

I N S I D E:

CAN'T FORGET THE
MOTOR CITY

Joel Denver and Steve Feinstein team up to tackle Detroit's CHR and AOR radio battles with in-depth profiles of the leading contenders.

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WHITE PROGRAMMERS IN
BLACK/URBAN RADIO

Walt Love talks to some of the most prominent white programmers in Black/Urban radio to learn whether they experience reverse racism, justified resentment . . . or no problems at all.

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SUMMER BIRCH
RATINGS RESULTS

Birch summer ratings standings in the top markets: *New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Houston, Dallas, and Boston.*

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MANAGEMENT VS.
AIR PERSONALITIES:
EXPLORING THEIR
DIFFERENCES

Air personalities and management sometimes seem at odds with each other. Dan O'Day looks at some of the root causes, on both sides, of these differences in an attempt to help bridge the gap.

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PEOPLE IN THE
NEWS THIS WEEK

- Laurence Adams VP/GM at KSEA
- Bob Kaghan PD at WZNE
- Ken Clifford VP/GM for WFLA-AM & FM
- Jim McLaughlin VP/Programming & News at WBEN
- Dave Anthony WEEP PD
- Hank Struzik PD for Primetime
- Susan Davis PD at CJFM
- Harry Lyles VP/Station Manager at WVKO
- Bob Bedi WNOR's PD
- Tom Carroll PD at WTUE
- Fran Sharp GSM at KTRH
- Jim Blashill GSM for WWWW
- Michael Sobol GSM at KTIM

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PERSPECTIVE ON
CMA AWARDS WEEK

Lon Helton returns from the Nashville festivities surrounding the CMA Awards, and offers some provocative observations on the way it's all evolved.

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PROBING FOR BETTER
RADIO BUYS

Media consultant David Klømm discusses the need for radio buyers to dig deeper to find the most effective station buys for their purposes.

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R&R

RADIO & RECORDS

\$43.5 MILLION DEAL

Nationwide Buys Eight Western Cities Stations

Nationwide Communications, Inc. (NCI) will purchase the eight Western Cities Broadcasting properties (three AM, five FM) for \$43.5 million, pending FCC approval. Coupled with NCI's seven stations (five FM), the transaction will give the Columbus, OH-based company ten FM facilities, more than any other broadcast group to date.

NCI President Clark Pollock said, "This purchase is part of a major long-range growth plan for NCI in the communications industry. It signifies a strong commitment to broadcasting by NCI and our parent company, Nationwide Mutual Insurance Company."

Explaining NCI's interest in the Western Cities properties,

VP/Radio Operations Steve Berger said, "They are respected, well-managed stations that enjoy favorable ratings. In addition, they are all located in Sunbelt growth markets." Berger added that NCI plans no significant changes upon takeover.

The eight stations involved are KZZP-AM & FM/Phoenix, KWSS/San Jose, KZAP/Sacramento, KNST & KRQQ/Tucson, and KMJJ & KLUC/Las Vegas. NCI owns flagship WNCI/Columbus, WPOC/Baltimore, WGAR-AM & FM/Cleveland, WKZL/Winston-Salem, and WBJW-AM & FM/Orlando.

Kalil & Co. of Tucson served as broker.

Hilliard Upped To Blair Sr. VP

Jim Hilliard, President of the Blair Owned Radio Stations Division, has been given the additional title of Senior VP of the group's parent firm, John Blair & Co. In the new role, he retains responsibility for the radio division and takes on the added supervision of Blair's two rep firms.

Blair Radio President John Boden and Blair/RAR President Jim O'Neill will now report to Hilliard, rather than directly to John Blair & Co. President/CEO Jack Fritz.

"Our commitment to radio has never been more solid," Hilliard told R&R. "I think the future of radio is in front of us. I think radio is on the threshold of an explosion." His supervision of the rep firms is unique, Hilliard said, because "I came out of the programming side. These will be the only two rep firms not under a New York salesman."

Fritz simultaneously announced the naming of John Valentine as Sr. VP for Blair's

direct mail, couponing, and sales promotion operations. Both new Sr. VPs will report to Hugh Beath, who joined the parent firm last week as Executive VP/Operations.

"In the relatively short time they have been members of our executive team, Jack Valentine and Jim Hilliard have clearly

HILLIARD/See Page 32

SWARTZ, HABISCH, SANDERS NAMED

KEYEY & WDGY Reset Management

In management restructuring within Malrite's WDGY & KEYEY/Minneapolis-St. Paul, KEYEY VP/GM Gary Swartz and Station Manager Dave Habisch have assumed the same posts for both stations. Additionally, former WBAP/Dallas-Ft. Worth programmer Art Sanders was appointed PD for newly-acquired WDGY. Former WDGY GM Dale Weber joined WNCI/Columbus as GM early last month; the

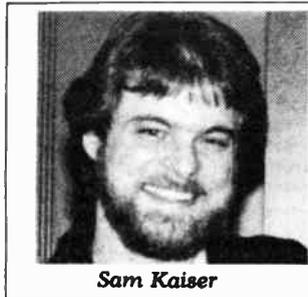
WAPP Chooses Cagle As Operations Manager

Doubleday's WAPP/New York has tapped veteran CHR programmer Gerry Cagle as Operations Manager. Cagle, who most recently programmed KFRC/San Francisco, will work closely with PD Michael Ellis to chart WAPP's programming course.

VP/GM Pat McNally explained to R&R, "(Doubleday Broadcasting President) Gary Stevens, (VP/Programming) David Martin, Michael Ellis, and I feel Gerry is the best candidate to help us in meeting our goals of creating a winning CHR station in New York. Michael and Gerry will jointly be responsible for the programming success of WAPP, and will report to me. Basically, Gerry will handle the air talent and promotions, while Michael will handle the music and image of the station as it relates to New York. I have a lot of confidence in this team."

Ellis added, "I feel we are very fortunate to have found someone with Gerry's experience to work with us in building WAPP. This is a unique kind of management structure, combining people who have different specialties and expertise. I think it will be a wonderful arrangement."

Kaiser New VP At Atlantic

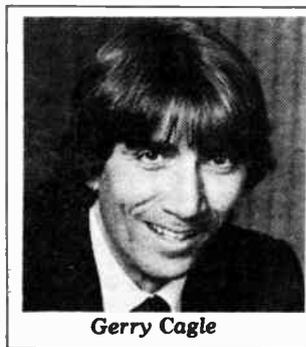


Sam Kaiser

Atlantic National Promotion Director Sam Kaiser has been elevated to VP/National Singles Promotion. The eight-year label veteran will continue to report to Sr. VP/Promotion Vince Faraci.

Faraci told R&R, "I'm very proud of what Sam has accomplished over the years and it gives me a great deal of pleasure to announce this well-deserved promotion. He started

KAISER/See Page 32



Gerry Cagle

Cagle, who starts his assignment immediately, told R&R, "It's time to take my act to the Big Apple and see how it runs on Broadway. I'm looking forward to working with Gary Stevens again, and of course David Martin, Pat McNally, and Michael Ellis. I'm impressed with Michael's knowledge of exactly

CAGLE/See Page 32

MCCOY RESIGNS

Ferrara NRBA's VP/GM

Former WGAY-AM & FM/Washington GSM Peter Ferrara has been named to the newly-created position of VP/GM of the National Radio Broadcasters Association (NRBA). He replaces Executive VP Tom McCoy, who has resigned.

"We feel this is an opportunity for us to do more of what our members seem to want, which is things to do with their day-to-day business and how to be more successful," said NRBA President Bernie Mann. "We feel very fortunate in getting a lifetime broadcaster who has sold spot time and been a sales manager."

For the past year Ferrara has been general partner in Ferrara, Fulton & Lauroesh, a Washington area financial and investment advice firm. He was previously GSM for six years at WGAY, whose VP/GM Ted Dorf is an active member of the NRBA Board of Directors. Ferrara had also served as an Account Executive at WASH/Washington and WLPL/Baltimore (now WYST).

FERRARA/See Page 32

Why The Research Group's Comprehensive Music Test is the Leader... The Only One.

The Research Group *invented* the process of group music testing some years ago. What makes our patented process so special that the country's most successful stations—whether contemporary, country, easy listening, urban or A.C.—use it exclusively? The first secret is in the extremely rigorous recruiting work we do, screening through advanced “high-focus target.” The second is that we have a wealth of experience in interpreting the data and helping stations to put it to work in ways that pay off in the ratings. Doing music testing the way we do is extremely difficult, but that's why America's most successful stations accept nothing less than The Research Group when it comes to *their* music.



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Jack Palvino
Executive Vice President and General Manager
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Gary Swartz
Vice President and General Manager
KEEY Radio (K102), Minneapolis

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1985: AM STEREO'S BREAKTHROUGH YEAR?

The NRBA predicts that AM stereo will become a significant factor next year in a new report, which also shows Motorola far ahead among set makers. Brad Woodward provides details.



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Kaghan Set As WZNE PD

WBCY/Charlotte PD Bob Kaghan has resigned after four and a half years to become PD at WZNE (Z98)/Tampa. He fills a longstanding vacancy left when Steve Davis joined WZGO (Z106)/Philadelphia in May.

WZNE VP/GM Don Hibbits told R&R, "Bob is well-liked, has strong people and promotional skills, and can develop talent, so he's what we needed to tackle this station. His calm attitude and calculating manner make him an excellent programmer."



Bob Kaghan

Kaghan told R&R, "The station has done well considering the circumstances, without a PD or an operating direction due to the ownership change. Tampa offers some of the most competitive stations in America, and we're going to offer them a

winning in Tampa."

No replacement was named for Kaghan, whose prior programming experience includes WRJZ/Knoxville and WISE/Asheville.

Davis Named PD At CJFM

CJFM/Montreal Promotion Director Susan Davis has been elevated to the newly-created position of PD. The station's programming was being handled by VP/GM Greg Stewart.

Stewart commented, "Susan is the most qualified broadcaster in Canada to handle our A/C format. She knows the music, the market, and is the most reliable person I've worked with in this business."



Susan Davis

A three-year station veteran, Davis had also been serving as Assistant PD. She previously worked as a hotel administrator. Davis told R&R, "Being PD at FM96 means turning all my professional energy towards a staff of broadcasters and a music format which I believe to be the strongest in Montreal, and that's exciting."

THARIN ASST. PD

Struzik Tapped As Primetime PD

Hank Struzik has been named Program Director of Primetime Radio at WDAE/Tampa, the format's flagship station. Gannett Broadcasting acquired the nationally syndicated format as part of its purchase of WDAE in June 1984. Struzik takes on the newly-created post after three years with the station as Music Director.

Regarding his promotion, Struzik commented, "I've been with Primetime since its inception, helping to put it together. My goal is to make it the best all-around nostalgia format and see it expanded to other formats." In addition to his new duties, Struzik will continue as the voice of "Sentimental Journey," a principal Primetime feature. Prior to joining WDAE, he spent



Hank Struzik
STRUZIK/See Page 32

KSEA Appoints Adams VP/General Manager

Laurence Adams has joined KSEA/Seattle as VP/GM, and will also serve as a consultant to Bonneville International Corp. Adams succeeds Bill Knudsen, who resigned in September to become VP/Sales & Marketing for the Seattle Mariners.

Commenting on the appointment, KIRO, Inc. President/CEO Ken Hatch stated, "Larry has an outstanding background, and he is the premier executive in the Easy Listening format. We expect Larry will be a great addition to the top-flight executive team here at KIRO & KSEA."

During the past four years, Adams held the President/CEO post at Schulke Radio Productions. Earlier, he was VP of Katz Radio's Pacific Division. Adams's broadcasting background also includes stints

with McGavren Guild Radio and KGBS/Los Angeles. "I'm delighted to be with this company because they are very savvy operators," he told R&R. "I'm determined to make KSEA the best-sounding Easy Listening station in America." He added, "I don't foresee any drastic changes. We've got tremendous resources: people, research, and marketing. The nucleus is here; now it's a matter of putting it all together. It will be more of an evolutionary modification than any kind of a reactionary kick."

Clifford VP/GM At WFLA-AM/FM

After only two months with the stations, WFLA-AM & FM/Tampa General Sales Manager Ken Clifford has been promoted to VP/GM. He replaces Al Brady Law, who returned to Blair sister stations WHDH & WZOU/Boston three weeks ago.

President/Blair Owned Radio Stations Jim Hilliard told R&R, "Ken's genuine enthusiasm with regard to our potential of the Tampa/St. Petersburg market makes this promotion especially gratifying. His knowledge of the staff and the support he feels for these people will be very beneficial in continuing the growth of these stations."

Prior to WFLA, Clifford spent four years with KEYN & KQAM/Wichita, first as GSM and later GM. "Obviously, I'm very excited," he said. "Although I knew I had growth opportunities in this company, I certainly didn't realize they would come this fast."

Anthony Upped To PD At WEEP

Dave Anthony has been named PD at WEEP/Pittsburgh, succeeding Bill White, who joined WBCS-AM & FM/Milwaukee as PD two weeks ago.

Anthony has been with WEEP and sister station WDSY for five years, spending the first two and a half handling overnights on WDSY before becoming an air talent and eventually Assistant PD/MD for WEEP. Anthony told R&R, "This is a great step for me, and I'm very excited about working with GM Peter Casella and the fine staff here. It's especially thrilling to follow in the footsteps of many of the country's finest programmers who have come through WEEP."



Dave Anthony

STAYS IN COLUMBUS

Lyles Now WVKO VP/Station Mgr.

WSNY/Columbus PD Harry Lyles, who resigned that job two weeks ago to fill the PD slot at WMJI/Cleveland, has changed his mind and will instead become VP/Station Manager at WSNY sister AM outlet WVKO.

WVKO & WSNY VP/GM Steve Joos told R&R, "We had been considering for some time developing a position on the AM that would provide it with closer management supervision. We gave Harry that opportunity, and we're happy he made the decision to stay with us. Harry will continue to report directly to me, and keeps his responsibilities with WSNY, although in a diminishing capacity. He's on cloud nine right now."

Said Lyles, "Right before I was to sign my contract with WMJI, I received a counteroffer from Steve Joos and (Josephson Communications Group President) Ed Christian to manage WVKO. I explained to everyone at WMJI that I needed some time to think about it and they graciously allowed me to do so. These are great people to work for here in Columbus, and I really found no reason to leave, considering the opportunity that I now have. I'll be supervising both sales and programming efforts

LYLES/See Page 32

TRANSACTIONS

Seguin Sells KWED For \$4.2 Million

American Media has agreed to buy KWED-FM/Seguin (San Antonio) from Seguin Broadcasting for \$4.2 million cash, subject to FCC approval.

Seguin, which will retain ownership of sister station KWED, is owned by Stanley McKenzie, Edward Sagebiel, Emma Jean McKenzie, and Edward Engelhardt. American Media is a Long Island-based group operator. Headed by President Alan Beck, the company owns WALK-AM & FM/Patchogue (Long Island) and WLIF/Baltimore.

KWED-FM broadcasts with 38 kw on 105.3 MHz at 131 feet. Tom Gannon of Americom Media Brokers handled the transaction.

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 Washington Bureau: 918 Connecticut Ave., NW, Suite 300, Washington, DC 20008, (202) 462-4990
 Vice President: JONATHAN HALL
 National Sales Director: BARRY O'BRIEN
 Washington Editor: BRAD WOODWARD
 Account Executive: VIVIAN FUNN
 Office Manager: CHERYL SOMERS
 Legal Counsel: JASON SHRINIBSKY
 Nashville Bureau: 1610 16th Avenue South, Nashville, TN 37212, (615) 252-8882, 292-8883
 Bureau Chief: SHARON ALLEN
 Office Manager: DEBORAH EVANS

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REAGAN AT OAB — During a campaign swing through Columbus, OH last week, President Reagan took 20 minutes to speak to 250 members of the Ohio Association of Broadcasters (OAB) at their fall convention. Reagan recalled his days in radio and stressed the importance of local news coverage. Pictured with Reagan are (center) Nationwide Communications President Clark Pollock, current OAB President, and WNBS-AM-FM-TV/Columbus President Gene D'Angelo.



Washington Report

1985 Dallas RCPC Shifts To September 11-14

Next year's Radio Convention and Programming Conference (RCPC) will be held three weeks earlier than previously planned. NAB and NRBA have set the new dates as September 11-14 at Loew's Anatole Hotel in Dallas. The prior time period of October 6-9 conflicted with too many October meetings by state broadcast associations, and was inconvenient for programmers because it fell during an Arbitron sweep.

The new dates represent a departure from the traditional Sunday-Wednesday time frame for the two associations' fall conventions. Next year's meeting will start on Wednesday evening with a cocktail party, followed by three days of sessions and a concluding Saturday night Texas barbecue.

FM Drop-Ins: 12-Station Limit Per Applicant?

A Washington law firm has asked the FCC to clarify whether applicants for FM drop-ins under Docket 80-90 will be restricted to filing for no more than 12 stations, the Commission's current cap on FM ownership by a single group. Haley, Bader & Potts says it has received conflicting opinions on the questions from different FCC branches.

The law firm reports hearing other rumors on the subject, including the possibility that minority applicants will be granted waivers allowing them to exceed the 12-station limit. Failure to clarify the situation could cause "an unintentional, but very real discrimination" that could result "in comparatively superior applications being dismissed," according to the firm.

FMs Required To Solve Blanketing Problems

The FCC last week tightened up its rules to make it clear that new FMs or existing ones that undergo major changes are responsible if they ruin radio reception for residents near their antennas. The phenomenon is known as FM blanketing.

The Commission set up a zone (out to the 115 dBu signal strength contour) that, for example, would require a 100 kw station to solve reception problems within 2.45 miles of its antenna. New stations, or existing ones that change power, antenna height, or location, would have to remedy any complaints at their own expense within one year. Remedies include raising antenna height, locating in sparsely populated areas, or installing filters on affected radio receivers.

Existing stations that cause problems are only required to cooperate with complainants by furnishing the information necessary to identify and solve problems.

Other Key Developments:

- PROJECT SMART says it has already gathered "hundreds of thousands" of signatures in support of a ban on radio-TV alcoholic beverage ads. It says the National PTA has mailed petitions to its 25,000 chapters.

- To cope with an increasing demand for Remote Pickup Units, the frequencies used to beam audio from an event back to a studio, the FCC has okayed measures such as split channel operation to use the available frequencies more efficiently.

- Retiring Senate Majority Leader Howard Baker (R-TN) has been elected to the Gannett Co. board of directors.

- In an attempt to resolve the longstanding problem of educational FMs interfering with TV stations on Channel 6, the FCC last week adopted new antenna height, location, and power restrictions, placing the burden on the radio stations to avert the interference.

- Nine applications for interim operation of KIFM/San Diego's facilities have been designated for hearing by the FCC.

- Saying the National Black Media Coalition has presented no new evidence, the Commission has reaffirmed the 1983 renewals of WELR-AM & FM/Roanoke, AL over charges of news distortion, Fairness Doctrine violations, false testimony, and programming unresponsive to minority needs.

ADDRESSES TEXAS BROADCASTERS

Fowler Vows To Punish "Spectrum Slobs"

'The FCC is not and will never be asleep at the switch when it comes to protecting the integrity of signals," Chairman Mark Fowler declared to the Texas Association of Broadcasters in San Antonio over the weekend. "We will punish those who are spectrum slobs or who violate other rules."

Stressing that "unregulation is different from no regulation," Fowler continued, "I've said the FCC should be a traffic cop. You're looking at the chief ticket writer right here. That's my job. And as long as I'm Chairman, I intend to do it."

Fowler added, "The FCC during my term, I'm glad to say, has not let down our guard on enforcement matters. To the dismay of some, perhaps, this Commission has been vigorously policing those rules that are on the books — spectrum interference, must-carry violations, employment discrimination in broadcasting, and other violations that subvert the goals of our Communications Act."

Fairness Doctrine Violation Upheld

The enforcement lecture came only two days after the Commission, for the first time since Fowler took office three and a half years ago, upheld a Fairness Doctrine complaint against a station. WTVH-TV/Syracuse was found to have presented one-sided coverage of a controversial issue of public importance in 1982 by airing 182 minutes of spots in favor of building a nuclear power plant, while giving only 22 minutes to opposing views.

In his Texas remarks, Fowler also tackled those in Congress who oppose broadcast deregulation. He criticized them for starting from the presumption "that the government has unquestionably the right to regulate the broadcaster from the point of

view of content . . . The presumption, I think, ought to be just the reverse: the government has to show its interests in regulating programming content before it can set regulatory ink to paper."

Lauds Reagan, Fears Lost Momentum

Then, in a slight foray into the presidential campaign, Fowler lauded President Reagan's support for granting First Amendment freedoms to the electronic media.

Moments later he added, "It would be sad, and from the point of view of what this nation is about, nearly tragic if the momentum of the last few years is lost. We are seeing headway in terms of making our communications policy rational and intelligent."

Fowler repeated previous calls for broadcasters, as "those whose rights are questioned," to shoulder greater responsibility for winning their own freedoms. "That's your fight; you, the broadcaster. Will you be willing to master the arguments, and marshal the resources to convince those who regulate you that regulation must change?"

"You must be leaders," Fowler advised. "You must be willing to make the logical arguments. Don't trade away fundamental freedoms for federal freebies. Recognize what your rights are. Fight for them."

SET MAKERS BACK MOTOROLA

NRBA Sees 1985 As AM Stereo's Breakthrough Year

NRBA predicts "AM stereo will come alive in '85" as stereo-equipped AM sets hit the market in large numbers. But the trade group says whether AM stereo survives and prospers depends on broadcasters. Those conclusions were issued this week in an NRBA AM Stereo Report that also found a "virtually unanimous" trend towards Motorola among major set makers.

"Receiver manufacturers in 1985 will make AM stereo sets easily and economically available, and they will promote their products," said NRBA. "AM broadcasters must support the efforts of the receiver manufacturers if AM stereo is ever going to take off. This begins with broadcasting in stereo and includes consistent and extensive promotion of AM stereo and the education of your listeners."

Set Makers Set Pace

After surveying set makers, NRBA reported that "every major radio receiver manufacturer plans to include AM stereo capability in its 1985 product line. This includes auto radios, home receivers, and tuners." Not all the companies are "wildly enthusiastic" about the technology, but NRBA said "we couldn't find a single producer who wasn't prepared, at the very least, to protect his competitive position in the marketplace by placing a bet on AM stereo. Obviously, they have reached the

conclusion that 1985 may indeed be the kickoff year for AM stereo and they'd better be in the game."

With the exception of Sony, Sansui, and Kahn Consumer Products, which are committed to multi-system receivers, NRBA found "the trend to Motorola C-QUAM is virtually unanimous." Firms planning to build C-QUAM AM stereo sets in 1985 are General Motors, Ford, Chrysler, Volkswagen, Mitsubishi, Arvin, Sherwood, Pioneer, Marantz, and McIntosh.

RX: AM Creativity, Aggressiveness

"Even the most optimistic among us do not believe that stereo will be AM's panacea," NRBA conceded, "but it can surely help to provide the necessary spark for AM's revival." The association advised broadcasters to use "a little bit of aggressiveness, a tad of creativity, and lots of patience" to help get AM stereo off the ground.

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“Radio And Children” Handbook Available



Now that the post-WWII baby boom is creating its own “echo” in the form of a rising birthrate, the subject of children’s radio takes on a new life. “Radio And Children,” a 24-page handbook from **Action for Children’s Television (ACT)**, outlines how commercial and non-commercial

stations can better serve this particular age group and their parents.

Obviously, stations aren’t about to switch to an all-children’s format — although future fragmentation may even make this a possibility. However, the handbook contains a variety of ideas for special programming, targeted marketing, and community relations, which stations can either adopt or use as jumping-off points for their own particular audience and market. The handbook also points out that this may trigger an audience increase by attracting the parents of these children.

Cost of the handbook is \$3.50; bulk rates are available. For more information, contact **ACT on Radio** at 46 Austin Street, Newtonville, MA 02160.

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PAN Debuts Computerized Entertainment

The Skippack, PA-based **Performing Artists Network of North America** recently unveiled what the firm describes as “the music industry’s first total information and communication network.” The system is accessible 24 hours a day, seven days a week from any office, apartment, or hotel room equipped with a standard telephone jack. In most cases, calls are originated locally via a special toll-free phone number.

Among the system’s features: private messages of unlimited length can, for example, be sent to Australia and back for less than a dime, even if the message is a 50-page document sent to 100 people simultaneously. Telex and ECOM service is also available, as is gateway service to ITT Dialcom.

The computerized system can also be used as a bulletin board for broadcasters, performers, producers, agents, promoters, journalists, distributors — in short, the full spectrum of the music industry. Databases range from an Independent Record Release Index to “groupies,” from travel and financial services to discount shopping, and from a 20,000-entry encyclopedia to Lockheed’s Dialog Database, which is the world’s largest and includes the International Electronic Yellow Pages. A multiplicity of additional services are available, including some for which no computer is necessary.

For more information, contact **PAN** at (215) 489-4640.

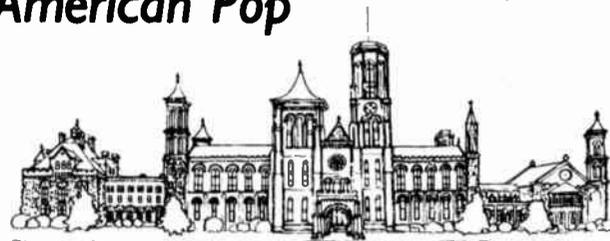
Urban Decisions Systems Offers Detailed Data

Los Angeles-based **Urban Decision Systems**, has announced the availability of “Media Market Profile Reports,” which provide in-depth demographic data for any type or size U.S. broadcast area. Each report includes 1980 and 1984 figures on population, households by size, race, Hispanic origin, age, income, and owners vs. renters. Additional 1980 numbers are available for occupation, completed school years, and travel time to work (in minutes).

These reports can be customized to your station’s specific coverage area. Match consumers’ profiles to your coverage area and show your advertisers how your station’s spots really “hit ’em where they live.”

Average cost per report is less than \$150. For more information, contact **Urban Decision Systems** at (213) 820-8931.

7-LP Set Spans 60 Years Of American Pop



SMITHSONIAN INSTITUTION

After thousands of research hours, the **Smithsonian Institution** has issued its latest collection of recordings, “American Popular Song: Six Decades of Songwriters and Singers.” Comprised of 110 songs packaged on seven LPs (or four 90-minute cassettes), the sampler spotlights 62 different singers, ranging from **Judy Garland, Bessie Smith, and Sophie Tucker** to **Frank Sinatra, Al Jolson, and Louis Armstrong**.

Featured composers include such noted tunesmiths as **George Gershwin, Cole Porter, Irving Berlin, Richard Rodgers, and Harold Arlen**. All selections are reproduced as they were originally recorded. The package comes complete with a 148-page booklet written by National Museum of American History Senior Arts Researcher **James Morris** and performing arts production specialists **Dwight Bowers** who, along with **Smithsonian Institution Press** Executive Producer/Recordings **J.R. Taylor**, are responsible for the mammoth project.

Unavailable in record stores, the boxed set is priced at \$47.96. Add another \$2.89 for postage. Order from **Smithsonian Recordings**, Box 23345, Washington, DC 20026.

LP Prices Down

While the suggested list price for top of the line pop albums recently jumped to \$9.98, record buyers are actually paying a lower overall price per LP than in 1980. According to statistics issued by the **Recording Industry Association of America (RIAA)**, 1980’s average LP price was

\$5.38. That figure rose to \$5.68 in 1981 and to an all-time high of \$5.70 in 1982, before dipping to \$5.64 in 1983. U.S. record buyers are currently paying a per album average of \$5.25, primarily because of major labels’ widespread reduction of catalog LP prices.

Sony Unveils 2-Track Digital Recorder

The “PCM-3102” is the latest broadcast-quality, two-channel digital audio recorder available from **Sony**. Designed for use in radio, record, or television production, the PCM-3102 incorporates the Digital Audio Stationary Head (DASH) format that was recently adopted by **Sony, MCI, Matsushita Electric and Willi Studer**.

Along with the DASH format’s 16-bit linear quantization and switchable 44.1kHz, the unit features 48kHz sampling frequency for a dynamic range of over 90dB, with frequency response within +0.5dB and -1.0dB from 20 to 20,000 Hz. In addition, the PCM-3102 uses 1/4-inch tape and can accommodate 12 1/2-inch reels, for up to three consecutive hours of playback.

Beyond its two digital audio channels, the PCM-3102 provides two analog channels and one dedicated time-code channel. The two analog channels are time-aligned



with their digital counterparts to permit razor blade edits. Furthermore, the unit’s open-reel configuration is designed for use in either portable, console or rack-mount situations.

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WESTWOOD ONE PRESENTS

PAT BENATAR



Tropico

OFF THE RECORD with Mary Turner

The weeks of Monday, November 12 and Monday, November 19, the Westwood One Radio Network will present an exclusive, two-part Off The Record Special featuring Pat Benatar. Join host Mary Turner as she and Pat discuss the Grammy-winning vocalist's new Tropico album and its premiere single, "We Belong," writing and recording with her producer/husband Neil Geraldo, and her impending motherhood. This exciting two-hour music and interview special will be heard on more than 250 great U.S. radio stations, throughout Canada, Australia and New Zealand, and around the world via Armed Forces Radio and Voice of America. For details, contact your Westwood One representative at (213) 204-5000.

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Pro:Motions

Taylor New WIIN & WFGP VP/GM

Dick Taylor has been appointed VP/GM of WIIN & WFGP/Atlantic City. He transfers from a similar post with sister outlet WUHN/Pittsfield, MA. Taylor first joined All Communications Corporation's WUPE & WUHN/Pittsfield as an Account Executive in 1979. The following year he was upped to Sales Manager; in 1981 he became Station Manager.

Brownstein Named WWCO GM

Sam Brownstein has been named General Manager of WWCO/Waterbury, CT. Prior to this he was GM of PRO Radio, a national radio sales rep firm he established in 1981. Brownstein sold the company in 1983. WWCO was recently acquired by Greater Radio, Inc.



Sam Brownstein

Mohr-Engledow Ups Peters

Geraldine Peters has been promoted to corporate VP of Mohr-Engledow Broadcasting, Inc. Before this, she served as Business Manager of WCTW & WMDH/Muncie-New Castle, IN; she will maintain those duties in addition to her new responsibilities. Peters has been with the stations since 1977.

Friend Segues To Music News

Lonn Friend joins Music News as VP/Director of Promotion. During the past two years he was affiliated with Larry Flynt Publications. In his new post with the telephone music information service, Friend will be working closely with President/founder Barry Jacobs.



Lonn Friend

FMR Taps Samolis, Relocates

Michael Samolis has joined FMR Associates, Inc. as a Research Associate. He hails from the Communication Research Center at Florida State University, where he was Assistant Director. FMR Research Center has also relocated to 6045 E. Grant Road, Tucson, AZ 85712. Phone is (802) 886-5548.

Isgro Enterprises Acquires Jay Warner Music Group



(l-r) Private I President Jay Warner, Isgro Enterprises Chairman Joe Isgro and Vice-Chairman David Checkler.

Isgro Enterprises has acquired the Jay Warner Music Group. The Warner catalogue will be incorporated into the Los Angeles-based Private I Music Publishing Group, Isgro Enterprises' new publishing arm. Jay Warner will serve as President of the new operation, reporting to Vice-Chairman David Checkler. Warner founded the Music Group in 1983 after three years as founder and head of K-tel's worldwide publishing interests.

Chiavaroli To WJNO GSM

Warren Chiavaroli has been named General Sales Manager of WJNO/West Palm Beach. He accepts the post after serving in a similar capacity with WNWS/Miami.



Warren Chiavaroli

Bucci New WBZZ & B-94 SM

E.R. "Dollie" Bucci has been named Sales Manager of WBZZ & B-94/Pittsburgh. She moves to the stations from neighboring WTKN & WWSW, where she held the GSM post. Bucci's radio career also includes similar positions with local outlets KQV and KDKA-TV.

Atlantic, Elektra Tap Shaw

Robert Shaw has been named Assistant VP of Management Information Systems (MIS) for Atlantic and Elektra Records; he will oversee all in-house data processing activities. Prior to accepting this newly-created post, Shaw had served as Director of Management Information Systems since 1982. He first joined Atlantic in 1979 as liaison to the Service Bureau (data processing). Two years later he moved up to Manager of Systems Development.



Robert Shaw

CBS Promotes Backer

Steve Backer has been named Director/College Marketing for CBS Records. He joined CBS in 1981 as Supervisor, College Program and has been Manager/College Marketing since 1982.



Steve Backer

Unger Joins Americangroove/CHRWAY

Gary Unger has joined Americangroove/CHRWAY Records as National Promotion/Marketing Manager. He was most recently affiliated with Davenport, IA-based Sugarvine Music. Among the label's current product is Dori Schoss's "You're A User."

Walker Upped At MAM

Nanci Walker has been promoted to Creative Services Manager at Mike's Artist Management. She was previously administrative assistant for the firm.



Nanci Walker

F.M. Records Bows

Singer/songwriter Frank Musker and European entrepreneur Evros Stakis have formed F.M. Records in association with their recently established publishing/production company, F.M. Music, Inc. The label is located at 9000 Sunset Blvd., Suite 406, Los Angeles, CA 90069.

Steinbrueck Elected MBA President

KDEX-AM & FM/Dexter, MO President/GM Leon Steinbrueck has been elected President of the Missouri Broadcasters Association. President-elect is KFVS-TV/Cape Girardeau VP/GM Larry Harris; Secretary-Treasurer is KDMO & KRGG/Carthage VP/GM Ron Petersen. The four new directors elected to the board were KYKY/St. Louis GM Karen Carroll, KWIS & KRES/Moberly OM David Shepherd, KOLR-TV/Springfield VP/GM Ellis Shook, and KZYM & KEZS/Cape Girardeau President Jerry Zimmer.



Leon Steinbrueck

Kavett Heads Communications Firm

Henry Kavett has founded The Independent Group Of Companies, a communications holding company. He will serve as President/CEO of the new firm. Kavett was formerly affiliated with Katz Communications, holding the Director of Corporate Communications post. Prior to that he was Director, Information & Public Relations for ABC's Radio Division. The Independent Group Of Companies plans to announce several joint venture projects and acquisitions in the near future. Direct inquiries to Roger Stewart at (212) 206-7789.

Martone Appointed Enigma Controller

Jim Martone has been appointed Controller of Enigma Records. Prior to this he was senior accountant at Allied Record Company, a division of WEA Manufacturing.

Bleier Appointed IRTS President

Edward Bleier, Executive VP of Warner Bros. Television, has been selected as President of the International Radio and Television Society. He succeeds Viacom International Chairman Ralph Baruch, who resigned after 16 months to accelerate succession. Bleier has been an IRTS governor for 11 years and is Vice Chairman of the International Television Council.

Jefferson-Pilot Acquires BMC Division



(l-r) Jefferson-Pilot Broadcasting Company VP/Administration John Edgerton and BMC President/owner Bill McGee.

Jefferson-Pilot has acquired the Co-Opportunities division of Broadcast Marketing Company (BMC). The division is a nine-year-old operation that provides a monthly subscription service on active cooperative advertising programs. The \$1.5 million purchase agreement includes non-compete and consulting agreements with BMC and its President/owner Bill McGee. The Co-Opportunities service will be operated by Jefferson-Pilot Retail Services, a division of J-P Broadcasting.

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Research Quiz Answers Revealed

And now, the envelope please. Yes, it's the moment you've been waiting for these last several weeks — the unveiling of the answers to my Annual Research Quiz. Thanks for the hundreds of entries, more than ever before.

Before we reveal the correct replies to the toughies I listed in my October 5 column, let's take our collective hats off to the winner of this year's quiz, KLUC/Las Vegas PD **Bill Richards**, who also tied for the honors last year. The winning score was 100%, quite an achievement given the nature of the questions. The average score was 70% correct, with questions seven, nine and ten throwing off many folks.

Quiz Answers

1. The first question wanted to know how many markets Arbitrends is currently available in. The correct reply was 23. However, with the addition of winter sweeps to Portland, OR and Sacramento, the total will soon be 25.

2. This question dealt with the concept known as Individual Focus Sessions. I was curious as to how many of you could describe what IFS, now being marketed by **Surrey Research**, involved.

The key item I was looking for here was that as compared to traditional focus groups, which involve the moderator and perhaps ten others in the room in a group discussion, the IFS approach features a one-on-one discussion between the moderator and each respondent. This technique usually involves two moderators who work long days talking to each respondent for about 30-45 minutes.

3. Here I queried how many weeks in a typical month does **Birch** survey a metro. When **Arbitron** does monthlies (Arbitrends), it sweeps every week in the months involved. However, **Birch** generally surveys only two weeks per month, although its sample in those two weeks is often equivalent to or larger than the Arbitrends sample.



4. Do you know the difference between shares and ratings? The correct replies were that a share is a percentage of those listening during the given daypart (thus a 10 share Monday-Sunday 6am-midnight means that at any given 15-minute period in the week, 10% of those tuned to radio are listening to that station).

Meanwhile, a rating is a percentage of the available local population (metro usually). Thus, if a station has an AQH rating of 2.0, that means that 2% of the population of the demo involved listen to that station in any given 15-minute period of the daypart in question.

5. Comparing the spring '83 Ratings Report to the spring '84 version, which of these formats slipped in overall share impact? The formats offered were A/C, AOR, CHR, and Country. All except AOR showed growth in our report data, based on Arbitron shares.

6. Here I wanted to see if you knew how many markets are surveyed monthly by **Birch Radio**. According to new **Birch Radio** President **Dick Weinstein**, the firm is now surveying 94 markets on a regular monthly basis. However, at the RCPC **Birch** distributed a piece claiming 96 markets — thus if you checked "other" I also allowed that to count as a correct reply.

7. This question about what should always be a part of the focus group pro-

Week In Review

Herman To Head Midwest Arbitron Office

Rhody Bosley, Arbitron's VP Sales/Marketing, has announced that Scott Herman has been promoted, effective November 1, to Midwest Division Manager. Herman was formerly a Senior Account Executive in the firm's Northeast Division, and has now relocated to Chicago.

Book Look Unveiled Next Week

Arbitron will soon present the changes it plans to make in its ratings book's appearance and information. Next week the RAB GOALS Committee will get a peek at the planned revisions, first outlined on this page in September. The timetable for implementation of the changes has been set back, however. According to Arbitron's Rhody Bosley, "The revisions will occur in stages, although I'd love to do a turnkey rollout. We'll see some changes in the fall '85 books, with the spring '86 reports showing the impact of the full implementation."

Spring Book Problems: Memphis, Saginaw

Two spring '84 Arbitron radio market reports have come under fire, with the Saginaw book being reissued and the Memphis book called into question. In Saginaw, WFXZ did not receive slogan entry credits to which it was entitled, leading to a reissue after the problem was discovered through a post-survey diary review. A similar review uncovered the fact that in Memphis two counties within the High Density Black Area actually returned no black diaries. Arbitron spokesperson Jay Billie told R&R, "Those counties probably shouldn't be part of the HDBA. We'll monitor their black return and in the future we'll be evaluating all markets to see if the High Density Areas are properly composed."

cess caught many of you. The only item of the choices you were offered that should always be part of a focus group project is the follow-up with a large sample study, to see if the top-line findings ferreted out through the groups are validated with a more reliable sample.

"You don't always want to include heavy listeners as part of your focus group process."

Most of you knew that you wouldn't ever want a station GM/PD to moderate the groups, and most of you also correctly felt that you wouldn't base a major decision — such as a format change — on just the small sample used in a focus group series.

Where some of you tripped up was the part about always wanting to talk to heavy listeners to your station. First of all, there may not be any such animals if your station has been in the pits. Second, you may feel you already know what your partisans think of you but feel you need to get a better reading from your light and medium users. At any rate, you don't always want to include heavy listeners as part of your focus group process.

8. Given the ongoing controversy about the demos available through Arbitrends, I was curious to see how many of you could pick the demo that isn't currently available from that system.

The correct reply, noted by most of you, was adults 18-49. The only four demos available from Arbitrends are 12+, teens, and men/women 18+.

9. All but one of the formats I listed in this question generally show up better 12+ in **Birch** than Arbitron. While AOR, Classical, and Talk score higher in **Birch** pretty consistently, Country is a mixed bag (and thus the correct reply).

10. Finally, I asked how you could determine, in the spring Arbitron reports, the usable sample size for any demo. In the past you had to use an elaborate formula to compute this figure, but now Arbitron has improved the data on page three by adding a column titled "In-Tab Sample." The number under that heading is, for each demo, the number of usable diaries upon which estimates for that population are based. Thus, if you see the number 49 alongside the men 18-24 demo on page three, that means that whatever the male 18-24 population for your metro happens to be was represented by 49 diaries this spring sweep.

Tiebreaker. This threw off a number of you who have undoubtedly thought you knew how to pronounce my name. The last choice, phonetically spelled **John Highber**, was the correct option.

So there you have it, another annual research masterpiece. Thanks again to all who entered and made this the popular feature it always is — and congratulations once more to **Bill Richards** for the winning entry. May your reign as a research whiz be an enjoyable one.

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Summer '84 Birch Advances



Birch Radio

New York

WHTZ Inches Toward 10; WRKS, WINS Win Big; WNEW-FM Opens AOR Gap; WNEW Jumps; WOR Plunges

	Spring '84	Sum. '84
WHTZ (CHR)	9.6	9.8
WRKS (Urbn)	5.0	6.2
WINS (News)	4.3	5.2
WPLJ (CHR)	5.0	5.2
WNEW-FM (AOR)	3.8	4.5
WKTU (CHR)	5.0	4.3
WAPP (AOR)	3.8	3.6
WBL (Urbn)	2.7	3.6
WABC (Talk)	2.7	3.5
WOR (Talk)	7.6	3.5
WADO (Span)	3.1	3.2
WCBS (News)	2.4	3.2
WNEW (BBnd)	1.9	3.1
WCBS-FM (Gold)	3.4	2.9
WNBC (CHR)	2.7	2.2
WHN (Ctry)	2.6	2.1
WPAT-FM (BM)	1.9	2.0
WPIX (A/C)	2.4	2.0
WQXR-AM & FM (Clas)	2.1	1.8
WSKQ (Span)	1.9	1.8
WRFM (BM)	1.8	1.6
WLTW (A/C)	1.2	1.5
WYNY (A/C)	1.5	1.4
WJIT (Span)	1.5	1.3
WMCA (Talk)	1.9	1.1
WWRL (Rel)	.5	1.1
WBLI (CHR)	1.2	1.0
WLIR (AOR)	1.2	1.0

Birch Radio

Dallas-Ft. Worth

KVIL-FM Slips, Still Dominant; KKDA-FM Steady Number Two; KAFM Jumps; KTXQ Solidifies AOR Lead; WBAP Rebounds Strongly

	Spring '84	Sum. '84
KVIL-FM (A/C)	13.0	10.9
KKDA-FM (Urbn)	8.9	8.9
KTXQ (AOR)	7.3	8.4
KAFM (CHR)	5.6	8.3
WBAP (Ctry)	4.1	7.0
KSCS (Ctry)	5.8	6.6
KRLD (News)	6.4	6.5
KZEW (AOR)	6.5	5.9
KPLX (Ctry)	6.4	4.1
KEGL (CHR)	5.8	3.8
KLUV (A/C)	1.7	3.1
KMEZ (BM)	4.5	3.0
KMGZ (A/C)	3.6	3.0
KNOK (Urbn)	2.5	2.3
KQZY (BM)	1.4	2.0
KKDA (Blk)	1.0	1.7
KPBC (Rel)	.8	1.4
KRQX (Gold)	1.6	1.4
WRR (Clas)	.8	1.2

Birch Radio

Los Angeles

KIIS Still Hitting Double Digits; KMET Tightens AOR Race, KROQ-FM Rebounds; Hispanic Stations Stronger; KFVB Cops News Title

	Spring '84	Sum. '84
KIIS (CHR)	10.5	11.7
KABC (Talk)	7.3	6.5
KLOS (AOR)	5.7	5.5
KMET (AOR)	3.8	4.9
KALI (Span)	3.7	4.7
KFWB (News)	2.7	3.9
KROQ-FM (AOR)	3.0	3.8
KLVE (Span)	3.1	3.6
KNX (News)	3.7	3.5
KBIG (Easy)	2.4	3.2
KKHR (CHR)	3.0	3.1
KJOI (Easy)	2.1	2.9
KWKW (Span)	1.6	2.9
KOST (A/C)	1.9	2.4
KRTH (Gold)	2.6	2.0
KIQQ (CHR)	1.8	1.8
KJLH (Blk)	3.6	1.8
KRLA (Gold)	1.7	1.8
KFI (A/C)	1.9	1.7
KMPC (BBnd)	1.9	1.7
KTNQ (Span)	1.6	1.7
KDAY (Blk)	1.3	1.6
KPRZ (BBnd)	1.2	1.5
KZLA-FM (Ctry)	1.8	1.5
KUTE (Urbn)	1.2	1.4
KHJ (CHR)	.3	1.3
KACE (Blk)	1.6	1.2
KHTZ (A/C)	1.8	1.2
KLAC (Ctry)	2.5	1.2
KMGZ (A/C)	1.6	1.2
KNOB (Easy)	1.5	1.1

Birch Radio

Detroit

WJR Rides Tigers' Hot Streak; WRIF Widens AOR Daylight; WXYZ, WWJ, WMJC, WOMC Post Healthy Gains

	Spring '84	Sum. '84
WJR (Misc)	11.8	11.6
WRIF (AOR)	7.6	8.0
WLLZ (AOR)	6.9	7.0
WHYT (CHR)	6.6	6.9
WJLB (Blk)	6.4	6.4
WDRQ (Urbn)	7.6	5.2
WJOI (BM)	5.3	5.2
WXYZ (Talk)	3.5	4.7
WWJ (News)	3.1	4.3
WNIC-FM (A/C)	4.5	4.2
WCZY (CHR)	4.0	3.5
WWWW (Ctry)	3.3	3.2
WMJC (A/C)	2.5	3.1
WOMC (A/C)	1.9	3.1
WJZZ (Jazz)	2.2	2.5
WCXI-FM (Ctry)	3.0	2.4
WCLS (A/C)	1.2	1.9
WLBS (CHR)	2.1	1.8
WQRS (Clas)	2.1	1.5
WCXI (Ctry)	2.2	1.4
WHND (Gold)	1.3	1.3

Birch Radio

Chicago

Cubs Help WGN Maintain Lead; WGCI-FM Extends Urban Margin; AORs Rebound; WLAK Takes A/C Crown

	Spring '84	Sum. '84
WGN (Talk)	8.9	9.5
WGCI-FM (Urbn)	6.1	6.8
WBBM-FM (CHR)	6.9	6.2
WBMX (Blk)	5.6	5.2
WMET (AOR)	4.1	5.2
WLS (CHR)	4.7	5.0
WXRT (AOR)	3.8	4.9
WMAQ (Ctry)	5.3	4.3
WBBM (News)	3.8	4.3
WLUP (AOR)	3.7	4.1
WLS-FM (CHR)	4.8	3.9
WLAK (A/C)	2.9	3.6
WIND (Talk)	3.3	3.2
WLOO (BM)	2.6	3.2
WCLR (A/C)	3.1	3.1
WKQX (CHR)	4.3	3.1
WUSN (Ctry)	2.7	2.6
WFMT (Clas)	2.3	2.3
WFYR (A/C)	3.0	2.1
WJJD (BBnd)	3.4	2.0
WJMK (Gold)	1.7	2.0
WAGO (CHR)	.3	1.0
WAIT (BBnd)	1.0	1.0
WJPC (Blk)	1.0	1.0

Birch Radio

San Francisco

KGO Softer, Still Number One; KSOL Climbs To Second; KITS Posts Best Book Ever; KSAN, KNEW Slip; KOMA Tops AOR Contest

	Spring '84	Sum. '84
KGO (N/T)	9.9	8.4
KSOL (Urbn)	4.4	5.8
KYUU (A/C)	5.4	5.0
KSAN (Ctry)	5.2	3.7
KCBS (N/T)	4.2	3.4
KABL-FM (BM)	2.9	3.2
KBLX (Urbn)	2.5	3.2
KNBR (A/C)	2.5	3.1
KITS (CHR)	2.2	3.0
KFRC (CHR)	3.7	2.9
KIOI (A/C)	3.5	2.8
KOME (AOR)	2.4	2.7
KQAK (AOR)	2.2	2.6
KWSS (CHR)	2.2	2.6
KSFO (A/C)	1.9	2.5
KMEL (AOR)	2.3	2.4
KRQR (AOR)	3.0	2.3
KDIA (Blk)	2.6	2.2
KFOG (AOR)	2.2	2.1
KOIT-FM (Easy)	1.3	2.1
KKHI-AM & FM (Clas)	1.2	1.9
KNEW (Ctry)	4.3	1.9
KLOK-FM (A/C)	1.4	1.8
KABL (BM)	2.7	1.6
KBAY (BM)	1.0	1.6
KLIV (BBnd)	1.3	1.3
KJAZ (Jazz)	1.7	1.1
KDFC (Clas)	.8	1.0

Birch Radio

Washington, DC

WKYS Gains, Approaches Double Digits; WWDC-FM Adds Two, Grabs Second Place; WRQX Rises To Third Spot, Widens Lead Over WAVA; WHUR, WGAY Slip; WGMS Rebounds; WMZQ On Upswing

	Spring '84	Sum. '84
WKYS (Urbn)	9.0	9.8
WWDC-FM (AOR)	7.4	9.4
WRQX (CHR)	6.7	7.2
WHUR (Blk)	7.9	5.8
WMAL (A/C)	6.1	5.7
WAVA (CHR)	6.6	5.6
WGAY-FM (BM)	7.5	5.6
WMZQ (Ctry)	3.3	4.7
WASH (CHR)	4.2	3.9
WTOP (News)	3.5	3.8
WWRC (Talk)	4.6	3.5
WGMS-AM & FM (Clas)	1.9	3.4
WPGC-AM & FM (A/C)	4.1	3.3
WLTT (A/C)	4.3	3.1
WDJY (Urbn)	2.8	3.0
WPKX-FM (Ctry)	4.0	2.5
WXTR-FM (Gold)	1.6	2.5
WEZR (A/C)	.8	1.4
WHFS (AOR)	.8	1.2
WYCB (Rel)	1.0	1.0

Birch Radio

Philadelphia

WMMR Almost Doubles, Surges To First; WUSL Retains Urban Lead; WCAU Gains On KYW

	Spring '84	Sum. '84
WMMR (AOR)	5.8	10.6
WUSL (Urbn)	10.0	8.4
KYW (News)	9.4	7.0
WCAU-FM (CHR)	7.9	6.8
WEAZ (BM)	7.0	6.1
WYSP (AOR)	6.0	5.8
WCAU (Talk)	3.7	5.4
WMGK (A/C)	4.9	5.0
WDAS-FM (Urbn)	7.4	4.8
WWDB (Talk)	4.5	4.5
WPEN (BBnd)	3.7	4.0
WIOQ (AOR)	3.5	3.4
WIP (A/C)	2.7	3.3
WZGO (CHR)	2.7	2.8
WFIL (Gold)	2.4	2.6
WSNI (A/C)	2.0	2.2
WKSZ (A/C)	2.1	2.1
WXTU (Ctry)	1.9	2.1
WFLN-FM (Clas)	1.4	2.0

Birch Radio

Houston-Galveston

KKBQ-FM Stronger Than Ever, Tops Again; KMJQ Solid, Steady Second; KLOL Tightens AOR Race

	Spring '84	Sum. '84
KKBQ-FM (CHR)	12.9	13.1
KMJQ (Urbn)	11.3	11.4
KIKK-FM (Ctry)	8.5	9.4
KSRR (AOR)	10.0	8.9
KLOL (AOR)	6.4	8.6
KODA (BM)	4.9	4.8
KTRH (Talk)	3.9	4.7
KFMK (A/C)	4.3	4.3
KXAS (Ctry)	—	3.9
KLTR (A/C)	3.1	3.6
KQUE (BBnd)	2.4	3.5
KRBE-FM (CHR)	4.4	3.5
KPRC (News)	3.6	2.4
KLEF (Clas)	2.4	1.5
KYOK (Blk)	1.3	1.5
KNUZ (Gold)	1.0	1.2
KILT (Ctry)	1.5	1.1
KKBQ (CHR)	2.1	1.1

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.

How accountability helps make our selling better

How do you evaluate your radio rep's sales performance? Is simply meeting budgets all that you require? Or exceeding last year's? How do you measure accountability?

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NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

ELECTION '84

Network Coverage Lineup

Next Tuesday (11-6) marks the 50th presidential election in United States history. It also marks the 17th such election reported by radio, which received its first shot at reporting the returns in 1920. Now, 64 years later, radio coverage is still a vital force in accurately reporting the returns as they come in from around the country, focusing not only on the presidential election but on Congressional and local races as well. This week's column takes a look at the radio networks, outlining their coverage schedules, correspondent lineups, and election night features.

Note: All times are EST.



ABC News will be offering a wide range of election night coverage to the 1700 affiliates of its six networks; this programming includes special reports, regional coverage, afternoon drive reports, victory and concession statements, and a closed circuit voter projection service. The coverage menu, fed via digital satellite transmission, includes:

- **National election reports:** These will begin at 7pm and will continue until all the major political races have been decided.

- **Regional election reports:** This coverage will feature ABC News correspondents, anchoring two 90-second reports every hour for each of eight geopolitical regions. The reports will be fed from 7pm to conclusion of coverage.

- **Projection advisories:** As the ABC News Political Unit makes projections, these will be transmitted as off-the-air advisories for local news staffs. ABC will project no winner in any state until the polls in that state have closed.

- **Afternoon drive reports:** ABC will feed "Election Outlook 1984," three 90-second special reports featuring updates on the election turnout and other current election news.

ABC's election night coverage will feature a correspondent and analyst team, which includes Robert Trout, Herbert Kaplow, Bob Clark, Sam Donaldson, Mike von Fremd, Vic Ratner, Carol Simpson, Tony Sargent, Phillip Greer, Jean Messerve, Peter Cleaveland, David Brinkley, Sander Vanocur, and Hal Bruno.



AP's ElectionWatch programming begins at 8pm. It will continue until 1am or until the network has declared a winner in the presidential race and a party has won a majority in both the House of Representatives and the Senate - whichever is later. Because AP does not use exit polling and does not project winners, its planned coverage could continue well into Wednesday morning.

ElectionWatch reports will be fed twice hourly, beginning at 8:20pm, and will be four minutes in length. In addition, the network's regular five-minute hourly newscasts will be devoted primarily to election news.

Bob Moon is scheduled to anchor the ElectionWatch reports, as well as the hourly newscasts. In addition, correspondents Candy Crowley and Mark Knoller will be covering the Reagan and Mondale campaigns, respectively.



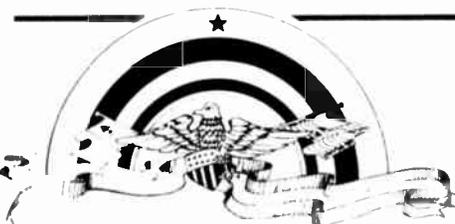
The CBS Radio Network and RadioRadio have planned a full schedule of election night coverage. Full coverage details for both networks follow below:

- **CBS Radio Network:** Coverage will be anchored by Charles Osgood and Reid Collins, beginning at 7:14pm. The schedule includes four hourly reports, comprised of regular hourly newscasts plus six-minute reports broadcast at :14, :30, and :44 after the hour. Additional coverage will be fed at :6, :20, :36, and :50 after each hour, beginning at 7:06pm.

Analysis will be provided by George Herman, updates will be anchored by Frank Settipani, and network field correspondents include Bill Lynch, Jackie Judd, Judy Miller, Christopher Glenn, Deborah Potter, and Rob Armstrong.

- **RadioRadio:** Network programming will begin at 7:05pm and will be hosted by Randy Riddle. Reports will begin with a :60 Election '84 update and will be followed by :60 reports broadcast at :23 past the hour, beginning at 7:23pm. In addition, a post-election 90-second wrap-up will be broadcast Wednesday evening at 7:40pm.

All CBS coverage is expected to conclude at 1am, but both networks will expand or conclude their programming depending on the election results.



MUTUAL BROADCASTING SYSTEM

The Mutual Radio Network will be providing affiliates with continuous election night coverage from 7pm to midnight, running past that time if the presidential contest is still undecided. Mutual News will also provide stations with the option of carrying two four-minute special reports per hour at :15 and :45 past each hour, beginning at 7:15pm and continuing through 11:45pm.

Veteran correspondents Paul Duke and Jim Slade will co-anchor the continuous coverage, while Jim Bohannon and Peter Maer will anchor the special reports. Political analysis will be provided by Ben Watenberg and Mark Shields. Additional reports will be filed by Ross Simpson, covering the new Congress; Bill Goody with President Reagan; Paul Henderson covering Walter Mondale; Bob Witten with George Bush; and Al Freeman with Geraldine Ferraro.

PROJECTING THE WINNER

Networks Make The Call

In the 1980 presidential election considerable criticism arose from the "early call" made by the networks. Theoretically, voters on the West Coast and in other states where polls had not yet closed possibly decided not to cast their ballots, primarily because the networks had already projected a winner, and also because concession speeches had been made by both candidates.

This year, numerous members of Congress, educators, and government officials have been pressing the networks and candidates to temper their zeal to be first, and withhold results until all the polls are closed. While most of the attention in this matter has been focused on television, radio coverage also plays an important role with the voter driving to the polls after work in the afternoon. R&R surveyed the three radio networks which also have TV counterparts to see what plans they have for exit polls and projections in this Tuesday's election.

Peter Flannery, VP/ABC News, Radio

"We will not release results from exit polls before the polls close, because we do not wish to discourage the electorate from casting their votes. We respect the voters too much."

Jim Farley, VP/NBC Radio News

"We will wait until after the first actual vote count starts to come in from each state before reporting the projected winner of the state. If the presidential contest is close, we'll have to wait some time before we report a projected winner. But if there is a landslide, we'll be reporting the winner based on electoral college totals long before the polls close in the West. We're going to report it when we know it, state by state, and it is possible that we'll be reporting that somebody has won before all the polls have closed."

Ed Joyce, President, CBS News

"CBS News policy is that we will not project a winner of a contest until the polls have closed in that state. In the case of multiple closing times, we will report when the majority of the polls have closed. In the case of the presidential election, we will call the winning results state by state until 270 electoral votes have been cast and at that point we will then call a national winner."

1am, unless the outcome of the presidential race isn't known at that time.

All of the regularly-scheduled RKO newscasts will contain special live reports from the network's Election Center. Each of these reports will be up to three minutes in length, depending on election news flow. Victory and/or concession speeches by President Reagan and Walter Mondale are also scheduled and may necessitate the cancellation of other newscasts and special reports.



The Sheridan Broadcasting Network is planning a full schedule of election night coverage, featuring one 2-1/2 minute "Election '84" special each hour, anchored by network News Director Jerry Lopes. Reports will also include updates with White House correspondent Bob Ellison, as well as field reports from correspondents covering key Congressional, Senate, and local races.



UPI has designed its schedule of coverage for station flexibility, planning to feed four election updates at the top of each hour, :25, :40, and :55 past. Stations may use any or all of the updates, depending on individual preference. These updates will start at 7pm and continue until 3am, extending beyond that time if developments warrant. The regular news update on the half-hour will also focus on the election for stations that want a more contemporary approach.

The network will also provide bulletin wrap-arounds, voicers, and actualities for use in local newscasts. Live coverage of candidates' speeches is also planned.

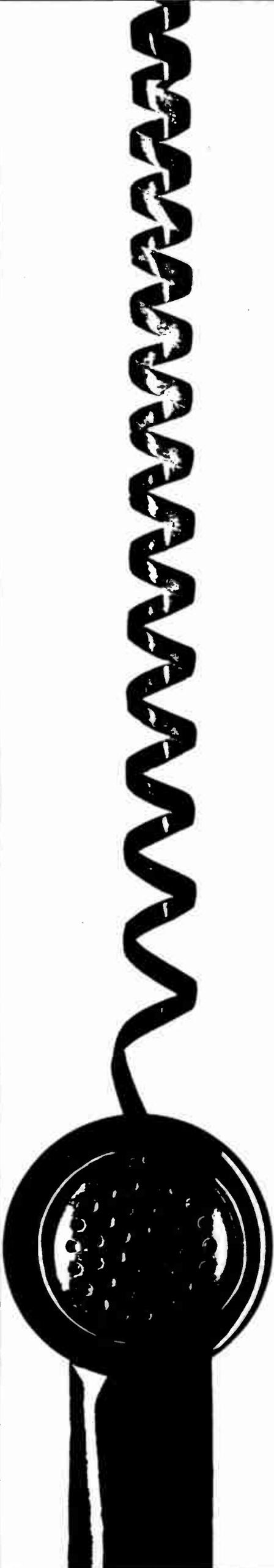
Correspondent Pye Chamberlain will be headquartered at the Mondale-Ferraro headquarters, while Gene Gibbons will follow the Reagan-Bush camp. In addition, Capitol Hill correspondent Bonnie Erbe will follow the Congressional races, while UPI correspondents around the country will report on other races of national interest.



RKO RADIO NETWORKS

RKO will be supplying complete election coverage to affiliates of both its RKO One and RKO Two networks.

Beginning at 6:10pm RKO One stations will receive two-minute reports at :10 and :55 past the hour, each anchored by Ed Gullo. RKO Two affiliates will also receive two-minute reports, beginning at :25 and :40 past the hour; these reports will begin at 6:25pm and will be anchored by Gil Gross. Special reports on both networks will end at



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Weekends

Talknet
FROM NBC RADIO

R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES NOVEMBER 5-9

The Weekend	
NOVEMBER 10-11	
American Christian Countdown (SP) Alan Robertson	
American Gospel Rock Countdown (SP) Farrell and Farrell	
Captured Live (RKO) Genesis	
Countdown America w/John Leader (RKO) 38 Special	
Dick Clark's Rock, Roll, & Remember (US) Chubby Checker	
Don & Deanna On Bleecker Street (CB) John Kay & Steppenwolf	
Dr. Demento (WO) Fat & Skinny Songs	
The Great Sounds (US) Mitch Miller	
Guest DJ (PFM) John Cafferty & Beaver Brown Band	
Hot Ones (RKO) Toto	
Hot Rocks (US) Thompson Twins	
Lee Arnold On A Country Road (MBS) Gene Watson/Nitty Gritty Dirt Band/ Tammy Wynette/Crystal Gayle/Reba McEntire	
Metalshop (MJI) Ozzy Osbourne	
Music & Memories (SBS) Fleetwoods/Howie Mandel	
Music Of The City (SI) They Call It Rock & Roll Part 5	
Rare & Scratchy Rock & Roll (PIA) Creedence Clearwater Revival	
Rick Dees' Weekly Top 40 (US) Kenny Rogers	
Rock Album Countdown (WO) David Bowie/Scandal	
Rock Chronicles (WO) Veteran British Rockers	
Rock Over London (RI) Boy George/Pete Townshend/Iron Maiden	
Solid Gold Country (US) Michael Martin Murphey	
Source Special (SOU) Julian Lennon album party	
Top 30 USA (CBSR) Dion	
Weekly Country Music Countdown (US) Gene Watson	

The Week Of	
NOVEMBER 12-16	
Country Closeup (NP) Bob McDill	
Earth News (WO) Sammy Hager/Michael Ocha/Aaron Russo	
In Concert (WO) Alarm/Talk Talk	
Innerview (IN) Tommy Shaw	
Music Makers (NP) Stan Getz	
Off The Record (WO) Hall & Oates/John Cafferty/Molly Hatchet	
Off The Record Special (WO) Pat Benatar Part 1	
Pop Concert (WO) Michael McDonald	
Special Edition (WO) Deniece Williams	

Saturday	10
NOVEMBER	
BBC Rock Hour (LW) Led Zeppelin	
Country Calendar (CW) Donna Fargo	
Dick Bartley's Solid Gold Saturday Night (RKO) Paul Revere & The Raiders	
Rare Trax (CW) Rod Stewart	
Silver Eagle (ABCE) John Conlee	
Super Gold (TRAN) '80's Flower Power Love-In	

Sunday	11
NOVEMBER	
Country Calendar (CW) Narvel Felts	
King Biscuit Flower Hour (ABCR) Jefferson Starship	
Live From The Record Plant (RKO) REO Speedwagon	
Rolling Stones' Continuous History Of Rock And Roll (ABCR) Rock & Roll Veterans	

Monday	12
NOVEMBER	
Country Calendar (CW) Lee Greenwood	
Rare Trax (CW) Rod Stewart	
Retro Rock (CW) John Lennon	
Sound Check (RKO) Duran Duran	

Tuesday	13
NOVEMBER	
Country Calendar (CW) Crystal Gayle	
Rare Trax (CW) Ronnie Lane	
Sound Check (RKO) New Edition	

Wednesday	14
NOVEMBER	
Country Calendar (CW) Rosanne Cash	
Rare Trax (CW) Boomtown Rats	
Sound Check (RKO) Sheila E.	

Thursday	15
NOVEMBER	
Country Calendar (CW) Conway Twitty	
Rare Trax (CW) Joe Cocker	
Sound Check (RKO) Toto	

Friday	16
NOVEMBER	
Country Calendar (CW) Earl Thomas Conley	
Rare Trax (CW) Missing Persons	
Sound Check (RKO) Jacksons	

PROGRAM SUPPLIERS KEY

ABCD = ABC Direction Net	MJI = MJI Broadcasting
ABCE = ABC Entertainment Net	NBC = NBC Radio
ABCR = ABC Rock Net	NP = Narwood Productions
ABCY = ABC Youth Nets	NSBA = NSBA Productions
AMS = American Media Services	PFM = PFM Inc.
AP = Associated Press	PRN = Progressive Radio Network
ASR = All Star Radio	PG = PG Prod.
BR = Barnett-Robbins	PIA = Public Interest Aff.
CB = Continuum Broadcasting	RCP = Ron Cutler Productions
CBS = CBS Radio	RI = Radio International
CBSR = CBS RadioRadio	RKO = RKO Radio Net
CRN = Creative Radio Net	RKO1 = RKO One
CW = Clayton Webster	RKO2 = RKO Two
DCA = DC Audio	SBS = Strand Broadcast
DIR = DIR Broadcasting	SI = Syndicate It
GSN = Global Satellite Net	SOU = NBC The Source
IN = Innerview	SP = "The Spirit" Productions
IS = IS INC	TRAN = Transtar
LBP = Lee Bailey Prod.	US = The United Stations
LW = London Wavelength	WO = Westwood One
MBS = Mutual Broadcasting	YRN = York Radio Network
ME = Multimedia Entertainment	



RECORD RANGER — Presenting . . . who knows? When Night Ranger recently appeared on "Live From The Record Plant," produced by P.G. Productions, a little confusion arose over just who was to introduce whom. Pictured amidst the confusion are (l-r) Night Ranger Kelly Keagy, host Lou Simon, and Jack Blades.

Lifestyle	
Coping With (SOU) Irresponsible People (11/5) Being Decisive (11/6) Unresolved Anger (11/7) Being A Houseguest (11/8) Your Writing Ability (11/9)	
Lifelines w/Bill Fantini (ABCR) Randy Harrelson/"Bandana Book" (11/5-9)	
Playboy Advisor (WO) He's trying to get her fat/shopping mall affairs/racquetball injuries/housewife is bored/choosing psychotherapists/vitamins and baldness/he likes her vibrator/he's not interested in her/condom sizes/vibrator-shower safety (11/5-9)	
Radiorobics (SI) Hip Exercises (11/5-9)	
Spaces & Places (WO) Breaking Up Is Hard To Do (11/5-9)	

General Information	
Brad Messer's Daybook (WO) Rensselaer/Settlement House (11/5) Lincoln elected/Peter Pan (11/6) Lewis & Clark/bridge collapse (11/7) Old Black Joe/meteorite hit (11/8) Largest ship/transpacific balloon (11/9)	
Computer Program (PRN) Computer stores/repairs/obsolescence/marketing programs/environment (11/5-9)	
Health Care (PIA) Heart Disease (11/4)	
Medscan (PIA) Alcoholism (11/5) Topsail (11/6) Quit Smoking (11/7) Pregnant Mother (11/8)	
Minding Your Business (NP) Alamo Management/Robertson Aircraft (11/5) IRS Vs. Airline Freebies (11/6) Employee Communication/Polymers Valley (11/7) Irradiated Foods/Hypochondria Market (11/8) Work At Home Law/Pentagon Chip War (11/9)	
Public Affairs (PIA) Strong Medicine (11/4)	
Something You Should Know (SBS) Child's Movie Guide (11/5) High-Stress Seasons (11/6) Sell What You Write (11/7-8) Auto Insurance Scams (11/9)	
Sound Advice (PRN) Loudness vs. volume/equalization/tone controls/rumble & hiss/bass overkill (11/5-9)	

News/Talk/Sports	
News Blimp (PRN) Children setting fires/lecherous professors/choosing baby's sex/mistaken identity/cremation (11/5-9)	
Newsline (NBC) Cash Crop Cannabis (11/5-9)	
Sporting News Report (CW) John Thompson interview	

Entertainment	
Assignment Hollywood (MBS) Peter Weller (11/5) Lynn Holly Johnson (11/6) Mark Harmon (11/7) Joan Van Ark (11/8) Sonny Bono (11/9)	
Entertainment Update (CBS) Joe Penny/Romeo Void/Ted McGinley (11/5-9)	
Larry King Show (MBS) Wes Craven (11/5) Mark Shields/Ben Wattenberg (11/6) Post-election Wrap-up (11/7) Dan Jenkins (11/8) Paul Prudhomme (11/9)	
Rock Notes With Pat St. John (ABCR) Max Weinberg (11/5-6) Steve Miller (11/7-11)	
Screen Scenes (SOU) Comfort & Joy (11/5) Crimes Of Passion (11/6) Give My Regards To Broad Street (11/7) Body Double (11/8) Weekend Hits & Misses (11/9)	

Comedy	
Radio Hotline (ASR) Where's my money?/I'm crazy/you never play my requests/bored Jeanie/boots (11/5-9)	
Stevens' & Grdnic's Comedy Drop-Ins (ASR) Slav beer/fer sure/Captain Wonderful/Barbie dolls/my doctor's doctor (11/5-9)	
Daily Feed (DCA) Also rans/Geraldine's seat/exit pollution/what will he do now/lame ducks (11/5-9)	
Jack Carney's Comedy Show (CW) Presidents (11/5-9)	
Laugh Machine (PRN) Eddie Murphy/Henny Youngman/Flip Wilson/Steve Martin/Robert Klein (11/5-9)	



MUTUAL ADMIRATION — Posing for photographers during a break in Mutual Radio's simulcast of the 1984 CMA Awards presentation in Nashville are (l-r) Allen Osmond, Mutual's Dick Carr, Marie Osmond, Mutual's Lee Arnold, Wayne Osmond, and WHN PD Joel Raab.



NETWORK 400 — WXAM/Baton Rouge became the 400th radio station to go live-on-line with Satellite Music Network several weeks ago. Pictured (l-r) are WXAM owner Richard Oppenheimer and SMN's David Gerety.

Introducing AP NewsPower 1200

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

AP has its fastest breaking news story ever. Our NewsPower 1200.

It delivers AP quality news and features at 1,200 words per minute, 18 times faster than the standard AP Radio Wire.

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

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

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

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

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

NewsPower 1200 also gives you total control over the categories of



news you receive.

And the volume of stories coming into your newsroom.

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

The news you need, when you need it.

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

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

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

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

For more information call your local AP



Broadcast Executive or Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press. 202-955-7214.

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#

1
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**JOHN CAFFERTY &
THE BEAVER BROWN BAND**



Scotti Brothers

DISTRIBUTED BY CBS RECORDS

Sales

Digging For Better Radio Buys

By David Klemm

As one of the major forms of communication, radio serves an increasingly sophisticated role in the advertiser's marketing mix.

Radio executives, timebuyers, and advertisers are taking a much deeper approach toward understanding their markets — often spending thousands of dollars annually probing people, so buyers and stations may perform better in terms of advertiser results. Studies consistently reveal that localness and interesting approaches to personality/services create audience response and advertiser results.

The explanations surveyed people sometimes give for their radio usage are often confusing. For instance, when respondents say, "I listen to some news on one station and to music on another" or "I'm not sure which station," these responses and Arbitron results may not always be true listening patterns. They are only estimates.

"Localness and interesting approaches to personality/services create audience response and advertiser results."



David Klemm

The fact that Arbitron diary examinations often reveal respondent uncertainty, and/or listener confusion, suggests that timebuyers should look beyond published ratings. In actuality, 95% of all people 12+ listen to radio every week. There may be a better way to help buyers appropriate station buys.

Value And Results

As a media person, your biggest concern should be getting value

and results for your money spent. Probe with your rep — not necessarily at the time of your buy — but well in advance. Then you have a deeper grasp of the market, plus greater empathy and understanding of the individual station's market fit/strategic role toward your marketing goals.

If you're anything like the media people I know, you want to know everything you can cram into your market folders. But you have very little time available. The problem you face (which is a tremendous opportunity for good radio salespeople) is understanding why some stations "work" better than others (ratings notwithstanding). Local results, and results alone, really determine your advertiser's success.

The local merchant has the advantage of hearing his register ring and talking directly with his customers, so he knows which station works. Therefore, more often than not, his decision is based on results and knowledge of programming environment. Rarely is the local advertiser exclusively into ratings or buying formulas. Results and marketplace customer action are his primary tests.

Learning about which stations generate sales results can be relatively simple, if you'll let it (even for buyers who have rigid statisti-

"Rarely is the local advertiser exclusively into ratings or buying formulas. Results and marketplace customer action are his primary tests."

cal criteria). Knowledge is power.

Radio's Local Empathy

The more buyers understand and learn about radio's local empathy, the better they'll be able to buy efficient results for their clients. One way of digging deeper is to establish a pre-buying marketscale, which includes factors buyers define as being important; factors separate from traditional buying statistics.

You, the buyer, decide which criteria in the privacy of your own mind. Knowing your account, perhaps the criteria would include the following: music; type of news; depth of station informational services (weather, traffic reports, sports, etc.); ambient environment of the total sound; personalities (or none); or broad total reach versus narrow specific target. You decide the criteria which complement and affect your product's sales impact. Use a simple one-to-ten scale and your own judgment for stations' performance in the various categories you've established.

Then select two or three key reps whom you trust and can depend on for fast, accurate input. Tell them your selection criteria and ask them to evaluate the stations in the markets you choose, except the ones they specifically represent.

If these reps are sincere "partners" working to assist you in developing advertiser results, you'll derive greater market understanding and more knowledge as to stations' fit within the market(s). Based on your criteria, you learn the type of rapport stations develop locally. Merely compare the input provided by your chosen reps, and you'll realize that specific stations

emerge.

Buyers That Deliver

Another key to this simple process is that more capable and meaningful information from sales reps will also emerge. You'll be able to discern which reps are better purveyors of honest and helpful information, versus those reps who waste your time.

Once you have identified the stations best suited for delivering results, you are now better prepared to negotiate with all reps. You'll have greater knowledge of markets, stations, and expected sales results.

By integrating the aforementioned strategy, you should save time and be making better buys —

"Radio serves an increasingly sophisticated role in the advertiser's marketing mix."

buys that should be expected to deliver improved advertiser productivity locally (where radio is at its best). You'll find this simple way of understanding radio will help you get a lot more information in less time and better prepare you for the actual buying negotiations. That's when you make the most out of your media money.

David Klemm, President of Klemm Media, Inc., is a radio, satellites, and cable consultant. Prior to forming Kent, CT-based Klemm Media in October 1981, Klemm served as Sr. VP, Director of Marketing and Operations for Blair Radio in New York.

ROCK TRAX™

ELECTRONIC RADIO PRODUCTION LIBRARY

Dinosaur Busters

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CHARTBUSTERS



LP Coming Nov. 15

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ANOTHER PARKER CHARTBUSTER!



Street Talk

ABELL COMMUNICATIONS CEO STEPHEN SEYMOUR was out of the country this week and unable to confirm widespread reports that he's purchasing the company's six radio stations. The reports we heard said Mr. Seymour would pay \$30 million for **WCRJ-AM & FM/JACKSONVILLE, WMAR/BALTIMORE, WTJZ & WNVZ/NORFOLK, and WDOQ/DAYTONA BEACH, FL.**



Street Talk has picked up on a number of changes about to be announced by **RCA's Nashville Division**. Director of National Promotion **BOB HEATHERLY** will move to New York and take on a newly-created sales position. Southwest Regional Promo Manager **JACK WESTON** will replace Heatherly. West Coast Regional Promo Manager **CARSON SCHREIBER** will take on additional duties as Assistant Director of National Promotion, but remain based in L.A. He'll report directly to Weston. Meanwhile, East Coast Regional Promo Manager **TIM McFADDEN** will shift to Nashville to fill a new Product Manager post. He and RCA Manager of Marketing **RANDY GOODMAN** will divide the RCA artist roster and coordinate marketing, tour support, and promotion for RCA's Country acts.

It now looks like **KMGG/LOS ANGELES** will name a program director in the near future. What about **RICK LEIBERT**, you say? Well, Rick joined KMGG not as the program director per se, but as the "producer" for the station. All that aside, Street Talk hears that Rick will continue to advise KMGG and all of **EMMIS BROADCASTING** on promotions, while an actual program director will come on board. What makes all this even more interesting is that the leading candidate for the KMGG PD's job is currently on the air staff of an L.A. competitor.



CHUCK EVANS, five-year veteran of **WLS/CHICAGO**, was fired for giving away an album! Seems that Chuck was spinning records at a dance, his back went out, and he offered an album to anyone who'd help him lug his dance equipment back to his car. When he arrived at the station, he logged the kid's name down to receive an album. No big deal, right? Wrong! It's a clearcut violation of **ABC** policy to give away any album to anyone but legitimate contest winners. Result, VP/GM **JOHN GEHRON** terminated Evans. So . . . **WLS** has a rare slot open for an evening personality. T&Rs to Steve Casey. Mr. Evans can be reached (312) 865-2342.

CHRYSALIS has hired **IRS** East Coast Sales Director **KEVIN SUTTER**. Kevin will be the new National Album Director for Chrysalis.

What are **ARISTA** VP/Promotion **DON IENNER** and National Album Promo Director **SEAN COAKLEY** up to on the West Coast this week? Does their visit to Los Angeles have anything to do with the West Coast AOR promotion gig?



Liz Fulton

In somewhat of a surprise, **KIIS/LOS ANGELES** morning news anchor (and **RICK DEES** sidekick) **LIZ FULTON** has resigned to join **KEZR/SAN JOSE** in a similar news capacity. That leaves L.A.'s number one morning show looking for a new team member. The post office may want to bring in its Christmas help early just to deal with the applications **KIIS** will get.

Speaking of Boss Angeles, **SCOTT CARPENTER** will be the new morning personality for **KLAC** when **CAP CITIES** takes over officially in December. Most recently at **WCAO/BALTIMORE**, Scott's also worked on-air at **WPGC/Washington, CKLW/Detroit, and CHUM/Toronto.**

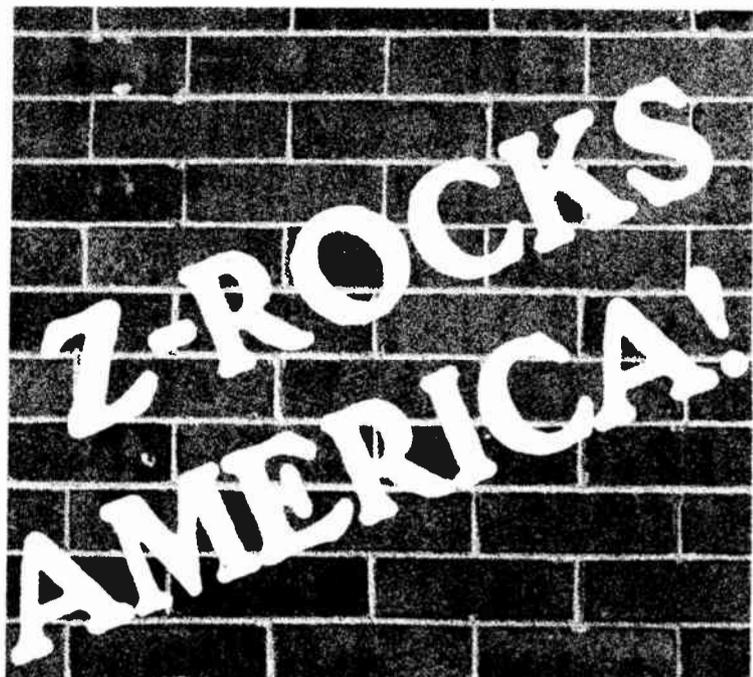
Former **KLAC** and present **WCXI/DETROIT** morning personality **DEANO DAY** is in the hospital, condition serious, following an allergic reaction to an insect bite. We wish him a speedy recovery.

DAVID BERRY, formerly with **WQDR/Raleigh**, has moved across town as VP/GM at **VOYAGER's** new AOR outlet **WRDU-FM.**

After a long search, **KFOG/SAN FRANCISCO** found a new evening person right in its own backyard — former **KSAN PD BONNIE SIMMONS** segues to **KFOG** from **BILL GRAHAM MANAGEMENT.**

HARRY LYLES's decision not to join **WMJI/CLEVELAND** as PD (see Page 3) leaves that station with a choice programming opening that still needs filling. If you're interested, reach consultant **MIKE McVAY** pronto at (216) 391-1260.

Continued on Page 22



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A
PUNK"

(RHRR-8401-A)

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Street Talk

Continued from Page 21

After four years at KHFI/AUSTIN, morning man/MD ED VOLKMAN has decided to move on. He'll be taking up residence at KITS/SAN FRANCISCO to do wake-up service.

Q101/CHICAGO PD DAN O'TOOLE has promoted NIC ST. JOHN to the post of Music Director/Research Coordinator. Nic has been with Q101 since June, 1983, and before that worked for Chicago outlets WBBM-FM and WUSN.

BARRY MICHAELS, formerly morning personality at WQSR/BALTIMORE, is now doing mornings at KSAC/SACRAMENTO.

HARRY NELSON has left KFRC/SAN FRANCISCO to join his former KFRC boss and newly-appointed WAPP/NEW YORK Operations Manager GERRY CAGLE (see Page 1). Nelson will do afternoons. There may be other openings in New York as well, so T&R's Harry Nelson should be sent to Gerry's attention ASAP. Other DOUBLEDAY airwork openings include mornings at WAVA/WASHINGTON and afternoons at KDWB-FM/MINNEAPOLIS.

Congratulations to LAHAINA BROADCASTING President CHUCK GARDINER and Treasurer ED JOHNSON on the debut of new FM station KPOA/LAHAINA. The station began broadcasting October 24, featuring a format of Hawaiian music 19 hours a day and Jazz 8pm-1am.



Sporting the theme "Spirit Of '84," PolyGram held sales/promotion meetings throughout the US for its national staff. Pictured (l-r kneeling): PolyGram's Drew Murray, VP Bill Follett, Sr. VP Harold Childs, VP John Harper, Sr. VP John Betancourt, and VP Bill Cataldo. Standing l-r: PolyGram's Frank Leffel, Sr. VP Jim Lewis, Patt Morris, Jeff Laufer, Sr. VP Shelly Rudin, VP Paul Lucks, Executive VP Jack Kiernan, Sr. VP Emiel Petrone, Sr. VP Harry Anger, Gerry Kopecky, Larry Smith, and Kenny Hamlin.



John Lodge
KLHT & KZZU.

HIGHSMITH BROADCASTING
Programming VP JOHN LODGE will now serve double duty as morning man of the company's Country-formatted KRPM/TACOMA-SEATTLE. John will continue to oversee the programming for KRPM and Highsmith's recent Spokane acquisitions,

Veteran air personality RON JORDAN has left the morning slot at WENS/INDIANAPOLIS, under amicable circumstances, reports station owner JEFF SMULYAN. Former crosstown WNAP air talent BRUCE MUNSON is now doing AM drive at WENS.

Three-year WMAQ/CHICAGO MD JAY PHILLIPS has exited the station and is looking for a PD/MD gig. Contact him at (312) 670-6879.

Former KMGG/LOS ANGELES air personality JEFF SERR is loose and looking. Reach Jeff at (818) 366-2913.

At WKDA & WKDF/NASHVILLE, FRED BUCK has relinquished his FM Assistant PD's post and AM MD's job. He's been with the stations for nine years. He can be reached at (615) 352-5466.

STORK STOPS: To WAMS/WILMINGTON PD CHRIS MICHAELS and his wife Christina, a boy, Gregory . . . To ARBITRON Client Services Manager JAY BILLIE and his wife Kathy, a daughter, Maureen, born October 11.

PolyGram Has The Spirit

Agnes . . .
Is HOT!

The hottest, most contemporary-sounding CHR jingle package available today is not the Flasher, the Masher, the Crasher or the Slasher . . . but simply . . . AGNES. And she cooks, too!

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An open letter to radio and retail:

I am an RCA recording artist. I've just been informed that PolyGram Records has put together, and is about to release, an album of material recorded by me around 1978-1979.

It is my understanding that they have retained the original vocals and re-recorded the music tracks. I was not consulted on any aspect of the release, and have had no involvement with the re-recording of these songs or the production or presentation of the LP.

It is important to me that radio, retail, and the public are aware of the history of these tracks.

My next album will be recorded in December/January and released in March 1985 by RCA Records.

Thanks for your continued support,

Rick Springfield

RCA
Records and Cassettes

On The Records



KEN BARNES

Golden Anniversary Of The King

ELVIS

50th ANNIVERSARY

On January 8, 1985, Elvis Presley would have been 50. Starting a little early, Elvis's label since 1956, RCA, has assembled a lavish campaign to celebrate the golden anniversary of rock's most important single artist. A six-album box set of mostly unreleased live tracks kicked things off last month, with two gold vinyl singles sets, a new rock & roll compilation, and much more following to delight the record collector, Elvis fan, and rock devotee alike.

Thirty years since Elvis appeared with his hopped-up version of blues artist Arthur Crudup's "That's All Right Mama," it's difficult to imagine the impact he had on music and life in general. By the time "Heartbreak Hotel" hit No. 1 in early 1956, there had already been several rock & roll hits: "Rock Around The Clock," Chuck Berry's "Maybellene," etc. And you could go back to the '20s and '30s and find boogie woogie and other styles of music that sounded like rock; certainly from the end of World War II onward black music (and some country) was rocking around the schlock that often passed for mainstream hits back then.

But Elvis was rock & roll — to the media, who lionized him; to the historians, who credited him with singlehandedly transforming an entire generation of teenagers into a breed apart from their forebears; and to the audience, who commenced a lifelong love affair that persisted through many less-than-ideal recording choices, similarly dodgy movies, and Elvis's tragic latter-day personal problems.

Our Memories of Elvis

ARE YOU SINCERE • SOLITAIRE



An earlier commemorative gesture (Elvis's father and manager Col. Tom Parker pictured)

From Their Hearts To The Charts

From 1956 to 1973, when R&R began, Elvis racked up a phenomenal 92 top 40 CHR records (none of his five pre-RCA Sun singles hit existing national pop charts). 17 of those songs were No. 1s. Interestingly, once the R&R charts take over in our reckoning, Elvis stopped being a real pop force; he had only three CHR hits from 1974 on, the biggest being 1975's "My Boy," which reached No. 19. He did score somewhat higher in A/C, with seven chart hits ("If You Talk In Your Sleep" hitting No. 4 in 1974), and in Country, where he had 13 hits through 1981, when a revamped version

of "Guitar Man" became his fourth R&R Country No. 1. All those hits added up to over a billion records sold, according to RCA, and Elvis accumulated 49 gold or platinum awards, more than anyone else despite losing credit for several hits which were released before the RIAA started its tabulations.

The Celebration Begins

The current blitz is not RCA's first commemorative campaign. There was a "Memories Of Elvis" series and logo earlier this decade, and in 1980, a 25th anniversary (of his recording career) eight-record box called "Elvis Aron Presley" was issued. This included unreleased live performances from concerts and TV specials, some unreleased movie tracks, a few solo piano performances, a monologue, and a scattering of singles that hadn't been on albums.

The new six-record set follows that format, with concert and TV performances galore. The difference is that the bulk of them are from 1956-57, capturing the Elvis excitement at its earliest, rawest stage. Complementing those live tracks are some previously bootlegged and/or imported Sun outtakes, home demos, and 11 tracks from his 1968 "comeback" TV special.

It's a fascinating collection of archive material, and (often allowing for under-



standable quality deficiencies; RCA didn't exactly have a state-of-the-art mobile studio recording the board tapes from the Mississippi-Alabama Fair & Dairy Show in Tupelo, 1956) inspiring listening. Not until,

perhaps, Michael Jackson has any artist combined the astonishing combination of look, motion, and vocal ability that Elvis possessed, and even Michael does not have Elvis's immense pioneer impact and stand-alone historical stature. Elvis's is a heritage well worth celebrating. Congratulations to project marketing director Don Wardell, project A&R director Gregg Geller, and archivist Joan Deary.

Julian Lennon On Record

Julian Lennon's first record as an artist is "Valotte" (pronounced "Va-LOT," the French studio where he recorded his LP), but he's been the subject of a big hit before. Paul McCartney wrote "Hey Jude" as encouragement for Julian when his parents, John & Cynthia Lennon, split up; the name was changed to protect the meter.

Chaka Khan took her stage name from South African warrior T. Chaka Zulu; her real name, as readers of "Datebook" already know, is Yvette Marie Stevens.

Honeydrippers mystery solved: WRAL/Raleigh air personality Marty Callaghan called to say "I Got A Thrill," the leadoff track on the "Volume One" EP, was originally done by the great jump blues singer Wynonie Harris. Down in Beach Music Country, they sure know their R&B.



ONE YEAR AGO TODAY

- HAROLD CHILDS SR. VP/URBAN & BLACK MUSIC FOR POLYGRAM
- JOHN GASTON NAMED GM OF KMJM/ST. LOUIS
- JOEL GREY BECOMES PD AT KLIR/DENVER
- #1 CHR: "All Night Long" — Lionel Richie (Motown) (2nd week)
- #1 A/C: "All Night Long" — Lionel Richie (Motown) (4th week)
- #1 COUNTRY: "Islands In The Stream" — Kenny Rogers & Dolly Parton (RCA) (3rd week)
- #1 BLACK: "All Night Long" — Lionel Richie (Motown) (4th week)
- #1 AOR TRACK: "Crumbly'n' Down" — John Cougar Mellencamp (Riva/PG) (2nd week)
- #1 LP: "Uh-Huh" — John Cougar Mellencamp (Riva/PolyGram) (2nd week)

FIVE YEARS AGO TODAY

- DAN VALLIE NAMED PD AT WEZB/NEW ORLEANS
- #1 CHR: "Heartache Tonight" — Eagles (Asylum) (3rd week)
- #1 A/C: "You Decorated My Life" — Kenny Rogers (UA) (5th week)
- #1 COUNTRY: "You Decorated My Life" — Kenny Rogers (UA) (2nd week)
- #1 BLACK: "Knee Deep" — Funkadelic (WB) (5th week)
- #1 LP: "The Long Run" — Eagles (Asylum) (3rd week)

TEN YEARS AGO TODAY

- DICK BOZZI NAMED PD AT KRTH/LOS ANGELES
- #1 CHR: "You Ain't Seen Nothin' Yet" — BTO (Mercury) (2nd week)
- #1 A/C: "My Melody Of Love" — Bobby Vinton (ABC) (4th week)
- #1 COUNTRY: "I See The Want To In Your Eyes" — Conway Twitty (MCA) (2nd week)
- #1 LP: "Walls And Bridges" — John Lennon (Apple/Capitol)

the **FIXXX**

SUNSHINE IN THE SHADE

MCA-52498



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AND

BEYOND

BRUCE



SPRINGSTEEN

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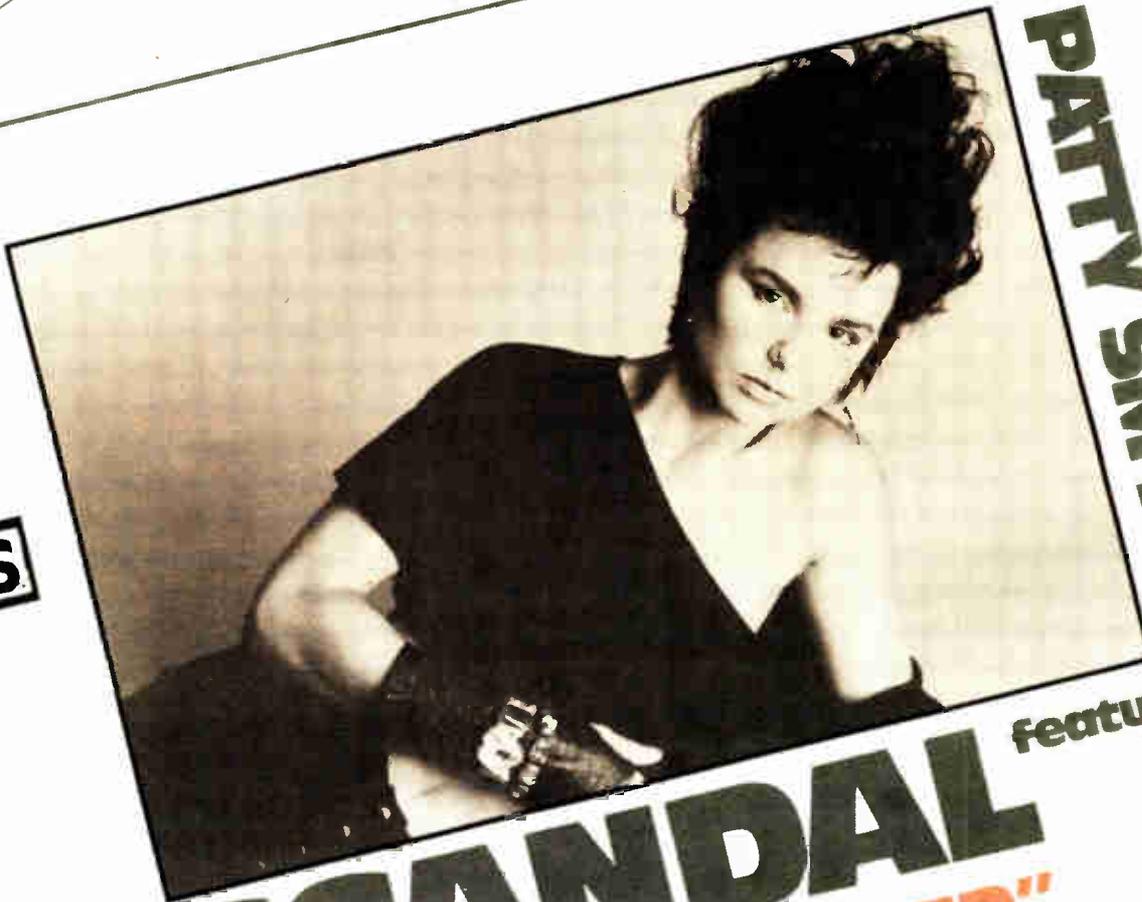
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"HANDS TIED"



EUROGLIDERS

"HEAVEN (MUST BE THERE)"

CHR NEW & ACTIVE
58/31

Added This Week:

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WERZ
WKFM
WSSX

WJZR
WANS-FM
WFMI
KMCK

WJXO
KEYN-FM
WHOT
KOMO

KO93
KSKD
KHYT
WZON

WKHI
WJBO
WKSF
WCGO

KTDY
Q101
KWES
WGLF

KNIN
WHSL
KCDQ
KHTX

SLY96
KIST



CHR NEW & ACTIVE 64/21

REBBIE



JACKSON

"CENTIPEDE"

- 940 6-6
- 293 6-3
- WASH 27-20
- B97 24-18
- WNVZ 37-28
- WHYT 27-19
- B104 add
- WXKS-FM 30-25
- WNYS add
- WPLJ 24-20
- Z100 add 24
- WCAU-FM 23-21
- B94 add
- PRO-FM deb 34
- WAVA add
- 93FM deb 30
- 195 27-24
- KBEO 35-33
- Q103 add
- FM102 deb 30



COLUMBIA RECORDS

DOUBLE BREAKERS MEAN DOUBLE RATINGS

S.O.S. BAND



"No One's
Gonna Love You"

**Black/Urban
BREAKERS**



BLACK/URBAN CHART: 32

JACKSONS



"Body"

**Black/Urban
BREAKERS**



BLACK/URBAN CHART: 38

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Datebook

MONDAY, NOVEMBER 5

Score 24

In 1978, **A Taste Of Honey** displaced **Abba** as the effective beginning of the rock and roll alphabet. It took four years, but that troupe was finally bumped by **A Flock Of Seagulls**, whose founder, **Mike Score** was born this day in 1957. For a while, Score was upstaged by his collaborator, **Bill Nelson**, formerly of **Be-Bop Deluxe**, who produced the first three Flock 45s and released two of them on his own **Cocteau** label. After "I Ran (So Far Away)," Score finally emerged as the group's center. The presence of guitars and other traditional touches on the Flock's first album made it popular on American AOR. But Score has continued to experiment with the group's sound on the two following Seagulls LPs.

Birthdays: **Art Garfunkel** 1941, **Rob Grill (Grass Roots)** 1944, **Peter Noone** 1947, **Helen O'Hara (Dexy's Midnight Runners)** 1956. **Gram Parsons** would have been 38.

TUESDAY, NOVEMBER 6

"Stand" Out

Beach music, the tough-to-define Carolinas R&B sound that has nothing to do with surfing, has been defined pretty well by a couple of its anthems. One is the **Tams'** "Be Young, Be Foolish, Be Happy." (That group's **Joseph Pope** is 51 today.) The other is "It Will Stand" by the **Showmen**, released on this day in 1961. That group's leader was **General Johnson**, who became better known when he merged his sound with Detroit R&B to form the **Chairmen Of The Board**. Johnson has been back recently taking a reformed Showmen around the Carolinas. "It Will Stand" became the name of a Carolina-based magazine devoted to the perpetuation of beach music.

Birthdays: **P.J. Proby** 1938, **Doug Sahn** 1941, **Glenn Frey** 1948, **Mike Clifford** 1943.

WEDNESDAY, NOVEMBER 7

Two From Canada

Joni Mitchell turns 41 today. Born **Roberta Joan Anderson**, Mitchell moved with her ex-husband to Detroit, where she began attracting attention as a folksinger before signing with **Reprise** in 1967. Mitchell is also distinguished as the only folk-rocker with a verse in a **Paul Davis** song, mentioned right next to **Stevie Wonder** and **Linda Ronstadt** in 1976's "Superstar." Another Canadian, **Nick Gilder**, celebrates his 33rd birthday today. His first group, **Sweeney Todd**, had a 1976 hit with the groupie tribute "Roxy Roller"; when Gilder left and released his own version of the song in America, his replacement was a then-unknown **Bryan Adams**. Two years later, Gilder had his American hit with "Hot Child In The City." More recently, he cowrote **Patty Smyth & Scandal's** "The Warrior."



THURSDAY, NOVEMBER 8

Love Jones

Rickie Lee Jones turns 30 today. She grew up in Phoenix; Olympia, WA; and various California outposts, but came to Los Angeles 11 years ago. Her first club acts were largely comprised of word jazz. By the time she came to the attention of **Tom Waits**, **Lowell George**, and others in the late '70s, that approach had been crossbred with folk and R&B. In 1978, Jones signed with **Warner Bros.**; a year later, she was in the top ten with "Chuck E's In Love." (The subject of that record, **Chuck E. Weiss**, released an EP soon thereafter.) After having covered "Under The Boardwalk" on last year's "Girl At Her Volcano," Jones returned to the A/C charts a few months ago with "The Real End."

Other birthdays: **Bonnie Raitt** 1949, **Bonnie Bramlett** 1945, **Patti Page** 1927.

FRIDAY, NOVEMBER 9

Stevie Sends Love

Ever since he got control of his own material, **Stevie Wonder** has been very eager to tackle topical material. (On "The Woman In Red" soundtrack, for instance, there's an anti-drunk-driving song, even though there's no drunk driving anywhere in the movie.) Many of Wonder's social commentaries have been hits: "Superstition," "You Haven't Done Nothing," "Living For The City." But it was the unadorned love ballad "I Just Called To Say I Love You" that brought Wonder his first #1 CHR hit (unless you count "Ebony & Ivory"), and over the last decade and a half, many of the songs that have become his standards have been of similar mind: "That Girl," "You Are The Sunshine Of My Life," "If You Really Love Me." Wonder added another one to the series on this day in 1979 when "Send One Your Love" from "The Secret Life Of Plants" entered **R&R's** CHR chart.

Birthday: **Tom Fogerty** 1941.

SATURDAY, NOVEMBER 10

Rawls Battles Death

Lou Rawls might answer **Stevie Wonder's** aforementioned "Don't Drive Drunk" with one called "Don't Drive . . . Period." It was on this day in 1958 that Rawls and his then-touring partner **Sam Cooke** were involved in an auto accident near Marion, AR that killed their driver and left Rawls in a coma for five days. Rawls was reportedly pronounced dead at first. Afterwards, some stories have Rawls regaining consciousness but not his memory. When Lou didn't recognize the gospel group he was touring with, they reportedly decided to keep him on tour anyway; only through singing with the group night after night did he regain his memory. While the above story has been widely repeated, there are some Rawls fans who insist that the above tale of onstage recovery is merely legend.

Birthdays: **Screaming Lord Sutch** 1940, **Tim Rice** 1944, **Greg Lake** 1948. **Richard Burton** would have been 59.

SUNDAY, NOVEMBER 11

The XTC Of Flight

XTC has displayed a quirky, relatively intellectual style that has always been classified as new wave because nobody quite knew where to put it. The group's guitarist and vocalist, **Andy Partridge**, turns 31 today; he helped form the group in 1973, at first using a variety of names. The group went through two abortive contracts with British companies that never released their records before ending up with **Virgin** in 1977. After three American labels, XTC joined **Geffen** last year, and just released a new LP, "The Big Wheel."

Other Birthdays: **Lavern Baker** 1929, **Jesse Colin Young** 1944, **Ian Craig Marsh (Heaven 17)** 1956.

— Sean Ross

GIUFFRIA

main point of a matter: ESSENCE (the
gist of an argument)

GIUFFRIA (je'-free-ah) pronounced
a hit **1: Call To The Heart** MCA-52497

2: From the Debut Camel/MCA-LP
"Giuffria" MCA-5524 **3:** Syn High
Energy Rock & Roll **4:** Past "Angel"

GUITAR (ge-'tär, gi) *n* a flat-bodied
stringed instrument with a long fretted
neck and usu. six strings plus
with a nick or with the

FIRST WEEK!

One Of The "Most Added"
CHR & AOR Tracks



MCA RECORDS

DELIVERING THE MUSIC OF THE 80'S

Air Personalities



DAN O'DAY

Management & Personalities: Better Understanding Needed

Dear Dan,

You sure made one hell of a point when you complained about the lack of seminars for air personalities at the recent NAB/IRBA. It's almost beyond belief.

It does indeed seem that a lack of respect for jocks in general is running rampant throughout the business, so we must ask ourselves why. As a PD and as a jock, I can offer some thoughts from both sides of the fence.

First, how often have you heard this line: "If it weren't for the sales department, you jocks wouldn't have a paycheck." Not only is this a slap in the face, it's just plain unfair. I've always thought radio stations are a lot like sports teams, with everybody contributing to the overall winning effort. Unfortunately, not all general managers feel this way; neither do the salespeople.

If not for the ratings garnered by the air staff, what would salespeople use to sell with — their good looks? That type of statement is pretty dumb, no matter which side it comes from. The bottom line is the station either wins or loses as a team. When it comes to profits, no one department should ever claim all the credit.

Arrogant Air Personalities

Now for the other side of the coin. How many times have you seen an air personality turn in notice to leave for a new job and then not bother to work through that notice? Worse yet, their performance during the notice period is usually crapola because they're in such a damn hurry to get out. Are we professionals or not? If you want to be treated like one, you've got to act the part. I've seen too many egotists instead.

EGO. That's a word that really can get overused, but it's the crux of the entire problem. Everybody thinks they are the next Larry Lujack or Rick Dees. Therefore they don't need to work at learning their craft; they're already stars!

Just the other day I had a kid call on the phone, looking for the PD. He was from Detroit. He proceeded to tell me that his high school radio teacher (formerly a resident of Muskegon, our city) told him he was better than anyone else in the Muskegon market, and he should get a job here for that reason. When I inquired how much experience he had in the business, his reply was ONE YEAR OF HIGH SCHOOL RADIO. Who is this idiot trying to kid besides himself?

Again I ask: Why don't jocks get much respect? Because they don't seem to feel they have to work for it. Disc jockeys are not godlike beings who should be worshipped as saviors. It's just a job, and a pretty darn easy one compared to some.

Not all jocks have such inflated opinions of themselves. But as in most any profession, the bad apples always get noticed more than the good ones, and for that reason the air personality has lost a great deal of respect from management. For those bad apples out there I have a message: Do us all a favor and get out of radio. You're giving those of us who take our careers seriously a bad rap. To owners and general managers, I say this: Don't judge us all based on the actions of a few amateurs. There are those of us who really do care.

Sincerely,

Dan Mason

Program Director

WMUS-AM & FM/Muskegon, MI

To a large degree, I think this a problem of Which Came First? Does management treat air talent badly because disc jockeys are irresponsible and unreliable? Or do air personalities feel a distinct lack of loyalty to radio stations that deal with them in ways that are less than ethical and treat them like second-class citizens?

First, let's look at some of the negatives that managers often apply to air personalities.

Things About Disc Jockeys That Irritate Management

1. Disc jockeys frequently leave to go to another station for more money. This causes managers to believe jocks have no sense of loyalty.

2. Jocks appear to treat the radio station's operation with more levity than management thinks is appropriate. Many of them actually look like they're having fun, for God's sake! Don't they realize this is a business?

3. Air personalities have a tremendous amount of (usually untapped) power while they're on-the-air. They can say anything . . . and sometimes they say things that offend advertisers, politicians, friends of management, and even the accepted conventions of good taste. This power makes managers very nervous. How would you like to have your multi-million-dollar operation in the hands (and mouth) of a wiseass 20-year-old kid?

"Does management treat air talent badly because disc jockeys are irresponsible and unreliable? Or do air personalities feel a distinct lack of loyalty to radio stations that deal with them in ways that are less than ethical and treat them like second-class citizens?"

4. Speaking of 20-year-olds, jocks tend to be younger than managers. Often they're not well educated. This often leads to an unacknowledged attitude of, "Where does that young punk get off trying to give me advice on my operation?"

5. Many air personalities are temperamental. At least, that's the word managers use when the jocks complain about 100-degree heat in the studio or about the four consecutive six-second live sports the traffic department scheduled back-to-back-to-back-to-back.

6. Finally — and perhaps most important — being an air personality looks easy. I've always envied engineers, because no one tries to tell them how to do their jobs. When is the last time you saw a GM look over the shoulder of an engineer and say, "I don't like the way you're wiring that"? But everyone knows how to talk, and because all the jock does is talk, it follows that everyone knows how to be an air personality.

"Everyone knows how to talk, and because all a jock does is talk, it follows that everyone knows how to be an air personality."

Worst of all, from management's viewpoint, is the fact that some members of the public treat these young, unsophisticated, unrefined jocks as stars! They might rarely admit it, but I suspect many salespeople resent jocks because jocks have, for Pete's sake, fans (Salespeople, on the other hand, have expense accounts, and many a jock would gladly trade glamour for cash.)

Now, let's look at the other side.

Things That Make Jocks Feel Like Second-Class Citizens

1. Most of them are poorly paid, in terms of how hard they work, what they contribute to the station's income, and as compared to what others at the station make. If radio salespeople were as poorly paid as talent, they'd be doing a lot more job-hopping, too.

2. Most jocks have poor nonexistent benefit packages. Salespeople get company cars, expense accounts, restaurant trades, etc. Jocks get free T-shirts and promo records.

3. Most jocks work six-day weeks, with no overtime. No matter how much more money the station is making (and lots of stations make lots of money), management stubbornly refuses to part with a few extra bucks to bring in enough good parttimers to let their fulltime jocks rest over the entire weekend.

4. Most stations offer little chance for advancement. Some never promote from within. At others, the highest a jock can hope to reach is program director; if the PD never vacates the job, the jock has nowhere to go . . . except another station.

5. Jocks have no job security. Most work without written contracts. Format changes? Fire the airstaff.

6. Often jocks are not made to feel as though they're part of the team. This brings to mind an incident that happened years ago in San Francisco at a station where I worked. The all-night jock had worked there for three years. One afternoon he came in for a staff meeting. As he was walking down the hall, the general manager approached him and said, "May I help you?" The GM didn't have any idea who the guy was . . . after he'd been a fulltime employee there for three years!

If a manager constantly has unhappy experiences with air talent, then I would have to question that person's skills as a manager. If a jock has had nothing but hassles with every manager she/he's ever worked with, then I'd wonder about the jock's attitude.

As a general principle, I don't believe managers have the right to expect loyalty and enthusiasm from their air talent unless and until the station is willing to share the benefits of the operation more equitably . . . in terms of dollars, in terms of benefits and perks, in terms of respect, and in terms of appreciation for doing a demanding and — if it's being done well — a difficult job.

I NEED YOUR INPUT! I'm working on a series of articles about job-hunting. PDs: What do you look for in a tape or resume? What tape format do you prefer, what length? What about phone calls, packaging, references, photos, etc.? What has turned you on or off about an applicant in the past? (Anecdotes are welcome.) JOCKS: What tricks have you used to stand out from the crowd and get the attention of the PD? What have you learned to watch out for? Please share your thoughts and experiences with me at the address below.

Dan O'Day can be contacted directly at 1237 Armacost Avenue, Suite #6-R, Los Angeles, CA 90025. Letters, comments, and cassette airchecks are welcome. Due to the large volume of mail, however, Dan regrets that he cannot critique the tapes he receives.

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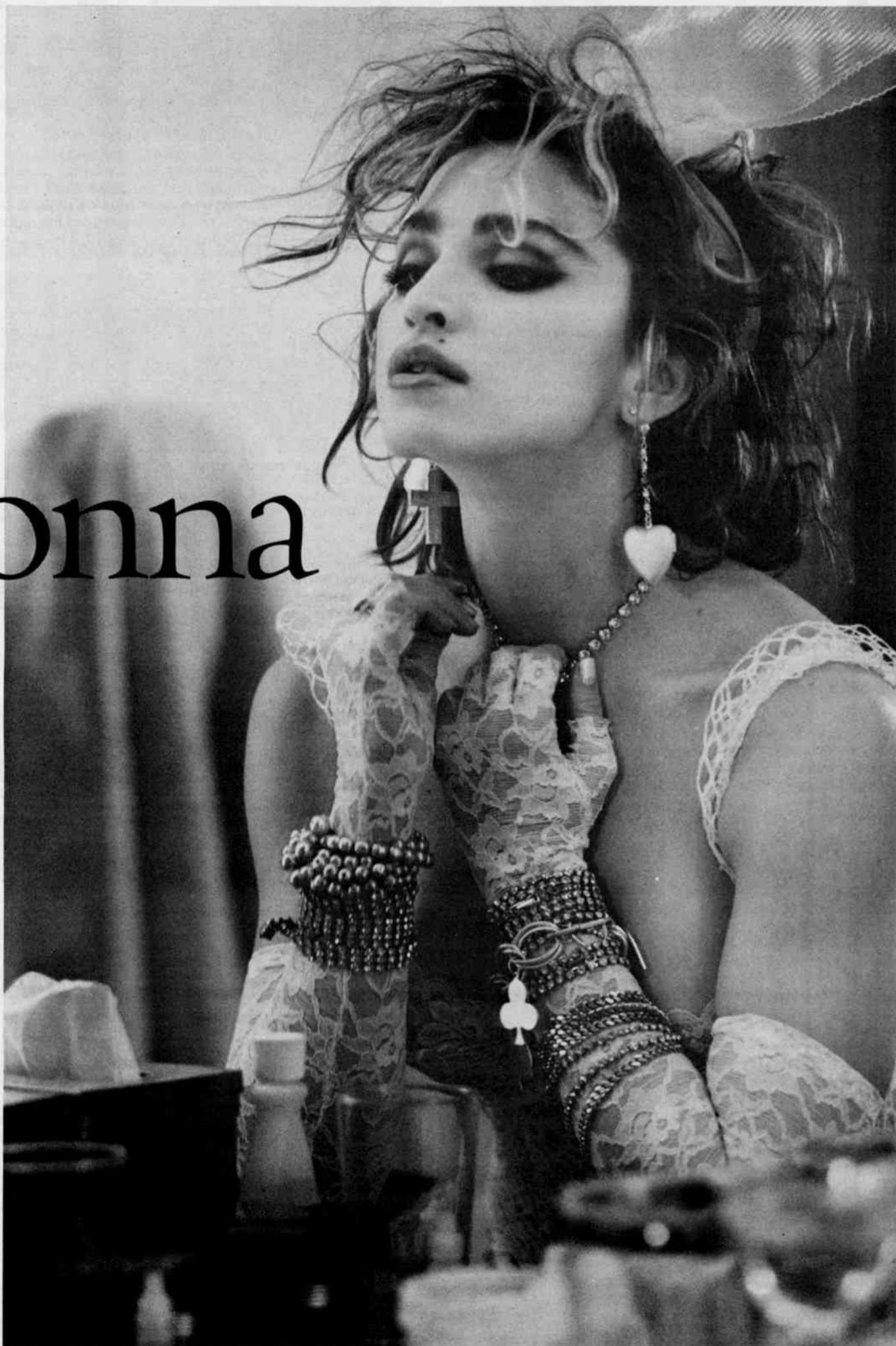
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Sharp KTRH & KLOL GSM

KTRH & KLOL/Houston National Sales Manager Fran Sharp has been elevated to the position of General Sales Manager for the News/Talk and AOR combination. Prior to joining the stations in September, Sharp was Regional Sales Manager for McGavren Guild Radio in Minneapolis.

In announcing the appointment, Rusk Corp. President Jay Jones said, "Fran Sharp has demonstrated a great deal of ability in national sales. We anticipate that same success on the local level."



Fran Sharp

Sharp commented, "I am excited at the opportunity to represent and participate in the continuing growth of two of Houston's best radio stations — the continuing legend of rock 'n roll at its finest at KLOL, and the strength of over a half century's commitment to serving Houston and the Gulf Coast on KTRH."

Blashill Set As WWWW's New GSM

Jim Blashill is the new General Sales Manager at Shamrock Broadcasting's WWWW/Detroit.

Blashill brings to WWWW 19 years in radio and advertising. His background includes network sales stops at Christal and CBS, having also been Local Sales Manager at WWJ and WCXI/Detroit. Most recently, Blashill worked as GSM at neighbor WXYZ.

GM Phil Lamka told R&R, "I'm extremely pleased to have Jim join us. He's going to be a terrific asset to our sales efforts in Detroit, as he's highly respected in the marketplace."

Sobol Shifts To KTIM GSM

Michael Sobol has been named General Sales Manager of KTIM-AM & FM/San Rafael. He comes to the newly-created position after a year and a half as Manager of Weiss-Powell Radio Representatives' San Francisco office.

Before his Weiss-Powell tour of duty, Sobol was an Account Executive with KSFO/San Francisco and VP of H-R Stone Representatives. Commenting on his appointment, Sobol told R&R, "It's a growth area and easily the best-sounding Adult/Contemporary format in the area. We're sitting on a goldmine."

Cagle

Continued from Page 1

what's happening in New York. I can't remember ever being this excited about a job before in my life."

Prior to his four years programming KFRC, Cagle dabbled in politics, running for Congress and serving as Mississippi Governor Cliff Finch's Chief of Staff. In addition, he's programmed KCBQ/San Diego, KHJ/Los Angeles, WRKO/Boston, and Doubleday's KRIZ/Phoenix.

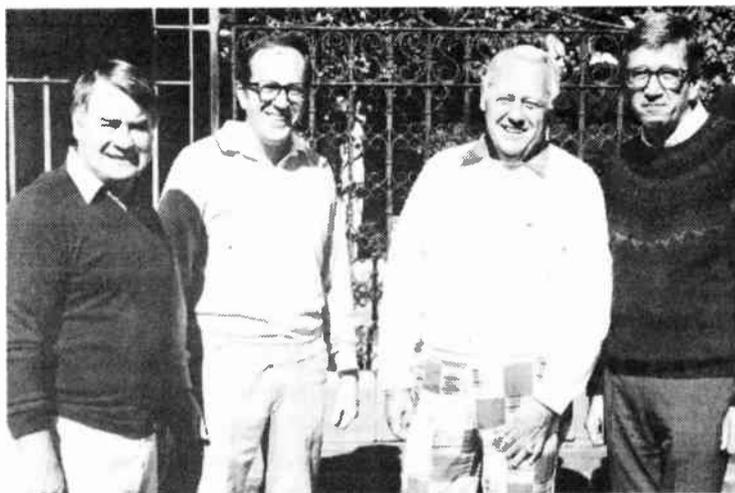
WTUE Promotes Carroll To PD

WTUE/Dayton midday personality Tom Carroll has been elevated to PD. Carroll takes over the duties formerly held by Bill Pugh, who became PD at WKDF/Nashville a month ago.

WONE & WTUE VP/GM Don Schwartz told R&R, "I talked to quite a few candidates, but Tom's

organizational ability, follow through and attention to detail, and people skills impressed me the most. I'm also glad to promote from within the staff."

Carroll started at WTUE as a parttimer four years ago, working his way up to the overnights and, most recently, the midday air-



RAB's New Officers Gather

The newly-elected officers of the RAB got together for a picture at a resort recently. Pictured (l-r) are Taft's Carl Wagner, Finance Committee Chairman; Group W's Dick Harris, Chairman of the Board; Stuart Broadcasting's Dick Chapin, Immediate past Chairman of the Board; and Cap Cities' Jim Arcara, Vice Chairman of the Board.

Mirage's Secret Agent Man



Mirage Records recently hosted a listening party for Robin Gibb's "Secret Agent" LP. Shown celebrating at NYC's Be Bop Cafe are (l-r): Robin Gibb, Mirage President Jerry Greenberg, Atlantic Sr. VP Vince Faraci, and Atlantic/Cotillion VP/GM Hank Caldwell.



Twins Fall Into Platinum "Gap"

Arista's Thompson Twins performed on the premiere of "Saturday Night Live" recently and received platinum album awards for their "Into The Gap" LP afterwards. Pictured (l-r) are Arista VP Abbey Konowitch, Twins Joe Leeway and Alanah Currie, Arista President Clive Davis, and group's Tom Bailey.

Kaiser

Continued from Page 1

with us as a local person in St. Louis, moving to regional promotion in Chicago. He then joined the national office as Director of Field Promotion, followed by the duties of National Singles Promotion Director. Most recently, Sam has also taken on the additional duties of promoting MTV."

Kaiser, who was an air personality at KADI and KSHE, both St. Louis, and WDBR/Springfield, MO before joining Atlantic, commented to R&R, "Recognition of this sort with Atlantic Records is extremely rewarding, as is working with whom I consider two of the masters in the business, (label President) Doug Morris and Vince Faraci. To assist me in these duties, I'm blessed with an outstanding national and field promotion staff."

Bedi New WNOR PD

After four years as PD at WCPZ/Sandusky, OH, Bob Bedi has been named Program Director at WNOR (AM)/Norfolk. He replaces two-year programmer Lenny Ware, who accepted the afternoon shift across town at WOWI. Bedi will also handle afternoons at WNOR.

WNOR-AM & FM VP/GM Jack Rattigan commented to R&R, "We're very happy to have Bob, as he came highly recommended to us. In the short time he's been programming our 'Classic Rock & Roll' format, Bob has lived up to all of our expectations. There will be no format changes, just a few things to fine-tune our sound, which is aimed at 30+ adults."

Bedi remarked, "This is a beautiful area, which makes for a good environment. We're doing some new and exciting things with our adult-oriented rock programming on AM. We feature a lot of Beatles, Stones, Who, CCR, Motown and even a little Buddy Holly. We think this will be a great sales combination for our traditional AOR-formatted FM."

Ferrara

Continued from Page 1

After being "one step removed" from the industry for a year, Ferrara said he missed more direct involvement in radio, and believes the NRBA post offers a chance to combine his broadcast experience and his business and investment background.

"I think I'm sensitive to broadcasters' needs as they develop because I've spent so much of my life involved in the industry," Ferrara commented, adding he'll strive to enhance NRBA's stance as a "valuable membership and service organization."

Hilliard

Continued from Page 1

demonstrated the capabilities we need to develop the potential for growth in their respective areas," Fritz commented. "They are highly effective executives who will provide innovative leadership in those key areas."

KEYE & WDG

Continued from Page 1

a super gentleman but has great qualifications. He's young and aggressive with a lot of good ideas — something you need to win with an AM today. You also have to be aggressive, think faster, and work harder, and Art is willing and capable of doing that."

A three-year staffer, Habisch served as GSM before being named KEYE Station Manager last June. Prior to WDG, Sanders spent a year as PD at WBAP. The 12-year broadcaster was previously an air personality at KZLA-AM & FM/Los Angeles for three years.

Struzik

Continued from Page 3

five years as an air personality with KWKH/Shreveport.

Concurrent with Struzik's appointment, Darryl Tharin becomes Assistant Program Director for Primetime Radio. His responsibilities include computer operations and program distribution.

Lyles

Continued from Page 3

on the AM, and will still maintain my duties with WSNY for now."

The decision leaves WMLI without a PD; that position has been vacant since the end of September.

AC/DC

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**This is AC/DC breaking loose.
This is '74 Jailbreak.**

Produced by Vanda & Young for Albert Productions



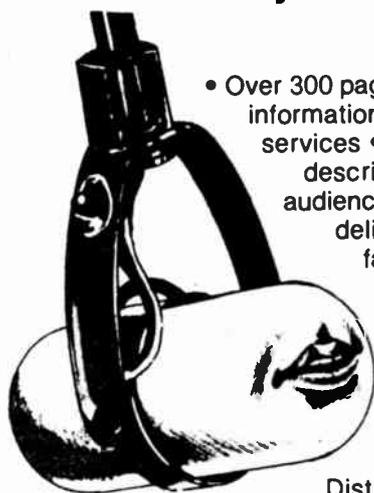
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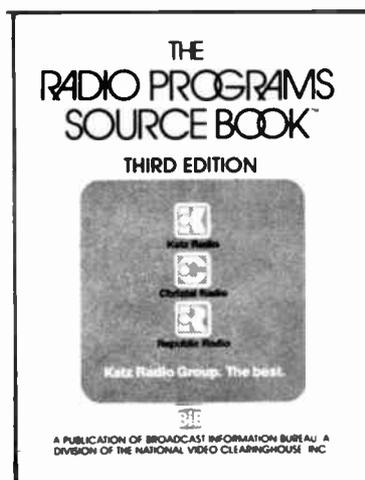
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CALENDAR



BRAD MESSER

Calendar Survey Response

If I had known then what I know now, maybe I wouldn't have conducted the vaguely-annual User Survey to fine-tune the format and content of the today-in-history Calendar feature below.

Virtually everyone wanted the Calendar left pretty much in its present form, with one or two main stories, a few additional brief facts, and the celebrity birthdays. Several users who said they could do without the birthdays get duplicate data from the Associated Press.

There was one recurring theme in your letters, but not a whole lot that can be done about it. In the words of two DJs:

"Occasionally the items are pretty grim. I hate to spoil my listeners' breakfast."

"I prefer bits that don't deal with death. It's hard to be funny about that kind of stuff."

My sympathies. We newspeople have to live with that dilemma every day . . . personally wishing we could dish out nothing but positive or happy stuff, but finding the cupboard bare and the world full of trouble. C'est la vie.

Every person who mailed me a critique should have received a written response by now, along with an expression of my appreciation for taking time to write.

USA's Oldest Engineering School

MONDAY, NOVEMBER 5 — 160th anniversary of the nation's first degree-conferring engineering school, Rensselaer Polytechnic Institute of Troy, NY (est. 1824). Graduates include the inventor of the Ferris wheel, the builder of the Brooklyn Bridge, the founder of Texas Instruments and the head of NASA's manned moon-landing project.

100th anniversary of the first "settlement house" project to help the poor help themselves. Affluent young teachers "settled" in the building in the slums of London, volunteering teaching and other services to impoverished people in the neighborhood (Toynbee Hall, est. 1884)

First broadcast in stereo 1955.

Tatum O'Neal, the youngest Academy Award winner at age ten ("Paper Moon," 1973), is 21. Bill Walton 32. Art Garfunkel 43. Elke Sommer 43. Bandleader Ike Turner 52. Roy Rogers 72.

Abe Lincoln Election: No Projections

TUESDAY, NOVEMBER 6 — There was an 82% voter turnout when Abe Lincoln was elected 124 years ago (1860). There were no network projections (radio and TV hadn't been invented) but Mr. Lincoln had enough telegraph reports to know, before midnight, that he was the winner.

First formal intercollegiate football game 1869. "Peter Pan" New York premiere 1905. NBC began "Meet the Press" 1947. Vietnam peace talks opened 1968.

National Election Day. Sally Field 38. Jackie Stewart 45. Mike Nichols 53.

Lewis & Clark "In View Of Ocean"

WEDNESDAY, NOVEMBER 7 — The first organized party to explore the American West, the Lewis & Clark Expedition, reached the Pacific Ocean (near Astoria, OR) 179 years ago (1805). William Clark wrote in his journal, "Great joy in camp we are in view of the Ocean." They camped on the Oregon coast for 106 days and it rained 94 of them. They complained their fur coats were infested with fleas.

Republican Party elephant first appeared in Harper's Weekly 1874. Lenin assumed power in Russia 1917. World's third-longest suspension bridge collapsed (Tacoma, WA) 1940. Voyager photos revealed thousands of rings around Saturn 1980.

Joni Mitchell 41. Johnny Rivers 42. Mary Travers 47. Al Hirt 62. Rev. Billy Graham 66.

Songs Of The South

THURSDAY, NOVEMBER 8 — The song "Old Black Joe" was copyrighted by Stephen Foster 124 years ago (1860). Many of the 201 songs he published were about the South, including two official state songs, Kentucky's "My Old Kentucky Home" and Florida's "Old Folks at Home" (or "Way Down Upon the Swanee River"). Foster was a Yankee, raised in Pittsburgh, and never spent time in the South.

Louvre Museum opened Paris 1793. Abe Lincoln reelected 1864. Montana 41st state 1889. X-rays discovered 1895. First dial-type telephone 1919.

Full Beaver Moon: penumbral eclipse visible only from extreme Northern parts of North America.

Bonnie Raitt 35. Patti Page 57. Dr. Christiaan Barnard 62. Katherine Hepburn 75.

Largest Ship Ever Built

FRIDAY, NOVEMBER 9 — The 1359-foot super-jumbo oil tanker "Pierre Guillaumat" was launched seven years ago (1977). It is the world's largest ship; longer than eight B-52 bombers nose-to-tail, longer than the World Trade Center towers are tall.

Great Boston Fire began 1872. Nazis wandered German streets burning homes and offices of Jews in 1942, known as "Crystal Night" because of broken glass in the streets. Rolling Stone magazine first issue 1967.

Lou Ferrigno 32. Tom Weiskopf 42. Dr. Carl Sagan 50. Former Vice President Spiro Agnew (forced to resign to avoid tax charges 1973) turns 66.

Tomorrow (11-10) Ex-Atlanta Rhythm Section singer Ronnie Hammond 34, Russell Means 45. Roy Scheider 49. Veterans Day Sunday (11-11) Jonathan Winters 59, Kurt Vonnegut Jr. 62, Sen. William Proxmire 69.

THE PICTURE PAGE

The Fury Approaches



Newly-signed MCA recording group Fury stopped by the label's L.A. offices to say hello and smile for a picture. Shown here are (standing, l-r): MCA's President Irving Azoff, VP Zach Horowitz, VP Thom Trumbo, and VP Steve Moir, Fury's attorney Dan Hoffman, manager Marty Wolff, MCA's Larry Kenswil, and Exec VPs Myron Roth and Richard Palmese; (seated, l-r): Fury members Lenny Wolfe and Bruce Gowdy, and producer Andy Johns.

America In Perspective



After completing tours of both Australia and New Zealand, America returned home to play L.A.'s Universal Amphitheater. Their new album, "Perspective," should be out shortly. Pictured (l-r) are: Capitol President Don Zimmermann, America's Gerry Beckley, Capitol VP Don Grierson and Sr. VP Walter Lee, and America's Dewey Bunnell.

A Voice Of America



Little Steven recently played the Hollywood Palladium in support of his latest LP "Voice Of America." Smiling backstage are (l-r front): EMI America President Jim Mazza, Little Steven, EMI's Don Wasley, Jack Satter and Mark "Bo" Kargol; in back are EMI VP Mark Berger and EMI's Denise Skinner.

Dragon's Golden Hoard



PolyGram's Dragon enjoyed a gold disc presentation for their "Body And The Beat" LP after a recent show at Sydney's Entertainment Center. Pictured left to right are: PG's Bruce McKenzie, Dragon manager Steve White, CBS Songs' John Anderson, Dragon members Robert Taylor, Alan Mansfield, Paul Hewson, Terry Chambers, and Marc Hunter, PG's Jane Emsley, Dragon's Todd Hunter, and "Body And The Beat" co-writer Johanna Pigott.

Yes Playing Without A Nyet



Working on the second leg of their North American tour, members of Yes took time out for a breather after a New York show. Relaxing backstage are (l-r): Yes's Trevor Rabin, Atco GM Margo Knesz, Yes manager Tony Dimitriadis, Atlantic Senior VP Vince Faraci, and Yes's Tony Kaye.

Reception For Rebbie



Rebbie Jackson attended a reception held to celebrate the debut of her single "Centipede." The party was cohosted by Columbia's Gail Bruesewitz and independent promotion company the Smiley Group. Pictured (l-r): Smiley Group's Don Miley, Jackson, Bruesewitz, and Smiley's John Geraldo.

It's Good To Be The King



King Sunny Ade met with everyone from his label's top execs to Cheech Marin of the comedy team Cheech & Chong at his Los Angeles show. Pictured here are (l-r): Marin, Ade, Island Music President Lionel Conway, and Island Records VP Ruben Rodriguez.

Nobody Doesn't Like Sheryl Lee



Sheryl Lee Ralph recently performed her debut single, "In The Evening," on the "Merv Griffin Show." Backstage with Sheryl are Trevor Lawrence and Frank Musker, authors of the song, and FM Music's Evros Stakis.

Contemporary Hit Radio



JOEL DENVER

WHYT VERSUS Z95.5

Cap Cities, Gannett Square Off In Detroit

Cars are rolling off the assembly line, the economy is on the mend in the Motor City, and the fight for CHR supremacy is a hot one. Cap Cities-owned WHYT and Gannett's Z95.5 (WCZY) are locked in a tight race, with both stations looking to ultimately achieve victory.

Here's a look at a five-book 12+ trend which ends up with the recently-released summer Arbitron numbers:

WHYT	3.3	3.8	4.2	4.6	4.8
Z95.5	3.2	3.1	3.6	4.1	4.1

WHYT was dominant in teens; Z95.5 held down fourth place in that race. WHYT also

led Z95.5 in 18-34 adults, but in the 25-49 arena Z95.5 came out ahead. For a look at how this race is going, read on. And to see how the hotly-contested AOR battle between ABC's WRIF and Doubleday's WLLZ is shaping up, make sure you read Steve Feinstein's column this week.

Z95.5 Makes Commitment To Win

For the past year Station Manager/PD Lee Douglas, who formerly programmed KXOK/St. Louis, WPEZ/Pittsburgh, and WXLO/New York, has been guiding Z95.5(WCZY)/Detroit through the final stages of a metamorphosis from A/C to straight-ahead CHR.

A New Identity

"This station has been evolving for a long time toward where we are today," noted Lee. "Before I arrived, the station went from Beautiful Music to Easy Listening to Schulke II to a conservative A/C to a contemporary A/C to a conservative CHR, and now to Z95.5. When I joined, it was a bright A/C with CHR overtones. There was a reason for all of this — to move into CHR while preserving both the adult demos we'd attained and revenue. As (WHYT Operations Manager) Gary Berkowitz said in a recent newspaper article, 'Z95.5 has some of the most unique demos of any CHR in America.' We've gone up in teens in each of the past five books, and while we are still behind in this demo, we're gaining without sacrificing our adults."



Lee Douglas

With the station having had so many previous formats, Lee opted for Z95.5 as an identity. "We finally got to a point where we were no longer relating to the old image 'Cozy-FM' and felt it was time for a new handle. We decided to position it with our frequency and deliver a total mass appeal radio station attempting to reach as many bodies as possible. We're not AOR, we're not tenn-oriented, as in WHYT, and we're certainly not leaning A/C."

"Our jock style is uptempo with a mainly current music format. We're on the come, even though we're trailing only in teens. In adults we're beating WHYT soundly. I really think those teen numbers are coming our way, as we're now in fourth place for that demo according to the summer Arbitron.

It's more difficult to be number one in teens and get the solid adult demos, but it is being done in New York, L.A., and Tampa, so it could easily happen at this station. I don't think you do it by dropping the bomb and aiming for teens. They'll find you if you're playing the right music."

With the air talent taking an uptempo, foreground approach, Lee's immediate attention went into repositioning morning man Dick Purtan to make his show compatible with the rest of the station. "Dick has rock 'n' roll roots from his days at CKLW, WKNR, and WXYZ. It took a while to energize and redefine his act to a CHR level again, but I really think it's there. He's feeling very comfortable with things and is doing a great job for us."



The KIIS-FM Connection

Being part of the Gannett chain, Z95.5 has some strong weapons in its arsenal: proven successes in CHR, and management's willingness to spend money on promotion and talent to make more of it. But perhaps the strongest tool is KIIS-FM/Los Angeles PD and VP/Programming-Contemporaries Gerry DeFrancesco. Together, Lee and Gerry have worked on making Z95.5 a hot-sounding CHR station again.

Lee stressed, "We're not a carbon copy of KIIS-FM. We've taken a lot of direction

Continued on Page 38

WHYT's Berkowitz Predicts Victory

After programming in New England at such prestigious operations as WPRO-AM & FM/Providence and WROR/Boston, WHYT/Detroit Operations Manager Gary Berkowitz is getting his first taste of the Midwest and the Motor City.

In Search Of Ratings And Great Pizza

Gary doesn't seem to find his new territory to be a major problem. "Other than not knowing where to get the best pizza, it's not all that different. I feel very comfortable here and I think the market may even be more competitive than Boston.



Gary Berkowitz

"Musically, black crossovers have a greater impact due to the population, and hardcore AOR is still very much alive in the market, whereas WBCN in Boston is a hybrid sound. There are very few major markets with two dominant AOR stations today. As a result, we watch what they do with their music carefully. I won't be beat to a hit."

But why are the AORs still doing well? Gary, who's been in the market for eight months, analyzed, "The huge blue collar population has something to do with it. You know, guys who are working hard in the factories. When it's five o'clock, it's 'Miller Time,' and they go get a couple of brews and listen to ZZ Top. Also, WRIF is probably one of the better AORs since it's been consistent for years and years.

The Third Programming Faction

Mike Joseph installed his Hot Hits format at WHYT in 1982, and "when Steve Goldstein came in, he began a transition out of the strict Hot Hits format. So I'm really the third faction of programming in just two years," said Gary. "And all of us made many staff changes as a result." (See "A Staff Of Flamethrowers.")

"Recently I had a lady call me up to tell me how much she and her whole family enjoy the station. She said, 'You know, every time I put you guys on, you sound like you're — having a ball.' And that's the reaction I'm looking for. I keep the staff up and positive-sounding. Sure, everyone's got problems, but when you've got it on 96 WHYT, you can forget them for awhile."

Confused Competition?

Gary was very outspoken on his feelings about WHYT's advantages over Z95.5. "The audience is a bit confused by them. Dick Purtan still comes off very A/C to me. We're quite strong 12-24 and building 25-34; they still have huge 35+ numbers. If they don't get consistent, then they'll never gain a foothold on us.

"I can't be diplomatic about this: our air talent, technical sound, and promotions beat them cold. There's no comparison; the choice for listeners is clear-cut. We're a hot-rocking CHR radio station and to me

Continued on Page 38

A Staff Of Flamethrowers

Who are the "flamethrowers" behind the success at WHYT/Detroit? According to Operations Manager Gary Berkowitz, "This is a team of pros who are the hardest-working, most creative people I've ever been associated with. These are the people responsible for the great numbers at WHYT."



Ron Pancratz
President/GM



Bobby Mitchell
mornings



Bob Schuman
News Director



Scott Sherwood
middays



J.J. Walker
afternoons



Mike Walte
nights



Karen Dalessandro
late nights



Bob Stuart
overnights



Dina Davis
Program Assistant



Chris Conn
Production Director

E/P/A's Winners By A Landslide



JACKSONS "Body"

CHR NEW & ACTIVE

Now On Over 140 CHR Stations!

Black/Urban BREAKERS



REO SPEEDWAGON "I DOWANNA KNOW"

CHR BREAKERS 10/26

CHR Chart: Debut **38** 190/20 79%

AOR Tracks: **11**

AOR Albums: DEBUT **10**



MOLLY HATCHET "Satisfied Man"

**CHR
SIGNIFICANT ACTION**

WPHD deb 38

WHYT 33-29

WVSR

WERZ

WRCK

KWIC

WJZR

KSET-FM

WANS-FM

WOKI

WFMI

KRGV

WKDD

WKDQ

WGRD

WJXQ

KEYN-FM

KQXR

KQMQ

KSKD

KHYT

AOR Tracks: **13**

AOR Albums: **15**



DISTRIBUTED BY CBS RECORDS

Z95.5 Makes Commitment

Continued from Page 36

from Gerry and KIIS-FM. If you've got to have a role model, then they're a hell of a good one to have. Z95.5 is a different radio station because the music is Detroit, and the personality of the station reflects the market. There is no particular company philosophy when it comes to dayparting; it sort of develops on a record-by-record basis.

"It's taken us a year to get to our present position. With support from Gerry DeFrancesco, (Sr. VP/Programming) Jay Cook, (Division President) Joe Dorton, my GM Jim Mulla, and the finest staff I've ever worked with, we're on our way. There's not a day that goes by that we don't somehow connect and share information with each other."

Dwindling AOR Impact

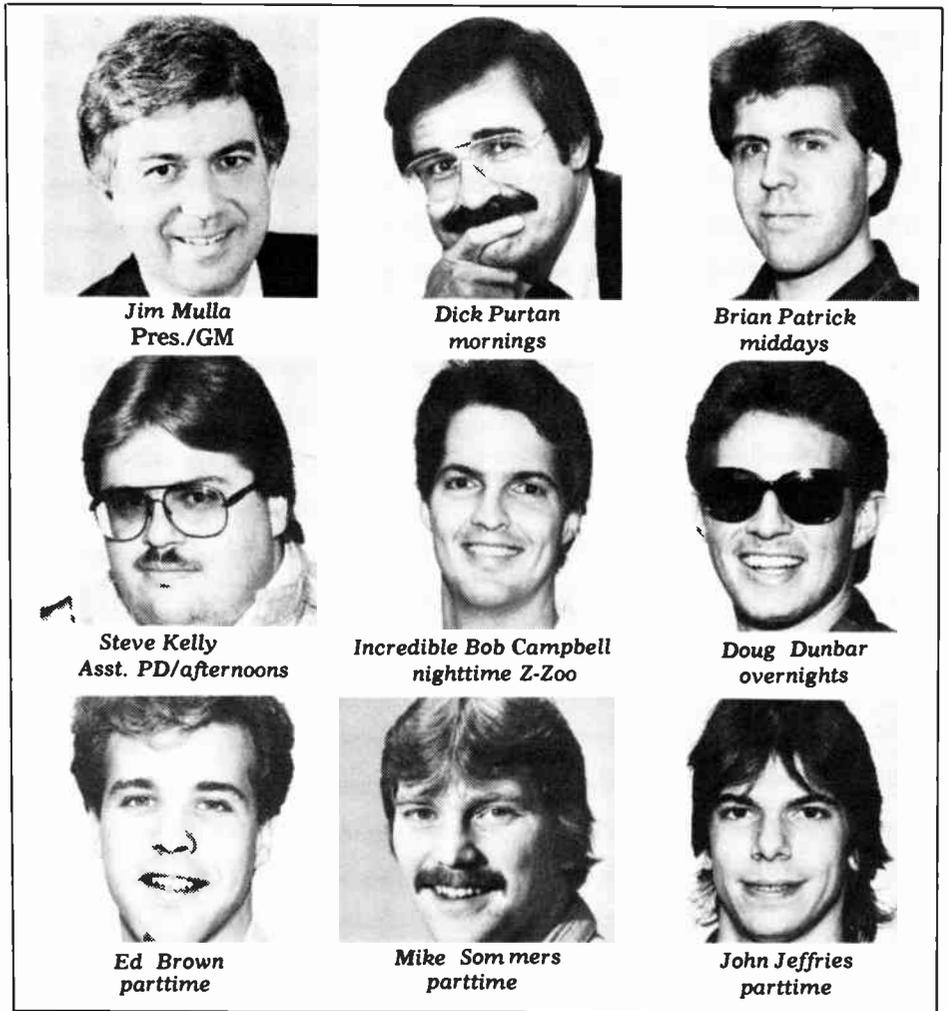
Like any programmer, Lee watches what everyone's doing in the market. He feels the AORs have less of an impact on the market, since Z95.5 and WHYT are eating away at the core audiences of both WRIF - one of the country's oldest AORs - and WLLZ. "Because of their loyal core, they don't have a ton of impact on our programming. But when I see either station impacting us with a record, we're ready to play it. We're not going to let them drive anything home before we can react."

"Neither CHR shares a ton of cume with the AORs, and the crossovers we do play are the real mass appeal rockers. In addition, WRIF is more of an oldies station, which gives them some fabulous adult male numbers. WLLZ is very current-sounding and narrowly formatted. It seems everyone is finding their little envelope in the market, but we're looking for a bigger envelope than the rest. If WHYT wasn't here, then AORs might influence me a bit more than they do."

"My compliments to the music industry because we have the best and hottest music I've ever seen in all my years in radio. The magic of mixing the best of all formats makes CHR the success it is today, much as it once was. If this mass appeal trend continues, the format will prosper for years to come and Z95.5 will be here to enjoy it."

Just A Short Move Up The Dial

"We share most of our audience with WHYT, and a similar percentage between A/C-formatted WNIC and WMJC, and less with WRIF," Lee explained. "With WHYT, our direct competitor just up the dial at 96.3, it means we're right on top of each other; that helps us to cross cume. The difference between our stations is readily apparent, and being so close offers listeners a chance for easy comparison."



Jim Mulla
Pres./GM

Dick Purtan
mornings

Brian Patrick
middays



Steve Kelly
Asst. PD/afternoons



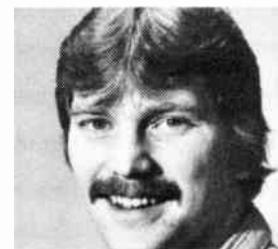
Incredible Bob Campbell
nighttime Z-Zoo



Doug Dunbar
overnights



Ed Brown
parttime



Mike Sommers
parttime



John Jeffries
parttime

Giving Out The Green

In an effort to establish itself, Z95.5 is handing out the cash with the "Daily Cash Payoff" contest. "Primarily it acts as an audience builder designed to extend listening spans. In addition, we're getting ready to give away our fourth or fifth car this year, and we're consistently offering albums and concert tickets for momentum. Thankfully, Jim Mulla's philosophy is very similar to that of (KIIS-FM President/GM) Wally Clark. Whatever it takes to win is what happens. The amount of cash committed to giveaways is staggering, reaching way into the hundreds of thousands of dollars. We're also running a newly-customized TV campaign from Eagle Productions." (See "All Hits All The Time").

A Cohesive Team Effort

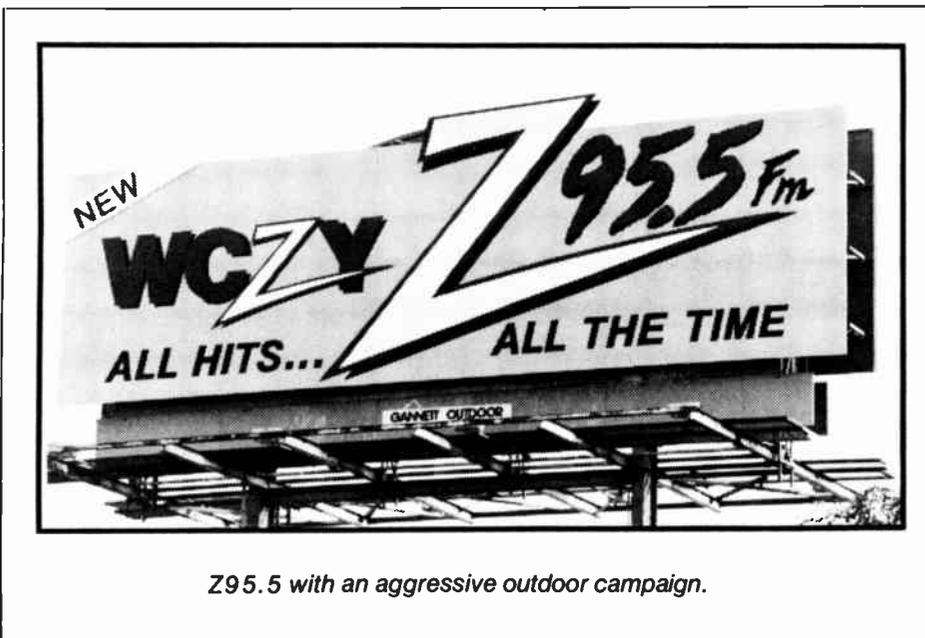
Z95.5 is blessed with one of the best FM signals in Detroit, according to market observers. For that reason, Lee is putting his staff on the streets for appearances all over the metro and TSA. "No one single person can carry a station to the kind of success we're talking about. Everyone is doing

their job. One of our newest additions, Music Coordinator Kathy Means, has really added to our depth in programming, and we're looking to hire a fulltime promotion director in the near future. If you have the right team together, it's hard for the competition to catch up. The sum of the individual parts is greater than the whole. There is no room for prima donnas anymore."

Out To Beat The Market

"I really don't look to just beat WHYT, I look to be number one in the market. We've got a lot of things going for us, and with Gannett behind us I just don't see how we can lose. I came here to win, and win is what I'm going to do. If we only beat WHYT, then there are six other guys who will beat us out of dollars," reasoned Lee.

"We don't get corporate pressure to be another KIIS-FM, but we do have goals in terms of revenue which I feel we can meet. It helps to have these goals to shoot for. We only have the pressure to be successful. I don't know if anyone can get a ten in Detroit, but we're going to test it out."



Z95.5 with an aggressive outdoor campaign.

WHYT's Berkowitz Predicts Victory

Continued from Page 36

they're a radio station that hasn't made up its mind yet. First they were 'Cozy,' now they're Z95.5. I'd love to sound diplomatic and say that there isn't a huge difference, but our airstaff just devastates them."

Easy Money

Gary related that since his arrival WHYT has had a giveaway going 24 hours every day. "We do probably 90% of the movie premieres in Detroit; I can't remember a day where we didn't have a movie promotion on the air. Tickets, albums, and T-shirts are prizes designed to maintain momentum. Our big contest is called 'Easy Money,' and it is easy. We simply promote a winning hit record, and the 15th caller wins \$100. We do this as many as eight times a day. This counteracts Z95.5, since I believe in lots of winners and not just one big one."

"We've done what I consider to be unbelievable promotions. I say that because this company is so committed to winning. We've leased a private Lear jet to fly listen-

ers to see the Jacksons' concerts in Kansas City, New York, and Dallas. And when the Jacksons came to Detroit we sent 900 listeners to see them."

Z100 Xerox?

Outside observers note that both stations sound strong, and each has its own distinctive sound. But WHYT has been openly criticized for ripping off Z100/New York. Gary defended his format similarities. "I don't think we've ripped off Z100. I owe Scott Shannon a great big 'thank you.' When I came to WHYT, I had been out of CHR radio for about a year, doing A/C at WROR. So, I got on an airplane and flew to New York for a refresher course."

"I thought Z100 sounded fabulous. I'll be the first to admit borrowing some lines from Scott. And because we use the same jingle package we're called a clone. I'm not ashamed to admit that 'Hot Rockin' and 'Flamethrowin' are phenomenal lines; I wish I'd thought of them. The people in Detroit don't know of Z100, and they like what they're hearing on my station. That's

the point of all of this, isn't it?"

"And we're still using Hot Hits, which mixes in nicely with our Flamethrowin' slug lines. Hot Hits is one of the best lines invented since people began using the term 'solid gold.' Anybody can deny that they borrow lines from each other, but I don't think there's one PD in America who can look in the mirror and say, 'I don't do that.'"

Forcing Z95.5's Hand

Despite having a short-spaced signal to protect a station in Bay City, WHYT does cover the market adequately and is awaiting word on a possible tower relocation. Gary was very outspoken when it came to deciding the ultimate winner in this race for CHR domination. "This isn't a battle between me and (KIIS-FM/Los Angeles PD and VP/Programming-Contemporaries) Gerry DeFrancesco, it's between Lee Douglas and me. He's the man over there. But in the end, I think they'll change for-

Continued on Page 40



DON

HENLEY



"THE BOYS OF SUMMER"

7-29141

CHR 116/116

One Of The
MOST ADDED

AOR Tracks Breakers

Debut 17

Produced By **Don Henley, Danny Kortchmar, Greg Ladanyi and Mike Campbell**

From the forthcoming Geffen Album **BUILDING THE PERFECT BEAST**, available on LP (GHS 24026), cassette (MSG 24026), and compact disc (24026-2)

Management: **Front Line**

DONNA

SUMMER



"SUPERNATURAL LOVE"

7-29142

Now On
Over 50
CHR Stations!

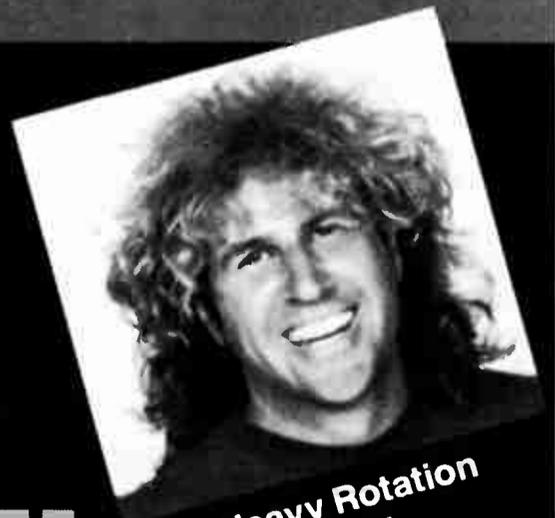
Produced by **Michael Omartian**

Management **Susan Munao Management Co., Inc.**

Original version on the Geffen album **CATS WITHOUT CLAWS**, available on LP (GHS 24040), cassette (MSG 24040) and compact digital disc (2-24040)

SAMMY

HAGGAR



**Heavy Rotation
MTV**

"I Can't Drive "

7-29173

CHR 30 - 27

AVERAGE MOVE +3

Produced By
TED TEMPLEMAN

EL MANAGEMENT/ED LEFFLER

From the Geffen Album **VOA**
Available on LP, (GHS 24043)
Cassette, MSG 24043
and Compact Digital Disc



All Hits All The Time

Z95.5/Detroit is using TV this fall to spread the word. The theme ties in nicely with the national elections, showing Abe Lincoln endorsing morning man Dick Purtan and Z95.5. The essence of the campaign is "Some of the stations play some of the hits some of the time, but Z95.5 plays all hits all of the time." The commercial wraps with breakdancers chanting, "Z95.5 — all hits all of the time." Shown are five stills taken from actual footage of the commercial, produced by Eagle Productions, based in Marblehead, MA.



Motion

WZOU/Boston welcomes four new staffers: Steve York to middays from KHTR/St. Louis, Marc Mitchell to afternoons from WAVA/Washington, David Jones to weekends from PRO-FM/Providence, and traffic/character personality Ruth Rudnick, a recent college grad . . . After five years, MD/Programming Assistant Diana Thomas has left Q105/Tampa. She's looking for a similar position, and can be reached at (813) 870-3746 . . . KWSS/San Jose grabs WZPL/Indianapolis' Tom Gilligan for 6-10pm, replacing Randy Chambers, who left to program KREO/Santa Rosa.

KWK/St. Louis night rocker Brian "Rock & Roll Kid" Bridgman has been made Programming As-

sistant to PD Steve Perun. Chuck Finley, part of the morning team of Finley & Baker, is now MD at WZLD/Columbia, as Mike Willis becomes PD. In other WZLD news, "Dr. Bob" moves over from WKQZ/Myrtle Beach for evenings, Diane Beardlee is named News Director, and Dr. Henley Smythe joins the team as Sports Director . . . KOFM/Oklahoma City welcomes Steve Knight for 7pm-midnight from WTRR/Westminster, MD; the move shifts Steve Summers back to overnights . . . John St. John is leaving WZOK/Rockford for nights at WNVZ/Norfolk, as J.D. Stewart fills his slot . . . Former WIXV/Savannah MD/Assistant PD J.P. Hunter join 94Z(WZZU) Raleigh for 6-10pm.

At 98ESA/Charleroi, PA, MD/afternoon personality John Randall is upped to PD, replacing Mike Ryan, who leaves to program WJPA & WYTK/Washington, PA. Night rocker Brian Clary is upped to MD . . . At WAHC/Appleton, Charlie Conover moves to evenings, Jack Armstrong is doing nights, and Kell Brooks is there from 2-6am . . . Rick Warboys is advanced from parttime to afternoons at Q92/Rochester, while 98PX's Terry Clifford moves crosstown to handle overnights . . . Conn Johnson jumps from KHMO/Hannibal to neighbor KGRC for evenings & Continuity, while Don Masters moves south from WJRY & WCER/Huntington, IN to work overnights . . . WRDU-FM/Raleigh welcomes Marcia Stevenson as its new Creative Services Director.

George Rossi leaves his GM position at WYFM/Youngstown & WPJC/Sharon, PA to oversee WSSL & WKOP/Binghamton, NY. Tom Klein is upped from Sales Manager at WYFM to replace Rossi . . . Mark Mendoza joins KKHR/Los Angeles for overnights from KFXM/San Bernardino . . . Shift trade at WZKS/Nashville, as Billy Dee moves from middays to afternoons while Dick Shannon segues from afternoons to middays . . . Jeff Freeman departs his MD spot at Q100/Allentown to program AM sister WEEX. Replacing Freeman is Chris Landon, former PD at WAYV/Atlantic City.

Jeff Ryan exits his PD duties at 13K/Bakersfield for evenings on KHYY/Tucson . . . Lynn Taylor signs on for overnights at KFRX/Lincoln, as Rick Lane accepts middays at KQCR/Cedar Rapids . . . Mike Rafferty is the new noon-3pm personality at Z106/Philadelphia. He's from Y107/Long Branch, NJ, and replaces David

Lankford who heads south to KMGC/Dallas . . . For the record, Bob Neumann is the PD at Y107/Long Branch and the lineup is: Bob Malloy mornings, Kelly West 9am-noon, MD Steve Brooks noon-3pm, Rafferty PM drive, Dannie Schade evenings, and Dennis Gribben overnights.

Bits

• **How 'Bout a Double Kiss?** — WZKS(96 KISS)/Asheville is giving \$96 to the ninth caller who identifies a "Double Kiss." This is where two songs announced early in the day are later played back-to-back. The winner qualifies for an upcoming drawing with a prize of \$9696.96. Remember those numbers! A test will follow!

• **Check Your Serial Number** — WRKR/Racine-Milwaukee, WI copied the serial numbers from a bunch of dollar bills in a local bank and read them on-air throughout the day in an attempt to find the current owners. For every serial number claimed, the holder won \$1000.

• **Educating Your Cabbage Patch Doll** — KJMO/Jefferson City, MO, in an effort to raise money for Jerry's Kids, sponsored a broadcasting school for Cabbage Patch dolls. Schooling lasted a week, enrollment fee was \$15, and the kids were taught by KJMO's camp director. The money was turned over on Labor Day during the Muscular Dystrophy Telethon.

• **Beef, Regal Style** — WGCL/Cleveland is giving away a 1985 Buick Regal as the grand prize in a contest held in part with the local Wendy's restaurant. WGCL will be conducting five daily contests during which listeners can win one of 98 keys to "Wendy's Treasure Chest." Clara "Where's The Beef?" Peller will be there to congratulate winners of prizes ranging from the car to a one-year supply of Pepsi.

• **Shoot Your Favorite DJ!** — KDWB-FM/Minneapolis tied in with the local Renaissance Festival by furnishing posters of DJ Chris Edmunds to be used as archery targets! Approximately 1500 people participated in the three-hour event, and proceeds went to Hope International, a non-profit charity organization.

• **Who Ya Gonna Call?** - WABB-FM/Mobile air personalities Hooper & Andre are out on the prowl as the "Prizebusters." Decked out in "Blues Brothers" attire, they're asking townspeople at random what radio station they listen to, and if the reply is "WABB-FM 97," they automatically win \$97 in cash. If they have the call letters written down anywhere on them, they win \$1000. Now that's worth some paperwork!

• **There's Magic In The Air!** Magic 91FM/Auckland, New Zealand listeners can buy the "Magic Album Of The Week" at Music Studio Record Stores for the magic price of \$9.91 (frequency tie-in). But only when they flash their Magic Cards. A new album is featured each week.

• **And Now, Almost Live, It's Mickey Mouse!!** WLS(AM)/Chicago personality Larry Lujack is taking 100 of his closest friends on a vacation to Disneyland, where he'll host his show live. This promotion ties in with the station's bumper stickers. Once the trips are gone, the station will resort to giving away \$1000 bills.

WHYT

Continued from Page 38

mats again. When they changed to CHR, their GM was quoted as saying, 'We've tried everything else; now we're going to try this.' They've had four different formats in four years. We're committed to winning this war."

WHYT is the current 12+ winner between the two, and dominant in teens as well. Gary said, "It's important to win the teens. They are the trendsetters for the other demos. WCZY follows our more aggressive music policies, which make us sound more on top of it. Now, they sound like a cheap carbon copy of WHYT, and that'll get them nowhere fast. I think that they're gonna fall out of bed; I don't think they're going to cut the grade. In fact, this town's not big enough for two winning CHRs. We've got over two years in the format and a lot of heavy bucks at stake, and we don't intend to lose."

AOR



STEVE FEINSTEIN

THE WLLZ/WRIF RIFT

Rock Radio In The Motor City

The Detroit AOR battle no longer has four contenders as it did briefly when WABX (now A/C WCLS) and WWWW (now Country) were still rockin'. However, the remaining contestants are making up for the reduced numbers by waging a noisy, no-holds-barred fight to the finish.

Two prominent group owners are locking horns, so the promotional dollars are flowing. ABC's WRIF is a heritage station with 14 years of AOR history and personalities of long tenure; it calls itself "Detroit's Original Rock 'n' Roll Radio Station." Doubleday's WLLZ is positioning itself as younger, tougher, and more streetwise,

while attempting to reposition WRIF as "old and tired." The stations' demographic difference is dramatic — in men 18+, WRIF is second in the market to the home of Tigers baseball, WJR. Its 5.7 summer 12+ score includes over twice the adult men of WLLZ's 4.2, which carries more than double WRIF's teen share.

WRIF REIGNS

ABCs Of Rock Leadership

PD Mark Pasman started as an intern at WRIF over six years ago. Local boy proceeded to make good through a series of promotions from "unofficial coffee schlep," and then "official coffee schlep" to Special Projects Coordinator, Director Of Special Projects, and finally PD in August 1983. Along the way, he studied with former WRIF PDs Tom Bender, who is now PD of Gold KRQX/Dallas, and Fred Jacobs, who consults KRQX and WNOR-AM/Norfolk with his "Good Time Rock 'n' Roll" format.

How He Deals With WLLZ

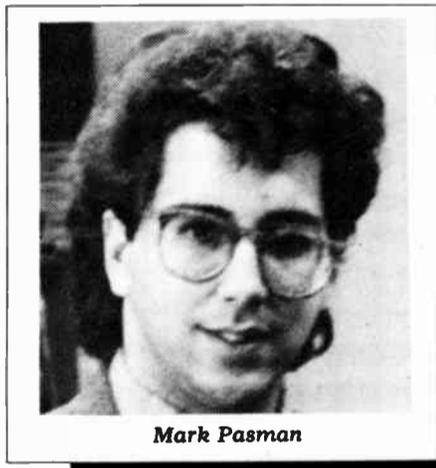
What's Pasman's view of WLLZ's renewed effort? "The traditional Doubleday game plan is just play the hits, and have a low personality profile and very little promotional zip," he says. "That didn't work, so they've put in an aggressive-style programmer to try and knock us off the block.

"Promotionally, they've come up with a 'WRIF Junior.' Musically, they're a lot harder than us. We play lots of metal, too, but mostly in the evenings, while theirs is morning, noon, and night. They seem to go two cuts deep on a lot of new metal bands. We play a larger library, and they sound as though they've pulled a lot of the gold library. I hear very little Stones, Who, or Zeppelin on WLLZ. We also play bluesy, earthy artists like Robin Trower and Stevie Ray Vaughan, which wouldn't sound right on WLLZ. Their demographic profile continues to be heavily teen-based, whereas we continue to dominate men 18-34."

WRIF Around The Clock

Pasman has WRIF dayparted to suit the available audience. "We're a shade more mellow in middays and early afternoons, when we'll play Christine McVie, Eurogliders, and Crosby, Stills & Nash. We rock out on the way home, and then we bang our heads at night, but we're still a bit older, more familiar, and have more variety than WLLZ."

'Round midnight, the station opts for something completely different — the "WRIF Rock Cafe." Until 5am, says Pasman, "it's progressive radio, much like



Mark Pasman

what AOR sounded like in its beginning. It's very request-oriented, including everything from old Moody Blues to Elvis Costello to reggae and fusion. We expose a lot of new music and rotate some of the old music we used to play."

Tenured Personalities

All of WRIF's fulltime air staffers have been at the station four years or more, and all save one have also logged additional years in the market at WWWW or WABX. "Like the Tigers, player for player you can't beat our lineup," raves Pasman. He's also quick to note that he's the beneficiary of his predecessors' and ABC's commitment to personality radio in the face of trends toward a blander presentation.

Mornings have Jim Johnson teamed with George Baier's cast of characters, which in-

Continued on Page 42

SAMPLE HOURS

Music Monitor



3-4pm

Ratt Back For More
Huey Lewis And The News
Do You Believe In Love
Rolling Stones Tumbin' Dice
Van Halen Drop Dead Legs
David Bowie Blue Jean
Ozzy Osbourne Flying High Again
Honeymoon Suite Burning In Love
Billy Squier All Night Long
Eddie Money Shakin'
Beatles Revolution
Pat Benatar We Belong
Marshall Crenshaw Cynical Girl
Kinks All The Day And All Of The Night

The 'RIF Rock Cafe (12mid-1am)

Honeydrippers Rockin' At Midnight
Grand Funk Foot Stomping Music
Eddie Van Halen Donut City
Jimi Hendrix Little Wing
Pink Floyd One Of These Days
Lords Of The New Church Russian Roulette
Ramones Howlin' At The Moon
Aerosmith Rats In The Cellar
Pretenders Message Of Love
Doors You're Lost Little Girl
U2 I Fall Down
Elvis Costello New Lace Sleeves



4-5pm

Van Halen Dancin' In The Street
Gary Moore Empty Rooms
REO Speedwagon I Dowanna Know
Beatles Revolution
Sammy Hagar Swept Away
Point Blank Nicole
John Cafferty On The Dark Side
Led Zeppelin Dancing Days
Jethro Tull Lap Of Luxury
Scorpions No One Like You
Eddie Money I'm Movin' On
Huey Lewis And The News
Finally Found A Home

7-8pm

Loverboy Hot Girls In Love
Dio The Last In Line
Dave Edmunds Slippin' Away
Bob Seger Understanding
Tommy Shaw Come In And Explain
Pink Floyd Brain Damage/Eclipse
Twisted Sister The Price
Y&T Don't Stop Running
Rainbow Desperate Heart
Scandal Beat Of A Heart
Nazareth Hair Of The Dog
Scorpions Still Loving You

AVENGING ARNOLD

Putting WLLZ In Motion

Outspoken, outrageous . . . brash, brilliant . . . arrogant, aggressive . . . all these words fit WLLZ/Detroit PD Lee Arnold. Those qualities made him a surprising choice to join WLLZ owner Doubleday this July. His bold, freewheeling style and Doubleday's tight, controlled approach to AOR made the two seem as unlikely a combination as Dee Snider and Nancy Reagan.

Their incompatibility included two major areas. Arnold is dead-set against AOR playing CHR crossovers, while Doubleday's AORs had been among the first to position themselves as AOR/CHR hybrids. Also, Arnold is a masterfully shrewd promoter who believes in taking his stations "to the street," while Doubleday AOR outlets have a reputation for being more promotionally conservative. In any event, these strange bedfellows are now united in their common interest — waging war on WRIF.

Old And Tired Charge

He started his attack on WRIF by staging a media event for his arrival in town, wearing camouflage and landing via helicopter in a baseball field across the street from WRIF. Accusing his competitor of being "old and tired," Arnold claims its excellent ratings are a matter of default. When he got to town, he found "AOR in a coma. Both stations were boring and unadventurous. When you've got two equally boring stations, the one that's been here for 13 years and used to have lots of image is going to beat the one that's been here for five years and never had any image. WRIF has a legacy they don't deserve to retain, but nobody's been here to take it away from them."

Arnold characterizes WRIF's music as "old-sounding. People say derisively, 'All you ever hear on WRIF is the Doors.' I've pulled all my Doors because of that."



Lee Arnold

He's also countered what he feels is WRIF's over-reliance on library material by making his mix 70% music from the last six months with only 30% older product. His rotations on currents are faster than WRIF's, with powers getting six spins per day and the slowest rotation three plays.

Refusing to attribute WRIF's strength in older demos to its library emphasis, Arnold is banking that upper demo men will prefer WLLZ's more current mix. "25-30 males are current people — movers and shakers — who will gravitate towards the station that doesn't make them feel old. When I was at WQFM/Milwaukee, people told me we would never be strong in 25-34 men with all the currents and rock we played. Well,

Continued on Page 42

WLLZ In Motion

Continued from Page 41

we were #1 in the demo during my last book, fall '83."

WRIF's Rock Cafe is a favorite target of ridicule. "They change formats at midnight! If you're listening to WRIF while driving to a bar at 11 at night, and then come out of the bar at 2am, you're going to think somebody snuck into your car and changed your dial. There's a lot of people working the third shift in this city. Why don't they also go ahead and play Lithuanian language records from 2-4 in the afternoon?"

Live Music

Arnold claims WRIF has neglected the local music scene, and to image WLLZ as being more responsive, he's instituted a series of live broadcasts every Friday at midnight from Harpo's, a 2000-seat club. All 16 shows so far have been free, with acts including Honeymoon Suite, Helix, Lita Ford, and Spirit. WLLZ hands out tickets from the station van in Detroit neighborhoods.

Every Saturday night the station broadcasts a local band from an area club; WLLZ also ran a Sammy Hagar and Krokus show live from Cobo Hall. Two free outdoor concerts brought in Fastway, followed by Santers and Mama's Boys.

He gets cooperation from acts because "my door is always open to bands and record companies. I have two jobs as a program director: to win in the ratings, and to break new acts. Who am I going to play tomorrow if I don't? And when you break new bands, you also build relationships with managers who have old bands."

Personality Profiles

With the exception of Ken Calvert, Arnold has sharp words for WRIF's venerable air staff. "There's a difference between market veterans who can still get it up and market veterans who can't find it. People tell us in focus groups they're tired of the same bits on their morning show - Jim Johnson was Steve Dahl's partner, and he's still us-



BANNER BONANZA — Detroit looked like a banner republic when WLLZ offered \$500, a limo ride, and choice seats during banner promotions for Tigers play-off and World Series games. Entries included an ice sculpture (top left) and the grand prize winner (top right).

ing Dahl's drop-ins from five years ago. Arthur Penhallow's been there for 13 years, and the audience has hated him for the last eight."

Arnold's made virtually no changes in WLLZ's airstaff. "In the mornings, I've got Steven Segal (nee Clean), from WBCN and WCOZ in Boston and WMMR/Philadelphia. He has a dry, intelligent humor that doesn't get old because it isn't pie-in-the-face humor. He looks at everything with a jaundiced eye and doesn't accept anything at face value, just like our demographic. He also brings local comics on, and uses Reagan drop-ins from an old friend of his, Harry Shearer from 'Saturday Night Live' and 'Spinal Tap.'

"Research Director Jim Pemberton, formerly PD of WFBQ/Indianapolis, is on middays. He does the Work Force Blocks at noon, where he reads four people's letters on the air and plays their blocks. Domino's Pizza delivers a couple of large pizzas and two liters of Coca Cola to each person's workplace for an office party.

"Jonathon Blair does afternoons. He's worked at 91X/San Diego and WAVA/Washington, and is young, aggressive, and

Ratings Review

12+ Trend

	Sumr '83	Fall '83	Wntr '84	Sprg '84	Sumr '84
WLLZ	5.7	5.3	4.8	4.7	4.2
WRIF	5.2	5.3	6.2	5.4	5.7

Summer '84 Market Ranks

	Cume	Adults 18-34	Men 18-34	Men 25-34	Teens
WLLZ	8	5	3	6	3
WRIF	3	1	1	1	6

Continued on Page 44

ABCs Of Rock Leadership

Continued from Page 41

cludes parodies of the mayor ("Hizzoner"), and local sportscasters George Kell ("George Swell") and Al Kaline ("Al Foulne"). Wrestler Dick The Bruiser provides the inspiration for Baier's character of the same name, who also fronts the station's Bruiser Band, which does live gigs and has recorded an album of song parodies.

Middy man Ken Calvert is WRIF's oldies maven, as well as the one WRIF staffer who Lee Arnold mentions as a serious talent. He does a Sunday morning "Electric Brunch" oldies show using his "Chuck Roast" alter ego. Each weekday at noon he features a variety of oldies programming, including Thursday's hour of "Re-psychedelics," which Pasman calls "your basic black light music" from the likes of Iron Butterfly, Grateful Dead, Cream, etc.

Pasman describes 14-year WRIF afternoon mainstay Arthur Penhallow as "the #1 rock 'n' roll personality people love to hate. He's the dean of rock 'n' roll disk jockeys, a crazy rock 'n' roll maniac who's at his best when he's the most damaged."

Taken from the "Grand Pooba Of Rock 'n' Roll" title that Calvert bestowed on him, "pooba," along with "baby!," is one of the catch phrases Penhallow delivers regularly in his basso profundo tones. He once went

into the men's room at a Tigers game, where people recognized him by sight and started chanting 'Pooba . . . pooba.'"

Steve "The Kid" Kostan is WRIF's night rocker and hosts "Sonic Rendezvous," a Sunday night modern music show. Karen "Boom Boom" Savelly airs her penchant for metal at 10pm, and then kicks off the WRIF Rock Cafe at midnight, which all-nighter Mark "Daddy" Addy continues.

25+ Strength

WRIF's far and away #1 in 25-34 men, with almost twice the share of #2 WJR. Pasman has no pat explanation other than "at least in Detroit, when you get older you don't necessarily stop listening to the Who and start listening to Barry Manilow. As people begin careers and families, they

Continued on Page 44



ROCKIN' IN THE STREETS — Pictured at the station's free Greg Kihn concert in downtown Detroit, this crowd of station fans would be proud to be called "WRIF-raff."

VIVE LA DIFFERENCE

Detroit Music Comparison

To give you a good idea of the flavor of WRIF's and WLLZ's music mixes, Associate AOR Editor Hurricane Heeran studied the stations' playlists for the last few months. He broke out the following data:

- **Exclusives:** records that one station played but the other didn't
- **Excluded:** records that made R&R's Album chart, but were not played by either station

The study included playlists from July 6 through October 19 of this year. Only records in reported rotations, aired during rated dayparts, were counted as having been played by the stations. Music aired during special programming was not considered.

Exclusive To WLLZ

Alcatrazz
April Wine
Cadillac Kid (local)
Bruce Cockburn
Dakota
Chris DeBurgh
Dragon
Andy Fraser
Roger Hodgson
Jamie James
Keats
Little Steven
Metropolis
Kim Mitchell Band
Quarterflash
Restless
Santers
Michael Schenker Group
Janey Street
Talas
Jethro Tull

Exclusive To WRIF

Pat Benatar
Box Of Frogs
Dave Edmunds
Eurogliders
Face To Face
Fixx
Elton John
Kansas
Timothy B. Schmit
Van Stephenson
Stevie Ray Vaughan
Fee Waybill

Excluded By WLLZ & WRIF

A Flock Of Seagulls
Dennis DeYoung
Frankie Goes To Hollywood
Glenn Frey
Corey Hart
Inxs
Jacksons
Rickle Lee Jones
Cyndi Lauper
Steve Miller Band
Ray Parker Jr.
Prince
R.E.M.
Lou Reed
Romeo Void
Southside Johnny & The Jukes
Spandau Ballet
Thompson Twins
Toto
Tina Turner

SOMETHING TO SHOUT ABOUT!

THE KINKS "DO IT AGAIN" ADP 9287

The 12" preview
from their
new album,
Word Of Mouth.



Shipping Nov. 15

The Kinks Are Rockin' On The Road:

- 11/17-Saturday Night Live
- 11/27-Lakefront Center, New Orleans
- 11/28-Civic Center, Atlanta
- 12/2-The Pavilion, Chicago
- 12/4-Mecca Auditorium, Milwaukee
- 12/5-Metro Center, Rockford
- 12/7-Gobo Hall, Detroit
- 12/8-Cincinnati Gardens, Cincinnati
- 12/9-Civic Arena, Pittsburgh
- 12/11-Broome County Arena, Binghamton
- 12/12-War Memorial, Syracuse
- 12/14-The Spectrum, Philadelphia
- 12/15-Civic Center, Providence
- 12/16-Boston Gardens, Boston
- 12/18-War Memorial, Rochester
- 12/20-Civic Center, Hartford
- 12/21-Madison Square Garden, New York

The tour will resume in early
January and go to early March.

Loose lips
launch hits.

On Arista Records.

ARISTA
1984 Arista Records, Inc.



ABCs Of Rock Leadership

Continued from Page 42

may start listening to News/Talk and soft rock stations, but they still like to bang their head occasionally."

WRIF's callout research tests only current music. Oldies are determined primarily by the market experience of Pasman, Assistant PD Tom Daldin, and MD Michael Mayer, along with occasional focus groups. The trio's collective consciousness seems to be on target, though songs such as J. Geils' "Whammer Jammer" and occasional Chuck Berry, Fats Domino, or Motown oldies caused a "well-known radio type to tell me half my library was wrong."

His mix is divided into even thirds for currents, recurrents as far back as 1981, and library material, which includes approximately 600 tunes. WRIF's slow rotations on currents fly in the face of common wisdom to the contrary — mediums get played two or three times a day, and most hits get around three or four spins per day.

WRIF plays virtually no CHR crossovers because "you can often hear them on eight

other stations in town. We're the one station they can come to when they don't want to hear those songs, but instead want to hear good rock 'n' roll."

Fall Futures

Pasman notes the change at WLLZ since Arnold's arrival. "He does have a good eye for promotions, and WLLZ is all revved up. There's more energy in the delivery, and they sound more alive; like something's going on there as opposed to everybody being asleep."

But as far as programming, he claims "it takes a long time to get a feel for the market. So far, listening to that station, I don't hear Detroit."

As for Arnold's charges that WRIF is "old and tired," Pasman counters, "The Detroit audience doesn't think so. We've been pounding the turf that he's just getting WLLZ into dealing with for 14 years. We know that turf well; listeners know that. Our people on the air and behind the scenes are in synch with what Detroit wants from the radio."



NOT TO BE KIHNTINUED — After playing a free concert for WRIF, the Greg Kihn Band's "Break Up Song" took on a new meaning, as the group has since announced it will be going separate ways.

WLLZ In Motion

Continued from Page 42

everything Arthur Penhallow used to be, but without a pretentious voice. He's just started the '\$100 Lyric,' where he reads a lyric from a song we've played sometime in the last 24 hours. The first person who names the song gets the money.

"We have the best AOR evening disk jockey in America. MD Doug Podell is the 'Doc Of Rock,' and he's the smartest, coolest, most up, glib, sophisticated rock 'n' roll jock I've heard in years. Over the past two years, no matter how we've done against WRIF, Doug has never been beaten in his time period, with the exception of one book." Podell also gets a nod from Mark Pasman, who says, "He sounds Detroit, and is the closest thing to a Detroit personality they have."

Arnold considers late-nighter Bob Bauer (The Duke Of Darkness) "the definitive street animal, real earthy. Anne Carlini does overnights, and is real good, without that breathy delivery that some female jocks fall into."

WLLZ is well-stocked with fulltime off-air people. Arnold brought Executive Producer Mark Thompson with him from WQFM to work only for the programming department. He cuts station promos, IDs, and bits for the morning show, while a fulltime production director handles the commercial work. Special Projects Coordinator Jerry Lubin has been in the market for 15 years, and does a show with imports and out-of-print records from his collection. Assistant PD Joe Urbiel "knows more about the city of Detroit than any human being alive,"

says Arnold, who also gives high marks for creativity and energy to Promotion Director Michael Isabella.

Sports Shorts

WLLZ's air crew includes both jocks and disc jockeys. Tiger Rusty Kuntz does an hour with Segal three times a week during the baseball season.

When baseball's over, Pistons center Bill Laimbeer does two mornings a week.

until it became six-in-a-row or \$15,000. Arnold's re-instituting a five-in-a-row or \$5000 guarantee, and says if WRIF were to react, "the key is not to go to more money, but to more songs. The guarantee tells people we're a more music station — that's why they listen to the radio, not for the money."

Prognostication

Will Arnold be able to overcome WRIF's legacy and WLLZ's heretofore non-image? "Eighteen months from now WRIF will be a CHR station," he predicts. "I'd be more concerned if I had WRIF's old and tarnished image. From a bad image, you can't come back. We've had no image, and that's not hard to deal with at all — it's just like starting from ground zero."

"I'm getting to program two radio stations at the same time. We're repositioning WLLZ as the right radio station, and repositioning WRIF as not getting better, just getting older."

Doubleday Dimension

We started with an observation that Arnold and Doubleday were an odd couple. Odd or not, Arnold is quite content with the relationship. "Without a blink, they've given me every tool I've ever asked for in my entire career. VP/GM Mike Solan is a jewel, and working for Doubleday is the next best thing to owning my own station. If I can't make this the best-sounding AOR station in the country, working for the best company I've ever worked for, then I'll never be able to do it."

SEGUES

KSHE/St. Louis MD Al Hofer adds Assistant PD duties, and weekender Ken Sultter takes over KSHE all nights . . . Gary Poole gets the nod as KKCI/Kansas City MD . . . Larry "The Duck" Dunn replaces Rosie Pisano as WLIR/Long Island MD . . . Tom Wallace is appointed MD at WBLM/Portland . . . KTCL/Ft. Collins MD Scott Arbaugh exits.

As Jeff Gonzer leaves KMET/Los Angeles afternoons for the Cable Music Channel, Cynthia Fox moves to PM drive and PD Mike Harrison takes her place in mornings . . . Terry DiMonte replaces Ron Able for wakeup chores at CHOM/Montreal, where midday man Doug Sorenson has landed at CHR KZZP/Phoenix for evenings . . . The new morning team at Gold KRQX/Dallas is Sharon Wilson from neighboring KEGL, News Director Ken Baker from KERA, and Gerry Oher for sports from WFAA-TV.

Bill Tonnis joins WKKS/Cincinnati as News Director from crosstown WKRC . . . Christopher Simon arrives at WCCC/Hartford as News Director from KSFO/San Francisco .

Debbie Calton is upped to Promotions Director at WYSP/Philadelphia.

Consultants Corner: WYNF/Tampa signs with Jeff Pollack and is no longer consulted by Bob Hatrik . . . Al Peterson has signed CHR KSMB/Lafayette along with KWHL/Anchorage, which also retains Jeff Pollack's services . . . Pollack counts among his clients the first two Australian FMs to ever lead "down under" markets in ratings: SA-FM/Adelaide, and more recently FM104/Brisbane . . . Erratum: KFOG/San Francisco is consulted by Burkhardt, Abrams, Micahels, Douglas, not Pollack, as last week's summer ratings scoreboard indicated.



Arnold says he gave away more tickets to the World Series than any other station in town, offering a pair every other hour for a week. Listeners called when they heard an ID by Tigers' catcher Lance Parrish.

He tells of listeners bringing close to 100 "WLLZ Rocks The Tigers" banners to a playoff game. The winners of that contest mentioned WLLZ when they were on television later that week for another banner they made that hung down the side of the General Motors building.

A banner promotion for the World Series drew close to 200 entries, says Arnold, including a 300-foot-long banner that took 50 people to carry it. It was the lead story on the Detroit NBC TV affiliate's local newscast following the final game of the Series.

WLLZ also had a celebrity sports report from Geddy Lee of Rush, who called in commentary between the 7th and 8th innings of one of the games.

Arnold As Iacocca

Arnold has a Lee Iacocca-style TV spot planned, in which he'll introduce himself as PD and spell out the changes that have been made at WLLZ and the reasons to listen. The tag will ask people to listen for a week, "and if you think there's a better radio station in the city of Detroit . . . listen to it."

Music Guarantee

Both stations have done music guarantees in the past, with each upping the ante

Coming attractions: Next week, we'll hear broadcast executives' views on AOR's continued success as a profitable performer in the face of gloomy forecasts by false prophets.

and the minutemen stood as we knew they would
and the world went temporarily sane
and the radio said
“my god, cover your heads
and get out of the boiling rain”
get behind the barrier

PLANET-P PROJECT “PINK WORLD”



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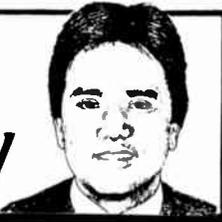
MCA2-8019

INCLUDES
BEHIND THE BARRIER • WHAT I SEE

MCA RECORDS
DELIVERING THE MUSIC OF THE 80'S

© 1984 MCA Records, Inc.

Adult / Contemporary



RON RODRIGUES

CHR HITS AND CROSSOVERS

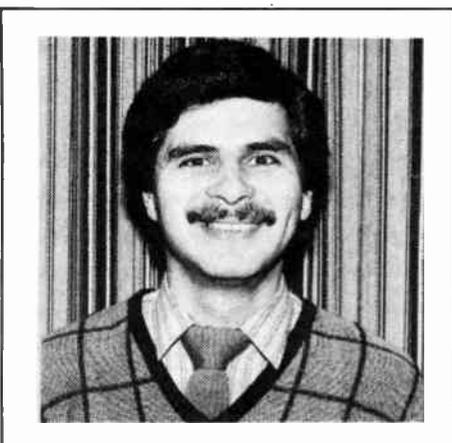
To Play Or Not To Play: The Other Side

Last week, I spoke with two A/C programmers who were unafraid of playing a selected amount of CHR product which did not make the A/C chart. Both felt that the resurgence of the CHR format has given them license to play more CHR music. This week, I'll focus on two PDs who generally stay within the traditionally-defined limits of A/C.

Both program highly-rated stations. KKL/Phoenix PD Sam Church recently arrived from WEZS/Richmond, which musically was similarly programmed. He has no problem with programmers who experiment with CHR.

"In fact," explained Sam, "some of the reasons those programmers may have for playing CHR crossovers may be some of the reasons we don't. This era is CHR's 'place in the sun.' It's good because the resurgence of the format has created extra listening. I can see why some programmers would capitalize on that popularity, because I've seen plenty of research which shows that an A/C station often shares with the CHRs more than it does with other A/C's."

Although KFI & KOST/Los Angeles PD Jhani Kaye adds rock product with caution, he feels his stations can't be too soft in a market like L.A. "We aired 'Borderline' long before it reached the A/C charts because it was so right for our market. Same goes for 'Caribbean Queen,' or the Pointer Sisters hits. The CHR product we do use is made legitimate simply as a result of the CHR airplay here. There are some records that we would have not considered as seriously if there was not substantial CHR airplay on them. CHRs can soften a song simply by the volume of airplay they give to



"There are some records that we would have not considered as seriously if there was not substantial CHR airplay on them. CHRs can soften a song simply by the volume of airplay they give to it; that makes it so much easier for us to go on it."

— Jhani Kaye

it; that makes it so much easier for us to go on it."

Jhani said the opposite is also true: he'll stay off some material if it doesn't have a CHR base. "As an example, I would like to consider the Sam Harris record here because sales and other factors look promising. But as far as the 'sound' is concerned,

it's right on the line between what is acceptable for this station and what isn't. If the CHRs would play it first, then I'd jump on it a week or two later. Again, they can legitimize a record.

Assuming both PDs are playing a lot of crossover product, I wondered what it was about their stations that would motivate a listener to switch away from the CHR and listen to them. Replied Sam, "We asked that question of our listeners. A 25-34 year-old may leave a CHR station for many mu-

sical reasons: 1) Songs are too repetitive. 2) Artists or artist sound is too repetitive. For example, does Madonna sound too much like Sheila E.? And 3) They may be looking for more variety than CHR's high-profile, trendy kinds of artists, such as Culture Club or Prince.

"As a result, we try to maintain a 60-75% sharing with the CHRs. Then we use other material to create 'product definition,' the remaining 25-40% which separates us from the other stations. It's kind of an oasis for those people experiencing CHR overload."

Where does a programmer draw the line on CHR records? Said Jhani, "A song is selected partly through its production value. For example, 'Too Shy' by Kajagoogoo and 'Saved By Zero' from the Fixx were both rather soft in tempo but not soft in production value — they were highly-produced. I wouldn't have played either without the CHR base. Lionel Richie's songs, or the new one by Stevie Wonder are examples of simply-produced records which I would jump on without the need for CHR's support."

With CHR now spending so much attention on rock product and comparatively little on the softer material, I wondered how valid the traditional adult artists have become on A/C radio these days. Both programmers replied, "A hit is a hit." But Sam added, "Practically all of the oldies we play were also CHR hits. If a current A/C record

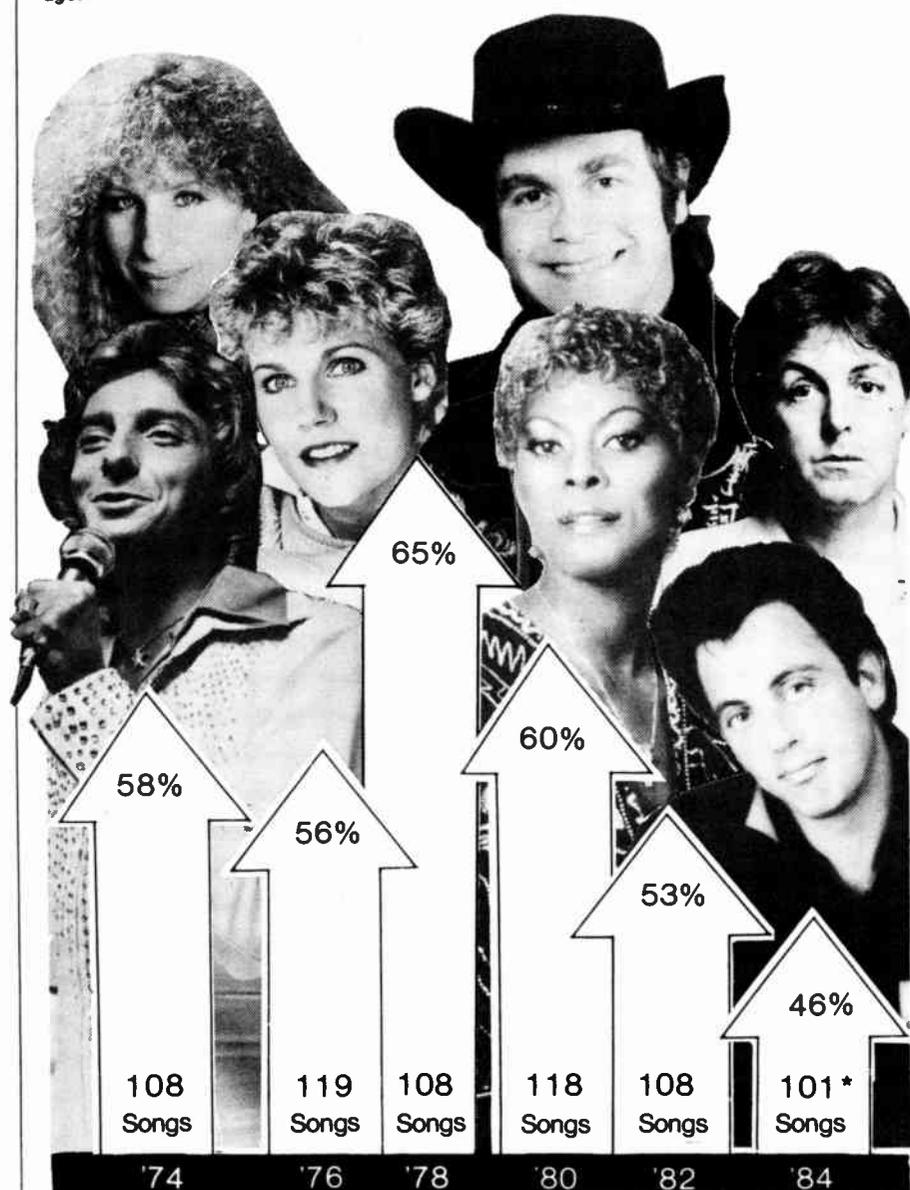
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IN A VICE — WAXY/Miami midday personality 'Lil Ellen Jaffe hosted the stars of NBC TV's *Miami Vice* at a recent beach promotion. Pictured with Ellen are series stars Don Johnson and Phillip Michael Thomas.

A/C Records Which Also Appeared On CHR

SHARING GOES DOWN — Just as we displayed on the CHR graph last week, A/C's commonality with CHR has shrunk to an all-time low. The peak in 1978 reflects a softness of music on the CHR chart, forcing programmers to play a larger amount of A/C-oriented records. That trend changed quickly, and by the early '80s, CHRs were blazing a more adventurous path. By 1983, 25% of the artists who had top 15 CHR songs had been making hit records for ten years or longer. But A/C traditionally depends on more established artists, and 37% of the artists which had top 15 songs on the A/C charts in '83 were also scoring hits at least ten years ago.



Source: R&R, songs that reached top 15. 1984 survey current through October 5, 1984.



"I can see why some programmers would capitalize on that popularity, because I've seen plenty of research which shows that an A/C station often shares with the CHRs more than it does with other A/C's."

— Sam Church

'THE MOOD IS RIGHT,
EVERY NIGHT AT THE

Paradise
CAFÉ



2 A.M.-Paradise Cafe.

**The new Barry Manilow
album with**

'When October Goes.'

On Arista Records.

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ALB-8254

Summer Arbitron Roundup

ARBITRON RADIO

Before the snow creeps below the 4000-foot level, I'd better do a quick recap of the twelve markets that were surveyed in the summer ratings sweep. Remember that all figures discussed refer to 25-49 adults, Monday-Sunday, 6am-Mid, MSA. At Arbitron's request, the numbers are rounded off.

BOSTON: WVBF scored the highest adult share of any A/C FM station in that market's history — nearly a nine. The station was up two points from last summer. Across town, WROR didn't do badly either; it had its highest share ever with an eight, up three points from last year. WHDH won this round's battle of the AMs, scoring a mid-seven and beating WBZ by a point and a half.

CHICAGO: Bouyed by the division-winning Cubs, WGN notched a nine, its biggest number in years. FM WCLR was up nicely to finish second with a mid-six. Competitors WFYR and WLAK were stable.

CLEVELAND: Note that legendary hybrid-AOR WMMS swept a clean victory among

adults here with a 16 share! However, the battle between two A/C FM competitors is turning into a horse race. WMJI hit an 11 share this summer, while WLTF pulled up in second with a nine. What's more, WMJI programmer Dave Popovich crossed to WLTF last month. WMJI then imported PD Harry Lyles from WSNY/Columbus, where he scored double-digit victories.

DETROIT: The four major A/C competitors received a well-written, full-page spread in the *Detroit Free Press* recently. WOMC reached its best ratings ever with an eight. WNIC was 1.5 shares behind, while WMJC trailed by three.

HOUSTON: Longtime leader KFMK was back on top following a second-place finish in

the spring with a six share. Newcomer KLTR placed a close second.

LOS ANGELES: Who's number one? CHR KIIS had an 11 share in this demo. Top A/C was gold-oriented KRTH with a five. But then, KOST is not coasting; its mid-four share was its highest ever. Sister A/C KFI was also up, which makes for a nifty combo sell. KHTZ scored a mid-three. KMGG's hybrid approach turned out the station's best numbers ever, a mid-three.

Adult/ Contemporary

PHILADELPHIA: WMGK was back up to double digits from a somewhat soft spring book. WSNJ dipped to a mid-four while WSKZ came in third.

ST. LOUIS: In this market's first-ever summer sweep, KS94 (KSD) held steady with a nine. KYKY, newly-acquired by EZ Communications, rose slightly to a six.

SAN DIEGO: Is there any surprise that KFMB scored a 12 this summer? Probably not if you knew it carried Padres baseball. FM sister B100 hit an eight under departed PD Glen Martin's tutelage. KYXY was next with a six, eclectic-A/C KIFM jumped nicely to a mid-five, and KBEST registered a five. Newcomer KLZZ was down a point to a mid-three in its second book.

SAN FRANCISCO: Hybrid KYUU led the A/C's in my home town with a five; K101 was a half-point behind. The last-place Giants gave KNBR a four, while upstart KLOK-FM gained again, this time to a four.

WASHINGTON DC: WLTT scored its best ever, a mid-seven. Second-place WPGC-AM & FM was at its highest as an A/C, just a point behind. Full-service WMAL showed a mid-four.

Progress

Former WBUF/Bufalo GSM James Moore returns as marketing consultant. Also at 'BUF, Steve Ehmke joins for middays, replacing former PD Paul Warren, who left for WFOX/Atlanta. Jim Majors is now doing evenings at WBUF, while Dan Catone handles overnights . . . Don Potter accepts middays at KEZR/San Jose from KCAQ/Ventura . . . Two appointments at WOMC/Detroit: Ed Richards is the new ND from WGAR/Cleveland, while Jay Stevens takes middays and Production Director duties, formerly of 3WM/Tole-



Peter Roberts



Rick Charles

do . . . Paul Stagg joins WCCO/Minneapolis for on-air duties from his GM spot at crosstown sister outlet WLTE . . . British-born Bob Barnes-Watts joins WFYR/Chicago for afternoons from WRAL/Raleigh . . . KMGG/Los Angeles welcomes Laurie Allen for evenings from crosstown KIIS . . . Cam Smith is named WTRX/Filint MD, replacing Perry Wright, who becomes a talk host/producer for the station . . . Keith Jacob joins KEYI/Austin for evening duty from KRBE/Houston . . . Garry Mac is named WGOW/Chat-

tanooga PD, moving up from within . . . Rick Charles is named ND at WFUN & WREO/Ashtabula, OH . . . Bill Roberts named to AM drive at WCRZ/Filint . . . Mindy Crosby is promoted to overnights at WRKA/Louisville . . . Lineup at new A/C WTPH/Indianapolis includes Mark Elliott in mornings, Steve Miller middays, Steve Cooper in PM drive, Paul Poteet evenings, Jennifer Carr late nights, and Mike O'Brien overnights . . . Mike Murphy joins WFMK/Lansing as PD/MD from WMUS/Muskegon . . . Peter Roberts moves to mornings at WMTR/Morristown, NJ from the John Gambling show on WOR/New York . . . WKBR/Manchester, NH for middays . . . Scott White joins KAAK/Great Falls as evening personality from KYSS/Missoula, MT . . . WJON/St. Cloud appoints Tom Fine MD, replacing Tom Scott, who enters private consulting . . . KHOO/Waco hires Bill Adams for AM drive from KTEM/Temple . . . Kevin Hamilton joins WGIR/Manchester for ND duties.

To Play Or Not To Play: The Other Side

Continued from Page 46

doesn't have CHR airplay, such as Barbra Streisand's 'Left In The Dark,' it's doubtful you'll hear it as an oldie on our station."

Both stations use an image slogan. In Phoenix it's "Lite," in L.A. it's "Soft Hits." Do CHR records violate that image? "They can," replied Sam. "You certainly have to load the hours accordingly. If you play Wham! too close to a Billy Ocean record, you would violate it. It's also the job of the pure A/C records to balance that out."

Red Hot Radio Racer

WARM98/Cincinnati took advantage of the summertime heat by celebrating the 100th anniversary of the roller coaster. Shown in their daring poses are (l-r) morning personality Mark Tipton and renown coaster enthusiast Don Helbig.



TRAFFIC STARTER — This angel in white will be making many friends on the southern Texas freeways, as part of a promotion sponsored by KFMK/Houston. Carolyn Rayner, better known as the "Auto Angel," will cruise the highways in her radio-equipped Toyota pickup helping motorists change tires, fill gas tanks, and even repair broken fan belts. Of course, the angel will also report traffic conditions during drivetimes.



MAY I BUTT IN? — KNBR/San Francisco kicked off its "Let The Goodtimes Roll" parade in nearby Pleasanton with the almost-famous Balloon Platoon. More than 75,000 listeners turned out for the tenth annual event.



LON HELTON

MUSIC CITY MUSINGS

Country Music Week Reflections

NASHVILLE — A few observations, thoughts, and ideas gathered while spending a week in Music City, USA.

That Was The Week That Was — I don't know how many people are going to be offended by this, but from what I could see "DJ Week" is pretty much dead. It's truly a tragedy that the one week dedicated to those who bring the music to the people has been allowed to wither away. Only a handful of radio people were in Nashville during the week of October 8, and many of those on hand stayed only for Monday night's CMA Awards show and party. In fact, the entire week is no longer known as "CMA Week." Now it's called the Grand Ole Opry birthday celebration — a name that was previously used as a co-title for the annual week.

The record company-sponsored talent showcases were also absent. CBS did hold a party to preview the new Willie Nelson and Kris Kristofferson movie, while PolyGram and EMI/Capitol/Liberty hosted hospitality suites. Otherwise, the week was only a ghost of those remembered from years gone by. There were times when you could have shot a cannon down the main hallway and not hit a soul.

Add TWTWTW — Another casualty of the small radio turnout was the artist/DJ taping session — frequently there were more artists than DJs in the room! The labels and the CMA did an excellent job of getting not only a lot of artists, but a number of big names to offer their services to anybody from radio who had a tape recorder. The sad part is the artist/DJ taping session was one of the few occasions when smaller stations had access to major artists, who would cut promos, liners, greetings, and the like for these outlets.

Award Show Kudos — Once again the CMA Award show doubled as a fantastic country talent showcase and an outstanding TV show. There was a tremendous number of "electric" moments, augmented by many honest displays of emotion and gratitude. Reba McEntire's tears, Wynonna and Naomi Judd's joy, the surprise in Anne Murray's voice — these are just a few of the moments that made the night special. For those in attendance, other memory-making



moments include the slightly tardy Larry Galin sprinting downstage to take his place at the presenters' podium and the accountant sneaking in out of camera range to hand Harold Reid the winner's envelope.



Following a surprise appearance on the CMA awards show, Kenny Rogers and Lionel Richie get together to chat. Maybe another project?



One of the CMA show highlights was Ray Charles at the piano singing excerpts from his "Friendship" album, featuring duets with a number of country greats. Joining Ray in song that night were (l-r) Joe Bonsall, Duane Allen, William Lee Golden, and Richard Sterban of the Oak Ridge Boys; Janie Fricke, B.J. Thomas, and Ricky Skaggs.



WKYQ/Paducah's Kent King interviews Susan Raye during a live broadcast from Nashville's Opryland Hotel as part of Country Music Week.



Loney Hutchins of WHIN/Fallalin, TN chats with Connie Smith during the artist/DJ taping session.



Boxcar Willie gives "thumbs up" to WDLW/Boston personality Ed Muller while taping an interview and greetings for the station.

Another magical highlight was Lionel Richie walking on stage to join host Kenny Rogers in singing "Lady." And who couldn't help but be impressed by the degree of talent surrounding Ray Charles at the piano? Seeing Willie and Kris together was a nice touch, too.

If you're associated in any way with country music — whether you were there or watching at home — you couldn't help but feel proud of being a part of it all.

Add Kudos — I don't know whose idea it was, but having Michael Martin Murphey sing "Radioland" right after the CMA

Broadcast Personalities of the Year were announced was a great programming coup.

Fan Fair II? — This week wasn't, but at times it was hard to tell. Every time an artist stopped by one of radio stations broadcasting from the Opryland hallway, the gaggle of fans made it virtually impossible to conduct business in a normal fashion.

One broadcaster, who had paid for the space and line fees, wasn't allowed into the artist/DJ taping room to interview the stars in relative quiet. That is, unless he coughed up another fifty bucks. He and his station (plus two others from their group) had done live broadcasts for the last four or five years. But after this experience, the broadcaster said he'd have to think long and hard before coming back next year.



A Modest Proposal — The artist/DJ taping session is too valuable to let fly off to never-never land. The logical place for it to land would be sometime during the Country Radio Seminar gathering — a week that draws loads of country radio personnel. Perhaps the Organization of Country Broadcasters could check into the feasibility of a similar taping session. I realize the 2 1/2 days currently allotted to the seminar are already chock full, but maybe something could be arranged on Thursday when many of the seminar participants are arriving. They might arrive Thursday morning, instead of that afternoon, if they had the taping opportunity. Just a little food for thought...

Country Music Week Reflections

Continued from Page 49

Record Rap — One of the recurring — and disturbing — remarks I heard during my week in Nashville was the sorry state of country record sales. Every record exec I talked to said sales were off so far this year. One particularly interesting comment came from a top-level executive, who said he remembered a statement made at one of the Country Radio Seminar sessions a few years back. It was attributed to a major market programmer who said he was re-



sponsible to his shareholders — not to record companies. And his job was to get ratings, not sell records. While in its purest sense that statement may well be true, the label exec was frustrated that radio people weren't more sensitive to the "symbiotic relationship" between radio and records. The fate of one side can greatly affect what happens to the other. Those on the radio side need to understand that the record companies' sales plight *does* affect Country radio.



Willie Nelson and Kris Kristofferson perform for a nationwide audience on the CMA awards telecast, singing "How Do You Feel About Foolin' Around?" from their "Songwriter" movie.

This label exec also mentioned there were a number of new acts he would love to sign, but he faced the obstacles of short playlists and programmers' reluctance to play new acts. He believed he couldn't possibly hope to see a return on the investment in the time frame he needed to see it. How does that affect radio? Think about some of the hottest songs you've played in recent

months: John Schneider — Exile — the Judds. All of these qualify as new acts who might not have gotten as far as they have under the economic conditions existing in Nashville. Then, too, the sound of your station might have been a little less fresh or exciting were it not for these records. I bristle a bit when I hear complaints of "short playlists" and "won't take chances on new artists." However, the point begs to be made that much of the credit for CHR's blast into the ratings stratosphere has to go to the new artists who've contributed so much excitement. Prince, Culture Club, and Cyndi

Lauper are just three of the names that immediately come to mind. While it's not Country radio's job to develop new acts or sell their records, can it flourish — or even compete — without a constant infusion of new talent?

Thanks — A big thank you to everyone who elected me to a seat on the CMA's Board of Directors. I'm looking forward to repaying a debt to an organization which has done so much for me indirectly by supporting Country radio and country music. I only hope to serve it as well as it has served me.



Naomi and Wynonna Judd tearfully accept the CMA Horizon award.



Other Country Music Week highlights included a shocked Reba McEntire accepting the CMA Female Vocalist of the Year award on the nationwide telecast and a PolyGram Records hospitality suite. Shown at the PolyGram party are (l-r) Tom T. Hall, Kathy Mattea, Mike Martin of Complete Records, Leona Williams, WLW/Montgomery PD/MD Rhubarb Jones, and Vern Gosdin.



Nashville This Week



SHARON ALLEN

Up, Up And Away

The Oak Ridge Boys are joining with United Airlines for a special promotion. United has declared December Oak Ridge Boys Month aboard 7750 of their wide-body flights, and will spotlight the group with daily contests, a national sweepstakes, video plays in-flight, and a headset special on 250 foreign and domestic flights daily.

On each flight during the month, one passenger will win a cassette of the Oaks' "Greatest Hits II" album supplied by MCA Records, along with a sweepstakes entry card.

The grand prize winner plus guest will receive an all-expenses-paid trip to the MGM Grand Hotel in Las Vegas during the Oak Ridge Boys' May 2-8 engagement.

The Oaks will be featured in a live concert video clip during flights followed by footage of them explaining the in-flight contest and sweepstakes rules. They will also be the subject of a 60-minute "Command Performance" audio special aboard United's stereo-equipped planes throughout November and December. The airline will give special editorial notice to the group on the channel selection page of *United Magazine* during those two months.



Oaks : Flight time is the right time.

Manager of Aircraft Product Planning Bob Ketelsen says, "The Oaks offer the types of music and image that we believe targets very well to our frequent-traveler audiences."

Hank Takes Another Fall

Most of you remember Hank Williams Jr.'s accident in 1975, when he fell some 500 ft. from Ajax Mountain in Montana. Well, history nearly repeated itself when he fell down the side of a 7500 ft. cliff - this time while on a hunting expedition in Alaska.

He rammed the barrel of his rifle into some semilevel ground, but the velocity of the fall burned off the fiberglass stock and Hank hung dangerously from the mountain-side several yards down. He said, "I panicked for about five minutes, then I Altitude adjustment prayed for about five, then I screamed for the guide because he had 30 ft. of rope and could pull me up." But the guide was out of earshot and Hank remembers thinking, "I'm gonna die right here." He took his hunting knife and began digging footholds in the cliff wall for about 20 yards, holding on at the same time to what was left of the rifle barrel. "Thank God it held. I thought 'Here I am again.'" He returned, however, to his Alabama home from Alaska in one piece, bearing the trophy of a 39½" mountain ram from the hunt.



Rodriguez's Own Record Label

Johnny Rodriguez has formed his own Texas-based label, Rio Grande Records. He and partner Fidel Escamilla initiated the project about three months ago. Though no one has yet been signed, Johnny says they are working with a Hispanic singer, and they plan to record at Willie Nelson's studio in Austin. He says they plan to record all forms of music on the new label, but stresses that the new label won't affect his affiliation with Epic. His new LP "Full Circle" will be released in January, and coming up on the agenda are plans for a music video, an all-Spanish album, and a duet with Willie Nelson.

Rabbitt's Live Jam Session

There's a story behind the "Big Bertha" cut on Eddie Rabbitt's latest Warner Bros. LP "The Best Year Of My Life." The rather graphic lyrics prompted the label to sticker each promo LP, "Caution. Contains language which may be unsuitable for airplay." Here's how the song came to be. He and cowriter Even Stevens were horsing around during a "serious songwriting ses-

sion. Even and I make each other laugh," said Eddie. "We set each other off and laughed all the way through that song. It was never meant to be on the album; it was just a piece of fun at the end of a long day." Later, in the recording studio with some time left over, Eddie said he began singing "Big Bertha" for the session musicians. They picked up on it (the engineer was still rolling tape), and what is contained on the album is actually a live jam session.

Whatever Happened To Lew?

After nearly 20 years with the Statler Brothers, Lew DeWitt was forced (due to illness) into retirement nearly 2½ years ago. Now, rumor has it that he may be reentering the musical mainstream once again. Though his intestinal disorder is thought to be incurable, Lew feels he has it under control through proper diet. He is currently playing solo dates around his hometown, Staunton, VA.

Bits & Pieces: Faron Young is selling his office complex, the Young Executive Bldg., in Nashville but will retain an office there . . . MTM, Mary Tyler Moore's company, has just opened a Nashville office . . . Eddy Raven just completed his first music video, "She's Gonna Win Your Heart" . . . Sylvia has a new producer, Brent Maher, who also produces the Judds . . . You'll soon be receiving product from AMI Records and its newly-signed artists - Johnny Paycheck and Joe Sun. Paycheck is being produced by Tommy Jennings, and Brien Fisher is working with Sun . . . Moe Bandy and Joe Stampley are recording a live album at Bad Bob's Restaurant and Lounge in Memphis. WMC/Memphis is involved in

the event, giving away Moe & Joe albums and posters on air. From those registered, two couples will receive limousine service for the evening and a complimentary dinner from Bad Bob's. This is the duo's first live album, and the first live album recorded in Memphis in recent years.



Keith Whitley: Bluegrass background

Who's New: RCA recording artist Keith Whitley's musical career began at the age of six when he began playing guitar. Two years later he began appearing on Buddy Starcher's radio station in Charleston, WV. As a teenager the Sandy Hook, KY native played in the Ralph Stanley Band with another 16-year-old picker, Ricky Skaggs. He later played with J.D. Crowe and the New South. Whitley's new RCA mini-LP is entitled "A Hard Act To Follow."

Just thought you'd like to know!

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Black/Urban Radio



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Whites In Black/Urban Radio

For months now, there's been some turbulence about whites working in Black/Urban radio. Sparked by Inner City's appointment of Barry Richards as PD at KGFJ/Los Angeles, some blacks are griping about whites getting jobs in our format when we can't get comparable jobs in the general market. The other sore point seems to be that with the number of blacks out of work in radio, some feel owners of Black/Urban facilities shouldn't hire whites before blacks.

Having experienced white racism in the general market, I contacted some white broadcasters programming Black/Urban stations to find out if they were going through the same situation in reverse. Despite the controversy over Barry's appointment — and now, apparently, over the selection of Paul Zarcone at another Inner City facility — most white PDs have generally positive things to say about their experiences.

Barry was first on my list. A 16-year broadcaster, Barry has spent the last decade in Black radio. My questioning began with the obvious: why should anyone question his hiring? "I don't really know," he replied. "If you can do the job, relate to the people, get the numbers, and please your employer, color shouldn't have anything to do with it."

What led Barry to choose Black radio? "I love R&B music. Since my childhood, growing up in the streets of Washington, DC, black music and Black radio has been part of my life. As a kid I was a go-fer at WOL. I used to go to all the stage shows at the Howard Theater to see James Brown and many others; black music is part of my roots.

"It was very important to me that I got the opportunity to work in Black radio when I first started out; it was my dream. My first chance came in the Baltimore/Washington area at WITH, then WUST and WEAM." All these stations were once black music-formatted during the '60s and part of the '70s. I was pleased to hear that this was the first time in Barry's career anyone had badgered his employer about retaining his services.

I asked Barry for advice to young aspiring whites interested in specifically working in Black/Urban radio. "The main thing is commitment. You have to love the music and the lifestyle. One must also pay some

dues, but the bottom line is if you want to do it, get out there and find somebody that will give you the shot. Then prove yourself!"

After 25 years in the industry (21 of those in Black radio at the same station), WDAS/Philadelphia PD/MD Joe "Butterball" Tamburro reigns as the elder white statesman in Black/Urban radio. (As a point of reference, Joe Tamburro was there during the height of the '60s civil rights movement, by the side of Dr. Martin Luther King Jr. and others from the local Philadelphia Black radio scene, including Georgie Woods, Jimmy Bishop, and others.)

"Butter" mentioned that early in his career he had been singled out by a militant group of blacks. "Early in the '60s some of these people would try to get to me by saying some negative things. But they couldn't say I wasn't working and thinking in the best interest of the community I was serving, so their personal gripes never held up. What pleased me the most at that time and now is that my record spoke for itself and still does!"

Did Joe ever have the opportunity to work in other formats, and if so, why did he decide to stay in Black radio? "I've had the chance to move on to CHR several times, but that's not what I wanted. R&B music has always been a love of mine and it's important to do what makes you happy. I always wanted to work at WDAS, so when the opportunity was offered to me, I took it. I've never considered doing any other type of radio because of that love for black music."

Included in Butter's advice to young whites interested in Black radio was a lot of heartfelt emotion. "First of all, they must really love the music. Then they have to be totally committed to understanding the community they serve and its needs. Most important, don't offend anyone. Instead,

program with good taste to your core audience to the best of your ability. I can't speak for Urban radio, but in Black radio, all the things I've mentioned are a necessity for a successful career and peace of mind.

"If you're white and interested in Black radio, don't be a phony. If you really like R&B music, go for it! It's much easier in the '80s to get in than it was back in the '60s when I was trying."

Tamburro concluded, "One must have his heart in the right place to make it in Black radio. A white person doesn't have to do more to be accepted, he just has to be fair and sincere. It's the same for blacks being accepted by whites, as long as the white person they're dealing with isn't a bigot!"

New to the fold is WDMT/Cleveland PD Dean Rufus, who likes to be known as Dean Dean. A broadcaster since 1974, Dean served two years as MD at WDMT until he was promoted to PD three months ago. As a Cleveland native, Dean's also had a long-time love affair with black music. His first interest was making music as a producer, but when a radio opportunity presented itself, he took it. After working in other formats, a chance came up to get involved in Urban radio, so Dean jumped right in to pursue his interest in "Dance Music."

How has it been for Dean as a white man in Black/Urban radio? "I love it. I've been doing club dates for years and have never had any kind of racial problems whatsoever. I should mention that 90% of the dates I do are at predominantly black clubs. I was really into music by Gladys Knight & The Pips, the Tempts, and other black groups while I was growing up. When I first started, some people on the street who had no knowledge of my background thought maybe our station should have black representation in public. But after they saw where I was coming from, that all changed."

When asked what it is about Urban radio that he likes, Dean said, "The music. Obviously, we have a format like any other type of radio, but we get the opportunity to do some experimenting. Research is very important to any format, but so is feel. Black/Urban radio's lifeblood is connected to the feel of the music and the way it's presented to the public."

Dean also told me how he deals with white and black prospective employees. "We get people in here all the time who want to be on the air. The first thing I ask them is, 'What do you know about our music?' Most of the time they can only say they like it. We let blacks and whites alike know that to work here, they have to not only love the music, they must also be knowledgeable about it."

WDJY/Washington PD/MD Dan O'Neil has been in the industry for the past 21 years and has worked most formats. He came to WDJY last February and said, "This has been a real learning experience for me; I enjoy it." Regarding the situation of being white at a Black station, Dan offered to share one of his more difficult moments. "When I first got here, a record promoter and I had a very intense conversation about why we were not airing one of his songs. While trying to explain our position, I mentioned that this particular record, in our opinion, wasn't an R&B record. At this point he angrily pointed to his skin and said, 'I was born this way and you don't know what rhythm & blues is.' The point he made may have been right, but we continued to talk and I must say, he listened and justly considered my side of the discussion. We both learned a lot about each other and the situation. Later on, we did add his record and it helped us gain more listeners."

"The point is that I learned something from that experience and so did he. What's known in this area as 'DC Funk' was something I wasn't familiar with at the time, but now I know the value of the sound as it pertains to our approach. Other than that, I've never had any type of racial negativity about my being here."

Commenting on the things he's learned since taking over the programming at WDJY, O'Neil said, "Every city has its local culture, and I wasn't fully aware of how important certain types of street music were in the District Of Columbia. It's been a real eye-opening cultural experience for me. I now understand 'Go-Go,' or what some people call the 'DC Groove.' If you're going to program Urban music in this city, these are just some of the things you need to know about."

P.S.: If you have any photos, promotions or anything else special that you'd like to see in R&R, now's the time to get them to me before the end of the year rolls around. Do you believe we're talking about the end of the year already?



Dan O'Neil

Joe Tamburro

Dean Dean

Barry Richards



WBSL BY LAKESIDE — WBSL's Gerry Bledsoe takes time out to pose with members of the group Lakeside. Pictured (l-r) are: Steve Shockley and Mark Wood of Lakeside, Bledsoe, Thomas Selby of Lakeside, and Elektra Records' Earl Hutchinson.

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Immediate openings for Country and A/C program directors and announcers with medium and large market client stations. Send tapes/resumes to Stecker-Thompson Associates, 1419 Vidot Court, Ft. Wright, KY 41011.

EAST

Adult CHR in upstate NY needs evening air personality/copywriter. T&R: Joe Moss, WZOZ, Box 1030, Oneonta, NY 13820. EOE M/F (11-2)

Lucky 99, an exciting A/C, is expanding. T&R: David W. Klehr, 1825 Murray Ave., Atlantic City, NJ 08401. EOE M/F (11-2)

Mount Washington Radio

Tired of the "rat race?"

Go Easy Listening with regional FM giant! Send an easy listening demo and proof of production skill. E.O.E

Peter Thing 765 Congress Street
WHOM Portland, ME 04102

Top-rated major NE A/C needs warm, creative, community oriented morning talent. C&R: Broadcasting Unlimited, 16 Coltsway, Wayland, MA 01778. EOE M/F (11-2)

WSPR needs a morning man who can make a difference. If you can get the town talking send T&R: Bill Brady, OM, Union St. & Palmer Ave., W. Springfield, MA 01089. EOE M/F (11-2)

WALK FM 97.5 AM 1370

NEWS REPORTER

WALK-AM/FM, Long Island's most powerful radio station, needs an experienced news reporter anchor with strong newsgathering skills. Be a part of our award-winning newsteam. Rush your tape and resume to News Director, WALK-AM/FM, P.O. Box 230, Patchogue, New York 11772 E.O.E M/F

Openings

Strong Vermont A/C seeking personable afternoon drive announcer. We want community-oriented person who will love our small market, snow, skiing and professional station: Strong preference for female applications: affirmative action EOE. Send to: Radio & Records, 1930 Century Park West, #832, Los Angeles, CA 90067.

98ESA Charleroi/Pittsburg seeks AM personality for contemporary AM/FM combo. T&R: John Randall, Box 202, Charleroi, PA 15022. EOE M/F (11-2)

North-central PA's leading A/C needs a Production Director with a flair for sales presentation. WWPA, Box 2188, Williamsport, PA 17703. EOE M/F (11-2)

WHCN Creative Director

If you can write, create concepts, and produce, WHCN offers a good salary with a stable company. Cassettes and resumes to Daniel Francis Hayden, Program Director, WHCN, 1039 Asylum Ave., Hartford, CT 06105. EOE

Top-rated station needs reliable communicator. T&R: Barbara Evans, WILQ, Box 1176, Williamsport, PA 17703. EOE M/F (11-2)

Mature Operations Manager

Wanted for number one FM-AM in East's fastest growing market - Atlantic City, NJ. Person will run entire inside operation including programming and doing airshift. Rush resume to: A. Roberts, 22 Hilltop Rd., Longmeadow, MA 01106. EOE

Y97 FM, A/C is accepting T&R's for future openings. Jay Cresswell, 1233 Braddock Ave., Pittsburg, PA 15104. No calls. EOE M/F (11-2)

SOUTH

Promotion/Production

Can you promote community involvement and create lots of fun and excitement? Lead and direct production? Send samples of promotions and tapes of creativity with resume to Ron Bailey, WBHP, Box 547, Huntsville, AL 35804. EOE

CK101 needs conversational ND. Be a part of mornings at exciting Space Coast A/C. Jock experience helpful. T&R: Bob Knight, WCKS, 210 Center St., Cape Canaveral, FL 32920. EOE M/F (11-2)

First Media Corporation

We're always on the lookout for production specialists who can write, voice, and produce creative station promos that cut through the clutter.

Applicants must understand the importance of selling the station over your own air. Please send tapes of your best work to:

Dan Mason
Executive Vice President
First Media Corporation
6420 Richmond Ave. 600
Houston, TX 77057

First Media Corporation is an Equal Opportunity Employer

Serving the markets of:
Washington, D. C., Atlanta, Houston, Phoenix, Provo/Salt Lake City, Seattle, Chicago

Opportunities

Openings

100kw CHR & A/C AM looking for news professional to anchor mornings & assume ND duties. T&R: Blake Hooper, Drawer 3010, Hattiesburg, MS 39403. (601) 546-1230 EOE M/F (11-2)

Adult AOR needs mellow personality. 400,000 plus market. No calls. T&R: Katt, WZEW, Penthouse, 1st Southern Tower, Airport Blvd., Mobile, AL 36606. EOE M/F (11-2)

Personality needed for overnights at top-rated mega-station in SE. T&R: Rob Walker, 2741 N. 29th Ave., #300, Hollywood, FL 33020. Minorities encouraged. EOE M/F (11-2)

Can you pull a 30 or better share, mornings, in this 12 station market? Call Tom D. Pepper: WOLT, Florence/Muscle Shoals. (205) 764-8121 EOE M/F (11-2)

50kw Country powerhouse looking for bright, young, creative air talent. Ross Brooks, WKZF, Box 757, Fayetteville, TN 37334. EOE M/F (11-2)

Chief Engineer

Exciting opportunity to build state-of-the-art Class C in growing San Antonio market. Young, expanding group needs strong, experienced Chief Engineer. Excellent benefits. Reply in strict confidence to: President, American Media, Inc., P.O. Box 230, Long Island, New York 11772 E.O.E. M/F

AmericanMediaInc

Air talent opening. T&R/photo: Ralph Carroll, WCGQ, Box 1537, Columbus, GA 31994. No calls. EOE M/F (11-2)

Hot nighttime air talent needed for CHR station. Crazy phone bits & hi-energy a plus. T&R: Randy Lane, WAPI, 2146 Highland Ave., Birmingham, AL 35206. EOE M/F (11-2)

WTAW, College Station/Bryan looking for immediate personality for evenings with two years minimum Country experience. T&R: Ron Elliott, Box 3008, Bryan, TX 77805. (11-2)

Creative Production Director needed for stations in Mobile & Birmingham. Different voice a must. T&R: Randy Lane, WABB, Box 2148, Mobile, AL 36652. EOE M/F (11-2)

Promotion/production. Promote community involvement & create fun & excitement. Lead & direct promotion. T&R/promotion samples: Ron Bailey, Box 547, Huntsville, AL 35804. EOE M/F (11-2)

CHR PROS

Growing broadcast group seeks high-profile morning, PM and night talent for #1 CHR in Top 100 Southeast coastal city. T&R to: Radio & Records, 1930 Century Park West, #825, Los Angeles, CA 90067. EOE

FM Country looking for afternoon live, night automation announcer/production. T&R: Eric Blankenship, KEMM, Box 1292, Greenville, TX 75401. (214) 454-9245 EOE M/F (10-28)

Morning person wanted ASAP! Up-tempo CHR. Send your best to: MacMurphy, KKQV, Box 4647, Wichita Falls, TX 76308. No calls please. EOE M/F (10-26)

Medium market CHR searching for talented winner for future opening. Good production & appearances. T&R: Mike Rainier, 99FM, 4740 Radio Rd., Montgomery, AL 36118. EOE M/F (10-28)

Opening for parttime announcer. Experience desired with good on-air presentation. T&R: Bob Grissinger, WINK, Box 331, Fort Myers, FL 33902. EOE M/F (10-28)

News reporter for FM Urban Contemporary. One year experience. Strong news commitment. T&R: News Director, Box 530860, Grand Prairie, TX 75053. EOE M/F (10-28)

Continuous Country FM has immediate opening. Strong production a must. T&R/photo: Steve Dallas, Box 789, Decatur, AL 36602. EOE M/F (10-5)

WFFX 96FM THE FOX

Top-rated 100 kw contemporary FM in deep South medium market seeking experienced adult personality for mornings, \$20-26k. Send tape, resume, ratings, photo to: George O'Rear, GM, WFFX Box 2000, Tuscaloosa, AL 35403. EOE M/F

A Keymarket Communications Station

Openings

WCKN, 100kw rock & roller in Greenville/Spartanburg has an immediate opening for talented morning personality. T&R: Gary Jackson, Box 850, Anderson, SC 29622. (10-28)

SE small market broadcast group seeks chief engineer, excellent advancement. Resume & salary: WATP, Box 1103, Marion, SC 29571. EOE M/F (10-28)



Come live and play in beautiful Austin, TX. one of the nation's top 10 growth markets! We are seeking creative CHR personalities for all shifts. Must be a team player that takes pride in winning. T&R to: Waylon Richards, 1219 West Sixth Street, Austin, TX 78703. No calls.

G93/SW Florida top-rated CHR has an opening for hi-energy jock. T&R: Brian Lange, WRGI, 950 Manatee Rd., Naples, FL 33962. (10-28)

New CHR hits the air December 1. Great management. One hour from S C coast. T&R: Benji Norton, Box FM 106 X, Florence, SC 29501. EOE M/F (10-28)

Top rated CHR seeks talent for future openings. T&R: KIXY, City Hall Plaza, San Angelo, TX 78903. EOE M/F (10-28)

Small market Country AM/FM seeks AM drive announcer with production & sports reporting skills. T&R: WHOD, Box 518, Jackson, AL 36545. EOE M/F (10-28)

General Manager

Exciting opportunity for successful Manager at state-of-the-art Class C in growing San Antonio market. Young, expanding group needs strong, experienced leader. Excellent benefits, incentives. Reply in strict confidence to: President, American Media, Inc., P.O. Box 230, Long Island, New York 11772 E.O.E. M/F

AmericanMediaInc

Dominant rocker has opening for PM jock who can communicate. Excellent fringe benefits. Progressive community. T&R: Lee Barr, 308 N. 7th St., Garden City, KN 87846. (10-28)

I need you if you're energetic, entertaining & interested in working for the top rated FM station in East TX. A/C. Call John Delee: (409) 839-4455 (10-28)

MIDWEST

Successful A/C needs enthusiastic PM drive. Good salary & benefits. Top notch facility. T&R: Brian Gallagher, KRGI, Grand Island, NE 68802. EOE M/F (11-2)

Great full-service Country station is now accepting T&R's for future openings. Only Country music fans need apply. WKTY, 704 La Crosse St., La Crosse, WI 54601. EOE M/F (11-2)



WAKE UP THE CITY!

\$30-35,000 and benefits, longterm stability, great support staff and facilities with heavy promotional support to back your efforts. If you're a top-notch pro with community spirit and positive attitude, you can become a part of this winning AM A/C tradition in Midwest metro of 300,000-plus! Are you ready to be number one? T&R to: Radio & Records, 1930 Century Park West, #835, Los Angeles, CA 90067. EOE M/F

Openings

Rare opening for a strong Country AM drive personality. T&R: Tim Wilson, WAXX, Box 6000, Eau Claire, WI 54702. EOE M/F (11-2)

NEEDED

Hot Morning personality and news person for top Sunbelt CHR. Top pay and benefits for top talent. Send tapes, resumes and pictures to: Radio & Records, 1930 Century Park West, #833, Los Angeles, Ca 90067. EOE M/F

KRIB has an immediate AM drive opening. T&R: Sandy Stewart, Box 1568, Mason City, IA 50401. EOE M/F (11-2)

MORNINGS

Medium market Midwest CHR is seeking bright energetic morning man. T&R to: Radio & Records, 1930 Century Park West, #834, Los Angeles, CA 90067. EOE

Top-rated medium market A/C seeking personality for overnights. T&R: Bill Ashford, WLHT-FM, Box 96, Grand Rapids, MI 49501. Females encouraged. No calls. EOE M/F (11-2)

WMIL/Milwaukee wants AM drive anchor with exciting, unique delivery. T&R: Debbie Young, Box 20920, Milwaukee, WI 53220. EOE M/F (11-2)

UPPER MIDWEST LEADER

Seeking adult, energetic morning show. Send T&R to: Radio & Records, 1930 Century Park West, #831, Los Angeles, CA 90067. EOE

Newsperson needed for Capitol City busy news team. Excellence in delivery, gathering & writing a must. T&R: John Torre, Box 2989, Springfield, IL 62708. EOE M/F (11-2)

MIDWEST COUNTRY

Major Midwest Country station looking for zany air personality. Send your most outrageous stuff right away to Radio & Records, 1930 Century Park West, #836, Los Angeles, CA 90067. EOE

K-104/Champaign, loses another personality to the majors. If you have some experience & would like to join our team, call Mike Heile: (217) 352-1040 EOE M/F (11-2)

Top news pro needed today for IA/IL combo. Growth company. Call Ron Shapley: (319) 355-5331 EOE M/F (11-2)

WQMK currently has a parttime announcer position open. T&R: Jeff DeWeese, Box 6000, Ft. Wayne, IN 46896. (219) 447-5511 EOE M/F (10-28)

GENERAL SALES MANAGER

Probably the most lucrative Sales Manager Position Offered Anywhere

Respond to: Radio & Records, 1930 Century Park West, Los Angeles, Ca 90067. EOE

Openings

PRODUCTION WIZ

With strong creative copy writing, organization and people skills needed by top-rated Indiana CHR. Tape, resume and copy sample to: Radio & Records, 1930 Century Park West, #829, Los Angeles, CA 90067. EOE

CHR IN MIDWEST UNIVERSITY TOWN

Looking for creative, energetic air talent with good production skills. Send tape & resume to: Radio & Records, 1930 Century Park West, #824, Los Angeles, CA 90067. EOE



Is searching for 6pm-10pm air talent. Must be up, tight, bright and not light. Tape & resume to: C.C. Matthes, OM, WGCL, 1500 Chester Ave., Cleveland, OH 44114. EOE M/F

WEST

KWOD has immediate parttime opening & possible future full-time. C&R: Tom Chase, KWOD, 777 Campus Commons Dr., Sacramento, CA 95825. No calls. EOE M/F (11-2)

We want to hear heavy news voices from around the country. T&R: Doug Shane, 1555 E. Flamingo Rd. #435, Las Vegas, NV 89109. No calls. EOE M/F (11-2)

KILO has immediate opening for PM drive announcer. Minimum three years AOR. Great pay & benefits. C&R/air checks: Rich Hawk, Box 2080, Colorado Springs, CO 80901. EOE M/F (11-2)

K-WINK is now accepting tapes for future openings & part-time talent. T&R: John Campbell, KWINK, 2138 Winifred St., Simi Valley, CA 93063. EOE M/F (11-2)

Salesperson needed. Experience preferred. Small market with other opportunities. Ask for Dean Carl: (503) 271-3874 EOE M/F (11-2)

High-powered modern A/C mountain FM looking for air talent. Lots of snow, lousy pay, great people, terrific facility. Allan Stegg, KVMT, Vail, CO (303) 476-6888 EOE M/F (11-2)

Bolae's CHR needs air talent. T&R: Steve Holmes, 13 KNPA, Nampa, ID 83853. EOE M/F (11-2)

A/C station has possible future afternoon opening. Minimum six months experience. T&R: Dennis Brown, Box 630, Sterling, CO 80751. EOE M/F (11-2)

K-CUB 1290 THE COUNTRY STATION

Experienced News Director/Anchor

For KCUB, Tucson's top Country station. Authoritative delivery a must. Requires writing and rewrites ability, flexibility, ability to work closely with management. Tape, resume, writing samples and salary requirements to: Jay Price, KCUB Radio, P.O. Box 50006, Tucson, AZ 85703. No calls please. EOE M/F

Need experienced, one-to-one, humorous AM drive CHR personality. T&R: Marcia Hale, KIXQ, Box 5066, Bend, OR 97701. No calls. EOE M/F (11-2)

Modern Country personality station needs good jocks with production skills. Excellent pay & benefits. Experience required. Dennis Conrad: (208) 733-1310 (11-2)

Production genius/air talent needed now for AM/FM combo in north CO. No beginners. T&R: Doc Phillips, KFKA, Box K, Greeley, CO 80632. EOE M/F (11-2)

ND/entertainer wanted fulltime. Experience a must. Should be able to use actualities & voicers. T&R: KFMJ, 1215 NE 7th St. #F, Grants Pass, OR 97528. (503) 479-5385 EOE M/F (11-2)

Immediate news opening in Vail Valley! T&R: Lee Bottom, KVMT, 2271 N. Frontage Rd. West, Vail, CO 81857. (10-28)

Opportunities

Openings

KYYA needs evening CHR personality. T&R: Jack Bell, 1645 Central Ave., Billings, MT 59102. EOE M/F (10-26)

Newsperson wanted parttime. T&R: PD, KSRF, 1425 5th St., Santa Monica, CA 90401. No calls. (10-26)

KMFR searching for personality entertainer able to communicate with 35 plus audience. T&R: Jim Zinn, Box 159, Medford, OR 97501. (10-26)

Country station 40 miles from Tucson needs air personality. Ideal snow-free climate. KAVV, Box 42977, Tucson, AZ 85733. EOE M/F (10-26)

KXGO-FM needs air talent with CHR, A/C background. Good production a must. No beginners please. Call: PD Jim Nally: (707) 822-3666 EOE M/F (10-26)

ANCHOR/REPORTER

For AM/FM in Napa Valley, California, Northeast of San Francisco. Only experienced need apply. Solid writing, reporting and announcing skills a must. T&R: Joe McConnell, P.O. Box 2250, Napa, CA 94558. EOE

KCKN, contemporary Country is looking for future jocks & news. Communicators wanted, not hicks. T&R: Gary Bailey, Box 289, Roswell, NM 88201. EOE M/F (10-26)

AM drive news anchor needed for new FM station. \$1200 per month. T&R: Brad Orchard, Box 2630, Bakersfield, CA 93308. EOE M/F (10-12)

Immediate PM drive opening for friendly & witty personality. T&R/salary requirements: Dave Roberts, KRFX, Box 1076, Price, UT 84501. EOE M/F (10-26)

100kw CHR needs hi-energy evening jock now. Rush T&R/photo: Max Miller, Magic 99, Box 7089, Pueblo West, CO 81007. EOE yM/F (01-26)

Positions Sought

Hard-working, young, excellent up-tempo CHR/AOR jock. Five year medium market talent with PD/MD/research experience. Will consider any position. RICH: (517) 754-3528 (11-2)

Wanted: good reader, excellent voice & great sense of humor. Three years experience with production know-how. That's me, GLENN ALAN: (414) 445-0308 (11-2)

Phoenix four track production pro seeks production &/or air shift. Medium markets considered. BRUCE ARTMAN: (802) 997-8155 (11-2)

Beginning my broadcast career. Can do musicals, TV, sales, interviews, talk shows, news, & commercial writing. Will consider any offer. BILL WOODS: (312) 276-2938 (11-2)

Warm, friendly AOR female, one-to-one communicator. Ten years experience. Now available due to format change. DEEYA: (206) 871-7679 (11-2)

13-year veteran KQXR, KINT, XEROK 80. Good numbers & references. KEITH MORGAN: (606) 328-8388 (11-2)

Sports/news/DJ. Three years experience. BS Communications degree. Enthusiastic & willing to relocate. JEFF: (916) 481-1962 or 481-3834 (11-2)

Sale of a station forces CA PD to seek employment. Impressive track record, multi-format experience & excellent references. DAVID: (714) 536-0655 (11-2)

CHUCK EVANS last five years with WLS/Chicago, looking for top 20 market. CHR position. (312) 865-7176 or 865-2342 (11-2)

Billboard AOR award winner '82, finalist in '83. Presently Assistant PD/Superstars. Over seven years experience. Stable & energetic. MARK LAPIDUS: (919) 347-1836 (11-2)

Experienced, educated jock looking for overnight CHR/AOR gig. Young, ambitious, hard-worker. Declare MARSHALL law at night on your station. MARSHALL: (304) 366-8371 (11-2)

The nation's first all-comedy format air talent wants to make history at your station. Major/medium markets. All formats & locations considered. WALT HOWARD: (301) 963-1751 (11-2)

Energetic ex-KFRCer, currently parttime top-rated Country, will relocate to take your fulltime challenge. Contemporary formats are foremost for this female. STEW: (415) 724-5888 (11-2)

Wanted: Alive preferably. I've got the tools & I'm breaking in. Try & catch me! RALPH MOORE: (212) 623-6388 (11-2)

Have mic will travel Experienced AOR/CHR/Jazz jock, production wizard with degree. Killer numbers, great humor, looking for team-feel. JOHN STUART: (904) 932-7639 (11-2)

Recent Trans American Broadcast School grad seeks entry level announcing position. Skilled in sportscasting, news, copywriting, & DJ. PAUL BELOW: (414) 733-8603 (11-2)

Wanted top ratings?! RALPH RICHARDS will take your CHR/AOR station there. Production, T&R, will relocate anywhere. (216) 828-2187 or 238-3028 (11-2)

Experienced, creative, knowledgeable, medium market MD/announcer, seeks similar position in New England. T&R available. STAN: (617) 262-4715 (11-2)

Positions Sought

Help an Ohio native return home. 3 1/2 years experience. Currently PM drive. Prefer AOR/CHR. STEVE HAMMOND: (717) 748-7347 (11-2)

Telephone-talk specialist. Three years experience in grabbing an audience by their ears. Controversial, but my listeners formed a fan club. BUD ANDREWS: (904) 744-5750 (11-2)

Columbia College/Chicago grad. Energetic team player. Year (plus) at SMN affiliate as ND, MD & sales. Looking for A/C, Urban or CHR. Jock or news gathering. ERIC: (812) 338-9269 (11-2)

Eight year pro seeks ND, NE or Mid-south only. Excellent references. Done it all including PR work. RANDALL BARGER: (304) 475-4712 (11-2)

Sports announcer nine years experience. Extensive PBP-pro & college. Also DJ/news/sales to support sports habit. PAT: (603) 388-3014 (11-2)

Young woman going crazy. Do news/reporting talk host. Now reporting for newspapers, TV & radio. Need one fulltime job. ANGELA: (213) 727-1117 (10-12)

Billboard 1983 major market Country personality of the year seeking mornings major market Country/A/C. Currently doing A/C. BOB BURCHETT: (313) 881-1847 (11-2)

Station relations pro. 15 years advertising, radio sales & station relations experience. Available now to work for you. AL LEONE: (201) 232-9514 (11-2)

College educated DJ/news looking for a break. Experienced, willing to relocate, hard-working & dedicated. Available yesterday. JEFF: (913) 749-3715 (11-2)

Outstanding radio news anchor seeks top 40 market. Currently in to 75. Would prefer SW. Before 11 am (319) 359-4924 (11-2)

FRANK COLBOURN, former PD KPLZ/Seattle now KGOL/Houston looking for PD job in A/C, CHR. Call (713) 797-6500 or 943-9729 (11-2)

Experienced looking for commercial station. Have "You-name-it" attitude. Prefer music announcing but you name it. Will relocate anywhere. GINO: (302) 656-1998 (11-2)

Proven programmer with 60 share 18-34 in 15 station market seeking new opportunity. Ten years including Kansas City & Detroit. MIKE BENSON: (618) 547-5581 (11-2)

Dedicated & dependable news/sports anchor/reporter. Six years experience. Medium/major markets preferred. BRUCE: (813) 349-0546 (11-2)

Outstanding CHR, A/C air talent looking for a new home. Experience medium market air talent & college station PD/MD. Excellent production, no questions. VIC: (313) 682-8198 (11-2)

MATTHEWS & MORRIS in the morning are spending their mornings at home. Would rather spend them at your station. TREY: (615) 366-7352 (11-2)

DJ with one year commercial experience. Plenty of energy, sales included in package as well. Looking for small/medium market. NAT GILMORE: (212) 928-3792 (10-19)

Computer music coordinator wants new PD/MD challenge. Nine years versatile experience in AOR/Country. Very organized & determined. Medium/large market. FRED: (615) 352-5466 (11-2)

Psst! Gotta minute? Funny adult communicator out due to automation. 15 years experience. Whaddya think? (702) 871-7595 (11-2)

This is a fine station I'm at, but seven years is enough. Prefer W, N, or New England. Medium Market. A/C, CHR, AOR, or Easy. MATT STOKELY: (219) 294-2244 (11-2)

KENNY B's "World's Second Greatest Radio Show" available. Fun, phones, voices, public appearances. Pro salesmanship. Box 19644, Louisville, KY 40219. (502) 966-5262 (11-2)

SMILING BARRY SCOTT. Why does he smile so early in the morning? Smooth, entertaining & humorous without risks. (212) 946-3761 or 221-3703 (11-2)

THE NATION'S FIRST ALL-COMEDY FORMAT AIR TALENT

Wants to make history at your station! Major or medium markets. All formats and locations considered. Personality PDs call WALT HOWARD at (301) 963-1751.

Experienced announcer/MD looking for a PD/MD gig in NW CHR, AOR, or A/C formats. College graduate. ERIC GESSNER: (803) 632-7383 (10-26)

Seasoned newspaper reporter with fulltime job, local radio experience, seeks parttime DJ/news slot. Any format. L.A. area. RUFUS BAKER: (213) 473-6248 (10-26)

Major market news anchor formerly KFVB, KFRC, WNEW. Seeking similar position. Call: (802) 956-6677 (10-26)

Experienced broadcaster available. Full or parttime. CHR, A/C, MOR, news, sports or talk. Also experienced in sales & production. ALAN ABRAMS: (213) 471-7841 or 838-2433 (10-26)

Positions Sought

Personable Country jock. Two years parttime medium market. Also experienced in sports, news & much more! MW & northern states, fulltime, any shift. (715) 835-7487 (10-26)

Eight years A/C, CHR looking to move into top 50 market. Creative/somewhat funny. Award winning production. BILL: (716) 386-4465 (10-26)

PAT MOORE formerly WNAT, WNDE, looking to return to the biz. PD, MD, jock position welcome. Great Lakes states preferred. (317) 898-7327 (10-26)

Announcer has 2 1/2 years programming & production experience at small/major market CHR. Will relocate to A/C. TOM: (612) 823-1439 (10-5)

Male ready to relocate. Enthusiastic, trained for all aspects of radio broadcasting. News & sales. Some commercial experience. EARL: (718) 783-3958 (10-26)

CHARLES WALTON (aka COCO). Good voice with ten years experience including major markets. Loves to sell. Prefer CA. (912) 549-8698 (10-26)

Production supervisor for coordinating all production for sales/programming. Extensive copywrite experience. Will relocate anywhere. J.J.: (304) 845-0556 (10-26)

Wake-up your evenings/overnights. Enthusiastic, hard-working AOR/CHR NE. rocker. FRANK: (201) 322-4593 (10-26)

The greatest DJ in the Free World wants work in S. CA. Many years experience as PD/ND/production manager & announcer. CRAIG SHERMAN: (818) 341-6218 (10-26)

11 year veteran has worked all formats. Production pro. Ready to work. Call DAN BORTZ: (503) 592-2646 (10-26)

Ten years experience but replaced by satellite. Good voice & production. Need gig in KY or surrounding states. RON SMITH: (606) 437-9855 (10-26)

Top 10 market experienced personality seeks air shift. Prefer medium energy format, overnights. Okay, let's talk. BOB MOHR: (301) 777-2988 (10-26)

Some like it hot! Bits, wit, phones for your top 100 CHR. 4 1/2 years experience. Primo production, killer air check. ANDY WAITS: (916) 694-0343 (10-26)

Air traffic talent. Three years experience, clear voice & ready to move. Like CHR & Country. JANET YACKLE: (712) 362-2033 Estherville, IA (9-28)

Dependable, CHR, A/C, Urban professional DJ/announcer. Outstanding voice, delivery & production. Greater Cincinnati. SCOTT: (513) 528-5793

NYC broadcast school grad. Skills include production, good pipes, PBP, & jock. Worth a shot. DOUG: (201) 483-0401 (10-26)

Former MD of WIRE/Indianapolis seeking same position, on-air, or other position. Good worker, great asset to your station. TERRY FOLLEN: (317) 856-3240 (10-26)

Experienced ND, call-in host, half of popular morning show seeks relocation. Open to anything new. JAMES: (601) 842-7542 (10-26)

I break for commercials. Eight year pro with winning attitude looking for CHR position. MIKE MCCOY: (614) 459-3483 (10-26)

Lookin' West. Production Director/PD, medium market experience. AOR, CHR. RICH: (904) 743-0460 or (904) 249-8918 (after 5 pm EST) (10-26)

Hot salesman & promotion seeking GM or GSM position. Currently employed in Dallas market as GSM. Also announcer combo. 25 years in radio. Make offer. K.C.T.: (214) 278-3466 (10-26)

KROK format change. 13 year pro looking for CHR, AM/PM drive in medium/major market. Available immediately. MICHAEL STORY: (318) 797-8356 (10-26)

Sports/news/DJ with three years experience. B.S. Communications degree. Enthusiastic, willing to relocate. JEFF: (916) 481-1962 or 481-3834 (10-26)

Creative, relevant news enhancer to compliment your air personalities. Anchor/reporter plus humorous interplay. Over ten years experience. TOM REOPPELLE: (819) 475-7754 (10-26)

News & air experience. Great voice. Looking for a new home. MW preferred. All offers considered. TOM: (414) 467-3689 (10-26)

PHIL BECKMAN PD Oldies formatted WNSY, seeks PD/jock gig with stable A/C, CHR, Oldies station. 18 years experience in major markets. S.E. preferred. (804) 877-9944 (10-26)

Country personality with adult approach & excellent background looking to work with other pros in small/medium market. MARK: (206) 759-2936 (10-26)

Would like to move back home. MW & W all medium/major markets considered. Will look at small/medium market PD. A/C preferred. LONNIE DEAN: (512) 993-8387 (10-26)

Major market programmer/personality experienced CHR, A/C, Urban formats & corporate PD. Available now. BOBBY: (216) 257-5004 (10-26)

11 years, CHR & A/C, the last three years Country. Looking for small/medium CA market. ASAP. TERRY: (312) 774-2057 (10-26)

Five year hard-working pro seeking fulltime CHR or A/C. Have MD experience. Would like top 100 market, but I'll consider. RANDELL: (615) 277-3335 (10-26)

Changes

RADIO

ROB SKINNER appointed Account Executive KOIT AM&FM San Francisco from KZEL & K8DF/Eugene.

Karen Sarro named Account Executive WLTW-FM/New York.

Barb King named Account Executive KPKE/Denver from KLSZ.

Marianne Kindregan appointed Account Executive KPKE/Denver.

Karen Morlan joins KPKE/Denver as Traffic Manager.

RECORDS

Ronald Bergan named Production Manager, Creative Services, CBS Songs/New York.

Clare Godholm appointed Contract Specialist, Business Affairs, RCA Records/New York.

INDUSTRY

William Paul Sickles named Account Executive Katz Radio/New York.

Philip B. Culkin appointed Account Executive Katz Radio/New York.

Miscellaneous

WKTY wants Country service. Contact: David Fazler (808) 782-8430, 704 La Crosse St., La Crosse, WI 54601.

WMID, commercial Jazz station needs service from all labels. Bill Hopkins, WMID, 1825 Murray Ave., Atlantic City, NJ 08401.

WELM/WLVY needs record service A/C, CHR & Jazz. Contact Bob Sheridan: (807) 733-5626, 1075 Lake Rd., Elmira, NY 14901

New CHR needs record service. Hits back five years. Ken Hagen, K-HIT 97, Box 1686, Minot, ND 58702.

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

R&R Opportunities Advertising

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

Deadline

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

Display Advertising

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

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

Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

PAT BENATAR "We Belong"

Country Coast-To-Coast

MARK GRAY "Diamond In The Dust"
DEBORAH ALLEN "Heartache And A Half"
KENDALLS "I'd Dance Every Dance With You"

Rock

JERMAINE JACKSON "Do What You Do"
DAN HARTMAN "We Are The Young"

Media General

Broadcast Services

Bob Dumals (901) 320-4433

Action

MELISSA MANCHESTER "Thief Of Hearts"
PAT BENATAR "We Belong"

Your Country

M. HAGGARD & J. FRICKE "A Place To Fall Apart"
T.G. SHEPPARD "One Owner Heart"
KENDALLS "I'd Dance Every Dance With You"
CONWAY TWITTY "Ain't She Something Else"
B.J. THOMAS "The Girl Most Likely To"
CHARLEY PRIDE "Missin' Mississippi"
MEL TILLIS "Slow Nights"

Hit Rock

NEW EDITION "Cool It Now"
DURAN DURAN "The Wild Boys"
R.E.O. SPEEDWAGON "I Dowanna Know"
JULIAN LENNON "Valotte"
JERMAINE JACKSON "Do What You Do"
TOTO "Stranger In Town"
CARS "Hello Again"
JOHN WAITE "Tears"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

DAN HARTMAN "We Are The Young"
REO SPEEDWAGON "I Dowanna Know"
DURAN DURAN "The Wild Boys"

Contempo 300

COREY HART "It Ain't Enough"

Great American Country

KENDALLS "I'd Dance Every Dance With You"
CRYSTAL GAYLE "Me Against The Night"
RICKY SKAGGS "Something In My Heart"
B.J. THOMAS "The Girl Most Likely"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

DAN HARTMAN "We Are The Young"
JACKSONS "Body"
BRYAN ADAMS "Run To Me"
NEW EDITION "Cool It Now"

TM A/C

JERMAINE JACKSON "Do What You Do"

TM Country

OAK RIDGE BOYS "Make My Life With You"
T.G. SHEPPARD "One Owner Heart"

Radio Arts

John Benedict (818) 841-0225

Country's Best

ED BRUCE "You Turn Me On (Like A Radio)"
KENDALLS "I'd Dance Every Dance With You"
WILLIE NELSON & KRIS KRISTOFFERSON
"How Do You Feel About Foolin' Around"
MEL TILLIS & GLEN CAMPBELL "Slow Nights"
OAK RIDGE BOYS "Make My Life With You"

Soft Contemporary

JULIAN LENNON "Valotte"

Sound 10

MELISSA MANCHESTER "Thief Of Hearts"
PAT BENATAR "We Belong"
JOE COCKER "Edge Of A Dream"
LAURA BRANIGAN "Ti Amo"

Transtar

Tom Casey (213) 460-6383

Country

HANK WILLIAMS JR.
"All My Rowdy Friends Are Coming Over Tonight"
REBA McENTIRE "How Blue"
MARK GRAY "Diamond In The Dust"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

ALABAMA "There's A Fire In The Night"
EDDY RAVEN "She's Gonna Win Your Heart"
JOHN CONLEY "Years After You"
MERLE HAGGARD & JANIE FRICKE
"A Place To Fall Apart"

The Great Ones

COYOTE SISTERS "I've Got A Radio"
JERMAINE JACKSON "Do What You Do"
MELISSA MANCHESTER "Thief Of Hearts"

Concept Productions

Dick Wagner (916) 782-7754

CHR

BRYAN ADAMS "Run To You"
JACKSONS "Body"
SHEILA E. "The Belle Of St. Mark"
DURAN DURAN "The Wild Boys"
J. GEILS BAND "Concealed Weapons"

Everyone should have
Universal Rhythm
... the new, exciting
album from the artist
that **People** magazine
says is involved
in music — some of
it commercials — which
the average American
hears every 20 minutes
on radio or TV.

His name. . . .

RALPH MacDONALD



Key Jazz Cuts:

"Park Plaza"
"Theme from 'The Outcasts' "
"Play Pen"
"Universal Rhythm"

Watch For These New Gramavision
Releases From
Kazumi Watanabe
John Schofield
Jamaaladeen Tacuma

PolyGram Records



UNIVERSAL RHYTHM.
Every Home Should Hear
This Rhythm.

Black/Urban

BREAKERS

WHISPERS Contagious (Solar/Elektra)

75% of our reporting stations on it. Rotations: Heavy 2/1, Medium 28/9, Light 29/22, Extra Adds 1, Total Adds 33 including, WWIN-FM, WAOK, WVEE, KKDA-FM, WEDR, WBMX, WGCI, WBLZ, WZAK, WJLB, KMJM, KACE, XHRM, KSOL, KDKO. This week's most added record. Debuts at number 36 on the Black/Urban chart.

TEMPTATIONS Treat Her Like A Lady (Gordy/Motown)

71% of our reporting stations on it. Rotations: Heavy 5/0, Medium 25/3, Light 27/11, Extra Adds 0, Total Adds 14 WILD, WVEE, KYOK, WJLB, WKND, WNHC, KQXL, WXOK, Z93, WPEG, WKXI, WJAX, WDAO, WKWM, KUKQ. Debuts at number 34 on the Black/Urban chart.

S.O.S. BAND No One's Gonna Love You (Tabu/CBS)

71% of our reporting stations on it. Rotations: Heavy 8/0, Medium 28/6, Light 21/8, Extra Adds 0, Total Adds 14, WDIA, WHRK, WDER, XHRM, WNHC, KNOW, KQXL, WLOU, WTOY, KAPE, WAAA, WVKO, WWWS, KDKO. Debuts at number 32 on the Black/Urban chart.

JACKSONS Body (Epic)

64% of our reporting stations on it. Rotations: Heavy 7/1, Medium 22/5, Light 22/12, Extra Adds 0, Total Adds 18 WRKS, WDJY, KYOK, WYLD-FM, WZAK, KACE, XHRM, WENN, WPEG, JET94, WFXC, WPLZ, WTOY, WEAS, WWDW, WQKS, WWWS, WVOI. A most added record. Debuts at number 38 on the Black/Urban chart.

JOYCE KENNEDY Stronger Than Before (A&M)

61% of our reporting stations on it. Rotations: Heavy 1/0, Medium 20/3, Light 28/13, Extra Adds 0, Total Adds 16 KRNB, WHRK, WBMX, WGCI, WDMT, XHRM, WNHC, WXOK, WATV, Z93, WQMG, WPDQ, KIIZ, WEAS, WAAA, WKWM. A most added record. Debuts at number 40 on the Black/Urban chart.

NEW & ACTIVE

JUNIOR "Somebody" (London/PolyGram) 47/5

Rotations: Heavy 6/0, Medium 23/1, Light 18/4, Extra Adds 0, Total Adds 5, WDJY, WJJS, WBLX, KAPE, WVVO. Heavy: WWIN-FM, WEDR, XHRM, KSOL, WPEG, WWWS. Medium: WILD, KRNB, WBMX, WGCI, WZEN-FM, KJLB, WNHC, KNOW, WENN, JET94, WFXC, WQMG, WKXI, WPDQ, KIIZ, WPLZ, KHYS, WEAS, WANM, WQKS, WAAA, KDKO. Moves 40-39 on the Black/Urban chart.

THELMA HOUSTON "You Used To Hold Me So Tight" (MCA) 46/28

Rotations: Heavy 1/0, Medium 10/3, Light 34/24, Extra Adds 1, Total Adds 28 including WWIN-FM, WILD, WRKS, WAOK, KKDA-FM, KMJQ, KRNB, WHRK, WTMP, WDRQ, WJLB, KACE, WRDW, Z93, WPEG, KDKO. Heavy: KNOK-FM. Medium: WUSL, WZEN-FM, KDAY, KJLB, WNHC, KJCB, WDMA.

TOM BROWNE "Secret Fantasy" (Arista) 46/10

Rotations: Heavy 3/0, Medium 25/3, Light 18/7, Extra Adds 0, Total Adds 10, WRKS, WDAS, KKDA-FM, KJLB, WRDW, WXOK, KIIZ, WJJS, WTOY, WKWM. Heavy: WZEN-FM, KJCB, WWWS. Medium: WILD, WAOK, KNOK-FM, WDMA, WYLD-FM, WDMT, WDRQ, WJLB, KMJM, KACE, XHRM, KSOL, WJMI, WLOU, WBLX, WQOK, KAPE, WANM, WAAA, WDAO, WYLD, KDKO.

LILLO THOMAS w/MELBA MOORE "Can't Take Half All Of You" (Capitol) 45/10

Rotations: Heavy 0/0, Medium 18/2, Light 28/7, Extra Adds 1, Total Adds 10, WVEE, WBMX, WRDW, KNOW, KQXL, WXOK, WQMG, WPLZ, WTOY, WVVO. Medium: KRNB, WDMA, WTMP, WDMT, WZAK, WZEN-FM, WPDQ, KJCB, KAPE, KOKA, WANM, WAAA, WKWM, WWWS.

EUGENE WILDE "Gotta Get You Home Tonight" (Philly World/Atco) 45/10

Rotations: Heavy 8/0, Medium 14/2, Light 23/8, Extra Adds 0, Total Adds 10, WVEE, KRNB, WTMP, WGCI, KACE, KDAY, WKND, WATV, WAAA, WWWS. Heavy: WILD, WZAK, WNHC, WPDQ, KIIZ, KHYS, KAPE, WWIN-FM. Medium: WXYV, WDAS, WUSL, KKDA-FM, WDMT, WZEN-FM, KJLB, XHRM, WKXI, WLOU, WANM, WQKS.

WHODINI "Friends" (Jive/Arista) 43/6

Rotations: Heavy 28/0, Medium 5/0, Light 12/8, Extra Adds 0, Total Adds 6, WXYV, WUSL, WDMA, KMJM, WQMG, KUKQ. Heavy: WILD, WRKS, WAOK, WVEE, KNOK-FM, KMJQ, WBMX, WGCI, WBLZ, WDMT, WZAK, WDRQ, WJLB, WZEN-FM, KJLB, XHRM, KNOW, WJAX, WPDQ, WPLZ, WWDW, WQKS, WDAO, WKWM, WVOI, KDKO. Medium: KSOL, WKND, WFXC, WANT, WAAA. Moves 34-31 on the Black/Urban chart.

FAT BOYS "Jai House Rap" (Sutra) 40/4

Rotations: Heavy 10/0, Medium 14/0, Light 18/4, Extra Adds 0, Total Adds 4, KKDA-FM, WJJS, WTOY, WVOI. Heavy: WRKS, WDAS, WVEE, KMJQ, KYOK, WBMX, WDMT, WZEN-FM, KDAY, WKND. Medium: WWIN-FM, WUSL, WAMO, WZAK, WJLB, KMJM, XHRM, WPEG, WKXI, WQOK, WEAS, WWDW, WTLK, WWWS.

DREAMBOY "I Promise (I Do Love You)" (Qwest/WB) 39/5

Rotations: Heavy 7/1, Medium 19/0, Light 12/3, Extra Adds 1, Total Adds 5, KMJQ, WXOK, KIIZ, WPLZ, WTOY. Heavy: WVEE, KKDA-FM, KNOK-FM, WZAK, WKWM, WWWS. Medium: WWIN-FM, WILD, WRKS, WTMP, WDMT, WDRQ, WJLB, XHRM, KSOL, WNHC, WENN, WPEG, WQMG, WBLX, WQOK, WWDW, WQKS, WAAA, WVOI.

RANDY HALL "A Gentleman" (MCA) 39/4

Rotations: Heavy 1/0, Medium 13/1, Light 25/3, Extra Adds 0, Total Adds 4, WDAS, KNOW, WQMG, KHYS. Heavy: WJMI. Medium: WAOK, WGCI, KSOL, WRDW, WPEG, WKXI, WJAX, WPDQ, KAPE, KOKA, WANM, WWWS.

SYLVERS "In One Love & Out The Other" (Geffen) 36/11

Rotations: Heavy 1/0, Medium 9/1, Light 28/10, Extra Adds 0, Total Adds 11, WXYV, WDAS, KMJQ, KNOW, WPEG, WQMG, WPDQ, KJCB, WJJS, WPLZ, KUKQ. Heavy: WWIN-FM. Medium: WAMO, KKDA-FM, WTMP, KDAY, XHRM, KSOL, WJAX, KOKA.

ONE WAY "Don't Stop" (MCA) 34/4

Rotations: Heavy 2/0, Medium 9/0, Light 23/4, Extra Adds 0, Total Adds 4, WEDR, WQMG, WJJS, WTOY. Heavy: KNOK-FM, WXOK. Medium: WAOK, KKDA-FM, WTMP, WZAK, KSOL, WNHC, WKXI, KAPE, WWWS.

MIDNIGHT STAR "Operator" (Solar/Elektra) 33/32

Rotations: Heavy 2/2, Medium 8/8, Light 21/20, Extra Adds 2, Total Adds 32 including, WXYV, WDAS, WUSL, WHUR, WVEE, KKDA-FM, KYOK, WTMP, WGCI, WBLZ, WDMT, WDRQ, WJLB, KMJM, WZEN-FM, KDAY, KSOL.

BEAU WILLIAMS "You Are The One" (Capitol) 33/0

Rotations: Heavy 5/0, Medium 18/0, Light 12/0, Extra Adds 0, Total Adds 0. Heavy: WATV, WENN, WJMI, WANM, WWWS. Medium: WILD, WAOK, KYOK, KRNB, WDMA, WEDR, WTMP, WRDW, WXOK, WPDQ, KJCB, WBLX, KHYS, KAPE, KOKA, WVOI.

DIVINE SOUNDS "Changes (We Go Through)" (Specific) 31/1

Rotations: Heavy 8/0, Medium 8/0, Light 17/1, Extra Adds 0, Total Adds 1, KIIZ. Heavy: WAOK, KMJQ, KYOK, WDMA, KOKA, WWWS. Medium: KRNB, WEDR, WDMT, WJLB, XHRM, WKXI, WQOK, KDKO.

BRONNER BROTHERS "Self Conscious" (Neighbor) 29/3

Rotations: Heavy 2/0, Medium 14/0, Light 13/3, Extra Adds 0, Total Adds 3, WXYV, KIIZ, WDAO. Heavy: KYOK, WJAX. Medium: WAOK, WDMA, WEDR, WTMP, WZEN-FM, WATV, WENN, WPEG, WQMG, WJMI, WQOK, KOKA, WANM, WTLK.

O'BRYAN "Go On And Cry" (Capitol) 29/1

Rotations: Heavy 1/0, Medium 18/0, Light 10/1, Extra Adds 0, Total Adds 1, WEDR. Heavy: WBLX. Medium: WDAS, KKDA-FM, KNOK-FM, KRNB, WDMA, WTMP, WZAK, WJLB, XHRM, WATV, WENN, WPEG, WKXI, WPDQ, KAPE, KOKA, WKWM, WWWS.

PENNY FORD "Change Your Wicked Ways" (Total Experience/RCA) 28/9

Rotations: Heavy 0/0, Medium 12/2, Light 18/7, Extra Adds 0, Total Adds 9, WDAS, WZAK, KSOL, WATV, WKXI, KIIZ, KJCB, WDAO, WWWS. Medium: WVEE, KRNB, KACE, KNOW, WPEG, WQOK, WEAS, KOKA, WANM, WTLK.

RICHARD "DIMPLES" FIELDS "Jazzy Lady" (RCA) 28/3

Rotations: Heavy 3/0, Medium 11/0, Light 14/3, Extra Adds 0, Total Adds 3, WZAK, KQXL, WXOK. Heavy: WDMA, WGCI, WPDQ. Medium: WXYV, WILD, KRNB, KJLB, WQMG, KJCB, WEAS, KOKA, WAAA, WTLK, WJAX.

TERRI WELLS "I'm Giving All My Love" (Philly World/Atco) 27/1

Rotations: Heavy 0/0, Medium 11/0, Light 16/1, Extra Adds 0, Total Adds 1, KACE. Medium: WDAS, WVEE, KRNB, WDMA, WEDR, WENN, WKXI, WPDQ, WLOU, WANM, WAAA.

MOST ADDED

WHISPERS (33)
Contagious (Solar/Elektra)
MIDNIGHT STAR (32)
Operator (Solar/Elektra)
THELMA HOUSTON (28)
You Used To Hold Me So Tight (MCA)
JERMAINE JACKSON (21)
Do What You Do (Arista)
JACKSONS (18)
Body (Epic)
ALICIA MYERS (18)
Appreciation (MCA)

HOTTEST

CHAKA KHAN (65)
I Feel For You (WB)
NEW EDITION (59)
Cool It Now (MCA)
REBBIE JACKSON (36)
Centipede (Columbia)
PRINCE (36)
Purple Rain (WB)
STEVIE WONDER (25)
I Just Called To Say I... (Motown)

KLYMAXX "The Men All Pause" (MCA) 26/9

Rotations: Heavy 0/0, Medium 9/2, Light 17/7, Extra Adds 0, Total Adds 9, KDAY, KJLB, XHRM, KNOW, WPLZ, KHYS, KAPE, WQKS, WWWS. Medium: KNOK-FM, WJLB, KSOL, WJMI, WKXI, WBLX, WQOK.

STYLISTICS "Give A Little Love" (Streetwise) 25/5

Rotations: Heavy 0/0, Medium 10/1, Light 15/4, Extra Adds 0, Total Adds 5, WUSL, WYLD-FM, KACE, WKXI, WPDQ. Medium: WXYV, WILD, WVEE, WTMP, WGCI, WDMT, WZAK, XHRM, WATV.

WHODINI "Five Minutes Of Funk" (Arista) 25/2

Rotations: Heavy 18/1, Medium 4/0, Light 3/1, Extra Adds 0, Total Adds 2, WHRK, KHYS. Heavy: WWIN-FM, WILD, WRKS, WDAS, KYOK, WJLB, KMJM, WZEN-FM, KDAY, KNOW, WATV, WENN, WPEG, WJMI, KIIZ, WQOK. Medium: WUSL, WDJY, KKDA-FM, WYLD-FM.

SIGNIFICANT ACTION

JERMAINE JACKSON "Do What You Do" (Arista) 24/21

Rotations: Heavy 1/1, Medium 7/8, Light 18/14, Extra Adds 0, Total Adds 21 including WDJY, WHUR, WTMP, WZAK, XHRM, WNHC, KQXL, WATV, WPEG, WQOK, WORL, WQKS, WVVO, WVOI, KUKQ. Medium: WANM.

ALICIA MYERS "Appreciation" (MCA) 24/18

Rotations: Heavy 0/0, Medium 3/0, Light 21/18, Extra Adds 0, Total Adds 18, WDJY, WAOK, KNOK-FM, KRNB, WGCI, WJLB, KACE, KJLB, WNHC, WKXI, KJCB, WLOU, WORL, WEAS, WANM, WDAO, WTLK, WVOI. Medium: WDMA, WJAX, KOKA.

BOBBY WOMACK & PATTI LABELLE "It Takes A Lot Of Strength To Say Goodbye" (Beverly Glen) 23/3

Rotations: Heavy 3/0, Medium 6/0, Light 14/3, Extra Adds 0, Total Adds 3, WXOK, WWDW, WTLK. Heavy: WVEE, WDMA, WJMI. Medium: WWIN-FM, WHRK, WATV, WKXI, KAPE, WDAO.

BRENDA LEE EAGER "Watch My Body Talk" (Private I/CBS) 23/1

Rotations: Heavy 1/0, Medium 8/0, Light 14/1, Extra Adds 0, Total Adds 1, WWDW. Heavy: WNHC. Medium: WAOK, KRNB, KJLB, WKXI, WPDQ, WBLX, KOKA, WTLK.

ANGELA BOFILL "Can't Slow Down" (Arista) 22/17

Rotations: Heavy 0/0, Medium 3/2, Light 19/15, Extra Adds 0, Total Adds 17, WUSL, KKDA-FM, KNOK-FM, WTMP, WBMX, XHRM, WRDW, WJAX, WBLX, WEAS, WWDW, WQKS, WAAA, WDAO, WTLK, WVOI, KDKO. Medium: WWWS.

CULTURE CLUB "The War Song" (Epic) 22/0

Rotations: Heavy 5/0, Medium 10/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WDJY, WRDW, JET94, WJAX, K94. Medium: WHUR, KACE, KQXL, WXOK, WENN, Z93, WFXC, WQKS, WWWS, KUKQ.

KOKO-POP "I'm In Love With You" (Motown) 19/5

Rotations: Heavy 1/0, Medium 9/0, Light 9/5, Extra Adds 0, Total Adds 5, WWIN-FM, WXYV, KKDA-FM, WZEN-FM, KDAY. Heavy: KJLB. Medium: KNOK-FM, WDRQ, WJLB, KACE, WRDW, WJMI, WVVO, WWWS, WVOI.

CHOPS "Your Red Hot Love" (Atlantic) 18/1

Rotations: Heavy 0/0, Medium 4/0, Light 14/1, Extra Adds 0, Total Adds 1, WPLZ. Medium: WPEG, WQMG, WPDQ, WTLK.

ROY AYERS "In The Dark" (Columbia) 17/15

Rotations: Heavy 0/0, Medium 1/1, Light 16/14, Extra Adds 0, Total Adds 15, WRKS, WAOK, KNOK-FM, KYOK, KRNB, KMJM, KSOL, WNHC, WKXI, WLOU, KOKA, WANM, WAAA, WWWS, WDAS.

WORLD'S FAMOUS SUPREME TEAM "Radio Man" (Island) 17/9

Rotations: Heavy 0/0, Medium 4/1, Light 13/8, Extra Adds 0, Total Adds 9, WRKS, WDAS, KKDA-FM, KMJQ, WDMT, WZEN-FM, WKND, WKXI, WVOI. Medium: WUSL, KRNB, KDAY.

RUN D.M.C. "Hollis Crew" (Profile) 17/6

Rotations: Heavy 1/1, Medium 4/2, Light 12/3, Extra Adds 0, Total Adds 6, WDAS, WEDR, WZAK, WNHC, WQOK, WDAO. Medium: WDMT, WANM.

CHARME "Georgy Porgy" (RCA) 16/6

Rotations: Heavy 1/0, Medium 3/1, Light 11/4, Extra Adds 1, Total Adds 6, WVEE, WDRQ, KQXL, KIIZ, KAPE, WWWS. Heavy: WATV. Medium: KKDA-FM, WTLK.

MIDWAY "Set It Out" (Personal) 16/0

Rotations: Heavy 0/0, Medium 10/0, Light 6/0, Extra Adds 0, Total Adds 0. Medium: WAMO, WEDR, WBMX, WGCI, WDMT, KNOW, WQMG, WPDQ, WAAA, WKWM.

KIDS AT WORK "Singing Hey Yea" (Sound Of NY/CBS) 15/9

Rotations: Heavy 0/0, Medium 2/1, Light 12/7, Extra Adds 1, Total Adds 9, WXYV, WAOK, KMJM, KJLB, Z93, WKXI, KJCB, WQOK, WTLK. Medium: WWIN-FM.

HERBIE HANCOCK "Metal Beat" (Columbia) 15/2

Rotations: Heavy 1/0, Medium 5/0, Light 9/2, Extra Adds 0, Total Adds 2, WTOY, WVVO. Heavy: KOKA. Medium: WBMX, XHRM, WKXI, WANM, WQOK.

BLACK MAMBA "Vicious" (Island) 15/1

Rotations: Heavy 0/0, Medium 4/0, Light 11/1, Extra Adds 0, Total Adds 1, WEDR. Medium: WILD, KRNB, WZEN-FM, WRDW.

AUTUMN "Creepin' (Ah-Ah There You Go)" (Compleat/PolyGram) 15/1

Rotations: Heavy 0/0, Medium 5/0, Light 10/1, Extra Adds 0, Total Adds 1, WTOY. Medium: WAMO, WEDR, WQMG, WKXI, WQOK.

BAND OF GOLD "Love Songs Are Back Again" (RCA) 14/2

Rotations: Heavy 2/0, Medium 6/0, Light 6/2, Extra Adds 0, Total Adds 2, KJCB, KAPE. Heavy: WVEE, WRDW. Medium: KYOK, WYLD-FM, WTMP, WDMT, WWWS, KUKQ.

ONE ON ONE "Gotta Thang" (Kee Wee) 14/2

Rotations: Heavy 0/0, Medium 3/0, Light 11/2, Extra Adds 0, Total Adds 2, WAMO, WAAA. Medium: KRNB, WKXI, WEAS.

C.L. BLAST "50/50 Love" (Park Place) 14/1

Rotations: Heavy 1/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WILD. Heavy: WATV. Medium: WAOK, KRNB, WDMA, WENN, WEAS.

BONNIE POINTER "Premonition" (Private I/CBS) 14/0

Rotations: Heavy 1/0, Medium 6/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WJAX. Medium: WAMO, WAOK, WDMA, KJCB, KOKA, WTLK.

SHEILA E. "The Belle Of St. Mark" (WB) 13/9

Rotations: Heavy 1/0, Medium 2/1, Light 9/7, Extra Adds 1, Total Adds 9, WVEE, WGCI, WBLZ, KDAY, KSOL, WQKS, WWWS, WVOI, KUKQ. Heavy: WVVO. Medium: WJAX.

KLOCKWIZE "Cruzamatic" (Sinban) 13/1

Rotations: Heavy 0/0, Medium 3/0, Light 11/1, Extra Adds 0, Total Adds 1, WWDW. Medium: WKXI, WQOK.

TWILIGHT 22 "Street Love" (Vanguard) 13/1

Rotations: Heavy 2/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, KIIZ. Heavy: WJAX, WTLK. Medium: WWIN-FM, KKDA-FM, WEDR, XHRM.

ERAMUS HALL "I Can't Keep My Head (I Always Lose It To You)" (Capitol) 12/10

Rotations: Heavy 1/1, Medium 3/1, Light 8/8, Extra Adds 0, Total Adds 10, WDAS, KRNB, WZEN-FM, WXOK, WATV, WENN, WKXI, WPDQ, WQOK, KOKA.

DONNA SUMMER "Supernatural Love" (Geffen) 11/11

Rotations: Heavy 0/0, Medium 3/3, Light 8/8, Extra Adds 0, Total Adds 11, WHUR, WAOK, WVEE, KSOL, WPEG, WJAX, KHYS, KOKA, WAAA, WLOU, KUKQ.

CATCH "Indecisive" (Columbia) 11/8

Rotations: Heavy 0/0, Medium 1/1, Light 10/7, Extra Adds 0, Total Adds 8, WEDR, WKXI, WPDQ, KJCB, KHYS, KAPE, KOKA, WANM.

HAROLD MELVIN & THE BLUE NOTES "I Really Love You" (Philly World/Atco) 11/3

Rotations: Heavy 0/0, Medium 2/0, Light 9/3, Extra Adds 0, Total Adds 3, WEDR, WTMP, KAPE. Medium: WPDQ, WANM.

PRINCE "Erotic City" (WB) 11/3

Rotations: Heavy 9/1, Medium 0/0, Light 2/2, Extra Adds 0, Total Adds 3, WDJY, KACE, K94. Heavy: WAMO, KKDA-FM, WDRQ, WJLB, KDAY, KIIZ, WWDW, KUKQ.

WEST STREET MOB "Mosquito" (Sugar Hill) 11/1

Rotations: Heavy 1/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WDAO. Heavy: KYOK. Medium: WAOK, KSOL, WANM, WTLK.

BREAKING THROUGH THE CLUTTER!!

THE TEMPTATIONS



BREAKERS

34

"TREAT HER LIKE A LADY"



**"LET IT
ALL BLOW" 8★
DAZZ BAND**

**"YOU TURN
ME ON" 25★
RICK
JAMES**



**"I'M IN
LOVE WITH
YOU" ►
KOKO
POP**

**9★
"PENNY LOVER"
LIONEL RICHIE**



EARLY BREAKTHROUGH

WRXB	V-103B
XHRM	WDRQ
WLOK	WXVI
KJLH	WOKJ
WRDW	WJIZ
WBOP	KKDA
KACE	WGPR
WBAD	WDIA
KPRS	WTAM
WSOK	WOKS
WDAS	KNOK
WEVY	KDAY
WESY	WPGA
WESL	KZEY
WZEN	WJLB
WDKX	WKWM
WGOK	WJAX
WJMI	WWWS
KTRY	WVCO
KAPE	WVOI
WWIN	WZAK
WJLD	WAMO
WKXI	WTLC
WIBB	KATZ
KGBC	WBLK

**MOTOWN DELIVERS,
ALWAYS HAS...
ALWAYS WILL!!**



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

GLADYS KNIGHT
MTUME
THELMA HOUSTON
WHISPERS
KOKO POP
Hottest:
ASHFORD & SIMPSON
CHAKA KHAN
STEVIE WONDER
EUGENE WILDE
PRINCE

WXYY/Baltimore
Roy Sampson

WHODINI
MTUME
SHALAMAR
MIDNIGHT STAR
SAM HARRIS
PAUL MCCARTNEY
SYLVERS
BRONNER BROTHERS
BILLY OCEAN
KIDS AT WORK
GWEN PRESLEY
KOKO POP
Hottest:
NEW EDITION
ASHFORD & SIMPSON
LEON HAYWOOD
VANITY
CHAMPAIGN

WILD/Boston
Elroy R.C. Smith

HALL & OATES
MARC ANTHONY THOM
STAPLE SINGERS
ISLEY, JASPER & I
EVELYN KING
TEMPTATIONS
C.L. BLAST
THELMA HOUSTON
APOLLONIA 6
Hottest:
NEW EDITION
CHAKA KHAN
TIME
PRINCE
EUGENE WILDE

WKND/Hartford
Jordan/McLean

MARC ANTHONY THOM
BAR-KAYS
TEMPTATIONS
RICK JAMES
WORLD FAMOUS SUPR
EUGENE WILDE
Hottest:
STEVIE WONDER
NEW EDITION
CHAKA KHAN
REBBIE JACKSON
FAT BOYS

WNHC/New Haven
James Jordan

MIDNIGHT STAR
TEMPTATIONS
BILLY OCEAN
JERMAINE JACKSON
RUN D.M.C.
ROY AYERS
SOS BAND
ALICIA MYERS
TIME
JOYCE KENNEDY
Hottest:
CHAKA KHAN
NEW EDITION
ASHFORD & SIMPSON
REBBIE JACKSON
EVELYN KING

WRKS/New York
Taylor/Quararone

ROY AYERS
WORLD FAMOUS SUPR
APOLLONIA 6
THELMA HOUSTON
TOM BROWNE
Hottest:
CHAKA KHAN
PRINCE
NEW EDITION
FAT BOYS
FORCE MD'S
DREAMBOY

WUSL/Philadelphia
Wyatt/Buggs

MIDNIGHT STAR
ANGELA BOFILL
KASHIF
WHODINI
STYLISTICS
Hottest:
NEW EDITION
TIME
CHAKA KHAN
REBBIE JACKSON
WISH

WDAS/Philadelphia
Joe Tamburro

WORLD FAMOUS SUPR
RUN D.M.C.
TOM BROWNE
STARSKI
RANDY HALL
ERAMUS HALL
PENNY FORD
MIDNIGHT STAR
ROY AYERS
NOLAN THOMAS
SYLVERS
Hottest:
CHAKA KHAN
PRINCE
ASHFORD & SIMPSON
JEFFREY OSBORNE
TINA TURNER

WAMO/Pittsburgh
Allen Harrison

ONE ON ONE
Hottest:
PRINCE
JEFFREY OSBORNE
PRINCE
ASHFORD & SIMPSON
AL JARREAU

WDJY/Washington, DC
Dan O'Neil

RICK JAMES
SLAVE
JUNIOR
JERMAINE JACKSON
PRINCE
ALICIA MYERS
MARC ANTHONY THOM
Hottest:
TINA TURNER
NEW EDITION
CHAKA KHAN
STAPLE SINGERS
HALL & OATES

SOUTH

WAOX/Atlanta
Larry Tinsley

DONNA SUMMER
WHISPERS
ROY AYERS
THELMA HOUSTON
JUNIE MORRISON
ALICIA MYERS
JERMAINE STEWART
KIDS AT WORK
B.T. EXPRESS
Hottest:
CHAKA KHAN
REBBIE JACKSON
PRINCE
NEW EDITION
TINA TURNER

WVEE/Atlanta
Scotty Andrews

DONNA SUMMER
SAM HARRIS
WHISPERS
LILLO THOMAS
PETER BROWN
TEMPTATIONS
SHEILA E
Hottest:
NEW EDITION
EUGENE WILDE
MIDNIGHT STAR
CHARME
Hottest:
WHODINI
NEW EDITION
CHAKA KHAN
TIME
DAZZ BAND

WRDW/Augusta
Charlotte Logan

RICK JAMES
WHISPERS
THELMA HOUSTON
ANGELA BOFILL
DENICE WILLIAMS
LILLO THOMAS
TOM BROWNE
NR T
Hottest:
STEVIE WONDER
PRINCE
NEW EDITION
BILLY OCEAN
CHAKA KHAN

KNOW/Austin
Ken Rush

WHISPERS
RANDY HALL
SOS BAND
KLYMAXX
SYLVERS
RICK JAMES
LILLO THOMAS
Hottest:
CHAKA KHAN
NEW EDITION
ASHFORD & SIMPSON
REBBIE JACKSON
EVELYN KING

WXOK/Baton Rouge
Al Wallace

AL JARREAU
JERMAINE STEWART
JOYCE KENNEDY
TOM BROWNE
LILLO THOMAS
SLAVE
WOMACK & LABELLE
THELMA HOUSTON
FORCE MD'S
TEMPTATIONS
DREAMBOY
RICHARD D. FIELDS
ERAMUS HALL
Hottest:
REBBIE JACKSON
CHAKA KHAN
STEVIE WONDER
NEW EDITION
TIME

KOXL/Baton Rouge
Gerard Raine

LIONEL RICHIE
TEENA MARIE
SOS BAND
RICK JAMES
FORCE MD'S
LILLO THOMAS
SLAVE
JERMAINE JACKSON
WHISPERS
TEMPTATIONS
VANITY
CHARME
PHILIP BAILEY
TWIN IMAGE
THELMA HOUSTON
RICHARD D. FIELDS
Hottest:
CHAKA KHAN
STEVIE WONDER
DIANA ROSS
NEW EDITION
REBBIE JACKSON

WHUR/Washington, DC
Libby Lawson

STAPLE SINGERS
MIDNIGHT STAR
DEODATO
SHALAMAR
JERMAINE JACKSON
PATTI AUSTIN
DONNA SUMMER
GROVER WASHINGTON
RUMOURS
Hottest:
NEW EDITION
CHAKA KHAN
STEVIE WONDER
REBBIE JACKSON
PRINCE

WATV/Birmingham
Ron January

JERMAINE JACKSON
JOYCE KENNEDY
ERAMUS HALL
EUGENE WILDE
JOEY DEES
JESSE JAMES
PENNY FORD
Hottest:
NEW EDITION
CHAKA KHAN
LIONEL RICHIE
PRINCE
SMOKEY ROBINSON

WENN/Birmingham
Michael Star

JACKSONS
ERAMUS HALL
Hottest:
CHAKA KHAN
NEW EDITION
REBBIE JACKSON
STEPHANIE MILLS
DIANA ROSS

Z93/Charleston
Marc Little

FORCE MD'S
SHEENA EASTON
JOYCE KENNEDY
KIDS AT WORK
TEMPTATIONS
THELMA HOUSTON
Hottest:
REBBIE JACKSON
CHAKA KHAN
PRINCE
TINA TURNER
STAPLE SINGERS

WPEG/Charlotte
Mike Rossi

RICK JAMES
JACKSONS
JERMAINE JACKSON
TEMPTATIONS
INTRUDERS
DONNA SUMMER
SYLVERS
THELMA HOUSTON
MIDNIGHT STAR
FORMULA FIVE
Hottest:
NEW EDITION
REBBIE JACKSON
CHAKA KHAN
APOLLONIA 6

JET94/Chatanooga
Rich Phillips

WHAMI
RICK JAMES
JACKSONS
FORCE MD'S
DAVID BOWIE
SLAVE
GLENN JONES
MTUME
Hottest:
TINA TURNER
NEW EDITION
REBBIE JACKSON
ASHFORD & SIMPSON
PRINCE

KKDA-FM/Dallas
Terri Avery

ANGELA BOFILL
TOM BROWNE
THELMA HOUSTON
KOKO POP
WHISPERS
WORLD FAMOUS SUPR
MIDNIGHT STAR
Hottest:
STEVIE WONDER
CHAKA KHAN
PRINCE
OHIO PLAYERS

WFXC/Durham
Avin Stowe

JACKSONS
MIDNIGHT STAR
GLENN JONES
JERMAINE JACKSON
Hottest:
CHAKA KHAN
PRINCE
NEW EDITION
REBBIE JACKSON
KNOK-FM/FL Worth
Kenny Byrd

MIDNIGHT STAR
GROVER WASHINGTON
ANGELA BOFILL
ALICIA MYERS
ROY AYERS
FORCE MD'S
DREAMBOY
LIONEL RICHIE
ONE WAY
WHODINI

WOMG/Greensboro
Doc Foster

PHYLIS ST. JAMES
ONE WAY
RANDY HALL
SLAVE
MIDNIGHT STAR
WHISPERS
JOYCE KENNEDY
LILLO THOMAS
WHODINI
LONNIE L. SMITH
BROTHERS JOHNSON
KIDDO
SYLVERS
Hottest:
CHAKA KHAN
NEW EDITION
STEVIE WONDER
PRINCE
ASHFORD & SIMPSON

KYOK/Houston
Steve Hedgewood

MIDNIGHT STAR
KURTIS BLOW
TEMPTATIONS
CHUCK MANGIONE
JACKSONS
RICK JAMES
ROY AYERS
FORCE MD'S
Hottest:
GRANDMASTER MELLE
APOLLONIA 6
WHODINI
JERMAINE STEWART
FAT BOYS

WJJS/Lynchburg
Lad Goins

JUNIOR
DENICE WILLIAMS
ONE WAY
MTUME
FAT BOYS
EVELYN KING
TOM BROWNE
SYLVERS
WHISPERS
Hottest:
STEVIE WONDER
CHAKA KHAN
PRINCE
MADONNA
NEW EDITION
VANITY
GRANDMASTER MELLE
CHAKA KHAN

WJMI/Jackson
Carl Haynes

MIDNIGHT STAR
HALL & OATES
JERMAINE JACKSON
EGYPTIAN LOVER
CHUCK MANGIONE
JEFFREY OSBORNE
PHILIP BAILEY
PATTI AUSTIN
Hottest:
WHODINI
REBBIE JACKSON
CHAKA KHAN
PRINCE
TINA TURNER
STAPLE SINGERS

WXII/Jackson
Tommy Marshall

ROY AYERS
ALICIA MYERS
PRINCE
STYLISTICS
NATIVE
PENNY FORD
TEMPTATIONS
KIDS AT WORK
ERAMUS HALL
AL JARREAU
WORLD FAMOUS SUPR
Hottest:
NEW EDITION
REBBIE JACKSON
CONTROLLERS
CHAKA KHAN
GLENN JONES

WPDO/Jacksonville
Scott Jackson

RICK JAMES
STYLISTICS
AL JARREAU
SYLVERS
JOYCE KENNEDY
CATCH
JERMAINE JACKSON
SYLVESTER
NATIVE
ERAMUS HALL
Hottest:
CHAKA KHAN
ASHFORD & SIMPSON
NEW EDITION
TIME
DENICE WILLIAMS

WJAX/Jacksonville
Chris Turner

SHALAMAR
MIDNIGHT STAR
CARS
DONNA SUMMER
TEMPTATIONS
ANGELA BOFILL
Hottest:
RICK SPRINGFIELD
CHAKA KHAN
HALL & OATES
LIONEL RICHIE
CHICAGO
KUZ/Kileen
Bill St. John

TOM BROWNE
TWILIGHT 22
DREAMBOY
OHIO PLAYERS
CHARME
WHISPERS
JOYCE KENNEDY
THELMA HOUSTON
DIVINE SOUNDS
BRONNER BROTHERS
PENNY FORD
BILLY OCEAN
Hottest:
REBBIE JACKSON
CHAKA KHAN
WHODINI
PRINCE
SOS BAND

WOOK/Nashville
Fred Harvey

MIDNIGHT STAR
PRINCE
SHALAMAR
RUN D.M.C.
ERAMUS HALL
JERMAINE JACKSON
KIDS AT WORK
JERMAINE STEWART
JEFFREY OSBORNE
Hottest:
TINA TURNER
ASHFORD & SIMPSON
LEON HAYWOOD
DAZZ BAND
WHODINI

KJCB/Lafayette
Beatrice Evans

WHISPERS
CATCH
JUNIE MORRISON
PENNY FORD
SYLVERS
KIDS AT WORK
ALICIA MYERS
MIDNIGHT STAR
BAND OF GOLD
Hottest:
CHAKA KHAN
REBBIE JACKSON
PRINCE
NEW EDITION
DIANA ROSS

WLOU/Louisville
Tony Fields

AL JARREAU
MIDNIGHT STAR
SOS BAND
ALICIA MYERS
THELMA HOUSTON
ROY AYERS
Hottest:
CHAKA KHAN
NEW EDITION
REBBIE JACKSON
JERMAINE JACKSON
JOCELYN BROWN

WJMS/Lynchburg
Lad Goins

JUNIOR
DENICE WILLIAMS
ONE WAY
MTUME
FAT BOYS
EVELYN KING
TOM BROWNE
SYLVERS
WHISPERS
Hottest:
STEVIE WONDER
CHAKA KHAN
PRINCE
MADONNA
NEW EDITION
VANITY
GRANDMASTER MELLE
CHAKA KHAN

KRNB-FM/Memphis
Jerry Mason

ROY AYERS
THELMA HOUSTON
EVELYN KING
ERAMUS HALL
EUGENE WILDE
ALICIA MYERS
STEVE MILLER BAND
TEENA MARIE
JOYCE KENNEDY
Hottest:
CHAKA KHAN
NEW EDITION
REBBIE JACKSON
TINA TURNER
PRINCE

WDAI/Memphis
Bobby O'Jay

SOS BAND
WHODINI
Hottest:
NEW EDITION
PRINCE
REBBIE JACKSON
STAPLE SINGERS
JEFFREY OSBORNE

WHRK/Memphis
Maddox/Smith

THELMA HOUSTON
SOS BAND
NOLAN THOMAS
WHODINI
JOYCE KENNEDY
Hottest:
REBBIE JACKSON
TINA TURNER
BAR-KAYS
ISLEY, JASPER & I
CHAKA KHAN

WEDR/Miami
Jackson/Jones

BLACK MAMBA
O'BRYAN
HAROLD MELVIN
BOB MARLEY
RUN D.M.C.
ONE WAY
MILLIE JACKSON
WHISPERS
PRINCE
CINDI TODD
CATCH
SUGAR HILL GANG
SOS BAND
Hottest:
NEW EDITION
STEPHANIE MILLS
LEON HAYWOOD
DIANA ROSS
PRIME TIME

WBLX/Mobile
B.J. Taylor

THELMA HOUSTON
JERMAINE STEWART
ANGELA BOFILL
MIDNIGHT STAR
JUNIOR
JOEY DEES
Hottest:
CHAKA KHAN
PRINCE
TIME
REBBIE JACKSON
NEW EDITION

WOOK/Nashville
Fred Harvey

MIDNIGHT STAR
PRINCE
SHALAMAR
RUN D.M.C.
ERAMUS HALL
JERMAINE JACKSON
KIDS AT WORK
JERMAINE STEWART
JEFFREY OSBORNE
Hottest:
TINA TURNER
ASHFORD & SIMPSON
LEON HAYWOOD
DAZZ BAND
WHODINI

WYLD-FM/New Orleans
Dell Spencer

DAZZ BAND
JACKSONS
TEENA MARIE
STYLISTICS
SOLOMON BURKE
Hottest:
CHAKA KHAN
DIANA ROSS
NEW EDITION
TIME
REBBIE JACKSON

K94/Norfolk
Bruce Dowdy

PRINCE
JERMAINE STEWART
DENICE WILLIAMS
Hottest:
PRINCE
CHAKA KHAN
CHAMPAIGN
TINA TURNER
REBBIE JACKSON

WORLD/Oriando
Earl James

MIDNIGHT STAR
SHALAMAR
WHISPERS
JERMAINE JACKSON
ALICIA MYERS
PATRICE RUSHEN
CONTRAST
Hottest:
NEW EDITION
CHAKA KHAN
ALICIA MYERS
TIME
CHAMPAIGN

WPLZ/Petersburg
Hardy Jay

DREAMBOY
JACKSONS
LILLO THOMAS
WHISPERS
TEENA MARIE
KLYMAXX
CHOPS
SYLVERS
Hottest:
JERMAINE STEWART
PRINCE
WHODINI
CONTROLLERS
JEFFREY OSBORNE

KHYS/Port Arthur
Mark Petry

WHODINI
THELMA HOUSTON
LEON LOVE
KLYMAXX
RANDY HALL
DONNA SUMMER
MIDNIGHT STAR
CATCH
Hottest:
STEVIE WONDER
CHAKA KHAN
DIANA ROSS
NEW EDITION
REBBIE JACKSON

WANT/Richmond
Kirby Carmichael

none
Hottest:
NEW EDITION
PRINCE
CHAKA KHAN
CHAMPAIGN
TIME

WTOY/Roanoke
Scott Morris

TEENA MARIE
SOS BAND
JACKSONS
ONE WAY
AUSTIN
NOLAN THOMAS
HERBIE HANCOCK
LEON BRYANT
TOM BROWNE
FAT BOYS
LILLO THOMAS
PETER WOLF
DREAMBOY
Hottest:
CHAKA KHAN
NEW EDITION
REBBIE JACKSON
STEVIE WONDER
DIANA ROSS

KAPE/San Antonio
Mike Kelly

SOS BAND
WHISPERS
KLYMAXX
HAROLD MELVIN
CATCH
THELMA HOUSTON
BAND OF GOLD
JUNIOR
CHARME
Hottest:
CHAKA KHAN
PRINCE
REBBIE JACKSON
NEW EDITION
LIONEL RICHIE

WEAS/Savannah
Don Jones

WHISPERS
JOYCE KENNEDY
ANGELA BOFILL
JACKSONS
ALICIA MYERS
Hottest:
NEW EDITION
CHAKA KHAN
ASHFORD & SIMPSON
STEVIE WONDER
PRINCE

WYLD-FM/New Orleans
Dell Spencer

DAZZ BAND
JACKSONS
TEENA MARIE
STYLISTICS
SOLOMON BURKE
Hottest:
CHAKA KHAN
DIANA ROSS
NEW EDITION
TIME
REBBIE JACKSON

WDDM/Sumter
Kevin Fleming

RALPH MACDONALD
BRENDA LEE RAGER
JACKSONS
JERMAINE JACKSON
ANGELA BOFILL
WOMACK & LABELLE
THELMA HOUSTON
KLOCKWIZE
Hottest:
CHAKA KHAN
NEW EDITION
PRINCE
TIME
WHODINI

WDMT/Cleveland
Dean-Dean

JOYCE KENNEDY
MIDNIGHT STAR
CHARME
THELMA HOUSTON
Hottest:
APOLLONIA 6
CHAKA KHAN
GLENN JONES
NEW EDITION
READY FOR THE WOR

WVCO/Columbus
KC Jones

JAMES INGRAM
SOS BAND
JERMAINE JACKSON
DAN HARTMAN
TEENA MARIE
LILLO THOMAS
JUNIE MORRISON
WHISPERS
JUNIOR
HERBIE HANCOCK
Hottest:
REBBIE JACKSON
TINA TURNER
ASHFORD & SIMPSON
DAZZ BAND
LEON HAYWOOD

WGCI/Chicago
Graham Armstrong

WHISPERS
PHILIP BAILEY
MIDNIGHT STAR
EUGENE WILDE
NATIVE
SHEILA E
JOYCE KENNEDY
ALICIA MYERS
RAMSEY LEWIS
Hottest:
NEW EDITION
CHAKA KHAN
REBBIE JACKSON
GLENN JONES
PRINCE

WBLZ/Cincinnati
Brian Castle

MIDNIGHT STAR
WHISPERS
SHEILA E
HUEY LEWIS & NEWS
Hottest:
STEVIE WONDER
CHAKA KHAN
PRINCE
WHODINI
REBBIE JACKSON

WZAK/Cleveland
Lynn Tolliver

WHISPERS
JERMAINE JACKSON
KIDDO
NOLAN THOMAS
PENNY FORD
JACKSONS
GLADYS KNIGHT
FBI CREW
RUN D.M.C.
RICHARD D. FIELDS
Hottest:
STEVIE WONDER
PRINCE
NEW EDITION
GLENN JONES
EUGENE WILDE

WJLB/Detroit
James Alexander

THELMA HOUSTON
MIDNIGHT STAR
WHISPERS
ALICIA MYERS
TEMPTATIONS
WHISPERS
Hottest:
APOLLONIA 6
PRINCE
READY FOR THE WOR
WHODINI

WEST

KDKO/Englewood
Carlos Lando

AL JARREAU
WHISPERS
SOS BAND
THELMA HOUSTON
BAND OF GOLD
JUNIOR
CHARME
Hottest:
CHAKA KHAN
PRINCE
REBBIE JACKSON
NEW EDITION
LIONEL RICHIE

80 Reporting Stations
80 Current Reports

WDMT/Cleveland
Dean-Dean

JOYCE KENNEDY
MIDNIGHT STAR
CHARME
THELMA HOUSTON
Hottest:
APOLLONIA 6
CHAKA KHAN
GLENN JONES
NEW EDITION
READY FOR THE WOR

WVCO/Columbus
KC Jones

JAMES INGRAM
SOS BAND
JERMAINE JACKSON
DAN HARTMAN
TEENA MARIE
LILLO THOMAS
JUNIE MORRISON
WHISPERS
JUNIOR
HERBIE HANCOCK
Hottest:
REBBIE JACKSON
TINA TURNER
ASHFORD & SIMPSON
DAZZ BAND
LEON HAYWOOD

WDAO/Dayton
Lankford Stephens

JERMAINE JACKSON
THELMA HOUSTON
WHISPERS
ALICIA MYERS
ANGELA BOFILL
RUN D.M.C.
WEST STREET MOB
PAUL HARDCASTLE
BRONNER BROTHERS
PENNY FORD
Hottest:
WHODINI
STEVIE WONDER
CHAKA KHAN
TIME
REBBIE JACKSON

WJLB/Detroit
James Alexander

THELMA HOUSTON
MIDNIGHT STAR
WHISPERS
ALICIA MYERS
TEMPTATIONS
WHISPERS
Hottest:
APOLLONIA 6
PRINCE
READY FOR THE WOR
WHODINI

KACE/Los Angeles
Miller/Robinson

PRINCE
THELMA HOUSTON
PAUL HARDCASTLE
AL JARREAU
JERMAINE STEWART
WHAMI
WHISPERS
ALICIA MYERS
EUGENE WILDE
TERRI WELLS
STYLISTICS
JACKSONS
Hottest:
CHAKA KHAN
SCRITTI POLITTI
PRINCE
THELMA HOUSTON
HALL & OATES

KJLH/Los Angeles
Rico Reed

ALICIA MYERS
RAMSEY LEWIS
KLYMAXX
KIDS AT WORK
22 HILL
UB40
TOM BROWNE
GLENN JONES
Hottest:
STEVIE WONDER
NEW EDITION
REBBIE JACKSON
WHODINI
PRINCE

KUKO/Phoenix
Jay Stone

PRINCE
DIANNE REEVES
WHISPERS
TEMPTATIONS
BOBBY CALDWELL
JERMAINE JACKSON
DONNA SUMMER
SHEILA E
SOS BAND
SLAVE
SYLVERS
TEENA MARIE
WHODINI
Hottest:
PRINCE
CHAKA KHAN
STEVIE WONDER
NEW EDITION
REBBIE JACKSON

WYLD-FM/New Orleans
Dell Spencer

DAZZ BAND
JACKSONS
TEENA MARIE
STYLISTICS
SOLOMON BURKE
Hottest:
CHAKA KHAN
DIANA ROSS
NEW EDITION
TIME
REBBIE JACKSON

WDDM/Sumter
Kevin Fleming

RALPH MACDONALD
BRENDA LEE RAGER
JACKSONS
JERMAINE JACKSON
ANGELA BOFILL
WOMACK & LABELLE
THELMA HOUSTON
KLOCKWIZE
Hottest:
CH



JAZZ RADIO

NATIONAL AIRPLAY/30

Table with columns: Last Week, Rank, Artist/Track, Station. Includes entries like WYNTON MARSALIS/Hot House Flowers, PAT METHENY/First Circle, etc.

DEBUT

DEBUT

DEBUT

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean, WGIV/Charlotte, Hal Harrill, WJAX/Jacksonville, etc.

NEW & ACTIVE

- JOHN SCOFIELD "Electric Outlet" (Gramavision) 15/5
EARL KLUGH "Night Songs" (Capitol) 13/5
JOE WILLIAMS "Nothin' But The Blues" (Delos) 12/9
MAHAVISHNU "Mahavishnu" (WB) 11/4
MAKOTO OZONE "Makoto Ozone" (Columbia) 9/3
JOHN ABERCROMBIE "Night" (WB) 8/6
ALEXANDER ZONJIC "Romance With You" (Inner City) 8/5

- SCOTT HAMILTON QUINTET "Second Set" (Concord) 8/3
BLUE WISP BIG BAND "Live At Carmelo's" (Moprop) 8/1
JACK DeJONNETTE "Album Album" (WB) 7/4
PHIL WOODS & CHRIS SWANSEN "Piper At The Gates Of Dawn" (Sea Breeze) 7/3
FRANK SINATRA W/QUINCY JONES "L.A. Is My Lady" (Qwest/WB) 7/3

Advertisement for 'Beyond The Clouds - Free Flight' by Jazz Monterey. Includes album cover image and text: '... Jazz festivals mean excitement and this album is infused with it!'.

MOST ADDED and HOTTEST sections. Lists top tracks like SHADOWFAX (28), PAT METHENY (30), WYNTON MARSALIS (29), etc.

HANK JONES & TOMMY FLANAGAN "I'm All Smiles" (Verve) 6/6
HERB ALPERT "Bullish" (A&M) 6/3
CLIFFORD JORDON QUARTET "Repetition" (Soul Note) 6/2
LARRY CORYELL QUARTET "Comin' Home" (Muse) 6/2
KAZUMI WATANABE "Mobo 2" (Gramavision) 6/1

Regionalized Adds & Hots

Table with columns: EAST, SOUTH, WEST, MIDWEST. Lists regional stations and their top adds/hots.

Table with columns: WEST, MIDWEST, SOUTH, EAST. Lists regional stations and their top adds/hots.

54 Reporting Stations
53 Current Reports

R&R Country NATIONAL AIRPLAY/50

November 2, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
7	4	1	1 EARL THOMAS CONLEY/Chance Of Lovin' You (RCA)	155/0	132	22	1
5	3	2	2 JOHNNY LEE/You Could've Heard A Heart Break (Full Moon/WB)	153/1	128	19	6
12	10	3	3 A. MURRAY with D. LOGGINS/Nobody Loves Me Like... (Capitol)	154/0	122	26	6
8	6	4	4 JANIE FRICKE/Your Heart's Not In It (Columbia)	150/0	121	24	5
15	13	10	5 MICKEY GILLEY/Too Good To Stop Now (Epic)	149/0	101	45	3
20	15	11	6 GEORGE JONES/She's My Rock (Epic)	152/0	94	52	6
9	8	7	7 RONNIE MILSAP/Prisoner Of The Highway (RCA)	145/0	103	35	7
10	9	8	8 DON WILLIAMS/Maggie's Dream (MCA)	147/0	101	30	16
27	17	13	9 JUDDS (WYNONNA & NAOMI)/Why Not Me (RCA/Curb)	154/0	84	68	2
6	5	5	10 LEE GREENWOOD/Fool's Gold (MCA)	140/1	99	29	12
13	12	12	11 STATLERS/One Takes The Blame (Mercury/PG)	131/1	81	35	15
24	18	16	12 NITTY GRITTY DIRT BAND/I Love Only You (WB)	152/2	56	83	13
28	21	17	13 WAYLON JENNINGS/America (RCA)	150/1	51	90	9
31	25	20	14 EDDIE RABBITT/The Best Year Of My Life (WB)	154/1	42	99	13
18	16	15	15 WHITES/Pins And Needles (MCA/Curb)	131/1	62	40	29
23	20	18	16 DOLLY PARTON/God Won't Get You (RCA)	144/3	50	78	16
3	2	9	17 EXILE/Give Me One More Chance (Epic)	128/0	77	37	14
30	24	22	18 BELLAMY BROTHERS/World's Greatest Lover (MCA/Curb)	145/2	48	80	17
25	22	21	19 TOM T. HALL/P.S. I Love You (Mercury/PG)	136/2	47	74	15
33	27	24	20 GEORGE STRAIT/Does Fort Worth Ever Cross Your Mind (MCA)	143/4	46	74	23
2	1	6	21 JOHN SCHNEIDER/I've Been Around Enough To Know (MCA)	125/0	84	29	12
40	33	25	22 BARBARA MANDRELL/Crossword Puzzle (MCA)	144/4	16	104	24
47	38	27	23 REBA McENTIRE/How Blue (MCA)	148/12	20	91	37
34	30	26	24 CHARLY McCLAIN/Some Hearts Get All The Breaks (Epic)	135/3	27	83	25
39	34	28	25 HANK WILLIAMS JR./All My Rowdy Friends Are Comin'... (WB/Curb)	127/6	18	84	25
4	11	14	26 JOHN ANDERSON/She Sure Got Away With My Heart (WB)	114/0	60	32	22
35	32	29	27 DAVID FRIZZELL & SHELLY WEST/It's A Be Together Night (Viva)	128/5	19	81	28
43	37	31	28 MARK GRAY/Diamond In The Dust (Columbia)	137/8	14	82	41
-	42	34	29 CRYSTAL GAYLE/Me Against The Night (WB)	138/17	10	78	50
38	35	32	30 ATLANTA/Wishful Drinkin' (MCA)	111/5	17	57	37
-	46	33	31 JOHN CONLEE/Years After You (MCA)	136/11	9	78	49
1	7	19	32 WILLIE NELSON/City Of New Orleans (Columbia)	90/0	32	34	24
-	45	37	33 GENE WATSON/Got No Reason Now For Goin' Home (MCA/Curb)	116/10	10	69	37
-	50	41	34 DEBORAH ALLEN/Heartache And A Half (RCA)	122/8	6	67	49
50	47	38	35 GAIL DAVIES/Jagged Edge Of A Broken Heart (RCA)	110/13	13	48	49
-	-	42	36 MERLE HAGGARD with JANIE FRICKE/A Place To Fall Apart (Epic)	120/23	4	50	66
48	44	39	37 MOE BANDY & JOE STAMPLEY/The Boy's Night Out (Columbia)	104/4	4	62	38
BREAKER			38 ALABAMA/(There's A) Fire In The Night (RCA)	108/74	7	35	66
45	40	35	39 VINCE GILL/Turn Me Loose (RCA)	84/4	8	43	33
BREAKER			40 RICKY SKAGGS/Something In My Heart (Epic)	103/37	5	39	59
22	19	23	41 MICHAEL MARTIN MURPHEY/Radio Land (Liberty)	76/0	15	38	23
DEBUT			42 CONWAY TWITTY/Ain't She Somethin' Else (WB)	89/46	4	27	58
DEBUT			43 T.G. SHEPPARD/One Owner Heart (WB/Curb)	86/52	5	21	60
BREAKER			44 KENDALLS/I'd Dance Every Dance With You (Mercury/PG)	98/15	1	43	54
-	-	49	45 KEITH STEGALL/Whatever Turns You On (Epic)	83/5	4	37	42
BREAKER			46 ED BRUCE/You Turn Me On (Like A Radio) (RCA)	96/35	3	28	65
DEBUT			47 OAK RIDGE BOYS/Make My Life With You (MCA)	86/60	2	28	56
DEBUT			48 B.J. THOMAS/The Girl Most Likely To (Clev.Int/Col.)	88/14	2	31	55
DEBUT			49 CHARLEY PRIDE/Missin' Mississippi (RCA)	84/25	0	20	64
DEBUT			50 SAWYER BROWN/Leona (Capitol/Curb)	76/10	2	28	46

MOST ADDED

- ALABAMA (74)
- (There's A) Fire In The Night (RCA)
- OAK RIDGE BOYS (60)
- Make My Life With You (MCA)
- T.G. SHEPPARD (52)
- One Owner Heart (WB/Curb)
- CONWAY TWITTY (46)
- Ain't She Somethin' Else (WB)
- EDDY RAVEN (39)
- She's Gonna Win Your Heart (RCA)
- RICKY SKAGGS (37)
- Something In My Heart (Epic)
- ED BRUCE (35)
- You Turn Me On (Like A Radio) (RCA)
- JIM GLASER (29)
- Let Me Down Easy (Noble Vision)
- GUS HARDIN w/EARL T. CONLEY (25)
- All Tangled Up In Love (RCA)
- MEL McDANIEL (25)
- Baby's Got Her Blue Jeans On (Capitol)
- CHARLEY PRIDE (25)
- Missin' Mississippi (RCA)

HOTTEST

- ANNE MURRAY with DAVE LOGGINS (70)
- Nobody Loves Me Like You Do (Capitol)
- EARL THOMAS CONLEY (64)
- Chance Of Lovin' You (RCA)
- JUDDS (WYNONNA & NAOMI) (59)
- Why Not Me (RCA/Curb)
- JOHN SCHNEIDER (51)
- I've Been Around Enough To Know (MCA)
- JOHNNY LEE (50)
- You Could've Heard A... (Full Moon/WB)
- EXILE (44)
- Give Me One More Chance (Epic)
- JANIE FRICKE (37)
- Your Heart's Not In It (Columbia)
- RONNIE MILSAP (34)
- Prisoner Of The Highway (RCA)
- GEORGE JONES (33)
- She's My Rock (Epic)
- LEE GREENWOOD (27)
- Fool's Gold (MCA)
- GEORGE STRAIT (25)
- Does Fort Worth Ever Cross Your... (MCA)

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, 10-29-84.

ALABAMA

(There's A) Fire In The Night (RCA)

On 70% of reporting stations. Rotations: Heavy 7, Medium 35, Light 66, Total Adds 74 including WXXW, WYRK, WHN, KIX106, KASE, WPLX, KIKK, KISS-FM, WWWW, WIRE, WDAF, WBCS, KLZ, KNEW, KNIX. A most added record. Debuts at number 38 on the Country chart.

RICKY SKAGGS

Something In My Heart (Epic)

On 66% of reporting stations. Rotations: Heavy 5, Medium 39, Light 59, Total Adds 37 including WRKZ, WAJR, WYII, KMML, KHEY, WESC, KYXX, WUSQ, KJJY, WMIL, KXXY, WIL, KGHL, KUGN, KVEG, KSON. A most added record. Debuts at number 40 on the Country chart.

KENDALLS

I'd Dance Every Dance With You (Mercury/PolyGram)

On 63% of reporting stations. Rotations: Heavy 1, Medium 43, Light 54, Total Adds 15, WGNA, WAJR, WKYG, CHOW, KEAN, KLVI, WKLO, WESC, WSLR, WBCS, KCJB, WOW, KIOV, KIK-FM, KVEG. Moves 48-44 on the Country chart.

ED BRUCE

You Turn Me On (Like A Radio) (RCA)

On 62% of reporting stations. Rotations: Heavy 3, Medium 28, Light 65, Total Adds 35 including WXXW, WAJR, CHOW, WILQ, WEZL, KPLX, KIKK, KLLL, KKYX, WSLR, WUSN, WOW, WIL, KIK-FM, KYGO, KFRE. A most added record. Debuts at number 46 on the Country chart.



HANK'S PICKS For Week Of Nov. 3rd

Last Week 80% Correct

COLLEGE

- FLORIDA STATE over ARIZONA STATE
- OKLAHOMA STATE over KANSAS STATE
- LSU over MISSISSIPPI
- SYRACUSE over PITTSBURGH
- WASHINGTON over CALIFORNIA

PROS

- PHILADELPHIA EAGLES over DETROIT LIONS
- L.A. RAIDERS over CHICAGO BEARS
- MINNESOTA VIKINGS over TAMPA BAY BUCCANEERS
- L.A. RAMS over ST. LOUIS CARDINALS
- MIAMI DOLPHINS over NEW YORK JETS



Our Polls Show Chart Breaking Success

MARK GRAY

"Diamond In The Dust"

38-04610

A shining example of this man's writing and singing abilities. A programming *gem*.

R&R 28 BB 28 CB 38

Produced by Bob Montgomery &
Steve Buckingham

MOE BANDY & JOE STAMPLEY

"The Boy's Night Out"

38-04601

After a major run at radio with "Where's The Dress," Moe & Joe are burning it up again with their new run on "The Boy's Night Out."

R&R 37 BB 39 CB 39

Produced by Blake Nevis

B.J. THOMAS

"The Girl Most Likely To"

38-04608

Radio indicates that this is B.J.'s strongest single since "Old Fashioned Love."

R&R 48 BB 51 CB 54

Produced by Bob Montgomery

CARL JACKSON

"She's Gone, Gone, Gone"

38-04647

It's one of the freshest sounds at radio today . . . a sound alternative.

SIGNIFICANT ACTION 36/9

BB 67

Produced by Stan Cornelius



Country

NEW & ACTIVE

- CONWAY TWITTY "Ain't She Somethin' Else" (WB) 89/46**
 Rotations: Heavy 4, Medium 27, Light 58, Total Adds 46 including WPTX, WNYR, WWVA, WYNK, WZZK, WCOS, WESC, WAMZ, WLWI, WUSQ, WMNI, WFMS, WXCL, KVEG, KCBO, KGA. Debuts at number 42 on the Country chart.
- B.J. THOMAS "The Girl Most Likely To" (Cleveland International/Columbia) 88/14**
 Rotations: Heavy 2, Medium 31, Light 55, Total Adds 14, WYRK, WKYG, WEZL, KPLX, KISS-FM, WSIX, KYXX, WAXX, WFMS, WOW, WTHI, KGHL, KOIL, KVEG. Debuts at number 48 on the Country chart.
- OAK RIDGE BOYS "Make My Life With You" (MCA) 86/60**
 Rotations: Heavy 2, Medium 28, Light 56, Total Adds 60 including WCAO, WHN, KRRV, WSOC, KHEY, WMC, KBMR, WOHK, WGEE, WBCS, KTPK, KRKT, KKAL, KNIX, KCKC. Debuts at number 47 on the Country chart.
- T.G. SHEPPARD "One Owner Heart" (WB/Curb) 86/52**
 Rotations: Heavy 5, Medium 21, Light 80, Total Adds 52 including WDNA, WVAM, WPOR, KMML, WXBO, KXAS, WAMZ, WLWI, WKIX, WCXI, WOW, WIL, KYGO, KUGN, KSON. Debuts at number 43 on the Country chart.
- CHARLEY PRIDE "Missin' Mississippi" (RCA) 84/25**
 Rotations: Heavy 0, Medium 20, Light 64, Total Adds 25 including WWVA, WYII, WYNK, WGTO, KIKK, WWOD, KKYX, WFMS, WITL, KEBC, WTHI, KRKT, KIK-FM, KKCS, KVEG. Debuts at number 49 on the Country chart.
- KEITH STEGAL "Whatever Turns You On" (Epic) 83/5**
 Rotations: Heavy 4, Medium 37, Light 42, Total Adds 5, WPTX, WUBE, WWWV, WBCS, KOKA. Heavy: KXYL, KIKK, WPAP, KKYX. Medium: WWVA, WCMS, WTOD, KUGN, KSOP, KCUB. Moves 49-45 on the Country chart.
- MEL TILLIS with GLEN CAMPBELL "Slow Nights" (MCA) 76/10**
 Rotations: Heavy 0, Medium 25, Light 51, Total Adds 10, CHOW, WEZL, WESC, WKQO, WFMS, WOW, KTPK, KIK-FM, KVEG, KCCY. Medium: WSNO, WLWI, KTTS, KFDI, KOIL.
- SAWYER BROWN "Leona" (Capitol/Curb) 76/10**
 Rotations: Heavy 2, Medium 28, Light 46, Total Adds 10, WESC, WAMZ, KLLI, KISS-FM, WCUZ, KXXY, WWJO, KKAL, KUGN, KRWQ. Heavy: WDNA, KVOO. Medium: WBGW, WIRK.
- WILLIE NELSON & KRIS KRISTOFFERSON "How Do You Feel About Foolin'..." (Columbia) 68/14**
 Rotations: Heavy 1, Medium 27, Light 40, Total Adds 14, WIXL, WKYG, WMZQ, CHOW, KXAS, WWOD, WLWI, WAXX, WITL, KCJB, KKAL, KKCS, KUGN, KVEG.
- JUICE NEWTON "Restless Heart" (RCA) 64/7**
 Rotations: Heavy 0, Medium 21, Light 43, Total Adds 7, WWOD, KYXX, WCUZ, KKAL, KFRE, KIL, KVEG. Medium: WDNA, WSNO, KRMD, WSLR, WOW, WWJO, KEIN, KRSY.
- EDDY RAVEN "She's Gonna Win Your Heart" (RCA) 60/39**
 Rotations: Heavy 1, Medium 15, Light 44, Total Adds 39 including WYRK, WPOR, WWVA, KEAN, KASE, WXBO, KIKK, KKYX, WTQR, KEBC, WTOD, KFDI, KKAL, KUGN, KMAK, KNIX, KGA.
- EVERLY BROTHERS "On The Wings Of A Nightingale" (Mercury/PolyGram) 53/2**
 Rotations: Heavy 6, Medium 24, Light 23, Total Adds 2, WESC, WIRK. Heavy: WDNA, KIKK, KISS-FM, KRMD, WOW, KCCY. Medium: WXTU, WWVA, KXYL, WTOD, KUZZ, KIGO.
- WRIGHT BROTHERS "Eight Days A Week" (Mercury/PolyGram) 47/16**
 Rotations: Heavy 0, Medium 5, Light 42, Total Adds 16, WVAM, WCAO, WYII, WEZL, WKLO, WWOD, WPAP, KKYX, WTQR, KWMT, WOW, KMAK, KEIN, KWJJ, KRAK, KSOP.

- GUS HARDIN with EARL THOMAS CONLEY "All Tangled Up In Love" (RCA) 35/25**
 Rotations: Heavy 0, Medium 5, Light 30, Total Adds 25 including WBGW, WKYG, WSOC, WAMZ, WCMS, KRMD, WFMS, WXCL, KWJJ, KGA.
- SUSAN RAYE "Put Another Notch In Your Belt" (Westexas America) 32/6**
 Rotations: Heavy 0, Medium 5, Light 27, Total Adds 6, WWOD, KKYX, KFGO, WOW, WTOD, KMPS. Medium: WBGW, WYII, KBMR, KRKT.
- BUTCH BAKER "Thinking 'Bout Leaving" (Mercury/PolyGram) 29/6**
 Rotations: Heavy 0, Medium 5, Light 24, Total Adds 6, WIXY, KMML, WWOD, WCMS, WMNI, WOW. Medium: KXYL, KHEY, KFDI.
- PAM TILLIS "Goodbye Highway" (WB) 26/11**
 Rotations: Heavy 0, Medium 6, Light 20, Total Adds 11, KMML, WWOD, WPAP, WQYK, WIRK, WOW, WWJO, KRKT, WRWQ, KQIL, KRSY.
- THE SHOPPE "If You Think I Love You Now" (American Country) 23/5**
 Rotations: Heavy 0, Medium 3, Light 20, Total Adds 5, WBGW, KKYX, KEBC, WOW, KWJJ. Medium: WYII, WCXI, WAXX. Light: KFDI, KMPS.
- RAY PRICE "What Am I Gonna Do Without You" (Viva) 22/6**
 Rotations: Heavy 0, Medium 3, Light 19, Total Adds 6, WVAM, KKYX, KBMR, KUZZ, KOIL, KGA. Medium: WPAP, KTTS. Light: WTVY, KEBC.
- KENNY ROGERS with KIM CARNES & JAMES INGRAM "What About Me?" (RCA) 21/6**
 Rotations: Heavy 2, Medium 8, Light 11, Total Adds 6, KEAN, KPLX, KKYX, WTSO, WMIL, KIOV. Heavy: WUSN, WIRE. Medium: WXXW, KCKC.
- LEON RAINES "Biloxi Lady" (Atlantic America) 17/3**
 Rotations: Heavy 0, Medium 1, Light 16, Total Adds 3, WOKK, WPAP, KOIL. Medium: WWJO. Light: WBGW, WSNO, KRMD, WTOD, KTOM.
- MALCHACK & RUCKER "Just Like That" (Revolver) 16/5**
 Rotations: Heavy 0, Medium 1, Light 15, Total Adds 5, WSNO, WCMS, KKYX, WOW, KRSY. Medium: WBMK. Light: WKYG, WKLO, KOMA.
- ALABAMA "Rock On The Bayou" (RCA) 15/8**
 Rotations: Heavy 1, Medium 3, Light 11, Total Adds 8, WXXW, WSNO, WAMZ, WQYK, WKKQ, WTSO, KFDI, KKAL. Light: WTQR, KTOM.
- JACK GREENE "If It's Love (Then Bet It All)" (EMH) 15/3**
 Rotations: Heavy 0, Medium 1, Light 14, Total Adds 3, WKYG, KEBC, WOW. Medium: WPAP. Light: WVAM, KRRV, WKLO, KVOO, KFDI.
- MEMPHIS "Closer To Crazy" (A. Rose) 9/3**
 Rotations: Heavy 0, Medium 3, Light 6, Total Adds 3, WYII, KSSN, KBMR. Medium: WVAM, KXYL, KIGO. Light: WTVY, KVOO, KRSY.
- MIKE DEKLE "The Minstrel" (NSD) 9/2**
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 2, WLWI, WCMS. Medium: KHEY, WOW. Light: WILQ, KKYX, WTOD, KWJJ.
- DAVID WILLS "Macon Love" (RCA) 7/7**
 Rotations: Heavy 0, Medium 0, Light 7, Total Adds 7, WSNO, KXYL, KRMD, KRKT, KRWQ, KRSY, KTOM.
- LLOYD DAVID FOSTER "I'm Gonna Love You Right..." (Columbia) 7/5**
 Rotations: Heavy 0, Medium 1, Light 6, Total Adds 5, WSNO, KRRV, KRMD, KVOO, KKAL. Light: KRWQ.
- JOHN ARNOLD BAND "How We Gonna Know If It's Love" (Compleat/PolyGram) 7/0**
 Rotations: Heavy 0, Medium 0, Light 7, Total Adds 0. Light: WSNO, KXYL, WAXX, KFGO, WOW, KRSY, KIGO.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
G. JONES w/B. MANDRELL/Daisy Chain (Epic)	<i>Lady's Choice</i>
JANIE FRICKE/Another Man Like That (Columbia)	<i>The First Word In Memory</i>
JOHN CONLEE/Working Man (MCA)	<i>Blue Highway</i>
RICKY SKAGGS/Country Boy (Epic)	<i>Country Boy</i>
GLEN CAMPBELL/Letter To Home (Atlantic America)	<i>Letter To Home</i>
TOM JONES/I'm An Old Rock 'N' Roller (Mercury/PG)	<i>All The Love's On...</i>
EARL THOMAS CONLEY/Treadin' Water (RCA)	<i>Treadin' Water</i>
EARL THOMAS CONLEY/Love Don't Care (RCA)	<i>Treadin' Water</i>
KENNY ROGERS/Crazy (RCA)	<i>What About Me</i>
LOUISE MANDRELL/This Bed's Not Big Enough (RCA)	<i>I'm Not Through...</i>
DAVID FRIZZELL/Country Music Love Affair (Viva)	<i>Solo</i>
JOHN ANDERSON/Eye Of A Hurricane (WB)	<i>Eye Of A Hurricane</i>
GEORGE JONES/Learning To Do Without Me (Epic)	<i>You've Still Got A...</i>
DAN SEALS/In San Antone (EMI America)	<i>Rebel Heart</i>
GEORGE STRAIT/Any Old Time (MCA)	<i>Does Forth Worth...</i>
MEL TILLIS w/WILLIE NELSON/Texas On A Saturday Night (MCA)	<i>New Patches</i>

SIGNIFICANT ACTION

- JIM GLASER "Let Me Down Easy" (Noble Vision) 45/29**
 Rotations: Heavy 1, Medium 8, Light 36, Total Adds 29 including WBGW, WAJR, WSOC, WLWI, KWMT, WXCL, K102, KUGN, KSOP.
- MEL McDANIEL "Baby's Got Her Blue Jeans On" (Capitol) 45/25**
 Rotations: Heavy 0, Medium 8, Light 37, Total Adds 25 including WOKQ, WIXL, KXYL, WSOC, KKYX, WMNI, WCXI, KTPK, KCKC, KGA.
- ROY CLARK "Another Lonely Night With You" (MCA/Churchill) 39/12**
 Rotations: Heavy 0, Medium 12, Light 27, Total Adds 12, WCAO, WKYG, WWVA, KKRK, KMML, WESC, WWOD, WOKK, KSO, WITL, KOMA, WXCL.
- MASON DIXON "Gettin' Over You" (Texas) 39/4**
 Rotations: Heavy 3, Medium 13, Light 23, Total Adds 4, WWOD, KOMA, KUGN, KRWQ. Heavy: KMML, KXYL, KKYX. Medium: WVAM, WYII, WTOD.
- REX ALLEN JR. "Running Down Memory Lane" (Moon Shine) 37/14**
 Rotations: Heavy 0, Medium 6, Light 31, Total Adds 14 including WVAM, WIXL, KMML, KKYX, WIRK, KFDI, KFRE, KOIL, KTOM, KSOP.
- CARL JACKSON "She's Gone, Gone, Gone" (Columbia) 36/9**
 Rotations: Heavy 0, Medium 9, Light 27, Total Adds 9, WEZL, WSOC, WESC, WGEE, KEBC, KKAL, KMAK, KOIL, KTOM.
- JOHNNY RODRIGUEZ "Rose Of My Heart" (Epic) 36/1**
 Rotations: Heavy 0, Medium 12, Light 24, Total Adds 1, WEZL. Medium: WYII, KXYL, KHEY, KKYX, KRMD, KXXY, KKAL, KUZZ, KRSY.



The Buzz Is On . . .

SAWYER BROWN "LEONA" 5403

Winners of the nationally televised Star Search Talent Show seen by over 40 million people. Now they're winning at Country Radio!

R&R 50

BB 47

ON *Capitol* RECORDS

Produced by Randy Scruggs

Adult/Contemporary

Continued from Back Page

BREAKERS

COREY HART

It Ain't Enough (EMI America)

65% of our reporters on it. Rotations: Heavy 5/0, Medium 51/4, Light 33/8, Total Adds 12, W101, WMJI, KUDL, WISN, KGW, KFMB, KJR, WWOM, CK101, WLAC-FM, WTKO, WKYX.

JULIAN LENNON

Valotte (Atlantic)

61% of our reporters on it. Rotations: Heavy 3/0, Medium 52/9, Light 29/11, Total Adds 20, 3WS, WPRO, WRMM, KGW, KFMB, KEZR, KJR, WAEB, 2WD, WING, KIOA, KRNT, KOIL, KBOI, KDUK, KWAV, WTN, WJBC, KFSB, KRNO.

NEW & ACTIVE

STEPHEN STILLS featuring MIKE FINNIGAN "Can't Let Go" (Atlantic) 81/6

Rotations: Heavy 4/0, Medium 55/3, Light 22/3, Total Adds 8, WARM9B, KMJI, KGW, WGOV, WRKA, 2WD. Heavy: WRIE, WSFL, WHBY, WWRN. Medium: WKBW, WPIX, WRMM, KVIL-FM, WCCO, KFMB, WAEB, WICC, WKYE, WGY, WKGW, WAFB, WBT, WMAZ, WRVA, WAVE, WNAM, KDUK, KKUA, KSL, KIXI-FM, KKPL, WEIM, WKNE, WSKI, WTN, WJBC, WJON, WBOV, KKL, KTW, WSKY, WCHV, WAGE, WZLQ, WFFX, KTYL, WJBC, WCIL, KFSB, WXUS, KEEZ, KWEB, WHNN, WJON, WBOV, KKL, KTW, KRNO, KOSW, KRBS, KALE, KRNT, WMGN.

NEIL DIAMOND "Sleep With Me Tonight" (Columbia) 73/11

Rotations: Heavy 3/0, Medium 38/1, Light 32/10, Total Adds 11, KMJI, WAEB, WICC, WSFM, KEY103, WAFB, WGOV, WRKA, KKPL, WTN, KFOD. Heavy: WISN, WCCO, WKNE. Medium: WSB, KS94, KFMB, WTIC, WGY, WKGW, WBT, WMAZ, WRVA, WHBY, WING, KRNT, WTRX, WHB, WMGN, KOIL, KIXI-FM, WWRN, WEIM, WSKI, KORQ, WCKQ, WCHV, WGSV, KRLB, WFFX, WJBC, WCIL, KFSB, KEEZ, KWEB, WJON, KKL, KTW, KRNO, KRBS, WSKY.

JOE COCKER "Edge Of A Dream ('Theme From Teachers') (Capitol) 66/10

Rotations: Heavy 1/0, Medium 32/6, Light 33/4, Total Adds 10, KVIL-FM, KUDL, KBEST, KFMB, WAFB, K106, WBT, WMAZ, WTN, WHBC. Heavy: WKBW. Medium: WFBR, WISN, WARB, WICC, WKGW, WRVA, WNAM, KRNT, WMGN, KIXI-FM, WWRN, WEIM, WSKI, KORQ, WSKY, WCHV, WKYX, WZLQ, WFFX, WJBC, WHNN, WJON, KTW, KWSV, KRBS, KALE.

MELISSA MANCHESTER "Thief Of Hearts" (Casablanca/PolyGram) 64/18

Rotations: Heavy 0/0, Medium 33/8, Light 31/10, Total Adds 18, WISN, KBEST, KJR, WICC, WGY, KEY103, K106, WMJJ, WBT, KBOI, KKUA, KWAV, WPPA, KRLB, WVBS, KKL, K99, KRNO. Medium: KVIL-FM, 97AIA, KGW, WAHR, WMAZ, WRVA, KMG, WWRN, WEIM, WTKO, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WFFX, KTYL, WJBC, WCIL, KFSB, KEEZ, KOSW, KALE, WFBR.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 63/1

Rotations: Heavy 16/0, Medium 35/0, Light 12/1, Total Adds 1, KFOD. Heavy: 3WS, WLTF, WMJI, KMG, B100, WKYE, WKJJ, 2WD, WSNY, WING, WLHT, KFI, WCKQ, WCHV, WCIL, KALE. Medium: KVIL-FM, 55KRC, WOMC, KLSI, KUDL, KMJI, KOST, KGW, KBEST, KFMB, WAEB, WICC, WGY, WIVY, WRKA, WMAZ, WLAC-FM, WAVE, WFMK, 3WM, WMHE, KDUK, KWAV, KKPL, WEIM, WSKI, WPPA, KRLB, WKYX, WZLQ, WFFX, KEEZ, WJON, K99, KRNO.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE	137/0	119	17	1
2 K. ROGERS w/K. CARNES & J. INGRAM	136/0	116	19	1
3 DENNIS DeYOUNG	131/4	97	31	3
4 WHAM!	130/2	85	37	8
5 STEVIE WONDER	123/0	84	32	7
6 BILLY OCEAN	119/2	93	23	3
7 PAUL McCARTNEY	133/2	59	67	7
8 DARYL HALL & JOHN OATES	119/3	83	34	2
9 CHICAGO	104/0	63	36	5
10 ELTON JOHN	113/1	71	37	5
11 CYNDI LAUPER	125/6	37	74	14
12 ANNE MURRAY w/DAVE LOGGINS	102/1	49	48	5
13 HONEYDRIPPERS	122/15	24	77	21
14 BARBRA STREISAND	102/0	44	52	6
15 AL JARREAU	108/7	12	79	17
16 AMERICA	98/2	35	51	12
17 SERGIO MENDES	97/1	26	59	12
18 JERMAINE JACKSON	114/20	4	79	31
19 JULIO IGLESIAS	96/1	17	63	16
20 CARS	82/0	17	48	17
21 RALPH McDONALD f/BILL WITHERS	66/0	11	43	12
22 COREY HART	89/12	5	51	33
23 EVERLY BROTHERS	66/0	13	43	10
24 JULIAN LENNON	84/20	3	52	29
25 POINTER SISTERS	63/1	16	35	12

MOST ADDED

- BOB SEGER (51)
Understanding (Capitol)
- LAURA BRANIGAN (26)
Ti Amo (Atlantic)
- JACK WAGNER (24)
All I Need (Qwest/WB)
- JERMAINE JACKSON (20)
Do What You Do (Arista)
- JULIAN LENNON (20)
Valotte (Atlantic)
- JOHN DENVER & SYLVIE VARTAN (19)
Love Again (RCA)

HOTTEST

- LIONEL RICHIE (101)
Penny Lover (Motown)
- K. ROGERS w/K. CARNES & J. INGRAM (84)
What About Me? (RCA)
- BILLY OCEAN (74)
Caribbean Queen... (Jive/Arista)
- WHAM! (68)
Wake Me Up Before You Go-Go (Columbia)
- DENNIS DeYOUNG (56)
Desert Moon (A&M)
- STEVIE WONDER (54)
I Just Called To Say I Love You (Motown)

LAURA BRANIGAN "Ti Amo" (Atlantic) 60/26

Rotations: Heavy 1/1, Medium 18/4, Light 41/21, Total Adds 28, WKBW, WCLR, WCCO, KHOW, WAEB, WICC, V100, WSFM, WKGW, WAFB, K106, KIOA, WMGN, KOIL, KBOI, KKUA, WTKO, WPPA, KRLB, WKYX, WFFX, WVBS, WJBC, KWEB, KKL, K99. Medium: WFBR, WAHR, WMAZ, WRVA, KIXI-FM, WEIM, WSKI, WSKY, WCKQ, WCIL, KOSW, KRBS, KALE, KEEZ.

JACK WAGNER "All I Need" (Qwest/WB) 57/24

Rotations: Heavy 3/1, Medium 23/7, Light 31/18, Total Adds 24, WFBR, WPIX, WOMC, WISN, WMYX, WCCO, KKL, KGW, KFMB, WPJB, WEZS, KIOA, WLTE, KFI, WPPA, WKYX, WVBS, WXUS, KWEB, WHNN, WJON, KTW, K99, KALE. Heavy: WEZC, KKL, V. Medium: WSB-FM, WLLT, KMJI, WKYE, K106, WMAZ, WSFL, KIXI-FM, WSKI, WSKY, WFFX, KTYL, WCIL, KOSW, KRBS, KRLB.

DAN FOGELBERG "Sweet Magnolia And The Travelling Salesman" (Full Moon/Epic) 56/4

Rotations: Heavy 2/0, Medium 28/1, Light 26/3, Total Adds 4, WHBC, KOIL, KORQ, KRNO. Heavy: WSNY, WTKO. Medium: WISN, WCCO, WAEB, WMAZ, WSFL, WRVA, WAVE, WHBY, KRNT, KSL, KIXI-FM, WSKI, WSKY, WCKQ, WCHV, WGSV, KRLB, WZLQ, WFFX, KTYL, WJBC, KFSB, KWEB, WJON, KKL, KTW, KOSW.

BAND OF GOLD "Love Songs Are Back Again" (RCA) 55/2

Rotations: Heavy 1/0, Medium 39/0, Light 15/2, Total Adds 2, WGOV, WXUS. Heavy: KRBS. Medium: WFBR, WPIX, WPRO, WSB-FM, KVIL-FM, 97AIA, KS94, KOST, KGW, WAEB, K106, WSFL, WEZS, WRVA, WHBY, KRNT, WTRX, KBOI, KKUA, KFI, KIXI-FM, WWRN, WEIM, WKNE, WSKI, WPPA, WSKY, WCHV, WGSV, WAGE, WFFX, WJBC, WCIL, KEEZ, KWEB, WJON, KKL, KRNO, KALE.

BOB SEGER "Understanding" (Capitol) 53/51

Rotations: Heavy 0/0, Medium 14/14, Light 39/37, Total Adds 51, WFBR, WTAE, WCLR, KUDL, KKL, KGW, KEZR, WAEB, WICC, V100, WKYE, WKGW, KEY103, K106, WMAZ, WSFL, WAVE, WNAM, WTRX, WENS, WMGN, WLTE, KKUA, KIXI-FM, WWRN, WEIM, WTKO, WKNE, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, KRLB, WZLQ, WFFX, KTYL, WCIL, WXUS, KEEZ, WJON, WBOV, KTW, K99, KOSW, KRBS, KALE, WHNN.

COYOTE SISTERS "I've Got A Radio" (Morocco/Motown) 48/8

Rotations: Heavy 1/0, Medium 10/2, Light 37/8, Total Adds 8, WISN, WCCO, WSFL, WHBC, KRNT, KKUA, KWAV, WJBC. Heavy: WKBW. Medium: WMAZ, WMGN, KIXI-FM, WWRN, WKNE, WSKI, WSKY, WFFX.

PAT BENATAR "We Belong" (Chrysalis) 48/8

Rotations: Heavy 1/0, Medium 14/1, Light 33/7, Total Adds 8, WARM9B, WLTF, KMG, WAEB, WKGW, WKJJ, WTKO, KWEB. Heavy: KALE. Medium: WKYE, WSFL, WRVA, WMGN, KWAV, WWRN, WSKI, WSKY, WCKQ, KTYL, KEEZ, KOSW, KRBS.

ROD STEWART "Some Guys Have All The Luck" (WB) 43/1

Rotations: Heavy 9/0, Medium 23/0, Light 11/1, Total Adds 1, WKYE. Heavy: WLTF, KMG, KEZR, CK101, WKJJ, WAVE, WEIM, WSKI, WKYX. Medium: KVIL-FM, 97AIA, 55KRC, WLLT, WMJI, KGW, B100, K101, WICC, WSFM, WRKA, 2WD, WSNY, WLHT, WENS, WMGN, 3WM, WMHE, KFI, KWAV, WTN, KFOD, KKL.

JOHN DENVER & SYLVIE VARTAN "Love Again" (RCA) 40/19

Rotations: Heavy 0/0, Medium 12/5, Light 28/14, Total Adds 19, KVIL-FM, WLLT, WICC, WTIC, WMAZ, WRVA, WNAM, KRNT, WWRN, WSKI, WSKY, WCHV, WAGE, KRLB, WZLQ, KFSB, WXUS, KWEB, WBOV. Medium: WKBW, WCCO, WRIE, KSL, KIXI-FM, WEIM, KRBS.

DEBORAH ALLEN "Heartache And A Half" (RCA) 39/6

Rotations: Heavy 0/0, Medium 10/1, Light 29/5, Total Adds 6, WFBR, WRVA, WKNE, WSKY, WJON, KKL, V. Medium: KVIL-FM, K106, WHBY, KSL, KIXI-FM, WEIM, WSKI, WKYX, WJBC.

SIGNIFICANT ACTION

EDDIE RABBITT "The Best Year Of My Life" (WB) 25/13

Rotations: Heavy 0/0, Medium 3/1, Light 22/12, Total Adds 13, WNAM, WTRX, KORQ, WSKY, KRLB, WZLQ, WFFX, WJBC, WCIL, KWEB, WHNN, WJON, KOSW. Medium: WCCO, KRNT.

SHEENA EASTON "Strut" (EMI America) 25/4

Rotations: Heavy 3/0, Medium 16/3, Light 8/1, Total Adds 4, KEZR, V100, WKJJ, KWAV. Heavy: WKYE, WSKI, WPPA. Medium: WTAE, KVIL-FM, KMG, K101, WPJB, WMAZ, 2WD, WENS, WTN, WSKY, WKYX, WFFX, KOSW.

TINA TURNER "Better Be Good To Me" (Capitol) 18/5

Rotations: Heavy 4/1, Medium 8/2, Light 6/2, Total Adds 5, V100, WKJJ, WNAM, WMGN, WSKY. Heavy: KEZR, WPJB, CK101. Medium: KVIL-FM, KMG, WENS, WPPA, WFFX, KTYL.

DON HENLEY "Boys Of Summer" (Geffen) 17/17

Rotations: Heavy 0/0, Medium 2/2, Light 15/15, Total Adds 17, KEZR, WAVE, WTRX, KWAV, KIXI-FM, WWRN, WEIM, WSKI, WSKY, WCKQ, KRLB, KTYL, WCIL, KFSB, KEEZ, KOSW, KRBS.

RICK SPRINGFIELD with RANDY CRAWFORD "Taxi Dancing" (RCA) 17/4

Rotations: Heavy 0/0, Medium 3/0, Light 14/4, Total Adds 4, KWAV, KTYL, KKL, KOSW. Medium: WFBR, KOST, WCHV.

CULTURE CLUB "The War Song" (Virgin/Epic) 16/0

Rotations: Heavy 1/0, Medium 11/0, Light 4/0, Total Adds 0. Heavy: WCKQ. Medium: WMAZ, WEIM, WSKI, WPPA, WSKY, KRLB, WKYX, KTYL, KEEZ, KKL, KOSW.

DANNY O'KEEFE "Along For The Ride" (Coldwater) 11/1

Rotations: Heavy 0/0, Medium 3/0, Light 8/1, Total Adds 1, KKL, V. Medium: WCCO, KIXI-FM, WCHV.

PATTI AUSTIN "All Behind Us Now" (Qwest/WB) 10/7

Rotations: Heavy 0/0, Medium 10/7, Light 7, WCCO, WHBY, WGSV, KEEZ, KWEB, WJON, KRBS.

SHEILA E. "The Belle Of St. Mark" (WB) 10/7

Rotations: Heavy 0/0, Medium 0/0, Light 10/7, Total Adds 7, KMG, KEZR, WSFL, WEIM, WPPA, KTYL, KOSW.

JOHN CAFFERTY & THE BEAVER BROWN BAND "On The Dark Side" (Scotti Bros./CBS) 10/1

Rotations: Heavy 3/1, Medium 2/0, Light 5/0, Total Adds 1, WKJJ. Heavy: KEZR, WAVE. Medium: WPJB, KRLB.

BREAKERS are those records that have achieved concurrent airplay at 60% of our reporting stations. **NEW & ACTIVE** records are receiving airplay at 30 or more stations. Records in **SIGNIFICANT ACTION** are receiving airplay from 10-29 stations. Records with substantial heavy and medium rotation airplay activity do not have to achieve **BREAKER** status to enter the A/C chart. Records which have achieved **BREAKER** status must also have sufficient heavy and medium rotation airplay to enter the chart.

A/C Regional Adds & Hots

EAST

Parallel One

WFBZ/Baltimore
Andy Szulinski

JACK WAGNER
BOB SEGER
DEBORAH ALLEN
Kenny Rogers
STEVIE WONDER
LIONEL RICHIE
HALL & OATES

WBEN/Buffalo
Roger Christian

HONEYDRIPPERS
JERMAINE JACKSON
Hotte: STEVIE WONDER
LIONEL RICHIE
BARBRA STREISAND
PAUL MCCARTNEY
KENNY ROGERS

WKBW/Buffalo
Sandy Beach

LAURA BRANIGAN
JERMAINE JACKSON
Hotte: none

WPIX/New York
Anderson/Silverstein

JACK WAGNER
Hotte: STEVIE WONDER
WHAM!
KENNY ROGERS
LIONEL RICHIE
CYNDI LAUPER

WPTV/Pittsburgh
Jay Creswell

none
Hotte: CHICAGO
STEVIE WONDER
BILLY OCEAN
ELTON JOHN
KENNY ROGERS

WTAE/Pittsburgh
Don Berns

BOB SEGER
Hotte: CHICAGO
STEVIE WONDER
WHAM!
BRUCE SPRINGSTEEN
SHEENA EASTON

WWSW/Pittsburgh
Crows/Wetzel

WHAM!
HONEYDRIPPERS
JULIAN LENNON
AMERICA
CYNDI LAUPER
Hotte: STEVIE WONDER
DENNIS DEYOUNG
HALL & OATES
LIONEL RICHIE
PAUL MCCARTNEY

WPRO/Providence
Tom Cuddy

JULIAN LENNON
Hotte: none

WTTT/Washington D.C.
Bob Cummings

HALL & OATES
Hotte: LIONEL RICHIE
KENNY ROGERS
PAUL MCCARTNEY
DENNIS DEYOUNG
CHICAGO

WFSM/Harrisburg

BOB SEGER
TEDDY PENDERGRASS
TOTO
RAISE THE DRAGON
DON HENLEY
SHEILA E.
GLASSMOON
Hotte: LIONEL RICHIE
WHAM!
ELTON JOHN
Hotte: WTC/Martor
Tom Barsanti

DENNIS DEYOUNG
JOHN DENVER
Hotte: KENNY ROGERS
STEVIE WONDER
LIONEL RICHIE
JULIO IGLESIAS
PAUL MCCARTNEY

WKYE/Johnstown, PA
Farrow/Michaelis

BOB SEGER
HONEYDRIPPERS
ROD STEWART
Hotte: BILLY OCEAN
CHICAGO
WHAM!
DENNIS DEYOUNG
SHEENA EASTON

WPJB/Providence
Tom Hunter

JERMAINE JACKSON
JACKSONS
SCANDAL
JACK WAGNER
BRYAN ADAMS
BRUCE SPRINGSTEEN
Hotte: STEVIE WONDER
WHAM!
HALL & OATES
CYNDI LAUPER
DAVID BOWIE

WQY/Schenectady
Mike Neff

JERMAINE JACKSON
MELISSA MANCHESTE
Hotte: KENNY ROGERS
LIONEL RICHIE
DENNIS DEYOUNG
BILLY OCEAN
WHAM!

WKQW/Nice-Rome
Carpentier/Cam

PAT BENATAR
LAURA BRANIGAN
BOB SEGER
Hotte: KENNY ROGERS
BARBRA STREISAND
LIONEL RICHIE
ELTON JOHN
WHAM!

WEIM/Fitchburg

Jack Raymond

BOB SEGER
TEDDY PENDERGRASS
TOTO
RAISE THE DRAGON
DON HENLEY
SHEILA E.
GLASSMOON
Hotte: LIONEL RICHIE
WHAM!
ELTON JOHN
Hotte: WTKO/Htace
Wayne Fisk

BOB SEGER
LAURA BRANIGAN
COREY HART
PAT BENATAR
Hotte: DENNIS DEYOUNG
WHAM!
HALL & OATES
HONEYDRIPPERS
CYNDI LAUPER

WKNE/Keene, NH
Howard Corday

TEDDY PENDERGRASS
DEBORAH ALLEN
BOB SEGER
Hotte: ELTON JOHN
HALL & OATES
NEIL DIAMOND
LIONEL RICHIE
PAUL MCCARTNEY

WSKI/Montpelier, VT
Bruce Stebbins

JOHN DENVER
BOB SEGER
WHAM!
Hotte: ANNE MURRAY
SHEENA EASTON
CYNDI LAUPER
SERGIO MENDES

WTVN/Waterdown, NY
Jay Donovan

JULIAN LENNON
JOE COCKER
NEIL DIAMOND
Hotte: KENNY ROGERS
LIONEL RICHIE
WHAM!

MIDWEST

Parallel One

WCLR/Chicago
DeYoung/Mayzel

AL JARREAU
LAURA BRANIGAN
BOB SEGER
Hotte: BILLY OCEAN
LIONEL RICHIE
LIONEL RICHIE
KENNY ROGERS
WHAM!

WISN/Milwaukee
Harris/Murphy

JACK WAGNER
COREY HART
MELISSA MANCHESTE
COYOTE SISTERS
Hotte: KENNY ROGERS
LIONEL RICHIE
HALL & OATES
DENNIS DEYOUNG
WHAM!

WVXZ/Milwaukee
Both Fast

JACK WAGNER
PAUL MCCARTNEY
Hotte: STEVIE WONDER
CHICAGO
LIONEL RICHIE
LIONEL RICHIE
BARBRA STREISAND

WCCO/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WISN/Cincinnati
Dave Mason

HONEYDRIPPERS
Kenny Rogers
CHICAGO
Dennis DeYoung
Lionel Richie
Hotte: WLLT/Cincinnati
Dickie Shannon

JERMAINE JACKSON
HONEYDRIPPERS
SAM HARRIS
JOHN DENVER
Hotte: STEVIE WONDER
CHICAGO
LIONEL RICHIE
BARBRA STREISAND
KENNY ROGERS

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

KUDL/Kansas City

Hallam/Taylor

none
Hotte: STEVIE WONDER
LIONEL RICHIE
BILLY OCEAN
AMERICA
PAUL MCCARTNEY

610TVN/Columbus
FitZgerald/Jones

CYNDI LAUPER
AL JARREAU
Hotte: CHICAGO
BILLY OCEAN
STEVIE WONDER
LIONEL RICHIE
KENNY ROGERS

WING/Dayton
Rick Johnson

HONEYDRIPPERS
CYNDI LAUPER
JULIAN LENNON
Hotte: CHICAGO
HALL & OATES
LIONEL RICHIE
POINTNER SISTERS

KIOA/Des Moines
Mike Judge

JULIAN LENNON
LAURA BRANIGAN
JACK WAGNER
Hotte: DENNIS DEYOUNG
LIONEL RICHIE
LIONEL RICHIE
KENNY ROGERS
ELTON JOHN

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WSNY/Columbus, OH

Harry Lytes

none
Hotte: STEVIE WONDER
LIONEL RICHIE
BILLY OCEAN
AMERICA
PAUL MCCARTNEY

610TVN/Columbus
FitZgerald/Jones

CYNDI LAUPER
AL JARREAU
Hotte: CHICAGO
BILLY OCEAN
STEVIE WONDER
LIONEL RICHIE
KENNY ROGERS

WING/Dayton
Rick Johnson

HONEYDRIPPERS
CYNDI LAUPER
JULIAN LENNON
Hotte: CHICAGO
HALL & OATES
LIONEL RICHIE
POINTNER SISTERS

KIOA/Des Moines
Mike Judge

JULIAN LENNON
LAURA BRANIGAN
JACK WAGNER
Hotte: DENNIS DEYOUNG
LIONEL RICHIE
LIONEL RICHIE
KENNY ROGERS
ELTON JOHN

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WFMK/Lansing

Mike Murphy

BOB SEGER
DON HENLEY
EDDIE RABBITT
Hotte: STEVIE WONDER
Kenny Rogers
Pointer Sisters
Paul McCartney

WMOG/Madison
Bill Vancil

TINA TURNER
BOB SEGER
LAURA BRANIGAN
DONNA SUMMER
Hotte: LIONEL RICHIE
WHAM!
DENNIS DEYOUNG
BILLY OCEAN
HALL & OATES

WLTE/Minneapolis
Paul Sebastian

JACK WAGNER
MELANIE ROZALES
BOB SEGER
BOBBY BORIS PICKER
Hotte: BILLY OCEAN
DENNIS DEYOUNG
CYNDI LAUPER
PAUL MCCARTNEY
WHAM!

KOHL/Omaha
Mason/Shane

DAN FOGELBERG
JULIAN LENNON
LAURA BRANIGAN
Hotte: BOB SEGER
PATTI AUSTIN
DON HENLEY
BOB SEGER
Hotte: LIONEL RICHIE
STEVIE WONDER
BILLY OCEAN
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LAURA BRANIGAN

WCIL/Carbondale, IL

Matt McCann

BOB SEGER
DON HENLEY
EDDIE RABBITT
Hotte: STEVIE WONDER
Kenny Rogers
Pointer Sisters
Paul McCartney

WMOG/Madison
Bill Vancil

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LAURA BRANIGAN

SOUTH

Parallel One

WRM/Atlanta
Montiel/Wyrostok

JULIAN LENNON
Hotte: KENNY ROGERS
ANNE MURRAY
RALPH MACDONALD
LIONEL RICHIE
HONEYDRIPPERS

WSB/Atlanta
Greg Picciano

DENNIS DEYOUNG
Hotte: STEVIE WONDER
KENNY ROGERS
DENNIS DEYOUNG
WHAM!
PAUL MCCARTNEY

WSB-FM/Atlanta
Donna Brake

none
Hotte: KENNY ROGERS
DENNIS DEYOUNG
HALL & OATES
LIONEL RICHIE
HONEYDRIPPERS

KVIL/Dallas/Ft. Worth
Chuck Rhodes

DONNA SUMMER
JOE COCKER
JOHN DENVER
Hotte: STEVIE WONDER
CHICAGO
WHAM!

WRM/Atlanta
Montiel/Wyrostok

JULIAN LENNON
Hotte: KENNY ROGERS
ANNE MURRAY
RALPH MACDONALD
LIONEL RICHIE
HONEYDRIPPERS

WSB/Atlanta
Greg Picciano

DENNIS DEYOUNG
Hotte: STEVIE WONDER
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DENNIS DEYOUNG
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PAUL MCCARTNEY

WSB-FM/Atlanta
Donna Brake

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LIONEL RICHIE
HONEYDRIPPERS

KVIL/Dallas/Ft. Worth
Chuck Rhodes

DONNA SUMMER
JOE COCKER
JOHN DENVER
Hotte: STEVIE WONDER
CHICAGO
WHAM!

WRM/Atlanta
Montiel/Wyrostok

JULIAN LENNON
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Donna Brake

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HALL & OATES
LIONEL RICHIE
HONEYDRIPPERS

KVIL/Dallas/Ft. Worth
Chuck Rhodes

DONNA SUMMER
JOE COCKER
JOHN DENVER
Hotte: STEVIE WONDER
CHICAGO
WHAM!

WHR/Huntsville

Cannon/Booley

none
Hotte: KENNY ROGERS
ANNE MURRAY
ELTON JOHN
LIONEL RICHIE
JULIO IGLESIAS

WVY/Jacksonville
Fusner/Ryan

HONEYDRIPPERS
JERMAINE JACKSON
Hotte: CHICAGO
DENNIS DEYOUNG
LIONEL RICHIE
HALL & OATES

WVY/Jacksonville
Fusner/Ryan

HONEYDRIPPERS
JERMAINE JACKSON
Hotte: CHICAGO
DENNIS DEYOUNG
LIONEL RICHIE
HALL & OATES

WVY/Jacksonville
Fusner/Ryan

HONEYDRIPPERS
JERMAINE JACKSON
Hotte: CHICAGO
DENNIS DEYOUNG
LIONEL RICHIE
HALL & OATES

Parallel Three

KORQ/Ablene
Dean Taylor

BOB SEGER
EDDIE RABBITT
DAN FOGELBERG
Hotte: WHAM!
HALL & OATES
LIONEL RICHIE
STEVIE WONDER
BILLY OCEAN

WSKY/Ashville
Don Brookshire

TINA TURNER
BOB SEGER
DON HENLEY
DEBORAH ALLEN
EDDIE RABBITT
JOHN DENVER
FREE FLIGHT
Hotte: LIONEL RICHIE
WHAM!
HALL & OATES
PAUL MCCARTNEY
HONEYDRIPPERS

WCKQ/Campbellville, KY
Jackson/Royce

HUEY LEWIS & NEWS
TINA TURNER
JOHN CAFFERTY & B
CYNDI LAUPER
SHEENA EASTON
HONEYDRIPPERS
JERMAINE JACKSON
PAT BENATAR
SHEILA E.
Hotte: ED STREIBER
ROD STEWART
ELTON JOHN
POINTNER SISTERS
STEVIE WONDER
WHAM!

WCKV/Charlottesville
Ken Medek

BOB SEGER
JOHN DENVER
Hotte: STEPHEN STILLS
NEIL DIAMOND
Hotte: KENNY ROGERS
BILLY OCEAN
LIONEL RICHIE
BARBRA STREISAND
POINTNER SISTERS

WMAZ/Macon
Steve Murphy

JOE COCKER
BOB SEGER
JOHN DENVER
Hotte: STEVIE WONDER
LIONEL RICHIE
CHICAGO
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WVBC/Minneapolis
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LAURA BRANIGAN

WEST

Parallel Two

WVBC/Minneapolis
Denny Long

JIM GLASER
JACK WAGNER
COYOTE SISTERS
PAT BENATAR
LAURA BRANIGAN

WVBC/Minneapolis
Denny Long

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WVBC/Minneapolis
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WVBC/Minneapolis
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Parallel One

WVBC/Minneapolis
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WVBC/Minneapolis
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Parallel Two

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WVBC/Minneapolis
Denny Long

JIM GLASER
JACK



AOR / ALBUMS

November 2, 1984

159 REPORTERS

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Rank	Artist/Album (Label)	Total Reports	Hot Rotation	Medium Rotation	Adds All Rotations	Total Adds All Rotations
4	2	1		1	TEACHERS/Soundtrack (Capitol)	155	131	24	0	0
3	3	3		2	U2/The Unforgettable Fire (Island)	150	121	29	1	1
11	6	5		3	HONEYDRIPPERS/Volume One (Es Paranza/Atlantic)	153	119	34	0	0
6	4	4		4	SURVIVOR/Vital Signs (Scotti Bros./CBS)	145	128	17	0	0
1	1	2		5	DAVID BOWIE/Tonight (EMI America)	146	115	31	0	0
13	10	6		6	ROGER HODGSON/In The Eye Of The Storm (A&M)	150	76	74	2	2
-	-	11		7	JULIAN LENNON/Valotte (Atlantic)	146	69	75	9	9
12	11	7		8	TOMMY SHAW/Girls With Guns (A&M)	135	70	64	1	1
2	5	8		9	JOHN CAFFERTY &.../Eddie & The... (Scotti Bros./CBS)	132	58	73	5	5
				10	REO SPEEDWAGON/Wheels Are Turnin' (Epic)	140	49	90	6	6
15	13	12		11	HALL & OATES/Big Bam Boom (RCA)	116	77	38	1	1
7	9	10		12	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	115	70	44	6	6
8	8	9		13	SCANDAL f/PATTY SMYTH/The Warrior (Columbia)	127	50	75	3	3
-	-	19		14	PAUL McCARTNEY/Give My Regards To... (Columbia)	127	50	73	14	14
-	18	15		15	MOLLY HATCHET/The Deed Is Done (Epic)	126	35	90	2	2
26	17	14		16	CARS/Heartbeat City (Elektra)	113	44	68	7	7
37	22	18		17	HUEY LEWIS & THE NEWS/Sports (Chrysalis)	106	53	53	5	5
5	7	13		18	FIXX/Phantoms (MCA)	99	51	48	1	1
35	31	22		19	PETER WOLF/Lights Out (EMI America)	114	28	82	10	10
10	12	16		20	SAMMY HAGAR/VOA (Geffen)	98	40	56	4	4
17	15	17		21	KISS/Animalize (Mercury/PG)	99	33	66	0	0
30	28	23		22	DOKKEN/Tooth And Nail (Elektra)	100	23	76	3	3
9	14	20		23	JOHN WAITE/No Brakes (EMI America)	95	36	58	2	2
22	19	21		24	ZEBRA/No Tellin' Lies (Atlantic)	98	19	79	0	0
				25	J. GEILS BAND/You're Getting Even... (EMI America)	106	11	89	21	21
				26	DEEP PURPLE/Perfect Strangers (Mercury/PG)	110	9	64	110	110
29	26	25		27	JETHRO TULL/Under Wraps (Chrysalis)	94	13	81	0	0
24	21	24		28	TINA TURNER/Private Dancer (Capitol)	76	51	25	0	0
40	33	30		29	COREY HART/First Offense (EMI America)	91	20	69	4	4
-	36	32		30	TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)	88	15	73	4	4
16	24	26		31	KROKUS/The Blitz (Arista)	83	15	64	7	7
-	-	33		32	VAN HALEN/1984 (WB)	75	18	55	10	10
-	40	35		33	EUROGLIDERS/This Island (Columbia)	83	13	67	9	9
-	-	39		34	JOHN PARR/John Parr (Atlantic)	85	7	69	16	16
23	29	29		35	HONEYMOON SUITE/Honeymoon Suite (WB)	81	15	58	14	14
-	-	37		36	AC/DC/'74 Jailbreak (Atlantic)	81	7	69	11	11
-	39	38		37	CYNDI LAUPER/She's So Unusual (Portrait/CBS)	62	30	32	1	1
19	27	31		38	BILLY SQUIER/Signs Of Life (Capitol)	56	20	36	0	0
14	20	27		39	PRINCE/Purple Rain (WB)	56	33	22	1	1
38	35	36		40	TWISTED SISTER/Stay Hungry (Atlantic)	59	15	41	4	4

Armored Saint

"CAN U DELIVER"

Special 12" for Album Radio Ships 11/14



From the Album "MARCH OF THE SAINT"

Video Available Soon! On tour starting 11/10 in Chicago



BREAKERS

REO SPEEDWAGON

Wheels Are Turnin' (Epic)

88% of our reporters on it. 140/8 with adds at: WBCN, KOME, WKDF, WSKS, WIBA, KSQY. Debuts at #10 on the Albums chart.

DEEP PURPLE

Perfect Strangers (Mercury/PolyGram)

69% of our reporters on it 110/110 including adds at: WBCN, WBAB, WNEW, KTXQ, WMET, WMMS, WRIF, KLOS, KGB, KOME. Debuts at #26 on the Albums chart.

J. GEILS BAND

You're Getting Even While I'm Getting Odd (EMI America)

67% of our reporters on it. 106/21 including adds at: WGRQ, WLIR, WLLZ, WQFM, KBPI, WQMF. Debuts at #25 on the Albums chart.

JOHN PARR

John Parr (Atlantic)

53% of our reporters on it. 85/16 including adds at: WGRQ, DC101, KZAP, WKQQ, WXLN, KMOD. Moves 39-34 on the Albums chart.

EUROGLIDERS

This Island (Columbia)

52% of our reporters on it. 83/9 including adds at: WGRQ, KZOK, WTPA, WIOT, KFMG, KRSP. Moves 35-33 on the Albums chart.

AC/DC

'74 Jailbreak (Atlantic)

51% of our reporters on it. 81/11 including adds at: WGRQ, DC101, KSRR, WXLN, WLAV. Moves 37-36 on the Albums chart.

AOR / ALBUMS

MOST ADDED

DEEP PURPLE (110)
Perfect Strangers (Mercury/PolyGram)
PLANET P PROJECT (43)
Pink World (MCA)
JULIE BROWN (30)
Goddess In Progress (Rhino)
J. GEILS BAND (21)
You're Getting Even While I'm... (EMI America)
JOHN PARR (16)
John Parr (Atlantic)

MOST HOTS

TEACHERS (131)
Soundtrack (Capitol)
SURVIVOR (128)
Vital Signs (Scotti Bros./CBS)
U2 (121)
The Unforgettable Fire (Island)
HONEYDRIPPERS (119)
Volume One (Es Paranza/Atlantic)
DAVID BOWIE (115)
Tonight (EMI America)

NEW & ACTIVE

STEVE MILLER BAND/Italian X-Rays (Capitol) 58/4 (65/13)
Adds WKDF, KILO, WRUF, KWXL. Hots: 13 include WLIR, WSHE, KINK, WDHA, WFYV. Mediums 43 include WGRQ, WKLS, KBCO, KFOG, WPYX, WTPA, WHCN, WAQY, KLB, KLAQ, WIMZ, WDIZ, WTUE, WIOT, KZEL, KKDJ, KOMP.

JOAN JETT/ Glorious Results Of A Misspent Youth (Blackheart/MCA) 58/7 (58/6)
Adds: KBCO, KCAL, KFMG, KLPX, WGIR, WWWV, WBYG. Hots: 11 include WBCN, WBAB, WNEW, KRQR. Mediums: 43 include WMMR, WHJY, DC101, KLOL, KSRR, WNOR, WYNF, WRIF, KROQ, KGB, WZZO, WTPA, WCMF, WAQY, WAAF, KLB, KNCN, KLAQ, WIMZ, KISS, WAPL, WTUE, KILO.

AUTOGRAPH/Sign In Please (RCA) 54/13 (41/15)
Adds include DC101, WCMF, KNCN, KMJX, WLAV. Hots: 3 WDVE, WKQQ, WBYG. Mediums: 44 include WIYY, WHJY, WKLS, KTXQ, KZEW, WEBN, WRIF, KYYS, WQFM, KSHE, KGB, KISW, WTPA, WAQX, WAAF, KLAQ, WIMZ, WRXL, KISS, KQDS, KICT, KFMG, KILO, KEZE.

FEE WAYBILL/Read My Lips (Capitol) 54/4 (53/6)
Adds: WCKO, KOAK, KIDQ, KTYD. Hots: 5 KZEW, KFOG, KSJO, KLPX, KFMG. Mediums: 48 include WBAB, WHJY, WNOR, WMMS, WRIF, WQFM, KSHE, KBCO, KLOS, KDKB, KGB, KOME, WTPA, WAQY, WAAF, KLB, J, WFYV, WIMZ, WRXL, WLAV, KATT, KFMG, KEZE, KWFM.

STONE FURY/Burns Like A Star (MCA) 50/11 (42/10)
Adds include KILO, WBLM. Hots: 1 KGB. Mediums: 42 include WBAB, WHJY, WKLS, KTXQ, KZEW, WYNF, WQFM, KOME, WKLC, WCMF, WAQY, WAAF, KNCN, KLAQ, WIMZ, KISS, WIOT, KFMG, KWFM.

PLANET P PROJECT/Pink World (MCA) 43/43 (0/0)
Adds include KZEW, KGB, WZZO, WAQY, KLAQ, WIMZ, KQDS, WIMZ, KQDS, KFMG, KILO, WIQB. Hots: 1 WLLZ. Mediums: 24 include WKLS, WQFM, KAZY, KFOG, KRQR, WOOS, KATT, KZEL, KEZE, KWFM.

GENERAL PUBLIC/All The Rage (IRS/A&M) 42/5 (40/6)
Adds: WSHE, KAZY, WDHA, KMOD, KUFO. Hots: 10 include WBCN, WLIR, KBCO, KROQ, 91X, KOAK. Mediums: 32 include WBAB, WMMR, WHJY, KRQR, WTPA, WAQY, KLB, WOOS, KQDS, KKDJ.

BILLY IDOL/Rebel Yell (Chrysalis) 37/11 (34/10)
Adds include WIYY, WMMS, KAZY, KROQ, KNCN, KRSP, KWFM. Hots: 5 WLIR, CHUM, 91X, WLVO, KTYD. Mediums: 29 include WBCN, WGRQ, KLOL, WNOR, KGB, WTPA, WHCN.

JULIE BROWN/Goddess In Progress (Rhino) 30/30 (0/0)
Adds include WDVE, WHJY, WKLS, WMMS, KYYS, KROQ, KGB, WZZO, KQDS, KICT. Hots: 0. Mediums: 13 include WMMR, WEBN, WQFM, WTPA, WLVO, KATT.

FAST FORWARD/Living In Fiction (Island) 30/5 (34/6)
Adds: CHUM, KCAL, WFYV, WCPZ. Hots: 1 CFOX. Mediums: 28 include WDVE, KLOL, KSRR, WEBN, WQFM, KGB, WTPA, KNCN, WOOS, WLVO, WTUE, KATT.

GOLDEN EARRING/Something Heavy Going Down (21/PolyGram) 27/5 (27/5)
Adds: KTXQ, WYDD, WIMZ, KOMP, KFMX. Hots: 1 CITI. Mediums: 21 include WSHE, WNOR, WMET, KGB, WTPA, KLB, WAPL, WWCK, KILO, KWFM.

QUEENSRYPHE/The Warning (EMI America) 22/1 (20/2)
Adds: WTPA. Hots: 2 include KISS. Mediums: 20 include KTXQ, KZEW, WQFM, KISW, WAQX, KNCN, KLAQ, KQDS, KFMG.

BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 20/5 (17/3)
Adds: WMMS, KBCO, KCAL, WAAL, KOMP. Hots: 9 include WBCN, KINK, KTYD. Mediums: 9 include KAZY, KFOG, KOAK, KLAQ, WIQB.

WHAMI/Make It Big (Columbia) 18/3 (15/1)
Adds: KROQ, KINK, KCAL. Hots: 6 WLIR, WMMS, WZZO, WDHA, KLYV, WBYG. Mediums: 9 include KAZY, KFOG, KMJX, WWCT.

AIRRACE/Shaft Of Light (Atco) 16/3 (17/6)
Adds: WEBN, WQMF, WYER. Hots: 0. Mediums: 14 include WMMS, WQFM, KSHE, WDIZ, KQDS.

CULTURE CLUB/Waking Up With The House On Fire (Virgin/Epic) 15/1 (0/0)
Adds: KQDS. Hots: 2 WLIR, WBYG. Mediums: 12 include WLUP, WMMS, KROQ, 91X, KMJX, WWWV.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

AOR BREAKERS — Records reported by at least 50% of reporting stations for the first time. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

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.

KISS "ANIMALIZE"

PLATINUM
in Six Weeks!

Featuring The
Most Requested Song
At AOR Radio

"HEAVEN'S
ON FIRE"

Billboard 20*



GOLDEN EARRING

"Here is a band that exhibits a case of second wind such as I've rarely seen before. First 'TWILIGHT ZONE', all those years after 'RADAR LOVE.' And now, 'SOMETHING HEAVY GOING DOWN'! Great Rock n' Roll is what we're looking for, and we sure found it here!"

Ted Edwards, KGB

On WBCN, KZEW, WYSP, KGB, WNOR, KLOL, WSHE, and more!

"LIVE FROM THE TWILIGHT ZONE"

Also Features Their Classics As Seen On The Recent MTV Live Special.

New This Week!

BIG COUNTRY



"STEELTOWN" featuring
"WHERE THE ROSE IS SOWN"

Manufactured and Marketed by
PolyGram Records

R&R AOR /HOT TRACKS

BREAKERS.

Three Weeks	Two Weeks	Last Week	159 REPORTERS	Total	Hot	Medium	Total Adds
2	2	1	1 U2/Pride (In The Name Of Love) (Island)	147-	121+	26-	0-
5	3	2	2 SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)	144-	128-	16-	0-
-	-	10	3 BRYAN ADAMS/Run To You (A&M)	149+	105+	42-	9-
-	13	8	4 PAT BENATAR/We Belong (Chrysalis)	145+	107+	38-	2-
4	4	4	5 38 SPECIAL/Teacher Teacher (Capitol)	138-	115+	23-	0-
1	1	3	6 DAVID BOWIE/Blue Jean (EMI America)	137-	109-	28+	2+
15	8	7	7 HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)	142+	91+	50-	6+
8	5	5	8 BOB SEGER/Understanding (Capitol)	144-	92+	52-	1-
13	8	8	9 ROGER HODGSON/Had A Dream (Sleeping...) (A&M)	148+	75+	73-	2-
35	17	11	10 JULIAN LENNON/Valotte (Atlantic)	142+	68+	73-	9-
-	21	12	11 REO SPEEDWAGON/I DOWANNA KNOW (Epic)	138+	48+	89-	6-
12	9	9	12 TOMMY SHAW/Girls With Guns (A&M)	131-	69-	62+	1-
23	18	13	13 MOLLY HATCHET/Satisfied Man (Epic)	124-	34+	89-	1-
18	16	14	14 HALL & OATES/Out Of Touch (RCA)	101=	73+	26-	2+
30	24	17	15 PAUL McCARTNEY/No More Lonely Nights (Columbia)	120+	49+	69=	12+
45	32	21	16 HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)	99+	73+	26-	9-
DEBUT	DEBUT	DEBUT	17 DON HENLEY/The Boys Of Summer (After...) (Geffen)	132	15	85	131
42	35	20	18 CARS/Hello Again (Elektra)	101+	41=	59+	7-
-	52	30	19 J. CAFFERTY & THE.../Tender Years (Scotti Bros./CBS)	110+	31+	75+	21-
-	43	28	20 TOTO/Stranger In Town (Columbia)	120+	18+	99+	15-
60	37	23	21 HUEY LEWIS & NEWS/Walking On A Thin... (Chrysalis)	97+	48+	49+	7-
44	34	24	22 PETER WOLF/I Need You Tonight (EMI America)	112+	26+	82+	10-
14	12	15	23 KISS/Heaven's On Fire (Mercury/PG)	99-	33-	66-	1-
29	27	25	24 DOKKEN/Into The Fire (Elektra)	100+	23+	76-	3-
22	19	18	25 ZEBRA/Bears (Atlantic)	98-	19-	79-	0-
8	11	19	26 JOHN WAITE/Tears (EMI America)	92-	33-	59-	2+
7	10	18	27 SAMMY HAGAR/I Can't Drive 55 (Geffen)	87-	35-	52+	0=
-	56	35	28 SCANDAL f/PATTY SMYTH/Hands Tied (Columbia)	91+	28+	60+	18-
47	41	40	29 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	81+	42+	38+	19+
-	-	38	30 J. GEILS BAND/Concealed Weapons (EMI America)	103+	10+	87+	19-
24	22	27	31 TINA TURNER/Better Be Good To Me (Capitol)	74-	51-	23-	0-
53	47	45	32 FRANKIE GOES TO HOLLYWOOD/Two Tribes (Island)	87+	15=	65+	16+
43	39	36	33 COREY HART/It Ain't Enough (EMI America)	90+	20=	68+	4-
-	-	47	34 DURAN DURAN/The Wild Boys (Capitol)	82+	26+	55+	7-
31	36	37	35 DAVID BOWIE/Neighborhood Threat (EMI America)	68-	37+	31-	5+
32	30	29	36 JETHRO TULL/Lap Of Luxury (Chrysalis)	84-	12-	72-	0-
-	60	44	37 JOHN PARR/Naughty Naughty (Atlantic)	85+	7+	69+	17-
-	51	43	38 EUROGLIDERS/Heaven (Must Be There) (Columbia)	82+	13+	66+	10-
21	28	31	39 FIXX/Sunshine In The Shade (MCA)	72-	32-	40-	4-
-	-	41	40 VAN HALEN/Hot For Teacher (WB)	74+	18+	54+	11-
-	-	42	41 AC/DC/Jailbreak (Atlantic)	79+	6+	68+	9-
3	7	22	42 J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)	56-	42-	14-	0=
-	54	49	43 TIMOTHY B. SCHMIT/Playin' It Cool (Asylum)	79+	14+	65+	4-
11	14	28	44 SCANDAL f/PATTY SMYTH/Beat Of A... (Columbia)	59-	27-	32-	0=
56	55	52	45 HONEYMOON SUITE/Burning In Love (WB)	69+	11+	50+	15+
-	-	57	46 KROKUS/Our Love (Arista)	66+	10+	52+	13-
54	50	48	47 CYNDI LAUPER/All Through The Night (Portrait/CBS)	60=	30+	30-	1-
DEBUT	DEBUT	DEBUT	48 DEEP PURPLE/Perfect Strangers (Mercury/PG)	73	6	43	73
10	23	33	49 BRUCE SPRINGSTEEN/Cover Me (Columbia)	48-	35-	13-	1+
50	49	46	50 TWISTED SISTER/I Wanna Rock (Atlantic)	54-	12-	39-	4-
16	25	34	51 PRINCE/Purple Rain (WB)	50-	28-	22=	0=
59	57	56	52 FEE WAYBILL/You're Still Laughing (Capitol)	52=	4-	48+	3-
20	16	32	53 STEVE PERRY/Strung Out (Columbia)	45-	20-	25-	0-
DEBUT	DEBUT	DEBUT	54 DEEP PURPLE/Knocking At Your Back... (Mercury/PG)	51	6	30	51
DEBUT	DEBUT	DEBUT	55 U2/Wire (Island)	37+	20+	17+	5+
49	48	55	56 NIGHT RANGER/Interstate Love Affair (Capitol)	34-	18-	16-	0=
DEBUT	DEBUT	DEBUT	57 AUTOGRAPH/Turn Up The Radio (RCA)	49+	3+	39+	12-
DEBUT	DEBUT	DEBUT	58 STONE FURY/Break Down The Walls (MCA)	49+	1=	42+	11+
39	42	58	59 BILLY SQUIER/All Night Long (Capitol)	38-	12-	26-	1=
DEBUT	DEBUT	DEBUT	60 GENERAL PUBLIC/Tenderness (IRS/A&M)	40+	10-	30+	5-

DON HENLEY

The Boys Of Summer (After The Boys Of Summer Are Gone) (Geffen)
83% of our reporters on it. 132/131 including adds at: WNEW, WMMR, KZEW, KLOL, WLUP, WMET, WMMS, KLOS, KGB. Debuts at #17 on the Hot Tracks chart.

SCANDAL FEATURING PATTY SMYTH
Hands Tied (Columbia)
57% of our reporters on it. 91/18 including adds at: WSHE, WPLR, KNCN, WCKN, WLAV, KKDJ. Moves 35-28 on the Hot Tracks chart.

FRANKIE GOES TO HOLLYWOOD
Two Tribes (Island)
55% of our reporters on it. 87/16 including adds at: WDVE, WHJY, KTXQ, WNOR, KBCO. Moves 45-32 on the Hot Tracks chart.

JOHN PARR
Naughty Naughty (Atlantic)
53% of our reporters on it. 85/17 including adds at: DC 101, KZAP, WHEB, WKQQ, WXLN. Moves 44-37 on the Hot Tracks chart.

DURAN DURAN
The Wild Boys (Capitol)
52% of our reporters on it. 82/7 including adds at: WGRQ, KZAP, WKDF, KXZL. Moves 47-34 on the Hot Tracks chart.

EUROGLIDERS
Heaven (Must Be There) (Columbia)
52% of our reporters on it. 82/10 including adds at: WMET, KKCI, KZOK, WIOT. Moves 43-38 on the Hot Tracks chart.

BRUCE SPRINGSTEEN
Born In The U.S.A. (Columbia)
51% of our reporters on it. 81/19 including adds at: WGRQ, WHJY, KSRR, KYYS, K8CO, K8PI. Moves 40-29 on the Hot Tracks chart.

AC/DC
Jailbreak (Atlantic)
50% of our reporters on it. 79/9 including adds at: WGRQ, DC101, KSRR, WKDF, WXLN. Moves 42-41 on the Hot Tracks chart.

TIMOTHY B. SCHMIT
Playin' It Cool
50% of our reporters on it. 79/4 with adds at: WSHE, KKCI, WYDD, KRSP. Moves 49-43 on the Hot Tracks chart.

NEW & ACTIVE

U2 "The Unforgettable Fire" (Island) 31/1 (32/4)
Adds: WCPZ. Hots: 18 include WBAB, KAZY, KFOG, WAPL, KICT, KILO. Mediums: 13 include KLOS, KRQR, KLB, WZXR, KQDS.

BILLY IDOL "Catch My Fall" (Chrysalis) 30/15 (16/15)
Adds include WIYY, WGRQ, WMMS, KAZY, KROQ, KNCN, KRSP, KWFM. Hots: 2 WLIR, WLVO. Mediums: 24 include KLOL, WNOR, KGB, WTPA.

GIUFFRIA "Call To The Heart" (MCA) 29/29 (0/0)
Adds include WBAB, WNEW, WHJY, WMMS, KGB, WIMZ. Hots: 0. Mediums: 19 include WKLS, WYNF, WQFM, KAZY, WTPA, WCMF, WYV, WDIZ, WLVO, WLAV, KWFM.

JULIAN LENNON "Too Late For Goodbyes" (Atlantic) 28/9 (22/20)
Adds: WMMR, WTPA. Hots: 15 include KYYS, KAZY, WHCN, WAAF. Mediums: 10 include WMMR, WTPA.

JOAN JETT "New Orleans" (Blackheart/MCA) 25/7 (21/4)
Adds include KBCO, KCAL, KFMG, KLPX, WWWV. Hots: 7 WBCN, WBAB, WNEW, WCKO, KRQR, WPDH, WAAF. Mediums: 17 include WHJY, KSRR, WRIF, WTPA, WCMF, KLB, KLO.

PLANET P PROJECT "What I See" (MCA) 24/24 (0/0)
Adds include KZEW, KGB, WAQY, KLAQ, KQDS, WWCK. Hots: 1 WLLZ. Mediums: 13 include WKLS, KAZY, WOOS, KATT, KEZE, KWFM.

FAST FORWARD "What's It Gonna Take" (Island) 24/4 (27/4)
Adds: CHUM, KCAL, WYV, KEZE. Hots: 1 CFOX. Mediums: 23 include WDVE, KLOL, KSRR, WEBN, KGB, WTPA, WOOS, WTUE, KATT.

FIXX "Less Cities, More Moving People" (MCA) 23/3 (21/7)
Adds: CFOX, WHCN, WXLN. Hots: 15 include WBCN, KBCO, KFOG, WAPL. Mediums: 8 include WMMR, KROQ, KGB, KLAQ.

STEVE MILLER BAND "Golden Opportunity" (Capitol) 22/9 (13/13)
Adds: WGRQ, WHCN, WKDF, WIOT, KILO, KZEL, KMBY, WRUF, KWXL. Hots: 2 WPDH, WYV. Mediums: 19 include WKLS, WYV, WTPA, KLAQ, WTUE, KEZE, KKDJ, KOMP.

QUEENSRYCHE "Take Hold Of The Flame" (EMI America) 22/1 (20/2)
Adds: WTPA. Hots: 2 include KISS. Mediums: 20 include KTXQ, KZEW, WQFM, KISW, WAQX, KNCN, KLAQ, KQDS, KFMG.

GOLDEN EARRING "Something Heavy Going Down" (21/PolyGram) 22/1 (25/5)
Adds: WIMZ. Hots: 1 CITI. Mediums: 20 include WNOR, WMET, KGB, WTPA, KLB, WAPL, WWCK, KILO, KWFM.

JULIE BROWN "The Homecoming Queen's Got A Gun" (Rhino) 20/20 (0/0)
Adds include WDVE, KYYS, WZZO, KQDS, KICT. Hots: 0. Mediums: 9 WMMR, WCKO, WEBN, WQFM, WXLN.

SAMMY HAGAR "VOA" (Geffen) 20/11 (9/2)
Adds include KLOS, KGON, WCMF, WAQX, KISS. Hots: 8 include KLOL, KRCK, KZOK, KNCN, WLAV. Mediums: 10 include KZEW, WYNF, KQDS, KWHL.

JOAN JETT "I Love You Love Me Love" (Blackheart/MCA) 19/2 (23/3)
Adds: WRKI, WGR. Hots: 4 WCKO, WPDH, KIDQ. Mediums: 14 include WMMR, DC101, KNCN, KLAQ, KISS, WTUE.

HALL & OATES "Bank On Your Love" (RCA) 18/4 (15/3)
Adds: WLUP, WDHA, KFMG, KEZE. Hots: 5 include CHOM, KOAK, WPDH, KMBY. Mediums: 13 include DC101, WLLZ, WRIF, KSHE, KFOG, KICT, KILO.

PLANET P PROJECT "Behind The Barrier" (MCA) 17/17 (0/0)
Adds include WIMZ, KFMG, KILO, KFMQ. Hots: 0. Mediums: 9 include WCKO, WQFM, WZZO, KZEL.

JOAN JETT "Cherry Bomb" (Blackheart/MCA) 17/1 (16/1)
Adds: WBYG. Hots: 2 WLIR, WNEW. Mediums: 15 include WNOR, KROQ, KGB, WAQY, WAAF, WIMZ, WAPL, KILO.

BRUCE COCKBURN "If I Had A Rocket Launcher" (Gold Mtn./A&M) 16/5 (13/4)
Adds: WMMS, KCAL, WAAL, KOMP, KTCL. Hots: 7 include WBCN, KTYD. Mediums: 7 include KAZY, KLAQ, WIQB.

JETHRO TULL "Under Wraps" (Chrysalis) 16/4 (12/2)
Adds include KUFO, WIQB, WCPZ. Hots: 2 KAZY, KMBY. Mediums: 14 include WGRQ, WBAB, WDVE, KLB, KQDS, WWCK, WLAV, KEZE.

AIRRACE "I Don't Care" (Atco) 16/3 (17/6)
Adds: WEBN, WQMF, WYER. Hots: 0. Mediums: 14 include WMMS, WQFM, KSHE, WDIZ, KQDS.

WHAM! "Wake Me Up Before You Go-Go" (Columbia) 15/1 (14/1)
Adds: KCAL. Hots: 8 include WLIR, WMMS, WZZO. Mediums: 9 include 91X, KMJX.

MOST ADDED

- DON HENLEY (131)
The Boys Of Summer (After...) (Geffen)
- DEEP PURPLE (73)
Perfect Strangers (Mercury/PolyGram)
- DEEP PURPLE (51)
Knocking At Your Back Door (Mercury/PolyGram)
- GIUFFRIA (29)
Call To The Heart (MCA)
- PLANET P PROJECT (24)
What I See (MCA)

MOST HOTS

- SURVIVOR (128)
I Can't Hold Back (Scott Bros./CBS)
- U2 (121)
Pride (In The Name Of Love) (Island)
- 38 SPECIAL (115)
Teacher Teacher (Capitol)
- DAVID BOWIE (109)
Blue Jean (EMI America)
- PAT BENATAR (107)
We Belong (Chrysalis)
- BRYAN ADAMS (105)
Run To You (A&M)

DESTINY
BROUGHT THEM TOGETHER.
AGAIN.



DEEP PURPLE

"Perfect Strangers"

Featuring
"PERFECT STRANGERS" and
"KNOCKING AT YOUR BACK DOOR"

AOR/ALBUMS

#1 Most Added

BREAKERS.

Album Debut # 26

PolyGram Records



EAST (continued)

WKRI/Danbury (203) 575-9995

BOB BOB BOB... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVTR/Ocean City (301) 289-4545

PO: RICHARD KENNEDY... BOB BOB BOB... HALL & OATES... PART BENATAR (L)...

HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)... SCANDAL... TWISTED SISTER...

CARS... PAT BENATAR... TOMMY SHAM... BRYAN ADAMS... DURAN DURAN...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

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WRUF-FM/Gainesville (904) 392-0771... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WXOR/Jacksonville NC (919) 455-2177... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WKRT/Chicago (312) 777-1700... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

PLAYLISTS - An artist's name appears once per playlist in the highest reported rotation. For example, if cuts from an album are reported in both hot and medium, the album will appear in hot. A small 'a' before an artist's name indicates the record is newly reported that week, or additional tracks have been added. An (M) or (L) after an artist's name shows that other tracks from that record are in those rotations (medium or light add). An artist's name with no abbreviations means all airplay of that artist is in the listed rotation. When three or more tracks from the same album are reported in medium, that album will receive credit as being in hot and be listed as such. The album's tracks will continue to receive credit as being in medium rotation.

KZEW/Dallas (214) 748-9898... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

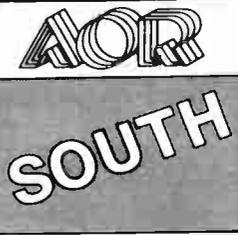
WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WVYV/Jacksonville, FL (904) 642-1055... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...



Parallel One

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

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WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

Parallel Two

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

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WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

Parallel Three

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

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WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...



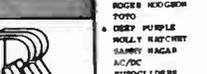
MID WEST

Parallel One

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

Parallel Two

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...



MID WEST

Parallel One

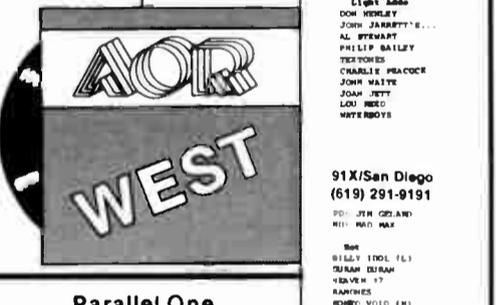
WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...

Parallel Two

WNOR-FM/Norfolk (804) 623-9667... HALL & OATES... PART BENATAR (L)... JULIAN LENNON (L)...



<p>WQFM/Milwaukee (414) 276-2040</p> <p>MC: AMY BLOOM MC: JERRY GAVIN</p> <p>MC: SCANDAL MC: DEEP PURPLE MC: J. CELLS BAND MC: DON HEWLEY</p> <p>MC: SCANDAL MC: DEEP PURPLE MC: J. CELLS BAND MC: DON HEWLEY</p> <p>MC: SCANDAL MC: DEEP PURPLE MC: J. CELLS BAND MC: DON HEWLEY</p>	<p>KSHE/St. Louis (314) 842-1111</p> <p>MC: BOB WALKER MC: AL WOPER</p>	<p>CITI-FM/Winnipeg (204) 786-6181</p> <p>MC: STEVE YOUNG MC: ANDY YRST (TODAY)</p> <p>MC: STEVE YOUNG MC: ANDY YRST (TODAY)</p> <p>MC: STEVE YOUNG MC: ANDY YRST (TODAY)</p>	<p>WWCK/Flint (313) 744-1570</p> <p>MC: NANCY HOLLER MC: LINDA LAMSI</p> <p>MC: NANCY HOLLER MC: LINDA LAMSI</p> <p>MC: NANCY HOLLER MC: LINDA LAMSI</p>	<p>WLAV-FM Grand Rapids (616) 456-5481</p> <p>MC: TONY GATES MC: JAMES HARRIS</p> <p>MC: TONY GATES MC: JAMES HARRIS</p> <p>MC: TONY GATES MC: JAMES HARRIS</p>	<p>WTUE/Dayton (513) 224-1501</p> <p>MC: BOB CLARK</p> <p>MC: BOB CLARK</p> <p>MC: BOB CLARK</p>	<p>WXP/Davenport (319) 328-2541</p> <p>MC: GARY BAPTISTE MC: TERRY DUGAN</p> <p>MC: GARY BAPTISTE MC: TERRY DUGAN</p> <p>MC: GARY BAPTISTE MC: TERRY DUGAN</p>	<p>WIOB/Ann Arbor (313) 862-2881</p> <p>MC: DEBBIE COOK MC: LESLIE DALTON</p> <p>MC: DEBBIE COOK MC: LESLIE DALTON</p> <p>MC: DEBBIE COOK MC: LESLIE DALTON</p>	<p>KLYV/Dubuque (319) 557-1040</p> <p>MC: DEBBIE WELCH MC: TIR JAMER</p> <p>MC: DEBBIE WELCH MC: TIR JAMER</p> <p>MC: DEBBIE WELCH MC: TIR JAMER</p>	<p>KSQV/Rapid City (605) 578-3533</p> <p>MC: JACQ DAVIDS MC: JEFF CHACHALA</p> <p>MC: JACQ DAVIDS MC: JEFF CHACHALA</p> <p>MC: JACQ DAVIDS MC: JEFF CHACHALA</p>	<p>KROR/San Francisco (415) 785-4045</p> <p>MC: JOHN RUSSELL MC: LEO HOWAL</p> <p>MC: JOHN RUSSELL MC: LEO HOWAL</p> <p>MC: JOHN RUSSELL MC: LEO HOWAL</p>
<p>WMMSC/Cleveland (216) 781-9687</p> <p>MC: JOHN COONAN MC: SID LEO</p> <p>MC: JOHN COONAN MC: SID LEO</p> <p>MC: JOHN COONAN MC: SID LEO</p>	<p>KORS/Minneapolis (612) 545-5801</p> <p>MC: VICKI HOOGER MC: WALLY MALKER</p> <p>MC: VICKI HOOGER MC: WALLY MALKER</p> <p>MC: VICKI HOOGER MC: WALLY MALKER</p>	<p>WWCT/Peoria (309) 674-2000</p> <p>MC: JEFF HENSHY MC: JOHN ANSIC</p> <p>MC: JEFF HENSHY MC: JOHN ANSIC</p> <p>MC: JEFF HENSHY MC: JOHN ANSIC</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WAPL/Applenton (414) 734-9226</p> <p>MC: MARY SHAFER MC: MARY SHAFER</p> <p>MC: MARY SHAFER MC: MARY SHAFER</p> <p>MC: MARY SHAFER MC: MARY SHAFER</p>	<p>WVLE/Columbus, OH (614) 224-1271</p> <p>MC: PAT STILL MC: LEE RANALL</p> <p>MC: PAT STILL MC: LEE RANALL</p> <p>MC: PAT STILL MC: LEE RANALL</p>	<p>WKEF/Dayton (513) 224-1501</p> <p>MC: BOB CLARK</p> <p>MC: BOB CLARK</p> <p>MC: BOB CLARK</p>	<p>WYER/Mt. Carmel (618) 282-5111</p> <p>MC: GREGG DEFOORD MC: JIM BODDY</p> <p>MC: GREGG DEFOORD MC: JIM BODDY</p> <p>MC: GREGG DEFOORD MC: JIM BODDY</p>	<p>WKLK/Kankakee (618) 258-2800</p> <p>MC: CHUCK POST</p> <p>MC: CHUCK POST</p> <p>MC: CHUCK POST</p>	<p>WCPZ/Sandusky (419) 625-1010</p> <p>MC: BOB HENNING MC: BOB HENNING</p> <p>MC: BOB HENNING MC: BOB HENNING</p> <p>MC: BOB HENNING MC: BOB HENNING</p>	<p>91X/San Diego (619) 291-9191</p> <p>MC: JIM GLENN MC: MARY HAY</p> <p>MC: JIM GLENN MC: MARY HAY</p> <p>MC: JIM GLENN MC: MARY HAY</p>
<p>WRIF/Detroit (313) 827-9505</p> <p>MC: NANCY PASHAN MC: MICHAEL HAYES</p> <p>MC: NANCY PASHAN MC: MICHAEL HAYES</p> <p>MC: NANCY PASHAN MC: MICHAEL HAYES</p>	<p>WLOT/Toledo (419) 248-3377</p> <p>MC: TERRY BULLIVANT MC: THE BOE</p> <p>MC: TERRY BULLIVANT MC: THE BOE</p> <p>MC: TERRY BULLIVANT MC: THE BOE</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>	<p>WYFE/Rockford (615) 877-3075</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p> <p>MC: MRS. DAVID MC: MRS. EILEY</p>



<p>KBPI/Denver (303) 936-2313</p> <p>MC: LYNN WELLS</p> <p>MC: LYNN WELLS</p> <p>MC: LYNN WELLS</p>	<p>KAZY/Denver (303) 759-5600</p> <p>MC: SCOTT JAMESON MC: KELLY O'NEAL</p> <p>MC: SCOTT JAMESON MC: KELLY O'NEAL</p> <p>MC: SCOTT JAMESON MC: KELLY O'NEAL</p>	<p>91X/San Diego (619) 291-9191</p> <p>MC: JIM GLENN MC: MARY HAY</p> <p>MC: JIM GLENN MC: MARY HAY</p> <p>MC: JIM GLENN MC: MARY HAY</p>
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WEST

Continued from Page 77

Seattle's Hit Radio K-PLUW FM 101.5

PD: Jeff King
MD: Damien Seattle

- 1 PRINCE/Purple Rain
- 2 WHAM!/Make Me Up Before You Go
- 3 DAVID BOWIE/Blue Jean
- 4 CHAKA KHAN/I Feel For You
- 5 STEVIE NICKER/Just Called To Say Hello
- 6 TINA TURNER/Better Be Good To Me
- 7 SHEENA EASTON/Strut
- 8 HILL & GATES/Out Of Touch
- 9 TONY SHAW/Girls With Guns
- 10 DENNIS DEYOUNG/Desert Moon
- 11 CYNDI LAUPER/All Through The Night
- 12 SURVIVOR/I Can't Hold Back
- 13 HOWYDIPPER/Sea Of Love
- 14 BARRY HADAM/I Can't Drive 55
- 15 SPECIAL/Teacher Teacher
- 16 KENNY ROGERS/What About Me?
- 17 CULTURE CLUB/The War Song
- 18 LIONEL RICHIE/Penny Lover
- 19 COREY HART/It Ain't Enough
- 20 STEVE WILDER/Bangin'-La
- 21 JOHN PARR/Naughty Naughty
- 22 FRANKIE GOES TO THE CHORUS
- 23 RUBY LEWIS & HERMIE/Making On A Thin Line
- 24 TWISTED SISTER/I Wanna Rock
- 25 KISS/Haven't We Fire
- 26 VAN HALEN/Hot For Teacher
- 27 PAUL MCCARTNEY/No More Lonely Nights
- 28 ROGER HODGSON/Red & Dream
- 29 BRYAN ADAMS/Ran To You
- 30 BRUCE SPRINGSTEEN/Born In The U.S.A.
- 31 DURAN DURAN/The Wild Boys
- 32 PETER WOLF/I Need You Tonight
- 33 CHRIS HEMSWORTH/Donna Donna
- 34 TOTO/Stranger In Town
- 35 U2/Pride In The Name Of
- 36 JOHN WALTERS/Youre So Vain
- 37 SHEILA E./The Belle Of St. Mark
- 38 SAM HARRIS/Sugar Don't Bite
- 39 PAT BENATAR/We Belong
- 40 DAN HARTMAN/We Are The Young

- ADDD CAPTAIN SENSIBLE/Glad It's All Over
BILLY IDOL/Catch My Fall
THOMPSON TWINS/The Gap
SCANDAL/Ready Tied
DON HENLEY/Boys Of Summer
JENNIFER JACKSON/Do What You Do
ANDY ANDERSON/Donna Donna
SCANDAL/Ready Tied
JACK WAGNER/All I Need
- ON BILLY EQUATOR/All Night Long
WHAM!/Careless Whispers

Hitradio 107.1 KMJK Portland

PD: Jon Barry
MD: Steve Naganuma

- 1 PRINCE/Purple Rain
- 2 WHAM!/Make Me Up Before You Go
- 3 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 4 STEVIE NICKER/Just Called To Say Hello
- 5 DENNIS DEYOUNG/Desert Moon
- 6 MADONNA/Lucky Star
- 7 JOHN CAPPERRY & S/O On The Dark Side
- 8 LIONEL RICHIE/Penny Lover
- 9 DAVID BOWIE/Blue Jean
- 10 CYNDI LAUPER/All Through The Night
- 11 SHEENA EASTON/Strut
- 12 ELTON JOHN/Who Wants To Be A Millionaire
- 13 ROD STERLYN/Some Guys Have All The Love
- 14 PAUL MCCARTNEY/No More Lonely Nights
- 15 KENNY ROGERS/What About Me?
- 16 SURVIVOR/I Can't Hold Back
- 17 COREY HART/It Ain't Enough
- 18 CHELSEA/Just A Little Bit Closer
- 19 HOWYDIPPER/Sea Of Love
- 20 BARRY HADAM/I Can't Drive 55
- 21 RUBY LEWIS & HERMIE/Making On A Thin Line
- 22 DIANA ROSS/Sweet Amy
- 23 CULTURE CLUB/The War Song
- 24 TONY SHAW/Girls With Guns
- 25 DENNIS DEYOUNG/Desert Moon
- 26 TINA TURNER/Better Be Good To Me
- 27 DAVID BOWIE/Blue Jean
- 28 CYNDI LAUPER/All Through The Night
- 29 SHEENA EASTON/Strut
- 30 HOWYDIPPER/Sea Of Love
- 31 BARRY HADAM/I Can't Drive 55
- 32 RUBY LEWIS & HERMIE/Making On A Thin Line
- 33 TONY SHAW/Girls With Guns
- 34 DENNIS DEYOUNG/Desert Moon
- 35 CHRIS HEMSWORTH/Donna Donna
- 36 TOTO/Stranger In Town
- 37 U2/Pride In The Name Of
- 38 JOHN WALTERS/Youre So Vain
- 39 PAT BENATAR/We Belong
- 40 DAN HARTMAN/We Are The Young

- ADDD DON HENLEY/Boys Of Summer
BRUCE SPRINGSTEEN/Born In The U.S.A.
JACK WAGNER/All I Need
HEM EDITOR/Cool It Now
- ON J. GEIL BAND/Comeled Hoopoe
BRUCE SPRINGSTEEN/Born In The U.S.A.
RICK SPRINGFIELD/Taxi Dancing
THE BEATLES/For You

Hot Hits in 105 KITS San Francisco

PD: Bob Garrett
MD: Craig Roberts

- 1 PRINCE/Let's Go Crazy
- 2 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 3 STEVIE NICKER/Just Called To Say Hello
- 4 PRINCE/Purple Rain
- 5 CHELSEA/Just A Little Bit Closer
- 6 TINA TURNER/Better Be Good To Me
- 7 WHAM!/Make Me Up Before You Go
- 8 DAVID BOWIE/Blue Jean
- 9 CULTURE CLUB/The War Song
- 10 BRUCE SPRINGSTEEN/Cover Me
- 11 HILL & GATES/Out Of Touch
- 12 SHEENA EASTON/Strut
- 13 CHAKA KHAN/I Feel For You
- 14 MADONNA/Lucky Star
- 15 JOHN CAPPERRY & S/O On The Dark Side
- 16 LIONEL RICHIE/Penny Lover
- 17 CYNDI LAUPER/All Through The Night
- 18 KENNY ROGERS/What About Me?
- 19 COREY HART/It Ain't Enough
- 20 ROD STERLYN/Some Guys Have All The Love
- 21 HEM EDITOR/Cool It Now
- 22 DURAN DURAN/The Wild Boys
- 23 LIONEL RICHIE/Penny Lover
- 24 PAUL MCCARTNEY/No More Lonely Nights
- 25 DIANA ROSS/Sweet Amy
- 26 BARRY HADAM/I Can't Drive 55
- 27 DENNIS DEYOUNG/Desert Moon
- 28 RUBY LEWIS & HERMIE/Making On A Thin Line
- 29 U2/Pride In The Name Of
- 30 COREY HART/It Ain't Enough

- ADDD JOHN WALTERS/Youre So Vain
JENNIFER JACKSON/Do What You Do
CHRIS HEMSWORTH/Donna Donna
ANDY ANDERSON/Donna Donna
SCANDAL/Ready Tied
- ON ELTON JOHN/Who Wants To Be A Millionaire
38 SPECIAL/Teacher Teacher
HOWYDIPPER/Sea Of Love
FRANKIE GOES TO THE CHORUS
TOTO/Stranger In Town
BRYAN ADAMS/Ran To You
U2/Pride In The Name Of
JENNIFER JACKSON/Do What You Do

KS 103 FM HOT HITS!

PD: Dave Parks San Diego
MD/Assist. PD: Mike Preston

- 1 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 2 CHAKA KHAN/I Feel For You
- 3 PRINCE/Purple Rain
- 4 WHAM!/Make Me Up Before You Go
- 5 DIANA ROSS/Sweet Amy
- 6 STEVIE NICKER/Just Called To Say Hello
- 7 JOHN CAPPERRY & S/O On The Dark Side
- 8 POINTER SISTERS/I'm So Excited
- 9 TINA TURNER/Better Be Good To Me
- 10 SHEENA EASTON/Strut
- 11 DAVID BOWIE/Blue Jean
- 12 HILL & GATES/Out Of Touch
- 13 CHELSEA/Just A Little Bit Closer
- 14 CULTURE CLUB/The War Song
- 15 PAUL MCCARTNEY/No More Lonely Nights
- 16 CYNDI LAUPER/All Through The Night
- 17 MADONNA/Lucky Star
- 18 HEM EDITOR/Cool It Now
- 19 ROD STERLYN/Some Guys Have All The Love
- 20 LIONEL RICHIE/Penny Lover
- 21 KENNY ROGERS/What About Me?
- 22 HOWYDIPPER/Sea Of Love
- 23 ROD STERLYN/Some Guys Have All The Love
- 24 COREY HART/It Ain't Enough
- 25 SHEILA E./The Glamorous Life
- 26 JACK WAGNER/All I Need
- 27 PRINCE/Let's Go Crazy
- 28 BARRY HADAM/I Can't Drive 55
- 29 ROMBO VOID/A Girl In Trouble
- 30 PAT BENATAR/We Belong
- 31 BRUCE SPRINGSTEEN/Cover Me
- 32 CHRIS HEMSWORTH/Donna Donna
- 33 CHELSEA/Just A Little Bit Closer
- 34 DAN HARTMAN/We Are The Young
- 35 DURAN DURAN/The Wild Boys
- 36 SAM HARRIS/Sugar Don't Bite
- 37 RUBY LEWIS & HERMIE/Making On A Thin Line
- 38 SURVIVOR/I Can't Hold Back
- 39 U2/Pride In The Name Of
- 40 JENNIFER JACKSON/Do What You Do

- ADDD BRUCE SPRINGSTEEN/Born In The U.S.A.
SHEILA E./The Belle Of St. Mark
RICK SPRINGFIELD/Taxi Dancing
JULIAN LEWSON/Valotte
BRYAN ADAMS/Ran To You
- ON TOTO/Stranger In Town

JUSTICE DENVER

PD: Doug Erickson
MD: Gloria Avila

- 1 PRINCE/Purple Rain
- 2 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 3 WHAM!/Make Me Up Before You Go
- 4 STEVIE NICKER/Just Called To Say Hello
- 5 DENNIS DEYOUNG/Desert Moon
- 6 CYNDI LAUPER/All Through The Night
- 7 JOHN CAPPERRY & S/O On The Dark Side
- 8 CHELSEA/Just A Little Bit Closer
- 9 STEVIE NICKER/Just Called To Say Hello
- 10 PAUL MCCARTNEY/No More Lonely Nights
- 11 TINA TURNER/Better Be Good To Me
- 12 HOWYDIPPER/Sea Of Love
- 13 TINA TURNER/What's Love Got To Do With Us
- 14 JOHN WALTERS/Youre So Vain
- 15 CHAKA KHAN/I Feel For You
- 16 DENNIS DEYOUNG/Desert Moon
- 17 DAVID BOWIE/Blue Jean
- 18 CULTURE CLUB/The War Song
- 19 SHEENA EASTON/Strut
- 20 HOWYDIPPER/Sea Of Love
- 21 LIONEL RICHIE/Penny Lover
- 22 CHELSEA/Just A Little Bit Closer
- 23 CHELSEA/Just A Little Bit Closer
- 24 PAT BENATAR/We Belong
- 25 KENNY ROGERS/What About Me?
- 26 RUBY LEWIS & HERMIE/Making On A Thin Line
- 27 SPECIAL/Teacher Teacher
- 28 SURVIVOR/I Can't Hold Back
- 29 ELTON JOHN/Who Wants To Be A Millionaire
- 30 ROD STERLYN/Some Guys Have All The Love
- 31 DURAN DURAN/The Wild Boys
- 32 TONY SHAW/Girls With Guns
- 33 COREY HART/It Ain't Enough
- 34 PAT BENATAR/We Belong
- 35 ROD STERLYN/Some Guys Have All The Love
- 36 TOTO/Stranger In Town
- 37 JOHN WALTERS/Youre So Vain
- 38 SAM HARRIS/Sugar Don't Bite
- 39 PETER WOLF/I Need You Tonight
- 40 CHRIS HEMSWORTH/Donna Donna

KWSS 94.5 FM San Jose

PD: Dave Van Stone
MD: Robin Kipps

- 1 PRINCE/Purple Rain
- 2 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 3 WHAM!/Make Me Up Before You Go
- 4 POINTER SISTERS/I'm So Excited
- 5 DENNIS DEYOUNG/Desert Moon
- 6 DAVID BOWIE/Blue Jean
- 7 STEVIE NICKER/Just Called To Say Hello
- 8 TINA TURNER/Better Be Good To Me
- 9 HILL & GATES/Out Of Touch
- 10 CHELSEA/Just A Little Bit Closer
- 11 ROD STERLYN/Some Guys Have All The Love
- 12 BRUCE SPRINGSTEEN/Cover Me
- 13 JOHN CAPPERRY & S/O On The Dark Side
- 14 CHAKA KHAN/I Feel For You
- 15 CYNDI LAUPER/All Through The Night
- 16 TONY SHAW/Girls With Guns
- 17 SHEENA EASTON/Strut
- 18 PAUL MCCARTNEY/No More Lonely Nights
- 19 MADONNA/Lucky Star
- 20 HOWYDIPPER/Sea Of Love
- 21 RUBY LEWIS & HERMIE/Making On A Thin Line
- 22 FIVE/Are We Cursed?
- 23 PAT BENATAR/We Belong
- 24 ROD STERLYN/Some Guys Have All The Love
- 25 CHRIS HEMSWORTH/Donna Donna
- 26 HEM EDITOR/Cool It Now
- 27 CULTURE CLUB/The War Song
- 28 COREY HART/It Ain't Enough
- 29 DURAN DURAN/The Wild Boys

- ADDD BRUCE SPRINGSTEEN/Born In The U.S.A.
SHEILA E./The Belle Of St. Mark
DAN HARTMAN/We Are The Young
JULIAN LEWSON/Valotte
FRANKIE GOES TO THE CHORUS
- ON ELTON JOHN/Who Wants To Be A Millionaire
38 SPECIAL/Teacher Teacher
HOWYDIPPER/Sea Of Love
FRANKIE GOES TO THE CHORUS
TOTO/Stranger In Town
BRYAN ADAMS/Ran To You
U2/Pride In The Name Of
JENNIFER JACKSON/Do What You Do

FM 102 Sacramento

PD: Rick Gillette
MD: Chris Collins

- 1 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 2 CHAKA KHAN/I Feel For You
- 3 STEVIE NICKER/Just Called To Say Hello
- 4 SHEENA EASTON/Strut
- 5 WHAM!/Make Me Up Before You Go
- 6 HEM EDITOR/Cool It Now
- 7 KENNY ROGERS/What About Me?
- 8 HILL & GATES/Out Of Touch
- 9 CHELSEA/Just A Little Bit Closer
- 10 POINTER SISTERS/I'm So Excited
- 11 CYNDI LAUPER/All Through The Night
- 12 SHEILA E./The Glamorous Life
- 13 TINA TURNER/Better Be Good To Me
- 14 LIONEL RICHIE/Penny Lover
- 15 TIME/Jungle Love
- 16 DIANA ROSS/Sweet Amy
- 17 JENNIFER JACKSON/Do What You Do
- 18 PRINCE/Purple Rain
- 19 FIVE/Are We Cursed?
- 20 DURAN DURAN/The Wild Boys
- 21 ROD STERLYN/Some Guys Have All The Love
- 22 DENNIS DEYOUNG/Desert Moon
- 23 JEFFREY OSBORNE/Don't Stop Believin'
- 24 SHEILA E./The Belle Of St. Mark
- 25 VANITY/Pretty Mess
- 26 DAN HARTMAN/We Are The Young
- 27 PAT BENATAR/We Belong
- 28 PAUL MCCARTNEY/No More Lonely Nights
- 29 SAM HARRIS/Sugar Don't Bite
- 30 JENNIFER JACKSON/Complicated

- ADDD THOMPSON TWINS/The Gap
BILLY IDOL/Catch My Fall
JOHN WALTERS/Youre So Vain
JOE COCKER/Edge Of A Dream...
JACK WAGNER/All I Need
MIDWEST STAR/Operator
- ON BRYAN ADAMS/Ran To You
DONNA SUMNER/Superstardust Love
HOWYDIPPER/Sea Of Love
STEPHANIE MILES/The Medicine Song
MARC ANTHONY/TWO/So Fine

ALL HITS KPKE DENVER

PD: Tim Fox
Asst. PD: Mark Bolke

- 1 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 2 STEVIE NICKER/Just Called To Say Hello
- 3 CHELSEA/Just A Little Bit Closer
- 4 ELTON JOHN/Who Wants To Be A Millionaire
- 5 JOHN CAPPERRY & S/O On The Dark Side
- 6 PRINCE/Purple Rain
- 7 WHAM!/Make Me Up Before You Go
- 8 HILL & GATES/Out Of Touch
- 9 CYNDI LAUPER/All Through The Night
- 10 MADONNA/Lucky Star
- 11 LIONEL RICHIE/Penny Lover
- 12 SCANDAL/Ready Tied
- 13 TINA TURNER/Better Be Good To Me
- 14 CHAKA KHAN/I Feel For You
- 15 SHEILA E./The Glamorous Life
- 16 BRUCE SPRINGSTEEN/Cover Me
- 17 PRINCE/Let's Go Crazy
- 18 DENNIS DEYOUNG/Desert Moon
- 19 LEMMY/ROCKING/Don't Incline
- 20 SURVIVOR/I Can't Hold Back
- 21 SPECIAL/Teacher Teacher
- 22 JACK WAGNER/All I Need
- 23 CHRIS HEMSWORTH/Donna Donna
- 24 PAUL MCCARTNEY/No More Lonely Nights
- 25 DAVID BOWIE/Blue Jean
- 26 RUBY LEWIS & HERMIE/Making On A Thin Line
- 27 PAT BENATAR/We Belong
- 28 HOWYDIPPER/Sea Of Love
- 29 BARRY HADAM/I Can't Drive 55
- 30 TOTO/Stranger In Town
- 31 BRYAN ADAMS/Ran To You
- 32 TONY SHAW/Girls With Guns
- 33 TOTO/Stranger In Town

KUBE 93 FM Seattle

PD: Bob Case
MD: Wendy Christopher

- 1 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 2 WHAM!/Make Me Up Before You Go
- 3 PRINCE/Purple Rain
- 4 CHAKA KHAN/I Feel For You
- 5 STEVIE NICKER/Just Called To Say Hello
- 6 SHEENA EASTON/Strut
- 7 DAVID BOWIE/Blue Jean
- 8 CHELSEA/Just A Little Bit Closer
- 9 DENNIS DEYOUNG/Desert Moon
- 10 TINA TURNER/Better Be Good To Me
- 11 HILL & GATES/Out Of Touch
- 12 JOHN CAPPERRY & S/O On The Dark Side
- 13 CYNDI LAUPER/All Through The Night
- 14 PAUL MCCARTNEY/No More Lonely Nights
- 15 KENNY ROGERS/What About Me?
- 16 LIONEL RICHIE/Penny Lover
- 17 HOWYDIPPER/Sea Of Love
- 18 SURVIVOR/I Can't Hold Back
- 19 CULTURE CLUB/The War Song
- 20 BARRY HADAM/I Can't Drive 55
- 21 COREY HART/It Ain't Enough
- 22 RUBY LEWIS & HERMIE/Making On A Thin Line
- 23 PAT BENATAR/We Belong
- 24 CHRIS HEMSWORTH/Donna Donna
- 25 JACK WAGNER/All I Need
- 26 DURAN DURAN/The Wild Boys
- 27 SHEILA E./The Belle Of St. Mark
- 28 U2/Pride In The Name Of
- 29 ROGER HODGSON/Red & Dream
- 30 PETER WOLF/I Need You Tonight
- 31 VAN HALEN/Hot For Teacher

- ADDD JULIAN LEWSON/Valotte
TOTO/Stranger In Town
JENNIFER JACKSON/Do What You Do
BRYAN ADAMS/Ran To You
BRUCE SPRINGSTEEN/Born In The U.S.A.
- ON TONY SHAW/Girls With Guns
ROMBO VOID/A Girl In Trouble

KZZP Phoenix

MD: Steve Goddard

- 1 WHAM!/Make Me Up Before You Go
- 2 BILLY OCCAM/Caribbean Queen (No More Love Shaves)
- 3 PRINCE/Purple Rain
- 4 STEVIE NICKER/Just Called To Say Hello
- 5 CHELSEA/Just A Little Bit Closer
- 6 DENNIS DEYOUNG/Desert Moon
- 7 HILL & GATES/Out Of Touch
- 8 JOHN CAPPERRY & S/O On The Dark Side
- 9 TINA TURNER/Better Be Good To Me
- 10 DAVID BOWIE/Blue Jean
- 11 ROD STERLYN/Some Guys Have All The Love
- 12 SHEENA EASTON/Strut
- 13 ELTON JOHN/Who Wants To Be A Millionaire
- 14 POINTER SISTERS/I'm So Excited
- 15 CYNDI LAUPER/All Through The Night
- 16 LIONEL RICHIE/Penny Lover
- 17 MADONNA/Lucky Star
- 18 KENNY ROGERS/What About Me?
- 19 CHAKA KHAN/I Feel For You
- 20 CULTURE CLUB/The War Song
- 21 PRINCE/Let's Go Crazy
- 22 PAUL MCCARTNEY/No More Lonely Nights
- 23 DIANA ROSS/Sweet Amy
- 24 SURVIVOR/I Can't Hold Back
- 25 COREY HART/It Ain't Enough
- 26 RUBY LEWIS & HERMIE/Making On A Thin Line
- 27 PAT BENATAR/We Belong
- 28 HOWYDIPPER/Sea Of Love
- 29 STEVIE NICKER/Just Called To Say Hello
- 30 ROMBO VOID/A Girl In Trouble
- 31 CHRIS HEMSWORTH/Donna Donna
- 32 TONY SHAW/Girls With Guns
- 33 TOTO/Stranger In Town
- 34 CHRIS HEMSWORTH/Donna Donna
- 35 DURAN DURAN/The Wild Boys
- 36 SCANDAL/Ready Tied

- ADDD JOHN WALTERS/Youre So Vain
HEM EDITOR/Cool It Now
JENNIFER JACKSON/Do What You Do
BRUCE SPRINGSTEEN/Born In The U.S.A.

EAST
Most Added Hottest
Bruce Springsteen Prince
B. Segar & Silver Bullet Band WHAM!
Don Henley Billy Ocean

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added Hottest
Don Henley Prince
Bruce Springsteen WHAM!
B. Segar Silver Bullet Band Billy Ocean

EAST

Parallel Two

WFLY/Albany, NY
Clark/Lawrence

BRUCE SPRINGSTEEN
DON HENLEY
U2
BOB SEGER
SHEILA E.
JOE COCKER
Hottest:
BILLY OCEAN 1-1
PRINCE 9-2
WHAM! 10-3
ROD STEWART 5-4
TINA TURNER 13-5

Q100/Albany, PA
Dillon/Freeman

NEW EDITION
DON HENLEY
BOB SEGER
JACK MAGNER
J. GEILS BAND
REBBIE JACKSON
LAURA BRANIGAN
ROGER HOOGSON
BRUCE SPRINGSTEEN
LIMITS
Hottest:
PRINCE 3-1
STEVE MONDER 1-2
BILLY OCEAN 5-3
WHAM! 14-7
DURAN DURAN 33-19

WMAA/Baltimore, MD
Wimmer/Payne

DON HENLEY
JOHN MAITE
BRUCE SPRINGSTEEN
JEFFREY OSBORNE
BOB SEGER
Hottest:
STEVE MONDER 1-1
BILLY OCEAN 4-2
PRINCE 11-3
WHAM! 8-4
DENNIS DEYOUNG 12-8

WBEN-FM/Buffalo, NY
Roger Christian

REBBIE JACKSON
RUEY LEWIS & NEWS
PAT BENATAR
JOE COCKER
Hottest:
BILLY OCEAN 3-1
CHAKA KHAN 4-3
WHAM! 6-5
TINA TURNER 12-6
PAUL MCCARTNEY 14-8

WVRS/Charleston, WV
Chris Bailey

DURAN DURAN
BOB SEGER
DON HENLEY
BILLY IDOL
J. GEILS BAND
2 ROCKS
Hottest:
CHAKA KHAN 7-1
CYNDI LAUPER 20-15
PAT BENATAR 35-25
BONEYDRIPPERS 33-27
DURAN DURAN 4-32

K100/Erie, PA
Bill Shannon

DON HENLEY
GIUFFRÀ
BRUCE SPRINGSTEEN
SBALAMAR
Hottest:
TINA TURNER 4-1
LIONEL RICHIE 6-4
SAMMY HAGAR 8-6
BONEYDRIPPERS 11-8
38 SPECIAL 13-11

WERZ/Easton, PA
Scott McKee

BRUCE SPRINGSTEEN
BOB SEGER
BILLY IDOL
THOMPSON TWINS
EUROGLIDERS
BANANARAMA
SHEILA E.
DON HENLEY
GIUFFRÀ
Hottest:
BILLY OCEAN 2-1
SHEENA EASTON 7-3
BALL & OATES 15-10
DURAN DURAN D-15

WTIC-FM/Hartford, CT
Mike West

DURAN DURAN
TOTO
Hottest:
CHAKA KHAN 1-1
WHAM! 5-2
PRINCE 4-3
NEW EDITION 17-7
PAUL MCCARTNEY 20-12

WKEM/Huntington, WV
Gary Miller

DURAN DURAN
DONNA SUMMER
U2
SHEILA E.
BRUCE SPRINGSTEEN
DON HENLEY
BILLY IDOL
BANANARAMA
Hottest:
PRINCE 1-1
WHAM! 3-2
BALL & OATES 11-3
DENNIS DEYOUNG 6-4
TINA TURNER 8-5

WLAN-FM/Lancaster, PA
Tom Heilbray

LINDSEY BUCKINGHAM
BRYAN ADAMS
DON HENLEY
THOMPSON TWINS
BRUCE SPRINGSTEEN
JOHN DENVER (dp)
Hottest:
WHAM! 3-1
DENNIS DEYOUNG 4-3
BALL & OATES 8-4
PRINCE 12-6
PAUL MCCARTNEY 27-19

KC101/New Haven, CT
Star Rybak

REBBIE JACKSON
FRANKIE GOES TO H
BOB SEGER
BRYAN ADAMS
SHEENA EASTON
JACK MAGNER
Hottest:
PRINCE 2-1
CHAKA KHAN 5-2
WHAM! 7-4
CULTURE CLUB 20-14
DURAN DURAN D-23

Z106/Philadelphia, PA
Dave/Tiller

PAT BENATAR
BRUCE SPRINGSTEEN
CARS
JERMAINE JACKSON
FRANKIE GOES TO H (dp)
SBALAMAR
Hottest:
PRINCE 1-1
STEVE MONDER 3-3
BALL & OATES 10-7
JACK MAGNER 27-15
PAUL MCCARTNEY 30-22

WSPK/Poughkeepsie, NY

U2 (dp)
BOB SEGER
DON HENLEY
BRYAN ADAMS
BRUCE SPRINGSTEEN
Hottest:
PRINCE 10-3
CHAKA KHAN 12-7
BALL & OATES 13-8
CYNDI LAUPER 21-11
SURVIVOR 20-12

OS2/Rochester, NY
Stevens/Messner

GIUFFRÀ
BRUCE SPRINGSTEEN
DURAN DURAN
ROGER HOOGSON
BRYAN ADAMS
BOB SEGER
Hottest:
STEVE MONDER 6-1
WHAM! 7-1
DENNIS DEYOUNG 10-5
BILLY OCEAN 9-8
RUEY LEWIS & NEWS 18-1

SPX/ROchester, NY
Tom Mitchell

BRUCE SPRINGSTEEN
DON HENLEY
BOB SEGER
JERMAINE JACKSON
THOMPSON TWINS
NEW EDITION
REBBIE JACKSON
Hottest:
BILLY OCEAN 3-1
STEVE MONDER 1-2
PRINCE 2-3
WHAM! 7-5
CHAKA KHAN 11-6

WQFM/Schenectady, NY
Tom Parker

BRUCE SPRINGSTEEN
THOMPSON TWINS
SHEILA E.
J. GEILS BAND
BOB SEGER
DON HENLEY
Hottest:
STEVE MONDER 1-1
BALL & OATES 6-4
WHAM! 10-6
TINA TURNER 13-9
SURVIVOR 25-16

WKFM/Syracuse, NY
Kevin Fannessy

BRUCE SPRINGSTEEN
JOHN MAITE
BOB SEGER
CARS
DON HENLEY
BILLY IDOL
REO SPEEDWAGON
JERMAINE JACKSON
EUROGLIDERS
DONNA SUMMER
JOE COCKER
ASPFORD & SIMPSON
Hottest:
PRINCE 3-1
WHAM! 9-4
DAVID BOWIE 13-10
JULIAN LENNON 28-21
TOMMY SHAW 31-27

WVYQ/Fredrick, MD
David Laird

BRYAN ADAMS
PAT BENATAR
CARS
JOE COCKER
GIUFFRÀ
Hottest:
PRINCE 1-1
BILLY OCEAN 3-2
WHAM! 7-4
BALL & OATES 11-5
CHAKA KHAN 16-8

WPSB/Trenton, NJ
Tom Taylor

DON HENLEY
BILLY IDOL
NEW EDITION
BOB SEGER
BRUCE SPRINGSTEEN
Hottest:
PRINCE 2-1
PAUL MCCARTNEY 5-3
WHAM! 9-5
PAT BENATAR 30-23
DURAN DURAN D-34

WRCK/Utica, NY
Jim Raitz

BRUCE SPRINGSTEEN
BOB SEGER
DON HENLEY
LINDSEY BUCKINGHAM
GENERAL PUBLIC
OZZIE (dp)
GIUFFRÀ
Hottest:
DENNIS DEYOUNG 5-3
BALL & OATES 9-5
38 SPECIAL 20-10
WHAM! 16-11

WKRL-FM/Wilkes-Barre,
Don Hackett

J. GEILS BAND
BOB SEGER
JOE COCKER
BRUCE SPRINGSTEEN
BAND OF GOLD
NEW EDITION
RUEY LEWIS & NEWS
DON HENLEY
THOMPSON TWINS
GENERAL PUBLIC
Hottest:
STEVE MONDER 1-1
BILLY OCEAN 3-1
DENNIS DEYOUNG 7-4
WHAM! 10-5
DAVID BOWIE 12-6
BALL & OATES 21-11

WHTF/York, PA
Michael Borzynski

none
Hottest:
STEVE MONDER 1-1
BILLY OCEAN 2-2
PRINCE 3-3
CHICAGO 5-5
WHAM! 8-8

Q106/York, PA
Mark McKenzie

none
Hottest:
STEVE MONDER 1-1
POINTER SISTERS 3-3
PRINCE 7-7
WHAM! 8-8
BALL & OATES 9-9

Parallel Three

WFBG/Altoona, PA
Tony Booth

DON HENLEY
LAURA BRANIGAN (dp)
NEW EDITION
BRUCE SPRINGSTEEN
U2 (dp)
MELISSA MANCHESTE
THOMPSON TWINS
GIUFFRÀ
Hottest:
STEVE MONDER 1-1
SHEENA EASTON 8-5
LIONEL RICHIE 12-7
CHAKA KHAN 14-8
SURVIVOR 18-10
BOB SEGER

WZON/Bangor, ME
Michael O'Hara

EUROGLIDERS
BOB SEGER
DON HENLEY
BRUCE SPRINGSTEEN
JOE COCKER
SHEILA E.
CHAKA KHAN
Hottest:
BILLY OCEAN 7-1
JOHN CAFFERTY & B 4-3
PRINCE 10-6
TINA TURNER 15-11
PAUL MCCARTNEY 25-15

WQV/Beth, ME
Bob Anderson

BRUCE SPRINGSTEEN
SCANDAL
JERMAINE JACKSON
LAURA BRANIGAN
BILLY IDOL
Hottest:
PRINCE 1-1
SHEENA EASTON 9-7
CYNDI LAUPER 14-10
CHAKA KHAN 18-12

103CIR/Beckley, WV
Bob Spencer

BRUCE SPRINGSTEEN
THOMPSON TWINS
SHEILA E.
J. GEILS BAND
BOB SEGER
DON HENLEY
Hottest:
STEVE MONDER 1-1
RENNY ROGERS 3-3
WHAM! 4-4
BALL & OATES 6-5

WOAY/Beckley, WV
Jim Martin

BRUCE SPRINGSTEEN
DON HENLEY
BILLY IDOL
REBBIE JACKSON
NEW EDITION
BOB SEGER
BRUCE SPRINGSTEEN (dp)
DONNA SUMMER
Hottest:
BILLY OCEAN 2-1
WHAM! 4-2
LIONEL RICHIE 13-5
BALL & OATES 9-7
DURAN DURAN 32-16

WKZZ/Chambersburg, PA
Matthews/Alexander

JACK MAGNER (dp)
BRYAN ADAMS
BRUCE SPRINGSTEEN
Hottest:
PRINCE 1-1
WHAM! 3-2
BILLY OCEAN 4-3
CHAKA KHAN 7-5
SHEENA EASTON 12-8

WZYQ/Fredrick, MD
Kemosabi Joe

BOB SEGER
DON HENLEY
BRUCE SPRINGSTEEN
Hottest:
BILLY OCEAN 3-1
WHAM! 2-2
PRINCE 7-4
DAVID BOWIE 11-9
BALL & OATES 14-10

WQCM/Hagerstown, MD
WHS Kaufman

BRUCE SPRINGSTEEN
DON HENLEY
BILLY IDOL
REBBIE JACKSON (dp)
Hottest:
PRINCE 1-1
CHAKA KHAN 2-2
WHAM! 3-3
BILLY OCEAN 4-4
KENNY ROGERS 20-15

OK100/Ithaca, NY
Bill Weston

MOLLY HATCHET
BRUCE SPRINGSTEEN
Hottest:
BILLY OCEAN 2-1
WHAM! 6-3
TINA TURNER 10-5
CYNDI LAUPER 17-9
JACK MAGNER D-29

WKHI/Ocean City, MD
Jack Gillen

BRYAN ADAMS
BAND OF GOLD
BRUCE SPRINGSTEEN
BOB SEGER
EUROGLIDERS
DON HENLEY
Hottest:
STEVE MONDER 1-1
BILLY OCEAN 2-2
TINA TURNER 10-7
DAVID BOWIE 12-8
CHAKA KHAN 16-9

68XII/Parkersburg, WV
Paul DeMille

JEFFREY OSBORNE
BLACKFOOT
BRUCE SPRINGSTEEN
DON HENLEY
DENNIS DEYOUNG
STEPHEN STILLS
MOLLY HATCHET
Hottest:
DENNIS DEYOUNG 1-1
LIONEL RICHIE 2-2
TINA TURNER 3-3
WHAM! 18-9
PAUL MCCARTNEY 25-10

WJBO/Portland, ME
Phoenix/O'Neil

BRUCE SPRINGSTEEN
EUROGLIDERS
JACK MAGNER
BANANARAMA
ALPRAVILLE
Hottest:
BILLY OCEAN 3-1
PRINCE 4-2
WHAM! 9-3
SHEENA EASTON 6-5
JULIAN LENNON 26-6

WOMP-FM/Wheeling, WV
Dwayne Bonds

BRUCE SPRINGSTEEN
SHEILA E.
BRYAN ADAMS
LAURA BRANIGAN
DONNA SUMMER
THOMPSON TWINS
JACK MAGNER
SCANDAL
Hottest:
PRINCE 3-1
DAVID BOWIE 4-2
TINA TURNER 7-3
WHAM! 17-8
BARBARA STREISAND 15-1

WBGV/Williamsport, PA
Cruz/Williams

NEW EDITION
SHEILA E.
U2
JACKSONS
Hottest:
WHAM! 7-1
PRINCE 2-2
BILLY OCEAN 6-3
DENNIS DEYOUNG 8-4
BALL & OATES 11-6

WBSX/Charleston, WV
Phyllis/Allen

CARS
BRUCE SPRINGSTEEN
SHEILA E.
BOB SEGER
EUROGLIDERS
GIUFFRÀ
SAMMY HAGAR (dp)
Hottest:
BILLY OCEAN 3-1
WHAM! 5-2
SHEENA EASTON 13-9
TINA TURNER 18-13
DURAN DURAN 32-18

WJZY/Charlotte, NC
Bob Kagan

none
Hottest:
PRINCE 1-1
CHAKA KHAN 2-2
SHEENA EASTON 5-5
TINA TURNER 6-6
BALL & OATES 7-7

WJZR/Charlotte, NC
Chrysler/Oarale

ROGER HOOGSON
GENERAL PUBLIC
JOHN MAITE
PETER MOLF
BRUCE SPRINGSTEEN
THOMPSON TWINS
DONNA SUMMER
THOMPSON TWINS
JACK MAGNER
SCANDAL
Hottest:
PRINCE 10-4
SAMMY HAGAR 14-9
SHEENA EASTON 15-10
CHAKA KHAN 22-14

WBSX/Chattanooga, TN
Eric Page

CHAKA KHAN
DURAN DURAN
BRYAN ADAMS
CARS
ROGER HOOGSON
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 3-3
BALL & OATES 7-4
TINA TURNER 8-6

WNOK-FM/Columbia, SC
Peter Hamlett

GIUFFRÀ
DONNA SUMMER
BRUCE SPRINGSTEEN
ROGER HOOGSON
TIME
JACK MAGNER
Hottest:
BILLY OCEAN 3-1
SHEENA EASTON 4-2
PRINCE 7-3
WHAM! 8-4
BALL & OATES 12-5

WZLD/Columbia, SC
Chuck Finley

TIME
DON HENLEY
U2 (dp)
GIUFFRÀ
BOB SEGER
SAM HARRIS
Hottest:
LIONEL RICHIE 25-15
RUEY LEWIS & NEWS 35-2
PAT BENATAR 34-25
TOMMY SHAW 39-28
DURAN DURAN D-29

WFMF/Baton Rouge, LA
Rical/Allyson

CHAKA KHAN
Hottest:
BILLY OCEAN 4-1
PRINCE 5-3
WHAM! 9-4
LIONEL RICHIE 14-10
SHEENA EASTON 23-14

WDCG/Durham/Raleigh, NC
Freeman/Wright

PETER MOLF
JULIAN LENNON
GIUFFRÀ
Hottest:
BILLY OCEAN 2-1
PRINCE 3-2
CHAKA KHAN 10-4
TINA TURNER 8-5
BALL & OATES 9-6

KWCI/Paso, TX
Bob West

REBBIE JACKSON
TIME
LURA BRANIGAN
SHALAMAR
Hottest:
STEVE MONDER 1-1
BILLY OCEAN 2-2
CHAKA KHAN 9-6
TINA TURNER 17-9
BALL & OATES 19-13

KZZB/Beaumont, TX
Jerry Loustau

BRUCE SPRINGSTEEN
DON HENLEY
BILLY IDOL
THOMPSON TWINS
GIUFFRÀ
BANANARAMA
Hottest:
PRINCE 1-1
WHAM! 3-2
BALL & OATES 7-4
JACK MAGNER 10-6
PAUL MCCARTNEY 17-13
RUEY LEWIS & NEWS 24-18

WQDD/Bozox, MS
Mickey Coulter

GIUFFRÀ
BOB SEGER
DON HENLEY
BRUCE SPRINGSTEEN
Hottest:
BILLY OCEAN 2-1
WHAM! 6-3
TINA TURNER 10-5
CYNDI LAUPER 17-9
JACK MAGNER D-29

KXX108/Birmingham, AL
St. John/Balley

BRUCE SPRINGSTEEN
DON HENLEY
JACK MAGNER
BOB SEGER
BRYAN ADAMS
Hottest:
PRINCE 3-1
SHEENA EASTON 5-4
CHAKA KHAN 6-5
TINA TURNER 8-6
BALL & OATES 16-9

WZYP/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.
BOB SEGER
U2
BILLY IDOL
BRUCE SPRINGSTEEN
J. GEILS BAND
Hottest:
PRINCE 3-1
BILLY OCEAN 2-2
WHAM! 5-3
CHAKA KHAN 10-4
LIONEL RICHIE 12-7

WZYY/Huntsville, AL
Scott Mitchell

DON HENLEY
SHEILA E.

MIDWEST
Most Added Hottest
 Bruce Springsteen
 Don Henley
 Bryan Adams
 WHAM!
 Prince
 Billy Ocean

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST
Most Added Hottest
 Bruce Springsteen
 Don Henley
 B. Segar & Silver Bullet Band
 WHAM!
 Prince
 B. Ocean

MIDWEST
Parallel Two

WKDD/Akron, OH
Matt Patrick

none
 Hottest:
 BILLY OCEAN 1-1
 JOHN CAFFERTY & B 3-3
 PRINCE 5-5
 WHAM! 7-7
 HALL & OATES 8-8

WAHC/Appleton-Oshkosh
Chris Caine

DURAN DURAN
 CARS
 JOHN WAITE
 JULIAN LENNON
 ROGER HODGSON
 Hottest:
 PRINCE 1-1
 CHICAGO 2-2
 DENNIS DEYOUNG 10-6
 KISS 11-8
 SHEENA EASTON D-13

WAKU/Appleton-Oshkosh
Ross/Bradleigh

PAT BENATAR
 BRYAN ADAMS
 BRUCE SPRINGSTEEN
 U2 (dp)
 Hottest:
 STEVIE WONDER 1-1
 PRINCE 4-2
 WHAM! 3-3
 HALL & OATES 19-11
 CYNDI LAUPER 20-12

S2X/Columbus, OH
Cook/Cella

BRUCE SPRINGSTEEN
 DON HENLEY
 JOHN WAITE
 ROGER HODGSON
 Hottest:
 PRINCE 2-1
 WHAM! 6-3
 POINTER SISTERS 4-8
 CHAKA KHAN 17-10
 DURAN DURAN 35-24

KHK/Davenport, IA
Jim O'Hara

CARS
 REO SPEEDWAGON
 TOTO
 BRYAN ADAMS
 LAURA BRANIGAN
 Hottest:
 WHAM! 3-1
 PAUL MCCARTNEY 20-15
 JULIAN LENNON 28-19
 DURAN DURAN D-22
 JERMAINE JACKSON 33-23

WG7Z/Dayton, OH
King/Robertson

JULIAN LENNON
 CARS
 DAN HARTMAN
 BRYAN ADAMS
 ROGER HODGSON (dp)
 Hottest:
 PRINCE 2-1
 HALL & OATES 5-3
 WHAM! 8-4
 CYNDI LAUPER 15-12
 CHAKA KHAN 27-19

KMGK/Des Moines, IA
Al Brock

EUROGLIDERS
 JOE COCKER
 DON HENLEY
 BILLY IDOL
 BRUCE SPRINGSTEEN
 BOB SEGER
 Hottest:
 PRINCE 3-1
 CHAKA KHAN 12-7
 LIONEL RICHIE 17-12
 SURVIVOR 18-13
 CULTURE CLUB 20-15

KZIO/Duluth, MN
Barry Knight

JEFFREY OSBORNE
 BRUCE SPRINGSTEEN
 BOB SEGER
 TOTO
 SHEILA E.
 DON HENLEY
 CARS
 MELANIE ROSALES
 Hottest:
 PRINCE 1-1
 BILLY OCEAN 2-2
 SHEENA EASTON 5-3
 TINA TURNER 9-6
 JACK WAGNER 39-28

WKDQ/Evanville, IN
Payne/Chase

DON HENLEY
 BRUCE SPRINGSTEEN
 ROGER HODGSON
 MOLLY HATCHET (dp)
 Hottest:
 BILLY OCEAN 2-1
 PRINCE 4-3
 WHAM! 9-4
 HALL & OATES 12-7
 TINA TURNER 16-9

WSTO/Evanville, IN
Taylor/Aaston

CHAKA KHAN
 HUEY LEWIS & NEWS
 Hottest:
 PRINCE 2-1
 WHAM! 4-2
 BILLY OCEAN 5-4
 DENNIS DEYOUNG 15-9
 TINA TURNER 18-13

WMEE/Ft. Wayne
Scott Dugan

DURAN DURAN
 JULIAN LENNON
 TOTO
 JERMAINE JACKSON
 BRUCE SPRINGSTEEN
 JACK WAGNER
 DON HENLEY
 CARS
 BRYAN ADAMS
 JOHN WAITE
 Hottest:
 STEVIE WONDER 1-1
 BILLY OCEAN 4-2
 PRINCE 6-3
 WHAM! 7-4
 DENNIS DEYOUNG 11-9

WGDR/Grand Rapids, MI
Swart/Stevens

DURAN DURAN
 CARS
 BRYAN ADAMS
 BOB SEGER
 BRUCE SPRINGSTEEN
 TOTO
 Hottest:
 PRINCE 1-1
 WHAM! 8-2
 HALL & OATES 9-3
 DENNIS DEYOUNG 12-10
 SAMMY HAGAR 16-14

WZPI/Indianapolis, IN
Jim Miles

JACK WAGNER
 BOB SEGER
 HUEY LEWIS & NEWS
 JACKSONS
 JOHN DENVER (dp)
 BRUCE SPRINGSTEEN (dp)
 Hottest:
 LIONEL RICHIE 12-10
 CULTURE CLUB 25-13
 DURAN DURAN 20-17
 VAN HALEN 28-19
 JACK WAGNER D-30

WJXQ/Jackson, MI
Ryan/Cheeks

BRUCE SPRINGSTEEN
 BOB SEGER
 LINDSEY BUCKINGHA (dp)
 BEAU COOP (dp)
 FRANKIE GOES TO R (dp)
 TALKING HEADS (dp)
 EUROGLIDERS (dp)
 GIUFFRIDA (dp)
 DON HENLEY
 Hottest:
 SURVIVOR 2-1
 BILLY OCEAN 13-3
 REO SPEEDWAGON 11-6
 COREY HART 22-12
 REO SPEEDWAGON 26-20

WKFR/Kalamazoo, MI
Wainach/Chapman

CARS (dp)
 SCANDAL
 DURAN DURAN (dp)
 BAND OF GOLD
 Hottest:
 BILLY OCEAN 2-1
 PRINCE 4-2
 HALL & OATES 11-5
 LIONEL RICHIE 22-16
 RUBY LEWIS & NEWS 38-27

ZZ98/Kansas City, MO
Collins/Walsh

none
 Hottest:
 WHAM! 3-3
 38 SPECIAL 11-12
 DURAN DURAN 33-21
 KISS D-32
 VAN HALEN D-33

WVIC/Lansing, MI
Martin/Kittredge

BRUCE SPRINGSTEEN
 BRYAN ADAMS
 DURAN DURAN
 CARS
 GIUFFRIDA
 Hottest:
 BILLY OCEAN 4-1
 SURVIVOR 5-2
 HUEY LEWIS & NEWS 6-4
 STEVIE WONDER 7-5
 LIONEL RICHIE 12-6

Z104/Madison, WI
Little/Hudson

BOB SEGER
 BRUCE SPRINGSTEEN
 NEW EDITION
 THOMPSON TWINS
 JACK WAGNER
 Hottest:
 WHAM! 3-1
 TINA TURNER 4-3
 LIONEL RICHIE 8-4
 SHEENA EASTON 12-6
 CHAKA KHAN 10-9

Z96/Milwaukee, WI
Rebbel/Kelly

REBBIE JACKSON (dp)
 PAUL MCCARTNEY (dp)
 BRUCE SPRINGSTEEN
 ROGER HODGSON
 Hottest:
 JOHN CAFFERTY & B 4-1
 WHAM! 12-4
 DAVID BOWIE 18-10
 TOMMY SHAW 17-11
 HALL & OATES 19-12

KJ103/Oklahoma City, OK
BH Cahill

BOB SEGER
 DON HENLEY
 BRUCE SPRINGSTEEN
 GIUFFRIDA
 SHEILA E.
 BILLY IDOL
 Hottest:
 STEVIE WONDER 1-1
 CHAKA KHAN 5-3
 DENNIS DEYOUNG 10-8
 TINA TURNER 23-16
 REO SPEEDWAGON 27-18

KOFM/Oklahoma City, OK
Miller/Cooper

BOB SEGER
 BILLY IDOL
 JULIAN LENNON
 J. GEILS BAND
 ROGER HODGSON
 Hottest:
 STEVIE WONDER 2-1
 PRINCE 8-5
 CHAKA KHAN 11-6
 JACK WAGNER 25-14
 HUEY LEWIS & NEWS 33-23

KKQK/Omaha, NE
Taylor/Olsen

BRUCE SPRINGSTEEN
 REO SPEEDWAGON
 BRYAN ADAMS
 SCANDAL
 Hottest:
 PRINCE 5-1
 BILLY OCEAN 2-2
 WHAM! 3-3
 DENNIS DEYOUNG 10-5
 DURAN DURAN 34-20

KZ93/Peoria, IL
Edwards/Maloney

HONEYDRIPPERS
 BRYAN ADAMS
 DURAN DURAN
 Hottest:
 POINTER SISTERS 1-1
 JOHN CAFFERTY & B 4-2
 BILLY OCEAN 9-6
 DENNIS DEYOUNG 12-7
 WHAM! 11-8

WZOK/Rockford, IL
Geoff Davis

DURAN DURAN
 REO SPEEDWAGON
 PAT BENATAR
 TOTO
 Hottest:
 PRINCE 6-1
 BILLY OCEAN 1-2
 JOHN CAFFERTY & B 3-3
 DENNIS DEYOUNG 4-4
 HALL & OATES 9-6

US3/South Bend, IN
J.K. Dearing

CHAKA KHAN
 KENNY ROGERS
 Hottest:
 STEVIE WONDER 1-1
 PRINCE 8-2
 WHAM! 15-3
 BILLY OCEAN 4-4
 CHAKA KHAN D-9

WRQN/Toledo, OH
Schaffer/Mitchell

DONNA SUMMER
 GENERAL PUBLIC
 BRUCE SPRINGSTEEN
 DON HENLEY
 BOB SEGER
 GIUFFRIDA
 Hottest:
 PRINCE 1-1
 HALL & OATES 10-4
 CHAKA KHAN 14-7
 CULTURE CLUB 18-15
 LIONEL RICHIE 35-25

KAY107/Tulsa, OK
Blain/Stephens

BOB SEGER
 BRUCE SPRINGSTEEN
 JACK WAGNER
 Hottest:
 SAM HARRIS 1-1
 HALL & OATES 7-4
 DAVID BOWIE 18-11
 PAUL MCCARTNEY 28-21
 38 SPECIAL 27-23

KEYN-FM/Wichita, KS
Taylor/Brown

PAT BENATAR
 CARS
 BOB SEGER
 NEW EDITION
 EUROGLIDERS
 BRUCE SPRINGSTEEN
 Hottest:
 PRINCE 3-2
 HALL & OATES 6-3
 CHAKA KHAN 15-10
 COREY HART 21-13
 PAUL MCCARTNEY 22-14

KKRD/Wichita, KS
Oliver/Williams

BOB SEGER
 BRUCE SPRINGSTEEN
 JACKSONS
 DON HENLEY
 J. GEILS BAND
 Hottest:
 WHAM! 3-1
 TINA TURNER 4-3
 LIONEL RICHIE 8-4
 SHEENA EASTON 12-6
 CHAKA KHAN 10-9

WHOT/Youngstown, OH
Dick/Thompson

DURAN DURAN
 SHEILA E.
 REO SPEEDWAGON
 BRUCE SPRINGSTEEN
 CARS
 EUROGLIDERS
 GIUFFRIDA
 Hottest:
 BILLY OCEAN 2-1
 CYNDI LAUPER 7-4
 DENNIS DEYOUNG 10-6
 TINA TURNER 11-9
 LIONEL RICHIE 14-11

WYFM/Youngstown, OH
Jeff Tobin

CHAKA KHAN
 SHEENA EASTON
 BRYAN ADAMS
 CARS
 TOTO
 Hottest:
 JOHN CAFFERTY & B 1-1
 DENNIS DEYOUNG 5-3
 WHAM! 11-7
 TINA TURNER 15-11
 RUBY LEWIS & NEWS 20-16

Parallel Three

KFYR/Bismarck, ND
Brannan/Hardt

none
 Hottest:
 BILLY OCEAN 2-1
 DENNIS DEYOUNG 9-5
 ELTON JOHN 11-8
 HALL & OATES 13-10
 CYNDI LAUPER 14-11

WBNO/Bloomington, IL
Mike Justin

DURAN DURAN
 JERMAINE JACKSON
 BILLY IDOL (dp)
 J. GEILS BAND (dp)
 BRYAN ADAMS (dp)
 THOMPSON TWINS (dp)
 DON HENLEY (dp)
 LINDSEY BUCKINGHA (dp)
 Hottest:
 BILLY OCEAN 5-1
 PRINCE 7-2
 WHAM! 6-3
 SHEENA EASTON 8-5
 DENNIS DEYOUNG 12-7

WBWB/Bloomington, IN
Bob Leonard

JACKSONS
 LINDSEY BUCKINGHA
 J. GEILS BAND
 BRUCE SPRINGSTEEN
 DON HENLEY
 SHEILA E.
 Hottest:
 BILLY OCEAN 1-1
 TINA TURNER 6-2
 PRINCE 7-4
 WHAM! 14-8
 HALL & OATES 16-11

WCIL-FM/Carbondale, IL
Tony Waitkus

DURAN DURAN
 PAT BENATAR (dp)
 MOLLY HATCHET (dp)
 NOLAN THOMAS (dp)
 JEFFREY OSBORNE
 CARS
 Hottest:
 POINTER SISTERS 4-1
 KISS 17-4
 CHICAGO 5-5
 SAM HARRIS 19-13
 NEW EDITION 28-19

KQCR/Cedar Rapids, IA
Gary Olson

BRYAN ADAMS
 DON HENLEY
 JOHN WAITE
 JERMAINE JACKSON
 JOE COCKER
 Hottest:
 CHAKA KHAN 2-1
 WHAM! 1-2
 HONEYDRIPPERS 22-9
 SURVIVOR 18-10
 SAMMY HAGAR 19-12

KCMQ/Columbia, MO
Oave McCormick

BRYAN ADAMS
 JERMAINE JACKSON
 NEW EDITION
 BRUCE SPRINGSTEEN
 BARRY GIBB
 Hottest:
 STEVIE WONDER 1-1
 HALL & OATES 11-5
 PRINCE 13-7
 DENNIS DEYOUNG 12-8
 CHAKA KHAN 21-14

Y94/Fargo, ND
Collins/Anderson

DON HENLEY
 SHEILA E.
 BRUCE SPRINGSTEEN
 BILLY IDOL
 KISS (dp)
 J. GEILS BAND
 Hottest:
 BILLY OCEAN 2-1
 PRINCE 6-2
 WHAM! 7-4
 HALL & OATES 10-6
 HUEY LEWIS & NEWS 32-2

WSPT/Stevens Point, WI
Bouley/Tracy

BRUCE SPRINGSTEEN
 BOB SEGER
 DON HENLEY
 U2
 Hottest:
 WHAM! 4-1
 PRINCE 3-2
 TINA TURNER 6-4
 BILLY OCEAN 9-7
 CYNDI LAUPER 11-8

KDVV/Topeka, KS
Rabat/Parmley

BRUCE SPRINGSTEEN
 JOHN CAFFERTY & B
 DON HENLEY
 SHEILA E.
 LINDSEY BUCKINGHA
 BILLY IDOL
 JACK WAGNER (dp)
 Hottest:
 BILLY OCEAN 1-1
 PRINCE 5-2
 HALL & OATES 10-7
 SAMMY HAGAR 13-8
 SURVIVOR 15-9

KFMW/Waterloo, IA
Mark Potter

CARS
 BOB SEGER
 BRYAN ADAMS
 TOTO (dp)
 JERMAINE JACKSON
 DON HENLEY
 JACKSONS (dp)
 Hottest:
 DENNIS DEYOUNG 8-5
 HALL & OATES 15-6
 CHAKA KHAN 18-11
 LIONEL RICHIE 30-20

WAZY-FM/Lafayette, IN
Stacy/Sparrow

SHEILA E.
 BRUCE SPRINGSTEEN
 DON HENLEY
 JACKSONS
 JOHN WAITE
 Hottest:
 PRINCE 4-1
 BILLY OCEAN 3-2
 CHAKA KHAN 18-10
 HALL & OATES 24-20
 CARS 39-29

WRKR/Racine-Milwaukee
Pat Martin

CARS
 PAT BENATAR
 38 SPECIAL
 BRUCE SPRINGSTEEN
 Hottest:
 WHAM! 1-1
 DAVID BOWIE 3-2
 SHEENA EASTON 4-3
 HONEYDRIPPERS 11-6
 JACK WAGNER 22-10

KKLS-FM/Rapid City, SD
Sherwin/Piper

DURAN DURAN
 TOTO
 DON HENLEY
 CHAKA KHAN
 JACKSONS
 Hottest:
 STEVIE WONDER 1-1
 HALL & OATES 11-6
 SURVIVOR 13-9
 PRINCE 18-10
 PAUL MCCARTNEY 17-11

99KG/Saline, KS
Oenny Collier

TOTO
 JACKSONS
 SHEILA E.
 JOE COCKER
 DON HENLEY
 BANANARAMA
 LINDSEY BUCKINGHA
 U2 (dp)
 HONEYDRIPPERS (dp)
 Hottest:
 BILLY OCEAN 4-2
 CHAKA KHAN 13-7
 HALL & OATES 17-9
 WHAM! 19-10
 TINA TURNER 37-27

KKRC/Sioux Falls, SD
Dan Kleley

BRYAN ADAMS
 BRUCE SPRINGSTEEN
 REO SPEEDWAGON
 JULIAN LENNON
 Hottest:
 BILLY OCEAN 1-1
 PRINCE 5-2
 WHAM! 7-3
 KISS 28-19
 DURAN DURAN 35-24

KWTO-FM/Springfield, MO
Mike Schmidt

BRUCE SPRINGSTEEN
 DON HENLEY
 BRYAN ADAMS
 JACKSONS
 Hottest:
 WHAM! 4-2
 PRINCE 11-5
 DENNIS DEYOUNG 9-7
 SAMMY HAGAR 16-12
 CHAKA KHAN 19-15

WDRR/Springfield, IL
Moora/Lawley

NEW EDITION
 SHEILA E.
 BILLY IDOL
 J. GEILS BAND
 BOB SEGER
 DON HENLEY
 LINDSEY BUCKINGHA
 Hottest:
 PRINCE 1-1
 WHAM! 6-3
 CHAKA KHAN 15-5
 HALL & OATES 12-6
 TINA TURNER 10-7

WSPT/Stevens Point, WI
Bouley/Tracy

BRUCE SPRINGSTEEN
 BOB SEGER
 DON HENLEY
 U2
 Hottest:
 WHAM! 4-1
 PRINCE 3-2
 TINA TURNER 6-4
 BILLY OCEAN 9-7
 CYNDI LAUPER 11-8

KMGX/Freano, CA
Carey Edwards

REBBIE JACKSON
 MIDNIGHT STAR
 JOE COCKER
 Hottest:
 PRINCE 1-1
 CHAKA KHAN 2-2
 NEW EDITION 7-4
 TINA TURNER 6-5
 TIME 9-7

KYNO-FM/Freano, CA
Walker/Davis

BRUCE SPRINGSTEEN
 BILLY IDOL
 DAN HARTMAN
 BRYAN ADAMS
 Hottest:
 BILLY OCEAN 2-1
 PRINCE 3-2
 ROD STEWART 12-4
 DURAN DURAN 33-15

KIKI/Honolulu, HI
Kong/Shahido

GIUFFRIDA
 U40
 JACKSONS
 Hottest:
 none

KQMQ/Honolulu, HI
Kimo Akane

HONEYDRIPPERS
 BRUCE SPRINGSTEEN
 ASHFORD & SIMPSON
 JOE COCKER
 THOMPSON TWINS
 EUROGLIDERS
 DON HENLEY
 Hottest:
 STEVIE WONDER 1-1
 BILLY OCEAN 2-2
 MADONNA 4-3
 WHAM! 6-4
 CHAKA KHAN 7-5

WEST
Parallel Two

KNMQ/Albuquerque-Santa Fe
Stucker/Maitland

BRUCE SPRINGSTEEN
 DON HENLEY
 JULIAN LENNON
 TOTO
 BOB SEGER
 Hottest:
 PRINCE 3-2
 HALL & OATES 8-4
 TINA TURNER 9-5
 WHAM! 12-6
 SHEENA EASTON 18-9

KKXX/Bakersfield, CA
Squires/Kemper

SHEENA EASTON
 BOB SEGER
 JERMAINE JACKSON
 SHEILA E.
 JULIAN LENNON
 BRYAN ADAMS
 Hottest:
 BILLY OCEAN 2-1
 PRINCE 3-2
 DENNIS DEYOUNG 5-3
 HALL & OATES 6-4
 TWISTED SISTER 16-12

KQXR/Bakersfield, CA
Bonnie Knox

BOB SEGER
 DON HENLEY
 THOMPSON TWINS
 BANANARAMA
 ASHFORD & SIMPSON
 BRUCE SPRINGSTEEN
 Hottest:
 WHAM! 1-1
 PRINCE 2-2
 CH

WEEK

7

AIR Priorities

WEEK

7

CHR

Listen to the selections listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R National Airplay Chart. Then call in your responses to AIR at (301) 964-5544. Deadline for CHR response is 6pm, Wednesday, November 7, 1984

TITLE	ARTIST	LABEL
I WANNA HEAR IT FROM YOUR LIPS	ERIC CARMEN	GEFFEN
THE GAP	THOMPSON TWINS	ARISTA
JAMIE	RAY PARKER JR.	ARISTA
HEARTBREAK LOVE	JOHNNY RIVERS	MCA

AOR

Listen to the Tracks listed below. Decide if each has the potential to attain New & Active, Top 40 or Top 25 in the R&R AOR Hot Tracks. Then call in your responses to AIR at (301) 964-5544. Deadline for AOR responses is 6pm, Thursday, November 8, 1984

TITLE/CUTS	ARTIST	LABEL
WE RESERVE THE RIGHT "High School" "Reserve" "Want Rock"	MADAM X	JET/OBS ASSOC.
ITALIAN X-RAYS "Opportunity" "Million"	STEVE MILLER BAND	CAPITOL

AIR (Active Industry Research) is a nationwide network of program and music directors who assess CHR and AOR music for artist managers, producers and record companies.

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AIR

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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.

JERMAINE JACKSON Do What You Do (Arista)

78% of our reporters on it. Moves: Up 29, Debuts 63, Same 63, Down 0, Adds 32 including WHTT, WNYS, WHTX, WNVZ, KWK, KIIS-FM, KITS. Complete airplay in Parallels.

TOTO Stranger In Town (Columbia)

76% of our reporters on it. Moves: Up 35, Debuts 59, Same 60, Down 0, Adds 28 including WXKS-FM, KAFM, WHYT, WLOL-FM, KPKE, KWOD, KUBE. Complete airplay in Parallels.

DAN HARTMAN We Are The Young (MCA)

69% of our reporters on it. Moves: Up 68, Debuts 33, Same 53, Down 0, Adds 13 including KITS, KWSS, WMAR, FM100, WGTZ, KYNO-FM, KWES. Complete airplay in Parallels.

BREAKERS

BRYAN ADAMS Run To You (A&M)

79% of our reporters on it. Move: Up 8, Debuts 38, Same 71, Down 0, Adds 74 including WBLI, B94, 93FM, Q102, WGCL, KIIS-FM, KNBQ. Complete airplay in Parallels.

SCANDAL featuring PATTY SMYTH Hands Tied (Columbia)

63% of our reporters on it. Moves: Up 53, Debuts 17, Same 66, Down 0, Adds 16 including B96, KDWB-FM, KITS, KWSS, KPLUS, WJZR, Z98. Complete airplay in Parallels.

BRUCE SPRINGSTEEN Born In The U.S.A. (Columbia)

60% of our reporters on it. Moves: Up 2, Debuts 3, Same 1, Down 0, Adds 138 including Z100, WHTX, 94Q, B97, WKTI, Q103, KNBQ. Complete airplay in Parallels.

NEW & ACTIVE

NEW EDITION "Cool It Now" (MCA) 137/29

Moves: Up 64, Debuts 28, Same 18, Down 0, Adds 29 including WNYS, B96, WKTI, KWK, KZZP, KMJK, 98PX, 94TYX, Z104, KEYN-FM, KBOS, WOAY, WPFM, WDBR, K96. See Parallels, moves 37-32 on the CHR chart.

JACKSONS "Body" (Epic) 136/29

Moves: Up 28, Debuts 23, Same 55, Down 1, Adds 29 including I95, Q105, Q102, KWOD, KITS, KZZB, G100, BJ105, WZPL, KIKI, KCAQ, WSQV, WKSF, KTDY, KRSP.

SAM HARRIS "Sugar Don't Bite" (Motown) 130/6

Moves: Up 69, Debuts 12, Same 40, Down 3, Adds 8, Q107, Y100, WZLD, G100, KKF, KTDY, B94 26-21, WHTX 14-11, Z93 30-21, Z106 d-36, WJZR 12-10, WOKI 17-13, KAY107 1-1, WCGQ 11-8, WCIL-FM 19-13. See Parallels, debuts at number 39 on the CHR chart.

ROGER HODGSON "Had A Dream (Sleeping With The Enemy)" (A&M) 127/18

Moves: Up 29, Debuts 13, Same 67, Down 0, Adds 18 including WHTT, Q100, Q92, WSKZ, WNOK-FM, KBFM, KX104, WAHC, 92X, WKDQ, WZUU, KOFM, KKF, WCGQ, T94.

✓ DON HENLEY "Boys Of Summer ..." (Geffen) 116/116

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 116 including WNYS, WPHD, WBLI, PRO-FM, 94Q, Z93, KAFM, KIMN, KMJK, KPLUS, WLAN-FM, KZIO, KRO, WZYQ, KKLS-FM.

✓ BOB SEGER & SILVER BULLET BAND "Understanding" (Capitol) 116/97

Moves: Up 9, Debuts 2, Same 8, Down 0, Adds 97 including WHTT, WXKS-FM, WNYS, WPHD, WCAU-FM, B94, 94Q, Z93, B96, WHYT, KBEO, KWK, KIMN, Q103.

KISS "Heaven's On Fire" (Mercury/PolyGram) 107/6

Moves: Up 39, Debuts 15, Same 47, Down 0, Adds 8, KZZB, WJZR, 94TYX, KBFM, KITY, Y94, WHYT 28-24, WKTI 24-19, KPLUS 34-25, Q100 36-25, WOKI 28-15, WAHC 11-8, ZZ99 d-32, WKSF 37-19, WCIL-FM 17-4.

✓ SHEILA E. "The Belle Of St. Mark" (WB) 94/35

Moves: Up 10, Debuts 10, Same 39, Down 0, Adds 35 including CKGM, WCAU-FM, Y100, WCZY, WHYT, Q103, KOPA, KS103, KWSS, WERZ, WSSX, KXXX, WOMP-FM, 99KG, KRSP.

U2 "Pride (In The Name Of Love)" (Island) 89/25

Moves: Up 21, Debuts 17, Same 26, Down 0, Adds 25 including WCAU-FM, Q107, WAVA, Z93, WHYT, WKEE, WZLD, WZYP, WKAU, KLUC, KHYT, WFBG, KNIN, WSPT, KOZE.

JEFFREY OSBORNE "Don't Stop" (A&M) 82/14

Moves: Up 18, Debuts 4, Same 42, Down 0, Adds 14, WAVA, WHYT, WMAR, KSET-FM, G100, WHHY, FM, WQUE-FM, KZIO, KCAQ, 95XIL, KISR, KNIN, WCIL-FM, KHTX, 94Q 23-18, WBBQ 20-14.

JOE COCKER "Edge Of A Dream (Theme From 'Teachers')" (Capitol) 79/24

Moves: Up 11, Debuts 2, Same 42, Down 0, Adds 24 including WXKS-FM, WCAU-FM, Q103, FM102, WFLY, WBEN-FM, 93Q, WKFM, WFMI, KMGK, KQMQ, WZON, KQCR, 99KG.

JACK WAGNER "All I Need" (Qwest/WB) 73/25

Moves: Up 23, Debuts 14, Same 9, Down 2, Adds 25 including WXKS-FM, WBLI, KBEO, WKTI, KIIS-FM, KMJK, FM102, KPLUS, KNBQ, Q100, KC101, KXX106, WMEE, WIKZ, WXLK.

MOST ADDED

- BRUCE SPRINGSTEEN (138)
Born In The U.S.A. (Columbia)
- DON HENLEY (116)
Boys Of Summer ... (Geffen)
- B. SEGER & SILVER BULLET BAND (97)
Understanding (Capitol)
- BRYAN ADAMS (74)
Run To You (A&M)
- GIUFFRIA (48)
Call To The Heart (Camel/MCA)
- CARS (40)
Hello Again (Elektra)

HOTTEST

- PRINCE (148)
Purple Rain (WB)
- WHAMI (147)
Wake Me Up Before You Go-Go (Col)
- BILLY OCEAN (124)
Caribbean Queen (Jive/Arista)
- CHAKA KHAN (101)
I Feel For You (WB)
- DARYL HALL & JOHN OATES (94)
Out Of Touch (RCA)
- TINA TURNER (82)
Better Be Good To Me (Capitol)

✓ BILLY IDOL "Catch My Fall" (Chrysalis) 72/37

Moves: Up 1, Debuts 11, Same 23, Down 0, Adds 37 including WBLI, Z93, FM102, KPLUS, WWSR, WERZ, WKEE, WANS-FM, KMGK, KOFM, KDON-FM, KHYT, WOAY, KQIZ-FM, Y94.

FRANKIE GOES TO HOLLYWOOD "Two Tribes" (Island) 66/13

Moves: Up 17, Debuts 1, Same 33, Down 2, Adds 13, KWOD, KWSS, KC101, Z106, WOKI, WJXQ, WOMP-FM, KISR, KTDY, Q101, KBIM, KRSP, SLY96, KIIS-FM 18-13, KCAQ 26-18.

VAN HALEN "Hot For Teacher" (WB) 66/2

Moves: Up 18, Debuts 12, Same 38, Down 0, Adds 2, 93FM, WCZY, WNYS 34-26, WPHD 36-31, WCAU-FM d-40, KBEO 32-24, KPLUS 36-26, KUBE 36-31, 98PX 39-27, WZPL 28-19, ZZ99 d-33, KJ103 32-24, WCIL-FM 33-20, KCDQ 40-35.

J. GEILS BAND "Concealed Weapons" (EMI America) 65/24

Moves: Up 1, Debuts 5, Same 35, Down 0, Adds 24 including KNBQ, Q100, WWSR, WKRZ-FM, WZYP, WOKI, KOFM, KKRD, KKF, KDON-FM, 103CIR, KQIZ-FM, KKQV, WBWB, WDBR.

REBBIE JACKSON "Centipede" (Columbia) 64/21

Moves: Up 20, Debuts 8, Same 15, Down 0, Adds 21 including B104, WNYS, Z100, B94, WAVA, Q103, Q100, WBEN-FM, KAMZ, G100, WZUU, KMGX, KSKD, WQCM, WPFM.

BAND OF GOLD "Love Songs Are Back Again" (RCA) 59/4

Moves: Up 15, Debuts 3, Same 37, Down 0, Adds 4, WKRZ-FM, WKFR, WKHI, KBIM, 94Q 26-24, Z93 19-15, Z106 23-21, WQID 38-35, WJZR 36-32, KSET-FM 19-13, WQUE-FM d-29, WZPL 30-24, KIKI 7-5, KGOT 27-25, KGHO 35-32.

✓ EUROGLIDERS "Heaven (Must Be There)" (Columbia) 58/31

Moves: Up 5, Debuts 1, Same 21, Down 0, Adds 31 including CKGM, 93FM, KPLUS, WKFM, WFMI, KMGK, WJXQ, WHOT, KQMQ, KHYT, WZON, WJBO, WKSF, Q101, KHTX.

BILLY SQUIER "All Night Long" (Capitol) 55/0

Moves: Up 10, Debuts 4, Same 41, Down 0, Adds 0, WXKS-FM 35-31, KHTR on, KPLUS on, K104 d-37, KWIC d-40, 94TYX 35-32, WOKI d-35, G100 d-40, WJXQ 18-15, WVIC 27-28, KQMQ on, WIXV 33-31, KOZE 29-24, KBIM 31-24, OK95 36-29.

SIGNIFICANT ACTION

✓ GIUFFRIA "Call To The Heart" (Camel/MCA) 48/48

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 48 including WPHD, WBLI, WCAU-FM, Z93, Y100, WGCL, WBBQ, KWIC, WQID, WVIC, KJ103, WRON, KKF, KIKI, KSKD.

DONNA SUMMER "Supernatural Love" (Geffen) 46/17

Moves: Up 0, Debuts 3, Same 28, Down 0, Adds 17 including WXKS-FM, WBLI, CKOI, KOPA, WKEE, WKFM, WJZR, WNOK-FM, WRON, KF95, KHOP, WKSF, WHSL, WAZY-FM, KGOT.

LAURA BRANIGAN "Ti Amo" (Atlantic) 41/15

Moves: Up 2, Debuts 2, Same 22, Down 0, Adds 15, WBLI, CKOI, Q100, KAMZ, WANS-FM, WFMI, KIKI, KSKD, KDON-FM, WIGY, WOMP-FM, WCGQ, WPFM, WHSL.

TWISTED SISTER "I Wanna Rock" (Atlantic) 41/2

Moves: Up 19, Debuts 3, Same 15, Down 2, Adds 2, PRO-FM, WOKI, I95 22-19, Y100 35-31, Q105 27-25, KPLUS 31-24, WRCK 31-27, KX104 18-12, WJXQ 31-28, ZZ99 14-13, KXX 16-12, KCAQ 35-29, WIKZ 32-29, WSPT 23-16, OK95 33-30.

MOLLY HATCHET "Satisfied Man" (Epic) 40/5

Moves: Up 5, Debuts 1, Same 28, Down 1, Adds 5, KSET-FM, WKDQ, OK100, 95XIL, WCIL-FM, WPHD d-38, WHYT 33-29, WANS-FM on, KQXR 34-33, KQMQ on, KSKD on-dp, KHYT on-dp, WOAY 36-32, KGHO 39-38, KBIM 32-27.

✓ THOMPSON TWINS "The Gap" (Arista) 37/37

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 37 including WNYS, WPHD, FM102, KWOD, KPLUS, WERZ, WLAN-FM, KWIC, WJZR, KSET-FM, WOKI, KX104, Z104, KQXR, KBOS.

TIMOTHY B. SCHMIT "Playin' It Cool" (Asylum) 33/1

Moves: Up 5, Debuts 1, Same 28, Down 0, Adds 1, KKQV, Q100 on, K104 on, WKRZ-FM 38-37, KWIC on, WZLD on, KSET-FM on, WOKI d-39, Z104 36-34, KOFM on, WRON on, KQXR 39-38, OK100 38-34, WIXV 37-33.

BANANARAMA "The Wild Life" (London/PolyGram) 31/12

Moves: Up 2, Debuts 5, Same 12, Down 0, Adds 12, KIIS-FM, WERZ, WKEE, KWIC, KZZB, KQXR, WJBO, T94, WPFM, 99KG, KHTX, SLY96, KS103, KCAQ, KCPX.

AL JARREAU "After All" (WB) 29/0

Moves: Up 3, Debuts 3, Same 21, Down 0, Adds 0, WXKS-FM on, WCAU-FM on, 94Q on, 94TYX d-39, KO93 18-15, KHOP 38-29, KDON-FM d-38, OK100 32-27, 95XIL 35-33, WIXV d-35, SLY96 40-37.

STEPHANIE MILLS "The Medicine Song" (Casablanca/PolyGram) 27/1

Moves: Up 9, Debuts 0, Same 17, Down 0, Adds 1, CKOI, WHTT 37-31, WXKS-FM 40-33, WCAU-FM 37-32, Y100 31-28, Q102 31-28, FM102 on, KITS on, WBBQ on, WZKS 25-24, KHOP on, KCAQ 32-31, KDON-FM 40-37, KHYT on, WJBO 36-33.

MARC ANTHONY THOMPSON "So Fine" (WB) 20/0

Moves: Up 3, Debuts 1, Same 18, Down 0, Adds 0, FM102 on, Q100 on, WJZR 26-22, WZYP 38-37, KIKI on, KF95 on, KMGX on, WIKZ on, WQCM 26-22, WCGQ d-36, KCDQ on.

JOHN PARR "Naughty Naughty" (Atlantic) 18/0

Moves: Up 2, Debuts 2, Same 14, Down 0, Adds 0, WPHD on, KPLUS 29-21, K104 d-33, KWIC on, WJZR on, ZZ99 on, OK100 d-37, WIXV on, KFMW on, OK95 30-20.

TIME "Jungle Love" (WB) 16/5

Moves: Up 7, Debuts 1, Same 3, Down 0, Adds 5, WCAU-FM, KPLUS, WNOK-FM, WZLD, KAMZ, I95 38-37, KWK on, KIIS-FM 29-24, KMJK 30-21, FM102 20-15, Z106 14-10, Y106 on, KMGX 9-7, KCAQ 12-9, WCIL-FM d-27.

JOHN DENVER & SYLVIE VARTAN "Love Again" (RCA) 15/4

Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 4, Y100, WLAN-FM, WZPL, WXKS-FM on, PRO-FM on, WHYT on, WWSR on, WBBQ on, WOKI on, WZKS.

GENERAL PUBLIC "Tenderness" (IRS/A&M) 12/9

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 9, WPHD, WRCK, WKRZ-FM, WJZR, KMGX, KCAQ, KKQV, WHSL, KMGK on, WJXQ on-dp, OK95 on.

DOKKEN "Into The Fire" (Elektra) 12/2

Moves: Up 2, Debuts 0, Same 8, Down 0, Adds 2, WRCK, WKRZ-FM, K104 34-27, KWIC on, WJXQ on-dp, WRON on-dp, OK100 34-30, 95XIL on, WBNQ on-dp, WDBR on-dp, KHTX on-dp, OK95 on.

LINDSEY BUCKINGHAM "Slow Dancing" (Elektra) 11/11

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, WLAN-FM, WRCK, WJXQ, WHSL, WBNQ, WBWB, 99KG, WDBR, KDVV, KBIM, OK95.

ASHFORD & SIMPSON "Solid" (Capitol) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, WXKS-FM, WPLJ, WHYT, WKFM, WFMI, KQXR, KF95, KQMQ, KHYT, KBIM.

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.

The world needs a little...

"TENDERNESS"

IR9934

The first single by

General PUBLIC

We know.

We're no fools. There are a lot of records out there,
and you can't play all of them.

Retail action and general public demand is proving
this is one record you should play. They proved it as the
English Beat.

Try a little "Tenderness."



from the I.R.S. album "All the Rage" SP70046

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Model: Shannon O'Brien. Photo: Ed Colver.



General PUBLIC





Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
7	4	3	1	PRINCE/Purple Rain (WB)
10	5	4	2	WHAMI/Wake Me Up Before You Go-Go (Columbia)
4	3	2	3	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)
2	1	1	4	STEVIE WONDER/I Just Called To Say I Love You (Motown)
17	11	6	5	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
15	13	9	6	TINA TURNER/Better Be Good To Me (Capitol)
13	9	7	7	DENNIS DeYOUNG/Desert Moon (A&M)
23	18	13	8	CHAKA KHAN/I Feel For You (WB)
25	19	15	9	CYNDI LAUPER/All Through The Night (Portrait/CBS)
18	15	11	10	DAVID BOWIE/Blue Jean (EMI America)
21	16	12	11	SHEENA EASTON/Strut (EMI America)
29	21	17	12	LIONEL RICHIE/Penny Lover (Motown)
1	2	5	13	CHICAGO/Hard Habit To Break (WB)
6	6	8	14	J. CAFFERTY &.../On The Dark Side (Scotti Bros./CBS)
38	27	21	15	PAUL McCARTNEY/No More Lonely Nights (Columbia)
8	7	10	16	ROD STEWART/Some Guys Have All The Luck (WB)
27	23	19	17	K. ROGERS w/K. CARNES & J. INGRAM/What About Me? (RCA)
33	25	22	18	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)
35	26	23	19	CULTURE CLUB/The War Song (Virgin/Epic)
36	28	24	20	COREY HART/It Ain't Enough (EMI America)
-	37	28	21	HUEY LEWIS & THE NEWS/Walking On A Thin... (Chrysalis)
-	36	29	22	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
3	8	16	23	MADONNA/Lucky Star (Sire/WB)
39	32	27	24	38 SPECIAL/Teacher Teacher (Capitol)
11	10	14	25	ELTON JOHN/Who Wears These Shoes? (Geffen)
-	-	40	26	DURAN DURAN/The Wild Boys (Capitol)
40	33	30	27	SAMMY HAGAR/I Can't Drive 55 (Geffen)
-	-	34	28	PAT BENATAR/We Belong (Chrysalis)
14	14	18	29	POINTER SISTERS/I'm So Excited (Planet/RCA)
-	38	33	30	TOMMY SHAW/Girls With Guns (A&M)
5	12	25	31	PRINCE/Let's Go Crazy (WB)
-	-	37	32	NEW EDITION/Cool It Now (MCA)
20	20	20	33	DIANA ROSS/Swept Away (RCA)
DEBUT	34	35	34	JULIAN LENNON/Valotte (Atlantic)
-	-	39	35	PETER WOLF/I Need You Tonight (EMI America)
DEBUT	36	36	36	CARS/Hello Again (Elektra)
9	17	26	37	BRUCE SPRINGSTEEN/Cover Me (Columbia)
DEBUT	38	38	38	REO SPEEDWAGON/I Dowanna Know (Epic)
DEBUT	39	39	39	SAM HARRIS/Sugar Don't Bite (Motown)
DEBUT	40	40	40	JOHN WAITE/Tears (EMI America)

N&A Begins on Page 86

Adult / Contemporary

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
6	4	2	1	LIONEL RICHIE/Penny Lover (Motown)
3	2	1	2	K. ROGERS w/K. CARNES & J. INGRAM/What About Me? (RCA)
10	6	4	3	DENNIS DeYOUNG/Desert Moon (A&M)
17	10	7	4	WHAMI/Wake Me Up Before You Go-Go (Columbia)
1	1	3	5	STEVIE WONDER/I Just Called To Say I Love You (Motown)
9	5	5	6	BILLY OCEAN/Caribbean Queen (No More Love...) (Jive/Arista)
21	16	11	7	PAUL McCARTNEY/No More Lonely Nights (Columbia)
16	14	10	8	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
2	3	6	9	CHICAGO/Hard Habit To Break (WB)
11	9	9	10	ELTON JOHN/Who Wears These Shoes? (Geffen)
-	21	14	11	CYNDI LAUPER/All Through The Night (Portrait/CBS)
15	15	12	12	A. MURRAY w/D. LOGGINS/Nobody Loves Me Like... (Capitol)
-	-	19	13	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
8	7	8	14	BARBRA STREISAND/Left In The Dark (Columbia)
-	25	20	15	AL JARREAU/After All (WB)
22	19	17	16	AMERICA/Special Girl (Capitol)
23	20	18	17	SERGIO MENDES/Real Life (A&M)
-	-	25	18	JERMAINE JACKSON/Do What You Do (Arista)
-	23	21	19	JULIO IGLESIAS/Moonlight Lady (Columbia)
4	11	13	20	CARS/Drive (Elektra)
5	8	15	21	R. MacDONALD f/B. WITHERS/In The Name... (Polydor/Pg)
BREAKER	22	22	22	COREY HART/It Ain't Enough (EMI America)
12	12	16	23	EVERLY BROTHERS/On The Wings Of A... (Mercury/Pg)
BREAKER	24	24	24	JULIAN LENNON/Valotte (Atlantic)
-	24	24	25	POINTER SISTERS/I'm So Excited (Planet/RCA)

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Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
2	2	1	1	U2/Pride (In The Name Of Love) (Island)
5	3	2	2	SURVIVOR/I Can't Hold Back (Scotti Bros./CBS)
-	-	10	3	BRYAN ADAMS/Run To You (A&M)
-	13	8	4	PAT BENATAR/We Belong (Chrysalis)
4	4	4	5	38 SPECIAL/Teacher Teacher (Capitol)
1	1	3	6	DAVID BOWIE/Blue Jean (EMI America)
15	8	7	7	HONEYDRIPPERS/Rockin' At Midnight (Es Paranza/Atl.)
6	5	5	8	BOB SEGER/Understanding (Capitol)
13	6	6	9	ROGER HODGSON/Had A Dream (Sleeping...) (A&M)
35	17	11	10	JULIAN LENNON/Valotte (Atlantic)
-	21	12	11	REO SPEEDWAGON/I Dowanna Know (Epic)
12	9	9	12	TOMMY SHAW/Girls With Guns (A&M)
23	18	13	13	MOLLY HATCHET/Satisfied Man (Epic)
18	15	14	14	HALL & OATES/Out Of Touch (RCA)
30	24	17	15	PAUL McCARTNEY/No More Lonely Nights (Columbia)
45	32	21	16	HONEYDRIPPERS/Sea Of Love (Es Paranza/Atlantic)
BREAKER	17	17	17	DON HENLEY/The Boys Of Summer (After...) (Geffen)
42	35	20	18	CARS/Hello Again (Elektra)
-	52	30	19	J. CAFFERTY & THE.../Tender Years (Scotti Bros./CBS)
-	43	28	20	TOTO/Stranger In Town (Columbia)
60	37	23	21	HUEY LEWIS & NEWS/Walking On A Thin... (Chrysalis)
44	34	24	22	PETER WOLF/I Need You Tonight (EMI America)
14	12	15	23	KISS/Heaven's On Fire (Mercury/Pg)
29	27	25	24	DOKKEN/Into The Fire (Elektra)
22	19	18	25	ZEBRA/Bears (Atlantic)
8	11	19	26	JOHN WAITE/Tears (EMI America)
7	10	16	27	SAMMY HAGAR/I Can't Drive 55 (Geffen)
BREAKER	28	28	28	SCANDAL f/PATTY SMYTH/Hands Tied (Columbia)
BREAKER	29	29	29	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)
-	-	38	30	J. GEILS BAND/Concealed Weapons (EMI America)

Complete Tracks Chart on Page 70

Black/Urban

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
1	1	1	1	CHAKA KHAN/I Feel For You (WB)
3	2	2	2	NEW EDITION/Cool It Now (MCA)
4	3	3	3	REBBIE JACKSON/Centipede (Columbia)
14	9	4	4	PRINCE/Purple Rain (WB)
13	10	9	5	ASHFORD & SIMPSON/Solid (Capitol)
8	7	7	6	CHAMPAIGN/Off And On Love (Columbia)
20	15	12	7	JEFFREY OSBORNE/Don't Stop (A&M)
35	19	14	8	DAZZ BAND/Let It All Blow (Motown)
23	18	13	9	LIONEL RICHIE/Penny Lover (Motown)
15	11	10	10	TINA TURNER/Better Be Good To Me (Capitol)
6	6	6	11	TIME/Jungle Love (WB)
2	4	5	12	STEVIE WONDER/I Just Called To Say I... (Motown)
28	22	18	13	GLENN JONES/Show Me (RCA)
39	27	19	14	ISLEY/JASPER/ISLEY/Look The Other... (CBS Associated)
38	28	21	15	DENIECE WILLIAMS/Black Butterfly (Columbia)
19	16	16	16	STAPLE SINGERS/Slippery People (Private I/CBS)
5	5	11	17	DIANA ROSS/Swept Away (RCA)
33	26	23	18	E. "CHAMPAGNE" KING/Just For The Night (RCA)
-	33	27	19	DARYL HALL & JOHN OATES/Out Of Touch (RCA)
9	8	8	20	LEON HAYWOOD/Tenderoni (Modern/Atco)
32	29	25	21	APOLLONIA 6/Sex Shooter (WB)
37	32	26	22	BAR-KAYS/Sex-O-Matic (Mercury/Pg)
17	12	15	23	VANITY/Pretty Mess (Motown)
40	35	28	24	FORCE MD'S/Tears (Tommy Boy)
-	-	32	25	RICK JAMES/You Turn Me On (Gordy/Motown)
-	-	39	26	TEENA MARIE/Lovergirl (Epic)
16	14	17	27	CONTROLLERS/Crushed (MCA)
-	40	36	28	AL JARREAU/After All (WB)
-	38	35	29	JERMAINE STEWART/The Word Is Out (Arista)
-	-	33	30	MTUME/C.O.D. (I'll Deliver) (Epic)
36	36	34	31	WHODINI/Friends (Jive/Arista)
BREAKER	32	32	32	S.O.S. BAND/No One's Gonna Love You (Tabu/CBS)
-	-	38	33	SLAVE/Ooohh (Cotillion/Atco)
BREAKER	34	34	34	TEMPTATIONS/Treat Her Like A Lady (Gordy/Motown)
22	20	20	35	KASHIF/Are You The Woman (Arista)
BREAKER	36	36	36	WHISPERS/Contagious (Solar/Elektra)
11	17	22	37	STEPHANIE MILLS/The Medicine Song (Casablanca/Pg)
BREAKER	38	38	38	JACKSONS/Body (Epic)
-	-	40	39	JUNIOR/Somebody (London/Pg)
BREAKER	40	40	40	JOYCE KENNEDY/Stronger Than Before (A&M)

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