

I N S I D E:

**The NAB Wrap-Up**

Following up last week's NAB RPC coverage, **Joel Denver** and **Jeff Gelb** take detailed looks at the controversial "Radio WARS" survey and the impact of MTV on radio; while **Lon Helton** covers the NAB events and the latest **Country Radio Seminar** plans. Page 24, 32, 36

**Sales & Renewals: Held Up By Citizens' Groups?**

License challengers are holding up station sales and renewal proceedings, with special considerations as the ransom, according to one Washington view. Page 4

**The \$6 Million Manager Serialized**

This week R&R's management section begins a serialization of RAB architect **Kevin Sweeney's** "The \$6 Million Manager," a visionary forecast of management and financial developments now and on through the '80s. Thought-provoking reading. Page 16

**Do Black Records Cross Over?**

A lot of people talk about the crossover issue, but now there are some figures to back up the discussion. All the hits that reached top 15 in the last five years in A/C, CHR, and AOR were tabulated, and the ups and downs of black records were charted in each format, with some surprising results. Page 18

**People In The News This Week**

- **John Lanigan** PD at **WGAR**
- **Cliff Blake** **WBCS** PD
- **Doug Kiel** Op. Dir. at **WMIL**
- **Rick Bisceglia** heads national singles at **Arista**
- **John Volpe** **KGGI's** PD
- **Kid Curry** PD at **KITY**

Page 3

**Daytimers Due For Expanded Hours**

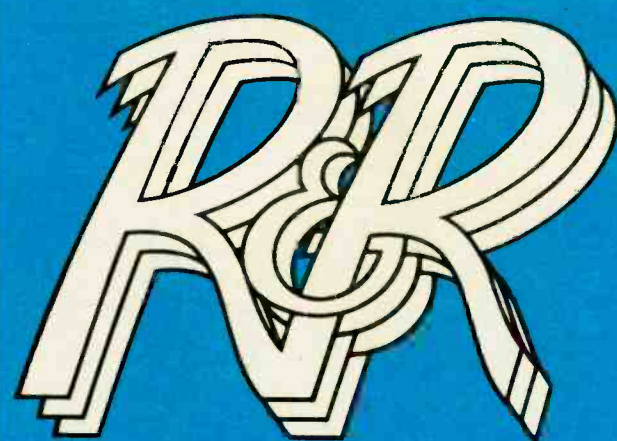
The **FCC** is set to approve an extension in daytimer hours to 6am-6pm . . . and maybe even more (two hours past local sunset). Page 4

**The Ratings Winners**

This week **Arbitron** overachievers spotlighted are **WIAL/Eau Claire, WI**; **WKXI/Jackson, MS**; **WNFL/Green Bay, WI**; and **WTNY/Watertown, NY**. Read their remarkable achievements and working methods in the A/C and Black Radio columns. Page 34, 40

**Locating Your Listeners**

Checking the in-car and other away-from-home listening columns on the **Arbitron** diary can produce valuable sales ammunition. **Jhan Hiber** makes the case for taking the careful approach. Page 15



RADIO & RECORDS

**MCA Appoints Palmese Exec. VP**

**Richard Palmese** has been named to the position of Exec. VP/Marketing & Promotion at **MCA Records**. Palmese, who spent the last eight years at **Arista Records**, most recently as Senior VP/Promotion, will oversee, review, and direct the marketing and promotional activities of **MCA** under Music Group President **Irving Azoff**.

Palmese told R&R, "I'm thrilled to be a part of the new team that **Irving** is building at **MCA**. It's a great experience to be involved with a label that's going through such a rapid growth and has all the tools and elements of success at its fingertips. Though my working relationship with **Irving** has just begun, his enthusiasm and the excitement he creates is infectious."

**Azoff** said, "Richard's unpar-



Richard Palmese

alleled expertise and ability in this senior executive post will provide the input and direction for our new **MCA** team. I look forward to working closely with **Richard** and will spare no efforts to institute his programs and ideas."

Palmese is based at **MCA's** Los Angeles offices.

**Hall Joins KLAC As PD**

**Phil Hall** has been named PD at **KLAC/Los Angeles**, replacing **Charlie Cook**, who has exited the **Metromedia** outlet. **Hall** had been Director of Consulting at **Surrey Research** for the past six months, having previously programmed **KTOW** and **KRAV/Tulsa**.

**KLAC** VP/GM **Al Brady Law** commented to R&R, "In **Charlie's** time, he has made dramatic improvements in the sound of the station. However, I want it to be a different kind of radio station than it is. I've got some strong ideas about what a country music radio station can and should be in **Los Angeles**. I wanted my own person, who understood my systems and philosophies, to be able to get that started as soon as possible. **Phil Hall** is a guy I have known and worked with; I know what he wants from a radio station. We're perfectly matched up."

**Hall** told R&R, "Joining **Metromedia** is a big thrill for me, especially because I am also going to continue to work with **Al Law**. Working for **Al** at **Surrey** has been some of the most productive times of my career. I'm

looking forward to continuing to learn from him.

"I'm real glad to be doing **Country** again. After programming **Country KTOW**, I spent 3½ years in A/C and then some time consulting, which was enjoyable because I worked with **Country, rock, A/C, and MOR** stations. I have a background in all those areas, and I think elements of them all can be applied to **Country** radio."

**Silver Promoted To PD At KSHE**

**KSHE/St. Louis** Music Director **Jack Silver** has been promoted to PD of the AOR outlet, succeeding former PD **Rick Balis**, who left the station two months ago. A three-year **KSHE** veteran, **Silver** previously worked at **WWCT/Peoria**.

**Silver** told R&R, "I found out last Thursday and I'm still three feet off the ground. It's the fulfillment of a lifelong goal. I had no idea it would happen so quickly. I'm pleased as punch."

**Brooker Josephson's VP/Group Operations**

**Jim Brooker** has been appointed to the newly-created position of VP/Group Operations for **Josephson Communications, Inc.** **Brooker** will coordinate strategic planning and group projects for the company's seven broadcast properties, including **WNIC-AM & FM/Detroit, WNOR-AM & FM/Norfolk, WSNY & WVKO/Columbus, and WMGF/Milwaukee**. The move reunites **Brooker** and **Josephson** Executive VP/Radio Group **Ed Christian**, the pair having worked together previously at **WNIC**.

Commenting on the appointment, **Christian** said, "Jim is extremely organized and disciplined. He was a tremendous asset to me when we worked together before, and we're hap-

py to have enough projects to keep him busy. He's somebody who constantly has to be challenged."

**Brooker** joins **Josephson** after six years as Operations Director at **WWJ & WJOL/Detroit**. Prior to that, he served seven years at **WNIC**, the last two as Assistant VP/OM. **Brooker's** background also includes three years as a reporter at **CKLW/Detroit**. He said, "Josephson is an outstanding and exciting company to work for, and in terms of its operations, it's a progressive company. Without any doubt, **Ed** is one of the brightest people in radio and it's going to be very exciting to be associated with him and **Josephson** during this growth period. I'll have plenty of things to do."

TR  
PP  
AS

**Fauser Becomes Henry Broadcasting President**

Veteran broadcaster **Bob Fauser** has been appointed President/Chief Operating Officer of **Henry Broadcasting**, owner of **KYTE & KRCK/Portland**. As part of his duties, **Fauser**, who will report to **Henry** Chairman **Charlton Buckley**, also assumes the managerial duties for the two stations. **KYTE & KRCK** had been without a GM for the past seven weeks since **Ron Saito** resigned to become GM at **KGW/Portland**.

Most recently, **Fauser** spent several months as a partner in **PFM Marketing & Sales, Inc.**, a New York-based radio pro-

gramming syndicator. Prior to that, he served two years as VP/Broadcasting Division for **Viacom**, having previously worked seven years at **KRBE-AM & FM/Houston**, including a stint as GM. He told R&R, "I'd been offered a variety of very glamorous offers to get back into the broadcast business, but to become involved with an individual owner in an equity situation combined with the chance to work with a myriad of different stations is really the opportunity of a lifetime. It's a unique situation to work with a man of **Charlton Buckley's** integrity and foresight."

**KPLZ Returns To CHR From A/C Format**

**KPLZ/Seattle** announced a return to a **CHR** format this week (9-5) after two years as an A/C outlet. The move comes under the direction of veteran PD **Jeff King**, and signals an end to the station's consultation by **Paul Christy**. The station has also begun calling itself

"K-Plus."

**King** explained, "KPLZ made the move because we needed to increase our ratings, and the **CHR** format is very hot right now. While I know there are a number of other **CHR**s in the market, I feel there is room for still another **CHR** outlet." According to **King**, the format will be leaning heavily on current music.

**King** noted several staff changes, including his taking on the morning shift. "I will be joined by newsperson **Liz Sommers**. **Jack Elliot** moves from afternoons to middays, **Sky Walker** comes over from **KJR** to do afternoons, **MD Bill Maier** moves from middays to nights, and **Peter McLaine**, who was doing early evenings, moves to late nights. We currently have an all-night opening." While the only promotion of the new format is taking place on-air at present, **King** indicated an aggressive marketing campaign was being readied.

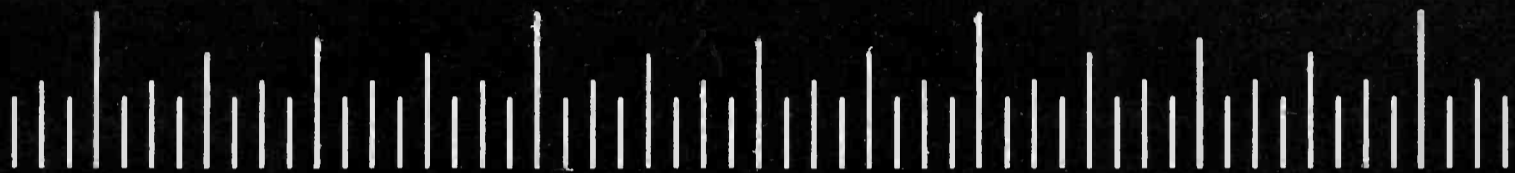
**Century Broadcasting** Exec. VP **Shelly Grafman** told R&R, "We always try to promote from within. This carries on in that tradition. **Jack** has proven himself responsible and talented, and he's very dedicated to the station. There was never any question in my mind that he would be right for the job."

**Silver's** MD post won't be filled immediately.



**AOR**

**CHR**



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### AOR: The Changing Of The Editors

Steve Feinstein makes his debut as R&R's AOR Editor, while Jeff Gelb assesses the state of the format in his swan song column. A double shot of AOR observation, next week in R&R.



Jeff Gelb Steve Feinstein

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## WBCS Names Blake PD

WZZK/Birmingham Production Director and air personality Cliff Blake has been named Program Director at Great Trails Country-formatted outlet WBCS/Milwaukee. Blake, who previously programmed WFTQ/Worcester, replaces former WBCS PD Pat Martin (now PD at WRKR/Racine).

WMKE & WBCS GM John Dunn told R&R, "I searched long and hard for the right person. Cliff's tenure with (WZZK and WFTQ

owner) Katz and his ability to deal with people were what made the decision an easy one to make. I believe that he is going to be the tie-breaker for me in this market."

Blake commented, "The thing I am the happiest about is my return to management and the opportunity to work for somebody like John Dunn. The Great Trails people are a very successful group, and I'm proud to have been selected to be a part of their fine organization."

### O'NEIL STEPS DOWN

## Volpe Set To Program KGGI

John Volpe, former Production Director at KFI/Los Angeles, has been named PD at KGGI/Riverside-San Bernardino. He replaces Steve O'Neil, who voluntarily stepped down from the programming position to concentrate his efforts on his airwork and MD duties after a year and a half as PD.

KGGI VP/GM Don Davis commented to R&R, "I'm very excited about this change, and so is Steve, since he was the one who decided to step down. Steve did a great job

for us, and we're looking forward to John's arrival next week."

Volpe, who joined KFI 10 months ago, told R&R, "I think this is an incredible opportunity to work with (consultant) Jerry Clifton, whom I have a ton of respect for. The station is very solid, and musically I think it would compare to anything in L.A. This move is a great one; it still offers me a chance to compete with the L.A. stations, since they are pretty dominant in the Riverside-San Bernardino market." Volpe's past programming experience includes Assistant PD posts at B97/New Orleans and KOPA/Phoenix, as well as programming KOPA's AM sister station KXAM.

### BEATS KTSA INJUNCTION

## Curry Becomes PD At KITY

KITY/San Antonio has succeeded in hiring Kid Curry as Program Director, despite an attempted injunction filed by Curry's former employer and crosstown competitor KTSA. The court allowed Curry to work for KITY after establishing that he hadn't worked for KTSA for a year, the full term of his contract, and hadn't been paid all monies due him from this agreement.

KTSA GM Joe Ernest was not available for comment on the injunction. KITY GM Lee Taylor told R&R, "We don't expect any further problems with having Kid employed

CURRY/See Page 22

### For The Record

On Page 40 of the recently published R&R Ratings Report two Oklahoma City stations were inadvertently left out of the Country Format Leader AQH rankings. KXXY should have been listed tied for 12th with its 7.5 share, while KOMA's 7.1 performance should have placed it tied for 19th nationally.

Additionally, WSEZ/Winston-Salem's 7.4 share should have been included, tied for 24th in the CHR AQH format leaders list on Page 42.

## WGAR Taps Lanigan As PD

WGAR/Cleveland morning personality John Lanigan has been promoted to PD. He fills the vacancy left several months ago after the departure of Mike Scott. WGAR acting PD Mike Metzger has been asked to consider other opportunities within the station.

Lanigan joined WGAR for mornings 11 years ago, replacing Don Imus, now with WNBC/New York. Lanigan's background also includes air personality stints at KRLD/Dallas, KHOW and KTLK/Denver, KVOR/Colorado Springs, and five years in various programming positions at KDEF/

Albuquerque. "It's a feeling of panic!" he joked, adding seriously, "Being named PD again is exciting and will be a lot of fun. We've moved up our evening personality Steve Cannon to middays and have added jazz programming for evenings. I'm very happy about the appointment."

## Kiel Upped To WMIL Operations Director

Doug Kiel has been promoted to Operations Manager for Country station WMIL/Milwaukee. He had been News Director for WMIL and sister AM WOKY.

WMIL & WOKY GM Mike Jorgenson told R&R, "Doug's background in programming, sports, on-air, and news makes him the perfect choice for this spot. He's a good administrator and a strong people guy."

At the same time, WMIL has hired Mitch Morgan as morning man. Morgan moves crosstown from Country competitor WBCS; his replacement at WBCS is WMIL afternoon personality Jay Michaels. WMIL's new afternoon man is Ron Jones from WJEZ/Chicago.



A GOLDEN TOAST — WFIL/Philadelphia President/GM Bruce Holberg (left) and recently-appointed PD Jay Meyers (right) toast the return of "The Boss," as WFIL unsaddled its Country format for gold hits last Friday night (9-2). Closing appropriately with Mac Davis's "Texas In My Rearview Mirror," and following a three-hour Elvis special, WFIL inaugurated its return to popular music with Martha & The Vandellas' "Dancing In The Street." Using the slogan "The Boss Is Back," WFIL is featuring its original 1968 jingles and "boss" personality Jim Nettleton for mornings.

## Bisceglia New Arista National Singles Director

Arista Records Director/National Adult Contemporary Promotion Rick Bisceglia has been promoted to National Singles Director. In his new capacity, Bisceglia will add CHR promotion to his A/C responsibilities.

Commenting on the appointment, VP/Promotion Don Jenner said, "I've known Rick for many years, and promoted records to him while he was in radio. I've watched him grow into one of the strongest young promotion executives in our industry, and I'm confident Rick will play an important role on our new promotion team."



Bisceglia joined Arista in 1981 as A/C National Promotion Manager and was promoted to the A/C Director's chair last spring. Prior to Arista, he spent a year handling national secondary promotion for Ariola Records following three years at WXLO/New York (now WRKS). Bisceglia told R&R, "I'm thrilled to be working with a leader as energetic as Don Jenner. My plan is to help maintain Arista's successful headline artists while looking forward to breaking new acts."

### FM TO A/C, AM OLDIES

## WGH-AM & FM Take WNSY Calls

COMMCOR Inc., new owners of WGH-AM & FM/Norfolk, changed the stations' call letters to WNSY-AM & FM last week, announcing new formats for both facilities as well. WGH-FM, the market's only Classical outlet, has donated its library of 22,000 classical albums to WHRO/Norfolk, a non-commercial station, and has adopted an A/C format, calling itself "Sunny 97." WGH (AM) has switched from A/C to Oldies, with Dan O'Brien continuing to program the facility.

WGH President/GM Don Kidwell explained to R&R, "We are leaning toward A/C in the purest sense, very similar to WLLT/Cincinnati and WSNY/Columbus. I will be handling the programming myself for the time being, but will eventually appoint someone. Reaction has been spectacular to the new format, and the public has enthusiastically responded to our donation of equipment and our classical library to WHRO so that classical music can continue to be heard."

Two staffers, John St. John and Phil Beckman, have moved from the AM to the FM, and Tony Macrini has left WNVZ/Norfolk to do afternoons at Sunny 97.

## WMJQ Switches To CHR Approach

AOR-formatted WMJQ/Rochester converted to a CHR approach Sunday (9-4). The five-year AOR is retaining its call letters, but is calling itself Q92. PD/MD Dave Luczak stays on, as does the present staff, with Don Michael Gerard coming aboard for mornings from KOGO/San Diego.

Luczak told R&R, "All summer long we've been making a slow transition in this direction, adding a lot of tunes that lean CHR. We had increased listenership over the past few months, so we decided to go in to it whole hog. We feel real positive about

it, and listener reaction is overwhelmingly positive, which is surprising. That's attributable to the fact that we got the audience to this point slowly but surely." Luczak also expressed confidence that Q92 could beat existing CHR competitors WPXY and WHFM.

The station made a rather unusual transition to the new format, running a continuous loop cart announcing "big news" at noon for five hours Sunday morning before finally explaining the change and playing "1999" by Prince.

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# Washington Report

## Denying Time To Local Candidates Runs Risk

The FCC has put stations on notice they will come under close scrutiny if they refuse to sell advertising time to state and local candidates. Only federal candidates are guaranteed access by law. That prompted WXLK/Roanoke, VA Sales Manager Wayne Moss to write the FCC asking if it's permissible to have an "across the board" policy of only selling time in federal races.

In his response, Fairness/Political Programming Branch Chief Milt Gross seemed to say the FCC would frown on such a policy, even though it's not specifically prohibited by law.

Gross wrote to WXLK, "Should a licensee fail to make any time available for state and local races, the Commission would examine such broadcasting practices in light of a licensee's public interest responsibilities under the Communications Act, including the goal of fostering an informed electorate."

## Study Backs Modulation Boost With FM SCAs

Letting stations using SCAs boost modulation as high as 110% to offset any decrease in main channel loudness won't result in harmful interference to other stations. That's the conclusion of a detailed technical study submitted to the FCC last week by Group W, NAB, and NPR. A slight loss of loudness has made many stations reluctant to use their SCAs.

The study recommends 105% modulation for stations using one SCA, and 110% for those using two SCAs. The FCC has held off authorizing a modulation hike, fearing interference to adjacent channel stations, especially those which are short-spaced.

But the joint study conducted in the NPR engineering lab found that 110% modulation will cause only a "negligible" change in interference, with no difference between normal and short-spaced stations.

## Class 4's Soon To Get 1kw Nights

Latest word at the FCC is that a vote on quadrupling the nighttime power of Class 4 AM stations should come sometime between October and December. Currently there are about 1000 Class 4 stations in the United States. They're limited to 1kw days and 250 watts at night.

Granting 1kw nighttime power to Class 4's across-the-board has been made possible by recent talks with Canada. The power hike would apply to stations in both countries.

## Rep. Collins Leads Minority Deregulation Opposition

Rep. Cardis Collins (D-IL), saying the current deregulation effort in the House could hurt minorities, has announced a "Communications Braintrust" meeting in Washington September 21-24. The Congressional Black Caucus is sponsoring the meetings, which will include a joint hearing with the House Telecommunications Subcommittee. Witnesses include FCC Chairman Mark Fowler, NBMC Chairman Pluria Marshall, NAB President Eddie Fritts, NAACP Exec. Dir. Benjamin Hooks, and Rev. Jesse Jackson.

According to Rep. Collins, deregulation proposals now under consideration by the subcommittee threaten to strip minorities of "the very tools we need to increase competition and to encourage diversity of ownership."

## U.S. Court Refuses Dual-City ID Bid

WOAY/Oak Hill, WV has lost a court suit that would have allowed it to identify its city of license as Oak Hill-Beckley. Because WOAY's signal isn't strong enough in Beckley's business district, the FCC refused to waive its rules to permit the dual-city ID. WOAY then went to the U.S. Court of Appeals, which has ruled in favor of the Commission.

The station argued that Beckley's business district is so small and suburban in nature that it shouldn't come under the rule. But the FCC insisted on going by the book, pointing out that WOAY is free to identify "promotionally" with Beckley.

In its decision, the court expressed doubts about the practicality of the FCC's policy. And it noted that the Commission has proposed new rules allowing stations to identify with communities at will in their IDs, regardless of signal strength.

## Other Key Developments:

- The FCC Review Board has denied permission for GSM Media to build a new AM station in Ontario, OH after ruling that objectionable interference would be caused to WCLW/Mansfield, OH. WCLW has been fighting the GSM application since 1977.

- Eight mutually exclusive applications for a new FM in Las Vegas on 104.1 mHz have been designated for hearing by the FCC. Applicants include Constance Wodlinger and Las Vegas Electronics, Inc. (LVE). If successful, LVE has promised to sell KNUU/Las Vegas, while another subsidiary of its parent firm would sell KBET/Reno.

## TWO HOURS POST-SUNSET

# FCC Set To Extend Daytimer Operating Hours This Week

It appears almost certain that most of the 2600 daytime-only stations in the United States will soon be able to broadcast from 6am to 6pm for the first time. That relief will come this week (9-9), when the FCC is expected to approve a series of daytimer proposals it suggested more than a year ago. One well-placed Commission official, who predicted easy passage for the item, said the aid for daytimers may actually go "a little farther" than the measures proposed.

The extra relief, according to a private engineer who has followed the issue closely, could involve allowing stations to broadcast until two hours past local sunset, rather than setting an arbitrary winter signoff time of 6pm as proposed. The engineer predicted "significant relief" for all but a few hundred daytimers.

The measures set for adoption this week are reported to be similar to last year's proposals, which would:

- Allow pre-sunrise operations by Class II daytimers located east of co-channel Class I-A stations.
- Allow Class II daytimers located west of co-channel I-A stations (and outside their primary skywave contours) to begin pre-sunrise operations at 6am, regardless of local sunrise time at the I-A station.

## "SHAKEDOWN" TACTICS HIT

# Citizen Challenges Delay Radio Transactions, Renewals

Targets Include KSFO, WHAT, WWDB, WYCB, KRAB, WEAM, KABQ, KXKS, KPHX

Renewal applications and ownership changes for radio stations across the country are currently being held up by citizens groups and broadcasters who have voiced objections by filing "petitions to deny" with the FCC.

Just last week the conservative American Legal Foundation (ALF) called on the FCC to end "shakedown legal tactics of media pressure groups" in the renewal process. The foundation asked the FCC to strike down a recent agreement between KSD/St. Louis and the Greater St. Louis Black Media Coalition. A petition to deny KSD's renewal was dropped after the station agreed to help the coalition with steps such as furnishing free advertising and supporting the group's luncheons and banquets.

ALF Executive Director William Kehoe said the pact "makes a mockery out of the license renewal process." He added, "The station knows that it would spend more fighting a petition to deny than it would cost to give contributions to the group. The FCC should end this type of coercive fundraising once and for all."

While the ALF request involves petitions in renewal proceedings, here are examples of pending transactions now being held up:

- Golden West's sale of KSFO/San Francisco to King Broadcasting is under fire from two California groups who support hiring the handicapped. KSFO claims the petition, filed two months before the sale agreement was reached, is based on speculation and the groups lack legal standing to intervene.

## NBMC Demands Revocation Of WHAT, WWDB, WYCB Licenses

- The National Black Media Coalition (NBMC) last week moved to block the sale of WHAT/Philadelphia from Independence Broadcasting to Philadelphia Community Broadcasting, owned by WYCB/Washing-

ton owner Howard Sanders. NBMC wants licenses for both stations revoked, along with that of WHAT sister station WWDB/Philadelphia.

Charging "grave character flaws" on both sides, NBMC said it's only "with regret" that it is opposing the sale of Black-formatted WHAT from a white owner to a black owner. The group charges WHAT with overcharging candidates, airing lottery information within sermons, public file violations and giving the FCC a false report about its stockholders.

NBMC charges Howard Sanders with possibly "looting" WYCB by diverting station funds to his personal use, withholding proceeds of a telethon when he was a consultant to WOR-TV/New York, allegedly monitoring employee phone calls, and falsely claiming to be financially qualified to buy WHAT when, in fact, WYCB was forced off the air in June for failing to pay its utility bill.

## SIN Charges Conspiracy In Phoenix, Albuquerque

- SIN, Inc. and two other groups last week filled petitions to deny license renewals for KABQ/Albuquerque, KXKS/Albuquerque, and KPHX/Phoenix. SIN claims the stations, against whom it has also filed an antitrust suit, "entered into a conspiracy" to prevent it from repping Spanish stations and forming a Spanish-language radio network.

- The sales of KRAB/Seattle, a public access station, and Big Band-formatted WEAM/Washington, are the targets of local listener groups who oppose planned changes in format.

- Calculate protection requirements by using diurnal curves, which will permit longer daytimer hours by more closely following the rising and setting of the sun.

## WCIL/Carbondale Claims Clear Channel "Monopoly"

One daytimer executive who has actively lobbied for relief, WCIL/Carbondale, IL PD Matt McCann, said the expected FCC action is "not a complete solution, but a step in the right direction. We'll be better able to serve our community and compete in the marketplace."

McCann said forcing daytimers to go off the air to protect clear channel stations is "a needless monopoly on the AM band that was needed in 1934 but no longer. It's a waste of spectrum space."

On Capitol Hill even more sweeping daytimer relief (S. 880) has been passed by the Senate Commerce Committee. The bill would abolish skywave protection altogether. Clear channel interests, caught offguard by the committee action, are lobbying vigorously to defeat the measure on the Senate floor.



- Permit Class II-O daytimers outside a co-channel Class I-A station's primary contour to operate past sunset, until 6pm, with 500kw. Such daytimers within the primary contour of a I-A to the west would have to go off the air at the I-A's local sunset time, if that is earlier than 6pm.
- Permit Class III daytimers to operate past sunset until 6pm at 500kw.



# LIONEL RICHIE

*All Night Long*

1698MF



**THE NEW SMASH SINGLE**  
**FROM THE SOON TO BE RELEASED ALBUM**  
**"CAN'T SLOW DOWN"**



© 1983 Motown Records Corporation





## Controlling Stress In Stereo



Working in the radio biz can be fun, but it's also been known to cause a few stressful situations. However, general managers, program directors and other station personnel can combine work (music) and relaxation with the CALMTONE Stereo Controller. According to the manufacturer, Montreal-based **Thought Technology**, CALMTONE helps you learn to relax as you listen to the stereo.

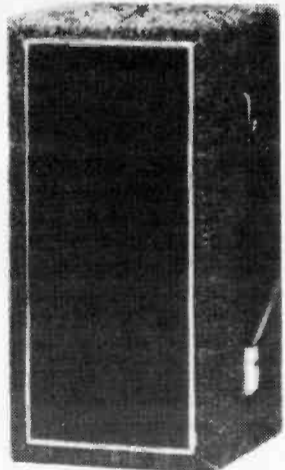
Sounds weird, folks, but it's supposedly true. Apparently, the unit works in tandem with TT's GSR 2, which measures stress-related changes through variations in skin pore size. These changes are then converted into sound, ultimately

allowing you to mentally control the loudness or softness of your stereo system, or even Walkman portable as you in turn reduce stress.

CALMTONE features a tuning control, tuning meter, a normal-reverse switch, and sensitivity settings from one to 20. There's also an on-off switch for normal amplifier use when the unit is off. For more details, including cost, contact **L. Klein** at (514) 489-8251.

## Sound AdVANtages

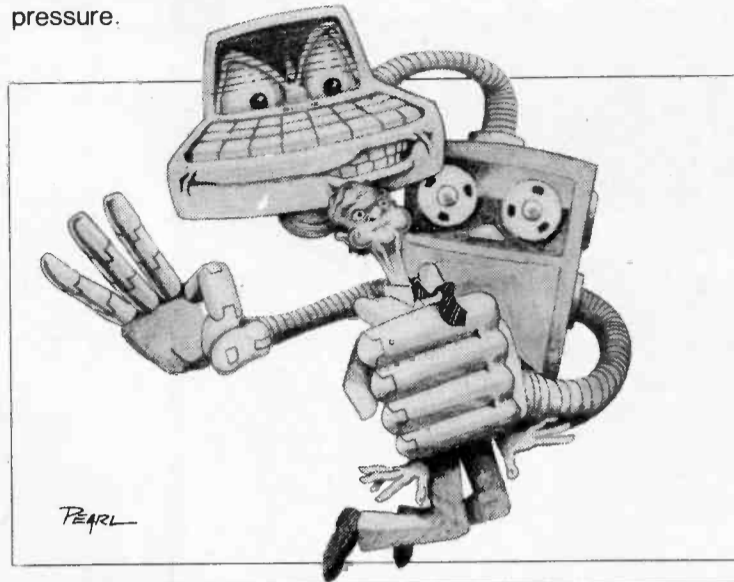
Those radio outlets with station vans may be interested to know **Becker Electronics** has developed sound speaker model RCS 2-5-2C, which is also designed for pickups, campers and hatchbacks. Housed in the carpeted cabinet is a dual five-inch polycone woofer combined with a soft dome horn-loaded tweeter. The speaker is complemented by a side strap for easy handling. Power capability is 100 watts IEC. Frequency response ranges from 100Hz to 20 kHz plus or minus 6 dB. Manufactured out of East Durham, NY, model RCS 2-5-2C costs \$299.95 per pair.



RCS 2-5-2C

# Overcoming Computerphobia

Computers are playing a more significant role in our work lives, but not everyone is happy about the situation. A growing number of managers are coming down with "computerphobia" or "cyberphobia." Translated, both mean the fear, distrust or hatred of computers. Estimates as to how widespread the malady may be are conservative at best. Many are "closet" cyberphobes, who would rather hide their fear than buck peer pressure.



Classic phobia symptoms such as nausea, dizziness, cold sweat and high blood pressure can lead to one example cited in **Psychology Today**. In that particular case, the employee became frustrated to the point of dumping coffee and cigarette ashes into the computer console.

Part of the problem is the managers are afraid they're really not managing anything with computers around; rather, they view themselves as simply "information conduits." This perception is further compounded by the idea of being easily replaced by these computers. There are also those managers who feel they are already making efficient use of their time and are therefore less inclined to welcome computers with open arms.

Interestingly, age and educational level factors don't appear to be critical in determining adverse computer reaction. To help cure cyberphobics, one consultant suggests gradual exposure to electronic calculators and games, followed by simple computer programs.

## Successful Slump

What's the matter? Last ratings book got you down? Instead of standing tall, ready to look that setback straight in the eye, try slouching instead! Yes, you're reading right. A study of over 100 volunteers at Texas A&M University indicates that a slumped posture may be the answer to depression about failure.

Study participants took tests that purposely consisted of impossible-to-answer analysis problems. After being told they had failed the exam, the volunteers were divided into two subgroups: half were requested to sit erect, while the others sat in slouched positions. After later evaluations, the slumpers were more self-confident and less depressed about their failure. They even tried harder on another test shortly thereafter.

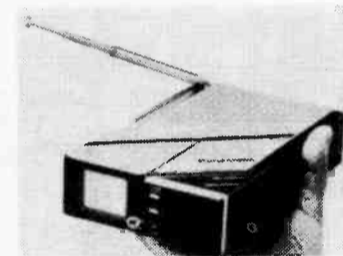
As psychologist **John Riskind** remarked to **Omni** magazine, "If depression starts to set in, it might not be a bad idea to take on a slumped position and withdraw for awhile." All right, programmers, take note.

## The Incredible, Edible Book

The Japanese have added a novel twist to the phrase "that's a good book." It seems scientists have cooked up an edible version. A recent **Rip 'N' Read** article says the recipe calls for powdered foods mixed together with edible cellophane sheets. *Repeaters*

## Color Comes To Mini TV

The CT-101 is **Panasonic's** newest product, featuring what the firm claims is the world's smallest standard color picture tube. Its screen measures a scant 1½ inches, while the set itself operates via AC, DC, or eight AA cells. CT-101 comes equipped with video inputs, an audio input, ear-phone/headphone jack and external antenna.



Panasonic's CT-101

## NAB Slates Engineering Seminar

**NAB's** 16th annual "AM Directional Antenna Seminar" will address a variety of topics: AM stereo's relationship to directional antenna operation/performance, **FCC** policy and rules, how to conduct partial and skeleton proofs, operation/maintenance, and the latest techniques of feeder and monitoring systems. The \$250 member registration covers instruction, supplies, reception and banquet. Seminar dates are October 12-13 at the Cleveland Airport Marriott Inn. Direct inquiries to **Janis Shipe**, NAB Science and Technology Department, 1771 N Street,

N.W., Washington, D.C. 20036; (202) 293-3557.

## Lund Publishes Radio Planning Book

**Lund Consultants** is distributing **The Programming and Promotion Planning Book**, just in time for the fall **Arbitron** sweep. It's chock full of informational tidbits for DJs' on-air work ("The Calendar of Memorable Information"), as well as articles offering advice on programming techniques, promotional ideas, and advertising strategy. Articles run the gamut from "Top Ten Trademarks of a Winning Station" to "Critiquing Your Total On-Air Sound."

Cost is \$39.95, covering tax and delivery. Write the Lund Consultants, Inc. at 55 Sutter St., Suite 62, San Francisco, CA 94104.

# W

WESTWOOD ONE

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

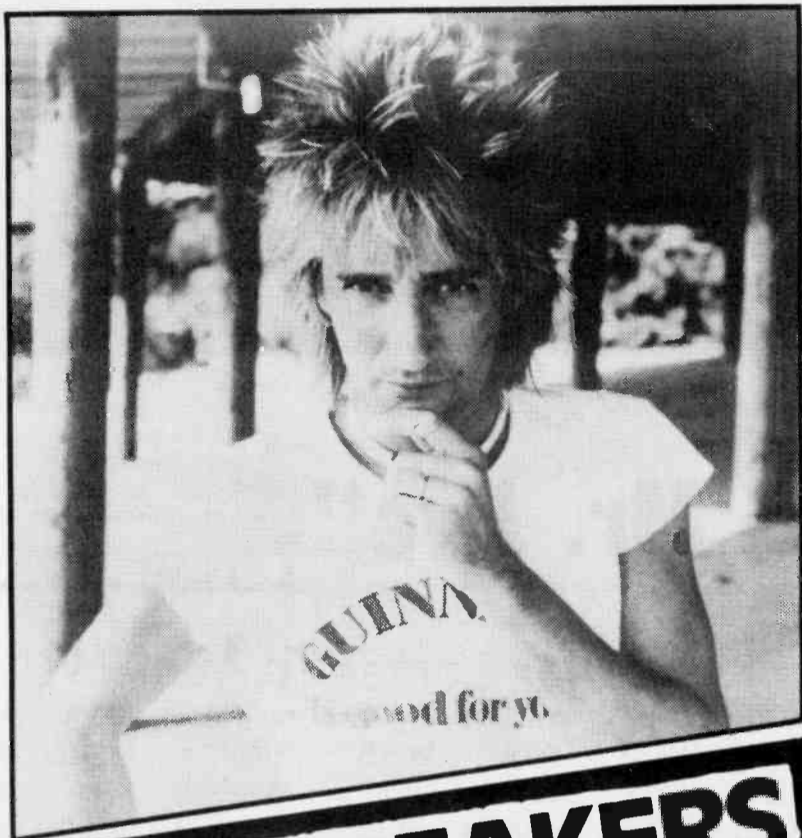
# THE COUNTDOWN

WITH WALT LOVE





# Slams On The Breaks!



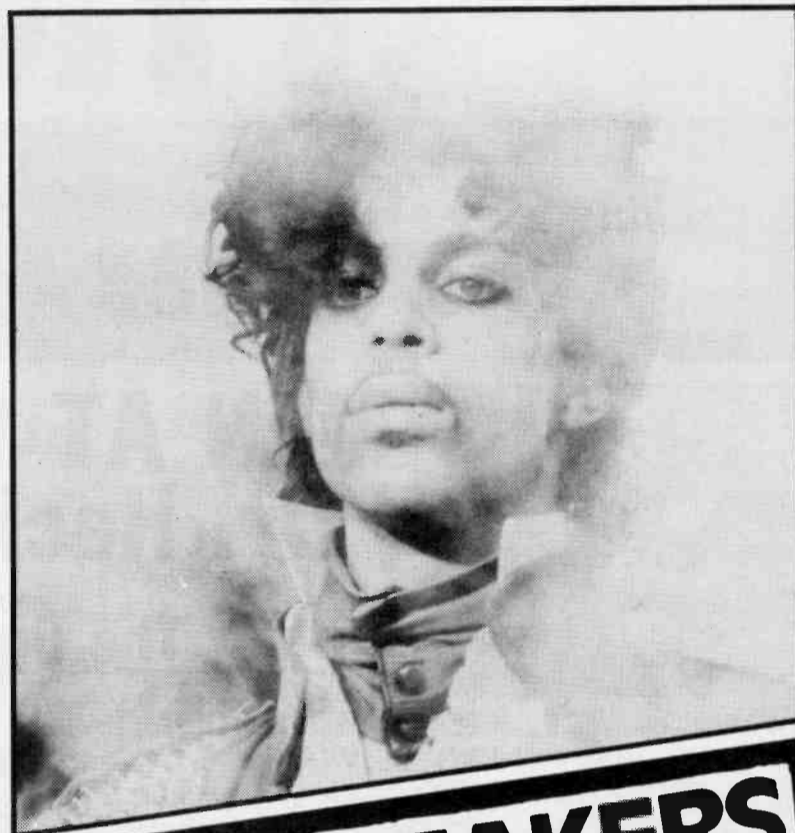
**CHR BREAKERS**



## ROD STEWART

**“What Am I Gonna Do (I’m So In Love With You)”**

Produced by Rod Stewart,  
Jimmy Iovine & Tom Dowd



**CHR BREAKERS**



## PRINCE

**“Delirious”**

Produced, Arranged, Composed  
and Performed by Prince



Manufactured & distributed by Warner Bros. Records



# Columbia Rec The NEW &

**Brand New Singles  
From The Artists You Rely On**



## **MEN AT WORK "Dr. Heckyll & Mr. Jive"**

**Out Of The Box Action At:**

B104	KNBQ	WRCK	KITE	WQUT	B97	WKAU	WKFR	KQMQ	WFBG	WKHI	WJAD	WPFM	KKLS	KOZE
WPHD	WKEE	KHFI	WNFI	WOKI	WTIX	WMEE	KEYN-FM	KHOP	WACZ	95XIL	WFLB	Z102	WSPT	KDZA
WHYT	WSPK	KZZB	KAMZ	KBFM	WRVQ	WGRD	WHOT	KSKD	WIGY	WSQV	Q104	WCIL-FM	KENI	KBIM
WKTJ	WKFM	WCSC	KSET-FM	G100	KROK	WZZR	KBBK	KYYX	WTSN	KQIZ-FM	KVOL	WAZY-FM	KCDQ	KCBN
KFRC	WPST	WBCY	WANS-FM	WABB-FM	WSEZ	WJXQ	KYNO-FM	KHYT	OK100	WISE	KNOE-FM	WRKR	KGHO	



## **LOVERBOY "Queen Of The Broken Hearts"**

**This single is by a group that has sold over six million albums in the U.S. alone!**



## **JOURNEY "Send Her My Love"**

**SHIPS THIS WEEK!**



## **BILLY JOEL "Uptown Girl"**

**SHIPS IN NEXT WEEK'S R&R**





# ords Presents The ACTIVE

**Programmers Across The Country  
Report Hot Reactions To These Hit Records**



## ELVIS COSTELLO and the ATTRACTIONS "Everyday I Write The Book"

"Talk about demo appeal — this record sounds like the '50s, '60s, '70s, and '80s!"

— Paul Christy, WABX/Detroit

WPHD 25	KIMN deb 40	WGRD 18-15	WPFM 14-11	WKFM 40-35	Z104 38-32		
KAFM add	Q103 add	KYYX 20-10	KFMZ 21-18	WRCK 28-25	K107 36-32		
WABX 18	KFI add 34	KHYT add	WRKR add	WBBQ 26-23	WGUY 34-30		
WHYT add	KIQQ 24	WHEB 16-13	WXKS-FM on	KZZB 30-25	WISE 28-23	WXLK 33-27	KYTN 24-20
WLOL-FM 26	WLAN-FM add	KQIZ-FM 19-16	PRO-FM on	WOKI 37-34	Q104 22-20	WHSL 29-26	WAZY-FM 27-23

**CHR NEW & ACTIVE**



## HERBIE HANCOCK "Rockit"

"Local sales are so strong here (it's the No. 1 12") that we had to respond with airplay. Much to our surprise, the teens love it too!" — Mark Shands, 195/Miami

**195 17-12**  
**KIQQ deb 15**

WXKS-FM	KGGI	WDAS	KKDA-FM	WAIL-FM	WDMT	KMJM
WABX	KHYT	WAMO	KMJQ	WYLD-FM	WJMO	WZEN-FM
KBFM	WGUY	WKYS	KRLY	WBMX	WZAK	KACE
KRGV	WXYV	WOOK	KRNB	WGCI	WDRQ	KJLH
WHOT	WILD	WHUR	WHRK	WBLZ	WGPR	XHRM
KQMQ	WRKS	WAOK	WEDR	WCIN	WJLB	KSOL

**BLACK  
CHART**  
**4**



## PAUL YOUNG

### "Wherever I Lay My Hat (That's My Home)"

"We watched Paul Young climb the British charts earlier this summer, eventually staying No. 1 in the UK for over a month. Just out domestically, a repeat of this success in America looks very promising." — Robert Moorhead, KIQQ/Los Angeles

CKGM KIQQ K104 WCSC WSFL OK100 95XIL WJAD WPFM WIXV

**CHR  
SIGNIFICANT ACTION**



## WHAM! U.K. "Bad Boys"

"Since adding Wham's 'Bad Boys,' KFRC has consistently received top 5 phone requests and now the record is No. 1." — Gerry Cagle, KFRC/San Francisco

WXKS-FM 33-27	WABX 24	KFRC 1-1	KSET-FM 14-10	I95 on	Z104 34-28	WKFM on	KRSP on	WSPT on
CKGM 22-20	WLOL-FM 38	KIIS-FM 9	WGUY 29-24	Y100 on	KQMQ 28-19	WBBQ deb 39	WERZ on	
Q105 add 28	KEARTH 4-3	KIQQ 5-5	KRGV 20-9	KITE 15-13	KGGI 22	KZZB deb 40	WHEB on	
		XTRA 11-4	KYNO-FM 10-7	KAMZ 26-19	KHYT 21-18	WGRD deb 40	WFLB on	
		KFI 22-13	KYYX 11-8	WZZR 23	KRQ 28-24	WJXQ on	Q104 on	





# Networks/Program Suppliers

## MUSIC FEATURES

### Inner-View

Fox (September 26)  
Ronnie James Dio (October 3)

### London Wavelength

#### BBC Rock Hour:

Robert Palmer (Week of September 25)

#### BBC Special:

Moody Blues (September)  
Genesis (October 14-31)

#### Rock Over London:

Paul Weller, ex-Jam (Week of September 25)  
Truth (Week of October 2)

### Mutual

Lionel Richie profile (October 1)

### Narwood

#### Country Closeup:

John Anderson (September 26)

#### Music Makers:

Patti Page (September 26)  
Buddy Rich (October 3)

### NBC

#### Source:

Robert Plant profile (September 23-25)  
Doors profile (September 30-October 2)

### RKO Networks

#### Countdown America w/ John Leader (IS, Inc.):

Air Supply spotlighted (September 10-11)

#### Hot Ones (IS, Inc.):

Hollies (September 26)  
Jeffrey Osborne (October 3)

#### Solid Gold Saturday Night (Dick Bartley):

Bee Gees (September 24)

### Rolling Stone

#### Magazine Productions

#### Guest DJ:

Journey's Steve Perry (September 26)

### Syndicate It, Inc.

#### Music Of Black America:

Regional styles/Boston & New York  
(September 26)

### United Stations

#### Dick Clark's Rock, Roll & Remember:

The Platters (September 23-25)

#### The Great Sounds:

Tony Bennett (September 23-25)

#### Solid Gold Country:

Dottie West (September 23-25)

#### Weekly Country Music Countdown:

Willie Nelson (September 23-25)

### Watermark

#### Musical:

Angela Lansbury/Hits from Broadway  
(September 24-25)

#### Soundtrack of the '60s:

Ex-Byrds member Gene Clark/Bulwinkle's June  
Foray/Three Dog Night (September 24-25)

### Westwood One

#### Budweiser Concert Hour:

Dazz Band (September 30-October 2)

#### The Countdown:

Klique (September 23-25)

#### Dr. Demento:

Favorite songs about chickens  
(September 23-25)

Television songs (September 30-October 2)



**ASIA IN SYNC WITH IS INC** — Asia members Carl Palmer and Geoff Downes were interviewed by IS INC Associate Producer C.G. Gordon for a September "Hot Ones" program. Pictured (l-r) are Palmer, Gordon, and Downes.

### Earth News:

Bob & Doug McKenzie/Bonnie Tyler/Stevie Ray  
Vaughan (September 26)

### In Concert:

Bryan Adams (September 30-October 2)

### Off The Record Specials:

Police (September 23-25)  
Quarterflash (September 30-October 2)

### Rock Album Countdown:

Heart/Fixx (September 23-25)

### Rock & Roll Never Forgets:

John Lennon (September 30-October 2)

### Rock Chronicles:

Brothers in rock (September 23-25)

### Special Edition:

Phyllis Hyman (September 23-25)  
Nona Hendryx (September 30-October 2)

### Star Trak Profile:

Air Supply (September 23-25)  
Bob Seger (September 30-October 2)

### ABC

#### Entertainment Net/ Silver Eagle (DIR):

Nitty Gritty Dirt Band/Moe Bandy  
(September 24)

#### FM Net:

"Ringo's Yellow Submarine"  
(Now thru November 26)

#### Rock Net/King Biscuit (DIR):

Animals/Mitch Ryder (September 25)

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

East Coast rock (September 25)

### Clayton Webster

#### Country Calendar:

David Fritzell (September 26)  
Lynn Anderson (September 27)  
Jerry Clower (September 28)  
Jerry Lee Lewis (September 29)  
John Conlee (September 30)  
Razzy Bailey (October 1)  
Mickey Gilley (October 2)

#### Rarities:

Eric Burdon & The Animals (September 26)  
Bob Dylan (September 27)  
Robert Plant (September 28)  
Cheap Trick (September 29)  
Yes (September 30)

#### Retro Rock:

Stray Cats (September 26)



**UP, UP AND AWAY** — A forthcoming installment of the syndicated "Moneytalk" series focuses on Thatcherism. In preparation, host Tom Morgan flew to London to talk with various government and business leaders. Above, Morgan doublechecks the Concorde's controls before take-off.

### Continuum Broadcasting On Bleeker Street:

Crosby, Stills, Nash, McGuinn, and Mason  
(September 22-25)  
Melanie, Searchers & Paul McCartney  
(September 29-October 3)

#### Rockweek:

Van Halen (September 25-28)

### Creative Factor

#### Specials:

David Bowie — The Golden Years  
(September 24-25)  
The Who — Before I Get Old (October 1-2)

### Dahlman Creative Media

Gordon Lightfoot special (Fall)

### Global Satellite Network

#### Rockline:

Men At Work (September 26)

## College Sports Go Satellite

**Metrosports** and **Wold Communications** have announced a new partnership to create nationwide, satellite-based radio networks for the broadcasting of major college sports events. The venture will be launched on November 25 with the first of 28 UCLA basketball games and will also include the Aloha Bowl on December 26 and the Hula Bowl on January 7. A fourth series featuring UCLA football is planned for fall 1984.

## NEWS & INFORMATION FEATURES

### CBS

#### RadioRadio:

Return Of The Jedi/Woody Allen/Buffalo Bill's Jo  
Ann Cassidy/Record Industry/Emmy Awards/Star Wars' Anthony Daniels/Barry Mann &  
Cynthia Weil on "Kris Erik Stevens — In  
Touch" (September 12-18)

### Clayton Webster

#### Jack Carney's Comedy Show:

Football (September 26)

#### Joe Piscopo At Large:

Sports guy (September 12)  
New TV Season (September 13)  
Andy's Breakdown (September 14)  
Tom Slimy (September 15)  
Whiner (September 16)  
Rex Greed (September 17)  
Soap Opera Update (September 18)

#### Sporting News Report:

Frank Kush/Jack Nicklaus/Bo Schembechler/Hank  
Stram/Janet Guthrie (September 19)

### Narwood

#### Minding Your Business:

Software hardball (September 12)  
Congress vs. small business (September 13)  
Tax reform (September 14)  
Throwaway Buildings (September 15)  
National Labor Relations Act (September 16)

### Radio Entertainment Net

#### The Olympic Minute:

Australia bars equines (September 12)  
"Mintonette" grows up (September 13)  
TV tops athletes' speed (September 14)  
Star in motion (September 15)  
Running in white gloves (September 16)

### Strand Broadcast Services

#### Something You Should Know:

Financial Fitness (September 12)  
Traits of a healthy family (September 13)  
Effective presentations (September 15)

### Westwood One

#### Brad Messer's Daybook:

Gatling gun/Brides omit "obey" (September 12)  
Milton Hershey/Attica prison (September 13)  
Pavlov & reflexes/Isadora Duncan (September 14)  
Hats/Blondie comic strip (September 15)  
Allen Funt/Mexico Independence (September 16)

#### Playboy Advisor:

Simultaneous orgasms & conception/breathing & ex-  
ercise/its circumcasion reversible/amyli ni-  
trate/sex during pregnancy (Week of  
September 12)

### Spaces & Places:

Blacks in entertainment (September 9-11)

#### Tellin' It Like It Was:

DeFord Bailey, first black country singer on Grand  
Ole Opry/L.A.'s founding fathers  
(September 9-11)

## PEOPLE

### • Nancy Cook

has been named Director of Affiliate Relations for the **Source**. She was upped from Regional Director of the **NBC Radio Networks**, a post she held since joining the company in November 1981. Prior to that, Cook spent three years at **AP** as a Broadcast Executive.



Nancy Cook

work News Correspondent. Knoller will be the first News Editor to supervise both the radio network and the broadcast wire simultaneously. Both appointments are linked to AP's consolidation of broadcast news operations at the wire service's Washington headquarters. About 40 news positions are being moved from New York to Washington as part of the reorganization.

• **Kadi Morand** is tapped as General Manager of **More Music Programming**. Morand, whose background is in marketing and broadcast consulting, will assume all merchandise, promotion, sales and customer relations functions for the La Canada, CA-based programming syndicator.

• **Bill Barnett**, a former Account Executive at **Eastman Radio**, and **Lance H. Robbins**, an entertainment lawyer, have announced the formation of **Barnett-Robbins Enterprises** for the packaging and sales of radio specials and features. The firm has a number of projects in development for fall, including 90-minute profiles of **David Bowie** and the **Who**, features on sports medicine and Olympic athletes, and a daily strip on automotive care.

• **Jackie Gross** is the new Series Development Director at **Starfleet Blair**. She moves from **RKO Radio**, where she was Producer/Engineer for "Night Time America." Gross was also Creative Director at **WXLO/New York** (now **WRKS**). She will be producing series radio programming for all formats.



James Limbach Mark Knoller

Director at **WAVA/Washington** during its days as an all-News station. Replacing Limbach as Broadcast News Editor is **Mark Knoller**, an eight-year AP Net-

## IS YOUR FORMAT OUT OF CONTROL?

Add computer precision, avoid same-hour plays with the **FORMAX MUSIC SYSTEM**.  
High tech. Low cost. And you don't need a computer!

1007 Naperville Road  
Wheaton, Illinois 60187

Call Doug Blair (collect) 312-653-5527

**OBEDIENT  
SOFTWARE**

THREE HOURS OF...MORE HITS! MORE STARS! MORE  
MUSIC! LESS TALK! HOSTED WEEKLY BY M.G. KELLY

# TOP 30 USA

Cash in on the  
success of the  
nation's #1 adult  
contemporary  
weekly countUP  
program.

Almost 200 stations  
already have!

Don't get left out in  
your market. Call  
Susan Jacobi at  
(212) 975-6917.









# ABC ROCK RADIO NETWORK WELCOMES

**DC101** WASHINGTON

**WKLS** ATLANTA

**WSKS** CINCINNATI

**WEZX** SCRANTON

**KMJX** LITTLE ROCK

# ABC ROCK IS ON A ROLL.

Join the move to the #1 Rock Radio Network. Call Dan Forth at (212) 887-5536.

 **abc rock radio network**



**W**E ALL, on first reaction, judge what SHOULD BE based on WHAT HAS BEEN. It takes some action, or reaction, to change our opinions. In music, it has always been the innovator who has suffered first and then succeeded. We've seen it with Bowie, the Stones and, more recently, with the Police. Now we witness the growing strength and popularity and inevitable success of Talking Heads.

On their sold out concert tour, the single "Burning Down The House" brings down the house. This is music that audiences love to hear. The more you play, the more they want, and the better it gets.

At first listen, this music seemed like it wasn't for your audience, and then it just "grew" on them. It "grew" because of the fact that it was good and unique. It broke form and moved the idiom of rock & roll forward. The Talking Heads examined and questioned what had been, redefined it and gave us a look at what will come. That is a sign of true art, a sign of true success, a sign of true musical growth.

Warner Bros. and Sire Records are very proud to be associated with the Talking Heads. With the release of SPEAKING IN TONGUES, the Heads' musical growth is being matched by their growth in audience. Talking Heads are speaking in a tongue that everyone NOW understands, not because the Talking Heads have compromised, but because their time has come. It's now.



# RULES WERE MEANT TO BE BROKEN AND SO WERE TALKING HEADS



TALKING HEADS... THE ALBUM: SPEAKING IN TONGUES. THE SINGLE: BURNING DOWN THE HOUSE. PRODUCED BY TALKING HEADS







# Management

## The Six Million Dollar Manager

by Kevin B. Sweeney

R&R is proud to serialize Kevin B. Sweeney's "The Six Million Dollar Manager," a booklet analyzing radio's immediate future, first published in 1981. Sweeney has been involved in virtually every area of radio: station management, station sales, networks, syndicated programming, ownership, and consultation. He is often credited as the chief architect of the RAB, and served as its President for ten years. He is the author of four other pamphlets about radio: "The Nickel Medium," "When You're #4 You Have To Try Really Hard," "Local's 15% Solution Problem," and "Radio: Red Hot Or Not So Hot."

Because "The Six Million Dollar Manager" is two years old, some of the numbers have changed — but the sound sense and visionary scope of the booklet is just as valid today as when published. It is a sweeping scenario for radio's development over the '80s, and the management and sales strategies that will be necessary to cope with it.

*I'll concede that I should have known.*

*After all, an important part of my job is knowing what's going on in radio, knowing the significant trends that affect programming, sales and profit.*

*I can't see how I missed the story.*

*I try to read every issue of a dozen business publications, plus the usual industry newsletters.*

*One of these should have carried the story.*

*But somehow I missed it. What puzzles me even more is that there has been no discussion of it among our radio station clients. I guess that a million dollars just isn't worth much discussion any more.*

*What do you mean "what am I talking about?"*

*I'm talking about the story on the FCC's order that no radio station, regardless of power, dial position or size of market, may be*

*sold for less than a million dollars!*

*Of course, there is no such order from the FCC.*

*Although, given some of the strange suggestions advanced by various FCC staff members and commissioners during the past decade, the idea has the ring of authenticity.*

*And, given the sale prices routinely reported almost every week for the past 18 months for*

### "Station Research Systems' AutoSelect software gives Bonneville the total control in music selection that we demand."

Bonneville's Dave Verdery



Dave Verdery, Vice President of Programming at Bonneville Broadcasting System, chose AutoSelect to schedule the music on the company's satellite service.

#### 3 ways AutoSelect meets Bonneville's tough demands.

"It's designed for radio programmers by radio programmers. When I saw AutoSelect for the first time, I knew that radio programmers — not computer programmers — had designed it. That's why it's so easy to work with — AutoSelect looks at radio programming the way radio programmers do."

"It's flexible enough for us to quickly fine-tune the format. Since we are creating a new kind of sound for the Bonneville satellite service, we needed software that would allow us to direct the hour-to-hour "feel" of the format in a subtle but effective way. With

AutoSelect, I'm always in total control of the sound of the format."

"AutoSelect gives us the most for the money. We could have purchased any music selection system, but it turned out that the most affordable one was best for our wide range of requirements. AutoSelect handles artist and title protection, song-to-song transitions, dayparting — even "hourparting" — by tempo, intensity or any of 26 characteristics you name."

"Station Research Systems didn't leave anything out when they designed AutoSelect — it's a quality tool that any station serious about its programming should have."

#### AutoSelect — Join the growing list

WGY/WGFM — Albany  
WPLO/WVEE — Atlanta  
WYRK — Buffalo  
WBT/WBCY — Charlotte  
WJJD/WJEZ — Chicago  
WLAK — Chicago  
WUBE/WMLX — Cincinnati  
KAAM/KAFM — Dallas/Fort Worth  
KSCS — Dallas/Fort Worth  
KZEW — Dallas/Fort Worth  
KOAQ — Denver  
KYGO/KIMN — Denver  
WCZY — Detroit  
WAIV — Jacksonville  
Magic 105 — Little Rock  
KJIS-FM — Los Angeles  
KZLA — Los Angeles  
WMPS/WHRK — Memphis  
WISN/WXLP — Milwaukee  
KTAR/K-Lite — Phoenix  
WTAE/WHTX — Pittsburgh  
WMBD/WKZW — Peoria  
KGW/KINK — Portland  
KSD-AM/FM — St. Louis  
KSDO-FM — San Diego  
K-101 — San Francisco  
KYA/KLHT — San Francisco  
KING — Seattle  
WFLA — Tampa/St. Petersburg  
W-101 — Tampa/St. Petersburg  
WSUN — Tampa/St. Petersburg  
WMHE — Toledo  
KX Country — Washington, D.C.  
KRAW/KGTO — Tulsa  
KQAM/KEYN — Wichita  
Affiliated Broadcasting, Inc.  
Belo Broadcasting  
Blair Broadcasting Corp.  
Bonneville Broadcasting Systems  
Capital Cities Communications  
Coastal Communications, Ltd.  
FairWest/Fairbanks  
Gannett Radio  
General Electric Broadcasting Corp.  
Hearst Broadcasting Group  
Jefferson-Pilot Broadcasting  
King Broadcasting Company  
Kraus Company  
Long-Prude Broadcasting Company  
Plough Broadcasting Company, Inc.  
Pulitzer Broadcast Stations  
Toby Arnold and Associates  
For more information on AutoSelect, call Station Research Systems at 214-239-5331.

### A-1 RADIO REVENUES/PROFITS

Year	Revenue (billions)	Profits (millions)
1979	\$2.87	\$231
1978	2.63	311
1977	2.27	246
1976	2.02	178
1975	1.72	81

### A-2 RADIO vs BIG COMPANIES (1979)

	Revenues (billions)	Profits (millions)
RADIO	\$2.87	\$231
Bristol-Myers	2.75	423
Teledyne	2.70	372
Mead	2.56	141
Boise-Cascade	2.91	175
Nabisco	2.36	100
Southern Pacific	2.62	179
Diamond-Shamrock	2.35	178

small-market stations:

- Daytimer serving maybe 100,000 persons — \$750,000
- AM-FM serving less than 100,000 persons — \$1.6 million
- AM-FM with a metro under 65,000 — \$1.5 million
- AM with less than 40,000 persons in home county — \$1.6 million
- The only AM-FM in county with 45,000 persons — almost \$1 million

... given those prices, the explanation that the government price support system that protects tobacco, milk, and other agricultural products had been transferred to radio is credible.

All the ancient formulae for the purchase of radio stations, especially some of those relating to sales and/or earnings, seem to have been shelved.

(Even those time-honored ones like 10 times annual losses or 15 times legal fees!)

At a time when you can buy IBM for 10 times earnings and Mobil and Exxon between five and six times earnings; or, more to the point, CBS for eight times, ABC for seven, Metromedia for 11, even Cap Cities for 14, what is the rationale for paying 20 or 30 times earnings at least for a radio station?

True, there is strong demand. Every dentist in America plus half the physicians and three-quarters of the home builders seemingly yearn for a piece of a radio station.

True, inflation has caused prices of cars and homes and restaurant meals to double, then double again in the past five years. Radio station prices are not immune to this cycle.

True, radio stations own land and land prices have zoomed faster than almost anything else. Forget the fact that the land most stations own is so dedicated to the broadcast function that it has virtually no value unless the buyer plans to abandon the license and subdivide.

True, frequencies are a scarce commodity, although you would get less than unanimous agreement on that from the station operators who do their operating in markets with 30 or more active stations. Or from those who view the 9 kHz proposal as a possibility.

True, radio stations can make a bunch of money in a hurry. All of us have seen a confirmed money-loser go to \$800,000 a year pretax in less than two years.

But the latest published figures (1979) reflect an industry whose profits were off sharply (see Chart A-1).

### The Wary Investor

And it is certainly an industry where internal competition has doubled or tripled in the past five years in dozens of markets. Not the kind of situation the wary investor seeks out.

But it has been wary, knowledgeable investors who have bought large-market radio stations at what even in 1979 would have been regarded as incredible prices.

Karl Eller bought KIOI/San Francisco for \$12 million. That set the galleries to buzzing for many weeks.

But Metromedia's purchase of KHOW/Denver has left the galleries silent. "Stunned" might be a better word.

These purchases are by very experienced group operators, not by a syndicate of car dealers, physicians, and CPAs.

\$15 million for an AM in Denver? Denver, a market not in the top 20. Denver, a market with 26 stations. KHOW's a leader but it doesn't have one of those runaway shares, averaging somewhere in the 8-9% share 12+ metro Arbitron tabulation.

And \$15 million in Denver, where 1979 FCC figures show about \$30 million gross revenues shared among the stations and total profits for all stations combined at \$1.7 million.

Without demeaning the Metromedia purchase (how can you sneer at a company whose stock is selling for over \$145 when you bought it for \$25?), it does make Westinghouse's circa-\$7 million purchases in Dallas, Houston, and San Diego look pretty canny.

Most of the recent big-market purchases are pretty canny.

Because radio — the entire industry — is a great buy on at least one basis. Study Chart A-2 for a few seconds — radio does exceptionally well when compared to beautifully-run companies whose gross sales approximated those of radio during 1979.

Return on sales — operating profit — is far from the only measuring stick for a business, but compare radio with some of the better companies, ones well regarded by Wall Street, and radio looks very good indeed in a year when radio's operating profits were off a quarter.

Further, while the traditionally high-profit-margin markets in radio — Columbus, Minneapolis, Atlanta, Los Angeles, Indianapolis — are in the 20-30 percent range, you and I know many stations that would be suicidal if margins fell below 40 percent.

Part II of our serialization will appear next month. "The Six Million Dollar Manager" and Kevin B. Sweeney's other works are available from the Kevin Sweeney Companies, PO Box 1673, Thousand Oaks, CA 91360.

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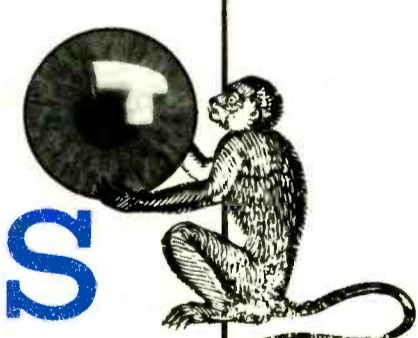
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THE CUT THAT'S KILLING THE CROWDS IN CONCERT  
IS NOW A SINGLE.**

Produced by David Foster for Foster Frees Music, Inc.



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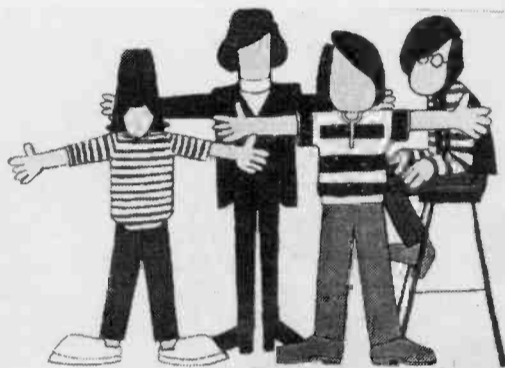
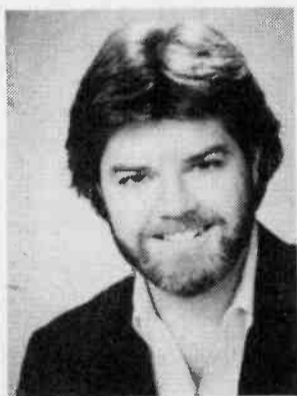
# On The Records



KEN BARNES

## Consulting By The Spoonful

I've been doing a lot of detective work in this column lately, trying to uncover the rock and roll pasts of prominent industry executives. But it seems I'm not the only one out there investigating — it's even going on in daily newspapers. Perhaps I should resent outsiders muscling in on my turf, but I want to be fair-minded, and in the instance below, I must give credit to an imaginative bit of original research.



Fill In The Blanks Quiz: Which Lovin' Spoonful was John Sebastian?

A Portland Oregonian reporter, covering the ratings success of KRCK, had occasion to discuss the station's consultant, John Sebastian. Explaining the consultant's rock credentials, the writer described Sebastian as "an old rocker himself during his glory days as lead vocalist for the Lovin' Spoonful." However, he unaccountably neglected to cite Sebastian's penchant for tie-dyed shirts or his popular theme for "Welcome Back Kotter."

The same names crop up confusingly in different segments of the business, and I guess a lot of writers on the outside should be furnished with a scoreboard. I just hope WPGC/Washington PD Al Casey never programs a Portland station, or he might be grilled about his 1963 instrumental hit "Surfin' Hootenanny."

### Pop's Culture Club

There seems to be a trend toward song titles taken from books, plays, and movies lately. With the help of the literate and learned Linda Moshontz of R&R Entertainment, I've isolated the current examples of "Promises, Promises" by Naked Eyes (Broadway play of the '60s), "After The Fall" by Journey (Arthur Miller play of the '50s), the Motels' "Suddenly Last Summer" (Tennessee Williams play of the '50s), "The Border" by America (recent Jack Nicholson movie), and the Rogers/Parton duet "Islands In The Stream," which without the final "s" in the first word was an Ernest Hemingway novel. And then there's the Alarm's "The Stand," which not only shares the title of a Stephen King novel, but was actually named after it and draws from the book's characters for some of its lyrics.

Early pressings of Robert Plant's "Big Log" single and "Principle Of Moments" album had no label credit except a few colored squiggles and a small-print "distributed by Atlantic Recording Co." line. It seems Robert was still formulating the final name for his custom label when the record was ready for release, hence the interim solution. But now the name is ready, Es Paranza Records, and future pressings will now bear the logo.

If the new Huey Lewis & the News record sounds familiar, it's because the Nicky Chinn/Mike Chapman song was previously cut under Chapman's supervision for Exile in 1981 as one of the number of follow-ups to "Kiss You All Over." Exile is currently pursuing a country direction on Epic, while former group member Mark Gray has also gone country on Columbia.

### TV News

"Solid Gold" celebrates its fourth season premiere the week of September 9, with Rick Nelson cohosting with Marilyn McCoo and a guest list comprising Laura Branigan, Rick James, the Motels, Quarterflash, Michael Sembello, and Taco... "Rock 'N' Roll Tonite" for the weekend of September 10 is a repeat of a July show featuring Dexys Midnight Runners, the Divinyls, and the Plimsouls... Michael Sembello is on "American Bandstand" September 10... ABC's "Mantrap" video, an hourlong conceptual creation, premieres on MTV September 10, while the film "Rock For Campuchea" is on September 11.

Special News: NBC helps launch its fall season with three straight nights of live one-hour variety specials, hosted by manager/producer Sandy Gallin. The shows, airing September 27-29, star Alabama, Peter Allen, Cher, Culture Club, Mac Davis, Nell Diamond, Rick James, Barry Manilow, Men At Work, Menudo, Dolly Parton, Kenny Rogers, Linda Ronstadt, and Rod Stewart.



## Are Black Records Crossing Over?

As Jermaine Jackson once said (on a record that didn't quite cross over), let's get serious. There's persistently a lot of vague talk within the industry and outside about whether black artists are getting their fair shot on other radio formats, chiefly CHR, A/C, and AOR. Without jumping on a soapbox, I wanted to provide a factual basis for the debate. So I looked at R&R's yearly lists of records that reached Top 15 (a good working guide for legitimate hits) in those three formats over the last five years (1978-82), and added up the results through August 26 for 1983. (Top 15 hits in A/C and CHR for those years ranged from 108 to 124; in AOR albums from 83 to 97.)

The results show a rather dramatic decline in the percentage of hits by black artists in the CHR arena (with some signs of improvement this year, however) and, interestingly, a correspondingly sharp rise in black crossovers in A/C. In 1978, black artists made up 16% of the year's top 15 CHR hits, but only 9.3% of the A/C list. Over the next year, probably the peak of the disco trend, the CHR figure shot to 26%, paced by four Donna Summer hits and three each by Chic and Earth Wind & Fire. A/C's black representation climbed to 15%, edged up to 16% in 1980, and dropped a bit to 14% in 1981.

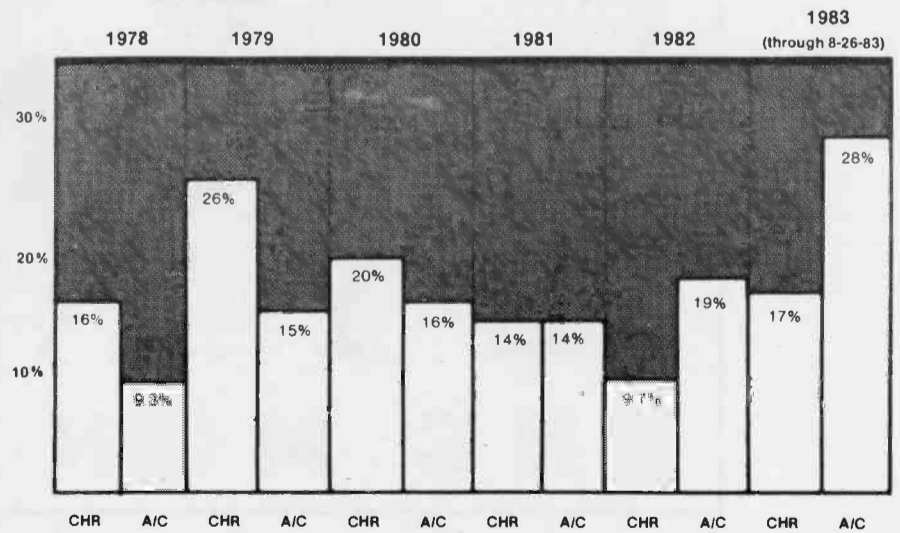
In CHR, however, the percentage dropped six points in 1980 to 20% and another six (to 14%) in 1981. The following year, black artists contributed just 9.7% of the CHR hits — but garnered 19% of the A/C total. So far in 1983, thanks largely to four Michael Jackson

hits, the CHR figure has bounced back to 17% (take away Michael and it's down to 12%). And in A/C, black artists account for a whopping 28% of the top 15 hits.

If you're looking for reasons for the A/C leap, it probably has something to do with the growing number of pop-oriented ballads by black artists like George Benson, Jarreau, Dionne Warwick, DeBarge, and many more. As for the CHR drop, I'll leave that as an exercise for the format.

By the way, I did tabulate the AOR figures. The peak for black artists' acceptance at the top 15 hit level came in 1981 with two (Gary U.S. Bonds and Garland Jeffreys), but 1983 could still become a similar banner year, if another black artist can match Eddy Grant's LP airplay achievements. And just to round out the survey, I checked the number of white artists represented in the top black hits of the year. 1979 was apparently the big year for integration in both CHR and Black radio, as seven white acts were among the top 79 Black radio hits that year (1982 was close with six in the top 82, while 1983 so far shows just two).

### Black Artists' Hits On Pop Radio



### RR 5 Years Ago Today

- BILLY BASS VP/PROMOTION & CREATIVE SERVICES AT CHRYSALIS
- ARNIE ORLEANS VP/SALES & MERCHANDISING FOR ABC
- DENNIS WATERS NAMED PD AT WYNY/NEW YORK
- GREG ALLYN BECOMES PD AT KTLK/DENVER
- NUMBER ONE FIVE YEARS AGO: "Three Times A Lady" — Commodores (Motown) (6th week)
- NUMBER ONE A/C: "Hopelessly Devoted To You" — Olivia Newton-John (RSO) (3rd week)
- NUMBER ONE COUNTRY: "Blue Skies" — Willie Nelson (Columbia)
- NUMBER ONE LP: "Who Are You" — Who (MCA)



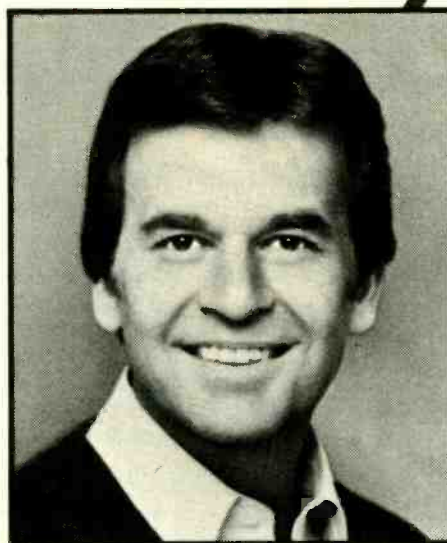
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# JOBOXERS



## "Just Got Lucky"

### CHR SIGNIFICANT ACTION

- |      |         |
|------|---------|
| WPHD | KYYX    |
| CHUM | KHYT    |
| WABX | WACZ    |
| XTRA | WGUY    |
| WYCR | WOMP-FM |
| WKEE | WERZ    |
| WSPK | WZYQ    |
| WKFM | OK100   |
| WRCK | WJBQ    |
| KZZB | WSQV    |
| WCSC | KQIZ-FM |
| KBFM | WFLB    |
| WTIX | WXLK    |
| KTSA | KFYR    |
| WZZR | WBWB    |
| WZPL | KFMZ    |
| WJXQ | 99KG    |
| WKFR | WSPT    |
| KQMQ | KCDQ    |
| KSKD |         |

Produced by Alan Shacklock



# STREET TALK

WABC/New York has split its Ross & Wilson morning team by releasing Ross Britain. Brian Wilson will apparently continue solo in the morning slot, hosting a revamped "Brian Wilson & Company" with Joan Firstenberg and former WLS/Chicago newsman Harley Carnes. Ross, who had offered to resign just four months ago because of uncertainty in the show's direction, will now offer his services without his partner of five years.

R&R has picked up that WIVY/Jacksonville PD Robert John will be announced as the new PD of FM100/Memphis within the week. No replacement is set at WIVY.

Two other superstar attractions have signed for exclusive concert performances on HBO: David Bowie will tape his Vancouver shows this month for the pay TV firm, and Men At Work will also appear in early 1984.

WCZY/Detroit is using the on-air slogan "In Touch With The '80s." Does that translate into a format change for the A/C station? New GM Lee Douglas says, "We are still an A/C station but we are placing an accent on being more current than we have been in the past. We are not changing formats."

It's now looking very likely that John Records Landecker will return to Chicago in mid-December to join the airstaff of WLUP. In case you missed the August 5 edition of R&R, Landecker was being kept out of Chicago by ABC (owner of WLS, his former employer), with whom he had signed a lengthy non-compete contract as he exited for CFTR/Toronto in 1981. Apparently things have been settled, because Landecker is scheduled to be on "The Loop" December 19. Until then, however, neither he nor the station is allowed to discuss the details of the agreement. Landecker has already exited CFTR.

The rumor mill cranked out WZZK/Birmingham PD Rusty Walker's name this week. Supposedly, Rusty's about to become the new National PD for Sconnix. No confirmation on this one, as Rusty's on vacation till next week.

Dale Turner, WMC/Memphis afternoon man for the past seven months, will become the new PD at FirstCom's KSSN/Little Rock. Turner, who formerly programmed WSAI/Cincinnati, will also handle mornings at Country-formatted KSSN.

KLVU/Dallas has rehired former consultant and WLTT/Washington PD Gary Balaban as consultant again. Gary thus becomes KLVU's second consultant, alongside Bob Henabery.

Ingstad Broadcasting National PD Don Nordine has signed newly-acquired WLXR-FM/La Crosse, WI on the air with a live CHR format. Chuck Knight, most recently with sister station KKRC/Sioux Falls, has been tapped as PD.

KELI/Tulsa is calling itself "14K" and

has adopted a CHR format under the direction of PD Mel Myers.

The bug to expand beyond the shadows of a radio station has bitten WACZ/Bangor night jock Chuck Foster, who now is seen on his own two-hour weekly video show over WVII-TV7. He's looking for video clips to run on his CHR-style "All Hit Videos" show. Reach him at (207) 942-5007.

Is there life after sales? Sure, just ask WYNF(Y95)/Tampa's Mark Zintel, who was jocking at the station in its CHR days and became an Account Exec when Y95 shifted to AOR. Now, Mark's turning in his account list for another crack at afternoon drive.

Next week look for Steve Weed to be officially named Operations Manager at KTSA & KTFM/San Antonio. Steve will also be hands-on PD at KTSA, while Bill Thorman continues to program KTFM, and Joe Nasty will do music for both stations.

WNAM/Appleton-Oshkosh's sister station WAHC has signed on the air with its new "Super Hit 97" CHR format, with PD Perry Murphy calling the shots.

Westwood One has announced the cancellation of its "Rock Of The '80s" countdown, which was being produced by Carroll, Schwartz, & Groves. The show was not picked up by a sufficient number of AOR stations to make a go of it, which led some to immediately claim that modern rock may not be the force it's been touted to be. A more likely explanation is that AOR radio in general was not willing to block-program the new sounds for two hours each week.

When we reported last week that Mike Schmidt joined KWTO-AM & FM/Springfield, MO as Operations Manager, we were only half right. Mike did exit KPKE/Denver, but is now OM at CHR-formatted KWTO-FM only. Kelly Carls was, is, and continues to be OM for the Country-formatted KWTO (AM).

Consultant E. Alvin Davis has moved back into Cincinnati from that mythical land called Landen Farms. His new stats are: 9851 Forest Glen Dr., Cincinnati, OH 45242; (513) 984-5000.

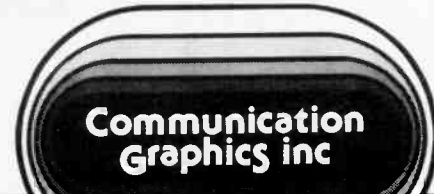
Atlantic's promotion department is not only heavily engaged in battling for airplay, it's heavily engaged! Both Associate Director/National Promotion Andrea Ganis and National Secondary Markets Coordinator Lisa Velasquez announced their separate engagements last week, Andrea to Barry Wendroff, Lisa to Tony Nuzzo. Congratulations.

Stork Stops: WGFM/Schenectady morning man Ric Mitchell and his wife Phyllis had a baby girl, April Melissa (8-29) . . . Sharon & Paul Yeskel welcomed a new daughter, Kathryn Ruth, on August 15. Paul's new to the Associate National Album Promotion Director's post at Arista . . . Baby boy Tyler Lee joined the Mary & Greg Lee duo September 3. Greg's with WB in Portland, OR.

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# E/P/A's Power Page



## HEART

"How Can I Refuse"

**CHR NEW & ACTIVE**

AOR ALBUMS: **4**  
AOR TRACKS: **2**

WPHD 19	WHSL 12-9
WGCL 28	KFMZ 10-6
WABX 39	KYTN 28-22
WLOL-FM 30	WAZY-FM 34-29
XTRA add	WRKR 36-31
KUBE 22-18	KGHO 30-24
KNBQ 21	KOZE 13-7
WSPK 29-24	KCBN 32-27
WKFM 20-14	KSLY 40-35
WRCK 23-17	WBEN-FM on
WQID add	WNYS on
WNOK-FM 36-25	CHUM on
94TYX add	Q103 on
KRGV add	KZZP on
KTFM add	KMJK on
WNAM add	WTRY 24-21
KMGK 33-28	WSSX 13
WZZR 24-18	KSET-FM deb 28
WJXQ 17-14	WANS-FM 37-33
WHOT 24-19	WQUT deb 29
KLUC 26-21	OK100 31-27
WACZ 39-32	WCGQ 25-21
WSQV 20-15	FM 99 38-34
KQIZ-FM 9-5	WBWB 22-20
WISE 31-26	KKLS 16
WYKS 11-8	WSPT 34-30
WIXV 32-26	KBIM 31-27
WGLF 34-24	

ON MTV



## KANSAS

"Fight Fire With Fire"

**CHR NEW & ACTIVE**

AOR ALBUMS: **6**  
AOR TRACKS: **4**

ALSO ON:

WPHD 27	79Q
WLS-FM add	WABX
KBEQ add	WLAN-FM
K104 33	WPST
WKFM deb 37	WRCK
KITE add	WSSX
WKDD add	KZFM
WJXQ 32-29	WOKI
KBBK add	KBFM
KSKD add	WABB-FM
WIGY 36-32	WMEE
OK100 32-26	WGRD
WJBQ add	WZZR
WSQV deb 22	KEYN-FM
KQIZ-FM deb 30	WHOT
WFLB add	KQMQ
KVOL add	WACZ
WXLK deb 37	WOMP-FM
WIXV 37-31	WERZ
FM99 add	WZYQ
WHSL add	WJAD
KFMZ deb 30	WYKS
KYTN add	KKQV
WRKR 40-38	WBWB
99KG deb 36	KDVV
KCBN 40-35	KFMW
WHTX	KCDQ
	KGHO

ON MTV

CBS ASSOCIATED RECORDS



## QUIET RIOT

"Cum On Feel The Noize"

**CHR SIGNIFICANT ACTION**

WNYS 16  
WPHD 7-7  
79Q add  
WLS-FM on  
WABX 40-31  
KIQQ 8-6  
KNBQ 33  
WTRY add  
WRCK deb 27  
WKRZ-FM 23-16  
KITE add  
WJXQ 27-21  
KSKD 35-28  
KYTN 35-28  
KGHO 15-10  
WFLY on  
WERZ on  
WZYQ 35-33  
KQIZ-FM deb 35  
KFMZ deb 34  
KCDQ on  
KCBN 18

ON MTV



## S.O.S. BAND

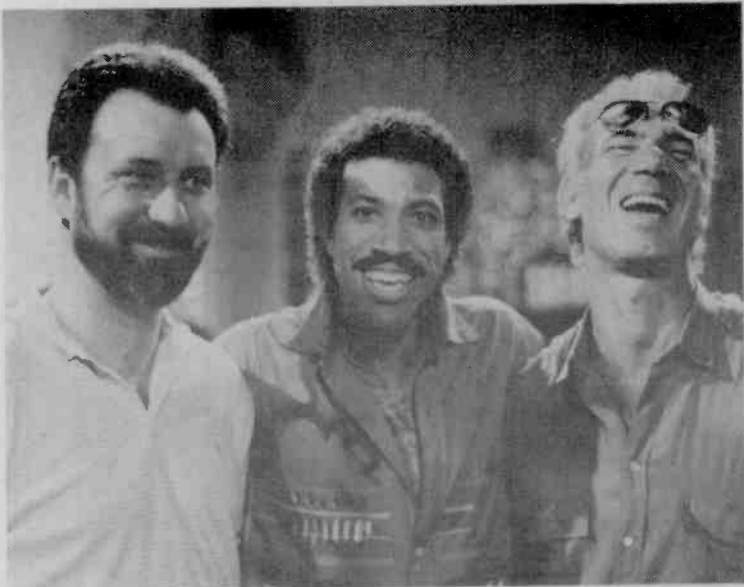
"Just Be Good To Me"

**CHR SIGNIFICANT ACTION**

B104 16-13  
WXKS-FM 14  
Q107 28  
Z93 deb 27  
79Q on  
195 25-5  
Y100 21-14  
WABX 30-20  
Q103 on  
KIQQ deb 40  
KFRC 12-10  
WCSC add  
WSFL add  
KYNO-FM 27-17  
KSKD add  
WCGQ add  
Q104 27-18  
Z102 21-15  
WSPK on  
WKFM on  
KITE on  
WNFI 21-18  
KAMZ 21  
WTIX on  
WNVZ 30-26  
WRVQ on  
KTFM 35-33  
WHOT deb 40  
KHYT 19-17  
WFOX on  
Q101 on  
WIXV 17  
FM99 on  
WGLF on



**Richie Video Team**



Lionel Richie's video for "All Night Long" featured the production talents of ex-Monkee and video pioneer Mike Nesmith and the direction of Bob Rafelson of "Five Easy Pieces" and "The Monkees" TV show. Pictured (l-r) are Nesmith, Richie, and Rafelson.

**Grant On Chicago Rampage**



Portrait's Eddy Grant played the Park West in Chicago in support of his "Killer On The Rampage" LP. Pictured (l-r) after the show are Epic VP Frank Rand, E/P/A Sr. VP/GM Don Dempsey, and Grant.

**Spacek Mission To CMA**



Atlantic America's Sissy Spacek visited the CMA recently. Pictured (l-r) are CMA Assoc. Director Ed Benson, Exec. Director Jo Walker-Meador, Spacek, and independent promotion rep Gene Hughes.

**Harris Meets MCA Music**



Australian artist Joey Harris, who records for MCA, visited his publisher, MCA Music recently. Pictured (l-r) are MCA Music President Leeds Levy, Harris, company's Jon Stone, and VP Rick Shoemaker.

**TRANSACTION**

**Frischling Plans WPNT Purchase**

H-R/Stone, Inc. President Saul Frischling has agreed in principle to purchase WPNT/Pittsburgh from Group W Radio. A formal document of the terms is now under preparation, with no sale price disclosed. Pending FCC approval, takeover is expected by the end of the year.

WPNT operates with 47kw at 92.9 mHz with a tower height of 890 feet.

Upon completion of the transaction, WPNT will become Frischling's first broadcast acquisition. He will maintain his position with H-R/Stone, the New York-based radio rep firm.

Group W retains WPNT sister station KDKA/Pittsburgh, and also owns WBZ/Boston, WINS/New York, WIND/Chicago, KFWS/Los Angeles, KYW/Philadelphia, KOSI/Denver, KODA/Houston, KJQY/San Diego, and KOAX/Dallas-Ft. Worth.

**Curry**

Continued from Page 3

at KITV. We're very happy to have him here, and feel he will steer us to being number one. He's a capable young man who has total control of the station's direction, and we are going to give him 100% support. Early feedback on his programming is very positive."

Curry, who was PD at KTSA for nine months, commented to R&R, "After six months of sitting around I sure am glad to be working again. I'm very happy about our court victory, especially since KTSA had filed for damages which could have made a poor man out of me. I'm now concentrating my efforts toward putting together the hottest radio station San Antonio has ever heard.

Prior to programming KTSA, Curry was Assistant PD at Y100/Miami, and had been an air personality at 96X and I95, both Miami.

**Universal Summer**



PolyGram executives turned out in force for Donna Summer's Universal Amphitheater concert in L.A. Pictured after the show are (l-r) manager Susan Munao, PolyGram's Ernie Singleton, Sr. VP Bob Edson, VP Jeff Sydney, Summer, Sr. VP Russ Regan, PolyGram Distribution VP Bill Follett, and PolyGram Distribution's Kenny Hamlin.

**Journey To The Center Of L.A.**



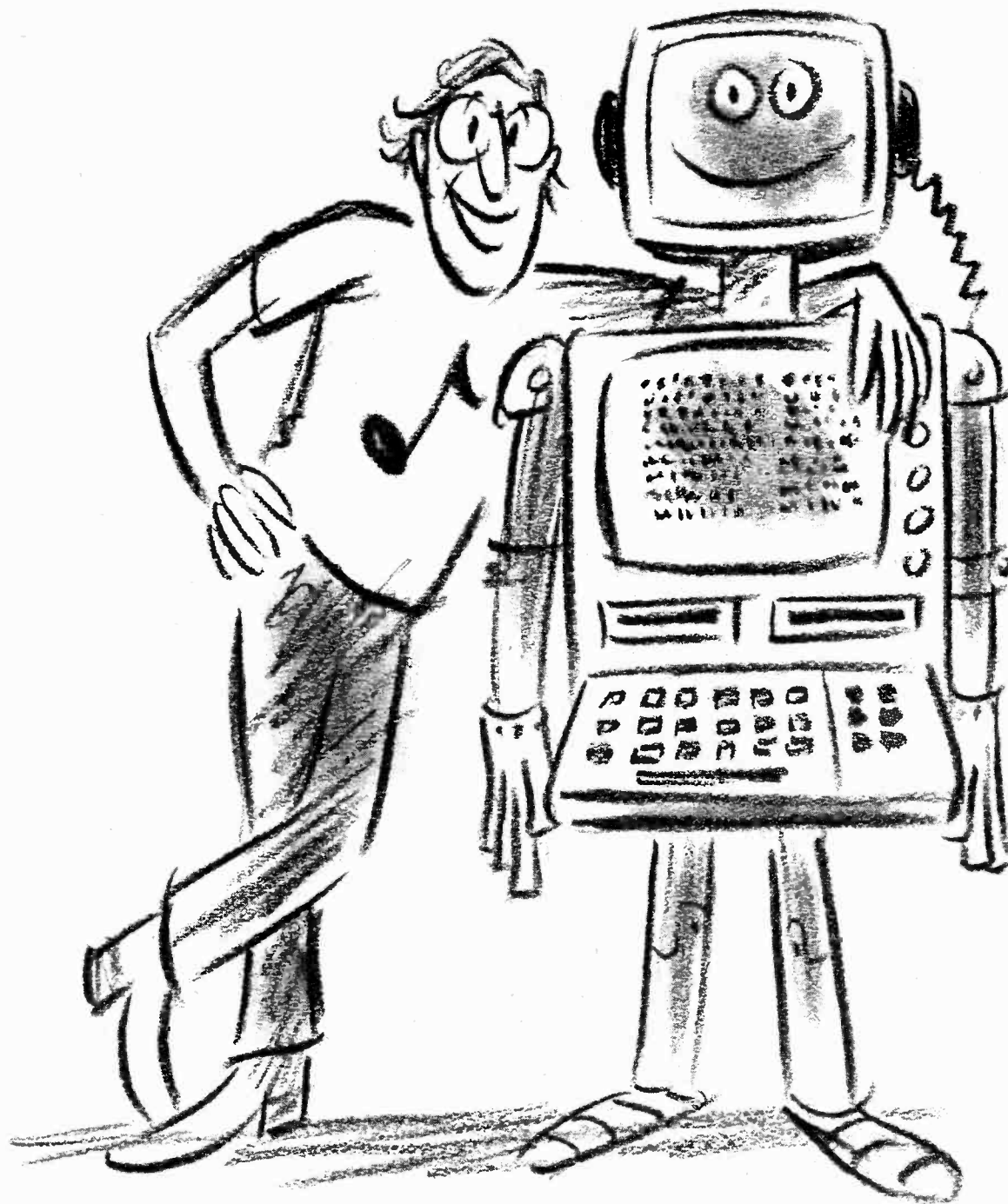
Columbia's Journey played the Forum in Los Angeles for five nights recently; the label promotion executives plus a large local radio contingent joined the band backstage. Pictured (l-r, back) are KIIS's Mike Schaefer, group's Steve Smith, XTRA's Jim Richards, KIIS's Gene Sandbloom, group's Jonathan Cain (above), KEZY's Larry Reismann, KNX-FM's Pete Harmon, and Columbia's Bob Garland; (l-r, front) Columbia's George Chaltas, group's Neal Schon, and KRTH's Pam Tovar and Irma Molina.

**Tosh In Touch With EMI**



EMI America's Peter Tosh played the Greek Theatre in Los Angeles recently, with a strong turnout from label executives. Pictured (l-r) are tour manager Copeland Forbes, EMI's Clay Baxter, unidentified, label's Frenchy Gauthier, Shelley Green, Mark Berger, and Kathy Keep, Tosh, EMI's Hazel Kimball, Dale White-Horn, Mavis Brodey, and Jamie Cohen, and Picture Music International President Mark Levinson.





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BMI, a non-profit-making organization, uses the most comprehensive logging and advanced computerized sampling systems in the industry. It's a lot of work to analyze over 5 million real-time hours of broadcast every year. But, we do it to make sure that every one of our affiliates gets a fair, accurate accounting.

Sophisticated technology alone can't solve all your problems. So you can also count on warm, personal service from real, live BMI people. The kind of service that has helped us grow into the world's largest performing rights organization.

We're proud of the fact that, in every one of the last five years, the majority of the music on the charts was created by BMI affiliates. But that's what friends are for—to make it a little easier for the most talented collection of writers and composers to create the most popular music. Today and tomorrow.



Wherever there's music, there's BMI.

# Contemporary Hit Radio



JOEL DENVER

ONE REPORTER'S OVERVIEW

## NAB's RPC '83 Stimulating Weekend

NAB's RPC '83 (August 27-31) was a great weekend of learning and growth for over 2000 managers and programmers. Well-organized and comprehensive, the RPC was highly worthwhile, in my opinion. If you missed some of the meetings or the whole event, I've reviewed the convention and its related activities below.

I came into San Francisco on Friday (8-26) to listen to radio in the market and to attend the Gavin Report's 25th anniversary celebration. (Next week I'll do an overview of CHR in San Francisco.) During my four days in the city I got the chance to meet hundreds of people I have never met before. The atmosphere was upbeat, charged with a positive energy. Talk centered around the new technology and equipment available to radio... MTV... improved ratings performance by CHR stations... and a better bottom line for radio and records through an improving economy.

### Salute To A Friend

On Saturday evening (8-27), a dinner and tribute to Bill Gavin and the 25th anniversary of the "Gavin Report" was held. Seven hundred people from the radio and record industries assembled to recognize the accomplishments of Bill and his publication over the past quarter century.

The dinner at the Fairmont Hotel, emceed by former E/A Chairman Joe Smith, was a laugh-filled occasion. The former record exec-turned-Home Sports Entertainment Network President/CEO used his rapier-like wit to zing many present. Following an address by Arista President Clive Davis, 25 awards were handed out by Bill to industry figures who have been of great service over the past 25 years. The evening concluded with a concert by Chrysalis recording act Huey Lewis & The News. All in all, a classy evening.

### From PD To GM

For many, radio is a series of progressions from weekend to fulltime disc jockey to Music Director to PD, and for a select few on to being a GM. "The Transformation: PD To GM" was an excellent panel which clearly showed the differences in management style between former programmers WTAE & WHTX/Pittsburgh VP/GM Ted Atkins and WLS-AM & FM/Chicago VP/GM John Gehron. Moderated by Klemm Media President Dave Klemm, the panel featured the two managers sparring back and forth on how they would handle various management situations.

Both arrived at logical solutions to each problem that came up, demonstrating their often contrasting styles. When it came to dealing with airstaff problems, John remarked, "I always keep the door open to air talent, not just at contract negotiation time." And what about sales/programming arguments? Ted told the audience, "A good GM has got to be able to see the big picture and be able to weigh the pros and cons of a sales and programming dispute."

It was interesting to note which of the two still liked to keep a hand in programming. Ted admitted, "If there is anything that I'm at fault at, it's delegating responsibility. I'm a very hands-on GM who likes to get involved with the daily programming and for-

mat decisions." John sees his duties a little differently. "If you are doing your job right, then you become the station monitor not the executor of tasks. I let my people do the day-to-day things."

### Where Now AM?

Unfortunately, I wasn't able to spend a lot of time in this session, but I did see a packed room of broadcasters eager to soak up the knowledge of 79Q & 93Q/Houston PD John Lander and WCCO (AM)/Minneapolis's By Napier, hosted by consultant Todd Wallace. I was able to hear John and By defend AM, likening it to a "territory that still has quite a few good miles of trail left to be walked." Todd Wallace also did a presentation on his "All Beatles" format, airing over KYST (now KBTL)/Houston.

### Making Money With Your Mouth

After an introduction by NAB President Eddie Fritts, lunch turned into a laugh extravaganza as KIIS/Los Angeles morning maniac Rick Dees and WNBC/New York afternoon driver Howard Stern engaged in a battle of wits. As Mutual's Larry King refereed, Dees and Stern traded quips and gave the audience some insights into what makes a successful personality. Both took potshots at some of radio's luminaries, their own management, and at each other.

Continued on Page 29



Bill Gavin

John Lander

Ted Atkins

John Gehron



Rick Dees

Dave Martin

Les Garland



Jeff Pollack

John Sebastian

Kent Burkhart

Michael O'Shea

## Mixed Reviews For NAB Radio Wars Research

On Monday morning, the NAB RPC '83 kicked off with a dynamic presentation of "Radio Wars," a research study conducted by Reymer & Gerson, a Detroit-based research firm.

Designed as an overview of radio listening habits on a national basis, the research was handed out at the conclusion of the meeting. Somewhere between the presentation and the "CHR Format Clinic" held later that afternoon, considerable debate was sparked as to the usefulness of the research for programmers at a local level. Some felt confusion arose because of the complexity of the data and tables in the back of the handout, while others told me there was so much information that it left a certain vagueness as to what conclusions could be drawn from it.

And, judging the overall response from those present at the CHR Format Clinic held later that afternoon, feelings about the information contained in the handout soured even more as the day wore on. As a result, panelists Paula Matthews (PD KIQQ/Los Angeles) and Dan Vallie (VP/Programming EZ Communications) seemed, as one member of the audience put it, "mostly concerned with taking the research to task rather than the open exchange of good ideas about how to make CHR radio programming even better."

## MTV's Impact On CHR

Sunday afternoon (8-28) found me and a group of about 400 broadcasters and record executives in a meeting room of the Sir Francis Drake Hotel to hear a 45-minute research presentation about the impact of MTV on radio.

Conducted by Jon Coleman, President of Coleman Research, the presentation was based on a national study in 15 cities selected regionally in markets of all sizes, with and without MTV. The people surveyed were between 12-40 years old and had to have watched MTV at one time or another.

The information contained a number of surprises for all. Of particular interest was the impact MTV is having on CHR listeners. Upon returning to Los Angeles, I was able to talk with Jon for some in-depth questions on his study.

Based on the 600 in-tab interviews used in the survey, here is the percentage of use of MTV in the week prior to the survey by demographics. Note the high use in the 12-34 demos, which are key targets for CHR.



Jon Coleman

- 12-17 viewers 56%
- 18-24 viewers 48%
- 25-34 viewers 42%
- 35-40 viewers 23%

"First of all," Jon said, "going in we expected to find MTV to be a fading fad. To my surprise MTV is not a 'flare,' which is also contrary to the opinion of many of those in radio. As a result, there are many new questions generated from this research which may invite further investigation." Another point worth noting was that MTV draws a significant share of its audience from CHR listeners. In fact, "30% of the cume is from CHR, and 27% is from AOR, which really surprised me."

Below is an illustration of who's watching and for how long:

Time Spent Watching	CHR	AOR
30 minutes or less	39%	17%
30 mins - 2 hours	45%	51%
2 - 4 hours	7%	22%

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Paula Matthews

Dan Vallie

### Too Broad And Too Vague

Paula told me, "This would have been a much more productive session had we been able to focus on the excitement of the CHR format, and ways to keep improving it. Instead," she continued, "we were asked to talk positively about a research project that ended up being vague and filled with leading questions that drew the audience to inconclusive and confusing answers."

Dan also expressed less than enthusiastic feelings about the research. "I thought there was a lot of time and money put into this research study, and the reaction was very mixed because the audience couldn't get very much out of it. It was a very generic piece that was too broad in its content. Taking this information and applying it to your specific market would be a very dangerous move."

Continued on Page 26



In the beginning, before Man made music, there were Animals  
ERIC BURDON • CHAS CHANDLER • ALAN PRICE • JOHN STEEL • HILTON VALENTINE

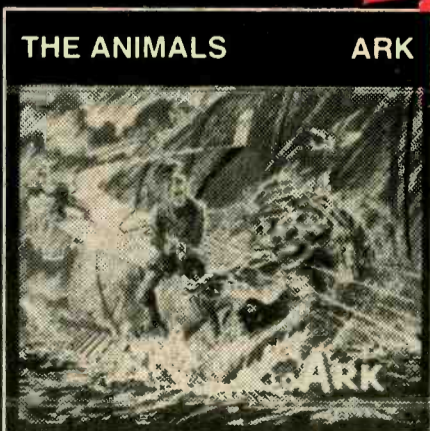
*the*  
**ANIMALS**

**THE SINGLE ... "THE NIGHT"**

IR9920

"THE NIGHT shows solid signs of HIT material.  
Requests are solid 18-24 and 25+ demos...A natural."  
— Bob Hamilton, PD KRTH

84 R&R CHR Reporters  
AOR Albums 26  
(Breaker — Sept. 2nd)



From the I.R.S. LP  
"ARK" SP70037



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# HUEY LEWIS AND THE NEWS

*Heart and Soul* VS4 4276

One Of The  
"Most Added" CHR  
104/60

**This Week's Adds:**

WBEN-FM	KZFM	KMGK	Q104
CHUM	WANS-FM	KQKQ	WFOX
KIMN	WZYP	KQMQ	WYKS
WFLY	94TYX	KLUC	KILE
WKEE	WQUT	K96	KVOL
KC101	KBFM	KHYT	WXLK
WSPK	G100	WGUY	FM99
WKFM	WHHY-FM	WIGY	KYTN
WRCK	KRGV	WZYQ	KRNA
Q106	WSFL	WHEB	WRKR
WBBQ	WNVZ	WSQV	KENI
KZZB	KTSA	WISE	KOZE
KXX106	WKDD	WJAD	KCBN
WSKZ	WKAU	WCGQ	KSLY
KITE	WNAM	WFLB	KIST



From The Forthcoming Album

## SPORTS

FV 41412

Shipping This Week!



**Chrysalis**  
Records & Cassettes



**RICK HAS THE HUMAN TOUCH** — Following a concert at the Omni, RCA's Rick Springfield welcomed local radio personalities backstage for a visit. Shown (l-r) are RCA regional rep Eddie Mascolo, Z93/Atlanta PD John Young, Springfield, manager Dana Miller, and RCA local rep Butch Waugh.

## Mixed Reviews For NAB Radio Wars Research

Continued from Page 24

Reymer & Gersin researcher Dave Clemensen was present at the session for comments and explanations, but his presence didn't seem to satisfy attendees. According to the study, CHR listeners were broken into four different stereotypes: "Get Me Up Rockers," described as loyal CHR fans who want an uptempo station that plays the hits; "New Music Trendies," who want up records with few or no oldies and a minimum of jock talk and news; "Romantics," wanting music to make them feel good, the more laid-back types; and "Funny DJ Fans," who want folksy, unpredictable jocks, don't care about new music, and like lots of oldies.

Paula and Dan both had trouble with these audience descriptions. Dan commented, "While they describe the different types of listeners, you then have to determine what the people in your market are like. If you are in the Midwest in a laid-back type of town and try and appeal to the 'New Music Trendies,' then you are going to fail and scratch your head wondering why."

"I couldn't get Dave Clemensen to explain how individual programmers could apply this research to their own markets," he continued. "I asked on several occasions, but I really didn't get an answer, which indicated that more intensive local research would be needed to make this knowledge applicable."

"I think all of these audience types and what they like are a part of all CHR stations. And those preferences apply to every listener to some degree or another," stated Paula. "By separating it like this, they have categorized it too far and drawn too few conclusions, which makes it confusing. I openly cautioned people about taking this research too seriously. The questions were pretty leading and, to me, colored the answers."

### Little Time For Anything Else

Because so much time was devoted to Radio Wars, there was little time for anything else, a source of frustration for Paula. "When discussion was opened up to the floor, a few folks voiced their agreement with us that it was too confusing; however, some said they found the study to be useful, but on an overall basis." She added, "When Dave Clemensen told us that CHR is an anti-establishment format, I couldn't think of a more ridiculous statement. To me CHR is very establishment. Playing the hits for the mass audience is about as establishment as you can get."

Dan summed up his feelings by saying, "This report discussed in broad terms some of the needs of the average CHR listener. In my mind the key element for success revolves around establishing a strong image with your listeners so they know what to expect when they tune in. We all know we can't be all things to all people, so you need to pick a direction such as the areas they have described. To me this is motivational research, and shouldn't be used to draw hard-and-fast conclusions, as they have suggested. If it makes you think and probe more, then it's worthwhile to consider, but nothing beyond that."

Paula concluded, "There were tons of comments about how well the CHR format is doing these days and the wide demographic appeal it is enjoying. It was a shame to devote so much time to a study that so few people understand or will be able to use. I would rather have seen the time devoted to discussing some of the finer points of the format. Next time, let's talk radio, not research."

## MTV's Impact On CHR

Continued from Page 24

"CHR listeners are not as inclined to watch MTV for as long a period of time as AOR listeners, but they do tend to make up a slightly greater percentage of the MTV cume than AOR listeners," Jon said. "This holds true to the listening patterns of a CHR listener, who comes in and moves around a lot."

"I didn't find out CHR listeners' feelings about the music, but I don't think they place as much value as to what is hip or not hip as the AOR audience does. The quality of the video is infinitely more important to the AOR listener than the CHR listener. CHRs are more easily satisfied and willing to accept different types of music. I don't think the AOR listeners know what they want right now. Their old values aren't holding up anymore. They go on defending Led Zepelin and Van Halen to the end, and are less open to accept new music. MTV has helped open the doorwar for CHR to play a wider variety of music."

### MTV Not Hurting Radio?

One of the fiercest arguments about MTV concerns whether it is a help or hindrance to radio. Jon explained, "Our research shows that MTV is not taking away quarter-hours from radio. It is affecting the cume, but it is also increasing the satisfaction with radio because of the exposure of product. In non-MTV markets, the quarter-hour share is no greater than in MTV markets. MTV does affect radio cume a bit since 47% of the MTV viewers do watch MTV at times when they used to listen to the radio. If you used to go to bed and listen to radio for an hour, you now might listen longer because you are more familiar with much of the music because of MTV."

And do people watch or listen to MTV? "MTV is not being used as a background medium. It is a consumptive medium that people put on and watch, whereas radio can be used as a background tool. Only 13% of those we surveyed had the stereo hookup for MTV, which further points out that it's being watched more than listened to."

Jon continued by describing the strongest areas of MTV's influence. "MTV is obviously a young person's medium. It is not a flare in terms of cume. MTV is primarily an afternoon and evening medium, being virtually nonexistent in mornings and middays. Teens watch it more in middays and afternoons, and adults watch it more in afternoons and evenings. Almost a third of the teen cume is watching more than two hours a day. MTV is much like FM in terms of how it grew. First the younger demos listened, then FM spread to older listeners."

Despite many prognostications of doom, MTV according to the Coleman study seems to get stronger the longer viewers have it in their homes. "36% of those that have had it for one year or less watched it in the last week, 50% of those having it one to two years or more, and 61% that have had it for more than two years watched it last week. Overall, 59% of the 12-24 age group preferred MTV as their favorite music medium, 37% for radio and 4% didn't know. Of the 25-40 year-olds, radio is preferred by 69% and MTV by 29%," he concluded. Which leads me to wonder . . . if CHR radio can prosper by being, as format lore has it, "everybody's second favorite station," can radio do well as everybody's second favorite music medium? The implications of MTV are obviously still worth pondering for CHR programmers.



# THE ROMANTICS



The New Single

## “Talking In Your Sleep”

From The Forthcoming Album

**“IN HEAT”**



DISTRIBUTED BY CBS RECORDS





**"LOVE IS A BATTLEFIELD"**

**The New Single**

**From Rock N' Roll's Premier Lady  
ON YOUR DESK THIS WEEK**

**From The Forthcoming Album**

**'LIVE FROM EARTH'**



**Chrysalis**  
Records & Cassettes



# NAB's RPC '83 — Stimulating Weekend

Continued from Page 24

## What PDs Must Know About Sales

Being a PD in today's marketplace requires a well-rounded background in all areas... sales in particular. R&R President Dwight Case, WCLR/Chicago VP/PD Dave Martin, and WCLR VP/Sales Chuck Tweedle presented an excellent forum on the basics of sales and how it interfaces with the rest of the radio station. Topics covered included defining the function of sales, commercial inventory management, national sales, programming support services, and merchandising/sales promotions. Those attending received a very informative handout, worth saving for future reference.

## MTV: Friend Or Foe

MTV remains a hot subject of programming controversy (see "MTV's Impact On CHR"). Moderator Les Garland of MTV and John Lander plus consultants Jeff Pollack and John Sebastian debated the issues surrounding this alternative music delivery system.

In an intense discussion about whether radio is being affected negatively by MTV, Les pointed out, "Radio and MTV must have a symbiotic relationship, and we'd better get used to that idea. MTV is here to stay, and so is radio." Lander, a supporter of MTV, is currently doing a regularly scheduled MTV simulcast, and said, "We've resolved that it's better to join it and use it to our advantage than fight it."

Pollack, who feels MTV is a threat to radio, responded, "Until there is a change in philosophy, then it is my belief that MTV is competitive with radio, especially to in-home listening. However, I think there is a high burnout for MTV." Garland countered, "MTV is responsible for helping to bring some excitement back to radio again."

Sebastian declared, "So far, I think MTV is vastly overblown by the media and record companies as to its importance and success. Looking at the whole picture, I think radio has been forgotten by the record companies, and we are still the major catalysts for record sales." Lander called for a "peaceful coexistence between radio and MTV," but Sebastian replied, "I don't believe we can peacefully coexist. They are competing against us and we shouldn't sugarcoat this thing."

## A Day In The Life Of A Program Director

One of the most interesting panels was "A Day In The Life Of A Program Director," held at the Hyatt and chaired by consultant Kent Burkhardt and KUBE/Seattle VP/GM Michael O'Shea. A repeat performance from last year, the three-hour session placed people in scenarios dealing with everyday problems, such as sales/programming disputes, asking

## Motion

Billy Manders, last at FM102/Sacramento, is now doing TV weather at KERO-TV/Bakersfield and will do an airshift at KQXR/Bakersfield... KKR/Wichita goes CHR from A/C under PD Jack Oilver... Scott Reynolds (a/k/a Bill Summerville) becomes night rocker at WIXV/Savannah from WFOX/Gainesville... Kelly McCann joins WNYS/Buffalo as Assistant PD/night rocker... KYYX/Seattle's new all-night personality is T.J. Noone... John Patrick is named MD at WHSL/Wilmington, SC replacing Geina Horton... Mark Kauffman is now PD at KIDD/Monterey, replacing Kevin Kel, who was interim PD... KKYK/Little Rock moves Mark McCain from nights to afternoon drive, and Glenn Buercklin moves up from all-nights to 7pm to midnight... WIKZ/Chambersburg's Jim Williams exits after four and a half years to do afternoons at WAYU/Lewiston, ME and Kevin Scott leaves after three and a half years to do all nights at WNVZ/Norfolk.

R.J. Helm is new to middays at WLAN-FM/Lancaster... Bill Alexander is now night rocker at KGGI/Riverside, from KJ103/Oklahoma City, and KGGI welcomes Dave Clarke to overnights from KWDJ/Riverside... Brian Christian, formerly with KITY/San Antonio, is doing 8pm-1am at KLUC/Las Vegas... KNVR/Paradise, CA hires Eddie MacMurphy as Operations Manager/PD/morning man from Assistant PD at KBOS/Fresno-Tulare... WAZY-FM/Lafayette, IN PD Scott Dugan exits to become afternoon driver at WMEE/Ft. Wayne, with Jim Stacy moving up from MD to PD at WAZY-FM as Debbie Greene becomes MD and Crazy Fred Sparrow is now doing nights... Ric Stratton replaces Mike Kelly on overnights at KSLY/San Luis Obispo.

for a raise, and firing a jock. Following each situation, the audience was asked to critique what had just taken place, assuring active participation in a creative effort toward showing "how it is done."

## KRPC And The Pointer Sisters

Monday wound down with a stop by the KRPC studios in the Festival Of Exhibits. KRPC programming, airing at all of the participating hotels over cable channel-12, was produced by KFRC/San Francisco's Dave Sholin and Thom O'Hair, President of Audio Independents, along with Gavin A/C Editor Ron Fell. Guest jocks were invited on-air to do a show and then be available for a critique session of their airwork. From KRPC, I journeyed to the Westwood One cocktail party, and a concert by the Pointer Sisters. A great close to a fact-and-fun-filled day.

## STATION PROFILE



KSKG STEREO 99

99KG/Salina, KS "99KG"  
PO Box 995, Salina, KS 67402-0995  
(913) 825-4631  
OWNER: Salina FM, Inc.  
GM: Wayne Pollard  
PD/MD: Denny Collier  
99.9 MHz  
100kw ERP

"99KG is located almost in the center of the state, where I-70 and I-35 meet... sort of the crossroads. With our signal and power we cover a good percentage of the state, but we program to the city.

"We daypart carefully, except those in our "Hot Ten" rotation. If it's a hit, then we play it around the clock. From a programming standpoint, music rotation is very important to us. We pre-program all current and oldie placement for a seven-day period. On-air personalities still maintain some control over what oldies they play for flow. All of our music lists, pace sheets, daybooks, and in-house tracking sheets are done on computer.

"Our on-air people are encouraged to have a good time with a one-on-one approach. Look 'em right in the eye and make 'em cry or make 'em boogie. Whether it's a liner card, PSA, weather forecast, or just a good old American ad-lib, we'll try and put some personality into it.

"99KG promotes heavily to actively involve our listeners. All summer long we've had a "Prize Machine" that we take around the city and look for our bumper/window stickers where we do live cut-ins with the prize winners. Prizes include cash, groceries, and we've even given away a Yamaha Riva Scooter.

"In a five-station market, plus two out of town signals, we scored a 12 share of 47.5 in the last Arbitron. Good CHR music and some imagination go pretty far, even in Salina, Kansas."  
—Denny Collier

## Bits

• WJBQ/Portland has been active in giving away concert tickets to see artists such as Jackson Browne, Diana Ross, Loverboy, and James Taylor. For the Labor Day weekend, the station staged its first annual "Beach Bash," with over 5000 people attending, for the benefit of MDA.

• KEARTH/Los Angeles is giving away a new brand of jeans called "Denver Jeans," which are distributed locally in the L.A. area. All Labor Day weekend long listeners called in to win the pants. And a few weeks back KEARTH offered its new sleeveless sweatshirts. Winners were qualified for a drawing to win one of four trips to New York City.

• KAFM/Dallas morning personality Andy Barber was "Buried Alive" under a mountain of Stroh's Beer over the Labor Day weekend to help raise money for MDA. Andy broadcasted live from under the heap of suds until each of the 400 six-packs was gone. A minimum donation of \$3 was required to help free Andy from his foamy prison.

• KBBK/Boise sponsored a concert by A&M's Styx (8-22) and before the concert held a "Styx Trading Post." Listeners were invited to come by the station and watch as Tommy Shaw played four songs live on his acoustic guitar and trade some of their possessions for Styx concert tickets, backstage passes, and albums.



# Covers The Full Spectrum Of CHR



Produced by Jay Graydon

Associate Producer: Tom Canning

# JARREAU

## "Trouble In Paradise"

A/C New & Active 56/11

WXKS-FM	KRGV	KHOP	WJBQ
PRO-FM	KTFM	KIDD	WFLB
KYUU	KTSA	KSKD	KVOL
WSPK	KROK	KHYT	KNOE-FM
WKFM	WSEZ	WFBG	KKQV
WCSC	WZPL	WGUY	KCDQ
WNFI	WHOT	WIGY	KDZA
KBFM	KIKI	WERZ	KBIM
FM100	KQMQ	13FEA	

Produced by: David Malloy

David Malloy Productions, Inc.



# EDDIE RABBITT

## "You Put The Beat In My Heart"

A/C Chart 27-23

WLOL-FM	KROK	KJRB	WFLB
KMJK	KIKK	WCIR	WQLT
WDOQ	WZPL	OK100	KISR
WJDX	KIDD	WJBQ	KVOL
			WXLK
			KCDQ



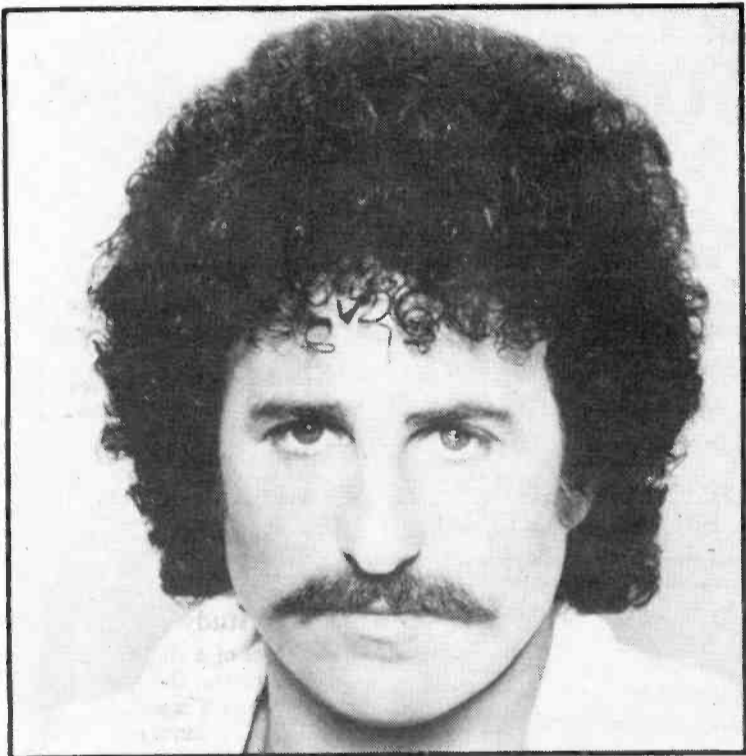
Manufactured & distributed by Warner Bros. Records



# MATTHEW WILDER

The New Single

**"Break My Stride"**



From The Private I Album  
**"I Don't Speak The Language"**

**CHR  
SIGNIFICANT ACTION**

WXKS-FM	WKRZ-FM	KTSA
WABX	WCSC	WZZR
KEARTH	WNFI	WHOT
KFI	KAMZ	WACZ
KIQQ	KTFM	WERZ
XTRA		FM99
KNBQ		KKQV
WKFM		WAZY-FM



Manufactured and Distributed by

**CBS RECORDS INC.**

## CALENDAR



BRAD MESSER

### As The Earth Turns . . .

A friend had been wondering whether to stay in radio news or seek a profession with more long-range potential for advancement, because it had been a long time since the last raise. One day recently, said friend was summoned to the office of the boss, and during the walk down the hallway was musing about whether, at last, the raise was going to be granted. Surprise. The boss announced a staff cut and the anonymous star of this one-paragraph story was fired on the spot. Another surprise: she made a few phone calls, quickly got a job in television, and began bringing home almost double her old radio paycheck while putting in fewer hours. Familiar sad story, rare plot twist to happy ending.

Ah, the wonderful world of TV, where the grass is greener and every day is a fulfilling thrilling adventure, eh? Perhaps it appears that way to outsiders, including radio people who occasionally entertain fantasies about becoming stars on the tube, but in our hearts we all know better and realize the other electronic medium is not really better, it's only different.

They make different mistakes over there. Remember when ABC-TV revealed its wonderful new logo? Their impressive combination of human artistic talent and computer-generated animation produced an absolutely beautiful image of Earth spinning colorfully and majestically in space, rotating serenely and displaying the cycle of sunrise and sunset in a truly spectacular manner. Only problem was, Earth was depicted spinning backward. It took a letter from a viewer to point out the mistake which must have been embarrassing to the "World News Tonight" staff and management. On a "Nightline" segment, Ted Koppel displayed the beautiful-but-wrong logo, explained the error, and then publicly corrected it by slowing Earth to a stop and reversing the direction of its spin. Now our planet rotates in the correct direction to introduce "World News Tonight."

On a recent local telecast I saw that having to deal with both sound and pictures can be a quite different set of responsibilities. A local camera crew followed a charity group to a depressed neighborhood to show food handouts. The camera revealed a dismal dwelling and the announcer described it as a "shack" whose occupants needed a handout to survive. As the announcer revealed that the sanitary facilities there consisted of "only a bucket for a toilet," the invading camera came to rest on the faces of children there. What a horrible and tasteless thing! Those kids' schoolmates must have been watching, and while a radio story would have protected their precious privacy, the added dimension of pictures created a grave injustice. It simply wouldn't have happened in radio.

No, it isn't perfect over there in TV Land.

One final thought. Those people don't seem to learn as much from their own competitors as we in radio do. Y'know how ABC-TV had Earth spinning backward? Well, take a look at the spiffy new NBC-TV logo showing a view from space of the North American continent, with the sun just beginning to light the eastern horizon. Watch carefully as the planet below rotates from the West Coast rapidly toward the East Coast. Looks to me as though NBC-TV also has our planet moving backward. Someone want to give 'em a call?

#### Gatling's "Ultimate Weapon"

**MONDAY, SEPTEMBER 12** — The ultimate weapon will be one so horrible that no nation will dare provoke a war lest the weapon be used against it. Richard Gatling, born on this date in 1818, invented what he hoped would be the ultimate weapon to end the Civil War and bring everlasting peace, the rapid-firing machine gun. More than a century later, we are still using a variation of the Gatling gun on battle helicopters. We call them Vulcan cannons and Vulcan mini-guns.

In 1609 Henry Hudson entered the New York river that now bears his name. In 1922 the word "obey" was removed from the bride's section of the wedding vows of the Episcopal church.

Terry Bradshaw is 35. Maria Muldaur is 41. George Jones is 52.

#### Hershey Bar: Still-Secret Formula

**TUESDAY, SEPTEMBER 13** — Milton Hershey, born on this date in 1857, built the first factory to mass produce milk chocolate when he was 47 years old, and his secret formula made him a multi-millionaire in a few years. When he died at age 88, Hershey left his fortune to an orphanage which still owns controlling interest in the business.

Twelve years ago the Attica Prison uprising ended when New York state troopers and correctional guards stormed the prison, shooting 34 inmates and nine hostages to death. Public reaction was heavily slanted in favor of the unarmed inmates, and current New York State Assembly Deputy Speaker Arthur Eve still describes the event as "mass murder."

Jacqueline Bisset is 39. So is Peter Cetera of Chicago. David Clayton-Thomas is 42. Former "Mission: Impossible" costar Barbara Bain is 49. Mel Torme is 58.

#### Star Spangled Banner

**WEDNESDAY, SEPTEMBER 14** — When he saw the American flag still flying after an all-day all-night battle, Francis Scott Key wrote "The Star Spangled Banner" 169 years ago this morning. He only wrote the words. Our national anthem's tune is from an old English drinking song.

Twenty-four years ago the first manmade object struck the moon. It was the Soviet Lunik-II probe of 1959.

Joey Heatherton is 39. Today's the 100th anniversary of the birth of Margaret Sanger: she founded the first birth-control clinic (1916) and was the first President of the International Planned Parenthood Foundation in 1953.

#### Blondie Born in 1930

**THURSDAY, SEPTEMBER 15** — The comic strip "Blondie" began 53 years ago today, and quickly became the most widely syndicated strip in the world. Chuck Green, Executive Director of the Museum of Cartoon Art, says "Blondie" is no longer #1 but is "the quintessential American comic strip," with 150 million readers in 55 countries.

Leon Spinks held the world heavyweight boxing crown for only 214 days, fewer than any other titleholder, and lost it five years ago today to the man who has been champ the most times, Muhammad Ali.

Gaylord Perry is 45. Jackie Cooper is 61. Since the 15th of last month we've lost 1½ hours of daylight, and during the next month we'll lose that much more.

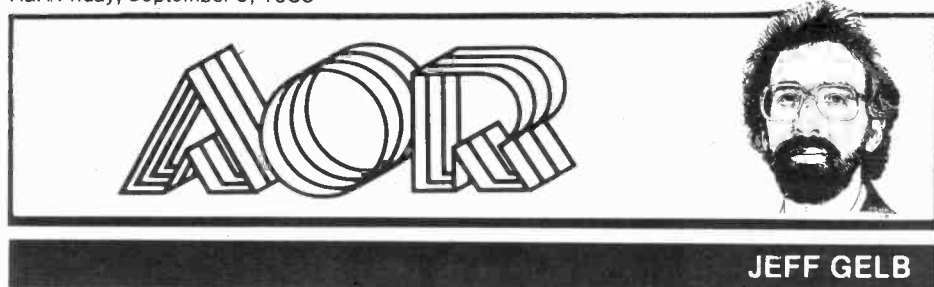
#### Mister Candid Camera

**FRIDAY, SEPTEMBER 16** — Allen Funt's career began in 1947 with a radio show called "Candid Microphone," which became "Candid Camera" in 1948 and has been on television in various forms for 35 years. Funt is 60 today. He's never been sued, he says, and has been punched out only one time . . . by a little old lady with an umbrella. "Over and over again we've done stunts that shocked me. If you put a sign in front of a phone booth that says For Ladies Only, no man will ever use it! People are too easily led," says Funt, "and I get scared when I think what a strong leader can do to most of us."

It's Independence Day in Mexico.

Rosemary Casals is 35. Elgin Baylor is 49. Peter Falk is 56. Tomorrow (9-17) former astronaut Thomas Stafford 53, George Blanda 56. Sunday (9-18) Robert Blake 45. Fall arrives next Friday.





JEFF GELB

# NAB: An AOR Perspective

Of direct interest to AOR attendees at last week's NAB RPC in San Francisco were two presentations. Interestingly, both deal with a format buzzword: research, in the form of two studies, one of which applied to the format itself, another to MTV. Both presentations were interesting not only for the data presented but because of controversy over the validity or usefulness of that data.

## Radio WARS

The NAB commissioned a survey called "Radio WARS," isolating psychographic characteristics for several radio formats, including AOR. The survey, designed to determine what makes the listeners of each format unique, was drafted similarly to an aptitude test, and asked 1300 respondents for their reactions to a series of questions about radio. From that group of 1300, about 260 respondents' completed questionnaires served as the base for the AOR data. The results of the survey, conducted by Reymier & Gersin Associates, were presented at an AOR panel by representatives Doug Clemensen and Mark Kassof. The panel also included consultant Bob Hattrik and Beau Phillips of KISW/Seattle.

## Who's Who

The survey subdivided AOR listeners into six categories, each given names by the researchers. The first subgroup, referred to as "DJ and dinosaur lovers," made up 13% of the AOR group. According to Kassof, "They're into old, traditional AOR music and enjoy the jocks." 22% of the AOR respondents were called "uninvolved disloyals," and were described as "18-34 men, mostly upscale white collar workers who are lighter-than-average listeners to AOR. They're negative and disloyal, unattached to the stations they listen to. They don't like jingles, chatter, personalities. They just want music. And they don't want new wave; they like soft rock and traditional rock."

The "social crossovers," covering 11% of the survey's respondents, have about the same musical tastes as the uninvolved disloyals, according to Clemensen, who said: "They're on the mellower fringe of AOR listeners, and want to hear familiar music. They're a heavily blue-collar group and heavy radio listeners." The "plugged-in smarts," covering 18% of the AOR respondents, are mostly 25-34 men who are very interested in AOR. Clemensen stated,

"I'm probably the most research-oriented consultant of them all. But I also know that research can be overused."

—Bob Hattrik

"They're heavier-than-average radio listeners but extremely trendy. They're music aficionados who want their station to play the latest hippest music out."

"Mindless loyals," making up 22% of the AOR respondents, want to party without interruptions from news or jocks, while "cheerful, trendy followers" (14%) have similar musical tastes to the mindless loyals, according to the surveyers. Kassof reported, "They're 12-24 and heavily blue-collar, exhibiting crossover interest in CHR. These are the biggest followers, preferring their friends' favorite radio stations."

## Targeting To Win

The overall point the research study made, as related to Clemensen, was, "Your strategy is defined by identifying your targets and their needs. You have to segment your audience to pinpoint which target groups are right for you. You have to build a coalition from these groups, and they need to have enough in common with each other that you're not working at cross-purposes. For example, the dinosaur lovers, the uninvolved loyals, and the social crossovers don't like modern rock, while the other segments do. It would be very hard to unite all of these segments."

Bob Hattrik was one of many in the room who voiced his discontent over the survey's findings, because of what he felt was an insufficient sample size. He added, "I'm probably the most research-oriented consultant of them all. But I also know that research can be overused. People have gotten into a lot of trouble from misinterpreting and overreacting to small sample



# Bumper Strips

The first AOR promotional vehicle was probably the bumper sticker. It remains an essential part of nearly every AOR station's ongoing promotional campaign. But how many stations have taken the time to consult an expert before embarking on sticker campaigns? **Byron Crecelius** would certainly qualify as such a person. He's the VP/Sales and Marketing for **U.S. Tape and Label**, a company that has produced bumper stickers (or bumper strips, as he prefers to call them) for over 1500 radio stations over the past seven years. I cornered Crecelius at his company's booth at the NAB RPC for some tips on strips.

"Bumper stickers are a marketing tool. They introduce revenue, enhance market awareness, and allow your audience to say, 'That's my radio station.'"

"The sales department can get one or several different sponsors for the strips, offering them advertising on the station and on the back of bumper strips as incentives. More than 75% of the stations get the sponsors to put their information on the back of the strips, though this depends on the advertising philosophy of the sponsor."

"Distribution is key to the success of a bumper strip campaign. It's not enough to have jocks giving them out at station functions. You need someone with a lot of locations. Contests help — they build enthusiasm and are helpful in getting people out to pick up and display the strips."

"Most stations have gotten away from the clear, inner window stickers. Not only are they more expensive, they're simply not as utilitarian. You can't put them on lockers at school or books. And, colors on clear material are not as bright."

"Light lettering on a dark background usually works best. Some colors seem to work better for adult stations than rockers. The most drastic black-and-white styles seems to work well for AORs. I believe in keeping things simple. Multicolored stickers are less functional; they're harder to read from a distance and fade faster. If a station has already created a multicolor logo when they come to us, we'll recreate it a bit more simply."

"We don't want a bumper sticker to last five years. The personality of a radio station changes too often. When the listener takes off the station's old strip and puts on its new one, it gets him reinvolved with the station. That's the key to success for any radio station: personal involvement."

sizes. You can hyperdelineate every format, subformat, etc. But you can get so narrow in your appeal if you try to focus in on these things that you'll wind up with no share at all.

"Radio is an overserved medium. We have so many different formats. Now, it's offering subformats that are even more

"We've gotten so sterile and over-researched . . . we have to get back to doing exciting, risk-taking, almost dangerous things."

—Beau Phillips

defined, and these subformats are generally having a lot of trouble. The stations that are staying broad and trying to find common grounds are the ones that are doing well."

Beau Phillips, now consulting for KISW parent company Kaye-Smith, disagreed, saying, "I personally believe that the answer is for AOR not to get too broad or we'll find ourselves grasping at nothing. AOR has always been tied to a lifestyle. There was a certain attitude that went along with it: the jocks, the listeners getting involved and feeling a bond with the radio station. I believe that rock and roll pushes their buttons; there's something special that goes along with that style of music. But it's an intangible that can't be researched. Anyone who gets too wrapped up in segmentation will get in trouble. AOR has gotten so sterile and over-researched by trying to overly pinpoint our audience's needs; that's been our biggest flaw. We have to get back to doing exciting, risk-

taking, almost dangerous things to compete with aggressive CHRs and MTV."

## MTV And AOR: A New Study

MTV was the subject of a study done by **Jon Coleman & Associates**, the results of which were presented at a session at the NAB (see **Joel Denver's** column for a CHR viewpoint on the MTV research). Coleman's organization did over 30 focus groups in 15 cities, subdivided regionally and by size (including some markets that did not have MTV). The study was independently financed and not commissioned (nor purchased yet) by MTV.

One of the study's major findings, according to Coleman was that MTV "does not appear to be a flare that bursts when it appears and then dies out. Cume is greater to those who have had MTV for over a year. The longer they have it, the more likely

"The AOR audience spends more time with MTV than the CHR audience."

—Jon Coleman

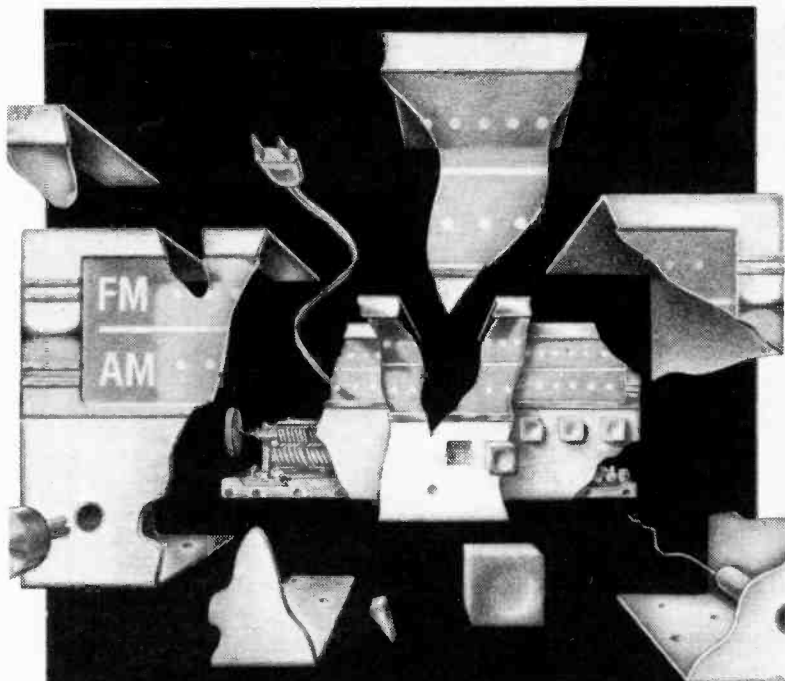
they are to watch it, especially with teens."

Speaking of teens, Coleman's research indicated that MTV garners a lot of teen viewing. "MTV is obviously a young people's medium," he reported. "Two-thirds of our study's teen respondents watch it." Not surprisingly, this conclusion was disputed by MTV's Research Director, **Steve Seidmon**, who told R&R, "We've been doing Nielsen research since we launched MTV over two years ago, and it consistently shows that viewing is divided fairly equally in thirds, between teens, 18-34, and 25-34s."

Continued on Page 32



**NEW ROCK DISPLAY** — In addition to those stations profiled last week, WRKI/Danbury has also set up "New Rock" sections of eight area record stores, where four albums weekly are displayed and discounted. An employee of Record World in Southbury is shown with WRKI's New Rock display.



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## EVOLUTION

KWST/Carmel switches from AOR to satellite-automated Country . . . Tom Daldin is upped to Asst. PD at WRIF/Detroit . . . Ruby Cheeks is named MD at WCKO/Miami . . . Cerphe joins DC101/Washington for nights . . . Cindy Spodek joins KDKB/Phoenix as Promotions Coordinator . . . Ashley Knight is upped to mornings at KSHE/St. Louis from weekends and public affairs . . . Deeya joins WAPI/Birmingham from TK101/Pensacola for nights . . . Chris McGregor is new to swing at Q107/Toronto . . . KKCI/Kansas City is no longer consulted by Hattrik Communications Inc. . . . Steve Michaels is named PD/MD at WOWD/Tallahassee as Dick Blackmon exits that post . . . Pete Larkin exits swing at WNEW-FM/New York while Dan Carlyle joins the 10pm-2am . . . Pete Fornatale moves from middays to Director of Special Programming, while Mark McEwen is upped to full-time overnights at WNEW-FM.

## NAB: An AOR Perspective

Continued from Page 31

Seidmon also disagreed with the study's finding that claimed that MTV is primarily viewed during afternoon and evenings, and that, according to Coleman, "It virtually does not exist in the morning." Seidmon countered, "Again, based on Nielsen ratings in MTV households, this is simply not the case. The difference between our 24-hour rating and our rating which excludes the overnight hours is significant."

MTV's Research Director felt that Coleman's research was offbase in these areas because of the nature of Coleman's research techniques. Seidmon said, "When you include non-subscribers in a sample base, it doesn't necessarily do justice to a typical MTV viewer. Also, it was a perception study, as opposed to actual behavior as judged by Nielsen meters or diaries."

Seidmon admitted, however, that in many other areas, Coleman's findings and his own were closer. Other such findings of the Coleman study included the information that younger viewers watch MTV for a greater length of time than older ones, with half of the 25-34s watching it for less than a half-hour.

### MTV: A Threat To AOR?

Coleman also addressed the question of crossover radio listening. "Among the MTV audience, 27% prefer AOR while 30% prefer CHR and 15% prefer A/C stations. The AOR audience spends more time with MTV than the CHR audience." He claimed that MTV viewing takes away from radio cumes but not quarter-hours, noting, "MTV is increasing overall interest in and satisfaction with music and, as a result, radio may be a beneficiary. In non-MTV markets, radio is not getting more listenership than in MTV markets."

In other radio-related questions, Coleman's study found that MTV is preferred to radio as a music medium by 59% of the 12-24s sampled. Older audiences are less impressed with MTV: "For 25-40s, radio is preferred by 69%."

In overall results, radio was preferred for playing the best variety of music and for being less boring after long listening. MTV showed up ahead of radio in the areas of fewer commercials, less talk, less repetitious music, best music overall, and best new songs unheard before.

If this survey's results are basically accurate (and even MTV's Seidmon said he was in agreement with most of Coleman's findings), it certainly presents important data for AOR radio to consider and act upon. For example, in the contested area of MTV's primary age group, if teens are a primary MTV force, then 18-34 AORs may need to respond less to MTV's playlist than they may have been doing in the past (this may in fact already be happening, also in response to the spring Arbitron results, which were mixed for modern music AORs). It also gives important clues as to ways in which AOR can "tweak" its programming and overall imaging to make its stations more appealing to these radio-TV crossover fans.

But, as Doug Clemensen noted at the "Radio WARS" presentation, "Research is just grist for the mill. It's a tool to which intuition must be added." Indeed, intuition and solid research may never have been more important for AOR radio than in these intensely competitive times.

## UPDATE

Money talks and WAPP walks: WAPP jocks are walking the streets of New York, looking for people listening to the station, who are being awarded \$1000 . . . Two free listener concerts are being held in conjunction with WMMS/Cleveland's 15th AOR anniversary, one featuring Three Dog Night, the other with Fastway . . . Happy third AOR anniversary to WTPA/Harrisburg, which held a listener appreciation party spotlighting Def Leppard's music and videos. The band called the club from the road to offer best wishes to the station and the group's fans . . . WKTM/Charleston celebrated summer with a "real cool weekend." The station gave away J. Geils "Freeze Frame" albums to listeners seen sporting sweaters or mittens on the beach, while WKTM spotlighted songs with "cool" or "cold" in their titles . . . When popular CITI-FM/Winnipeg air personality Jake Edwards announced he was exiting, the station held a going-away party for him featuring Harlequin as musical guests . . . KWXL/Albuquerque's end-of-summer bash featured 30 local band plus the Alarm for a 94-cent admission . . . WKLC/St. Albans took part in a "Sternwheel Regatta" river festival, broadcasting live from the site for ten days and sponsoring two area bands in concert, attracting 10,000 fans . . . WKLS/Atlanta's hometown album project attracted 600 musical admissions . . . That's the spirit: KDKB/Phoenix has cosponsored recent charity functions for the T.J. Martell Leukemia Foundation, the March of Dimes, and Multiple Sclerosis research . . . These guys have all the fun: WWTR/Ocean City (of the best tan contest fame) held a hot tub party, which gave 50 listeners the chance to get in hot water together . . . KKC/Corpus Christi held a beach Olympics party on the Gulf of Mexico, drawing 3000 listeners to a day of live music and sporting events . . . KMJX/Little Rock tried a different tack when it received the new AC/DC album. As opposed to tracking it, the station promoted and played two tracks a night for three nights, soliciting listener response to the strength of each song (listeners picked "Flick of the Switch" and "Nervous Shakedown" as their favorites) . . . WFBQ/Indianapolis invited listeners to eat to excess with INXS, in a random drawing promotion whose 20 winners were sent backstage, after seeing INXS live, for a catered meal with the band . . . WBCN/Boston put together a Bowie A-Z in conjunction with his local concert date. According to station reps, that's 186 tunes (and some pretty diverse musical styles as well) . . . WGRQ/Buffalo is starting a "lunch break" live weekly concert (a la WMMS's "Coffee Breaks) from a local club, and needs performing talent. Contact PD Brian Krysz at (716) 885-9700.

## AOR Reporter Profile

**ROCK 104**  
WMGM

WMGM/Atlantic City  
15 S. Shore Rd.  
Linwood, NJ 08221  
(609) 641-1400

OWNER: Howard Green  
GM: Dick Irland  
OM/PD: Tom McNally  
Asst. PD/MD: Mark DiDie  
103.7

20,000 watts

"This market was crying out for its own rock station, with some 20-odd signals booming in from Philadelphia, a few pulling great numbers. We turned off the computer and turned on the rock and roll in November, 1982. What the casinos have done is place a huge amount of young working adults in the marketplace, which is just what we're after. WMGM is Atlantic City's rock alternative, and the response has been overwhelming. Pending FCC approval, our power increase will triple our coverage area.

"Visibility and image are the main goals behind all of our promotions. Our jocks are in the clubs, streets, and on the beaches. We also own the only commercial UHF TV station in South Jersey, and we utilize it to our fullest advantage.

"Musically, we consider ourselves a 'semi-hit' AOR. The fierce competition between the Philly AORs, and the fact that we are not consulted, allows us to be more wide-open. Both old and new, if it's a great record, we'll play it whether it's classic rock, modern, metal, pink, black or blue. We use what research tools are available to us, but most decisions come from the gut."

—Mark DiDie



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## Adult/ Contemporary



JEFF GREEN

## WNFL: Nation's Top Improvement



After the spring 1981 Arbitron, WNFL/Green Bay seemed unstoppable, maintaining above a 20 share 25-49 and nearly 18 shares ahead of A/C competitor WDUZ. However, complacency set in, and 1982's spring book erased WNFL's lead to a single share, as the station plummeted over 11 notches. Behind PD Jon Stubb, this spring WNFL initiated a variety of changes, sparking what became the 1983 spring ARB's top improvement: WNFL rebounded 12.1 shares and opened a 13-step lead. Ranked 84th in adults last fall, WNFL is now seventh.

While AMs are struggling around the country (WNFL has 5kw days/500 watts nights at 1440 kHz), what were the differences that led to this amazing resurgence? Jon revealed his station's specific improvements:



Jon Stubb

"1. **Callout Research.** We used to be very liberal musically and it hurt our 45-54 audience. Now we're very careful not to play borderline hits. I believe every record is critical - a bad song rotating every six hours is a tuneout risk.

"2. **Resting the Gold Library.** When a record moves to recurrent status, it first rests for about a month, perhaps longer. This practice includes more than just gold that's wearing out in the research; I'll rest solid hits routinely. On the other hand, we don't take off all of our high-scoring records, because then musically we'd become thin. Our rule of thumb is resting 10% of the library at all times. It can work wonders!

"3. **Qualitative Perceptual Research.** An anonymous callout project asking about radio (our station and others) and their likes/dislikes gave us a good feel of how people view us. We supplemented this by talking about WNFL with those who call in requests, which we get a lot of.

"4. **Improved Recycling.** Last book we did a lousy job of this, but this time took advantage of our high come. The key is maintaining interest by giving reasons to keep listening, such as teasers about upcoming music, trivia, artist features and enhanced lifestyle awareness. We'd say, 'Your phone bill is going up. Details in seven minutes on CBS News.' Anytime you talk about someone's heart or their pocketbook, they're going to listen.

"5. **Emphasis on Jock Individualism.** All the personalities worked very hard to recognize and develop something they do uniquely well. Ask your jocks, 'Why are you different from everybody else?' This may be something they've never considered before.

"6. **Personality Motivation.** After discussing each jock's strengths individually, give them their own ratings goal to shoot for. It's amazing what a small incentive can do. With goals and incentives, they're no longer just doing the job, they're working for a specific cause and purpose.

"7. **Increased Audience Participation.** Many stations won't even answer the phone, let alone take requests or put someone on the air. Of course, you can overdo it,



but the idea is to let people know you're accessible. It helps you to know what they're interested in. Very little is actually used on the air, but it keeps you in touch.

"8. **Strengthened News Department.** Upper demos, especially 35-54 males really value their news. Last book, we dropped local news from 9am until 3:30pm and it hurt us considerably in middays. This year, we traded the CBS 'mother' network for CBS RadioRadio's capsulized news, targeted to our core 25-34 target. Cutting the newscast from six minutes to two enabled us to include both 90 seconds of local news hourly and also an extra record. Finally, we hired a TV meteorologist who added credibility and visibility.

"9. **Monitoring the Competition.** You must do this, because your audience is! I used to think it didn't matter what the guys across town were doing as long as we sounded good. However, you need to know what they're up to in order to compare the products. Don't forget, it's a program/counterprogram world."

## WIAL Posts Premier Premiere



On November 1, 1982, WIAL/Eau Claire, WI switched from an automated Easy Listening format to a live A/C approach, in hopes of making a major ratings improvement. Little did PD Rick Roberts know then that WIAL would turn out to show the best debut of all A/C's going through their first Arbitron this past spring. WIAL notched over an 18 share 25-54, good enough to be ranked 22nd nationally.

Rick explained that the main points to WIAL's outstanding start were playing carefully-tested music, absence of clutter and excessive rap, and consistency within the spot/news schedules. "We kept with the basics," he began, "by keeping the music

"It's a fine balance between consistency and variety that keeps you interesting." —Rick Roberts

coming with segues every other record. Our jocks do talk over the intros, but what they say is limited to 15 seconds or less. It's important that what they say has substance. Even if it's important, by going much over 15, I feel you're beginning to reach the point where you sound too gabby."

## WTNY Wins National Ratings Derby

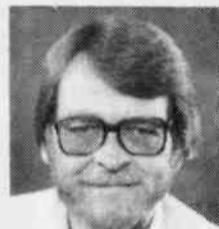


Among all A/C stations seeking adults (25-49 in regular markets combined with 25-54 in condensed markets), the top station (Mon-Sun 6am-midnight AQH MSA) in the spring 1983 Arbitron is WTNY/Water-town, NY. Against four main and seven outside competitors, 1kw WTNY registered nearly a 40 share, ten shares ahead of its nearest challenger and almost 20 notches above the others. Moreover, WTNY's 12.0 share increase was just .1 point behind #1 improver WNFL/Green Bay. WTNY PD George Neher talked about his station's operating philosophy.

"As a full service A/C station, we start by come-building. The name of the game is to get as many people as possible to use the station in some way. We've built our audience from a broad range of people.

"We offer a lot of different programming.

WTNY is a music station, but we're also strong on local and national news. Then there's Yankee baseball and "AT40." Now, this wide variety can be dangerous if it just turns into a smorgasbord. How we keep it all together is with our personalities.



George Neher

"Our air talents are well-known in this area. There's no advantage when personalities preserve their own sort of anonymity by being recognized only for their airwork, so our staff is highly visible and actively involved. This is a smaller community, so it's important these people are real. They have a good deal of freedom expressing themselves.

## 790 WTNY

"The company commitment to our people is very important, and our staff is committed in return. By this I don't mean that everyone will stay here their whole careers, because radio is generally not that kind of business. But we dread the revolving door and refuse to have one. As a result, the people here are treated and paid well.

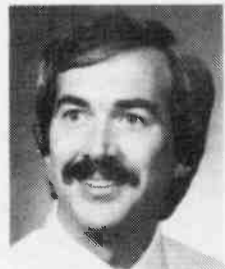
"We promote the services we offer, such as weather, sports and local information as the most reliable in the market. But it's more than saying it or delivering good programming. It takes time, and by that I mean no less than two years. After two years, a station begins to be known in the community for what it is, even among the people who don't listen to it. Your station may not be the one everybody depends on, but that sort of identity is something that can be built upon."

## A/C 1983 Spring Ratings Champions

This week the spotlight is on the spring Arbitron's best overall A/C performances in three categories: top ratings, top improvement, and top debut for a new A/C station. Congratulations to these three outstanding stations!

Regarding 194's music policy, Rick said,

"We take more of a conservative stance musically. We do like to feel comfortable that a record will be successful before we put it on the air. So after a few weeks of air-play, the songs begin to be tested in our callouts, and their future is pretty much



Rick Roberts

determined by those results and my feeling of their future growth. Callouts are very important to me because often a song that's number one nationally is just not that popular here, and the reverse is also true."

Product is not limited to just A/C, either. Should a CHR song test well with our adult core, we'll play it, too."

In developing 194's spot and news limits, Rick set ceilings based on an anticipation of success. "We designed the news and spot loads with the future in mind. Some stations begin with few or no commercials and then increase once they're successful. We started with a spot load that would be comfortable in the long run: 15 units/12 minutes maximum, averaging around 9-10 minutes. While other newly-successful stations clutter up their sound with extra news, we've adhered to the allotments we felt we could live with, and therefore have made no major changes."

To young programmers dealing with new full-music FM formats, Rick suggested, "Find the niche you want to satisfy, and then be consistent. Consistency doesn't mean being boring, but each song should fit the parameters of the concept. Each jock's delivery should be consistent in approach while maintaining his or her own personality. It's a fine balance between consistency and variety that keeps you interesting."



# THE RADIO CONVENTION

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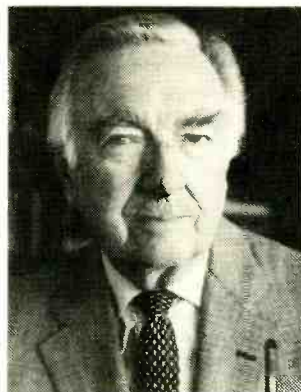
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Speaker



**WALTER  
CRONKITE**  
CBS Special  
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1983 Golden Radio  
Award Winner



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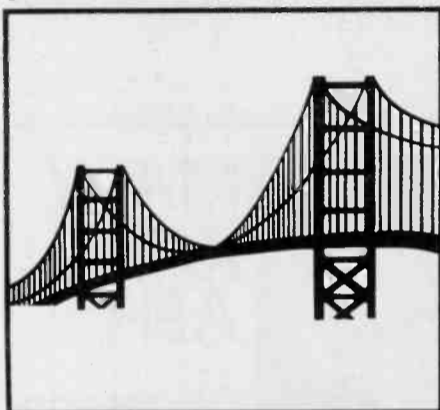
# Country



LON HELTON

## From Nashville To San Francisco

... From Memphis to St. Joe. Actually, that's another song, but I had to have some kind of diversion while trying to return all the phone calls that came in during my four days away from the office last week and early this week. The days away from here were all spent doing things related to Country radio, so I thought I'd give you an update on the Country Radio Seminar Agenda Committee meeting held in Nashville, plus a rundown on the pertinent events of the RPC '83 in San Francisco. Besides, I needed a column and this will help justify my expense report.



San Francisco

The 1983 NAB Radio Programming Conference was held in San Francisco, with the bulk of the format clinic time devoted to a discussion of a NAB-commissioned study called "Radio WARS: How To Survive In The Eighties."

Basically, the Southfield, MI research firm of Reymer & Gersin Associates randomly polled 1300 radio listeners to "find out what make listeners 'tick'... what they need and want out of radio." The attempt was to delve into the psychology of the listener so better understanding would result in better marketing.

Each format's results were printed in a separate book, and the findings presented for the first time in the format room. WHN/New York PD Joel Raab and I were the two representatives asked to discuss the findings after the presentation. Theoretically, Joel and I would examine the findings, present our thoughts on the way the findings could be utilized to better program a station, ask our own questions, and, finally, field questions from the audience.

Part one of the study analyzes the psychology of the Country radio fans — those listeners who name Country as their favorite format. This first section tells what makes Country fans unique, how they differ from fans of all other formats, and what makes them psychologically different. In part 2, Radio Wars takes a closer look at the Country audience. It broke up the Country audience into three basic groups: the Radio Worshipers (dedicated fans, 27% of the audience), the Full-Service 'Thinkers,' (appreciators of the full range of radio services, 29%), and the Continuous Music-Onlies (38%). The study shows that even listeners of a particular format are fragmented and have different motivations for listening and different programming preferences. Part 2 describes each format's segments and gives you some idea of how to go after them.

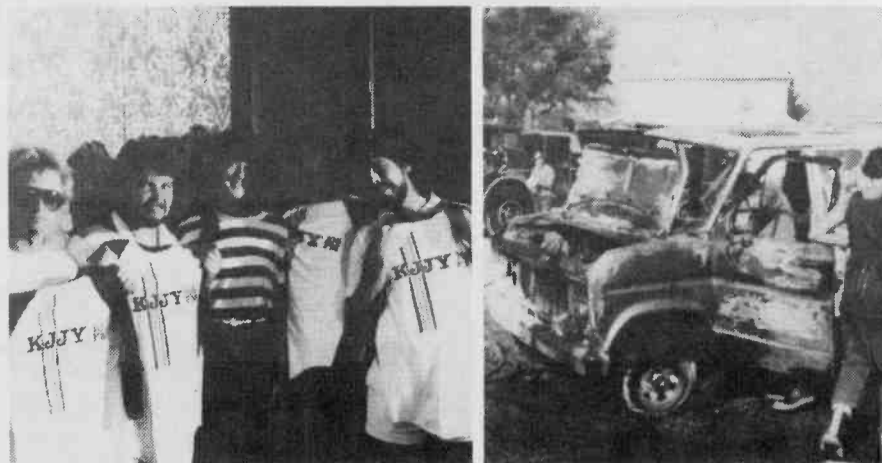
Parts 3 and 4 of the overall study provide a guide for applying the "segmentation" approach to marketing your station, as well as some data tables so you can see how fans

of a particular format answered Radio Wars questions.

The general feeling of the people attending the session was that the study was good as an overview to the Country radio listener, but few saw the material as an aid to coping with specific programming problems. The study drew some criticism for its sample size and the 13 cities used for the universe not being representative enough to gain meaningful results. As a whole, there was a general feeling of discontent with the entire clinic.

I'd like to offer a thought or two on that discontent. I believe the whole problem stemmed from the past custom of using these sessions for the exchange of ideas and information by programmers. The two hours or so set aside for the Country clinic was in essence the only allotted time for Country, per se. The people gathered felt "cheated" out of their time. It seems to me that if the research study would have been presented in its own forum, apart from the time normally given to the Country clinic, it would have been better received. The peo-

### Old Flame ...



### ... New Fire

When Alabama was in Des Moines for the Iowa State Fair, they dropped by the KJJY studios to model some new T-shirts with PD Beverlee Bleisch. The very next day someone noticed smoke coming from the van and thought it was overheating. The above photo is testimonial to the wrong diagnosis. Cheer up, Beverlee, your car could have been parked next to the van.

ple in attendance would have known exactly what they were going to get when they walked in. It should be noted, by the way, that the study was not represented as being anything other than what it was: a broad overview of the Country radio listener. The problem was, many people go to these seminars to get specific answers to their specific problems. As in anything, when expectations are not met, there is some degree of disappointment.

For those of you interested, the NAB has the booklets for sale at \$5 and you can contact it for more information.



Nashville

My first day in Nashville was spent visiting with almost 100 representatives of the record industry. Meetings were held in

the Nashville BMI offices, beautiful facilities and a great place to have a meeting. The meetings were held to discuss the concerns of the record industry and how they affect radio, as well as R&R. In attendance were representatives from every major label, independent record companies, independent record promoters, and even an artist or two. My thanks to all for coming, and your input is greatly appreciated!

Actually, I was decidedly fortunate to be a part of that meeting. As a public service I would like to offer a Nashville travel tip. Never, I repeat never, become so attracted to a neon sign that says "Stroh's on tap" that you stroll down Broadway between 2nd and 9th streets. Being the perceptive fellow that I am, my first clue that I was where I didn't belong was seeing a squad car every 20 seconds. My second clue came when I entered an establishment bearing the aforementioned sign wearing jeans, tennis shoes, and a pullover shirt, only to quickly realize that I was grossly overdressed. My rationalization that I was doing research on the local country music scene lasted only through two tall cool ones. Just as I was really feeling a part of the local scene, my psychographic studies came to a halt about the same time a couple of local denizens reached disagreement over the loyalties of a certain songstress. Only on the way back to the hotel did I notice the signs for various sensual emporiums which should have kept me out of the area in the first place. I can't figure out how I missed them.

Back to the business at hand, the next couple of days were spent discussing the agenda for next year's Country Radio Seminar. The dates for next year's confab are March 1-3, and once again this promises to be an unparalleled opportunity for Country radio folks to get together and talk about a wide variety of things that affect them directly. One of the strengths of this particular seminar has always been its desire to present panels that address the problems confronting general managers, sales managers, and programmers of all-sized markets on a daily basis. This year's agenda committee consists of a wider variety of people and viewpoints than ever before, and this promises to fulfill the goal of "something for everybody" like never before. A number of the sessions this year have been expanded to an hour and a half, so there will be more time than ever before to accommodate questions. Another committee priority for this year's seminar is to insure that there are a large number of handouts for you to carry home. The areas to be covered in the sessions include programming, sales, management techniques, outside and inside promotion for your station, the "new" FCC and how it affects you, and women and their role in broadcasting. Also featured are panels on dealing with the press (after I volunteered to cohost this one, they made it an 8am Saturday morning ses-

Continued on Page 38



**YOU AUTO BE IN CONTESTS** — WCOS/Columbia, SC offered a brand new \$11,000 1983 Ford Thunderbird to the person who kept at least one hand on the car the longest. At the end of the 98-hour time limit, there were two people clinging on for dear T-bird. WCOS didn't want the promotion to turn into a turkey, so they randomly chose the winner and gave the runner-up a 1983 Ford Escort valued at \$6,000.

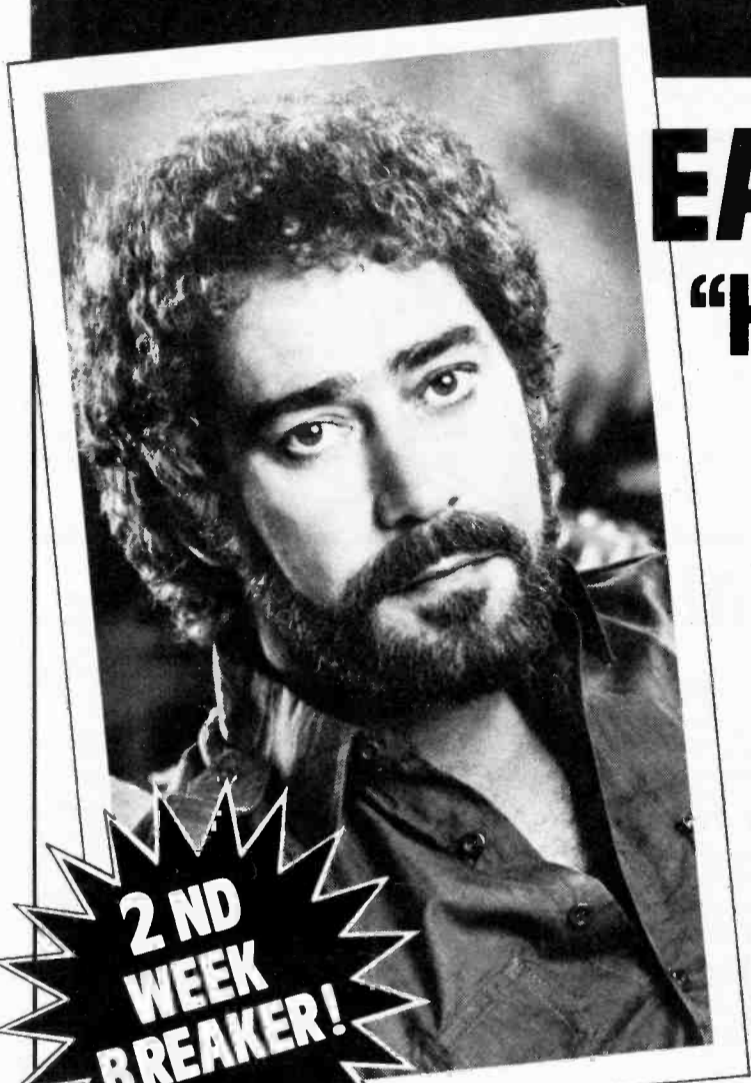


Meanwhile, 61 Country WDAF/Kansas City celebrated their 61st birthday by presenting contest winner Joe Nick with \$10,000 and a 1961 Corvette. Shown handing over the keys is Denise Galvin of WDAF.



**RCA**  
**MEANS**

# **R**apid **C**hart **A**ction **AND BREAKERS!**



## **EARL THOMAS CONLEY**

### **"HOLDING HER, LOVING YOU"**

PB 13596

From "DON'T MAKE IT EASY FOR ME" AHL1-4713

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WSDS  
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**2ND  
WEEK  
BREAKER!**

**BB 54<sup>★</sup> CB 47<sup>★</sup> RR**

**48  
BREAKER**

## **THANK YOU, RADIO!** **FOR CHARLEY'S #1** **"NIGHT GAMES"**

PB 13542



**Charley Pride**

**BREAKING SOON!**

**WATCH FOR....**



**GUS HARDIN**

### **GUS HARDIN**

#### **"LOVING YOU HURTS"**

PB 13597

### **FAMILY BROWN**

Featuring Tracey & Barry

#### **"WE REALLY GOT A HOLD ON LOVE"**

PB 13565

**RCA**  
Records and Cassettes

# Nashville This Week



SHARON ALLEN

## New Country TV Exposure

Here's a bit of news you may want to share with your listeners . . .

The Nashville Network is adding a concert series, "Church Street Station," to become part of their weekend schedule in early 1984. The series is being taped in the Cheyenne Saloon and Opera House in Orlando's Church Street Station entertainment complex, and is produced by Salt & Pepper Television, an Orlando-based TV production firm.

Some of the artists to be taped "live in concert" as part of the first 26 shows are T.G. Sheppard, Tanya Tucker, Razy Bailey, Terri Gibbs, Gene Watson, Gail Davies, Rex Allen Sr., Rex Allen Jr., Charlie Rich, Freddy Fender, Barbara Fairchild, Dave Rowland & Sugar, and Danny Davis & the Nashville Brass.

TNN's programming director Paul Corbin says, "The Cheyenne is a gorgeous facility, an ideal location for showcasing major country talent in a concert setting. Because of its strong talent lineup and its beautiful location, we are confident it will be a hit with our viewers."

\* \* \* \* \*

Golfers take note: the Academy of Country Music will sponsor the first annual Marty Robbins Memorial Golf Classic on Monday September 12, at the Mountaingate Country Club. Proceeds will go to the American Heart Association in Robbins's name.

The 18-hole tournament (with shotgun format) will begin at noon, and a celebrity from the worlds of country music, professional athletics, or TV will play in each group.

Price for golfing participants is \$150. If you need further information phone Fran Boyd at the ACM office (213) 462-2351.

### On The TV Specials Scene

Ronnie Milsap is negotiating with Multimedia for his first major television special, with a targeted spring '84 airdate . . . Ronnie, along with Marvin Gaye and Barbara Mandrell, will help us start our Christmas 1983 list. They're going to Los Angeles to tape the "Mac Davis Christmas Special" this month.



Ronnie Milsap

Dick Clark is hosting a new weekly series. In this one, each show will pay tribute to a "musical giant," with guests appearing who have some connection (whether it be personal or professional) with the honoree. So far, country honorees include - the Gatlin Brothers, Jerry Lee Lewis, and the Charlie Daniels Band. Jose Feliciano, who has recently released a country single, is also on the list.

The MCA Universal syndicated show will air later this year.

\* \* \* \* \*

Bits & Pieces: Rosanne Cash and husband/producer Rodney Crowell are coproducing an album track, "Nobody Sees

Me Like You Do."

The track featuring Rosanne, will be included in a new Yoko Ono tribute to John Lennon album. Yoko's album will include cuts by Carly Simon, Roberta Flack, Elton, John, Eddie Money, and



Rosanne Cash

as Lennon's interpretation of Ono's "Every Man Has A Woman Who Loves Him" . . .

The rumors are true! Reba McEntire did sign a recording contract with MCA Records. She's currently looking for a producer and new material . . . PolyGram Records just added a couple of acts to its roster: Savannah, out of Atlanta, and the Maines Brothers (five of the seven members are actually brothers) out of Lubbock, TX . . . On a personal note, Ricky Skaggs and wife Sharon (White) are expecting a baby along about April . . . Ferlin Husky hopes to resume his travel schedule soon. The 56-year-old entertainer suffered a heart attack in July during a Northwest tour, and has not worked since. Six years ago he underwent coronary bypass surgery, but doctors say he won't need an operation this time around. "If all goes well," his wife Marvis says, "he'll go ahead with a scheduled tour of the Midwest in late September and early October."

### Baby What About You?

Although Crystal Gayle's current single has nothing to do with her newborn daughter, Catherine Claire, Momma has already made one thing perfectly clear.

"She's going to be a road baby. I'm taking her with me when I go out on tour," states the longhaired singer.

"I want to be a real mother. I don't want to leave her at home with a nurse or sitter and return from the road to discover that my baby doesn't recognize me." As things stand now, it appears that baby Catherine's first tour stop will be at Harrah's Marina Hotel Casino in Atlantic City where Crystal headlines over the Thanksgiving holiday weekend . . . More baby news: congratulations to Michael Murphey and his wife Mary, who had a baby girl, Laura Lynn Marie, August 31. Mary Murphey is of Lithuanian descent, and the three names are a custom of that culture.



Crystal Gayle



**YEAH, BUT WILL THEY FLY IN PEORIA?** — The answer for Bandana is obviously "yes" as they are pictured here with the staff of WXCL/Peoria. Left to right are Jerry Ray Johnston, Tim Menzies, and Jerry Fox of Bandana, MD Paul Jackson, Lon Wilson of Bandana, Steve Young of WXCL, and Joe Van Dyke of Bandana.



**HOT TIME IN LANCASTER, OH** — Mel McDaniel was in town for a club date, but made some time to get over to K95FM to talk to afternoon personality Spaceman Gruber (l) and Maxwell Raines, PD (r). Wonder if Mel took 'em out for a Big Ole Brew?



**RAZZY RALLY** — During his first ever visit to the Mississippi flat land delta, Razy Bailey spent some time before the show with WDDT/Greenville MD Johnny Ross (l) and PD and recording artist Charlie Ross (r).

## Nashville To San Francisco

Continued from Page 36

sion; I think it was a conspiracy), a session on engineering for non-engineers, and, given today's pressure-packed relationship

### Have You Heard?

Mike Oatman of Great Empire Broadcasting is looking for a couple of PDs. If you are interested in the slots open at KWKH/Shreveport and KFDI-AM & FM/Wichita, send your tapes and resumes to Mike at KFDI. These are super opportunities for the right people; a chance to settle down with a great company while working for a great guy. By the way, Great Empire takes over WOW/Omaha on September 19. In effect, KYNN-AM will become WOW. In conjunction, an Omaha intra-city relocation has George Woods joining KYNN-AM & FM to do mornings from KGOR-FM . . . Another cross-town switch takes place as St. Louis native Paul Warner shifts stations in that town, segueing from WRTH to afternoons at KSD. His hometown is the only city he has worked in . . . My ol' WJEZ/Chicago buddy Jay 'Jaybird' Marvin is winging his way westward to do 10pm-2am on KSN/San Francisco. Having Jay around will make J.D. Spangler appear calm. Maybe J.D. planned it that way. Welcome to the West Coast, 'Bird' . . . WCAW/Charleston has a new MD in the person of Bob Edwards. The station has added the Talknet for overnights. Have you noticed the number of Country stations that have added sports, talk, or a combination of both to their lineups? Interesting . . . There have been some changes in the East, so here are a couple of updated lineups. WGNA-FM/Albany has Chet Good doing mornings; Walt Adams is new in middays, moving from WWOM in the same market (do you get the feeling there has been a cutback in moving expense budgets?); John Hart gets to sleep nights as he moves to afternoons from the all-night slot; Rocky Shannon does the all-request evening show; and C-K rejoins the station to talk to the truckers. PD Chris Warren is now off the air and mentioned to me that he is looking for a weekend air talent . . . Moving to Pittsburgh, the WEEP lineup has Jonathon (Take Me Home, Country) Rhodes in mornings; PD Bill White doing 10-noon; Dave Anthony noon-2; Terry Rhodes, Jonathon's wife, doing afternoons; and Wendy Wiethorn covering weekends . . . And always remember to call and tell me what you have heard!

between radio and record industry, an especially pertinent panel on record promotion, 1984 style.

In the coming weeks and months you will be receiving literature from the Organization of Country Radio Broadcasters concerning this year's seminar. The stuff you will be getting will include the announcements regarding keynote speaker, the names of the expert panelists who will be speaking, and more substantive information on the individual panels themselves. Please take the time to read this material and pass it along to the GM and GSM. It's important the people who control the pursestrings realize this is truly a learning seminar and that by attending you will be able to make an even stronger contribution to your radio station. As a matter of fact, if the GMs and PDs from each station would come together, I think it would be a big step in revitalizing the energy directed towards winning your particular situation.

This brings me to one other point: the worth of these programming conferences or seminars and their relative importance to your career.

Without question, in these days of budget cuts and cutbacks, seminars and the like are among the first to go. However, I have to believe that if you are serious about broadcasting as a career, there are times when you are going to have to bite the bullet, decide which one you want to go to, and foot the bill yourself. You may have to take some vacation days and attend on your own time. Many of the conferences arrange special deals on airfare with major airlines and special rates with the host hotel. And, of course, whatever you spend is tax-deductible. Look at it positively, make a vacation out of it with Uncle Sam picking up part of the tab.

These gatherings bring together a tremendous amount of very talented radio people. The knowledge obtained comes not only through the format panels but also from just standing around in suites or the hotel bar and talking about the thing we all love the most: radio. Also, never underestimate the importance of being seen. We all know that this is a people business and it's important to make contacts. What better place than a seminar with many of the top folks in your field in attendance? Just being there yourself shows that you want to learn and have a desire to make yourself a better broadcaster. I realize the costs involved, but can you really afford not to attend? It's an investment in your career.



**Country News**  
Next Week's Guests:  
**EARL THOMAS CONLEY**  
& **BOBBY BARE**

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# Discover A Gold Mine of Country Music With the Stars!

George Jones and Johnny Cash have been making country hits for nearly thirty years; Willie Nelson and Loretta Lynn for more than twenty, and even 'new comers' like Ronnie Milsap and Crystal Gayle have spent nearly a decade on the charts.

**Country music has stayed loyal to its roots.**

Today, country listeners have expressed an increasing interest in country music's past. Radio stations are playing more oldies than ever before, and new artists, like Ricky Skaggs and John Anderson, are using more traditional styles.

**Solid Gold Country** explores these connections between past and present each week in a three hour music magazine. Every week a major country star will

be on hand as a featured guest throughout the entire show to talk about their music, and additional artists are spotlighted, telling the stories behind their songs. This participation by the stars of country music themselves, and the theme sets in which the songs are presented, make each program more than just another "oldies" show.

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# Black Radio



WALT LOVE

## WKXI/Jackson Takes The Town By Storm

WKXI/Jackson, MS became the market's #1 station overall, with a 15.3 share 12+ per Arbitron's spring '83 book. Over the past three years WKXI has shown continuous, positive growth. The spring '81 book showed the station with a 5.9 share. The next book, spring '82, gave WKXI a 13 share . . . and now the 15.3. WKXI is a 5000-watt AM station days with only 1000 watts at night.

Tommy Marshall is the station's PD/MD, and has held that position for the past three years. Tommy is also the Vice President of the Young Black Programmers Coalition (YBPC), which has a strong membership of Southern black broadcasters. Tommy is originally from Detroit, started his career at KPRS/Kansas City, and has been in the industry some 11 years.

As you know, there are a number of Black AM radio stations throughout the country which have faced hard financial times and are continuing to do so. My first question to Tommy was directed at the sales revenue area: does being in the Deep South and on AM hinder WKXI in getting national ad dollars? "First, let me say we do have some national accounts, but we obviously could use a whole lot more. Being a Black-formatted radio station in the Deep South and being on AM is a disadvantage with the large agencies up north. I would like to think that our society has advanced to the point of letting us obtain our fair share of the national dollars, but I don't think so. This is the first time a Black station in this area has been the #1 winning station. The agencies will probably sit back and wait to see if it's real.

"We are expected, as professionals, to compete on the same level as the CHR, A/C, AOR, and Country stations, but when we succeed under these socially-accepted measuring methodologies, there's always some excuse not to believe the results. The



Tommy Marshall

truth of the matter is it's very hard for any Black station to get the same ad dollars as the aforementioned formats. If you're Black and on AM, even with good numbers, it's even harder. I wish we as broadcasters could at least reach parity for our professional services and our winning results."

Tommy went on to enlighten me about local retail sales. "On a local level, we do quite well. In this town, local merchants know we can deliver. We don't just deliver bodies and traffic to their businesses, but people who spend dollars. Our listeners don't show up at live remotes that we might do at a particular client's location just to get a T-shirt or a record album. Our audience actively purchases products. We're very thankful for such loyal listeners and we're also thankful that we have loyal local advertisers. WKXI has proven without any doubt that our integrity is first and foremost. What we need are those large lucrative national accounts, and I feel we've earned their attention over the years, and now we deserve their business."

### Staying In Touch With People

So what's the secret to WKXI's success? "If there is such a thing as WKXI's secret to success, it would have to be that we believe in touching people. My philosophy is to get out among the people and let people know who and what we are about. One of the best things about WKXI is that our staff, management, and ownership are dedicated to achieving the same goal . . . winning!

"Our community involvement has helped us tremendously. Part of our success can be directly attributed to our commitment to the community itself. When we heard a



**LENDING A LITTLE LUCK** — KUTE/Los Angeles Operations Manager Lucky Pierre, grabs a horn and joins Tierra in the studio as they lay down tracks for their forthcoming album. Pictured are (l-r): Producer Reggie Andrews, Robert Navarette, Manager Amani Gardner, Pierre, Joey Guerra, Roberto Loya, and Rudy Salas.

family had been burned out, we immediately helped to raise money to rebuild that home. Some of our listeners volunteered their services as carpenters, bricklayers, electricians, etc., to help these folks out of a tough situation. We don't do these things for publicity . . . we feel that good things will come to us, because we not only care about our fellow man, but we try and do things to help them also."



**WKXI'S WINNING LINEUP** — The WKXI air team is pictured (l-r): Dwayne Tanner, Lady Vee, Tommy Marshall, Percy Davis, and (foreground) "Heavy" Herb Anderson.

Tommy continued, "We feel it's very important that our listeners know they've got complete access to us on a daily basis. We're a full-service radio station; by that, I mean we try to supply as much services as possible. We supply information about health, cooking, how to save money while food shopping, etc."

WKXI has also been deeply involved in Jesse Jackson's massive voter registration drive in Mississippi, a state which, along with North Carolina, has been in the news lately because of alleged voting poll irregularities. Here's hoping WKXI can help improve the situation.

In the past, some Black radio stations have been guilty of alienating individuals who were potential listeners. I asked Tommy how WKXI deals with the problem of not offending possible Caucasian listeners? "To be perfectly honest with you, we know we have a nice share of the Caucasian audience in this market. If we didn't we couldn't be the #1 station in town.

"We don't fool ourselves, we stick to our game plan, which is to do what we do best. Any whites who listen to us listen because they like black music and our approach of presenting it. WKXI is totally committed to the black community; that's our base audience. But we're also here to serve all the citizens of Jackson, Mississippi . . . and no one does it better! All our public affairs programming has interracial participation. One situation that came up recently was a

problem with a lady who owned a day care center in a white area, and some of the citizens living in that area wanted the center closed. The woman happened to be Caucasian. We had her and some of her supporters, as well as her opposition, on our 'Straight Talk' program. The end result was the day care center was allowed to continue its operation. Because of the opportunity presented by us to utilize our airwaves, we know we helped keep that day care center open. We're for what's right for all our citizens."

### Don't Play FM's Game

As a programmer of an AM Black-formatted station, what would Tommy tell others who are trying to make a dent in those big FM numbers? "All black programmers of AM stations have to reassess their own situation first — look at the market and find their niche and then become committed to that market. At that point, they must drive a wedge between themselves and their competition and aggressively pursue their target audience. By doing these things, all you can do is improve, and if you improve it only makes sense to me that listeners will be there. Like Tug McGraw of the Phillies said during their pennant year . . . 'you gotta believe!'

"These people have to stop playing FM's game. Don't follow them, be innovative and creative. It's important to try new things on AM because radio as we've known it is changing. Now's the time to be aggressive and take a shot. Personality is back, so get some personalities who believe in themselves and what you want to do. We're living proof that it can be done."

We've all heard Tommy's next statement before, but I think it's such a simple and effective ego-tempering statement that it bears rethinking about. "Black radio talent has to learn not to talk down to their audience. It's better to talk to your audience than at your audience. It used to be considered 'hip, cool, or in the know' if a jock used the 'I know it all' approach. That doesn't compute in this computer age, which we're now all a part of. Personalities have got to be real and for real, or the listeners of the '80s will tune you out and write you off as a prehistoric dinosaur. Communicate — that's the business we're in."

Tommy expressed enormous pride in his staff. "My on-air talent is totally dedicated to being the best, and they've earned the right to be #1 in this city. Herb Anderson does our morning show, I do the middays, Lady Vee does 3-6pm, Percy Davis 'The Nighthawk' does the evenings, and Dwayne Tanner is our all-night personality."

It's easy to see why not only WKXI has done well since Tommy Marshall joined the station, but why the YBPC has done better as well. Pride, people, pride!



**WUSL OFFERS \$50,000** — Power 99FM(WUSL) is giving Philadelphians "The Summer Of Their Lives" by awarding over \$50,000 worth of cash and prizes. Winners, if spotted with a Power 99FM bumper sticker, call the station when their cars are identified. Power 99FM is also giving away a grand prize of a 1983 convertible Ford Mustang, loaded to the max. Pictured enjoying the publicity with four female winners are WUSL morning personality Beej Johnson (left) and all-night personality Gary Shepard.



# THE PICTURE PAGE

## Friends Of Fricke



Columbia's Janie Fricke recently taped her first TV special, "Janie Fricke: You Ought To Be In Pictures." Pictured (l-r) are Columbia's Jack Lameier, CBS/Nashville VP Roy Wunsch, Fricke, CBS/Nashville Sr. VP/GM Rick Blackburn, CBS/Nashville VP Joe Casey, and producer Bob Montgomery.

## Milsap In New York



RCA executives were out in force to meet Ronnie Milsap during his recent New York concert stay. Pictured (l-r) are RCA's Bob Rificci, VP/USA & Canada, Don Ellis, Milsap, label's Phil Quartararo (front) and Mike Becce, and VP John Betancourt.

## Hollies Deck Halls Of Tower



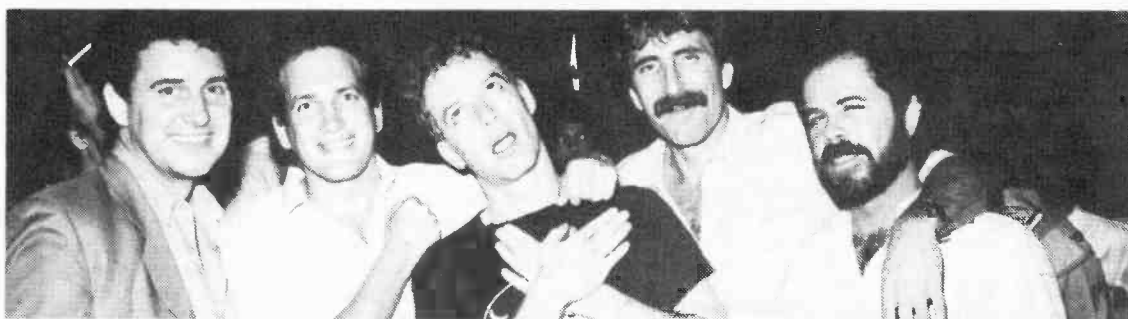
Atlantic's Hollies visited New York City's Tower Records recently for an autograph-signing session. Pictured (l-r, standing) are Atlantic VP Mark Schulman, label's Nick Maria, manager Bill Siddons, WEA's Andy Uterano, group's Allan Clarke and Tony Hicks, and Atlantic's Bruce Tenenbaum; (l-r, seated) group's Graham Nash and Bobby Elliott.

## McGavren Guild Presents AM/FM Seminar



The McGavren Guild rep firm presented a seminar before the NAB RPC opened, detailing a study on format trends on the AM and FM bands. Pictured (l-r) are McGavren Guild President Ralph Guild, Research Manager/Computer Services Jane Sobel, and Exec. VP/Marketing & Communications Ellen Hulleberg.

## Ongoing Oingo Festivities



A/M's Oingo Boingo recently played the Universal Amphitheatre in L.A. Pictured after the show are (l-r) A/M VPs Martin Kirkup and Jordan Harris, group's Danny Elfman, and label's Alan Oaken and J.B. Brenner.

## Comateens Come To PolyGram



Mercury/PolyGram recently signed Viacom artists the Comateens, with a single, "Get Off My Case," recently released. Pictured (l-r) are PolyGram Sr. VP Jerry Jaffe, group's Oliver North, Lyn Byrd, and Nic North, and manager Peter Leak.

## Chappell On The River



The Chappell/Intersong Music Group held its annual management conference in Milwaukee and Winona, and found time for a Mississippi River cruise. The publishing firm's staff is pictured, with President Irwin Robinson seated at center rear.

## Skaggs Shows Opry Strength



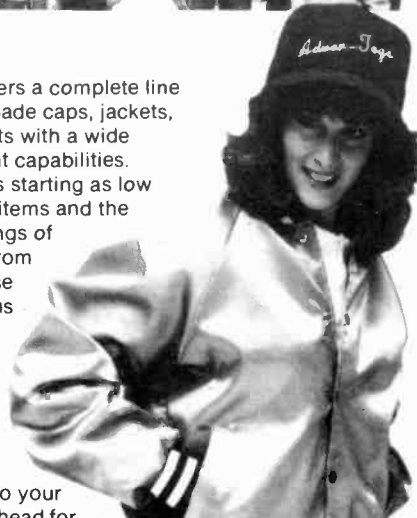
Epic's Ricky Skaggs girds his muscles for the task of serving as Chairman of the Grand Ole Opry Birthday Celebration's "Artist/DJ Tape Session" in October. He's pictured (center) with Epic's Rich Schwan (left) and Artist/DJ Subcommittee Chairman Stan Byrd (right).

# Marketplace

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Adver-Togs offers a complete line on American made caps, jackets, shirts and shorts with a wide range of imprint capabilities. With minimums starting as low as 12 on some items and the additional savings of buying direct from the factory these quality premiums become very affordable.



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13 Insertions	\$40.00
26 Insertions	\$35.00

*Volume Rates Available*

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Will include logo or other line art on ads of two inches or more if camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable.

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## Over 1,200 Country Oldies

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Call or write for information and free list of titles.

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## Poor (announcer's name)'s Almanac

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

## Job Hunting?

**NATIONAL**, the nation's leading radio placement service recently placed registrants with radio stations in New York, California, Texas, as well as most other areas of the country. If you are seriously seeking a move up in announcing, news, programming . . . male or female . . . minorities, contact **NATIONAL**. For complete, confidential details, including registration form, enclose \$1.00 postage & handling to:

**NATIONAL BROADCAST TALENT COORDINATORS**  
Dept. R, P.O. Box 20551, Birmingham, AL 35218  
• (205) 822-9144

## AIRCHECK MAGAZINE

**Rick Dees**—Morning Drive—**KIIS/Los Angeles**  
**Lohman & Barkley**—Morning Drive—**KFI/Los Angeles**  
**Robert W. Morgan**—Morning Drive—**KMPC/Los Angeles**  
**Charlie Tuna**—Morning Drive—**KHTZ/Los Angeles**  
Plus 8 others. Reg. \$6.95/Issue. Special for September \$4.95.  
Check or M.O. to 18355 Collins St., #128, Tarzana, CA 91356.

## O'Liners

FREE SAMPLE ISSUE  
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For sample, write on station letterhead to: **O'Liners**  
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## FREE SAMPLE!

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Radio's complete show prep service!  
FIRST AID for your "Fall Book."  
3 months for just \$12

HUMOR, CONVERSATION, CALLS, CALENDAR & MORE.

Write on station letterhead or call: **DIAL-LOG** 5727 Indianola Dr. Richmond, VA 23228  
(804) 270-7206

## Contemporary COMEDY

Hundreds renewed again!  
**Free sample!**  
Write on station letterhead to  
**Contemporary Comedy**  
5804-D Twineing  
Dallas, TX 75227

## GET SOME HINEY...

**Hiney Wine** that is . . .  
Hilarious proven ratings booster.  
Great promotional vehicle and revenue builder. Some exclusive market rights still open. Call (817) 640-0392 or write:  
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The books are out . . . have your aircheck and resume really ready with our **AIRCHECK AND RESUME REFINEMENT SERVICES**. • Aircheck Editing • Dubs • Custom Labeling • Resume Enhancement. Packages available. Free details. Call or write us. **MC/VISA**

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2429 COLONIAL DRIVE NE.  
ATLANTA, GEORGIA 30319

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Jingles for **CHR, A/C, AOR, Country, and Oldies**. Stretch your jingles budget further with our full line of musical themes. For free demo and details call or write us.

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Dr. Don Rose, KFRC. "Can't tell you all the times I've had the pleasure of recommending you to guys who inquire where I get my material."

FOR FREE SAMPLES WRITE

**The Electric Weenie, P.O. Box 25-866**  
Honolulu, Hawaii 96825 (808) 395-9600

## NEW!

## The Overnight Handbook

brought raves in early release! TIC-FM's Jim Cutler has packed it full of usable ideas. A must for the "graveyard shift." Send \$12.95 to Overnight Radio Handbook, PO Box 3878, Hartford, CT 06103.

## UNEMPLOYED?

### We Need Radio People!

During the past month over 75 radio stations in 30 different states placed job orders with **National**. This included small, medium and major markets. We received placement orders for announcers, PDs, News people and Sales people, male, female and minorities. If you are registered with **National** you know what we do. If you are looking for a radio job and you are not yet registered with us ask a fellow broadcaster about **National**. For complete confidential details, including registrations form, enclose \$1.00 postage and handling to:

**NATIONAL BROADCAST TALENT COORDINATORS**  
Dept. R, P.O. Box 20551, Birmingham, AL 35218  
**ACT NOW! (205) 822-9144**

## FREE ISSUE OF Galaxy

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

## CHUCK BUELL'S SUPER GOLD

Do your weekends sound like every other station? Highlight it inexpensively with well-known personality **Chuck Buell** and a strong specialized program. Each week 3 hours of the hits from the 50's, 60's & 70's and the stories behind them. Send or call **Denver, CO 80209** for your demo tape today.  
(303) 756-9091



# Opportunities

## Openings

### EAST

**NYC seeks experienced bilingual traffic reporter** with news background. Cassette & resume: Shadow Network, 1600 Routh 22, Union, NJ 07083. EOE M/F (9-9)

**WNNJ seeking mature announcer ready for first PD slot.** T&R: WNNJ, General Manager, Box 40, Newton, NJ 07860. EOE M/F (9-9)

#### News Director Needed

Southeast NY, must be experienced in handling people, organization minded and community involvement. Only pros with three to five years experience need to apply. Air shift with supervision of three person professional staff. If you have the commitment to local news and a good voice send resume, tape and salary requirements to: Radio & Records, 1930 Century Park West, #542, Los Angeles, CA 90067. EOE

**FM A/C-CHR seeking air talent.** "Superstars" experience a plus. Contact: Joanne Fredrick, Box 52239, R.D. #5, Strg., PA 18360. EOE M/F (9-9)

**Delaware's East Coast Adult station needs experienced PD** T&R: WGMD, Box 530, Rehoboth Beach, DE 19971. EOE M/F (9-9)

### T.V. Personality Wanted

T.V. music/dance show host/hostess wanted for Philadelphia market. Videos, pictures, resumes accepted: Nise Productions, Inc., 413 Cooper St., Camden, NJ 08102. Please do not call.

**WFLY/Albany seeking parttime weekend air talent.** Experience required. NY area only. T&R: Jack Lawrence, Box 12279, Albany, NY 12212. EOE M/F (9-9)

**WV's Radio Network looking for anchor/reporter/industrial editor.** T&R: Joel Jackson, ND, Mountaintop, 201 W. Washington St., Lewisburg, WV 24901. EOE M/F (9-9)

**Baltimore CHR Q105 looking for mature 7-12mid DJ.** T&R: Waylon Richards, 5200 Moravia Rd., Baltimore, MD 21206. No calls. EOE M/F (9-9)



Sky Corporation, one of America's fastest growing radio companies is looking for top talent for current and future openings. We need Talk Show hosts and Adult Contemporary personalities. Openings are in major and medium markets. Tell us what you want to do in a brief letter. Also send resume and cassette tape of air check to: Dennis R. Israel, President, Sky Corporation, 437 Madison Avenue, New York, NY 10022.

**WEMJ/Laconia, NH, A/C format seeks news & air talent** for current & future openings. T&R: Richard Hopper, Box 1490, Laconia, NH 03247. EOE M/F (9-2)



WOSH/WYTL, Appleton-Oshkosh, WI needs a morning entertainer with mature voice and top production skills to join number one team in market. Three years minimum staff experience. T&R (no calls) to: Tim Morrissey, Box 1490, Oshkosh, WI 54903. EOE

**Cash paid for male & female character voices & impersonations.** Send tapes: Voice Bank, Box 609, Hartford, CT 06101. EOE M/F (9-2)

## Openings

**Top jocks needed, full & parttime.** CHR/AOR experience necessary. T&R: Pete Clark, WPDH, Box 416, Poughkeepsie, NY 12602. EOE M/F (9-2)

**98PKY, Rochester's CHR leader,** wants tapes and resumes for future openings. Send: Tom Mitchell, 98PKY, 55 St. Paul St., Rochester, NY 14604. EOE M/F (9-2)

**Need announcers!** New live 57kw hybrid A/C-CHR. Great equipment, benefits, working conditions. 3 years experience required. T&R: Mike Farrow, WJAC, Box 309, Johnstown, PA 15907. No calls. EOE M/F (9-2)

**Warm, friendly personality needed for new A/C station.** T&R: PD, WJYY, Concord, NH 03301. EOE M/F (9-2)

**WAPP accepting T&Rs for future openings.** AOR/CHR background with winning attitude. Send: Joe Krause, Box 1035, New York, NY 11365. EOE M/F (9-2)

### WMGK, PHILADELPHIA

One of America's Top 3 Adult Contemporary stations is looking for a smooth, bright and personable Morning Drive Air Talent.

A tasteful sense of entertaining within the unique brand of MAGIC's A/C format is required.

You must be TOPS to meet the challenge of this highly competitive market.

Please... no phone calls. Send tape and resume to:

Bob Craig, Program Director  
WMGK Philadelphia

One Bala Plaza —  
Bala Cynwyd, Pennsylvania 19004



**GREATER MEDIA, INC.**

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

**Need announcers who understand French, German or other foreign languages.** T&R: Box 1023, E. Orleans, MA 02643. Canadians welcome. EOE M/F (9-2)

**WPOZ/Clarksburg seeks experienced one-to-one communicators.** Up-tempo, friendly personalities only. T&R: Bill Dunn, PD, WPOX, Box 1546, Clarksburg, WV 26301. EOE M/F (9-2)

### WSYR AM/Y94 FM Syracuse

*Creative Production Director. Know program concepts. Great writing, production skills. Sales presentations, station promos, and award-winning spots. Self starter who anticipates and recognizes opportunities to make station sparkle. Tape & resume: Fred Horton, Program Director, 57 WSYR, 2 Clinton Square, Syracuse, NY 13202. Equal Opportunity Employer.*

**Accepting T&Rs for mature-sounding male or female** for possible news openings. Send: Morris Thomas, PD, WETT, Box 717, Ocean City, MD 21842. EOE M/F (8-19)

## SOUTH

### MORNING NEWS AND ANCHOR NEEDED YESTERDAY

Top top rated award winning FM in Raleigh/Durham market. T&R plus writing samples to: Randy Kabrich, WDCG-FM, Box 2126, Durham, NC 27702. EOE M/F

**98FM-KFMK/Houston has 2am-6am opening** for natural 1-on-1 communicator on Adult format. Photo & T&R: Jim Sumpter, 6420 Richmond, Ste. 600, Houston, TX 77057. EOE M/F (9-9)

**Z96/Augusta-Wrens, GA accepting T&Rs for future openings** at CHR station. Required 1-2 yrs. experience. Send: Z96, Michael Brasch, Box 869, Wrens, GA 30833. EOE M/F (9-9)

Opening for Chief Engineer. Minimum five years experience. Technical skills include AM/PM transmitters, directional arrays, studio construction and maintenance. Must have management ability to participate as part of station management team. Call (915) 779-6454, KYSR, El Paso, Texas.



## Openings

**Premier top 100 Country FM & A/C AM needs reporter** in scenic East TN (Johnson City/Kingsport/Bristol). Contact: Gary Morse, Box 1389, Bristol, VA 24203. EOE M/F (9-9)

EZ Communications is looking for a few good men... and a few good women. We want to be prepared for future openings at our two CHR stations and four A/C stations. T&R to: Dan Vallie, VP of Programming, 10380 Democracy Lane, Fairfax, VA 22030. EOE M/F



B97/New Orleans, B94/Pittsburgh, WEZS/Richmond, WEZR/Washington, DC, WEZI/Miami.

**KYKZ/Lake Charles accepting T&Rs for future openings.** Send: KYKZ, PD, Box 999, Lake Charles, LA 70602. EOE M/F (9-9)

**WCKN-FM/Greenville-Spartanburg's 100,000 watt AOR** accepting T&Rs for future openings. Send: Gary Jackson, Box 650, Anderson, SC 29622. EOE M/F (9-9)

**Male or female wanted for light news position at great AOR.** Call Gary Steele, KRIX, (512) 350-9999. EOE M/F (9-9)

**Can you prepare a show & ed lib too?** Morning team needs voice & experience. T&R: KPUR, Box 30000, Amarillo, TX 79120. EOE M/F (9-9)



One of America's leading CHR stations in one of America's most exciting cities has an immediate afternoon drive opening. Please rush T&R to: Nick Bazoo, P.O. Box 43477, New Orleans, LA 70153. EOE M/F

**WVLD needs newsmen.** No beginners. T&R: Dan Browning, Box 1529, Valdosta, GA 31601. EOE M/F (9-9)

**KKAM/Lubbock changing format** to 24-hour Contemporary Christian, seeking announcers & sales staff. T&R: Don Sittou, KKAM, Box 12030, Lubbock, TX 79452. EOE M/F (9-9)

**WYKA-FM, 100kw mid-South rocker has immediate openings** for afternoon & nighttime air talent. T&R: Stan Barnett, Box 471, Central City, KY 42330. (9-9)



### MULTI-TALENTED

K-98 (KHFI) Austin, TX, top rated CHR has immediate opening for midday air shift, 2-3 hours per day and you will handle promotions — this type of position can lead to management. Send T&R to Roger Garrett, 1219 W. 6th St., Austin, TX 78703. EOE

**WXQR-FM AOR & WLAS(AM) Country is expanding news department.** If you eat, drink, sleep local news, rush T&R: Kris Kelly, Box 760, Jacksonville, NC 28541. EOE M/F (9-2)

**Modern Country FM, Atlantic seeking experienced talent** with good production. T&R and salary requirement: Jeff Brown, WAVW, Box 489, Vero Beach, FL 32960. No calls. EOE M/F (9-2)

**Jocks & newsmen needed for new CHR FM in year-round beach resort.** T&R: Martin Communications, Box 482, Owings Mills, MD 21117. EOE M/F (9-2)

**KSET-FM/El Paso looking for high energy 7-midnight announcer.** T&R: Cat Simon, PD, 4180 N. Mesa, El Paso, TX 79912. No calls. EOE M/F (9-2)

## Openings

**DJ/evening openings, full & parttime.** T&R: Larry Bessler, WMEL, Box 1318, Melbourne, FL 32935. No calls. EOE M/F (9-2)

### Sunbelt Adult Contemporary

Needs morning man. Professional will be compensated with major market salary. Send tape and resume to: Radio & Records, 1930 Century Park West, #540, Los Angeles, CA 90067.

**New Mid-Georgia A/C needs midday personality with production skills.** Also need experienced newsmen. Please call (912) 453-9406. EOE M/F (9-2)

### RADIO HELP WANTED

New Adult Contemporary in major Southwest market accepting tapes and resumes for all on-air positions. Excellent salaries and benefits. Tapes and resumes with references: Talent, P.O. Box 27701 — 386, Houston, Texas 77227. EOE M/F

**TK101/Pensacola has immediate opening.** Looking for entertainer with unique personality. T&R: Mark Sawyer, Box 12764, Pensacola, FL 32575. EOE M/F (9-2)

**KRLY (94-FM) looking for production whiz.** T&R: Steve Harris, 2630 Fountain View #210, Houston, TX 77057. No calls. EOE M/F (9-2)

**Sold Gold 62 WRJZ has possible opening middays or evenings.** Production a must. T&R: Bob Ziegler, WRJZ, 1515 Magnolia Ave., Knoxville, TN 37917. EOE M/F (9-2)

**Black/Urban WMJI/Jackson needs fulltime announcers** with 3 years commercial experience to follow strict format. T&R: Carl Haynes, Box 3320, Jackson, MS 39207. No calls. EOE M/F (9-2)

## SUNBELT COMMUNICATIONS

is expanding and is in need of entertaining morning A/C personalities for future openings in medium and major markets. Cassette and resume to: Mark Murray, Box 38264, Colorado Springs, CO 80937. All replies strictly confidential. EOE M/F

## MIDWEST

**Country 1010 KSMN needs an afternoon person immediately.** T&R: Box 1446, Mason City, IA 50401. EOE M/F (9-9)

**Immediately: Aggressive reporter** with strong delivery & field reporting. T&R & writing sample: Dan Arrasmith, KMMJ, Box 1847, Grand Island, NE 68802. EOE M/F (9-9)

**WNDU/South Bend, #1 Contemporary Country needs midday pro.** T&R: Steve Delaney, Box 1616, South Bend, ID 46634. EOE M/F (9-9)

**Needed: Chief engineer with programmer's ear.** Are you talented & cooperative? Maybe pull a shift. Write: PD, WJML, Box 99, Petoskey, MI 49770. EOE M/F (9-9)

**Chicago metro A/C needs air talent** with engineering maintenance ability. T&R: Jim Holly, 2107(WZVN), Box 311, Lowell, IN 46356. (9-9)

Do you have what it takes to program an A/C AM in a competitive market today? Good come, good promotion budget. Rush resume, cassette and salary requirements to: Radio & Records, 1930 Century Park West, #538, Los Angeles, CA 90067.

**Possible future openings for up-tempo CHR jocks.** Medium markets. All shifts. T&R: Doc Elliot & Assoc., 3014 Greenleaf, Wilmette, IL 60091. EOE M/F (9-9)

**If you'd like to do overnights** on one of the highest rated CHR FM stations, rush T&R: Jerry Dean, PD, KKKQ-FM, Box 31777, Omaha NE 68131. EOE M/F (9-9)

**Need to fill 2 positions:** Experienced PD & good news-digger with distinctive, tenacious air style. T&R: WIZM, Box 99, Lacrosse, WI 54601. EOE M/F (9-9)

**Need AOR ND to become part of morning team.** Sense of humor important. T&R: Jeff Murphey, WWCT-FM, 414 Hamilton, Peoria, IL 61602. EOE M/F (9-9)

# Opportunities

## Openings

Rare night opening at Q102/Cincinnati. T&R: Jim Fox, Q102 Radio, 1906 Highland Ave., Cincinnati, OH 45219. EOE M/F (9-9)

Wanted: Creative morning man, woman or duo for rock CHR. Also young energetic rocker. E-Lansing Market. T&R: Jim Ryan, 1700 Glenshire Dr., Jackson, MI 49201. No calls. EOE M/F (9-2)

Morning personality. AM Country, IA's premier daytime. Copywriting/production skills a must. Aircheck, resume, salary requirements: Dale Eichor, OD, KWMT, Box 578, Ft. Dodge, IA 50501. EOE M/F (9-2)

Leadership position in resort town in Northern MI. T&R: Andy mac, Box 520, Cadillac, MI 49601. EOE M/F (9-2)

### Major Market A/C

Rare opportunity for a morning drive personality or team. Outstanding compensation and environment. If you have the talent, the wit and the energy to create the top adult morning show in town then send us your tape and resume: Radio & Records, 1930 Century Park West, #537, Los Angeles, CA 90067.

Newsperson needed for Midwest CHR. No calls. T&R: ND, WKFR, 67 W. Michigan Mall, 612 American Bldg., Battle Creek, MI 49017. EOE M/F (9-2)

Bay City/Saginaw, Michigan area new CHR FM needs enthusiastic staff, all shifts. T&R: Bernie Wegerly, WFXZ, 1445 Delaware, Flint, MI 48506. EOE M/F (9-2)

Need PD, experienced, for top stations in beautiful market. AM-A/C, FM-CHR. Needs to be strong leader. WIZM, Box 99, Lacrosse, WI 54601. EOE M/F (9-2)

Professional, creative, adult morning drive personality. Unforgettable format. T&R: Mike Moore, KODE, Box 46, Joplin, MO 64801. EOE M/F (9-2)

Openings for air talent/production. T&R: Don Carpenter, KFBS, Box 1395, Joplin, MO 64802. EOE M/F (9-2)

Highly competitive, sound natural, excellent production, mid-days at the KATT. Bucks for winners. T&R: Dave Brewer, 4045 N.W. 64th, Oklahoma City, OK 73116. EOE M/F (9-2)

Medium market FM seeks hungry young CHR or A/C talent. Cassette & resume. PD, 6337 Hallet, Shawnee, KS 66216. EOE M/F (9-2)

Openings for full & parttimers who do tight, bright A/C. New & hot. Contact: Mike, WJML, Box 99, Petoskey, MI 49770. (616) 347-8191. EOE M/F (9-2)

WQUA(AM) (Davenport, IA metro, 375,000) accepting T&Rs for possible future jock openings. All shifts. Send: T&R: John Haggard, VP/GM, 1801 6th Ave., Moline, IL 61265. EOE M/F (9-2)

## Openings

### WEST

DJ Interns needed for Los Angeles radio station. Send T&R: 21115 Devonshire, Suite 303, Chatsworth, CA 91311. EOE M/F (9-9)

Top-rated CHR KDON-FM accepting T&Rs for future air talent openings. Experienced only. Send: Jim Christoferson, Box 81460, Salinas, CA 93912. EOE M/F (9-9)

KKMG/Pueblo, CO has future openings for air talent. Min. 5 yrs. exp. A/C or CHR. T&R: Larry Green, PD, 44 E. Spaulding Ave., Pueblo West, CO 81007 EOE M/F (9-9)

XTRA "The Mighty 690"/San Diego is seeking parttime air staff. T&R: Jim Richards, 4891 Pacific Hwy., San Diego, CA 92110. EOE M/F (9-9)

PD, promotion crazy, goal-oriented, experienced leader to direct News, Nostalgia AM & BM FM. Located in fast-growing high desert CA community. (805) 948-7521. EOE M/F (9-9)

NGN Radio Network (National Gay Network) seeks salesperson for SF Bay Area and National Ads. Top commissions. Call (415) 564-8912 after 6pm. (9-9)

Rocky Mtn. resort area looking for radio pro to program top-rated FM, 100,000 watt A/C station. Donny Anderson (406) 883-9200. EOE M/F (9-9)

Experienced news/PD for N/T station. T&R: Paul Aaron, KFBK, 1440 Ethan Way, Suite 200, Sacramento, CA 95825. EOE M/F (9-9)

KNVR/Chico seeks newspaper to fill ND opening. T&R & writing sample: Eddie MacMurphy, Box 1167, Paradise, CA 95969. EOE M/F (9-9)

29.3 CHR needs exciting evening personality with energy. Good salary, health, dental, profit sharing. T&R: KKAZ, John Ramsey, Box 926, Cheyenne, WY 82001. EOE M/F (9-9)

Orange County FM looking for newspaper. T&R: KIK-FM, 2 City Blvd. East, Orange, CA 92668. EOE M/F (9-2)

Newsperson needed immediately. Experienced need only apply. Salary requirements & T&R: Greg Edwards, KDIG-AM, 992 Inland Center Dr., San Bernardino, CA 92412. EOE M/F (9-2)

### News Director Wanted!

One-person cost-effective operation! Entertaining Rock orientation for morning casts and P.A. Important West Coast medium market. Can be great without spending a lot of money? Cassette & resume: Radio & Records, 1930 Century Park West, #539, Los Angeles, CA 90067. EOE

KIQZ-FM/Rawlins, WY is seeking air talent with engineering skills. T&R: Bill Davis, Box 1288, Rawlins, WY 82301. EOE M/F (9-2)

National Broadcast Talent Coordinators is currently seeking medium market news people, announcer (all formats), male, female, minority. See our Marketplace ad. We can help! EOE M/F (8-26)

## Openings

Syndicate It is seeking engineers for immediate openings. Resumes to: Joe Garner, 2000 W. Magnolia Blvd., Burbank, CA 91506. EOE M/F (9-2)

### A/C Air Talents Wanted — All Shifts

Fresh, alive, informed, warm, but real. Good bucks, great working conditions, high profile major market and a company dedicated to winning. Good production a plus. T&R: Radio & Records, 1930 Century Park West, #543, Los Angeles, CA 90067. EOE M/F

Mornings? Tired of getting out of bed at 4:30am? Major market West Coast, adult appeal. . . total entertainer for 7-midnight. T&R: Box 882, Moss Beach, CA 94038. EOE M/F (9-2)

Small market, NM, looking for experienced newscaster. Good bucks & benefits for the right person. Contact: Maxine (505) 287-9500. EOE M/F (9-2)

KKXX still looking for the right person to join our team. T&R: 1209 North Chester, Bakersfield, CA 93308. No calls. EOE M/F (9-2)

## Positions Sought

DJ/MD/OM, 10-yr vet in CHR & Country. Creative production, excellent pipes, phones a specialty. ALAN HART (312) 861-1349. (9-9)

OM, sales & automation expert looking for similar position or management position in small market. (919) 552-9035 after 3pm. DON. (9-9)

DJ starting out. Ready to work anywhere in U.S. CHR, AOR & Pop Rock. Call me anytime at (312) 662-7758. JOE ALMANZO. (9-9)

SUSIE AUSTIN: 8 yrs. experience. WLPX, WLRS, WMAD, WZZX, WZMF. Call (414) 259-1566 to listen to aircheck and leave message. (9-9)

MD/Jock, excellent production skills, available now. MIKE KELLY (209) 383-1542. (9-9)

PD/AM drive looking to move up to bigger & better things, not necessarily mornings. Excellent production/programming skills. Various formats. RICK (209) 722-6067. (9-9)

OAVE MATTHEWS in the morning. FM99/Rochester, KAAZ/Little Rock, Q102 & Y100/Daytona Beach. Looking for mornings CHR. Medium-major. (904) 237-4855. (9-9)

Personality radio. Anyone can spin records, give time & temperature. If you're looking for an announcer call DAVE (419) 782-7776. (9-9)

High energy CHR personality looking for opportunity to produce high ratings for you CHR, A/C PD's. Great pipes, will travel. Call ERIC (212) 934-4245. (9-9)

Young, enthusiastic DJ, news & sports, any format anywhere. Currently doing clubs & radio. ASHLEY SCHARGE (212) 229-2094. (9-9)

Reliable team-worker with over 4 1/2 yrs. experience. Has personality, news & production. Wants to work in NY state. Contact: ERIC (717) 888-4577. (9-9)

Need PD/MD? I'm seeking CHR to get 1st shot at music &/or programming. Dedicated, 3 yrs. including P2 work. (203) 446-9219. (9-9)

HELPI 5 1/2 yrs. in news & sports; winner of state award; Valedictorian; B.S.; but only 22! If you reward talent, not age, call (703) 433-2093. (9-9)

Mornings should be informative, fun & entertaining. 13 yrs. pro ready for medium or major market. MICHAEL (405) 226-3038. (9-9)

Great pipes for jock, news & commercials. B.A. & communication & broadcast training. Prefer midwest. MICHAEL KIELBOND before 4pm at (312) 485-5394. (9-9)

10 yrs. radio seeks any format. News/jock/sales. Medium/larger market. Experience gained So. CA markets. BILL (213) 478-7477 or 622-3444 (service). (9-9)

AORs — I've got the goods if you've got the gig. Broadcasting degree, team-player, will work anywhere. Presently at campus rocker. DAVE (615) 865-5900. (9-9)

STEVE O'NEIL. 11 yrs. experience. KEZR, KKIQ, KLIV. Currently at KPEN. Looking for CHR/A/C. MD, production. Will relocate. (408) 735-9512. (9-9)

BOB RALEIGH currently PD WCGQ/Columbus. Upped station from 11.2-17.4 in 2 yrs. 10 yrs. experience. Major market air or medium market PD. (404) 327-1217, (404) 563-0702. (9-9)

Minority jock with universal sound, music & programming experience. CHR, A/C, BLK. Smooth on-air & production. 8-yr. vet. For T&R call JACK (904) 575-1682. (9-9)

I am seeking a challenge with progressive company. Music, programming, production, jock all formats. Experienced. Call STEVE (904) 385-2783 for T&R. (9-9)

Radio personality, experienced morning drive. A/C or MOR. Seeks fulltime position with good company & expert management. Will relocate. DANIEL RENTON (517) 485-1671. (9-9)

Friendly one-on-one personality with 9 yrs. experience & voice that will complement any Adult Rock format. Strong production! (305) 879-1341. (9-9)

Employed & experienced Midwestern announcer seeks fulltime work in small-medium market. Very willing to relocate. For T&R call SCOTT PETERSON (715) 845-6463. (9-9)

## Positions Sought

This guy has finesse! Precision-tuned timbre, high I.Q., relateable, versatile, B.A. Worked most regions, modern Country. JOE (904) 224-0092 after 6pm. (9-9)

Former GM, OM, PD, looking to return to the air on Contemporary station. Production Director also considered. BOB GRISSINGER (813) 627-4727. Florida preferred. (9-9)

Wanted to program: Competitive FM market, for guaranteed A/C winner. K.M. RICHARDS, Box 3739-107, Ventura, CA 93003 or (805) 653-5711. 1st Interstate area only. (9-9)

Greater Cincinnati-Dayton professional DJ for CHR, A/C, Urban formats. Good deep voice. Excellent production, dependable. Available now! SCOTT (513) 528-5793. (9-9)

Top-rated morning drive personality with one of America's leading A/C stations seeks solid major market station. 2503 S. Court, Palo Alto, CA 94301. (9-9)

Greater Portland, ME weekend position wanted. 5 yrs. experience, dependable, stable & good-sounding. TERRY (207) 324-0424 evenings. (9-9)

Lean & hungry recent college grad is ready to break his back for you. Loaded with creativity & enthusiasm. NEIL ISAACS (616) 798-4613. (9-9)

Recent DMS grad with previous air experience looking for a break, good pipes, creative production abilities, willing to relocate. JOHN (619) 435-8483. (9-9)

Rare opportunity for medium/major market! 14-yr. pro, MD, PD major market experience. Team-player with unique need for change. A/C or CHR. (312) 244-4770. (9-9)

Programmer JOHN VOLPE, (KFI, 897-FM, KOPA-FM) took an AM daytimer from a 2.0-4.6 in Phoenix in one book. PD or MD position. (213) 385-0101 or (213) 342-2224. (9-9)

Ambitious broadcasting student seeking fulltime entry level position in small/medium market. Willing to work & learn. Will relocate. DEAN SEVERANCE (517) 872-3530. (9-2)

Graduate from University of NE seeks fulltime job in small/medium market CHR station. MD, DJ at college station. LARRY SCHULTZ (402) 888-2474. (9-2)

JOHN BEAULIEU is sick of soap operas. Want to relocate. #1 books WTUE/Dayton. Great production, voice & spirit. Available immediately. (513) 439-5924. (9-2)

Snow already! Upper medium market jock with MD experience looking for top 100 (or close) warm market. CRAIG (717) 673-3106, or (717) 297-2781 after 7pm. (9-2)

Recent university grad in radio/TV news seeks fulltime employment as news/sports reporter/photographer. Contact: STEVE ST. JOHN, 2544 North Baker, East Wenatchee, WA 98801 (509) 884-7088. (9-2)

Young aspiring DJ looking for work. Willing to relocate. For T&R, contact CHUCK GUEST, 2127 Lang Ave., Spring Valley, CA 92077 or call (619) 462-2472. (9-2)

Major market Country personality with unique, entertaining approach, big voice, production & attitude. Please call anytime. BOB (616) 968-8125. (9-2)

AOR jock with in-depth engineering & programming. PD/MD/PM drive. Seeking FL. 6 years experience. Best books at all stations. Mr. TRACY BARNES (512) 647-0575. (9-2)

Columbia, SC's #1 night drive air personality looking for a medium or major market opportunity. JAMES WALSTON of WOIC. (803) 791-1322. (9-2)

Sports authority seeks P-B-P position. P-B-P baseball, major college basketball, football, lacross plus 1980 Olympics. BOB (919) 275-1569. (9-2)

Kwick, Kreative Kopy, plus perfect production. I'm a phone call away. (512) 851-1056. (9-2)

Master pro, 9 years in small markets. Communicator, team player, ready to join winner in medium market in East or Southeast, any format. KEITH (304) 255-2257. (9-2)

Gifted hard-working professional with a treasure full of ideas & concepts. Put me to the test. REX (414) 274-1550 or (414) 637-8102 nights. (9-2)

Veteran anchor/reporter. Strong background news, DJ, production, programming, promotion. Commercial talent for radio, TV and print. My work sells. TIM (213) 650-3048. (9-2)

WANTED: Medium market AOR, A/C, CHR Midwest to East. 4 years experience, plus degree. Smooth delivery, solid production. MARK (313) 982-2642. (9-2)

Knowledgeable, very motivated, highly enthusiastic sales rep. Interested in medium market sales opportunity. 3 years radio sales experience. TOM TELFER (313) 385-5687. (9-2)

Seeking on-air/programming position. Presently PM drive, MD, Professional Academy of Broadcasting degree. KEN DIETZ, Route 1, Box 51, Jefferson City, TN 37760, (615) 475-5774. (9-2)

Mature-voiced parttimer seeking fulltime position in a small or medium market in New England or upstate New York. HAL (208) 232-7549. (9-2)

"Big" RICH BAKER . . . former KC101 night legend . . . sounds better than ever . . . any format . . . any time slot, if vibes & bucks are right. (203) 467-4603. (9-2)

Creative pro seeking position as Promotion Director. Experienced on-air, sales, some promotion. Degree in theatre. Immediate resume on request. (904) 656-1124. (9-2)

Male DJ looking for Country or Rock station in middle TN. Excellent knowledge of music. Love working midnight shift. STEVE GRAYSON (312) 864-3304. (9-2)

## OPPORTUNITY

### Program Director

WDAY 970-AM, one of the oldest radio stations in the country, is looking for a proven Program Director with high motivational qualities. You must know and understand personality/full service radio and be highly promotionally oriented. Production ability and air talent a plus. Fargo is a highly competitive market. You'll be working with the best radio talent in the nation.



Send tape and resume to:  
**Roger Greenley, WDAY Radio**  
**P.O. Box 2466, Fargo, ND 58108**



# Opportunities

## Positions Sought

Experienced female communicator needs fulltime air position. Formerly Asst. PD & MD. 6 years in radio. MARCIA (904) 222-4561 or (205) 342-8201. (9-2)

3 years experience, AS degree, editorial skills. OK, TX & CO. F.R. PRICE, 3512 Bristol, Amarillo, TX 79109. Have 5th wheel, will travel. (9-2)

Award-winning newsmen. 10 years experience. College grad. Prefers reporting over announcing. PETER MACK, 930 1/2 15th St., N. Virginia, MN 55792. (9-2)

Charismatic, creative personality seeks small-medium market. 4 years experience. Hard worker. Production, news, sales. Will relocate. LAURIE (516) 456-9663. (9-2)

Great voice, fantastic ratings, great personality, 12 years experience in all aspects of radio. CHR & A/C material. BILL BAILEY (512) 835-6414. (9-2)

Presently DJ, outside NYC, would like to work in music, music research. Done it at Q107, JOHN (203) 325-8240. (9-2)

Stop! Do you need a personality with great pipes, creativeness, ambition, all of the above. STEVE GREER, any format (312) 233-7728 or (312) 856-4427. (9-2)

Experienced female jock, strong production, research background. #1 7-midnight, looking for more. (309) 452-2254. (9-2)

AOR with energy. 7-year pro. WQDR, WRVQ, WFLB. Ready to go. Voice, face, mind. Warm weather, upper-medium/majors. JOHN LISLE GLOVER (919) 787-2381. (9-2)

Is your station looking for a drivetime person to make your station top? Excellent track record & production skills. PAUL (312) 297-4198. (9-2)

Award-winning newsmen seeks challenge. Enthusiastic digger, investigative. Prefer Southwest, but will consider others. CHRIS (305) 686-3434, days, (305) 582-7435, nights. (9-2)

Announcer with production background (producing, writing) & voiceovers seeks work. STAN BUCHANAN, 1165 Elm Ave. C, Glendale, CA 91201. (213) 845-9848. (9-2)

Streetwise communicator always ready to walk on-air. Major market AOR background. STU (212) 856-3550. (9-2)

Go anywhere. Want fulltime entry level in small/medium market. DJ, news, copywriting, production, experienced P-B-P. Any airshift. JIM PRESTLEY (319) 355-6456, days. (9-2)

My students are the best, call & find out why. Four men, one lady, ready to go. DICK BARRETT (319) 355-6456 (9-2)

Creative jock, 3 years experience, good production, hard-working & reliable. College town preferred so can continue my education parttime. JIM MULVANEY (312) 388-3040. (9-2)

Mike O'Connor, veteran major market air personality. KSD, KLZ, WBAL, KTRH. Proven track record. Excellent references. All formats. (314) 428-9306. (9-2)

7-year pro with good background ready to go to work for you now. LARRY (308) 284-8330. (8-26)

7-year personality pro wants to do his thing. Characters, drop-ins, also sports P-B-P. All formats. Call JOEL (612) 333-5995 or (612) 724-5644. (8-26)

Album rockers are you looking? I am. Broadcasting degree, tight board, good pipes, team-player. Love my work. Will work anywhere. DAVE (615) 865-5900. (8-26)

9 years experience, 2 1/2 as PD. Funny, dedicated & ready to work as jock or PD/jock. MIKE LUSK (804) 271-1839 after 6pm. (8-26)

Two-way talk. That's my specialty. Sports, features, hard news. DON VOGEL, formerly WIND/Chicago, looking for a challenge. (312) 784-1610. (8-26)

## Positions Sought

8 years experience. OM, news voice. Looking for opportunity. Either Coast or Southwest. MS. TROXELL (707) 822-3666. (8-26)

Attention Northeast market! Experienced communication/production wizard, seeks better opportunity. BA degree, versatile, ambitious. CHR, A/C, Country. For T&R call JIM (602) 884-8171. (8-26)

Professional newsmen wants station with serious news commitment. Currently morning & midday anchor at top suburban NYC area station. JEFF (201) 827-6026. (8-26)

CHR night personality. Formerly 3WT/Binghamton, OK100/Ithaca. 5 years experience, up-beat, exciting. Small-medium markets. Call J.J. SHANNON (305) 785-7819. (8-26)

No news is not good news. 9-year IL pro with family seeks news gig with future. MARK (815) 895-5887. (8-26)

Creative, flexible morning personality tired of waterheads, Peter Principle trainees and flip-cards seeks relatively loose AM/PM drive for irreverent avant-garde comedy and music team. Partner my or your choice, either half. Prefer Midwest, Southwest AOR/CHR/PA. For a liner card restricted aircheck and other materials: Radio & Records, 1930 Century Park West, #541, Los Angeles, CA 90067.

TOM KENNEDY. 13-year pro. WIL, WMPS, WCOL, WKLO. Looking for afternoon or nighttime spot with good CHR FM. (314) 878-6084. (8-26)

DJ, Country, 2 years experience. Anything west of CO. Available now! RAY JOHNSON (916) 365-0803. First Class license. (8-26)

5-year AOR/CHR pro. Great "utility man." Experienced morning DJ, news, talk, production. Knows "basics." Fill one gap, or fill them all. RICK (408) 371-2829. (8-26)

NYC/Long Island parttime position wanted by former medium market PD/morning announcer with 5 years experience. Now attending grad school. Call TOM RICH (516) 868-2086. (8-26)

Versatile, aggressive, high-spirited & imaginative personality looking for an entry level DJ position. BA degree in mass-communications. The KID (414) 852-2175. (8-26)

Will you scratch my itch? I'm itchin' to be heard. Working automated Country, need a change. Female eager to please. LESLIE (406) 452-8654. (8-26)

Production pro seeking creative, rewarding studio environment. Copywrite, produce, voices. Will also announce. STEVE (612) 926-9990. (8-26)

THOM DAVIS available for mornings. MD experience with a lot of years in A/C, Country, CHR. Currently with WEZC/Charlotte. Call (704) 827-0300. (8-26)

Personality-oriented professional. 11 years experience. Friendly voice, positive work attitude. Minority. Presently employed, large market. Seeking to program. (512) 340-5764. (8-26)

Pounding nails for a living is fine if you're a carpenter - I'm an announcer & I'm sore. Available now. MIKE ST. JOHN (904) 575-2321. (8-26)

17-year pro looking to relocate back to Cincinnati. Available ASAP. Experience with all formats. MR. TYLER (518) 355-2671. (8-26)

Afternoon jock. Can do P-B-P & production. 3 years experience. Team-person seeking real, live radio station. AM afternoon drive preferred. SCOTT ST. JOHN (406) 676-2183 evenings. (8-26)

## Positions Sought

5 years experience on-air, programming, & music. Looking to move up. Will relocate now. Call for T&R: DON (804) 799-5468. (8-26)

Excellent books, 9 years experience. Morning midday want light rock/Country. Medium/major market. BA-SC. JIM (703) 886-1701. (8-26)

12-year pro, employed top 20 market, seeks stable CHR/Top 40 or aggressive A/C, top 50 markets. (303) 986-5680. (8-26)

Production-plus. Boost numbers & sales. Call DAVE HOLMES. Available now. (805) 969-9353. (8-26)

JIM NELSON, formerly KMED, KBDF, KPRO, seeks A/C or CHR medium market. 5 years experience. Desire Western U.S. Call (503) 772-7583. (8-26)

SUSIE AUSTIN: 8 years experience. WLPX, WLRS, WMAD, WZZX, WVNF. Call (414) 259-1566 to listen to aircheck & leave message. (8-26)

MBA-marketing - wants to program. On-air experience, P-B-P, sports. Wants to be part of your winning team. Willing to relocate now! RAY SIRI (415) 284-5488. (8-26)

Engineer JON T. LOW, Box 1446, Mason City, IA 50401, (515) 423-8634 between 10:30am-1pm. (8-26)

Key you PDs out there! I'm the big boss with the hot sauce, & I spin more platters with less chatter! Call night or day, BIG BOSS PAUL (305) 431-6109. (8-26)

Need a start. Go anywhere. News, copywriting, excellent P-B-P, DJ, Production. Any airshift. Have license, available now. KEN (319) 355-6456 days, (319) 359-0129. (8-26)

Fantastic female broadcast school grad. Want entry level. Excellent voice. DJ, production, news. Go anywhere. Call KRIS (319) 355-6456 days, (319) 259-1888. (8-26)

Have headphone will travel. Experienced medium market DJ looking for a challenge. Prefer CHR, AOR formats. Great pipes & attitude. Call JOE (201) 437-2171. (8-26)

14-year pro morning man. Also news, production, copywriting. Stable family man. PD background, FCC First ticket. Seeking permanent change. LARRY KAY (717) 653-2500 after 3pm. (8-26)

I'm dangerous! #1 nights for Southern P-2 CHR... got most mail & calls in station history! Distinctive voice, dynamic production. DAN McKAY (601) 896-8159. (8-26)

Personable, creative, dedicated morning DJ/PD in small market seeks medium market opportunity. Great production. Get me away from satellite. BRIAN (918) 756-0919. (8-26)

Young go-getter still wants out of Vallejo! KNBA night jock seeks major market gig. FRANK BUTERA (415) 223-1534. (8-26)

Announcer with 6 years experience ready to move to medium market station. Available now! Call DAN (314) 546-2170. (8-26)

Looking for opportunity to grow at FM CHR-A/C in 50-100,000-watt Midwest market. 2 1/2 years experience. CHRIS HANSEN (414) 739-3745. (8-26)

Medium market engineer seeks position in major market East or South. J. ALLAN (301) 435-8770. (8-26)

PD for CHR, Country or A/C station. Large & medium market experience. Call RON DENNINGTON (314) 428-3132, (314) 427-4485 afternoons. (8-26)

Better LEIGHTON than never! Better Leighton than ever. ANNE LEIGHTON (914) 428-1130. (8-26)

Experienced 3-year on-air broadcaster wants to help your station grow. MIKE (314) 781-9195, (314) 487-7339. (8-26)

## Positions Sought

Dependable DJ/announcer. CHR, A/C, Urban. Greater Cincinnati area phone (513) 528-5793. (8-26)

BILL ANDRES available. Major market morning ratings winner. 8.9 (12+) Phoenix. Personality, promotions, permanence, positioning, positivity, performance, proper perspective. (612) 835-6413. (8-19)

## Changes

### RADIO

Patty Reilly-Murphy joins sales staff on WXRT/Chicago, formerly WLOO & WAIT.

David Legler & Robert Meuler announced as Account Representatives of WEZW/Milwaukee.

Kevin Bauer named Account Executive for WTIC (AM)/Hartford, formerly Citicom Radio Corporation.

Adrian Chu appointed quality Control Manager of McGavren Guild/Internet.

## Miscellaneous

Wanted: Old airchecks from 50's, 60's, & 70's. Top 40 & R&B. Willing to trade. A.C., Box 6312, Lehigh Valley, PA 18001.

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

## R&R Opportunities Advertising

Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or by phone. R&R will accept classifieds by telephone Monday & Wednesday 3-5pm; Thursday & Friday 9am-5pm.

	Frequency Rates*		
	1 Week	2 Weeks	3 Weeks
	\$20.00	\$35.00	\$50.00

\*Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 35 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (Pacific Time) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



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## The Complete Analysis Of America's Radio Listening Trends

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# RADIO is for EVERYDAY PEOPLE!

**AFTER ONLY TWO WEEKS!  
82/31**

## NEW & ACTIVE

**JOAN JETT & THE BLACKHEARTS**  
"Everyday People" (Blackheart/MCA) 82/31  
Moves: Up 3, Debuts 14, Same 34, Down 0, Adds 31 including  
WXKS-FM, KAFM, KMJK, WYCR, WKRZ-FM, WANS-FM,  
WSFL, KITV, WMEE, WVIC, OK100, WISE, KVOL, KFVR, KIST.

# "EVERYDAY PEOPLE"

the **NEW SINGLE**



From the **GOLD ALBUM**

**Joan Jett**  
and the  
**Blackhearts**  
Album



MCA RECORDS

# The Music Section

## National Music Formats Added This Week

### Satellite Music Network

George Williams (214) 343-9205

#### The Starstation

BEE GEES "Someone Belonging To Someone"  
SHEENA EASTON "Telefone (Long Distance...)"  
COMMODORES "Only You"

#### Country Coast-To-Coast

TERRI GIBBS "Anybody Else's Heart But Mine"  
GEORGE JONES "Tennessee Whiskey"  
EARL THOMAS CONLEY "Holding Her & Loving You"  
JUICE NEWTON "Stranger At My Door"  
MICHAEL MURPHEY "Don't Count The Rainy Days"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

LEE GREENWOOD "Somebody's Gonna Love You"  
BONNIE TYLER "Total Eclipse Of The Heart"  
JARREAU "Trouble In Paradise"

#### Country Living

EDDIE RABBITT "You Put The Beat In My Heart"  
JUICE NEWTON "Stranger At My Door"  
MICHAEL MURPHEY "Don't Count The Rainy Days"  
EARL THOMAS CONLEY "Holding Her & Loving You"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

LOUISE MANDRELL "Too Hot To Sleep"  
KENNY ROGERS w/DOLLY PARTON  
"Islands In The Stream"  
TANYA TUCKER "Baby I'm Yours"

#### The Great Ones

COMMODORES "Only You"  
JIM GLASER "The Man In The Mirror"  
BETTE MIDLER "All I Need To Know"  
BEE GEES "Someone Belonging To Someone"

### Radio Arts

John Benedict (213) 841-0225

#### Country's Best

TERRI GIBBS "Anybody Else's Heart But Mine"  
EARL THOMAS CONLEY "Holding Her & Loving You"  
SISSY SPACEK "Lonely But Only For You"  
MICHAEL MURPHEY "Don't Count The Rainy Days"  
JIM GLASER "The Man In The Mirror"  
DAN SEALS "After You"  
BELLAMY BROTHERS "Strong Weakness"

#### Soft Contemporary

MICHAEL MURPHEY "Don't Count The Rainy Days"  
ANNE MURRAY "A Little Good News"

#### Sound 10

BETTE MIDLER "All I Need To Know"  
MOTELS "Suddenly Last Summer"  
ANNE MURRAY "A Little Good News"  
CROSBY, STILLS & NASH "Raise A Voice"  
MICHAEL MURPHEY "Don't Count The Rainy Days"

### Drake-Chenault

Bob Laurence (213) 883-7400

#### XT-40

STEVIE NICKS "If Anyone Falls"

#### Contempo 300

SHEENA EASTON "Telefone (Long Distance...)"  
MOTELS "Suddenly Last Summer"

#### Great American Country

BARBARA MANDRELL  
"One Of A Kind Pair Of Fools"  
EDDIE RABBITT "You Put The Beat In My Heart"  
STATLER BROTHERS "Guilty"  
LEE GREENWOOD "Somebody's Gonna Love You"

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

PRINCE "Delirious"  
DONNA SUMMER "Unconditional Love"  
JOAN JETT & THE BLACKHEARTS "Everyday  
People"  
HUEY LEWIS & THE NEWS "Heart And Soul"

#### The A/C Format

JARREAU "Trouble In Paradise"  
MICHAEL MURPHEY "Don't Count The Rainy Days"

#### Super-Country

EARL THOMAS CONLEY "Holding Her & Loving You"  
MICHAEL MURPHEY "Don't Count The Rainy Days"  
WHITES "When The New Wears Off Of Our Love"  
JUICE NEWTON "Stranger At My Door"  
ATLANTA "Dixie Dreaming"  
JANIE FRICKE "Tell Me A Lie"

### Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

#### Tanner Country

BARBARA MANDRELL  
"One Of A Kind Pair Of Fools"  
EDDIE RABBITT "You Put The Beat In My Heart"  
SYLVIA "The Boy Gets Around"  
DEBORAH ALLEN "Baby I Lied"  
JIM GLASER "The Man In The Mirror"  
SISSY SPACEK "Lonely But Only For You"  
GEORGE JONES "Tennessee Whiskey"  
EARL THOMAS CONLEY "Holding Her & Loving You"

#### Red Satin Rock

FIXX "One Thing Leads To Another"  
KENNY ROGERS w/DOLLY PARTON  
"Islands In The Stream"  
KINKS "Don't Forget To Dance"  
MADNESS "It Must Be Love"  
MOODY BLUES "Sitting At The Wheel"  
ROD STEWART "What Am I Gonna Do (I'm So...)"

### Concept Productions

Dick Wagner (916) 782-7754

#### Adult Rock

PRINCE "Delirious"



# Black Radio Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

<b>EAST</b> WXYV/Baltimore Tim Watts O'JAYS PLANET PATROL TAVARES SLAVE KASHIP LEW KIRTON TONI BASIL AL JARREAU COMMODORES SISTER SLEDGE OLIVER CHEATHAM MANHATTAN TRANSPSE WHISPERS WEST STREET MOB Hottest: HERBIE HANCOCK ANITA BAKER JEFFREY OSBORNE SOS BAND WILD/Boston Elroy R.C. Smith none Hottest: NEW EDITION FREEZE RICK JAMES HERBIE HANCOCK RUFUS & CHAKA WKND/Hartford Jordan McLean KLIQUE MONYAKA TAVARES DAYTON JOHNNY GILL JENNIFER HOLLIDAY JONES GIRLS Hottest: JEFFREY OSBORNE RICK JAMES ARETHA FRANKLIN MIDNIGHT STAR MARY JANE GIRLS WNHC/New Haven James Jordan GARY'S GANG K-9 CORP. ADELE BERTEI RICH CASON & GALA RANDY CRAWFORD RHETTA HUGHES LYDIA MURDOCK Hottest: NEW EDITION SOS BAND HERBIE HANCOCK STACY LATTISAW SHALAMAR WRKS/New York Mayo/Quartrona none Hottest: SOS BAND RUFUS & CHAKA MARY JANE GIRLS MICHAEL SEMBELLO ISLEY BROS	WVAS/Philadelphia Joe Tamburro STEPHANIE MILLS JENNIFER HOLLIDAY RANDY CRAWFORD TAVARES CYBOTRON SLAVE LIONEL RICHIE COMMODORES MARIYAN SCOTT RADIANCE DAYTON ORBIT MALCOLM McLAREN COMATEENS SHANNON LAZEROCK STARPOINT Hottest: RICK JAMES HERBIE HANCOCK KURTIS BLOW NEW EDITION O'JAYS WAMO/Pittsburgh J.C. Floyd JUNIOR DAYTON JOHNNY GILL SLAVE MONTAGE Hottest: RICK JAMES RUFUS & CHAKA JEFFREY OSBORNE HERBIE HANCOCK GLADYS KNIGHT WOO/Washington, DC Chris Gardner LIQUID GOLD MICHAEL WYCOFF RICK JAMES JENNIFER HOLLIDAY JOHNNY GILL DESTINY MARIYAN SCOTT WHISPERS TOOTS HIBBERT CARFIELD FLEMING MICHAEL STERLING Hottest: GAP BAND LEW KIRTON JEFFREY OSBORNE ARETHA FRANKLIN KLIQUE WKYS/Washington, DC Donna Simpson LIONEL RICHIE Hottest: SOS BAND ARETHA FRANKLIN RICK JAMES HERBIE HANCOCK JEFFREY OSBORNE WHUR/Washington, DC Oscar Fields LIONEL RICHIE MICHAEL WYCOFF DAYTON Hottest: RICK JAMES HERBIE HANCOCK SOS BAND JEFFREY OSBORNE ASHFORD & SIMPSON	<b>SOUTH</b> WAOK/Atlanta Larry Tinsley TYRONE DAVIS LAKESIDE DONNA SUMMER BOBANNON JONES GIRLS TOOTS HIBBERT STONE CITY BAND JUNIOR WALKER Hottest: NEW EDITION RICK JAMES ZAPP ISLEY BROS SHALAMAR WVEE/Atlanta Scotty Andrews MEN AT WORK OMNI DAYTON BRASS CONSTRUCTIO MARIYAN SCOTT BRYSON & FLACK FIXX RICH CASON & GALA MIDNIGHT STAR ZAPP HIROSHIMA HIROSHIMA Hottest: JEFFREY OSBORNE GAP BAND KLIQUE STACY LATTISAW LEW KIRTON WRDW/Augusta Teddy Black ANDRE CYMONE LAKESIDE SLAVE BERNARD WRIGHT NEW EDITION PHILIP BAILEY PRINCE FATBACK SISTER SLEDGE Hottest: RICK JAMES JEFFREY OSBORNE ARETHA FRANKLIN CAMEO HERBIE HANCOCK KNOX/Austin Salby Edwards LIONEL RICHIE MANHATTAN TRANSPSE DENICE WILLIAMS WHISPERS MTUME O'JAYS NEWCLEUS Hottest: JEFFREY OSBORNE GLADYS KNIGHT RICK JAMES ASHFORD & SIMPSON MARY JANE GIRLS	WATV/Birmingham Ron January LAKESIDE GENERAL CAINE BERNARD WRIGHT SISTER SLEDGE PRINCE OLIVER CHEATHAM JOHNNY GILL RENE & ANGELA SLAVE Hottest: RICK JAMES SOS BAND STACY LATTISAW SHALAMAR STEPHANIE MILLS WENN/Birmingham Michael Star BERNARD WRIGHT MICHAEL WYCOFF TAVARES JONES GIRLS BOBBY NUNN SLAVE Hottest: HERBIE HANCOCK RICK JAMES ANITA BAKER JEFFREY OSBORNE RUFUS & CHAKA WGV/Charlotte Hal Harrell LAKESIDE Hottest: ZAPP RICK JAMES STEPHANIE MILLS SLING SHOT ENF WPEG/Charlotte Les Norman O'JAYS SERGE PONSAR JENNIFER HOLLIDAY STONE CITY BAND UNIQUE MTUME DONNA SUMMER ONE WAY PRINCE BERNARD WRIGHT SHAWN CHRISTOPHER J.W. WADE LEW KIRTON MARIYAN SCOTT RANDY & RAINBOWS RANDY CRAWFORD Hottest: RICK JAMES JEFFREY OSBORNE SOS BAND GLADYS KNIGHT O'JAYS Hottest: JEFFREY OSBORNE ISLEY BROS GAP BAND ARETHA FRANKLIN PHILIP BAILEY HERBIE HANCOCK	WOIC/Columbia Mickey Arnold none Hottest: ARETHA FRANKLIN RICK JAMES NEW EDITION GLADYS KNIGHT KLIQUE KKDA-FM/Dallas Terri Avery MTUME JENNIFER HOLLIDAY CHAMPION LYDIA MURDOCK Hottest: MICHAEL JACKSON CLARK SISTERS RUFUS & CHAKA NEWCLEUS ZAPP KRLV/Houston Mike Caviel GAP BAND STONE CITY BAND MTUME SISTER SLEDGE P. FUNK ALL-STARS GEORGE BENSON Hottest: GLADYS KNIGHT NEW EDITION RUFUS & CHAKA KLIQUE SOS BAND KMJQ/Houston Jim Snowden JENNIFER HOLLIDAY LAKESIDE SMOKEY ROBINSON CHILLTOWN MICHAEL WYCOFF Hottest: SEXUAL HARRASSMEN NONA HENDRYX ZAPP KLIQUE RICK JAMES WXII/Jackson Tommy Marshall WEST STREET MOB MTUME LIPPS, INC. RICH CASON & GALA MANHATTAN TRANSPSE RUFUS & CHAKA DAYTON SLAVE ANDRE CYMONE HERBIE HANCOCK Hottest: SOS BAND GLADYS KNIGHT GAP BAND ZAPP	WJMI/Jackson Carl Haynes NEWCLEUS CLARK SISTERS PRINCE MTUME STEPHANIE MILLS CHANGE LILLO REDDINGS GLASS BAND SLAVE BOBBY NUNN RICH CASON & GALA Hottest: NEW EDITION HERBIE HANCOCK RUFUS & CHAKA MICHAEL JACKSON GEORGE BENSON WJAX/Jacksonville Steve Fox RONNIE LAWS LEW KIRTON SERGE PONSAR PIECES OF A DREAM ADELE BERTEI RAKE CAMEO GARRETT'S CREW Hottest: ARETHA FRANKLIN MIDNIGHT STAR GAP BAND HERBIE HANCOCK RICK JAMES LYDIA MURDOCK WPD/Jacksonville Marc Little none NEWCLEUS NEW EDITION RICK JAMES RUFUS & CHAKA JEFFREY OSBORNE KJCB/Lafayette Beatrice Evans BOBBY NUNN COMMODORES MOSES TYSON PRINCE BERNARD WRIGHT NEW HORIZONS Hottest: RICK JAMES HERBIE HANCOCK REDDINGS ZAPP PHILIP BAILEY WDIA/Memphis Bobby O'Jay RICK JAMES RICK JAMES MIDNIGHT STAR MIDNIGHT STAR MIDNIGHT STAR STEPHANIE MILLS KASHIP HOT SPREAR MANHATTAN TRANSPSE PLANET PATROL Hottest: GAP BAND CLARK SISTERS GLADYS KNIGHT NEW EDITION RICK JAMES	WLOU/Louisville Neal O'Rea DENICE WILLIAMS STEPHANIE MILLS SLAVE MICHAEL STERLING RICH CASON & GALA DONNA SUMMER RUFUS & CHAKA RANDY CRAWFORD SUGAR HILL GANG BOBANNON BERNARD WRIGHT MTUME MONTAGE Hottest: ISLEY BROS ZAPP HERBIE HANCOCK SOS BAND RICK JAMES WJJS/Lynchburg Lad Goins CAMEO KLIQUE STONE CITY BAND LAKESIDE ANITA BAKER MAZE Hottest: ARETHA FRANKLIN MIDNIGHT STAR GAP BAND RICK JAMES HERBIE HANCOCK KRNB-FM/Memphis Floyd Blackwell ANDRE CYMONE MTUME LAKESIDE RICH CASON & GALA BOBBY BLAND BOBBY NUNN TYRONE DAVIS JONES GIRLS BERNARD WRIGHT COLLAGE DAYTON INVISIBLE MAN'S B MANHATTAN TRANSPSE ALFIE SILAS BB40 Hottest: STACY LATTISAW GLADYS KNIGHT HERBIE HANCOCK JEFFREY OSBORNE NEWCLEUS WDIA/Memphis Bobby O'Jay RICK JAMES RICK JAMES MIDNIGHT STAR MIDNIGHT STAR MIDNIGHT STAR STEPHANIE MILLS KASHIP HOT SPREAR MANHATTAN TRANSPSE PLANET PATROL Hottest: GAP BAND CLARK SISTERS GLADYS KNIGHT NEW EDITION RICK JAMES	WHRK/Memphis Jimmy Smith MANHATTAN TRANSPSE JONES GIRLS BERNARD WRIGHT COMATEENS CHILLTOWN DONNA SUMMER Hottest: GAP BAND WHAM! U.K. JEFFREY OSBORNE MICHAEL SEMBELLO WEDR/Miami Jackson/Jones LITTLE TONI MARSH TAVARES JECKYLL & HYDE BERNARD WRIGHT LOVE BUG STARSKI LATOYA JACKSON MICHAEL STERLING K-9 CORP. ANDRE CYMONE DONNA SUMMER Hottest: JEFFREY OSBORNE SOS BAND RICK JAMES BRYSON & FLACK ASHFORD & SIMPSON WBLX/Mobile Michael J. Alexander WHISPERS COMMODORES FINIS HENDERSON JUNIOR WALKER SISTER SLEDGE BOBBY BLAND Hottest: HERBIE HANCOCK NEW EDITION RUFUS & CHAKA ARETHA FRANKLIN WTOY/Roanoke Riley Wynn JENNIFER HOLLIDAY NEW EDITION TAVARES LEW KIRTON Hottest: JEFFREY OSBORNE RICK JAMES SOS BAND HERBIE HANCOCK ARETHA FRANKLIN WVDM/Sumter Kevin Flemming MTUME BERNARD WRIGHT LADIES' CHOICE OLIVER CHEATHAM O'JAYS Hottest: LATOYA JACKSON HERBIE HANCOCK MICHAEL WYCOFF RICK JAMES GAP BAND WVLA/New Orleans Barry Richards PRINCE EBB-02N COMMODORES DAYTON KLIQUE ANITA BAKER STONE CITY BAND MANHATTAN TRANSPSE BERNARD WRIGHT MICHAEL WYCOFF Hottest: NEWCLEUS RICK JAMES HERBIE HANCOCK RUN D.M.C. STACY LATTISAW	<b>WEST</b> KACE/Los Angeles Miller/Wiggins NEW EDITION LILLO HERB ALPERT PLANET PATROL TAVARES Hottest: ANITA BAKER MIDNIGHT STAR RICK JAMES CLARK SISTERS RUN D.M.C. KJLH/Los Angeles J.B. Stone/Rico LIONEL RICHIE RONNIE DYSON MTUME BERNARD WRIGHT STARPOINT COLLAGE PHYLIS HYMAN CYBOTRON Hottest: NEW EDITION RUFUS & CHAKA ANITA BAKER STEPHANIE MILLS GAP BAND KDAY/Los Angeles Jack Patterson BOBBY NUNN MALCOLM McLAREN TAVARES SUGAR HILL GANG INVISIBLE MAN'S B DESI HIROSHIMA Hottest: GLADYS KNIGHT ASHFORD & SIMPSON BRYSON & FLACK ANITA BAKER STEPHANIE MILLS KSOL/San Mateo Bernie Moody none Hottest: ARETHA FRANKLIN SOS BAND SHALAMAR RICK JAMES JEFFREY OSBORNE WAAA/Winston-Salem Joe Jackson JECKYLL & HYDE BOBANNON CURTIS BAYSTON STONE CITY BAND SISTER SLEDGE ANDRE CYMONE MANHATTAN TRANSPSE STARPOINT BERNARD WRIGHT OLIVER CHEATHAM Hottest: JEFFREY OSBORNE RICK JAMES GLADYS KNIGHT RUFUS & CHAKA KLIQUE	KDJA/Oakland Jeff Harrison PHILIP BAILEY KLIQUE DENICE WILLIAMS SLING SHOT JENNIFER HOLLIDAY LIONEL RICHIE DONNA SUMMER LILLO MTUME HIGH INERGY TAVARES PRINCE Hottest: JEFFREY OSBORNE RICK JAMES SOS BAND RUFUS & CHAKA ANITA BAKER KUKQ/Phoenix Steve Smith none Hottest: ISLEY BROS ARETHA FRANKLIN JEFFREY OSBORNE MICHAEL SEMBELLO RICK JAMES XHRM/San Diego Gene Harris NEWCLEUS DENNIS BROWN TAVARES HERB ALPERT DONNA SUMMER LEW KIRTON O'JAYS JENNIFER HOLLIDAY SLAVE Hottest: JEFFREY OSBORNE RICK JAMES SOS BAND ZAPP ARETHA FRANKLIN KSOL/San Mateo Bernie Moody none Hottest: ARETHA FRANKLIN SOS BAND SHALAMAR RICK JAMES JEFFREY OSBORNE
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(J) indicates Black reporters also contributing to Jazz Chart

<b>MIDWEST</b> WGC/Chicago Richard Pegue LYDIA MURDOCK LIONEL RICHIE LAKESIDE COMMODORES SHAWN CHRISTOPHER MIQUEL BROWN MANHATTAN LE CLUB Hottest: LYDIA MURDOCK ZAPP SOS BAND RUN D.M.C. FREEZE WBMX/Chicago Lee Michaels LE CLUB LIQUID GOLD ANITA BAKER SISTER SLEDGE MIQUEL BROWN ANDRE CYMONE Hottest: SOS BAND JEFFREY OSBORNE CLARK SISTERS ISLEY BROS FREEZE WCIN/Cincinnati Sid Kennedy RONNIE DYSON JENNIFER HOLLIDAY KLIQUE DENICE WILLIAMS SISTER SLEDGE RONNIE LAWS ANITA BAKER ATTITUDE BERNARD WRIGHT PHYLIS HYMAN Hottest: HERBIE HANCOCK RICK JAMES BRYSON & FLACK SOS BAND GAP BAND	WBLZ/Cincinnati Brian Castle none Hottest: ARETHA FRANKLIN RICK JAMES MICHAEL JACKSON ZAPP GAP BAND WDMT/Cleveland Magic/Dean JENNIFER HOLLIDAY ANITA BAKER LEW KIRTON K-9 CORP. MANHATTAN TRANSPSE BERNARD WRIGHT SHAWN CHRISTOPHER SLAVE TAVARES PHYLIS HYMAN WEST STREET MOB ORBIT Hottest: GLADYS KNIGHT DENICE WILLIAMS KLIQUE GAP BAND ASHFORD & SIMPSON WZAK/Cleveland Lynn Tolliver RUFUS & CHAKA DONNA SUMMER FATBACK SISTER SLEDGE MTUME COMMODORES KLYMAXX COLLAGE EXTROL CHILLTOWN Hottest: GLADYS KNIGHT SOS BAND ZAPP RICK JAMES NEW EDITION	WJMO/Cleveland Erik Stone BERNARD WRIGHT LAKESIDE ANDRE CYMONE LADIES' CHOICE MONTAGE DAYTON MARIYAN SCOTT MICHAEL WYCOFF JUNIOR Hottest: MOTIVATION LATOYA JACKSON MANHATTAN TRANSPSE LYDIA MURDOCK KLIQUE WKVO/Columbus Lyles/Jones PRINCE SPANDAUBALLET KLIQUE Hottest: SOS BAND PRINCE HERBIE HANCOCK NEW EDITION SPANDAUBALLET KLIQUE WDAQ/Dayton Lankford Stephens LAKESIDE MTUME COMMODORES RONNIE LAWS JOHNNY GILL AL JARREAU BERNARD WRIGHT OMNI LEW KIRTON ZOOM MARY JANE GIRLS BILL SUMMERS ATTITUDE ERIC GALE STONE CITY BAND ZAPP ANDRE CYMONE Hottest: SOS BAND GLADYS KNIGHT RICK JAMES HERBIE HANCOCK	WGPRI/Detroit Joe Spencer PHOTOS SERGE PONSAR SHANGO RONNIE LAWS COMMODORES BOBBY NUNN BOBANNON PHYLIS HYMAN MTUME SISTER SLEDGE MANHATTAN TRANSPSE Hottest: JEFFREY OSBORNE RICK JAMES MONTAGE HERBIE HANCOCK KLIQUE WJLB/Detroit James Alexander none Hottest: ISLEY BROS MARY JANE GIRLS FREEZE MIDNIGHT STAR GLADYS KNIGHT WDRQ/Detroit Brian White BERNARD WRIGHT LIONEL RICHIE MICHAEL WYCOFF ISLEY BROS HERBIE HANCOCK WVON/Chicago Rich Guzman NEW EDITION STACY LATTISAW RICK JAMES ISLEY BROS HERBIE HANCOCK WVON/Chicago Rich Guzman NEW EDITION STACY LATTISAW RICK JAMES ISLEY BROS HERBIE HANCOCK WVON/Chicago Rich Guzman NEW EDITION STACY LATTISAW RICK JAMES ISLEY BROS HERBIE HANCOCK WVON/Chicago Rich Guzman NEW EDITION STACY LATTISAW RICK JAMES ISLEY BROS HERBIE HANCOCK	WVON/Chicago Kermit Crockett RONNIE LAWS K-9 CORP. MICHAEL WYCOFF JONES GIRLS BOBBY NUNN STARPOINT BERNARD WRIGHT FATBACK Hottest: JEFFREY OSBORNE MICHAEL JACKSON ARETHA FRANKLIN PHILIP BAILEY DOOBIE BROS KMJW/St. Louis Frank Grant none Hottest: RICK JAMES SOS BAND GLADYS KNIGHT ZAPP JEFFREY OSBORNE WTLF/Indianapolis Jay Johnson WEST STREET MOB SOS BAND P. FUNK ALL-STARS AL JARREAU BERNARD WRIGHT DAYTON BARRY WHITE SISTER SLEDGE LAKESIDE Hottest: NEW EDITION STACY LATTISAW RICK JAMES ISLEY BROS HERBIE HANCOCK WVON/Chicago Rich Guzman PHYLIS HYMAN PRINCE DOLBY'S CUBE BERNARD WRIGHT NEW HORIZONS Hottest: JEFFREY OSBORNE RICK JAMES GAP BAND GEORGE BENSON MICHAEL JACKSON
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New & Active . . . See Page 62

## JAZZ RADIO

# NATIONAL AIRPLAY/30

September 9, 1983

Last Week	Chart	Artist/Label
1	1	SPYRO GYRA/City Kids (MCA)
2	2	RAMSEY LEWIS/Les Fleurs (Columbia)
3	3	GEORGE BENSON/In Your Eyes (WB)
4	4	VICTOR FELDMAN/Secret Of The Andes (Palo Alto)
5	5	TOM GRANT/Tom Grant (Pausa)
6	6	LARRY CARLTON/Friends (WB)
7	7	MAYNARD FERGUSON/Storm (Palo Alto)
8	8	ERIC GALE/Island Breeze (Musician/Elektra)
9	9	CLIFF SARDE/Temporary Tight (Aslan)
10	10	JIMMY McGRUFF/The Countdown (Milestone)
11	11	PAT METHENY/Travels (ECM)
12	12	WYNTON MARSALIS/Think Of One (Columbia)
13	13	MARVIN STAMM/Stamppede (Palo Alto)
14	14	HIROSHIMA/Third Generation (Epic)
15	15	JACO PASTORIUS/Invitation (WB)
16	16	MACAR BROTHERS/Cosmos Kid (Aircraft)
17	17	JEAN-LUC PONTY/Individual Choice (Atlantic)
18	18	EARL KLUGH/Low Ride (Capitol)
19	19	CHUCK MANGIONE/Journey To A Rainbow (Columbia)
20	20	RONNIE LAWS/Mr. Nice Guy (Capitol)
21	21	FREE FLIGHT/Soaring (Palo Alto)
22	22	HERBIE MANN/Astral Island (Atlantic)
23	23	LINDA HOPKINS/How Blue Can You Get (Palo Alto)
24	24	KOINONIA/More Than A Feelin' (Breaker)
25	25	GERRY MULLIGAN/Little Big Horn (GRP)
26	26	RICHIE COLE & BOOTS RANDOLPH/Yakety Madness! (Palo Alto)
27	27	YELLOW JACKETS/Mirage A'Trois (WB)
28	28	JARREAU/Jarreau (WB)
29	29	RARE SILK/New Weave (Polydor/PolyGram)
30	30	ERNESTINE ANDERSON/Big City (Concord)

**JAZZ REPORTING STATIONS:** WYBC/New Haven, Art Russell; KSAX/Dallas-Ft. Worth, Bob Stewart; WMGI/Gainesville, FL, Lou Patrick; WLOQ/Orlando, Paul Gerardi; WBBY/Columbus, OH, Tim Hodges; WNOP/Cincinnati, Ray Scott; WJZZ/Detroit, John Hill; KTVN/Minneapolis, Tom Pelissero; WJFM/Chicago, James Walsh; KKGO/Los Angeles, Cal Milner; KJAZ/San Francisco, Dick Conte; KJZZ/Seattle, Kasia Wilk.

## Pick Up A Six-Pack From Palo Alto Records

**MAYNARD FERGUSON**  
STORM PA 8052

**VICTOR FELDMAN**  
SECRET OF THE ANDES PA 8053

**FREE FLIGHT**  
SOARING PA 8050

**LINDA HOPKINS**  
HOW BLUE CAN YOU GET PA 8034

**RICHIE COLE / BOOTS RANDOLPH**  
YAKETY MADNESS PA 8041

**MARVIN STAMM**  
STAMMPEDE PA 8022

**PALO ALTO RECORDS** 11030 Ventura Blvd., Studio City, CA 91604 (213) 506-6444





# A/C Regional Adds & Hots

## EAST Parallel One

**WFBR/Baltimore**  
Andy Stulzinski  
none  
Hotteat:  
EURYTHMICS  
MICHAEL JACKSON  
BILLY JOEL  
LAURA BRANIGAN  
FRANK STALLONE

**GR55/Bufalo**  
Jerry Rao  
none  
Hotteat:  
RITA COOLIDGE  
MICHAEL SEMBELLO  
MEN AT WORK  
BILLY JOEL  
ROGERS & PARTON

**WPX/New York**  
Alan Anderson  
COMMODORES  
DONNA SUMMER  
Hotteat:  
SPANDAU BALLET  
GEORGE BENSON  
MICHAEL JACKSON  
BILLY JOEL  
LAURA BRANIGAN

**WYNY/New York**  
Jeff Mazza  
NAKED EYES  
Hotteat:  
POLICE  
LAURA BRANIGAN  
MICHAEL SEMBELLO  
DONNA SUMMER  
EURYTHMICS

**WTAE/Pittsburgh**  
Don Berna  
BONNIE TYLER  
SPANDAU BALLET  
SERGIO MENDES  
Hotteat:  
MICHAEL SEMBELLO  
MICHAEL JACKSON  
BILLY JOEL  
EURYTHMICS  
CULTURE CLUB

**WWSW (3WS)/Pittsburgh**  
Herb Crowe  
none  
Hotteat:  
MICHAEL SEMBELLO  
BILLY JOEL  
MICHAEL JACKSON  
LAURA BRANIGAN  
AIR SUPPLY

**WPPO/Providence**  
Tom Cuddy  
none  
Hotteat:  
none

**WLTT/Washington, D.C.**  
Bob Cummings  
none  
Hotteat:  
MEN AT WORK  
AIR SUPPLY  
PAUL ANKA  
LAURA BRANIGAN  
RITA COOLIDGE

**Parallel Two**  
**WAEB/Allentown**  
Mike Chapman  
none  
Hotteat:  
BILLY JOEL  
GEORGE BENSON  
AIR SUPPLY  
MICHAEL JACKSON  
LAURA BRANIGAN

**WCCO/Ridgeway**  
Lee Roberts  
COMMODORES  
BEE GEES  
ASIA  
LIONEL RICHIE  
Hotteat:  
MICHAEL JACKSON  
SERGIO MENDES  
GEORGE BENSON  
BERB ALPERT  
ROGERS & PARTON

**WBEN/Bufalo**  
Roger Christian  
LIONEL RICHIE  
MANHATTAN TRANSPSE  
Hotteat:  
ROGERS & PARTON  
TACO  
MICHAEL JACKSON  
SPANDAU BALLET  
LAURA BRANIGAN

**V100/Charleston, WV**  
Spence Jarvis  
none  
Hotteat:  
AIR SUPPLY  
ROGERS & PARTON  
BILLY JOEL  
LAURA BRANIGAN  
MICHAEL JACKSON

**WRIF/Erie**  
Ted Abbott  
SHEENA EASTON  
LIONEL RICHIE  
Hotteat:  
BEE GEES  
GEORGE BENSON  
JACKSON BROWNE  
SPANDAU BALLET  
LOUISE TUCKER

**WFSM/Harrisburg**  
Bob Pals  
BRYSON & FLACK  
BEE GEES  
MANHATTAN TRANSPSE  
Hotteat:  
MICHAEL JACKSON  
LAURA BRANIGAN  
SERGIO MENDES  
SPANDAU BALLET  
ROGERS & PARTON

**WVIC/Hartford**  
Ginny Jesionka  
COMMODORES  
MANHATTAN TRANSPSE  
Hotteat:  
LAURA BRANIGAN  
BILLY JOEL  
MICHAEL JACKSON  
HERB ALPERT  
AIR SUPPLY

**Y97/Pittsburgh**  
Jay Cresswell  
ANNE MURRAY  
LIONEL RICHIE  
STACY LATTISAM  
Hotteat:  
AIR SUPPLY  
SPANDAU BALLET  
GEORGE BENSON  
BONNIE TYLER  
BILLY JOEL

**KOST/Los Angeles**  
KayeMarie  
AL JARREAU  
HOTELS  
STACY LATTISAM  
Hotteat:  
LAURA BRANIGAN  
AIR SUPPLY  
BONNIE TYLER  
HERB ALPERT  
STALLONE & RHODES

## WVOR/Rochester

Gary Smith  
CRYSTAL GAYLE  
BRYSON & FLACK  
GEORGE BENSON  
Hotteat:  
PAUL ANKA  
MICHAEL JACKSON  
MEN AT WORK  
POLICE  
AIR SUPPLY

**WGY/Schenectady**  
Walter Fritz  
none  
Hotteat:  
JUICE NEWTON  
AIR SUPPLY  
LAURA BRANIGAN  
BRYSON & FLACK  
SHEENA EASTON

**WHEN/Syracuse**  
Karen Gallagher  
EURYTHMICS  
MICHAEL SEMBELLO  
Hotteat:  
BILLY JOEL  
AIR SUPPLY  
LAURA BRANIGAN  
JACKSON BROWNE  
JUICE NEWTON

**WKQW/Utica-Rome**  
Carpenter/Keller  
LIONEL RICHIE  
PAUL YOUNG  
MANHATTAN TRANSPSE  
BETTE MIDLER  
Hotteat:  
AIR SUPPLY  
BILLY JOEL  
LAURA BRANIGAN  
SERGIO MENDES  
GEORGE BENSON

**WYNY/New York**  
Jeff Mazza  
NAKED EYES  
Hotteat:  
POLICE  
LAURA BRANIGAN  
MICHAEL SEMBELLO  
DONNA SUMMER  
EURYTHMICS

**Parallel Three**  
**WVNR/Beckley**  
Gary Mann  
LIONEL RICHIE  
AL JARREAU  
SHEENA EASTON  
Hotteat:  
MICHAEL JACKSON  
BILLY JOEL  
GEORGE BENSON  
SPANDAU BALLET  
ROGERS & PARTON

**WKZE-FM/Cape Cod**  
Joan Orr  
NOOY BLUES  
BRYAN ADAMS  
LIONEL RICHIE  
MEN AT WORK  
Hotteat:  
BILLY JOEL  
SERGIO MENDES  
SPANDAU BALLET  
ROGERS & PARTON  
GEORGE BENSON

**WEM/Fitchburg**  
Jack Raymond  
none  
Hotteat:  
AIR SUPPLY  
MICHAEL JACKSON  
BILLY JOEL  
LBB

**WTKO/Hatfield**  
Wayne Flak  
MEN AT WORK  
LIONEL RICHIE  
MANHATTAN TRANSPSE  
CSN  
Hotteat:  
SERGIO MENDES  
KINGS  
GEORGE BENSON  
SPANDAU BALLET  
LEE GREENWOOD

**WKNE/Keene, NH**  
Howard Corday  
none  
Hotteat:  
BILLY JOEL  
TACO  
SERGIO MENDES  
AIR SUPPLY  
HERB ALPERT

**WSKJ/Montpelier, VT**  
Bruce Stebbins  
JENNIFER HOLLIDAY  
LIONEL RICHIE  
DEBORAH ALLEN  
CARL WILSON  
Hotteat:  
none

**WTVN/Waterstown, NY**  
Jay Donovan  
ANNE MURRAY  
MICHAEL MURPHY  
Hotteat:  
AIR SUPPLY  
CRISTAL GAYLE  
ROGERS & PARTON  
SPANDAU BALLET  
GEORGE BENSON

**WCPN/Wheeling, WV**  
Dan McGrath  
BETTE MIDLER  
MICHAEL MURPHY  
Hotteat:  
MICHAEL JACKSON  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY  
SPANDAU BALLET

**WFSM/Harrisburg**  
Bob Pals  
BRYSON & FLACK  
BEE GEES  
MANHATTAN TRANSPSE  
Hotteat:  
MICHAEL JACKSON  
LAURA BRANIGAN  
SERGIO MENDES  
SPANDAU BALLET  
ROGERS & PARTON

**WVIC/Hartford**  
Ginny Jesionka  
COMMODORES  
MANHATTAN TRANSPSE  
Hotteat:  
LAURA BRANIGAN  
BILLY JOEL  
MICHAEL JACKSON  
HERB ALPERT  
AIR SUPPLY

**Y97/Pittsburgh**  
Jay Cresswell  
ANNE MURRAY  
LIONEL RICHIE  
STACY LATTISAM  
Hotteat:  
AIR SUPPLY  
SPANDAU BALLET  
GEORGE BENSON  
BONNIE TYLER  
BILLY JOEL

**KOST/Los Angeles**  
KayeMarie  
AL JARREAU  
HOTELS  
STACY LATTISAM  
Hotteat:  
LAURA BRANIGAN  
AIR SUPPLY  
BONNIE TYLER  
HERB ALPERT  
STALLONE & RHODES

## MIDWEST Parallel One

**WCLR/Chicago**  
Gary Price  
BRYSON & FLACK  
Hotteat:  
MICHAEL JACKSON  
GEORGE BENSON  
AIR SUPPLY  
NAKED EYES  
BILLY JOEL

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WARM/R/Cincinnati**  
Tom Walker  
EDDIE RABBITT  
KINGS  
LIONEL RICHIE  
Hotteat:  
LAURA BRANIGAN  
MICHAEL JACKSON  
JENNIFER WARNES  
ROGERS & PARTON

**WVJ/Cleveland**  
McVay/ivers  
COMMODORES  
MANHATTAN TRANSPSE  
Hotteat:  
BILLY JOEL  
GEORGE BENSON  
LAURA BRANIGAN  
SERGIO MENDES  
CRYSTAL GAYLE

**WZZP/Cleveland**  
Dunphy/Georgeson  
none  
Hotteat:  
RITA COOLIDGE  
MICHAEL JACKSON  
LAURA BRANIGAN  
BILLY JOEL  
MEN AT WORK

**WCZY/Detroit**  
Lee Douglas  
JEFFREY OSBORNE  
BONNIE TYLER  
JUICE NEWTON  
LBB  
SHEENA EASTON  
Hotteat:  
none

**WOMC/Detroit**  
Barry Argenbright  
COMMODORES  
HOTELS  
Hotteat:  
AIR SUPPLY  
BONNIE TYLER  
SPANDAU BALLET  
RITA COOLIDGE

**KUDL/Kansas City**  
Elaine Taylor  
COMMODORES  
ANNE MURRAY  
Hotteat:  
LAURA BRANIGAN  
CRYSTAL GAYLE  
LBB  
JENNIFER WARNES  
AIR SUPPLY

**WHR/Kansas City**  
Jeff Roberts  
none  
Hotteat:  
BILLY JOEL  
LAURA BRANIGAN  
JENNIFER WARNES  
AIR SUPPLY  
SERGIO MENDES

**WISN/Milwaukee**  
Harri/Murphy  
SPANDAU BALLET  
BONNIE TYLER  
Hotteat:  
LAURA BRANIGAN  
MICHAEL JACKSON  
BILLY JOEL  
AIR SUPPLY  
POLICE

**WENS/Indianapolis**  
Cummings/Wheeler  
COMMODORES  
ANNE MURRAY  
Hotteat:  
MICHAEL JACKSON  
LAURA BRANIGAN  
LINDSEY BUCHINGHA  
AIR SUPPLY  
JUICE NEWTON  
SPANDAU BALLET

**WVOW/Ft. Wayne**  
Chris Witting  
none  
Hotteat:  
MICHAEL JACKSON  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY  
POLICE

**WFMK/Lansing**  
Jay Richards  
none  
Hotteat:  
LAURA BRANIGAN  
SERGIO MENDES  
SPANDAU BALLET  
BONNIE TYLER  
SHEENA EASTON

**WCCO/Minneapolis**  
Denny Long  
CARLY SIMON  
ANNE MURRAY  
DEBORAH ALLEN  
LIONEL RICHIE  
Hotteat:  
none

**WVOR/Rochester**  
Gary Smith  
CRYSTAL GAYLE  
BRYSON & FLACK  
GEORGE BENSON  
Hotteat:  
PAUL ANKA  
MICHAEL JACKSON  
MEN AT WORK  
POLICE  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVJ/Cleveland**  
McVay/ivers  
COMMODORES  
MANHATTAN TRANSPSE  
Hotteat:  
BILLY JOEL  
GEORGE BENSON  
LAURA BRANIGAN  
SERGIO MENDES  
CRYSTAL GAYLE

**WZZP/Cleveland**  
Dunphy/Georgeson  
none  
Hotteat:  
RITA COOLIDGE  
MICHAEL JACKSON  
LAURA BRANIGAN  
BILLY JOEL  
MEN AT WORK

## Parallel Two

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

## WISM-FM/Madison

Bill Vancil  
LEE GREENWOOD  
BONNIE TYLER  
DEBORAH ALLEN  
BILLY JOEL  
COMMODORES  
AIR SUPPLY  
ROBERT PLANT  
SHEENA EASTON  
Hotteat:  
MICHAEL JACKSON  
ROGERS & PARTON  
KINGS  
JENNIFER WARNES  
SPANDAU BALLET

**KOFM/Oklahoma City**  
Jenkins/Duquesne  
BONNIE TYLER  
ROGERS & PARTON  
NAKED EYES  
Hotteat:  
MICHAEL JACKSON  
BILLY JOEL  
AIR SUPPLY  
LAURA BRANIGAN  
GEORGE BENSON

**KOIL/Omaha**  
Mason/Trin  
BEE GEES  
COMMODORES  
SHEENA EASTON  
MANHATTAN TRANSPSE  
Hotteat:  
BILLY JOEL  
LAURA BRANIGAN  
AIR SUPPLY  
JENNIFER WARNES  
ROGERS & PARTON

**WOUA/Ouad Cities, IL**  
J.J. Scott  
COMMODORES  
LIONEL RICHIE  
ANNE MURRAY  
JENNIFER HOLLIDAY  
Hotteat:  
BILLY JOEL  
AIR SUPPLY  
JENNIFER WARNES  
ROGERS & PARTON

**55KRC/Cincinnati**  
Dave Mason  
none  
Hotteat:  
MICHAEL SEMBELLO  
MICHAEL JACKSON  
BILLY JOEL  
AIR SUPPLY  
ROGERS & PARTON

**610TV/Columbus**  
FitzGerald/Jones  
none  
Hotteat:  
BRYSON & FLACK  
EDDIE RABBITT  
LIONEL RICHIE  
Hotteat:  
AIR SUPPLY  
BILLY JOEL  
MICHAEL SEMBELLO  
JENNIFER WARNES  
BONNIE TYLER

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

## SOUTH Parallel One

**WRMIA/Atlanta**  
Allen Saunders  
AL JARREAU  
COMMODORES  
Hotteat:  
MICHAEL JACKSON  
LAURA BRANIGAN  
GEORGE BENSON  
JENNIFER WARNES  
RITA COOLIDGE

**WSS/Atlanta**  
Greg Picciano  
ANNE MURRAY  
Hotteat:  
BILLY JOEL  
AIR SUPPLY  
SERGIO MENDES  
RONNIE MILSAP  
KINGS

**WSS-FM/Atlanta**  
Donna Brake  
ANNE MURRAY  
LIONEL RICHIE  
RONNIE MILSAP  
Hotteat:  
BONNIE TYLER  
ROGERS & PARTON  
MICHAEL JACKSON  
AIR SUPPLY  
BILLY JOEL

**KVIL/Dallas-Ft. Worth**  
Chuck Rhodes  
none  
Hotteat:  
BILLY JOEL  
AIR SUPPLY  
JEFFREY OSBORNE  
ROGERS & PARTON

**WAXY/Ft. Lauderdale**  
Shaw/Leo  
none  
Hotteat:  
POLICE  
ROGERS & PARTON  
EURYTHMICS  
PAUL ANKA  
BILLY JOEL

**97AIA/Miami**  
Gable/Wukits  
LIONEL RICHIE  
EDDIE RABBITT  
ROGERS & PARTON  
Hotteat:  
POLICE  
MICHAEL SEMBELLO  
BRYSON & FLACK  
EURYTHMICS  
CULTURE CLUB  
STACY LATTISAM  
BONNIE TYLER

**W101/Tampa**  
DeCarroll/Wier  
BONNIE TYLER  
JENNIFER WARNES  
GEORGE BENSON  
Hotteat:  
LAURA BRANIGAN  
POLICE  
PAUL ANKA  
LOUISE TUCKER  
MICHAEL JACKSON

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

## Parallel Two

**KEY103/Austin**  
Adams/LePere  
SPANDAU BALLET  
WBIPERS  
JUICE NEWTON  
Hotteat:  
JACKSON BROWNE  
MICHAEL JACKSON  
BILLY JOEL  
AIR SUPPLY  
BONNIE TYLER

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL  
AIR SUPPLY

**WVFR/Chicago**  
John Weatherbee  
none  
Hotteat:  
EURYTHMICS  
NAKED EYES  
LAURA BRANIGAN  
BILLY JOEL



















**EAST**  
Most Added® Hottest

Lionel Richie  
David Bowie  
Huey Lewis...  
Billy Joel  
Bonnie Tyler  
Men Without Hats

**CHR ADS & HOTS**

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**SOUTH**  
Most Added® Hottest

Lionel Richie  
Huey Lewis...  
David Bowie  
Bonnie Tyler  
Men Without Hats  
Billy Joel

**EAST**  
PARALLEL TWO

WFLY/Albany, NY  
Jack Lawrence

JOAN JETT  
STEVE NICKS  
HUEY LEWIS & NEWS  
MANHATTAN TRANSFER  
Hottest:  
MICHAEL SEMBELLO 1-1  
MEN WITHOUT HATS 2-2  
BONNIE TYLER 4-3  
MICHAEL JACKSON 9-4

WTRY/Albany, NY  
Bill Cahill

TALKING HEADS  
PRINCE  
AGNETHA FALTSKOG  
STEVE NICKS  
DAVID BOWIE  
MOTELS (dp)  
JOAN JETT (dp)  
QUIET RIOT (dp)  
Hottest:  
BONNIE TYLER 12-1  
MEN WITHOUT HATS 7-4  
BILLY JOEL 10-5  
FRANK STALLONE 11-6  
MICHAEL JACKSON 15-10

WRO/Bozeman, MT  
Gary Berkowitz

SHALAMAR  
BONNIE TYLER  
ROGERS & PARTON  
Hottest:  
EURYTHMICS 4-1  
STEVE NICKS 11-4  
LAURA BRANIGAN 7-5  
BILLY JOEL 10-9  
SPANDAU BALLET 14-11

K104/Erie, PA  
Bill Shannon

none  
Hottest:  
RICK SPRINGFIELD 1-1  
MICHAEL JACKSON 3-3  
JIM CAPALDI 7-7  
FRANK STALLONE 11-11  
LOVERBOY 12-12

WYCR/Hanover-York, PA  
Mark Richards

PRINCE  
BRYAN ADAMS  
SERGIO MENDES  
JOAN JETT  
Hottest:  
BILLY JOEL 4-1  
MEN WITHOUT HATS 8-4  
ASIA 10-5  
BONNIE TYLER 18-13  
LAURA BRANIGAN 27-19

WTIC-FM/Hartford, CT  
Mike West

none  
Hottest:  
MICHAEL SEMBELLO 1-1  
MEN WITHOUT HATS 2-2  
JEFFREY OSBORNE 5-5  
ASIA 8-8  
BONNIE TYLER 19-19

WKEE/Huntington, WV  
Gary Miller

DEF LEPPARD (dp)  
STACY LATTISAW (dp)  
HUEY LEWIS & NEWS  
LIONEL RICHIE (dp)  
MEN AT WORK  
Hottest:  
BONNIE TYLER 1-1  
BILLY JOEL 6-2  
LAURA BRANIGAN 3-3  
AIR SUPPLY 4-4  
MICHAEL JACKSON 5-5

WLAN-FM/Lancaster, PA  
Todd Halliday

JOAN JETT (dp)  
STEVE NICKS  
ELVIS COSTELLO  
KINKS  
Hottest:  
BONNIE TYLER 13-1  
BILLY JOEL 12-12  
MICHAEL JACKSON 7-5  
MEN WITHOUT HATS 12-6  
ASIA 10-7

WBLI/Long Island, NY  
Bill Terry

FIXX  
MADNESS  
MOODY BLUES  
TALKING HEADS (dp)  
Hottest:  
MICHAEL SEMBELLO 3-1  
MEN WITHOUT HATS 9-4  
DONNA SUMMER 4-6  
MICHAEL JACKSON 13-10  
ASIA 15-11

KC101/New Haven  
Loo Katz

LIONEL RICHIE  
STEVE NICKS  
PRINCE  
HUEY LEWIS & NEWS  
BILLY JOEL  
Hottest:  
BONNIE TYLER 3-1  
MEN WITHOUT HATS 9-3  
BILLY JOEL 10-5  
SPANDAU BALLET 15-9  
MICHAEL JACKSON 27-20

WBP/Portsmouth, NH  
Chris Laide

HUEY LEWIS & NEWS  
MANHATTAN TRANSFER  
BRYAN ADAMS (dp)  
JOBOKERS  
PRINCE  
MEN AT WORK  
Hottest:  
BONNIE TYLER 2-1  
LAURA BRANIGAN 18-11  
MADNESS 25-19  
AGNETHA FALTSKOG 36-25  
POLICE 38-26

WHFM/Rochester, NY  
Charley Lake

FIXX  
POLICE  
ELTON JOHN  
KINKS  
LIONEL RICHIE  
Hottest:  
BONNIE TYLER 1-1  
BILLY JOEL 7-3  
ASIA 8-4  
STRAY CATS 13-7  
MICHAEL JACKSON 17-8

WKFM/Syracuse  
John Carucci

DAVID BOWIE  
LIONEL RICHIE  
BERLIN (dp)  
MEN AT WORK  
HUEY LEWIS & NEWS  
MANHATTAN TRANSFER (dp)  
DAVE EDMONDS  
MATTHEW WILDER  
Hottest:  
MICHAEL SEMBELLO 1-1  
SPANDAU BALLET 12-10  
ROBERT PLANT 16-12  
HEART 20-14  
POLICE 30-20

WPST/Trenton, NJ  
Tom Taylor

none  
Hottest:  
MICHAEL SEMBELLO 1-1  
MEN WITHOUT HATS 2-2  
BONNIE TYLER 2-2  
FRANK STALLONE 10-7  
MICHAEL JACKSON 15-15

WRKQ/Utica, NY  
Jim Raiz

MEN AT WORK  
DAVID BOWIE  
LOVERBOY  
HUEY LEWIS & NEWS  
JOBOKERS  
GRAHAM PARKER  
Hottest:  
ASIA 1-1  
MEN WITHOUT HATS 3-2  
BILLY JOEL 9-3  
SPANDAU BALLET 13-7  
POLICE 15-9

WKRZ-FM/Wilkes-Barre  
Jim Rising

JOAN JETT  
PETER SCHILLING  
MOTELS  
BOB SEGER  
MATTHEW WILDER  
DONNA SUMMER  
Hottest:  
BILLY JOEL 12-1  
RICK SPRINGFIELD 9-2  
ASIA 8-3  
SPANDAU BALLET 13-5  
MICHAEL JACKSON 16-7

Q108/York, PA  
Dan Steele

ROD STEWART  
STEVE NICKS  
ELVIS COSTELLO  
HUEY LEWIS & NEWS  
LIONEL RICHIE  
Hottest:  
BILLY JOEL 4-1  
MEN WITHOUT HATS 8-4  
ASIA 10-5  
BONNIE TYLER 18-13  
LAURA BRANIGAN 27-19

OK100/Ithaca, NY  
Denny Alexander

LOVERBOY  
EURYTHMICS  
JOAN JETT  
PAUL YOUNG  
MEN AT WORK  
GENESIS  
LIONEL RICHIE  
MITCH RYDER  
Hottest:  
MEN WITHOUT HATS 2-1  
JIM CAPALDI 12-7  
LOVERBOY 16-9  
BILLY JOEL 15-10  
MICHAEL SEMBELLO 20-14

13FEA/Manchester, NH  
Rick Ryder

ASIA  
ELTON JOHN  
DONNA SUMMER  
AL JARREAU  
ANNE MURRAY  
Hottest:  
MEN WITHOUT HATS 4-1  
BONNIE TYLER 9-4  
AIR SUPPLY 12-11  
SPANDAU BALLET 21-16  
DEF LEPPARD 40-32

WACZ/Bangor, ME  
Michael O'Hara

BEE GEES  
MATTHEW WILDER  
DAVID BOWIE  
JOBOKERS  
TALKING HEADS  
KINKS  
Hottest:  
MICHAEL SEMBELLO 1-1  
BONNIE TYLER 13-3  
AIR SUPPLY 22-12  
MEN WITHOUT HATS 20-13  
POLICE 29-15  
ASIA 10-7

WQVJ/Bangor, ME  
Jim Randall

AIR SUPPLY  
MINOR DETAIL  
AL JARREAU  
DAVID BOWIE  
HUEY LEWIS & NEWS  
JOBOKERS  
Hottest:  
MICHAEL SEMBELLO 1-1  
BONNIE TYLER 13-3  
AIR SUPPLY 22-12  
MEN WITHOUT HATS 20-13  
POLICE 29-15  
ASIA 10-7

WJBL/Long Island, NY  
Bill Terry

FIXX  
MADNESS  
MOODY BLUES  
TALKING HEADS (dp)  
Hottest:  
MICHAEL SEMBELLO 3-1  
MEN WITHOUT HATS 9-4  
DONNA SUMMER 4-6  
MICHAEL JACKSON 13-10  
ASIA 15-11

WJBO/Portland, ME  
Phoenix O'Neill

DAVID BOWIE  
LIONEL RICHIE  
AL JARREAU  
KANSAS  
ANIMALS  
MINOR DETAIL  
Hottest:  
BONNIE TYLER 1-1  
JACKSON BROWNE 2-2  
AIR SUPPLY 9-5  
STRAY CATS 14-8  
TALKING HEADS 19-13

WHEB/Portsmouth, NH  
Rick Bean

STEVE NICKS  
HUEY LEWIS & NEWS  
DAVID BOWIE  
EURYTHMICS  
Hottest:  
BONNIE TYLER 1-1  
JACKSON BROWNE 5-3  
STRAY CATS 10-5  
POLICE 14-9  
BILLY JOEL 20-10

WQVJ/Wilmington, NC  
Frank Bell

STEVE NICKS  
DAVID BOWIE  
MADNESS  
HUEY LEWIS & NEWS  
MEN AT WORK  
JOBOKERS  
Hottest:  
BONNIE TYLER 7-1  
ASIA 4-3  
MEN WITHOUT HATS 11-5  
BILLY JOEL 9-6  
TALKING HEADS 16-10

WOMP-FM/Baltimore  
Dwayne Bonds

ELO  
DAVID BOWIE  
LIONEL RICHIE  
JOBOKERS  
Hottest:  
MEN WITHOUT HATS 3-1  
BONNIE TYLER 11-4  
BILLY JOEL 9-5  
NARDED EYES 15-8  
RICK SPRINGFIELD 13-9

WKYC/Chambersburg, PA  
Williams/Scott

none  
Hottest:  
BONNIE TYLER 1-1  
AIR SUPPLY 10-10  
BILLY JOEL 11-11  
ASIA 16-16  
SPANDAU BALLET 19-19

WTSN/Dover, NH  
Jim Sebastian

PRINCE  
MADNESS  
LIONEL RICHIE  
MOTELS  
MEN AT WORK  
BRYAN ADAMS  
DAVID BOWIE  
Hottest:  
MICHAEL SEMBELLO 1-1  
MEN WITHOUT HATS 4-2  
BILLY JOEL 9-3  
AIR SUPPLY 16-9  
POLICE 27-14

WERZ/Exeter, NH  
Scott MacKey

BOB SEGER  
DAVID BOWIE  
LIONEL RICHIE  
HUEY LEWIS & NEWS  
AIR SUPPLY  
MINOR DETAIL  
MATTHEW WILDER  
CAREY SIMON  
ANIMALS  
AL JARREAU (dp)  
Hottest:  
MEN WITHOUT HATS 7-1  
BILLY JOEL 11-7  
BONNIE TYLER 13-9  
FRANK STALLONE 14-11  
MOODY BLUES 35-31

WZQY/Fredrick, ND  
Kemosabi Joe

QUARTERFLASH  
JOBOKERS  
STEVE NICKS  
HUEY LEWIS & NEWS  
ELO  
TALKING HEADS  
LIONEL RICHIE  
Hottest:  
AIR SUPPLY 1-1  
MEN WITHOUT HATS 13-2  
MICHAEL JACKSON 8-4  
RICK SPRINGFIELD 11-7  
STRAY CATS 12-9

OK100/Ithaca, NY  
Denny Alexander

LOVERBOY  
EURYTHMICS  
JOAN JETT  
PAUL YOUNG  
MEN AT WORK  
GENESIS  
LIONEL RICHIE  
MITCH RYDER  
Hottest:  
MEN WITHOUT HATS 2-1  
JIM CAPALDI 12-7  
LOVERBOY 16-9  
BILLY JOEL 15-10  
MICHAEL SEMBELLO 20-14

13FEA/Manchester, NH  
Rick Ryder

ASIA  
ELTON JOHN  
DONNA SUMMER  
AL JARREAU  
ANNE MURRAY  
Hottest:  
MEN WITHOUT HATS 4-1  
BONNIE TYLER 9-4  
AIR SUPPLY 12-11  
SPANDAU BALLET 21-16  
DEF LEPPARD 40-32

WACZ/Bangor, ME  
Michael O'Hara

BEE GEES  
MATTHEW WILDER  
DAVID BOWIE  
JOBOKERS  
TALKING HEADS  
KINKS  
Hottest:  
MICHAEL SEMBELLO 1-1  
BONNIE TYLER 13-3  
AIR SUPPLY 22-12  
MEN WITHOUT HATS 20-13  
POLICE 29-15  
ASIA 10-7

WQVJ/Bangor, ME  
Jim Randall

AIR SUPPLY  
MINOR DETAIL  
AL JARREAU  
DAVID BOWIE  
HUEY LEWIS & NEWS  
JOBOKERS  
Hottest:  
MICHAEL SEMBELLO 1-1  
BONNIE TYLER 13-3  
AIR SUPPLY 22-12  
MEN WITHOUT HATS 20-13  
POLICE 29-15  
ASIA 10-7

WJBL/Long Island, NY  
Bill Terry

FIXX  
MADNESS  
MOODY BLUES  
TALKING HEADS (dp)  
Hottest:  
MICHAEL SEMBELLO 3-1  
MEN WITHOUT HATS 9-4  
DONNA SUMMER 4-6  
MICHAEL JACKSON 13-10  
ASIA 15-11

WJBO/Portland, ME  
Phoenix O'Neill

DAVID BOWIE  
LIONEL RICHIE  
AL JARREAU  
KANSAS  
ANIMALS  
MINOR DETAIL  
Hottest:  
BONNIE TYLER 1-1  
JACKSON BROWNE 2-2  
AIR SUPPLY 9-5  
STRAY CATS 14-8  
TALKING HEADS 19-13

WHEB/Portsmouth, NH  
Rick Bean

STEVE NICKS  
HUEY LEWIS & NEWS  
DAVID BOWIE  
EURYTHMICS  
Hottest:  
BONNIE TYLER 1-1  
JACKSON BROWNE 5-3  
STRAY CATS 10-5  
POLICE 14-9  
BILLY JOEL 20-10

WQVJ/Wilmington, NC  
Frank Bell

STEVE NICKS  
DAVID BOWIE  
MADNESS  
HUEY LEWIS & NEWS  
MEN AT WORK  
JOBOKERS  
Hottest:  
BONNIE TYLER 7-1  
ASIA 4-3  
MEN WITHOUT HATS 11-5  
BILLY JOEL 9-6  
TALKING HEADS 16-10

WOMP-FM/Baltimore  
Dwayne Bonds

ELO  
DAVID BOWIE  
LIONEL RICHIE  
JOBOKERS  
Hottest:  
MEN WITHOUT HATS 3-1  
BONNIE TYLER 11-4  
BILLY JOEL 9-5  
NARDED EYES 15-8  
RICK SPRINGFIELD 13-9

**SOUTH**  
PARALLEL TWO

WBBQ/Augusta, GA  
Bruce Stevens

LIONEL RICHIE  
DAVID BOWIE  
HUEY LEWIS & NEWS  
Hottest:  
BONNIE TYLER 1-1  
AIR SUPPLY 11-6  
BILLY JOEL 16-11  
ROGERS & PARTON 29-21  
RICK JAMES 30-25

KHFI/Austin, TX  
Volkmann/Garrett

ROD STEWART  
LOVERBOY  
MEN AT WORK  
Hottest:  
MEN WITHOUT HATS 1-1  
BILLY JOEL 7-4  
NARDED EYES 10-6  
STRAY CATS 12-8  
SPANDAU BALLET 21-12

WFMF/Baton Rouge, LA  
Rice/Alhayan

NARDED EYES  
MEN WITHOUT HATS  
SHEENA EASTON  
LIONEL RICHIE  
Hottest:  
JACKSON BROWNE 3-1  
MICHAEL JACKSON 4-2  
BILLY JOEL 9-3  
LAURA BRANIGAN 6-5  
BONNIE TYLER 15-8

WNFI/Daytona Beach, FL  
Brian Douglas

MOTELS  
TALKING HEADS  
LIONEL RICHIE  
BOB SEGER  
DAVID BOWIE  
JENNIFER HOLLIDAY  
GRAHAM PARKER  
PETER SCHILLING  
MATTHEW WILDER  
Hottest:  
BONNIE TYLER 1-1  
AIR SUPPLY 4-2  
MICHAEL JACKSON 7-5  
MEN WITHOUT HATS 10-6  
FRANK STALLONE 15-9

KZZB/Beaumont, TX  
Murphy/Harrison

DAVID BOWIE  
HUEY LEWIS & NEWS  
SERGIO MENDES  
MOODY BLUES  
AGNETHA FALTSKOG  
MEN AT WORK  
Hottest:  
RICK SPRINGFIELD 1-1  
BILLY JOEL 17-7  
ASIA 16-9  
TALKING HEADS 18-12  
STRAY CATS 22-13

WQDQ/Durham-Raleigh  
Randy Kabrich

none  
Hottest:  
MICHAEL JACKSON 5-1  
JOAN JETT 8-2  
BONNIE TYLER 14-3  
MEN WITHOUT HATS 21-6  
AIR SUPPLY 31-18

KAMZ/El Paso, TX  
Bob West

LIONEL RICHIE  
MEN AT WORK  
MATTHEW WILDER  
Hottest:  
DONNA SUMMER 2-1  
MICHAEL JACKSON 4-2  
DAVID BOWIE 6-4  
HUMAN LEAGUE 9-7  
MIAMI U.K. 26-19

KSET-FM/El Paso, TX  
Cat Simon

STEVE NICKS  
MEN AT WORK  
MOODY BLUES  
MINOR DETAIL  
Hottest:  
MEN WITHOUT HATS 1-1  
DEF LEPPARD 4-4  
ASIA 9-6  
LINDSEY BUCKINGHAM 15-11  
ROBERT PLANT 23-16

WRQK/Greensboro, NC  
Wee Jones

TALKING HEADS  
KINKS  
STEVE NICKS  
MOTELS  
BRYAN ADAMS  
Hottest:  
MICHAEL JACKSON 5-1  
RICK SPRINGFIELD 10-6  
AIR SUPPLY 14-10  
NARDED EYES 22-15  
ELTON JOHN 27-20

WANS-FM/Greensboro, NC  
Rod Metts

DAVID BOWIE  
STACY LATTISAW  
MEN AT WORK  
AGNETHA FALTSKOG  
JOAN JETT  
KINKS  
HUEY LEWIS & NEWS  
Hottest:  
BONNIE TYLER 10-1  
MEN WITHOUT HATS 13-6  
FRANK STALLONE 19-11  
AIR SUPPLY 23-14  
POLICE 26-15

WZPY/Huntsville, AL  
Scott Mitchell

LIONEL RICHIE  
EURYTHMICS  
JOAN JETT  
HUEY LEWIS & NEWS  
DONNA SUMMER  
Hottest:  
MEN WITHOUT HATS 1-1  
BONNIE TYLER 5-2  
MICHAEL JACKSON 3-3  
ASIA 6-4  
AIR SUPPLY 10-5

WJDX/Jackson, MS  
Bill Crews

STACY LATTISAW  
LIONEL RICHIE  
MANHATTAN TRANSFER  
PRINCE  
Hottest:  
MICHAEL JACKSON 1-1  
MEN WITHOUT HATS 2-2  
BILLY JOEL 7-4  
BONNIE TYLER 10-6  
BRYSON & FLACK 11-9

BTYX/Jackson, MS  
Jim Chick

KINKS  
DONNA SUMMER  
DEF LEPPARD (dp)  
STEVE NICKS  
HUEY LEWIS & NEWS  
STACY LATTISAW (dp)  
HEART  
Hottest:  
MICHAEL SEMBELLO 1-1  
SHALAMAR 3-2  
HATS 17-10  
BONNIE TYLER 19-11  
BILLY JOEL 20-12

WNOK-FM/Columbia, SC  
Hunter/Herring

POLICE  
PAUL ANKA  
GEORGE BENSON  
Hottest:  
BILLY JOEL 30-1  
MICHAEL JACKSON 23-2  
ASIA 32-3  
NARDED EYES 22-8  
FRANK STALLONE 27-11

KITE/Corpus Christi, TX  
Zippo/Tucker

DAVID BOWIE  
MEN AT WORK  
EURYTHMICS  
KANSAS  
HUEY LEWIS & NEWS  
QUIET RIOT  
Hottest:  
RICK SPRINGFIELD 2-1  
BONNIE TYLER 7-5  
MEN WITHOUT HATS 9-8  
DAVID BOWIE 14-11  
TALKING HEADS 13-12

KZFI/Corpus Christi  
Chuck Baker

FRANK STALLONE  
JUICE NEWTON  
DAVID BOWIE  
HUEY LEWIS & NEWS  
Hottest:  
BONNIE TYLER 1-1  
MEN WITHOUT HATS 3-2  
MICHAEL SEMBELLO 4-4  
STRAY CATS 11-8  
DEF LEPPARD 14-10

WDOQ/Daytona Beach, FL  
Ralph Wimmer

none  
Hottest:  
TACO 1-1  
BONNIE TYLER 2-2  
MEN WITHOUT HATS 9-9  
SHALAMAR 12-12  
ROBERT PLANT 14-14

WNFI/Daytona Beach, FL  
Brian Douglas

MOTELS  
TALKING HEADS  
LIONEL RICHIE  
BOB SEGER  
DAVID BOWIE  
JENNIFER HOLLIDAY  
GRAHAM PARKER  
PETER SCHILLING  
MATTHEW WILDER  
Hottest:  
BONNIE TYLER 1-1  
AIR SUPPLY 4-2  
MICHAEL JACKSON 7-5  
MEN WITHOUT HATS 10-6  
FRANK STALLONE 15-9

WDOG/Durham-Raleigh  
Randy Kabrich

none  
Hottest:  
MICHAEL JACKSON 5-1  
JOAN JETT 8-2  
BONNIE TYLER 14-3  
MEN WITHOUT HATS 21-6  
AIR SUPPLY 31-18

KAMZ/El Paso, TX  
Bob West

LIONEL RICHIE  
MEN AT WORK  
MATTHEW WILDER  
Hottest:  
DONNA SUMMER 2-1  
MICHAEL JACKSON 4-2  
DAVID BOWIE 6-4  
HUMAN LEAGUE 9-7  
MIAMI U.K. 26-19

KSET-FM/El Paso, TX  
Cat Simon

STEVE NICKS  
MEN AT WORK  
MOODY BLUES  
MINOR DETAIL  
Hottest:  
MEN WITHOUT HATS 1-1  
DEF LEPPARD 4-4  
ASIA 9-6  
LINDSEY BUCKINGHAM 15-11  
ROBERT PLANT 23-16

WRQK/Greensboro, NC  
Wee Jones

TALKING HEADS  
KINKS  
STEVE NICKS  
MOTELS  
BRYAN ADAMS  
Hottest:  
MICHAEL JACKSON 5-1  
RICK SPRINGFIELD 10-6  
AIR SUPPLY 14-10  
NARDED EYES 22-15  
ELTON JOHN 27-20

WANS-FM/Greensboro, NC  
Rod Metts

DAVID BOWIE  
STACY LATTISAW  
MEN AT WORK  
AGNETHA FALTSKOG  
JOAN JETT  
KINKS  
HUEY LEWIS & NEWS  
Hottest:  
BONNIE TYLER 10-1  
MEN WITHOUT HATS 13-6  
FRANK STALLONE 19-11  
AIR SUPPLY 23-14  
POLICE 26-15

WZPY/Huntsville, AL  
Scott Mitchell

LIONEL RICHIE  
EURYTHMICS  
JOAN JETT  
HUEY LEWIS & NEWS  
DONNA SUMMER  
Hottest:  
MEN WITHOUT HATS 1-1  
BONNIE TYLER 5-2  
MICHAEL JACKSON 3-3  
ASIA 6-4  
AIR SUPPLY 10-5

WJDX/Jackson, MS  
Bill Crews

STACY LATTISAW  
LIONEL RICHIE  
MANHATTAN TRANSFER  
PRINCE  
Hottest:  
MICHAEL JACKSON 1-1  
MEN WITHOUT HATS 2-2  
BILLY JOEL 7-4  
BONNIE TYLER 10-6  
BRYSON & FLACK 11-9

BTYX/Jackson, MS  
Jim Chick

KINKS  
DONNA SUMMER  
DEF LEPPARD (dp)  
STEVE NICKS  
HUEY LEWIS & NEWS  
STACY LATTISAW (dp)  
HEART  
Hottest:  
MICHAEL SEMBELLO 1-1  
SHALAMAR 3-2  
HATS 17-10  
BONNIE TYLER 19-11  
BILLY JOEL 20-12

WNOK-FM/Columbia, SC  
Hunter/Herring

POLICE  
PAUL ANKA  
GEORGE BENSON  
Hottest:  
BILLY JOEL 30-1  
MICHAEL JACKSON 23-2  
ASIA 32-3  
NARDED EYES 22-8  
FRANK STALLONE 27-11

WQUT/Johnson City, TN  
Rod Hampton

HUEY LEWIS & NEWS  
PRINCE  
LIONEL RICHIE  
QUARTERFLASH  
ROGERS & PARTON (dp)  
Hottest:  
MICHAEL SEMBELLO 1-1  
LAURA BRANIGAN 10-6  
MICHAEL JACKSON 15-8  
BILLY JOEL 20-13  
ASIA 22-14

WOKI/Knoxville, TN  
Gary Adkins

DEF LEPPARD  
DAVID BOWIE  
CARLY SIMON  
MEN AT WORK  
BOB SEGER  
Hottest:  
MEN WITHOUT HATS 2-1  
BON



MIDWEST Most Added Hottest

David Bowie Stevie Nicks Lionel Richie Bonnie Tyler Billy Joel Men Without Hats

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

David Bowie Lionel Richie Men At Work Bonnie Tyler Billy Joel Men Without Hats

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick HUEY LEWIS & NEWS KANSAS DAVID BOWIE PRINCE Hottest: MICHAEL SEMBELLO 2-1 BONNIE TYLER 13-7 AIR SUPPLY 10-8 MEN WITHOUT HATS 16-13 SPANDAU BALLET 20-15

WKAU/Appleton-Oshkosh Ross/Allen STEVIE NICKS PRINCE HUEY LEWIS & NEWS MEN AT WORK (dp) Hottest: BONNIE TYLER 4-1 AIR SUPPLY 12-8 FRANK STALLONE 17-12 POLICE 23-15 STRAY CATS 24-17

WNAM/Appleton-Oshkosh Chris Calne HUEY LEWIS & NEWS LIONEL RICHIE STEVIE NICKS DONNA SUMMER HEART (dp) JOAN JETT (dp) Hottest: BILLY JOEL 3-1 BONNIE TYLER 8-3 POLICE 22-15 ROGERS & PARTON 31-18 MADNESS 33-21

92X/Columbus, OH Teri Nutter SPANDAU BALLET SHALAMAR LOVERBOY Hottest: MICHAEL SEMBELLO 1-1 BILLY JOEL 8-6 MEN WITHOUT HATS 12-8 TACO 20-11 MICHAEL JACKSON 19-15

KIHK/Davenport, IA Jim O'Hara PRINCE MOODY BLUES MOTELS (dp) BRYAN ADAMS (dp) Hottest: BILLY JOEL 4-1 BONNIE TYLER 13-6 SPANDAU BALLET 18-8 NAKED EYES 21-11 ROGERS & PARTON 29-15

KMGK/Des Moines, IA Jim Roberts LIONEL RICHIE STEVIE NICKS JOAN JETT HUEY LEWIS & NEWS DAVID BOWIE DEF LEPPARD Hottest: MICHAEL JACKSON 2-1 BILLY JOEL 6-2 BONNIE TYLER 7-3 ASIA 5-5 SPANDAU BALLET 21-14

WEBC/Duluth, MN Dick Johnson FIXX (dp) KINKS SERGIO MENDES STEVIE NICKS ROD STEWART (dp) MOODY BLUES (dp) Hottest: BILLY JOEL 4-1 MICHAEL JACKSON 1-2 NAKED EYES 5-4 BONNIE TYLER 8-5 MEN WITHOUT HATS 10-8

WKDQ/Evansville, IN Hobbs/Payne MEN WITHOUT HATS RONNIE MILSAP Hottest: MICHAEL JACKSON 3-1 BILLY JOEL 12-6 BONNIE TYLER 17-8 ASIA 14-10 NAKED EYES 16-12

WMEE/Fort Wayne Tony Richards STEVIE NICKS ROD STEWART JOAN JETT MEN AT WORK Hottest: BILLY JOEL 2-1 STRAY CATS 9-5 NAKED EYES 22-12 POLICE 24-15 MADNESS 28-16

WGRD/Grand Rapids, MI J.J. Duling LOVERBOY GENESIS DAVID BOWIE QUARTERFLASH (dp) ELO (dp) LIONEL RICHIE MICK FLEETWOOD'S EURYTHMICS Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 4-2 SHALAMAR 9-6 POLICE 15-7 MICHAEL JACKSON 13-9

WZZR/Grand Rapids, MI Don Schuller LIONEL RICHIE MATTHEW WILDER MEN AT WORK GLENN SHORROCK DAVID BOWIE BREAKS Hottest: ASIA 1-1 BONNIE TYLER 8-7 POLICE 18-16 BRYAN ADAMS 32-19 STRAY CATS 33-21

WNAW/Indianapolis, IN Larry Mago none Hottest: MICHAEL JACKSON 4-1 BILLY JOEL 6-3 AIR SUPPLY 9-6 BONNIE TYLER 11-8 GEORGE BENSON 13-11

WZPL/Indianapolis, IN Gary Hoffmann CARLY SIMON EURYTHMICS MANHATTAN TRANSFEE DAVID BOWIE BOB SEGER JOBOXERS GLENN SHORROCK PABLO CRUISE ROMAN HOLIDAY Hottest: BILLY JOEL 3-1 MICHAEL JACKSON 4-2 BONNIE TYLER 13-7 FIXX 10-8 POLICE 18-14

WJXQ/Jackson, MI Ryan/Chooks BOB SEGER DAVID BOWIE SPYS (dp) EURYTHMICS (dp) JOAN JETT (dp) BERLIN (dp) GRAHAM PARKER (dp) Hottest: ASIA 1-1 FRANK STALLONE 15-8 BILLY JOEL 29-9 BRYAN ADAMS 22-15 FIXX 36-25

WKFR/Kalamazoo, MI Swart/Chapman FIXX ANNE MURRAY DAVID BOWIE ELO JOBOXERS Hottest: BILLY JOEL 4-1 BONNIE TYLER 5-4 SPANDAU BALLET 14-8 NAKED EYES 17-9

WVIC/Lansing, MI Jey Stevens ROD STEWART STEVIE NICKS JOAN JETT LOVERBOY Hottest: NAKED EYES 11-4 BILLY JOEL 12-5 ASIA 9-6 ROBERT PLANT 13-8 FIXX 23-16

WZEE/Madison, WI Little/Hudson LIONEL RICHIE BOB SEGER BRYAN ADAMS STEVIE NICKS LOVERBOY Hottest: BONNIE TYLER 1-1 TACO 3-2 MEN WITHOUT HATS 8-3 RICK SPRINGFIELD 10-4 MICHAEL JACKSON 11-5

KQKQ/Omaha, NE Taylor/Dean STEVIE NICKS DAVID BOWIE HUEY LEWIS & NEWS Hottest: BONNIE TYLER 3-1 MICHAEL JACKSON 2-2 BILLY JOEL 6-3 RICK SPRINGFIELD 7-5 AIR SUPPLY 13-9

KZ93/Peoria, IL Mark Maloney BRYAN ADAMS Hottest: QUARTERFLASH 1-1 EURYTHMICS 4-2 BILLY JOEL 12-4 MICHAEL JACKSON 7-6 POLICE 19-12

WZOK/Rockford Tim Fox POLICE SPANDAU BALLET FIXX LAURA BRANIGAN BRYAN ADAMS PRINCE Hottest: BILLY JOEL 2-1 ASIA 5-3 RICK SPRINGFIELD 6-4 STRAY CATS 10-5 JOURNEY 14-6

U93/South Bend, IN J.K. Dearing ASIA AIR SUPPLY POLICE SPANDAU BALLET LRB ROGERS & PARTON Hottest: EURYTHMICS 1-1 MICHAEL SEMBELLO 3-2 TACO 4-3 JACKSON BROWNE 14-5 HUMAN LEAGUE 11-6

KAYI/Tulsa, OK Phil Williams PRINCE BRYAN ADAMS STEVIE NICKS LOVERBOY Hottest: MICHAEL SEMBELLO 1-1 JACKSON BROWNE 2-2 MICHAEL JACKSON 4-3 MEN WITHOUT HATS 9-5 BONNIE TYLER 21-12

KRAV/Tulsa, OK Gary Reynolds GEORGE BENSON FRANK STALLONE Hottest: EURYTHMICS 2-1 MICHAEL JACKSON 4-3 BILLY JOEL 7-5 DONNA SUMMER 10-6 AIR SUPPLY 12-10

KEYN-FM/Wichita, KS Taylor/Pearman BRYAN ADAMS KINKS MEN AT WORK LIONEL RICHIE PRINCE (dp) AGNETHA FALTSKOG Hottest: BILLY JOEL 7-1 MICHAEL JACKSON 4-4 NAKED EYES 13-6 FRANK STALLONE 15-9 BONNIE TYLER 21-15

WHOT/Youngstown, OH Dick Thompson PABLO CRUISE LIONEL RICHIE BERLIN MEN AT WORK MANHATTAN TRANSFEE MINOR DETAIL ANNE MURRAY MATTHEW WILDER DAVID BOWIE EURYTHMICS GLENN SHORROCK PETER SCHILLING Hottest: BILLY JOEL 3-1 MEN WITHOUT HATS 9-2 BONNIE TYLER 13-5 FRANK STALLONE 17-9 AIR SUPPLY 15-10

WYFM/Youngstown, OH Jeff Tobin BONNIE TYLER TACO Hottest: EURYTHMICS 1-1 MICHAEL SEMBELLO 2-2 MICHAEL JACKSON 7-3 MEN WITHOUT HATS 14-4 HUMAN LEAGUE 10-7

KFYR/Bismarck, ND Dan Brannan LIONEL RICHIE DAVID BOWIE LOVERBOY JOAN JETT Hottest: AIR SUPPLY 6-1 BONNIE TYLER 7-2 BILLY JOEL 10-4 MEN WITHOUT HATS 15-6 NAKED EYES 14-10

WBWB/Bloomington John Heimann STEVIE NICKS DAVID BOWIE HUEY LEWIS & NEWS Hottest: MICHAEL JACKSON 2-2 BILLY JOEL 6-3 RICK SPRINGFIELD 7-5 AIR SUPPLY 13-9

KZ93/Peoria, IL Mark Maloney BRYAN ADAMS Hottest: QUARTERFLASH 1-1 EURYTHMICS 4-2 BILLY JOEL 12-4 MICHAEL JACKSON 7-6 POLICE 19-12

WCIL-FM/Carbondale, IL Tony Waltekus LAURA BRANIGAN (dp) MEN AT WORK DEF LEPPARD (dp) EURYTHMICS Hottest: BONNIE TYLER 3-1 MEN WITHOUT HATS 1-2 RITA COOLIDGE 13-7 STRAY CATS 17-13 ZZ TOP 24-18

KFMZ/Columbia Jim Williams BERLIN MARTIN BRILEY ROMAN HOLIDAY DAVE EDMUNDS BOB SEGER Hottest: MEN WITHOUT HATS 3-1 STRAY CATS 5-3 HEART 10-6 MOODY BLUES 24-21 MADNESS 28-25

KQWB/Fargo, ND Craig Roberts KINKS ROGERS & PARTON ANIMALS FIXX (dp) GEORGE BENSON BRYAN ADAMS Hottest: BONNIE TYLER 3-1 ASIA 14-10 JEFFREY OSBORNE 16-13 SPANDAU BALLET 18-14 JUICE NEWTON 19-15

KKXL-FM/Grand Forks, ND Don Nordine BRYAN ADAMS TALKING HEADS ROGERS & PARTON (dp) STEVIE NICKS MOTELS DEF LEPPARD Hottest: MICHAEL SEMBELLO 1-1 BONNIE TYLER 3-2 RICK SPRINGFIELD 2-3 ASIA 8-4 MEN WITHOUT HATS 10-5

KYTN/Grand Forks, ND Tom Fricke STEVIE NICKS GENESIS HUEY LEWIS & NEWS KANSAS PETER SCHILLING PABLO CRUISE BERLIN DAVID BOWIE Hottest: BONNIE TYLER 1-1 BILLY JOEL 9-2 TALKING HEADS 5-3 ROBERT PLANT 10-5 POLICE 17-8

KRNA/Iowa City, IA Bart Goynshor ELO LIONEL RICHIE HUEY LEWIS & NEWS Hottest: MEN WITHOUT HATS 1-1 JACKSON BROWNE 3-2 MICHAEL JACKSON 5-3 ASIA 4-4 ELTON JOHN 12-7

WAZY-FM/Lafayette, IN Jim Stacy MOTELS LIONEL RICHIE STEVIE NICKS MEN AT WORK MATTHEW WILDER HUMAN LEAGUE 4-3 BILLY JOEL 6-4 MICHAEL JACKSON 7-5 BONNIE TYLER 8-6 ASIA 15-12

WRKR/Racine Pat Martin TALKING HEADS MOTELS ELVIS COSTELLO SHEENA EASTON GEORGE BENSON MEN AT WORK LIONEL RICHIE HUEY LEWIS & NEWS Hottest: MEN WITHOUT HATS 6-1 RICK SPRINGFIELD 13-5 SHALAMAR 30-20

KKLS/Rapid City, SD Sherwin/Piper MOTELS MEN AT WORK ELO STRAY CATS Hottest: ASIA 2-1 MICHAEL JACKSON 8-2 NAKED EYES 9-3 ELTON JOHN 13-10 BONNIE TYLER 18-12

99KG/Salina, KS Collier/Travis JUICE NEWTON MANHATTAN TRANSFEE DAVID BOWIE (dp) EURYTHMICS STACY LATTISAW ROMAN HOLIDAY Hottest: RICK SPRINGFIELD 7-1 AIR SUPPLY 12-5 BONNIE TYLER 18-12 SHEENA EASTON 28-22 TALKING HEADS 29-23

KKRC/Sloux Falls Dan Kleley LRB TALKING HEADS MADNESS ROGERS & PARTON STEVIE NICKS BRYAN ADAMS PRINCE Hottest: RICK SPRINGFIELD 2-1 MEN WITHOUT HATS 5-2 BILLY JOEL 15-5 ASIA 7-6 BONNIE TYLER 10-8

KWTO-FM/Springfield, MO Bob Hammond JOAN JETT (dp) KINKS DAVID BOWIE SERGIO MENDES (dp) MOTELS Hottest: JACKSON BROWNE 1-1 RICK SPRINGFIELD 4-2 MICHAEL JACKSON 6-3 BILLY JOEL 7-4 MEN WITHOUT HATS 11-6

WSPT/Stevens Point, WI Fuhr/Tracy MADNESS MEN AT WORK DAVE EDMUNDS (dp) Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 2-2 TACO 10-5 AIR SUPPLY 20-10 STRAY CATS 22-11

KDVV/Topeka, KN Tony Stewart none Hottest: MICHAEL JACKSON 1-1 MEN WITHOUT HATS 3-3 BILLY JOEL 6-6 AIR SUPPLY 9-9 BONNIE TYLER 13-13

KFMW/Waterloo, IA Mark Potter PABLO CRUISE LOVERBOY KINKS DAVID BOWIE STEVIE NICKS Hottest: BILLY JOEL 3-1 LAURA BRANIGAN 10-4 BONNIE TYLER 17-7 SPANDAU BALLET 24-13 POLICE 27-17

KKXX/Bakersfield, CA Squires/Kemper PRINCE GLENN SHORROCK Hottest: BONNIE TYLER 1-1 STRAY CATS 14-8 SPANDAU BALLET 19-11 POLICE 35-24 ROGERS & PARTON D-27

KBBK/Boise, ID Tom Evans KANSAS (dp) LIONEL RICHIE KINKS PABLO CRUISE MEN AT WORK DAVID BOWIE Hottest: RICK SPRINGFIELD 2-1 BONNIE TYLER 3-2 STRAY CATS 12-8 SHEENA EASTON 22-16 DEF LEPPARD D-23

KKFM/Colorado Springs, CO Finney/Ryan STEVIE NICKS TALKING HEADS AGNETHA FALTSKOG PRINCE Hottest: NAKED EYES 1-1 BILLY JOEL 6-2 BONNIE TYLER 9-7 MEN WITHOUT HATS 10-8 STRAY CATS 17-11

KYNO-FM/Fresno, CA Walker/Davis BRYAN ADAMS MEN AT WORK MOTELS MOODY BLUES DAVID BOWIE Hottest: MICHAEL JACKSON 2-1 DURAN DURAN 4-3 FRANK STALLONE 6-4 MIDNIGHT STAR 9-5 MEN WITHOUT HATS 15-8

KIKI/Honolulu, HI Kong/Shahido none Hottest: AODY KIMURA 1-1 DONNA SUMMER 2-2 HUMAN LEAGUE 7-7 AIR SUPPLY 10-10 SPANDAU BALLET 15-15

KJRB/Spokane, WA Suda Coleman CRYSTAL GAYLE MANHATTAN TRANSFEE COMMODORES Hottest: BILLY JOEL 3-1 LAURA BRANIGAN 4-3 BONNIE TYLER 9-5 SERGIO MENDES 18-8 SPANDAU BALLET 19-10

KHVT/Tucson, AZ Sherman Cohen DAVID BOWIE MEN AT WORK HUEY LEWIS & NEWS ELVIS COSTELLO LIONEL RICHIE Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 3-2 POLICE 8-4 FRANK STALLONE 16-6 TACO 11-8

KKOS/Modesto, CA Ausham/Main GLENN SHORROCK Hottest: BONNIE TYLER 2-1 FRANK STALLONE 10-2 AIR SUPPLY 6-3 ASIA 9-5 SPANDAU BALLET 15-7

KHOP/Modesto-Stockton David Kraham LIONEL RICHIE DAVID BOWIE MEN AT WORK EURYTHMICS AGNETHA FALTSKOG MANHATTAN TRANSFEE BOB SEGER Hottest: BILLY JOEL 4-1 NAKED EYES 5-2 BONNIE TYLER 18-7 SHALAMAR 15-11 GEORGE BENSON 17-13

KIDD/Monterey, CA Kevin Kai JACKSON BROWNE POLICE LIONEL RICHIE EDDIE RABBITT MOTELS Hottest: LAURA BRANIGAN 4-1 BILLY JOEL 7-3 SERGIO MENDES D-7 ROGERS & PARTON D-9 BONNIE TYLER 15-12

K9B/Provo, UT Gentry/Greer MOODY BLUES KINKS HUEY LEWIS & NEWS Hottest: BILLY JOEL 1-1 MICHAEL SEMBELLO 2-2 AIR SUPPLY 4-4 MEN WITHOUT HATS 15-6 RICK SPRINGFIELD 13-7

KGGI/Riverside-S. Bern. Steve O'Neill none Hottest: MICHAEL SEMBELLO 1-1 CULTURE CLUB 3-3 MICHAEL JACKSON 4-4 AIR SUPPLY 5-5 STACY LATTISAW 17-17

KSKD/Salem, OR Len E. Mitchell MEN AT WORK EURYTHMICS DAVID BOWIE BOB SEGER KANSAS LIONEL RICHIE (dp) MANHATTAN TRANSFEE (dp) SOS BAND (dp) BERLIN (dp) JOBOXERS (dp) Hottest: BONNIE TYLER 7-1 POLICE 24-15 SPANDAU BALLET 30-21 STYX 29-22 QUIET RIOT 35-28

KRSP/Salt Lake City, UT Carlson/Moll none Hottest: MICHAEL SEMBELLO 1-1 EURYTHMICS 2-2 DONNA SUMMER 3-3 MEN WITHOUT HATS 7-7 BONNIE TYLER 20-20

KYXX/Seattle, WA Van Johnson EURYTHMICS GENESIS MEN AT WORK NENA JOE JACKSON Hottest: TALKING HEADS 1-1 POLICE 4-3 FIXX 6-4 PETER SCHILLING 18-9

KJRB/Spokane, WA Suda Coleman CRYSTAL GAYLE MANHATTAN TRANSFEE COMMODORES Hottest: BILLY JOEL 3-1 LAURA BRANIGAN 4-3 BONNIE TYLER 9-5 SERGIO MENDES 18-8 SPANDAU BALLET 19-10

KHVT/Tucson, AZ Sherman Cohen DAVID BOWIE MEN AT WORK HUEY LEWIS & NEWS ELVIS COSTELLO LIONEL RICHIE Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 3-2 POLICE 8-4 FRANK STALLONE 16-6 TACO 11-8

KKOS/Modesto, CA Ausham/Main GLENN SHORROCK Hottest: BONNIE TYLER 2-1 FRANK STALLONE 10-2 AIR SUPPLY 6-3 ASIA 9-5 SPANDAU BALLET 15-7

KHOP/Modesto-Stockton David Kraham LIONEL RICHIE DAVID BOWIE MEN AT WORK EURYTHMICS AGNETHA FALTSKOG MANHATTAN TRANSFEE BOB SEGER Hottest: BILLY JOEL 4-1 NAKED EYES 5-2 BONNIE TYLER 18-7 SHALAMAR 15-11 GEORGE BENSON 17-13

KIDD/Monterey, CA Kevin Kai JACKSON BROWNE POLICE LIONEL RICHIE EDDIE RABBITT MOTELS Hottest: LAURA BRANIGAN 4-1 BILLY JOEL 7-3 SERGIO MENDES D-7 ROGERS & PARTON D-9 BONNIE TYLER 15-12

K9B/Provo, UT Gentry/Greer MOODY BLUES KINKS HUEY LEWIS & NEWS Hottest: BILLY JOEL 1-1 MICHAEL SEMBELLO 2-2 AIR SUPPLY 4-4 MEN WITHOUT HATS 15-6 RICK SPRINGFIELD 13-7

KGGI/Riverside-S. Bern. Steve O'Neill none Hottest: MICHAEL SEMBELLO 1-1 CULTURE CLUB 3-3 MICHAEL JACKSON 4-4 AIR SUPPLY 5-5 STACY LATTISAW 17-17

KSKD/Salem, OR Len E. Mitchell MEN AT WORK EURYTHMICS DAVID BOWIE BOB SEGER KANSAS LIONEL RICHIE (dp) MANHATTAN TRANSFEE (dp) SOS BAND (dp) BERLIN (dp) JOBOXERS (dp) Hottest: BONNIE TYLER 7-1 POLICE 24-15 SPANDAU BALLET 30-21 STYX 29-22 QUIET RIOT 35-28

KRSP/Salt Lake City, UT Carlson/Moll none Hottest: MICHAEL SEMBELLO 1-1 EURYTHMICS 2-2 DONNA SUMMER 3-3 MEN WITHOUT HATS 7-7 BONNIE TYLER 20-20

KYXX/Seattle, WA Van Johnson EURYTHMICS GENESIS MEN AT WORK NENA JOE JACKSON Hottest: TALKING HEADS 1-1 POLICE 4-3 FIXX 6-4 PETER SCHILLING 18-9

KJRB/Spokane, WA Suda Coleman CRYSTAL GAYLE MANHATTAN TRANSFEE COMMODORES Hottest: BILLY JOEL 3-1 LAURA BRANIGAN 4-3 BONNIE TYLER 9-5 SERGIO MENDES 18-8 SPANDAU BALLET 19-10

KHVT/Tucson, AZ Sherman Cohen DAVID BOWIE MEN AT WORK HUEY LEWIS & NEWS ELVIS COSTELLO LIONEL RICHIE Hottest: BONNIE TYLER 1-1 MEN WITHOUT HATS 3-2 POLICE 8-4 FRANK STALLONE 16-6 TACO 11-8

KKOS/Modesto, CA Ausham/Main GLENN SHORROCK Hottest: BONNIE TYLER 2-1 FRANK STALLONE 10-2 AIR SUPPLY 6-3 ASIA 9-5 SPANDAU BALLET 15-7

KHOP/Modesto-Stockton David Kraham LIONEL RICHIE DAVID BOWIE MEN AT WORK EURYTHMICS AGNETHA FALTSKOG MANHATTAN TRANSFEE BOB SEGER Hottest: BILLY JOEL 4-1 NAKED EYES 5-2 BONNIE TYLER 18-7 SHALAMAR 15-11 GEORGE BENSON 17-13

KIDD/Monterey, CA Kevin Kai JACKSON BROWNE POLICE LIONEL RICHIE EDDIE RABBITT MOTELS Hottest: LAURA BRANIGAN 4-1 BILLY JOEL 7-3 SERGIO MENDES D-7 ROGERS & PARTON D-9 BONNIE TYLER 15-12

K9B/Provo, UT Gentry/Greer MOODY BLUES KINKS HUEY LEWIS & NEWS Hottest: BILLY JOEL 1-1 MICHAEL SEMBELLO 2-2 AIR SUPPLY 4-4 MEN WITHOUT HATS 15-6 RICK SPRINGFIELD 13-7

KGGI/Riverside-S. Bern. Steve O'Neill none Hottest: MICHAEL SEMBELLO 1-1 CULTURE CLUB 3-3 MICHAEL JACKSON 4-4 AIR SUPPLY 5-5 STACY LATTISAW 17-17

KSKD/Salem, OR Len E. Mitchell MEN AT WORK EURYTHMICS DAVID BOWIE BOB SEGER KANSAS LIONEL RICHIE (dp) MANHATTAN TRANSFEE (dp) SOS BAND (dp) BERLIN (dp) JOBOXERS (dp) Hottest: BONNIE TYLER 7-1 POLICE 24-15 SPANDAU BALLET 30-21 STYX 29-22 QUIET RIOT 35-28

KRSP/Salt Lake City, UT Carlson/Moll none Hottest: MICHAEL SEMBELLO 1-1 EURYTHMICS 2-2 DONNA SUMMER 3-3 MEN WITHOUT HATS 7-7 BONNIE TYLER 20-20

KKAZ/Cheyenne, WY John Ramsey MOODY BLUES ROD STEWART PRINCE Hottest: MICHAEL JACKSON 5-1 BILLY JOEL 9-3 BONNIE TYLER 15-5 MEN WITHOUT HATS 11-8 SPANDAU BALLET 27-13

KGHO/Hoquiam Steve Larson STEVIE NICKS ELO QUARTERFLASH LIONEL RICHIE BOB SEGER SERGIO MENDES Hottest: MICHAEL JACKSON 2-1 BONNIE TYLER 20-7 QUIET RIOT 15-10 STRAY CATS 22-14 SPANDAU BALLET 29-19

KOZE/Lawton, ID Jay McCall MEN AT WORK HUEY LEWIS & NEWS JOAN JETT BRYAN ADAMS GLENN SHORROCK LIONEL RICHIE Hottest: BONNIE TYLER 1-1 SPANDAU BALLET 6-3 AIR SUPPLY 10-6 FRANK STALLONE 16-10 POLICE 20-13

KDZA/Pueblo, CO Rip Avina MEN AT WORK LIONEL RICHIE DONNA SUMMER PABLO CRUISE Hottest: MICHAEL JACKSON 1-1 BILLY JOEL 5-3 AIR SUPPLY 10-4 RICK SPRINGFIELD 12-6 BONNIE TYLER 17-8

KCBN/Reno, NV Jim O'Neal LIONEL RICHIE DAVID BOWIE MEN AT WORK EURYTHMICS JOAN JETT HUEY LEWIS & NEWS Hottest: BONNIE TYLER 1-1 TALKING HEADS 7-4 SPANDAU BALLET 13-7 STRAY CATS 15-10 SHEENA EASTON 21-15

KBIM/Roswell, MN Harry Dierks AGNETHA FALTSKOG MEN AT WORK MANHATTAN TRANSFEE LIONEL RICHIE EURYTHMICS DAVID BOWIE Hottest: MICHAEL JACKSON 2-1 BILLY JOEL 6-2 NAKED EYES 14-9 LAURA BRANIGAN 16-10 SPANDAU BALLET 20-15

KSLY/San Luis Obispo, CA Tom Walsh BRYAN ADAMS HUEY LEWIS & NEWS DAVID BOWIE Hottest: BONNIE TYLER 8-1 MEN WITHOUT HATS 6-2 ASIA 9-5 FRANK STALLONE 28-15 TALKING HEADS 20-18

KIST/Santa Barbara, CA Dick Williams FIXX MOODY BLUES JOAN JETT STEVIE NICKS DAVID BOWIE (dp) HUEY LEWIS & NEWS Hottest: BILLY JOEL 12-1 JACKSON BROWNE 3-2 FRANK STALLONE 14-13 STYX 22-21 POLICE 32-27

# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

## 220 Reports

### JOHN DOE "Hit Song" (Anylabel)

LP: Hit Song

Regional	100/25	44%	National Summary
Reach	E 33%	DEBUTS 20	UP 51
S 21%	M 21%	DOWN 0	ADDS 25
W 19%			

### EXAMPLE

100/25 — 100 CHR reporting stations on this week including 25 new adds.

44% — Percentage of this week's reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary  
Up 31 — Number of stations moving it up on the charts.

Debuts 20 — Number of stations debuting the song this week.

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.).

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.

### ANIMALS

The Night (IRS/A&M)

LP: Ark

Regional	84/9	38%	National Summary
Reach	E 38%	DEBUTS 7	UP 25
S 32%	M 24%	DOWN 1	ADDS 3
W 45%			

### BRYAN ADAMS

This Time (A&M)

LP: Cuts Like A Knife

Regional	140/27	64%	National Summary
Reach	E 78%	DEBUTS 18	UP 30
S 60%	M 58%	DOWN 0	ADDS 27
W 75%			

### PAUL ANKA

Hold Me 'Til... (Columbia)

LP: Walk A Fine Line

Regional	56/3	25%	National Summary
Reach	E 27%	DEBUTS 16	UP 16
S 32%	M 19%	DOWN 9	ADDS 3
W 20%			

### ASIA

Don't Cry (Geffen)

LP: Alpha

Regional	204/3	83%	National Summary
Reach	E 100%	DEBUTS 0	UP 144
S 98%	M 98%	DOWN 0	ADDS 9
W 89%			

### AIR SUPPLY

Making Love Out Of... (Arista)

LP: Greatest Hits

Regional	191/9	87%	National Summary
Reach	E 88%	DEBUTS 7	UP 147
S 88%	M 88%	DOWN 0	ADDS 9
W 89%			

### (Asia continued)

WFLR 19-12	WFLR 1-11	WFLR 19-12	WFLR 1-11
WFLR 2-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 5-5	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 10-5	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11

### (David Bowie continued)

WFLR 19-12	WFLR 1-11	WFLR 19-12	WFLR 1-11
WFLR 2-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 5-5	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 10-5	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11
WFLR 9-7	WFLR 10-5	WFLR 19-12	WFLR 1-11

### BRYAN ADAMS

This Time (A&M)

LP: Cuts Like A Knife

Regional	140/27	64%	National Summary
Reach	E 78%	DEBUTS 18	UP 30
S 60%	M 58%	DOWN 0	ADDS 27
W 75%			

### PAUL ANKA

Hold Me 'Til... (Columbia)

LP: Walk A Fine Line

Regional	56/3	25%	National Summary
Reach	E 27%	DEBUTS 16	UP 16
S 32%	M 19%	DOWN 9	ADDS 3
W 20%			

### ASIA

Don't Cry (Geffen)

LP: Alpha

Regional	204/3	83%	National Summary
Reach	E 100%	DEBUTS 0	UP 144
S 98%	M 98%	DOWN 0	ADDS 9
W 89%			

### AIR SUPPLY

Making Love Out Of... (Arista)

LP: Greatest Hits

Regional	191/9	87%	National Summary
Reach	E 88%	DEBUTS 7	UP 147
S 88%	M 88%	DOWN 0	ADDS 9
W 89%			

### DAVID BOWIE

Modern Love (EMI America)

LP: Let's Dance

Regional	76/72	34%	National Summary
Reach	E 35%	DEBUTS 1	UP 1
S 38%	M 38%	DOWN 0	ADDS 7
W 38%			

### ELVIS COSTELLO

Everyday I Write... (Columbia)

LP: Punch The Clock

Regional	91/10	41%	National Summary
Reach	E 50%	DEBUTS 13	UP 19
S 58%	M 58%	DOWN 0	ADDS 13
W 58%			

### AGNETHA FALTSKOG

Can't Shake Loose (Polydor/PolyGram)

LP: Wrap Your Arms Around Me

Regional	104/14	47%	National Summary
Reach	E 55%	DEBUTS 12	UP 32
S 55%	M 55%	DOWN 0	ADDS 14
W 55%			

### MICHAEL JACKSON

Human Nature (Epic)

LP: Thriller

Regional	201/0	91%	National Summary
Reach	E 100%	DEBUTS 0	UP 121
S 100%	M 100%	DOWN 0	ADDS 0
W 100%			

### BEE GEES

Some One... (RSO/PolyGram)

LP: Soundtrack Staying Alive

Regional	100/4	45%	National Summary
Reach	E 48%	DEBUTS 9	UP 39
S 53%	M 53%	DOWN 1	ADDS 4
W 50%			

### LAURA BRANIGAN

How Am I... (Atlantic)

LP: Branigan 2

Regional	163/3	74%	National Summary
Reach	E 71%	DEBUTS 2	UP 121
S 76%	M 76%	DOWN 7	ADDS 3
W 77%			

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How Am I... (Atlantic)

LP: Branigan 2

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Reach	E 71%	DEBUTS 2	UP 121
S 76%	M 76%	DOWN 7	ADDS 3
W 77%			

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Reach	E 71%	DEBUTS 2	UP 121
S 76%	M		









# PARALLELS

# SIGNIFICANT ACTION

### SONGS WITH LESS THAN 50 STATION REPORTS

**B**

**BERLIN**  
*Masquerade (Geffen)*  
LP: Pleasure Victim

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WABX on WEST KIQQ 23-22 KPRC on	EAST WXPB on SOUTH MIDWEST WABX on WEST KIQQ 23-22 KPRC on	EAST WXPB on SOUTH MIDWEST WABX on WEST KIQQ 23-22 KPRC on

**ELO**  
*Four Little Diamonds (Jet/CBS)*  
LP: Secret Messages

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXPB on SOUTH MIDWEST WEST	EAST WXPB on SOUTH MIDWEST WEST	EAST WXPB on SOUTH MIDWEST WEST

**RICK JAMES**  
*Cold Blooded (Gordy/Motown)*  
LP: Cold Blooded

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**BETTE MIDLER**  
*All I Need... (Atlantic)*  
LP: No Frills

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**QUIET RIOT**  
*Cum On Feel... (Pasha/CBS)*  
LP: Metal Health

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**GLENN SHORROCK**  
*Don't Girls... (Capitol)*  
LP: Villain Of The Peace

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**BIG RIC**  
*Take Away (Rock & Roll/CBS)*  
LP: Big Ric

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**EURYTHMICS**  
*Love Is A Stranger (RCA)*  
LP: Sweet Dreams (Are Made Of This)

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**JARREAU**  
*Trouble In Paradise (WB)*  
LP: Jarreau

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**MIDNIGHT STAR**  
*Freak-A-Zoid (Solare/Elektra)*  
LP: No Parking

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**EDDIE RABBIT**  
*You Put The Beat... (WB)*  
LP: Greatest Hits Vol. 2

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**CARLY SIMON**  
*You Know What To Do (WB)*  
LP: Hello Big Man

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**C**

**JIM CAPALDI**  
*Living On The Edge (Atlantic)*  
LP: Fierce Heart

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**HERBIE HANCOCK**  
*Rockit (Atlantic)*  
LP: Future Shock

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**JoBOXERS**  
*Just Got Lucky (RCA)*  
LP: Just Got Lucky

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**MINOR DETAIL**  
*Canvas... (Polydor/PolyGram)*  
LP: Minor Detail

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**S.O.S. BAND**  
*Just Be Good... (Tabu/CBS)*  
LP: On The Rise

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**WHAM! U.K.**  
*Bad Boys (Columbia)*  
LP: Fantastic

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**D**

**COMMODORES**  
*Only You (Motown)*  
LP: Yes On 13

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**IAN HUNTER**  
*All Of The Good... (Columbia)*  
LP: All Of The Good Ones...

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**LIQUID GOLD**  
*What's She... (Critique/Quality)*

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**ANNE MURRAY**  
*A Little Good... (Capitol)*  
LP: A Little Good News

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**PETER SCHILLING**  
*Major Tom... (Elektra)*  
LP: Error In The System

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**MATTHEW WILDER**  
*Break My... (Private I/CBS)*

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**E**

**CHRIS DEBURGH**  
*Ship To Shore (A&M)*  
LP: The Getaway

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**BILLY IDOL**  
*Dancing With Myself (Chrysalis)*  
LP: Don't Stop

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**LOVERBOY**  
*Queen Of The... (Columbia)*  
LP: Keep It Up

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**PABLO CRUISE**  
*Will You, Won't You (A&M)*  
LP: Out Of Our Hands

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**BOB SEGER & THE SILVER BULLET BAND**  
*Old Time Rock... (Capitol)*  
LP: Stranger In Town

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**PAUL YOUNG**  
*Wherever I Lay... (Columbia)*  
LP: No Parlez

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**F**

**DAVE EDMUNDS**  
*Information (Columbia)*  
LP: Information

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**MICHAEL JACKSON**  
*P.Y.T. (Pretty Young Thing) (Epic)*  
LP: Thriller

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**MANHATTAN TRANSFER**  
*Spice Of Life (Atlantic)*  
LP: Bodies And Souls

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**GRAHAM PARKER**  
*Life Gets Better (Arista)*  
LP: The Real Macaw

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**BOB SEGER & THE SILVER BULLET BAND**  
*Old Time Rock... (Capitol)*  
LP: Stranger In Town

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**PAUL YOUNG**  
*Wherever I Lay... (Columbia)*  
LP: No Parlez

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**G**

**DAVE EDMUNDS**  
*Information (Columbia)*  
LP: Information

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

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LP: Thriller

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

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*Spice Of Life (Atlantic)*  
LP: Bodies And Souls

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

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*Life Gets Better (Arista)*  
LP: The Real Macaw

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**BOB SEGER & THE SILVER BULLET BAND**  
*Old Time Rock... (Capitol)*  
LP: Stranger In Town

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

**PAUL YOUNG**  
*Wherever I Lay... (Columbia)*  
LP: No Parlez

<b>P1</b>	<b>P2</b>	<b>P3</b>
EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST	EAST WXSX on SOUTH MIDWEST WEST

# Black Radio

## BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

### TAVARES Deeper In Love (RCA)

74% of our reporting stations on it. Rotations: Heavy 4/0, Medium 18/1, Light 28/7, Extra Adds 3, Total Adds 11, WXYV, WEDR, WDMT, KACE, KDAY, XHRM, WENN, WPLZ, WTOY, WANM, KDIA. Moves 34-29 on the Black Radio Chart.

### SLAVE Shake It Up (Cotillion/Atco)

63% of our reporting stations on it. Rotations: Heavy 3/1, Medium 19/3, Light 22/6, Extra Adds 1, Total Adds 11, WXYV, WDAS, WAMO, WDMT, XHRM, WRDW, WATV, WENN, WJMI, WKXI, WLOU. Debuts at number 37 on the Black Radio Chart.

## NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week.  Indicated one of this week's most added new songs.

### LEW KIRTON "Talk To Me" (Believe In A Dream/CBS) 42/8

Rotations: Heavy 6/0, Medium 12/2, Light 23/5, Extra Adds 1, Total Adds 8, WXYV, WDMT, XHRM, WPEG, WJAX, WPLZ, WTOY, WDAO. Heavy: WOOK, WVEE, KRNB, WYLD-FM, WGCI, KNOW. Medium: WILD, WJLB, KJLH, WVOL. Debuts at number 38 on the Black Radio Chart.

### ANITA BAKER "Angel" (Beverly Glen) 41/6

Rotations: Heavy 10/0, Medium 16/1, Light 14/4, Extra Adds 1, Total Adds 6, WAIL-FM, WBMX, WCIN, WDMT, KOKY, WJJS. Heavy: WXYV, WGPR, KACE, KDAY, KJLH, KSOL, WRDW, WTOY, WLTH, KDIA. Moves 39-32 on the Black Radio Chart.

### O'JAYS "Put Our Heads Together" (Philadelphia International/CBS) 40/7

Rotations: Heavy 8/0, Medium 15/2, Light 16/4, Extra Adds 1, Total Adds 7, WXYV, XHRM, KNOW, WPEG, WNOO, WJMI, WLTH. Heavy: WILD, WDAS, WAOK, KRNB, WYLD-FM, WJMO, WOIC, WAAA. Medium: KKDA-FM, WGPR, KJLH, WPDQ, WKO. Moves 40-36 on the Black Radio Chart.

### NEWCLEUS "Jam On Revenge" (Sunnyview) 40/3

Rotations: Heavy 15/2, Medium 17/1, Light 8/0, Extra Adds 0, Total Adds 3, XHRM, KNOW, WJMI. Heavy: WDAS, KKDA-FM, KRNB, WAIL-FM, WPEG, WANM, WTLC. Medium: WXYV, KRLY, WZAK, KDAY, WLTH. Moves 33-27 on the Black Radio Chart.

### MTUME "Would You Like To (Fool Around)" (Epic) 36/18

Rotations: Heavy 1/0, Medium 10/4, Light 22/11, Extra Adds 3, Total Adds 18 including KRLY, WZAK, KJLH, KNOW, WKXI, KOKY, WJMI, WAAA, KDIA. Heavy: WYLD-FM. Medium: WAOK, WJMI, KSOL, WVOL.

### PLANET PATROL "Cheap Thrills" (Tommy Boy) 35/5

Rotations: Heavy 1/0, Medium 15/1, Light 16/1, Extra Adds 3, Total Adds 5, WXYV, KRLY, WJMI, KACE, WVOL. Heavy: WEDR. Medium: WDAS, WAIL-FM, WJMO, WZEN-FM, XHRM, WNHC, WGIV, WPDQ, WWWW.

### SERGE PONSAR "Out In The Night" (WB) 35/3

Rotations: Heavy 3/0, Medium 17/0, Light 15/3, Extra Adds 0, Total Adds 3, WGPR, WPEG, WJAX. Heavy: WVEE, WRDW, WWWW. Medium: WOOK, WEDR, WGCI, KDAY, KSOL, WKND, WJMI, WLTH, WKWM. Debuts at number 40 on the Black Radio Chart.

### WHISPERS "This Time" (Solar/Elektra) 34/3

Rotations: Heavy 2/0, Medium 13/2, Light 18/0, Extra Adds 1, Total Adds 3, WXYV, WOOK, KNOW. Heavy: WJMO, WOIC. Medium: WDAS, WVEE, WGCI, WCIN, WZAK, WZEN-FM, WAAA, WDAO, WLTH, WTLC.

### MICHAEL WYCOFF "Tell Me Love" (RCA) 31/8

Rotations: Heavy 6/0, Medium 7/2, Light 17/5, Extra Adds 1, Total Adds 8, WOOK, WHUR, KMJQ, WAIL-FM, WJMO, WDRQ, WENN, WWWW. Heavy: WAMO, WEDR, WRDW, WJMI, WJMO, WAAA. Medium: KRNB, WNHC, WNOO, WOIC.

### DONNA SUMMER "Unconditional Love" (Mercury/PolyGram) 28/8

Rotations: Heavy 4/0, Medium 11/2, Light 12/5, Extra Adds 1, Total Adds 8, WAOK, WHRK, WEDR, WZAK, XHRM, WPEG, WLOU, KDIA. Heavy: WAMO, WVEE, KMJM. Medium: WGCI, KDAY, KNOW, WJMI.

### SUGAR HILL GANG "Kick It Live From 9 To 5" (Sugar Hill) 26/1

Rotations: Heavy 2/0, Medium 6/0, Light 18/1, Extra Adds 0, Total Adds 1, KDAY. Heavy: WDAS, WNOO. Medium: WOOK, KRNB, WEDR, WAIL-FM, WPEG, WLTH.

## SIGNIFICANT ACTION

### BERNARD WRIGHT "Funky Beat" (Arista) 25/24

Rotations: Heavy 0/0, Medium 3/3, Light 22/21, Extra Adds 0, Total Adds 24 including KRNB, WHRK, WEDR, WAIL-FM, WCIN, WDMT, WJMO, WDRQ, KJLH, WRDW, WPEG, WLOU, WVOL, WTLC.

### MANHATTAN TRANSFER "Spice Of Life" (Atlantic) 24/11

Rotations: Heavy 2/0, Medium 7/3, Light 14/7, Extra Adds 1, Total Adds 11, WXYV, KRNB, WJMI, WHRK, WAIL-FM, WDMT, WGPR, KNOW, WKXI, KOKY, WAAA. Heavy: WVEE, WJMO. Medium: WHUR, WAOK, WBLX, WVOL.

### ANDRE CYMONE "Make Me Wanna Dance" (Columbia) 24/8

Rotations: Heavy 1/0, Medium 11/3, Light 11/4, Extra Adds 1, Total Adds 8, KRNB, WEDR, WBMX, WJMO, WRDW, WKXI, WAAA, WDAO. Heavy: WATV. Medium: WHUR, WHRK, XHRM, KNOW, WPEG, WJAX, WANM, WWWW.

### JOHNNY GILL "When Something Is Wrong With My Baby" (Cotillion/Atco) 23/5

Rotations: Heavy 1/0, Medium 9/2, Light 13/3, Extra Adds 0, Total Adds 5, WAMO, WOOK, WKND, WATV, WDAO. Heavy: KRNB. Medium: KNOW, WOIC, WPDQ, KJCB, WBLX, WVOL, WANM.

### J.W. WADE "(You Know) It's Natural" (LARC) 23/2

Rotations: Heavy 1/0, Medium 5/0, Light 17/2, Extra Adds 0, Total Adds 2, WPEG, WLTH. Heavy: KRNB. Medium: WAOK, WJMO, WVOL, WWWW, WVEE.

### SHAWN CHRISTOPHER "Say It Again" (LARC) 22/3

Rotations: Heavy 0/0, Medium 8/0, Light 14/3, Extra Adds 0, Total Adds 3, WGCI, WDMT, WPEG. Medium: WAOK, KRNB, WJMI, WJMO, KSOL, WKXI, WVOL, WWWW.

### LAKESIDE "Real Love" (Solar/Elektra) 21/12

Rotations: Heavy 0/0, Medium 5/2, Light 13/7, Extra Adds 3, Total Adds 12, WAOK, KMJQ, KRNB, WJMO, WRDW, WATV, WGIV, WJJS, WPLZ, WDAO, WLTH, WTLC. Medium: WDRQ, WNOO.

### SISTER SLEDGE "Gotta Get Back To Love" (Cotillion/Atco) 20/12

Rotations: Heavy 0/0, Medium 4/3, Light 13/6, Extra Adds 3, Total Adds 12, WXYV, KRLY, WBMX, WCIN, WZAK, WGPR, WRDW, WATV, WANM, WAAA, WLTH, WTLC. Medium: WVOL.

### COMMODORES "Only You" (Motown) 20/9

Rotations: Heavy 0/0, Medium 1/0, Light 18/8, Extra Adds 1, Total Adds 9, WXYV, WAIL-FM, WGCI, WZAK, WGPR, KJCB, WANM, WDAO, WLTH. Heavy: WVEE.

### CYBOTRON "Clear" (Fantasy) 20/2

Rotations: Heavy 1/0, Medium 7/1, Light 12/1, Extra Adds 0, Total Adds 2, WDAS, KJLH. Heavy: WEDR. Medium: WOOK, WHUR, WAOK, WPEG, WOIC, WVOL.

### PHYLLIS HYMAN "Why Did You Turn Me On" (Arista) 19/6

Rotations: Heavy 0/0, Medium 5/0, Light 14/6, Extra Adds 0, Total Adds 6, WCIN, WDMT, WGPR, KJLH, KOKY, WVOI. Medium: WATV, KJCB, WBLX, WLTH, WWWW.

### LIQUID GOLD "What's She Got" (Critique/Quality) 19/2

Rotations: Heavy 0/0, Medium 8/1, Light 10/0, Extra Adds 1, Total Adds 2, WOOK, WBMX. Medium: WILD, WDAS, WVEE, WEDR, XHRM, WATV, WVOL.



## NATIONAL AIRPLAY/40

September 9, 1983

Three Weeks	Two Weeks	Last Week	
3	3	2	1 RICK JAMES/Cold Blooded (Gordy/Motown)
2	1	1	2 JEFFREY OSBORNE/Don't You Get So Mad (A&M)
5	5	5	3 ZAPP/I Can Make You Dance (WB)
6	4	4	4 HERBIE HANCOCK/Rockit (Columbia)
12	9	7	5 RUFUS & CHAKA KHAN/Ain't Nobody (WB)
9	7	6	6 GLADYS KNIGHT & THE PIPS/You're Number One (In My Book) (Col.)
1	2	3	7 S.O.S. BAND/Just Be Good To Me (Tabu/CBS)
10	8	8	8 GAP BAND/Party Train (Total Experience/PGM)
36	21	17	9 KLIQUE/Stop Doggin' Me Around (MCA)
15	15	11	10 NEW EDITION/Is This The End (Streetwise)
24	14	13	11 PHILIP BAILEY/I Know (Columbia)
8	10	12	12 P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol)
11	11	10	13 ASHFORD & SIMPSON/High-Rise (Capitol)
23	20	14	14 GEORGE BENSON/Lady Love Me (One More Time) (WB)
19	16	15	15 MARY JANE GIRLS/All Night Long (Gordy/Motown)
32	23	18	16 STEPHANIE MILLS/Pilot Error (Casablanca/PolyGram)
4	6	9	17 ARETHA FRANKLIN/Get It Right (Arista)
33	28	26	18 KASHIF/Help Yourself To My Love (Arista)
14	19	19	19 CLARK SISTERS/You Brought The Sunshine... (Westbound/Elektra)
18	18	20	20 MICHAEL JACKSON/Human Nature (Epic)
29	24	22	21 FREEEZ/I.O.U. (Streetwise)
35	27	23	22 LILLO/(You're A) Good Girl (Geffen)
-	-	28	23 JENNIFER HOLLIDAY/I Am Love (Geffen)
26	26	24	24 LaTOYA JACKSON/Bet'cha Gonna Need My Lovin' (LARC)
38	31	29	25 DENIECE WILLIAMS/I'm So Proud (Columbia)
7	12	21	26 ISLEY BROTHERS/Choosey Lover (T-Neck/CBS)
-	-	33	27 NEWCLEUS/Jam On Revenge (Sunnyview)
13	13	16	28 STACY LATTISAW/Miracles (Cotillion/Atco)
-	-	34	29 TAVARES/Deeper In Love (RCA)
-	-	38	30 RONNIE DYSON/All Over Your Face (Cotillion/Atco)
27	25	25	31 MAZE featuring FRANKIE BEVERLY/Never Let You Down (Capitol)
-	-	39	32 ANITA BAKER/Angel (Beverly Glen)
16	17	30	33 SHALAMAR/Dead Giveaway (Solar/Elektra)
22	22	27	34 SLING SHOT/Do It Again medley with Billie Jean (Quality)
-	-	36	35 RANDY CRAWFORD/Nightline (WB)
-	-	40	36 O'JAYS/Put Our Heads Together (Philadelphia International/CBS)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	37	37 SLAVE/Shake It Up (Cotillion/Atco)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	38	38 LEW KIRTON/Talk To Me (Believe In A Dream/CBS)
-	-	39	39 CAMEO/Slow Movin' (Atlanta Artists/PolyGram)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	40	40 SERGE PONSAR/Out In The Night (WB)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

### MOST ADDED

- BERNARD WRIGHT (24)
- MTUME (18)
- SISTER SLEDGE (12)
- LAKESIDE (12)
- JENNIFER HOLLIDAY (12)

### HOTTEST

- RICK JAMES (46)
- HERBIE HANCOCK (32)
- JEFFREY OSBORNE (30)
- S.O.S. BAND (29)
- GLADYS KNIGHT & THE PIPS (18)
- NEW EDITION (18)

### SPANDAU BALLET "True" (Chrysalis) 19/1

Rotations: Heavy 2/1, Medium 8/0, Light 9/0, Extra Adds 0, Total Adds 1, WVKO. Heavy: WVEE. Medium: WAMO, WOOK, WEDR, WAIL-FM, KDAY, WVOL, WPLZ.

### PROJECT FUTURE "Ray-Gun-Omics" (Capitol) 19/0

Rotations: Heavy 3/0, Medium 9/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WATV, WENN, WPDQ. Medium: KMJQ, KRLY, WCIN, WZAK, WGPR, WJAX, KJCB, WKWM, WWWW.

### PRINCE "Delirious" (WB) 17/10

Rotations: Heavy 2/2, Medium 4/1, Light 11/7, Extra Adds 0, Total Adds 10, WAIL-FM, WRDW, WATV, WPEG, WJMI, KJCB, WANM, WVKO, WVOI, KDIA. Medium: WBLX, WAAA, WLUM.

### WEST STREET MOB "Break Dance/Electric Boogie" (Sugar Hill) 17/5

Rotations: Heavy 1/0, Medium 6/1, Light 9/3, Extra Adds 1, Total Adds 5, WXYV, WDMT, WKXI, WVOL, WTLC. Medium: WDAS, WOOK, WAIL-FM, WJMO, KSOL, WJAX.

### CASHMERE "Try Your Lovin'" (Philly World) 17/0

Rotations: Heavy 2/0, Medium 7/0, Light 8/0, Extra Adds 0, Total Adds 0, Heavy: WDAS, WEDR. Medium: WXYV, WOOK, WHUR, WZAK, WZEN-FM, XHRM, WANM.

### STONE CITY BAND "Ladies' Choice" (Gordy/Motown) 16/9

Rotations: Heavy 3/0, Medium 2/1, Light 9/6, Extra Adds 2, Total Adds 9, WAOK, KRLY, WAIL-FM, WPEG, WNOO, WJJS, WAAA, WDAO, WLTH. Heavy: KRNB, WGCI, KJCB. Medium: WKND.

### JARREAU "Trouble In Paradise" (WB) 16/4

Rotations: Heavy 1/0, Medium 3/0, Light 10/2, Extra Adds 2, Total Adds 4, WXYV, WPLZ, WDAO, WTLC. Heavy: WVEE. Medium: WAOK, WLTH, WATV.

### REDDINGS "Hand Dance" (Believe In A Dream/CBS) 16/1

Rotations: Heavy 6/0, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, WJMI. Heavy: WRDW, WKXI, KJCB, WBLX, WAAA, WTLC. Medium: WAMO, WZEN-FM, KJLH, WANM, WDAO.

### KURTIS BLOW "Party Time" (Mercury/PolyGram) 16/0

Rotations: Heavy 7/0, Medium 7/0, Light 2/0, Extra Adds 0, Total Adds 0, Heavy: WDAS, WKYS, WRDW, WATV, WENN, KJCB, WTOY. Medium: KDAY, KJLH, XHRM, WPEG, WJJS, WANT.

### GARY BYRD & G.B. EXPERIENCE "The Crown" (Motown) 16/0

Rotations: Heavy 5/0, Medium 5/0, Light 6/0, Extra Adds 0, Total Adds 0, Heavy: WZEN-FM, WNOO, WPDQ, WLOU, WLTH. Medium: WCIN, WGPR, KJLH, WKND, WWWW.

### HERB ALPERT "Garden Party" (A&M) 15/2

Rotations: Heavy 0/0, Medium 8/1, Light 6/0, Extra Adds 1, Total Adds 2, KACE, XHRM. Medium: WILD, WVEE, WZEN-FM, WBLX, WVOL, WANM, KUKO.

### GENERAL CAINE "Bomb Body" (Tabu/CBS) 15/1

Rotations: Heavy 0/0, Medium 5/0, Light 10/1, Extra Adds 0, Total Adds 1, WATV. Medium: WAOK, KRNB, KSOL, WVOL, WDAO.

### UNIQUE "What I Got Is What You Need" (Prelude) 15/1

Rotations: Heavy 0/0, Medium 7/0, Light 8/1, Extra Adds 0, Total Adds 1, WPEG. Medium: WYLD-FM, WDRQ, WOIC, WJMI, WANM, WAAA, WLTH.

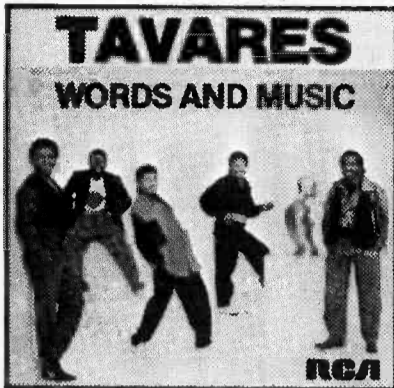
### NATALIE COLE "Too Much Mister" (Epic) 15/0

Rotations: Heavy 4/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WEDR, WNOO, WPLZ, WTLC. Medium: KACE, XHRM, WKND, WNHC, WENN, WPDQ, WLTH.

Adds & Hots . . . See Page 47



**Radio Action! Chart Action!**  
**!! The Start Of A Streak!!**



AFL1-4700

# TAVARES

## “Deeper In Love”

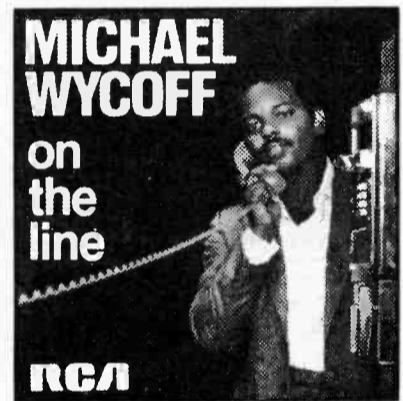
PB 13611

**Black Radio**

**BREAKERS**

- #3 Most Added
- 74% of R&R Reporters
- 52\* Billboard
- 67\* Cashbox
- Most Added — BRE

**BREAKER!!**



AFL1-4563

# MICHAEL WYCOFF

## “Tell Me Love”

PB 13585

- **Black Radio** **NEW & ACTIVE** 31/8
- Already — 43% R&R Reporters
- 78\* Billboard
- 85\* Cashbox
- Significant Action — BRE



# BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

### MICKEY GILLEY

#### Your Love Shines Through (Epic)

On 73% of reporting stations. National Summary: Up 31, Same 28, Down 0, Debuts 31, Adds 20. Debuts at number 46 on the Country Chart.

### EARL THOMAS CONLEY

#### Holding Her And Loving You (RCA)

On 68% of reporting stations. National Summary: Up 11, Same 31, Down 0, Debuts 24, Adds 36. A Most Added Record. Debuts at number 48 on the Country Chart.

### TERRI GIBBS

#### Anybody Else's Heart But Mine (MCA)

On 67% of reporting stations. National Summary: Up 54, Same 24, Down 0, Debuts 11, Adds 12. Moves 48-40 on the Country Chart.

### GEORGE JONES

#### Tennessee Whiskey (Epic)

On 67% of reporting stations. National Summary: Up 19, Same 31, Down 0, Debuts 24, Adds 26. A Most Added Record. Debuts at number 49 on the Country Chart.

### JIM GLASER

#### The Man In The Mirror (Noble Vision)

On 64% of reporting stations. National Summary: Up 40, Same 25, Down 0, Debuts 20, Adds 11. Moves 49-45 on the Country Chart.

## MOST ADDED

- ANNE MURRAY (61)  
A Little Good News (Capitol)
- JANIE FRICKE (50)  
Tell Me A Lie (Columbia)
- EARL THOMAS CONLEY (37)  
Holding Her And Loving You (RCA)
- MICHAEL MURPHEY (37)  
Don't Count The Rainy Days (Liberty)
- BELLAMY BROTHERS (33)  
Strong Weakness (WB)
- ATLANTA (29)  
Dixie Dreamin' (MDJ)
- GEORGE JONES (27)  
Tennessee Whiskey (Epic)

## HOTTEST

- CRYSTAL GAYLE (63)  
Baby What About You (WB)
- CHARLY McCLAIN & MICKEY GILLEY (56)  
Paradise Tonight (Epic)
- RONNIE MILSAP (54)  
Don't You Know How Much I Love You (RCA)
- JOHN CONLEE (50)  
I'm Only In It For The Love (MCA)
- ALABAMA (46)  
Lady Down On Love (RCA)
- KENNY ROGERS with DOLLY PARTON (39)  
Islands In The Stream (RCA)
- CHARLEY PRIDE (36)  
Night Games (RCA)

## NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31, etc.), moved it down on their charts, or Added it this week.  Indicated one of this week's most added new songs.

- BANDANA "Outside Lookin' In" (WB) 89/18**  
National Summary: Up 25, Same 31, Down 0, Debuts 15, Adds 18 including WQNA-FM, WFOR-FM, WSEN-AM-FM, KMML, WSOE-FM, WNOX, KSO, WITL-FM, WWJO, KNIX-FM, KWJJ, KRAK, KSOP-FM, KCUB. Debuts at number 50 on the Country Chart.
- SISSY SPACEK "Lonely, But Only For You" (Atlantic America) 86/6**  
National Summary: Up 34, Same 22, Down 0, Debuts 24, Adds 6, WFNC, WHK, WITL-FM, KVEG, KSON-FM, KEEN, WHN 22-20, WKHK 27-24, WIXL-FM 40-31, WNYR d-30, WIRK-FM 36-27, WUSN 35-27, KSO 26-23, WXCL 48-40, KLAC on. Moves 50-47 on the Country Chart.
- MICHAEL MURPHEY "Don't Count The Rainy Days" (Liberty) 84/36**  
National Summary: Up 6, Same 30, Down 0, Debuts 12, Adds 36 including WKHK, WWVA, KXYL, WSOE-FM, WESC-AM-FM, KXXX, WUSO-FM, WMNI, WDG, KEBC-FM, KUZZ, KYGO-FM, KVEG, KNIX-FM, KSON-FM.
- BELLAMY BROTHERS "Strong Weakness" (WB) 84/33**  
National Summary: Up 2, Same 36, Down 0, Debuts 13, Adds 33 including WPOC-FM, WYRK, KXYL, KHEY-AM, WCMS-FM, WKIX, WONE, WFMS-FM, WDAF, WMIL, KYAK, KGEN/KJOT, KKCS, KYGO-FM, KCKC.
- KENDALLS "Movin' Train" (Mercury/PolyGram) 84/12**  
National Summary: Up 28, Same 30, Down 0, Debuts 14, Adds 12, WKYG, WWVA, WYII, KLVI, WDAK, KLLL, WITL-FM, WHBF, KIOV-FM, KTPK-FM, KEIN, KCKC, WLWI-FM d-34, WAXX d-33, KIK-FM d-45.
- JUICE NEWTON "Stranger At My Door" (Capitol) 81/14**  
National Summary: Up 16, Same 35, Down 0, Debuts 16, Adds 14, WAJR, WKYG, WIXY, WXBO-FM, WESC-AM-FM, WOKK, WMNI, WFMS-FM, KEBC-FM, WHBF, KGEN/KJOT, KUUY, KRSY, KSON-FM.
- EXILE "High Cost Of Leaving" (Epic) 67/19**  
National Summary: Up 15, Same 21, Down 1, Debuts 11, Adds 19 including WIXL-FM, KIX106, WFNC, WJQS, WWOD/WKZZ, WHOO, WUSO-FM, WSLR, WFMS-FM, WDG, KLZ, KUGN-FM, KRWQ-FM, KRSY, KIGO.
- WHITES "When The News Wears Off Our Love" (WB/Curb) 66/23**  
National Summary: Up 7, Same 25, Down 0, Debuts 11, Adds 23 including CHOW, WWVA, WSOE-FM, WMC-AM, WLWI-FM, WKIX, WMNI, WONE, WKMF, WGE, KYNN-AM-FM, KLZ, KUGN-FM, KVEG, KSOP-FM.
- ANNE MURRAY "A Little Good News" (Capitol) 62/60**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 60 including WYRK, WHN, WSEN-AM-FM, KIX106, WYNN-FM, WMC-AM, WLWI-FM, WHK, WWWV-FM, WIRE, WXCL, KMAK, KLAC, KRAK, KMPS-AM-FM.
- JANIE FRICKE "Tell Me A Lie" (Columbia) 51/50**  
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 50 including WBGW-FM, WHN, WNYR, KMML, KASE, KLRA, WLWI-FM, WSIX-FM, WMAQ, KEBC-FM, KTTS-AM-FM, KFDI-AM-FM, KLZ, KMAK, KMPS-AM-FM.
- ATLANTA "Dixie Dreamin'" (MDJ) 49/28**  
National Summary: Up 3, Same 11, Down 0, Debuts 7, Adds 28 including WQNA-FM, WYRK, WIXL-FM, WFOR-FM, KXYL, WESC-AM-FM, WMC-AM, WQYK-FM, WIRK-FM, WAXX, WKMF, KEBC-FM, KIOV-FM, KWJJ, KRSY.
- TOM T. HALL "Everything From Jesus To Jack Daniels" (Mercury/PolyGram) 49/1**  
National Summary: Up 29, Same 18, Down 1, Debuts 0, Adds 1, KEIN, WWVA 31-29, KMML 33-26, WESC-AM-FM 24-21, WLWI-FM 17-16, KXXX 32-26, WIRK-FM 48-41, WMNI 15-11, WAXX 23-20, WITL-FM 20-19, KTPK-FM 22-19, KFDI-AM-FM 29-26, KUZZ 21-17, KWJJ 31-27, KSON-FM 28-24.

## SIGNIFICANT ACTION

- DAVID FRIZZELL & SHELLY WEST "Pleasure Island" (Viva) 42/5**  
National Summary: Up 11, Same 21, Down 0, Debuts 5, Adds 5, WEZL-FM, KRRK, KYAK, KKAL, KUUY, WVAM49-45, WYNN-FM 49-41, WGTO d-47, KLRA d-50, KKYX 43-38, KEBC-FM d-40, WXCL d-49, KFDI-AM-FM 47-39, KIK-FM 40-37, KRWQ-FM 32-28, KSOP-FM 42-35.
- RAY PRICE "Scotch And Soda" (Viva) 41/2**  
National Summary: Up 20, Same 15, Down 1, Debuts 3, Adds 2, KKAL, KRWQ-FM, WBGW-FM d-40, WSEN-AM-FM d-46, KMML 43-35, KASE 34-31, KHEY-AM 37-33, WSIX-FM 11-9, WPAP-FM 46-41, WIRK-FM 48-40, KTTS-AM-FM 36-32, KVOO 43-33, KFDI-AM-FM 39-32, KIK-FM 43-38, KNIX-FM d-40.
- LLOYD DAVID FOSTER "You've Got That Touch" (MCA) 40/11**  
National Summary: Up 8, Same 13, Down 0, Debuts 8, Adds 11, WKXW, WFNC, KLLL, WWOD/WKZZ, KFGO, KYNN-AM-FM, KMAK, KRWQ-FM, KVEG, KTOM, KGA, WYNN-FM d-47, WJQS d-38, WLWI-FM d-39, KTTS-AM-FM 47-41.
- JOSE FELICIANO "Let's Find Each Other Tonight" (Motown) 39/9**  
National Summary: Up 14, Same 12, Down 0, Debuts 4, Adds 9, WKYG, KXYL, WEZL-FM, WGTO, KHEY-AM, WFMS-FM, KYNN-AM-FM, KIOV-FM, KGA, WEEP 21-18, WNYR 18-16, WYNN-FM 22-18, WJQS 40-35, WOKK d-47, KSO 27-24.
- KAREN TAYLOR-GOOD "Don't Call Me" (Mesa) 31/6**  
National Summary: Up 8, Same 15, Down 0, Debuts 2, Adds 6, WYNN-FM, KLRA, KLLL, WKMF, WITL-FM, WHBF, WQNA-FM 39-35, KHEY-AM 38-31, WLWI-FM d-38, KRMD-AM-FM 40-37, KBMR d-48, KSO 28-25, KTTS-AM-FM 33-29.
- ROY CLARK "Wild Wood Flower" (Churchill) 29/4**  
National Summary: Up 9, Same 11, Down 0, Debuts 5, Adds 4, WJQS, WOKK, KWMT, KTOM, KHEY-AM d-50, WPAP-FM 50-43, KEBC-FM d-47, KYNN-AM-FM 43-34, KTTS-AM-FM d-48, KFDI-AM-FM 37-33, KIK-FM d-47, KWJJ 46-40, KGA 38-32.



# NATIONAL AIRPLAY/50

September 9, 1983

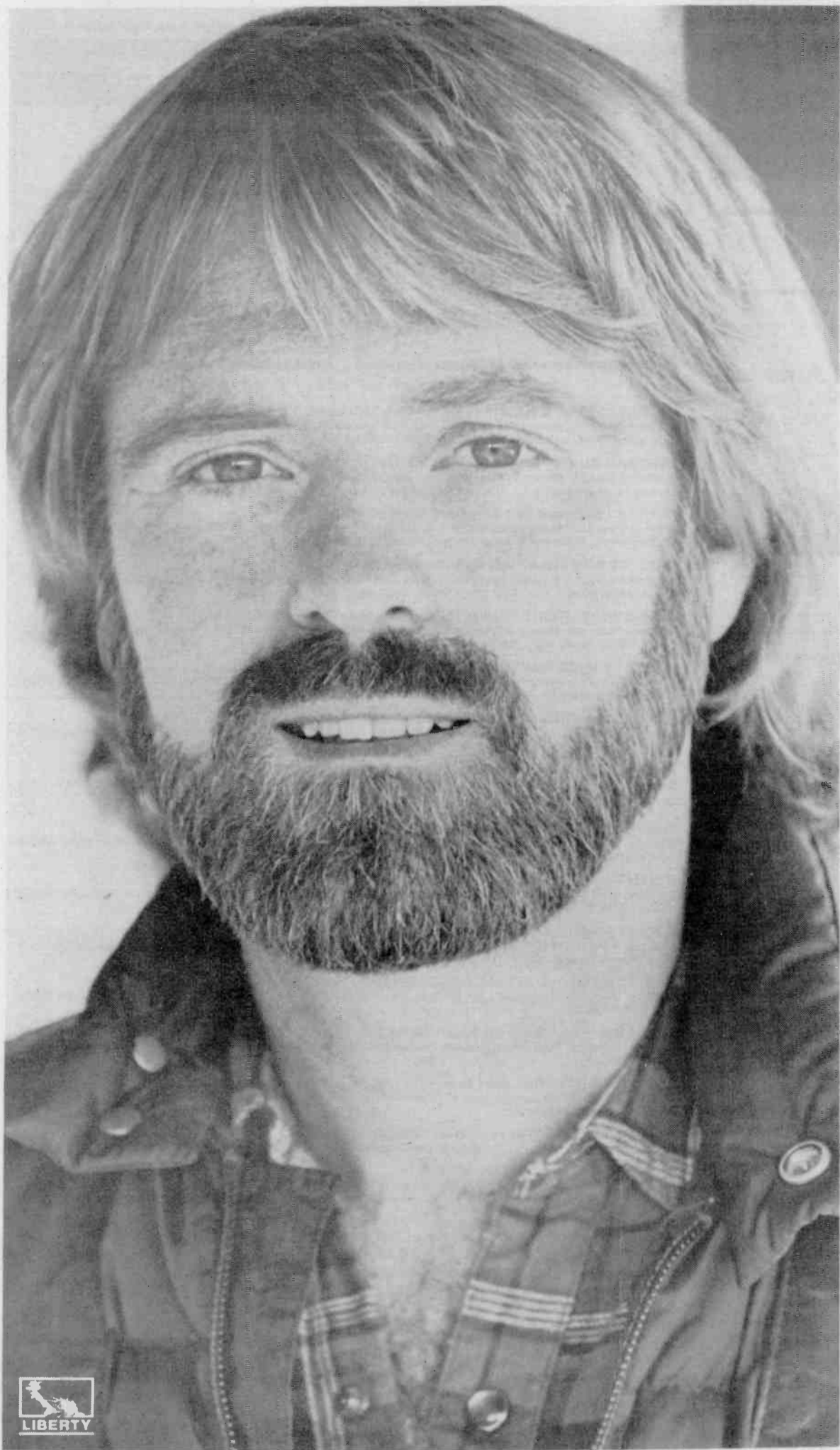
Three Weeks	Two Weeks	Last Week	Chart
5	4	2	1 CHARLEY PRIDE/Night Games (RCA)
9	8	3	2 CRYSTAL GAYLE/Baby What About You (WB)
16	11	8	3 RONNIE MILSAP/Don't You Know How Much I Love You (RCA)
8	7	5	4 SHELLY WEST/Flight 309 To Tennessee (Viva)
13	9	6	5 B.J. THOMAS/New Looks From An Old Lover (Columbia)
4	3	1	6 JOHN CONLEE/I'm Only In It For The Love (MCA)
18	12	9	7 CHARLY McCLAIN & MICKEY GILLEY/Paradise Tonight (Epic)
6	5	4	8 WILLIE NELSON/Why Do I Have To Choose (Columbia)
21	17	11	9 MERLE HAGGARD/What Am I Gonna Do With The... (Epic)
25	19	13	10 DON WILLIAMS/Nobody But You (MCA)
20	18	15	11 JOHN DENVER & EMMYLOU HARRIS/Wild Montana Skies (RCA)
27	20	17	12 KENNY ROGERS/Scarlet Fever (Liberty)
19	16	14	13 MOE BANDY featuring BECKY HOBBS/Let's Get Over Them Together (Col.)
26	22	18	14 JOHNNY RODRIGUEZ/How Could I Love Her (Epic)
40	29	21	15 ALABAMA/Lady Down On Love (RCA)
28	23	19	16 LOUISE MANDRELL/Too Hot To Sleep (RCA)
30	25	20	17 GENE WATSON/Sometimes I Get Lucky And Forget (MCA)
39	30	22	18 RICKY SKAGGS/You've Got A Lover (Epic)
34	28	24	19 REBA McENTIRE/Why Do We Want... (Mercury/PolyGram)
32	27	25	20 TANYA TUCKER/Baby I'm Yours (Arista)
2	1	7	21 JOHNNY LEE/Hey Bartender (Full Moon/WB)
45	36	28	22 STEVE WARINER/Midnight Fire (RCA)
41	34	27	23 WAYLON JENNINGS & JERRY REED/Hold On, I'm Comin' (RCA)
7	6	10	24 JOHN ANDERSON/Goin' Down Hill (WB)
15	14	16	25 WAYLON JENNINGS/Breakin' Down (RCA)
44	37	29	26 ED BRUCE/If It Was Easy (MCA)
43	33	30	27 LYNN ANDERSON/What I Learned From Loving You (Permian)
3	2	12	28 GEORGE STRAIT/A Fire I Can't Put Out (MCA)
-	47	36	29 K. ROGERS with D. PARTON/Islands In The Stream (RCA)
47	39	33	30 GARY MORRIS/The Wind Beneath My Wings (WB)
-	46	35	31 LEE GREENWOOD/Somebody's Gonna Love You (MCA)
49	41	34	32 STATLER BROTHERS/Guilty (Mercury/PolyGram)
-	48	41	33 BARBARA MANDRELL/One Of A Kind Pair Of Fools (MCA)
1	10	26	34 RONNIE McDOWELL/You're Gonna Ruin My Bad Reputation (Epic)
12	13	23	35 JOE STAMPLEY/Poor Side Of Town (Epic)
-	-	44	36 EDDIE RABBITT/You Put The Beat In My Heart (WB)
-	49	40	37 LEON EVERETTE/The Lady, She's Right (RCA)
-	-	46	38 SYLVIA/The Boy Gets Around (RCA)
-	-	45	39 DAN SEALS/After You (Liberty)
-	-	48	40 TERRI GIBBS/Anybody Else's Heart But Mine (MCA)
-	44	37	41 MEL McDANIEL/Hot Time In Old Town Tonight (Capitol)
10	15	32	42 LACY J. DALTON/Dream Baby... (Columbia)
-	-	47	43 DEBORAH ALLEN/Baby I Lied (RCA)
22	21	31	44 DAVID WILLS/The Eyes Of A Stranger (RCA)
-	-	49	45 JIM GLASER/The Man In The Mirror (Noble Vision)
DEBUT	46	46	46 MICKEY GILLEY/Your Love Shines Through (Epic)
-	-	50	47 SISSY SPACEK/Lonely, But Only For You (Atlantic America)
DEBUT	48	48	48 EARL THOMAS CONLEY/Holding Her And Loving You (RCA)
DEBUT	49	49	49 GEORGE JONES/Tennessee Whiskey (Epic)
DEBUT	50	50	50 BANDANA/Outside Lookin' In (WB)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

- STEPHANIE WINSLOW "Kiss Me Darling" (Oak) 27/3**  
National Summary: Up 4, Same 14, Down 0, Debuts 6, Adds 3, KRRV, WESC-AM-FM, WHBF, WVAM 50-46, WJQS d-36, WLWI-FM d-37, KRMD-AM-FM d-43, KSO 34-30, KTTS-AM-FM 46-40, KVOO d-43, KTOM d-47, KGA d-40.
- SONNY JAMES "A Free Roamin' Mind" (Dimension) 27/1**  
National Summary: Up 14, Same 11, Down 0, Debuts 1, Adds 1, WMNI, WQNA-FM 34-30, WSNO d-48, KHEY-AM 25-22, KRMD-AM-FM 30-27, WITL-FM 22-20, KFDI-AM-FM 38-35, KWJJ 49-42, KSOP-FM 34-27.
- GUS HARDIN "Loving You Hurts" (RCA) 25/25**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 25 including WSNO, WSEN-AM-FM, WYNN-FM, WAMZ-FM, WQYK-FM, KRRK, KUGN-FM, KRWQ-FM, KTOM, KGA.
- JOHN SCHNEIDER "If You Believe" (Scotti Bros./CBS) 25/11**  
National Summary: Up 3, Same 11, Down 0, Debuts 0, Adds 11, WSNO, WIXL-FM, CHOW, WWOD/WKZZ, KSO, WITL-FM, KCJB, KYNN-AM-FM, WWJO, KVOO, KRSY.
- RICH LANDERS "Every Breath You Take" (AMI) 25/6**  
National Summary: Up 5, Same 14, Down 0, Debuts 0, Adds 6, WBGW-FM, WIXL-FM, WWVA, WESC-AM-FM, WLWI-FM, WXCL, CHOW 38-20, WOKK 46-39, KRMD-AM-FM 41-38, KBMR 49-43.
- CON HUNLEY "Satisfied Mind" (MCA) 25/0**  
National Summary: Up 6, Same 16, Down 0, Debuts 3, Adds 0, WIXL-FM d-39, WYNN-FM 31-27, WNOX 48-43, WPAP-FM 49-42, KEBC-FM 37-29, KVOO d-50, KFDI-AM-FM d-47, KRWQ-FM 28-24.
- LEO KOTTKE "Rings" (Chrysalis) 23/1**  
National Summary: Up 6, Same 14, Down 0, Debuts 2, Adds 1, KUUY, WVAM 45-41, WIXL-FM d-40, WSEN-AM-FM 42-39, WPAP-FM 40-36, KRWQ-FM 42-39, KSOP-FM d-48.
- JAMES & MICHAEL YOUNGER "Love's On The Rebound" (MCA) 21/14**  
National Summary: Up 0, Same 5, Down 0, Debuts 2, Adds 14 including WYII, WYNN-FM, KHEY-AM, WCMS-FM, KBMR, WAXX, WXCL, KTTS-AM-FM, KVOO, KTOM.
- WICKLINE "True Love's Getting Pretty Hard To Find" (Cascade Mountain) 21/2**  
National Summary: Up 3, Same 12, Down 0, Debuts 4, Adds 2, WIXL-FM, KMML, KLRA d-49, KRMD-AM-FM 46-42, KIK-FM d-48, KWJJ d-48, KGA d-38.
- BRICE HENDERSON "Flames" (Union Station) 20/10**  
National Summary: Up 0, Same 10, Down 0, Debuts 0, Adds 10, WSNO, WSEN-AM-FM, WWVA, KMML, KKYX, KRMD-AM-FM, KFGO, KTOM, KGA, KIGO.
- STEVE EARL AND THE DUKES "Nothin' But You" (Epic) 20/8**  
National Summary: Up 3, Same 7, Down 0, Debuts 2, Adds 8, WVAM, WYII, WEZL-FM, WDAK, WLWI-FM, KCJB, KFDI-AM-FM, KUUY, KMML 50-39, WKSJ-FM d-48, KWJJ d-49.
- JOHNNY CASH "I'm Ragged But I'm Right" (Columbia) 20/4**  
National Summary: Up 2, Same 11, Down 0, Debuts 3, Adds 4, WEZL-FM, KVOO, KUUY, KGA, WQNA-FM d-45, WIRK-FM d-46, KYNN-AM-FM d-50, KRWQ-FM 38-34, KWJJ 48-41.
- TAMMY WYNETTE "Still In The Ring" (Epic) 19/14**  
National Summary: Up 1, Same 2, Down 0, Debuts 2, Adds 14 including WVAM, WESC-AM-FM, KLRA, KRMD-AM-FM, KBMR, WAXX, KTTS-AM-FM, KUZZ, KMAK, KMPS-AM-FM.
- CRYSTAL GAYLE "Keepin' Power" (Columbia) 18/18**  
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 18 including WVAM, WYII, WYNN-FM, WLWI-FM, WCMS-FM, WPAP-FM, KSO, KYNN-AM-FM, KMAK, KRWQ-FM, KCKC.
- RONNIE RENO "The Letter" (EMH) 18/12**  
National Summary: Up 0, Same 4, Down 0, Debuts 2, Adds 12, WKYG, WWVA, KRRV, KMML, WEZL-FM, KHEY-AM, WCMS-FM, WIRK-FM, KEIN, KVEG, Q92, KSOP-FM.
- MARLOW TACKETT "I Spent The Night In The Heart Of Texas" (RCA) 17/1**  
National Summary: Up 8, Same 8, Down 0, Debuts 0, Adds 1, CHOW, WYII 48-43, KPLX-FM 25-21, KLRA 43-41, WONE 38-34, WKKQ-AM 29-25, WHBF 46-39, KWJJ 33-29.
- KIX BROOKS "Baby When Your Heart Breaks..." (Avion) 16/4**  
National Summary: Up 3, Same 9, Down 0, Debuts 0, Adds 4, WKSJ-FM, KYNN-AM-FM, WXCL, WHBF, WSEN-AM-FM on, WQYK-FM 36-33, KBMR 39-32, KSO on, KFGO 42-38.
- BOBBY BARE "Diet Song" (Columbia) 15/9**  
National Summary: Up 1, Same 1, Down 0, Debuts 3, Adds 9, WVAM, WGTO, KLRA, WWWV-FM, KWMT, KTTS-AM-FM, KUGN-FM, KTOM, KGA, WHN 35-31, WKHK 40-34, KWJJ d-46, KRAK d-48.
- DONNA FARGO "The Sign Of The Times" (Cleveland International/CBS) 15/7**  
National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 7, WVAM, WWVA, WSLR, KEBC-FM, KTPK-FM, KLAC, KIGO, WSM on, KFGO d-39, WXCL on.
- CHANTILLY "Have I Got A Heart For You" (F&L) 15/1**  
National Summary: Up 6, Same 4, Down 0, Debuts 4, Adds 1, WQNA-FM, WVAM d-48, WSEN-AM-FM d-48, KHEY-AM d-49, WOKK 48-42, WPAP-FM 42-38, WHBF 45-42, KVOO d-46, KSOP-FM 50-43.

Adds & Hots ... See Page 48





# Michael Martin Murphey

**THE HEART NEVER LIES**

LT-51150

The first single,  
**"Don't Count the Rainy Days."**

B-1505

PRODUCED BY JIM ED NORMAN FOR HIN-JEN PRODUCTIONS.  
 AVAILABLE ON LIBERTY RECORDS & HIGH-QUALITY XDR CASSETTES.  
 DIRECTION: GARY BORMAN



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WXXW  
 WVAM  
 WBGW-FM  
 WSNO  
 WYRK  
 WOKQ  
 WAJR  
 WKHK  
 WIXL-FM  
 WFIL  
 WPOR-FM  
 WNYR

WIXY  
 WWVA  
 WYII  
 KEAN-AM-FM  
 KRRV  
 KMML  
 KASE  
 WYNK-FM  
 KLVI  
 WXBQ-FM  
 KXYL  
 WSOC-FM

WGTO  
 KHEY-AM  
 WESC-AM-FM  
 KIKK-FM  
 WJQS  
 WNOX  
 KLRA  
 KLLL  
 WWOD/WKZZ  
 WMC-AM  
 WOKK  
 WKSJ-FM

WLWI-FM  
 WSIX-FM  
 WCMS-FM  
 KYXX  
 KKYX  
 KRMD-AM-FM  
 WQYK-FM  
 WUSQ-FM  
 WMNI  
 WKKQ-AM  
 KRRK  
 WAXX

KFGO  
 WKMF  
 KWMT  
 WCUZ-AM-FM  
 WGEE  
 WIRE  
 WTSO  
 WDG  
 WEBC-FM  
 KYNN-AM-FM  
 WXCL  
 KIOV-FM

KTTS-AM-FM  
 WWJO  
 KVOO  
 KFDI-AM-FM  
 KRST-FM  
 KUZZ  
 KUUY  
 KKCS  
 KLZ  
 KYGO-FM  
 KUGN-FM  
 KMAK

KRWQ-FM  
 KVEG  
 KCUB  
 KLAC  
 KNIX-FM  
 KCCY-FM  
 KRSY  
 KTOM  
 KCKC  
 KCBQ  
 KSON-FM  
 KGA

# Adult/Contemporary

Continued from Back Page

## BREAKERS

### SHEENA EASTON

**Telephone (Long Distance Love Affair) (EMI America)**  
48% of our reporters on it. Rotations: Heavy 7/0, Medium 35/4, Light 24/4, Extra Adds 0, Total Adds 8. WCZY, WRIE, WISM-FM, KOIL, KISN, WWRN, KRLB-FM, KRSB. Debuts at number 30 on the A/C chart.

## NEW & ACTIVE

### JACKSON BROWNE "Lawyers In Love" (Asylum) 61/1

Rotations: Heavy 22/0, Medium 29/1, Light 10/0, Extra Adds 0, Total Adds 1, KCEE. Heavy: WMJI, V100, WRIE, WGY, WHEN, KEY103, WAFB, KFIM, WHHY, WSRZ, KOFM, KOIL, WWRN, WSKI, WTN, WCPI, WSKY, WCKQ, WROV, WNGS, KRNO, KRSB. Medium: 97AIA, WFYR, WZZP, WCZY, KPPL, KOST, KGW, KEZR, KPLZ, WAEB, WICC, WTMA, WGOW, WLAC-FM, WQUE, 2WD, WISM-FM, 3WM, KRDO, KUDO, WCHV, WLVA, WBOW, KFQD, KRKC, KRKK, KALE. Number 26 on the A/C chart due to significant airplay.

### MANHATTAN TRANSFER "Spice Of Life" (Atlantic) 59/18

Rotations: Heavy 0/0, Medium 23/6, Light 35/11, Extra Adds 1, Total Adds 18, WMJI, WBEN, WFSM, WTIC, WKGW, WIVY, WRVA, WHBC, WING, KOIL, KWAV, KISN, WTKO, WCHV, KCRG, KFOR, KRKC, KRNO. Medium: WCLR, WCCO, KHOW, KGW, WRIE, WHBY, KRNT, WFMK, KEX, WEIM, WTN, WCKQ, WLVA, KEXO, KRSB, KVSF, KALE.

### NAKED EYES "Promises, Promises" (EMI America) 57/7

Rotations: Heavy 14/0, Medium 29/1, Light 12/4, Extra Adds 2, Total Adds 7, WYNY, WMJI, WIVY, KOFM, 3WM, KTWO, KQDI. Heavy: WCLR, WFYR, WQUE, WFMK, WISM-FM, KUDO, KWAV, WEIM, WSKI, WCHV, KFSB, WHNN, WBOW, KALE. Medium: WLTT, WSB-FM, WAXY, 97AIA, WCZY, WOMC, WMYX, KPPL, KOST, KGW, KPLZ, KFIM, WAHR, WSRZ, WTRX, KOIL, KRDO, KEX, WKZE-FM, WCPI, WSKY, WCKQ, WVBS, KVOX, WJON, KFQD, KRKC, KRSB.

### JARREAU "Trouble In Paradise" (WB) 56/11

Rotations: Heavy 0/0, Medium 22/2, Light 34/9, Extra Adds 0, Total Adds 11, WRMM, KHOW, KOST, KGW, B100, WEZS, WRVA, WING, WWRN, WCHV, WVBS. Medium: WCCO, WAEB, WBT, WHBY, WHBC, WISM-FM, WKNE, WSKI, WTN, WSKY, WCKQ, KCRG, KVOX, KFSB, KFOR, KTWO, KEXO, KRKC, KRNO, KALE.

### JEFFREY OSBORNE "Don't You Get So Mad" (A&M) 42/4

Rotations: Heavy 9/0, Medium 21/2, Light 12/2, Extra Adds 0, Total Adds 4, WCZY, KGW, Y107, WBOW. Heavy: KVIL-FM, KOST, WGY, WQUE, WFMK, WKZE-FM, WCKQ, KFSB, KRSB. Medium: WFBR, WPIX, WPRO, WLTT, KMGC, 2WD, WISM-FM, KKUA, KWAV, KEX, WWRN, WKNE, WSKI, WSKY, WCHV, WLVA, WVBS, KRNO, KALE.

### LIONEL RICHIE "All Night Long (All Night)" (Motown) 41/41

Rotations: Heavy 0/0, Medium 10/10, Light 28/28, Extra Adds 3, Total Adds 41, WSB-FM, 97AIA, WARM98, WCCO, KS94, KGW, B100, WICC, WBEN, WRIE, Y97, WKGW, WTMA, WAHR, WVLC, WMAZ, WHHY, WRVA, WSRZ, WHBY, WQUA, 3WM, KKUA, KWAV, WWRN, WKZE-FM, WTKO, WSKI, WSKY, WCKQ, WGSV, KRLB-FM, WNGS, KVOX, KFSB, WBOW, KRKC, KRNO, KRSB, KSRO, KALE.

### EURHYTHMICS "Sweet Dreams (Are Made Of This)" (RCA) 39/2

Rotations: Heavy 13/0, Medium 14/1, Light 12/1, Extra Adds 0, Total Adds 18, WHEN, K108. Heavy: WFBR, WTAE, WAXY, 97AIA, WFYR, KEZR, KEY103, WENS, WISM-FM, KUDO, WEIM, WTN, WVBS. Medium: WYNY, WCZY, WOMC, KPPL, WICC, WSRZ, WTRX, KOIL, 3WM, KRDO, WCPI, WCHV.

### BETTE MIDLER "All I Need To Know" (Atlantic) 38/6

Rotations: Heavy 1/0, Medium 16/0, Light 21/6, Extra Adds 0, Total Adds 6, WKGW, WSRZ, WHBY, WHBC, WING, WCPI. Heavy: WAHR. Medium: WFBR, WPIX, WSB-FM, WCCO, WGY, WMAZ, KRNT, KSL, WEIM, WSKI, WLVA, KWEB, WJON, WBOW, KRSB, KALE.

### MICHAEL MURPHEY "Don't Count The Rainy Days" (Liberty) 37/11

Rotations: Heavy 0/0, Medium 13/3, Light 22/6, Extra Adds 2, Total Adds 11, WIVY, WHBC, WTRX, KKUA, WTN, WCPI, WNGS, KRKC, KRNO, KSRO, KALE. Medium: WCCO, KFMB, WMAZ, WRVA, KSL, KFSB, KFOR, WBOW, KEXO, KRSB.

### MICHAEL SEMBELLO "Maniac" (Casablanca/PolyGram) 34/3

Rotations: Heavy 12/0, Medium 16/1, Light 6/2, Extra Adds 0, Total Adds 3, WHEN, WTRX, WLVA. Heavy: GR55, 3WS, WTAE, KFIM, Y107, 55KRC, WFMK, KRDO, WSKI, WCHV, WVBS, WBOW. Medium: WYNY, WAXY, WFYR, WMJI, WZZP, WCZY, KGW, B100, WLAC-FM, WOWO, WENS, WTN, WCPI, WHNN.

### ANNE MURRAY "A Little Good News" (Capitol) 33/23

Rotations: Heavy 1/0, Medium 11/7, Light 19/14, Extra Adds 2, Total Adds 23, WSB, WSB-FM, KUDL, WCCO, KHOW, KGW, KFMB, Y97, WAHR, WMAZ, WHHY, WRVA, WHBC, WENS, WQUA, KISN, WTN, WSKY, WCKQ, WLVA, KVOX, KFOR, KRSB. Heavy: KALE. Medium: WMJJ, WHBY, WTRX, KEX.

## SIGNIFICANT ACTION

### JIM GLASER "The Man In The Mirror" (Noble Vision) 25/0

Rotations: Heavy 1/0, Medium 9/0, Light 15/0, Extra Adds 0, Total Adds 0. Heavy: KQDI. Medium: WCCO, WHBY, WWRN, WSKI, KVOX, KFOR, WJON, KRSB, KVSF. Light: WKGW, WAHR, WVLC, WRVA, WHBC, WQUA, WEIM, WTKO, WKNE, WCHV, WJBC, KFQD, KTWO, KRKC, KALE.

### SISSY SPACEK "Lonely, But Only For You" (Atlantic) 25/0

Rotations: Heavy 2/0, Medium 13/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WAHR, WEIM. Medium: WCCO, WGY, WSLI, WVLC, KSL, WKNE, WSKI, KVOX, KFOR, WJON, WBOW, KEXO, KVSF. Light: WHBC, WQUA, WCHV, WGSV, WLVA, WJBC, KTWO, KRNO, KRKC, KSRO.

### DONNA SUMMER "She Works Hard For The Money" (Mercury/PolyGram) 25/0

Rotations: Heavy 6/0, Medium 13/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: 3WS, WAXY, KEZR, KPLZ, WFMK, WHNN. Medium: WYNY, WTAE, WCZY, KPPL, B100, WICC, Y107, WOWO, KRDO, WTN, WCHV, KRSB. Light: W101, WOMC, V100, KFIM, WENS, KBOI.

### STARBUCK "The Full Cleveland" (Lowery) 20/0

Rotations: Heavy 0/0, Medium 10/0, Light 10/0, Extra Adds 0, Total Adds 0. Medium: WSLI, WHHY, KUGN, WWRN, WGSV, KRLB-FM, WLVA, KFSB, WJON, WBOW. Light: WEIM, WSKI, WCKQ, WHNN, KFQD, KTWO, KRKC, KALE, WVLC, 2WD.

### LITTLE RIVER BAND "You're Driving Me Out Of My Mind" (Capitol) 18/1

Rotations: Heavy 3/0, Medium 9/1, Light 6/0, Extra Adds 0, Total Adds 1, WCZY. Heavy: WGY, KFIM, WEIM. Medium: KPLZ, KUDO, WDKI, WSKY, WCKQ, WCHV, WVBS, KRSB. Light: V100, WSRZ, KKUA, WKZE-FM, KRNO, WFMK.

### TANYA TUCKER "Baby I'm Yours" (Arista) 18/0

Rotations: Heavy 0/0, Medium 5/0, Light 13/0, Extra Adds 0, Total Adds 0. Medium: KRNT, KUGN, KKUA, KSL, KEXO. Light: WCCO, WAHR, WHBC, WEIM, WKNE, WSKI, WGSV, WJBC, KVOX, KFQD, KTWO, KRKC, KRSB.

## MOST ADDED

LIONEL RICHIE (41)  
All Night Long (All Night) (Motown)  
ANNE MURRAY (23)  
A Little Good News (Capitol)  
COMMODORES (22)  
Only You (Motown)  
MANHATTAN TRANSFER (18)  
Spice Of Life (Atlantic)

Four others tied with 11 adds each.

## HOTTEST

BILLY JOEL (83)  
Tell Her About It (Columbia)  
AIR SUPPLY (74)  
Making Love Out Of Nothing At All (Arista)  
LAURA BRANIGAN (69)  
How Am I Supposed To Live... (Atlantic)  
MICHAEL JACKSON (67)  
Human Nature (Epic)  
SPANDAU BALLET (42)  
True (Chrysalis)  
GEORGE BENSON (39)  
Lady Love Me (One More Time) (WB)

### CROSBY, STILLS & NASH "Raise A Voice" (Atlantic) 17/4

Rotations: Heavy 0/0, Medium 3/1, Light 14/3, Extra Adds 0, Total Adds 4, WTKO, KFOR, WBOW, KSRO. Medium: WCCO, WSKY. Light: WSRZ, KUGN, WKZE-FM, WKNE, WCKQ, KRLB-FM, WLVA, WNGS, KVOX, KFQD, KWEB.

### DEBORAH ALLEN "Baby I Lied" (RCA) 16/7

Rotations: Heavy 0/0, Medium 7/3, Light 7/2, Extra Adds 2, Total Adds 7, WCCO, WAHR, WISM-FM, WSKI, KFOR, KTWO, KRKC. Medium: WFBR, KVIL-FM, WSLI, WTN. Light: WEIM, WTKO, KFSB, KRSB, WKNE.

### MOTELS "Suddenly Last Summer" (Capitol) 15/7

Rotations: Heavy 0/0, Medium 5/2, Light 10/5, Extra Adds 0, Total Adds 7, WOMC, KOST, WSRZ, WTRX, KRDO, WVBS, KRNO. Medium: WFMK, WSKI, WSKY. Light: 97AIA, Y97, WKZE-FM, WEIM, KRSB.

### CARL WILSON "Givin' You Up" (Caribou/CBS) 15/2

Rotations: Heavy 0/0, Medium 2/0, Light 7/3, Extra Adds 2, Total Adds 2, WSKI, KRSB. Medium: WCCO, WGY. Light: WSRZ, WQUA, WEIM, WKNE, KVOX, KFSB, KWEB, WJON, KFQD, KALE, KRKC.

### GORDON LIGHTFOOT "Salute (A Lot More Livin' To Do)" (WB) 13/2

Rotations: Heavy 0/0, Medium 2/0, Light 10/2, Extra Adds 0, Total Adds 2, KVOX, KQDI. Medium: KRKC, KRSB, KALE. Light: WAHR, WSRZ, WKNE, WSKI, KWEB, KFQD, KTWO, KRKC.

### POLICE "King Of Pain" (A&M) 12/3

Rotations: Heavy 1/0, Medium 4/0, Light 7/3, Extra Adds 0, Total Adds 3, 97AIA, WCKQ, WBOW. Heavy: WENS. Medium: KWAV, WSKI, WSKY. Light: V100, WQUE, WSRZ, KRKC.

### CARLY SIMON "You Know What To Do" (WB) 10/5

Rotations: Heavy 0/0, Medium 1/0, Light 8/4, Extra Adds 1, Total Adds 5, WCCO, WSRZ, KISN, WNGS, KRKC. Medium: KFSB. Light: V100, WSKY, WGSV, KRSB.

### PAUL YOUNG "Wherever I Lay My Hat (That's My Home)" (Columbia) 10/3

Rotations: Heavy 0/0, Medium 3/0, Light 6/2, Extra Adds 0, Total Adds 3, WKGW, WAHR, WBOW. Medium: WGY, WHHY, KALE. Light: WEIM, WSKI, WSKY, KRSB.

### WHISPERS "This Time" (Solar/Elektra) 10/1

Rotations: Heavy 0/0, Medium 6/1, Light 4/0, Extra Adds 0, Total Adds 1, KEY103. Medium: WFBR, WHBY, WEIM, KFOR, WBOW. Light: KKUA, WWRN, WJON, KTWO.

### HOLLIES "If The Lights Go Out" (Atlantic) 10/0

Rotations: Heavy 0/0, Medium 3/0, Light 7/0, Extra Adds 0, Total Adds 0. Medium: WCHV, WJON, WBOW. Light: KPLZ, WSRZ, WQUA, WEIM, WKNE, WSKI, KRKC.

### ROBERT PLANT "Big Log" (Atlantic) 9/2

Rotations: Heavy 1/0, Medium 6/2, Light 2/0, Extra Adds 0, Total Adds 2, WISM-FM, KALE. Heavy: KFIM. Medium: WFBR, WKZE-FM, WSKI, WSKY. Light: WQUE, WSRZ.

### ELVIS COSTELLO & ATTRACTIONS "Everyday I Write The Book" (Columbia) 8/1

Rotations: Heavy 0/0, Medium 3/0, Light 5/1, Extra Adds 0, Total Adds 1, WHNN. Medium: WFMK, WSKI, WCKQ. Light: WSRZ, WTKO, WSKY, KFSB.

### ALABAMA "Lady Down On Love" (RCA) 8/0

Rotations: Heavy 0/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WRIE, WSLI, WMAZ. Light: WAHR, WHHY, WGSV, KTWO.

### ROD STEWART "What Am I Gonna Do (I'm So In Love With You)" (WB) 8/0

Rotations: Heavy 1/0, Medium 6/2, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KFIM. Medium: KUDO, WSKI, WSKY. Light: WSRZ, WKZE-FM, WCKQ, WVBS.

### FRANK STALLONE "Far From Over" (RSO/PolyGram) 7/2

Rotations: Heavy 4/0, Medium 1/0, Light 2/2, Extra Adds 0, Total Adds 2, Y107, KRDO. Heavy: WFBR, KFIM, WQUE, WSKI. Medium: WCZY.

### MEN AT WORK "Dr. Heckyll & Mr. Jive" (Columbia) 6/6

Rotations: Heavy 1/1, Medium 1/1, Light 3/3, Extra Adds 1, Total Adds 6, KNBR, WKZE-FM, WTKO, WSKY, KFSB, KTWO.

### ASIA "Don't Cry" (Geffen) 6/1

Rotations: Heavy 2/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, WICC. Heavy: KRDO, WSKI. Medium: KFIM. Light: WOWO, WKZE-FM.

### DAVID BOWIE "China Girl" (EMI America) 6/0

Rotations: Heavy 0/0, Medium 3/0, Light 3/0, Extra Adds 0, Total Adds 0. Medium: WCZY, KFIM, WWRN. Light: KPLZ, WSRZ, WOWO.

### JENNIFER HOLLIDAY "I Am Love" (Geffen) 5/3

Rotations: Heavy 0/0, Medium 1/0, Light 4/3, Extra Adds 0, Total Adds 3, WHBC, WQUA, WSKI. Medium: WHHY. Light: KFSB.

**NEW & ACTIVE** includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

**SIGNIFICANT ACTION** is a quantitative listing of songs below the New & Active level.  Indicates one of this week's most added new releases.

**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 A/C reporters adding the song this week or noting that the song is among their five hottest.



# AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week		158 REPORTERS	Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
1	1	1	<b>1</b> POLICE/Synchronicity (A&M)	"King" (143) "Finger" (97) "Synch. II" (59)	155	148	7	0	1
2	2	2	<b>2</b> ASIA/Alpha (Geffen)	"Heat" (136) "Don't" (117) "Colors" (61)	154	139	15	0	0
4	3	3	<b>3</b> ROBERT PLANT/The Principle Of... (Es Paranza/Atlantic)	"Arms" (122) "Log" (115) "Mood" (93)	152	134	18	0	1
9	6	5	<b>4</b> HEART/Passion Works (Epic)	"Refuse" (144) "Sleep" (36) "Allies" (14)	146	116	29	1	1
5	4	4	<b>5</b> JACKSON BROWNE/Lawyers In Love (Asylum)	"Rocker" (125) "Lawyers" (68) "Cut" (43)	143	106	37	0	1
8	7	7	<b>6</b> KANSAS/Drastic Measures (CBS)	"Fight Fire With Fire" (141)	141	89	52	0	0
-	-	8	<b>7</b> STRAY CATS/Rant n' Rave (EMI America)	"Sexy" (125) "Rebels" (30)	133	97	33	1	2
3	5	6	<b>8</b> LOVERBOY/Keep It Up (Columbia)	"Queen" (101) "Zone" (65) "Girls" (33)	130	81	48	1	2
-	-	11	<b>9</b> MOODY BLUES/The Present (Threshold/PolyGram)	"Sitting" (137) "World" (25)	140	68	65	3	3
6	8	9	<b>10</b> STEVIE NICKS/The Wild Heart (Modern/Atco)	"Anyone" (72) "Enchanted" (53) "Nothing" (45)	127	79	47	1	5
7	9	10	<b>11</b> FIXX/Reach The Beach (MCA)	"Thing" (97) "Saved" (38)	105	80	24	1	3
11	10	12	<b>12</b> TALKING HEADS/Speaking In Tongues (Sire/WB)	"Burning" (113) "Girlfriend" (12)	114	76	38	0	0
-	15	13	<b>13</b> AC/DC/Flick Of The Switch (Atlantic)	"Flick" (77) "Guns" (67) "Shakedown" (19)	122	47	70	3	7
<b>DEBUT</b>			<b>14</b> BIG COUNTRY/The Crossing (Mercury/PolyGram)	"Big Country" (114)	116	29	77	8	15
20	14	15	<b>15</b> MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA)	"Safety Dance" (89)	91	60	31	0	0
25	17	16	<b>16</b> ELVIS COSTELLO.../Punch The Clock (Columbia)	"Everyday" (85) "Let Them" (16)	97	29	66	2	3
22	19	19	<b>17</b> QUIET RIOT/Metal Health (Pasha/CBS)	"Noize" (78) "Metal" (18)	89	36	49	3	6
13	12	14	<b>18</b> DEF LEPPARD/Pyromania (Mercury/PolyGram)	"Foolin'" (55) "Ages" (23) "Fire" (15)	81	44	36	1	3
34	27	22	<b>19</b> DANNY SPANOS/Passion In The Dark (Epic)	"Hot Cherie" (93)	95	23	67	5	6
26	20	20	<b>20</b> BILLY JOEL/An Innocent Man (Columbia)	"Tell Her" (72) "Money" (26)	84	54	30	0	1
19	16	18	<b>21</b> DIO/Holy Diver (WB)	"Rainbow In The Dark" (89)	89	25	63	1	1
12	13	17	<b>22</b> STEVIE RAY VAUGHAN.../Texas Flood (Epic)	"Pride" (80) "Love Struck" (10)	84	30	54	0	0
-	-	29	<b>23</b> MICHAEL STANLEY.../You Can't Fight... (EMI America)	"My Town" (96)	97	14	67	12	19
10	11	23	<b>24</b> DAVID BOWIE/Let's Dance (EMI America)	"China" (35) "Criminal" (28) "Modern" (21)	66	31	35	0	1
29	21	21	<b>25</b> CONEY HATCH/Outa Hand (Mercury/PolyGram)	"First Time" (82)	83	11	71	1	1
-	31	27	<b>26</b> ANIMALS/Ark (IRS/A&M)	"The Night" (74)	77	12	62	2	3
<b>DEBUT</b>			<b>27</b> RAINBOW/Bent Out Of Shape (Mercury/PolyGram)	"Street Of Dreams" (79)	79	7	52	14	25
39	36	31	<b>28</b> BREAKS/The Breaks (RCA)	"She Wants You" (72)	73	9	64	0	5
<b>DEBUT</b>			<b>29</b> PETER SCHILLING/Error In The System (Elektra)	"Major Tom" (70)	70	13	50	5	10
24	25	26	<b>30</b> RICK SPRINGFIELD/Living In Oz (RCA)	"Human Touch" (53)	56	30	26	0	0
21	18	24	<b>31</b> ZZ TOP/Eliminator (WB)	"Sharp" (40) "Gimme" (11)	55	21	34	0	0
15	22	25	<b>32</b> QUARTERFLASH/Take Another Picture (Geffen)	"Heart" (40) "Take Another Picture" (21)	59	21	38	0	1
-	37	34	<b>33</b> ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)	"Sucker" (55) "Don't Stop" (18)	69	10	57	2	3
-	-	36	<b>34</b> BONNIE TYLER/Faster Than The Speed Of Night (Col.)	"Total Eclipse Of The Heart" (58)	59	29	23	5	7
35	32	30	<b>35</b> ELTON JOHN/Too Low For Zero (Geffen)	"Kiss The Bride" (56)	59	19	39	0	0
35	34	37	<b>36</b> BRYAN ADAMS/Cuts Like A Knife (A&M)	"This Time" (46)	50	22	28	0	1
14	28	32	<b>37</b> CHARLIE/Charlie (Mirage/Atco)	"It's Inevitable" (43)	44	20	24	0	0
18	23	28	<b>38</b> ZEBRA/Zebra (Atlantic)	"Tell Me" (32) "Door" (22)	47	20	26	0	0
40	40	-	<b>39</b> MINOR DETAIL/Minor Detail (Polydor/PolyGram)	"Canvas Of Life" (57)	58	7	49	1	2
<b>DEBUT</b>			<b>40</b> BILLY IDOL/Don't Stop (Chrysalis)	"Dancing With Myself" (54)	55	10	41	3	4

## BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

**BIG COUNTRY**  
The Crossing (Mercury/PolyGram)

"Big Country." 72% of our 12-24 reporters on it. Total reports: 116. Hot 29, Medium 77, Extra Adds 8, Total Adds 15. Debuts at #14 on the AOR Albums chart.

**RAINBOW**  
Bent Out Of Shape (Mercury/PolyGram)

"Street." 50% of our 12-24 reporters on it. Total reports: 79. Hot 7, Medium 52, Extra Adds 14, Total Adds 25. Debuts at #27 on the AOR Albums chart.

## NEW & ACTIVE

This data reflects reporting stations with a majority of listeners aged 12-24.

**CHEAP TRICK/Next Position Please (Epic)** "I Can't Take It Anymore"  
Total Reports: 59(58)/Total Adds: 10(12); Hots: 5(4)/Hot Adds: 0(0); Mediums: 47(45)/Medium Adds: 5(5)/Extra Adds: 5(7).

**HELIX/No Rest For The Wicked (Capitol)** "Heavy Metal Love"  
Total Reports: 57(58)/Total Adds: 7(8); Hots: 4(3)/Hot Adds: 0(0); Mediums: 48(53)/Medium Adds: 3(6)/Extra Adds: 4(2).

**GRAHAM PARKER/The Real Macaw (Arista)** "Life Gets Better"  
Total Reports: 50(54)/Total Adds: 6(9); Hots: 11(8)/Hot Adds: 1(2); Mediums: 37(43)/Medium Adds: 4(4)/Extra Adds: 1(3).

**DOKKEN/Breaking The Chains (Elektra)** "Breaking The Chains"  
Total Reports: 48(40)/Total Adds: 13(19); Hots: 1(1)/Hot Adds: 0(0); Mediums: 35(28)/Medium Adds: 7(8)/Extra Adds: 6(11).

**AXE/Nemesis (Atco)** "Heat In The Street"  
Total Reports: 47(49)/Total Adds: 2(3); Hots: 3(3)/Hot Adds: 0(0); Mediums: 43(44)/Medium Adds: 1(2)/Extra Adds: 1(1).

### MOST ADDED

All Stations

Genesis "Mama" (69)
Rainbow (25)
Huey Lewis "Heart" (21)
M. Stanley Band (20)
Big Country (19)
Boys Brigade (19)

### HOTTEST

All Stations

Police (166)
Asia (149)
Robert Plant (148)
Heart (122)
Jackson Browne (121)

**GREG LAKE/Manoeuvres (Chrysalis)** "Manoeuvres"  
Total Reports: 40(31)/Total Adds: 8(16); Hots: 4(4)/Hot Adds: 0(0); Mediums: 29(16)/Medium Adds: 5(6)/Extra Adds: 3(10).

**KINKS/State Of Confusion (Arista)** "Don't Forget To Dance"  
Total Reports: 38(31)/Total Adds: 14(6); Hots: 10(8)/Hot Adds: 2(2); Mediums: 22(21)/Medium Adds: 6(2)/Extra Adds: 6(2).

**QUEENRYCHE/Queensryche (EMI America)** "Queen Of The Reich"  
Total Reports: 36(40)/Total Adds: 1(0); Hots: 4(5)/Hot Adds: 0(0); Mediums: 31(34)/Medium Adds: 0(0)/Extra Adds: 1(0).

**BOYS BRIGADE/Boys Brigade (Capitol)** "The Passion Of Love"  
Total Reports: 34(20)/Total Adds: 18(12); Hots: 6(5)/Hot Adds: 1(1); Mediums: 17(8)/Medium Adds: 7(4)/Extra Adds: 10(7).

**NILS LOFGREN/Wonderland (Backstreet/MCA)** "Across The Tracks"  
Total Reports: 33(33)/Total Adds: 3(2); Hots: 2(3)/Hot Adds: 0(0); Mediums: 28(27)/Medium Adds: 0(1)/Extra Adds: 3(1).

**PAYOLAS/Hammer On A Drum (A&M)** "I'll Find Another (Who Can Do It Right)"  
Total Reports: 30(22)/Total Adds: 12(17); Hots: 7(5)/Hot Adds: 1(0); Mediums: 13(7)/Medium Adds: 2(7)/Extra Adds: 9(10).

**TAXXI/Foreign Tongue (Fantasy)** "Maybe Someday"  
Total Reports: 22(14)/Total Adds: 14(14); Hots: 1(1)/Hot Adds: 0(1); Mediums: 12(3)/Medium Adds: 6(3)/Extra Adds: 8(10).

**JOE JACKSON/Mike's Murder STK (A&M)** "Memphis"  
Total Reports: 22(16)/Total Adds: 10(15); Hots: 4(1)/Hot Adds: 0(1); Mediums: 11(5)/Medium Adds: 3(4)/Extra Adds: 7(10).

**SPANDAU BALLET/True (Chrysalis)** "True"  
Total Reports: 22(17)/Total Adds: 6(4); Hots: 4(6)/Hot Adds: 0(0); Mediums: 14(10)/Medium Adds: 2(3)/Extra Adds: 4(1).

**TRANSLATOR/No Time Like Now (415/Columbia)** "Un-Along"  
Total Reports: 21(21)/Total Adds: 3(6); Hots: 2(2)/Hot Adds: 0(0); Mediums: 16(14)/Medium Adds: 0(2)/Extra Adds: 3(4).

# AOR /HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	158 REPORTERS	Total	Heavy	Medium	Add	Total Adds
1	1	1	1 POLICE/King Of Pain (A&M)	143	138	5	0	0
8	4	2	2 HEART/How Can I Refuse (Epic)	144	115	28	1	1
4	3	5	3 ASIA/The Heat Goes On (Geffen)	136	99	37	0	0
5	5	4	4 KANSAS/Fight Fire With Fire (CBS)	141	88	53	0	0
2	2	3	5 ASIA/Don't Cry (Geffen)	117	112	5	0	0
3	6	6	6 STRAY CATS/(She's) Sexy + 17 (EMI America)	125	94	28	1	1
-	21	9	7 MOODY BLUES/Sitting At The Wheel (Threshold/PG)	137	68	64	3	4
11	8	8	8 JACKSON BROWNE/For A Rocker (Asylum)	125	82	43	0	1
6	7	7	9 ROBERT PLANT/Other Arms (Es Paranza/Atlantic)	122	90	32	0	0
10	9	10	10 ROBERT PLANT/Big Log (Atlantic)	115	101	14	0	1+
13	13	11	11 TALKING HEADS/Burning Down The House (Sire/WB)	113	75	38	0	0
-	25	15	12 MOTELS/Suddenly Last Summer (Capitol)	128	46	78	3	7
9	11	12	13 FIXX/One Thing Leads To Another (MCA)	97	72	24	1+	4+
14	14	14	14 POLICE/Wrapped Around Your Finger (A&M)	97	66	31	0	1+
12	10	13	15 LOVERBOY/Queen Of The Broken Hearts (Columbia)	101	63	37	1+	1
24	16	17	16 ROBERT PLANT/In The Mood (Es Paranza/Atlantic)	93	62	31	0	1+
-	36	21	17 BIG COUNTRY/Big Country (Mercury/PolyGram)	114	29	74	9	15-
23	18	18	18 MEN WITHOUT HATS/Safety Dance (Backstreet/MCA)	89	59	30	0	0
43	31	24	19 DANNY SPANOS/Hot Cherie (Epic)	93	23	65	5+	6
25	20	19	20 DIO/Rainbow In The Dark (WB)	89	25	63	1-	1-
7	12	16	21 JACKSON BROWNE/Lawyers In Love (Asylum)	68	59	9	0	0
37	26	23	22 ELVIS COSTELLO.../Everyday I Write The Book (Columbia)	85	28	56	1-	2-
-	53	35	23 MICHAEL STANLEY BAND/My Town (EMI America)	96	14	66	12-	19-
41	39	28	24 QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)	78	33	42	2-	5-
54	55	31	25 STEVIE NICKS/If Anyone Falls (Modern/Atco)	72	45	26	1+	5
15	15	22	26 LOVERBOY/Strike Zone (Columbia)	65	42	23	0	0
17	17	20	27 STEVIE RAY VAUGHAN.../Pride And Joy (Epic)	80	29	51	0	0
-	58	27	28 AC/DC/Flick Of The Switch (Atlantic)	77	32	43	2-	5-
44	33	30	29 BILLY JOEL/Tell Her About It (Columbia)	72	49	23	0	1-
18	19	26	30 POLICE/Synchronicity II (A&M)	59	43	16	0	0
34	22	25	31 CONEY HATCH/First Time For Everything (Mercury/PG)	82	11	70	1-	1-
50	49	32	32 ASIA/True Colors (Geffen)	61	39	21	1+	2+
DEBUT			33 GENESIS/Mama (Atlantic)	75	17	27	30+	59+
-	60	39	34 AC/DC/Guns For Hire (Atlantic)	67	20	43	1-	3-
51	41	34	35 ANIMALS/The Night (IRS/A&M)	74	12	59	2-	4-
DEBUT			36 RAINBOW/Street Of Dreams (Mercury/PolyGram)	79	7	52	14-	25-
-		49	37 PETER SCHILLING/Major Tom (Coming Home) (Elektra)	70	13	50	5-	10-
55	50	41	38 BREAKS/She Wants You (RCA)	72	9	63	0	5-
35	37	38	39 DEF LEPPARD/Foolin' (Mercury/PolyGram)	55	31	24	0	1+
29	24	29	40 STEVIE NICKS/Enchanted (Modern/Atco)	53	35	18	0	0
28	30	33	41 RICK SPRINGFIELD/Human Touch (RCA)	53	30	23	0	0
58	57	44	42 BONNIE TYLER/Total Eclipse Of The Heart (Columbia)	58	28	23	5+	7+
27	23	37	43 STEVIE NICKS/Nothing Ever Changes (Modern/Atco)	45	34	11	0	0
52	47	43	44 ELTON JOHN/Kiss The Bride (Geffen)	56	17	39	0	0
DEBUT			45 HUEY LEWIS & THE NEWS/Heart And Soul (Chrysalis)	66	7	50	5-	19-
19	29	36	46 FIXX/Saved By Zero (MCA)	38	27	11	0	0
45	48	50	47 BRYAN ADAMS/This Time (A&M)	46	22	24	0	1-
16	35	42	48 CHARLIE/It's Inevitable (Mirage/Atco)	43	19	24	0	0
56	56	53	49 MINOR DETAIL/Canvas Of Life (Polydor/PolyGram)	57	7	48	1-	2-
-		52	50 HELIX/Heavy Metal Love (Capitol)	57	4	48	4+	7-
-		60	51 ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)	55	10	44	1	2-
-		57	52 BILLY IDOL/Dancing With Myself (Chrysalis)	54	9	41	3-	4-
21	28	40	53 QUARTERFLASH/Take Me To Heart (Geffen)	40	17	23	0	0
31	42	55	54 POLICE/Every Breath You Take (A&M)	34	26	8	0	2+
47	51	45	55 JACKSON BROWNE/Cut It Away (Asylum)	43	27	16	0	0
30	32	47	56 ZZ TOP/Sharp Dressed Man (WB)	40	14	26	0	0
20	27	46	57 DFX2/Emotion (MCA)	49	8	41	0	0
33	43	51	58 JOE WALSH/I Can Play That Rock & Roll (Full Moon/WB)	37	14	23	0	0
22	34	48	59 LOVERBOY/Hot Girls In Love (Columbia)	33	18	15	0	1+
36	40	58	60 DAVID BOWIE/China Girl (EMI America)	35	20	15	0	1+

## BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

**RAINBOW**  
Street Of Dreams (Mercury/PolyGram)

50% of our 12-24 reporters on it. Total reports: 79. Hot 7, Medium 52, Extra Adds 14, Total Adds 25. Debuts at #36 on the AOR Hot Tracks chart.

## SIGNIFICANT ACTION

TORONTO/Girls Night Out (Solid Gold) "Girls Night Out"  
Total Reports: 19(19)/Total Adds: 5(5); Hots: 6(7)/Hot Adds: 0(0); Mediums: 9(10)/Medium Adds: 1(3)/Extra Adds: 4(2)

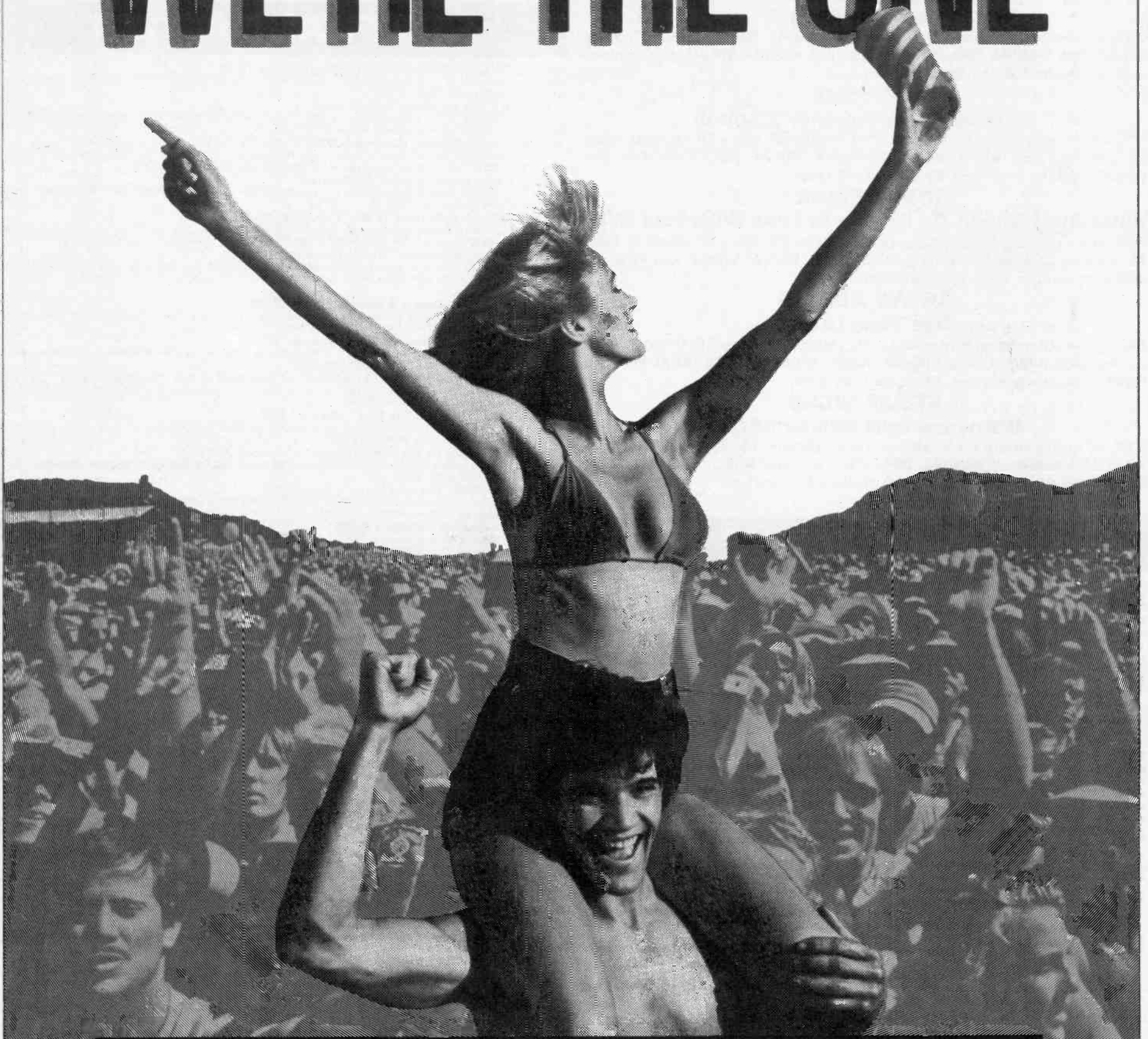
# AOR /ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20



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# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### PRINCE Delirious (WB)

70% of our reporters on it. Moves: Up 32, Debuts 41, Same 50, Down 0, Adds 30 including PRO-FM, 79Q, WHYT, KIMN, KFI, KIIS-FM, WKAU. See Parallels, debuts at number 36 on the CHR chart.

### MOTELS

#### Suddenly Last Summer (Capitol)

70% of our reporters on it. Moves: Up 33, Debuts 38, Same 58, Down 0, Adds 24 including 79Q, KBEQ, XTRA, WKRZ-FM, WNVZ, KIK, KYNO-FM. See Parallels, debuts at number 38 on the CHR chart.

### ROD STEWART

**What Am I Gonna Do (I'm So In Love With You) (WB)**  
66% of our reporters on it. Moves: Up 50, Debuts 29, Same 52, Down 0, Adds 15 including Z93, KAFM, WHYT, Q106, KHFI, WRVA, WMEE. See Parallels, debuts at number 37 on the CHR chart.

### BRYAN ADAMS

#### This Time (A&M)

64% of our reporters on it. Moves: Up 30, Debuts 25, Same 58, Down 0, Adds 27 including KIMN, Q103, KIIS-FM, KZZP, KFRC, KXX106, KKXL-FM. See Parallels, debuts at number 39 on the CHR chart.

### STEVIE NICKS

#### If Anyone Falls (Modern/Atco)

62% of our reporters on it. Moves: Up 9, Debuts 36, Same 46, Down 1, Adds 44 including WBEN-FM, B94, PRO-FM, Z93, KBEQ, KIIS-FM, KZZP. See Parallels, debuts at number 40 on the CHR chart.

## NEW & ACTIVE

### HEART "How Can I Refuse" (Epic) 119/6

Moves: Up 54, Debuts 10, Same 46, Down 3, Adds 6, XTRA, WQID, 94TYX, KRGV, KTFM, WNAM, KUBE 22-18, WSPK 29-24, WKFM 20-14, WRCK 23-17, WNOK-FM 36-25, KMGK 33-28, WJXQ 17-14, WHOT 24-19, KLUC 26-21.

### STYX "High Time" (A&M) 109/0

Moves: Up 47, Debuts 1, Same 59, Down 2, Adds 0, KAFM 24-16, Q105 27-23, KBEQ 32-29, WRCK 24-20, KZZB 20-16, WOKI 38-35, KMGK 34-30, WMEE 25-17, K107 33-27, KBBK 20-17, KQMQ 21-15, KQIZ-FM 15-12, WISE 38-35.

### HUEY LEWIS & THE NEWS "Heart And Soul" (Chrysalis) 104/60

Moves: Up 3, Debuts 14, Same 27, Down 0, Adds 60 including WBEN-FM, CHUM, KIMN, WFLY, WKFM, WSKZ, KZFM, KBFM, KMGK, KQKQ, KQMQ, KHYT, WGUU, Q104, KRNA, KCBN.

### AGNETHA FALTSKOG "Can't Shake Loose" (Polydor/PolyGram) 104/14

Moves: Up 32, Debuts 13, Same 44, Down 1, Adds 14, CFTR, KIIS-FM, WTRY, KZZB, WANS-FM, KEYN-FM, KKFM, KOMO, KHOP, WFBG, KILE, WAEV, WGLF, KBIM, WSPK 36-25.

### BEE GEES "Someone Belonging To Someone" (RSO/PolyGram) 100/4

Moves: Up 47, Debuts 9, Same 39, Down 1, Adds 4, KITY, WACZ, KQIZ-FM, WQLT, WXXS-FM 27-24, XTRA 28-25, WSPK 34-28, WKFM 39-34, WSFL 36-31, KTFM 28-22, WNAM 30-23, WZPL 36-26, KHOP 34-28, WJAD 32-29, Z102 28-18.

### ELVIS COSTELLO & ATTRAXIONS "Everyday I Write The Book" (Columbia) 91/10

Moves: Up 29, Debuts 13, Same 39, Down 0, Adds 10, KAFM, WHYT, Q103, KFI, WLAN-FM, Q106, KHYT, WCGQ, KILE, WRKR, KZZB 30-25, WTX 32-24, WGRD 18-15, K107 36-32, KYYX 20-10.

### ANIMALS "The Night" (IRS/A&M) 84/9

Moves: Up 29, Debuts 7, Same 38, Down 1, Adds 9, 79Q, XTRA, WCSC, KROK, WERZ, WJBO, WPFM, KQWB, WAZY-FM, WYCR 38-32, B97 29-24, KTSA 37-34, KYYX 32-26, KKQV 32-29.

### JOAN JETT & THE BLACKHEARTS "Everyday People" (Blackheart/MCA) 82/31

Moves: Up 3, Debuts 14, Same 34, Down 0, Adds 31 including WXXS-FM, KAFM, KMJK, WYCR, WKRZ-FM, WANS-FM, WSFL, KITY, WMEE, WVIC, OK100, WISE, KVOL, KFYR, KIST.

### SERGIO MENDES "Rainbow's End" (A&M) 78/9

Moves: Up 24, Debuts 6, Same 39, Down 0, Adds 9, WHTX, WYCR, KZZB, KRGV, WEBC, WAEV, KWTO-FM, KGHO, WKEE 27-21, WSPK 35-29, KITE 31-28, WCIR 27-17, WFLB 9-7, WQLT 27-22.

### DAVID BOWIE "Modern Love" (EMI America) 75/72

Moves: Up 1, Debuts 1, Same 1, Down 0, Adds 72 including WPHD, B94, WHTX, CFTR, Z93, Y100, WABX, WHYT, KEARTH, KIQQ, KMJK, KNBQ, WRCK, KBFM, KRQ.

### LIONEL RICHIE "All Night Long (All Night)" (Motown) 74/74

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 74 including B104, WXXS-FM, WBEN-FM, B94, 94Q, Z93, KAFM, 79Q, Y100, WABX, KBEQ, Q103, KEARTH, KIIS-FM, KIQQ, KFRC.

### MEN AT WORK "Dr. Heckyll & Mr. Jive" (Columbia) 74/58

Moves: Up 2, Debuts 5, Same 9, Down 0, Adds 58 including B104, WPHD, WHYT, WKT, KNBQ, WKFM, WBCY, WOKI, WABB-FM, WHOT, KSKD, KHYT, OK100, WFLB, WRKR, KENI, KDZA.

### PEABO BRYSON & ROBERTA FLACK "Tonight I Celebrate My Love" (Capitol) 73/1

Moves: Up 34, Debuts 6, Same 31, Down 1, Adds 1, 94Q, I95 2-1, KEARTH 19-17, KFI 30-26, KFRC 23-18, WFLY 31-29, WHFM 32-29, WKFM 21-17, 94TYX 24-21, WJDX 11-9, KRGV 4-2, KTSA 7-5, WNAM 34-26, WHOT 33-29, KRQ 20-17, KGHO 25-18.

### DONNA SUMNER "Unconditional Love" (Mercury/PolyGram) 72/18

Moves: Up 12, Debuts 10, Same 32, Down 0, Adds 18 including WABX, WKRZ-FM, WBCY, CK101, WZYP, 94TYX, WSFL, WNVZ, KITY, KTFM, WNAM, KRQ, 13FEA, KDZA.

### DEF LEPPARD "Foolin'" (Mercury/PolyGram) 67/12

Moves: Up 26, Debuts 10, Same 19, Down 0, Adds 12, B94, KMJK, XTRA, WKEE, 94TYX, WOKI, WABB-FM, KMGK, WJAD, KVOL, WCIL-FM, KXKL-FM, KAFM 32-25, Y100 19-15, KZFM 14-10.

### STACY LATTISAW "Miracles" (Cotillion/Atco) 56/15

Moves: Up 15, Debuts 5, Same 21, Down 0, Adds 15, Q105, KFI, WKEE, WANS-FM, 94TYX, WJDX, KTSa, 95XIL, WFOX, WIXV, Z102, 99KG, KENI, KCDQ, KBIM.

### PAUL ANKA "Hold Me 'Til The Mornin' Comes" (Columbia) 56/3

Moves: Up 16, Debuts 4, Same 24, Down 9, Adds 3, B94, WNOK-FM, KITY, PRO-FM 30-27, 94Q 27-26, WKRZ-FM 34-31, 94TYX 36-31, WSFL 30-25, KROK 35-32, Z104 30-25, FM99 27-22.

### KANSAS "Fight Fire With Fire" (CBS) 55/12

Moves: Up 6, Debuts 6, Same 31, Down 0, Adds 12, WLS-FM, KBEQ, KITE, WKDD, KBBK, KSKD, WJBO, WFLB, KVOL, FM99, WHSL, KYTN, WJXQ 32-29, OK100 32-26, WIXV 37-31.

## MOST ADDED

- LIONEL RICHIE (74)  
All Night Long (All Night) (Motown)
- DAVID BOWIE (72)  
Modern Love (EMI America)
- HUEY LEWIS & THE NEWS (60)  
Heart And Soul (Chrysalis)
- MEN AT WORK (58)  
Dr. Heckyll & Mr. Jive (Columbia)
- STEVIE NICKS (44)  
If Anyone Falls (Modern/Atco)
- JOAN JETT & THE BLACKHEARTS (31)  
Everyday People (Blackheart/MCA)

## HOTTEST

- BONNIE TYLER (148)  
Total Eclipse Of The Heart (Columbia)
- BILLY JOEL (124)  
Tell Her About It (Columbia)
- MEN WITHOUT HATS (111)  
The Safety Dance (Backstreet/MCA)
- MICHAEL JACKSON (83)  
Human Nature (Epic)
- ASIA (61)  
Don't Cry (Geffen)
- AIR SUPPLY (51)  
Making Love Out Of Nothing At All (Arista)

## SIGNIFICANT ACTION

### MANHATTAN TRANSFER "Spice Of Life" (Atlantic) 39/18

Moves: Up 1, Debuts 3, Same 17, Down 0, Adds 18 including WABX, WFLY, WSPK, WKFM, WTX, KTSa, WZPL, WHOT, KHOP, KSKD, KJRB, KVOL, KNOE-FM, 99KG, KBIM.

### JoBOXERS "Just Got Lucky" (RCA) 39/14

Moves: Up 2, Debuts 5, Same 18, Down 0, Adds 14, CHUM, WSPK, WRCK, WZPL, WKFR, KSKD, WACZ, WGUU, WOMP-FM, WZYQ, WSOV, KQIZ-FM, WXLK, WBWB, KYYX 31-27.

### WHAMI U.K. "Bad Boys" (Columbia) 37/1

Moves: Up 17, Debuts 3, Same 15, Down 1, Adds 1, Q105, WXXS-FM 33-27, KEARTH 4-3, KFI 22-13, XTRA 11-4, KFRC 1-1, KAMZ 26-19, KSET-FM 14-10, KRGV 20-9, Z104 34-28, KYNO-FM 10-7, KHYT 21-18, WGUU 29-24.

### JARREAU "Trouble In Paradise" (WB) 35/8

Moves: Up 1, Debuts 4, Same 22, Down 0, Adds 8, WXXS-FM, PRO-FM, WGUU, WIGY, WERZ, 13FEA, WJBO, KKQV, WSPK d-32, WKFM d-38, KTSa 35-32, KIDD d-22.

### S.O.S. BAND "Just Be Good To Me" (Tabu/CBS) 34/4

Moves: Up 14, Debuts 3, Same 12, Down 1, Adds 4, WCSC, WSFL, KSKD, WCGQ, B104 16-13, I95 25-5, Y100 21-14, WABX 30-20, KIQQ d-40, KFRC 12-10, WNF1 21-18, WNVZ 30-26, KYNO-FM 28-17, Q104 27-18, Z102 21-15.

### RICK JAMES "Cold Blooded" (Gordy/Motown) 32/0

Moves: Up 19, Debuts 0, Same 13, Down 0, Adds 0, WXXS-FM 19-9, WBEN-FM 9-8, Z93 20-16, Y100 22-20, WABX 24-19, KEARTH 11-9, WBBQ 30-25, WSFL 26-19, WNVZ 32-28, WRVQ 23-19, KITY 32-29, KTFM 31-28, OK100 33-29, Q104 21-14, WIXV 22-14.

### EURYTHMICS "Love Is A Stranger" (RCA) 31/30

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 30 including WCSC, KITE, WZYP, WHHY-FM, WTX, KROK, WGRD, WZPL, WHOT, KLUC, KHOP, KSKD, KYYX, KNOE-FM, WCIL-FM, KBIM.

### BETTE MIDLER "All I Need To Know" (Atlantic) 31/1

Moves: Up 7, Debuts 0, Same 23, Down 0, Adds 1, KTFM, WKFM on, WCSC 35-34, KTSa 38-35, WHOT on, WFLB 37-34, Q104 26-22, WFOX 35-32, Z102 39-36, KIST 38-35.

### BOB SEGER & THE SILVER BULLET BAND "Old Time Rock 'n Roll" (Capitol) 26/25

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 25 including WXXS-FM, PRO-FM, WABX, KMJK, KFRC, KNBQ, WKRZ-FM, KTFM, WZPL, Z104, KHOP, WERZ, FM99, KFMZ, KCDQ.

### JIM CAPALDI "Living On The Edge" (Atlantic) 26/1

Moves: Up 8, Debuts 2, Same 13, Down 2, Adds 1, WCSC, WKT1 d-30, WGRD 35-30, WZZR 36-31, WJXQ 40-33, OK100 12-7, 95XIL 35-32, WIXV 34-27, KFMZ 35-28, KYTN 20-13.

### LOVERBOY "Queen Of The Broken Hearts" (Columbia) 25/21

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 21 including WPHD, KAFM, 79Q, Q102, KIQQ, KNBQ, WRCK, 92X, WVIC, K107, KLUC, 95XIL, KQIZ-FM, WHSL, KFMW.

### GRAHAM PARKER "Life Gets Better" (Arista) 24/7

Moves: Up 0, Debuts 1, Same 16, Down 0, Adds 7, WRCK, WNF1, WJXQ, WFLB, KKQV, WBWB, KIQQ on, WKRZ-FM on, WHEB on, KVOL on, WIXV on, KYTN on, KCDQ on, KBIM on.

### BERLIN "Masquerade" (Geffen) 23/10

Moves: Up 1, Debuts 0, Same 12, Down 0, Adds 10, WXXS-FM, WKFM, WJXQ, WHOT, KSKD, WJAD, FM99, KFMZ, KYTN, KCDQ, WABX on, KIQQ 23-22, KBFM on, WZPL on, WERZ on.

### QUIET RIOT "Cum On Feel The Noize" (Pasha/CBS) 22/3

Moves: Up 9, Debuts 3, Same 6, Down 1, Adds 3, 79Q, WTRY, KITE, WABX 40-31, KIQQ 8-6, KNBQ 35-33, WRCK d-27, WKRZ-FM 23-16, WJXQ 27-21, KSKD 35-28, KYTN 35-28, KGHO 15-10.

### MATTHEW WILDER "Break My Stride" (Private I/CBS) 21/21

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 21 including WXXS-FM, WABX, KEARTH, KFI, KIQQ, XTRA, KNBQ, WKFM, WKRZ-FM, WNF1, KTSa, WHOT, WERZ, KKQV, WAZY-FM.

### PABLO CRUISE "Will You, Won't You" (A&M) 20/9

Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 9, WZPL, WHOT, KBBK, WISE, WBWB, KYTN, KFMW, KENI, KDZA, KYUU on, WSFL on, KO93 34-33.

### ANNE MURRAY "A Little Good News" (Capitol) 19/6

Moves: Up 0, Debuts 1, Same 12, Down 0, Adds 6, WKFR, WHOT, WFBG, 13FEA, KILE, WAEV, WKBW on, WFLB d-36.

### EDDIE RABBITT "You Put The Beat In My Heart" (WB) 18/3

Moves: Up 4, Debuts 0, Same 11, Down 0, Adds 3, KROK, KIDD, WCIR, WL0L-FM on, KMJK on-dp, WJDX 40-36, KJRB 22-20, OK100 on, WJBO 29-25, WFLB 39-29.

### BILLY IDOL "Dancing With Myself" (Chrysalis) 18/1

Moves: Up 8, Debuts 2, Same 6, Down 1, Adds 1, WFBG, KIQQ 39-34, WLAN-FM 33-28, KHFI d-30, KSET-FM 21-15, Z104 36-34, WJBO d-39, WHEB 31-29, KYTN 29-25, KSLY 39-36.

### CHRIS DeBURGH "Ship To Shore" (A&M) 18/0

Moves: Up 5, Debuts 0, Same 12, Down 1, Adds 0, WL0L-FM on, WRCK on, KSET-FM on, FM100 on, WZZR 35-34, WYKS 23-22, WCIL-FM 28-26, WAZY-FM 17-14, 99KG on-dp, KCBN 29-26.

### PETER SCHILLING "Major Tom (Coming Home)" (Elektra) 17/7

Moves: Up 4, Debuts 0, Same 6, Down 0, Adds 7, KNBQ, WKRZ-FM, WNF1, WTX, KTFM, WHOT, KYTN, 79Q on, Y100 on, KIQQ 36-35, KSET-FM 28-26, KYYX 18-9, WHEB on, WPFM 35-30, KBIM on.

### DAVE EDMUNDS "Information" (Columbia) 17/7

Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 7, WPHD, WKFM, WABB-FM, KNOE-FM, KFMZ, WSPT, KCDQ, WABX on, WL0L-FM on, KIQQ on, WJXQ 39-37, KYYX d-37, KQIZ-FM on.

### MICHAEL JACKSON "P.Y.T. (Pretty Young Thing)" (Epic) 17/2

Moves: Up 7, Debuts 0, Same 7, Down 1, Adds 2, KFRC, KRQ, WXXS-FM 29-21, Y100 15-13, KC101 27-20, WGRD 13-9, KYNO-FM 2-1, OK100 35-31, 95XIL 14-5.

### COMMODORES "Only You" (Motown) 15/4

Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 4, KRGV, KJRB, WQLT, Q104, WCSC on, WNF1 on, KAMZ on, WOKI on, WHHY-FM 27-19, KTFM on, WHOT on, FM99 on.

### LIQUID GOLD "What's She Got" (Critique/Quality) 15/0

Moves: Up 7, Debuts 4, Same 4, Down 0, Adds 0, WXXS-FM 10-8, PRO-FM 24-21, WROR d-29, WKRZ-FM d-36, WOKI 40-37, KBFM on, WGUU 27-25, WIGY on, WTSN d-35, WERZ 32-27, 13FEA 25-20, WJBO 17-14, KKQV on, KSLY on, KIST d-37.

### MINOR DETAIL "Canvas Of Life" (Polydor/PolyGram) 14/8

Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 8, WPHD, KSET-FM, WOKI, WHOT, WGUU, WIGY, WERZ, WJBO, WKFM on, WRCK on, WCSC on, WZPL on, KYYX on, KQIZ-FM on.

### CARLY SIMON "You Know What To Do" (WB) 14/5

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 5, WOKI, KBFM, WZPL, WERZ, KIQQ on, WPST on, WKRZ-FM on, KQMQ on, KQIZ-FM on, WFOU on, KVOL on.

### GLENN SHORROCK "Don't Girls Get Lonely" (Capitol) 12/11

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 11, KTFM, WZZR, WZPL, WHOT, KKXX, KO93, WFBG WJAD, WXLK, KKQV, KOZE, KIQQ on.

### HERBIE HANCOCK "Rockit" (Columbia) 11/2

Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 2, WABX, KRGV, WXXS-FM on, I95 17-12, KIQQ d-15, KBFM on, WHOT on, KQMQ on, KGGI on, KHYT on, WGUU on.

### MIDNIGHT STAR "Freak-A-Zoid" (Solar/Elektra) 11/1

Moves: Up 3, Debuts 2, Same 2, Down 3, Adds 1, KITY, PRO-FM d-30, KFRC 4-2, WOKI 29-21, WRVQ d-28, KYNO-FM 95, KHYT 10-15, KVOL on-dp, FM99 on.

### ELO "Four Little Diamonds" (Jet/CBS) 10/9

Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 9, WPHD, WSPK, WGRD, WKFR, WOMP-FM, WZYQ, KRNA, KKLS, KGHO, Q104 30-26.

### IAN HUNTER "All Of The Good Ones Are Taken" (Columbia) 10/1

Moves: Up 0, Debuts 0, Same 9, Down 0, Adds 1, WTX, CHUM on, WABX on, KIQQ on, WSSX on-dp, WZZR on, WJBO on, WHSL on.

### PAUL YOUNG "Wherever I Lay My Hat (That's My Home)" (Columbia) 10/1

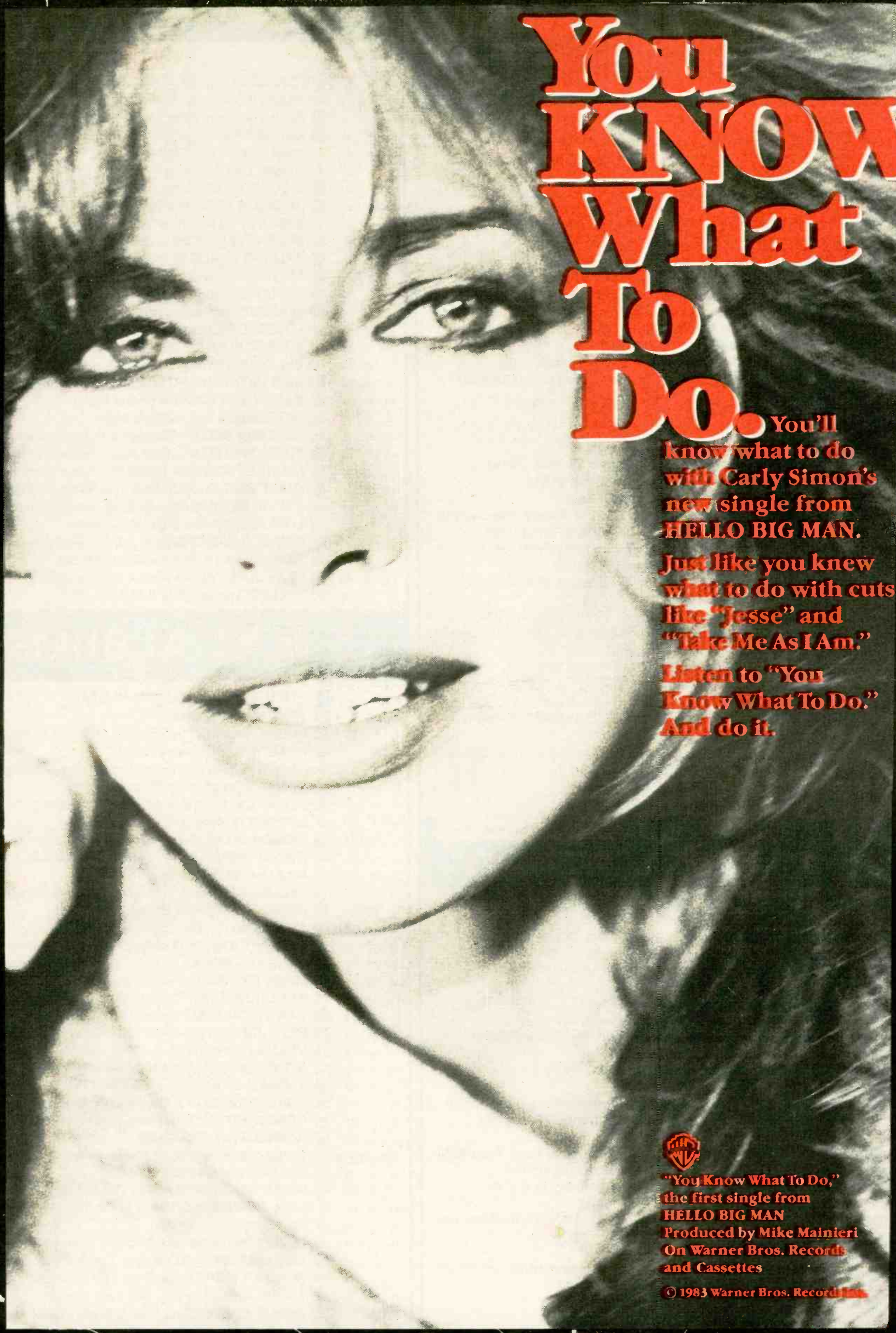
Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 1, OK100, CKGM on, KIQQ on, K104 on, WCSC on, WSFL d-37, 95XIL on, WJAD on, WPFM on, WIXV on.

### BIG RIC "Take Away" (Scotti Bros./CBS) 10/0

Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 0, WXXS-FM on, PRO-FM on, KBEQ on, KFI on, WCSC on, WHOT on, WGUU on, WOMP-FM on, WERZ on, WJBO 40-38.

More CHR Music Information See Page 54





# You KNOW What To Do.

You'll know what to do with Carly Simon's new single from HELLO BIG MAN.

Just like you knew what to do with cuts like "Jesse" and "Take Me As I Am."

Listen to "You Know What To Do." And do it.



"You Know What To Do,"  
the first single from  
HELLO BIG MAN  
Produced by Mike Mainieri  
On Warner Bros. Records  
and Cassettes

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# Contemporary Hit Radio

Three Weeks Two Weeks Last Week

- |                |    |    |    |  |
|----------------|----|----|----|--|
| 12             | 5  | 1  | 1  | BILLY JOEL/Tell Her About It (Columbia)                      |
| 20             | 11 | 4  | 2  | BONNIE TYLER/Total Eclipse Of The Heart (Columbia)           |
| 7              | 3  | 2  | 3  | MICHAEL JACKSON/Human Nature (Epic)                          |
| 14             | 10 | 5  | 4  | MEN WITHOUT HATS/The Safety Dance (Backstreet/MCA)           |
| 13             | 8  | 7  | 5  | ASIA/Don't Cry (Geffen)                                      |
| 2              | 1  | 3  | 6  | MICHAEL SEMBELLO/Maniac (Casablanca/PolyGram)                |
| 11             | 6  | 6  | 7  | JACKSON BROWNE/Lawyers In Love (Asylum)                      |
| 21             | 16 | 9  | 8  | NAKED EYES/Promises, Promises (EMI America)                  |
| 23             | 19 | 11 | 9  | FRANK STALLONE/Far From Over (RSO/PolyGram)                  |
| 26             | 22 | 14 | 10 | AIR SUPPLY/Making Love Out Of Nothing At All (Arista)        |
| 32             | 25 | 16 | 11 | SPANAU BALLETT/True (Chrysalis)                              |
| 40             | 31 | 21 | 12 | POLICE/King Of Pain (A&M)                                    |
| 16             | 15 | 12 | 13 | RICK SPRINGFIELD/Human Touch (RCA)                           |
| 27             | 23 | 20 | 14 | STRAY CATS/(She's) Sexy + 17 (EMI America)                   |
| 22             | 21 | 17 | 15 | LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)       |
| 1              | 2  | 8  | 16 | POLICE/Every Breath You Take (A&M)                           |
| 25             | 24 | 22 | 17 | SHALAMAR/Dead Giveaway (Solar/Elektra)                       |
| 34             | 28 | 24 | 18 | ELTON JOHN/Kiss The Bride (Geffen)                           |
| 3              | 4  | 10 | 19 | MEN AT WORK/It's A Mistake (Columbia)                        |
| 4              | 7  | 15 | 20 | EURHYTHMICS/Sweet Dreams (Are Made Of This) (RCA)            |
| 31             | 27 | 25 | 21 | JEFFREY OSBORNE/Don't You Get So Mad (A&M)                   |
| 9              | 9  | 13 | 22 | CULTURE CLUB/I'll Tumble 4 Ya (Virgin/Epic)                  |
| 5              | 12 | 18 | 23 | DONNA SUMMER/She Works Hard For The Money (Mercury/PG)       |
| 37             | 34 | 29 | 24 | GEORGE BENSON/Lady Love Me (One More Time) (WB)              |
| 8              | 14 | 19 | 25 | HUMAN LEAGUE/(Keep Feeling) Fascination (Virgin/A&M)         |
| 38             | 35 | 31 | 26 | ROBERT PLANT/Big Log (Es Paranza/Atlantic)                   |
| -              | 40 | 33 | 27 | SHEENA EASTON/Telefone (Long Distance...) (EMI America)      |
| -              | -  | 35 | 28 | FIXX/One Thing Leads To Another (MCA)                        |
| -              | -  | 37 | 29 | K. ROGERS with D. PARTON/Islands In The Stream (RCA)         |
| 35             | 32 | 30 | 30 | LITTLE RIVER BAND/You're Driving Me Out Of My Mind (Capitol) |
| 39             | 36 | 34 | 31 | JUICE NEWTON/Tell Her No (Capitol)                           |
| -              | -  | 36 | 32 | TALKING HEADS/Burning Down The House (Sire/WB)               |
| -              | -  | 38 | 33 | KINKS/Don't Forget To Dance (Arista)                         |
| -              | -  | 39 | 34 | MADNESS/It Must Be Love (Geffen)                             |
| -              | -  | 40 | 35 | MOODY BLUES/Sitting At The Wheel (Threshold/PolyGram)        |
| <b>BREAKER</b> | 36 |    |    | PRINCE/Delirious (WB)  |
| <b>BREAKER</b> | 37 |    |    | ROD STEWART/What Am I Gonna Do (I'm So In Love...) (WB)      |
| <b>BREAKER</b> | 38 |    |    | MOTELS/Suddenly Last Summer (Capitol)                        |
| <b>BREAKER</b> | 39 |    |    | BRYAN ADAMS/This Time (A&M)                                  |
| <b>BREAKER</b> | 40 |    |    | STEVIE NICKS/If Anyone Falls (Modern/Atco)                   |

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# Adult / Contemporary

- |                |    |    |    |  |
|----------------|----|----|----|--|
| 4              | 3  | 3  | 1  | BILLY JOEL/Tell Her About It (Columbia)                    |
| 1              | 1  | 2  | 2  | MICHAEL JACKSON/Human Nature (Epic)                        |
| 3              | 2  | 1  | 3  | LAURA BRANIGAN/How Am I Supposed To Live... (Atlantic)     |
| 7              | 4  | 4  | 4  | AIR SUPPLY/Making Love Out Of Nothing At All (Arista)      |
| 17             | 11 | 6  | 5  | GEORGE BENSON/Lady Love Me (One More Time) (WB)            |
| 19             | 14 | 9  | 6  | SPANAU BALLETT/True (Chrysalis)                            |
| 16             | 12 | 7  | 7  | SERGIO MENDES/Rainbow's End (A&M)                          |
| 12             | 9  | 8  | 8  | JENNIFER WARNES/Nights Are Forever (WB)                    |
| 26             | 18 | 10 | 9  | K. ROGERS with D. PARTON/Islands In The Stream (RCA)       |
| 2              | 5  | 5  | 10 | RITA COOLIDGE/All Time High (A&M)                          |
| 18             | 17 | 14 | 11 | CRYSTAL GAYLE/Baby, What About You (WB)                    |
| 14             | 13 | 13 | 12 | HERB ALPERT/Garden Party (A&M)                             |
| 27             | 22 | 18 | 13 | P. BRYSON & R. FLACK/Tonight I Celebrate My Love (Capitol) |
| 5              | 7  | 11 | 14 | PAUL ANKA/Hold Me 'Til The Mornin' Comes (Columbia)        |
| 6              | 6  | 12 | 15 | POLICE/Every Breath You Take (A&M)                         |
| 22             | 20 | 17 | 16 | RONNIE MILSAP/Don't You Know How Much I Love You (RCA)     |
| -              | 26 | 22 | 17 | BONNIE TYLER/Total Eclipse Of The Heart (Columbia)         |
| 30             | 23 | 21 | 18 | LEE GREENWOOD/Somebody's Gonna Love You (MCA)              |
| 10             | 10 | 16 | 19 | MEN AT WORK/It's A Mistake (Columbia)                      |
| 8              | 8  | 15 | 20 | S. ROBINSON & B. MITCHELL/Blame It On Love (Tamla/Motown)  |
| -              | 28 | 23 | 21 | JUICE NEWTON/Tell Her No (Capitol)                         |
| 28             | 24 | 24 | 22 | KINKS/Don't Forget To Dance (Arista)                       |
| -              | 30 | 27 | 23 | EDDIE RABBITT/You Put The Beat In My Heart (WB)            |
| 9              | 15 | 20 | 24 | AMERICA/The Border (Capitol)                               |
| -              | -  | 30 | 25 | COMMODORES/Only You (Motown)                               |
| -              | 29 | 26 | 26 | JACKSON BROWNE/Lawyers In Love (Asylum)                    |
| -              | -  | 29 | 27 | BEE GEES/Someone Belonging To Someone (RSO/PolyGram)       |
| 13             | 16 | 19 | 28 | F.R. DAVID/Words (Carrere America/PolyGram)                |
| 11             | 19 | 25 | 29 | LOUISE TUCKER/Midnight Blue (Arista)                       |
| <b>BREAKER</b> | 30 |    |    | SHEENA EASTON/Telefone (Long Distance...) (EMI America)    |

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# AOR / HOT TRACKS

Three Weeks Two Weeks Last Week

- |    |    |    |    |  |
|----|----|----|----|--|
| 1  | 1  | 1  | 1  | POLICE/King Of Pain (A&M)                              |
| 8  | 4  | 2  | 2  | HEART/How Can I Refuse (Epic)                          |
| 4  | 3  | 5  | 3  | ASIA/The Heat Goes On (Geffen)                         |
| 5  | 5  | 4  | 4  | KANSAS/Fight Fire With Fire (CBS)                      |
| 2  | 2  | 3  | 5  | ASIA/Don't Cry (Geffen)                                |
| 3  | 6  | 6  | 6  | STRAY CATS/(She's) Sexy + 17 (EMI America)             |
| -  | 21 | 9  | 7  | MOODY BLUES/Sitting At The Wheel (Threshold/PG)        |
| 11 | 8  | 8  | 8  | JACKSON BROWNE/For A Rocker (Asylum)                   |
| 6  | 7  | 7  | 9  | ROBERT PLANT/Other Arms (Es Paranza/Atlantic)          |
| 10 | 9  | 10 | 10 | ROBERT PLANT/Big Log (Atlantic)                        |
| 13 | 13 | 11 | 11 | TALKING HEADS/Burning Down The House (Sire/WB)         |
| -  | 25 | 15 | 12 | MOTELS/Suddenly Last Summer (Capitol)                  |
| 9  | 11 | 12 | 13 | FIXX/One Thing Leads To Another (MCA)                  |
| 14 | 14 | 14 | 14 | POLICE/Wrapped Around Your Finger (A&M)                |
| 12 | 10 | 13 | 15 | LOVERBOY/Queen Of The Broken Hearts (Columbia)         |
| 24 | 16 | 17 | 16 | ROBERT PLANT/In The Mood (Es Paranza/Atlantic)         |
| -  | 36 | 21 | 17 | BIG COUNTRY/Big Country (Mercury/PolyGram)             |
| 23 | 18 | 18 | 18 | MEN WITHOUT HATS/Safety Dance (Backstreet/MCA)         |
| 43 | 31 | 24 | 19 | DANNY SPANOS/Hot Cherie (Epic)                         |
| 25 | 20 | 19 | 20 | DIO/Rainbow In The Dark (WB)                           |
| 7  | 12 | 16 | 21 | JACKSON BROWNE/Lawyers In Love (Asylum)                |
| 37 | 26 | 23 | 22 | ELVIS COSTELLO.../Everyday I Write The Book (Columbia) |
| -  | 53 | 35 | 23 | MICHAEL STANLEY BAND/My Town (EMI America)             |
| 41 | 39 | 28 | 24 | QUIET RIOT/Cum On Feel The Noize (Pasha/CBS)           |
| 54 | 55 | 31 | 25 | STEVIE NICKS/If Anyone Falls (Modern/Atco)             |
| 15 | 15 | 22 | 26 | LOVERBOY/Strike Zone (Columbia)                        |
| 17 | 17 | 20 | 27 | STEVIE RAY VAUGHAN.../Pride And Joy (Epic)             |
| -  | 58 | 27 | 28 | AC/DC/Flick Of The Switch (Atlantic)                   |
| 44 | 33 | 30 | 29 | BILLY JOEL/Tell Her About It (Columbia)                |
| 18 | 19 | 26 | 30 | POLICE/Synchronicity II (A&M)                          |

# AOR / ALBUMS

- |                |    |    |    |  |
|----------------|----|----|----|--|
| 1              | 1  | 1  | 1  | POLICE/Synchronicity (A&M)                             |
| 2              | 2  | 2  | 2  | ASIA/Alpha (Geffen)                                    |
| 4              | 3  | 3  | 3  | ROBERT PLANT/The Principle Of... (Es Paranza/Atlantic) |
| 9              | 6  | 5  | 4  | HEART/Passion Works (Epic)                             |
| 5              | 4  | 4  | 5  | JACKSON BROWNE/Lawyers In Love (Asylum)                |
| 8              | 7  | 7  | 6  | KANSAS/Drastic Measures (CBS)                          |
| -              | -  | 8  | 7  | STRAY CATS/Rant n' Rave (EMI America)                  |
| 3              | 5  | 6  | 8  | LOVERBOY/Keep It Up (Columbia)                         |
| -              | -  | 11 | 9  | MOODY BLUES/The Present (Threshold/PolyGram)           |
| 6              | 8  | 9  | 10 | STEVIE NICKS/The Wild Heart (Modern/Atco)              |
| 7              | 9  | 10 | 11 | FIXX/Reach The Beach (MCA)                             |
| 11             | 10 | 12 | 12 | TALKING HEADS/Speaking In Tongues (Sire/WB)            |
| -              | 15 | 13 | 13 | AC/DC/Flick Of The Switch (Atlantic)                   |
| <b>BREAKER</b> | 14 |    |    | BIG COUNTRY/The Crossing (Mercury/PolyGram)            |
| 20             | 14 | 15 | 15 | MEN WITHOUT HATS/Rhythm Of Youth (Backstreet/MCA)      |
| 25             | 17 | 16 | 16 | ELVIS COSTELLO.../Punch The Clock (Columbia)           |
| 22             | 19 | 19 | 17 | QUIET RIOT/Metal Health (Pasha/CBS)                    |
| 13             | 12 | 14 | 18 | DEF LEPPARD/Pyromania (Mercury/PolyGram)               |
| 34             | 27 | 22 | 19 | DANNY SPANOS/Passion In The Dark (Epic)                |
| 26             | 20 | 20 | 20 | BILLY JOEL/An Innocent Man (Columbia)                  |
| 19             | 16 | 18 | 21 | DIO/Holy Diver (WB)                                    |
| 12             | 13 | 17 | 22 | STEVIE RAY VAUGHAN.../Texas Flood (Epic)               |
| -              | -  | 29 | 23 | MICHAEL STANLEY.../You Can't Fight... (EMI America)    |
| 10             | 11 | 23 | 24 | DAVID BOWIE/Let's Dance (EMI America)                  |
| 29             | 21 | 21 | 25 | CONEY HATCH/Outa Hand (Mercury/PolyGram)               |
| -              | 31 | 27 | 26 | ANIMALS/Ark (IRS/A&M)                                  |
| <b>BREAKER</b> | 27 |    |    | RAINBOW/Bent Out Of Shape (Mercury/PolyGram)           |
| 39             | 36 | 31 | 28 | BREAKS/The Breaks (RCA)                                |
| <b>DEBUT</b>   |    |    | 29 | PETER SCHILLING/Error In The System (Elektra)          |
| 24             | 25 | 26 | 30 | RICK SPRINGFIELD/Living In Oz (RCA)                    |
| 21             | 18 | 24 | 31 | ZZ TOP/Eliminator (WB)                                 |
| 15             | 22 | 25 | 32 | QUARTERFLASH/Take Another Picture (Geffen)             |
| -              | 37 | 34 | 33 | ERIC MARTIN BAND/Sucker For A Pretty Face (Elektra)    |
| -              | -  | 36 | 34 | BONNIE TYLER/Faster Than The Speed Of Night (Col.)     |
| 35             | 32 | 30 | 35 | ELTON JOHN/Too Low For Zero (Geffen)                   |
| 35             | 34 | 37 | 36 | BRYAN ADAMS/Cuts Like A Knife (A&M)                    |
| 14             | 28 | 32 | 37 | CHARLIE/Charlie (Mirage/Atco)                          |
| 18             | 23 | 28 | 38 | ZEBRA/Zebra (Atlantic)                                 |
| 40             | 40 | -  | 39 | MINOR DETAIL/Minor Detail (Polydor/PolyGram)           |
| <b>DEBUT</b>   |    |    | 40 | BILLY IDOL/Don't Stop (Chrysalis)                      |

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