, WDIA, WZAK, WDRQ, WJLB, WPEG, WAAA, WTLK.

EGYPTIAN LOVER "Egypt Egypt" (Freakbeat) 18/0

Rotations: Heavy 6/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0, KKDA-FM, KYOK, WJLB, WJAX, KIIZ, WKWM. Medium: WEDR, WDRQ, WPDQ, WANT, WANM, WLUM, WWWW.

JOHNNY GUITAR WATSON "Strike On Computers" (Valley Vue) 18/0

Rotations: Heavy 1/0, Medium 6/0, Light 11/0, Extra Adds 0, Total Adds 0, Heavy: KDAY. Medium: KRNB, WZEN-FM, KJLH, WKND, WENN, KJCB.

STAPLE SINGERS "Slippery People" (Private I/CBS) 17/12

Rotations: Heavy 1/0, Medium 1/1, Light 13/9, Extra Adds 2, Total Adds 12, KKDA-FM, WYLD-FM, KMJM, WATV, WENN, WNOO, WLOU, KOKA, WAAA, WDAO, WTLK, KDIA. Heavy: KJLH.

SHIRLEY BROWN "I Don't Play That" (Sound Town) 17/2

Rotations: Heavy 2/0, Medium 6/0, Light 9/2, Extra Adds 0, Total Adds 2, WYLD-FM, KOKA. Heavy: WDIA, WPEG. Medium: WILD, KRNB, WHRK, WEDR, KAPE, WANM.

DENNIS EDWARDS "Another Place In Time" (Gordy/Motown) 17/1

Rotations: Heavy 1/0, Medium 8/0, Light 8/1, Extra Adds 0, Total Adds 1, KAPE. Heavy: WANM. Medium: WWIN-FM, WVEE, WHRK, WBMX, WNOO, WJAX, WQKS, WWWW.

CYNDI LAUPER "She Bop" (Portrait/CBS) 16/1

Rotations: Heavy 6/1, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 1, WJTT. Heavy: WDJY, WJAX, K94, WLUM, KUKQ. Medium: KRNB, WHRK, WPDQ, WQOK, WANT.

KURTIS BLOW "8 Million Stories" (Mercury/PolyGram) 15/8

Rotations: Heavy 1/0, Medium 6/2, Light 6/4, Extra Adds 2, Total Adds 8, WXYV, WAOK, WBMX, WZEN-FM, XHRM, WLOU, WDAO, KUKQ. Heavy: KDAY. Medium: WUSL, WDMT, WPEG, KDIA.

PETER WOLF "Lights Out" (EMI America) 15/4

Rotations: Heavy 2/1, Medium 5/0, Light 8/3, Extra Adds 0, Total Adds 4, KJLH, WJTT, WKXI, KUKQ. Heavy: K94. Medium: WDAS, WDIA, WFXC, WJAX, WLUM.

ARTHUR BAKER "Breaker's Revenge" (Atlantic) 15/2

Rotations: Heavy 1/0, Medium 7/0, Light 7/2, Extra Adds 0, Total Adds 2, WHRK, WNOO. Heavy: WDAS. Medium: WUSL, WDIA, WZEN-FM, WQOK, WANM, WLUM, WWWW.

BOBBY WOMACK & PATTI LABELLE "Through The Eyes Of A Child" (Beverly Glen) 15/2

Rotations: Heavy 3/0, Medium 7/0, Light 4/1, Extra Adds 1, Total Adds 2, WAOK, WLOU. Heavy: KJLH, WNOO, WANM. Medium: KKDA-FM, KNOK-FM, WDIA, WENN, Z93, KAPE, KOKA.

MADONNA "Lucky Star" (Sire/WB) 14/7

Rotations: Heavy 3/2, Medium 5/2, Light 6/3, Extra Adds 0, Total Adds 7, WAMO, WDJY, KDAY, WJTT, WQKS, WKWM, WVOI. Heavy: Z93. Medium: WUSL, WQMG, WVKO.

HAROLD MELVIN & BLUE NOTES "Today's Your Lucky Day" (Phil. World/Atco) 14/4

Rotations: Heavy 1/0, Medium 6/0, Light 5/2, Extra Adds 2, Total Adds 4, WXYV, WKND, WTOY, WAAA. Heavy: WEDR. Medium: WILD, WTMP, WBMX, WDMT, WNHC, KAPE.

MIKKI "Love Emergency" (Pop Arts) 14/2

Rotations: Heavy 2/0, Medium 6/0, Light 5/1, Extra Adds 1, Total Adds 2, WPLZ, KAPE. Heavy: WDAS, WTLK. Medium: WXYV, WUSL, WAMO, WTMP, WZEN-FM, WAAA.

ROSE ROYCE "Magic Touch" (C&R) 14/1

Rotations: Heavy 3/0, Medium 5/0, Light 6/1, Extra Adds 0, Total Adds 1, KJLH. Heavy: KKDA-FM, KNOK-FM, WYLD-FM. Medium: WWIN-FM, WTMP, KOXL, KMJM, WTLK.

GRANDMASTER MELLE MEL & FURIOUS FIVE "We Don't Work For Free" (Sugar Hill) 13/4

Rotations: Heavy 0/0, Medium 5/1, Light 8/3, Extra Adds 0, Total Adds 4, WUSL, KRNB, WZEN-FM, KDAY. Medium: WAMO, KYOK, WGCI, KJLH.

SADAO WATANABE w/ROBERTA FLACK "If I'm Still Around Tomorrow" (Elektra) 13/1

Rotations: Heavy 1/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WVEE. Heavy: WWIN-FM. Medium: WBLZ, KACE, WANM, WAAA.

BOBBY BLAND "You've Got Me Loving You" (MCA) 12/3

Rotations: Heavy 0/0, Medium 2/1, Light 10/2, Extra Adds 0, Total Adds 3, WZAK, WRDW, KOXL. Medium: KAPE.

JIMMY CASTOR "Amazon" (Dream/Salsoul) 12/1

Rotations: Heavy 1/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, KOKA. Heavy: WKXI. Medium: WQOK, WAAA, WTLK, KJLH.

FORCE MD'S "Tears" (Tommy Boy) 10/2

Rotations: Heavy 2/0, Medium 3/0, Light 5/2, Extra Adds 0, Total Adds 2, WILD, KMJM. Heavy: KDAY, KJLH. Medium: WRKS, WAMO, WNHC.

ALEEM "Release Yourself" (NIA) 10/1

Rotations: Heavy 2/0, Medium 5/0, Light 3/1, Extra Adds 0, Total Adds 1, WKWM. Heavy: WRKS, WDAS. Medium: WILD, WUSL, KYOK, WDMT, WLOU.



The Radio Convention & Programming Conference

National Association of Broadcasters
National Radio Broadcasters Association
September 16-19, 1984 ★ Los Angeles

For registration forms or additional information, call (202) 463-7905.

On-site registrations will be available at the Westin Bonaventure Hotel in LA.

RCA BREAKERS!



"SWEEP AWAY"

Produced by: Daryl Hall and Arthur Baker

PB-13864

From The Album

"SWEEP AWAY" AFL1-5009

MENUDO^{MR}

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

From The Album "REACHING OUT" AFL1-4993

PB-13771

**UPCOMING:
EVELYN CHAMPAGNE KING,
GLENN JONES,
FONZI THORNTON,
DENROY MORGAN
AND RICHARD "DIMPLES" FIELDS-**

RCA
Records and Cassettes

**THE BEGINNING OF A
SPECTACULAR AUTUMN ON RCA.**

Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WWIN-FM/Baltimore
Keith Newman
JACKSONS
JOCELYN BROWN
JANET JACKSON
GLENN JONES
NEXT MOVEMENT
DAVID LASLEY
Hottest:
KENNEDY & OSBORNE
LILLO THOMAS
BILLY OCEAN
BROTHERS JOHNSON
ALICIA MYERS

WXVY/Baltimore
Roy Sampson

JECKYLL & HYDE
VANITY
KURTIS BLOW
CONTROLLERS
JOCELYN BROWN
HAROLD MELVIN
TEDDY PENDERGRASS
FONZI THORNTON
BRASS CONSTRUCTIO
Hottest:
MTUME
BILLY OCEAN
ALICIA MYERS
KENNEDY & OSBORNE
SOS BAND

WILD/Boston
Elroy R.C. Smith

NEW EDITION
CONTROLLERS
CAMEO
REBBIE JACKSON
FORCE MD'S
SMOKEY ROBINSON
RICK JAMES
Hottest:
SOS BAND
MTUME
RICK JAMES
LILLO THOMAS
NEW EDITION

WKND/Hartford (4)
Jordan/McLean

DIANA ROSS
JAMES INGRAM
NEW EDITION
HAROLD MELVIN
Hottest:
TINA TURNER
MTUME
LILLO THOMAS
SOS BAND
ALICIA MYERS

WNHC/New Haven
James Jordan

CONTROLLERS
NEW EDITION
STEVIE WONDER
TEDDY PENDERGRASS
REBBIE JACKSON
Hottest:
RAY PARKER JR.
TINA TURNER
LIONEL RICHIE
LILLO THOMAS
RICK JAMES

WRKS/New York
Taylor/Quararone

EVELYN THOMAS
KASHIF
NEW EDITION
FONDA RAE
Hottest:
TINA TURNER
PRINCE
MTUME
TEMPER
SHEILA E

WUSL/Philadelphia
Wyatt/Buggs

PRINCE
TIME
GRANDMASTER MELLE
REBBIE JACKSON
NEW EDITION
Hottest:
TINA TURNER
PEABO BRYSON
BILLY OCEAN
DEBARGE
PRINCE

WDAS/Philadelphia
Joe Tamburro

BRASS CONSTRUCTIO
CONTROLLERS
PATRICE RUSHEN
BOB MARLEY
Hottest:
BILLY OCEAN
MTUME
RICK JAMES
ALICIA MYERS
JECKYLL & HYDE

WAMO/Pittsburgh
Allen Harrison

DIANA ROSS
WHODINI
GIL SCOTT-HERON
LEON HAYWOOD
MENUDO
VANITY
MADONNA
Hottest:
RICK JAMES
MTUME
LIONEL RICHIE
BILLY OCEAN
PRINCE

WDJY/Washington, DC
Dan O'Neil

STEVIE WONDER
STEPHANIE MILLS
NEW EDITION
MADONNA
Hottest:
PRINCE
BILLY OCEAN
TIME

MIDWEST

WBMX/Chicago
Lee Michaels

VANITY
KURTIS BLOW
PEABO BRYSON
JACKSONS
COLONEL ABRAMS
Hottest:
BILLY OCEAN
LIONEL RICHIE
RICK JAMES
MTUME

WGCI/Chicago (4)
Graham Armstrong

PATRICE RUSHEN
CONTROLLERS
LINDA CLIFFORD
CHERRELLE
REBBIE JACKSON
KAZU MATSUI PROJE
Hottest:
TINA TURNER
BILLY OCEAN
MTUME
RICK JAMES
STANLEY CLARKE

WBLZ/Cincinnati
Brian Castle

none
Hottest:
DAN HARTMAN
KENNEDY & OSBORNE
JERMAINE JACKSON
ROGER
SOS BAND

WZAK/Cleveland
Lynn Tolliver

DIANA ROSS
ONE WAY
PRIME TIME
LAKESIDE
BOBBY BLAND
TEDDY PENDERGRASS
MIDWAY
LEON HAYWOOD
JOCELYN BROWN
KIDS AT WORK
Hottest:
RAY PARKER JR.
PRINCE
LIONEL RICHIE
CHUCK BROWN
LILLO THOMAS
BILLY OCEAN

WDMT/Cleveland (4)
Kelly/Dean

STEVIE WONDER
PRIME TIME
VANITY
JACKSONS
AMUZEMENT PARK
Hottest:
RUN D.M.C.
MTUME
TINA TURNER
SOS BAND
PRINCE

WKCO/Columbus
Lyles/Jones

TEDDY PENDERGRASS
SNEAK E.
LAKESIDE
Hottest:
MTUME
RICK JAMES
PRINCE
BILLY OCEAN
ALICIA MYERS

WDAO/Dayton
Lankford Stephens

LAKESIDE
TEDDY PENDERGRASS
JANET JACKSON
NEWCLEUS
PEOPLE'S CHOICE
HERB ALPERT
ONE WAY
STAPLE SINGERS
JONZUN CREW
NEW EDITION
KURTIS BLOW
BLOODSTONE
CONTROLLERS
VANITY
Hottest:
BILLY OCEAN
SOS BAND
LIONEL RICHIE
KENNEDY & OSBORNE
DEELE

WHUR/Washington, DC
Libby Lawson

NEW EDITION
CHAKA KAHN
CHAMPAIGN
VANITY
GAYLE ADAMS
PRIME TIME
Hottest:
BILLY OCEAN
SHEILA E
TINA TURNER
PRINCE
MTUME

WJLB/Detroit
James Alexander

DIANA ROSS
GLENN JONES
NEW EDITION
PRETTY POISON
WHODINI
PRIME TIME
Hottest:
BILLY OCEAN
PRINCE
TINA TURNER

WDRQ/Detroit
Steve Harris

CHAKA KAHN
JOCELYN BROWN
NEW EDITION
AMUZEMENT PARK
CARRIE LUCAS
VANITY
Hottest:
ALICIA MYERS
DEBBIE DEB
MIDWAY
PRINCE
CHRIS TAYLOR

WKWM/Grand Rapids
Frank Grant

REBBIE JACKSON
GLENN JONES
ALEEM
CHUCK BROWN
CHERRELLE
NEW EDITION
TEDDY PENDERGRASS
BRASS CONSTRUCTIO
MADONNA
Hottest:
TINA TURNER
MTUME
EGYPTIAN LOVER
SOS BAND
PRINCE

WTLC/Indianapolis
Jay Johnson

DIANA ROSS
LEON HAYWOOD
NAMI
STAPLE SINGERS
LOU RAWLS
NEW EDITION
Hottest:
MTUME
LIONEL RICHIE
CHUCK BROWN
LILLO THOMAS
BILLY OCEAN

WLUM/Milwaukee
Susie Austin

none
Hottest:
PRINCE
PRINCE
RICK JAMES
RAY PARKER JR.
JACKSONS

WWWS/Saginaw
Kermit Crockett

LEON HAYWOOD
LAKESIDE
RJ'S LATEST ARRIV
VANITY
NEW EDITION
REBBIE JACKSON
TINA TURNER
Hottest:
PRINCE
MTUME
RICK JAMES
RUN D.M.C.
ALICIA MYERS

KMJM/St. Louis
Ron Atkins

PRINCE
O'BRYAN
LILLO THOMAS
DENIECE WILLIAMS
LEON HAYWOOD
RICK JAMES
NEW EDITION
BRASS CONSTRUCTIO
DIANA ROSS
STAPLE SINGERS
FORCE MD'S
HERB ALPERT
LAKESIDE
Hottest:
DISCO 3
NUANCE
PRINCE
ROSE ROYCE

SOUTH

WVEE/Atlanta
Scotty Andrews

CHAKA KAHN
EARONS
CHANGE
STEPHANIE MILLS
JOCELYN BROWN
SADAO WATANABE
VANITY
Hottest:
PRINCE
SOS BAND
MTUME
JACKSONS
KENNEDY & OSBORNE

WAOK/Atlanta
Larry Tinsley

REBBIE JACKSON
CARRIE LUCAS
KURTIS BLOW
TONY COMER
BOBBY KING
LEON HAYWOOD
TEMPER
BLOODSTONE
WOMACK & LABELLE
Hottest:
PRINCE
MTUME
BILLY OCEAN
RAY PARKER JR.
JACKSONS

WPEG/Charlotte
Mike Rossi

NUMONICS
PEABO BRYSON
RICK JAMES
DONNA SUMMER
Hottest:
RAY PARKER JR.
ROGER
BAR-KAYS
DEELE

WNOO/Chattanooga
J. Reilly

STAPLE SINGERS
ELEANOR GRANT
RODNEY SAULSBERRY
CHUCK MANGIONE
CARRIE LUCAS
ARTHUR BAKER
TERRI WELLS
CIRCLE CITY BAND
KIDS AT WORK
BLOODSTONE
DIANA ROSS
JOHNNIE TAYLOR
NUMONICS
REBBIE JACKSON
CHUCK BROWN
NEW EDITION
LEON HAYWOOD
GLENN JONES
Hottest:
RAY PARKER JR.
TINA TURNER
MTUME
JACKSONS

KNOW/Austin
Ken Rush

CONTROLLERS
STEPHANIE MILLS
PATRICE RUSHEN
STEVIE WONDER
REBBIE JACKSON
NEW EDITION
Hottest:
MTUME
EVELYN KING
LILLO THOMAS
RAY PARKER JR.
PRINCE

KQXL/Baton Rouge
Gerard Raine

REBBIE JACKSON
STEPHANIE MILLS
CHUCK BROWN
BOBBY BLAND
Hottest:
KASHIF
RICK JAMES
PRINCE
SHEILA E
RAY PARKER JR.

WATV/Birmingham
Ron January

DIANA ROSS
JESSIE BUTLER
REBBIE JACKSON
PEABO BRYSON
CHUCK BROWN
STAPLE SINGERS
LEON HAYWOOD
Hottest:
RAY PARKER JR.
PRINCE
STEVIE WONDER
DONNA SUMMER
BILLY OCEAN

KKDA-FM/Dallas
Terri Avery

GIL SCOTT-HERON
REBBIE JACKSON
LAKESIDE
STAPLE SINGERS
VANITY
CHAKA KAHN
NEW EDITION
Hottest:
PRINCE
SHEILA E
EGYPTIAN LOVER
PRINCE
WHODINI

WFXC/Durham
Alvin Stowe

KIDS AT WORK
RUN D.M.C.
CAMEO
LATOYA JACKSON
LAKESIDE
DIANA ROSS
Hottest:
MTUME
KENNEDY & OSBORNE
BILLY OCEAN
RICK JAMES
SOS BAND

WVOI/Toledo (4)
Maxx Myrick

PRIME TIME
DIANA ROSS
PATRICE RUSHEN
VANITY
LAKESIDE
GIL SCOTT-HERON
MADONNA
TEMPER
NEW EDITION
Hottest:
MTUME
BILLY OCEAN
RICK JAMES
KENNEDY & OSBORNE
RUN D.M.C.

WENN/Birmingham
Michael Star

DIANA ROSS
REBBIE JACKSON
STAPLE SINGERS
LEON HAYWOOD
TEMPER
NEW EDITION
JANET WRIGHT
Hottest:
RAY PARKER JR.
BILLY OCEAN
MTUME
KASHIF
BAR-KAYS

Z93/Charleston
Barry Kaye

JANET JACKSON
MARCUS MILLER
LOU RAWLS
CHERRELLE
JOCELYN BROWN
DIANA ROSS
LAKESIDE
Hottest:
DEELE
SOS BAND
SHEILA E
MENUDO
MTUME

WJMS/Jackson
Carl Haynes

REBBIE JACKSON
NEW EDITION
GLENN JONES
DIANA ROSS
VANITY
Hottest:
MTUME
NEWCLEUS
JACKSONS
SOS BAND
DAN HARTMAN

WJAX/Jacksonville (4)
Chris Turner

JACKSONS
NEW EDITION
TERRI WELLS
REBBIE JACKSON
LEON HAYWOOD
Hottest:
PRINCE
BILLY OCEAN
RAY PARKER JR.
EGYPTIAN LOVER
MTUME

WPDQ/Jacksonville
Marc Little

none
Hottest:
SHEILA E
RICK JAMES
PRINCE
MENUDO
CHUCK BROWN

KHZZ/Kileen
Bill St. John

LAKESIDE
PRINCE
JACKSONS
JANET JACKSON
JECKYLL & HYDE
ONE WAY
GRIFFIN
THIRD PARTY
TEDDY PENDERGRASS
STEVIE WONDER
Hottest:
BILLY OCEAN
EGYPTIAN LOVER
RUN D.M.C.
KENNEDY & OSBORNE
DEBBIE DEB

KNOX-FM/Ft. Worth
Kenny Byrd

CHAKA KAHN
NEW EDITION
REBBIE JACKSON
JOHNNIE TAYLOR
VANITY
OHIO PLAYERS
HERBIE HANCOCK
WHODINI
Hottest:
PRINCE
BILLY OCEAN
MTUME
KENNEDY & OSBORNE
ROSE ROYCE

WOMG/Greensboro
Shelly Bynum

BRASS CONSTRUCTIO
VANITY
JOCELYN BROWN
NEW EDITION
RUN D.M.C.
FONZI THORNTON
LOU RAWLS
LINDA CLIFFORD
REBBIE JACKSON
DIANA ROSS
Hottest:
MTUME
PRINCE
RICK JAMES
BILLY OCEAN

KYOK/Houston
Steve Hedgewood

HERBIE HANCOCK
DIANA ROSS
ROCKER'S REVENGE
Hottest:
CAPTAIN ROCK
BILLY OCEAN
PRINCE
NEWCLEUS
EGYPTIAN LOVER

KMJQ/Houston
Brute Bailey

LEON HAYWOOD
HERB ALPERT
RODNEY SAULSBERRY
REBBIE JACKSON
NEW EDITION
JECKYLL & HYDE
DENIECE WILLIAMS
IGLESIAS & ROSS
Hottest:
PRINCE
TINA TURNER
SOS BAND
LIONEL RICHIE
KENNEDY & OSBORNE

WJMI/Jackson
Carl Haynes

REBBIE JACKSON
NEW EDITION
GLENN JONES
DIANA ROSS
VANITY
Hottest:
MTUME
NEWCLEUS
JACKSONS
SOS BAND
STEVIE WONDER

WKXI/Jackson
Tommy Marshall

TEDDY PENDERGRASS
KYM
LEON HAYWOOD
JACKSONS
BLOODSTONE
PETER WOLF
Hottest:
BILLY OCEAN
RUN D.M.C.
KENNEDY & OSBORNE
MTUME
JERMAINE JACKSON

WJAX/Jacksonville (4)
Chris Turner

JACKSONS
NEW EDITION
TERRI WELLS
REBBIE JACKSON
LEON HAYWOOD
Hottest:
PRINCE
BILLY OCEAN
RAY PARKER JR.
EGYPTIAN LOVER
MTUME

WQOK/Nashville
Fred Harvey

none
Hottest:
SHEILA E
RICK JAMES
PRINCE
MENUDO
CHUCK BROWN

WQOK/Nashville
Fred Harvey

none
Hottest:
PRINCE
JACKSONS
JANET JACKSON
JECKYLL & HYDE
ONE WAY
GRIFFIN
THIRD PARTY
TEDDY PENDERGRASS
STEVIE WONDER
Hottest:
BILLY OCEAN
EGYPTIAN LOVER
RUN D.M.C.
KENNEDY & OSBORNE
DEBBIE DEB

KJCB/Lafayette (4)
Beatrice Evans

LEON HAYWOOD
GEORGE MCCRAE
Hottest:
JACKSONS
PRINCE
TINA TURNER
MTUME
RICK JAMES

WLOU/Louisville
Tony Fields

JACKSONS
RAMSEY LEWIS
CHUCK BROWN
LAKESIDE
TREEZE TRAIN
KURTIS BLOW
WOMACK & LABELLE
NUMONICS
DONNA SUMMER
STAPLE SINGERS
Hottest:
MTUME
SHEILA E
NUANCE
RAY PARKER JR.
PRINCE

WJJS/Lynchburg
Lad Goins

none
Hottest:
RAY PARKER JR.
PRINCE
TINA TURNER
JACKSONS
OLLIE & JERRY

KRNB-FM/Memphis
Melvin Jones

VANITY
PATTI AUSTIN
LEON HAYWOOD
GRANDMASTER MELLE
BOB MARLEY
BILLY ALWAYS
Hottest:
LIONEL RICHIE
KENNEDY & OSBORNE
MTUME
CAROL LYNN TOWNES
RUN D.M.C.

WDIA/Memphis
Bobby O'Jay

PEABO BRYSON
NEW EDITION
LEON HAYWOOD
Hottest:
PRINCE
JACKSONS
BILLY OCEAN
SOS BAND
DAN HARTMAN

WHRK/Memphis
Regina Harris Jones

FRANK SINATRA
HUEY LEWIS & NEWS
VANITY
VALENTINE BROS.
ALICIA MYERS
CHAKA KAHN
XAVION
JANET JACKSON
LATOYA JACKSON
REBBIE JACKSON
ARTHUR BAKER
Hottest:
PRINCE
JACKSONS
PRINCE
PRINCE
RUN D.M.C.

WEDR/Miami
Jackson/Jones

LEON HAYWOOD
Hottest:
EVELYN KING
MTUME
YARBROUGH & PEOP
RICK JAMES
BAR-KAYS

WBLX/Mobile
B.J. Taylor

HERBIE HANCOCK
LEON HAYWOOD
STEPHANIE MILLS
BRASS CONSTRUCTIO
JAMES INGRAM
NEW EDITION
NEWCLEUS
JOCELYN BROWN
HERB ALPERT
BANANARAMA
Hottest:
RUN D.M.C.
MTUME
NUANCE
RAY PARKER JR.
SOS BAND

WQOK/Nashville
Fred Harvey

none
Hottest:
PRINCE
JACKSONS
RICK JAMES
BILLY OCEAN
SOS BAND

WYLD/New Orleans
Dell Spencer

REBBIE JACKSON
STAPLE SINGERS
DIANA ROSS
SHIRLEY BROWN
JANET JACKSON
JACKSONS
KING SUNNY ADE
Hottest:
BILLY OCEAN
RICK JAMES
LIONEL RICHIE
JERMAINE JACKSON
YARBROUGH & PEOP

K94/Norfolk
Bruce Dowdy

SHANNON
STEVIE WONDER
MTUME
DIANA ROSS
Hottest:
PRINCE
BILLY OCEAN
JACKSONS
JERMAINE JACKSON
RICK JAMES

WPLZ/Petersburg
Hardy Jay

DIANA ROSS
STEPHANIE MILLS
REBBIE JACKSON
NEW EDITION
MIKKI
CAMEO
PRIME TIME
LEON HAYWOOD
Hottest:
JACKSONS
BILLY OCEAN
LILLO THOMAS
RANDY HALL
RAMSEY LEWIS

KHYS/Port Arthur
Mark Petry

LEON HAYWOOD
HERB ALPERT
LATOYA JACKSON
BRASS CONSTRUCTIO
TEDDY PENDERGRASS
LENNY WELCH
STEPHANIE MILLS
Hottest:
RAY PARKER JR.
PRINCE
TINA TURNER
JACKSONS
MTUME

WANT/Richmond
Kirby Carmichael

STEPHANIE MILLS
CONTROLLERS
DIANA ROSS
MENUDO
Hottest:
BILLY OCEAN
MTUME
RICK JAMES
KENNEDY & OSBORNE
PRINCE

WTOY/Roanoke
Scott Morris

GRIFFIN
CHANGE
HAROLD MELVIN
STEPHANIE MILLS
PRIME TIME
DAN HARTMAN
ROD STEWART
DIANA ROSS
LEON HAYWOOD
Hottest:
MTUME
BILLY OCEAN
RICK JAMES
KENNEDY & OSBORNE
LILLO THOMAS

KAPE/San Antonio
Mike Kelly

REBBIE JACKSON
NEW EDITION
DENNIS EDWARDS
MIKKI
SMOKEY ROBINSON
LEON HAYWOOD
Hottest:
RICK JAMES
SHEILA E
MTUME
JACKSONS
PRINCE

KOKA/Shreveport
B.B. Davis

DIANA ROSS
LEON HAYWOOD
REBBIE JACKSON
CONTROLLERS
JIMMY CASTOR
STAPLE SINGERS
GROVER WASHINGTON
CARRIE LUCAS
NEW EDITION
SHIRLEY BROWN
RALPH MACDONALD
PATRICE RUSHEN
JONZUN CREW
RJ'S LATEST ARRIV
Hottest:
MTUME
BROTHERS JOHNSON
RICK JAMES
BILLY OCEAN
RANDY HALL

WVDM/Sumpter
Kevin Flemming

DIANA ROSS
MARCUS MILLER
JOCELYN BROWN
CONTROLLERS
NEW EDITION
LEON HAYWOOD
Hottest:
SOS BAND
BILLY OCEAN
KENNEDY & OSBORNE
DENIECE WILLIAMS
RUN D.M.C.

WANM/Tallahassee
Joe Bullard

REBBIE JACKSON
LEON HAYWOOD
GLENN JONES
CARRIE LUCAS
WHODINI
Hottest:
LIONEL RICHIE
RAY PARKER JR.
RICK JAMES
MTUME
PRINCE

WTMP/Tampa
Dave Michaels

none
Hottest:
JERMAINE JACKSON
LILLO THOMAS
BROTHERS JOHNSON
SOS BAND
RICHARD D. FIELDS

WEST

KDKO/Englewood
Carlos Lando

EARONS
VANITY
DENIECE WILLIAMS
GRIFFIN
SHIRLEY BROWN
Hottest:
BROTHERS JOHNSON
BILLY OCEAN
MTUME
MENUDO
SOS BAND

KACE/Los Angeles
Miller/Wiggins

REBBIE JACKSON
BONNIE POINTER
NEW EDITION
CABO FRIO
LEON HAYWOOD
Hottest:
PRINCE
TINA TURNER
KASHIF
BILLY OCEAN
LILLO THOMAS

KDAY/Los Angeles
Jack Patterson

TEDDY PENDERGRASS
KASHIF
MADONNA
GRANDMASTER MELLE
REBBIE JACKSON
KRISTOL
NEW EDITION
VANITY
LAKESIDE
PEABO BRYSON
CHAKA KAHN
GLENN JONES
INVISIBLES
Hottest:
BILLY OCEAN
PRINCE
KENNEDY & OSBORNE
WHODINI
PRINCE

R&R JAZZ RADIO NATIONAL AIRPLAY/30

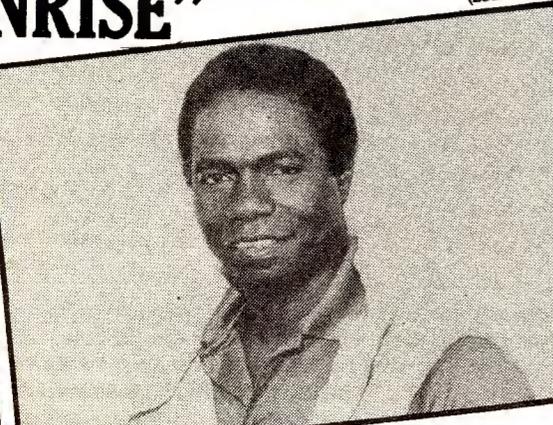
August 31, 1984

- | | | |
|----|----|---|
| 4 | 1 | L. McCANN/H. PERSON/Road Warriors (Greene St./2001) |
| 2 | 2 | MODERN JAZZ QUARTET 1984/Echoes (Pablo) |
| 10 | 3 | SADAO WATANABE/Rendezvous (Elektra) |
| 5 | 4 | A TRIBUTE TO MONK/That's The Way I Feel Now (A&M) |
| 1 | 5 | DAVE GRUSIN/Night-Lines (GRP) |
| 3 | 6 | GENERATION BAND/Call Of The Wild (TBA/Palo Alto) |
| 7 | 7 | MILES DAVIS/Decoy (Columbia) |
| 11 | 8 | ROB McCONNELL & BOSS BRASS/All In Good Time (Palo Alto) |
| 9 | 9 | BOBBY McFERRIN/The Voice (Musician/Elektra) |
| 6 | 10 | HEATH BROTHERS/Brothers & Others (Antilles/Island) |
| 13 | 11 | RAMSEY LEWIS & NANCY WILSON/The Two Of Us (Columbia) |
| 8 | 12 | SPYRO GYRA/Access All Areas (MCA) |
| 18 | 13 | KEVIN EUBANKS/Sundance (GRP) |
| 14 | 14 | JIMMY McGRIFF/Skywalk (Milestone/Fantasy) |
| 16 | 15 | STAN GETZ/ALBERT DAILEY/Poetry (Musician/Elektra) |
| 21 | 16 | CHICO FREEMAN/Tangents (Elektra) |
| 22 | 17 | C'EST WHAT?!/Eight Stories (Palo Alto) |
| 15 | 18 | KITTYHAWK/Fanfare (Zebra) |
| 19 | 19 | KOINONIA/Celebration (Breaker/MCA) |
| 20 | 20 | FRANK FOSTER & FRANK WESS/Two For The Blues (Pablo) |
| 12 | 21 | BEBOP & BEYOND/Bebop & Beyond (Concord) |
| 17 | 22 | EAST COAST OFFERING/East Coast Offering (MCA) |
| 23 | 23 | JERRY TACHOIR QUARTET/Canvas (ITI/Allegiance) |
| 25 | 24 | LOUIS BELLSON & EXPLOSION/Louis Bellson & Explosion (Pausa) |
| 25 | 25 | TOM GRANT/Heart Of The City (Pausa) |
| 24 | 26 | FRED LIPSUS/Distant Lover(s) (ITI/Allegiance) |
| 27 | 27 | EASTERN REBELLION 4/Eastern Rebellion 4 (Timeless) |
| 28 | 28 | ALEXANDER ZONJIC/Elegant Evening (Inner City) |
| 29 | 29 | CHET BAKER TRIO/Mr. B (Timeless) |
| 30 | 30 | BUDDY DeFRANCO/Mr. Lucky (Pablo) |

Black/Urban stations contributing to Jazz:
 WKND/Hartford, Melonae McClean; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGC/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- CHUCK MANGIONE "Disguise" (Columbia) 14/6**
Rotations: Heavy 1/0, Medium 4/1, Light 6/2, Extra Adds 3, Total Adds 6, WBEE, WBBY, WJZZ, KMCR, KJZZ, KUOP. Heavy: WLOQ. Medium: KERA, WMOT, WIAN.
- KEITH JARRETT "Changes" (WB) 11/10**
Rotations: Heavy 3/2, Medium 2/2, Light 3/3, Extra Adds 3, Total Adds 10, WEAA, WNOP, WDET, WIAN, WKSU, KKGQ, KCRW, KPLU, KWMU, KLCC. Heavy: KJAZ.
- ZOOT SIMS "Quietly There" (Pablo) 10/4**
Rotations: Heavy 4/0, Medium 3/2, Light 1/0, Extra Adds 2, Total Adds 4, KERA, WKSU, KMCR, KMHD. Heavy: WBGO, WBBY, KJAZ, WHRO. Medium: KADX.
- WOODY SHAW "In The Beginning" (Muse) 9/1**
Rotations: Heavy 4/0, Medium 5/1, Light 0/0, Extra Adds 0, Total Adds 1, WUSF. Heavy: WGBH, WBGO, KLOK, KWMU. Medium: KLCC, KKSX, KXPR.
- TIMELESS ALLSTARS "Timeless Heart" (Timeless) 8/4**
Rotations: Heavy 2/1, Medium 2/0, Light 2/1, Extra Adds 2, Total Adds 4, WMOT, WNOP, WUSF, KWMU. Heavy: KXPR. Medium: KCRW, WHRO.
- MEL TORME & GEORGE SHEARING "An Evening At Charlie's" (Concord) 8/4**
Rotations: Heavy 1/0, Medium 2/1, Light 4/2, Extra Adds 1, Total Adds 4, WFAE, WMOT, WDET, WUSF. Heavy: KPLU. Medium: KJAZ.
- ELEMENTS "Forward Motion" (Antilles/Island) 8/3**
Rotations: Heavy 3/0, Medium 1/0, Light 2/1, Extra Adds 2, Total Adds 3, KTCJ, KMHD, KWMU. Heavy: KPLU, WUSF, KLCC. Medium: KJZZ.
- SONNY STITT "The Last Stitt Session Vol. 2" (Muse) 8/1**
Rotations: Heavy 2/0, Medium 1/0, Light 5/1, Extra Adds 0, Total Adds 1, KJAZ. Heavy: WBGO, WHRO. Medium: WKSU.
- BILL OSKAY & MICHAEL O' DOMNHAILL "Nightnoise" (Windham Hill) 8/0**
Rotations: Heavy 3/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WFAE, KUOP, KWMU. Medium: WKSU, KMHD, KJZZ, WMGI.
- PUTTIN' ON THE RITZ "Steppin' Out" (Pausa) 8/0**
Rotations: Heavy 3/0, Medium 0/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: KUHF, KKGQ, WMGI.
- PAULINO da COSTA "Sunrise" (Pablo) 7/3**
Rotations: Heavy 1/0, Medium 3/2, Light 2/0, Extra Adds 1, Total Adds 3, KERA, WLOQ, WIAN. Heavy: WBEE. Medium: KJZZ.
- JOE PASS "Live At Long Beach City College" (Pablo) 7/3**
Rotations: Heavy 0/0, Medium 2/0, Light 2/0, Extra Adds 3, Total Adds 3, WNOP, KMHD, KPLU. Medium: KADX, KUOP.
- DON THOMPSON QUARTET "A Beautiful Friendship" (Concord) 7/1**
Rotations: Heavy 4/0, Medium 3/1, Light 0/0, Extra Adds 0, Total Adds 1, KLOK. Heavy: KUHF, WNOP, KPLU, WHRO. Medium: KADX, KXPR.



"SUNRISE" (2312-143)

PAULINHO DA COSTA

PABLO RECORDS

MOST ADDED

- KEITH JARRETT (10)
Changes (WB)
- C'EST WHAT?! (6)
Eight Stories (Palo Alto)
- KEVIN EUBANKS (6)
Sundance (GRP)
- CHUCK MANGIONE (6)
Disguise (Columbia)
- EASTERN REBELLION (5)
Eastern Rebellion 4 (Timeless)
- CHICO FREEMAN (5)
Tangents (Elektra)
- BOBBY McFERRIN (5)
The Voice (Musician/Elektra)
- JERRY TACHOIR QUARTET (5)
Canvas (ITI/Allegiance)
- SADAO WATANABE (5)
Rendezvous (Elektra)

HOTTEST

- DAVE GRUSIN (12)
Night-Lines (GRP)
- MODERN JAZZ QUARTET 1984 (11)
Echoes (Pablo)
- A TRIBUTE TO MONK (9)
That's The Way I Feel Now (A&M)
- GENERATION BAND (10)
Call Of The Wild (TBA/Palo Alto)
- BOBBY McFERRIN (10)
The Voice (Musician/Elektra)
- SADAO WATANABE (10)
Rendezvous (Elektra)
- MILES DAVIS (8)
Decoy (Columbia)
- HEATH BROTHERS (8)
Brothers & Others (Antilles/Island)
- LES McCANN/HOUSTON PERSON (8)
Road Warriors (Greene St./2001)

- WINDOWS "Windows" (ITI/Allegiance) 7/1**
Rotations: Heavy 1/0, Medium 4/1, Light 2/0, Extra Adds 0, Total Adds 1, WDMT. Heavy: WMOT. Medium: WBEE, KMHD, KJZZ.
- LOREZ ALEXANDRIA "Harlem Butterfly" (Discovery) 7/0**
Rotations: Heavy 3/0, Medium 4/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WBGO, WHRO, KXPR. Medium: WGBH, KADK, KPLU, KLCC.
- EUGEN CICERO TRIO "Spring Song" (Timeless) 6/3**
Rotations: Heavy 1/0, Medium 3/1, Light 0/0, Extra Adds 2, Total Adds 3, WNOP, KKGQ, KJAZ. Heavy: KPLU. Medium: KLOK, KXPR.
- IVAN CONTI "The Human Factor" (Milestone/Fantasy) 6/1**
Rotation: Heavy 1/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, KWMU. Heavy: KERA. Medium: WBFO, WBEE.
- CLAUDIO RODITI w/KENIA "Red On Red" (Greene St./2001) 6/1**
Rotations: Heavy 0/0, Medium 5/1, Light 1/0, Extra Adds 0, Total Adds 1, WKSU. Medium: WJZZ, KJZZ, KWMU.
- JAY McSHANN "Just A Lucky So And So" (Sackville) 5/2**
Rotations: Heavy 1/0, Medium 2/1, Light 1/0, Extra Adds 1, Total Adds 2, KUHF, KPLU. Heavy: KLOK. Medium: WBGO.
- DOLLAR BRAND/ABDULLAH IBRAHIM "Zimbabwe" (Enja) 5/1**
Rotations: Heavy 2/0, Medium 2/0, Light 1/1, Extra Adds 0, Total Adds 1, KUHF. Heavy: WDET, WNUR. Medium: WGBH, KXPR.
- ABBEY LINCOLN "Talking To The Sun" (Enja) 5/1**
Rotations: Heavy 1/0, Medium 3/0, Light 1/1, Extra Adds 0, Total Adds 1, KUHF. Heavy: KJAZ. Medium: WGBH, WJZZ, KWMU.
- JOE TURNER "Kansas City Here I Come" (Pablo) 5/1**
Rotations: Heavy 0/0, Medium 2/1, Light 3/0, Extra Adds 0, Total Adds 1, KLOK. Medium: WMOT.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

EAST	SOUTH	WEST
WBFO/Bufalo John Hunt None Hottest: HEATH BROTHERS GIANTS OF JAZZ KEITH JARRETT ANDREAS VOLLENWEI Hottest: LES McCANN WBGO/Newark Rutins/Kirk None Hottest: JIMMY McGRIFF FOSTER & WESS HEATH BROTHERS SONNY STITT TRIBUTE TO MONK WUWU/West Seneca (*) Marilyn Rogers None Hottest: C'EST WHAT?! LOUIS BELLSON GENERATION BAND HEATH BROTHERS BOBBY McFERRIN GETZ & DAILEY KOINONIA KEVIN EUBANKS CHICO FREEMAN MARC None Hottest: DAVE GRUSIN TRIBUTE TO MONK ROB McCONNELL RAMSEY LEWIS EAST COAST OFFER	KSAX/Dallas-Ft. Worth Willie Culton (*) None Hottest: GENERATION BAND SPYRO GYRA DAVE GRUSIN MODERN JAZZ QUART HEATH BROTHERS None Hottest: CABO FRIO MATSUBARA None Hottest: KERA/Dallas-Ft. Worth Ed Budenauro None Hottest: ZOOT SIMS PAULINHO DACOSTA MILES DAVIS BUDDY DeFRANCO None Hottest: HEATH BROTHERS SADAO WATANABE DAVE GRUSIN LES McCANN BILLY MITCHELL	WHRO/Norfolk Joe Lowrey None Hottest: BEBOP & BEYOND MODERN JAZZ QUART GETZ & DAILEY SONNY STITT CARTER & HALL None Hottest: DON THOMPSON QUAR BOBBY McFERRIN GETZ & DAILEY TRIBUTE TO MONK None Hottest: WMOT/Nashville Rick Forest None Hottest: ROY FORSTER LES McCANN ALEXANDER ZONJIC SADAO WATANABE SPYRO GYRA CHUCK MANGIONE DAVE GRUSIN GENERATION BAND None Hottest: SADAO WATANABE JERRY TACHOIR QUA MICHAEL HEDGES FRED LIPSUS WINDOWS

MIDWEST	WEST
WJZZ/Detroit (*) John Hill None Hottest: FRANK SINATRA JIMMY McGRIFF KAZU MATSUI PROJE ORANGE LAKE DRIVE HERBIE HANCOCK STEVE SMITH KITTTHAWK JERRY TACHOIR QUA HEB ALBERT CHUCK MANGIONE None Hottest: RAMSEY LEWIS FRANK SINATRA JIMMY McGRIFF RAMU KENTATTA HEATH BROTHERS None Hottest: WDET/Detroit John Adams None Hottest: KEITH JARRETT ALLEN YOUNGLOOD WATSON & LUNDY DR. UMESU JOHN CARTER SHEARING & TORME NAT DIXON NATE MORAN QUARTET MUSIC None Hottest: ROACH & TAYLOR ABDULLAH IBRAHIM MODERN JAZZ QUART CHICO FREEMAN CHARLIE PARKER None Hottest: WNUR/Evanston Eric Scholl None Hottest: OBO ADDEY CUI PRICANO CARTER & HALL TIM BERNE WORLD SAXOPHONE Q CLARINET SUMMIT FOSTER & WESS GONZALES & PURCEL None Hottest: PODAY MUSA SUSO CHICO FREEMAN BOBBY McFERRIN ABDULLAH IBRAHIM ETHNIC HERITAGE &	KKGO/Los Angeles (*) Jeff Gehring None Hottest: KEITH JARRETT KAZU None Hottest: IRA SCHULMAN BOB FLORENCE ASHLEY ALEXANDER DICK BERR/JAZZ AD RANDY MORRIS PETE PETERSON/COL ASHMUSSEN & GRAPPE None Hottest: DAVE GRUSIN RAMSEY LEWIS ROB McCONNELL SADAO WATANABE None Hottest: KMCRI/Phoenix Bill Shedd None Hottest: FOSTER & WESS CHUCK MANGIONE ZOOT SIMS CHET BAKER EASTERN REBELLION None Hottest: LES McCANN MODERN JAZZ QUART DAVE GRUSIN GENERATION BAND BOBBY McFERRIN None Hottest: KKSX/Portland (*) Ray Horn None Hottest: SADAO WATANABE LOUIS BELLSON OSCAR PETERSON MICHEL PETRUCCIAR None Hottest: DAVE GRUSIN MODERN JAZZ QUART MILES DAVIS FOSTER & WESS ROB McCONNELL

The following stations failed to report this week; therefore their playlists were frozen:

WBFO/Bufalo
WBGO/Newark
KSAX/Dallas-Ft. Worth

The following stations called in a frozen playlist this week:

WVOI/Toledo
KXPR/Sacramento

Editor's Note:
WGIV/Charlotte is no longer a reporting station.

Adult/Contemporary

Continued from Back Page

BREAKERS

DONNA SUMMER

There Goes My Baby (Geffen)

62% of our reporters on it. Rotations: Heavy 8/0, Medium 46/0, Light 27/9, Total Adds 9, WOMC, KMJI, KFMB, WAFB, WLAC-FM, WJON, WBOW, KFQD, KALE. Debuts at number 22 on the A/C chart.

HERB ALPERT

Bullish (A&M)

62% of our reporters on it. Rotations: Heavy 3/0, Medium 48/0, Light 29/6, Total Adds 6, KVIL-FM, WMJI, B100, WGOW, WSNY, K99. Debuts at number 24 on the A/C chart.

NEW & ACTIVE

LAURA BRANIGAN "The Lucky One" (Atlantic) 77/14

Rotations: Heavy 7/0, Medium 42/3, Light 28/11, Total Adds 14, WSB-FM, KRBE-FM, WCLR, KMJI, WAEB, WAFB, WHHY, WEZS, WAVE, WFMK, KIXI-FM, KKPL, KFQD, KMJJ. Heavy: KEZR, WMHE, WEIM, WCKQ, WCHV, KRBS, KALE. Medium: WFBR, WPIX, WTAE, 97AIA, KGW, KBEST, WKYE, WKGW, WVLK, WMAZ, 2WD, WRVA, WSNY, WTRX, WMGN, 3WM, KBOI, KDUK, KFI, KWAV, WNNR, WSKI, WTNV, WPPA, KORQ, WSKY, WGSV, WAGE, WKYX, KTYL, WVBS, WCIL, KEEZ, WHNN, WJON, WBOW, KTWO, KRNO, KQSW.

BARRY GIBB "Shine Shine" (MCA) 72/33

Rotations: Heavy 3/1, Medium 33/12, Light 36/20, Total Adds 33, WBEN, WKBW, KVIL-FM, W101, WARM98, KUDL, WISN, KMJI, KKL, KGW, KBEST, KFMB, V100, WPJB, WGY, KEY103, WIVY, WSNY, WMGN, KOIL, WMHE, KBOI, KDUK, KFI, KWAV, WTKO, WKNE, WVBS, WJBC, KWEB, WJON, KFQD, KRNO. Heavy: K99, KALE. Medium: WFBR, 97AIA, WCCO, WKGW, WMAZ, KIXI-FM, WNNR, WSKI, WTNV, KORQ, WSKY, WCKQ, WCHV, WAGE, KTYL, KFSB, KEEZ, WHNN, KQSW, KRBS.

EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 66/34

Rotations: Heavy 1/1, Medium 29/12, Light 36/21, Total Adds 34, WKBW, WTAE, WRMN, WARM98, WISN, KGW, KFMB, WAEB, WTIC, WKYE, WGY, WKGW, WAFB, WBT, WVLK, WMAZ, WHHY, WHBY, WNAM, KRNT, WENS, WMHE, KBOI, WTNV, KORQ, WVBS, WJBC, KFSB, WXUS, WJON, KFQD, K99, KRBS, KALE. Medium: WFBR, WSB, KFIL-FM, WCLR, WCCO, KWAV, KIXI-FM, WNNR, WEIM, WTKO, WKNE, WSKI, WSKY, KWB, WHNN, KRNO, KQSW.

ANNE MURRAY with DAVE LOGGINS "Nobody Loves Me Like You Do" (Capitol) 58/29

Rotations: Heavy 1/0, Medium 18/7, Light 39/22, Total Adds 29, WRMN, WCLR, WARM98, KFMB, WGY, WBT, WKJJ, WLAC-FM, WRVA, WING, WTRX, KBOI, KSL, WNNR, WKNE, WSKI, WTNV, KORQ, WCKQ, KTYL, WJBC, KFSB, WXUS, WHNN, WJON, KFQD, KQSW, KRBS, KALE. Heavy: WCCO. Medium: WPRO, WISN, WTIC, WMAZ, WMGN, KIXI-FM, WEIM, WTKO, WSKY, WGSV, KEEZ.

SPANDAU BALLET "Only When You Leave" (Chrysalis) 57/3

Rotations: Heavy 5/0, Medium 33/0, Light 19/3, Total Adds 3, B100, WTKO, WHNN. Heavy: KOST, WPPA, WCKQ, KRBS. Medium: WFBR, WSB-FM, KVIL-FM, WMYX, WCCO, KGW, KEZR, WKYE, WPJB, WVLK, 2WD, WLTE, WMHE, KFI, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WKYX, KTYL, WCIL, KEEZ, KWEB, WJON, WBOW, K99, KQSW, KALE.

SADAO WATANABE featuring ROBERTA FLACK "If I'm Still Around Tomorrow" (Elektra) 55/13

Rotations: Heavy 0/0, Medium 20/3, Light 35/10, Total Adds 13, WFBR, KFMB, WTIC, WGY, WHBC, WING, KBOI, KSL, WPPA, WJBC, KFSB, KWEB, WJON. Medium: WBEN, 97AIA, WARM98, WCCO, WKYE, WMAZ, WRVA, WNNR, WEIM, WSKI, KORQ, WSKY, KTYL, WCIL, WHNN, KQSW, KRBS.

BILLY OCEAN "Caribbean Queen (No More Love On The Run)" (Jive/Arista) 53/16

Rotations: Heavy 1/0, Medium 20/4, Light 32/12, Total Adds 16, KVIL-FM, B100, KEZR, WAEB, WMJJ, WMAZ, 2WD, WNAM, WSNY, WENS, KOIL, KBOI, KKUA, WTKO, WVBS, KRNO. Heavy: KALE. Medium: KRBE-FM, WTRX, WMGN, 3WM, KIXI-FM, WSKI, WPPA, KORQ, WSKY, WCKQ, WAGE, KTYL, KEEZ, WJON, K99, KQSW.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 BILLY JOEL	126/0	101	22	3
2 CARS	127/1	100	25	2
3 LIONEL RICHIE	122/0	96	25	1
4 JULIO IGLESIAS & DIANA ROSS	125/1	81	38	6
5 HUEY LEWIS & THE NEWS	119/2	88	29	2
6 TINA TURNER	107/0	82	23	2
7 STEVIE WONDER	125/7	53	65	7
8 NEIL DIAMOND	119/10	60	48	11
9 JOHN WAITE	113/2	66	40	7
10 CHICAGO	116/5	48	57	11
11 ELTON JOHN	98/0	45	43	10
12 TEDDY PENDERGRASS	92/1	39	44	9
13 PEABO BRYSON	80/0	39	35	6
14 DAN HARTMAN	84/0	44	35	5
15 COYOTE SISTERS	96/2	34	55	7
16 KARLA BONOFF	94/1	18	66	10
17 RALPH MacDONALD f/BILL WITHERS	95/12	7	68	20
18 JAMES INGRAM	87/3	16	61	10
19 RITA COOLIDGE	86/0	26	47	13
20 IRENE CARA	87/7	11	65	11
21 GENESIS	76/0	16	45	15
22 DONNA SUMMER	81/9	8	46	27
23 GLENN FREY	66/3	12	39	15
24 HERB ALPERT	80/6	3	48	29
25 SERGIO MENDES	50/1	8	32	10

MOST ADDED

- EVERLY BROTHERS (34)
On The Wings Of A... (Mercury/PG)
- BARRY GIBB (33)
Shine Shine (MCA)
- DENNIS DeYOUNG (31)
Desert Moon (A&M)
- ANNE MURRAY (29)
Nobody Loves Me Like You Do (Capitol)
- ELTON JOHN (22)
Who Wears These Shoes? (Geffen)
- MADONNA (17)
Lucky Star (Sire/WB)
- KENNY ROGERS (17)
What About Me (RCA)

MADONNA "Lucky Star" (Sire/WB) 50/17

Rotations: Heavy 1/0, Medium 25/9, Light 24/8, Total Adds 17, KVIL-FM, KGW, B100, KBEST, KEZR, WKYE, WIVY, WVLK, 2WD, WFMK, WMGN, KOIL, KBOI, WTNV, WBOW, KRNO, KALE. Heavy: KFI. Medium: KRBE-FM, WHBC, WMHE, KWAV, WNNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WCHV, WCIL, KEEZ, K99, KRBS.

WILLIE NELSON "City Of New Orleans" (Columbia) 49/6

Rotations: Heavy 6/0, Medium 24/1, Light 19/5, Total Adds 6, WAEB, WKYE, WVLK, WAVE, WFMK, WTNV. Heavy: WKBW, WCCO, WAHR, KSL, WEIM, WCIL. Medium: WSB, WISN, WTIC, WKGW, WBT, WMAZ, WRVA, WHBY, WNAM, KRNT, KIXI-FM, WNNR, WTKO, WSKI, WCKQ, WCHV, WGSV, WKYX, WJBC, WJON, KKJO, KTWO, KOSW.

EURYTHMICS "Right By Your Side" (RCA) 49/3

Rotations: Heavy 3/0, Medium 21/1, Light 25/2, Total Adds 3, B100, WGR, WENS. Heavy: WMHE, WSKI, WCHV. Medium: WFBR, WKBW, KVIL-FM, WPJB, 2WD, WAVE, KWAV, KIXI-FM, WNNR, WKNE, WPPA, WSKY, KTYL, KFSB, KEEZ, KWEB, KRNO, KQSW, KRBS, KALE.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 36/9

Rotations: Heavy 3/0, Medium 17/2, Light 16/7, Total Adds 9, WCCO, WAEB, WAHR, WSNY, KKPL, WTKO, KTYL, KEEZ, KOIL. Heavy: 97AIA, WMHE, WEIM. Medium: WFBR, KVIL-FM, KHOW, KMJI, KGW, B100, WMJJ, 2WD, WENS, WSKI, WTNV, WPPA, WSKY, WCHV, KQSW.

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 32/11

Rotations: Heavy 2/0, Medium 7/2, Light 23/9, Total Adds 11, WKGW, KEY100, WMAZ, WHBY, WNAM, WSNY, WTRX, WEIM, WSKI, WCKQ, KQSW. Heavy: WSB-FM, KOST. Medium: WRMN, 97AIA, KFI, KIXI-FM, WSKY.

DENNIS DeYOUNG "Desert Moon" (A&M) 31/31

Rotations: Heavy 0/0, Medium 7/7, Light 24/24, Total Adds 31, WFBR, WCLR, WWOM, V100, WKGW, WAHR, WVLK, WMAZ, WNAM, WTRX, WMGN, KWAV, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, KTYL, WCIL, KEEZ, KWEB, WJON, WBOW, KQSW, KALE.

BOBBY KING featuring ALFIE SILAS "Close To Me" (Motown) 31/0

Rotations: Heavy 0/0, Medium 8/0, Light 23/0, Total Adds 0. Medium: WCCO, WKYE, WMAZ, WNNR, WEIM, WSKI, WCIL, KRBS.

HILLARY KANTER "Good Night For Falling In Love" (RCA) 30/10

Rotations: Heavy 0/0, Medium 6/2, Light 24/8, Total Adds 10, WKGW, WRVA, WNAM, WTRX, KIXI-FM, WSKY, WCKQ, KEEZ, KWEB, WHNN. Medium: WMAZ, WEIM, WSKI, WCIL.

SIGNIFICANT ACTION

BANANARAMA "Cruel Summer" (London/PolyGram) 28/6

Rotations: Heavy 2/0, Medium 10/1, Light 16/5, Total Adds 6, B100, KEZR, WPJB, WAVE, WCIL, WBOW. Heavy: WSKI, WCKQ. Medium: KOST, 2WD, WENS, KFI, KWAV, WEIM, WCHV, WKYX, KQSW.

SHEENA EASTON "Strut" (EMI America) 26/4

Rotations: Heavy 1/0, Medium 9/2, Light 16/2, Total Adds 4, B100, WPJB, WMAZ, WSKI. Heavy: KALE. Medium: WTRX, KIXI-FM, WCKQ, WKYX, KRNO, KRBS.

ELTON JOHN "Who Wears These Shoes?" (Geffen) 24/22

Rotations: Heavy 1/1, Medium 8/7, Light 15/14, Total Adds 22, WFBR, WKBW, WSB-FM, KJR, V100, WKYE, WMGN, WLTE, KBOI, KWAV, KIXI-FM, WNNR, WPPA, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WVBS, KEEZ, KRBS. Medium: KGW.

JOE COCKER "Crazy In Love" (Capitol) 23/4

Rotations: Heavy 0/0, Medium 5/1, Light 18/3, Total Adds 4, WRVA, KORQ, WCHV, WJON. Medium: WMAZ, KIXI-FM, WEIM, WXUS.

JACKSONS "Torture" (Epic) 23/1

Rotations: Heavy 2/0, Medium 12/1, Light 9/0, Total Adds 1, KFSB. Heavy: WCKQ, WKYX. Medium: KVIL-FM, KRBE-FM, WPJB, 2WD, WMGN, WSKI, WPPA, WSKY, KTYL, K99, KQSW.

GEORGE FISCHOFF "Lovely Lady" (Lisa) 22/2

Rotations: Heavy 0/0, Medium 6/0, Light 16/2, Total Adds 2, WVOR, KKPL. Medium: WCCO, WMAZ, WEIM, WKNE, WSKI, KKJO.

PEABO BRYSON "Slow Dancin'" (Elektra) 20/13

Rotations: Heavy 0/0, Medium 4/1, Light 16/12, Total Adds 13, WAHR, WVLK, WTRX, KWAV, WNNR, WKNE, WSKI, WCHV, WGSV, KFSB, WXUS, KEEZ, KRBS. Medium: WCCO, WCKQ, WCIL.

SMOKEY ROBINSON "I Can't Find" (Tamla/Motown) 20/3

Rotations: Heavy 0/0, Medium 4/0, Light 16/3, Total Adds 3, WHBY, WHBC, KORQ. Medium: WMAZ, WTRX, WCIL, KKJO.

KENNY ROGERS "What About Me" (RCA) 17/17

Rotations: Heavy 1/1, Medium 3/3, Light 13/13, Total Adds 17, KVIL-FM, KRBE-FM, WCLR, WISN, KKL, KEY103, WKJJ, WHBY, WLTE, KWAV, WSKY, WKYX, WJBC, WCIL, KFSB, KWEB, WJON.

ROD STEWART "Some Guys Have All The Luck" (WB) 16/5

Rotations: Heavy 0/0, Medium 12/3, Light 4/2, Total Adds 5, WCCO, 2WD, WSKI, KEEZ, KRNO. Medium: KRBE-FM, 97AIA, WAEB, WSKY, WCKQ, WKYX, KTYL, WJON.

DIANA ROSS "Swept Away" (RCA) 15/4

Rotations: Heavy 0/0, Medium 5/1, Light 10/3, Total Adds 4, KVIL-FM, WPJB, WMJJ, WPPA. Medium: KJR, WSKI, WCHV, KQSW.

THOMPSON TWINS "You Take Me Up" (Arista) 14/13

Rotations: Heavy 0/0, Medium 5/4, Light 9/9, Total Adds 13, WFBR, V100, WAHR, KWAV, WEIM, WSKI, WPPA, WSKY, WCKQ, KFSB, KEEZ, WHNN, WBOW. Medium: KIXI-FM.

POCO "Save A Corner Of Your Heart" (Atlantic) 13/6

Rotations: Heavy 0/0, Medium 6/3, Light 7/3, Total Adds 6, WCCO, WAHR, WMAZ, WRVR, WEIM, WKNE. Medium: WRVA, WAVE, KIXI-FM.

JIM CAPALDI "I'll Keep Holding On" (Atlantic) 10/10

Rotations: Heavy 0/0, Medium 2/2, Light 8/8, Total Adds 10, WMGN, KIXI-FM, WNNR, WSKY, WCKQ, WCHV, WGSV, KWEB, WBOW, KRBS.

LUBA "Everytime I See Your Picture" (Capitol) 10/9

Rotations: Heavy 0/0, Medium 1/1, Light 9/8, Total Adds 9, WCCO, WAHR, WTRX, WNNR, KTYL, WCIL, KQSW, KRBS, WEIM.

LINDSEY BUCKINGHAM "Go Insane" (Elektra) 10/3

Rotations: Heavy 1/0, Medium 2/1, Light 7/2, Total Adds 3, KRBE-FM, KEZR, WKYX. Heavy: WCKQ. Medium: WPJB.

JERMAINE JACKSON "Dynamite" (Arista) 10/1

Rotations: Heavy 3/0, Medium 6/1, Light 1/0, Total Adds 1, KEZR. Heavy: WPJB, WPPA, WCKQ. Medium: KRBE-FM, V100, 2WD, KFI, KTYL.

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.

AC Regional Adds & Hots

EAST

Parallel One

WFBR/Baltimore
Andy Szulinski

ELTON JOHN
THOMPSON TWINS
DENNIS DEYOUNG
SADAO WATANABE
Hottest:
LIONEL RICIE
RAY PARKER JR.
CARS
TINA TURNER
HUEY LEWIS & NEWS

WBEN/Buffalo
Roger Christian

BARRY GIBB
RALPH MACDONALD
Hottest:
CARS
IGLESIAS & ROSS
BILLY JOEL
STEVIE WONDER
LIONEL RICIE

WKWB/Buffalo
Sandy Beach

RALPH MACDONALD
BARRY GIBB
EVERLY BROTHERS
ELTON JOHN
Hottest:
IGLESIAS & ROSS
TINA TURNER
BILL MEDLEY
JOHN WAITE
DAN HARTMAN

WPX/New York
Anderson/Silvershein

none
Hottest:
DAN HARTMAN
NEIL DIAMOND
IGLESIAS & ROSS
TINA TURNER
JOHN WAITE

Y97/Pittsburgh
Jay Crosswell

none
Hottest:
ELTON JOHN
DAN HARTMAN
TINA TURNER
IGLESIAS & ROSS
JOHN WAITE

WTAE/Pittsburgh
Don Berns

EVERLY BROTHERS
CHICAGO
Hottest:
IGLESIAS & ROSS
CARS
JOHN WAITE
TINA TURNER
RAY PARKER JR.
CARS

WWSW (3WS)/Pittsburgh
Crouter/Waitzel

IGLESIAS & ROSS
NEIL DIAMOND
JOHN WAITE
Hottest:
HUEY LEWIS & NEWS
LIONEL RICIE
CARS
BILLY JOEL
DAN HARTMAN

WPRO/Providence
Tom Cuddy

IRENE CARA
Hottest:
IGLESIAS & ROSS
BILLY JOEL
HUEY LEWIS & NEWS
CARS
STEVIE WONDER

WLTT/Washington, D.C.
Bob Cummings

none
Hottest:
BILLY JOEL
PEABO BRYSON
ELTON JOHN
LIONEL RICIE
NEIL DIAMOND

WABE/Allentown
Neal Newman

POINTER SISTERS
EVERLY BROTHERS
NEIL DIAMOND
STEVIE WONDER
WILLIE NELSON
LAURA BRANIGAN
BILLY OCEAN
Hottest:
TINA TURNER
HUEY LEWIS & NEWS
CHICAGO
JOHN WAITE
COYOTE SISTERS

WICC/Bridgeport
Pantano/Broadbin

none
Hottest:
BILLY JOEL
IGLESIAS & ROSS
TINA TURNER
CARS
JOHN WAITE

WGR/Buffalo
Galuski/Langmyer

EURHYTHMICS
Hottest:
IGLESIAS & ROSS
BILLY JOEL
CARS
TINA TURNER
HUEY LEWIS & NEWS

V100/Charleston, WV
Bob Spence

ELTON JOHN
RALPH MACDONALD
BARRY GIBB
DENNIS DEYOUNG
THOMPSON TWINS
Hottest:
TINA TURNER
STEVIE WONDER
CHICAGO
RALPH MACDONALD

WEIM/Fitchburg
Jack Raymond

KENNEDY & OSBORNE
THOMPSON TWINS
POCO
NAKED EYES
CHAMPAGNE
DENNIS DEYOUNG
STEVIE WONDER
Hottest:
IGLESIAS & ROSS
BILLY JOEL
JOHN WAITE
KARLA BONOFF
HUEY LEWIS & NEWS

WTIC/Hartford
Tom Barsanti

SADAO WATANABE
EVERLY BROTHERS
Hottest:
IGLESIAS & ROSS
BILLY JOEL
RAY PARKER JR.

WKNE/Keene, NH
Howard Corday

DENNIS DEYOUNG
POCO
ANNE MURRAY
PEABO BRYSON
BARRY GIBB
Hottest:
IRENE CARA
COYOTE SISTERS
NEIL DIAMOND
JOHN WAITE

WSKI/Montpelier, VT
Bruce Stebbins

ANNE MURRAY
ROD STEWART
SHERENA EASTON
KENNEDY & OSBORNE
THOMPSON TWINS
PEABO BRYSON
DENNIS DEYOUNG
Hottest:
CARS
HUEY LEWIS & NEWS
COYOTE SISTERS
EURHYTHMICS

WTNY/Watertown, NY
Jay Donovan

EVERLY BROTHERS
ANNE MURRAY
WILLIE NELSON
MADONNA
Hottest:
BILLY JOEL
TINA TURNER
IGLESIAS & ROSS
RAY PARKER JR.

WWPA/Williamsport, PA
Scott Masteller

DIANA ROSS
ELTON JOHN
SADAO WATANABE
THOMPSON TWINS
Hottest:
BILLY JOEL
HUEY LEWIS & NEWS
CARS
JOHN WAITE
STEVIE WONDER

WVOR/Rochester
Gary Smith

SERGIO MENDES
GEORGE FISCHOFF
Hottest:
BILLY JOEL
LIONEL RICIE
ELTON JOHN
IGLESIAS & ROSS
TEDDY PENDERGRASS

WVOM/Albany
Knot/Holmberg

DENNIS DEYOUNG
Hottest:
CARS
IGLESIAS & ROSS
TINA TURNER
CHICAGO
HUEY LEWIS & NEWS

WVOR/Rochester
Gary Smith

SERGIO MENDES
GEORGE FISCHOFF
Hottest:
BILLY JOEL
LIONEL RICIE
ELTON JOHN
IGLESIAS & ROSS
TEDDY PENDERGRASS

WVOR/Rochester
Gary Smith

SERGIO MENDES
GEORGE FISCHOFF
Hottest:
BILLY JOEL
LIONEL RICIE
ELTON JOHN
IGLESIAS & ROSS
TEDDY PENDERGRASS

WVOR/Rochester
Gary Smith

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MIDWEST

Parallel One

WCLR/Chicago
DeYoung/Price

DENNIS DEYOUNG
RALPH MACDONALD
ANNE MURRAY
LAURA BRANIGAN
KENNY ROGERS
Hottest:
TEDDY PENDERGRASS
PEABO BRYSON
BILLY JOEL
LIONEL RICIE
RAY PARKER JR.
NEIL DIAMOND

WHBC/Canton
Mike Dorn

SADAO WATANABE
HOCKEY ROBINSON
Hottest:
LIONEL RICIE
BILLY JOEL
TEDDY PENDERGRASS
RAY PARKER JR.
RITA COOLIDGE

WSNY/Columbus, OH
Harry Lyles

none
Hottest:
BILLY JOEL
STEVIE WONDER
RALPH MACDONALD
WILLIE NELSON

WCIL/Carbondale, IL
Matt McCann

KENNY ROGERS
BANANARAMA
DENNIS DEYOUNG
Hottest:
TINA TURNER
HUEY LEWIS & NEWS
CARS
NEIL DIAMOND
DONNA SUMMER

610TVN/Columbus
FitzGerald/Jones

JOHN WAITE
Hottest:
LIONEL RICIE
ELTON JOHN
PEABO BRYSON
CARS

WLTJ/Cleveland
Dunphy/Wilson

TEDDY PENDERGRASS
GLENN FREY
STEVIE WONDER
Hottest:
LIONEL RICIE
ELTON JOHN
IGLESIAS & ROSS
HUEY LEWIS & NEWS
TINA TURNER

WMJ/Cleveland
Popovich/Hyers

COYOTE SISTERS
JAMES INGRAM
RALPH MACDONALD
HERB ALPERT
Hottest:
LIONEL RICIE
BILLY JOEL
TINA TURNER
HUEY LEWIS & NEWS
CARS

KRNT/Des Moines
Steve Gibbons

EVERLY BROTHERS
JACKSONS
PEABO BRYSON
SADAO WATANABE
THOMPSON TWINS
ANNE MURRAY
KENNY ROGERS
Hottest:
TINA TURNER
HUEY LEWIS & NEWS
NEIL DIAMOND
CARS
STEVIE WONDER

WXUS/Lafayette
Jim Leven

PEABO BRYSON
ANNE MURRAY
EVERLY BROTHERS
Hottest:
NEIL DIAMOND
KENNY ROGERS
CARS
LIONEL RICIE
BILLY JOEL

KEEZ/Mankato, MN
Sue LaFond

HILLARY KANTER
ELTON JOHN
DENNIS DEYOUNG
POINTER SISTERS
ROD STEWART
PEABO BRYSON
THOMPSON TWINS
Hottest:
BILLY JOEL
IGLESIAS & ROSS
LIONEL RICIE
CARS
HUEY LEWIS & NEWS

WENS/Indianapolis
Wheeler/Eagan

EVERLY BROTHERS
BILLY OCEAN
EURHYTHMICS
Hottest:
LIONEL RICIE
BILLY JOEL
HUEY LEWIS & NEWS
CARS

WVON/Indianapolis
Bill Vancil

ELTON JOHN
MADONNA
WILLIE NELSON
SAM HARRIS
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WEST

Parallel One

WVON/Indianapolis
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SOUTH

Parallel One

WVON/Indianapolis
Bill Vancil

ELTON JOHN
MADONNA
WILLIE NELSON
SAM HARRIS
Hottest:
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CARS
HUEY LEWIS & NEWS
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WVON/Indianapolis
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Parallel One

WVON/Indianapolis
Bill Vancil

ELTON JOHN
MADONNA



AOR / ALBUMS

August 31, 1984

163 REPORTERS

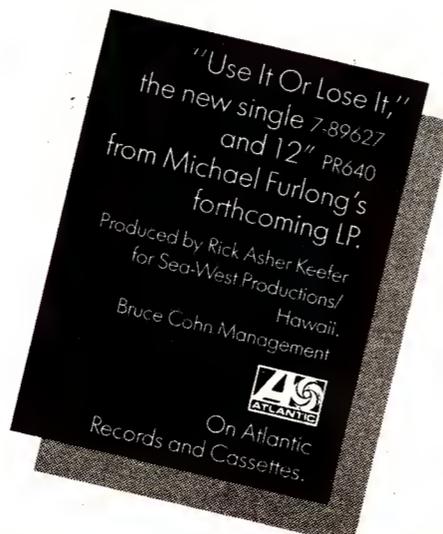
Three Weeks Last
Weeks Weeks Week

Three Weeks Last Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)
2	2	1	1	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)
3	3	3	2	JOHN WAITE/No Brakes (EMI America)
1	1	2	3	CARS/Heartbeat City (Elektra)
-	-	8	4	FIXX/Phantoms (MCA)
4	5	4	5	BILLY SQUIER/Signs Of Life (Capitol)
5	4	5	6	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)
11	10	9	7	LINDSEY BUCKINGHAM/Go Insane (Elektra)
6	6	6	8	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
8	7	7	9	SAMMY HAGAR/VOA (Geffen)
7	8	10	10	PETER WOLF/Lights Out (EMI America)
9	9	11	11	NIGHT RANGER/Midnight Madness (Camel/MCA)
23	16	16	12	STEPHEN STILLS/Right By You (Atlantic)
16	13	14	13	HONEYMOON SUITE/Honeymoon Suite (WB)
25	19	17	14	METROPOLIS/Soundtrack (Columbia)
36	24	19	15	BILLY IDOL/Rebel Yell (Chrysalis)
20	15	15	16	A FLOCK OF SEAGULLS/The Story Of A... (Jive/Arista)
18	14	18	17	PRINCE/Purple Rain (WB)
12	12	13	18	TWISTED SISTER/Stay Hungry (Atlantic)
10	11	12	19	RATT/Out Of The Cellar (Atlantic)
-	-	22	20	KROKUS/The Blitz (Arista)
15	18	20	21	DIO/The Last In Line (WB)
40	31	24	22	ROMEO VOID/Instincts (415/Columbia)
13	17	21	23	JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)
-	-	35	24	JOHN CAFFERTY &.../Eddie And... (Scotti Bros./CBS)
32	30	30	25	LOU REED/New Sensations (RCA)
26	26	26	26	WHITESNAKE/Slide It In (Geffen)
19	20	23	27	ELTON JOHN/Breaking Hearts (Geffen)
28	27	25	28	HELIX/Walkin' The Razor's Edge (Capitol)
35	32	31	29	Y&T/In Rock We Trust (A&M)
29	28	32	30	CYNDI LAUPER/She's So Unusual (Portrait/CBS)
14	21	27	31	GLENN FREY/The Allnighter (MCA)
22	23	28	32	COREY HART/First Offense (EMI America)
21	22	29	33	QUIET RIOT/Condition Critical (Pasha/CBS)
17	25	33	34	BOX OF FROGS/Box Of Frogs (Epic)
-	37	36	35	SPANDAU BALLET/Parade (Chrysalis)
24	29	34	36	STEVIE RAY VAUGHAN/Couldn't Stand The... (Epic)
-	38	37	37	R.E.M./Reckoning (IRS/A&M)
34	34	40	38	ROD STEWART/Camouflage (WB)
DEBUT	DEBUT	DEBUT	39	SOUTHSIDE JOHNNY &.../In The Heat (Mirage/Atco)
DEBUT	DEBUT	DEBUT	40	BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M)

Artist/Album (Label)	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
"Cover Me" (144) "Born" (39) "Surrender" (34)	158-	145+	13-	1=
"Missing You" (137) "Tears" (103)	149-	136-	13+	1-
"Drive" (124) "It's Not" (36) "Heartbeat" (12)	146-	126-	20+	1+
"Ourselves?" (156) "Sunshine" (56) "Cities..." (15)	158+	100+	57-	2-
"Rock Me" (126) "All Night" (102) "Can't" (21)	145-	117-	28+	0=
"The Warrior" (128) "Beat Of A Heart" (33)	144-	115-	28+	2+
"Go Insane" (143)	147=	101+	46-	2-
"If This Is It" (110) "Walking" (32) "Found" (24)	131-	111-	20+	2+
"Two Sides" (108) "I Can't Drive 55" (97)	136-	88-	48+	1+
"Lights Out" (98) "Crazy" (64) "Pretty Lady" (28)	136-	84-	52+	2=
"When You Close Your Eyes" (120)	122-	95=	26-	4+
"Stranger" (136) "50/50" (18) "Right By You" (15)	146+	44+	99-	7-
"New Girl Now" (137)	142+	40+	101-	4+
"Cage Of Freedom" (127) "Here's My Heart" (18)	141+	36+	105+	5-
"Flesh For Fantasy" (130)	130+	54+	72-	8-
"The More You Live..." (134)	135-	38+	97-	2-
"Let's Go Crazy" (97) "Purple" (57) "Doves" (23)	113+	86=	27+	3=
"We're Not Gonna" (109) "I Wanna" (14)	114-	63=	51-	0-
"Back" (61) "Round And Round" (53) "Lack" (15)	108-	47-	61+	3+
"Midnite Maniac" (123)	123+	20+	100+	8-
"The Last In Line" (77) "Mystery" (61)	106-	35-	67-	4+
"A Girl In Trouble" (113)	113+	21-	86+	12-
"Layin' It" (69) "Sorry" (37)	92-	37-	54+	1-
"On The Dark Side" (104)	105+	25+	71+	33-
"I Love You, Suzanne" (95)	96+	22+	72+	7-
"Ain't No Stranger" (75) "Slow 'N' Easy" (21)	84-	21-	62+	3-
"Restless" (69) "Shoes" (20)	89-	22-	64+	5+
"Rock You" (89)	91-	11-	79-	1-
"Don't Stop Runnin'" (81)	92+	10+	79=	5=
"She Bop" (78)	79-	52+	27-	3+
"Smuggler's" (60) "Sexy" (12) "Allnighter" (11)	76-	24-	52-	0-
"Sunglasses" (43) "Lamp" (32)	69-	20-	47+	6+
"Sign Of The Times" (57) "Mama" (15)	67-	11-	56-	1-
"Back Where I Started" (47) "Two Steps Ahead" (16)	64-	14-	46-	5+
"Only When You Leave" (60)	62=	19+	42-	3+
"Cold Shot" (53) "Couldn't Stand..." (12)	61-	17-	44-	0-
"Pretty Persuasion" (57)	62-	10+	50-	3-
"Some Guys" (43) "Bad" (14) "Infatuation" (13)	62+	13=	46+	10=
"New Romeo" (50)	54+	6+	43-	6-
"Lovers In A Dangerous Time" (46)	49+	13+	33+	6-

"USE IT OR LOSE IT"

80181



BREAKERS

JOHN CAFFERTY & BEAVER BROWN BAND
Eddie And The Cruisers (Scotti Bros./CBS)

64% of our reporters on it. 105/33 with adds at WIYY, WNEW, DC101, KEGL, KZEW, KKCI, KSHE, KRCK, KOME, WCKN, KFMG. Moves 35-24 on the Albums chart.

AOR BREAKERS — Records in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.



Keeps Comin' **BACK** With The Hits

BACK With New **BREAKERS.**



"Eddie And The Cruisers"
Featuring JOHN CAFFERTY
and the BEAVER BROWN BAND'S
"On The Dark Side"

34 Adds Including These P1's: WIYY, WNEW-FM, DC101, KEGL, KZEW, KKCI, KSHE, KRCK, KOME.

HOT TRACKS

BREAKERS 24

ALBUMS

BREAKERS 24



BACK With A New Sound And Singer



SURVIVOR "Vital Signs"
Featuring "I Can't Hold Back"

ON YOUR DESK NOW!



BACK With A New Song



KANSAS "The Best Of Kansas"
Featuring "Perfect Lover"

HOT TRACKS DEBUT 60

Majors Include WMMR, WYSP, WKLS, KEGL, KSRR, WCKO, WYNF, WRIF, KKCI, WQFM, KQRS, KSHE, KLOS, KRCK, KGB, KOME, KSJO, and these adds: KGB, WEZX, WRXL, KXZL, KILO, KWHL.

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—Michael L Eskridge, President, NBC Radio

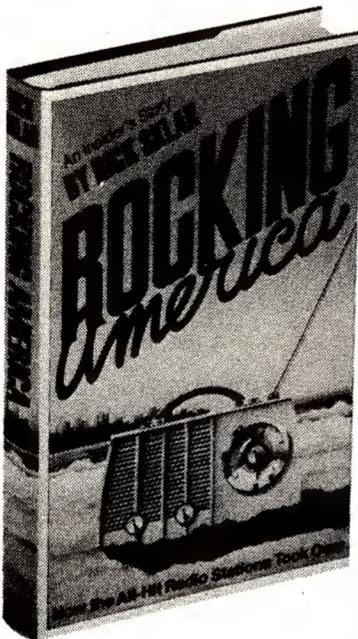
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—Ahmet M. Ertegun, Chairman of the Board, Atlantic Recording Corporation

with photographs and year-by-year playlists



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, WMGM, 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.

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AOR / ALBUMS

MOST ADDED

- DENNIS DeYOUNG (45)
Desert Moon (A&M)
- JOHN CAFFERTY & ...
Eddie And... (Scotti Bros./CBS)
- JIM CAPALDI (15)
One Man Mission (Atlantic)
- ROMEVO VOID (12)
Instincts (415/Columbia)
- BLACK 'N BLUE (10)
Black 'N Blue (Geffen)
- THOMPSON TWINS (10)
Into The Gap (Arista)
- ROD STEWART (10)
Camouflage (WB)

MOST HOTS

- BRUCE SPRINGSTEEN (145)
Born In The U.S.A. (Columbia)
- JOHN WAITE (136)
No Brakes (EMI America)
- CARS (126)
Heartbeat City (Elektra)
- BILLY SQUIER (117)
Signs Of Life (Capitol)
- SCANDAL f/PATTY SMYTH (115)
The Warrior (Columbia)
- HUEY LEWIS & THE NEWS (111)
Sports (Chrysalis)

NEW & ACTIVE

- ZEBRA/No Tellin' Lies (Atlantic) 47/6 (0/0)
Adds: WLLZ, KSHE, KRQR, WDIZ, KEZO, WZZQ. Hots: 6 WBAB, WDHA, WAQX, KNCN, WKQQ, WYER. Mediums 37 include WAPP, WHJY, KTXQ, KZEW, KLOS, KMET, WTUE, WIOT.
- THOMPSON TWINS/Into The Gap (Arista) 46/10 (39/10)
Adds: WNEW, WYSP, WTKX, WOOS, WTUE, KQDS, WXKE, KEZO, WIOT, WWTR. Hots: 9 WLIR, WMMS, KROQ, KFOG, KQAK, CHEZ, WPDH, WCPZ, KFMF. Mediums: 34 include WBCN, WBAB, WMMR, WIMZ, WLVO, KKDJ.
- DENNIS DEYOUNG/Desert Moon (A&M) 45/45 (0/0)
Adds: include WAPP, WMMS, WAQY, KLAQ, WIMZ, KMJX, KQDS, WGIR, KLYV, KQWB. Hots: 1 KCAL. Mediums: 27 include WPYX, WKLC, WTPA, WFYV, KMBQ, WLVO, WTUE, WIOT, KILO, KKDJ.
- BLACK 'N BLUE/Black 'N' Blue (Geffen) 45/10 (39/15)
Adds: KLOL, KSRR, WCKO, WYFN, WLLZ, WRIF, KSHE, WAQY, KWHL, KFMF. Hots: 1 KRCK. Mediums: 41 include KZEW, WQFM, KLOS, KMET, KGB, KRQR, WCMF, WAQX, KNCN, KLAQ, KISS, WAPL, WTUE.
- KANSAS/The Best Of Kansas (CBS Associated) 42/6 (39/10)
Adds: KGB, WEZX, WRXL, KXZL, KILO, KWHL. Hots: 2 WRIF, KIDQ. Mediums: 37 include WMMR, WKLS, KSRR, WYFN, WQFM, KSHE, KLOS, KOME, WLVO.
- TINA TURNER/Private Dancer (Capitol) 40/4 (39/2)
Adds: WGRQ, WNEW, KINK, WDHA. Hots: 26 include WXRT, WMMS, KBCO, WFYV, KMJX, KMBQ, KGGO, KILO. Mediums: 12 include WBCN, WCKO, KROQ, WPYX, WCCC, KMBY, WWWV.
- CHICAGO/Chicago 17 (WB) 32/8 (28/2)
Adds: KEGL, WMMS, KKCI, KQRS, WZZO, WDHA, WRXL, KAWY. Hots: 11 include WYFN, KYYS, KINK, WIMZ, KMBQ, KLYV. Mediums: 19 include WSHE, KCAL, WAAL, WHEB, WPDH, KMJX, KGGO, WRUF.
- DAKOTA/Runaway (MCA) 22/2 (23/4)
Adds: WRXL, KFMG. Hots: 2 KIDQ, WXCS. Mediums: Hots: 19 include KEGL, WYFN, WLLZ, WZZO, WYDD, WAQY, KISS, WRUF, KFMQ.
- RUPERT HINE/The Wildest Wish To Fly (Island) 18/4 (17/5)
Adds: include WBAB, WIZN. Hots: 2 KNCN, CITI. Mediums: 13 include KTXQ, WXRT, KBCO, KFOG, WKLC, WTPA, KLPX.
- DRAGON/Body And The Beat (Polydor/PolyGram) 17/5 (12/5)
Adds: include CHOM, WTKX, WIZN, KTYD. Hots: 2 KROQ, CITI. Mediums: 12 include KAZY, 91X, WTPA, WAQY, WAAF, WLVO, WTUE.
- HARD TO HOLD/Soundtrack (RCA) 17/5 (14/3)
Adds: WDHA, WOOS, WBLM, WHMD, KAWY. Hots: 2 KDKB, WTKX. Mediums: 12 include WZZO, WPDH, KMJX, KMBQ, KGGO, KSMB.
- PSYCHEDELIC FURS/Mirror Moves (Columbia) 17/2 (15/1)
Adds: CHUM, KAZY. Hots: 10 include WLIR, CHOM, WXRT, KBCO, KROQ, 91X, KQAK, CFOX. Mediums: 7 include WCKO, KNCN, KMBY, KTCL.
- JIM CAPALDI/One Man Mission (Atlantic) 15/15 (0/0)
Adds: include WHJY, KZEW, KBCO, WDHA, WAQY, WWCT, WWWV. Hots: 0. Mediums: 5 WSHE, KSHE, KILO, WQBK, WCPZ.
- MEN WITHOUT HATS/Folk Of The '80s (Part III) (MCA) 13/1 (12/2)
Adds: WBCN. Hots: 6 WLIR, WMMS, 91X, KQAK, CHEZ, K97. Mediums: 7 include CHOM, KBCO, KROQ, KLAQ.
- BOBBY & THE MIDNITES/Where The Beat Meets The Street (Columbia) 13/1 (15/7)
Adds: WRKI. Hots: 5 KBCO, WDHA, KIDQ, KSPN, KTCL. Mediums: 8 include WXRT, WZZO, WEZX, KLAQ, KFMF.
- STEVE MORSE BAND/The Introduction (Musician/Elektra) 12/1 (13/3)
Adds: KLOL. Hots: 2 KBCO, KTCL. Mediums: 10 include WBAB, WKLS, WXRT, KAZY, KNCN, WLAV.
- THE SWIMMING POOL Q'S/The Swimming Pool Q's (A&M) 11/5 (7/7)
Adds: WYSP, WKLC, WTPA, WEZX, WKQQ. Hots: 1 WBCN. Mediums: 9 include WKLS, WXRT, WFYV.

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

BREAKERS

163 REPORTERS

Three Weeks	Two Weeks	Last Week		Total	Hot	Medium	Total Adds	
5	5	3	1	BRUCE SPRINGSTEEN/Cover Me (Columbia)	144+	130+	14-	3+
19	10	6	2	FIXX/Are We Ourselves? (MCA)	156+	97+	58-	2-
1	1	1	3	JOHN WAITE/Missing You (EMI America)	137-	129-	8=	1=
10	8	7	4	LINDSEY BUCKINGHAM/Go Insane (Elektra)	143-	100+	43-	1-
3	3	2	5	CARS/Drive (Elektra)	124-	111-	13+	0-
2	2	4	6	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	128-	110-	18+	0-
4	4	5	7	BILLY SQUIER/Rock Me Tonight (Capitol)	126-	97-	29+	0=
8	7	8	8	NIGHT RANGER/When You Close... (Camel/MCA)	120-	94-	25-	2+
7	6	10	9	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	110-	102-	8+	1-
46	25	17	10	BILLY IDOL/Flesh For Fantasy (Chrysalis)	130+	54+	72-	10-
12	13	11	11	HONEYMOON SUITE/New Girl Now (WB)	137=	38+	98-	5+
16	14	12	12	A FLOCK OF SEAGULLS/The More You... (Jive/Arista)	134-	38+	96-	2-
22	16	15	13	STEPHEN STILLS/Stranger (Atlantic)	136+	40+	93-	5-
9	9	9	14	SAMMY HAGAR/Two Sides Of Love (Geffen)	108-	68-	40=	1-
18	17	16	15	BILLY SQUIER/All Night Long (Capitol)	102=	63+	39-	1-
11	12	14	16	TWISTED SISTER/We're Not Gonna Take It (Atlantic)	109-	61=	48-	0-
31	21	19	17	JON ANDERSON/Cage Of Freedom (Columbia)	127+	27+	100+	6-
35	26	22	18	KROKUS/Midnite Maniac (Arista)	123+	19+	101+	8-
25	19	18	19	PRINCE/Let's Go Crazy (WB)	97-	73=	24-	2-
23	20	20	20	SAMMY HAGAR/I Can't Drive 55 (Geffen)	97+	50-	46+	3-
6	11	13	21	PETER WOLF/Lights Out (EMI America)	98-	71-	27=	0=
43	33	23	22	ROMEO VOID/ A Girl In Trouble... (415/Columbia)	113+	20-	87+	12-
-	49	29	23	JOHN WAITE/Tears (EMI America)	103+	40+	58+	24-
-	-	38	24	JOHN CAFFERTY/On The Dark Side (Scotti Bros./CBS)	104+	24+	71+	34-
32	31	27	25	LOU REED/I Love You, Suzanne (RCA)	95+	21+	72+	7-
30	30	28	26	CYNDI LAUPER/She Bop (Portrait/CBS)	78-	51+	27-	2=
28	27	24	27	HELIX/Rock You (Capitol)	89-	11-	77-	1-
13	15	21	28	DIO/The Last In Line (WB)	77-	28-	48-	1=
38	36	34	29	Y&T/Don't Stop Runnin' (A&M)	81+	9+	69+	5+
42	37	30	30	WHITESNAKE/Love Ain't No Stranger (Geffen)	75+	17+	57+	6-
14	18	26	31	JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)	69-	27-	41=	1-
24	24	30	32	ELTON JOHN/Restless (Geffen)	69-	15-	54-	0-
34	35	31	33	RATT/Back For More (Atlantic)	61-	21-	40+	3-
-	51	42	34	PETER WOLF/Crazy (EMI America)	64+	29+	33+	14+
-	-	48	35	DIO/Mystery (WB)	61+	19+	39+	19+
21	32	33	36	GLENN FREY/Smuggler's Blues (MCA)	60-	15-	45-	1-
-	-	58-	37	PRINCE/Purple Rain (WB)	57+	31+	24+	17+
17	22	25	38	RATT/Round And Round (Atlantic)	53-	29-	24+	0-
50	41	40	39	SPANDAU BALLET/Only When You Leave (Chrysalis)	60=	18+	41-	3+
-	-	60	40	FIXX/Sunshine In The Shade (MCA)	56+	19+	34+	23-
26	29	35	41	QUIET RIOT/Sign Of The Times (Pasha/CBS)	57-	9-	48-	1-
27	34	39	42	STEVIE RAY VAUGHAN/Cold Shot (Epic)	53-	14+	39-	0-
58	52	44	43	R.E.M./Pretty Persuasion (IRS/A&M)	57-	7+	48-	4-
15	23	32	44	BOX OF FROGS/Back Where I Started (Epic)	47-	11-	36-	0=
20	28	36	45	COREY HART/Sunglasses At Night (EMI America)	43-	19-	24-	1+
DEBUT	46	45	46	DAVE EDMUNDS/Something About You (Columbia)	53+	4+	35+	29+
54	50	45	47	BRUCE SPRINGSTEEN/No Surrender (Columbia)	34-	23-	11+	1-
39	38	41	48	LITA FORD/Gotta Let Go (Mercury/PG)	40-	12-	27-	0-
-	-	55	49	SOUTHSIDE JOHNNY &.../New Romeo (Mirage/Atco)	50+	4+	41+	6-
49	46	50	50	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	39-	23=	16=	4+
-	-	54	51	ZEBRA/Wait Until The Summer's Gone (Atlantic)	47-	6+	37+	6-
DEBUT	52	47	52	BLACK 'N BLUE/Hold On To 18 (Geffen)	44+	1+	40+	11-
DEBUT	53	48	53	BRUCE COCKBURN/Lovers In A... (Gold Mtn./A&M)	46+	12+	31+	6-
36	47	49	54	SCORPIONS/Still Loving You (Mercury/PG)	34-	15+	19-	0-
48	48	51	55	CARS/It's Not The Night (Elektra)	36-	21-	14-	8+
-	-	57	56	JEFFERSON STARSHIP/Sorry Me... (Grunt/RCA)	37+	12-	25+	4-
-	-	53	57	HUEY LEWIS & THE NEWS/Walking On A... (Chrysalis)	32-	14-	17+	4=
52	43	43	58	CHEQUERED PAST/How Much Is Too... (EMI America)	42-	5=	36-	2-
DEBUT	59	44	59	IRON MAIDEN/2 Minutes To Midnight (Capitol)	44+	2+	31+	42+
DEBUT	60	41	60	KANSAS/Perfect Lover (CBS Associated)	41+	2=	36+	6-

JOHN CAFFERTY & THE BEAVER BROWN BAND

On The Dark Side (Scotti Bros./CBS)
63% of our reporters on it. 104/34 including adds at WIYY, WNEW, KZEW, KKCI, KSHE, KRCK, KOME, KISS, WTUE, KKDJ. Moves 38-24 on the Hot Tracks chart.

Y&T

Don't Stop Runnin' (A&M)
50% of our reporters on it. 81/5 with adds at KSRR, KQRS, WOOS, KWXL, K97. Moves 34-29 on the Hot Tracks chart.

NEW & ACTIVE

DENNIS DEYOUNG "Desert Moon" (A&M) 43/43 (0/0)
Adds: include WAPP, WMMS, WAQY, KLAQ, WIMZ, KMJX, KQDS. Hots: 1 KCAL. Mediums: 26 include WPKX, WKLC, WDHA, WTPA, WHCN, WFVY, WDIZ, WRXL, KMBQ, WLVO, WTUE, KILO, KKDJ, KSMB.

ROD STEWART "Some Guys Have All The Luck" (WB) 43/14 (28/17)
Adds: include WHCN, KNCN, KMBQ, WRKI, WBLM, WIOB. Hots: 10 include WYSP, WMMS, WAQX, WKQQ, KLYV. Mediums: 30 include WBCN, KMET, WZZO, WTPA, WIMZ, KMJX, WRXL, WWWV, WRUF, KSMB.

THOMPSON TWINS "You Take Me Up" (Arista) 41/11 (32/11)
Adds: include WNEW, WYSP, WOOS, WTUE, KQDS, KEZO, WIOT. Hots: 6 WMMS, KOAK, CHEZ, WPDH, WCPZ, KFME. Mediums: 32 include WBCN, WBAB, WMMR, WZZO, WCMF, WIMZ, WLVO, KKDJ, WRKI, WRUF, KSMB.

XAVION "Eat Your Heart Out" (Elektra) 34/8 (30/15)
Adds: KEGL, KZAP, WKQQ, WTKX, WXKE, WWCT, WQBK, KZOO. Hots: 1 WLIR. Mediums: 29 include WBAB, KTXQ, KZEW, KLLO, WYNF, KOME, WKLC, WTPA, WAQY, KLAQ, WIMZ, KISS, KQDS, WLAV, KFMG, KILO, WRUF.

SCANDAL FEATURING PATTY SMYTH "Beat Of A Heart" (Columbia) 33/12 (22/7)
Adds: include WAPP, WHJY, KZEW, WEBN, KORS, KZOK, WRXT, WPDH, WQMF. Hots: 12 include WIYY, KMET, KRQR, WAPL, KFMG, KILO. Mediums: 18 include KAZY, KLOS, KGB, WCMF, WAQX, WRXL.

COREY HART "Lamp At Midnight" (EMI America) 32/8 (24/6)
Adds: include WMET, KLOS, KDKB, WTUE, KQDS. Hots: 3 WXKE, KPOI, KSQY. Mediums: 26 include KBCO, KZAP, WPKX, WKLC, WAQY, KLAQ, WFVY.

CHICAGO "Hard Habit To Break" (WB) 31/9 (26/2)
Adds: KEGL, WMMS, KKCI, KQRS, KCAL, WZZO, WDHA, WRXL, KAWY. Hots: 11 include WYNF, KYYS, KINK, WIMZ, KMBQ, KSMB, KLYV. Mediums: 18 include WKLC, KMJX, KGGO, WWWV, WRUF.

BRUCE SPRINGSTEEN "Bobby Jean" (Columbia) 26/5 (29/6)
Adds: include KTXQ, KGB, WHMD, KLYV. Hots: 11 include WSHE, KRQR, KILO. Mediums: 15 include WGRQ, WHJY, WKLS, KLLO, WMET, WMMS, WPKX, KNCN, KLAQ, KQDS, WRKI.

HUEY LEWIS & THE NEWS "Finally Found A Home" (Chrysalis) 24/6 (19/2)
Adds: WSHE, WEBN, KLOS, KMBY, WBLM, WRUF. Hots: 12 include WBAB, KZEW, WLLZ, WRIF, WFVY, WQMF. Mediums: 12 include WQFM, KRQR, KOME, KATT, KFMQ, KWHL.

KISS "Heaven's On Fire" (Mercury/PolyGram) 21/21 (0/0)
Adds: include WBAB, WMMS, KMET, KRQR, KLAQ, WIMZ, WAPL, KQDS. Hots: 2 WRIF, KNCN. Mediums: 10 include WIYY, WDVE, WQFM, KSHE, WDHA, WLVO, KILO.

BILLY SQUIER "Can't Get Next To You" (Capitol) 21/3 (19/2)
Adds: WHJY, WLLZ, KISS. Hots: 11 include KTXQ, KMET, KRQR, WCMF, WAPL, WLAV, KKDJ. Mediums: 10 include KGB, KOME, KLAQ, WXP, KEZO.

ELTON JOHN "Who Wears Those Shoes?" (Geffen) 20/11 (8/4)
Adds: include WMMS, KAZY, WZZO, WTPA, WIMZ, WDIZ, WFBQ, KFMQ. Hots: 3 KBCO, KILO, WCPZ. Mediums: 13 include WBAB, KSMB.

DAKOTA "Runaway" (MCA) 20/2 (21/3)
Adds: WRXL, KFMG. Hots: 2 KIDQ, WXCS. Mediums: 17 include WYNF, WLLZ, WAQY, WAQX, KISS, KFIV, WRUF, KFMQ.

STEPHEN STILLS "50/50" (Atlantic) 18/3 (17/3)
Adds: CHEZ, WPDH, WRXL. Hots: 6 include WXRT, WTKX, WAPL, KIDQ, KSPN. Mediums: 12 include KAZY, KDKB, WPKX, WCMF, KATT, KFMQ.

PAT BENATAR "Here's My Heart" (Columbia) 18/3 (19/2)
Adds: KORS, WBLM, WZZO. Hots: 6 include WTKX, KIDQ, KLYV, WBYG, WCPZ. Mediums: 10 include WMET, KGON, KQDS, WWWV.

DRAGON "Rain" (Polydor/PolyGram) 17/5 (12/5)
Adds: include CHOM, WTKX, WIZN, KTYD. Hots: 2 KROQ, CITI. Mediums: 12 include KAZY, 91X, WTPA, WAQY, WAAF, WLVO, WTUE.

BOX OF FROGS "Two Steps Ahead" Epic 16/10 (6/1)
Adds: include WAQY, KQDS, WRKI. Hots: 3 KBCO, KFOG, KTCL. Mediums: 9 include KAZY, WIOB.

EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 16/6 (14/13)
Adds: include WZZO, WAAL, KILO, KAWY. Hots: 2 WKQQ, KSPN. Mediums: 12 include WXRT, WMMS, WTPA, WWWV, KLYV.

STEVE PERRY "Strung Out" (Columbia) 16/6 (11/1)
Adds: include WKLS, WEBN, KAZY, KMET, WRXL. Hots: 4 WHJY, KKCI, WAAF, WXKE. Mediums: 12 include WQMF, KQDS, KATT.

RICK SPRINGFIELD "Bop 'Til You Drop" (RCA) 16/5 (13/4)
Adds: WDHA, WOOS, WBLM, WHMD, KAWY. Hots: 1 WTKX. Mediums: 12 include WZZO, KMJX, KMBQ, KGGO, KSMB.

MOST ADDED

- DENNIS DeYOUNG (43)
Desert Moon (A&M)
- IRON MAIDEN (42)
2 Minutes To Midnight (Capitol)
- JOHN CAFFERTY (34)
On The Dark Side (Scotti Bros./CBS)
- DAVE EDMUNDS (29)
Something About You (Columbia)
- JOHN WAITE (24)
Tears (EMI America)
- FIXX (23)
Sunshine In The Shade (MCA)
- KISS (21)
Heaven's On Fire (Mercury/PolyGram)

MOST HOTS

- BRUCE SPRINGSTEEN (130)
Cover Me (Columbia)
- JOHN WAITE (129)
Missing You (EMI America)
- CARS (111)
Drive (Elektra)
- SCANDAL f/PATTY SMYTH (110)
The Warrior (Columbia)
- HUEY LEWIS & THE NEWS (102)
If This Is It (Chrysalis)
- LINDSEY BUCKINGHAM (100)
Go Insane (Elektra)

MOST ADDS — A numerical listing of the most added records of the week.

MOST HOTS — A numerical listing of the records receiving the most hot rotation reports.

REGIONAL ACTIVITY

EAST

Parallel One

WAPP/New York
(212) 357-8000

ASST. PD: STEVE ELLIS

Not
LINDSEY BUCKINGHAM

Not
EDDIE AND CHRISERS

Not
COREY HART

Not
BILLY IDOL

Not
ELTON JOHN (M)

Not
HUEY LEWIS (M)

Not
FRANCE (M)

Not
RATT

Not
SCANDAL (L)

Not
BRUCE SPRINGSTEEN

Not
BILLY SQUIR

Not
TWISTED SISTER

Not
JOHN WAITE (M)

Not
MANN CHUNG

Not
PETER WOLF

Not
Light Ads

Not
BOX OF PROGS

Not
ELVIS COSTELLO

Not
FIX

Not
A FLOCK OF SEAGULL

Not
HONEYMOON SUITE

Not
JEFFERSON STARSHIP

Not
KROKUS

Not
NIGHT RANGER

Not
STEVE PERRY

Not
QUIET RIOT

Not
SAMMY HAGAR

Not
SOUTHWEST JOHNNY

Not
STEVEN STILLS

Not
YET

Not
ZERRA

Not
Light Ads

Not
DENNIS DEYOUNG

Not
DAVE EDWARDS

WNEW-FM/New York
(212) 986-7000

PD: CHARLIE KENDALL

PD: JIM MORAGHAN

Not
BRUCE SPRINGSTEEN

Not
BRUCE SPRINGSTEEN

Not
BRUCE SPRINGSTEEN

Not
JOHN WAITE

Not
PETER WOLF

Not
BILLY SQUIR

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LINDSEY BUCKINGHAM

Not
PRINCE

Not
Light Ads

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NIGHT RANGER

Not
CINDY LAUPER

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HUEY LEWIS

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LOU REED

Not
Light Ads

Not
ELTON JOHN

Not
BILLY IDOL

Not
A FLOCK OF SEAGULL

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FIX

Not
SAMMY HAGAR

Not
STEVEN STILLS

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HONEYMOON SUITE

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YET

Not
SPANDAU BALLET

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KROKUS

Not
SOUTHWEST JOHNNY

Not
STEVE RAY VAUGHAN

Not
Light Ads

Not
EDDIE AND CHRISERS

Not
JEFFERSON STARSHIP

Not
THOMPSON TWINS

Not
TINA TURNER

WDVE/Pittsburgh
(412) 562-5900

PD: GREG GILLESPIE

PD: HERSHEL

Not
TWISTED SISTER

Not
NIGHT RANGER

Not
JOHN WAITE (M)

Not
SCANDAL (M)

Not
BRUCE SPRINGSTEEN (M)

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FIX (M)

Not
EDDIE AND CHRISERS

Not
LINDSEY BUCKINGHAM (M)

Not
HONEYMOON SUITE

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BILLY IDOL

Not
BILLY SQUIR (M)

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JOEY G.

Not
Light Ads

Not
WHITESNAKE

Not
STEVEN STILLS

Not
SAMMY HAGAR

Not
KROKUS

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DID

Not
A IRON MAIDEN

Not
ROMEO VOID

Not
Light Ads

Not
KISS

Not
RATT

Not
HUEY LEWIS

WBAB/Long Island
(516) 587-1023

PD: BOB BUCHANAN

PD: WAYNE WEBSTER

Not
ZERRA

Not
BRUCE SPRINGSTEEN

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BRUCE SPRINGSTEEN

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BRUCE SPRINGSTEEN

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BILLY SQUIR

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PETER WOLF

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HUEY LEWIS

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FRANCE

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TWISTED SISTER

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JOHN WAITE

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SCANDAL

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CANDY

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CINDY LAUPER

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LINDSEY BUCKINGHAM

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COREY HART

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EDDIE AND CHRISERS

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Light Ads

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RATT

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BILLY IDOL

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FIX

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METROPOLIS

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A FLOCK OF SEAGULL

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THOMPSON TWINS

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SCORPIONS

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JANION

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SPANDAU BALLET

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SOUTHWEST JOHNNY

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ROMEO VOID

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DAVE EDWARDS

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HONEYMOON SUITE

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WATERBOYS

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KROKUS

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DID

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IRON MAIDEN

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LITA FORD

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STEVE MORSE BAND

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ELTON JOHN

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QUIET RIOT

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LOU REED

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YET

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KROKUS

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Light Ads

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RIS

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RUPERT HINE

WBCN/Boston
(617) 266-1111

PD: OEDIPUS

PD: BOB KWANES

Not
BRUCE SPRINGSTEEN

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FRANCE

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PETER WOLF

Not
CANDY

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LINDSEY BUCKINGHAM

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BILLY IDOL

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RATT

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KROKUS

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A FLOCK OF SEAGULL

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ROMEO VOID

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METROPOLIS

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COREY HART

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PRINCE

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BILLY SQUIR

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HUEY LEWIS

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TWISTED SISTER

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SCANDAL

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Light Ads

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CONQUERED PAST

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STEVE RAY VAUGHAN

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FIX

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DID

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SUNNY HAGAR

Not
BRUCE COCKBURN

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SWANSON POOL

Not
KROKUS

Not
BUTLERS

Not
JULIE BROWN

Not
Light Ads

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BOX OF PROGS

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ROD STEWART

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YET

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SOUTHWEST JOHNNY

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STEVEN STILLS

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LOU REED

Not
Light Ads

Not
STEVEN STILLS

Not
ROMEO VOID

Not
SOUTHWEST JOHNNY

Not
STOMPERS

Not
MEN WITHOUT HATS

Not
THOMPSON TWINS

Not
VAN HALEN

Not
TINA TURNER

Not
QUIET RIOT

Not
SLADE

Not
FACE TO FACE

Not
WHITESNAKE

Not
CONQUERED PAST

Not
EDDIE AND CHRISERS

Not
ELVIS COSTELLO

Not
YA YA

Not
CROSTWISTERS

Not
EDDY GRANT

Not
COOPIES

Not
IRON MAIDEN

Not
DIFFORD & TILBROOK

Not
Light Ads

Not
SAMMY HAGAR

Not
Light Ads

Not
NOB HANLEY

WMMR/Philadelphia
(215) 561-0933

PD: GEORGE HARRIS

PD: ERIN RILEY

Not
BRUCE SPRINGSTEEN

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BRUCE SPRINGSTEEN

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CANDY

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JEFFERSON STARSHIP

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HUEY LEWIS

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BILLY SQUIR

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SCANDAL

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RATT

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TWISTED SISTER

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CINDY LAUPER

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Light Ads

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PETER WOLF

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FIX

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HUEY LEWIS

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INXS

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CORSEY HART

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LOU REED

Not
Light Ads

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LINDSEY BUCKINGHAM

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NIGHT RANGER

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TWISTED SISTER

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JOHN WAITE (M)

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SCANDAL (M)

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BRUCE SPRINGSTEEN (M)

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FIX (M)

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EDDIE AND CHRISERS

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LINDSEY BUCKINGHAM (M)

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HONEYMOON SUITE

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BILLY IDOL

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BILLY SQUIR (M)

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JOEY G.

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Light Ads

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WHITESNAKE

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STEVEN STILLS

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SAMMY HAGAR

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KROKUS

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DID

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A IRON MAIDEN

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ROMEO VOID

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Light Ads

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RATT

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TWISTED SISTER

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SCANDAL (M)

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BILLY IDOL

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BILLY SQUIR (M)

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KROKUS

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DID

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IRON MAIDEN

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LITA FORD

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STEVE MORSE BAND

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ELTON JOHN

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QUIET RIOT

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LOU REED

Not
YET

Not
KROKUS

Not
Light Ads

Not
RIS

Not
RUPERT HINE

WHYD/Providence
(401) 438-6110

PD: DON NENI

PD: JEFF RICCIO

Not
PETER WOLF

Not
BRUCE SPRINGSTEEN (

CITY PEOPLE MUSIC

WBSB
104.1 WBSB
 Baltimore
 PD: Steve Kingston
 MD: Amy Kronthal

WBU 106.1 FM
 Long Island
 PD: Bill Terry
 Music Coord: Ruth Tolson

107.9 Montreal
 PD: Bob Beauchamp
 MD: Guy Brouillard

1050 chum
 Toronto
 PD: Jim Waters
 MD: Brad "Knobby" Jones

105.5 WAVA
 Washington
 Acting PD: Tom Kent

CFR 680 AM
 Toronto
 PD: Sandy Sanderson
 MD: Bob Saint

104 WBSB
 Baltimore
 PD: Steve Kingston
 MD: Amy Kronthal

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 MD: Guy Brouillard

1050 chum
 Toronto
 PD: Jim Waters
 MD: Brad "Knobby" Jones

105.5 WAVA
 Washington
 Acting PD: Tom Kent

EAST
Most Added® Hottest
Elton John Prince
Dennis DeYoung John Waite
Steve Perry John Waite
Barry Gibb Cyndi Lauper

CHR ADD & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added® Hottest
Elton John Prince
Dennis DeYoung John Waite
Chaka Khan Cyndi Lauper

EAST

Parallel Two

WFLY/Albany, NY
Clark/Lawrence

DENNIS DEYOUNG
BILLY OCEAN
POINTERS SISTERS
ELTON JOHN
JEFFERSON STARSHI
STEVE PERRY
Hottest:
JOHN WAITE 1-1
CORY HART 2-2
TINA TURNER 3-3
CYNDI LAUPER 9-8
BILLY SQUIER 13-11

Q100/Allentown, PA
Dillon/Freeman

FRANK STALLONE
STEVE PERRY
BARRY GIBB
ROMBO VOID
KROKUS
Hottest:
RAY PARKER JR. 1-1
CYNDI LAUPER 3-2
PRINCE 7-6
TWISTED SISTER 13-11
MADONNA 28-19

WMAR/Baltimore, MD
Wimmer/Payne

ELTON JOHN
BARRY GIBB
DENNIS DEYOUNG
KENNEDY & OSBORNE
Hottest:
TINA TURNER 2-1
RAY PARKER JR. 1-2
CORY HART 4-3
PRINCE 3-4
LIONEL RICHIE 5-5

WBEN-FM/Bufalo, NY
Roger Christian

CHAKA KHAN
JOHN CAFFERTY & B
BILLY OCEAN
THOMPSON TWINS
Hottest:
TINA TURNER 1-1
PRINCE 5-2
CYNDI LAUPER 6-3
CARS 12-4
BILLY SQUIER 8-6

WVSR/Charleston, WV
Chris Bailey

ELTON JOHN
STEVE PERRY
CHAKA KHAN
DENNIS DEYOUNG
MARIA VIDAL
WHAM!
HONEYMOON SUITE (dp)
Hottest:
JOHN WAITE 2-2
CYNDI LAUPER 7-4
PRINCE 13-8
CARS 20-11
JOHN CAFFERTY & B 19-15

K104/Erie, PA
Bill Shannon

DENNIS DEYOUNG
STEVE PERRY
ELTON JOHN
HONEYMOON SUITE
SAM HARRIS
SPANDAU BALLET
REBBIE JACKSON
HELIX (dp)
Hottest:
BILLY SQUIER 1-1
HUEY LEWIS & NEWS 7-2
JOHN WAITE 8-5
NIGHT RANGER 9-7
NEIL DIAMOND 20-13

WTC-FM/Hartford, CT
Mike West

CHAKA KHAN
BARRY GIBB
Hottest:
CYNDI LAUPER 7-2
HUEY LEWIS & NEWS 8-4
SHEILA E. 9-6
CARS 10-7
PRINCE 11-8

WKEE/Huntington
Gary Miller

DIANA ROSS
HONEYMOON SUITE
ROMBO VOID
THOMPSON TWINS
DENNIS DEYOUNG
JEFFERSON STARSHI
EVERLY BROTHERS
Hottest:
TINA TURNER 2-1
JOHN WAITE 3-2
HUEY LEWIS & NEWS 5-4
CYNDI LAUPER 6-5
PRINCE 8-7

WLAN-FM/Lancaster, PA
Todd Holliday

ELTON JOHN
ROMBO VOID
BARRY GIBB
EVERLY BROTHERS
BILLY OCEAN
DENNIS DEYOUNG
Hottest:
TINA TURNER 1-1
JOHN WAITE 3-2
HUEY LEWIS & NEWS 5-4
CYNDI LAUPER 6-5
PRINCE 8-7

KC101/New Haven, CT
Stef Rybak

none
Hottest:
TINA TURNER 1-1
HUEY LEWIS & NEWS 6-6
CYNDI LAUPER 7-7
CARS 8-8
PRINCE 10-10

Z106/Philadelphia, PA
David/Tiller

CHAKA KHAN
WHAM!
BARRY GIBB
NIGHT RANGER
Hottest:
PRINCE 10-5
HUEY LEWIS & NEWS 18-13
SHEILA E. 21-8
BANANARAMA 25-18
JOHN CAFFERTY & B 32-23
SCANDAL 23-12
CARS 30-24

WSPK/Poughkeepsie, NY
Chris Lede

DENNIS DEYOUNG
POINTERS SISTERS
SOS BAND
BILLY IDOL
RALPH MACDONALD
JEFFERSON STARSHI
DIANA ROSS
Hottest:
LIONEL RICHIE 1-1
CYNDI LAUPER 2-2
CARS 5-3
PRINCE 11-7
SCANDAL 13-8

Q82/Rochester, NY
Jay Stevens

ROD STEWART
VAN STEPHENSON
JACKSONS
SPANDAU BALLET
Hottest:
SCANDAL 1-1
NIGHT RANGER 4-2
RATT 5-5
LIONEL RICHIE 11-6
JOHN WAITE 12-11

98.7X/Rochester, NY
Tom Mitchell

BILLY OCEAN
SHEENA EASTON
ELTON JOHN
JEFFERSON STARSHI
Hottest:
PRINCE 1-1
TINA TURNER 4-2
SCANDAL 5-4
CYNDI LAUPER 7-6
SHEILA E. D-16

WQFM/Schenectady, NY
Tom Parker

JOHN CAFFERTY & B
BARRY GIBB
DIANA ROSS
DENNIS DEYOUNG
BILLY OCEAN
ELTON JOHN
Hottest:
TINA TURNER 2-1
CYNDI LAUPER 3-2
SCANDAL 5-4
HUEY LEWIS & NEWS 7-6
CYNDI LAUPER 8-7

WKFM/Syracuse, NY
Kevin Fennessey

none
Hottest:
TINA TURNER 2-1
JOHN WAITE 3-2
CYNDI LAUPER 4-3
CARS 12-4
BILLY SQUIER 8-6

93Q/Syracuse, NY
David Laird

LINDSEY BUCKINGHA
DIANA ROSS
SHEENA EASTON
JOHN CAFFERTY & B
BILLY OCEAN
COYOTE SISTERS
Hottest:
TINA TURNER 1-1
CYNDI LAUPER 7-5
PRINCE 14-7
CARS 27-9
SCANDAL 21-10

WPBT/Trenton, NJ
Tom Taylor

CHAKA KHAN
DENNIS DEYOUNG
SHEENA EASTON
BARRY GIBB
RALPH MACDONALD
POINTERS SISTERS
Hottest:
LIONEL RICHIE 1-1
HUEY LEWIS & NEWS 9-5
CARS 14-8
STEVE WONDER 25-15
CHICAGO 29-21

WRCK/Utica, NY
Jim Raitz

ELTON JOHN
STEVE PERRY
DENNIS DEYOUNG
KROKUS
BOX OF PROGS
TINA TURNER 2-1
JOHN WAITE 8-4
SCANDAL 21-15
PRINCE 26-19

WKRF-FM/Wilkes-Barre, PA
Jim Rialing

ROMBO VOID
FRANK STALLONE
BILLY OCEAN
HELIX
XAVION
STEPHEN STILLS
DENNIS DEYOUNG
HERB ALPERT
CHAKA KHAN
Hottest:
TINA TURNER 9-1
PRINCE 4-3
CYNDI LAUPER 5-4
PEABO BRYSON 12-8
JOHN WAITE 18-12

WZVY/Fredrick, MD
Kamosabi Joe

WHAM!
ELTON JOHN
STEVE PERRY
KROKUS (dp)
RICK SPRINGFIELD
HONEYMOON SUITE
JOHN CAFFERTY & B
Hottest:
TINA TURNER 9-1
PRINCE 4-3
CYNDI LAUPER 5-4
PEABO BRYSON 12-8
JOHN WAITE 18-12

WQGM/Hagerstown, MD
Will Kauffman

MARIA VIDAL
DENNIS DEYOUNG
BILLY OCEAN
JEFFERSON STARSHI
WHAM!
BARRY GIBB
STEPHEN STILLS
Hottest:
JOHN WAITE 1-1
HUEY LEWIS & NEWS 6-2
TWISTED SISTER 7-5
CARS 12-7
PRINCE 20-11

Q108/York, PA
Mark McKenna

ROD STEWART
POINTERS SISTERS
NAKED EYES
BILLY OCEAN
RALPH MACDONALD
BARRY GIBB
Hottest:
HUEY LEWIS & NEWS 10-4
CARS 13-6
CHICAGO 14-9
JOHN CAFFERTY & B 32-23
SCANDAL 23-12
CARS 30-24

Parallel Three

WFBG/Altoona, PA
Tony Booth

MADONNA
ELTON JOHN
ROMBO VOID
MARIA VIDAL
DENNIS DEYOUNG
BILLY OCEAN
Hottest:
LIONEL RICHIE 1-1
CYNDI LAUPER 6-3
PRINCE 14-5
CARS 23-13
CHICAGO 27-16

WZON/Bangor, ME
Michael O'Hara

HONEYMOON SUITE
HELIX
KROKUS
WHAM!
ELTON JOHN
EVERLY BROTHERS
Hottest:
TINA TURNER 4-2
PETER WOLF 12-8
CARS 22-16
RICK SPRINGFIELD 33-24
MADONNA D-25

WIGY/Bath, ME
Scott Robbins

MADONNA
DENNIS DEYOUNG
STEVE PERRY
ELTON JOHN
JEFFERSON STARSHI
KROKUS
SAM HARRIS
Hottest:
JOHN WAITE 3-1
CYNDI LAUPER 6-4
DENNIS DEYOUNG
PETER WOLF 9-6
BRUCE SPRINGSTEEN 14-11

WJBO/Portland, ME
Phoenix/O'Neil

DENNIS DEYOUNG
A FLOCK OF SEAGUL
SAM HARRIS
CHAKA KHAN
WHAM!
BARRY GIBB
ELTON JOHN
Hottest:
JOHN WAITE 1-1
SCANDAL 4-2
CYNDI LAUPER 8-3
CARS 15-10
SHEILA E. 22-15

WOMP-FM/Wheeling, WV
Dwayne Bonds

DIANA ROSS
POINTERS SISTERS
ELTON JOHN
STEVE PERRY
DENNIS DEYOUNG
BILLY OCEAN
Hottest:
CYNDI LAUPER 2-1
CARS 7-3
JOHN WAITE 11-6
BILLY SQUIER 16-10
SHEILA E. 17-11

WVZ/Williamsport
Cruz/Williams

BILLY JOEL
ELTON JOHN
ROD STEWART
ROMBO VOID
DENNIS DEYOUNG
Hottest:
SCANDAL 1-1
JOHN WAITE 2-2
HUEY LEWIS & NEWS 3-3
CARS 5-1
PETER WOLF 6-5

WKZC/Chambersburg, PA
Matthew/Alexander

BILLY IDOL
DENNIS DEYOUNG
THOMPSON TWINS
ROMBO VOID
DIANA ROSS
ELTON JOHN
Hottest:
SCANDAL 1-1
JOHN WAITE 2-2
HUEY LEWIS & NEWS 3-3
CARS 5-1
PETER WOLF 6-5

WTKR/Charleston, VA
Jim Martin

BARRY GIBB
ELTON JOHN
DENNIS DEYOUNG
THOMPSON TWINS
WHAM!
KROKUS (dp)
Hottest:
TINA TURNER 2-2
LIONEL RICHIE 5-5
CHICAGO 19-12

WVBT/Charleston, VA
David Laird

LINDSEY BUCKINGHA
DIANA ROSS
SHEENA EASTON
JOHN CAFFERTY & B
BILLY OCEAN
COYOTE SISTERS
Hottest:
TINA TURNER 1-1
CYNDI LAUPER 7-5
PRINCE 14-7
CARS 27-9
SCANDAL 21-10

WVBT/Charleston, VA
David Laird

LINDSEY BUCKINGHA
DIANA ROSS
SHEENA EASTON
JOHN CAFFERTY & B
BILLY OCEAN
COYOTE SISTERS
Hottest:
TINA TURNER 1-1
CYNDI LAUPER 7-4
PRINCE 13-8
CARS 20-11
JOHN CAFFERTY & B 19-15

WVBT/Charleston, VA
David Laird

LINDSEY BUCKINGHA
DIANA ROSS
SHEENA EASTON
JOHN CAFFERTY & B
BILLY OCEAN
COYOTE SISTERS
Hottest:
TINA TURNER 1-1
CYNDI LAUPER 7-4
PRINCE 13-8
CARS 20-11
JOHN CAFFERTY & B 19-15

WVBT/Charleston, VA
David Laird

LINDSEY BUCKINGHA
DIANA ROSS
SHEENA EASTON
JOHN CAFFERTY & B
BILLY OCEAN
COYOTE SISTERS
Hottest:
TINA TURNER 1-1
CYNDI LAUPER 7-4
PRINCE 13-8
CARS 20-11
JOHN CAFFERTY & B 19-15

OK100/Itasca, NY
Bill Weston

DENNIS DEYOUNG
STEVE PERRY
ELTON JOHN
REBBIE JACKSON
HELIX (dp)
RUSH
Hottest:
JOHN WAITE 4-1
SCANDAL 3-2
NIGHT RANGER 8-3
CARS 13-9
PRINCE 14-12

WKHI/Ocean City, MD
Jack Gilman

BARRY GIBB
DIANA ROSS
KENNEDY & OSBORNE
ROMBO VOID
BILLY OCEAN
ELTON JOHN
FRANK STALLONE
Hottest:
LIONEL RICHIE 1-1
JOHN WAITE 2-2
CYNDI LAUPER 8-6
CARS 13-9
RUSH
PRINCE 15-10

WKXJ/Parkersburg, WV
Paul DeMille

DENNIS DEYOUNG
JERMAINE JACKSON 21-15
SCANDAL 27-21
STEVE WONDER 28-22
RICK SPRINGFIELD 31-25
KXK106/Birmingham, AL
Michael St. John

WZLX/Charlotte, NC
Phillips/Allen

CHAKA KHAN
ROMBO VOID
DENNIS DEYOUNG
ELTON JOHN
JOHN CAFFERTY & B
Hottest:
JOHN WAITE 2-1
CYNDI LAUPER 3-2
LIONEL RICHIE 1-3
HUEY LEWIS & NEWS 4-4
PRINCE 10-6

WSSX/Charleston, SC
Phillips/Allen

CHAKA KHAN
ROMBO VOID
DENNIS DEYOUNG
RALPH MACDONALD
ELTON JOHN
Hottest:
HUEY LEWIS & NEWS 6-1
JOHN WAITE 2-2
CYNDI LAUPER 6-6
CARS 14-8

WBCY/Charlotte, NC
Bob Kagan

WHAM! (dp)
BARRY GIBB (dp)
BILLY IDOL (dp)
ROMBO VOID (dp)
Hottest:
CYNDI LAUPER 2-1
CARS 7-3
JOHN WAITE 11-6
BILLY SQUIER 16-10
SHEILA E. 17-11

WJZR/Charlotte, NC
Chrysler/Radford

THOMPSON TWINS
BILLY OCEAN
FRANK STALLONE
BARRY GIBB
CHAKA KHAN
ELTON JOHN
ROMBO VOID
VANITY
Hottest:
LIONEL RICHIE 1-1
JOHN WAITE 7-3
CYNDI LAUPER 10-5
PRINCE 14-6
CARS 21-14

WWSK/Chattanooga
Jeff Blake

STEVE WONDER
MADONNA
JOHN CAFFERTY & B
ELTON JOHN
BARRY GIBB
SHEENA EASTON
Hottest:
TINA TURNER 1-1
JOHN WAITE 11-6
HUEY LEWIS & NEWS 5-3
PRINCE 9-6
CARS 11-8

WNOK-FM/Columbia, SC
Peter Hamlett

ELTON JOHN
STEVE PERRY
CHAKA KHAN
JOHN CAFFERTY & B
DENNIS DEYOUNG
VANITY
Hottest:
LIONEL RICHIE 1-1
NIGHT RANGER 2-2
PRINCE 15-7
CYNDI LAUPER 21-13
ROD STEWART 38-30

WZLJ/Columbia, SC
Chuck Fryer

MTUNE
WHAM!
STEVE PERRY
DENNIS DEYOUNG
ELTON JOHN
BARRY GIBB
Hottest:
TINA TURNER 2-1
CYNDI LAUPER 10-5
PRINCE 14-7
CARS 16-10
BRUCE SPRINGSTEEN 27-11
PRINCE 27-14
STEVE WONDER 29-20
MADONNA D-26

WVBF/Baton Rouge, LA
Rical/Ahysen

KENNY ROGERS
DENNIS DEYOUNG
ELTON JOHN
DIANA ROSS
SHEILA E.
Hottest:
LIONEL RICHIE 1-1
TINA TURNER 4-2
HUEY LEWIS & NEWS 8-5
CYNDI LAUPER 10-6
CHICAGO 12-7

KWIC/Beaumont, TX
Razor/Perry

HONEYMOON SUITE
DENNIS DEYOUNG
ROMBO VOID
DIANA ROSS
BARRY GIBB
POINTERS SISTERS
STEVE PERRY
ELTON JOHN
EVERLY BROTHERS
KENNEDY & OSBORNE
Hottest:
LIONEL RICHIE 1-1
HUEY LEWIS & NEWS 7-4
PRINCE 15-8
CARS 17-10
SHEILA E. 21-17

KZZB/Beaumont, TX
Murphy/Harrison

KENNEDY & OSBORNE
STEVE PERRY
ELTON JOHN
THOMPSON TWINS
JEFFERSON STARSHI
BILLY OCEAN
JOHN CAFFERTY & B
BILLY SATELLITE
DIANA ROSS
BARRY GIBB
STEVE WONDER
Hottest:
LIONEL RICHIE 2-1
BILLY SQUIER 9-5
PEABO BRYSON 13-7
PRINCE 12-9
PETER WOLF 18-12

WQID/Blois, MS
Mickey Coulter

BARRY GIBB
STEVE PERRY
ELTON JOHN
FRANK STALLONE
POINTERS SISTERS
EVERLY BROTHERS
STEPHEN STILLS
JOHN CAFFERTY & B
DENNIS DEYOUNG
Hottest:
BILLY SQUIER 10-6
JERMAINE JACKSON 21-15
SCANDAL 27-21
STEVE WONDER 28-22
RICK SPRINGFIELD 31-25

KXK106/Birmingham, AL
Michael St. John

BARRY GIBB
DENNIS DEYOUNG
ELTON JOHN
JOHN CAFFERTY & B
Hottest:
JOHN WAITE 2-1
CYNDI LAUPER 3-2
LIONEL RICHIE 1-3
HUEY LEWIS & NEWS 4-4
PRINCE 10-6

WJBO/Portland, ME
Phoenix/O'Neil

DENNIS DEYOUNG
A FLOCK OF SEAGUL
SAM HARRIS
CHAKA KHAN
WHAM!
BARRY GIBB
ELTON JOHN
Hottest:
JOHN WAITE 1-1
SCANDAL 4-2
CYNDI LAUPER 8-3
CARS 15-10
SHEILA E. 22-15

WOMP-FM/Wheeling, WV
Dwayne Bonds

DIANA ROSS
POINTERS SISTERS
ELTON JOHN
STEVE PERRY
DENNIS DEYOUNG
BILLY OCEAN
Hottest:
CYNDI LAUPER 2-1
CARS 7-3
JOHN WAITE 11-6
BILLY SQUIER 16-10
SHEILA E. 17-11

WBCY/Charlotte, NC
Bob Kagan

WHAM! (dp)
BARRY GIBB (dp)
BILLY IDOL (dp)
ROMBO VOID (dp)
Hottest:
CYNDI LAUPER 2-1
CARS 7-3
JOHN WAITE 11-6
BILLY SQUIER 16-10
SHEILA E. 17-11

WJZR/Charlotte, NC
Chrysler/Radford

THOMPSON TWINS
BILLY OCEAN
FRANK STALLONE
BARRY GIBB
CHAKA KHAN
ELTON JOHN
ROMBO VOID
VANITY
Hottest:
LIONEL RICHIE 1-1
JOHN WAITE 7-3
CYNDI LAUPER 10-5
PRINCE 14-6
CARS 21-14

WWSK/Chattanooga
Jeff Blake

STEVE WONDER
MADONNA
JOHN CAFFERTY & B
ELTON JOHN
BARRY GIBB
SHEENA EASTON
Hottest:
TINA TURNER 1-1
JOHN WAITE 11-6
HUEY LEWIS & NEWS 5-3
PRINCE 9-6
CARS 11-8

WNOK-FM/Columbia, SC
Peter Hamlett

ELTON JOHN
STEVE PERRY
CHAKA KHAN
JOHN CAFFERTY & B
DENNIS DEYOUNG
VANITY
Hottest:
LIONEL RICHIE 1-1
NIGHT RANGER 2-2
PRINCE 15-7
CYNDI LAUPER 21-13
ROD STEWART 38-30

WZLJ/Columbia, SC
Chuck Fryer

MTUNE
WHAM!
STEVE PERRY
DENNIS DEYOUNG
ELTON JOHN
BARRY GIBB
Hottest:
TINA TURNER 2-1
CYNDI LAUPER 10-5
PRINCE 14-7
CARS 16-10
BRUCE SPRINGSTEEN 27-11
PRINCE 27-14
STEVE WONDER 29-20
MADONNA D-26

WVBF/Baton Rouge, LA
Rical/Ahysen

KENNY ROGERS
DENNIS DEYOUNG
ELTON JOHN
DIANA ROSS
SHEILA E.
Hottest:
LIONEL RICHIE 1-1
TINA TURNER 4-2
HUEY LEWIS & NEWS 8-5
CYNDI LAUPER 10-6
CHICAGO 12-7

KWIC/Beaumont, TX
Razor/Perry

HONEYMOON SUITE
DENNIS DEYOUNG
ROMBO VOID
DIANA ROSS
BARRY GIBB
POINTERS SISTERS
STEVE PERRY
ELTON JOHN
EVERLY BROTHERS
KENNEDY & OSBORNE
Hottest:
LIONEL RICHIE 1-1
HUEY LEWIS & NEWS 7-4
PRINCE 15-8
CARS 17-10
SHEILA E. 21-17

KAMZ/El Paso, TX
Bob West

BARRY GIBB
THOMPSON TWINS (dp)
ELTON JOHN
SAM HARRIS
CHAKA KHAN
Hottest:
TINA TURNER 2-1
JOHN WAITE 4-2
PRINCE 14-5
MADONNA 23-10
IGLESIAS & ROSS 13-12

KSET-FM/El Paso
Scott Taylor

JACKSONS
ELTON JOHN
SOS BAND
Hottest:
RAY PARKER JR. 1-1
JACKSONS 2-2
CYNDI LAUPER 8-3
CARS 22-4
JOHN WAITE 11-5

WANS-FM/Greenville, SC
Rod Merts

STEVE PERRY
ELTON JOHN
BILLY OCEAN
SCANDAL 15-6
EVERLY BROTHERS
HERB ALPERT
Hottest:
LIONEL RICHIE 1-1
PRINCE 9-2
CYNDI LAUPER 11-5
SCANDAL 15-10
CARS 24-14

WZYP/Huntsville, AL
Scott Mitchell

ELTON JOHN
STEVE PERRY
DENNIS DEYOUNG
POINTERS SISTERS
CHAKA KHAN
MIKE POST
Hottest:
TINA TURNER 1-1
JOHN WAITE 4-2
PRINCE 12-4
SCANDAL 15-6
CHICAGO 25-16

MTYX/Jackson, MS
Jim Chok

JOHN CAFFERTY & B
KEN

MIDWEST Most Added Hottest

Elton John Prince Dennis DeYoung Cyndi Lauper Diana Ross John Waite

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST Most Added Hottest

Elton John Tina Turner John Cafferty Cyndi Lauper Diana Ross Prince

MIDWEST

Parallel Two

WKDD/Akron, OH

Beau Coup Romeo Void Everly Brothers Billy Ocean Elton John Steve Perry... Hottest: John Waite 2-1 Night Ranger 6-5 Prince 12-6 Sheila E. 23-14 Bruce Springsteen 31-20

WAHC/Appleton-Oshkosh, WI

Chris Cainé Fixx Billy Idol Elton John... Hottest: John Waite 4-1 Ratt 3-4 Cyndi Lauper 12-5 Twisted Sister 10-7 Prince 19-11

WKAU/Appleton-Oshkosh, WI

Ross/Bradleigh John Cafferty & B Rod Stewart Diana Ross... Hottest: Dennis DeYoung Thompson Twins... Hottest: John Waite 3-1 Huey Lewis & News 5-4 Cyndi Lauper 8-5 Prince 17-8 Twisted Sister 26-22

S2X/Columbus, OH

Cook/Cella Chicago Sheila E. Dennis DeYoung Billy Idol Laura Branigan... Hottest: Tina Turner 4-1 John Waite 7-5 Cars 12-8 Prince 20-12 Rod Stewart 34-31

KHK/Davenport, IA

Jim O'Hara Elton John Diana Ross Everly Brothers Romeo Void (dp) Wham!... Hottest: Lionel Richie 1-1 Cars 8-7 Prince 10-9 Cyndi Lauper 11-10 Chicago 17-13

WGTZ/Dayton, OH

John Robertson Steve Wonder (dp) Madonna Rod Stewart Rick Springfield (dp) Hottest: Huey Lewis & News 7-1 Prince 10-3 Cyndi Lauper 11-4 Cars 12-10 Jermaine Jackson 14-11

KMGK/Des Moines, IA

Al Brock Elton John Romeo Void Steve Perry Maria Vidal Dennis DeYoung... Hottest: Tina Turner 3-1 John Waite 4-3 Ratt 5-4 Scandal 6-5 Cyndi Lauper 7-6 KZIO/Duluth, MN Barry Knight... Hottest: Ray Parker Jr. 1-1 Lionel Richie 2-2 Tina Turner 3-3 Scandal 10-10 Chicago 23-23

WKDO/Evansville, IN

Payne/Chase John Cafferty & B Billy Ocean Barry Gibb Diana Ross Elton John... Hottest: Tina Turner 2-1 Huey Lewis & News 6-4 Cars 9-7 Prince 14-8 Scandal 16-10

WSTO/Evansville, IN

Chris Taylor Corey Hart Chicago Scandal... Hottest: Prince 3-1 Tina Turner 2-2 Corey Hart 0-8 Cyndi Lauper 24-10 Ratt 17-12

WMEE/Ft. Wayne, IN

Scott Dugan Barry Gibb Diana Ross John Cafferty & B Thompson Twins... Hottest: Tina Turner 2-1 Cyndi Lauper 5-3 Prince 9-7 Ratt 12-10 Chicago 25-18

WGRD/Grand Rapids, MI

Swart/Duling Hottest: Corey Hart 1-1 Huey Lewis & News 3-3 Billy Squier 5-5 Scandal 7-7 Cyndi Lauper 9-9

WZPL/Indianapolis, IN

Jim Miles Barry Gibb Romeo Void... Hottest: Prince 1-1 Ratt 6-3 Billy Squier 7-5 Cyndi Lauper 12-8 John Cafferty & B 22-17

WJXQ/Jackson, MI

Ryan/Chaska Steve Perry Dennis DeYoung Y&T (dp) Krokus (dp) Elton John (dp) Frank Stallone (dp) Frank Stallone (dp) Box of Frogs (dp) Cyote Sisters (dp) Billy Idol (dp) Huey Lewis & News 1-1 Night Ranger 11-7 Prince 18-9 Bruce Springsteen 13-10

WKAU/Appleton-Oshkosh, WI

Ross/Bradleigh John Cafferty & B Rod Stewart Diana Ross... Hottest: Dennis DeYoung Thompson Twins... Hottest: John Waite 3-1 Huey Lewis & News 5-4 Cyndi Lauper 8-5 Prince 17-8 Twisted Sister 26-22

WFR/Kalamazoo, MI

Weinacht/Chapman Hottest: Ray Parker Jr. 1-1 John Waite 3-3 Prince 15-15 Cars 16-16 Donna Summer 37-37

Z298/Kansas City, MO

Collins/Welsh Elton John Billy Ocean Sheena Easton Sheila E. Naked Eyes John Cafferty & B... Hottest: Ray Parker Jr. 1-1 Tina Turner 3-2 Prince 4-3 Cyndi Lauper 7-4 Chicago 28-17

WVIC/Lansing, MI

Martin/Kittredge Barry Gibb Dennis DeYoung Billy Ocean... Hottest: John Waite 3-1 Tina Turner 5-3 Cars 7-5 Bruce Springsteen 12-7 Night Ranger 11-9

Z104/Madison, WI

Little/Hudson Dennis DeYoung Steve Perry Diana Ross Elton John... Hottest: Tina Turner 3-1 John Waite 4-3 Scandal 8-4 Twisted Sister 16-7 Cyndi Lauper 11-9

Z95/Milwaukee, WI

Michaels/Kelly Billy Ocean Sheila E. Bananarama Rick Springfield... Hottest: Tina Turner 6-1 Scandal 3-2 Cyndi Lauper 7-4 Prince 13-5 Twisted Sister 11-9

KJ103/Oklahoma City, OK

Bill Cahill John Cafferty & B Donna Summer Diana Ross Pointer Sisters Dennis DeYoung... Hottest: Tina Turner 1-1 John Waite 8-2 Prince 11-6 Cyndi Lauper 15-9 Jacksons 25-16

KOFM/Oklahoma City, OK

Sherwin/Casey Stephen Stills Jefferson Starshi Diana Ross... Hottest: Prince 12-5 Corey Hart 15-10 John Waite 22-17 Chicago 25-19 Madonna 0-25

KQKQ/Omaha, NE

Taylor/Dean Diana Ross Elton John Fixx Billy Ocean Everly Brothers (dp) Hottest: Tina Turner 1-1 John Waite 2-2 Scandal 7-5 Cyndi Lauper 3-3 Huey Lewis & News 4-4 Prince 6-5

KZ93/Paoria, IL

Edwards/Maloney Pointer Sisters Diana Ross Kennedy & Osborne Romeo Void Honey Moon Suite... Hottest: Tina Turner 1-1 Huey Lewis & News 5-3 John Waite 7-4 Cars 10-5

WZOK/Rockford, IL

Geoff Davis Laura Branigan Hottest: Lionel Richie 1-1 Corey Hart 3-2 Tina Turner 2-3 Prince 12-4 Cyndi Lauper 5-5

US3/South Bend, IN

J.K. Deering Scandal Prince Chicago... Hottest: John Waite 5-3 Peabo Bryson 12-7 Cars 18-10 Glenn Frey 16-12 Billy Squier 19-15

WRQN/Toledo, OH

Schaffer/Mitchell Madonna Elton John Everly Brothers (dp) Chaka Khan Frank Stallone (dp) Jefferson Starshi (dp) Steve Perry Dennis DeYoung Billy Idol... Hottest: John Waite 6-4 Prince 15-11 Cars 20-13 Bananarama 26-21 Jacksons 35-29

K107/Tulsa, OK

Rivers/Stephens Madonna Billy Ocean Barry Gibb Elton John A Flock of Seagul Pointer Sisters Barry Gibb Kip Addotta Everly Brothers... Hottest: Tina Turner 1-1 John Waite 4-2 Corey Hart 6-3 Cyndi Lauper 10-6 Cars 16-12

Collins/Anderson

Billy Ocean Sheena Easton Thompson Twins Pointer Sisters Barry Gibb Kip Addotta Everly Brothers... Hottest: Tina Turner 3-1 Cyndi Lauper 10-5 Prince 15-6 Cars 24-9 Sheila E. 16-10

KKXL/Grand Forks, ND

Don Nordine Elton John Rod Stewart Hottest: John Waite 1-1 Prince 3-2 Scandal 6-5 Huey Lewis & News 9-6 John Cafferty & B D-25

WZY-FM/Lafayette, IN

Stacy/Sparrow Everly Brothers Chaka Khan Dennis DeYoung Elton John Frank Stallone Steve Perry Jefferson Starshi Jacksons... Hottest: Tina Turner 1-1 Corey Hart 2-2 Lionel Richie 3-3 Prince 13-11 Bananarama 15-13

WHOT/Youngstown

Dick Thompson Hottest: Lionel Richie 2-1 Prince 11-5 Cars 20-10 Bruce Springsteen D-17 Chicago 34-25

WYFM/Youngstown

Jeff Tobin Hottest: Cyndi Lauper 3-2 Corey Hart 11-4 Prince 12-5 Ratt 14-6 Huey Lewis & News 10-7

WVFR/Racine-Milwaukee

Pat Martin Pointer Sisters Prince Dennis DeYoung Elton John Thompson Twins Chaka Khan... Hottest: Tina Turner 2-1 Cyndi Lauper 3-3 Prince 12-5 Corey Hart 5-5 John Waite 6-6

KKXX/Bakersfield, CA

Squires/Kemper Ralph MacDonald (dp) Billy Idol (dp) Steve Wonder... Hottest: Cyndi Lauper 1-1 John Waite 6-2 Scandal 7-3 Twisted Sister 8-6 Bananarama 18-11

KKLS-FM/Rapid City, SD

John Cafferty & B Sheena Easton Dennis DeYoung Elton John... Hottest: John Waite 2-1 Lionel Richie 3-2 Chicago 16-11 Cars 18-12 Prince 23-14

99KG/Selma, KS

Denny Collier Dennis DeYoung Madonna Elton John Krokus (dp) Cyote Sisters Jefferson Starshi (dp) Hottest: Cyndi Lauper 8-5 Ratt 9-8 Scandal 15-13 Bananarama 26-20 Prince 35-21

WBWB/Bloomington, IN

Bob Leonard Billy Idol John Cafferty & B Billy Ocean Thompson Twins Diana Ross Kennedy & Osborne Romeo Void Honey Moon Suite... Hottest: Tina Turner 1-1 Peter Wolf 8-6 Prince 14-9 Cars 12-10 Chicago 20-12

WCIL-FM/Carbondale, IL

Tony Waitkus John Cafferty & B (dp) Rod Stewart Igelesias & Ross (dp) Chicago Dennis DeYoung Rhythmic... Hottest: Peabo Bryson 4-1 John Waite 9-5 Prince 11-6 Corey Hart 10-10 Huey Lewis & News 13-12

KQCR/Cedar Rapids, IA

Gary Dixon Sheila E. Sheena Easton Everly Brothers... Hottest: Huey Lewis & News 4-1 John Cafferty & B 25-10 Chicago 27-14 Bruce Springsteen 23-15 Prince 30-22

KCMQ/Columbia, MO

Dave McCormick Steve Wonder John Cafferty & B Billy Ocean Sheena Easton Diana Ross Romeo Void Barry Gibb... Hottest: John Waite 6-4 Prince 15-11 Cars 20-13 Bananarama 26-21 Jacksons 35-29

WSP7/Stevens Point

Bouley/Tracy Dennis DeYoung Elton John Diana Ross Billy Idol (dp) Krokus (dp) Hottest: Cyndi Lauper 3-1 Scandal 7-3 John Waite 9-4 Twisted Sister 13-6 Prince 22-15

KDVT/Topeka, KS

Tony Stewart Dennis DeYoung Billy Ocean Romeo Void Elton John Maria Vidal... Hottest: John Waite 1-1 Prince 3-2 Scandal 6-5 Huey Lewis & News 9-6 John Cafferty & B D-25

KFMW/Waterloo, IA

Mark Potter Elton John Chaka Khan Sheena Easton Latoya Jackson Billy Idol (dp) Hot Box Denise Williams Billy Ocean... Hottest: Peabo Bryson 2-1 Tina Turner 4-2 Cyndi Lauper 8-5 Steve Wonder 17-9 Huey Lewis & News 20-16

KQMG/Honolulu, HI

Kong/Shahid Steve Perry Elton John Dennis DeYoung Sheena Easton Thompson Twins Billy Idol (dp) Ralph MacDonald... Hottest: John Waite 1-1 Prince 13-9 Cyndi Lauper 8-4 Peter Wolf 12-11 Lindsey Buckingham 19-16

KNMQ/Albuquerque-Santa Fe, NM

Stucker/Maitland Dennis DeYoung Diana Ross Rod Stewart Elton John John Cafferty & B... Hottest: Lionel Richie 1-1 Tina Turner 3-2 Cyndi Lauper 6-4 Cars 11-6 Prince 16-7

KKXX/Bakersfield, CA

Squires/Kemper Ralph MacDonald (dp) Billy Idol (dp) Steve Wonder... Hottest: Cyndi Lauper 1-1 John Waite 6-2 Scandal 7-3 Twisted Sister 8-6 Bananarama 18-11

KOXR/Bakersfield

Bob Harlow Elton John Wham! Dennis DeYoung Krokus (dp) Maria Vidal Steve Perry Sheena Easton... Hottest: Tina Turner 3-1 Cyndi Lauper 2-2 John Waite 9-3 Bananarama 10-8 Madonna 18-10

KF95/Boise, ID

Doss/Gregory Elton John Billy Ocean Barry Gibb Diana Ross Thompson Twins... Hottest: Lionel Richie 1-1 John Waite 3-2 Cars 7-4 Cyndi Lauper 16-9 Chicago 23-19

KKRC/Sioux Falls

Dan Kleisy Madonna Naked Eyes Rod Stewart Barry Gibb... Hottest: Huey Lewis & News 6-3 Billy Squier 7-6 Twisted Sister 19-13 Prince 22-16

KWTO-FM/Springfield, MO

Bob Hammond Elton John Billy Idol Diana Ross Billy Ocean Romeo Void John Cafferty & B... Hottest: John Waite 5-4 Huey Lewis & News 8-5 Cyndi Lauper 16-9 Chicago 17-11 Prince 19-13

WDBR/Springfield, IL

Moore/Lawley Barry Gibb Billy Ocean Elton John John Cafferty & B Thompson Twins Diana Ross Romeo Void Tina Turner Steve Perry Dennis DeYoung... Hottest: Cyndi Lauper 1-1 Scandal 14-6 Prince 15-8 Cars 17-12 Bananarama 21-16

WSP7/Stevens Point

Bouley/Tracy Dennis DeYoung Elton John Diana Ross Billy Idol (dp) Krokus (dp) Hottest: Cyndi Lauper 3-1 Scandal 7-3 John Waite 9-4 Twisted Sister 13-6 Prince 22-15

KDVT/Topeka, KS

Tony Stewart Dennis DeYoung Billy Ocean Romeo Void Elton John Maria Vidal... Hottest: John Waite 1-1 Prince 3-2 Scandal 6-5 Huey Lewis & News 9-6 John Cafferty & B D-25

KFMW/Waterloo, IA

Mark Potter Elton John Chaka Khan Sheena Easton Latoya Jackson Billy Idol (dp) Hot Box Denise Williams Billy Ocean... Hottest: Peabo Bryson 2-1 Tina Turner 4-2 Cyndi Lauper 8-5 Steve Wonder 17-9 Huey Lewis & News 20-16

KQMG/Honolulu, HI

Kong/Shahid Steve Perry Elton John Dennis DeYoung Sheena Easton Thompson Twins Billy Idol (dp) Ralph MacDonald... Hottest: John Waite 1-1 Prince 13-9 Cyndi Lauper 8-4 Peter Wolf 12-11 Lindsey Buckingham 19-16

KNMQ/Albuquerque-Santa Fe, NM

Stucker/Maitland Dennis DeYoung Diana Ross Rod Stewart Elton John John Cafferty & B... Hottest: Lionel Richie 1-1 Tina Turner 3-2 Cyndi Lauper 6-4 Cars 11-6 Prince 16-7

KKXX/Bakersfield, CA

Squires/Kemper Ralph MacDonald (dp) Billy Idol (dp) Steve Wonder... Hottest: Cyndi Lauper 1-1 John Waite 6-2 Scandal 7-3 Twisted Sister 8-6 Bananarama 18-11

KOXR/Bakersfield

Bob Harlow Elton John Wham! Dennis DeYoung Krokus (dp) Maria Vidal Steve Perry Sheena Easton... Hottest: Tina Turner 3-1 Cyndi Lauper 2-2 John Waite 9-3 Bananarama 10-8 Madonna 18-10

KF95/Boise, ID

Doss/Gregory Elton John Billy Ocean Barry Gibb Diana Ross Thompson Twins... Hottest: Lionel Richie 1-1 John Waite 3-2 Cars 7-4 Cyndi Lauper 16-9 Chicago 23-19

KKRC/Sioux Falls

Dan Kleisy Madonna Naked Eyes Rod Stewart Barry Gibb... Hottest: Huey Lewis & News 6-3 Billy Squier 7-6 Twisted Sister 19-13 Prince 22-16

KKFM/Colorado Springs CO

Finney/Ryan Steve Wonder Madonna Elton John Diana Ross Billy Ocean... Hottest: Tina Turner 1-1 John Waite 3-2 Cars 4-3 Huey Lewis & News 7-5 Prince 8-6

KBOS/Fresno, CA

Kris Van Kamp Steve Wonder John Cafferty & B Barry Gibb Diana Ross Elton John... Hottest: Tina Turner 3-1 Cyndi Lauper 6-4 Prince 18-13 Bananarama 22-16 Cars 25-20

KMGX/Fresno, CA

Carey Edwards John Cafferty & B (dp) Diana Ross Barry Gibb Lindsey Buckingham Chaka Khan (dp) Wham! (dp) Hottest: Tina Turner 2-1 John Waite 6-3 Madonna 7-6 Bananarama 13-9 Billy Idol 28-24

KYNO-FM/Fresno

Walker/Davis Steve Perry Sam Harris Billy Sattelite (dp) Barry Gibb... Hottest: Ray Parker Jr. 1-1 Tina Turner 3-2 Cyndi Lauper 5-3 Prince 2-4 Sheila E. 16-10

KQMG/Honolulu, HI

Kong/Shahid Steve Perry Elton John Dennis DeYoung Sheena Easton Thompson Twins Billy Idol (dp) Ralph MacDonald... Hottest: John Waite 1-1 Prince 13-9 Cyndi Lauper 8-4 Peter Wolf 12-11 Lindsey Buckingham 19-16

KNMQ/Albuquerque-Santa Fe, NM

Stucker/Maitland Dennis DeYoung Diana Ross Rod Stewart Elton John John Cafferty & B... Hottest: Lionel Richie 1-1 Tina Turner 3-2 Cyndi Lauper 6-4 Cars 11-6 Prince 16-7

KKXX/Bakersfield, CA

Squires/Kemper Ralph MacDonald (dp) Billy Idol (dp) Steve Wonder... Hottest: Cyndi Lauper 1-1 John Waite 6-2 Scandal 7-3 Twisted Sister 8-6 Bananarama 18-11

KOXR/Bakersfield

Bob Harlow Elton John Wham! Dennis DeYoung Krokus (dp) Maria Vidal Steve Perry Sheena Easton... Hottest: Tina Turner 3-1 Cyndi Lauper 2-2 John Waite 9-3 Bananarama 10-8 Madonna 18-10

KF95/Boise, ID

Doss/Gregory Elton John Billy Ocean Barry Gibb Diana Ross Thompson Twins... Hottest: Lionel Richie 1-1 John Waite 3-2 Cars 7-4 Cyndi Lauper 16-9 Chicago 23-19

KKRC/Sioux Falls

Dan Kleisy Madonna Naked Eyes Rod Stewart Barry Gibb... Hottest: Huey Lewis & News 6-3 Billy Squier 7-6 Twisted Sister 19-13 Prince 22-16

KSKD/Salem, OR

Len E. Mitchell Steve Perry Elton John Everly Brothers Maria Vidal (dp) Dennis DeYoung (dp) Coyote Sisters (dp) Hottest: Herby Lauper 7-1 John Waite 10-3 Night Ranger 12-5 Prince 26-14 Bananarama 25-18

KDON-FM/Salina-Monterey

Kirk Ciliatt Billy Idol Dennis DeYoung Thompson Twins Wham! Elton John Herb Alpert (dp) Steve Perry (dp) Hottest: Tina Turner 1-1 Cars 10-5 Prince 12-9 Billy Ocean 19-12 Madonna 35-22

KCPX/Salt Lake City, UT

Aupsh/Main Thompson Twins Dennis DeYoung Diana Ross Elton John Barry Gibb... Hottest: Tina Turner 6-1 Lionel Richie 1-2 Cyndi Lauper 10-7 Madonna 22-17 Chicago 27-18

KHYT/Tucson

Sherman Cohen Elton John Ralph MacDonald Luba John Cafferty & B Maria Vidal Romeo Void... Hottest: Tina Turner 3-1 Ray Parker Jr. 1-2 Huey Lewis & News 7-6 Cyndi Lauper 10-7 Prince 8-8

KRQ/Tucson, AZ

Kelly Norris Elton John Dennis DeYoung Sheena Easton Thompson Twins Billy Idol (dp) Ralph MacDonald... Hottest: John Waite 1-1 Lionel Richie 5-2 Scandal 4-3 Tina Turner 6-4 Cars 9-5

KRSP/Salt Lake City, UT

Carison/Moll John Cafferty & B Diana Ross Billy Ocean Everly Brothers Elton John Stephen Stills... Hottest: Tina Turner 2-1 Lionel Richie 4-3 Cyndi Lauper 6-4 Prince 10-6 Madonna 14-9

Parallel Three

KGOT/Anchorage, AK Key Taylor John Cafferty & B Elton John Chaka Khan Honey Moon Suite Dennis DeYoung... Hottest: Cyndi Lauper 1-1 Huey Lewis & News 3-2 Prince 4-3 Jermaine Jackson 7-5

KYVA/Birmingham, MT

Charlie Fox Everly Brothers John Cafferty & B Rod Stewart Madonna... Hottest: Tina Turner 1-1 John Waite 3-2 Cyndi Lauper 4-3 Huey Lewis & News 7-4 Cars 13-5

KO3/Modesto, CA

DeMaroney/Novak Madonna Sheila E. (dp) Chris DeBurg (dp) Lindsey Buckingham (dp) Fixx (dp) Pointer Sisters (dp) Hottest: Tina Turner 5-2 Huey Lewis & News 8-3 John Waite 16-7 Cyndi Lauper 14-10 Peter Wolf 22-14

KTR5/Casper, WY

Todd Cavaneh Hottest: Lionel Richie 1-1 Tina Turner 2-2 John Waite 3-3 Huey Lewis & News 5-5 Corey Hart 6-6

KKAZ/Cheyenne

John Ramsey Rod Stewart John Cafferty & B Sheena Easton Pointer Sisters Elton John... Hottest: Lionel Richie 1-1 Cyndi Lauper 4-3 Huey Lewis & News 8-6 Cars 13-7 Prince 19-14

KQHO/Idaho Falls, ID

Steve Larson Dennis DeYoung Maria Vidal Billy Ocean Elton John... Hottest: Tina Turner 1-1 Huey Lewis & News 5-3 Cyndi Lauper 7-4 Scandal 9-6 Prince 14-7

KOZE/Lawton, ID

Jay McCall Barry Gibb Dennis DeYoung Romeo Void Thompson Twins Billy Ocean Elton John Wham! Hottest: Cyndi Lauper 1-1 Scandal 7-3 Tina Turner 6-5 Prince 17-11 Van Stephenson 19-14

K96/Provo, UT

Gentry/Greer Spandau Ballet Barry Gibb Elton John John Cafferty & B Diana Ross Everly Brothers... Hottest: Prince 2-1 Huey Lewis & News 4-2 John Waite & News 10-3 Chicago 14-5 Scandal 17-14

KCBN/Reno, NV

Jim O'Neal Hottest: John Waite 1-1 Cyndi Lauper 4-4 Corey Hart 7-7 Ratt 8-8 Prince 16-16

KHTX/Reno, NV

John Chommie Madonna Elton John Jacksons Thompson Twins Steve Perry Barry Gibb Sam Harris Frank Stallone (dp) Hottest: Billy Joel 3-2 Tina Turner 5-3

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

244 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional Reach	100/25	National Summary	44%
Reach	100/25	Up	51
E	33%	Debuts	20
M	21%	Same	4
S	56%	Down	0
W	19%	Adds	25

EXAMPLE

100/25 — 100 CHR reporting stations on this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 31 — Number of stations moving it up on their charts.

Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting no movement this week. (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

A FLOCK OF SEAGULLS

The More You Live... (Jive/Arista)
LP: The Story Of A Young Heart

Regional Reach	101/7	National Summary	41%
Reach	101/7	Up	25
E	54%	Debuts	9
M	36%	Same	0
S	10%	Down	0
W	47%	Adds	7

WREX

Regional Reach: 101/7, 41% National Summary

Up 25, Debuts 9, Same 0, Down 0, Adds 7

WREX

Regional Reach: 101/7, 41% National Summary

Up 25, Debuts 9, Same 0, Down 0, Adds 7

WREX

Regional Reach: 101/7, 41% National Summary

Up 25, Debuts 9, Same 0, Down 0, Adds 7

WREX

Regional Reach: 101/7, 41% National Summary

Up 25, Debuts 9, Same 0, Down 0, Adds 7

WREX

Regional Reach: 101/7, 41% National Summary

Up 25, Debuts 9, Same 0, Down 0, Adds 7

WREX

Regional Reach: 101/7, 41% National Summary

Up 25, Debuts 9, Same 0, Down 0, Adds 7

WREX

Regional Reach: 101/7, 41% National Summary

Up 25, Debuts 9, Same 0, Down 0, Adds 7

Bananarama Continued

Regional Reach: 174/81, 71% National Summary

Up 129, Debuts 22, Same 16, Down 0, Adds 61

JOHN CAFFERTY & THE BEAVER BROWN BAND

On The Dark... (Scotti Bros./CBS)
LP: Eddie & The Cruisers Soundtrack

Regional Reach: 174/81, 71% National Summary

Up 129, Debuts 22, Same 16, Down 0, Adds 61

LAURA BRANIGAN

The Lucky One (Atlantic)
LP: Self Control

Regional Reach: 201/8, 82% National Summary

Up 146, Debuts 14, Same 1, Down 0, Adds 8

WREX

Regional Reach: 201/8, 82% National Summary

Up 146, Debuts 14, Same 1, Down 0, Adds 8

WREX

Regional Reach: 201/8, 82% National Summary

Up 146, Debuts 14, Same 1, Down 0, Adds 8

WREX

Regional Reach: 201/8, 82% National Summary

Up 146, Debuts 14, Same 1, Down 0, Adds 8

WREX

Regional Reach: 201/8, 82% National Summary

Up 146, Debuts 14, Same 1, Down 0, Adds 8

LINDSEY BUCKINGHAM

Go Insane (Elektra)
LP: Go Insane

Regional Reach: 178/8, 73% National Summary

Up 129, Debuts 22, Same 16, Down 0, Adds 61

WREX

Regional Reach: 178/8, 73% National Summary

Up 129, Debuts 22, Same 16, Down 0, Adds 61

WREX

Regional Reach: 178/8, 73% National Summary

Up 129, Debuts 22, Same 16, Down 0, Adds 61

WREX

Regional Reach: 178/8, 73% National Summary

Up 129, Debuts 22, Same 16, Down 0, Adds 61

CHICAGO

Hard Habit To Break (WB)
LP: Chicago 17

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

WREX

Regional Reach: 228/8, 93% National Summary

Up 189, Debuts 8, Same 16, Down 0, Adds 5

SHEILA E.

The Glamorous Life (WB)
LP: The Glamorous Life

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

WREX

Regional Reach: 210/11, 86% National Summary

Up 162, Debuts 8, Same 16, Down 0, Adds 3

EVERLY BROTHERS

On The Wings Of... (Mercury/PG)
LP: EBBA

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

WREX

Regional Reach: 61/28, 25% National Summary

Up 0, Debuts 3, Same 30, Down 0, Adds 28

SHREYA EASTON

Street (EMI America)
LP: A Private Heaven

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

WREX

Regional Reach: 136/32, 56% National Summary

Up 33, Debuts 34, Same 57, Down 0, Adds 32

FIXX

Are We Ourselves? (MCA)
LP: Phantoms

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

WREX

Regional Reach: 192/8, 79% National Summary

Up 81, Debuts 0, Same 51, Down 0, Adds 9

Competition Starts
- In Two Weeks!



THE SEARCH FOR THE BEST EARS JUST DOUBLED

Now There are **TWO AIR Competitions: CHR and AOR.**
42 Winners....Sharing \$130,000 In Prizes!

AIR INTRODUCES ITS 1st AOR BEST EARS COMPETITION.

On September 14, 1984, Active Industry Research will launch another search for the Best Ears in the Industry. The search has been expanded to include the first AOR Best Ears competition, along with our *third* CHR Best Ears competition.

Here's how it works:

AOR: Program Directors, Music Directors and consultants to AOR radio will be eligible to participate in our AOR competition. You will be asked to evaluate selected tracks from three LPs each week, to determine what potential *each track* has in Radio and Records AOR/Hot Tracks. The most accurate

person over the 40-week competition period wins a 1985 Mercedes-Benz 380SL. The next 20 runners-up each win \$1,000 cash.

CHR: AIR's third CHR Competition once again includes Program Directors, Music Directors and consultants to CHR radio. You evaluate what potential each single has in Radio and Records. The most accurate individual over the 40-week competition wins a 1985 Mercedes-Benz 380SL. The next 20 runners-up win \$1,000 apiece in cash.

Registration is limited. A complete list of rules will be mailed upon registration. If you are in a music decision-making position in CHR or AOR radio, call AIR at (301) 964-5544. The search for the Best Ears in the business continues!

WEEK

38

AIR Response Records

WEEK

38

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, September 5th, 1984.

#	TITLE	ARTIST	LABEL
2281	WHO WEARS THESE SHOES	ELTON JOHN	GEFFEN
2282	HELL IS ON THE RUN	JAKATA	MOROCCO/MOTOWN
2283	FEEL FOR YOU	CHAKA KHAN	WB
2284	SUMMER FEVER	HOT ROX	EPIC
2285	HOW MUCH IS TOO MUCH	CHEQUERED PAST	EMI

Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

NAKED EYES

(What) In The Name Of Love (EMI America)

63% of our reporters on it. Moves: Up 46, Debuts 39, Same 55, Down 0, Adds 13 including PRO-FM, WCZY, KHTR, G100, WZKS, Y106, ZZ99. Complete airplay in Parallels.

BREAKERS

JOHN CAFFERTY & BEAVER BROWN BAND

On The Dark Side (Scotti Bros./CBS)

71% of our reporters on it. Moves: Up 32, Debuts 45, Same 36, Down 0, Adds 61 including B104, Z100, WHTX, KAFM, Q105, WCZY, KWK, KPKE, KS103, KPLUS. Complete airplay in Parallels.

BILLY OCEAN

Caribbean Queen (No More Love...) (Jive/Arista)

67% of our reporters on it. Moves: Up 37, Debuts 36, Same 32, Down 0, Adds 58 including WNYS, Q107, WASH, WNVZ, KDWB-FM, KHTR, KWK, WLWL-FM, Q103, KMJK. Complete airplay in Parallels.

BILLY IDOL

Flesh For Fantasy (Chrysalis)

64% of our reporters on it. Moves: Up 35, Debuts 42, Same 46, Down 0, Adds 33 including PRO-FM, CFTR, Z93, I95, WNVZ, KDWB-FM, KPKE, KWOD, KWSS, KUBE. Complete airplay in Parallels.

ELTON JOHN

Who Wears These Shoes? (Geffen)

63% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 153 including WHTT, WNYS, WHTX, Z93, Q105, B96, KWK, KIMN, KMJK, XTRA. Complete airplay in Parallels.

DIANA ROSS

Swept Away (RCA)

62% of our reporters on it. Moves: Up 3, Debuts 30, Same 52, Down 0, Adds 67 including B104, WBLI, WASH, Z93, 93FM, WGCL, WCZY, KS103, KWSS, KNBQ. Complete airplay in Parallels.

BARRY GIBB

Shine Shine (MCA)

60% of our reporters on it. Moves: Up 0, Debuts 16, Same 73, Down 0, Adds 57 including B104, WBLI, CHUM, B97, KIMN, Q103, XTRA, KPLUS, WTIC-FM, K107. Complete airplay in Parallels.

NEW & ACTIVE

POINTER SISTERS "I'm So Excited" (Planet/RCA) 140/27
Moves: Up 53, Debuts 19, Same 41, Down 0, Adds 27 including Q105, WLS, KBEQ, KIIS-FM, KZZP, WFLY, WSPK, WPST, Q106, KHFI, WQID, WZYP, 94TYX, KJ103, KZ93.

VAN STEPHENSON "What The Big Girls Do" (MCA) 139/2
Moves: Up 62, Debuts 12, Same 62, Down 1, Adds 2, KIMN, Q92, WPHD 31-27, WCAU-FM 38-35, Z93 33-31, WGCL 29-23, KPLUS 31-29, KNBQ 33-30, WSPK 35-29, WOKI 24-20, WKDD 22-19, KNMQ 20-18, KYNO-FM 37-33, KSKD 39-35, KCPX 34-29.

SHEENA EASTON "Strut" (EMI America) 136/32
Moves: Up 13, Debuts 34, Same 57, Down 0, Adds 32 including WNYS, PRO-FM, KAFM, WGCL, WCZY, KHTR, WLWL-FM, Q103, KMJK, KITS, WHTF, WSKZ, KX104, ZZ99, KRO.

THOMPSON TWINS "You Take Me Up" (Arista) 116/30
Moves: Up 7, Debuts 29, Same 50, Down 0, Adds 30 including CFTR, KWOD, KUBE, KNBQ, WBEN-FM, WKEE, KZZB, WJZR, KBFM, WZKS, WKAU, WMEE, KF95, KDON-FM, KCPX.

DENNIS DeYOUNG "Desert Moon" (A&M) 102/101
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 101 including WXKS-FM, WCAU-FM, PRO-FM, 93FM, I95, B97, KBEQ, KOPA, K104, WSPK, KXX106, FM100, WRNO, WVIC, KCAQ.

MOST ADDED

ELTON JOHN (153)
Who Wears These Shoes? (Geffen)
DENNIS DeYOUNG (101)
Desert Moon (A&M)
DIANA ROSS (67)
Swept Away (RCA)
JOHN CAFFERTY & BEAVER BROWN (61)
On The Dark Side (Scotti Bros.)
BILLY OCEAN (58)
Caribbean Queen (No More...) (Jive/Arista)
BARRY GIBB (57)
Shine Shine (MCA)
STEVE PERRY (56)
Strung Out (Columbia)

HOTTEST

PRINCE (158)
Let's Go Crazy (WB)
CYNDI LAUPER (137)
She Bop (Portrait/CBS)
JOHN WAITE (134)
Missing You (EMI America)
TINA TURNER (123)
What's Love Got To Do With It (Capitol)
CARS (94)
Drive (Elektra)
HUEY LEWIS & THE NEWS (82)
If This Is It (Chrysalis)

A FLOCK OF SEAGULLS "The More You Live (The More You Love)" (Jive/Arista) 101/7
Moves: Up 25, Debuts 9, Same 60, Down 0, Adds 7, KROK, K107, KO93, WERZ, WJBO, T94, OK95, WNYS 33-27, KPLUS 38-35, KNBQ 40-37, WSPK 38-32, WFMI 39-33, WRQN 32-28, KIKI 39-35, KCPX 29-23.

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 92/15
Moves: Up 11, Debuts 16, Same 50, Down 0, Adds 15, B104, WASH, Z93, WGCL, WMAR, KWIC, KZZB, 94TYX, WZKS, WQUE-FM, WKHI, WCGQ, Q101, WBWB, SLY96.

STEPHEN STILLS "Stranger" (Atlantic) 89/8
Moves: Up 12, Debuts 14, Same 55, Down 0, Adds 8, WGCL, WKRZ-FM, WQID, KTFM, KOFM, WQCM, WGLF, KRSP, WPHD 38-36, WCAU-FM d-40, 94Q on, WJZR 40-38, Z104 34-32, KO93 29-26, KCPX 31-27.

ROMEO VOID "A Girl In Trouble (Is A Temporary Thing)" (415/Columbia) 78/42
Moves: Up 2, Debuts 4, Same 30, Down 0, Adds 42 including 94Q, WHYT, Q103, Q100, WKEE, WLAN-FM, WHTF, WSSX, WBCY, WFMI, KTFM, KMGK, WZPL, KEYN-FM, KHYT.

EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 61/28
Moves: Up 0, Debuts 3, Same 30, Down 0, Adds 28 including 94Q, WGCL, WKEE, WLAN-FM, KWIC, WQID, WANS-FM, G100, KTFM, KROK, WKDD, KIJK, KQKQ, KEYN-FM, KSKD.

RICK JAMES "17" (Gordy/Motown) 61/0
Moves: Up 34, Debuts 0, Same 23, Down 4, Adds 0, WXKS-FM 11-10, 94Q 20-19, Z93 17-14, WNVZ 37-33, Q102 30-26, WHYT 19-17, KS103 27-25, Q100 34-30, WJZR 28-22, WANS-FM 23-20, WABB-FM 27-23, KJ103 24-22, WRQN 29-27, KCAQ 28-25, WCGQ 9-7.

STEVE PERRY "Strung Out" (Columbia) 56/56
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 56 including WXKS-FM, WPHD, WCAU-FM, WGCL, KPLUS, WFLY, Q100, WVSR, KWIC, WOKI, WHHY-FM, Z104, KKRQ, KIKI, KHOP.

BILLY SATELLITE "Satisfy Me" (Capitol) 51/3
Moves: Up 4, Debuts 1, Same 43, Down 0, Adds 3, KZZB, KITY, KYNO-FM, WXKS-FM on, WNYS d-37, WPHD 39-37, PRO-FM on, 93FM on, KPLUS on, WRCK 38-37, WJXQ 29-26, WHSL 31-26.

SIGNIFICANT ACTION

CHAKA KHAN "I Feel For You" (WB) 41/41
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WXKS-FM, 94Q, Z93, I95, Y100, B97, WGCL, KMJK, FM102, KPLUS, WTIC-FM, WSSX, Z98, WRQN, KCAQ.

JEFFERSON STARSHIP "Layin' It On The Line" (Grunt/RCA) 40/16
Moves: Up 4, Debuts 4, Same 16, Down 0, Adds 16 including KWSS, WFLY, WKEE, WSPK, 98PXY, KZZB, KOFM, WRQN, KHOP, WIGY, KWES, WAZY-FM, 99KG, KBIM, SLY96.

WHAMI "Wake Me Up Before You Go-Go" (Columbia) 37/35
Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 35 including WXKS-FM, WPHD, 94Q, Z93, KIIS-FM, KPLUS, KUBE, WVSR, WBBQ, WFMI, Y106, KIJK, KQXR, KDON-FM, KFVR.

HONEYMOON SUITE "New Girl Now" (WB) 37/15
Moves: Up 2, Debuts 3, Same 17, Down 0, Adds 15, WNYS, KHTR, WVSR, K104, WKEE, WHTF, KWIC, WZON, WERZ, WZYQ, KKQV, WHSL, WBNQ, WBWB, KGOT.

NEIL DIAMOND "Turn Around" (Columbia) 35/1
Moves: Up 6, Debuts 2, Same 26, Down 0, Adds 1, KITY, PRO-FM on, WHYT on, Q103 35-31, K104 20-13, WFMF 22-20, K107 on, KO93 32-30, OK100 d-37, 95XIL 31-22, WIXV 37-28, KIST d-40.

COYOTE SISTERS "Straight From The Heart" (Morocco/Motown) 31/4
Moves: Up 2, Debuts 4, Same 21, Down 0, Adds 4, 93Q, WJXQ, KSKD, 99KG, WKEE d-39, WJZR on, WOKI d-37, WKFR on, WRQN on, KO93 23-21, KHOP d-38, KBOZ-FM d-19, KIST 32-29.

S.O.S. BAND "Just The Way You Like It" (Tabu/CBS) 30/7
Moves: Up 4, Debuts 4, Same 15, Down 0, Adds 7, CKOI, WASH, WHYT, KITS, WSPK, KSET-FM, Y106, WXKS-FM d-40, Y100 on, KOPA on, WHTF 36-35, KAMZ 27-26, Z98 d-24, WZPL 28-27, KHYT 24-23.

RALPH MacDONALD featuring BILL WITHERS "In The Name Of Love" (Polydor/PolyGram) 26/15
Moves: Up 0, Debuts 1, Same 10, Down 0, Adds 15, WSPK, WPST, Q106, WSSX, WOKI, KROK, Z98, KXXX, KHOP, KHYT, KRO, WCGQ, Q101, Z102, WGLF.

MARIA VIDAL "Body Rock" (EMI America) 23/23
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 21 including Y100, WOKI, WFMI, KTFM, KMGK, KQXR, KQMQ, KSKD, KHYT, WFBG, WQCM, WJAD, KFRX, KDVV, KIST.

HERB ALPERT "Bullish" (A&M) 20/4
Moves: Up 1, Debuts 0, Same 15, Down 0, Adds 4, WKRZ-FM, WANS-FM, KDON-FM, T94, WKEE on, WZLD on, WFMI on, KMGK on, WAZY-FM on, KBIM 40-39.

KROKUS "Midnite Maniac" (Arista) 17/17
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 17 including WPHD, Q100, WRCK, WHTF, WRNO, WJXQ, KQXR, WZON, WIGY, WERZ, KKQV, 99KG, WSPT, KFMW, KZOZ.

SAM HARRIS "Sugar Don't Bite" (Motown) 17/17
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 17 including K104, KAMZ, WFMI, WQUE-FM, KTFM, K107, KYNO-FM, WFBG, WIGY, WERZ, WJBO, WCGQ, Q104, WIXV, KHTX.

HELIX "Rock You" (Capitol) 14/5
Moves: Up 2, Debuts 1, Same 6, Down 0, Adds 5, K104, WKRZ-FM, WZON, OK100, WIXV, WPHD on, Q100 on, WRCK 40-33, WHTF on, KTFM on, WJXQ 28-25, KBIM d-33.

RUBBER RODEO "Anywhere With You" (Mercury/PolyGram) 14/0
Moves: Up 3, Debuts 0, Same 11, Down 0, Adds 0, WHTT 32-31, WXKS-FM 40-36, PRO-FM on, Q100 on, WHTF on, WOKI on, WERZ 38-38.

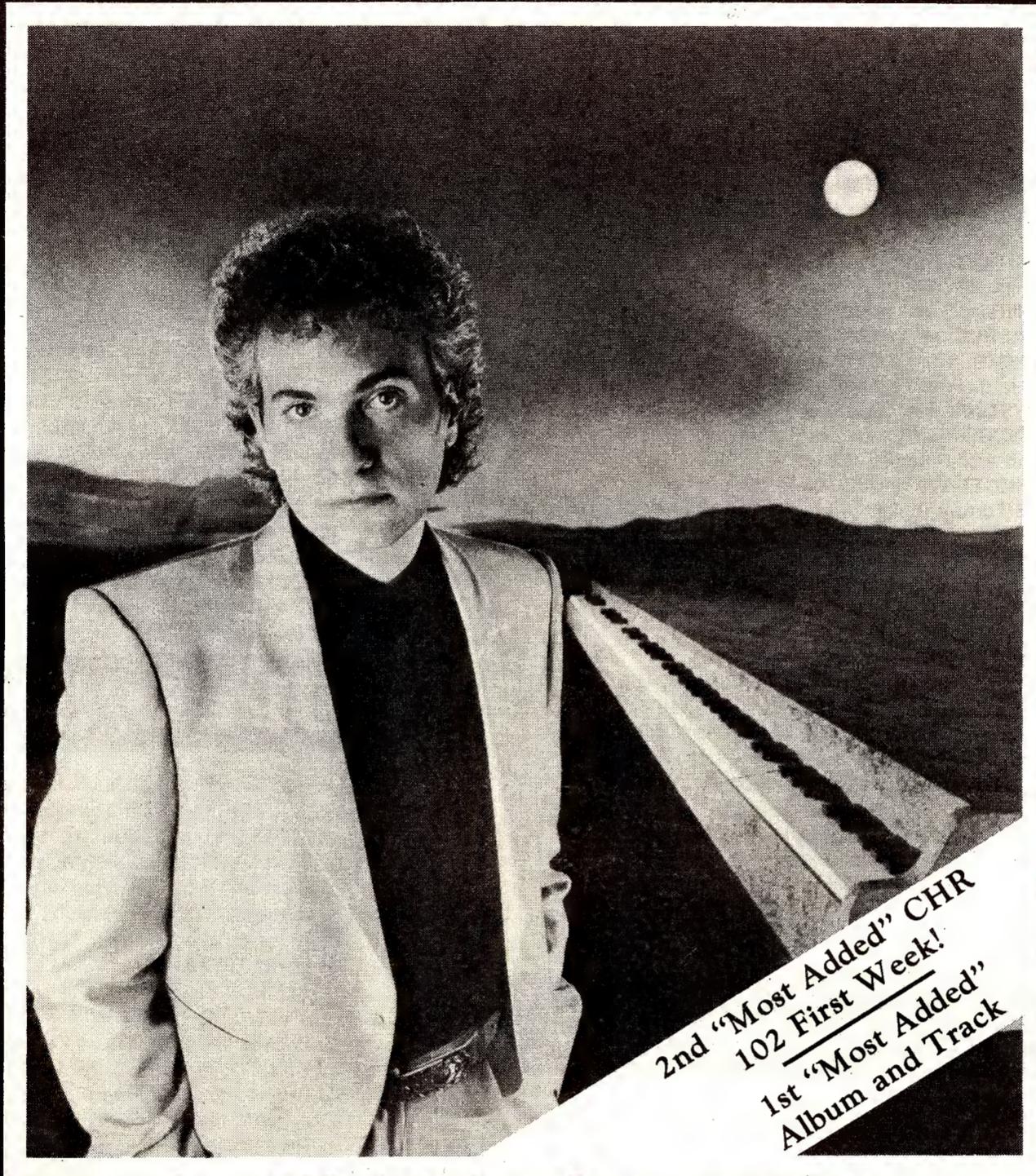
VANITY "Pretty Mess" (Motown) 12/7
Moves: Up 0, Debuts 0, Same 5, Down 0, Adds 7, WXKS-FM, WHYT, WJZR, WNOK-FM, KQMQ, KCAQ, T94, I95 on, WOKI on, KTFM on, WIGY on, WERZ on.

PRINCE "Purple Rain" (WB) 12/6
Moves: Up 1, Debuts 1, Same 4, Down 0, Adds 6, KAFM, WLWL-FM, KIIS-FM, Q100, WZKS, WRKR, B96 38-35, WABB-FM on, Y106 d-35, KCAQ on, WHSL on, KQCR on.

FRANK STALLONE "If We Ever Get Back" (Polydor/PolyGram) 11/11
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, WCAU-FM, Q100, WKRZ-FM, WJZR, KTFM, WJXQ, WRQN, WKHI, WHSL, WAZY-FM, KHTX.

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.

Dennis DeYoung. What He Remembers Is Unforgettable.



2nd "Most Added" CHR
102 First Week!
1st "Most Added"
Album and Track

He was the singer and songwriter of such Styx classics as "Babe," "Come Sail Away," "Don't Let It End," "Mr. Roboto," "The Best Of Times," and "The Grand Illusion."

Fresh from his rock success with Styx, he has gone back to his roots for musical inspiration. And the emotional ground covered on his debut solo album is a journey not to be missed.

A personal and passionate rock & roll record.

desert moon (SP-5006)

from Dennis DeYoung.

Featuring the first single *desert moon* (A11-2666) Produced by Dennis DeYoung

Available on A&M Records and BASF chrome cassettes.



Contemporary Hit Radio

Three Weeks Two Weeks Last Week

6	4	3	1	JOHN WAITE/Missing You (EMI America)	
4	3	2	2	TINA TURNER/What's Love Got To Do With It? (Capitol)	
13	8	5	3	CYNDI LAUPER/She Bop (Portrait/CBS)	
12	7	4	4	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	
2	2	1	5	LIONEL RICHIE/Stuck On You (Motown)	
21	15	8	6	PRINCE/Let's Go Crazy (WB)	
26	17	10	7	CARS/Drive (Elektra)	
18	11	9	8	SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	
17	13	11	9	PETER WOLF/Lights Out (EMI America)	
7	6	6	10	COREY HART/Sunglasses At Night (EMI America)	
1	1	7	11	RAY PARKER JR./Ghostbusters (Arista)	
24	20	16	12	JERMAINE JACKSON/Dynamite (Arista)	
28	21	17	13	SHEILA E./The Glamorous Life (WB)	
19	16	14	14	BILLY SQUIER/Rock Me Tonight (Capitol)	
33	25	20	15	BANANARAMA/Cruel Summer (London/PG)	
31	24	19	16	NIGHT RANGER/When You Close Your Eyes... (Camel/MCA)	
38	31	23	17	CHICAGO/Hard Habit To Break (WB)	
10	9	13	18	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)	
-	33	24	19	BRUCE SPRINGSTEEN/Cover Me (Columbia)	
14	12	12	20	RATT/Round And Round (Atlantic)	
39	32	25	21	TWISTED SISTER/We're Not Gonna Take It (Atlantic)	
-	36	30	22	JACKSONS/Torture (Epic)	
3	5	15	23	PRINCE/When Doves Cry (WB)	
-	-	34	24	MADONNA/Lucky Star (Sire/WB)	
25	23	21	25	BILLY JOEL/Leave A Tender Moment Alone (Columbia)	
-	38	32	26	LAURA BRANIGAN/The Lucky One (Atlantic)	
9	14	18	27	DAN HARTMAN/I Can Dream About You (MCA)	
36	29	28	28	EURYTHMICS/Right By Your Side (RCA)	
-	-	40	29	STEVIE WONDER/I Just Called To Say I Love You (Motown)	
-	-	39	30	DONNA SUMMER/There Goes My Baby (Geffen)	
30	27	27	31	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)	
-	40	36	32	LINDSEY BUCKINGHAM/Go Insane (Elektra)	
-	39	35	33	SPANDAU BALLET/Only When You Leave (Chrysalis)	
20	19	22	34	GLENN FREY/Sexy Girl (MCA)	
DEBUT	5	10	26	35	RICK SPRINGFIELD/Bop 'Til You Drop (RCA)
DEBUT	8	18	29	36	JACKSONS/State Of Shock (Epic)
DEBUT	37	34	31	37	FIXX/Are We Ourselves? (MCA)
8	18	29	38	ELTON JOHN/Sad Songs (Say So Much) (Geffen)	
DEBUT	37	34	31	39	ROD STEWART/Some Guys Have All The Luck (WB)
37	34	31	40	SAMMY HAGAR/Two Sides Of Love (Geffen)	

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Adult/Contemporary

3	2	1	1	BILLY JOEL/Leave A Tender Moment... (Columbia)	
12	8	4	2	CARS/Drive (Elektra)	
1	1	2	3	LIONEL RICHIE/Stuck On You (Motown)	
4	3	3	4	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)	
11	9	7	5	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	
8	7	5	6	TINA TURNER/What's Love Got To Do With It? (Capitol)	
-	19	13	7	STEVIE WONDER/I Just Called To Say I Love You (Motown)	
19	12	11	8	NEIL DIAMOND/Turn Around (Columbia)	
21	14	10	9	JOHN WAITE/Missing You (EMI America)	
22	17	14	10	CHICAGO/Hard Habit To Break (WB)	
2	4	6	11	ELTON JOHN/Sad Songs (Say So Much) (Geffen)	
5	5	9	12	TEDDY PENDERGRASS/Hold Me (Asylum)	
7	11	12	13	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)	
6	6	8	14	DAN HARTMAN/I Can Dream About You (MCA)	
16	15	15	15	COYOTE SISTERS/Straight From The Heart (Morocco/Motown)	
24	20	18	16	KARLA BONOFF/Somebody's Eyes (Columbia)	
-	-	23	17	R. MacDONALD f/B. WITHERS/In The Name... (Polydor/PG)	
-	25	20	18	JAMES INGRAM/She Loves Me (The Best That...) (Qwest/WB)	
18	16	16	19	RITA COOLIDGE/Something Said Love (A&M)	
-	-	22	20	IRENE CARA/You Were Made For Me (Network/Geffen)	
10	10	17	21	GENESIS/Taking It All Too Hard (Atlantic)	
BREAKER	25	24	21	22	DONNA SUMMER/There Goes My Baby (Geffen)
BREAKER	25	24	21	23	GLENN FREY/Sexy Girl (MCA)
9	13	19	25	24	HERB ALPERT/Bullish (A&M)
9	13	19	25	25	SERGIO MENDES/Alibis (A&M)

N&A Begins on Page 58

AOR/HOT TRACKS

Three Weeks Two Weeks Last Week

5	5	3	1	BRUCE SPRINGSTEEN/Cover Me (Columbia)	
19	10	6	2	FIXX/Are We Ourselves? (MCA)	
1	1	1	3	JOHN WAITE/Missing You (EMI America)	
10	8	7	4	LINDSEY BUCKINGHAM/Go Insane (Elektra)	
3	3	2	5	CARS/Drive (Elektra)	
2	2	4	6	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	
4	4	5	7	BILLY SQUIER/Rock Me Tonight (Capitol)	
8	7	8	8	NIGHT RANGER/When You Close... (Camel/MCA)	
7	6	10	9	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	
45	25	17	10	BILLY IDOL/Flesh For Fantasy (Chrysalis)	
12	13	11	11	HONEYMOON SUITE/New Girl Now (WB)	
16	14	12	12	A FLOCK OF SEAGULLS/The More You... (Jive/Arista)	
22	16	15	13	STEPHEN STILLS/Stranger (Atlantic)	
9	9	9	14	SAMMY HAGAR/Two Sides Of Love (Geffen)	
18	17	16	15	BILLY SQUIER/All Night Long (Capitol)	
11	12	14	16	TWISTED SISTER/We're Not Gonna Take It (Atlantic)	
31	21	19	17	JON ANDERSON/Cage Of Freedom (Columbia)	
35	26	22	18	KROKUS/Midnite Maniac (Arista)	
25	19	18	19	PRINCE/Let's Go Crazy (WB)	
23	20	20	20	SAMMY HAGAR/I Can't Drive 55 (Geffen)	
6	11	13	21	PETER WOLF/Lights Out (EMI America)	
43	33	23	22	ROMEO VOID/A Girl In Trouble (415/Columbia)	
-	49	29	23	JOHN WAITE/Tears (EMI America)	
BREAKER	32	31	27	24	JOHN CAFFERTY/On The Dark Side (Scotti Bros./CBS)
32	31	27	25	LOU REED/I Love You, Suzanne (RCA)	
30	30	28	26	CYNDI LAUPER/She Bop (Portrait/CBS)	
28	27	24	27	HELIX/Rock You (Capitol)	
13	15	21	28	DIO/The Last In Line (WB)	
BREAKER	-	42	37	29	Y&T/Don't Stop Runnin (A&M)
-	42	37	30	WHITESNAKE/Love Ain't No Stranger (Geffen)	

Complete Tracks Chart on Page 63

Black/Urban

14	5	4	1	S.O.S. BAND/Just The Way You... (Tabu/CBS)	
3	3	2	2	BILLY OCEAN/Caribbean Queen... (Jive/Arista)	
4	1	1	3	MTUME/You, Me And He (Epic)	
11	6	5	4	J. KENNEDY/J. OSBORNE/The Last Time I... (A&M)	
6	4	3	5	RICK JAMES/17 (Gordy/Motown)	
17	14	8	6	JERMAINE JACKSON/Dynamite (Arista)	
39	25	11	7	PRINCE/Let's Go Crazy (WB)	
16	13	10	8	LILLO THOMAS/Your Love's Got A Hold On Me (Capitol)	
27	23	12	9	ALICIA MYERS/You Get The Best From Me (Say...) (MCA)	
9	8	6	10	BROTHERS JOHNSON/You Keep Me Coming... (A&M)	
-	36	21	11	STEVIE WONDER/I Just Called To Say... (Motown)	
23	21	13	12	DENIECE WILLIAMS/Next Love (Columbia)	
24	17	14	13	RUN D.M.C./30 Days (Profile)	
26	22	15	14	RANDY HALL/I've Been Watching You... (MCA)	
1	2	7	15	RAY PARKER JR./Ghostbusters (Arista)	
18	18	16	16	BAR-KAYS/Dirty Dancer (Mercury/PG)	
-	33	23	17	JANET JACKSON/Don't Stand Another Chance (A&M)	
20	19	18	18	YARBROUGH & PEOPLES/Be A Winner (Total Exp./RCA)	
13	9	9	19	LIONEL RICHIE/Stuck On You (Motown)	
-	-	34	20	JACKSONS/Torture (Epic)	
29	27	27	21	NUANCE f/V. LOVE/Take A Chance (4th & Brdwy/Island)	
-	-	40	22	DIANA ROSS/Swept Away (RCA)	
30	28	25	23	O'BRYAN/Breakin' Together (Capitol)	
25	24	24	24	CAROL LYNN TOWNES/99 1/2 (Polydor/PG)	
2	10	19	25	PRINCE/When Doves Cry (WB)	
-	31	31	26	HERBIE HANCOCK/Hardrock (Columbia)	
7	11	17	27	SHEILA E/The Glamorous Life (WB)	
35	34	29	28	CHUCK BROWN & SOUL.../We Need Some... (T.T.E.D.)	
-	39	36	29	DONNA SUMMER/There Goes My Baby (Geffen)	
-	-	38	30	PATRICE RUSHEN/Get Off (You Fascinate Me) (Elektra)	
10	12	22	31	TINA TURNER/What's Love Got To Do With It (Capitol)	
-	32	32	32	BONNIE POINTER/Your Touch (Private I/CBS)	
-	-	39	33	STEPHANIE MILLS/The Medicine Song (Casablanca/PG)	
31	29	28	34	ROGER/Midnight Hour (WB)	
-	38	35	35	MENUDO/If You're Not Here (By My Side) (RCA)	
37	30	30	36	PATTI AUSTIN/Shoot The Moon (Qwest/WB)	
DEBUT	5	7	20	37	CAMEO/Hangin' Downtown (Atlanta Artists/PG)
BREAKER	5	7	20	38	JACKSONS/State Of Shock (Epic)
15	15	26	39	PEABO BRYSON/Slow Dancin' (Elektra)	
15	15	26	40	TIME/Ice Cream Castles (WB)	

N&A Begins on Page 54