

I N S I D E:

**R&R'S  
"DIRECTION '84"  
SEMINARS**

R&R is launching a new kind of pragmatic "Shirtsleeves Seminar" for management-minded programmers. **Dwight Case** provides the perspective and the details for these potentially invaluable meetings. Page 3

**LATEST BIRCH RESULTS**

- San Francisco: KGO, KCBS, KSOL Up, KFOG Doubles
  - Philadelphia: WUSL, WEAZ Take Lead
  - Detroit: WJR Down, WNIC-FM Up Strong
  - Houston: KIKK-FM, KKIQ-FM On KMJQ's Tail
  - St. Louis: KMOX, KHTR Drop, KMJM Gains Solidly
- Plus Birch and Arbitron figures from Atlanta, Baltimore, Buffalo, Dayton, Hartford, Indianapolis, Jacksonville, Kansas City, Miami, Milwaukee, Minneapolis, and New Orleans. Page 14

**SPECIAL**  
**R&R**  
RADIO & RECORDS  
**RAB TODAY**  
What It Can Do For Radio  
YOUR COMPLETE CO-OP ORGANIZER  
RADIO IDEA PROMOTIONS  
And Who Can Get It Done For You  
• THE NEW RAB ADMINISTRATIVE STAFF • EXECUTIVE STAFF •  
• BOARD OF DIRECTORS • NEW TOOLS & RAB SERVICES •  
LARRY KING

R&R's in-issue RAB special this week includes:

- Profiles of the RAB's executive and administrative teams
- A look at the RAB's new services for radio
- And a provocative interview with the king of Talk radio, Larry King. Page 31

**PEOPLE IN THE NEWS  
THIS WEEK**

- Tom Weaver in new partnership
- Dave Van Stone Western Cities VP/Programming
- Charley Lake PD at KZZC
- Paul Hutchinson, Jeff Aldrich, Ann Munday Sr. VPs at Chrysalis
- Bill Bradley Op. Mgr. for KUPL-AM & FM
- Chris Miller W101 PD
- Bill Tod PD at WNYS
- George Montiel WRMM's Program Mgr.

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Newsstand Price \$3.50



**RADIO & RECORDS**

**NEW CALLS WLTW**

**WKHK Kicks Out Country  
For Easy A/C Format**

In a surprise move, WKHK/New York discontinued Country music Monday (1-23) for a soft blend of A/C hits under new call letters WLTW ("Lite FM"). PD Dene Hallam has exited, with no replacement named yet. Also leaving were afternoon personality Tim Byrd and News Director Bruce Anderson.

WLTW's format is similar to

that used by Viacom sister station WLAK/Chicago, which improved notably in the fall '83 Arbitron. WLTW VP/GM George Wolfson explained that Research Group studies confirmed the decision. "We're very excited! All of our research shows there's tremendous potential for growth with this format, while that for Country in New

York was very limited. We're following our success story in Chicago and hope to develop that here."

Comparing WLTW's approach to A/C outlets WYNY and WPIX, Wolfson said, "We're not going to be exactly in the same arena as they are, as they're much more contemporary and skew a little younger. WLTW will fill the void between WYNY and (Beautiful Music) WRFM. There will definitely be a mix of current music in the format, but we'll be leaning towards the sounds of Barry Manilow and Barbra Streisand, plus some Tony Bennett and Frank Sinatra. Our target demographics are 35-44."

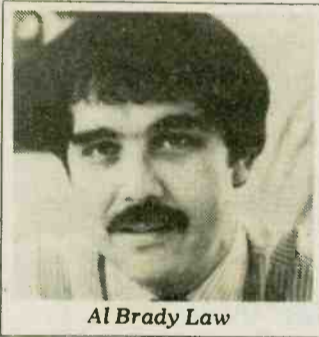
Regarding Hallam's departure, Wolfson said, "Dene did a sensational job for us. The report cards from visiting consultants and programming experts always said we were a well-programmed station, and I have nothing but high praise for him. The research just showed we had achieved as much as we could with Country." Wolfson added, "Both Tim and Bruce performed tremendously as well, and I'm making calls all over town for both of them."

**HALL GOES ALONG AS PD**

**Law Exits KLAC To  
Join WFLA & WOJC**

Al Brady Law has resigned as GM of KLAC/Los Angeles after four months to become GM at Blair Radio's WFLA & WOJC/Tampa. KLAC PD Phil Hall will join Law as PD at the Tampa stations; present PD Bill Garcia is expected to remain in an undetermined capacity, while GM Jim Bocoock exits WFLA & WOJC.

Blair Owned Radio Stations Division President Jim Hilliard told R&R, "Al is one of the most outstanding radio executives in



Al Brady Law

our industry. He has an impressive record of success in building stations to leadership in their markets, including our own WHDH & WCOZ/Boston. Apart from his priority task of bringing our Tampa stations up to their full potential, Al will also be working with (WHDH & WCOZ President/GM) Dave Croninger and me to make ours the best station operation in the radio business."

**Shannon  
Becomes  
Consultant**

WHTZ(Z100)/New York PD/morning personality Scott Shannon has announced the formation of Penguardia Communications, Inc., a radio consulting firm. Headed by Shannon, Penguardia will also involve Z100's Operations Manager Christopher Reed, MD/Assistant PD Michael Ellis, and Production Director J. R. Nelson.

"I'm expanding myself into this consultancy with the blessings of everyone at Malrite," explained Shannon. "I don't intend to give up my show or travel very much, because being on the air is what I like to do best. I'm not looking for a lot of clients either, since there are a limited number of markets in

SHANNON/See Page 48

Law was PD at WHDH & WCOZ in the mid-seventies, later becoming PD at WABC/New York, GM of WYNY/New York, VP/Programming for NBC Radio, and President of Surrey Research before joining KLAC last September. He commented, "I worked for Blair for four years, and the chance to go back to work for them is one no one could foresee. Jim Hilliard is one of the top guys in this business, and together he and I do some wonderful things."

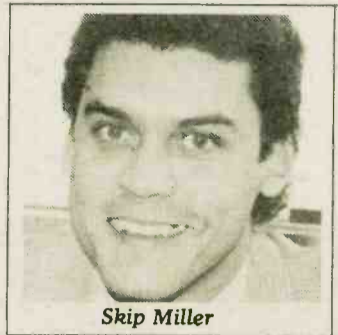
Discussing Hall, Law said, "I have confidence that Phil is one of the really fine program

LAW/See Page 48

**Miller Promoted  
To Motown Sr. VP**

Skip Miller has been promoted to the new position of Senior VP/Director of Operations for Motown. Miller had been VP/Promotion for the label since 1979, and now will supervise marketing, promotion, artist relations, press and publicity. Reporting to him are VP/Sales Miller London, VP/Marketing & Distribution Dick Sherman, Exec. Director/Press & Publicity Bob Jones, and newly-appointed Director/Artist Relations Corb Donohue.

Motown President Jay Lasaker commented, "Skip is the



Skip Miller

most talented and effective promotion executive I've had the pleasure to work with. He has a very realistic yet sensitive approach to the relationship between artist, promotion, and sales. In his new position, he will be able to orchestrate completely the total promotion of Motown product, based on his vast experience in these most crucial areas."

Before becoming VP/Promotion, Miller was National R&B Promotion Director for Motown, earlier working as Regional Sales Manager and West Coast Sales Manager.

**Opsitnik  
Bonneville's  
President/CEO**

Jim Opsitnik has been appointed President/CEO of the Bonneville Broadcasting System. He succeeds former Chairman/CEO John Patton, who resigned in October last year. Opsitnik's most recent position was as owner/GM of KBZY/Salem.

Commenting on the appointment, Bonneville International Sr. VP Ken Hatch said, "We were looking for a high-quality individual with a good, solid broadcast background. He was our first selection, he was the individual we wanted, and we think he's the kind and quality of broadcast executive that we are looking forward to leading BBS to bigger and better things in the future."

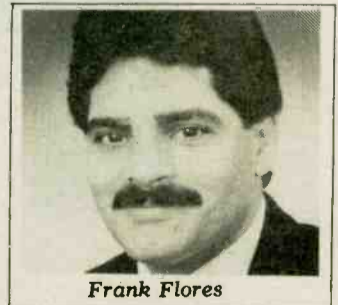
Opsitnik told R&R, "I'm very

OPSITNIK/See Page 48

**Flores Upped To WJIT  
Station Manager**

Frank Flores has been appointed Station Manager at Infinity's WJIT/New York. He moves up from Sales Manager for the Spanish-formatted station, and is the first Hispanic to be named as the station's manager. Flores has been with WJIT for four years.

In announcing the promotion, Infinity President Mel Karmazin commented, "I am very proud to be able to promote someone from within the station to this very important position. Frank's understanding of the Hispanic community and knowledge of radio broadcasting make me confident he can lead WJIT to even greater heights."



Frank Flores

Upon receiving the promotion, Flores noted, "WJIT has always been very involved in the Hispanic community, and I am looking forward to the station becoming even more involved and to working with the staff of the finest Hispanic broadcasters in the country."

**First in a series**

## **The Radio Rep Alternative**

HNW&H prides itself on providing radio stations with an innovative alternative in representation. Other reps only sell spot radio. We market stations on a national basis, use an aggressive pricing policy and have a unique accountability system. Enough stations have agreed with our alternative to make us America's fastest growing rep.

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Increase your share. Start using our call letters.

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# **HNW&H**

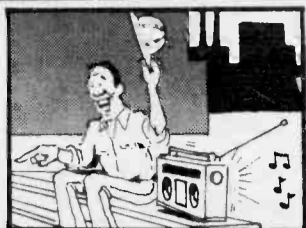
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### Are CHR's Stealing Black/Urban Audiences?

Sheridan National PD J.C. Floyd frankly addresses the subject of CHR's co-opting Black/Urban listeners. Plus special Sales, Management, News/Talk, and Easy Listening columns, and more.



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A NOTE FROM THE PUBLISHER

## Direction '84 — Preparation For Programmers

As you've seen in the paper over the last couple of weeks, R&R has introduced a new series of seminars. We're calling them the "Shirtsleeve Seminars" for a very good reason: because you're going to roll up your sleeves and get right in there with the professionals we're bringing in to help you prepare for the future.

The first in this new series, "Direction '84," has been designed to give the program director a better grip on what's coming and how to deal with it. Whether your personal goal is to be a station manager, group PD or own your own station — or just stay where you are now — there are a lot of very powerful tools here to help you grow into the '80s and beyond.

### Hands-On Approach

I am a great fan of the "hands-on" approach to learning. It gives you the chance to get the feel of a situation, deal with a real problem, and even "blow it" without paying for it in the real world. And that's why we're limiting the participation in this seminar to 400 attendees. We are aiming for an easily-managed group that can work together in a team environment.

DIRECTION '84/See Page 48

# Weaver Joins Nashville Broadcast Partnership

Tom Weaver, recently Exec. VP of All-Pro Broadcasting, has joined an as-yet-unnamed Nashville broadcast partnership as President. The partnership, shortly to be incorporated, owns WKOS/Nashville and, technically, WRQK & WPET/Greensboro (whose sale to Robbins Pharmaceutical awaits completion). Weaver's partners are Los Angeles attorney Joe Wolf, Los Angeles manufacturer Murray Moss, and WRQK & WPET President/GM Tom Armshaw, who will be remaining at the stations after the ownership transfer but will also participate in the partnership.

Weaver told R&R, "I'm extremely excited about being in business with these gentlemen. We plan on making inroads in the broadcasting business in the top 25

markets, and hopefully will own a full complement. We're going all the way." Weaver said the group's first priority would be a "total revamping and turnaround" of WKOS, including a call letter and format change.

WILL REMAIN AT KWSS

## Van Stone New VP At Western Cities

KWSS/San Jose PD Dave Van Stone has been promoted to VP/Programming for parent group Western Cities Broadcasting. The position has been vacant since the departure of Don Benson over two years ago.

Speaking for Western Cities principals Rick and Bill Phalen, KWSS VP/GM Palmer Pyle told R&R, "Dave has done a fantastic job for us here at KWSS. He's really put us on the map. We're all very proud of his accomplishments and I wish I could keep him all to myself. This well-deserved promotion will allow him to share his expertise with all of the other programmers."

An eight-year veteran of the company, Van Stone has programmed Western Cities outlets KLUC & KMJJ/Las Vegas and KRQQ & KNST/Tucson. He remarked, "Obviously I'm thrilled. This is a major opportunity to work with all of the programmers in Western Cities. I feel we have some of the best PDs in the country, and I look for a lot of great things to happen in 1984. We're in a real strong position in all of our markets, so all we're going to do is improve on what we've already got."

In addition to its outlets in San Jose, Las Vegas, and Tucson, Western Cities also owns KZZP-AM & FM/Phoenix and KZAP/Sacramento.

TRANSACTIONS

## Guy Gannett Purchases WPLP

Guy Gannett Broadcasting Services has entered into an agreement to purchase WPLP/Pinellas Park (Tampa) from Dan Johnson, Inc., pending FCC approval. No sale price was announced.

WPLP broadcasts a News/Talk format on 570 kHz, with power of 1kw. Guy Gannett said in a statement it "plans to continue the present format and improve the station's facilities in order to better serve this important and growing area."

The selling company is owned by Dan and Elwyn Johnson.

The buyer is a wholly-owned subsidiary of Guy Gannett Publishing Co. The group's other stations are WINZ-AM & FM/Miami, KOFM/Oklahoma City, WRKT-AM & FM/Cocoa Beach, KSTT & WXLN/Quad Cities, and three TV stations.

## Ardrey Media Buys Four Stations

Bob Ardrey, VP/Sales for Drake/Chenault, and Sherry Ardrey of real estate/investment firm Coldwell Banker have formed Ardrey Media Ltd. and have acquired four Ohio radio stations. Ardrey Media purchased WOMP-AM & FM/Ballinaire (Wheeling market) and WNXT-AM & FM/Portsmouth for \$850,000 from T/R Inc.

Bob Ardrey, who was formerly Group VP for Merv Griffin Radio, commented, "Working for Drake-Chenault these many years, I've had my hands in on a lot of success stories for clients. Now, with God's help, it's our turn." WOMP is on 1290 kHz with 1kw daytime-only, while WOMP-FM has 13.5kw at 100.5 mHz, antenna height 520 ft. WNXT is on 1260 kHz with 5kw days, 1kw nights; WNXT-FM has 900 watts on 99.3 mHz, antenna height 490 ft.

## Lake Moves To PD At KZZC

WHFM/Rochester Program Director Charley Lake has resigned to become PD at KZZC(ZZ99)/Kansas City. Lake replaces exiting PD Johnny Rowlands.

KZZC President/GM Connie Wodlinger told R&R, "I'm very excited about Charley's enthusiasm. We're mutually pleased with our new arrangement. While it will be another two weeks before he arrives, Charley has already made a few minor adjustments which sound fabulous. He is exactly what we were looking for, and all of us are so pleased to have him join ZZ99. I believe he will get us the numbers we want."

Lake remarked, "While I will miss WHFM and my new friends in Rochester, the opportunity the Wodlingers have of-



Charley Lake

LAKE/See Page 48

## Bradley Oversees New KUPL-AM & FM Country Direction

Bill Bradley has been named Operations Director for KUPL-AM & FM/Portland, from the PD position at Country-formatted KLZ/Denver. KUPL-AM & FM are expected to change to Country (from Big Band and Beautiful Music, respectively) in the next two weeks.

Scripps-Howard Broadcasting Director of Programming Steve Roddy told R&R, "We're excited and pleased to have Bill join our company. His abilities and professionalism are well respected in the industry, and we know he will be equal to the task of programming KUPL-AM & FM."

Bradley commented, "After eight years I have a tremendous amount of love and loyalty for Group One and KLZ. But it is time to move on. KUPL-AM & FM are going to

BRADLEY/See Page 48

## Miller Elevated To PD At W101

WIQI (W101)/Tampa MD Chris Miller has been promoted to PD. Miller, who will be taking on the station's day-to-day programming duties, continues to report to VP/Operations Bob DeCarlo.

Commenting on the appointment, DeCarlo said, "Chris has put countless hours into the maintenance of the musical sound of the station. Also, his comments about our contesting and the way we handle the things we do on the air have been well-

MILLER/See Page 48

HUTCHINSON, ALDRICH, MUNDAY MOVE UP

## Chrysalis Promotes Three To Sr. VP

Chrysalis Records has promoted VP/Finance Paul Hutchinson, VP/A&R Jeff Aldrich, and VP/Music Group Ann Munday to Sr. VP positions in their respective departments for the New York-based label.

Chrysalis President Jack Craig told R&R, "I'm most pleased to announce the promotion of these three key people to the position of Sr. VP. Jeff Aldrich, Paul Hutchinson, and Ann Munday have contributed greatly to the growth of Chrysalis for a number of years. What this really does is delegate more line authority to

Paul Hutchinson



Jeff Aldrich



Ann Munday

CHRYALIS/See Page 48

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# Washington Report

## New Daytimer Push For Higher Evening Power

The Daytime Broadcasters Association (DBA) this week began a new drive at the FCC to get its members greater late afternoon and evening power levels. The new limits granted in December were "disappointingly low," said DBA. Fully 94% of the 2357 daytimers got less than 300 watts and 1000 received 50 watts or less.

DBA argues stations should have the same post-sunset power as they do from 6am to sunrise, when most operate with 500 watts and get few complaints of interference. DBA's plan would give most daytimers 500 watts from 6am-6:30pm. From 6:30pm until signoff at two hours past sunset, the stations would operate with the lower levels they're now using.

Two daytimers last week complained directly to the FCC. WTYC/Rock Hill, SC said its 83.5 watts extends less than six miles and noted, "It is ironic that during the season when we are most needed by the public, we are either off the air or on drastically reduced power."

Manager Joe Urban at farm-oriented WEKZ/Monroe, WI, which got 17.5 watts post-sunset, wrote, "We cannot ask our listeners to tune in to such a poor signal, and our pitiful reach eliminates the barns beyond city limits."

## Dawson Calls For "Omnibus" Content Deregulation By FCC

Branding the regulation of broadcasting "obsolete and unworkable," FCC Commissioner Mimi Dawson has called on the FCC to "quickly begin an omnibus content deregulation proceeding — to include radio as well as television."

Dawson told a Washington dinner of the Federal Communications Bar Association last week that the FCC's 1981 deregulation of radio didn't go far enough. Said Dawson, "I'm afraid it created uncertainty rather than certainty, instability rather than stability, and brought a micro approach to a macro problem." The primary failure was missing "the critical opportunity to completely redefine the public interest obligation of broadcast licensees," Dawson declared.

Dawson spelled out seven questions the FCC should ask in any regulation proceeding. Those questions focus on the legal requirements, costs, public interest benefits, and First Amendment implications of the FCC's regulation of radio and television programming.

## NAB Shifts Summers To Government Relations

NAB solved one of its nagging personnel problems last week at its Board of Directors meeting in Maui, Hawaii. Executive VP/GM John Summers was named to fill the association's top lobbying job, vacant since Sr. VP/Government Relations Steve Stockmeyer quit last fall.

Summers retains his Executive VP stripes, but gives up the GM title. Although Summers is still considered the NAB's second-in-command, responsibility for day-to-day operations now rests directly with NAB President Eddie Fritts. Instead of reporting to Summers, the association's Senior VPs will answer to Fritts, consolidating his control.

## Mutual Defends WCFL Sale

Lawyers for Mutual last week filed a vigorous opposition to two petitions to deny its \$8 million sale of WCFL/Chicago. Two listeners have questioned Mutual's qualifications to be a licensee in the wake of a guilty plea by Amway, its parent firm, to charges of customs fraud in Canada.

Mutual responded, "The Amway misconduct was not related in any way to the broadcast activities of MBS or Mutual Radio. The WCFL facilities were not involved in the fraudulent activity... It was never alleged that any individuals in the day-to-day operations of Mutual Radio or MBS participated in or had knowledge of the fraud.

"Moreover, the Amway conduct did not violate the Communications Act of 1934 or any FCC rules and regulations, did not involve deception of the broadcast public, and did not include misrepresentations or lack of candor to the Commission."

## BREAKTHROUGH IN SIGHT

# Wirth Drops Quotas, Backs Public Access Time

A break in the eight-month broadcast deregulation stalemate seemed possible this week as key players in House negotiations on the issue planned to meet for the first time in over two months.

The session comes amid signs that Telecommunications Subcommittee Chairman Tim Wirth (D-CO) is no longer demanding programming quotas for radio in specific categories. Instead, he now favors setting a standard for giving radio time, such as PSAs, to outside groups.

Unless this week's session achieves a consensus both sides can live with, Rep. Tom Tauke (R-IA) told the NAB Board in Maui last week he may drop out of the negotiating process and begin looking for a way to bypass the subcommittee. His options include trying to attach deregulation to another bill in the full Commerce Committee or on the House floor.

Besides Tauke, participants in this week's session were to include his pro-industry colleague, Billy Tauzin (D-LA), plus Al Swift (D-WA) and Wirth.

Wirth set the stage for the crucial meeting last week by circulating a draft bill with a memo claiming he has gone "much further than halfway in attempting to arrive at a fair compromise on the key issues." He called on Tauke and Tauzin to come forward with "significant concessions themselves when we meet shortly, so that a final agreement on the contents of legislation can be consummated."

The issue of whether to include radio in any program standards, in return for abolition of the comparative renewal process and other freedoms, is one of the key unresolved points. Tauke and Tauzin oppose any standards for radio, while the latest draft

bill shows Wirth moderating his stance significantly.

## Industry Average Key

Here's how the new Wirth plan would work. First, the FCC would study how much time radio stations gave, in the form of PSAs and other types of airtime, to outside groups over a 12-month period. The average amount of time for that period, possibly broken down by different classes of stations, would then become a minimum requirement.

Wirth's plan would also give the FCC three years to complete a study of whether the public is getting enough informational programming from radio. If not, the Commission would be required to correct the situation. Wirth calls this a "safety net."

Anyone feeling that radio stations in a "service area" aren't programming to meet a problem or need could file a petition that would trigger an FCC probe. Once again, if a shortfall was discovered, the FCC would order stations to air programs to satisfy the unmet needs.

At least 15% of stations would be audited each year to check compliance. Each station would be checked at least once every five years. Violations would result in license revocation "unless the licensee has shown, by clear and convincing evidence, that such failure was not willful or substantial." A second violation would mean automatic loss of license.

## SPRING VOTE PREDICTED

# Repeal Of 7-7-7 Rule For Radio Wins Broad Industry Support

If comments filed last week with FCC are on the mark, broadcasters overwhelmingly favor repealing the 7-7-7 rule, especially as it pertains to radio.

## Repeal Advocates Cite Diversity, Competition

Typical of the majority of comments, supporting outright repeal for radio, was the joint filing of Broad Street Communications, Cox Communications, and Plough Broadcasting.

They said, "Today's commercial radio marketplace has changed materially in the three decades since the seven-stations rule was adopted, having expanded and developed to a competitive and diverse maturity. There is now such a large number of radio stations that it is completely unrealistic to expect that a single entity could own a sufficient number to adversely affect either competition or diversity."

Gaylor Broadcasting and Lee Enterprises cited the existence of 8200 commercial radio stations and nearly 20 distinct formats. They concluded, "There are simply too many competing radio stations to permit any group owner to restrain competition or dominate public access to information." Gannett said it is "not aware of any modern media group owner that imposes lock-step thinking on local management and news staffs."

Others favoring total repeal of 7-7-7 for radio included Mid America Media, Bahakel Communications, ABC, NBC, CBS, the U.S. Department of Justice, and the National Telecommunications and Information Administration (NTIA). NAB supports modifying the rule, but said it "takes no position as to whether the rule should be eliminated or merely relaxed."

Dating back to 1953, the rule limits one owner to no more than seven stations each in the AM, FM and TV categories. FCC Chairman Mark Fowler said last week that a Commission vote on modifying the rule could come in the next two or three months.

There seems to be a broad consensus among commenters that the vast number of radio stations — and the resulting competition — make a stronger case for lifting the seven-station rule for radio than for the less-crowded television market.

Although most of the comments favored total repeal of the rule for radio, some broadcasters came down on the side of keeping limits, but raising them. Here are some examples:

- Susquehanna Broadcasting backs gradually lifting the 14-station radio limit to 36 stations over a six-year period, with no more than 24 in either the AM or FM service.

- NRBA favors raising the limit to 18 AMs and 18 FMs.

- Sentry backs a 36-station total, regardless of type.

- A cap of 43 radio and 23 TV stations, to be phased out entirely by 1990, is supported by Infinity, Group One, Forward Communications, GCC Communications, Guaranty Broadcasting, Lake Huron Broadcasting, Summit Radio, and other groups.

One of the few groups opposed to any change was Greater Media, which worries repeal would cause "further concentration of radio voices in our country."

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Dr. Gabe Mirkin

**AROUND THE HOUSE**  
Bob Blachly

**IN THE LYONS DEN**  
Jeffrey Lyons

**REPORT ON SCIENCE**  
Dr. Allen Hammond

**SPEAKING OF HEALTH**  
Dr. Steven Andrew Davis

**REPORT ON RELIGION**  
Richard Delling

**FOOTNOTES**  
Roland Smith

**LOOKING AT THE LAW**  
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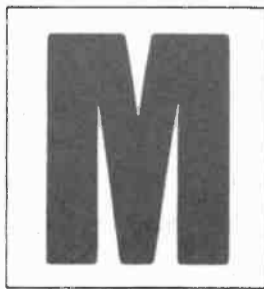
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## Home Entertainment Report Released

Home Taping Hampers Record, Tape Sales; Music Videos Fastest Growing Program Segment

Last week's Supreme Court decision in the "Betamax" case takes on even more significant undertones when the findings of a recently-released "Prerecorded Home Entertainment Industry" study are also taken into consideration. In short, the report predicts a flat curve growth rate for traditional records and tapes, while video's growth curve will steadily arch higher. However, the recording industry will be able to capitalize on the burgeoning video field: music videos are seen as the fastest growing program category, jumping from \$40 million in '83 to \$1.25 billion in '88.

Besides outlining several problems the record industry has faced since the late '70s (unfavorable demographic trends, exposing new music, video game competition, poor economic climate), the reports adds that the "longterm growth outlook for traditional records and tapes is severely limited by home taping." To offset the sales loss, it's suggested that record labels' future profit opportunities lie in music video and in utilizing their distribution networks to handle home video companies' products (though the question of home videotaping's effect on video is not addressed). To help support this thesis, it's concluded that the record industry's 1983 success was the primary result of "five mega-hit albums" and that otherwise there wasn't any substantial improvement.

Other conclusions include:

- Feature films will account for 50% of all home video revenues in 1988
- Average retail price of video programs will drop to \$25 in the next five years
- 35 million US homes will house VCR units by 1988
- Together the record and home video industries will exceed \$9 billion in revenues during 1988.

Former **CBS Records Group** VP **Stephen Reed**, now an entertainment industry consultant for Wall Street investment firm **F. Eberstadt & Company, Inc.**, authored the 66-page study with **Mark Riely**. Copies (\$575 each) are available by writing F. Eberstadt & Co. at 61 Broadway, New York, NY 10006.

## Demo Myths Exposed

Since the industry is in a constant state of flux, the things that you're liable to read in any demo "bible" aren't necessarily so. **American Demographics** takes five of these demo myths to task in the January issue. Among them:

*All singles are young and swinging.* 19 million Americans live alone and over half of that number are 55+ years of age. Those 35 or younger command only a 27% standing. In terms of gender, four million men under 45 years live alone, as compared to only 2.7 million women in that same age bracket. Single women 65+ number six million, significantly overpowering their male counterparts, who are fewer than 1.5 million. In fact, 61% of single-person households are made up of women. 17% of childless married couples (married couples without children living at home) are under 35 years, while 60% are 55+.

*Americans are moving back to the city.* According to findings in the 1980 census, there is no back-to-the-city movement. Also known as gentrification, the movement back to the country's central cities generally stopped in the 1970s. Although a few neighborhoods in these cities experienced resident gains, the young, professional workers who moved into the neighborhoods weren't enough to stem the flow of people moving away from other parts of the cities. Adding further to the diminishing central-city population: the gentrifiers' households were usually smaller than the households they replaced.

## POSTS 2.8% INCREASE IN TEN MARKETS

### FM Leveling Trend Continues

A recent **Arbitron** radio listening survey confirms the continued slowing of FM popularity. In ten selected markets, the study shows FM share increasing by only 2.8%, from spring 1982 to spring 1983. This FM share leveling trend began in 1981.

Among the ten researched markets, Dallas-Ft. Worth led FM listening with a 69.4% share and a gain of two stations, followed by Washington, DC, which dropped from 68.2% to 67.3%

and lost three facilities. Pittsburgh jumped from 48.3% to 54.1%, a 12% hike, while New York FM listening rose 5.8%.

Though the FM share increased in seven of the ten markets, new FM stations were added in only three. And for the first time, stations not home to the metro were included in the study, with 1982 figures adjusted to account for the change.

## \$4.98 LIST PRICE

### Capitol Bows Cassette 12-Inch Single

**Capitol Records** has announced plans to manufacture/market a cassette 12-inch single. Two dance single releases will inaugurate the new tape configuration, **Tina Turner's** "Let's Stay Together" b/w "I Wrote A Letter" and **Thomas Dolby's** "Hyperactive" b/w "Dolby's Cube (Get Out Of My Mix)." Each cassette 12-inch single will repeat the same tracks on both tape sides. They are priced at \$4.98. Pointing to the rapid growth of the 12-inch single record in the pop and black/urban arenas, VP/Marketing **Walter Lee** added, "Although other labels attempted this campaign previously with less than satisfactory results and subsequently aborted, we feel strongly that the climate is propitious for this type of cassette product today and that the timing is now right for Capitol to market it."

## Sony Receives AM, FM Stereo

There's yet another entry in the personal stereo race. **Sony** has introduced the SRF-A1, which receives both AM stereo and FM stereo. By means of a special integrated circuit, the user can adjust the AM stereo selector switch one way to decode the **Harris, Magnavox,** and **Motorola** systems; moved the other way, the stereo picks up the **Kahn/Hazeltine** system. There's also an LED in-tune indicator for precise tuning, a distant/local sensitivity button for better FM reception, and ultra light headphones. It retails for \$79.95.



SONY. SRF-A1

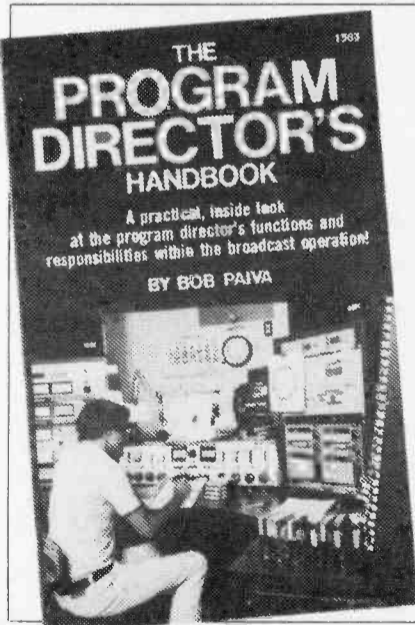
## So You Want To Be A PD

Nothing beats hands-on experience when learning and refining radio programming skills. But every now and then, a little review is needed. Or maybe you're trying to determine if you really want to be a program director. In either case, "The Program Director's Handbook" offers an inside look at the pivotal role programmers play at radio stations.

The 162-page paperback begins by explaining whether programming is an art, science, or craft, then leads the reader through the PD's basic duties all the way to

public responsibility. Topics encompass hot clocks, what makes a DJ tick, basic music research techniques, understanding **ARB**, promotion, and pitfalls to avoid. Complementing the overview is an appendix featuring interviews with successful programmers, such as **Ken Wolt, Don Berns,** and **Tom Shovan.**

"The Program Director's Handbook" is written by **Bob Paiva**, currently OM of **WCMB & WFSM/Harrisburg.** It's published by **Tab Books.**



## Rent Roulette

Relocating because of different radio gigs pays off in at least two ways: visiting new places and meeting new people. But then there's the hassle of finding a place to live — especially one that doesn't stretch your budget to the outer limits. **USA Today** reports that apartment dwellers currently fork over an average \$341 each month in rent. Five major markets earn the distinction of having the country's highest rental rates: Boston (\$475), New York (\$446), San Francisco (\$435), Los Angeles and Pittsburgh (tied at \$403).

## Columbine Acquires Cox Data

**Columbine Systems, Inc.**, a supplier of computerized broadcast information systems, has agreed to acquire **Cox Data Services** for an undisclosed price. Cox Data Services is a division of **Cox Communications, Inc.** As a support unit, it provides data processing services to Cox's 18 radio and television stations and its 55 cable TV channels. Columbine handles traffic and information systems for 700 U.S. and foreign broadcasting clients.

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# Networks/Program Suppliers

## MUSIC FEATURES

**ABC**  
**Contemporary Net/Spotlight Special:**  
 The Motels (February 19)  
**Rock Net:**  
 David Bowie HBO concert (February 12)  
**Rock Net/King Biscuit (DIR):**  
 Bryan Adams (February 12)  
 Eddie Money (February 19)  
 Dokken/Girlschool (February 26)  
**Rock Net/Continuous History Of Rock & Roll (R. Stone):**  
 Rock & roll love songs (February 12)  
 Rolling Stone readers' poll (February 19)  
 Profiles of Loverboy/Bryan Adams (February 26)

**Lee Bailey Productions**  
**Radioscope:**  
 Mr. T (February 11-12)

**Clayton Webster**  
**Country Calendar:**  
 Lacy J. Dalton (February 6)  
 Janie Fricke (February 7)  
 Kris Kristofferson (February 8)  
 Cal Smith (February 9)  
 Joe Bonsall (February 10)  
 Bill Anderson (February 11)  
 Moe Bandy (February 12)

**Rare Trax:**  
 The Nice/ELP (February 6)

**Retro Rock:**  
 AC/DC (February 6)

**London Wavelength**  
**BBC Rock Hour:**  
 Heart Valentine's special (February 12)  
 Judas Priest (February 19)  
 Howard Jones/Paul Young (February 26)

**College Rock Concert:**  
 UB 40 (February 12)  
 Local talent show (February 19)  
 The Coma Teems (February 26)

**Rock Over London:**  
 Flock Of Seagulls (February 12)  
 Flat Lux (February 19)  
 Fiction Factory (February 26)

**Mutual Broadcasting**  
**Lee Arnold On A Country Road:**  
 Michael Murphey concert w/Joe Bonsall, Loretta Lynn, Ronnie Milsap, Dottie West, Merle Haggard (February 4-5)  
**Rock U.S.A.:**  
 Van Halen/Culture Club/The Romantics/Mick Fleetwood/ Dr. Ruth Westheimer (February 4-5)

**Narwood Productions**  
**Country Closeup:**  
 Michael Murphey (Week of February 13)  
**Music Makers:**  
 Woody Herman Part I, II (February 13, 20)

**NBC**  
**Source Concert:**  
 Heart concert (Week of February 10)  
 "Meet The Beatles Again" (Week of February 17)

**Spirit Productions**  
**American Christian Countdown w/Jim Chanell:**  
 Harry Browning, Laura Boone, Will McFarlane (February 11-12)

**RKO Networks**  
**Countdown America w/John Leader (IS INC):**  
 DeBarge (January 28-29)  
 James Ingram (February 4-5)

**Solid Gold Saturday Night (Dick Bartley):**  
 Beatlemania & the British Invasion (February 11)  
 The Lovin' Spoonful (February 18)

**Rolling Stone Magazine Productions**  
**Guest DJ:**  
 George Thorogood w/John Lee Hooker (February 13)  
 AC/DC's Angus Young & Brian Johnson (February 20)

**Syndicate It, Inc.**  
 Radiorobics w/Jayne Kennedy (daily)

**United Stations**  
**Dick Clark's Rock, Roll & Remember:**  
 Carly Simon (February 10-12)

**Rick Dees' Weekly Top 40:**  
 Christopher Cross (February 10-12)

**The Great Sounds:**  
 Mitzi Gaynor (February 10-12)

**Solid Gold Country:**  
 John Conlee (February 10-12)

**Weekly Country Music Countdown:**  
 Steve Wariner (February 10-12)

**Westwood One**  
**Budweiser Concert Hour:**  
 Chaka Khan (February 13-19)

**Earth News:**  
 The Beatles' publicist Fred Martin (Week of February 14)

**In Concert:**  
 Bryan Adams/Graham Parker (February 13-19)

**Off The Record:**  
 Pat Benatar/Def Leppard/Aldo Nova (February 6-10)  
 Paul Rodgers/ZZ Top/Streets (February 13-17)

**Off The Record Specials:**  
 3B Special (February 6-12)

Blue Oyster Cult (February 13-19)

**Pop Concerts:**  
 Kool & the Gang (February 6-12)

**Rock Chronicles:**  
 The Producers (February 10-12)

**Special Edition:**  
 Ray Parker Jr. (February 6-12)  
 Atlantic Starr (February 13-19)

**Superstars Rock Concert:**  
 The Flux/Kansas (February 17-19)

## NEWS & INFORMATION FEATURES

**ABC**  
**Rock Net:**  
 "Lifelines" features Norman Kaish discussing home/car alarm systems, Cancun, "kazoo maestro" Barbara Stewart (January 30-February 3)  
 "Rocknotes" w/Pat St. John features "Rock's great benefit shows," w/Graham Nash, George Harrison, Dave Edmunds (Week of January 30)

**AP**  
 "Love and Marriage" (February 13)

**CBS**  
 Winter Olympics Preview reports (January 8-February 6)  
 16-part Winter Olympics weekend special; weekday and weekend reports (February 4-5, 8-10, 11-12, 13-17, 18-19)

**Clayton Webster**  
**Jack Carney Comedy Show:**  
 Dating & romance (February 6)  
**Joe Piscopo At Large:**  
 Steve Martin/sports guy/Andy on Andy (February 6)

**Sporting News Report:**  
 Martina Navratilova/Julius Erving/Mickey Mantle/Chris Evert-Lloyd/Bob Arum (February 6)

**Donnelly Media**  
**Hiney Wine:**  
 Hiney survival kit (January 30)  
 Harry's will is contested (January 31)  
 Gearing up for Valentine's Day (February 1)  
 Groundhog Day (February 2)  
 Using Hiney to pay the IRS (February 3)

**Narwood Productions**  
**Minding Your Business:**  
 The name game/computer program generators, Pt. I (January 30)  
 Baer & Co./computer program generators, Pt. II (January 31)  
 Equipment write-offs/Photogenesis, Inc. (February 1)  
 Commodities futures, Pt. I, II (February 2-3)  
 Movie financing (February 3)

**NBC**  
**Newsline Extra:**  
 The State of Our Union (Week of January 30)

**Progressive Radio Net**  
**Computer Program:**  
 Input, output/printed matter/modems/son of modem/network programming (Week of January 30)

**Laugh Machine:**  
 Robin Williams/George Carlin/Rich Little/Robert Klein/Rowan & Martin (Week of January 30)

**News Blimp:**  
 Crying/computers/flying/hair scams/rock magazine (Week of January 30)  
**Sound Advice:**  
 Sound/suspension/reflexes/designs/bi-amplification (Week of January 30)

**Radio Entertainment Net**  
**The Olympic Minute:**  
 Winter games need sun (January 30)  
 Hurdler leaps Sunday problem (January 31)  
 Remembering Rosi's rooters (February 1)  
 The big blue monument (February 2)  
 The conqueror was a doll (February 3)

**Strand Broadcast Services**  
**Something You Should Know:**  
 Behavior mod (January 30)  
 Career planning (February 1)  
 Parent-child relationships (February 3)

**Westwood One**  
**Spaces & Places:**  
 The practical side of personal computers (January 30-February 3)  
 Making it in a man's world (February 6-10)

**Mutual**  
 Live broadcast coverage of '84 Winter Olympics (February 6-19)

## PEOPLE

● **Ray Otis** joins **United Stations** as the host of its national radio show "The Great Sounds." Otis, who currently holds down an air shift with **WNEW/New York**, began his radio career in 1955 and is a veteran air personality and programmer. He starts hosting the program next Friday (2-3).

● **London Wavelength**, distributor of the forthcoming "The **Rolling Stones** at the Beeb," has projected a mid-1984 release for the program. Originally scheduled for late '83 or early '84 release, the show was postponed due to the death of **Alexis Korner**, the

rock pioneer generally credited with discovering the Stones.

● "The First Lady of the American Stage," **Helen Hayes**, has just completed her 600th broadcast of **Mutual of Omaha's** "The Best Years." The public affairs commentary to older Americans is produced by **Gladney Communications Ltd.** in New York and syndicated to over 200 radio stations.



Helen Hayes



**RKO AROUND THE CLOCK** — RKO's Barry Luchowec recently interviewed Waylon Jennings, who was in New York promoting his new LP "Waylon & Co." While in the city Jennings also appeared on the "David Letterman" show and "Live at Five."

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<b>1984</b>	
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<b>10-12</b>	★ <b>MITZI GAYNOR</b>
<b>17-19</b>	★ <b>BUDDY MORROW</b>
<b>24-26</b>	★ <b>PETER NERO</b>

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## WMYK & WZAM Go Urban

WMYK & WZAM/Norfolk will change formats from AOR to Urban/Contemporary on Monday (1-30). Robert Bennis, President and a principal in the stations, called the move to Urban a shift "from rock in the woods to the rhythm of the city."

Addressing the reason for the format change, Bennis candidly admitted, "I think we can cite disastrous ratings. We've found over the last year or two that rock became a very unstable, unpredictable format. We have an Urban station in Chattanooga (WJTT) that we've done well with, so we know the game."

Bennis will install the format himself and supervise it initially. Bruce Dowdy will serve as Operations Manager, and is expected to assume the programming duties as well.

## WRKR Appoints Raymond GSM

Michael Raymond has joined WRKR/Racine-Milwaukee as GSM from WMKE/Milwaukee, where he was Station Manager. He replaces Al Crouse, who left the station.

WRKR President/GM Joel Thrope commented, "We both have a good opportunity to make WRKR a real winner, as Mike's joining us is a good marriage. He is going to bring to this station the big-city professionalism that was needed. Mike was the last spoke in the wheel to complete our efforts to make WRKR a top-flight radio competitor in the greater Milwaukee market."

## Sexton KKHR GSM

KKHR/Los Angeles National Sales/Marketing Manager Miles Sexton has been elevated to GSM for the CBS-owned outlet, replacing Hal Bedsole, who exits the station.

VP/GM Bob Nelson told R&R, "Miles has done just about every job in sales for us. He's a real professional in every sense of the word. His thorough experience in radio and at CBS in all phases of sales management make him a natural candidate for the job. He's very well respected in the company and in the advertising community as well."



Miles Sexton

## Yasgar Becomes VP At Atlantic

Atlantic Records has promoted Larry Yasgar to the newly-created position of VP/Singles Sales & Production. He will also continue in his present position as Director/Dance Music at the label's New York headquarters.

Atlantic Executive VP/GM Dave Glew commented, "In his 14 years with Atlantic, Larry's responsibilities have encompassed an unusually diverse spectrum, including sales, promotion, A&R, and production. He has been instrumental in the development of Atlantic's Dance Music Department since its inception in the mid-1970s, and on behalf of the entire Atlantic family I would like to congratulate Larry on this richly-deserved promotion."



Larry Yasgar

## Raymond GSM

Raymond told R&R, "My thanks to WRKR PD Pat Martin for letting me know of this position. WRKR doesn't always get the credit it deserves because we are licensed to Racine. After all, the number one station in New York (Z100) is licensed to New Jersey. WRKR sounds fantastic and I have a lot of faith in everyone's ability at this station to compete in the Milwaukee market."

Before coming to Milwaukee, Raymond was GM at KRLY/Houston and held various sales/management positions at WCBS-FM, WOR-FM, WPLJ, and WKTU, all in New York.

## Van Houten Named GSM At WHYT

Russell "Buzz" Van Houten has been named General Sales Manager at WHYT/Detroit, moving from AM sister WJR's National Sales Manager position. He replaces Rocky Sisson at the Capital Cities Communications CHR outlet, while Sisson moves to WJR, where he will be Manager/Sales Development.

WHYT Station Manager Maureen Hathaway commented, "Buzz brings several years of contemporary radio management experience with him to WHYT. He is well-known and respected in Detroit, and we're very enthusiastic about having him join our staff."

## Pro:Motions

### Gilreath Named Elektra VP/Sales

Eddie Gilreath has been appointed Vice President/Sales for Elektra/Asylum/Nonesuch Records. He is an 18-year veteran of the music industry, most recently serving as Executive VP/Sales of Island Records. Gilreath's label background also includes ten years with Warner Bros. Records, where he began as Atlanta Regional Marketing Director and ended as VP/Black Music Sales.



Eddie Gilreath

### WLS-AM & FM Tap Lay

Linda Lay has joined WLS-AM & FM/Chicago as Local Sales Manager. She moves crosstown from WLUP, where she was General Sales Manager for two years.

### Important Fires Up Combat

Jamaica, NY-based Important Record Distributors, under the direction of President Barry Kobrin, has established the Combat in-house label. Fully committed to heavy metal, the label plans to issue February releases by Talas, The Rods, Helstar, and Oz.

### Renaissance Debuts

Former Atlantic Records executive Phillip Rauls and management consultant Rick Hawks have created Renaissance Records. The first release is a remake of the single "Mr. Lee" by Reni Grilli, a former vocalist with the Elvin Bishop Group and Roy Orbison. Based in Memphis, Renaissance will be distributed by independent record distributors.

### Failla Raised At Mike's Artist

Lisa Failla has been promoted to Promotion/Marketing Manager at Mike's Artist Management. She was previously Assistant Manager.



Lisa Failla

### Kramer & Reiss, Patricola Merge

Public relations firms Kramer & Reiss and Susan Patricola have merged their companies, effective February 1. As a result, the new organization has expanded its representation of film and television product/personalities to include music and corporate divisions. Kenny Kerner heads the former department, with Richard Fisher overseeing the latter. Kramer/Reiss/Patricola may be reached at (213) 274-9428.

### Group W Appoints Aberle

James Aberle has been named Director of Training and Development for Group W Radio. Prior to this, he held the VP/Marketing and Development post for the company's radio sales division. Aberle succeeds Charles Heiser, who was appointed VP/Affiliate Relations for MUZAK.

### Rall New WQPO GM

Bob Rall has been tapped as GM of WQPO/Harrisonburg, VA. He joins the station from a similar post at WKKE/Jackson, MS, where he was also part-owner.

### Weiss & Powell Name Bellin, Lavsa

Bob Bellin has been appointed New York Sales Manager at Weiss & Powell Radio Sales. His career includes stints with RKO Radio and Torbet. In other company activity, Kay Lavsa assumes the newly-created post of Director/Agricultural Sales and Services.

### McGavren Guild Promotes Meyer

Deborah Meyer has been elevated from Western Division Manager to VP/Western Division at MG Media in Los Angeles, a McGavren Guild Radio subsidiary. She's been with the firm over three years, starting out as an Account Executive.



Deborah Meyer

### BMI Hires Cain

Singer/songwriter Thomas Cain becomes Associate Director of Performing Rights in BMI's Nashville office. Working as an instrumentalist and/or vocalist, he has recorded with several artists, including Tony Joe White, Barbara Mandrell, Billy Swan, and Mel McDaniel.

### Hsu Joins E/A

J. Richard Hsu comes aboard Elektra/Asylum Records as Creative Director. Before joining the label, he served as art director in charge of special projects for the 13 Bloomingdale's department stores.



J. Richard Hsu

### FairWest Moves

The corporate offices at FairWest have relocated to 2007 N. Collins Blvd., Suite 501, Dallas, TX 75080. The phone number remains (214) 243-7800. FairWest also announced the opening of a La Jolla, CA office. That phone number is (619) 456-2319.

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17-19	★	JESSI COLTER	
24-26	★	ED BRUCE	

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# Hiber, Hart & Patrick Salutes The RAB!

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**C**ongratulations to Bill Stakelin, Wayne Cornils and the rest of the leadership of the new RAB on the occasion of the fourth annual Managing Sales Conference. Best wishes for a successful gathering.

**W**e at H,H&P are pleased to provide perceptual research assistance to the RAB.



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## Researching Your Ad Community

As the numbers flow from the depths of the ratings companies' computers, those stations with good books set up healthy sales expectations. Seems like a natural enough reaction. However, many stations will later become frustrated because they will be unable to match their ratings gains with revenue growth. Why? Perceptual research aimed at your local advertisers can often uncover the answer(s). Let's look at how this research aimed specifically at sales payoff might work.

### Sales Research: When Useful?

Before you commit dollars to doing research aimed at garnering the frank perception of your local (or even national) advertisers, it might be best to think about when such an expenditure might be best justified. Here are some situations that cry out for ad community research. The following are actual case studies, with the stations not specified. . .

- *Good numbers, poor sales:* When your ratings are up the station sales staff gets high on the visions of revenues dancing in their heads. But there is no guarantee that just because your numbers look healthy your revenues will naturally start flowing in at an increased rate. Perhaps buys are not coming your way because the local media mavens resent the fact that your station once ran on-air diary announcements (and assume your numbers are somehow inflated as a result). Or there might be a personality clash between the account exec calling on the biggest agency in town and the media staff there. Ad infinitum.

- *New sales management:* When your station brings in a hotshot from Big City, USA, it would be vital for him/her to get a proper feel for the biases, likes/dislikes, and attitudes harbored by the key advertisers in your market. This avoids the "bull in a china shop" syndrome where Mr./Ms. Know It All whirls into town and immediately offends Molly

Mediabuyer. Perceptual research aimed at your local ad community could, if done properly, provide a roadmap to better sales for the new sales honcho.

- *Buying/evaluating the purchase of a station:* If you are looking to buy, or have already committed to buy a station, wouldn't it be helpful to get an objective feel for the station's revenue potential? Are past and current sales levels depressed due to advertisers' feelings about the station's ownership, its format, the poor appearance of its sales team; or are other factors beyond your control causing the sales to not perform at expected levels? Don't make the mistake of buying a station with a format that the advertisers perceive is a dying one — unless you are able to get the property at a bargain price.

These are just some of the situations where ad community research can pay for itself manyfold. There are others, which I will elaborate on at a later date.

### Sales Research Techniques

Let's say you've decided that getting into the hearts and minds of the buyers would be valuable to your sales effort. Fine. Now what? Can such an effort be done in-house or do you need an outside researcher? How is the research sample selected? How is the advertiser feedback obtained? Allow me to offer answers to these points.

- *In-house versus outside researcher:* Naturally, as an industry researcher I

## Q&A

A PD in Miami wrote in to ask, "What actionable points can focus group research really deliver?"

As you might imagine, each station situation will dictate different matters that are addressed by the focus groups. In general, however, focus groups can give you feedback on *how* a cross-section of the target audience feels about perhaps 8-10 key issues. You can show TV spots or storyboards, for example, and glean reaction to those. Examples of advertising logos or color schemes can be displayed and discussed in terms of how they hit the public. Airchecks of DJs you might be considering for hiring can be played to get reactions from a portion of the desired audience. In addition, issues can be addressed to determine whether or not a large sample telephone survey is needed to more fully probe *how many* of the target share the feelings that arise in the focus group discussions.

## Week In Review

### Arbitron Promotes Peacock, Adds Buys

James Peacock has been promoted to Manager of Arbitron's Research Department. Peacock has been with Arbitron for two years and prior to that was with Susquehanna Broadcasting, serving in research capacities.

In addition, Arbitron has appointed a new Manager of the Central Region for Radio Station Sales. The new Chicago-based manager is Joe Buys, who has broadcasting experience in Michigan. According to Arbitron VP/Sales & Marketing Bill Livek, Buys, who is on board already, was part owner and GM of WVIC-AM & FM/Lansing.

### Birch Promotes Harper

In line with other reorganization plans and promotions, Tom Birch told R&R Craig Harper has been upped to Vice-President of National Sales. Harper, who will continue to operate out of the firm's Dallas office, will oversee sales efforts aimed at stations and at agencies/advertisers.

have a small bias for using the outside firm to tackle your ad community study. There are some good reasons for this approach, however. Two great reasons actually — objectivity and confidentiality. It would be awfully hard for me (when I was a sales manager) to have objectively set up and conducted such a study. Inevitably personal biases creep into the research — and that can doom its effectiveness. Also, some salespeople (and advertisers for that matter) might get paranoid if they thought this research was being done or sponsored by your station.

When ad community perceptual research is done well, there may be a buzz in the market about "someone doing research among the advertisers," but the sponsor of that research should remain confidential. That's why taking sponsors to lunch or a golf date just doesn't give you the same insights and feedback as an objectively set-up and conducted research probe — face to face they won't give you the same frank input that they'll offer to a researcher.

- *Sample development:* The best way to generate the names of the people the researcher should survey is to have the GM and GSM (the only people at the station who should know the study is going on) develop a list of key accounts they'd like to obtain feedback from. Depending on the market and your competitive situation, this list could total about 50-75 names, from a variety of direct and agency accounts, and from advertisers who have a variety of budgets. This enables the station sales management team to derive information from a cross-section of its account list.

### Three Major Approaches

Once the need has been seen, the researcher hired, and the sample developed, how does the research actually work? Here are the highlights of the three major approaches.

- *Mailed questionnaires:* In this system the researcher develops, in concert with the station leadership, a questionnaire to be mailed to the key advertisers. The advertisers can then fill in the forms at their own convenience and send them to the research firm for evaluation and tabulation.

This is probably the least expensive ad

community research approach. However, as with any mail research technique, the questionnaire is inflexible and doesn't allow for probing. Still a useful idea, however.

- *Telephone interviews:* This method, while more expensive than the questionnaire, has some additional advantages. Once a topic is being discussed, the interviewer can probe those items that seem to be hot buttons, or turnoffs, for each advertiser. It is important to make sure the interviewers are properly trained and supervised, however. Also, sometimes advertisers don't want to have their day interrupted by such a call.

- *In-person interviews:* This system allows the most probing and often derives additional insights from such signals as body language. Here the researcher sets up interviews, each lasting from one to two hours. Once the nature of the study has been explained ("We've been hired by local broadcasters to see what can be done to better serve the ad community"), the advertisers usually open up with a barrage of input.

With the cost of flying a researcher into the market as well as the data tabulation and evaluation efforts, this system — while offering the best chances for delving into the feelings of the advertisers — does cost more than the other approaches.

### Follow-up

Once the research has given you specific feedback from each advertiser, what next? The station can do two things, depending on the nature of the information. If your station is well thought of and might adopt a suggestion or two from the advertisers, it's OK to disclose later who sponsored the research — and state what you'll do to respond to the input. If, however, some negatives crop up, you may just want to use the responses for internal changes — bolstering your sales effort, it's hoped, without the ad community ever realizing that it helped you improve your revenues.

Ad community research is a growing, and I think vital, part of a station's marketing effort. With this type of research your revenue growth can be maximized, even if your ratings aren't No. 1.

# **101 STATIONS CHOOSE MOTOROLA C-QUAM AM STEREO!**

Now we're really rolling.

Stations from coast to coast have made the decision for Motorola C-Quam<sup>®</sup> AM Stereo. They range from clear-channel powerhouses to day-timers, with formats from MOR to C&W, throughout the U.S. and Canada.

The majority are already on the air, reaping the promotional benefits of being among the first with the beautiful sound of Motorola AM Stereo (and low-distortion mono). The others are scheduled for installation soon.

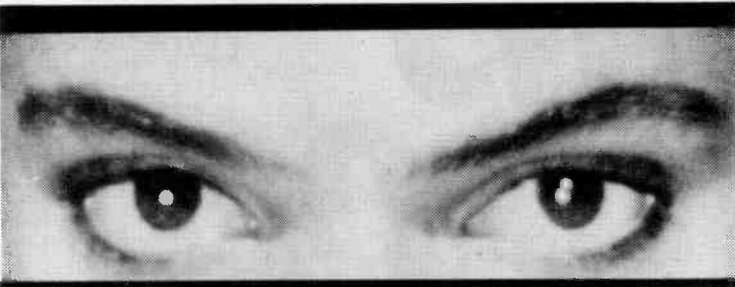
So, if you're budgeting for new equipment, plan to join these stations soon. For price and installation information, contact Dick Harasek at (312) 576-2879, or Chris Payne at (202) 862-1549.

Make the call for your station today, and get a head start on your competition.

**MOTOROLA AM STEREO. THE WINNING SYSTEM.**



# ROCK



# WELL

**"Somebody's Watching Me"**

One Of The "Most Added"

87/57 With This Week Adds:

WNYS	KZZB	KHOP
WCAU-FM	WNOK-FM	KRQ
B94	KITE	WFBG
WHTX	KSET-FM	WZON
PRO-FM	WRQK	KQIZ-FM
94Q	WANS-FM	WISE
B97	WOKI	WJAD
KHTR	WABB-FM	WCGQ
KEARTH	WHHY-FM	Q104
XTRA	KX104	KNOE-FM
WFLY	KTFM	WPFM
WTRY	KMGK	WGLF
WVSR	WKDQ	KKQV
WYCR	Z104	Y94
WKEE	KJ103	WAZY-FM
WLAN-FM	KQKQ	KGOT
98PXY	WRKR	KCDQ
WKRZ-FM	WRQN	KSLY
WBBQ	KMGX	KIST

# ROCKWELL



on Motown Records

## RATINGS REPORT

## Fall '83 Quarterly Results

Birch Radio

### Philadelphia

WUSL Takes First As WCAU-FM Slips; WEAZ Segues To Second; KYW, WCAU (Without Phillies) Softer

	Summer '83	Fall '83
WUSL (Urbn)	8.2	8.5
WEAZ (BM)	7.1	8.4
WCAU-FM (CHR)	8.6	7.3
KYW (News)	8.0	6.6
WDAS-FM (Urbn)	6.1	6.2
WMMR (AOR)	5.6	5.9
WWDB (Talk)	5.2	5.9
WYSP (AOR)	5.3	5.7
WMGK (AC)	5.1	5.5
WPEN (BBnd)	4.9	4.7
WCAU (News)	7.5	4.2
WIP (AC)	3.0	4.2
WIOQ (AOR)	3.8	4.0
WKSZ (AC)	1.6	3.0
WFIL (Gold)	2.5	2.6
WSNI (AC)	2.6	2.5
WFLN-FM (Clas)	2.3	2.3
WWSH (CHR)	2.1	2.3

Birch Radio

### San Francisco

KGO, KCBS Up Shares, Remain 1-2; KSOL Moves To Third; KABL-FM Surges; KFOG Doubles To Lead AORs

	Summer '83	Fall '83
KGO (N/T)	8.6	9.1
KCBS (N/T)	4.7	5.4
KSOL (Urbn)	3.4	4.2
KSAN (Ctry)	4.1	4.1
KABL-FM (BM)	2.8	4.0
KBLX (Urbn)	4.0	3.8
KIOI (AC)	3.1	3.7
KYUU (AC)	3.1	3.5
KFOG (AOR)	1.7	3.2
KFRC (CHR)	4.3	3.0
KITS (CHR)	2.9	2.7
KSFO (AC)	3.3	2.7
KNEW (Ctry)	1.8	2.6
KQAK (AOR)	2.2	2.6
KRQR (AOR)	3.6	2.5
KNBR (AC)	3.0	2.3
KIBE & KDFC (Clas)	2.0	2.3
KOIT-FM (Easy)	2.7	2.3
KMEL (AOR)	4.1	2.2
KYA (Gold)	1.4	2.2
KDIA (Blk)	2.5	2.1
KOME (AOR)	2.0	2.1
KKHI-AM & FM (Clas)	2.4	2.0
KWSS (CHR)	1.2	1.8
KBAY (BM)	1.8	1.6
KSJO (AOR)	2.7	1.6
KEEN (Ctry)	1.2	1.3
KABL (BM)	2.4	1.2
KTIM (AC)	1.1	1.1
KEZR (AC)	.7	1.0
KFAX (Rel)	-	1.0

Birch Radio

### Detroit

WJR Drops After Baseball, Still Reigns; WRIF Edges WLLZ; WNIC-FM Adds Two; WMJC Up Strong; WDRQ Down Two

	Summer '83	Fall '83
WJR (Misc)	13.5	10.8
WRIF (AOR)	7.1	7.5
WLLZ (AOR)	8.1	7.4
WNIC-FM (AC)	4.6	6.6
WDRQ (Urbn)	8.1	6.1
WWJ (News)	4.8	5.9
WJLB (Blk)	5.7	5.4
WJOI (BM)	4.1	4.8
WMJC (AC)	3.0	4.5
WXYZ (Talk)	4.9	3.9
WHYT (CHR)	4.6	3.8
WWWW (Ctry)	2.9	3.6
WCZY (AC)	3.5	3.2
WABX (CHR)	3.3	2.8
WJZZ (Jazz)	2.0	2.8
WOMC (AC)	3.0	2.3
WCXI-FM (Ctry)	2.0	2.1
WCXI (Ctry)	1.9	1.8
WHND (Gold)	1.2	1.8
WLBS (Urbn)	1.1	1.5
WQRS (Clas)	1.1	1.5
WGPR (Blk)	.9	1.3
CKLW (AC)	1.7	1.2

Birch Radio

### Miami

WINZ-FM Adds Two, Grabs Lead; WHYI Slips To Close Second; WQBA Down From Double Digits

	Summer '83	Fall '83
WINZ-FM (CHR)	8.8	10.8
WHYI (CHR)	12.8	10.6
WQBA (Span)	10.2	8.5
WLYF (BM)	5.1	5.8
WINZ (News)	3.2	4.6
WSHE (AOR)	5.8	4.2
WRHC (Span)	2.8	4.0
WNWS (News)	4.2	3.9
WIOD (AC)	2.8	3.4
WAXY (AC)	3.4	3.2
WCMQ-FM (Span)	3.3	3.1
WWWL (AC)	2.9	3.0
WAIA (AC)	2.4	2.9
WKQS (Ctry)	2.6	2.7
WSUQ (Span)	1.6	2.6
WWJF (AC)	2.1	2.6
WEDR (Blk)	1.9	2.5
WQBA-FM (Span)	3.3	2.5
WTMI (Clas)	1.8	2.0
WCKO (AOR)	2.6	1.7
WOCN (Span)	1.4	1.7
WQAM (Ctry)	1.4	1.5
WMBM (Blk)	.4	1.3
WKAT (BBnd)	2.1	1.2
WEZI (AC)	.7	1.1
WCMQ (Span)	1.0	1.0

Birch Radio

### Atlanta

WZGC Passes WKLS-FM, Cops Crown; WVEE Loses Two; WSB Slips Without Baseball; WRRM Becomes A/C Factor

	Summer '83	Fall '83
WZGC (CHR)	11.6	12.6
WKLS-FM (AOR)	12.3	11.4
WQXI-FM (CHR)	10.2	10.1
WVEE (Urbn)	11.5	9.3
WKHX (Ctry)	8.6	9.0
WSB (AC)	10.3	7.7
WPCH (BM)	5.9	6.8
WAOK (Blk)	3.7	4.1
WRRM (AC)	1.8	4.1
WSB-FM (AC)	5.0	4.1
WGST (News)	2.7	2.5
WPLO (Ctry)	2.4	2.0
WCNN (News)	.6	1.2
WIGO (Blk)	2.4	1.2

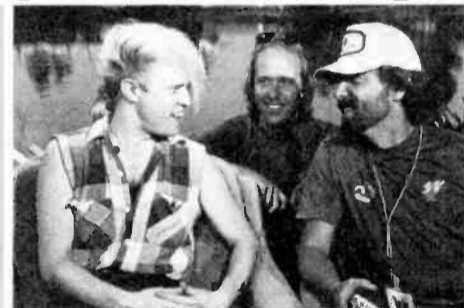
Birch Radio

### Houston

KMJQ Slips From Double Digits, Retains First; KIKK-FM Leads Country Advance, Takes Runner-up; KKBQ-FM Improves To Third

	Summer '83	Fall '83
KMJQ (Urbn)	10.0	9.4
KIKK-FM (Ctry)	8.2	8.9
KKBQ-FM (CHR)	7.0	8.8
KSRR (AOR)	7.4	7.8
KRLY (Urbn)	8.8	7.0
KLOL (AOR)	5.1	5.9
KILT-FM (Ctry)	4.1	5.7
KODA (BM)	4.1	5.5
KTRH (Talk)	3.4	5.2
KRBE-FM (AC)	4.3	4.6
KFMK (AC)	3.5	4.5
KQUE (AC)	5.0	3.6
KPRC (News)	3.8	3.0
KKBQ (CHR)	2.4	2.2
KLEF (Clas)	1.3	1.8
KLVL (Span)	1.1	1.5
KXYZ (Span)	1.6	1.4
KCOH (Blk)	2.0	1.2
KIKK (Ctry)	1.7	1.1
KILT (Ctry)	1.6	1.1
KFRD (Span)	-	1.1
KGOL (Rel)	.9	1.0

# VOTED BEST RADIO SPECIAL OF '83



In a nationwide survey of rock program directors and music directors conducted by *The Album Network*, WESTWOOD ONE's 12-hour "US Festival Concert Special" was overwhelmingly selected Best National Radio Special of 1983. It was a one-of-a-kind concert event that deserved unprecedented coverage. We're proud to have been able to bring it to you.

For the biggest events in radio, it's WESTWOOD ONE... and only!

**WESTWOOD ONE**

New York • Los Angeles • London







**DELTA MMR**  
**WELCOME YOU TO THE**  
**1984 FLY-IN**

FOSTER • KLEISER



# IT WORKED!

For the fifth consecutive year, over 100 broadcasters from MMR markets gathered for an intensive, two-day conference on radio marketing in the 1980's, and for the fifth consecutive year, it was a smashing success!

Dr. Kenneth Blanchard captured managers and spouses alike with a talk on the "One Minute Manager" as did Dr. Charles Garfield while stressing the factors leading to peak personal performance. Michael Bader gave an update on the FCC, Delta's Bob Coggin spoke on the airlines, ARTA's Ron Santana summarized the travel business while Susan Bondy brought participants up to date on ways to capitalize on their investments. And there's more!

A busy schedule of workshops and seminars on topics ranging from co-op retail sales to group management and the emergence of non-wired networks kept the involvement level high throughout the conference. The Commercials Festival let everyone see how their peers used TV for promotion in 1983.

The Annual Fly-In is part of our investment in our clients—our way of expressing the great value we place in that very special relationship.



**MAJOR MARKET RADIO**

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DETROIT • BOSTON • SAN FRANCISCO • DALLAS • ST. LOUIS

# Ask Your Columbia About These Great

## KENNY LOGGINS

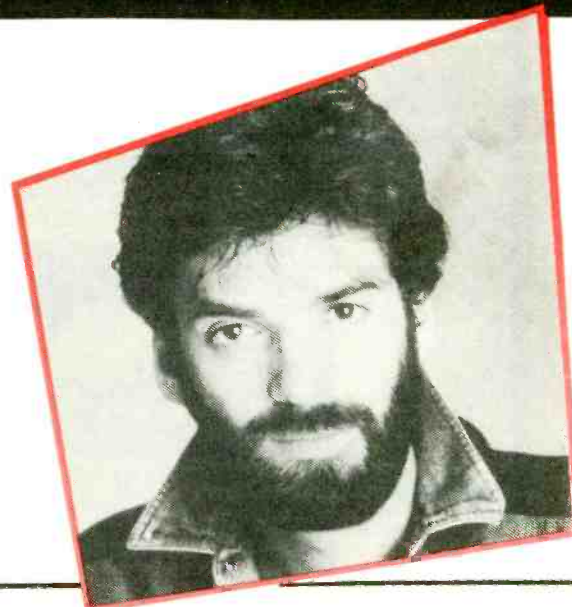
### “Footloose”

**CHR BREAKERS**

☑ **One Of The  
Most Added**

**KENNY LOGGINS  
Footloose (Columbia)**

75% of our reporters on it. Moves: Up 11, Debuts 39, Same 47, Down 0, Adds  
74 including WKBW, PRO-FM, Q107, 94Q, Z93, KAFM, Q105, B96, KZZP,  
KMJK. Complete airplay in Parallels.



## BLUE OYSTER CULT “Shooting Shark”

**CHR  
SIGNIFICANT ACTION**

NPHD	WKDD	WFBG	WOMP-FM	WBNQ
K104	WJXQ	WIGY	KQIZ-FM	KYTN
WRCK	WRKR	WERZ	WYKS	KCDQ
WZLD	WHOT	OK100	WIXV	KOZE
WNFI	KSKD	95XIL	KKQV	KSLY
				KZOZ

## CHERYL LYNN

### “Encore”

**CHR  
SIGNIFICANT ACTION**

WXKS-FM add Z100 15  
WPLJ 17-13 KIQQ add

Black Chart: **3**

#4 Black Hottest Record



## EARTH, WIND & FIRE **Black BREAKERS** “Touch”

# Promotion Manager Hit Records! **TODAY**

## PAUL YOUNG "Come Back And Stay"

**CHR  
SIGNIFICANT ACTION**



*"Oh yeah, this has been in high rotation at home for the past several months. One of his 3 top five singles in England, I expect this song to be his first American hit. Not since Culture Club have I been this high on an artist . . . and Paul Young is the goods. We're talking major star material."*

Dave Sholin's Personal Picks  
Gavin Report, January 20

Second Week Out And Already On:

WXKS-FM	WNFI	95XIL
WPHD	WOKI	WJBQ
93FM	WSFL	KISR
KIMN	WKDD	KTDY
Q103	WZPL	WPFM
KIQQ	Z104	WAEV
WVSR	WHOT	WIXV
K104	KBBK	KKQV
WYCR	KHYT	KYTN
WTIC-FM	KRQ	WAZY-FM
WKEE	WIKZ	KTRS
WRCK	WERZ	KGHO
WKRZ-FM	OK100	KBIM
WZLD	WKHI	KSLY
		KZOZ

## MIDNIGHT OIL "Power And The Passion"



**JUST SHIPPED!**

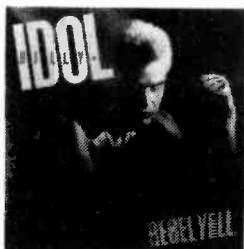
**On Your Desk This Week!**

**Enjoying Out-Of-The-Box Action  
At Black And A/C Radio!**

**Black Chart: 29 A/C NEW & ACTIVE**



**Don't miss**  
**IDOL**  
**B I L L Y •**  
**Performing**



- on **SATURDAY NIGHT LIVE** 1/28
- on **MTV** with his new video **"REBEL YELL"**
- on a **NATIONAL TOUR NOW**

**"REBEL YELL"** VS4 42762

WPHD	WHFM	WZPL	KHYT	WIXV
Z100	WRCK	WJXQ	WIGY	KKQV
WCAU-FM	WKRZ-FM	KJ103	WERZ	WHSL
CFTR	KHFI	WRKR	OK100	WBNQ
KHTR	WSKZ	WRQN	95XIL	KCDQ
KMJK	WRQK	K107	WOMP-FM	KSLY
K104	WOKI	WHOT	WSQV	KZOZ
WLAN-FM	KBFM	KBBK	KQIZ-FM	KIST
98PXV	KTFM	KSKD	WYKS	

**HUEY LEWIS**  
**AND THE NEWS**

**"I Want A New Drug"**

From the **GOLD LP "SPORTS"**  
Heavy on **MTV** VS4 42766

CHR CHART DEBUT **31**

**Toni Basil**

**"Over My Head"**  
VS4 42753

From the new **LP "Toni Basil"**

WHTT	WFLY	KKXX
CKGM	K104	OK100
93FM	WHFM	95XIL
195	WZLD	WJBQ
KIIS-FM	KJ103	WOMP-FM
		WIXV



**Chrysalis**  
Records & Cassettes

**RATINGS REPORT** **Fall '83 Quarterly Results**

Birch Radio		Birch Radio		Birch Radio																																																																																																																																								
Minneapolis		Jacksonville		Indianapolis																																																																																																																																								
<p>WCCO Sets The Pace Again; KSTP-FM, WLOL Slip As WLTE Doubles; KEEY Vaults Into Contention</p> <table border="0"> <tr> <td></td> <td>Summer '83</td> <td>Fall '83</td> </tr> <tr> <td>WCCO (AC)</td> <td>20.2</td> <td>19.7</td> </tr> <tr> <td>KSTP-FM (AC)</td> <td>13.9</td> <td>11.3</td> </tr> <tr> <td>KDWB-FM (AOR)</td> <td>10.0</td> <td>9.0</td> </tr> <tr> <td>WLOL (CHR)</td> <td>9.7</td> <td>8.9</td> </tr> <tr> <td>KEEY (Ctry)</td> <td>6.4</td> <td>8.0</td> </tr> <tr> <td>WLTE (AC)</td> <td>3.2</td> <td>6.5</td> </tr> <tr> <td>KQRS (AOR)</td> <td>6.6</td> <td>5.7</td> </tr> <tr> <td>WAYL (BM)</td> <td>4.2</td> <td>5.6</td> </tr> <tr> <td>WDGY (Ctry)</td> <td>5.0</td> <td>4.0</td> </tr> <tr> <td>KSTP (Talk)</td> <td>3.5</td> <td>3.6</td> </tr> <tr> <td>KJJO (Gold)</td> <td>1.5</td> <td>3.1</td> </tr> <tr> <td>WWTC (Easy)</td> <td>2.0</td> <td>1.1</td> </tr> </table>			Summer '83	Fall '83	WCCO (AC)	20.2	19.7	KSTP-FM (AC)	13.9	11.3	KDWB-FM (AOR)	10.0	9.0	WLOL (CHR)	9.7	8.9	KEEY (Ctry)	6.4	8.0	WLTE (AC)	3.2	6.5	KQRS (AOR)	6.6	5.7	WAYL (BM)	4.2	5.6	WDGY (Ctry)	5.0	4.0	KSTP (Talk)	3.5	3.6	KJJO (Gold)	1.5	3.1	WWTC (Easy)	2.0	1.1	<p>WFYV Slips, Still Huge; WIVY Down From Double Digits; WQIK-FM Moves To Third</p> <table border="0"> <tr> <td></td> <td>Summer '83</td> <td>Fall '83</td> </tr> <tr> <td>WFYV (AOR)</td> <td>17.9</td> <td>16.6</td> </tr> <tr> <td>WIVY (AC)</td> <td>11.2</td> <td>9.7</td> </tr> <tr> <td>WQIK-FM (Ctry)</td> <td>9.4</td> <td>9.5</td> </tr> <tr> <td>WJAX-FM (Urbn)</td> <td>9.1</td> <td>8.9</td> </tr> <tr> <td>WKTZ-FM (BM)</td> <td>9.8</td> <td>8.4</td> </tr> <tr> <td>WCRJ-FM (Ctry)</td> <td>8.5</td> <td>8.3</td> </tr> <tr> <td>WAIV (AC)</td> <td>8.7</td> <td>7.5</td> </tr> <tr> <td>WPDQ (Blk)</td> <td>5.1</td> <td>4.0</td> </tr> <tr> <td>WERD (Blk)</td> <td>.4</td> <td>2.9</td> </tr> <tr> <td>WSVE (AC)</td> <td>.8</td> <td>2.4</td> </tr> <tr> <td>WCGL (Rel)</td> <td>1.6</td> <td>2.2</td> </tr> <tr> <td>WQIK (Ctry)</td> <td>.9</td> <td>1.8</td> </tr> <tr> <td>WOKV (AC)</td> <td>1.8</td> <td>1.4</td> </tr> <tr> <td>WNFI (CHR)</td> <td>1.5</td> <td>1.4</td> </tr> <tr> <td>WAPE (BBnd)</td> <td>2.1</td> <td>1.2</td> </tr> <tr> <td>WKTZ (BBnd)</td> <td>.5</td> <td>1.2</td> </tr> <tr> <td>WEXI (News)</td> <td>1.0</td> <td>1.0</td> </tr> </table>			Summer '83	Fall '83	WFYV (AOR)	17.9	16.6	WIVY (AC)	11.2	9.7	WQIK-FM (Ctry)	9.4	9.5	WJAX-FM (Urbn)	9.1	8.9	WKTZ-FM (BM)	9.8	8.4	WCRJ-FM (Ctry)	8.5	8.3	WAIV (AC)	8.7	7.5	WPDQ (Blk)	5.1	4.0	WERD (Blk)	.4	2.9	WSVE (AC)	.8	2.4	WCGL (Rel)	1.6	2.2	WQIK (Ctry)	.9	1.8	WOKV (AC)	1.8	1.4	WNFI (CHR)	1.5	1.4	WAPE (BBnd)	2.1	1.2	WKTZ (BBnd)	.5	1.2	WEXI (News)	1.0	1.0	<p>WZPL Still Flying High; WIBC Up Two, Strengthens Hold On Second; WFBQ Loses Three; WIRE Closes Country Gap</p> <table border="0"> <tr> <td></td> <td>Summer '83</td> <td>Fall '83</td> </tr> <tr> <td>WZPL (CHR)</td> <td>18.0</td> <td>17.0</td> </tr> <tr> <td>WIBC (AC)</td> <td>13.6</td> <td>15.7</td> </tr> <tr> <td>WFBQ (AOR)</td> <td>13.4</td> <td>10.5</td> </tr> <tr> <td>WFMS (Ctry)</td> <td>9.9</td> <td>9.7</td> </tr> <tr> <td>WIRE (Ctry)</td> <td>6.2</td> <td>8.6</td> </tr> <tr> <td>WXTZ (BM)</td> <td>7.7</td> <td>7.6</td> </tr> <tr> <td>WENS (AC)</td> <td>6.6</td> <td>6.7</td> </tr> <tr> <td>WTLC (Urbn)</td> <td>6.1</td> <td>4.6</td> </tr> <tr> <td>WNAP (AC)</td> <td>4.9</td> <td>3.8</td> </tr> <tr> <td>WMLF (BBnd)</td> <td>2.3</td> <td>2.5</td> </tr> <tr> <td>WNDE (AC)</td> <td>1.7</td> <td>2.5</td> </tr> <tr> <td>WXIR (Rel)</td> <td>.4</td> <td>1.4</td> </tr> <tr> <td>WGRT (Urbn)</td> <td>.4</td> <td>1.0</td> </tr> </table>			Summer '83	Fall '83	WZPL (CHR)	18.0	17.0	WIBC (AC)	13.6	15.7	WFBQ (AOR)	13.4	10.5	WFMS (Ctry)	9.9	9.7	WIRE (Ctry)	6.2	8.6	WXTZ (BM)	7.7	7.6	WENS (AC)	6.6	6.7	WTLC (Urbn)	6.1	4.6	WNAP (AC)	4.9	3.8	WMLF (BBnd)	2.3	2.5	WNDE (AC)	1.7	2.5	WXIR (Rel)	.4	1.4	WGRT (Urbn)	.4	1.0
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<p><b>ARBITRON RADIO</b></p> <p><b>Dayton</b></p> <p>WHIO-FM Vaults Back Into First; WTUE Stable, Strong Second; WJAI, WAVI Show Slippage</p> <table border="0"> <tr> <td></td> <td>Spring '83</td> <td>Fall '83</td> </tr> <tr> <td>WHIO-FM (BM)</td> <td>10.4</td> <td>13.9</td> </tr> <tr> <td>WTUE (AOR)</td> <td>12.6</td> <td>12.4</td> </tr> <tr> <td>WHIO (AC)</td> <td>9.9</td> <td>9.1</td> </tr> <tr> <td>WONE (Ctry)</td> <td>7.1</td> <td>7.5</td> </tr> <tr> <td>WDAO (Blk)</td> <td>5.8</td> <td>5.8</td> </tr> <tr> <td>WING (AC)</td> <td>5.5</td> <td>5.4</td> </tr> <tr> <td>WVUD (AC)</td> <td>4.4</td> <td>5.4</td> </tr> <tr> <td>WYMJ (AC)</td> <td>4.8</td> <td>4.9</td> </tr> <tr> <td>WJAI (BBnd)</td> <td>6.4</td> <td>4.8</td> </tr> <tr> <td>WSKS (AOR)</td> <td>1.0</td> <td>2.8</td> </tr> <tr> <td>WBLZ (Urbn)</td> <td>4.7</td> <td>2.7</td> </tr> <tr> <td>WAVI (Talk)</td> <td>6.7</td> <td>2.5</td> </tr> <tr> <td>WBZI (Ctry)</td> <td>2.1</td> <td>2.3</td> </tr> <tr> <td>WPFB-FM (AC)</td> <td>2.4</td> <td>1.8</td> </tr> <tr> <td>WPTW-FM (AC)</td> <td>.5</td> <td>1.1</td> </tr> <tr> <td>WKRQ (CHR)</td> <td>.9</td> <td>1.1</td> </tr> <tr> <td>WLW (AC)</td> <td>2.7</td> <td>3.0</td> </tr> </table> <p><small>Determined to have engaged in on-air survey activities.</small></p>			Spring '83	Fall '83	WHIO-FM (BM)	10.4	13.9	WTUE (AOR)	12.6	12.4	WHIO (AC)	9.9	9.1	WONE (Ctry)	7.1	7.5	WDAO (Blk)	5.8	5.8	WING (AC)	5.5	5.4	WVUD (AC)	4.4	5.4	WYMJ (AC)	4.8	4.9	WJAI (BBnd)	6.4	4.8	WSKS (AOR)	1.0	2.8	WBLZ (Urbn)	4.7	2.7	WAVI (Talk)	6.7	2.5	WBZI (Ctry)	2.1	2.3	WPFB-FM (AC)	2.4	1.8	WPTW-FM (AC)	.5	1.1	WKRQ (CHR)	.9	1.1	WLW (AC)	2.7	3.0	<p><b>ARBITRON RADIO</b></p> <p><b>Toledo</b></p> <p>WIOT Wins But Loses Two; WRQN Debuts Notably; WKLR Rises To Second</p> <table border="0"> <tr> <td></td> <td>Spring '83</td> <td>Fall '83</td> </tr> <tr> <td>WIOT (AOR)</td> <td>12.2</td> <td>10.3</td> </tr> <tr> <td>WKLR (Ctry)</td> <td>8.0</td> <td>9.2</td> </tr> <tr> <td>WLQR (BM)</td> <td>8.3</td> <td>9.0</td> </tr> <tr> <td>WSPD (AC)</td> <td>9.4</td> <td>8.8</td> </tr> <tr> <td>WMHE (AC)</td> <td>7.5</td> <td>7.5</td> </tr> <tr> <td>WJR (Misc)</td> <td>5.0</td> <td>5.9</td> </tr> <tr> <td>WTOD (Ctry)</td> <td>6.0</td> <td>5.2</td> </tr> <tr> <td>WWWM (AC)</td> <td>7.8</td> <td>5.2</td> </tr> <tr> <td>WRQN (AOR)</td> <td>—</td> <td>4.4</td> </tr> <tr> <td>WOHO (AC)</td> <td>4.1</td> <td>4.1</td> </tr> <tr> <td>WVOI (Blk)</td> <td>1.3</td> <td>3.3</td> </tr> <tr> <td>WCWA (Easy)</td> <td>5.4</td> <td>3.2</td> </tr> <tr> <td>WTWR (CHR)</td> <td>1.3</td> <td>2.3</td> </tr> <tr> <td>CKLW (AC)</td> <td>2.0</td> <td>1.8</td> </tr> <tr> <td>WLLZ (AOR)</td> <td>.6</td> <td>1.8</td> </tr> <tr> <td>WRIF (AOR)</td> <td>1.4</td> <td>1.2</td> </tr> </table>			Spring '83	Fall '83	WIOT (AOR)	12.2	10.3	WKLR (Ctry)	8.0	9.2	WLQR (BM)	8.3	9.0	WSPD (AC)	9.4	8.8	WMHE (AC)	7.5	7.5	WJR (Misc)	5.0	5.9	WTOD (Ctry)	6.0	5.2	WWWM (AC)	7.8	5.2	WRQN (AOR)	—	4.4	WOHO (AC)	4.1	4.1	WVOI (Blk)	1.3	3.3	WCWA (Easy)	5.4	3.2	WTWR (CHR)	1.3	2.3	CKLW (AC)	2.0	1.8	WLLZ (AOR)	.6	1.8	WRIF (AOR)	1.4	1.2																																
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Album Network/  
Power Cuts: 53-30-22  
Hard/FMQB/Song Index: 79-40-26  
BB LP: 185\* -144 \*

● CHR stats:  
BB: 86\* -69\*

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# Management

## Listening: More Than Just Hearing

By Gary Kaplan

We're all very good talkers. Especially those of us connected with the radio industry: after all, we're in the communications business. Yet most of us are guilty of not doing just that — communicating. Why? Because few of us are very good *listeners*.

Listening is an important part of communication. According to various research, of the waking hours spent communicating (80%), at least 45% are devoted to listening. Executives spend most of their work time in discussions (meetings, face-to-face conversations, on the phone); 40-60% of their business day consists of listening.

The listening efficiency of working people, however, measures less than 50%. Translated, that means only half of the oral messages delivered during a typical workday are thoroughly understood. Traditional education centers on reading, writing, and speaking, but virtually ignores listening. Unfortunately, this neglect has been carried over into our business and personal lives. As a result, many people perceive hearing and listening as synonymous. They aren't. And that's one of the first steps toward improving listening skills: there's more to it than just hearing.

### Four-Stage Process

Hearing, in fact, is one of four stages comprising the entire listening process. Known also as sensing, it's simply the physical awareness that a message (sound waves) is being received. In other words, your ears are in working

condition. The second phase is interpretation, which in turn leads to understanding or misunderstanding. Next up is evaluation. In this step the information is reflected upon, and a judgment is made as to how that information will be used. The final stage, responding, is a combination of the first three listening levels. At this point, the listener provides the speaker with a verbal or visual reaction to acknowledge that the message has, indeed, been received.

Being aware that listening constitutes four different stages is a move in the right direction. But



Gary Kaplan

"External distractions are the easiest to handle. Internal interferences are more difficult . . . they spring from natural human feelings."

don't assume that this knowledge alone will automatically bring about better listening results. Listening is an active, rather than passive, effort. And it's more than just wanting to listen. Consider these facts from an Executive Skills article:

- Once a person finishes speaking, the listener remembers only about half of what was said

- Within eight hours of learning something, one-third to one-half is forgotten

- Two months after listening to a talk or speech, only one-fourth of what was said is remembered.

With that in mind, you must make a concerted effort to tune out any external/internal interferences, which could impede effective listening.

"Listening comprehensively gives you the satisfaction of really communicating."

### Blocking Out Distractions

External distractions are the easiest to handle. It's simply a matter of shutting a door or window, moving out of the hearing range of other people, or holding telephone calls. Internal interferences are more difficult because they spring from natural human feelings.

Foremost in this particular category is a dilemma we're all born with — the ability to think faster than someone can speak. Since the thought process is nearly four times faster than the average speech rate of 125 words per minute, our minds tend to wander and we get lost in our own thoughts. Rather than following what's being said, we anticipate what's going to be said and jump to conclusions.

Internal listening blocks also take other forms:

**Prejudgment** — The speaker appears nervous and disorganized, rifling through his notes; you don't like the speaker's appearance or mannerisms or the speaker gets off to a slow, vague start. In either situation you assume the speech will also be disorganized and boring; that you won't learn anything from the message being given.

**Stereotypes** — Closely allied with prejudgments, this distraction relates to the habit of putting people in certain categories rather than seeing the person as an individual; i.e., the manager who dismisses women as having no sense of business and unconsciously ignores or pays little attention to what his female managers have to say.

**Personal Emotions** — The speaker begins his talk with an off-color joke or a subordinate says something that offends you. You become angry and figure you don't have to listen to that. But to be an effective manager, you must learn to control your feelings so you can keep listening and make level, accurate evaluations.

## Ten Keys To Effective Listening

More and more, companies are recognizing the link between listening and business/personal success. One of the leaders in this field is the **Sperry Corporation**. What began as a creative sales campaign has since been adapted as part of the corporation's business philosophy. Dr. **Elliott Ross**, Sperry's Director, Management and Organization Development, explains, "We believe that listening is a very important communication skill that has been badly maligned. Not only will it make you more powerful, by giving you information needed to make good work and life decisions, but it will build relationships. People want to be listened to, and the people who listen to them are the people they like best."

In addition to conducting numerous listening seminars for Sperry employees, Dr. Ross has led workshops for many of the firm's customers. At each of these sessions he drives home ten key effective listening techniques:

- Listen for ideas, not facts.
- Judge content, not delivery.
- Listen optimistically.
- Don't jump to conclusions.
- Adjust your notetaking to the speaker.
- Concentrate.
- Capitalize on fact that thought is faster than speech.
- Work at listening.
- Keep your mind open, hold emotions in check.
- Exercise your mind.

When practiced regularly, Dr. Ross emphasizes, these guidelines can lead the way toward better listening and understanding.

**Other Bad Habits** — Sometimes you try too hard at paying attention, concentrating on details, instead of major ideas. Then the intended message is overlooked. Maybe you tune out once the subject matter becomes too complex or it's something you don't want to hear because it doesn't fit in with your point of view. Or you let your mind dwell on office/home problems that are completely unrelated to what's taking place at the moment.

### Working Toward Improvement

A good place to practice and refine your listening skills is during a meeting or speech. Since the major barrier to effective listening is your quick-moving mind, the key to curbing that natural tendency lies in keeping your mind busy and involved with the subject at hand. First on the agenda is evaluating the general organization of the speaker's comments. Bear in mind which part you're listening to (introduction of thesis, supporting evidence, summary) by asking yourself what the speaker is doing throughout the talk. You can listen ahead; see if you can figure out the speaker's next statement or what evidence will be offered. Is the evidence factual and does it support the argument? Instead of tuning out when the information becomes complex, exercise your mind and stretch your capacities. Tackling "difficult" material makes you learn, discover, and broaden your scope.

" . . . of the waking hours spent communicating (80%), at least 45% are devoted to listening. However, the listening efficiency of working people measures less than 50%."

Constant review and questioning helps you determine whether you're following the talk's logic, as well as what it means to you and/or your company. Plus, as

you mentally summarize and analyze what's being said, listen critically for possible elements of propaganda or illogical arguments. Notetaking may also help, as long as you jot down a few words about each principle point that will later jog your memory. Otherwise, trying to write down everything that's said is impossible — most times you can't write as quickly as someone else talks.

Remember, too, that what's not being said is just as important as what's being said. Nonverbal communication surfaces as facial expressions, posture, movement, gestures, pauses, and hesitations. So listeners must learn to use their eyes to observe and interpret these signals. It could be something as simple as the speaker passing a finger under his nostrils, which sometimes indicates hedging or withholding of information. However, you shouldn't be too strict in your interpretations. What your eyes see is meant to complement what your ears are telling you. Body language is also a two-way street; through your own responses and movement, let the speaker know you are hearing the words and understanding the message being communicated between the lines.

### New "Ears" Resolution

Listening is an essential function. It's the primary reason for things getting done, from the executive level on down. It influences morale, which positively affects productivity. If not practiced, instructions are misunderstood or your key people leave because management didn't listen. Either situation represents a waste of time and money, something no business can afford. The same holds true in personal relationships. Listening comprehensively gives you the satisfaction of really communicating. Start now. It's never too late to make a new "ears" resolution.

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

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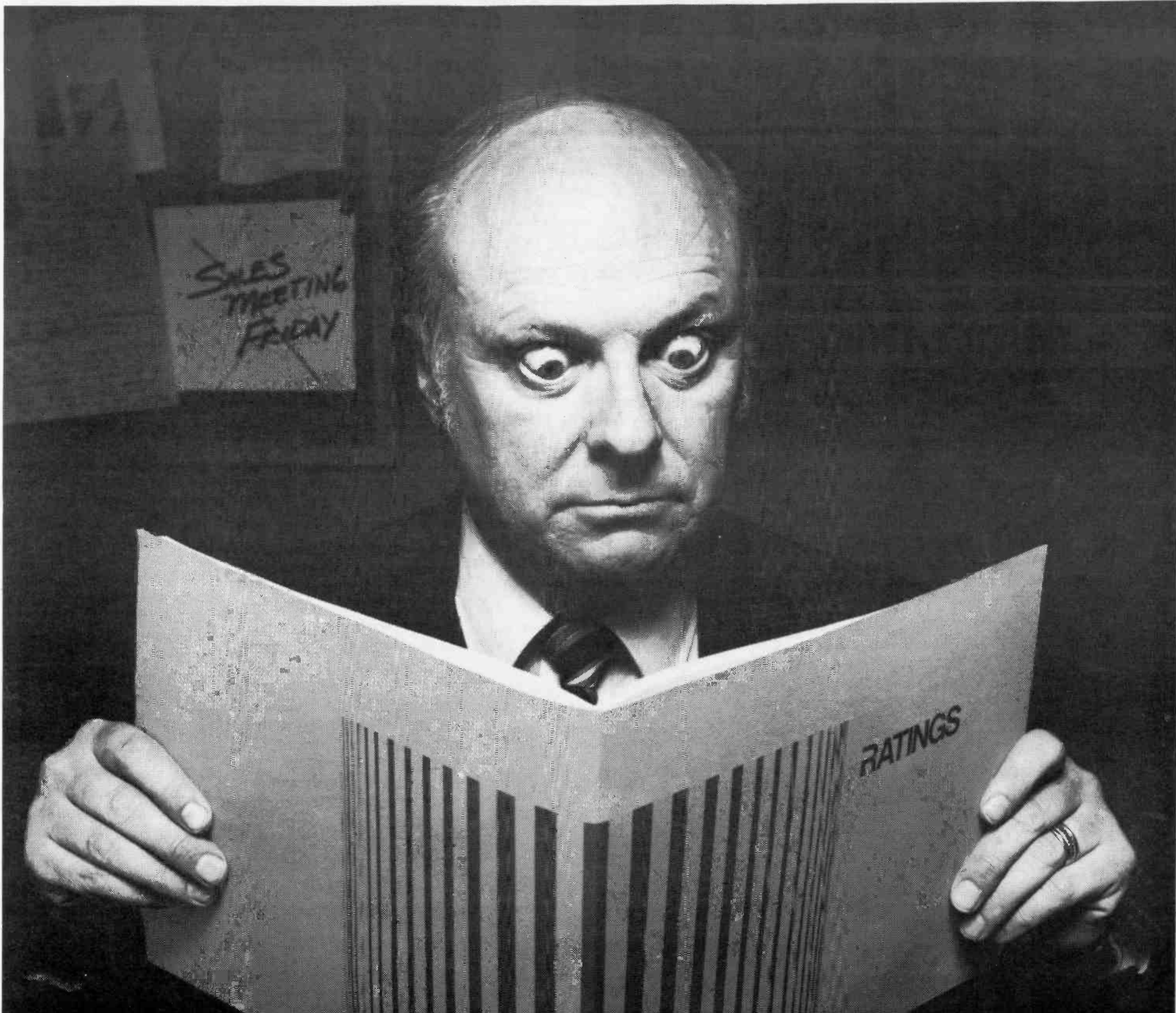
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# Sales

## Goal-Setting — Part II

By Norman Goldsmith

In our last segment (1-13) about the importance of intermediate and next step goals, we noted that many salespeople resist the accountability that these goals require. We talked about the need to establish a "covenant" between the salesperson and the manager. The obvious question is how to get salespeople to relate positively to this concept, and to motivate themselves to become *goal-directed*, rather than just *goal-oriented*. Should you expect every salesperson to do this? Of course. Will every salesperson do it? Of course not.

Let me share with you a pet theory of mine that deals with people in general and salespeople in particular. Let's take any sales staff and make it a universe of 100. The manager in-

roduces any new idea, program, or system. About 20% of the people, whether they understand it or not, will think it's the greatest thing since indoor plumbing. Another 20%, whether they understand it or not,

will think it's the worst thing since herpes. The other 60% won't necessarily understand it any better or like it any more than the others, but they will accept the fact that the manager knows what he or she is doing. They will make the effort, and six months later they will be much better salespeople. They probably won't credit the manager, they just got smarter.

### Effective Goals

You can't let the 20% who are negative hold you and the salespeople back. You have to concentrate on the 80% who are influenceable and willing to grow. Wheth-

"Think about bottom-up input with top-down control. As the manager, you are in the best position to determine the sales needs."

er they realize it or not, effective goals, properly positioned, will stimulate them to become much more productive. We discussed the five-point structure of effective goals last time, and shortly we will outline some specific billing and non-billing goals. But what about the positioning of goals? How can you get salespeople involved in, and committed to, their goals?

One of the best ways is to allow them to have significant input. Granted, this is not always possible, particularly in the overall billing goal. As we noted in the previous article about projecting, you may have to forcefeed this one due to station needs. However, there are many other instances where salesperson input is critical to commitment. The key is to channel the input so that it is compatible with management's philosophy and needs. If you don't, you run the risk of having the salespeople give you goals that can be either unrealistic or meaningless.

### Bottom-up Input

There has been a great deal of talk recently about bottom-up input. The success of the Japanese quality control circles is one example. The best-selling book "Megatrends" suggests that we are changing from "top-down" to "bottom-up" influence. It seems apparent that people function better when they have input into their goals. However, let's paraphrase the Megatrends idea, and think about bottom-up input with top-down control. As the manager, you are in the best position to determine the sales needs. Consequently, you set the parameters, and you indicate which areas you want the salespeople to address.

Obviously, different salespeople will have varying degrees of responsibility in different areas, but each will be required to set and work towards goals in every area. For example, your newer salespeople will devote more time to new business development, but all salespeople should be

accountable for some effort in this area. This concept is similar to the one I discussed in Part I when using the sports analogy. Winning teams have individual and team goals that are flexible, depending on different situations. However, there are always well-defined incremental goals, controlled by the head coach, that are designed to make each player more effective.

### Benevolent Dictatorship

By defining the specific areas you want covered, and then having the salespeople input their own goals within these areas, you have the necessary control of the overall direction. Certainly you may have to make some adjustments to the initial input, particularly when a salesperson brings you some sandbag goals, but rank has its privileges. Keep in mind three things. One, you're in the management chair, they aren't. Two, you're accountable, they should be also. Three, a benevolent dictatorship is better than anarchy.

What are the most effective kinds of goals? When you did your projections, you set (or had set for you) the most important goal, the big number. That's "what you need." The goal-setting process is meant to focus on "where it will come from." That's why the intermediate steps are so important. Consequently, as I indicated earlier, you want the salespeople to break down their overall anticipated billing into separate revenue sources and opportunities for increases. Next time, we'll look at some areas that should be spotlighted with individual goals for each salesperson.

Norman Goldsmith heads the sales and marketing consultancy Radio Marketing Concepts, Inc., which numbers most of the top broadcasting groups in the country among its clients. Before forming RMC in 1977, he was GM of the six-station Curt Gowdy Broadcasting Group, Director of Sales & Marketing for the ABC-owned AM stations, and Sales Manager at KGO/San Francisco. RMC can be reached at (703) 347-3555.

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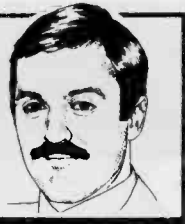
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# News/Talk



BRAD WOODWARD

## ABC Talkradio Challenges National Talk Skeptics

Nearly two years after the birth of ABC Talkradio, there remain skeptics who still question whether national talk can succeed on a local level. But Talkradio VP/Director Rick Devlin believes ABC has already proven them wrong.

Talkradio started up in May 1981 with 12 charter affiliates. Today the station roster stands at 62, including 49 of the top 100 markets. The network supplies 18 hours of programming each weekday from Los Angeles and San Francisco, and this weekend begins feeding nine hours a day on Saturdays and Sundays.

To the skeptics, Devlin has this to say: "We're growing. We're nowhere near where we hope to be. We've got tremendous expansion plans for 1984 and I think the way things are going, some of the folks who have changed formats will be very surprised when our stations start to click, and you're going to see a lot of that start to happen very shortly."



Rick Devlin

Devlin professed himself basically pleased with the just-released fall 1983 Arbitrons. He says early analysis shows gains among women for many affiliates, while hour-by-hour numbers show the Talkradio hosts either gaining or holding their own.

Although there was slippage at KABC/Los Angeles (7-4-5.2) and WABC/New York (3.0-2.3), there were a number of success stories — WCBM/Baltimore (2.3-3.8), WQBK/Albany (5.7-6.7), WBBF/Rochester (5.4-8.2), KNUS/Denver (1.8-2.6), and WHBQ/Memphis (2.2-3.2). Among women 18+, some increases were dramatic. For instance, psychologist Dr. Susan Forward's shares in that demo doubled to above a 7 on WQBK, gained over two shares to above a 5 on WCBM and KNUS, and shot up three shares at WTKN/Pittsburgh to nearly the 10 level.

### Talkradio As "Whipping Boy"

Clearly, Devlin was stung by comments in this column last year by several broadcasters who had dropped N/T after disappointing experiences with ABC Talkradio. He responded forcefully, "At times we become the whipping boy if something doesn't work out. Quite honestly, that's not a valid analysis. If you really look at some of the stations that haven't worked out, it's because of the lack of an impact they've been able to generate in their markets in morning drive."

"I think what we're doing right now from a network standpoint is very correct. It takes time to do this, but some of the indications are very positive. I think affiliates are becoming comfortable with it. And, frankly, the success of the network relies tremendously on how well an individual affiliate does in morning and afternoon drivetime and how well they promote the station themselves."

### Local Vs. National Irrelevant To Listeners

Late last year ABC hired Keleman Associates of New York to conduct focus groups with listeners of Talkradio affiliates in Los Angeles, Denver, St. Louis, Pittsburgh, Charlotte, and New York. One purpose was to learn how listeners feel about

national shows, says Devlin, because "some of the individuals in the industry have been saying it's got to be all local, local, local, and that's all that people care about."

"The results were absolutely overwhelming in all six markets. Most people had never even thought of where the shows were. What we found out was that people are interested in what the shows deal with. And we found that people enjoy the vast variety of calls from all over the country — they want to get input from other people. And they like the freshness of calls. They don't hear the same person getting through, which they would hear many times in a medium sized market."

### Morning Impact Essential

Devlin contends the key to an affiliate's success with Talkradio is careful mixing of network and local programming. Stations are advised "to blend Talkradio with what they're doing, to use the stop sets to promote locally, integrate it into the community, promote it like crazy locally, promote our people and their own people, put on the best possible morning programming they can get."

"No matter what market you're in, 55% of a Talk station's revenue should come out of the morning program and another 20-25% should come out of afternoon drive. So that means you're talking about 75% of a guy's revenue coming out of a period he can now concentrate on."

Although reservations about the viability of national talk played a role in the demise of N/T on WFAA/Dallas and WGSO/New Orleans last year, current Talkradio affiliates I spoke with don't share those doubts. They're satisfied with the Talkradio product, don't appear concerned about its non-local nature, and seem patient about waiting some time for Talk to take hold in their markets. Interestingly, while some stations mix in large amounts of local news and talk, I found that others — more concerned with cutting overhead — appear to be ignoring Talkradio's advice and making only minimal local efforts.

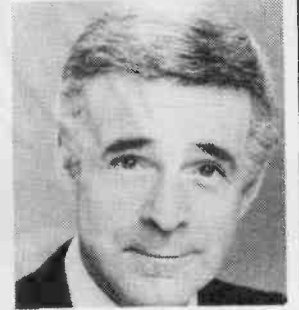
### WTKN Doubles Audience

Chairing the Talkradio Affiliate Board is WTKN & WWSW/Pittsburgh VP/GM Diane Sutter. Since going with Talkradio on WTKN, Sutter says her audience is up "better than 100%, which is pretty good for a slow-building format. We've had very good acceptance in the marketplace."

A study for WTKN by the Research Group last year mirrored what ABC later discovered. According to Sutter, the research showed it makes "absolutely no difference between local and national to a listener. If it was good or bad, they didn't care where it comes from."

Maintaining a sizable staff of news people and producers, along with heavy investments in promotion and research, kept WTKN out of the black last year. But Sutter expects a profit in 1984. WTKN sells programs, rather than dayparts, and stresses that Talk radio involves foreground listening. As Sutter puts it, "The commercials

## Talkradio's Coast-To-Coast Lineup

Owen Spann  
7-9am (PST)  
40 AffiliatesDr. Susan Forward  
9-11am (PST)  
41 AffiliatesMichael Jackson  
11am-1pm (PST)  
59 AffiliatesDr. Toni Grant  
1-4pm (PST)  
42 AffiliatesIra Fistell  
9pm-midnight (PST)  
31 AffiliatesRay Briem  
midnight-6am (PST)  
39 Affiliates

are not an intrusion but become part of the program."

Because stations give up so much time to the networks, Sutter says the Talkradio Affiliate Board is unusually active. Its efforts have helped bring about weekend programming, an affiliate newsletter, greater amounts of sales and other support materials from the network, and two Talk Exchanges slated for February, when affiliate GMs, PDs, and Sales Managers will gather on both coasts to share ideas.

### Stations Laud Talent, Localization

Bob Sinclair, GM at charter affiliate WNIS/Norfolk, says of Talkradio, "I think it's super. They do a terrific job. We get real good feedback, and there's no way an independent station could afford the same caliber of programming."

Sinclair's overhead is way down, and the station is turning a profit and now ranks third 35-64. And he sees Talkradio solving three big format problems — finding good hosts, lining up consistently good guests, and avoiding repetitious callers.

WAYS/Charlotte signed up a year ago, and integrates network shows with local talk and the airwork of a 20-person news staff. President Sis Kaplan told me, "It's a little early for us to know in terms of numbers. But I don't look for great movement for a couple of years. I just don't think it's going to be there that quickly."

"I think the technology of how they put it together is just superb. It's very difficult to know it isn't coming right from your own studio. For the most part the talent is excellent and it sounds very professional. It would be preferable to have the same quality of talent locally, but it's very difficult to find good people."

Although daytimer WRNY/Rome, NY adopted the format only in August, GM Jack Moran reports that Birch ratings show steady growth in all demographics. "The response we've had has been overwhelming," says Moran. He, too, is impressed with the customized local inserts by Talkradio personalities that are triggered by satellite to make the shows sound local. In fact, WRNY often gets calls and letters for the hosts, especially Dr. Forward.

At first Moran worried that some of Talkradio's frank sexual discussions might offend listeners in the Rome-Utica market, but he's been pleasantly surprised that just a single complaint has been lodged so far.

A brand new affiliate is WZRA/Chattanooga, which climbed aboard at the end of

December. "I'm very excited about the prospects of doing a great deal of business because of it," says VP/GM Steve Tisland. "The response has been most favorable." Tisland became a believer in the effectiveness of Talkradio's localization on the first weekend, when an "inebriated" listener with marital problems called WZRA asking to speak with Dr. Forward.

Daytime-only WAUK/Milwaukee switched to Talkradio last May after its A/C-comedy format failed to catch on. PD Rick Gundrum sums up, "We're very pleased with it in general. The programming is top-notch. Dr. Susan Forward is really our big audience grabber. We feel we are getting a steady growth in audience and people are talking about us more on the streets."

### Top 100 Markets In '84

According to Devlin, Talkradio's growth is slower than it could have been because the network is choosy about who becomes an affiliate. "We haven't gone out and signed a whole bulk of stations just for the sake of signing them up," he explains. Criteria include a strong signal, willingness to carry all or most of Talkradio's programming, and a solid commitment to the format.

"Realistically, our goal right now is to get up over the 100 mark," says Devlin. He forecasts an affiliate in each of the top 100 markets by the end of 1984, and in all ADI markets by the close of 1985. Market penetration is the key to ABC's sale of the four minutes per hour it takes from affiliates. Devlin predicts the network will break even this year while "1985 should be an excellent year for us."

### Weekend Programming Debuts

A major Talkradio expansion occurs this weekend when the network starts airing live programming on Saturdays and Sundays, 10am-7pm. Because lifestyles change on weekends, Devlin says segments will be kept to an hour: "The woman who is using Talkradio as an intellectual companion now has adult companionship on the weekend. They like different types of information and in a shorter form."

Former WNEW/New York personality Bob Fitzsimmons will be the overall host, doing intros and some interviews. The only member of Talkradio's weekday lineup to take on a weekend slot is Dr. Susan Forward, who will discuss health and living. Other regular shows will cover finances and child psychology, and there'll be a series of guest hosts, on topics like auto repair and antiques.

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AN EXCLUSIVE R&R INTERVIEW

PLUS

**LARRY KING**

## AN EXCLUSIVE R&R INTERVIEW

# LARRY KING



**By Mark Shipper**

All photos by Catherine Karnow

Larry King is radio's biggest success story thus far in the 1980s. His five-hour Mutual talk show will be broadcast tonight (and each weeknight) on 283 stations, and that total continues to climb steadily, as it has throughout the show's six-year history.

Predictably, this has spawned a flock of imitators, most of whom have met with such little ratings impact they, in effect, have served as incontrovertible evidence — for those who needed it — that it is Larry King who is primarily responsible for his show's stunning success. It seemed an appropriate place to begin this exclusive R&R interview with the Brooklyn-born, 47-year-old, unlikely king of late-night American radio.

**R&R:** We're aware that you're the major part of the equation that makes your show work. But if you were to remove yourself from that equation, how would you account for the show's success?

**King:** It's a combination of things. One, it's an excellent format idea — what we've got is really three shows in one. We've got each night's guest interviewed for an hour, then two hours of calls for the guest, and then a total change of the show with "Open Phone America,"

which is a two-hour pot-pourri of national thought that can be fun, it can be serious, it can be anything else that flows along. Another advantage is in coming from Washington. We get better guests than the average talk show and also I think that people like calling Washington. I think there's a kind of magic to calling the nation's capital, to calling "Washington." The night we did our show on Kennedy, on the 20th anniversary of the tragedy, I happened to mention that we were broadcasting about a mile and a third from his gravesite. I would

think that to a guy in Des Moines or a guy in Phoenix driving along or listening at work, that's kind of significant.

**R&R:** Would you do anything different if your show was broadcast in the daytime?

**King:** Late-night plays to more longer-form programming, so I don't know that one guest for three hours would work. It's much better suited to night. Open Phone America, however, would work any time of day. If the host is good at doing it and the pace is fast

enough, you could do it at noon or three in the morning.

**R&R:** Speaking of pace, there seems to be — when your show is at its best — a certain sense of rhythm to it, almost like a musician's. Do you strive for that rhythm?

**King:** Definitely.

**R&R:** Is it a conscious thing?

**King:** No, it's not conscious, but it's natural. I'm very aware of pace. There's an inner drum or something that's always working. Because I was raised in New York, I grew up listening to top professionals, and I'm aware of time and movement. I just know what sounds good and what sounds bad. There's a sixth sense about that.

**R&R:** Doesn't the secret of the show lie in the fact that one second before the audience gets bored, you get bored?

**King:** To a talk show host, that's the highest compliment that can be paid.

**R&R:** Is this ability always a natural thing? Can it be learned?

**King:** No. There's three things you can't teach. You can't teach whatever "charisma" is when you're talking about why a certain personality works or doesn't work on the air. You can't teach pace. You either have pace or you don't. And third, you can't teach curiosity. You cannot teach someone who is not naturally curious to be curious, and there are a lot of talk show hosts who are simply not curious. Frankly, that's been one of the faults of the format. There are too many people in it who are impressed with the sound of their own voice, impressed with their own opinions, who have no idea how to interview someone for more than 20 minutes.

Continued on Page 34



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EXCLUSIVE R&R INTERVIEW

# LARRY KING

Continued from Page 32

**R&R:** Would you say that talk show hosts in general have too much sympathy for the callers and not enough for the audience?

**King:** Yes. It's a fact that only one percent of the population has ever called a talk show, just as only one percent has ever written a letter to the editor or called a TV station to complain. So 99% of your audience is listening. What I do is become an editor. When the caller comes on, I ask myself: Is the caller interesting? Funny? On the mark? To the point? Asking a question or making a statement as quickly as possible? It's up to me to condense things, to edit, and if someone's getting off the mark the easiest thing I can do is push that button. I don't permit "uhs" and

"aahs" and that kind of thing. That's not to say I won't let a person stay awhile if that person is really cooking, really contributing super to the show. You just have to go with whatever happens. The president of the network said to me once, "I really trust your instincts," and that's what it is: a broadcast instinct, an instinct of "I have no idea what's going to happen tonight, but I have total control. Therefore nothing that happens is going to surprise me." Yet everything will surprise me.

**R&R:** Is it true you make it a point not to read the books of the many authors you interview?

**King:** True. I like to learn about the book right along with the audience. Oddly enough, those times when I



*"When the caller comes on, I ask myself: Is the caller interesting? Funny? On the mark? To the point? It's up to me to condense things, and if someone's getting off the mark, the easiest thing I can do is push that button."*

had read the book, I felt weaker. I felt I knew too much. I'm a street interviewer. I didn't go to college and I'm certainly not an intellectual.

**R&R:** Nonetheless, you must be aware that you have developed a very large constituency, one which places you in a position of real power, more power than a lot of elected officials here in Washington, especially since you frequently give your own political opinions out to an enormous national following.

**King:** Well, I never give an opinion when a guest is on. During Open Phone America, I do. At that point it's an exchange of ideas and if the host doesn't have any ideas, it's a dumb show.

**R&R:** Are you approached by lobbyists?

**King:** Oh, yeah. All the time. But I don't feel that the power's in me. I think the power's in having a network program that reaches a tremendous amount of people every night.

**R&R:** Maybe so, but of all the shows attempting to reach this audience, yours is the only one that effectively does.

**King:** I never think about the power when I'm on the air. Obviously, I know the show has some kind of power. What kind of power? I don't think you can measure that.

**R&R:** We're not being judgmental, merely taking more of it.

**King:** Right. It's a given. Now, the show's producers are the ones that hear from the lobbyists more than I would. What I get is usually social, like two nights ago I was at a restaurant and Walter Mondale came over and said, "What are people talking about?" Ted Koppel once said to me, "We give the news but we drive home with you to find out what people think about it."

**R&R:** A lot of talk shows in recent years have been paying more attention to how people feel than to what people think. We're speaking of all the new psychologist talk shows. What's your opinion of them?

**King:** Depends on the host. I've heard some that are pretty good. But to do a good job as a psychologist host is very difficult. For one thing, it's essential to generalize the call, so that I, as a listener, can associate with it. Let's say a teenager calls saying what difficulty he's having coping with high school and drugs. The host has to answer for that teenager but also for me, to keep me tuned. At the same time, while generalizing it, she's got to help the teenager - I say "she" because most of the people doing these shows are female. Another problem with the shows is they tend to be depressing. It's depressing radio. You hear all these sad things, people with problems, and that generally plays out. There's a burnout factor there. I don't know whether I could listen every day.

**R&R:** How do you feel in general about the accuracy of ratings services?

**King:** They tell you things that may or may not be important. They'll tell you, for example, that you have a 30 percent audience share, but as (pollster) George Gallup once said to me, "What if not one of them can remember a commercial?" and what if the guy who comes in second

with a 20 percent share has 50 percent of his audience that does remember the commercial? Who's selling more products? I'd like to see more detailed interviews with the subjects. I'll give you an example. FM rock stations are doing very well right now. My daughter is sixteen and whenever I'm in the car with her she controls the radio. To this day, I've never seen her listen to a commercial. Never. She tells me, "I love Q107, they play the best music." But if I were an advertiser, why would I buy Q107 after I've sat in a car with a teenager that's hitting the button every time my message comes on?



*"Ted Koppel once said to me, 'We give the news but we drive home with you to find out what people think about it.'"*

**R&R:** If you were programming Q107, how would you defeat that problem?

**King:** Go more toward personality jocks. Jocks who might interrupt a commercial, who might kid with a spot while it's playing, who might do the unexpected. I noticed when my daughter listened to Howard Stern when he worked the market, she didn't punch him much, because he might interrupt a commercial. I used to do that when I was a jock. It keeps an audience tied in.

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## EXCLUSIVE R&amp;R INTERVIEW

## LARRY KING

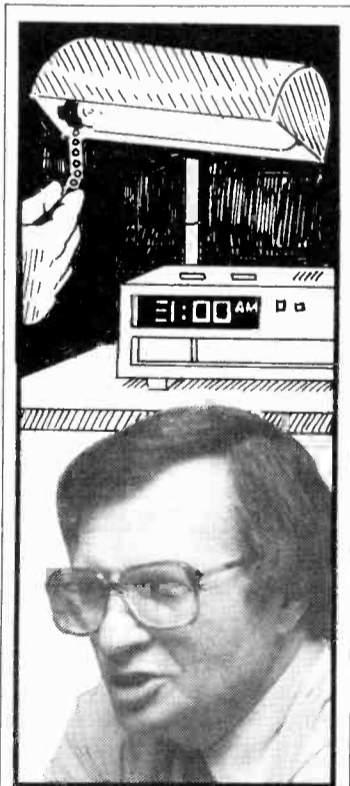
**R&R:** One of the hallmarks of your show is its clever use of sound effects, its running gags about the boss, things that are pure radio in the truest sense. Why do you suppose so much of the fun and imagination has gone out of modern radio?

**King:** I don't know. People certainly enjoy it. If you believe that all things run in cycles, then it's going to come back. But you've got to have the talent to do it, and talent can go a lot of places these days — to TV, to cable, to New York — so you've got to have the general manager with guts enough to say, "I'm going to let the talent have pretty much his own rein." You've got to have that. In other words, if I had a president who said, "Hey, you can't kid a network," a lot of the show's appeal would be lost. You've got to have a combination of talent and management intelligent enough to perceive that this very freedom is the key ingredient to being successful.

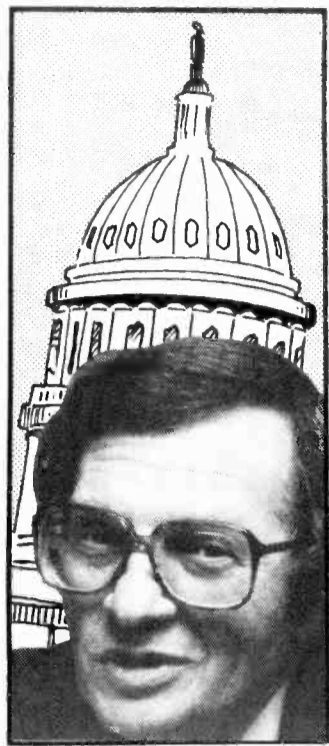
**R&R:** When you travel around the country and listen to other talk shows, what are your impressions?

**King:** You can break them down into categories. First, you've got the shows that are always serious, where they act as if everything that happens every day is of monumental importance. Then there are the guys that can't get off a topic. You know, they've got to have a speech to make about everything. Then you get the guys who compli-

ment themselves, who'll say, "You know, I've never asked this before, but . . ." And best of all are the guys who interview themselves. Count the number of "I" 's in a talk show sometime. I never say "I." Between midnight and three you'll never hear "I." Never. You get one of these "I" guys though, and they say something like, "I was opposed to the Vietnam war and blah blah blah . . ." Who cares? My guest is the authority here. Who gives a damn what I think? During Open Phone America, you'll hear "I"; when I've got a guest, you'll never hear the word.



*"As a rule, the later the day gets, the better radio does. Radio will always beat television really late. It's simply a better medium at three in the morning."*



*"I have no idea what's going to happen tonight, but I have total control. Therefore nothing that happens is going to surprise me."*

**R&R:** What would you consider to be your shortcomings as a talk show host?

**King:** Well, I like sports a lot and because of that there's a tendency during Open Phone America to give a sports-related caller more airtime. That's a weakness I constantly think about. I realize that maybe only 35% of America are sports fans and therefore it's self-indulgent. So that's one thing. Another is that I can be rude to callers. I won't allow them to control the show, and so I don't quite know how to handle it better than to sometimes be — well, not rude, but overly abrupt. Let's say I've got a doctor on and a 73-year-old lady calls whose husband just died and she's about to give a case history. I won't hang up immediately. I'll say, "Can you get right to it?" I try to force them and generally the audience will respond to that. I am not a

good hand-holder. I am not a good shoulder to lean on. If you're looking for a shoulder to lean on, you've got the wrong show. Maybe that's a weakness. Sometimes I've hurt somebody, really hurt somebody. I certainly don't want to, but you just can't think about that.

**R&R:** You talk to America every night without any sort of preconceived plan, with absolutely no idea of what you'll be saying to an entire nation's worth of listeners. It seems like that would be a pretty stimulating feeling.

**King:** It's what keeps it going for me. If I had a plan, it would really bore me. I interviewed Johnny Carson once and he said to me, "If the host is bored, the show is boring. If the host doesn't like the show, the audience doesn't like the show." You've got to do what you enjoy, and what I

Continued on Page 36

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## EXCLUSIVE R&amp;R INTERVIEW

## LARRY KING

Continued from Page 35

enjoy is not knowing about what I'm going to ask tonight's guest. That makes it more stimulating. Sometimes people will call and say, "The show isn't for you, it's for us." Wrong. The show is for me. Now, through me, I hope you enjoy it, but it's got to be a "through me" experience. If I'm not enjoying myself, you can bet that you, as a listener, won't be either.

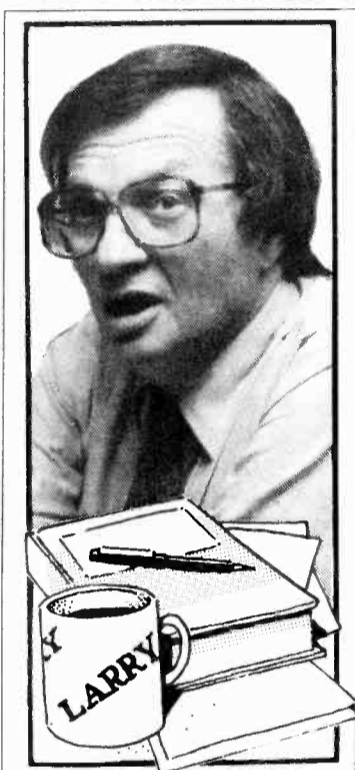
**R&R:** Your guests are definitely not what one ordinarily expects to hear on a successful national talk show. You seem to stay away from the usual celebrity fare, the starlets passing through town, that sort of thing.

**King:** That's the producer's decision. They know they've got a host who likes a wide variety of things so they book a wide variety of guests.

**R&R:** To challenge you?

**King:** Yeah. In general, you'll never see three authors on three straight nights, or three political shows in a row.

**R&R:** On nights when the midnight-3am topic is especially serious, do you make a conscious attempt to balance the remaining two hours of the program, to get it especially loose?



*"There are too many people in it who are impressed with the sound of their own voice, impressed with their own opinions, who have no idea how to interview someone for more than 20 minutes."*

**King:** Definitely. The more serious the subject, the more I'll try to make 3-5 funny. But when you get a major event like Grenada or those kind of things you can't always do that.

**R&R:** Your show on the night John Lennon was assassinated was one of the most overwhelming outpourings of emotion we've ever heard.

**King:** It was unbelievable. Tragic, certainly, but a great night of radio. He was murdered at ten to twelve and we just had to go right on.

**R&R:** What's it going to take to convince Madison Avenue of the viability of your audience? It would seem as if by now it should be an automatic buy. Is it still a process of education?

**King:** Yeah. The readings we get from most rating services are only for the first hour. And while we do very well — WOR, for example, is sold out all night — the tough nuts to crack are the United Airlines, the big national buys. What helped us and hurt us both was the failure of late-night television. And interestingly enough, late-night television failed because late-night radio is so strong. The NBC show which went off — which was a wonderful show, an excellent show — why did that program fail? It's because the late-night person at two in the morning, whether he's at work, at home, anywhere — already knows the news. We know certain things by now about late-night people: they vote more, they read more, they tend to be awake more hours. Forget just the insomniac, which is not the largest percentage of the audience. A lot of this audience simply goes to bed at 2am. I'm that kind of person myself. If I worked nine to five, I'd still go to bed at two in the morning. Anyway, they've seen their news at eleven. So while what NBC was doing was fine writing, very cute stuff, they weren't telling us anything new.



*"If I had a president who said, 'Hey you can't kid a network,' a lot of the show's appeal would be lost. You've got to have a combination of talent and management intelligent enough to perceive that this very freedom is the key ingredient to being successful."*

**R&R:** More like yesterday's paper than tomorrow morning's.

**King:** Exactly. So we're going to clobber them. If you do a pullout in Washington, we murdered them. Why? Because we'll still be new tonight, you'll still learn something. And if there is news — say, a major bulletin — you're going to hear it here anyway.

**R&R:** So where does this leave all-News radio?

**King:** All-News stations have one terrible problem: What do we do all night? That's why I'm on 80 all-News outlets. I'm on the CBS-owned and operated station in Philadelphia, we just went on the CBS O&O in San Francisco — we perform well for the format. Why? Because nobody listens to news all night. Nobody. It's a wonderful daytime format, but at night

they need either talk or music. So radio does much better. As a rule, the later the day gets, the better radio does. Radio will always beat television really late. It's simply a better medium at three o'clock in the morning.

**R&R:** Since you seem to have such a heightened awareness of late-night taste, are there any subjects you consciously avoid?

**King:** Shows on disease. We don't do them anymore. The executive producer made that decision. For example, we haven't done a show on cancer in at least four years. Now, in four years, a lot of dramatic improvements have been made in the field. But it's a scare word, "cancer," especially at two in the morning. It's a total turnoff.

**R&R:** Do you care to speculate on the future of radio? I've got a fairly large question to ask.

**King:** Shoot.

**R&R:** Okay. Let's say it's the year 2000 and you're turning the dial. What are you going to hear?

**King:** (LAUGHS) I think to predict that is nearly impossible. Radio will always have a special place. It does something no other medium does. It goes with you and it's also the more intimate, so it'll be the least affected by all the technological changes coming up. It's always going to be around. It's a staple. You'll always have music. I don't know about AM stereo, still can't get a reading on that. If I have FM in my car and FM at home, why would I buy an AM stereo?

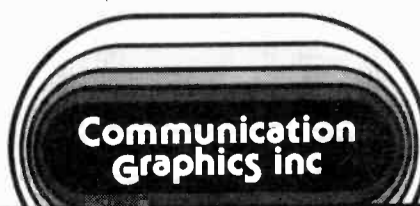
**R&R:** So you believe AM will become totally the province of talk and news?

**King:** Talk and news and information. There'll be more network stuff. Stations will cut back. There'll be more computers, more satellites. Sports will be predominant. On the whole though, by the year 2000, television will have changed far more than radio.

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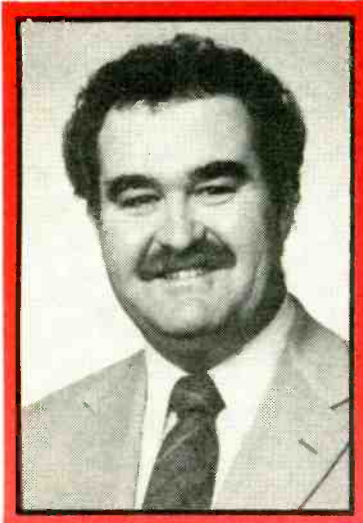
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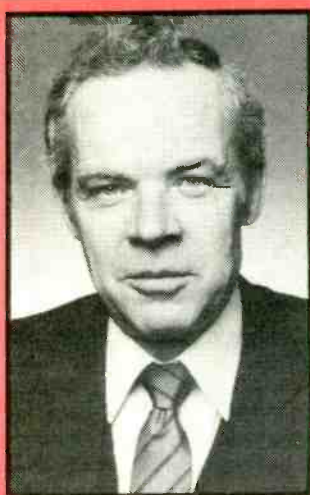
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# THE NEW RAB Administrative Staff



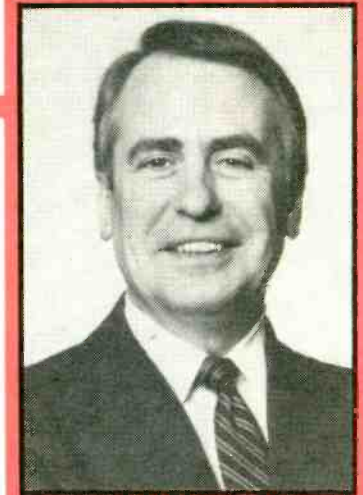
## LOREN R. HOLLEMBAEK

*Director of Member Service*



Loren Hollembaek, Director of Member Service, joined the **Radio Advertising Bureau** as Assistant to the President in 1978 and assumed his present post in 1979. He supervises all day-to-day operations of RAB marketing support service which provides members with sales tools, instantly useful marketing information, commercial copy and cassettes, and/or on-line research data.

Hollembaek began his media and marketing career at Needham, Harper and Steers. He later joined **WBBM/Chicago** as Assistant Advertising & Promotion Manager, eventually becoming Manager. Moving to the **CBS** Radio Network in Chicago, he transferred to New York where he became Director of Sales Promotion in 1967. From 1976 to 1978, Hollembaek served as Director of Marketing for the Universal Guardian Corporation, a consumer finance company.



## WILLIAM H. SHRIFTMAN

*Senior Vice President for Finance and Administration*



**William "Bill" Shriftman** is Senior Vice President for Finance and Administration of the **Radio Advertising Bureau**, a post he assumed in November 1983 after serving for two years as Vice President for Finance. He is RAB's chief financial officer and supervises all accounting, computer, financial analysis, budgeting, and allied areas.

Shriftman joined RAB in 1981 after working as Controller of the Empire Savings Bank in White Plains, New York. A Certified Public Accountant, he has also worked as Budget Director of Kenton Corporation and Senior Accountant at Peat, Marwick and Mitchell & Company, a major national accounting firm.



## KENNETH J. COSTA

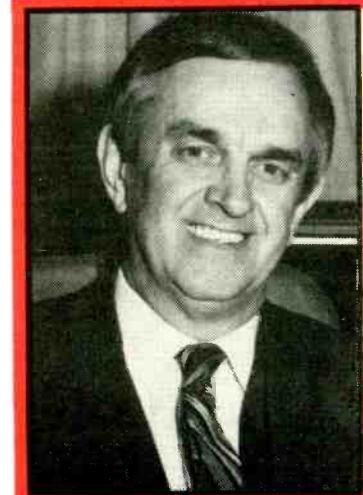
*Vice President for Marketing Information*



**Kenneth Costa** is Vice President for Marketing Information at the **Radio Advertising Bureau**, a post he assumed in 1979. He directs and supervises RAB's extensive library and on-line databases, directs and administers the Certified Radio Marketing Consultant (CRMC) program, frequently conducts marketing seminars, compiles and edits the indispensable series of "Instant Background" profiles, and serves as RAB's in-house economist, business analyst, and demographer. He is widely considered the preeminent marketing research analyst in radio.

During his 20 years with RAB, Costa has previously served as Librarian, Manager of Marketing Information, Manager of Sales Development, and Director of Member Services.

Before joining RAB in 1964, Costa established and administered the research library at Hicks & Greist, an advertising agency.



## WILLIAM L. STAKELIN

*President and Chief Executive Officer*

**William "B" Stakelin** is President and Chief Executive Officer of the **Radio Advertising Bureau**. He was selected to lead RAB from among 200 leading radio and marketing executives in July 1983 and was given the overall responsibilities of CEO in October 1983.

A 27-year veteran broadcaster, Stakelin joined RAB after serving as Executive Vice President of the **Bluegrass Broadcasting Company** and after completing a term as Chairman of the Board of the **National Association of Broadcasters (NAB)**. At age 39 he was the youngest person ever to hold the highest elected position in American broadcasting.

Bill Stakelin began his love affair with radio as a teenager in his hometown of Georgetown, Kentucky. Working under the names of "Billy Bandstand" and "Wild Willy, King of the Kilocycles" he began his career as an air personality at **WAXU** while still in high school. By the time he finished college he already had gained a broad background in radio.

After graduating from Georgetown College in Kentucky, Stakelin joined Bluegrass Broadcasting as Program Manager of **WVLK-AM & FM/Lexington, KY**. He became VP/GM in 1969, and in 1974 became VP/GM of another Bluegrass property, **WHOO-AM & FM/Orlando**. Two years later he was promoted to Executive Vice President of the group, making him responsible for overseeing the operations of radio and television stations in Kentucky, Georgia, and Florida.

Stakelin has also served as a board member of the **Florida Association of Broadcasters**, President of the **ABC Network Affiliates Board**, and on the **Broadcast Industry Council to Improve American Productivity**.

## WAYNE CORNILS

*Executive Vice President*

**Wayne Cornils** joined the **Radio Advertising Bureau** as Executive Vice President in November 1983. He serves as RAB's chief of staff and directly oversees all membership, meetings, and station-oriented operations.

Cornils came to RAB from a position as Senior Vice President for Radio at the **National Association of Broadcasters (NAB)**, where during his seven years he earned the nickname "Radio Wayne" for his roles as a radio advocate and advisor to the entire broadcasting industry.

Early in his career Cornils worked at **WTRW/Two Rivers, WI** and **KPIG/Cedar Rapids, IA**. He held positions including disc jockey, program director, chief engineer, assistant manager, and in 1962 became part-owner and President/GM of **KFXD/Boise**. During the '70s he served on NAB's Board of Directors, and joined the NAB staff as Director of Membership in 1976.



## JOYCE REED

*Vice President of Co-Op and Retail Sales*

**Joyce Reed**, Vice President of Co-Op and Retail Sales, has two primary responsibilities at the **Radio Advertising Bureau**. She is the chief tutor for radio stations on the subject of co-op and retail advertising and is charged with teaching stations how to get access to and maximize retail sales. Equally important is Reed's role in persuading manufacturers, retailers and ad agencies to create, maintain, and use co-op advertising programs geared to radio.

A 20-year RAB veteran, Reed initially served as Retail Sales Coordinator in 1962 after working as an advertising executive in Bloomingdales in New York from 1955-62 and as an advertising executive for Sears and Maas Brothers in St. Petersburg, Florida.

## BEN SCRIMIZZI

*Senior Vice President for Sales and Marketing*

**Ben Scrimizzi** joined the **Radio Advertising Bureau** as Senior Vice President for Sales and Marketing in October 1983. He is primarily responsible for RAB's business plan and for the direction, supervision, and execution of radio's sales and marketing efforts toward advertising clients and their agencies.

Scrimizzi came to the radio industry after achieving significant success in the small package industry. He joined Emery Air Freight in 1970, becoming Director of U.S. Marketing for the Emery Worldwide Corporation in 1975. Scrimizzi shifted to the Purolator Courier Corporation as Corporate Vice President for Marketing. By 1982 he had become Senior Vice President for Marketing, Sales, and Customer Service, responsible for national advertising, new products, and all field sales operations.



## DANIEL STEPHEN FLAMBERG

*Senior Vice President for Communications*

**Daniel Flamberg** was appointed Senior Vice President for Communications of the **Radio Advertising Bureau** in November 1983. He serves as the industry association's official press spokesman and is directly responsible for the planning, development, supervision, and execution of all communications activities ranging from creative services, design, publication, and audio production to publicity, promotion, and special events.

Flamberg joined the RAB after working for 3 years as Director of Public Relations for the Washington-based **Mutual Broadcasting System**, the nation's largest radio network.

Earlier in his career, as Special Assistant to the Chairman of Fred Rosen Associates in New York, he served as international account supervisor and American representative for His Highness the Aga Khan and counseled senior executives at a number of blue chip corporations in the U.S. and abroad.

## LEWIS C. GREIST

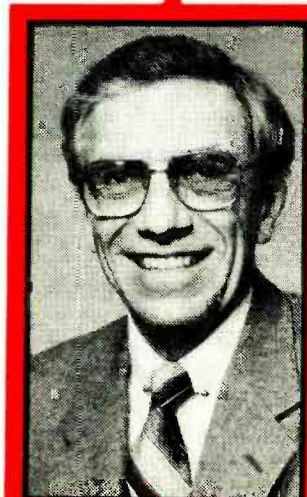
*Director of Marketing and Research*

**Low Greist** joined the **Radio Advertising Bureau** in 1980 as Director of Marketing and Research. He directs the planning, execution, and transmission of radio planning, buying and selling research data and information to advertisers, agencies and radio sales staffs.

Prior to joining the RAB Greist was the Director of Marketing and Research for **RKO Radio Sales** in New York from 1978 till 1980. From 1975 to 1978 he served as Director of Marketing and Sales for **KYW/Philadelphia**.

From 1963-75, Greist worked in the Philadelphia market as the General Sales Manager at **WIBG** and **WWSH**, and as National Sales Manager at **WCAU**. Earlier in his career, he spent seven years as an Account Executive at **CBS Radio Spot Sales** and at the **Katz Agency**.

Greist began his advertising career as a media researcher/timebuyer at Hicks & Freist Advertising in New York.



## ALBERT "BUD" HECK

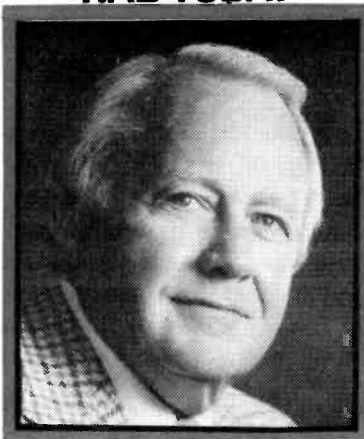
*Vice President and Manager of National Sales, Eastern Region*

**Bud Heck** joined the **Radio Advertising Bureau's** National Sales Division in 1973 as Manager, Food Products Category. He was promoted to the post of Vice President of National Sales in charge of the Eastern Region in 1974.

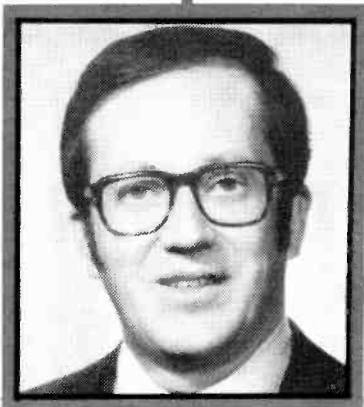
Before joining RAB, Heck was Director of National Sales for the **NBC Radio Network**. Earlier in his career he worked as Sales Manager for LOOK Magazine, Eastern Advertising Manager for HOUSE BEAUTIFUL Magazine, Account Executive and Promotion Manager for the Asbury Park Press, and as a Manager with the Walter Reade Theatre Organization.

Heck served as a judge for such prestigious awards as CLIO and the International Broadcasting Awards, and has been involved with the Advertising Club of New York.

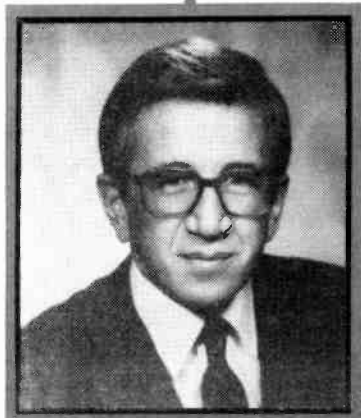
# RAB Board of Directors EXECUTIVE STAFF



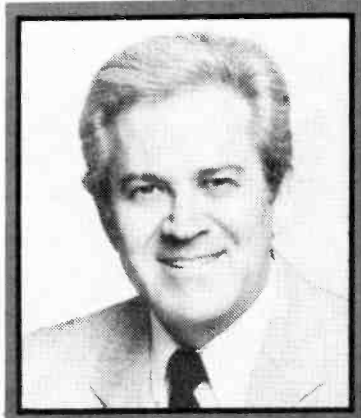
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625 Stuart Building  
Lincoln, NE 68508  
(402) 475-4204  
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*President Radio Group*  
Group W  
888 Seventh Avenue  
New York, NY 10106  
(212) 307-3665  
*Chairman, RAB Executive Committee*



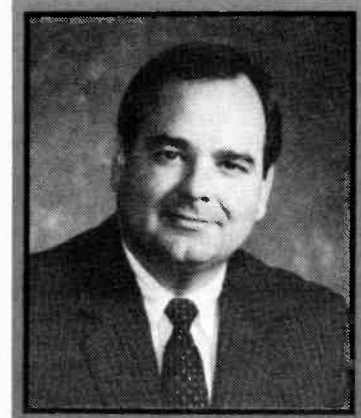
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Capital Cities  
Communications, Inc.  
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New York, NY 10022  
(201) 421-9595  
*Chairman, RAB Finance  
Committee*



**BEN HOBERMAN**  
*President*  
ABC Radio  
1370 Avenue Of The Americas  
New York, NY 10019  
(212) 887-7923  
*Chairman, RAB National  
Sales Committee*



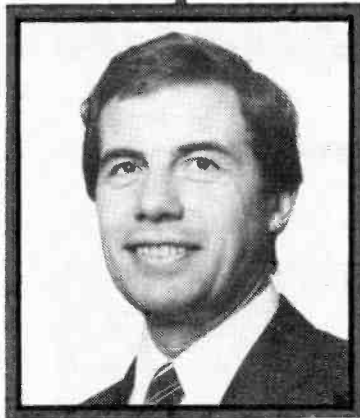
**MICHAEL O. LAREAU**  
*General Manager*  
WOOD Radio  
College Park Plaza  
180 North Division  
Grand Rapids, MI 49503  
(616) 459-1919  
*Chairman, RAB Research  
and Sales Tools Committee*



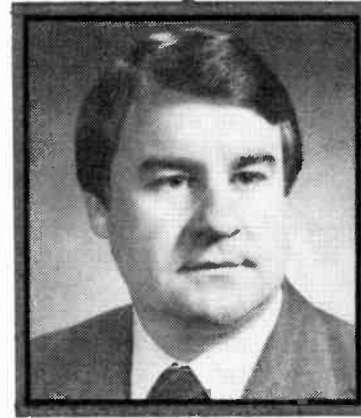
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*President Broadcast Division*  
Mid America Media  
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(815) 937-2780  
*Chairman, RAB  
By-Laws Committee*



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Pierre, SD 57501  
(605) 224-1113



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and Radio Common Carrier*  
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(212) 765-1902



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Radio & Cable*  
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Cincinnati, OH 45210  
(513) 721-1414

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R&amp;R

**FOR ALL YOU WANT A CART TO DO,  
THIS CART'S FOR YOU!**



For... Stable stereo phasing  
For... Maximum reliability and longest life  
For... Superb copies of CD's and digital masters  
For... Outstanding high frequency sensitivity and headroom

For... The best sound a cart can reproduce  
For... The exclusive SGS-4 broadcast mastering tape.  
For... Compatibility with all cart machines  
For... Stations who care how they sound

**THE AUDIOPAK AA-4 IS FOR YOU**  
The True Blue Cart - From Capitol

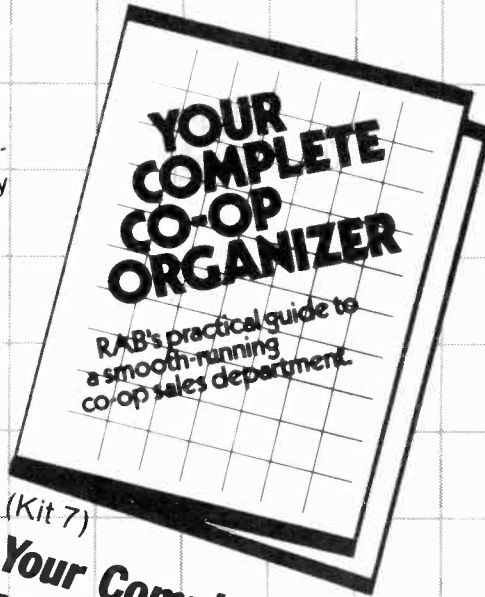
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# NEW TOOLS & RAB SERVICES



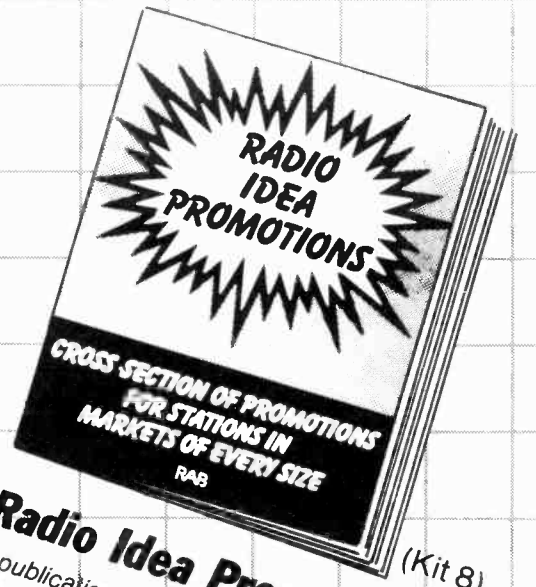
**Radio Facts**  
An annual statistical summary of the radio industry intended for use by advertising agencies, press, radio stations, reps, schools, etc.

(Kit 12)



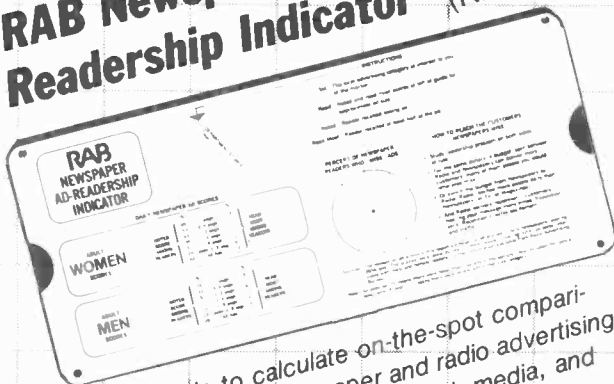
**YOUR COMPLETE CO-OP ORGANIZER**  
RAB's practical guide to a smooth-running co-op sales department.

(Kit 7)  
**Your Complete Co-op Organizer**  
A manual describing how to set up a co-op department at a radio station, from start to finish. Also includes useful "clip and save" items, such as a form for a computerized co-op tearsheet.



**RADIO IDEA PROMOTIONS**  
CROSS SECTION OF PROMOTIONS FOR STATIONS IN MARKETS OF EVERY SIZE  
RAB (Kit 8)  
**Radio Idea Promotions**  
A publication published irregularly outlining promotion success stories. Entries are often timely, such as seasonal promotions involving holidays or local special events.

**RAB Newspaper Ad-Readership Indicator** (Kit 8)



A slide-rule to calculate on-the-spot comparisons between newspaper and radio advertising, based on reach, time spent with media, and CPM.

**Radio Co-op Sources**  
This directory lists all known businesses that have organized co-op programs for the radio industry, listed by product category. Over 3500 companies are presently listed, with updates added twice a month.



(Kit 5)



**TV: Need For A Sound Alternative** (Kit 6)  
A publication comparing radio with television. Full of radio vs. TV facts and figures presented in a head-on approach, including time spent listening, reach, frequency, etc.



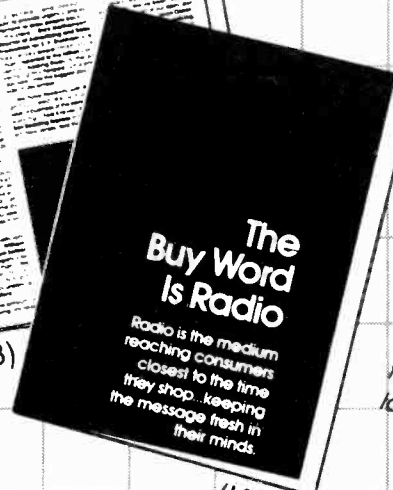
**Instant Background**  
A summary of basic marketing dimensions for virtually every major industry in the United States. Over 140 industries are listed, and statistics include consumer attitudes, buying habits, etc.

(Kit 2)



**EAR** (Kit 8)  
A retail newsletter outlining major success stories by retail merchants using radio. The newsletter is circulated to all RAB members and a mailing list of retailers and advertising agencies.

(Kit 8)



(Kit 8)

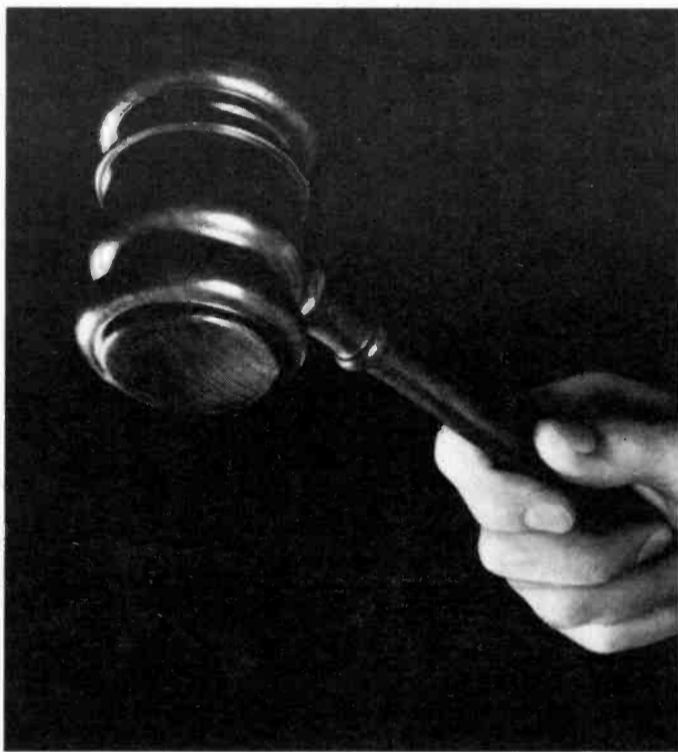
**The Buy Word Is Radio**  
A sales research tool illustrating how radio comes closest to time-of-purchase, as well as other marketing facts affecting local marketing.



# AUTHORITY.

It's easily recognized. But not easily achieved. Authority must be earned. From judgements that have been proven sound. Strategies that have been proven effective.

Blair Radio has achieved that stature. Through penetrating, objective research by the most respected specialists in the industry. Through ceaseless monitoring of the trends and the tremors that keep radio a vibrant medium. And through a proven track record of opening doors that others could not open, to the benefit of Blair's client stations.



The industry has recognized Blair Radio as The Authority.

Buyers know that our sales people are armed with recommendations justified by objective analysis of station strengths and advertiser needs. Our recommendations make sense. As

measured the hard way: in sales.

Authority. When we tell you Blair knows how to increase your station's selling power, you can believe us. That's why Blair Radio is the power of radio.



**BLAIR RADIO.** A division of  
John Blair & Company.  
**THE POWER OF RADIO.**

# On The Records



KEN BARNES

## The "New British Invasion" — Is It Already Over?

There's a showbiz saying that goes something like "once a trend hits the cover of *Time* (or other equivalent mass media publications), it's already over." General market publications have on occasion delivered less than stellar analyses of the music business (who could forget the *Wall Street Journal's* memorable profiles of the *Plimsouls* and the *Bus Boys?*), so I picked up *Newsweek's* January 23 cover story, "Britain Rocks America — Again" with a mixture of interest and trepidation.

Well, according to *Newsweek* "the British are coming — again" and "America is welcoming the new wave with open arms." As I'd already found that 1983 overall was the best year for foreign artists in R&R's history (see 12-16-83 column), I wanted to see if *Newsweek* was right and the trend was increasing. *Newsweek* (in typical industry outsider's fashion using another chart) cites the week of July 16, 1983 as the peak of the "new British Invasion," with 18 of the top 40 songs being of British origin.

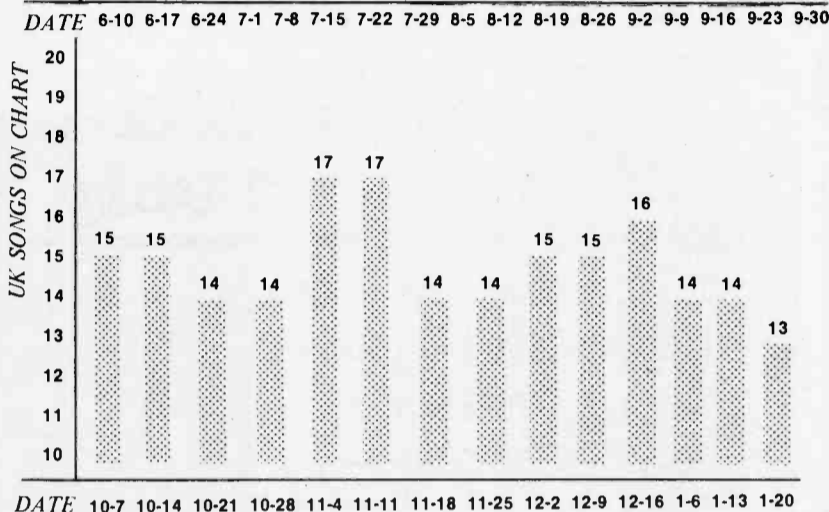
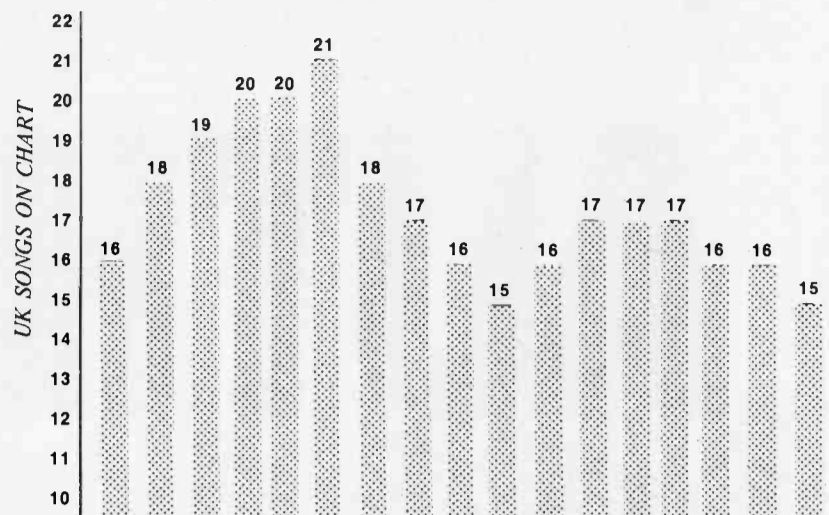
Actually the extent of the UK takeover was even greater, reaching the 50% mark (20) on the R&R CHR/40 on July 1 and rising to a high of 21 on July 15. The next week, however, the figure dropped to 18 and commenced a general slide which brought UK representation down to 14 by October 21. The number seesawed in that range for the rest of the year, ending at 16 on December 16, and when the new year began, dropped again to the new low of 13 on January 13 and 20.

So if there's a new British invasion, it's already lost almost 40% of its CHR impact in six months. That's not to deny the remarka-

ble achievements of British artists in 1983, or to say that further fluctuations won't follow. But as of now the invasion appears to have encountered substantial resistance.

The accompanying graph charts the flow of UK artists on the CHR/40 from June 10, when we expanded the chart to its present size, until January 20. Australians, Canadians, and other foreign artists were not counted in the tabulations.

### New British Invasion's CHR Penetration



#### Dynamic Duos

Speaking of charts, here's a strange statistic. The A/C Top 30 for January 20 included eight duets, which appears to be a record. Over on the Country chart, generally considered the natural home of the duet, there were only three out of 50. Incidentally, of the eight A/C chartmaking duets, only one (Daryl Hall & John Oates) records regularly in that configuration; the rest are special teamings of the McCartney/Jackson and Warnes/Thompson type.

And in conclusion, one final R&R record achievement. To the best of anyone's knowledge, *Jump 'N The Saddle's* "Curly Shuffle" is the first song ever to garner reports in all five main R&R music formats. As they say in radio, "Moe music Moe often."



#### ONE YEAR AGO TODAY

- BILL HAYWOOD, JERRY JAFFE, RUSS REGAN HEAD NEW POLYGRAM MUSIC DIVISIONS
- GRANT SANTIMORE NAMED VP/GM AT WABX/DETROIT
- ALAN SNEED RETURNS TO WKLS/ATLANTA AS PD
- JOE KRAUSE NEW PD AT WAPP/NEW YORK
- DAVE HAMILTON RETURNS TO KDWB-FM/MINNEAPOLIS AS PD
- NUMBER ONE CHR: "Down Under" — Men At Work (Columbia) (4th week)
- NUMBER ONE A/C: "Heart To Heart" — Kenny Loggins (Columbia) (2nd week)
- NUMBER ONE COUNTRY: "Inside" — Ronnie Milsap (RCA)
- NUMBER ONE BLACK: "Billie Jean" — Michael Jackson (Epic)
- NUMBER ONE AOR TRACK: "Hungry Like The Wolf" — Duran Duran (Capitol) (2nd week)
- NUMBER ONE LP: "The Distance" — Bob Seger (Capitol) (3rd week)



#### FIVE YEARS AGO TODAY

- NBC ANNOUNCES FORMATION OF SOURCE NETWORK
- BILL STATION NATIONAL DIRECTOR/BLACK MUSIC PROMOTION FOR RCA
- STAN LAYTON BECOMES VP/MARKETING AT MCA
- JIM JEFFRIES NAMED VP/PROMOTION AT MERCURY
- NUMBER ONE CHR: "Da Ya Think I'm Sexy" — Rod Stewart (WB)
- NUMBER ONE A/C: "Too Much Heaven" — Bee Gees (RSO) (3rd week)
- NUMBER ONE BLACK: "I'm So Into You" — Peabo Bryson (Capitol) (2nd week)
- NUMBER ONE COUNTRY: "Why Have You Left The One You Left Me For" — Crystal Gayle (UA)
- NUMBER ONE LP: "Blondes Have More Fun" — Rod Stewart (WB) (3rd week)



#### TEN YEARS AGO TODAY

- JIM PRICE NAMED GM AT KGB/SAN DIEGO
- NUMBER ONE CHR: "The Way We Were" — Barbra Streisand (Columbia) (2nd week)
- NUMBER ONE COUNTRY: "I Love" — Tom T. Hall (Mercury) (3rd week)

### Jackie Wilson — The Consummate Vocalist

One of America's most gifted singers died last Friday. Jackie Wilson finally succumbed at age 49, almost nine years after an on-stage stroke from which he never recovered.

Jackie Wilson came out of Detroit in 1953 to replace Clyde McPhatter as lead singer of the R&B pioneer vocal group *Billy Ward & the Dominoes*, and went solo in 1957. His first hit, "Reet Petite," was the first success for songwriter *Berry Gordy Jr.*, who went on to write Wilson's biggest hit "Lonely Tears" and then found *Motown Records*, inspired by a desire to duplicate Wilson's success.

One thing no one could duplicate was Wilson's voice — he was quite possibly



Jackie Wilson

Continued on Page 47

FEBRUARY	
1984	
3-5	★ MARVIN GAYE
10-12	★ CARLY SIMON
17-19	★ THE ASSOCIATION
24-26	★ MARY WELLS

Every weekend is Special on

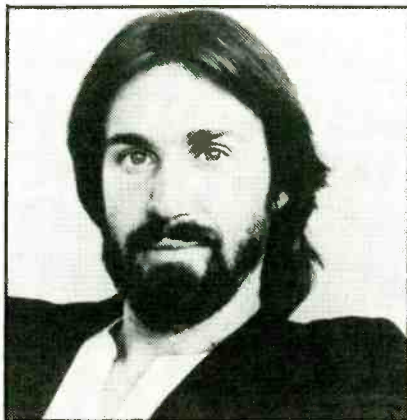
DICK CLARK'S

Rock Roll & Remember

The United Stations®

AMERICA'S TARGET RADIO NETWORKS

New York • Detroit • Washington, D.C. • Los Angeles



**DAN FOGELBERG**  
**"The Language Of Love"**



**#1 MOST ADDED**

**CHR NEW & ACTIVE**

90 Stations Out of the Box Including:

WCAU-FM	Z93	KHTR	KIQQ	WTRY	WQID	KKXX
WHTX	KAFM	WLLOL-FM	KMJK	K104	WKDD	KBBK
94Q	B97	KEARTH	KWSS	WBBQ	KMGK	



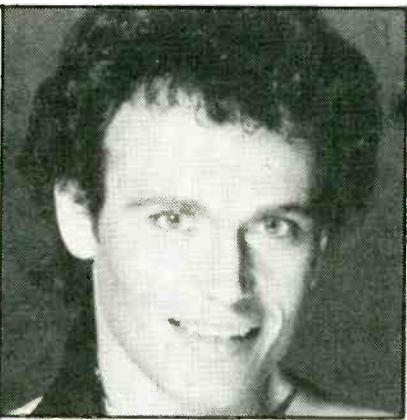
**PATTI LABELLE**  
**"If Only You Knew"**

**CHR SIGNIFICANT ACTION**

**#1 Black Chart 4th Week In A Row!!**

NOW CROSSING AT:

B104 deb 26	Z93 16-10	KAMZ deb 26	WNVZ 39-14	KNOE-FM add	KBFM
WXKS-FM deb 34	I95 27-22	WRQK add	WHOT deb 36	Z102 25-19	KTFM
WNYS add 17	Y100 28-24	WANS-FM deb 37	KQMQ deb 36	94Q	WGUY
WPLJ 15-11	KEARTH add	94TYX deb 38	KHYT deb 34	KXX106	WJAD
Z100 13	WKEE add	KX104 deb 28	WERZ	WZLD	
WCAU-FM add	WBBQ 25-20	WSFL add	Q101 deb 36	WNFI	



**ADAM ANT**  
**"Strip"**

Watch for Adam's national tour  
**STARTING THIS WEEK**

**CHR SIGNIFICANT ACTION**

B94 deb 29	WOKI add	KJ103 21-16	KGHO add	WZPL
WKEE add	WKDQ add	WRKR 15-7	KCBN 31	KSKD
KHFI add	WGRD add 40	WRQN add	KZOZ add	WIKZ
WNFI add	WJXQ add	KQMQ add	KIST add	WERZ
		KKQV add	WPHD	KYTN
		KCDQ add	KBFM	



**JOHN CAFFERTY**  
**& The BEAVER BROWN BAND**  
**"Tender Years"**

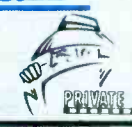
**CHR SIGNIFICANT ACTION**

WXKS-FM	Q105	WRCK	WHOT	WERZ
WPHD	KHTR	WOKI	KHOP	13FEA
PRO-FM	WLAN-FM	KX104	KIDD	WJBQ
		KITY	KSKD	KBIM
		WZPL	WGUY	KZOZ
		WRKR	WIGY	



**MATTHEW WILDER's NEW SINGLE: "The Kid's American"**

ON YOUR DESK WITH NEXT WEEK'S R&R



RKO RADIO SHOWS



# CAPTURED LIVE! PRESENTS RAINBOW

The first of 1984's  
weekly one hour recorded-live rock concerts.

Rainbow... presented in a two part  
format the weekends of February 3rd and 10th, featuring  
songs from "Bent Out Of Shape."

Produced by Patrick Griffith Productions, Inc. for RKO.

Capture your market by calling (212) 764-6702.

**On The Records**



KEN BARNES

**Jackie Wilson —**

Continued from Page 44

the most technically accomplished singer of his time, as anyone who has heard his indescribable transformation of "Danny Boy" or the effortless leaps into falsetto that dot "Lonely Teardrops" can attest. His live performances were reportedly unmatched for sheer excitement and vocal virtuosity. Although his material often failed to match his talents (one exception being his last big pop hit, "Higher & Higher," in 1967), he will live on forever as a textbook example of the consummate vocal artist.

**Record News**

Next Styx album is a live double scheduled for March. Don Henley's second solo LP is aiming for April release . . . Bonnie Tyler's latest record is a duet with British star Shakin' Stevens, an update of the 1960 Brook Benton/Dinah Washington hit "A Rockin' Good Way" . . . Mick Jagger is reportedly backing the British Olympic team to the tune of a quarter-million donation . . . The Clash has replaced Mick Jones with unknowns Vince White and Pete Shepherd . . . Grace Jones will take a starring role in the film "Conan II" . . . Prospective producer/artist matchups: Jim Steinman and Billy Squier, Dave Edmunds and the Everly Brothers . . . Metal File: Duran Duran's "Seven & The Ragged Tiger" LP went platinum; Elton John's "Too Low For Zero" is gold.

**TV News**



"Solid Gold" for the week of Jan. 27 stars Kim Carnes, Julio Iglesias, Kool & the Gang, Little River Band, the Motels, Shelly West, and Matthew Wilder . . . The Rolling Stones are on "America Rocks" Jan. 27 . . . "D" Train and Evelyn "Champagne" King guest on "Soul Train" the weekend of Jan. 28 . . . Dlo, Eddie Money, and Oingo Boingo star on "Rock Palace" Jan. 28 . . . MTV's "Liner Notes" for Jan. 29 features Mick Jagger, Bette Midler, the Pretenders, and Van Halen's David Lee Roth . . . The Everly Brothers' concert is rerun on HBO Jan. 29 . . . Ed Bruce and Louise Mandrell host the "Wrangler Country Showdown" talent competition on the Nashville Network Jan. 29, while Bill Anderson hosts Ernest Tubbs on "Backstage At The Grand Ole Opry," same date, same network. Charley Pride guests on TNN's "Yesterday In Nashville" Feb. 1, while Lacy J. Dalton and Dianne Sherrill guest on "Nashville After Hours" on the same date. NBC's forthcoming "Super Night Of Rock 'N' Roll" boasts an out-of-the-ordinary guestlist, with Chuck Berry, James Brown, the Hollies, Jefferson Starship, Darlene Love, Graham Nash, Martha Reeves, Ronnie Spector, the Temptations, and X performing, plus film sequences of the biggest rock stars of the '50s and '60s.



**JACKSON SWEEPS AMAs:** Michael Jackson won seven "American Music Awards" during the recent ABC telecast. Pictured congratulating the big winner (second from left) are (l-r) Kenny Rogers, Diana Ross, Barry Manilow, and Quincy Jones.

**Datebook**

**MONDAY, JANUARY 30**

**Marty Ballin Born**

Jefferson Airplane co-founder **Marty Ballin**, known only to be in the 39-42 age range, adds another year today. He made his recording debut in 1962 with two singles, and was leading an acoustic folk group, the **Town Criers**, in 1965 when he met **Paul Kantner** and formed the **Jefferson Airplane**. Ballin left the Airplane around 1971 to form the short-lived **Bodaclouds D.F.** but returned in 1975 in time to give the revamped **Jefferson Starship** its first hit with "Miracles." In 1978, Ballin left the mothership again to finish the opera "Rock Justice" — about a musician on trial for not producing hits — and then went solo with the chartmakers "Hearts" and "Atlanta Lady."

Other birthdays: **Commodore William King** 1949, **Jody Watley** (ex-Shalamar) 1961, and ex-**Humble Pie/Small Faces** leader **Steve Marriott** 1947.

**TUESDAY, JANUARY 31**

**KC & Collins**

**Harry Wayne Casey**, better known as **KC**, and **Genesis** drummer/vocalist **Phil Collins** were born on the same day in 1951. Collins had been a member of British rock-opera band **Flaming Youth** before joining Genesis. KC had worked in record retail before joining **TK Records** and talking the label into giving him and partner **Richard Finch** a chance to record. Both artists have become successful producers as well, with Collins guiding **Frida's** solo debut and KC guiding **Teri DeSarlo** a hit.

**WEDNESDAY, FEBRUARY 1**

**Don Everly Emerges**

The elder of the **Everly Brothers**, **Don**, was born 47 years ago today. Don and **Phil** began singing with their father **Ike** on local Kentucky radio shows, and cut their first single in 1956 for **Columbia**. A switch to **Cadence Records** and a song called "Bye Bye Love" brought them instant stardom in 1957. They broke up in 1973, and pursued solo careers until late this year, when they reunited with a London concert (recorded and just released as a double album on **Passport**).

Others born today: **Dr. Hook** leader **Ray Sawyer** 1939.



**THURSDAY, FEBRUARY 2**

**The Day The Music Died #1**

Ex-**Sex Pistol** **Sid Vicious**, still awaiting trial for the stabbing death of his girlfriend **Nancy Spungen** five and a half months previous, died of an accidental overdose of heroin at the New York apartment of his new girlfriend on this day in 1979. After Spungen's death, Vicious tried to kill himself at least once while imprisoned at Riker's Island, then got in trouble for fighting with **Patti Smith's** brother at a rock club. A year after their hero's death, 1000 punks commemorate Vicious in a London march.

Birthdays: **Earth Wind & Fire's Al McKay** 1948, **Tommy Smothers** 1947, **Graham Nash** 1943.

**FRIDAY, FEBRUARY 3**

**The Day The Music Died #2**

For **John Milner** (**Paul LeMat's** character in "American Graffiti") February 3 is the day when rock & roll started going downhill. **Buddy Holly**, **J.P. Richardson** a/k/a the **Big Bopper**, **Ritchie Valens**, and a pilot were killed in 1959 when their charter crashed after takeoff from Mason City, IA. Today in Lubbock, there are festivities commemorating hometown Holly scheduled by his appreciation society. And last night, there was a memorial concert scheduled for Clear Lake, IA — the site of the trio's final performance — featuring **Buddy Knox**, **Tommy Roe**, and **Bobby Vee**, the latter of whom got his first break filling in for Holly in Fargo the night after the crash.

Birthdays: **Dave Davies** and **Melanie Safka** both 1947, **Johnny "Guitar" Watson** 1935.

**SATURDAY, FEBRUARY 4**

**Cooper Comes To Life**

**Alice Cooper** (real name **Vince Furnier**) is born today in 1948. Early groups like the **Spiders** and the **Nazz** (no relation to **Todd Rundgren's** early group) led to the identity of Alice, whose gender-scrambling jolted audiences as much as the band's spectacular stage antics (from dismembered dolls to guillotines). Alice first hit with rabble-rousers like "I'm 18" and "School's Out" ('71 and '72) but became one of America's more unlikely A/C idols with ballads like "Only Women Bleed" and "You & Me" later.

**SUNDAY, FEBRUARY 5**

**Rolling Stones Drug Bust Of The Month**

In 1967, the UK tabloid **News Of The World** runs a story that describes **Mick Jagger** as having used LSD, benzedrine, and hashish. The reporter has mistaken **Brian Jones** for Jagger, who sues the paper for libel two days later. A week later, Jagger and **Keith Richards**, reportedly at the instigation of the paper, are busted at Richards's country home.

**EURYTHMICS**



**"HERE COMES THE RAIN AGAIN"**

**CHR BREAKERS**

**EURYTHMICS**

**Here Comes The Rain Again (RCA)**

84% of our reporters on it. Moves: Up 11, Debuts 53, Same 47, Down 0, Adds 79 including WXKS-FM, WBEN-FM, WBLI, B94, KAFM, Y100, B97, KHTR, KIIS-FM. Complete airplay in Parallels.

A/C  
**SIGNIFICANT ACTION**

**20/14**

ONE OF THE MOST ADDED SECOND WEEK IN A ROW!

From The Brand New Album **"TOUCH"**

**POINTER SISTERS**



**"AUTOMATIC"**

**CHR NEW & ACTIVE**

ONE OF THE MOST ADDED SECOND WEEK IN A ROW!

**91/53**

Added This Week:

- |         |         |         |         |
|---------|---------|---------|---------|
| WXKS-FM | KZZB    | K107    | WAZY-FM |
| WNYS    | WRQK    | KBBK    | KXSS    |
| WBLI    | WANS-FM | KLUC    | 99KG    |
| WCAU-FM | WZYP    | WIKZ    | KWTO-FM |
| B94     | WOKI    | WOMP-FM | KDVV    |
| I95     | G100    | WISE    | KKAZ    |
| KIQQ    | WHHY-FM | WJAD    | KGHO    |
| WVSR    | KBFM    | KISR    | KOZE    |
| WYCR    | WRVQ    | KILE    | KDZA    |
| WLAN-FM | KTFM    | KTDY    | KBIM    |
| WSPK    | KMGK    | WBWB    | KSLY    |
| WHFM    | WKDQ    | Y94     | KZOZ    |
| WBBQ    | WRQN    | KRNA    | KIST    |

The Second **"AUTOMATIC"** Smash

From The Album **"BREAKOUT"**

Produced By Richard Perry



**Opsitnik**

Continued from Page 1

pleased to have been asked to join the organization and, in terms of the position, I'm looking forward to it. The Easy Listening format has been one of the mainstays of the broadcast industry; one of the real assets we have are the skills and talents of three very experienced programmers (Marlin Taylor, Dave Verdery, Darrel Peters). I'll be relying on their input and expertise. What I look to accomplish is a team effort between Bonneville and its member stations, because each market is different and each one has particular needs that are unique to that market."

Opsitnik has spent 15 years in the Portland, OR broadcasting business, and has served as VP of the Portland Radio Broadcasters. He was VP/GM of KWJJ & KJIB and also handled corporate responsibilities for KEZX/Seattle. Opsitnik, whose appointment is effective February 1, will initially work out of Bonneville's Tenafly, NJ corporate offices. He indicated that his partner will be buying out his interest in KBZY.

**MITCHELL CONSULTS****Tod Takes WNYS Programming Post**

WNYS-AM & FM/Bufalo mid-day personality Bill Tod has been upped to PD, replacing Ray St. James, who resigned from the Associated Communications outlet last week. In addition, WPXY-AM & FM/Rochester PD Tom Mitchell will now serve as consultant to sister station WNYS, with current

consultant Bob Harper relinquishing his duties at the end of January.

Associated Group GM and WPXY-AM & FM/Rochester VP/GM Bill Chesson, who's also acting GM at WNYS, told R&R, "We've chosen Bill to step into the programming department, as he's the type of guy who is a good administrator and implementer of ideas. Everyone from the airstaff to the sales department is up and looking forward to working with Bill."

Mitchell noted, "While the station is for sale, I've been asked to operate the station in the best interests of Associated Communications. So, we'll be programming a very active station both musically and promotionally."

Commenting on his first PD assignment, Tod told R&R, "I've been here from the beginning (8-82), so I'm pretty familiar with the market. We're going to continue with our CHR direction and with Tom's input we should turn things around." With his new duties Tod will move to afternoons, and night personality Kelly McCann will shift to middays.

**Shannon**

Continued from Page 1

which I would feel comfortable operating at one time."

Shannon indicated the firm already has clients signed up, but declined to name them because of "format changes in the works at some of these stations." He added, "I'm going to specialize in consulting morning shows, and in certain cases, stations as a whole. This will not be a high-profile consultancy. Using the talents of Christopher, Michael, and J.R. in their own areas, Penguardia will be able to offer a very specialized service for a limited number of clients."

**SAUNDERS TO CORPORATE, WYROSTOCK MD****Montiel Advanced To WRMM Program Manager**

Veteran WRMM (WARM 100)/Atlanta air personality George

Montiel has been promoted to Program Manager. Montiel reports to Susquehanna Broadcasting National PD Rick McDonald, and replaces former PD/MD Allen Saunders, who becomes Talent Coordinator/Program Analyst for the parent company. At the same time, staffer Steve Wyrostock was named MD.

Commenting on Montiel's promotion, McDonald said, "George has been of great help in the transition of the station from Easy Listening to A/C, and has shown a lot of enthusiasm by taking on projects that really are beyond the call of duty. With the evidence of that performance behind us, I can say George certainly is going to make a real contribution."

Montiel joined WRMM over six years ago as midday personality, and later moved to afternoons. He previously programmed WAGQ/Athens, GA for 18 months, and also spent two years handling mornings at WRFC/Athens. Montiel told R&R, "I'm absolutely delighted. I've been looking for an opportunity like this for a long time, and with the strides WARM 100 has made in recent months, I'm very pleased to be part of the new movement."

**Law**

Continued from Page 1

directors in America today. We started some things at KLAC together that I would like for us to finish, and if we can't do it at KLAC I would like for us to do it someplace else . . . and that someplace is in Tampa."

Hall told R&R, "I've enjoyed KLAC. Even though I was just here a short time, I think we've brought the radio station a long way toward where it needed to be. The real reason I'm going to Tampa is very simple: I came to L.A. to work for Al Law, and if he's not here and I have an opportunity to continue my relationship with him at another radio station, then that's it for me."

Howard Bloom, VP/GM of KLAC's FM sister KMET, is acting GM at KLAC, while KLAC morning show producer Rudy Uribe has been named acting PD.

**Miller**

Continued from Page 3

received. We may as well finally give him the title for the job he's done since the day we started."

Miller joined W101 as MD 16 months ago after 18 months as MD and air personality/MD at competitor WMGG. He previously served as W101's morning personality when it was Beautiful Music-formatted WJYW, and also worked two years crosstown as Production Director at WFLA. Miller told R&R, "I'm real pleased that W101 has decided to make this move at this time. I appreciate their confidence in me, and really enjoy working with the people here. I know we're going to be even bigger and better in 1984 than we were in '83."

**Bradley**

Continued from Page 3

become Country powerhouses, and I am looking forward to working with Steve Roddy. It's an opportunity I couldn't pass up." Bradley will commute between KLZ and KUPL as he helps find a new PD for KLZ and an airstaff for the Portland stations.

**A NOTE FROM THE PUBLISHER****Direction '84 — Preparation For Programmers**

Continued from Page 3

We're also staging the days a little bit differently: mornings for more formal sessions, then a break, then breakout rooms in the afternoon with not only new people, but also the folks you heard in the morning brought back for one-on-one sessions. I think it's not only a more active way to get involved, but it also gives you the chance to ask all the questions you may have had in the early sessions that you didn't get a chance to air. We have all been in that small cluster of people who crowd around the podium immediately after a particularly interesting program and try to get a question in — it's really frustrating . . . but now it's not a problem.

I'm personally delighted that we're getting to talk about things like "Listening," "Interviewing," "Ego Management," and "Creative Minds." These are topic areas that are very much a part of our communication industry but never get dealt with. I hope that you'll give very serious consideration to attending "Direction '84." I think that you'll not only find it helpful, but that you'll go back to your radio station with a greater sense of who you are, who the people around you are, what a tremendous responsibility being a PD is, and what you can do to fulfill your goals for the future.

**More To Come**

As I said at the opening, we are planning a series of these "Shirtsleeve Seminars." I'd like to see us gather together at least once a quarter to explore a new and different facet of our industry. We're talking about "New Ventures"; dealing with the new technology; a sales seminar on "Planning For New Business," with a focus on goal-setting, marketing planning, and forecasting for the future; and to cap the season, a "Music Marketing" session where we'll examine the video explosion and new music relations, and take a renewed look at the reason this publication was founded by Bob Wilson, the unique relationship between radio and records — has it changed in the past ten years, and where is it going in the next?

I guess if you've gotten my drift, I'm really concerned with where we are all going. After all, where we've all been is history . . . and I'd rather we made history than lived in it.

One last thought while I've got you this far . . . we're really serious about limiting the attendance to 400. So plan on being with us by responding quickly, and I'm also excited about inviting you to bring your spouses; they can share the learning experience by attending all sessions free.

See you at the Century Plaza in March!

—Dwight Case

**Lake**

Continued from Page 3

ferred is one that only comes down the pike once in a great while, and far be it from me to pass on a good thing. The competition in Kansas City is terrific, and I look forward to showing them how competitive ZZ99 can be."

Lake, who joined WHFM last May, previously served as Charter Broadcasting National PD. He also programmed WPEZ/Pittsburgh (now WWSW), WJBQ/Portland, and WYRE/Annapolis. In addition, he was National Promotion Director for Warner Bros. Records. No replacement has been named at WHFM for Lake, who joins KZZC on February 3.

**Chrysalis**

Continued from Page 3

key people in the company. This is a cohesive force of three executives who really know how to make the company work."

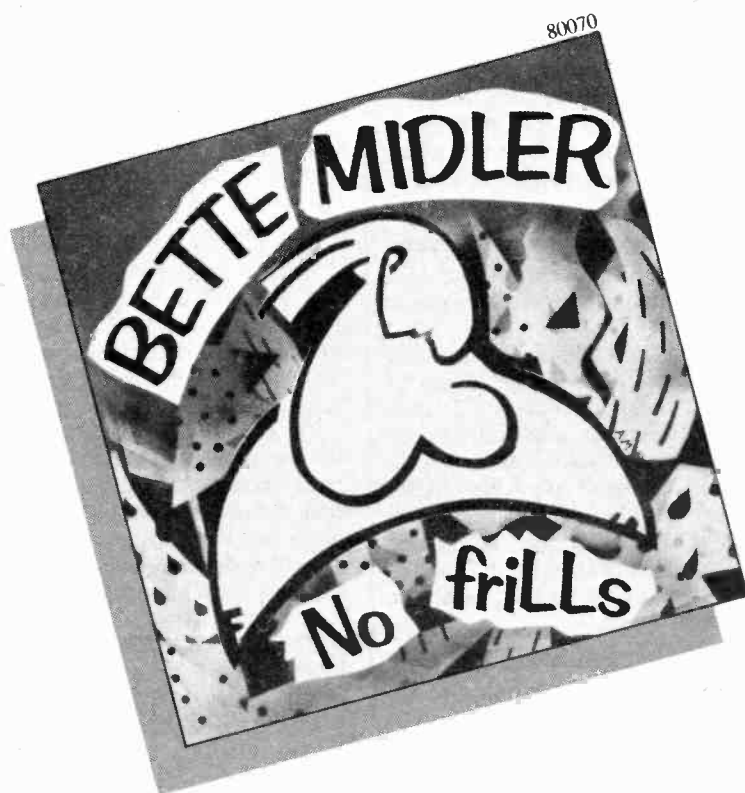
1984	FEBRUARY
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10-12	★ STEVE WARINER
17-19	★ SHELLY WEST
24-26	★ MOE BANDY

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Produced by Chuck Plotkin

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Thrills from the Divine One, with a little help from Mick Jagger.



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# Contemporary Hit Radio



JOEL DENVER

ALL GUNS LOADED

## CHR Radio War Declared In DC

If you've ever walked into a room where the atmosphere was tense, then you'll understand the competitive stance of the CHR stations in the nation's capital. The DC market is a potential powder keg of creativity, contests, and fine programming, as ABC's Q107 prepares to defend its crown against Doubleday's AOR-turned-CHR WAVA and Metromedia's recent A/C-to-CHR convert WASH.

Gathered around the big, oval planning tables in their respective "war rooms" are PDs Alan Burns, Randy Kabrich, and Bill Tanner. All three have a number of similar "weapons" at their disposal: great signals, experienced staffs, liberal budgets, and a

knack for survival. What will make the difference is psychological strategy and presentation. I've given each of these talented programmers his own forum to talk about his station's merits and offer comments on the competition.

### WASH FM 97

#### WASH From A/C To CHR

I spoke first with WASH PD Bill Tanner, since his station has gone through considerable staff and presentation changes in its A/C to CHR evolution. After programming Y100/Miami into a legendary operation, Bill is looking for lightning to strike twice in his career.



Bill Tanner

We talked about the transition from A/C to CHR and how market observers contend WASH doesn't really rock hard enough to be CHR. "That's silly," he responded, outlining his music policies. "We are playing Yes, which is by no means a soft song, and while we haven't played the Pretenders yet, we probably will.

"I will play any record I consider to be a hit. We are not taking a conservative approach. In fact, we're playing a lot of records early. Specific records meet our immediate needs more than others, and just about every PD operates this way. WASH is a radio station which someone in their 20s and 30s can listen to comfortably, yet it holds appeal well on either side of those ages because our presentation and roots are

"WASH has put personality back in CHR radio. Q107 and WAVA are card-reading, liner-oriented stations. Tune 'em in and hear liner after liner after liner. Therein lies the first performance difference."  
—Bill Tanner

in Top 40, now CHR. Either way, WASH plays the hits. A hit is a hit, and there are no degrees in between."

Playing up to three oldies an hour, Bill will daypart some of the softer songs to mornings and middays because "I think people in those dayparts, who desire music and information, are also desirous of an easier blend. We don't play any oldies which are exclusively A/C in base. If they weren't major hits on CHR, they aren't considered. I find dayparting to be an effective tool for us, as we're able to tailor WASH for the available audience."

#### A Different Style

Bill spoke about what he's trying to accomplish and what he sees as his competitors' weaknesses. "I'm trying to make WASH substantially different-sounding from everyone. I'm not trying to be another version of Q107, only 10% better. I'm trying to inject humor in WASH, and a lot of what I call feeling, emotion, and warmth. Frankly, I think Q107 is a very cold-sounding station. They are boring.

"When we began our evolution to CHR last summer, we did so in an orderly manner to prevent any major audience shake-

Continued on Page 53

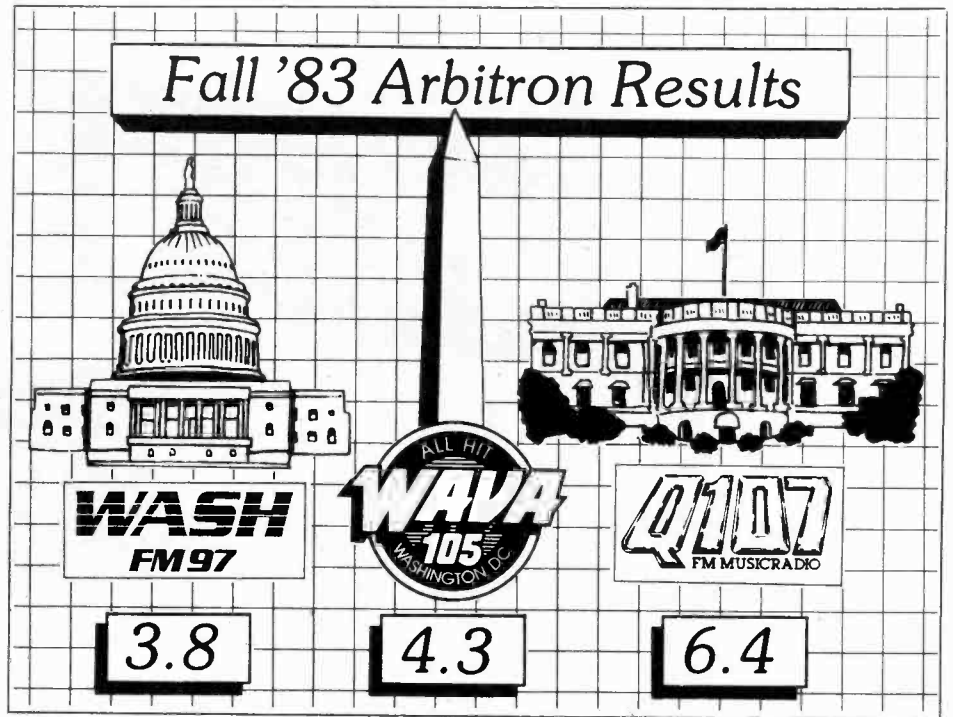


Chart by Todd Pearl

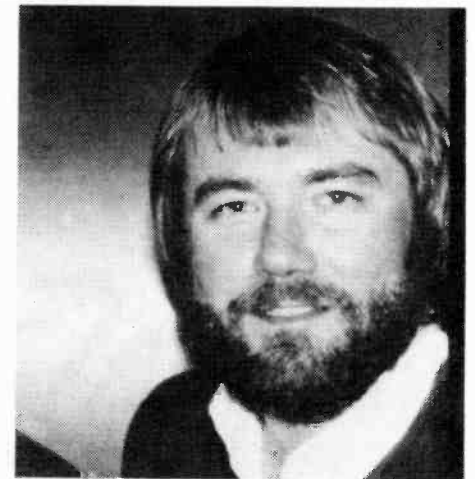
### Q107 FM MUSICRADIO

#### Q107 Defends The Fort

Having programmed Q107 for the past four years gives Alan Burns a decided advantage over his two CHR competitors. He knows the market and can concentrate on winning, while Bill and Randy are still capturing the subtle nuances of the area.

For about a year and a half Alan has had the entire CHR pie to himself. What does he think about WASH and WAVA? "Competition makes everyone sharper. We've always had competition, but now we've got direct format competition, which definitely makes it more interesting. I've continued to look at WPGC as a competitor, whether CHR or A/C. WASH has been moving more into CHR for the past year, and up until recently we've had two AORs. Now that WAVA is CHR, I see it as having four CHRs in the market, including WPGC, since many listeners think of them that way."

When someone comes right at you, there has to be some internal reaction. Alan told me, "Everyone on my staff has reacted very maturely to all the CHR format changes. Sure, the first couple of days I saw people looking around and questioning what was going to happen. But within a day or so, it was business as usual with a bit more of an edge added. Everyone on my staff is eager for the challenge."



Alan Burns

No one can accuse Q107 of being lazy or sitting on its laurels before the new competition became apparent. Q107 has continued to promote, spend money, and stimulate the audience. "Like my staff, I'm more

"I know WAVA is going to try to match us dollar for dollar. With them at 105 and us at 107, that's good — centering the excitement at this end of the dial, away from WASH and WKYS."

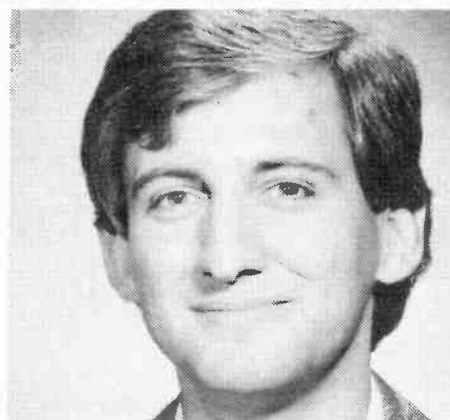
—Alan Burns

### WAVA 105 WASHINGTON DC

#### From AOR To CHR

After successfully programming WDCG/Raleigh-Durham to the top of the market for the past year and a half, Randy came aboard as WAVA's PD in October. He took the programming reins from John Larson, who moved to sister station WMET/Chicago. "By that point we were well into playing Lionel Richie's 'All Night Long' and other CHR hits. My next step was to adjust the rotations to put us into a come-building mode. We were jingling between every other song, and I wasn't happy with the new package. So we took it off and are now using the old 1972 TM 'Shotgun' jingle and looking for a new package. We've also adjusted our airstaff to sound more CHR, including the addition of super talent Tom Kent."

While a lot of other AORs made the move to CHR in the past several months, WAVA has done so without the loss of audience others have temporarily experienced in the same process. "I can't take all the credit for this success, as it was a team effort. Bobby Hattrik consulted us through the



Randy Kabrich

change. Because he is AOR-oriented and I was looking to add some black crossovers, I think we ended up with the perfect balance between us. This prevented us from moving too slow or fast in our transition."

#### Hand-To-Hand Combat

In evaluating the competition Randy noted, "Q107 is a much better radio station just in the short time I've been here. It shows me they are going to respond to our moves and adjust accordingly. Specifically, they have modified their current rotation,

Continued on Page 53

aware of things and have adapted a more aggressive attitude as well," Alan observes. "We're all over the Super Bowl thing. While everyone is giving away seats to the game, we're flying four couples down on a Lear Jet the morning of the game, just like Lamar Hunt. We also got a local group to rerecord 'Uptown Girl' and rewrite the lyrics to highlight the Redskins going to the Super Bowl. It's become our most requested record."

#### Looking For A Weakness

Alan then turned his attention to WAVA. "I know WAVA is going to try and match us dollar for dollar. With them at 105 and us at 107, that's good — centering the excitement at this end of the dial, away from WASH and WKYS. I don't think there will be much confusion between our two stations, since there's enough space between our dial settings, our jocks are well-known in the market, and we both have different presentations. Actually, WAVA tends to rock harder than we do."

There was a time when Q107 rocked harder than anyone else in town, so I asked Alan why he gave up that exclusivity of sound. "When we first kicked off, there was

Continued on Page 53





**FROM WORST TO FIRST!**

**According to Arbitron, WHTZ/Z100 is now New York's #1 radio station with New York's #1 morning music show.**

**TOP 5 STATIONS**

- 1. WHTZ 6.2
- 2. WOR 5.1
- 3. WRKS 4.8
- 4. WINS 4.5
- 5. WCBS-AM 3.8

Arbitron Radio, Fall 1983-Metro NY Area, Total Persons 12+ AQH Shrs, Mon-Sun, 6AM-12Mid

The Arbitron Fall 1983 radio ratings are out. In the Metro New York area, Z-100 is now Number 1 in total persons 12+Monday-Sunday, 6 a.m. to 12 Midnight, with a 6.2 share. And our Z-100 Morning Zoo, 6 a.m. to 10 a.m. is also rated Number 1 with a 5.2 share. Z-100 has only been on the air since August 2, 1983 with its special brand of personality-oriented contemporary hit radio. Z-100 has gone from worst to first in its first full Arbitron.



A MALRITE COMMUNICATIONS GROUP STATION

**TOP 5 MORNING MUSIC PROGRAMS**

- 1. Z-100 Morning Zoo 5.2
- 2. Imus In The Morning 4.5
- 3. Spider Web Show 4.2
- 4. Your Happy Awakening 3.7
- 5. Jim Kerr Program 3.3

Arbitron Radio, Fall 1983-Metro NY Area, Total Persons 12+ AQH Shrs, Mon-Fri, 6AM-10AM

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# DIRECTION '84

Management Tools For The Program Director

## THURSDAY

Morning

Registration

- **Listening Skills**  
*Dr. Elliott Ross, Director of Organizational Development Sperry Computer Corporation*
- **Age Of The New**  
*Patricia Aburdene, Contributor to "Megatrends" and co-author with James Naisbitt of "Age of the New"*
- **What Makes A Champion**  
*Dr. Charles Garfield, Psychologist President, Performance Sciences, Inc.*

Midday

All-Morning Speakers Available  
For One-On-One Sessions

- **Recruitment — How to interview without the underground connection**  
*Gary Kaplan, Managing VP Korn Ferry International*
- **Skills For Success — Time Management**  
*Adele Scheele, Author and Career Strategist*
- **Budgeting For Research And Promotion**  
*Jhan Hiber, President, Hiber, Hart & Patrick*

Evening

Cocktail Party.

Case study team meetings and solution planning.

## FRIDAY

Morning

- **How To Manage The Creative Ego**  
*Ron Saltzburg, Sr. VP Group Creative Director N.W. Ayer Advertising*
- **Relating To The Egos Around You**  
*Dr. Sharon Crain, Psychologist*
- **Management Training And Organization**  
*Don Payne, VP Employee Relations Mattel Electronics*

Midday

All-Morning Speakers Available  
For One-On-One Sessions

- **Identifying Programming Trends**  
*John Parikhal, VP Joint Communications*
- **Venture Capital — What, how, and why**  
*Art DeVesco, General Partner, Wind Point Partners*
- **Everything You Always Wanted To Know About Buying A Station But Were Afraid To Ask**  
*Robert O. Mahlman, President The Robert O. Mahlman Co.*

Evening

Wine & Cheese Party  
Case study team meetings and solution planning.

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Century Plaza Hotel,  
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The time is right to bring a small group of top programmers together for a new kind of information exchange . . . a thought-provoking, intensive seminar. The group will be learning from the highest quality professionals in a range of subjects that affect the everyday business life of a program director. This seminar is designed to help today's PD continue to grow and meet the unique challenges of the future.

## SATURDAY

Morning

- **Case Study Solution**  
*Team Response Dwight Case, President, R&R Companies*
  - **Where Is Cable Going In Relation To Radio**  
*Paul Bortz, Brown, Bortz, Coddington*
- Wrap-Up  
*Dwight Case, Jonathan Hall*



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# WASH

## FM 97

Continued from Page 50

ups. The remaining came continued listening for our features like news and traffic as much as for the music. As a result we not only increased our 12+ share, but we're number two in 25-49 adults in both drives behind market leader (Urban Contemporary) WKYS. While I don't think that's too shabby, I know we can still add more growth to the 12+ category."

### Dishing The Competition

"What has happened is stations like Q107 have made CHR very teen-sounding for this market, and I don't think WAVA is much different. Good old mass-appeal CHR is designed to attract a wide spread of demos, which is what we did at Y100. We are moving more and more toward serving just as wide a demo spread at WASH.

"WASH has put personality back in CHR radio. Q107 and WAVA are card-reading, liner-oriented stations. Tune 'em in and hear liner after liner after liner. Therein lies the first performance difference. Two, we are keyed to an East Coast market with a large black population and a white population which enjoys those black records.

## Motion

At WTIC-FM/Hartford, Terry Hendrix is new to middays and Neil Jackson now hosts afternoons . . . Randy Thompson exits 94TYX/Jackson, MS for the insurance business and Dave Dunaway takes on mornings from U102/Knoxville . . . 99KG/Salina moves Rick Nash to nights and Ray Pollard joins the station for mornings . . . KEYN-FM/Wichita loses Dan Pearman to Long Broadcasting as Administrative Assistant, and Kevin Wagner becomes MD . . . Congrats to KLSC/Watertown, SD PD Scott Anderson and wife Gail on the birth of Miranda Jo.

Ric Mitchell is returning to Albany to do mornings at WTRY . . . Jolene Baller now doing weekends at Q105(KCAQ)/Oxnard-Ventura . . . At KOPA/Phoenix Jennifer Barber replaces Kathy Meris, who moves across town to KEZC/KJJJ/Phoenix as Promotion Director . . . WMEE/Ft. Wayne PM drive talent Scott Dugan is promoted to MD while former MD Tony Richards continues as Assistant PD . . . John Monk adds MD to his midday duties at WERI-FM/Westerly, RI . . . Bill Kelly moves from KSTT/Davenport, IA to WFMI/Lexington, KY . . . KRQ/Tucson promotes Kelly Norris from MD to Assistant PD . . . Joining WRKR/Racine is former WMKE/Milwaukee Station Manager Mike Raymond as GSM and afternoon drive personality Mike Rogers, also from WMKE.

Matt Patrill fills in for exiting Beau Weaver at WKDD/Akron . . . Filling the newly-created Promotions Director spot at KCNRI/Portland is Ron Hale from Christal Radio Sales . . . Dean Hill exits afternoons at CFOX/Vancouver to travel, while broadcast veteran Sterling Faux takes the spot . . . Fran Morley is promoted to overnights from weekends at WSIX/Nashville . . . WHYT/Detroit welcomes Jim Chenevey from WGAR/Cleveland as News Director and morning news anchor . . . Rick Cohn becomes the new VP/GM at KAYI/Tulsa from KIXK/Dallas.

KS103/San Diego welcomes Bill Alexander from KGGI/Riverside-San Bernardino, as Dave Clarke moves into nights and weekender Sue Richards takes on overnights . . . Frank Foster is out at B96/Chicago and can be reached at (312) 337-2487 . . . John Chomble has been promoted at KHTX & KTRT/Reno from PD to Operations Manager . . . Craig Powers, who was PD/morning man at KFXM/San Bernardino, has resigned with no immediate replacement on tap. Powers will continue to do weekends at KKHR/Los Angeles . . . Congrats to KRGV/McAllen-Brownsville MD Scott Taylor, who's engaged to Sandra Gorena.

Remember, WKYS is the best station in the market. Not only do they have great numbers, but they sound the best as well.

"Q107 and WAVA are both oriented to suburban teens," observed Bill. "Since that base is covered very well, why should I take on an army at its strongest point? We've already beat Q107 25-49 and 25-54 in the fall book. While teens aren't my first point of attack, I'm working from the top down and won't be chasing teens away. If you want to talk teens, Q107 is in trouble, as WAVA has already beat Q107 by half a share. In fact, Q107 has a number of problems. The numbers are showing the audience is becoming as bored with the programming as is their own staff. I know that because of the number of Q107 staffers who've come to me for jobs."

### Promotion And Personality

The past year has been spent on refining WASH's sound, which included a near-complete airstaff realignment. Now, WASH is



Continued on Page 50

WPGC, which had vulnerability in the younger demos, and the two AORs, WAVA and DC101, weren't doing a very good job. So we were a more rock-oriented CHR to attack WPGC's young end and cross-cume with the AORs. After a while, they all improved, and we evolved into a more traditional CHR." So has Q107 inherited those same weaknesses? "No, not quite. We don't have the clutter WPGC had, and we meet the challenge of competition more aggressively than they did."

"I don't plan to let anybody beat me in terms of 12+ shares. If it happens, I won't be surprised, freaked out, or disheartened. We're just going to continue doing what we do best and come back." —Alan Burns

### Sticks And Stones May Break My Bones . . .

Alan is aware of Bill Tanner's thoughts concerning Q107's sound. "I don't think we're boring at all," he countered, "and our jocks aren't card readers since there are no cards to read! There are promotional fact sheets which don't require them to read things verbatim. In fact, when you bring the Beach Boys to town and do as many remotes as we've done, it's hard to hang such a poorly-chosen label as 'boring' on Q107."

## DC Ratings And Demos

Just how well are Q107, WAVA, and WASH doing compared to each other? Looking below, you can see in most categories each station is within striking distance of another competitor. The only exception is WASH's teen category, where Bill Tanner admits he needs to fill in a bit in order to increase his 12+ share.

	12+ Trend	18-34 Men	18-34 Women
Q107	7.0-6.4	mid 8's	solid 8
WAVA	3.6-4.3	upper 5's	solid 5
WASH	3.0-3.8	mid 3's	mid 5's
	Teens	25-49 Men	25-49 Women
Q107	solid 18-share	mid 5's	mid 4's
WAVA	mid 18-share	mid 3's	mid 2's
WASH	below one share	solid 6	mid 6's

ready to fire its first promotional salvo. "Specifically, we've got some exciting promotion plans as the result of working with Owen Leach, who's a marketing and promotion expert. His research is expensive, but those recommendations will serve to guide us in our future promotional efforts both on-air and in alternative media. I intend to have all of the guns loaded as soon as we have the powder, and with this research now in hand we're very close.

"We've spent literally a year in training. WASH is designed for adults who've grown up on CHR and have no intention of becoming old before their years. WASH will win with the most exciting combination of personality, promotion, news, and information, plus the best mix of music in between the strongest mortar that holds the bricks together. I've heard the comments about us, but let me tell you, my competition sounds as dry as old matchsticks. They are cruisin' for a bruisein'."

"I foresee WAVA increasing and, when their newness wears off, then it will be WASH's turn for increases. As they wear, their weaknesses will become more apparent. WASH has a lot of clutter right now with a number of features, but so do we in our morning show. While Elliot & Woodside still dominate the show, we've got an outside weather service, a sports voice (TV-4 sportscaster George Michael), and a news anchor. So there are four or five voices here as well.

"Look for Q107 to be out there doing everything we can to attract as much attention to ourselves as possible. We are going to be very aggressive. I'm surprised Bill called us boring, as we've been the most exciting station in town for years. I'll refrain from any comments about Bill and his station. Everyone else sounds good, and they are all wonderful people," he joked. "Actually the competition has made us a better radio station, and we appreciate that. I don't plan to let anybody beat me in terms of 12+ shares. If it happens, I won't be surprised, freaked out, or disheartened. We're just going to continue doing what we do best and come back."

## Bits

• \$1000 Says They Do It Right! KEYN-FM/Wichita guaranteed their listeners that during every hour of regular programming, 9am-midnight every day, they would play non-stop music sweeps, featuring at least three songs in a row. Listeners who caught the station with its music sweeps down won \$1000.

• "Cans (as in soup) Film Festival." Over the holidays KNBQ/Tacoma-Seattle presented movies to their listeners at over 50 local theatres. The admission fee was a can of food. Over 14,000 cans were collected to assist needy families. This was KNBQ's second annual "Cans Film Festival."



Continued from Page 50

and drastically reduced their oldies content. The ultimate winner in this has been the radio audience.

"Tanner, I think, is not only going after us, but with his Urban approach to CHR he's also going after WKYS. I won't sit here with blinders on as so many people do and think I've got no problems with him. Some felt Scott Shannon wouldn't make it because Z100 didn't sound like a New York station. I remember others felt Howard Stern wouldn't make it here when he was at DC101 or be successful at WNBC. No one is going to catch me off guard," he stressed.

### Spending The Bucks

Our conversation turned to WAVA's promotional expenditures. Randy is aware that WASH and Q107 will spend major-domo dollars, and Randy is ready to dig deep into the corporate coffers as well. "From what I hear, Tanner will probably spend more money than Q107 or me. I think we've got enough money to do what we need to this book. A portion has already been invested in TV during this past book, and more's on the way. Our cume is already in place, so there comes a point when spending \$35,000 on a ten-day TV campaign in Washington, DC isn't cost-effective if it's only going to grab me another 20,000 cume. Believe me, we'll spend for TV, but the campaign will be strategically placed to grab as many ears for my money as I can get."

Not to be outdone in the race for Super Bowl fans, Randy added, "Q107 is sending some folks down there on a Lear Jet, but I've given away a lot more seats than they have. We've sent about 20 people down for the game in our Super Bowl promotion. We intend to hit the streets for other promotions as well once the weather opens up a bit.

"So far we've held some Super Bowl parties — in DC, Virginia, and Maryland — which all came off very well. Right now we're giving away \$100 bills on the air using some quarter-hour recycling techniques. Q107 has always had a good street impression, and all we are trying to do is lay the groundwork for the future. The one great danger in Q107 doing so many big events is trying to top themselves all the time."

### Who's Really Hit Radio?

WAVA calls itself "All Hit 105 W-A-V-A" or "Hit Radio W-A-V-A" (never WAVA). The All Hit slogan is being shared with Q107. I asked Randy if this presented a problem. "We used the phrase in Denver (sister station KPKE), so we used it here. Generally if we do something, about 12 hours later you'll hear it or something like it on Q107. We both have it listed as a diary slogan, but most of our entries are listing either our calls or 105, while they are mostly receiving Q107 or 107 as entries."

Outlining the format a bit, Randy divulged, "We're playing about 14 songs an hour on the average, running about 10 currents, two recurrences, and two oldies an hour. The spot load is a manageable eight minutes/ten units an hour. Our type of radio is really fun-sounding and our jocks have a good time on the air. I let them be a bit insane if they want, but the overall emphasis is on fun. If our presentation is a reason for our high cume (over 400,000), then it will remain high. WAVA is an entertaining product.

"I'm not discounting Bill Tanner in this one at all. He could turn out to be the Jesse Jackson of the Democratic primary in this radio war. I don't agree with Bill that Q107 is a boring station, as 'Q' has picked up the pace a bit. But they still pale in comparison to us. We sound like we're having more fun than they are. The battle in Washington is just beginning. I'm just a 'country boy' in the big city looking to take some rating points away from these city-slickers. Guess we'll see what happens pretty soon!"

AOR



STEVE FEINSTEIN

## CONVENTION '84 COVERAGE

# Quality Time With Lee Abrams

Last week programmers and managers from some 50 Burkhart/Abrams/Michaels/Douglas-client stations flocked to San Francisco for the annual Superstars Convention. They convened to swap ideas, press the flesh, get the bird's eye lowdown on where the B/A/M/D consultants see the format heading, and wonder why anyone chooses to live anywhere but San Francisco. Hot on their heels, by the strangest of coincidences, followed more promotion people than you can shake an expense voucher at, along with assorted media flunkies and hangers-on.

The actual meetings are off-limits to outsiders. I considered listening surreptitiously by placing my ear next to a strategic air shaft, but realized the press has a bad enough image in this country as is. So it was left to your intrepid reporter to corner Lee Abrams personally in order to provide you with an idea of what goes on behind those closed doors. Our chat follows.



Lee Abrams

**R&R:** Why are people so quick to herald the death of AOR these days?

**LA:** It's fashionable. I remember in '76 Top 40 was dead, in '79 A/C was dead, in '80 Beautiful Music was dead. Now it's AOR's turn. A lot of it comes from people who hate AOR cause they never understood it: programmers, managers, writers, rep firm types. It's like the Top 40 guys in the early '70s when AOR was first coming on strong.

**R&R:** Is the focus on 12+ numbers providing a distorted picture?

**LA:** Absolutely. First of all, in a number of markets, all the rock stations are down. The higher number of stations with youth formats means some fragmentation is inevitable. Also, I think AOR is evolving into an 18-34 format. We used to be #1 18-34 men only because we had something like a 92 in 18-24 and a .6 in 25-34. Now, it's a more even mix. For instance, WZXR/Memphis was down 3 points 12+, but 25-34 men were through the roof. (Editor's note: 'ZXR registered a 60% jump in 25-34 men, jumping from 3rd to 1st in the market. While their Men 18-24 share was halved, they remained #1 Men 18+, 18-24, 18-34, 18-49, and 25-54.)

I don't think there's much future in young teens. We ought to put our stock in 16-34 year olds. Years ago, AOR was the thing for young teens; it was the talk of the high school. It's not anymore, and we've got to remember that our natural audience is not what it was five years ago. It's evolved, and we've got to grow with it.

**R&R:** Why is CHR giving AOR such a run for its money these days?

**LA:** CHR has always been AOR's natural competitor. We were lucky from 1972-1981 when CHR completely forgot what it was all about. A lot of them started skewing A/C, some of them never quite got over the high energy "Q" format which got old, some of them started playing album cuts. AOR was lucky because we had some bad CHR stations, just as CHR is lucky because there are a lot of out-of-synch AOR stations.

**R&R:** What's out-of-synch?

**LA:** A lot of programmers think that AOR started in 1979, and are having trouble realizing it's 1984. A lot of people think it's still a 12-24 format. It's not — it's grown up and gotten more sophisticated. That "rock till you puke" type listener from 1979 doesn't exist in the same volume anymore. Now, that 24-25-year-old listener is being totally turned off by AOR radio, even though AOR is still their favorite music. They should like AOR, but they look at it as high-school radio, with things like AC-DC Weekends.

**R&R:** For most of the '70s, AORs played a broader range of artists, including everything from Stevie Wonder to Led Zeppelin to James Taylor. Are you suggesting a return to that kind of variety of sounds on AOR?

**LA:** Yes, but on 1984 terms — be pure AOR, but look at the entire AOR spectrum. We want to get more of a diversified sound, but not by leaving AOR boundaries. We're playing a limited variety over and over again, and not taking advantage of music that is clearly AOR. Softening up isn't how to reach that 25-27-year-old. Quiet Riot and Def Leppard absolutely have a place, but

"We've got to get back to using imagination again. AORs are so standardized and lacking in style."

have to be programmed intelligently, not just one after another until it's unlistenable. Now, the balance is critical. With 1979-style modal, everything was so up, that didn't matter. Intelligent music mixing is real important now.

**R&R:** The "rock till you puke," modal approach worked well for a number of years. Why is it no longer effective?

**LA:** Modal is a concept, not a sound. Everybody thought it meant heavy metal, when really it meant just super-serving a particular audience. In 1979, it was Ted Nugent and Cheap Trick for that 16-year-old kid in high school. Now we want to reunite ourselves with our natural audience that's grown up while we haven't, and AOR should aim toward the 25-27-year-old who likes Genesis, Police, Fixx, U2, and an old Stones track. One of the themes of this year's meeting is that kind of "quality rock," and quality programming in general. We've got to get back to using imagination again. AORs are so standardized and lacking in style. From market to market they all sound the same. If anything, we've got to

## Parikhhal Perception

John Parikhhal, whose Joint Communications Corporation assists B/A/M/D with research projects as well as acting as consultant to a number of prominent Canadian AORs, was a featured speaker at the Superstars Convention. Parikhhal is an articulate observer of cultural trends and the passing scene, and offered these topical thoughts.

### AOR Competing With CHR

"I don't think you compete with CHR. AOR and CHR serve different needs. You serve the AOR audience and let CHR worry about itself."

"Radio is a service business, and it services moods. If you went to McDonald's and got something different than a Big Mac, even if it were better, it would freak you out. The different kind of moods you're in determine the kind of music you're into. Remember the Ed Sullivan Show, where you suffered through Topo Gigio to get to see the Dave Clark 5 or the Beatles for two minutes. But if Hullabaloo or Shindig had been opposite the Ed Sullivan Show, you would've blown Ed Sullivan off in a second."

### MTV

Because MTV had no oldies, it played newies, and it identified its music. So after one viewing, you could call a radio station and request a song. In the old days, you'd have to wait six weeks to catch the song's name. So the only stuff kids could request is this brand new music, and I think a lot of stations that switched to CHR over-reacted to this."

### Commercial Free

"Listeners aren't fooled by commercial free. One of two things happens: they complain, 'Well, they say that they're commercial free, then they interrupt six times during a half-hour of music to tell me.' It's not the commercials, as much as the interruptions, that bother them. Also, when stations slug a bunch of spots together, listeners tune them out cause they know there's a huge block of spots coming up. Local retail dumps out, and those stations discount heavily off their local rate card."

### Arbitron

"The big question is why in the world should you ever bother filling in an ARB diary? For a dollar? The kind of people who fill them in are either super law-abiding and think it's from the government, or think if they do it, it'll have a great impact on what they listen to."

"The Ford Foundation believes that as many as 60 million Americans over the age of 18 are functionally illiterate. Even if the real figure is only 15 million, look how many people can't even read an ARB."

"Plus many people are terrified by forms. They break out in a sweat whenever they see a form of any sort. It's called the 'tyranny of forms.'"

### Programmers These Days

"Nearly all the major AOR programmers are way more fascinated with television than they are with radio. Producing a video show that's going to air at two o'clock in the morning on a local UHF station takes four or five hours a week that they could be spending programming the radio station."

get back to sounding more like we did in 1972 than 1979.

**R&R:** Some people feel consultants are responsible for the homogenization of AOR.

**LA:** I don't think it's consultants, I think it's inside the radio stations. When you listened to WLUP/Chicago in 1979, they played from a standard list, but you knew it was "Dah Loop." There was an attitude on the air.

Consultants provide the blueprints, and the PD is the interior decorator. A lot of these stations are like well-built houses with black walls and white tile.

**R&R:** So you feel there's nothing structurally wrong with AOR; it's not a problem of the audience shifting to CHR. It's simply a matter of the rank-and-file programmers not being sharp enough.

**LA:** Not trying hard enough is more like it. Some of these guys are smart, but are out-of-synch with today and living in the past.

**R&R:** When you talk about stations that are out of synch, you're obviously including a few of your own clients.

**LA:** Oh, I'm including all of them... AOR in general.

**R&R:** Is it a problem, as a consultant, motivating PDs... giving them the spark? Are they resistant?

**LA:** It's not resistance. I think it's an inferiority complex. They don't think they can be as great as they can.

**R&R:** Were you upset that programmers may have misinterpreted your suggestion last year to play 80% new music?

**LA:** Not really. The biggest problem was people thinking I was talking about the new music sound when I meant new releases.

**R&R:** Why has modern rock's popularity waned since last year?

**LA:** As far as being fashionable, the whole new wave movement is history. CHR has just destroyed it. In L.A., I heard KIIS playing all the new music hits, and KROQ sounds like they're playing all B-sides. I think what new music stations should've done is evolve to become CHRs.



John Parikhhal

**R&R:** Is rock still a cause? Is the rock 'n' roll identity still important for a station to maintain?

**LA:** Yes, critically important. But instead of the whole hard rock, "we'll rock your socks off" approach, you want to get across the quality aspect... that you're the Mercedes Benz of rock 'n' roll.

**R&R:** The quality approach sounds like what you and Dave Logan have put together at KFOG/San Francisco. Why haven't more stations given the Superstars 2 format a shot?

"Instead of the whole hard rock, 'we'll rock your socks off' approach, you want to get across the quality aspect."

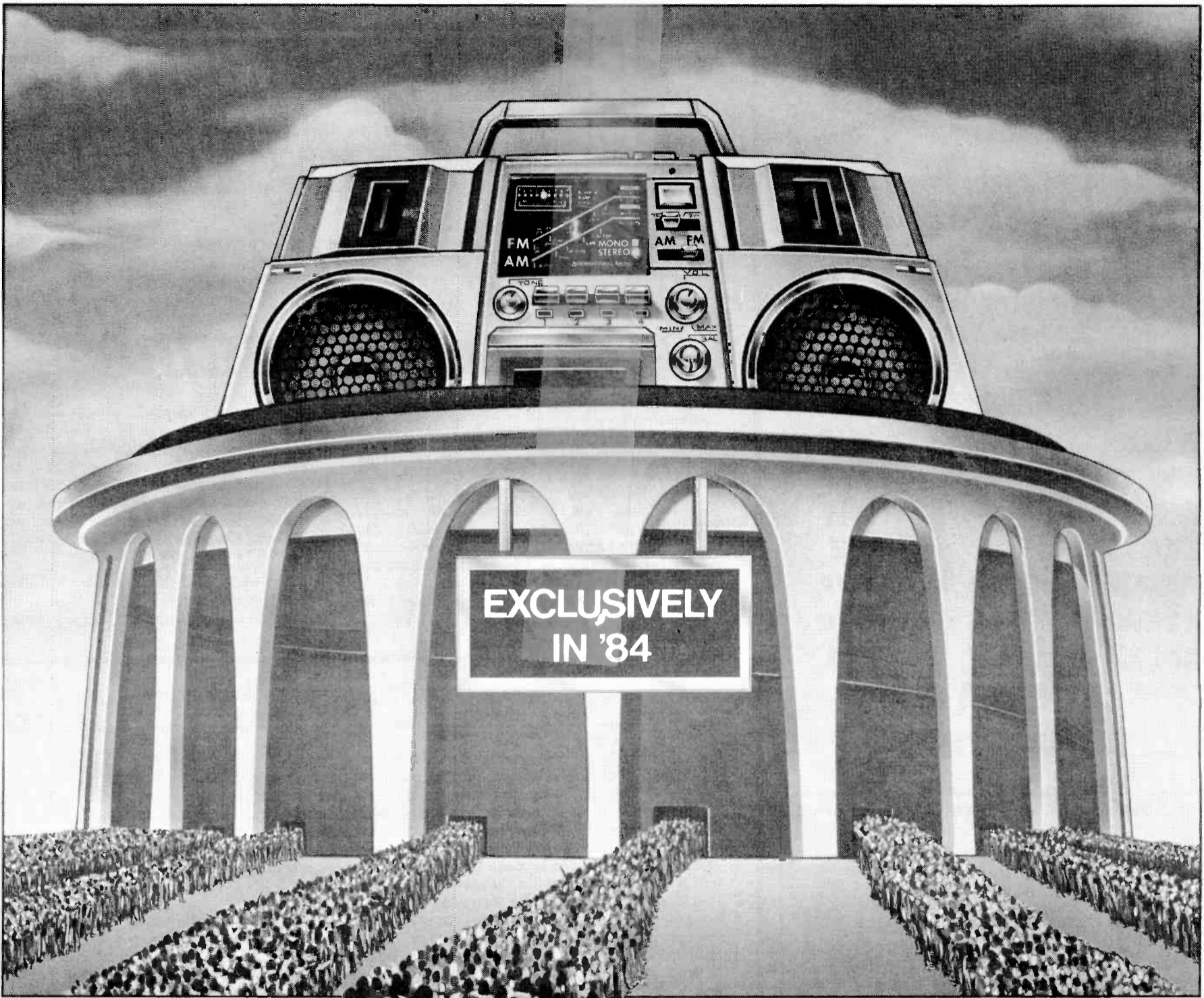
**LA:** We haven't pitched it at all. We're ironing out the kinks and waiting for this one to happen before going out on the road with it. I thought it would happen a little faster.

**R&R:** Beyond the music, how should AORs be improving their presentation?

**LA:** They should de-standardize the presentation and take a few chances. Every AOR station does music/liner/spots/intro/music. I remember driving from Chicago to Florida in 1965, and hearing 50 Top 40 stations playing the same music, but each one sounded different. You know what we're missing? There's no production on the air, no theater of the mind. I close my eyes and listen to AOR and it's black and white. It should be technicolor. If a station's going to invest in personnel, a great production director is in the same league as a morning person. Not necessarily a big-voice guy, but somebody with tremendous imagination who can really make a station soar.

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# THE TUBES



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<b>KKDJ</b>	<b>KRQR</b>	<b>KSHE</b>
<b>WBAB</b>	<b>WLVO</b>	<b>WTPA</b>
<b>KZEW</b>	<b>KWXL</b>	<b>KMOD</b>
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## SEGUES

**KSMB/Lafayette** is no longer consulted by **Burkhardt/Abrams/Michaels/Douglas** . . . **KBBK/Boise, ID** is not going AOR, as previously reported, but remains CHR, with **Les Sarnoff** coming aboard as Operations Manager.

Now that **Randi St. John** has departed **WZEW/Mobile** for airwork at **WAPP/New York, OM Steve Anthony** also wears the PD and MD hats . . . **Rick Busser** steps up to MD at **WPDH/Poughkeepsie** . . . **Don W. Hallett** adds MD responsibilities to his duties as midday jock, Promotions Director, and Production Director at **WEZX/Scranton**.

Promoter **Steve Leeds** has regained his independence and is once again a **S.L.I.C.** operator. He can be reached at (212) 765-2600.

Former **WSKS/Cincinnati** PD **Mike McConnell** is doing airwork at **WSHE/Miami** . . . **Steve Knolls** from **WYFE/Rockford** is now on middays at **KKCI/Kansas City**, replacing **Jane Logan**, who leaves for marital bliss . . . **WRXT/Buffalo** adds

**Tim Rose** from **WMJQ/Rochester** to mornings, and **Randi Naughton** from **WBUF/Buffalo** to overnights . . . Add ex-**WMJQ/Rochester** MD **Kevin Malvey** to the crew that **Alan Lawson** is assembling at **WTTR/Baltimore** . . . **Mr. Bill (Wesco)** exits mornings at **KQRS/Minneapolis** . . . **Pierre Robert** is upped to middays from overnights at **WMMR/Philadelphia** . . . **John Amberg** moves from evenings to middays at **WWCT/Peoria**, where **Rich Halberg** is handling evenings.

**Cathi Paige** exits as Promotions Director at **KRQR/San Francisco** . . . **Dick Upson** is the new Promotions Director at **WHJY/Providence** . . . Buzzard buzzes: **WMMS/Cleveland** ups **Rhonda Kiefer** from Programming Assistant to Program Coordinator, and hires **Gina Iorillo** as Programming and Promotion Assistant.

Swing shifters: **Scott Loftus** to **WMET/Chicago**, and **Dan Krulewitch** to **KTCL/Fort Collins**, where **Lisa Sidor** has been appointed Assistant MD.

Quality Time  
With Lee Abrams

Continued from Page 54

**R&R:** *What promotions are worth getting excited about these days?*

**LA:** I like the big events, those universal things that everybody goes to: fireworks, chili cook-offs, audio/video fairs. There's also the great AOR promotions from the middle '70s that PDs and consultants got tired of, but still work: listener appreciation parties, rock polls, rock awards presentations.

**R&R:** *A number of stations that adhere to the callout credo had down showings in the fall sweep.*

*You've never been a big believer in passive research. Feel vindicated?*

**LA:** Callout is fine, people just take it way too seriously. I think the back page of R&R is better to pick currents than callout is. My big fear is that callout has bred a lot of program directors who don't have a lot of sensitivity to the music. If you can't hear quality, you should go work for Hertz.

**Next week:** We'll begin to take a look at some of the AOR success stories in the fall '83 book, including stations that vanquished their CHR competitors.

## UPDATE

• **WGRQ/Buffalo's** Snortin' Nortin ended his ten-day marathon broadcast when the Police consented to add a Buffalo date to the tour, February 22.

Meanwhile, a Police state has been declared in Cincinnati, where **WEBN** just copped all 16,000 tickets to the band's area appearance. 'EBN got the head of the local police union to make the announcement that the station is selling the ducats by mail order. Crosstown rival **WSKS**, rather than ignore the coup, is running promos saying they'll be arranging to get listeners some of the best seats in the house. **WSKS** calls itself "the station that didn't buy all the tickets to the Police show." Stay tuned for more fun and games.

• **WYSP/Philadelphia** is calling itself "Rock Hits . . . 94 YSP" on the air. No major changes reported in the music mix.

• **WMMS/Cleveland** and **KROQ-FM/Pasadena** shared 1st place honors as the country's top rock stations in *Rolling Stone* magazine's readers' poll. This is the fifth year in a row the **WMMS** Buzzard has perched atop the heap.

• **KMEL/San Francisco's** morning prankster, **Steven Capen**, pulled a Capen caper during an extremely remote broadcast of his first-ever skydive. On and, supposedly in, the air, he was heard gleefully jumping from an airplane, followed by static and an ominous silence. Don't send flowers or your tape and resume, though — the whole thing was a hoax, taped in advance on a small plane with an instructor. **GM Rick Lee** got involved with the schtick, delivering an on-air tongue-lashing to Capen. The whole number netted newswire coverage, as well as phone calls from listeners concerned about Capen's life and/or job-security.

• Given the fierce competition between broadcast networks, it's almost heartwarming to learn of a cooperative venture between two rival owned-and-

operated properties in San Francisco. **CBS O&O KRQR** is simulcasting the audio of a weekly music video show that airs on the **ABC O&O** TV station in town, **KGO**. Making the situation all the more unique is that **KRQR's** evening jock, **Steve Garland**, who hosts and co-produces the show, presumably draws paychecks from both webs.

• **WMMR/Philadelphia's** "Flight 90125" sends 93 listeners to an early date on the **Yes** tour aboard a "DC 93.3," tying in the station's frequency . . . **KLOS/Los Angeles** pulled some strings to give away a couple of special guitars recently — an autographed Fender Stratocaster that **Jimmy Page** played on the **ARMS** benefit shows, and a limited edition custom **Kramer** designed for **Eddie Van Halen** and autographed by all four members of **Van Halen**.

• **Huey Lewis & The News** were the hosts at a **WNEW-FM/New York** bowling party to benefit the Special Olympics . . . **WYSP/Philadelphia** treated a pair of listeners to "Motley Lunch With Merly & The Crue," meaning a meal with members of **Motley Crue** and **Pam Merly**, who hosts the station's **Metal Shop** feature . . . **KRCK/Portland** raised over \$2000 for **United Cerebral Palsy** with a benefit show featuring five local bands who donated their time for the cause . . . **WEZX/Scranton** auctioned off a **Cabbage Patch Doll** on the air, raising \$500 for a local charity . . . Congratulations to **Marty Schwartz** of **Carroll, Schwartz, & Groves** on his engagement to **Sherri Maslen**, with wedding plans for this April . . . **WXRT/Chicago** morning DJ **Terri Hemmert** had her ten-year anniversary at the station marked by a surprise "This Is Your Life" segment on her show. Friends, colleagues, and family taped special messages for the occasion . . . **KGGO/Des Moines** is now on a 1000-foot tower, thereby doubling its coverage area to 100 miles.

# Adult / Contemporary



JEFF GREEN

## Watching The Wheels Of Automation

There seemed a time when automation was suitable for background music formats, and not much else. But new technologies have added flexibility and reliability to modern systems, making it accessible to other formats. This week, R&R's Ron Rodrigues looks at three stations successfully meshing automation with A/C.

### Technology Explained

Give credit to the computer for bringing automation into radio's modern age. Instead of following a fixed order of events hour-after-hour, microprocessors can make selections in any order needed at any time. Many of the computers can be programmed up to a week in advance; they can pinpoint malfunctions, automatically generate program logs, and even be operated via phone line from the PD's home! Other parts such as mechanical relays have been replaced by semiconductors. High-quality cart machines are frequently used today, which allow for full random-access of music, instead of a pre-determined mix that's used on reels.

Automation has come such a long way that the stations we spoke with are using the machinery primarily to improve air sound and productivity — not necessarily to save



**RAMBLING REEL-TO-REEL** — KTMT/Medford, OR GM Dave Brower with his Harris unit that his staff affectionately calls "Mork."

cash. KEZR/San Jose VP/GM John Levitt says such equipment is not cheap. "Our Cetec 7000 system cost us \$95,000, and that was several years ago. Considering the way we use automation, it doesn't save us that much money. In fact, our programming budget is as big as anybody else's in town. We use the system for productivity, control, and efficiency. While the music is playing, our people can be doing other work such as production or music research. As a result, we save 80 to 100 man-hours of labor weekly."

WOVV/Ft. Pierce, FL PD Bill James says automation is a convenient way to be selective with air talent. "It's common to cut the quality of announcers just to save a few dollars, especially for the non-prime shifts. But with automation, you can hire two or three top individuals, pay them a higher salary, and end up with a good, consistent sound 24 hours a day."

In fact, that "consistent sound" is what all the programmers stressed as automation's greatest advantage. KTMT/Medford, OR GM Dave Brower considers it a great way to cut down on live mistakes. "The main advantage from the announcer standpoint is reducing burnout. Our people can do a live-assist show for up to seven hours

"Our jocks miss live radio, but when they're out of here on Friday afternoon knowing they don't have to return until Monday, I know there's no way they'd give that up."

— Danny Lemos

and not have the fatigue factor they would have on a four-hour live shift. Now that they have the luxury of having more time thinking about what they're going to say on the air, our people are more creative. Turnover is lower too." Dave continued, "It gives me better control as a programmer since all pre-recorded material is run through the computer. I've eliminated the possibility of the announcer playing the wrong record."

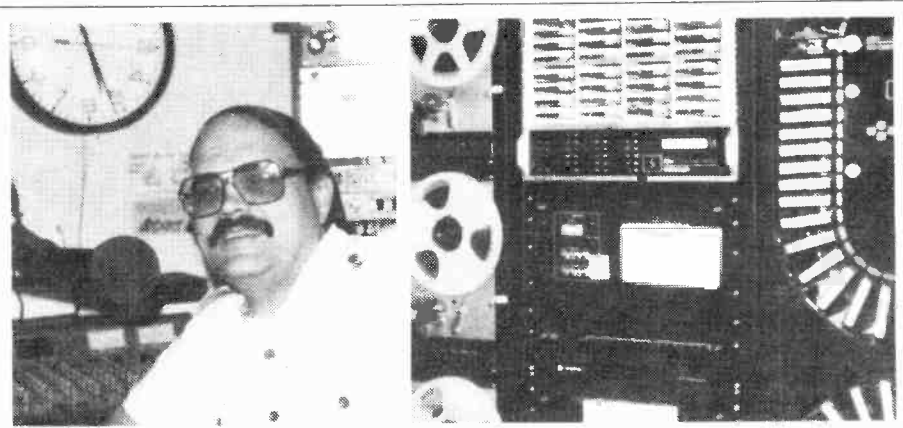
### How It's Done

Here's how a typical automated set-up works. KEZR OM Danny Lemos explained, "All shows are pre-recorded except in morning drive, which is live-assist. A computer print-out instructs the jock which songs and commercials will play. One tough thing to predict is a timecheck, so he will usually say, 'It's about 3 o'clock,' or whatever."

Lemos contends the most difficult task with automation is to give the show the "feel" of being live. "You have to have good talent to handle pre-recorded segments," he said. "It's a real challenge to sound spontaneous when you're actually on tape. It also takes plenty of talent to blend your personality into the format, then to match voice with the flow of the music. They have to know their intros and outros. New air people require several weeks of practice to get into the groove of things."

### But Do They Like It?

What were the personalities' initial attitudes towards the automation? "Not so hot," says Bill James. "There was a lot of



**AUTOMATIC PILOT** — WOVV/Ft. Pierce, FL PD Bill James supervises his Harris automation system in "live-assist" mode. The station is fully automated during non-drive hours.



**WATCHING THE MUSIC SPIN** — Here's KEZR/San Jose's hi-tech automation cove, supervised by OM Danny Lemos. Highlights include a production station (left), which includes a computer terminal, automatic logging encoder, telephone answering machines, car radios for listening to other stations, and a television set. At right is their Cetec 7000 system, which houses (l-r) commercial carousels, two voice-track machines, and four music "GoCarts," each capable of holding 78 songs.

negativism about it when I first encountered the staff. A lot of them didn't believe that automation could sound good." But after several years of smooth sailing, Bill says his staff has warmed to the new technology.

Danny Lemos points out that his crew feels almost emotional towards automation. "Our jocks like it. If you can get your six-hour shift out of the way in 40 minutes, and keep the energy level constant throughout, you're going to be happy. They miss live radio as anyone probably would, but when they're out of here on Friday afternoon knowing they don't have to return until Monday, I know there's no way they'd give that up."

Most of the programmers we spoke with said technical snafus don't occur often. Ironically, when Ron contacted Bill about this article, his machines were being repaired. It turned out only to be a blown fuse which the station covered by going live for an hour. But Bill had other concerns. "Chips wear out, and troubleshooting is tricky because everything interrelates closely. We can't afford to keep a backstock of replacement parts, so there could be lengthy downtimes waiting for a spare to

### Encountering Problems

arrive. Outside of that, there really aren't too many problems." Dave Brower experienced similar challenges. "Computer malfunctions can become nightmares, but they occur infrequently. We usually trace it to a microchip or a capacitor. It's tough because we have little equipment to play music live while our machines are being repaired. Luckily, it's only happened once in the last year."

### Things To Watch For

What are some of the things you will want to be concerned about when acquiring a system? John Levitt cautioned buyers that going on-line would take time. "I suggest that when you buy one of these things, work the system in parallel with the live format for a month. Hook the automation up to a little speaker in the PD's office and have him listen to the bugs."

Bill suggests getting someone to learn your system intimately. "You'll need to hire a person who will spend the time to learn it completely and make it work within the requirements of your format. I know it's a rare commodity, but you need someone who has a command of not just the machinery, but with radio formatics as well."

The broadcasters agreed that having a quick way to go live is necessary in emergencies. They advise having playback machines ready if your music is on cart, or have a supply of emergency records with the turntables to play them on. Also make sure your news network is hooked into the emergency board. And above all, they say, have a pool of people ready to go on the air in case you have to go live.

### Determining The Need

Is automation right for everybody? Bill said that outside of a full-service station, it can probably work for any type of A/C outlet. "You can do just about anything you want with automation. You can make it sound as live or as canned as you want it to. Most syndicated music tapes can come unannounced, and may be hosted locally. Our people on tape are the same type of personalities that any live station would have. They are promoted here on the air, on television, and they work plenty of street promotions."

John Levitt says, "You can't view it as a money saver as much as a tool for sounding better. Depending on your format, you can sound live and consistent. There's plenty of control along with a high quality factor. I view it like a computer. It may not save you time, but it will make you smarter and work better."

# Country



LON HELTON

## A REVIEW OF ROTATIONS

# The Hows And Whys Of Playlist Turnover

Since R&R Country began its rotation reporting system a few weeks back there has been quite a bit of discussion revolving around rotations. With the talk ranging from presentations of mathematical formulas that would puzzle Copernicus to "what the hell are rotations?" — this seemed like a good time to discuss the basics behind record rotations.

Put quite simply, some records deserve to be played more frequently than others, and having records in various rotational patterns are a means toward that end. More philosophically, for your audience there is no reality — only the *perception* of reality; and that perception is one you are responsible for creating. If you are doing it right, you can play a couple of hundred records and make them sound like a thousand. If your rotations aren't properly set up, you can play a thousand titles but sound like you are only playing a couple of hundred. What counts is not what you are doing, but what it *sounds* like you are doing.

Because the needs served by rotations vary from market to market, no one rotational system will work everywhere. Jeff Goodridge, PD of WNYR/Rochester, and Dugg Collins, PD of KMML/Amarillo, are obviously in very different situations. Dugg may not have the research budget Jeff has, but Jeff might not be able to get as "close" to the people of his market as Dugg can. Jeff, being part of Malrite, also has the benefit of research garnered by other Country stations in the chain. Both stations have different listening, time spent listening, and turnover patterns, all of which contribute to the rotations set up at each station. This week, these two programmers discuss the hows and whys of their rotational systems.

### Dugg Collins, PD KMML/Amarillo

"We have a total playlist of about 57 records. Currently, we have nine records in our power category, which gives us a 4½-hour rotation. Our medium rotation records come up every six to seven hours and our records in light rotation come up every ten hours or so. We have a primary gold category with records from 1980 to the present which rotate every four days and an old gold section which rotates every seven days."



Dugg told me that the station is changing its sound a bit in the near future, and to do that he will alter the rotations slightly.

"We are in the process of upping the number of records in our power rotation to 15. At the same time, we will increase the number of powers played per hour from two to three. By changing in this way, we will get a more current or hit-oriented sound."

Obviously, it is not enough to know just which songs to play. You must also know when to move them up in airplay and when to back off a record that is starting to burn. It would really be nice if everybody had a huge budget for all kinds of research to help in those decisions, but such is not always the case. Dugg told me that he does no call-out research, but depends on as much feedback as he can get coupled with his radio experience to make rotational determinations.

"I talk to the jocks on a regular basis," he began. "They are my link to the audience through the request lines, and I constantly ask them what they are picking up on the phone. We do call record stores to get a handle on what is selling. Also, I'm a musician and when in clubs I keep my ears open to hear what people are playing on the jukeboxes. I also try to be sensitive to what is being played on stations that get into my market from other cities. I take all of these factors into account and come up with a gut-level decision as to what records should be in what rotation. Of course, it really helps that I have been here a long time and have been able to develop a real feel for the market."

### Factors To Consider

Other factors one must consider when determining rotations are time spent listening and turnover — variables affected by market size. As Dugg says, "It doesn't take much more than ten minutes to go between any two points in Amarillo. We depend on people listening in their home or at work for long periods of time." Because people listen longer — whether because they love the station or have fewer alternatives, Country or not — Dugg has found it necessary to have all categories rotate more slowly than someone with short time spent listening spans and high turnover rates. This is not to say that you play anything other than the hits, even with slower rotations, but that you may dig a bit deeper and have longer lists for both oldies and currents.

Feedback is an important factor as you try to determine how fast you should rotate records. It is a constant fine-tuning process. Dugg told me, "We had a bunch of focus groups where repeatedly we heard the comment from participants that our station played the same songs over and over. To change that perception we lengthened the amount of time between plays for any one particular song by just a bit." You can do



**BEYOND THE CALL OF DUTY** — That pretty much describes the entire "Love Truck" promotion carried out by WKKE/Jackson, MS prior to the holidays. Morning man and Promotion Director Ron Carlisle announced he would move into and broadcast from a tent until listeners filled up the adjacent dump truck with food for the needy. During his 60-hour stay the temperature dropped to 22 degrees with a wind chill factor well below zero. As you can tell the promotion was most successful. Shown with Ron are (l-r) station GM Hal Calisch, Sales Manager Gary Mack, and PD Bill Wilson.

that by either increasing the number of titles in a category or by decreasing the number of times per hour the category comes up. Either way you will be slowing down each record in any given category.

### Jeff Goodridge, PD WNYR/Rochester

"We basically have three rotations, with sub-rotations in each category. We have what you might label A1, A2, B1, B2, C1, and C2. The heavy A's turn over every three hours and 40 minutes, the medium B's rotate about every five hours, and the light C's come around every seven or so hours. We also have a light category for our A,B, and C designations and these rotate on the average of every five hours. In other words, the A1's rotate every three hours and forty minutes and the A2's come around every five hours. Our recurrences are on about a seven and a half to eight-hour rotation and our power golds come up every 30 hours or so. We have two oldie categories: one comes up every three and three-quarter days and the other comes up about every 11 days."

Like Dugg, Jeff depends on feedback from a variety of sources to move records



among rotations, but he points out one needs to be wary of numbered charts, whether in trade papers or from other stations. "A number one record on the chart is not necessarily in heavy rotation. A record is usually propelled to the top of the charts by being in good rotations along the way and may be to the point of burnout when it shows as top five on your local chart. So, numbers do not necessarily reflect rotations." (Which is precisely why R&R Country has switched to the rotation reporting system — so we can report airplay more accurately. Now, when a record is number one on our chart, it is, without question, the record receiving the most airplay in that week.)

Being in a market where people have more radio stations to choose from, as well as a market where Country is not as strong as it might be in Amarillo, the time spent listening is lower and the turnover rate is higher for Jeff than for Dugg. "That is exactly why we have slightly less than four-hour rotation on our top seven records," said Jeff. "We also have relatively fast rotations because we are an AM station with not as good a chance to cop the time spent listening spans many FMs enjoy. AM listening is now less than 30% in this market and we want to make sure the favorites are always coming up without going to the extremes of a two-and-a-half-hour rotation CHR's use to attract teens and young adults. That is just too fast for adults and we have found three hours and forty minutes to be suitable for the demographic we are after — providing that we change the songs enough to keep it fresh."

### Changing Rotations

"Another point about rotations is that one shouldn't be locked into doing them on an every-seven-day basis like a numbered chart. I may feel comfortable with the rotations I set on a Monday, but by Thursday, if I have feedback showing the record is burning out, I change the rotations. It would be ridiculous to wait until the next Monday to

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# Nashville This Week



SHARON ALLEN

## Volunteer Jam Goes International

The Charlie Daniels Band's Volunteer Jam X will be the centerpiece of an unprecedented live broadcast over the Voice of America (VOA) February 4.

Volunteer Jam X will be available to VOA's 42 language services, thanks to special funding from the Jam's sponsor Skoal. It will be supplemented with live interviews conducted by seven multilingual VOA correspondents.

"Every week all around the world," said CDB manager Joe Sullivan, "more than 100 million people listen to the Voice of America. We are thrilled to have the opportunity to share this unique cultural event with an international audience and we're grateful to Skoal and Voice of America for making it possible."

In addition, tapings and recordings will replay the Jam throughout the year. For instance, Sound Seventy Productions and Dick Clark Productions will produce a taped two-hour syndicated television special . . . And the event will be recorded for a possible double album set under the supervision of producer John Boylan and engineer Paul Grupp for Epic Records . . . And there will be tapings for one or more radio specials planned for later in the year . . . And the concert will again be broadcast live over the Volunteer Jam Radio Network, which includes Nashville stations KX104 and WRVU (91 Rock), WZXR/Memphis, WSKZ/Chattanooga, WIMZ/Knoxville, and WBGY/Tulahoma, TN.

### Oaks For Opryland

Opryland's 1984 advertising campaign will make use of the Oak Ridge Boys' tight harmonies. The Oaks seldom record jingles, but they've just recorded a very upbeat message for Opryland's primary radio jingle for 1984 and as the audio on some of its television commercials.



**Oak Ridge Boys:**  
Blowing up Opryland

The jingle was coproduced by Ron Chancey and Billy Adair, and will begin airing in mid-March in anticipation of the park's March 31 opening for its 13th season.

Two of country music's superstars, Barbara Mandrell and T.G. Sheppard, will be together for three hours of music and interviews that chronicle their recording careers.

The Mutual Broadcasting System will multicast the special in stereo by satellite on February 4-5, 1984. WHN's midday air personality Lee Arnold will host the show.

### Lee Greenwood Sings For A Ticket

Lee Greenwood recently sang the National Anthem a cappella at the Met Center in Bloomington, MN. Apparently, the night before his engagement at the Carlton Theater, he decided to catch the North Stars vs. Maple Leaf hockey game. His arrival at the center initiated a request for him to sing. His performance earned him a ticket for one of the best seats in the house — the box of North Stars' general manager Lou Manne. The following night the North Stars and their management caught Lee's show at the Carlton. Question — What did they do to get their tickets?

\* \* \* \* \*

**Bits & Pieces:** Tom T. Hall, himself a singer/writer of tales with and without music, will be writing about how other singer/songwriters take lyrics and tell a tale with them. He plans to interview Merle Haggard, Loretta Lynn, Mickey Newbury, and possibly Kris Kristofferson. The article will appear in a future edition of the Saturday Evening Post . . . Lloyd Maines will be featured playing steel



**Tom T. Hall:**

Telling stories on Joe Ely's next album for MCA . . . While Gus Hardin was in town taping "Nashville Now" the folks from US magazine rendezvoused with her in Nashville, then went on-the-road to Terre Haute, IN for a Gus Hardin/Hank Williams Jr. date. All this in preparation for a feature on Gus to appear in US in March, the same month her new LP "Fallen Angel" is scheduled for release . . . Kenny Rogers recently did a Long Beach, CA concert in conjunction with the Food Bank. Kenny asked everyone attending the concert to bring canned goods, which were collected and distributed to 90 agencies . . . Noble Vision Records just expanded its roster to two artists. You already know Jim Glaser. Now the label will also put its energies behind Tony Arata, who penned three of the songs on Glaser's "The Man In The Mirror" LP . . .

Just thought you'd like to know!

## The Hows And Whys Of Playlist Turnover

Continued from Page 58

pull that record from the heavies just because my 'day' for doing rotations is Monday. You can be flexible, thus responsive, through your rotations. If you have enough input this could even be done on a daily basis.

"Another thing, if you have a category come up twice per hour, it's a good idea to have an odd number of songs in that category. This way, the position of the song automatically changes every time it comes up. If a song comes up in the first half hour, with an odd number it will come up in the second half hour the next time it plays."

The same principle applies across the board; you just have to sit down and work out each category mathematically so your records revolve their positions in the hour automatically. This method also moves records around so the same cluster of records doesn't just move together around the clock. This keeps your hours sounding dif-

ferent while your station is playing the same records.

The proper rotational setup helps you introduce new product to your audience and to project the correct musical image to that audience, as Jeff explains.

"An add on our station can go directly to medium rotation — although it rarely will be put right into heavy. Even established superstars will not go into heavy right away because the product is new and unfamiliar. As far as presenting a 'sound' for the station, a record that is a little more pop-sounding will usually get a higher rotation than a more traditional sounding record. Once that traditional record proves to be strong with our audience, we move it up."

My thanks to Dugg and Jeff for baring their rotational souls to the world. Only you can know what is the best set up for your station because no one knows your market like you do. Finding out what the people want to hear is only half the job. You also have to know how often they want to hear it. Happy rotating!



**ONE WAY TO GET A SATIN JACKET** — Tanya Tucker is shown applying the "Killer Bear Grip" (made famous by Haystacks Calhoun) as she wrestles a KZ Country jacket from WJKZ/Nashville air personality Ken Johnston.

## Have You Heard?

As mentioned here last week, the Portland Country battle will soon become a free-for-all, as three more stations switch to Country in the coming weeks. Joining KWJJ and sister station KJIB in the fray will be KUPL-AM & FM — with new calls to be announced soon — and KKCW. The mass migration of Country air talent headed in the direction of the great Northwest has already started, with KKCW using KKCS/Colorado Springs like a farm club. Leaving the Springs for KKCW are morning team Lee Pitt (also KKCS MD) and Dave Hewitt and personality Monica Marshall, who will do evenings in Portland. The very latest word on the street has KKCW changing formats to A/C before it even signs on! This is definitely a battle to watch . . . Filling some of the holes at KKCS, Dan Cowan adds MD duties while retaining his evening airshift and Frank Martinez joins the station for overnights from crosstown KRIS . . . Get-well wishes to Herb Allen, OM/PD of WFMS/Indianapolis, who suffered a heart attack January 13. Send your "get-wells" to Herb care of WFMS, 8120 Knue Road, Indianapolis, IN 46250 . . . KQIL/Grand Junction welcomes back two former staffers, as Bob Gass returns from a two-year absence to do middays and Paula Massa returns as newperson from a TV station in that city. Steve Golden has left the midday show at

KQIL to become Creative Director at KRMG/Tulsa . . . WSOC/Charlotte MD and afternoon personality Edd Robinson is the host of a new TV show which features country videos. The show is called "Music Country Comes Alive" and airs on WSOC-TV . . . Dean Tyler Farkas joins WIMT/Lima, OH for afternoons . . . Some changes at WCXI-AM & FM/Detroit as Bob Burchet exits. Hank O'Neil, AM driver on FM, moves to PMs on AM while Gary Mack comes in from WPON/Pontiac to do AMs on FM. Got that? . . . BX-93, which is CJBX/London, Canada, now has Michael Dee in the morning slot. Former morning man Dave Collins is now Promotion Manager and Community Relations Co-ordinator for the Canadian Country outlet . . . Brian Bennett, midday jock at KGHL/Billings, is now also the Production Director . . . Congrats to new R&R reporter KRKT/Albany, OR as it celebrates its tenth anniversary this month . . . PD Phil Hunt is looking for a morning personality at WNOX/Knoxville. He says the station is heavy on personality and station involvement. If that sounds good to you, send him your T&R ASAP . . . Also on the job front, KSCS/Dallas is looking for parttime air talent. Contact Ed Leal at (817) 531-3656 . . . And don't forget to keep me posted on whatever it is that you may have heard!



### Country News Next Week's Guests:

**DAVID FRIZZELL @  
JOE STAMPLEY**

228 Main St., Suite R Venice, CA 90291 (213)392-8743

# EASY LISTENING



GAIL MITCHELL

## Station Roundup

**B**efore we get too far into the New Year, I thought it would be a good time to catch up on station activities across the country. I'd also like to thank everyone for their input and support during the past year and encourage you to continue sending in station news (staff and programming changes, promotions, photos). Next column, we'll look at the fall ratings winners.



**PROMOTING ON THE MAINLAND** — Hawaiian entertainer and former "Hawaii Five-O" co-star Al Harrington (c) winged over to the mainland to promote his debut Christmas LP. While in town he dropped by KPRZ/Los Angeles, where he was greeted by personality Gary Owens (l) and PD Chuck Southcott.

### Flow

Skip Weshner has rejoined the KFAC-AM & FM/Los Angeles airstaff, handling the midnight-1am slot six nights a week. KFAC's "man for all music" previously worked at the stations in 1971 and returned again, 1973-79. . . KPQP/San Diego's Don Howard recently celebrated his 35th year in broadcasting. . . Fred Hessler, another airwaves veteran, has left KMPC/Los Angeles after nearly 25 years; his sports programs are now hosted by Joe Meyers. . . Big Band-formatted WCOL and CHR sister WXGT (92-X) of Columbus have signed a consultation agreement with Houston-based Shane Media Services. . . WMRE/Boston's Norm Nathan is one of the key participants in the "Salute to the Media Gala" scheduled for March 15. Presented by the Publicity Club of Boston, the event will honor national/local broadcast and print celebrities who have contributed to the Boston media scene. . . WNEW/New York will be awarded Broadcast Pioneers' 1984 Mike Award on the occasion of its 50th anniversary (February 13). The presentation will be made on February 8. WAIT/Chicago won a bronze medal for its "Touch A Memory" television spot at the '83 International Film and TV Festival of New York.

### Programming Update

WNCN/New York kicked off a new year of exclusive live performances with a 14-concert series aired live from the station's on-site Performance Studio. The station has also inaugurated "The Met Minute," brief vignettes about the history of the famous opera company. . . New affiliate signings include WLQR/Toledo and KEFM/Omaha with Schulke Radio Productions; WCSY-AM & FM/South Haven, MI and WGMD/Rehoboth Beach, DE with KalaMusic.

### Promotions In Motion

WBBG/Cleveland presented two special performances of "Stompin' at the Statler" on Christmas Day and New Year's Eve. The cast, pictured



above, transports the audience back to 1943, complete with authentic music, dancing, and costumes. In addition, WBBG has debuted another musical review show, "Steppin' Out" . . . A \$1000 gift certificate took second place to a Cabbage Patch doll in a WJR/Detroit holiday giveaway. Making the certificate the second prize began as a joke, but soon became reality when station officials discovered it was easier to arrange for the certificate than find the doll. . . KOSI/Denver held a monthlong "Decemberfest," which featured choral groups, bell ringers, folk dancers, carolers, and handicrafters. . . In separate promotions, WGAY-AM & FM/Washington and WEZO/Rochester offered "Festival of Christmas Music" LPs, the sales of which benefited local charities. . . WDAE/Tampa's "Real Music Petition Contest" netted three winners who won prizes totalling \$18,600 for submitting the largest number of verified names; second prize went to a group of first through eleventh graders.



**MOOSE HUNT** — WJGS/Houghton Lake, MI's "Tom and Dan in the Morning" hid their "talking" moose during the deer hunting season and asked listeners to guess its whereabouts. Prizes included a ski trip. Gathered together for an on-air surprise party honoring the moose's return are (l-r, rear) PD Don London, personalities Tom Boozan and Dan Balla; (l-r, front) station staffers Leslie Quinn, Ann Porter, and (foreground) Pete Michaels.



**LIFE AROUND BALTIMORE** — That was the theme of a WLIF series which won the 1983 Radio Broadcast Award for outstanding promotion of the state of Maryland at the Governor's Conference on Tourism. Accepting the honor from Maryland Lt. Governor J. Joseph Curran, Jr. (far left) are writer Shelley Koffler, chief engineer Michael Sprysenski, and Operations Director Niles Seaburg.

## D-C Study Targets 35-54

Drake-Chenault conducted a survey recently which served a two-fold purpose: determining the musical taste of the 35-54 adult demo which, in turn, would assist the fine-tuning process for its "Hitparade" format. According to Sr. VP Denny Adkins, the research "reaffirmed that every song has to be judged on its individual merit today." Six cities were chosen, based on geographical balance — Fresno, CA; Los Angeles; St. Louis; Milwaukee; Philadelphia; and Tampa.

The sample base of just over 1200 people selected "You Light Up My Life" by Debbie Boone as the most popular song of the 900 tested. Songs which rated poorly ranged from the oldie "A Rockin' Good Way" by Dinah Washington and Brook Benton to the more current "You Never Done It Like That" by Captain & Tennille. There was also a great deal of fluctuation within an artist's repertoire; i.e., Air Supply's "Lost In Love" scored considerably higher than the same group's "All Out Of Love." Instrumentals tested well, while country crossovers like John Denver's "Take Me Home Country Roads" and Willie Nelson's "On The Road Again" showed strong top 100 standings. Adkins added that the firm plans to do similar studies for both the Contemporary and Country format offerings.



**SPIRIT OF CHRISTMAS** — To help celebrate the holiday spirit, WECK/Buffalo broadcast the "Spirit of Christmas Present" from its parking lot. Dickens-costume clad station announcers were also on hand to urge listeners to donate food and toys for needy families. Pictured outside the station are (l-r) Assist. PD Tim White, morning man Bob "Santa" Kobernuss, PD/OM Peter Zolnowski, and MD Ray Rogers.



**LURING LISTENERS TO LONDON** — KMEZ/Dallas's recent promotion was a success, garnering nearly 10,000 entries for the single prize of a trip to London. Doubling as Scrooge is morning man Bill Pryce.

# CALENDAR



BRAD MESSER

## Teaching As A Sideline

Radio newsmen who have occasionally mulled over the question, "What else am I qualified to do?" might consider teaching community college courses. Schools offering adult education classes sometimes welcome parttime or one-shot instructors, including those without journalism degrees, if they have extensive on-the-job training and the ability to translate work experience into classroom instruction.

Adult Education instructors often get to determine precisely what will be covered in their classes, and create their own course titles such as "Writing for Radio" or "News Writing for Broadcast."

Part of the beauty of the sideline is its flexibility. The instructor may even make the determination of class hours and course length. You might structure a class for one or two evenings per week and schedule a total course time ranging from ten to 80 hours. Whatever you want!

Adult evening classes are not structured to prepare students for fulltime jobs. The goal is familiarization rather than job training. Radio people who teach non-credit night courses are not motivated exclusively by the extra money, for salaries are almost uniformly minimal, perhaps as little as double the minimum wage. Teaching

does add to a newsmen's resume. It can be a method of establishing community contacts and has the potential of yielding students who are interested in becoming unpaid interns at the instructor's radio station.

There is a certain amount of prestige associated with teaching, as well as the satisfaction that comes from sharing some of the lessons that have resulted from professional experience.

How to get started? Obtain a Course Proposal form from your local college and prepare a course outline suited to your own area of interest. If the college accepts your concept and course outline, your forthcoming class will be advertised along with those in basket-weaving and woodcarving and so on, and if students sign up, you're in business.

As in radio, getting the first job is the hard part, and once that hurdle is cleared, the future is pleasantly unlimited.

(Quick follow-up report. The Calendar column headlined "As The Earth Turns," last September 9th, noted the then-new NBC-TV network logo depicted Earth revolving backward. Watching "NBC News" during the first week in January, I observed they have reversed their globe's spin and now have it right. Fast work, men!)

### Largest Comic Book Collection

**MONDAY, JANUARY 30** — The Library of Congress, which had been burned by the British during the War of 1812, was reestablished on this date in 1815 with some 7000 books from the personal library of former President Thomas Jefferson. It is now the largest library, with 80 million items, including the world's most extensive collection of comic books. "Lone Ranger" radio premiere 1933. Gandhi assassinated in India 1948. Beatles played together last time 1969. Vanessa Redgrave 47. Gene Hackman 53.

### First American In Space

**TUESDAY, JANUARY 31** — The first living being to travel in an American spacecraft was Ham the chimpanzee, who took his 16-minute ride 23 years ago today in 1961. Ham was then sent to a zoo where he lived in retirement until his death last year.

First U.S. satellite Explorer-1 1958. Tet Offensive Vietnam 1968.

Harry Casey (KC) 33. Nolan Ryan 37. Suzanne Pleshette 47. James Franciscus 50. Ernie Banks 53. Jean Simmons 55. Carol Channing 61. Norman Mailer 61.

### February: Black History Month

**WEDNESDAY, FEBRUARY 1** — By Presidential proclamation this is Black History Month. Blacks sailed with Columbus in 1492, established Detroit in 1779, reached the North Pole in 1909. Inventions include the lasting machine for shoe-making, evaporator for refining sugar, subway third-rail system.

Oxford English dictionary published 1884. First civil rights sit-in at Woolworth's whites-only lunch counter Greensboro, North Carolina, 1960. Ayatollah Khomeini returned Iran from French exile 1979.

Ray Sawyer 45. Don Everly 47. Stansfield Turner 61.

### Great Cardiff Giant Hoax

**THURSDAY, FEBRUARY 2** — After the "petrified body of a prehistoric human giant" was unearthed on a farm near Cardiff, New York late in 1869, it became America's most popular exhibit. But on this date in 1870, the 10-foot-tall Cardiff Giant was exposed as a hoax by two sculptors who revealed they had been paid by the exhibit promoter to carve the giant from stone.

Mexico sold Texas, New Mexico, Arizona and California to the U.S. for \$15 million, 1848. National Baseball League formed 1876. Bottle cap patented 1892.

Groundhog Day. Farrah Fawcett 37. Graham Nash 42. Tommy Smothers 47.

### Jumbo The Elephant

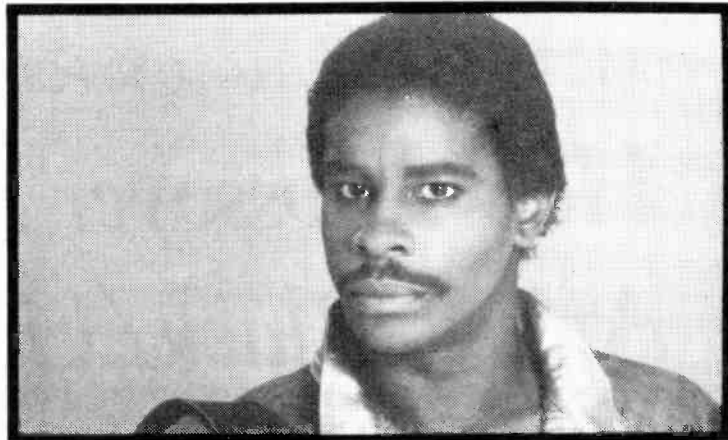
**FRIDAY, FEBRUARY 3** — In one African language "jamba" is the word for elephant, and that's probably the origin of Jumbo, the name of the huge animal that promoter P.T. Barnum purchased on this date in 1881. After the 12-foot-tall, 6½-ton animal had been on tour a couple of years, the word "jumbo" became part of the American language, meaning huge or gigantic.

Income Tax established 1913. FBI revealed Abscam 1980.

Melanie 37. Bob Griese 39. Fran Tarkenton 44. James Michener 77.

Tomorrow (2-4) Alice Cooper 36. Cheryl Miller 41. Sunday (2-5) Craig Morton 41, Roger Staubach 42, Hank Aaron 50.

## E/P/A's BLACK/URBAN UPDATE:



## TYRONE BRUNSON

### "FRESH"

### NEW & ACTIVE

WOOK	WZEN-FM	WATV	KJCB	WANM
WHUR	KDAY	WENN	WLOU	WAAA
WAOK	KJLH	WNOO	WVOL	WDAO
KRLY	XHRM	WOIC	WPLZ	WLTH
WDIA	WKND	WJMI	KHYS	WTLC
WHRK	WNHC	WKXI	WANT	WWWS
WYLD-FM	WRDW	WPDO	KOKA	KUKO
WCIN			WWDW	

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MOST ADDED



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FROM THE ALREADY GOLD  
ALBUM "ON THE RISE"

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# Black/Urban Radio



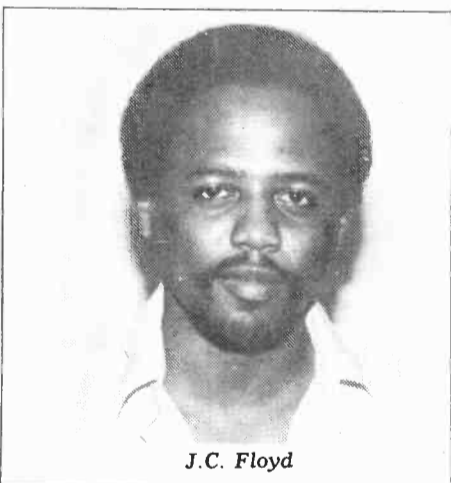
WALT LOVE

"STEALTOWN'S" J.C. FLOYD REPORTS

## How Crossover Music Affects Black/Urban Ratings Strength

In the fall '83 Arbitron, a number of top Black/Urban-formatted stations took it on the chin, specifically from CHR stations. Ironically, CHRs using black music played a significant role in the dethroning of leading Black/Urban stations throughout the country. With all the talk about CHR stations taking the ball, and doing it with our own music, I thought we'd go public about it to find out why and what can be done.

J.C. Floyd, Sheridan Broadcasting's Group PD and Program Director of WAMO/Pittsburgh, rapped with us about this situation. Floyd, a 12-year industry veteran, has been programming WAMO for the past three years. Prior to that, he was PD at WIGO/Atlanta, served as MD at WDRQ/Detroit, and worked as a jock at WKBO/Harrisburg and WPEZ/Pittsburgh.



J.C. Floyd

J.C. started by giving some history to explain how CHR, AOR, and A/C-formatted stations are using more black music by black artists. "In the '70s, CHR stations didn't really play a lot of R&B music, as they had in the '60s. During the '70s, even AOR stations would play a little Stevie Wonder, but by the mid-'70s, we noticed the same stations did not touch a thing by black artists. We also observed CHR stations being very selective of any R&B talent, or should I say, Urban artists. If you really want to get down on it, CHR turned its back on black music and black artists entirely, with the exception of Earth, Wind, & Fire, Stevie Wonder, and George Benson. Only the superstars of the time got any airplay; other black artists were locked out, helplessly." The professional expression as recently as last year was, "It's too black for us." I'm still trying to understand that statement!

Floyd continued, "In the early '80s, everyone wanted to know about the direction of Urban Contemporary radio. At that time, traditional CHR thinking was adhered to; no R&B music considered 'too black' was to be aired. At this point, an opening for Urban-formatted stations surfaced.

"In late '81, through '83, we saw Black/Urban stations go to the top of the ratings in

# WAMO FM 106

the top 20 markets. If not ranked first, Urban stations were usually somewhere in the top five. I believe this basically dispelled the old stereotype notion that white folks don't like black music."

Explaining that CHR's views about black artists and sounds have finally begun to open up, J.C. said, "What some in the industry call 'rap records,' with the funky backbeat, used to be associated with James Brown; in fact, it's what he always did. Not long ago, CHR stations wouldn't touch such a record. But when Blondie put one out ('Rapture'), it wasn't too distasteful, was it?"

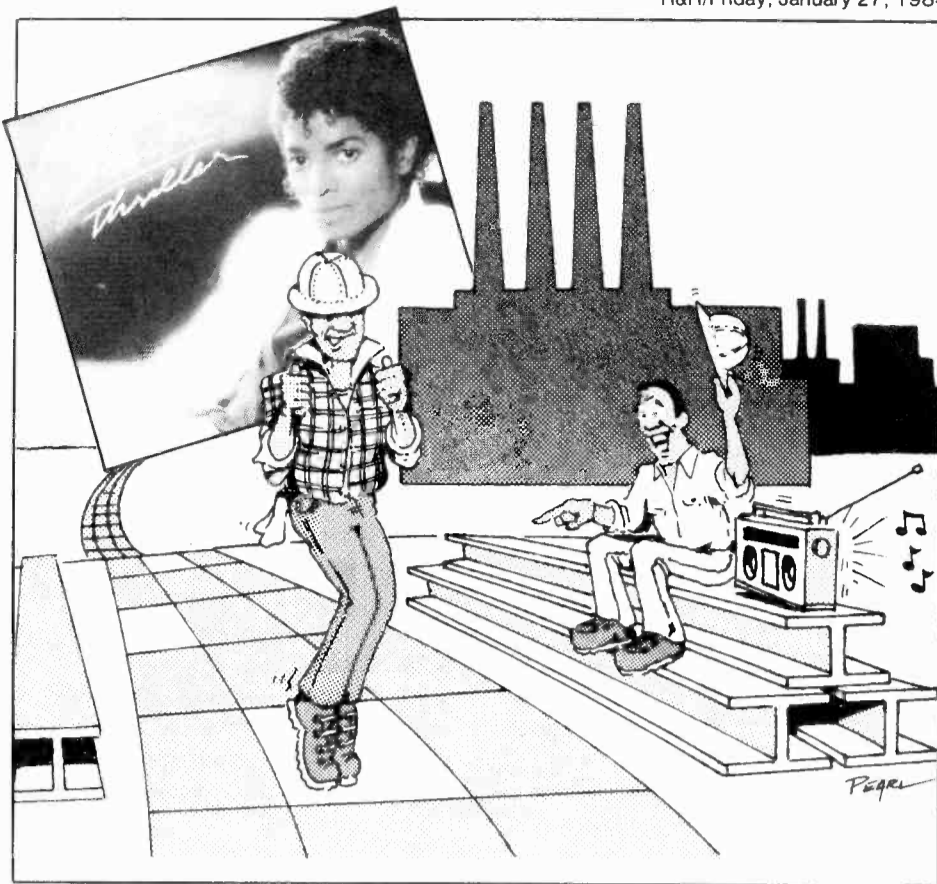
J.C. indicated that another reason CHR stations are embracing R&B is due to the variety of forms R&B takes these days. "Today, R&B records are being made by blacks and whites, and there are many different styles. George Clinton, Luther Vandross, Grand Master Flash, Jennifer Holliday, Spandau Ballet, Musical Youth, and Prince are perfect examples because they all have different approaches. It's all R&B. Invariably, people that say Spandau Ballet and Culture Club are 'New Music.' Listen to the bass line and the melody — it's R&B."

"Urban radio's success also helped get rid of narrow-minded thinking that blacks don't like white music by white artists. That kind of reasoning is archaic!"

J.C. added, "The only R&B style I've left out is what I call Adult/Contemporary R&B: music by Deniece Williams, Al Jarreau, George Benson, and Jeffrey Osborne. These artists seem to have A/C and CHR support in most cases."

### What Hurt The Format?

Moving 5.6-5.3 12+ this fall, WAMO held its sixth-ranked position, but did lose some



ground. Understanding CHR and A/C's growing acceptance for Black music, was that what did the damage? J.C. said, "Two of the CHRs here are after the listeners they lost to us during the past year. Meanwhile, some of the other stations who don't call themselves CHR started playing the Motown anthology albums of the Temptations, Diana Ross & The Supremes, etc. All of the other programmers are aware that they need more select black music on their stations to hold their Caucasian listeners. With the success of Motown's 25th anniversary TV special and the turnout we had downtown with the Tempts last summer, other market programmers had to either start playing more black music or let us keep gaining. So they've loaded up on black gold."

"CHR radio has realized that to enjoy any degree of success, it's easier to steal the white folks back from the Urbans than it is to battle it out with the AORs."

"At the same time," J.C. pointed out, "Urban radio's success also helped get rid of narrow-minded thinking that blacks don't like white music by white artists. That kind of reasoning is archaic! Artists such as Michael McDonald, with his current duet with James Ingram, Hall & Oates, Spandau Ballet, Michael Franks, and Kenny G are just a few who've proved this theory invalid. This is the type of music that's 'in the pocket' when discussing crossover music."

### What Can We Do?

Since Black/Urban radio has accepted the challenge and begun to compete with CHR, AOR, and A/C stations, what can Black/Urban stations do to stop the theft of their newly-acquired audience? Floyd's reply: "What I've learned from my research in Pittsburgh is when you're dealing with the white crossover listeners, they don't want to be reminded that they are listening to a black radio station. This is why more Black/Urban stations have begun giving a more general market approach to their presentation and overall sound. These stations are not limiting themselves to the black community or only black issues. I'm not suggesting we've ignored appealing to the black community, but such a concept just hasn't been in the forefront."

Floyd cautioned Black/Urban programmers, "In addition to Arbitron's lack of con-

# SBC

SHERIDAN  
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centration of measuring blacks, understand clearly CHR radio has realized that to enjoy any degree of success, it's easier to steal the white folks back from the Urbans as opposed to battling it out with the AORs."

J.C. warned, "There isn't a simple way to combat white listener erosion. Three keys are presentation, promotions, and particularly music rotations. We must be very cognizant that we can't rotate too many things too quickly. If we do, they'll burn out before they fulfill their use to our format. Through my research, I've started to realize that when our top five records are over and dead for me, the CHRs are just starting to pump them in heavy rotation. Familiarity is a very big thing to the CHR listeners' psyche. These people will hear a song today and won't like it, but next month they'll love it. So an area we must tighten up on is rotating our music properly so we don't burn out our best songs too soon!"

### Our Most Effective Weapon

When asked about what role oldies have in the Black/Urban Contemporary format, J.C. responded, "R&B oldies are extremely important — probably the most important ingredient along with the current music you select. Once again, the word 'familiarity' must take its rightful place if one is to be successful with the masses. Recurrents also take an important role in the overall musical approach of any station. In fact, there are five other stations here who could be playing the same record at any given time, which means to me, we'd better use the songs we've always had available to us — namely R&B oldies."

J.C. concluded, "As I mentioned earlier, for some reason typical CHR listeners would rather hear a white announcer (or their favorite CHR station) playing a black record they enjoy than having to listen to it on a black station. We don't want to alienate those Caucasians who like our approach to the music and the format, so while we must do all the things we can to maintain our black base, we have to offer a top-notch presentation that no other station can equal!"


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# Marketplace

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Special Issue #S-26 features Dallas-Ft. Worth! A/C's KVIL, KMGC & KLVU, Oldies KAAM & KROX, CHR KAFM, AOR's KEGL, KZEW & KTXQ, Urban KKDA & KNOK, 90-minute cassette, \$5.50.

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Washington's KIX Country has a night opening. T&R: Jason Kane, PD, 510 King St., #315, Alexandria, VA 22314. EOE M/F (1-27)

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Entry level. Strong communication and organizational skills needed. Contact Ruth Presslaff, Director/Affiliate Relations, The United Stations, 6867 Elm Street, Suite 101, McLean, VA 22101. (703) 556-9870. EOE M/F

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WLUM & WAWA/Milwaukee seeking GM. Superb administrator, excellent people person, good knowledge of sales & programming, strong leader. Call L. David Moorhead (414) 785-1021. EOE M/F (1-27)

Morning Country pro needed! T&R: WXYQ-AM, Jay Bouley, Box 247, Stevens Pt., WI 54481. (715) 341-1300. EOE M/F (1-27)

KIZZ, the top-rated ARB station in the U.S. seeks a PM drive pro. Good benefits & top pay for the right person. (701) 852-2494. EOE M/F (1-27)

### MORNING DRIVE

Leading Midwest major market Adult Contemporary seeking bright, entertaining morning personality with warmth and relatability. Send tape and resume to: Radio & Records, 1930 Century Park West, #617, Los Angeles, CA 90067. EOE

Announcer/production, regional FM. 100kw A/C, females encouraged. T&R: Jim Lien, WBWA/B106, Box 207, Washburn, WI 54891. (715) 373-5151. EOE M/F (1-27)

Radio news anchor. News broadcasting/reporting experience. Strong writing & on-air ability. T&R: WING/WJAI, Box 2346, Kettering, OH 45429. EOE M/F (1-27)

Ohio A/C needs morning man. \$17k to start. (419) 468-4664. EOE M/F (1-27)

### AGGRESSIVE MEDIUM MARKET A/C STATION

In Midwest is looking for morning and afternoon drive. Will pay between \$20-\$40,000 depending on qualifications. Send cassette and resume to: Radio & Records, 1930 Century Park West, #614, Los Angeles, CA 90067. EOE M/F

Announcer/production, regional FM WBWA/B106 100kw A/C. Females encouraged. T&R: Jim Lien, Box 207, Washburn, WI 54891. (715) 373-5151. EOE M/F (1-27)

## Openings

Production pro needed ASAP. Must be able to shine. T&R: Jeff Davis, WFMK, Box 991, E. Lansing, MI 48823. EOE M/F (1-27)

Cyclone CHR seeks evening personality who can relate to a college audience. T&R: Al Weltha, KCCQ, Box 728, Ames, IA 50010. EOE M/F (1-27)

### AM DRIVE

For Midwest Modern Country FM. We are looking for a professional, warm morning man who has fun on the radio. Humor necessary, comedy no. Growing station, growing chain... growth opportunity. Must walk through walls to win. T&R to: Radio & Records, 1930 Century Park West, #616, Los Angeles, CA 90067. EOE M/F

Woodward Communications Inc. seeks experienced sales-oriented GM. Oversee AM/FM & mobile communications operation. Bob Woodward, 8th & Bluff, Dubuque, IA 52001. EOE M/F (1-27)

Know your oldies & have personality. "Play it again Sam" is looking for you. Minimum 3 yrs. experience. Ken MacDonald Jr., (517) 752-8161. (1-27)



of America's growth oriented radio companies, Capital Broadcasting Corporation, is looking for talent in all areas including:

### AIR PERSONALITIES NEWS PRODUCTION CREATIVE/COPYWRITER

Send Material to Dan O'Toole, National Program Director, 10001 Linn Station Road, Louisville, Kentucky 40223  
NO CALLS PLEASE  
AN EQUAL OPPORTUNITY EMPLOYER.

Wanted, experienced radio reporter. Strong on-air & on-street with good writing skills. Competitive market, Fox River Valley, WI. WHBY, Appleton, WI 54913. EOE (1-20)

## KOFM 104

KOFM, Oklahoma City is looking for top talent. Tapes and resumes accepted now. Send to John Jenkins, P.O. Box 14806, Oklahoma City, OK 73113.

Talented beginner considered. Country evenings. Rare opportunity if you want to learn. T&R: Carl Drake, KRPT, Box 1360, Anadarko, OK 73005. No calls. EOE M/F (1-20)

Parttime air personality needed. Contact Rob Shannon. WHBY, (414) 733-6639. Appleton, WI. EOE M/F (1-20)

## Openings

### WEST

Air talent wanted for new A/C in Salt Lake City! Looking for topical communicators. T&R: Dennis Elliott, KUUT, 5282 S. 320 West, Suite D272, Salt Lake City, UT 84107. EOE M/F (1-27)

### NEWS DIRECTOR SUNNY CENTRAL CALIFORNIA AM-FM

We're part of a growing group in need of a news pro to start from scratch and run the show. Adult news with a personal touch. Super voice, writing, editing a must. Three years experience minimum. Above market pay for longer hours, but no weekends. Market is a beautiful place to work, play, and grow. Stations are state-of-the-art and dominate the 25-49 audience. Send tape, resume, picture, and salary requirements to: Radio & Records, 1930 Century Park West, #615, Los Angeles, CA 90067. EOE

KROY needs newspaperman with automation experience for Manteca sister station. Great growth potential. T&R: 620 Bercut, Sacramento, CA 95814. (1-27)



Western Colorado's No. 1 CHR FM, is looking for America's best medium market PM drive

personality ready to move up. We've got the right bucks, for the right person, NO time and tempers. Benefits include medical insurance and profit sharing. If you're ready to work in a state-of-the-art facility, with a state-of-the-heart company, rush tape and resume to: Charlie Michaels, 93 Q-FM, Grand Junction, CO 81502. EOE M/F

Wanted: News Anchor with strong writing & reporting skills. Females encouraged. T&R: Joe McCarthy, ND, KMJJ, 3510 W. Hacienda, Las Vegas, NV 89118. EOE M/F (1-27)

PD, FM Country. Energetic, creative, people oriented. T&R: Don Schrack, KNAX, 3636 N. First, Suite 106, Fresno, CA 93726. EOE M/F (1-27)

### HELP WANTED NEWS

News Director position in beautiful Napa Valley, California. 45 miles from San Francisco. Replacing retiring 16-year veteran. Experienced writing and reporting. Mature voice helpful. To head four person department. Send cassette and resume to: Tom Young, KVON Radio, P.O. Box 2250, Napa, CA 94558.

Great opportunity for 2 mature, responsible communicators. Need strong production. Capps broadcast group. T&R: Oon Jebb, Box 346, Twin Falls, ID 83301. EOE (1-27)

KYNO seeks ND to head award-winning department, AM anchor in growing CA market. Ted Brown, Box 6029, Fresno, CA 93703. No calls. EOE M/F (1-27)

## MAJOR MARKET A/C AM Drive Host/Team

Well respected AM station has not had an AM Drive opening in over 8 years. Our company is searching for a Host/Team that possesses the energy, talent and humor to create a truly Adult morning show. Outstanding compensation and environment. You will be surrounded by profession-

als and be treated like one. Send an unedited 1-hour aircheck, resume, and a one-page synopsis on how you feel an AM Drive show should be structured to: Radio & Records, 1930 Century Park West, #608, Los Angeles, CA 90067.

# Opportunities

### Openings

KSFO/KYA seeks a Business Manager. CPA/MBA preferred. Resume: Personnel, 300 Broadway, San Francisco, CA 94133. EOE M/F/H (1-20)

Boise Broadcasting Ltd. seeks intelligent, creative & entertaining air personalities for future. T&R: Tom Simmons, KFXD, Box 107, Boise, ID 83701. EOE M/F (1-20)

### Openings

KEZR-FM/San Jose seeks a Chief Engineer. Automation system & some computer experience necessary. Contact Danny Lemos, (408) 287-5775. (1-20)

Announcers needed for CHR, AOR. All size markets. T&R: Jeff Pollock Communications, 984 Monument St., #204, Pacific Palisades, CA 90272. (1-20)

### Positions Sought

#### MAJOR MARKET PERSONALITY

With Oldies track record seeks PD position. Extensive musicology; AOR, CHR and Gold. History includes, KYA, KFRC, KJR and KRQR. Candi Chamberlain, (415) 222-6283. References!

Heavyweight sales pro, currently National Sales Manager, NYC Magazine. 4 yr. broadcast sales. Seeks position San Francisco area. TONY RIVERA (212) 243-7445 after 5 ET. (1-27)

Need energetic Sports Director? 5 yr. pro, BA-RTV, excellent PBP. Experienced news, talk, jock, sales. Prefer college market. DAVE (608) 783-7153. (1-27)

Making some changes, seeks something new. 7 yrs. AOR, CHR personality. Deep pipes, creative. Will move. RICH CLUCHAY (313) 338-7372, 334-3919. (1-27)

OM automation & sales experience. Looking for operations or small market management position. DON (919) 552-9035 after 3pm. (1-27)

8 yrs. experience, 4 stations. All formats. Stable PD/MD seeking top-100 market. Prefer South or West. GREGG SCOTT (217) 442-1700, 446-3492. (1-27)

Morning man, 10 yrs. pro. Reliable, warm, natural delivery. Phone work & station promotions. Seeks A/C or CHR immediately. TERRY (602) 742-1995. (1-27)

The next Rick Dees? No! I'm myself. A hard working team player looking to help in medium market. Any shift. (415) 652-4420 anytime. (1-27)

I've got ideas! Young professional seeking PD in small or medium market in South. Experienced at Q105, WJZD, MAGIC 96, WGGG. (305) 461-0296. (1-27)

9 yr. pro, CHR, A/C, Country. Seeking midday position. CHRIS STEVENS, WMAR, WEBC, KSOO & more. Ready & willing. (301) 867-4229. (1-27)

9 yrs. A/C CHR, medium & major market + BA in marketing. Seeking PD position with growth oriented company. ANDY (318) 221-9882. (1-27)

Ready for ya. Southern CA! Unique style, great production, numbers for adventurous, winning CHR, A/C. Medium/majors, CA-TX only! Before 1/31. (318) 233-6650. (1-27)

#### It's Only Rock N' Roll!

Billboard award winner with lifetime #1 target demographic record of 39-2 wants New York or Los Angeles. Hungry? Need 25-49? What the hell, it's only Rock N' Roll. Call "SHANE" (Max Gibson) (716) 837-3466.

Warm communicator seeking air talent spot preferably in west. Young & ready to work hard for you. Call KEVIN (619) 447-1172 or 442-8889. (1-27)

5 yr. experienced pro looking for work, any format. Small & medium markets. ASHLEY (212) 229-2094. (1-27)

JIM KINNEY — excellent WMAD ARB's in '83. Helped WTUE/Dayton become top AOR in country in '82. WMAD PD raised all categories, dayparts 1st book. (215) 482-5448. (1-27)

Syndication sales. 5 yrs. radio syndication experience. Long radio background. Interested in radio syndication sales in LA market. DOUG (213) 387-4708. (1-20)

Newscaster looking for position with medium or small market station in MW. 5 yrs. experience, 2 as medium market ND. JEFF (815) 663-9173. (1-20)

Announcer - sportscaster with 7 yrs. CHR experience, 3 yrs. PBP. Colorado, Arizona, Utah, West Coast. Leave message (303) 651-1167. (1-20)

Small market PM drive jock looking for larger pond. (CHR or AOR). Very strong production. Distance not an obstacle. Call Tim Brough, (717) 374-5111, after 6. (1-20)

A/C craftsman with good production ability. Great with women & 25+. Looking for opportunity at mid-atlantic station. BOB MORGAN (717) 264-9692. (1-20)

Energetic jock. Also 2 yrs. experience in PBP. Willing to relocate. I'm no superstar, I'm a hard worker! DAVE (412) 731-9444. (1-20)

Dynamic professional sportscaster. 6 yrs. experience seeks medium or large market. Sports or combo with news. Ready to move. RANDY KERDOON (702) 358-7849. (1-20)

PM Drive/MD. Dependable, ready for anything. Excellent production. Hard working, personable. TOM (914) 647-3234. (1-20)

SF or San Jose! Morning man with character voices & phone routines wants to move to you! Will consider other time slots. References. RICH (603) 773-4418. (1-20)

10 yr. pro looking, any location. (605) 882-4308. SCOTT. (1-20)

Wild Bill Scott. WLUP, WMET, WLLV, KSRR Houston. Call yesterday. (619) 324-7322. (1-20)

Mr Creativity wants to work for you. Experienced, prefer FL or SE. Go anywhere for right job. DOUG CANNON, (314) 335-2883. (1-20)

### Positions Sought

Enthusiastic woman looking for fulltime. Will relocate. Have ground level experience at WYSP, WMMR. Currently DJ at college WKDU. MARGO (215) 222-6550. (1-20)

Will make you number one! Professional announcer/PD. 7 yrs. experience. Will relocate. STEVE THOMAS (601) 234-2107. Box 3684, University, MS 38677.

#### MORNING MOUTH!

Don Imus, Steve Dahl, The Greaseman all rolled into one. Phone bits, character voices, outrageous humor. Major market experience. Big rating increases.

A "Wild & Crazy" morning show that will create a lot of excitement in your market.

JEFF CONRAD (305) 392-1916

Hardworking parttimer in Cincinnati wants fulltime at winning rocker. Top 50 market, 7 yrs. experience. JOHN (513) 439-5924. (1-20)

### Changes

#### RADIO

Thomas Michon named Account Executive for WGN/Chicago.

Ken Walker named Account Executive for WGN/Chicago.

Patricia Kelly named Traffic Coordinator, WYNY/New York.

Marion Gittleman appointed Account Executive, KFWB/Los Angeles.

#### RECORDS

Cobby J. Shereff appointed Attorney, Law Department, RCA Records/New York.

Lorraine Verroche promoted to Director of Licensing & Copyright Administration, Atlantic & Elektra Records/New York.

Devendra Mishra appointed Director, Manufacturing & Distribution Operations, RCA Records/Indianapolis.

#### INDUSTRY

Joanne LoBue promoted to Market Research Specialist, KATZ Radio/New York.

#### Miscellaneous

I collect Jingles. Would like stations to send me copies of theirs. LIPRN, box 319, Lake Grove, NY 11755. (1-27)

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 listings by phone on **Wednesday, Thursday & Friday 9am-5pm (PST)**.

#### Deadline

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

#### Display Advertising

**Display:** \$20 per inch per week (maximum 35 words per inch). Includes **border and logo**.

**Blind Box:** \$35 per inch per week (maximum 35 words per inch). \$20 for **border, box number, \$15 for postage/handling**.

#### Payable In Advance

**Display & Blind Box** advertising orders must be typewritten or printed and accompanied by check mailed to our office in **advance**.

For Opportunities, call (213) 553-4330 (Wednesday, Thursday, or Friday only) or mail to: Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

## STOP THE MUSIC.

And get paid for it too. Because KKHR, the hot new CBS/FM Hitradio station in L.A. is looking for a News and Community Affairs Director.

We need someone with a creative, energetic top 40 on-air style. Someone with that extra dimension in writing as well as delivery. This is not just a "Rip and Read" position. It requires a very organized, self-motivated person with good supervisory and administrative skills.

Mid or major market experience is required, and we'd prefer a Calif. candidate. Men and women of all races are desired. Phone calls are definitely not. Send your cassette and resume, in strict confidence, to: Ed Scarborough, Program Director, KKHR, 6121 Sunset Blvd., Los Angeles, CA 90028.



### Positions Sought

Black male announcer with DJ & some news seeks opening. Urban or Country preferred. Call JOHN McINTOSH. (305) 299-0476. (1-27)

Experienced, self-starting reporter in all facets of news coverage. Award-winner with almost 8 yrs. experience including ND. Good voice. TERRY (703) 433-0047. (1-27)

Got a live mike available . . . try me! Trained & ready to go. Great at music, news & sports. Mature. Prefer Midwest. Call STEVE (309) 454-2636. (1-27)

DJ/Engineer. 1st phone, some Country experience. Like New England or middle TN, but will consider all offers. GORDON FENDERSON, (207) 934-2981. (1-27)

Good morning Denver! New York metro ND/AM drive anchor seeks same at one of Denver's best. For T&R, call JIM (516) 742-9548. (1-27)

I am good. Female reporter/anchor on West Coast. Energetic & dedicated. You won't be sorry. ROSALIE (805) 322-2332, (213) 464-3754. (1-27)

Currently working at 896/Chicago. Looking to move into CHR programming in medium to major market. FRANK FOSTER (312) 337-2487, (312) 951-3572. (1-27)

Canadian sportscaster interested in moving to U.S. 7 yrs. experience in radio & television. T&R & more information from RANDY PIKE (807) 345-2852. (1-27)

True professional. Great one-of-a-kind voice. An aircheck worth listening to. Seeking medium market AOR. MICHAEL DAVIS (406) 252-3604. (1-27)

MIKE BEACH is on the beach but looking to do AM/PM drive, or program for you. Call (615) 986-2901. (1-27)

Lady DJ with fulltime experience in the Los Angeles area seeks weekend airshift. Urban, A/C, CHR. Copywriting, production experience. KELLI (213) 684-7168. (1-27)

Experienced sportscaster wants to relocate to solid sports-oriented station. Have extensive PBP experience, interviews & sportscasting. BOB (316) 251-0439 or 251-3800. (1-27)

5 years jock, good pipes, Urban Black format in medium market willing to relocate. Let's talk mornings only. (704) 865-7168. (1-27)

Dependable. CHR, A/C, Urban, Country. Professional. Disc jockey with outstanding voice, delivery, production. Greater Cincinnati. (513) 528-5793. (1-27)

Medium market news position. Four years experience. Hard working, dependable, a team player. Prefer Mid-Atlantic or New England. BOB (717) 545-1407. (1-27)

### Positions Sought

17 yr. veteran announcer, programmer, production pro seeks new challenge. Major market voice. Excellent references & track record. (717) 367-1119. (1-27)

Black male, excellent production. Good voice, tight board. Would like to work where my talent isn't wasted. 7 yrs. experience, serious replies only. (803) 754-1187. (1-27)

Country programmers: looking for a personality with years of experience who really knows the music? You found him. BRUCE (716) 487-0612. (1-27)

13-year veteran of many major Top 40 wars. Exciting programming challenge sought . . . on-air considered for the right team. CHR, AOR, Urban, A/C experienced.

CARY PALL  
(412) 863-5994

A/C FM with will to win in AM drive. This act is for you. Medium or major markets only. Call (609) 737-1421 after 5. (1-27)

Male DJ looking for station in Nashville, Middle TN or Northern AL. Excellent musical knowledge. MD experience. Love mid-night shift. MIKE MCCOY (312) 864-3304. (1-27)

6 yrs. including AOR mornings, CHR evenings, PM's, PD. Seek growth position in warm, southern Top-50. JEFF (615) 239-8901, 239-7854. (1-27)

Interested in airshift and/or promotion position in small to Medium MW market. 3 yrs. experience. CHRIS HANSEN (414) 739-3746. (1-27)

Attn: 6 yr. radio vet seeking East Coast medium to major market. Strong production. Drive experience. Eagerly awaiting your call anytime. (717) 622-8912. (1-27)

Articulate, mature recent college grad with 2 yrs. commercial experience seeks western states opportunity. GEOFF DOYLE (206) 454-9659. (1-27)

Seeking a challenging programming position. Call Chuck Howard, (714) 546-9513. (1-27)

Nighttime rocker looking for new CHR opportunity. Over 4 yrs. experience. Call RANDY MOORE (206) 353-4987, 355-1144. (1-27)

Hard working female. 7 yr. veteran seeks a change. Top 100 market only. Call TJ (303) 796-8954. (1-27)



# The Music Section

## National Music Formats Added This Week

### Century 21

Greg Stephens (214) 934-2121

#### The Z Format

EURYTHMICS "Here Comes The Rain Again"  
POINTER SISTERS "Automatic"  
CHRISTINE McVIE "Got A Hold On Me"  
JACKSON BROWNE "For A Rocker"  
KENNY LOGGINS "Footloose"  
RE-FLEX "The Politics Of Dancing"

#### The A/C Format

PEABO BRYSON & ROBERTA FLACK  
"You're Looking Like Love To Me"  
EARTH, WIND & FIRE "Touch"  
JIM GLASER "If I Could Only Dance With You"  
CHRISTINE McVIE "Got A Hold On Me"  
FRANK STALLONE & CYNTHIA RHODES  
"I'm Never Gonna Give You Up"  
ANNE MURRAY  
"That's Not The Way (It's S'posed To Be)"

#### Super-Country

DARREL CLANTON "Lonesome 7-7203"  
RICK & JANIS CARNES "Does He Ever Mention My Name"  
KENNY ROGERS "You Were A Good Friend"  
DAN SEALS "You Really Go For The Heart"  
DAVID WILLS "Miss Understanding"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### Action

LANI HALL "Send In The Clowns"  
CHRISTINE McVIE "Got A Hold On Me"  
ROMANTICS "Talking In Your Sleep"  
MICHAEL SEMBELLO "Talk"

#### Your Country

JOHN ANDERSON "Let Somebody Else Drive"  
KENDALLS "Thank God For The Radio"  
TOM JONES "I've Been Rained On, Too"  
MICHAEL MURPHEY "Will It Be Love By Morning"  
DEBORAH ALLEN "I've Been Wrong Before"  
JIM GLASER "If I Could Only Dance With You"  
STEPHANIE WINSLOW "Dancin' With The Devil"  
BOXCAR WILLIE "The Man I Used To Be"

#### Hit Rock

NENA "99 Luftballons"  
CYNDI LAUPER "Girls Just Want To Have Fun"  
IRENE CARA "The Dream (Hold On To Your Dream)"  
DURAN DURAN "New Moon On Monday"  
CHRISTINE McVIE "Got A Hold On Me"  
HUEY LEWIS & THE NEWS "I Want A New Drug"

### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

JOHNNY RODRIGUEZ "Too Late To Go Home"  
MICHAEL MURPHEY "Will It Be Love By Morning"  
BURRITO BROTHERS "Almost Saturday Night"  
BOXCAR WILLIE "The Man I Used To Be"

#### Soft Contemporary

CHRISTINE McVIE "Got A Hold On Me"  
MELISSA MANCHESTER  
"I Don't Care What The People Say"  
PETER ALLEN "You And Me (We Wanted It All)"  
ANNE MURRAY  
"That's Not The Way (It's S'posed To Be)"  
GARY PORTNOY  
"Theme From Cheers (Where Everybody Knows...)"

#### Sound 10

CHRISTINE McVIE "Got A Hold On Me"  
EARTH, WIND & FIRE "Touch"  
PETER ALLEN "You And Me (We Wanted It All)"  
MELISSA MANCHESTER  
"I Don't Care What The People Say"  
COMMODORES "Turn Off The Lights"  
ANNE MURRAY  
"That's Not The Way (It's S'posed To Be)"  
EURYTHMICS "Here Comes The Rain Again"

### Rock America

George Williams (214) 343-9205

#### The Starstation

MICHAEL JACKSON "Thriller"  
CHRISTINE McVIE "Got A Hold On Me"  
PEABO BRYSON & ROBERTA FLACK  
"You're Looking Like Love To Me"  
FRANK STALLONE & CYNTHIA RHODES  
"I'm Never Gonna Give You Up"

#### Country Coast-To-Coast

DEBORAH ALLEN "I've Been Wrong Before"  
JIM GLASER "If I Could Only Dance With You"  
STEPHANIE WINSLOW "Dancin' With The Devil"  
JOHNNY LEE "Say When"  
SISSY SPACEK "If I Can Just Get Through The Night"

#### Rock America

CYNDI LAUPER "Girls Just Want To Have Fun"  
CHRISTINE McVIE "Got A Hold On Me"  
KENNY LOGGINS "Footloose"  
MANFRED MANN'S EARTH BAND "Runner"  
EURYTHMICS "Here Comes The Rain Again"

### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

CHRISTINE McVIE "Got A Hold On Me"  
MANFRED MANN'S EARTH BAND "Runner"  
CYNDI LAUPER "Girls Just Want To Have Fun"  
KENNY LOGGINS "Footloose"  
EURYTHMICS "Here Comes The Rain Again"

### BPI

John Iles (800) 426-9082

#### Adult Contemporary

JAMES INGRAM w/MICHAEL McDONALD  
"Yah Mo B There"  
POLICE "Wrapped Around Your Finger"

#### Country Living

DEBORAH ALLEN "I've Been Wrong Before"  
MICHAEL MURPHEY "Will It Be Love By Morning"  
BILL MEDLEY "Till Your Memory's Gone"  
KENDALLS "Thank God For The Radio"  
JOHNNY RODRIGUEZ "Too Late To Go Home"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

#### Country Lovin'

KENNY ROGERS "Buried Treasure"  
STEVE WARINER  
"Lonely Women Make Good Lovers"  
JOHNNY RODRIGUEZ "Too Late To Go Home"

#### The Great Ones

MICHAEL SEMBELLO "Talk"  
JAMES INGRAM w/MICHAEL McDONALD  
"Yah Mo B There"  
ANNE MURRAY  
"That's Not The Way (It's S'posed To Be)"  
CHRISTINE McVIE "Got A Hold On Me"

### Transtar

Chick Watkins (303) 578-0700

LIONEL RICHIE "Running With The Night"

### Bonneville Broadcasting System

Dave Verdery (800) 631-1600

#### Easy Listening

PETER ALLEN "You And Me (We Wanted It All)"

## STREET TALK

Continued from Page 26

WMJQ/Rochester PD Dave Luczak and morning show partner Don Michael Girard will be leaving the station February 3. Although they're not saying where they're headed just yet, we hear the team has been offered a fat contract to move to Milwaukee.

As we went to press, WVIC-AM & FM/Lansing PD Jay Stevens accepted the job of PD at WMJQ/Rochester. In taking the Rochester job, Jay returns to his hometown.

KIEE/Harrisonville(Kansas City), MO has debuted its new calls, KCFX, and a 100kw signal, pushing a hybrid format described by owner Garry Munson as "a mix of A/C, CHR, and AOR with an adult presentation." The station's Operations Manager is Dan Carney, who's being consulted by Scott Christianson. KCFX calls itself "Stereo 101."

WVSR/Charleston, WV has a new OM/PD. It's Chris Bailey, most recently with WKPE/Cape Cod. Chris replaces Doug Yanak.

Following a brief stint at KLLS/San Antonio, air personality Magic Christian has departed to join Chuck Knapp's staff at KS95/Minneapolis for afternoon drive.

CBS's "Top 30 USA" host and former KHJ/Los Angeles air personality M.G. Kelly is back on the airwaves in L.A., filling C.K. Cooper's vacated afternoon shift at KFI.

Jeff Davis, formerly of WTRX/Flint, has been named PD/MD at WFMK/Lansing. Former PD Jay Richards will now handle research for the station.

Consultant Fred Jacobs,

who unveiled plans for a new 25+ format called "Good Time Rock & Roll" earlier this year, has announced his first client will be WNOR/Norfolk, which switches from a Black format this weekend.

WMBD/Peoria has tapped Gary Bruce of WLAM & WKZS/Lewiston-Auburn as its new PD. Gary, who was Operations Manager for the two Maine outlets, is now in the programmer's chair at the Peoria A/C station.

KIMN/Denver is having its 30th reunion in mid-March. Anyone who's worked at the station should contact Production Director Bob Karson at (303) 234-9500.

Former WBBM-FM/Chicago morning man Tomm Rivers is available and ready to get back on the radio. He can be reached at (312) 642-0544.

Congratulations to RKO Networks VP & Director of News Dave Cooke and Landy Itzla on their December 23 wedding in Dallas.

Stork Stops: Best wishes to KKHR/Los Angeles PD Ed Scarborough and wife Arlan on the birth of Beth Annie. The stork also visited KCBN/Reno PD Jim O'Neal and wife DeLores, leaving behind Christopher Michael.

Finally, if your 1984 is not getting off to a great start, think of KFMB-AM & FM/San Diego GM Paul Palmer. While Paul was mending a ruptured appendix in the hospital over Christmas, his house was burglarized. The thieves took off with the Christmas presents, jewelry, a video recorder, and several credit cards. We sure hope Paul didn't take the Redskins and give the points!

### Drake-Chenault

Bob Laurence (213) 883-7400

#### XT-40

CHRISTINE McVIE "Got A Hold On Me"  
NENA "99 Luftballons"  
KENNY LOGGINS "Footloose"

#### Contempo 300

POLICE "Wrapped Around Your Finger"  
CHRISTINE McVIE "Got A Hold On Me"

#### Great American Country

JUDDS "Had A Dream (For The Heart)"  
LYNN ANDERSON & GARY MORRIS  
"You're Welcome To Tonight"

### Concept Productions

Dick Wagner (916) 782-7754

#### Adult Rock

CHRISTINE McVIE "Got A Hold On Me"  
EURYTHMICS "Here Comes The Rain Again"  
TINA TURNER "Let's Stay Together"  
SHEENA EASTON "Almost Over You"  
KC "Give It Up"

# Black/Urban BREAKERS

### JEFFREY OSBORNE Plane Love (A&M)

80% of our reporting stations on it. Rotations: Heavy 12/1, Medium 23/2, Light 23/6, Extra Adds 2, Total Adds 11, WAMO, WEDR, WAIL-FM, WBLZ, WJMO, WGPR, WMAK, WVOL, WAAA, WVKO, WVOI. Moves 29-14 on the Black/Urban chart.

### MELBA MOORE Livin' For Your Love (Capitol)

71% of our reporting stations on it. Rotations: Heavy 5/0, Medium 27/1, Light 20/6, Extra Adds 1, Total Adds 8, WBLZ, XHRM, WATV, WKXI, WTOY, WANM, WDAO, KUKQ. Moves 38-27 on the Black/Urban chart.

### RUN D.M.C. Hard Times (Profile)

67% of our reporting stations on it. Rotations: Heavy 19/0, Medium 15/1, Light 13/3, Extra Adds 3, Total Adds 7, KMJQ, WBMX, WGCI, WPLZ, WANT, WTOY, WVOI. Moves 25-20 on the Black/Urban chart.

### TINA TURNER Let's Stay Together (Capitol)

64% of our reporting stations on it. Rotations: Heavy 5/1, Medium 18/7, Light 24/14, Extra Adds 1, Total Adds 23 including WXYV, WOOK, WEDR, WGCI, WJMO, WZAK, WGPR, KSOL, WRDW, WLTH. Debuts at number 39 on the Black/Urban chart. A Most Added Record.

### EARTH, WIND & FIRE Touch (Columbia)

64% of our reporting stations on it. Rotations: Heavy 8/3, Medium 17/3, Light 19/9, Extra Adds 4, Total Adds 19 including WDAS, WAMO, KRLY, KRNB, WYLD-FM, WBMX, WZAK, WJLB, KMJM, XHRM. Debuts at number 29 on the Black/Urban chart. A Most Added Record.

### SHALAMAR Deadline U.S.A. (MCA)

64% of our reporting stations on it. Rotations: Heavy 2/1, Medium 19/1, Light 25/5, Extra Adds 2, Total Adds 9, WDAS, WDMA, WBMX, WGPR, KACE, KSOL, WGIV, WLOU, KDKO. Will debut on the Black/Urban chart next week.

### STEVE ARRINGTON'S HALL OF FAME Hump To The Bump (Atlantic)

63% of our reporting stations on it. Rotations: Heavy 3/0, Medium 26/2, Light 18/3, Extra Adds 0, Total Adds 5, WKXI, KHYS, WDAO, WLTH, WWWWS. Debuts at number 38 on the Black/Urban chart.

### JENNY BURTON Remember What You Like (Atlantic)

60% of our reporting stations on it. Rotations: Heavy 11/0, Medium 15/0, Light 17/5, Extra Adds 2, Total Adds 7, WAOK, WAIL-FM, WCIN, KJLH, WJJS, WTOY, WDAO. Moves 36-31 on the Black/Urban chart.

### DREAMBOY Don't Go (Qwest/WB)

60% of our reporting stations on it. Rotations: Heavy 26/1, Medium 12/3, Light 5/1, Extra Adds 2, Total Adds 7, WDAS, WAMO, WAOK, XHRM, KSOL, WMAK, WTOY. Moves 27-16 on the Black/Urban chart.

### ROCKWELL Somebody's Watching Me (Motown)

59% of our reporting stations on it. Rotations: Heavy 7/0, Medium 20/4, Light 14/5, Extra Adds 3, Total Adds 12 including WAMO, KKDA-FM, KRNB, WBLZ, WDMT, KACE, KJLH, KNOW, KHYS, KDIA. Debuts at number 33 on the Black/Urban chart.

### PEABO BRYSON/ROBERTA FLACK You're Looking Like Love To Me (Capitol)

59% of our reporting stations on it. Rotations: Heavy 7/0, Medium 27/2, Light 9/1, Extra Adds 1, Total Adds 4, WAMO, WKXI, WTOY, WLTH. Moves 39-34 on the Black/Urban chart.

## NEW & ACTIVE

### DELLS "You Just Can't Walk Away" (Private I/CBS) 42/10

Rotations: Heavy 3/1, Medium 11/1, Light 26/6, Extra Adds 2, Total Adds 10, WXYV, WILD, WGPR, KACE, KNOW, WNOO, WLOU, WANT, WDAO, KUKQ. Heavy: WAOK, WANM. Medium: WVEE, WGCI, WNHC, WATV, WPDQ, WVOL, KOKA, WWDM, WAAA, WLTH.

### INDEEP "The Record Keeps Spinning" (Sound Of New York) 42/4

Rotations: Heavy 5/0, Medium 22/2, Light 15/2, Extra Adds 0, Total Adds 4, KSOL, WDAO, WLTH, KUKQ. Heavy: WDAS, WOOK, WYLD-FM, WJMO, KACE. Medium: WXYV, WILD, WHUR, KKDA-FM, KRNB, WDMA, WEDR, WZAK, WZEN-FM, KDAY, KJLH, XHRM, WOIC, WWDW, WLTH, WWWWS.

### POINTER SISTERS "Automatic" (Planet/RCA) 41/20

Rotations: Heavy 8/1, Medium 13/6, Light 17/10, Extra Adds 3, Total Adds 20, WILD, WAOK, KRNB, WEDR, WAIL-FM, WYLD-FM, WDMT, WDRQ, XHRM, WKND, KNOW, WNOO, WPDQ, KJCB, WBLX, WMAK, WWDW, WAAA, WLUM, KUKQ.

### PHILIP BAILEY "Trapped" (Columbia) 41/3

Rotations: Heavy 10/0, Medium 21/0, Light 8/0, Extra Adds 2, Total Adds 2, WMAK, WTOY. Heavy: WBMX, WCIN, WJMO, KJLH, WKND, WGIV, WNOO, WLWV, KHYS, WAAA. Medium: WDAS, KRLY, WDMT, KACE, XHRM, WNHC, KNOW, WKXI, KJCB, WANT, WKWM, WLTH, KDKO. Remains at 35 on the Black/Urban chart.

### RON BANKS "Make It Easy On Yourself" (CBS) 38/1

Rotations: Heavy 15/0, Medium 17/0, Light 6/1, Extra Adds 0, Total Adds 1, WKND. Heavy: WXYV, WVEE, KRNB, WBMX, WJMO, WGPR, WZEN-FM, KJLH, WJMI, WKXI, KOKA, WWDW, WAAA, WLTH, WWWWS. Medium: WILD, WDAS, WAOK, WAIL-FM, WGCI, WDRQ, XHRM, WVOL, KDKO. Remains at 24 on the Black/Urban chart.

### TYRONE BRUNSON "Fresh" (Believe In A Dream/CBS) 37/16

Rotations: Heavy 4/1, Medium 16/6, Light 16/8, Extra Adds 1, Total Adds 16, WOOK, KJLH, XHRM, WENN, WOIC, WPDQ, KJCB, WLOU, WPLZ, KHYS, WANT, WWDW, WANM, WDAO, WWWWS, KUKQ. Heavy: WAOK, WHRK, WJMI. Medium: WHUR, KDAY, WKND, WNHC, WLTH.

### TEENA MARIE "Midnight Magnet" (Epic) 36/4

Rotations: Heavy 13/0, Medium 10/0, Light 11/2, Extra Adds 2, Total Adds 4, WAIL-FM, WBMX, WANT, WTOY. Heavy: WHUR, KMJQ, KRLY, WYLD-FM, KMJM, WZEN-FM, KACE, KDAY, KJLH, WATV, WKXI, WBLX, WAAA. Medium: WDAS, XHRM, KSOL, WNOO, KHYS, WDAO, WLTH, KDIA. Moves 37-36 on the Black/Urban chart.

### MICHAEL JACKSON "Thriller" (Epic) 36/3

Rotations: Heavy 20/1, Medium 11/1, Light 5/1, Extra Adds 0, Total Adds 3, KJLH, WRDW, WLTH. Heavy: WDAS, WAOK, WVEE, KKDA-FM, KMJQ, WBLX, WZAK, KSOL, WNOO, KJCB, WBLX, WLWV, WMAK, WWDW, WANM, WVKO, WLUM, WWWWS.

### IMAGINATION "This Means War (Shoobedoodah Dabba Doobee) (Elektra) 34/9

Rotations: Heavy 2/1, Medium 10/2, Light 19/3, Extra Adds 3, Total Adds 9, WXYV, WOOK, KRLY, WEDR, WGPR, WJLB, WLOU, WHUR, KDIA. Heavy: WAMO. Medium: WAOK, WVEE, WHRK, WGCI, KSOL, WKND, WATV, WLTH.

### DIONNE WARWICK "Got A Date" (Arista) 34/6

Rotations: Heavy 1/0, Medium 16/2, Light 15/2, Extra Adds 2, Total Adds 6, WOOK, WBMX, WZEN-FM, WOIC, WPDQ, KHYS. Heavy: WVEE. Medium: WDAS, WAMO, KRNB, WHRK, XHRM, WATV, WNOO, WBLX, WANM, WLTH, WLTH, WLUM, WWWWS, KUKQ.

### RUFUS & CHAKA KHAN "One Million Kisses" (WB) 33/15

Rotations: Heavy 3/0, Medium 7/1, Light 20/11, Extra Adds 3, Total Adds 15, KKDA-FM, WDMA, WAIL-FM, WZAK, WGPR, WKND, WRDW, WATV, WOIC, WJAX, WLWV, WAAA, WLTH, WVOI, KUKQ. Heavy: WVEE, KJLH, WJMI. Medium: WHUR, WGIV, WPDQ, WVOL, WLTH, WWWWS.

### BOBBY NUNN "Hangin' Out At The Mall" (Motown) 32/4

Rotations: Heavy 10/0, Medium 10/0, Light 11/3, Extra Adds 1, Total Adds 4, WXYV, WAIL-FM, KJLH, KDIA. Heavy: WBMX, WGCI, XHRM, WRDW, WATV, WENN, WKXI, WDAO, WLTH, KDKO. Medium: KRNB, WEDR, WZAK, WGPR, WZEN-FM, KDAY, WJAX, WAAA, WKWM, WWWWS.

### LENNY WILLIAMS "Love Soldier" (Rocshire) 31/2

Rotations: Heavy 2/0, Medium 18/0, Light 11/2, Extra Adds 0, Total Adds 2, WATV, KDIA. Heavy: WOIC, WWWWS. Medium: WXYV, WDAS, WJMO, KJLH, XHRM, KNOW, WGIV, WNOO, WKXI, WPDQ, KJCB, WLOU, KOKA, WANM, WDAO, WLTH, WLTH.

## MOST ADDED

**TINA TURNER (23)**  
Let's Stay Together (Capitol)  
**POINTER SISTERS (20)**  
Automatic (Planet/RCA)  
**EARTH, WIND & FIRE (19)**  
Touch (Columbia)  
**PATTI AUSTIN (18)**  
It's Gonna Be Special (Qwest/WB)  
**TYRONE BRUNSON (16)**  
Fresh (Believe In A Dream/CBS)

## HOTTEST

**PATTI LABELLE (51)**  
If Only You Knew (Phil. Int./CBS)  
**SHANNON (38)**  
Let The Music Play (Mirage/Atco)  
**J. INGRAM with M. McDONALD (26)**  
Yah Mo Be There (Qwest/WB)  
**CHERYL LYNN (21)**  
Encore (Columbia)  
**"D" TRAIN (20)**  
Something's On Your Mind (Prelude)

### DIANA ROSS "Let's Go Up" (RCA) 31/1

Rotations: Heavy 7/0, Medium 15/0, Light 9/1, Extra Adds 0, Total Adds 1, WANT. Heavy: WOOK, KJLH, XHRM, WOIC, KJCB, WLTH, KUKQ. Medium: WVEE, KRNB, WCIN, KMJM, WZEN-FM, WATV, WENN, WLOU, WLWV, WPLZ, KHYS, KOKA, WAAA, WLTH, KDKO. Remains at 40 on the Black Radio chart.

### TOM BROWNE "Cruisin'" (Arista) 29/2

Rotations: Heavy 2/0, Medium 17/0, Light 10/2, Extra Adds 0, Total Adds 2, WDRQ, WATV. Heavy: WNOO, WAAA. Medium: WHUR, KRNB, WHRK, WCIN, KDAY, KJLH, XHRM, KSOL, WJMI, WBLX, WPLZ, KHYS, WDAO, WLTH, WWWWS, KDIA, KUKQ.

### KLIQUE "Flashback" (MCA) 28/1

Rotations: Heavy 2/0, Medium 13/0, Light 13/1, Extra Adds 0, Total Adds 1, WAAA. Heavy: WOOK, WBMX. Medium: WZEN-FM, XHRM, KNOW, WATV, WGIV, WKXI, WLWV, WVOL, KOKA, WDAO, WLTH, WWWWS, KUKQ.

### JONES GIRLS "2 Win U Back" (RCA) 27/1

Rotations: Heavy 7/0, Medium 12/0, Light 8/1, Extra Adds 0, Total Adds 1, KUKQ. Heavy: WVEE, WEDR, KNOW, WENN, WPEG, KJCB, KOKA. Medium: WXYV, WAOK, WBMX, WGCI, XHRM, KSOL, WGIV, WPDQ, WPLZ, KHYS, WLTH, WWWWS.

### TEDDY PENDERGRASS "I Want My Baby Back" (Phil. Int./CBS) 26/3

Rotations: Heavy 6/0, Medium 13/1, Light 7/2, Extra Adds 0, Total Adds 3, KSOL, WENN, WPDQ. Heavy: WILD, WZEN-FM, KACE, WANM, WLTH. Medium: WDAS, WDMA, WGPR, KMJM, KDAY, WKND, WNHC, WNOO, WKXI, WBLX, WVOL, KOKA.

## SIGNIFICANT ACTION

### BILLY GRIFFIN "Serious" (Columbia) 25/10

Rotations: Heavy 2/0, Medium 10/3, Light 12/6, Extra Adds 1, Total Adds 10, WAOK, WCIN, WNHC, WROW, WNOO, WKXI, WLOU, WVOL, KOKA. Heavy: WYLD-FM, KJLH. Medium: KACE, KDAY, XHRM, WPDQ, WLWV, WAAA, KUKQ.

### CHIC "Give Me The Lovin'" (Atlantic) 25/0

Rotations: Heavy 1/0, Medium 15/0, Light 9/0, Extra Adds 0, Total Adds 0, Heavy: KRNB. Medium: WDMA, WHRK, WYLD-FM, WCIN, WZAK, WZEN-FM, KJLH, WJMI, WPDQ, WLOU, WBLX, WLWV, KOKA, WLTH, KUKQ.

### IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 24/1

Rotations: Heavy 3/0, Medium 11/0, Light 10/1, Extra Adds 0, Total Adds 1, WLOU. Heavy: WOOK, WVEE, WCIN. Medium: WDAS, KDAY, KSOL, WENN, WGIV, WKXI, WBLX, WMAK, KOKA, WLTH, WLTH.

### TYRONE DAVIS "Let Me Be Your Pacifier" (Ocean Front) 24/1

Rotations: Heavy 2/0, Medium 12/0, Light 9/0, Extra Adds 1, Total Adds 1, KACE. Heavy: KRNB, KJCB. Medium: WAOK, WJMO, WZAK, WGPR, WATV, WOIC, WBLX, WVOL, KOKA, WANM, WDAO, WLTH.

### PATTI AUSTIN "It's Gonna Be Special" (Qwest/WB) 21/18

Rotations: Heavy 2/1, Medium 3/2, Light 14/13, Extra Adds 2, Total Adds 18, WXYV, WILD, WHUR, WVEE, KRNB, WDMA, WHRK, WZEN-FM, WNHC, WRDW, WENN, WPDQ, KJCB, WLWV, WMAK, WPLZ, WWDW, WVOI. Heavy: WZAK. Medium: WAOK.

### YES "Owner Of A Lonely Heart" (Atco) 21/2

Rotations: Heavy 7/0, Medium 7/0, Light 7/2, Extra Adds 0, Total Adds 2, KMJQ, WBLZ. Heavy: WHUR, KRNB, WAIL-FM, WDMT, WZAK, WVKO, WLUM. Medium: KKDA-FM, KRLY, WHRK, WKWM, WWWWS, KDIA, KUKQ.

### ZAPP "Spend My Whole Life" (WB) 20/4

Rotations: Heavy 2/0, Medium 13/1, Light 7/2, Extra Adds 0, Total Adds 4, WZAK, WATV, KHYS, KUKQ. Heavy: WKXI, WWDW. Medium: KRNB, WDMA, WENN, WGIV, WOIC, WJMI, KJCB, WLWV, WLTH.

### MTUME "Green Light" (Epic) 20/2

Rotations: Heavy 1/0, Medium 11/0, Light 8/2, Extra Adds 0, Total Adds 2, WDAS, WAAA. Heavy: WAOK. Medium: WDMA, WCIN, WKND, WNHC, KNOW, WATV, WJMI, WKXI, KOKA, WDAO, WLTH.

### GEORGE KRANZ "Trommeltanz (Din Daa Daa)" (Personal) 20/2

Rotations: Heavy 2/0, Medium 3/0, Light 14/1, Extra Adds 1, Total Adds 2, WCIN, WNOO. Heavy: WDAS, WYLD-FM. Medium: WHRK, WEDR, KJLH.

### BARBARA MASON "Another Man" (West End) 19/2

Rotations: Heavy 4/0, Medium 8/0, Light 7/2, Extra Adds 0, Total Adds 2, WXYV, WZEN-FM. Heavy: WRKS, WEDR, WNHC, WANM. Medium: WDAS, WOOK, WDRQ, WGPR, WJLB, WBLX, WWDW, WVOI.

### PLANET PATROL "I Didn't Know I Loved You" (Tommy Boy) 18/0

Rotations: Heavy 6/0, Medium 5/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WDAS, WAOK, KRNB, WEDR, WGPR, WANM. Medium: WDRQ, WNHC, WATV, WVOL, WLTH.

### RACE "What Is Race" (Ocean Front) 18/0

Rotations: Heavy 2/0, Medium 5/0, Light 11/0, Extra Adds 0, Total Adds 0, Heavy: KJCB, KOKA. Medium: WEDR, WGCI, WCIN, WGPR, WWWWS.

### MAVIS STAPLES "Love Gone Bad" (Phonorecords) 17/0

Rotations: Heavy 5/0, Medium 8/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WJMO, WATV, WKXI, WLTH. Medium: WHUR, WDMA, WZAK, WGPR, WGIV, WOIC, WKWM, WWWWS.

### ATLANTIC STARR "More, More, More" (A&M) 16/12

Rotations: Heavy 1/0, Medium 7/4, Light 5/5, Extra Adds 3, Total Adds 12, WXYV, WAOK, KKDA-FM, KRNB, WAIL-FM, WYLD-FM, WNOO, WPDQ, WMAK, WLTH, WWWWS, KDKO. Heavy: KACE. Medium: WHUR, WGCI.

### SPOONIE GEE "The Big Beat" (Tuff City/CBS) 16/2

Rotations: Heavy 1/0, Medium 6/1, Light 9/1, Extra Adds 0, Total Adds 2, WZAK, WDAO. Heavy: WLOU. Medium: WCIN, WJMO, WVOL, WANM, WLTH.

### FREEZE "Pop Goes My Love" (Streetwise) 16/0

Rotations: Heavy 5/0, Medium 2/0, Light 9/0, Extra Adds 0, Total Adds 0, Heavy: WEDR, WBMX, WPDQ, KOKA, WLTH. Medium: WATV, WJMI.

### DAVID WILLIAMS "Take The Ball And Run" (Ocean Front) 15/1

Rotations: Heavy 1/0, Medium 4/0, Light 9/0, Extra Adds 1, Total Adds 1, WOIC. Heavy: KJCB. Medium: WVEE, WJMO, WGPR, KOKA.

### SHALAMAR "You Can Count On Me" (Solar/Elektra) 14/3

Rotations: Heavy 0/0, Medium 12/2, Light 2/1, Extra Adds 0, Total Adds 3, WZAK, WDRQ, KHYS. Medium: WJMO, KMJM, WRDW, WNOO, WBLX, WLWV, WANM, WDAO, KDIA.

### LANCE WEBB "Life's Charade" (Beantown) 14/3

Rotations: Heavy 1/1, Medium 3/0, Light 9/1, Extra Adds 1, Total Adds 3, WGPR, WLOU, WLTH. Medium: WILD, WEDR, WYLD-FM.

### MALCOLM X "No Sell Out" (Tommy Boy) 14/1

Rotations: Heavy 1/0, Medium 4/0, Light 9/1, Extra Adds 0, Total Adds 1, WXYV. Heavy: WZAK. Medium: KDAY, XHRM, WWDW, WWWWS.

### MALCOLM McLAREN "World Famous" (Island/Atco) 14/1

Rotations: Heavy 1/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WPDQ. Heavy: KACE. Medium: WRKS, WDMT, WDRQ, WOIC, WWWWS.

### DAYTON "Out Tonight" (Capitol) 14/0

Rotations: Heavy 2/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0, Heavy: WOIC, WLWV. Medium: KKDA-FM, WENN, WPEG, KJCB, WLOU, WAAA.

### KC "Give It Up" (Meca) 13/2

Rotations: Heavy 2/0, Medium 6/1, Light 5/1, Extra Adds 0, Total Adds 2, WGIV, WWDW. Heavy: WZAK, WLUM. Medium: WVEE, KRNB, WHRK, WDMT, WMAK.

### ISLEY BROTHERS "Let's Make Love Tonight" (T-Neck/CBS) 13/1

Rotations: Heavy 0/0, Medium 8/0, Light 5/1, Extra Adds 0, Total Adds 1, WATV. Medium: WDRQ, WJLB, KDAY, WNOO, WJMI, WLTH, WWWWS, KDKO.

### SUN "Dance, Let's Shake It Tonight" (Air City) 13/1

Rotations: Heavy 1/0, Medium 7/0, Light 5/1, Extra Adds 0, Total Adds 1, WWDW. Heavy: WWWWS. Medium: KRNB, WDMA, WCIN, WATV, WJMI, WLWV, WDAO.

### WARP 9 "Beat Wave" (Prism) 13/1

Rotations: Heavy 0/0, Medium 8/0, Light 5/1, Extra Adds 0, Total Adds 1, WDAS. Medium: WXYV, WOOK, WAOK, WVEE, WEDR, WENN, WPEG, WDAO.

### PRINCE "Irresistible Bitch" (WB) 13/0

Rotations: Heavy 8/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KKDA-FM, KMJQ, WDMT, WZAK, KDAY, KJLH, WJAX, KDIA. Medium: WHUR, WDRQ, WJLB, KUKQ.

### MAZE featuring FRANKIE BEVERLY "I Wanna Thank You" (Capitol) 12/4

Rotations: Heavy 1/0, Medium 6/2, Light 5/2, Extra Adds 0, Total Adds 4, WVEE, WVOL, WANM, WDAO. Heavy: WJMI. Medium: KDAY, KJLH, WATV, WOIC.

### LILLO THOMAS "Just My Imagination (Running Away With Me) (Capitol) 12/3

Rotations: Heavy 0/0, Medium 7/1, Light 5/2, Extra Adds 0, Total Adds 3, WZAK, WDAO, WWWWS. Medium: WAMO, KNOW, WNOO, WPDQ, WLWV, KHYS.

### HOT BOX "Do You Want A Lover" (Polydor/PolyGram) 11/5

Rotations: Heavy 0/0, Medium 0/0, Light 10/4, Extra Adds 1, Total Adds 5, WBMX, WATV, WWDW, WAAA, WWWWS.

### WOMACK & WOMACK "T.K.O." (Elektra) 11/4

Rotations: Heavy 1/0, Medium 3/0, Light 7/4, Extra Adds 0, Total Adds 4, WDAS, WENN, WLOU, WLWV. Heavy: WNOO. Medium: WZAK, WOIC, WBLX.

### ENCHANTMENT "Don't Fight The Feeling" (Columbia) 11/3

Rotations: Heavy 1/0, Medium 6/0, Light 4/3, Extra Adds 0, Total Adds 3, WILD, WDAO, WWWWS. Heavy: WYLD-FM. Medium: KKDA-FM, WZAK, WGIV, WOIC, WLWV, WKWM.

# TOP

# YOUR RATINGS

#27  
BREAKER



### DREAMBOY

"Don't Go"

Produced by Jeffrey Stanton  
and Virgil Taylor  
for Valentino Productions



### JAMES INGRAM (WITH MICHAEL McDONALD)

"Yah Mo B There"

Produced by Quincy Jones for



#2

### PATTI AUSTIN

"It's Gonna Be Special"

Produced by Quincy Jones for



"Significant  
Action"



Marketed by Warner Bros. Records Inc.  
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# Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

## EAST

**WXYV/Baltimore**  
Tim Watts

MALCOLM X  
DELTA  
PATTI AUSTIN  
IMAGINATION  
TINA TURNER  
ATLANTIC STARR  
BOBBY NUNN  
BARBARA MASON  
MAJOR HARRIS  
WRECKIN' CREW  
Hottest:  
ANGELA BOFILL  
PATTI LABELLE  
KOOL & THE GANG  
JAMES INGRAM  
LIONEL RICHIE

**WILD/Boston**  
Angela Thomas

POINTER SISTERS  
ENCHANTMENT  
PATTI AUSTIN  
DELTA  
DENNIS EDWARDS  
Hottest:  
PATTI LABELLE  
CON FUNK SRUN  
RICK JAMES  
SHANNON  
D TRAIN

**WKND/Hartford**  
Jordan McLean

RUFUS & CHAKA  
JIMMY CLIFF  
RON BANKS  
EVAN ROGERS  
POINTER SISTERS  
Hottest:  
DEBARGE  
EVELYN KING  
CHERYL LYNN  
JAMES INGRAM  
PHILIP BAILEY

**WRKS/New York**  
Mayo/Quararone

CULTURE CLUB  
KENNY G  
JULIA & COMPANY  
FRESH 3 MC'S  
Hottest:  
PATTI LABELLE  
CHERYL LYNN  
NEW EDITION  
JAMES INGRAM  
KOOL & THE GANG

**WDAS/Philadelphia**  
Joe Tamburo

WOMACK & WOMACK  
MTUME  
SLING SHOT  
GRANDMASTER FLASH  
PEABO BRYSON  
SHALAMAR  
DREAMBOY  
LENNY WELSH  
SOUL KINGS  
TRANSLUX  
ART OF NOISE  
EW&F  
WARP 9  
DENNIS EDWARDS  
Hottest:  
DEELE  
D TRAIN  
XENA  
ROCKWELL

**WAMO/Pittsburgh**  
J.C. Floyd

JEFFREY OSBORNE  
DREAMBOY  
EW&F  
BRYSON & FLACK  
ROCKWELL  
ROCKERS REVENGE  
Hottest:  
JAMES INGRAM  
PATTI LABELLE  
SHANNON  
LUTHER VANDROSS  
CHERYL LYNN

**WOOK/Washington, DC**  
John Turk

TINA TURNER  
TYRONE BRUNSON  
GRANDMASTER FLASH  
IMAGINATION  
Hottest:  
PIECES OF A DREAM  
JENNIFER HOLLIDAY  
JAMES INGRAM  
PATTI LABELLE

**WHUR/Washington, DC**  
Oscar Fields

PATTI AUSTIN  
PHILIPPE WYNNIE  
BRYAN LOREN  
TEMPTATIONS  
Hottest:  
KOOL & THE GANG  
DEBARGE  
PATTI LABELLE  
SHANNON  
D TRAIN

**WVEE/Atlanta**  
Scotty Andrews

GENESIS  
PATTI AUSTIN  
WORLD PREMIERE  
VAN HALEN  
CHERYL LYNN  
MARTI  
FLIRTATIONS  
HOWARD JONES  
Hottest:  
J. BLACKFOOT  
MICHAEL JACKSON  
LIONEL RICHIE  
SHANNON

**WRDQ/Detroit**  
Lary Tinsley

ASHFORD & SIMPSON  
ATLANTIC STARR  
JENNY BURTON  
Hottest:  
KATHY PINTO  
POINTER SISTERS  
DREAMBOY  
BILLY GRIFFIN  
PATTI LABELLE  
RICK JAMES  
JAMES INGRAM  
TWILIGHT 22

**WENN/Birmingham**  
Michael Star

LAI D BACK  
PIPE DREAM  
PATTI AUSTIN  
WOMACK & WOMACK  
CAPTAIN RAP  
OUTPAT  
TYRONE BRUNSON  
COMMODORES  
Hottest:  
TEDDY PENDERGRASS  
PATTI LABELLE  
JAMES INGRAM  
D TRAIN  
JAMES INGRAM  
SHANNON

**WATV/Birmingham**  
Ron January

TOM BROWNE  
TINA TURNER  
LEWNY WILLIAMS  
EW&F  
ZAPP  
ISLEY BROTHERS  
RUFUS & CHAKA  
MELBA MOORE  
HOT BOX  
Hottest:  
PATTI LABELLE  
BOBBY NUNN  
KOOL & THE GANG  
LIONEL RICHIE  
SHANNON

**WPEG/Charlotte**  
Nancy Cooper

none  
Hottest:  
DEBARGE  
SHANNON  
DEELE  
DAZZ BAND  
PATTI LABELLE  
WNOO/Chattanooga  
Frank St. James

**WQIC/Columbia**  
Mickey Arnold

TEMPTATIONS  
DIONNE WARRICK  
RUFUS & CHAKA  
TYRONE BRUNSON  
DAVID WILLIAMS  
Hottest:  
DAYTON  
DEELE  
DAZZ BAND  
BILLY LYNN  
SHANNON  
IRENE CARA  
MUSICAL YOUTH  
CLARENCE JACKSON  
BILLY GRIFFIN  
LAMBCHOPPS  
WOMACK & WOMACK  
Hottest:  
LIONEL RICHIE  
MADONNA  
LUTHER VANDROSS  
JAMES INGRAM  
SHANNON

**WJAX/Jacksonville**  
Steve Fox

RUFUS & CHAKA  
ANITA BAKER  
BROWER BROTHERS  
PHILIPPE WYNNIE  
TINA TURNER  
Hottest:  
D TRAIN  
RUN D.M.C.  
JENNY BURTON  
PRINCE  
PATTI LABELLE  
KUCB/Lafayette  
Beatrice Evans

**WLOU/Louisville**  
Neal O'Rea

CHELY LYNN  
EW&F  
IMAGINATION  
SHALAMAR  
LANCE WEBB  
WINSTON FORD  
DELTA  
BILLY SUMMERS  
TYRONE BRUNSON  
SHANNON  
IRENE CARA  
MUSICAL YOUTH  
CLARENCE JACKSON  
BILLY GRIFFIN  
LAMBCHOPPS  
WOMACK & WOMACK  
Hottest:  
LIONEL RICHIE  
MADONNA  
LUTHER VANDROSS  
JAMES INGRAM  
SHANNON

**WJAI/Jacksonville**  
Steve Fox

RUFUS & CHAKA  
ANITA BAKER  
BROWER BROTHERS  
PHILIPPE WYNNIE  
TINA TURNER  
Hottest:  
D TRAIN  
RUN D.M.C.  
JENNY BURTON  
PRINCE  
PATTI LABELLE  
KUCB/Lafayette  
Beatrice Evans

**WVLA/Memphis**  
Jimmy Smith

ART OF NOISE  
DENNIS EDWARDS  
Hottest:  
CHERYL LYNN  
CULTURE CLUB  
ROMANTICS  
EVAN ROGERS  
RUFUS & CHAKA  
PATTI LABELLE  
WEDR/Miami  
Jackson/Jones

**WVLM/Memphis**  
Barry Richards

TEENA MARIE  
CURTIS HAIRSTON  
CHERYL LYNN  
JEFFREY OSBORNE  
POINTER SISTERS  
JENNY BURTON  
ATLANTIC STARR  
RUFUS & CHAKA  
BOBBY NUNN  
PATTI LABELLE  
SHANNON  
LUTHER VANDROSS  
ANGELA BOFILL

**WMAK/Nashville**  
Doug Ellis

DREAMBOY  
BURYTHMICS  
POLICE  
JEFFREY OSBORNE  
ANITA BAKER  
PHILIP BAILEY  
PATTI AUSTIN  
POINTER SISTERS  
ATLANTIC STARR  
Hottest:  
SHANNON  
PATTI LABELLE  
TWILIGHT 22  
DEELE  
J. BLACKFOOT

**WVLD/Nashville**  
Fred Harvey

BILLY GRIFFIN  
JEFFREY OSBORNE  
ROCKWELL  
IMAGINATION  
MAZE  
JIMMY CLIFF  
TINA TURNER  
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SHANNON  
DEELE  
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# R&R Country NATIONAL AIRPLAY/50

January 27, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
12	5	3	1	DON WILLIAMS/Stay Young (MCA)	157/1	129	26	2
6	3	2	2	MERLE HAGGARD/That's The Way Love Goes (Epic)	149/1	122	15	12
15	7	5	3	RICKY SKAGGS/Don't Cheat In Our Hometown (Epic)	149/0	112	30	7
21	10	8	4	B.J. THOMAS/Two Car Garage (Clev.Int/Col)	148/2	102	41	5
13	8	6	5	ED BRUCE/After All (MCA)	145/3	103	30	12
14	9	7	6	GARY MORRIS/Why Lady Why (WB)	150/3	103	33	14
25	18	13	7	LEE GREENWOOD/Going Going Gone (MCA)	151/1	77	67	7
22	15	10	8	SYLVIA/I Never Quite Got Back (From Loving You) (RCA)	155/1	76	65	14
23	14	12	9	STEVE WARINER/Lonely Women Make Good Lovers (RCA)	152/2	80	59	13
-	27	15	10	ALABAMA/Roll On (Eighteen Wheeler) (RCA)	153/2	68	68	17
26	19	14	11	EXILE/Woke Up In Love (Epic)	152/5	62	75	15
5	2	1	12	RONNIE MILSAP/Show Her (RCA)	139/1	96	28	15
32	21	16	13	STATLER BROTHERS/Elizabeth (Mercury/PG)	145/8	66	56	23
8	4	4	14	CHARLY McCLAIN/Sentimental Ol' You (Epic)	131/1	88	30	13
-	30	20	15	KENNY ROGERS/Buried Treasure (RCA)	149/7	53	76	20
35	25	18	16	DOLLY PARTON/Save The Last Dance For Me (RCA)	143/5	50	76	17
45	32	22	17	MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	152/6	38	93	21
33	23	19	18	EDDIE RABBITT/Nothing Like Falling In Love (WB)	135/0	52	66	17
42	31	23	19	CONWAY TWITTY/Three Times A Lady (WB)	140/7	29	83	28
29	24	21	20	GENE WATSON/Drinkin' My Way Back Home (MCA)	131/3	53	54	24
43	34	24	21	RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia)	134/5	39	65	30
38	35	25	22	REBA McENTIRE/There Ain't No Future (Mercury/PG)	135/11	36	73	26
44	33	26	23	WILLIE NELSON/Without A Song (Columbia)	141/8	24	76	41
-	38	28	24	JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	149/11	26	83	40
16	12	11	25	MEL McDANIEL/I Call It Love (Capitol)	134/1	71	45	18
39	36	29	26	WHITES/Give Me Back That Old Familiar (WB/Curb)	137/9	35	68	34
-	41	30	27	EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	135/3	20	84	31
47	39	31	28	JUDDS/Had A Dream (For The Heart) (RCA/Curb)	135/7	16	77	42
50	40	35	29	L. ANDERSON & G. MORRIS/You're Welcome To Tonight (Permian)	129/10	18	80	31
2	1	9	30	CRYSTAL GAYLE/The Sound Of Goodbye (WB)	111/0	55	36	20
-	44	37	31	JOHN ANDERSON/Let Somebody Else Drive (WB)	124/8	15	64	45
4	6	17	32	JOHN CONLEE/In My Eyes (MCA)	87/0	34	33	20
-	47	40	33	KENDALLS/Thank God For The Radio (Mercury/PG)	125/14	13	56	56
-	-	49	34	MICHAEL MURPHEY/Will It Be Love By Morning (Liberty)	127/36	3	49	75
-	-	50	35	DEBORAH ALLEN/I've Been Wrong Before (RCA)	122/33	4	42	76
-	-	46	36	TOM JONES/I've Been Rained On, Too (Mercury/PG)	97/18	17	40	40
-	46	42	37	BILL MEDLEY/Till Your Memory's Gone (RCA)	100/15	7	56	37
-	48	41	38	CRAIG DILLINGHAM/Have You Loved Your Woman Today (Curb/MCA)	98/6	9	50	39
9	11	27	39	RONNIE McDOWELL/You Made A Wanted Man Of Me (Epic)	71/0	23	32	16
-	49	45	40	GUS HARDIN/Fallen Angel (Flyin' High Tonight) (RCA)	102/8	4	61	37
18	16	34	41	SHELLY WEST/Another Motel Memory (Viva)	65/0	11	31	23
DEBUT	42	32	42	JIM GLASER/If I Could Only Dance With You (Noble Vision)	111/35	4	37	70
1	13	32	43	T.G. SHEPPARD/Slow Burn (WB/Curb)	59/0	14	23	22
11	20	33	44	JOE STAMPLEY/Double Shot (Of My Baby's Love) (Epic)	54/0	17	20	17
DEBUT	45	33	45	LEON EVERETTE/I Could'a Had You (RCA)	74/47	3	22	49
DEBUT	46	34	46	JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	80/27	1	21	58
10	29	39	47	GEORGE STRAIT/You Look So Good In Love (MCA)	40/0	14	15	11
3	17	36	48	CHARLEY PRIDE/Ev'ry Heart Should Have One (RCA)	48/0	14	16	18
DEBUT	49	37	49	STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA)	73/8	0	31	42
DEBUT	50	38	50	JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	66/51	2	16	48

## MOST ADDED

- JOHNNY LEE with LANE BRODY (51)  
Yellow Rose (Full Moon/WB)
- LEON EVERETTE (47)  
I Could'a Had You (RCA)
- MICHAEL MURPHEY (36)  
Will It Be Love By Morning (Liberty)
- JIM GLASER (35)  
If I Could Only Dance With You (Noble Vision)
- DAVID FRIZZELL & SHELLY WEST (34)  
Silent Partners (Viva)
- DEBORAH ALLEN (33)  
I've Been Wrong Before (RCA)
- GEORGE STRAIT (32)  
Right Or Wrong (MCA)
- JOHNNY RODRIGUEZ (27)  
Too Late To Go Home (Epic)
- ANNE MURRAY (25)  
That's Not The Way (It's S'posed...) (Capitol)

## HOTTEST

- ALABAMA (74)  
Roll On (Eighteen Wheeler) (RCA)
- RICKY SKAGGS (50)  
Don't Cheat In Our Hometown (Epic)
- MERLE HAGGARD (49)  
That's The Way Love Goes (Epic)
- CHARLY McCLAIN (45)  
Sentimental Ol' You (Epic)
- DON WILLIAMS (44)  
Stay Young (MCA)
- B.J. THOMAS (38)  
Two Car Garage (Cleveland International/Col.)
- RONNIE MILSAP (35)  
Show Her (RCA)
- STATLER BROTHERS (30)  
Elizabeth (Mercury/PolyGram)
- GARY MORRIS (29)  
Why Lady Why (WB)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

# BREAKERS

### MICHAEL MURPHEY

#### Will It Be Love By Morning (Liberty)

On 80% of reporting stations. Rotations: Heavy 3, Medium 49, Light 75. Total Adds 36 including NYRK, WKYG, CHOW, WCOS, WESC, WMC, WKIX, WMNI, WIRE, WDAF, WBCS, WXCL, KFRY, KCKC, KSAN, KCUB. A Most Added Record. Moves 49-34 on the Country chart.

### DEBORAH ALLEN

#### I've Been Wrong Before (RCA)

On 77% of reporting stations. Rotations: Heavy 4, Medium 42, Light 76. Total Adds 33 including NYRK, WNYR, KSSN, WSIX, WMNI, KRRK, KWMT, WDGY, WOW, WHBF, KFDI, KGHL, KRAK, SAN. A Most Added Record. Moves 50-35 on the Country chart.

### JIM GLASER

#### If I Could Only Dance With You (Noble Vision)

On 70% of reporting stations. Rotations: Heavy 4, Medium 37, Light 70. Total Adds 35 including WIXY, WAJR, WPOR, WAMZ, WDGY, KOMA, WHBF, WIL, WTHI, KIK-FM, KYGO, KCCY, KSOP, KCKC, KSON. A Most Added Record. Debuts at number 42 on the Country chart.

### GUS HARDIN

#### Fallen Angel (Flyin' High Tonight) (RCA)

On 65% of reporting stations. Rotations: Heavy 4, Medium 61, Light 37, Total Adds 8, WAJR, WZZK, KLLL, WHOO, WSLR, KRRK, WIL, KYAK. Moves 45-40 on the Country chart.

### BILL MEDLEY

#### Till Your Memory's Gone (RCA)

On 63% of reporting stations. Rotations: Heavy 7, Medium 56, Light 37, Total Adds 15, WNYR, WMZQ, WHOO, WKIX, WCUZ, WFMS, WIFE, WDGY, KGHL, KEIN, KNEW, KFTN, KCCY, KCBO. Moves 42-37 on the Country chart.

### CRAIG DILLINGHAM

#### Have You Loved Your Woman Today (Curb/MCA)

On 62% of reporting stations. Rotations: Heavy 9, Medium 50, Light 39, Total Adds 6, KEAN, WAMZ, KXXY, KFTN, KCUB. Moves 41-38 on the Country chart.

### TOM JONES

#### I've Been Rained On, Too (Mercury/PolyGram)

On 61% of reporting stations. Rotations: Heavy 17, Medium 40, Light 40, Total Adds 18, KASE, WXBO, WNOX, WKZZ, WUSN, WWWW, WGEE, WIRE, WMIL, WDGY, KCJB, WIL, KRKT, KIK-FM, KKCS, KFRY, KFTN, KSOP. Moves 46-36 on the Country chart.

## SIGNIFICANT ACTION

40/9 25%



A Pretty New Songbird On The Horizon . . .

**Robin Lee**

**"Angel In Your Arms"**

EVERGREEN-1015

DISTRIBUTED NATIONALLY BY NSD

PROMOTION BY: BARBARA KELLY, GENE HUGHES, CAROLYN PARKS, BETTY GIBSON, CRAIG MORRIS, RAY COPELAND



# NEW & ACTIVE

- JOHNNY RODRIGUEZ "Too Late To Go Home" (Epic) 80/27**  
Rotations: Heavy 1, Medium 21, Light 58, Total Adds 27 including WBGW, WKYQ, WTVY, KIKK, WJQS, KLL, WPAP, WIRK, WUBE, WFMS, WOW, WTOD, KKCS, KFTN, KSOP. Heavy: KASE. Medium: WSIX, WCXI, KTPK, KUUY. Debuts at number 46 on the Country chart.
- LEON EVERETTE "I Could'a Had You" (RCA) 74/47**  
Rotations: Heavy 3, Medium 22, Light 49, Total Adds 47 including WNYR, WSEN, WXBO, KHEY, WLWI, WKIX, WUSQ, KSO, KEBC, WHBF, KTKP, KFDI, KIK-FM, KUGN, KNIX, KMPS. Heavy: WCXI, WXCL. Medium: WTVY, WJQS, WFMS, KSOP. Debuts at number 45 on the Country chart.
- STEPHANIE WINSLOW "Dancin' With The Devil" (Curb/MCA) 73/8**  
Rotations: Heavy 0, Medium 31, Light 42, Total Adds 8, WIXY, WMZQ, KRRV, WZZK, WESC, WMNI, KCJB, WWJO. Medium: WWVA, WLQ, WLWI, KRMD, KSO, WCXI, KRKT, KUGN. Debuts at number 49 on the Country chart.
- JOHNNY LEE with LANE BRODY "Yellow Rose" (Full Moon/WB) 66/51**  
Rotations: Heavy 2, Medium 16, Light 48, Total Adds 51 including WKYQ, WMZQ, WSOC, WNOX, WMC, KRMD, WUSQ, KJJY, WCXI, K102, KRST, KQIL, KTOM, KMPS, KCUB. Heavy: WOKK, WOW. Medium: WSNO, WHOO, KFDI, KNIX. Debuts at number 50 on the Country chart.
- OSMOND BROTHERS "Where Does An Angel Go When She Cries" (WB/Curb) 66/13**  
Rotations: Heavy 0, Medium 23, Light 43, Total Adds 13, WCAO, WNYR, WLQ, WESC, KLL, WRNL, WITL, WTSO, WOW, KFDI, KJOT, KUUY, KKCS. Medium: WGNA, WSNO, WEZL, WKQS, KTTS, KRKT, KRSY.
- MARK GRAY "Left Side Of The Bed" (Columbia) 64/24**  
Rotations: Heavy 1, Medium 12, Light 51, Total Adds 24 including WIXY, KASE, WXBO, KHEY, WOKK, WFMS, WOW, WWJO, WTOD, KRKT, KYGO, KWJJ, KRSY, KTOM, KSON. Heavy: KIGO. Medium: WSEN, WTVY, KXXY, KTTS, KUUY.
- BOXCAR WILLIE "The Man I Used To Be" (Main Street) 64/3**  
Rotations: Heavy 1, Medium 27, Light 36, Total Adds 3, WESC, KRKT, KCUB. Heavy: WGNA. Medium: WAJR, WKYQ, KMML, WLWI, WIRK, WOXI, KEBC, WHBF, KTKP, KFRY, KTOM, KSOP, KGA.
- BURRITO BROTHERS "Almost Saturday Night" (Curb/MCA) 63/17**  
Rotations: Heavy 0, Medium 15, Light 48, Total Adds 17, WPTR, WIXY, KRRV, WSOC, WLWI, WPAP, WIRK, KJJY, WCXI, WTSO, WOW, KIOV, KTTS, K102, KUUY, KKCS, KIGO. Medium: WVAM, WFMS, WWJO, KRST, KTOM.
- BIG AL DOWNING "The Best Of Families" (Team Entertainment) 63/10**  
Rotations: Heavy 0, Medium 16, Light 47, Total Adds 10, WSNO, CHOW, KYXX, WRNL, WIRK, KWMT, KOMA, KRKT, KKAL, KUZZ. Medium: WGNA, WSEN, KBMR, WXCL, WHBF, WTOD, KUUY, KEIN.
- SISSY SPACEK "If I Can Just Get Through The Night" (Atlantic America) 63/9**  
Rotations: Heavy 2, Medium 24, Light 37, Total Adds 9, WCAO, KEAN, WESC, WRNL, WKMF, KCJB, WOW, KJOT, KKCS. Heavy: WSNO, KIGO. Medium: WAJR, WNYR, WSEN, KIKK, KSO, KTTS, KQIL, KRSY.
- DAVID ALLAN COE "Ride 'Em Cowboy" (Kat Family/CBS) 57/8**  
Rotations: Heavy 0, Medium 17, Light 40, Total Adds 8, KLL, WSLR, KWMT, WHBF, KEIN, Q92, KCUB. Medium: WYNK, KHEY, WCMS, WIRK, WITL, WOW, WTOD, KVOO, KRST, KUUY, KTOM.
- BILLIE JO SPEARS "Midnight Blue" (Parliament) 54/8**  
Rotations: Heavy 2, Medium 14, Light 38, Total Adds 8, WOKQ, WSEN, KRRV, WESC, KLL, WIRK, WCXI, KMPS. Heavy: WPTR, KSOP. Medium: KRMD, KSO, KEBC, KIOV, KUZZ, KQIL, KTOM.

# SIGNIFICANT ACTION

- JAN GRAY "Bad Night For Good Girls" (Jamex) 43/11**  
Rotations: Heavy 1, Medium 11, Light 31, Total Adds 11, WBGW, WSNO, WIXY, WNYR, WOKK, KRRV, WXCL, KIOV, KRST, KUGN, KGA. Heavy: KSOP.
- DAVID FRIZZELL "Black And White" (Viva) 43/0**  
Rotations: Heavy 0, Medium 14, Light 29, Total Adds 0. Medium: WVAM, CHOW, WJQS, KEBC, KTTS, WTOD, KRKT, KUZZ, KSOP, KGA. Light: WNYR, WLWI, KNIX, KMPS.
- DAVID FRIZZELL & SHELLY WEST "Silent Partners" (Viva) 41/34**  
Rotations: Heavy 0, Medium 9, Light 32, Total Adds 34 including WCAO, WPOR, KASE, WCMS, WRNL, KJJY, WXCL, KIK-FM, KFRY, KCKC, KMPS, KGA. Medium: CHOW, WESC, KTOM.
- ROBIN LEE "Angel In Your Arms" (Evergreen) 40/9**  
Rotations: Heavy 1, Medium 8, Light 31, Total Adds 9, WPOR, WNYR, WSOC, WTVY, WESC, KLL, WCMS, WOW, KRKT. Heavy: WKQS. Medium: WSEN, WSIX, WXCL.
- JIM REEVES "The Image Of Me" (RCA) 38/5**  
Rotations: Heavy 0, Medium 12, Light 26, Total Adds 5, WKYQ, WDAF, WTOD, KRKT, KKCS. Medium: WGNA, WSNO, KSO, KUZZ, KQIL.
- MARGO SMITH "Please Tell Him I Said Hello" (Moon Shine) 37/11**  
Rotations: Heavy 1, Medium 6, Light 30, Total Adds 11, WCAO, WTVY, WAXX, KEBC, WHBF, WIL, WTOD, KFDI, KUGN, KQIL, KRSY. Heavy: WWJO. Medium: WJQS, WLWI, KSOP.
- LARRY WILLOUGHBY "Building Bridges" (Atlantic America) 37/10**  
Rotations: Heavy 0, Medium 8, Light 29, Total Adds 10, WOKQ, WAJR, WOKK, WPAP, WKKQ, WAXX, WOW, WHBF, KUGN, KIGO. Medium: WTVY, WCXI, KRST, KRSY.
- GEORGE STRAIT "Right Or Wrong" (MCA) 36/32**  
Rotations: Heavy 0, Medium 12, Light 24, Total Adds 32 including WPTR, WYRK, WTVY, KIKK, KRMD, KSO, KOMA, KYGO, KWJJ, KCKC. Medium: WGTO, WDAF, KNIX.
- JIM STAFFORD "Little Bits And Pieces" (Columbia) 35/10**  
Rotations: Heavy 1, Medium 3, Light 31, Total Adds 10, WKYQ, KRRV, KRMD, WUSQ, KEBC, WOW, WHBF, WTHI, WTOD, KGA. Heavy: KIKK. Medium: KVOO, KQIL, KEIN.
- ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 34/25**  
Rotations: Heavy 1, Medium 7, Light 26, Total Adds 25 including WZZK, KIKK, WUSQ, WMNI, KRKT, KLAC. Heavy: WHOO. Medium: WSNO, WCUZ, WFMS.
- KAREN TAYLOR-GOOD "Handsome Man" (Mesa) 29/3**  
Rotations: Heavy 0, Medium 7, Light 22, Total Adds 3, WJQS, WPAP, KFGO. Medium: WGNA, KHEY, KRMD, WXCL, KWJJ, KSOP.

- MIKE CAMPBELL "Sweet And Easy To Love" (Columbia) 28/0**  
Rotations: Heavy 0, Medium 7, Light 21, Total Adds 0. Medium: WGNA, WSNO, KMML, WSIX, KYXX, Q92, KMPS. Light: WFNC, WHBF, KLZ, KWJJ.
- MAC DAVIS "Most Of All" (Casablanca/PolyGram) 27/18**  
Rotations: Heavy 0, Medium 4, Light 23, Total Adds 18 including WPOC, WOKQ, WSOC, WMC, WHOO, WONE, WWWW, KTPK, KWJJ, KSOP.
- JOHNNY LEE "Say When" (Full Moon/WB) 27/8**  
Rotations: Heavy 0, Medium 9, Light 18, Total Adds 8, KRRV, WEZL, WGTO, WXCL, WWJO, KFDI, KIK-FM, KCCY. Medium: WAJR, WKKQ, KRWQ, KRSY.
- JAMES & MICHAEL YOUNGER "Shoot First, Ask Questions Later" (MCA) 25/2**  
Rotations: Heavy 0, Medium 10, Light 15, Total Adds 2, WIXL, KSOP. Medium: KHEY, KIKK, WCXI, WWJO, KRKT, KUUY.
- JOE STAMPLEY "Brown Eyed Girl" (Epic) 23/12**  
Rotations: Heavy 0, Medium 7, Light 16, Total Adds 12, WSNO, WSOC, WTVY, WPAP, WIRK, WONE, KVOO, KRST, KIK-FM, KUZZ, KSOP, KCUB. Medium: WGTO, WLWI, KTTS.
- RAY STEVENS "My Dad" (Mercury/PolyGram) 22/7**  
Rotations: Heavy 0, Medium 5, Light 17, Total Adds 7, WIXY, KRRV, KHEY, WLWI, WPAP, KIOV, KFDI. Medium: KMML, Q92, KSOP.
- JIMMY BUFFETT "Brown Eyed Girl" (MCA) 21/7**  
Rotations: Heavy 1, Medium 1, Light 19, Total Adds 7, WBGW, WOKQ, KASE, WUSQ, KBMR, KJJY, KTTS. Heavy: WHOO. Medium: WAJR.
- WICKLINE "Ski Bumpus" (Cascade Mountain) 18/4**  
Rotations: Heavy 0, Medium 4, Light 14, Total Adds 4, KHEY, WJQS, WMC, KIGO. Medium: WONE, KFDI, KUGN.
- VINCE GILL "Victim Of Life's Circumstances" (RCA) 17/17**  
Rotations: Heavy 0, Medium 2, Light 15, Total Adds 17 including WPTR, WSNO, WGTO, WAMZ, KSO, WCXI, KRST, KNIX, KRSY, KMPS.
- LEFTY FRIZZELL "This Just Ain't No Good Day For Leavin'" (Columbia) 15/2**  
Rotations: Heavy 0, Medium 5, Light 10, Total Adds 2, KTTS, KRWQ. Medium: CHOW, WOW, KWJJ, KSOP.
- CHANTILLY "Baby's Walkin'" (F&L) 13/1**  
Rotations: Heavy 0, Medium 0, Light 13, Total Adds 1, WOW. Light: WEZL, WGTO, KRMD, Q92.
- RUSSELL SMITH "Where Did We Go Right" (Capitol) 13/1**  
Rotations: Heavy 0, Medium 4, Light 9, Total Adds 1, WJQS. Medium: WMC, WLWI, KFDI, KWJJ.
- SAM NEELY "Old Photographs" (MCA) 13/1**  
Rotations: Heavy 0, Medium 5, Light 8, Total Adds 1, KRRV. Medium: WVAM, WMZQ, KMML, WWJO.
- KENNY DALE "Two Will Be One" (Republic) 12/3**  
Rotations: Heavy 0, Medium 3, Light 9, Total Adds 3, KRRV, KQIL, KSOP. Medium: KMML, KBMR.
- JOHNNY CASH "Johnny 99" (Columbia) 12/1**  
Rotations: Heavy 0, Medium 4, Light 8, Total Adds 1, KEBC. Medium: WSNO, CHOW, Q92.
- HANK WILLIAMS JR. "Man Of Steel" (WB/Curb) 10/6**  
Rotations: Heavy 0, Medium 4, Light 6, Total Adds 6, WPOR, WAMZ, WKZZ, WCXI, KIOV, KNIX.
- STEVE EARLE "Squeeze Me In" (Epic) 9/2**  
Rotations: Heavy 0, Medium 2, Light 7, Total Adds 2, KFDI, KWJJ. Light: WYII, WSOC, KFGO, KRWQ.
- IAN TYSON "Alberta's Child" (Columbia) 8/1**  
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 1, WGNA. Light: WSNO, KRMD, KTTS, WIL, KUUY.

# COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
GEORGE JONES/Radio Lover (Epic)	Jones Country
EXILE/Take Me To The River (Epic)	Exile
RICKY SKAGGS/Uncle Pen (Epic)	Don't Cheat In Our Hometown
HANK WILLIAMS JR./Lovesick Blues (WB/Curb)	Man Of Steel
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
JIM GLASER/Woman, Woman (Noble Vision)	The Man In The Mirror
ALABAMA/Food On Your Table (RCA)	Roll On
OAK RIDGE BOYS/Ain't No Cure For The Rock... (MCA)	Deliver
GAIL DAVIES/Boys Like You (WB)	What Can I Say
ALABAMA/Carolina Mountain Dew (RCA)	Roll On
OAK RIDGE BOYS/I Guess It Never Hurts To Hurt (MCA)	Deliver
ALABAMA/The End Of The Lyin' (RCA)	Roll On
ALABAMA/I'm Not That Way Anymore (RCA)	Roll On
MICKEY GILLEY/Then You Can Tell Me Goodbye (Epic)	You've Really Got A Hold On Me
EMMYLOU HARRIS/On The Radio (WB)	White Shoes

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 1/23/84.

NEW & ACTIVE includes songs reported by at least 30% of our Country reporting stations. The two numbers following the artist/title (label) designation indicate how many Country reporters are on the record this week and, of those, how many added it for the first time this week. Country stations report their playlists by rotations (Heavy, Medium, and Light). The two numbers following each rotational designation indicates how many stations have the record in that particular rotation.



# LEON EVERETTE

## "I Could'a Had You"

PB13717



FIRST WEEK 76 STATIONS

R&R 45

BB66★

CB61★

KSOP	KMPS	WSLC	KSD	WFMS	WTQR-FM	KRMD-FM	WIRK-FM	WUSY-FM	WSGN-FM	KKYY
WXCL	KESC	KGA	KBMR	WDOD	KEBC	WSOC-FM	WKSJ-FM	KRMD-FM	WGCL-FM	WOYK-FM
WNYR	WDEN	KRRV	KMAK	KBBQ	KCKC	WYNK	WTVY	KLVI	WGUS-FM	WLWI-FM
KCUB	KUUY	WFNC	KHGY	WGTO	KQIL	WDLW	WAJR	KXKW-FM	WPAP-FM	WLAS
KGEM	KGAY	KRSY	KWKH	WYII	KRKT	KHSL	KTOM	KLUR-FM	WELE-FM	WKKQ
KNOE	KRST	KEED	WKLR	WFST	KFGO	WHIM	KPCO	WCMS-FM	WMTZ-FM	WWKA-FM
WSDS	KXYL	WCXI	WJAZ	WKGY	KLRA	WIVK-FM	KRWQ	WAXX-FM	WAVW	



Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Includes station names and artist names like Leon Everette, Ricky Skaggs, and J. Lee with L. Brody.

Table for EAST region listing stations like WQNA-FM Albany, NY and WWHN New York, NY with their respective programming and artists.

Table for MIDWEST region listing stations like WSLR Akron, OH and WJOL Des Moines, IA with their respective programming and artists.

Table for SOUTH region listing stations like WZZK-FM Birmingham, AL and WWSO Barre, VT with their respective programming and artists.

Table for WEST region listing stations like WQOO Orlando, FL and WWSN Palm Springs, CA with their respective programming and artists.

Table for WEST region (continued) listing stations like WWSN Barre, VT and WWSO Barre, VT with their respective programming and artists.

Table for MIDWEST region (continued) listing stations like WWSN Chicago, IL and WWSO Barre, VT with their respective programming and artists.

Table for SOUTH region (continued) listing stations like WWSO Barre, VT and WWSO Barre, VT with their respective programming and artists.

Table for WEST region (continued) listing stations like WWSO Barre, VT and WWSO Barre, VT with their respective programming and artists.

160 Reporters 149 Current Reports. These stations reported frozen playlists: KPLX/Dallas-Ft. Worth, KXYL/Brownwood. The following stations failed to report and therefore their playlists were frozen: WFNC/Fayetteville, WKSJ/Mobile, WYQY/Tampa, WYNN/Baton Rouge, KMML/Amarillo, KLZ/Denver, KIX106/Washington, DC, WHK/Cleveland, KS100/Cleveland. The following stations failed to report two weeks consecutively and therefore their playlists were not included in this week's data: KKXX/San Antonio, KLRA/Little Rock. Note: WKHK/New York is no longer reporting.

# Adult / Contemporary

Continued from Back Page

## BREAKERS

### JOHN LENNON

#### Nobody Told Me (Polydor/PolyGram)

56% of our reporters on it. Rotations: Heavy 5/0, Medium 42/8, Light 26/9, Extra Adds 0, Total Adds 17, WSB, WAXY, WZZP, B100, WAFB, WEZC, WMAZ, WFMK, KRAV, KPPL, KKUA, KMJJ, KFI, WTNV, KCRG, KKJO, KISN. Debuts at number 25 on the A/C chart.

### CHRISTINE McVIE

#### Got A Hold On Me (WB)

55% of our reporters on it. Rotations: Heavy 1/0, Medium 35/17, Light 36/23, Extra Adds 0, Total Adds 40 including WSB, 97AIA, W101, WCLR, WOMC, KUDL, WHB, WMYX, KHOW, KOST, KKL, B100, KBEST, KFMB, KEZR, and 25 more. Debuts at number 26 on the A/C chart.

### DONNA SUMMER

#### Love Has A Mind Of Its Own (Mercury/PolyGram)

54% of our reporters on it. Rotations: Heavy 3/0, Medium 39/6, Light 27/11, Extra Adds 1, Total Adds 18, WSB, WISN, B100, KBEST, KFMB, WICC, WKGW, WIVY, WVLK, WRKA, WMAZ, WHHY, 2WD, WING, 3WM, KSL, WTKO. Debuts at number 28 on the A/C chart.

### LANI HALL

#### Send In The Clowns (A&M)

52% of our reporters on it. Rotations: Heavy 0/0, Medium 38/3, Light 29/6, Extra Adds 1, Total Adds 10, WRMM, WHB, KGW, WICC, WTIC, WGY, WHHY, KUDO, KWAV, KKPL. Debuts at number 30 on the A/C chart.

## NEW & ACTIVE

#### ✓ MICHAEL SEMBELLO "Talk" (WB) 56/16

Rotations: Heavy 1/0, Medium 19/3, Light 36/13, Extra Adds 0, Total Adds 16, WFBR, KGW, KBEST, KFMB, WICC, WVLK, WING, WTRX, WFMK, KOIL, KBOI, WTNV, WVBS, WJBC, WJON, KISN. Heavy: KVIC. Medium: WMAZ, WRVA, WMGN, KRDO, KUGN, WKNE, WSKI, WPPA, KORQ, WSKY, WCKQ, WCHV, WAGE, KFBS, K99, KRBS.

#### RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 53/6

Rotations: Heavy 2/0, Medium 22/1, Light 29/5, Extra Adds 0, Total Adds 6, WOMC, KUDL, KEZR, V100, WING, KALE. Heavy: KWAV, WEIM. Medium: WCZY, KGW, WISN, WGY, WVLK, WMAZ, WHHY, KFI, KSL, WWN, WKNE, WSKI, KORQ, WSKY, WCHV, WAGE, WCIL, KQSW.

#### ✓ ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 45/20

Rotations: Heavy 0/0, Medium 21/5, Light 24/15, Extra Adds 0, Total Adds 20, WFBR, WISN, KHOW, WICC, WKGW, WVLK, WRVA, WSRZ, WHBY, KRNT, WENS, KBOI, KRDO, KWAV, WWN, WTNV, WVBS, WJBC, KISN, KALE. Medium: WMJI, WCCO, WMAZ, WHBC, WKNE, WSKI, WSKY, WCKQ, WCHV, WAGE, WCIL, KEEZ, WJON, KTWO, K99, KRBS.

#### ✓ MELISSA MANCHESTER "I Don't Care What The People Say" (Arista) 39/16

Rotations: Heavy 0/0, Medium 16/3, Light 23/13, Extra Adds 0, Total Adds 16, WFBR, KHOW, KOST, WICC, WGY, WKGW, WAHR, WVLK, 2WD, WTRX, KBOI, KRDO, WVBS, WJBC, KRNO, KQSW. Medium: WAEB, WRVR, WSKI, WPPA, WCKQ, WCHV, WAGE, KVIC, WCIL, KEEZ, K99, KRBS, KALE.

#### ✓ EARTH, WIND & FIRE "Touch" (Columbia) 38/20

Rotations: Heavy 0/0, Medium 9/3, Light 29/17, Extra Adds 0, Total Adds 20, WFBR, KHOW, WICC, WRIE, WMAZ, WSRZ, WHBC, WFMK, KBOI, WWN, WKNE, WCKQ, WCHV, KVIC, KEEZ, WHNN, WJON, K99, KRNO, KISN. Medium: WSKI, KORQ, WSKY, WCIL, KQSW, KRBS.

#### BOB DYLAN "Sweetheart Like You" (Columbia) 38/6

Rotations: Heavy 1/0, Medium 11/2, Light 26/4, Extra Adds 0, Total Adds 6, KUDL, WICC, WRIE, WING, KRDO, WTNV. Heavy: KRBS. Medium: WGY, WMAZ, WSRZ, KUDO, WEIM, WSKI, WSKY, WCKQ, KQSW.

#### STEVIE NICKS with SANDY STEWART "Nightbird" (Modern/Atco) 38/4

Rotations: Heavy 2/0, Medium 24/2, Light 12/2, Extra Adds 0, Total Adds 4, WMAZ, WTRX, K10B, WHNN. Heavy: WHHY, WCIL. Medium: WFBR, 3WS, KEZR, WRIE, WSRZ, 610TVN, WMGN, KRDO, KUDO, KWAV, WEIM, WKNE, WSKI, WPPA, WSKY, WCKQ, WCHV, WAGE, WNGS, K99, KQSW, KRBS.

#### ✓ DAN FOGELBERG "Language Of Love" (Epic) 34/34

Rotations: Heavy 0/0, Medium 6/6, Light 25/25, Extra Adds 3, Total Adds 34, WFBR, WQUE-FM, WMJI, WHB, WCCO, V100, KEY103, WAHR, WRKA, WHHY, WSRZ, WTRX, KOIL, KRDO, KPPL, WEIM, WTKO, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WCIL, KEEZ, WHNN, WJON, KKJO, KTWO, K99, KRNO, KQSW, KALE.

#### JIM GLASER "If I Could Only Dance With You" (Noble Vision) 32/12

Rotations: Heavy 0/0, Medium 9/2, Light 23/10, Extra Adds 0, Total Adds 12, WGY, WKGW, WVLK, WTRX, KBOI, KSL, WWN, KORQ, WGSV, WJBC, KEEZ, K99. Medium: WCCO, WRVA, WHBY, WSKI, WCHV, KVIC, KRBS.

#### OLIVIA NEWTON-JOHN "Twist Of Fate" (MCA) 32/0

Rotations: Heavy 10/0, Medium 13/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: 3WS, WAXY, 97AIA, WCZY, WAEB, WRIE, KFI, WTNV, KRLB-FM, KVIC. Medium: WFBR, WROR, KVIL-FM, WMJI, WGY, WTMA, WIVY, KRDO, KMJJ, WPPA, WHNN, KISN.

#### MICHAEL JACKSON "Thriller" (Epic) 31/11

Rotations: Heavy 6/1, Medium 13/3, Light 12/7, Extra Adds 0, Total Adds 11, WQUE-FM, WMJI, KMGC, WHHY, WENS, KOIL, KRAV, KMJJ, WTNV, KRLB-FM. Heavy: WAXY, WTMA, KFI, WSKI, WPPA. Medium: WFBR, WAEB, WRKA, WSRZ, WSKY, WCKQ, WCHV, KQSW.

#### ✓ CARPENTERS "Your Baby Doesn't Love You Anymore" (A&M) 30/30

Rotations: Heavy 0/0, Medium 9/9, Light 19/19, Extra Adds 2, Total Adds 30, WFBR, WCCO, WBT, WAHR, WMAZ, WRVA, WHBY, WHBC, KUGN, KKUA, KSL, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, KVIC, WCIL, WHNN, WJON, KKJO, KEEZ, KTWO, K99, KQSW, KRBS, KALE.

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.

## MOST ADDED

CHRISTINE McVIE (40)  
Got A Hold On Me (WB)  
DAN FOGELBERG (34)  
Language Of Love (Epic)  
CARPENTERS (30)  
Your Baby Doesn't Love You... (A&M)  
EARTH, WIND & FIRE (20)  
Touch (Columbia)  
ANNE MURRAY (20)  
That's Not The Way (It's S'posed...) (Capitol)  
DONNA SUMMER (18)  
Love Has A Mind Of Its Own (Mercury/PG)

## HOTTEST

CULTURE CLUB (88)  
Karma Chameleon (Virgin/Epic)  
KOOL & THE GANG (64)  
Joanna (De-Lite/PolyGram)  
LIONEL RICHIE (64)  
Running With The Night (Motown)  
CHRISTOPHER CROSS (56)  
Think Of Laura (WB)  
BILLY JOEL (53)  
An Innocent Man (Columbia)  
ELTON JOHN (41)  
I Guess That's Why They Call It... (Geffen)

## SIGNIFICANT ACTION

#### ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 29/2

Rotations: Heavy 13/1, Medium 11/0, Light 5/1, Extra Adds 0, Total Adds 2, WGY, WENS. Heavy: 3WS, WAXY, 97AIA, WCZY, WAEB, 610TVN, KRDO, KPPL, WEIM, WSKI, WTNV, WPPA. Medium: WQUE-FM, WEZC, WIVY, WRVR, WSRZ, KRAV, K10B, WSKY, WCHV, WAGE, KQSW. Light: WICC, V100, WHHY, WWN.

#### PETER ALLEN "You And Me (We Wanted It All)" (Arista) 25/10

Rotations: Heavy 0/0, Medium 4/2, Light 21/8, Extra Adds 0, Total Adds 10, KHOW, WRVA, KSL, WWN, WKNE, WSKI, WSKY, WCKQ, KKJO, KALE. Medium: WCCO, KRNT. Light: WAHR, WHBY, WHBC, KKUA, WEIM, WPPA, WAGE, WCIL, KFBS, KEEZ, WHNN, KFQD, KRBS.

#### COMMODORES "Turn Off The Lights" (Motown) 25/6

Rotations: Heavy 0/0, Medium 9/2, Light 15/3, Extra Adds 1, Total Adds 6, KBEST, KEZR, WFSM, WSKI, WCHV, KTWO. Medium: WSB-FM, WAXY, WRKA, WMAZ, WWN, WCKQ, KVIC. Light: 97AIA, WCCO, WAHR, WHHY, WPPA, WGSV, WAGE, KFBS, KEEZ, KKJO, KQSW, KRBS.

#### ✓ EURYTHMICS "Here Comes The Rain Again" (RCA) 20/14

Rotations: Heavy 0/0, Medium 6/3, Light 14/11, Extra Adds 0, Total Adds 14, 97AIA, WQUE-FM, V100, WGY, WTMA, WSKI, WTNV, WPPA, WSKY, WAGE, KEEZ, KRNO, KQSW, KRBS. Medium: WFBR, WMGN, KWAV. Light: WCCO, WEIM, KORQ.

#### HOMI & JARVIS "I'm In Love Again" (GRP) 17/10

Rotations: Heavy 1/0, Medium 2/2, Light 13/7, Extra Adds 1, Total Adds 10, WFBR, WAHR, WHBY, WSKI, WSKY, WCHV, KVIC, WJBC, WJON, KRBS. Heavy: WCCO. Light: WHBC, WEIM, WCKQ, WAGE, WNGS, KEEZ.

#### IRENE CARA "The Dream (Hold On To Your Dream)" (Network/Geffen) 16/1

Rotations: Heavy 1/0, Medium 9/1, Light 6/0, Extra Adds 0, Total Adds 1, WFBR. Heavy: WCKQ. Medium: KGW, WSKI, WTNV, WPPA, WAGE, KEEZ, WJON, KKJO. Light: WHHY, KMJJ, KUDO, KTWO, KRNO, KRBS.

#### MODERN ROMANCE "Just My Imagination" (Atlantic) 12/8

Rotations: Heavy 0/0, Medium 2/0, Light 10/8, Extra Adds 0, Total Adds 8, WFBR, WEIM, WPPA, WCHV, WNGS, K99, KRBS, KALE. Medium: WCCO, KVIC. Light: WFSM, WGSV.

#### SHALAMAR "You Can Count On Me" (Solar/Elektra) 11/4

Rotations: Heavy 0/0, Medium 3/1, Light 8/3, Extra Adds 0, Total Adds 4, WPIX, WOMC, WEIM, WAGE. Medium: WAXY, WCCO. Light: KWAV, WCIL, WHNN, KTWO, KQSW.

#### RYAN PARIS "Dolce Vita Part I" (Carrere/CBS) 11/3

Rotations: Heavy 0/0, Medium 4/1, Light 7/2, Extra Adds 0, Total Adds 3, WSRZ, KVIC, KKJO. Medium: WCCO, KFQD, KRBS. Light: KBOI, WCKQ, WAGE, WHNN.

#### MOTELS "Remember The Nights" (Capitol) 11/1

Rotations: Heavy 0/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WHNN. Medium: WFBR, WCZY, WSKI, WCHV. Light: WSB-FM, WICC, V100, KUDO, WPPA, WAGE.

#### POINTER SISTERS "Automatic" (Planet/RCA) 8/5

Rotations: Heavy 0/0, Medium 2/0, Light 6/5, Extra Adds 0, Total Adds 5, V100, WEIM, WCHV, KEEZ, KRBS. Medium: WPPA, KORQ. Light: KQSW.

#### MICHAEL MARTIN MURPHEY "Will It Be Love By Morning" (Liberty) 8/4

Rotations: Heavy 0/0, Medium 3/1, Light 4/2, Extra Adds 1, Total Adds 4, WAHR, KORQ, WSKY, KTWO. Medium: WEIM, KKJO. Light: WSKI, WGSV.

#### HOWARD JONES "New Song" (Elektra) 8/3

Rotations: Heavy 0/0, Medium 3/1, Light 5/2, Extra Adds 0, Total Adds 3, WEIM, WSKI, WCKQ. Medium: WCCO, WMGN. Light: 97AIA, WHHY, WSKY.

#### JOHN COUGAR MELLENCAMP "Pink Houses" (Riva/PolyGram) 8/0

Rotations: Heavy 3/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WQUE-FM, WCZY, WSKI. Medium: KUDO, WTNV, WSKY. Light: KOIL, WVBS.

#### GEORGE FISCHOFF "Boogie Piano Man" (Reward/CBS) 7/7

Rotations: Heavy 0/0, Medium 2/0, Light 4/4, Extra Adds 1, Total Adds 7, WCCO, WAHR, WVLK, WHBC, WEIM, WCIL, KTWO.

#### AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique/Quality) 7/6

Rotations: Heavy 1/1, Medium 2/1, Light 4/4, Extra Adds 0, Total Adds 6, GR55, WTAE, WTKO, KOIL, WKNE, WJON. Medium: 55KRC.

#### NENA "99 Luftballons (99 Red Balloons)" (Epic) 7/2

Rotations: Heavy 0/0, Medium 5/1, Light 2/1, Extra Adds 0, Total Adds 2, WAXY, WVBS. Medium: 97AIA, WQUE-FM, WCZY, KEEZ. Light: WMJI.

#### (J.) BIRD "(You're) That Song" (Bermuda Dunes) 7/1

Rotations: Heavy 1/0, Medium 2/1, Light 4/0, Extra Adds 0, Total Adds 1, KSL. Heavy: WCCO. Medium: WEIM. Light: WAHR, WSKI, KWEB, WBOW.

#### KC "Give It Up" (Meca) 7/0

Rotations: Heavy 1/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KFI. Medium: WQUE-FM, WHHY, WSKI, WPPA. Light: WAGE, KEEZ.

#### B.J. THOMAS "Two Car Garage" (Cleveland International/Epic) 6/2

Rotations: Heavy 0/0, Medium 5/2, Light 1/0, Extra Adds 0, Total Adds 2, WSB, WAHR. Medium: KRNT, KKJO, KSL. Light: WHBC.

#### PETER SCHILLING "Major Tom (Coming Home)" (Elektra) 6/1

Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, KEY103. Heavy: WMJI. Medium: 3WS, WCZY, WTNV. Light: WQUE-FM.

#### PAUL YOUNG "Come Back And Stay" (Columbia) 5/5

Rotations: Heavy 0/0, Medium 0/0, Light 5/5, Extra Adds 0, Total Adds 5, KWAV, WSKY, KKJO, KQSW, KRBS.

#### STARBUCK "Another Beat Of My Heart" (Lowery) 5/2

Rotations: Heavy 0/0, Medium 0/0, Light 5/2, Extra Adds 0, Total Adds 2, WCKQ, KRBS. Light: WHHY, WGSV.

#### TINA TURNER "Let's Stay Together" (Capitol) 5/2

Rotations: Heavy 1/0, Medium 1/0, Light 3/2, Extra Adds 0, Total Adds 2, WQUE-FM, KWAV. Heavy: WGY. Medium: WFBR. Light: WHHY.

#### YES "Owner Of A Lonely Heart" (Atco) 5/2

Rotations: Heavy 2/1, Medium 1/1, Light 2/0, Extra Adds 0, Total Adds 2, 3WS, WSRZ. Heavy: WQUE-FM. Light: WCZY, WCHV.

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.



# A/C Regional Adds & Hots

### **EAST** **Parallel One**

WFBP/Baltimore  
Andy Szulinski  
JAMES INGRAM  
DAN FOGELBERG  
IRENE CARA  
EWF  
HOMI & JARVIS  
CARPENTERS  
MODERN ROMANCE  
MELISSA MANCHESTE  
ANNE MURRAY  
MICHAEL SEMBELLO  
NEIL & DARA SEDAK  
STALLONE & RHODES  
BRYSON & FLACK  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
LIONEL RICHIE  
GENESIS  
BILLY JOEL  
WROR/Boston  
TBA  
none  
Hottest:  
MATTHEW WILDER  
ELTON JOHN  
KOO & THE GANG  
CULTURE CLUB  
LIONEL RICHIE  
WBEN/Buffalo  
Roger Christian  
none  
Hottest:  
MCCARTNEY & JACKS  
ELTON JOHN  
KOO & THE GANG  
CHRIS CROSS  
BILLY JOEL  
QR55/Buffalo  
Joe Galuski  
RAY PARKER JR.  
SHEENA EASTON  
GENESIS  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
LIONEL RICHIE  
CHRIS CROSS  
BILLY JOEL  
WPX/New York  
Alan Anderson  
SHALAMAR  
LIONEL RICHIE  
CHRIS CROSS  
GENESIS  
MATTHEW WILDER  
Y97/Pittsburgh  
Jay Crosswell  
none  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
DOLLY PARTON  
BARRY MANILOW  
MCCARTNEY & JACKS  
WTAE/Pittsburgh  
Don Berns  
AMERICAN COMEDY N  
NEIL & DARA SEDAK  
PAUL MCCARTNEY  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
LIONEL RICHIE  
GENESIS  
WWSW (3WS)/Pittsburgh  
Crowe/Weltzel  
YES  
Hottest:  
MCCARTNEY & JACKS  
MATTHEW WILDER  
BARRY MANILOW  
ELTON JOHN  
CULTURE CLUB  
WPRO/Providence  
Tom Cuddy  
BRYSON & FLACK  
JAMES INGRAM  
Hottest:  
CULTURE CLUB  
CHRIS CROSS  
BILLY JOEL  
SHEENA EASTON  
KENNY ROGERS  
WLTT/Washington, D.C.  
Bob Cummings  
none  
Hottest:  
KOO & THE GANG  
LIONEL RICHIE  
ONJ & TRAVOLTA  
ELTON JOHN  
MATTHEW WILDER  
**Parallel Two**  
WAEB/Allentown  
Mike Chapman  
none  
Hottest:  
LIONEL RICHIE  
ROMANTICS  
JOHN LENNON  
ONJ  
CULTURE CLUB  
WICC/Bridgeport  
Pantano/Broadbin  
EWF  
MICHAEL SEMBELLO  
DONNA SUMMER  
LANI HALL  
ANNE MURRAY  
MELISSA MANCHESTE  
BOB DYLAN  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
CHRIS CROSS  
BILLY JOEL  
PAUL MCCARTNEY  
V100/Charleston, WV  
Spencer/Jarvis  
DAN FOGELBERG  
POINTERS SISTERS  
RICK JAMES  
BURYTHMICS  
Hottest:  
KOO & THE GANG  
CULTURE CLUB  
BILLY JOEL  
RAY PARKER JR.  
LIONEL RICHIE

### **WRIE** **Tea Abbott**

BOB DYLAN  
EWF  
Hottest:  
DEBORAH ALLEN  
CHRIS CROSS  
CULTURE CLUB  
BILLY JOEL  
KENNY ROGERS  
WFSM/Harrisburg  
Bob Pava  
COMMODORES  
Hottest:  
KOO & THE GANG  
CULTURE CLUB  
LIONEL RICHIE  
ELTON JOHN  
KENNY ROGERS  
WTIC/Hartford  
Ginny Jesionka  
STALLONE & RHODES  
LANI HALL  
Hottest:  
CULTURE CLUB  
CHRIS CROSS  
SHEENA EASTON  
SPANDAU BALLET  
BILLY JOEL  
WVOR/Rochester  
Gary Smith  
LIONEL RICHIE  
GENESIS  
Hottest:  
ELTON JOHN  
MATTHEW WILDER  
MCCARTNEY & JACKS  
CULTURE CLUB  
LIONEL RICHIE  
WGY/Schenectady  
Walter Fritz  
ROMANTICS  
LANI HALL  
CHRISTINE MCVIE  
MELISSA MANCHESTE  
JIM GLASER  
EURYTHMICS  
Hottest:  
TINA TURNER  
KENNY ROGERS  
BRYSON & FLACK  
DOLLY PARTON  
ROMANTICS  
WKGW/Utica-Rome  
Carpenter/Keller  
ANNE MURRAY  
DONNA SUMMER  
MELISSA MANCHESTE  
JIM GLASER  
Hottest:  
CULTURE CLUB  
CHRIS CROSS  
KOO & THE GANG  
LIONEL RICHIE  
BILLY JOEL  
Y97/Pittsburgh  
Jay Crosswell  
none  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
DOLLY PARTON  
BARRY MANILOW  
MCCARTNEY & JACKS  
WTAE/Pittsburgh  
Don Berns  
AMERICAN COMEDY N  
NEIL & DARA SEDAK  
PAUL MCCARTNEY  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
LIONEL RICHIE  
GENESIS  
WWSW (3WS)/Pittsburgh  
Crowe/Weltzel  
YES  
Hottest:  
MCCARTNEY & JACKS  
MATTHEW WILDER  
BARRY MANILOW  
ELTON JOHN  
CULTURE CLUB  
WPRO/Providence  
Tom Cuddy  
BRYSON & FLACK  
JAMES INGRAM  
Hottest:  
CULTURE CLUB  
CHRIS CROSS  
BILLY JOEL  
SHEENA EASTON  
KENNY ROGERS  
WLTT/Washington, D.C.  
Bob Cummings  
none  
Hottest:  
KOO & THE GANG  
LIONEL RICHIE  
ONJ & TRAVOLTA  
ELTON JOHN  
MATTHEW WILDER  
**Parallel Two**  
WAEB/Allentown  
Mike Chapman  
none  
Hottest:  
LIONEL RICHIE  
ROMANTICS  
JOHN LENNON  
ONJ  
CULTURE CLUB  
WICC/Bridgeport  
Pantano/Broadbin  
EWF  
MICHAEL SEMBELLO  
DONNA SUMMER  
LANI HALL  
ANNE MURRAY  
MELISSA MANCHESTE  
BOB DYLAN  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
CHRIS CROSS  
BILLY JOEL  
PAUL MCCARTNEY  
V100/Charleston, WV  
Spencer/Jarvis  
DAN FOGELBERG  
POINTERS SISTERS  
RICK JAMES  
BURYTHMICS  
Hottest:  
KOO & THE GANG  
CULTURE CLUB  
BILLY JOEL  
RAY PARKER JR.  
LIONEL RICHIE

### **MIDWEST** **Parallel One**

WCR/Chicago  
Gary Price  
BILLY JOEL  
CHRISTINE MCVIE  
STALLONE & RHODES  
GENESIS  
MATTHEW WILDER  
ELTON JOHN  
KOO & THE GANG  
CULTURE CLUB  
CHRIS CROSS  
WFRV/Chicago  
John Wetherbee  
none  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
KOO & THE GANG  
CHRIS CROSS  
LIONEL RICHIE  
WKYC/Cincinnati  
Dave Mason  
none  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
ELTON JOHN  
LIONEL RICHIE  
WARM99/Cincinnati  
Tom Walker  
DOLLY PARTON  
POLICE  
Hottest:  
MCCARTNEY & JACKS  
ELTON JOHN  
KOO & THE GANG  
CHRIS CROSS  
BILLY JOEL  
WVJI/Cleveland  
Diana Myers  
MICHAEL JACKSON  
DAN FOGELBERG  
Hottest:  
LIONEL RICHIE  
ONJ & TRAVOLTA  
CHRIS CROSS  
BILLY JOEL  
GENESIS  
WZZP/Cleveland  
Dunphy/Georgeson  
SHEENA EASTON  
JOHN LENNON  
Hottest:  
CULTURE CLUB  
ELTON JOHN  
LIONEL RICHIE  
SPANDAU BALLET  
BILLY JOEL  
WCZY/Detroit  
Lee Douglas  
none  
Hottest:  
MCCARTNEY & JACKS  
ELTON JOHN  
CULTURE CLUB  
CHRIS CROSS  
WOMC/Detroit  
Barry Argonbright  
CHRISTINE MCVIE  
RICK JAMES  
SHALAMAR  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
LIONEL RICHIE  
MATTHEW WILDER  
SHEENA EASTON  
BILLY JOEL  
WJMB/Kansas City  
Jeff Roberts  
CHRISTINE MCVIE  
BRYSON & FLACK  
DAN FOGELBERG  
AMERICAN COMEDY N  
DONNA SUMMER  
HOTTEST:  
RONNIE MILSAP  
CULTURE CLUB  
PAUL MCCARTNEY  
GENESIS  
WRNE/Kaene, NH  
Howard Corday  
DAN FOGELBERG  
PETR ALLEN  
EWF  
CARPENTERS  
AMERICAN COMEDY N  
Hottest:  
BILLY JOEL  
CULTURE CLUB  
JAMES INGRAM  
KENNY ROGERS  
WSKI/Montpelier, VT  
Bruce Stebbins  
EURYTHMICS  
HOWARD JONES  
COMMODORES  
PETER ALLEN  
HOMI & JARVIS  
CARPENTERS  
DAN FOGELBERG  
Hottest:  
KOO & THE GANG  
CHRIS CROSS  
BILLY JOEL  
MICHAEL JACKSON  
RONNIE MILSAP  
WINTW/Watertown, NY  
Jay Donovan  
JOHN LENNON  
CYNDI LAUPER  
MICHAEL SEMBELLO  
CHRISTINE MCVIE  
EURYTHMICS  
MICHAEL JACKSON  
ANNE MURRAY  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
ONJ & TRAVOLTA  
DOLLY PARTON  
PAUL MCCARTNEY  
GENESIS  
WVPA/Williamsport, PA  
Scott Masteller  
NEIL & DARA SEDAK  
EURYTHMICS  
CHRISTINE MCVIE  
BRYSON & FLACK  
MODERN ROMANCE  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
JAMES INGRAM  
MICHAEL JACKSON  
KENNY ROGERS

### **WHBC/Canton** **Mike Dorn**

CHRISTINE MCVIE  
PATI LABELLE  
EWF  
CARPENTERS  
GEORGE FISCHOFF  
GENESIS  
Hottest:  
BILLY JOEL  
KOO & THE GANG  
CHRIS CROSS  
KENNY ROGERS  
DOLLY PARTON  
610TVN/Columbus  
Filz/Geral/Jones  
PAUL MCCARTNEY  
RAY PARKER JR.  
NICK HEYWARD  
Hottest:  
KOO & THE GANG  
LIONEL RICHIE  
CULTURE CLUB  
MCCARTNEY & JACKS  
ROMANTICS  
WING/Dayton  
Joe Demma  
DONNA SUMMER  
RICK JAMES  
MICHAEL SEMBELLO  
BOB DYLAN  
Hottest:  
SHEENA EASTON  
RAY PARKER JR.  
KOO & THE GANG  
ONJ & TRAVOLTA  
CHRIS CROSS  
KRNT/Des Moines  
Steve Gibbons  
KOO & THE GANG  
BRYSON & FLACK  
JAMES INGRAM  
ANNE MURRAY  
CHRISTINE MCVIE  
Hottest:  
NICK HEYWARD  
BARRY MANILOW  
ELTON JOHN  
LIONEL RICHIE  
BILLY JOEL  
KENNY ROGERS  
WTRX/Flint  
Burke/Wright  
MICHAEL SEMBELLO  
JIM GLASER  
STEVE NICKS  
MELISSA MANCHESTE  
DAN FOGELBERG  
Hottest:  
ELTON JOHN  
KOO & THE GANG  
CULTURE CLUB  
LIONEL RICHIE  
ONJ & TRAVOLTA  
WENS/Indianapolis  
Cummings/Wheeler  
CHRISTINE MCVIE  
MICHAEL JACKSON  
ANNE MURRAY  
ROMANTICS  
Hottest:  
ELTON JOHN  
MATTHEW WILDER  
CULTURE CLUB  
KOO & THE GANG  
RAY PARKER JR.  
WFMK/Lansing  
Jeff Davis  
BRYSON & FLACK  
MICHAEL SEMBELLO  
JOHN LENNON  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
BILLY JOEL  
SHEENA EASTON  
GENESIS  
WMOG/Madison  
Bill Vancil  
STALLONE & RHODES  
Hottest:  
CHRIS CROSS  
BILLY JOEL  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KOO/Omaha  
Mason/Lundy  
DAN FOGELBERG  
MICHAEL JACKSON  
MICHAEL SEMBELLO  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB  
JIMMY BUFFETT  
DOLLY PARTON  
GENESIS  
NEIL & DARA SEDAK  
KOST/Los Angeles  
Kaye/Marie  
CHRISTINE MCVIE  
MELISSA MANCHESTE  
Hottest:  
ELTON JOHN  
SHEENA EASTON  
NICK HEYWARD  
LIONEL RICHIE  
BILLY JOEL  
KRAV/Tulsa  
Gary Reynolds  
CHRISTINE MCVIE  
SHEENA EASTON  
JOHN LENNON  
MICHAEL JACKSON  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
LIONEL RICHIE  
CHRIS CROSS  
KOO & THE GANG  
WMI/Minneapolis  
Denny Long  
GEORGE FISCHOFF  
DAN FOGELBERG  
JAMES INGRAM  
CARPENTERS  
STONE COUNTRY BAN  
ELBOW BONES & RAC  
Hottest:  
none  
KS94/SI. Louis  
Morgan/Waiermann  
CARPENTERS  
CHRISTINE MCVIE  
BRYSON & FLACK  
DAN FOGELBERG  
GEORGE FISCHOFF  
DONNA SUMMER  
MICHAEL SEMBELLO  
Hottest:  
none  
WCLL/Carbondale, IL  
Malt McCann  
CARPENTERS  
CHRISTINE MCVIE  
BRYSON & FLACK  
ONJ & TRAVOLTA  
SPANDAU BALLET  
KOO & THE GANG  
LIONEL RICHIE  
RAY PARKER JR.  
WBBY/Appleton  
Rob Shannon  
ANNE MURRAY  
HOMI & JARVIS  
CARPENTERS  
ELBOW BONES & RAC  
Hottest:  
KOO & THE GANG  
RAY PARKER JR.  
NEIL & DARA SEDAK  
BILLY JOEL  
CHRIS CROSS  
CULTURE CLUB

### **KFSB/Joplin, MO** **Don Carpenter**

none  
Hottest:  
ELTON JOHN  
BARRY MANILOW  
CULTURE CLUB  
SPANDAU BALLET  
LIONEL RICHIE  
KEEZ/Mankato, MN  
Sue LaFond  
EWF  
CARPENTERS  
POINTERS SISTERS  
JIM GLASER  
EURYTHMICS  
DAN FOGELBERG  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
KOO & THE GANG  
LIONEL RICHIE  
MCCARTNEY & JACKS  
ROMANTICS  
KWBI/Rochester, MN  
Al Axelson  
none  
Hottest:  
MATTHEW WILDER  
ONJ & TRAVOLTA  
LIONEL RICHIE  
CULTURE CLUB  
CHRIS CROSS  
WNNN/Saginaw  
Guy Perry  
DAN FOGELBERG  
EWF  
STEVE NICKS  
HOTTEST:  
CARPENTERS  
KOO & THE GANG  
CULTURE CLUB  
CHRIS CROSS  
GENESIS  
SHEENA EASTON  
WJON/SI. Cloud, MN  
Diem/Scott  
EWF  
MICHAEL SEMBELLO  
AMERICAN COMEDY N  
HOMI & JARVIS  
CARPENTERS  
DAN FOGELBERG  
BARBRA STREISAND  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB  
CHRIS CROSS  
JUMP 'N' THE SADDL  
DOLLY PARTON  
GENESIS  
KKJOS/ST. Joseph, MO  
Bill O'Brian  
PETER ALLEN  
PAUL YOUNG  
CHRISTINE MCVIE  
CARPENTERS  
ROMANTICS  
DAN FOGELBERG  
RYAN PARIS  
Hottest:  
ELTON JOHN  
MATTHEW WILDER  
CULTURE CLUB  
KOO & THE GANG  
RAY PARKER JR.  
WFMK/Lansing  
Jeff Davis  
BRYSON & FLACK  
MICHAEL SEMBELLO  
JOHN LENNON  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
BILLY JOEL  
SHEENA EASTON  
GENESIS  
WMOG/Madison  
Bill Vancil  
STALLONE & RHODES  
Hottest:  
CHRIS CROSS  
BILLY JOEL  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KOO/Omaha  
Mason/Lundy  
DAN FOGELBERG  
MICHAEL JACKSON  
MICHAEL SEMBELLO  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB  
JIMMY BUFFETT  
DOLLY PARTON  
GENESIS  
NEIL & DARA SEDAK  
KOST/Los Angeles  
Kaye/Marie  
CHRISTINE MCVIE  
MELISSA MANCHESTE  
Hottest:  
ELTON JOHN  
SHEENA EASTON  
NICK HEYWARD  
LIONEL RICHIE  
BILLY JOEL  
KRAV/Tulsa  
Gary Reynolds  
CHRISTINE MCVIE  
SHEENA EASTON  
JOHN LENNON  
MICHAEL JACKSON  
Hottest:  
ELTON JOHN  
CULTURE CLUB  
LIONEL RICHIE  
CHRIS CROSS  
KOO & THE GANG  
WMI/Minneapolis  
Denny Long  
GEORGE FISCHOFF  
DAN FOGELBERG  
JAMES INGRAM  
CARPENTERS  
STONE COUNTRY BAN  
ELBOW BONES & RAC  
Hottest:  
none  
KS94/SI. Louis  
Morgan/Waiermann  
CARPENTERS  
CHRISTINE MCVIE  
BRYSON & FLACK  
DAN FOGELBERG  
GEORGE FISCHOFF  
DONNA SUMMER  
MICHAEL SEMBELLO  
Hottest:  
none  
WCLL/Carbondale, IL  
Malt McCann  
CARPENTERS  
CHRISTINE MCVIE  
BRYSON & FLACK  
ONJ & TRAVOLTA  
SPANDAU BALLET  
KOO & THE GANG  
LIONEL RICHIE  
RAY PARKER JR.  
WBBY/Appleton  
Rob Shannon  
ANNE MURRAY  
HOMI & JARVIS  
CARPENTERS  
ELBOW BONES & RAC  
Hottest:  
KOO & THE GANG  
RAY PARKER JR.  
NEIL & DARA SEDAK  
BILLY JOEL  
CHRIS CROSS  
CULTURE CLUB

### **SOUTH** **Parallel One**

W101/Tampa  
Schaeffer/Miller  
CHRISTINE MCVIE  
GENESIS  
Hottest:  
KOO & THE GANG  
CULTURE CLUB  
ELTON JOHN  
CHRIS CROSS  
LIONEL RICHIE  
LANI HALL  
Hottest:  
ELTON JOHN  
BILLY JOEL  
ONJ & TRAVOLTA  
CHRIS CROSS  
LIONEL RICHIE  
WBS/Atlanta  
Grag Picciano  
GENESIS  
JOHN LENNON  
DONNA SUMMER  
CHRISTINE MCVIE  
B.J. Thomas  
HOTTEST:  
ELTON JOHN  
CULTURE CLUB  
LIONEL RICHIE  
MCCARTNEY & JACKS  
LIONEL RICHIE  
MATTHEW WILDER  
CRYSTAL GAYLE  
WAFB/Baton Rouge  
Adams/Daniels  
POLICE  
JOHN LENNON  
BRYSON & FLACK  
Hottest:  
KOO & THE GANG  
CULTURE CLUB  
LIONEL RICHIE  
RAY PARKER JR.  
SHEENA EASTON  
WMBJ/Birmingham  
Thomas/Warren  
none  
Hottest:  
ELTON JOHN  
BARRY MANILOW  
LIONEL RICHIE  
KOO & THE GANG  
BILLY JOEL  
WTMA/Charleston, SC  
Dave Amos  
POLICE  
CHRISTINE MCVIE  
EURYTHMICS  
Hottest:  
CULTURE CLUB  
RAY PARKER JR.  
KENNY ROGERS  
GENESIS  
MICHAEL JACKSON  
WBTV/Charlotte  
Dave Bishop  
JAMES INGRAM  
CHRISTINE MCVIE  
CARPENTERS  
Hottest:  
CULTURE CLUB  
SPANDAU BALLET  
STALLONE & RHODES  
KENNY ROGERS  
BILLY JOEL  
WQCF/Memphis  
Kris O'Kelly  
MICHAEL JACKSON  
TINA TURNER  
DAN FOGELBERG  
CYNDI LAUPER  
EURYTHMICS  
38 SPECIAL  
VAN HALEN  
YES  
RAY PARKER JR.  
JEFFREY OSBORNE  
POLICE  
SHANNON  
8100/San Diego  
McCartney/Knight  
JOHN LENNON  
CHRISTINE MCVIE  
DONNA SUMMER  
Hottest:  
CHRIS CROSS  
ONJ & TRAVOLTA  
BILLY JOEL  
KOO & THE GANG  
BILLY JOEL  
PAUL MCCARTNEY  
KEZZ/San Jose  
Wagner/Lejos  
COMMODORES  
CHRISTINE MCVIE  
RICK JAMES  
Hottest:  
PAUL MCCARTNEY  
CULTURE CLUB  
LIONEL RICHIE  
GENESIS  
JAMES INGRAM  
KUDO/Las Vegas  
Randy Hart  
JAMES INGRAM  
DOLLY PARTON  
LANI HALL  
Hottest:  
CULTURE CLUB  
CHRISTINE MCVIE  
ANNE MURRAY  
MELISSA MANCHESTE  
JIM GLASER  
EWF  
Hottest:  
KOO & THE GANG  
CULTURE CLUB  
CHRIS CROSS  
LIONEL RICHIE  
KENNY ROGERS  
KRDO/Colorado Springs  
Dan Shanahan  
CHRISTINE MCVIE  
ANNE MURRAY  
MELISSA MANCHESTE  
BOB DYLAN  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KWAV/Monterey  
Michael Reading  
ANNE MURRAY  
TINA TURNER  
LANI HALL  
PAUL YOUNG  
Hottest:  
CULTURE CLUB  
GENESIS  
CHRIS CROSS  
RICK JAMES  
LIONEL RICHIE  
K-108/Sacramento  
Paul Mitchell  
PAUL MCCARTNEY  
STEVE NICKS  
KENNY ROGERS  
Hottest:  
DEBORAH ALLEN  
LIONEL RICHIE  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KUON/Eugene, OR  
Brian James  
CRYSTAL GAYLE  
LIONEL RICHIE  
GORDON LIGHTFOOT  
Hottest:  
NANE WATTA  
CARPENTERS  
Hottest:  
SHEENA EASTON  
SPANDAU BALLET  
CHRIS CROSS  
NEIL & DARA SEDAK  
NICK HEYWARD

### **WGOW/Chatanooga** **DeCarlo/Deason**

GENESIS  
POLICE  
BRYSON & FLACK  
CARPENTERS  
JOHN LENNON  
STEVE NICKS  
CHRISTINE MCVIE  
Hottest:  
BARRY MANILOW  
KOO & THE GANG  
ELTON JOHN  
CULTURE CLUB  
BILLY JOEL  
KMGC/Dallas-Ft. Worth  
Larry James  
MICHAEL JACKSON  
KENNY ROGERS  
DOLLY PARTON  
Hottest:  
CULTURE CLUB  
HALL & OATES  
ELTON JOHN  
MCCARTNEY & JACKS  
LIONEL RICHIE  
WAMR/Huntsville  
Cannon/Booley  
DAN FOGELBERG  
MELISSA MANCHESTE  
MICHAEL MURPHY  
B.J. Thomas  
GEORGE FISCHOFF  
CARPENTERS  
HOMI & JARVIS  
Hottest:  
SHEENA EASTON  
ELTON JOHN  
ONJ & TRAVOLTA  
CHRIS CROSS  
LIONEL RICHIE  
WIVJ/Jacksonville  
Fusner/Ryan  
DOLLY PARTON  
DONNA SUMMER  
Hottest:  
CULTURE CLUB  
CHRIS CROSS  
RAY PARKER JR.  
ROMANTICS  
WVLI/Knoxington  
Kelly/Richards  
DONNA SUMMER  
MICHAEL SEMBELLO  
CHRISTINE MCVIE  
BRYSON & FLACK  
ANNE MURRAY  
MELISSA MANCHESTE  
JIM GLASER  
GEORGE FISCHOFF  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
ONJ & TRAVOLTA  
CHRIS CROSS  
BILLY JOEL  
WRKA/Louisville  
Jeff Crawford  
DONNA SUMMER  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
RAY PARKER JR.  
BILLY JOEL  
JAMES INGRAM  
WVRA/Richmond  
Lou Dean  
PETER ALLEN  
CARPENTERS  
ANNE MURRAY  
HOMI & JARVIS  
CHRIS CROSS  
KENNY ROGERS  
SHEENA EASTON  
CULTURE CLUB  
NICK HEYWARD

### **WMAZ/Macon** **Steve Murphy**

EWF  
DONNA SUMMER  
POLICE  
CARPENTERS  
JOHN LENNON  
STEVE NICKS  
CHRISTINE MCVIE  
Hottest:  
BARRY MANILOW  
KOO & THE GANG  
ELTON JOHN  
CULTURE CLUB  
BILLY JOEL  
WRVR/Memphis  
Steve Butler  
none  
Hottest:  
LIONEL RICHIE  
CHRIS CROSS  
KOO & THE GANG  
LIONEL RICHIE  
BILLY JOEL  
WHY/Montgomery  
Horton/Thomas  
MICHAEL JACKSON  
LANI HALL  
DAN FOGELBERG  
DONNA SUMMER  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
RAY PARKER JR.  
CHRIS CROSS  
JAMES INGRAM  
WLCM/FM/Nashville  
Dave Nichols  
none  
Hottest:  
LIONEL RICHIE  
LIONEL RICHIE  
RAY PARKER JR.  
CHRIS CROSS  
WCKQ/Campbellville, KY  
Jackson/Royce  
DAN FOGELBERG  
HOWARD JONES  
CARPENTERS  
PETER ALLEN  
STARBUCK  
EWF  
JIMMY CLIFF  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
BILLY JOEL  
GENESIS  
JAMES INGRAM  
WCHV/Charlotteville, VA  
Thomas H. Twine  
HOMI & JARVIS  
CHRISTINE MCVIE  
DAN FOGELBERG  
MINOR DETAIL  
COMMODORES  
POINTERS SISTERS  
MODERN ROMANCE  
EWF  
Hottest:  
KOO & THE GANG  
LIONEL RICHIE  
ELTON JOHN  
BLD  
RAY PARKER JR.  
WVBS/Wilmington, NC  
Bob Wright  
CHRISTINE MCVIE  
MICHAEL SEMBELLO  
JOHN MURRAY  
NANA  
MELISSA MANCHESTE  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
RAY PARKER JR.  
SHEENA EASTON  
KENNY ROGERS

### **WSRZ/Sarasota** **Huntington/Tellone**

YES  
RYAN PARIS  
DAN FOGELBERG  
EWF  
ANNE MURRAY  
Hottest:  
CULTURE CLUB  
GENESIS  
LIONEL RICHIE  
KOO & THE GANG  
BILLY JOEL  
WAGE/Leesburg, VA  
Steve Porter  
CHRISTINE MCVIE  
CARPENTERS  
EURYTHMICS  
SHALAMAR  
PATTI AUSTIN  
JIMMY CLIFF  
JIMMY BUFFETT  
DAN FOGELBERG  
Hottest:  
KOO & THE GANG  
BILLY JOEL  
KRYBI/Lubbock  
Rob Roberts  
MICHAEL JACKSON  
Hottest:  
RAY PARKER JR.  
ONJ  
LIONEL RICHIE  
CHRIS CROSS  
BILLY JOEL  
KVIC/Victoria, TX  
Dave Jagger  
HOMI & JARVIS  
RYAN PARIS  
CARPENTERS  
EWF  
Hottest:  
KOO & THE GANG  
KENNY ROGERS  
DONNA SUMMER  
JOHN LENNON  
WNGS/West Palm Beach  
Ross Block  
STALLONE & RHODES  
JIMMY BUFFETT  
MODERN ROMANCE  
Hottest:  
PAUL MCCARTNEY  
CULTURE CLUB  
BILLY JOEL  
SPANDAU BALLET  
GENESIS  
WVBS/Wilmington, NC  
Bob Wright  
CHRISTINE MCVIE  
MICHAEL SEMBELLO  
JOHN MURRAY  
NANA  
MELISSA MANCHESTE  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
RAY PARKER JR.  
SHEENA EASTON  
KENNY ROGERS

### **WEST** **Parallel One**

KHOW/Denver  
Moore/Starnes  
PETER ALLEN  
MELISSA MANCHESTE  
ANNE MURRAY  
EWF  
CHRISTINE MCVIE  
Hottest:  
CULTURE CLUB  
JIMMY BUFFETT  
DOLLY PARTON  
GENESIS  
NEIL & DARA SEDAK  
KOST/Los Angeles  
Kaye/Marie  
CHRISTINE MCVIE  
MELISSA MANCHESTE  
Hottest:  
ELTON JOHN  
SHEENA EASTON  
NICK HEYWARD  
LIONEL RICHIE  
BILLY JOEL  
KKLT/Phoenix  
Anita Carlisle  
NEIL & DARA SEDAK  
CHRISTINE MCVIE  
Hottest:  
none  
KQY/Phoenix  
Marji/Pingree  
LIONEL RICHIE  
PAUL MCCARTNEY  
Hottest:  
none  
KRDO/Colorado Springs  
Dan Shanahan  
CHRISTINE MCVIE  
ANNE MURRAY  
MELISSA MANCHESTE  
BOB DYLAN  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KWAV/Monterey  
Michael Reading  
ANNE MURRAY  
TINA TURNER  
LANI HALL  
PAUL YOUNG  
Hottest:  
CULTURE CLUB  
GENESIS  
CHRIS CROSS  
RICK JAMES  
LIONEL RICHIE  
K-108/Sacramento  
Paul Mitchell  
PAUL MCCARTNEY  
STEVE NICKS  
KENNY ROGERS  
Hottest:  
DEBORAH ALLEN  
LIONEL RICHIE  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KUON/Eugene, OR  
Brian James  
CRYSTAL GAYLE  
LIONEL RICHIE  
GORDON LIGHTFOOT  
Hottest:  
NANE WATTA  
CARPENTERS  
Hottest:  
SHEENA EASTON  
SPANDAU BALLET  
CHRIS CROSS  
NEIL & DARA SEDAK  
NICK HEYWARD

### **KHOV/Denver** **Moore/Starnes**

PETER ALLEN  
MELISSA MANCHESTE  
ANNE MURRAY  
EWF  
CHRISTINE MCVIE  
Hottest:  
CULTURE CLUB  
JIMMY BUFFETT  
DOLLY PARTON  
GENESIS  
NEIL & DARA SEDAK  
KOST/Los Angeles  
Kaye/Marie  
CHRISTINE MCVIE  
MELISSA MANCHESTE  
Hottest:  
ELTON JOHN  
SHEENA EASTON  
NICK HEYWARD  
LIONEL RICHIE  
BILLY JOEL  
KKLT/Phoenix  
Anita Carlisle  
NEIL & DARA SEDAK  
CHRISTINE MCVIE  
Hottest:  
none  
KQY/Phoenix  
Marji/Pingree  
LIONEL RICHIE  
PAUL MCCARTNEY  
Hottest:  
none  
KRDO/Colorado Springs  
Dan Shanahan  
CHRISTINE MCVIE  
ANNE MURRAY  
MELISSA MANCHESTE  
BOB DYLAN  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KWAV/Monterey  
Michael Reading  
ANNE MURRAY  
TINA TURNER  
LANI HALL  
PAUL YOUNG  
Hottest:  
CULTURE CLUB  
GENESIS  
CHRIS CROSS  
RICK JAMES  
LIONEL RICHIE  
K-108/Sacramento  
Paul Mitchell  
PAUL MCCARTNEY  
STEVE NICKS  
KENNY ROGERS  
Hottest:  
DEBORAH ALLEN  
LIONEL RICHIE  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KUON/Eugene, OR  
Brian James  
CRYSTAL GAYLE  
LIONEL RICHIE  
GORDON LIGHTFOOT  
Hottest:  
NANE WATTA  
CARPENTERS  
Hottest:  
SHEENA EASTON  
SPANDAU BALLET  
CHRIS CROSS  
NEIL & DARA SEDAK  
NICK HEYWARD

### **KHOV/Denver** **Moore/Starnes**

PETER ALLEN  
MELISSA MANCHESTE  
ANNE MURRAY  
EWF  
CHRISTINE MCVIE  
Hottest:  
CULTURE CLUB  
JIMMY BUFFETT  
DOLLY PARTON  
GENESIS  
NEIL & DARA SEDAK  
KOST/Los Angeles  
Kaye/Marie  
CHRISTINE MCVIE  
MELISSA MANCHESTE  
Hottest:  
ELTON JOHN  
SHEENA EASTON  
NICK HEYWARD  
LIONEL RICHIE  
BILLY JOEL  
KKLT/Phoenix  
Anita Carlisle  
NEIL & DARA SEDAK  
CHRISTINE MCVIE  
Hottest:  
none  
KQY/Phoenix  
Marji/Pingree  
LIONEL RICHIE  
PAUL MCCARTNEY  
Hottest:  
none  
KRDO/Colorado Springs  
Dan Shanahan  
CHRISTINE MCVIE  
ANNE MURRAY  
MELISSA MANCHESTE  
BOB DYLAN  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KWAV/Monterey  
Michael Reading  
ANNE MURRAY  
TINA TURNER  
LANI HALL  
PAUL YOUNG  
Hottest:  
CULTURE CLUB  
GENESIS  
CHRIS CROSS  
RICK JAMES  
LIONEL RICHIE  
K-108/Sacramento  
Paul Mitchell  
PAUL MCCARTNEY  
STEVE NICKS  
KENNY ROGERS  
Hottest:  
DEBORAH ALLEN  
LIONEL RICHIE  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KUON/Eugene, OR  
Brian James  
CRYSTAL GAYLE  
LIONEL RICHIE  
GORDON LIGHTFOOT  
Hottest:  
NANE WATTA  
CARPENTERS  
Hottest:  
SHEENA EASTON  
SPANDAU BALLET  
CHRIS CROSS  
NEIL & DARA SEDAK  
NICK HEYWARD

### **KBOS/Boise** **Drew Harold**

MICHAEL SEMBELLO  
CHRISTINE MCVIE  
ANNE MURRAY  
MELISSA MANCHESTE  
JIM GLASER  
EWF  
Hottest:  
KOO & THE GANG  
CULTURE CLUB  
CHRIS CROSS  
LIONEL RICHIE  
KENNY ROGERS  
KRDO/Colorado Springs  
Dan Shanahan  
CHRISTINE MCVIE  
ANNE MURRAY  
MELISSA MANCHESTE  
BOB DYLAN  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KWAV/Monterey  
Michael Reading  
ANNE MURRAY  
TINA TURNER  
LANI HALL  
PAUL YOUNG  
Hottest:  
CULTURE CLUB  
GENESIS  
CHRIS CROSS  
RICK JAMES  
LIONEL RICHIE  
K-108/Sacramento  
Paul Mitchell  
PAUL MCCARTNEY  
STEVE NICKS  
KENNY ROGERS  
Hottest:  
DEBORAH ALLEN  
LIONEL RICHIE  
CULTURE CLUB  
KOO & THE GANG  
GENESIS  
KUON/Eugene, OR  
Brian James  
CRYSTAL GAYLE  
LIONEL RICHIE  
GORDON LIGHTFOOT  
Hottest:  
NANE WATTA  
CARPENTERS  
Hottest:  
SHEENA EASTON  
SPANDAU BALLET  
CHRIS CROSS  
NEIL & DARA SEDAK  
NICK HEYWARD

### **KSL/Salt Lake City** **George Lemich**

CULTURE CLUB  
PETER ALLEN  
BILL MEDLEY  
DONNA SUMMER  
PAUL MCCARTNEY  
CARPENTERS  
JIM GLASER  
HOTTEST:  
RAY PARKER JR.  
BILLY JOEL  
ONJ & TRAVOLTA  
GENESIS  
SHEENA EASTON  
GLADYS KNIGHT  
STALLONE & RHODES  
KFLP/Spokane  
Ric Morgan  
DOLLY PARTON  
LANI HALL  
Hottest:  
LIONEL RICHIE  
BARRY MANILOW  
RONNIE MILSAP  
CHRIS CROSS  
PAUL MCCARTNEY  
KCEE/Tucson  
Bill Mortimer  
none  
Hottest:  
ELTON JOHN  
MATTHEW WILDER  
BARRY MANILOW  
CULTURE CLUB  
LIONEL RICHIE

### **KRNO/Reno** **Irons/Bennett**

DAN FOGELBERG  
JIMMY BUFFETT  
MELISSA MANCHESTE  
EURYTHMICS  
EWF  
Hottest:  
CULTURE CLUB  
LIONEL RICHIE  
KOO & THE GANG  
CHRIS CROSS  
KOSW/Rock Springs, WY  
Bryan Maloney  
MELISSA MANCHESTE  
CHRISTINE MCVIE  
PAUL YOUNG  
CULTURE CLUB  
CHRIS CROSS  
KSEE/Tucson  
Bill Mortimer  
none  
Hottest:  
ELTON JOHN  
MATTHEW WILDER  
BARRY MANILOW  
CULTURE CLUB  
LIONEL RICHIE

### 119 Current Reports

The following stations reported frozen playlists this week:

- WSB-FM/Atlanta
- WMJ/Birmingham
- WRVR/Memphis
- KCEE/Tucson
- KFQD/Anchorage

The following stations did not report this week and therefore their playlists were frozen:

- WCZY/Detroit
- WLTT/Washington
- WAEB/Allentown
- KFSB/Joplin
- KWEB/Rochester, MN
- WBOW/Terre Haute



# AOR / ALBUMS

**January 27, 1984**

**176 REPORTERS**

Three Weeks  
Two Weeks  
Last Week

Total Reports  
Heavy Rotation  
Medium Rotation  
Total Adds All Rotations

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)
-	3	2	1	VAN HALEN/1984 (WB)
-	-	4	2	PRETENDERS/Learning To Crawl (Sire/WB)
1	1	1	3	GENESIS/Genesis (Atlantic)
2	2	3	4	YES/90125 (Atco)
DEBUT			5	J. LENNON & Y. ONO/Milk And Honey (Polydor/PG)
4	4	5	6	38 SPECIAL/Tour De Force (A&M)
3	5	6	7	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)
5	6	7	8	ROLLING STONES/Undercover (Rolling Stones/Atco)
9	9	9	9	DURAN DURAN/Seven And The Ragged Tiger (Capitol)
6	7	8	10	TWO OF A KIND/Soundtrack (MCA)
10	10	10	11	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
19	14	13	12	MANFRED MANN'S EARTH.../Somewhere In... (Arista)
11	11	12	13	OZZY OSBOURNE/Bark At The Moon (CBS Associated)
8	8	11	14	BILLY IDOL/Rebel Yell (Chrysalis)
17	15	14	15	MOTLEY CRUE/Shout At The Devil (Elektra)
-	25	20	16	A NIGHT IN HEAVEN/Soundtrack (A&M)
13	13	17	17	NIGHT RANGER/Midnight Madness (Camel/MCA)
-	-	21	18	JUDAS PRIEST/Defenders Of The Faith (Columbia)
30	20	18	19	REAL LIFE/Heartland (Curb/MCA)
-	34	25	20	EURHYTHMICS/Touch (RCA)
20	16	16	21	MOTELS/Little Robbers (Capitol)
7	12	15	22	ROMANTICS/In Heat (Nemperor/CBS)
DEBUT			23	FOOTLOOSE/Soundtrack (Columbia)
12	17	19	24	BLUE OYSTER CULT/The Revolution By Night (Columbia)
21	19	22	25	RE-FLEX/The Politics Of Dancing (Capitol)
DEBUT			26	UTOPIA/Oblivion (Passport)
DEBUT			27	DWIGHT TWILLEY/Jungle (EMI America)
24	23	27	28	HEADPINS/Line Of Fire (Solid Gold/MCA)
28	22	24	29	ABC/Beauty Stab (Mercury/PolyGram)
-	-	40	30	ACCEPT/Balls To The Wall (Portrait/CBS)
DEBUT			31	BON JOVI/Bon Jovi (Mercury/PolyGram)
34	29	32	32	STEVIE NICKS/The Wild Heart (Modern/Atco)
DEBUT			33	TED NUGENT/Penetrator (Atlantic)
18	21	26	34	U2/Under A Blood Red Sky (Island/Atco)
35	31	28	35	FIXX/Reach The Beach (MCA)
27	27	29	36	POLICE/Synchronicity (A&M)
-	37	37	37	CYNDI LAUPER/She's So Unusual (Portrait/CBS)
15	24	30	38	ALAN PARSONS PROJECT/Best Of The Alan... (Arista)
DEBUT			39	HYTS/Hyts (Gold Mountain/A&M)
29	28	31	40	VANDENBERG/Heading For A Storm (Atco)

"Jump" (166)	"Panama" (121)	"Wait" (85)	166+	161+	5-	1-
"Middle" (161)	"Time" (102)	"Thumbelina" (24)	168-	147+	20-	4-
"That's" (124)	"Job" (72)	"Home" (61)	168-	145-	23+	2+
"It Can" (119)	"Changes" (98)	"Owner" (89)	168-	143-	24+	7+
"Nobody" (167)	"Stepping" (49)	"Time" (35)	170+	124+	45-	16+
"Back" (136)	"If I'd" (83)	"Twentieth" (9)	157-	116-	40+	2+
"Pink" (103)	"Guitar" (83)	"Serious" (30)	148=	105-	43+	6+
"Hot" (122)	"Tough" (55)	"Undercover" (39)	142-	96-	45+	1-
"New Moon" (122)	"Union" (38)	"Reflex" (16)	140-	87-	52-	8-
"Ask The Lonely" (128)			129-	86-	43+	0=
"New Drug" (107)	"Heart" (18)	"Walking" (15)	124-	83+	40-	3+
"Runner" (138)	"Demolition" (28)		148+	43+	102-	12-
"Bark" (109)	"Rebel" (56)	"Tired" (19)	130-	48-	81-	3+
"Rebel Yell" (109)	"Blue Highway" (12)		117-	56-	61-	0-
"Looks" (111)	"Shout" (39)		123+	47=	70-	7+
"Heaven" (118)			118+	47+	68+	16-
"Rumours" (73)	"Rock In America" (55)		103-	38+	65-	4=
"Heads" (94)	"Freewheel" (26)	"Duty" (13)	119+	15+	99+	10-
"Send Me An Angel" (111)			111-	37+	71-	8-
"Here Comes The Rain Again" (105)			106+	39+	62+	16-
"Remember The Nights" (89)			94-	42-	51+	4-
"Talking" (58)	"Rock You" (26)	"Million" (13)	81-	40-	41+	5+
"Footloose" (102)			102+	19+	72+	36-
"Shark" (58)	"Take Me" (45)		88-	27-	61-	0-
"The Politics Of Dancing" (85)			86-	22-	63-	2-
"Crybaby" (89)	"Itch" (10)		94+	11+	76+	16-
"Girls" (98)			100+	2+	59+	99+
"Just One More Time" (61)	"Mine" (17)		79-	9-	70-	2-
"That Was Then" (38)	"Power" (35)		75-	10-	65-	1-
"Balls To The Wall" (80)			81+	4+	61+	26-
"Runaway" (72)			80+	2+	58+	43+
"Nightbird" (64)			65-	25+	39-	2-
"Tied Up In Love" (77)			82+	2+	47+	80+
"11 O'Clock" (40)	"I Will Follow" (25)		64-	13-	51-	1-
"The Sign Of Fire" (58)			60-	17=	43-	2-
"Wrapped" (42)	"Synch. II" (11)		51-	26-	24-	2=
"Girls" (50)	"Time After Time" (15)		60+	18+	38+	14+
"You Don't Believe" (50)			50-	24-	26-	0=
"Backstabbers" (63)			64+	6+	53+	9-
"Friday Night" (58)			60-	6-	54-	1-

## CHART EXTRAS

**BOB DYLAN**  
Infidels (Columbia)

**QUIET RIOT**  
Metal Health (Pasha/CBS)

**HEAVEN**  
Where Angels Fear To Tread (Columbia)

**STREETS**  
Streets (Atlantic)

**DON FELDER**  
Airborne (Elektra)

## BREAKERS®

**JOHN LENNON & YOKO ONO**  
Milk And Honey (Polydor/PolyGram)

97% of our reporters on it. 170/16, including adds at WNEW-FM, KTXQ, KYYS, KBCO, KUPD, KINK, KGB, CFOX, WAPL, CITI-FM, KWXL. Debuts at #5 on the Albums chart.

**FOOTLOOSE**  
Soundtrack (Columbia)

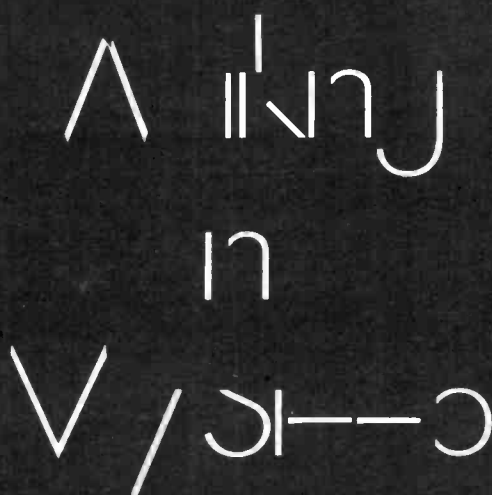
58% of our reporters on it. 102/38, including adds at KLOL, WSHE, WYNF, WSKS, WRIF, KWK, KCAL, WZZO, WHCN, WEZX, WLRS, WQFM, WDIZ, WTUE, WWCK. Debuts at #23 on the Albums chart.

**DWIGHT TWILLEY**  
Jungle (EMI America)

57% of our reporters on it. 100/99, including adds at WGRQ, WDVE, WHJY, KTXQ, KZEW, WSHE, WYNF, WMMS, WQFM, KUPD, KCAL, KGB, KRQR, KOME, WHCN, WPDH, WCMF, WKZL, KZEL. Debuts at #27 on the Albums chart.

**UTOPIA**  
Oblivion (Passport)

53% of our reporters on it. 94/16, including adds at WRIF, KOLA, WYMX, WRXL, WWCK, WXKE, KIDQ. Moves 33-26 on the Albums chart.



from Roger Daltrey



On Atlantic Records and Cassettes  
1984 Atlantic Recording Corp. A Warner Communications Co.

(ADVERTISEMENT)

# EPA ROCK HEATS UP WINTER



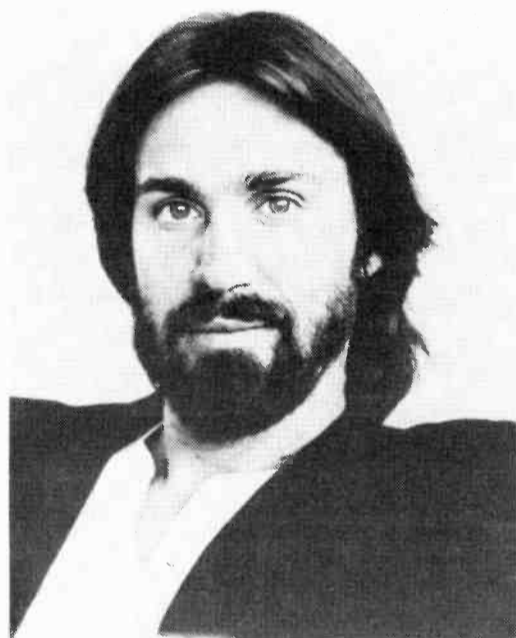
## ACCEPT "Balls To The Wall"

Immediate Sales Impact--  
Over 100,000

R&R 1/27 LP **30**

Hot Track **36**

*Portrait* / CBS



## DAN FOGELBERG "The Language Of Love"

From the LP "Windows And Walls"  
ON YOUR DESK NOW!

R&R 1/27--**#1**

New & Active Hot Track



## CYNDI LAUPER "She's So Unusual"

Featuring "Girls Just Want To Have Fun" —  
A Top Ten Request Song-- Bill Hard Chart

200,000 ALREADY SOLD!

R&R 1/27 LP **37**

Hot Track **53**

*Portrait* / CBS

**EPA**

Distributed by CBS Records

# Coming In March...

**R&R**  
RADIO & RECORDS  
**RATINGS REPORT**  
THE COMPLETE ANALYSIS OF AMERICAN RADIO LISTENING

Now Featuring  
**THE TOP 100**  
Markets!

By popular request,  
**R&R's 1984 Ratings Reports**  
will include results for the  
**TOP 100 markets.**



Volume 1, featuring the  
**Fall '83 results,**  
is coming in March.

## AOR / ALBUMS

### MOST ADDED

**DWIGHT TWILLEY (99)**  
Jungle (EMI America)  
**TED NUGENT (80)**  
Penetrator (Atlantic)  
**DAN FOGELBERG (49)**  
Windows & Walls (Full Moon/Epic)  
**BON JOVI (43)**  
Bon Jovi (Mercury/PolyGram)  
**FOOTLOOSE (36)**  
Soundtrack (Columbia)  
**WANG CHUNG (32)**  
Points On The Curve (Geffen)  
**ACCEPT (26)**  
Balls To The Wall (Portrait/CBS)

### MOST HOTS

**VAN HALEN (161)**  
1984 (WB)  
**PRETENDERS (147)**  
Learning To Crawl (Sire/WB)  
**GENESIS (145)**  
Genesis (Atlantic)  
**YES (143)**  
90125 (Atco)  
**JOHN LENNON (124)**  
Milk And Honey (Polydor/PolyGram)  
**38 SPECIAL (116)**  
Tour De Force (A&M)  
**JOHN COUGAR MELLENCAMP (105)**  
Uh-Huh (Riva/PolyGram)

### NEW & ACTIVE

- WANG CHUNG/Points On The Curve (Geffen) 52/32 (27/27)**  
Adds including WDVE, WKLS, KCAL, KFOG, WKLC, WKTU, WZXR, WLVO, WIOT, KKDJ, KLPX. Hots: 4 KROQ, KSPN, KTMS, KTYD. Mediums: 29 including WBAB, CHUM-FM, WMMS, KBCO, WCMF, WKZL, KQDS.
- DAN FOGELBERG/Windows & Walls (Full Moon/Epic) 50/49 (0/0)**  
Adds including WSHE, KAZY, WQBK, WPLR, WYMX, WQDR, WLAV, KFMG, KIDQ. Hots: 7 WSKS, KBPI, WKQQ, WWCT, WCPZ, KAWY, KTCL. Mediums: 24 including KMBQ, WYNF, WMMS, KINK, WHCN, WPDH, WZXR, WKDF, KTUE, KEZO.
- PREVIEW/Preview (Geffen) 40/2 (42/2)**  
Adds: KSRR, WEBN. Hots: 5 KZEW, WYNF, KLOS, KRCK, WMGM. Mediums: 34 including WBAB, KSJO, KISW, WPDH, WZXY, WKZL, WLVO, KATT, KWXL, KFIV-FM.
- BAXTER ROBERTSON/Panorama View (RCA) 32/3 (31/7)**  
Adds: WHJY, WEBN, KFMF. Hots: 1 KAWY. Mediums: 30 including WDVE, KSHE, KBCO, KROQ, KDKB, WAAL, WQMF, KQDS, KLPX.
- WIRE TRAIN/In A Chamber (415/Columbia) 27/13 (21/17)**  
Adds: WRXT, WBAB, WDVE, WSHE, KQAK, WQBK, WPDH, WCMF, WIMZ, KMOD, WMGM, WYER, KFMF. Hots: 6 WLIR, KROQ, 91X, KQAK, KTCL, KTYD. Mediums: 14 including WXRT, KUFO.
- PAUL YOUNG/No Parlez (Columbia) 22/6 (17/5)**  
Adds: KMEL, KQDS, KIDQ, WOAY, KAWY, KZOO. Hots: 2 WXRT, KSPN. Mediums: 15 including WRXT, WBAB, WMMS, KBCO, CHEZ-FM, WPDH, WTKX, WWCT.
- KIND/Pain And Pleasure (360) 22/5 (19/7)**  
Adds: KSHE, WYFE, KMOD, KILO, WDEK. Mediums: 17 including WLUP, WXRT, WEBN, WSKS, WQFM, KBCO, KOME, KSJO, WCCC, WAPL, WTUE, KQDS, WWCT.
- LIONEL RICHIE/Can't Slow Down (Motown) 22/1 (24/2)**  
Adds: WCKN. Hots: 13 including KMBQ, WMMS, KWK, K97, WAMX, WZXY, WIMZ, WXKE. Mediums: 9 including WLUP, WQBK, WZZO, KGGO.
- MINK DEVILLE/Where Angels Fear To Tread (Atlantic) 20/6 (18/4)**  
Adds: WHJY, KROQ, WCCC, WOUR, KIDQ, KTYD. Hots: 4 WXRT, KBCO, WDEK, KTCL. Mediums: 15 including WBCN, WNEW-FM, WTKX, KQDS.
- MICHAEL SCHENKER GROUP/Built To Destroy (Chrysalis) 19/14 (5/2)**  
Adds: WBAB, WYNF, WPYX, KXZL, WWCT, KMOD, KFMG, WRKI, KSMB, KUFO, WBYG, WYER, KSQY, KOZZ. Hots: 0. Mediums: 10 including WDVE, KSJO, KISW, WTPA.
- NICK HEYWARD/North Of A Miracle (Arista) 16/0 (15/0)**  
Adds: 0. Hots: 2 WXRT, KTCL. Mediums: 14 including WBCN, KBCO, KROQ, KCAL, WQDR.
- UB40/Labour Of Love (Virgin/A&M) 13/2 (13/1)**  
Adds: WBCN, WAMX. Hots: 7 including CHUM-FM, WCKO, KBCO, K97, KROQ. Mediums: 4 including WMMS, 91X, WPDH.
- BROKEN EDGE/Time For A Change (Polydor/PolyGram) 13/2 (14/6)**  
Adds: KQDS, KQAK. Hots: 1 KTYD. Mediums: 10 including KSHE, 91X, WTPA, WPDH, WTKX, WQDR.
- HELIX/No Rest For The Wicked (Capitol) 13/0 (14/2)**  
Adds: 0. Hots: 3 KLOS, KRCK, KZOK. Mediums: 10 including WHJY, KZEW, WQFM, KSHE, KGON, KOME, KISW.
- TSUNAMI/Tsunami (Enigma) 12/4 (11/6)**  
Adds: WYNF, KRQR, WTPA, WYER. Hots: 2 KSJO, KZOK. Mediums: 7 including KSJO, KZOK.
- LET'S ACTIVE/Afoot (IRS/A&M) 12/1 (14/4)**  
Adds: WCPZ. Hots: 3 91X, KTCL, KTYD. Mediums: 9 including WBAB, WLIR, WXRT, KBCO, KROQ, KQAK, WPDH.
- BILL NELSON/Vistamix (Portrait/CBS) 12/0 (16/7)**  
Adds: 0. Hots: 2 WQBK, KTYD. Mediums: 10 including WLIR, WCKO, WXRT, KBCO, KROQ, KFOG.
- SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 11/0 (9/3)**  
Adds: 0. Hots: 4 CHOM-FM, CHUM-FM, KQAK, CITI-FM. Mediums: 7 including KBCO, KROQ, 91X, KFOG, CFOX, CHEZ-FM.
- RAY PARKER, JR./Woman Out Of Control (Arista) 11/0 (9/1)**  
Adds: 0. Hots: 2 KMBQ, KSMB. Mediums: 9 including WSKS, WMMS, WAMX, WZXY.
- MATTHEW WILDER/I Don't Speak The Language (Private I/CBS) 11/0 (13/2)**  
Adds: 0. Hots: 4 WMMS, KGGO, WCPZ, KSPN. Mediums: 7 including KWK, WAMX, WZXY.

**AOR ALBUMS** — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

**CHART EXTRAS** — Records that have fallen off the chart but continue to receive substantial airplay.

**AOR BREAKERS** — Records that are in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting for the first time. Numbers indicate total reports/adds; for instance, 40/20 means 40 stations reported a record, and of those, 20 added it that week. Figures in parentheses are last week's data.

# R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week		Total	Heavy	Medium	Total Adds
11	1	1	<b>1 VAN HALEN/Jump (WB)</b>	166+	161+	5-	0-
5	2	2	<b>2 PRETENDERS/Middle Of The Road (Sire/WB)</b>	161-	138+	22-	1-
-	8	3	<b>3 JOHN LENNON/Nobody Told Me (Polydor/Pg)</b>	167-	124+	43-	8-
1	3	4	<b>4 GENESIS/That's All (Atlantic)</b>	124-	113-	11+	1=
17	13	10	<b>5 38 SPECIAL/Back Where You Belong (A&amp;M)</b>	136+	78+	57-	3+
4	4	5	<b>6 JOURNEY/Ask The Lonely (MCA)</b>	128-	86-	42+	0=
9	9	8	<b>7 ROLLING STONES/She Was Hot (RS/Atco)</b>	122+	86-	35+	1=
45	21	16	<b>8 DURAN DURAN/New Moon On Monday (Capitol)</b>	122+	75+	46+	8-
13	12	11	<b>9 YES/It Can Happen (Atco)</b>	119-	77=	41-	4+
-	22	14	<b>10 VAN HALEN/Panama (WB)</b>	121+	60+	59+	6-
49	29	19	<b>11 MANFRED MANN'S EARTH.../Runner (Arista)</b>	138+	37+	98+	14-
3	6	7	<b>12 JOHN COUGAR MELLENCAMP/Pink... (Riva/Pg)</b>	103-	79-	24+	1+
10	11	13	<b>13 HUEY LEWIS &amp; THE NEWS/I Want... (Chrysalis)</b>	107-	70-	36-	3+
8	10	12	<b>14 BILLY IDOL/Rebel Yell (Chrysalis)</b>	109-	53-	56-	0-
-	32	22	<b>15 BRYAN ADAMS/Heaven (A&amp;M)</b>	118+	47+	68+	16-
23	18	17	<b>16 MOTLEY CRUE/Looks That Kill (Elektra)</b>	111+	43+	62-	7+
15	14	15	<b>17 OZZY OSBOURNE/Bark At... (CBS Associated)</b>	109-	41-	68-	2+
2	5	6	<b>18 YES/Owner Of A Lonely Heart (Atco)</b>	89-	77-	12+	0=
18	15	18	<b>19 YES/Changes (Atco)</b>	98-	59-	39-	1-
-	-	28	<b>20 PRETENDERS/Time The Avenger (Sire/WB)</b>	102+	50+	52+	16-
6	7	9	<b>21 38 SPECIAL/If I'd Been The One (A&amp;M)</b>	83-	68-	15-	0=
-	-	33	<b>22 CHRISTINE McVIE/Got A Hold On Me (WB)</b>	120+	28+	84+	23-
35	25	20	<b>23 REAL LIFE/Send Me An Angel (Curb/MCA)</b>	111-	37+	71-	8-
-	48	29	<b>24 EURYTHMICS/Here Comes The Rain Again (RCA)</b>	105+	38+	62+	17-
-	43	26	<b>25 VAN HALEN/I'll Wait (WB)</b>	85+	39=	45+	10-
26	19	21	<b>26 MOTELS/Remember The Night (Capitol)</b>	89-	41-	47+	4-
31	27	30	<b>27 JOHN COUGAR MELLENCAMP/Play... (Riva/Pg)</b>	83+	43+	40+	10+
-	-	51	<b>28 KENNY LOGGINS/Footloose (Columbia)</b>	102+	19+	72+	36-
-	44	34	<b>29 JUDAS PRIEST/Some Heads Are Gonna... (Columbia)</b>	94+	12+	79+	6-
14	17	23	<b>30 GENESIS/Just A Job To Do (Atlantic)</b>	72-	38-	34-	1+
24	23	27	<b>31 RE-FLEX/The Politics Of Dancing (Capitol)</b>	85-	22-	62-	2=
-	49	41	<b>32 NIGHT RANGER/Rumours In Air (Camel/MCA)</b>	73+	22+	51+	5-
-	-	44	<b>33 UTOPIA/Crybaby (Passport)</b>	89+	11+	72+	15-
<b>DEBUT</b>			<b>34 DWIGHT TWILLEY/Girls (EMI America)</b>	98+	2+	58+	97+
7	16	24	<b>35 ROMANTICS/Talking In Your... (Nemperor/CBS)</b>	58-	34-	24-	2+
-	-	53	<b>36 ACCEPT/Balls To The Wall (Portrait/CBS)</b>	80+	4+	60+	25-
59	47	45	<b>37 GENESIS/Home By The Sea (Atlantic)</b>	61+	28=	33+	4-
40	39	40	<b>38 STEVIE NICKS/Nightbird (Modern/Atco)</b>	64-	25+	38-	2-
21	20	25	<b>39 ROLLING STONES/Too Tough (RS/Atco)</b>	55-	26-	29-	0-
46	40	32	<b>40 FIXX/The Sign Of Fire (MCA)</b>	58-	17+	41-	2-
20	31	37	<b>41 ALAN PARSONS PROJECT/You Don't... (Arista)</b>	50-	24-	26-	0=
-	45	38	<b>42 VAN HALEN/Hot For Teacher (WB)</b>	55-	22-	33+	3-
<b>DEBUT</b>			<b>43 TED NUGENT/Tied Up In Love (Atlantic)</b>	77+	2+	45+	75+
<b>DEBUT</b>			<b>44 BON JOVI/Runaway (Mercury/Pg)</b>	72+	2+	52+	41+
33	34	43	<b>45 HEADPINS/Just One More Time (Solid Gold/MCA)</b>	61-	9-	52-	0-
38	37	36	<b>46 OZZY OSBOURNE/Rock 'N Roll Rebel (CBS Assoc.)</b>	56-	21-	34-	2+
19	24	31	<b>47 NIGHT RANGER/Rock In America (Camel/MCA)</b>	55-	20-	35-	1=
30	36	39	<b>48 BLUE OYSTER CULT/Shooting Shark (Columbia)</b>	58-	18-	40-	0-
-	-	54	<b>49 HYTS/Backstabbers (Gold Mountain/A&amp;M)</b>	63+	6+	52+	9-
<b>DEBUT</b>			<b>50 JOHN LENNON/I'm Stepping Out (Polydor/Pg)</b>	49+	25+	21+	41+
36	35	42	<b>51 VANDENBERG/Friday Night (Atco)</b>	58-	6-	52-	1-
-	54	50	<b>52 POLICE/Wrapped Around Your Finger (A&amp;M)</b>	42-	22+	19-	2=
-	-	60	<b>53 CYNDI LAUPER/Girls Just Want... (Portrait/CBS)</b>	50+	17+	30+	13+
25	26	47	<b>54 BLUE OYSTER CULT/Take Me Away (Columbia)</b>	45-	13-	32-	0=
12	28	35	<b>55 ROLLING STONES/Undercover Of... (RS/Atco)</b>	39-	22-	17-	0=
<b>DEBUT</b>			<b>56 MOTLEY CRUE/Shout At The Devil (Elektra)</b>	39+	20+	19+	3+
<b>DEBUT</b>			<b>57 YES/Leave It (Atco)</b>	38+	20+	18+	11+
<b>DEBUT</b>			<b>58 HOWARD JONES/New Song (Elektra)</b>	48+	7+	36+	9-
27	33	48	<b>59 U2/11 O'Clock Tick Tock (Island/Atco)</b>	40-	11-	29-	0=
16	30	46	<b>60 DURAN DURAN/Union Of The Snake (Capitol)</b>	38-	20-	18-	0=

## CHART EXTRAS

**HEAVEN** Rock School (Columbia) **ALCATRAZZ** Island In The Sun (Rocshire)  
**GENESIS** It's Gonna Get Better (Atlantic)  
**ABC** That Was Then, But This Is Now (Mercury/PolyGram)  
**DON FELDER** Bad Girls (Elektra)

## BREAKERS

**EURYTHMICS** Here Comes The Rain  
 60% of our reporters on it. 105/17, including adds at WBCN, KLOL, WSKS, KAZY, WQBK, WSCY, WKLC. Moves 29-24 on the Tracks Chart.

**PRETENDERS** Time The Avenger (Sire/WB)  
 58% of our reporters on it. 102/16, including adds at CHUM-FM, KLOL, KCAL, KOLA, WZZO, WCCC, WFYV. Moves 28-20 on the Tracks chart.

**KENNY LOGGINS** Footloose (Columbia)  
 58% of our reporters on it. 102/36, including adds at KLOL, WSHE, WYNF, WSKS, WRIF, KWK, KCAL, WZZO. Moves 51-28 on the Tracks chart.

**DWIGHT TWILLEY** Girls (EMI America)  
 56% of our reporters on it. 98/97, including adds at WGRQ, WDVE, WHJY, KTXQ, KZEW, WSHE, WYNF. Debuts at #34 on the Tracks chart.

**JUDAS PRIEST** Some Heads Are Gonna Roll (Columbia)  
 53% of our reporters on it. 94/6, including adds at KMBQ, KLBK, WKDF, WTKX, WKZL, CITI-FM. Moves 34-29 on the Tracks chart.

**UTOPIA** Crybaby (Passport)  
 51% of our reporters on it. 89/15, including adds at WLUP, WRIF, KOLA, KSJO, WYMX, WRXL, KXZL, WWCK. Moves 44-33 on the Tracks chart.

## NEW & ACTIVE

**DAN FOGELBERG** "The Language Of..." (Full Moon/Epic) 48/47 (0/0)  
 Adds including WSHE, KMBQ, WYNF, WXRT, WMMS, KKCI, KBCO, KAZY. Hots: 6 WSKS, KBPI, WKQQ, WWCT, WCPZ, KAWY. Mediums: 23 including KFOG, WHCN, WPLR, WYMX, WKDF, WQDR, WTUE, WLAV, KEZO, KFMG, KIDQ.

**PREVIEW "Red Lights" (Geffen) 39/2 (41/2)**  
 Adds: KSRR, WEBN. Hots: 5 KZEW, WYNF, KLOS, KRCK, WMGM. Mediums: 33 including WBAB, WHJY, KQRS, KCAL, KOLA, KOMA, KJZO.

**NENA** "99 Luftballons (99 Red Balloons)" (Epic) 37/10 (27/8)  
 Adds including WHJY, CHUM-FM, KBPI, KCAL, WAAL, WCPZ. Hots: 14 including WRXT, WCKO, WLUP, WMMS, KAZY, K97, KTCL. Mediums: 21 including KEGG, WXRT, KDKB, WAMX, KNCN, WIMZ.

**JOHN LENNON** "Borrowed Time" (Polydor/PolyGram) 35/28 (0/0)  
 Adds including CHOM-FM, WMMR, WMMS, KYYS, WPYX, WTPA. Hots: 14 including WCKO, KUPD, CFOX, WKZL, CITI-FM, KLYV, KSPN. Mediums: 20 including WBAB, KAZY, KINK, KGB, WWCT, WCPZ.

**ABC** "The Power Of Persuasion" (Mercury/PolyGram) 35/2 (40/5)  
 Adds: KCAL, WOUR. Hots: 5 CHUM-FM, CHEZ-FM, WPDH, WKQQ, CITI-FM. Mediums: 30 including WGRQ, CHOM-FM, WDVE, KLOL, KBPI, CFOX, WLVO, KATT.

**WANG CHUNG** "Dance Hall Days" (Geffen) 34/21 (17/17)  
 Adds including WNEW-FM, WHJY, WXRT, WBYG, WYER, KAWY. Hots: 2 KSPN, KTYD. Mediums: 19 including WDVE, CHUM-FM, WKLS, WCKO, KBCO, KCAL, KFOG.

**CULTURE CLUB** "Karma Chameleon" (Virgin/Epic) 32/2 (33/2)  
 Adds: WCKN, WKZL. Hots: 16 including WBCN, KMBQ, K97, KCAL, KQAK, WQBK, WYMX, KSPN. Mediums: 16 including WLUP, KAZY, KBPI, WAMX, WOUR, KRIX, KQDS.

**BAXTER ROBERTSON** "Silver Strand" (RCA) 31/3 (30/7)  
 Adds: WHJY, WEBN, KFMF. Hots: 1 KAWY. Mediums: 29 including WDVE, KSHE, KBCO, KROQ, KDKB, KUPD, KCAL, 91X.

**JOHN COUGAR MELLENCAMP** "Serious Business" (Riva/Pg) 30/2 (30/3)  
 Adds: KOMA, WQBK. Hots: 15 including WRXT, CHOM-FM, KLOL, WSHE, WEBN, KYYS. Mediums: 15 including WGRQ, KAZY, WSCY, WKLC, KOMP, KRSP.

**YES** "Our Song" (Atco) 30/1 (34/3)  
 Adds: WRXL. Hots: 13 including WNEW-FM, WMMR, KSHE, KMEL, WTPA, WFYV. Mediums: 17 including WGRQ, WRXT, WKLS, KRQR, WZZO, WZXR.

**JOHN LENNON** "Don't Wanna Face..." (Polydor/Pg) 29/21 (0/0)  
 Adds including WGRQ, CHOM-FM, CHUM-FM, KTXQ, KBCO, WZXR, KFMQ. Hots: 15 including WNEW-FM, WCKO, K97, KCAL, CFOX, WHCN. Mediums: 12 including WCCC, WPLR, WEZQ, WAAF, WXKE, WFBQ, KATT.

**JOHN COUGAR MELLENCAMP** "Authority Song" (Riva/Pg) 27/3 (25/1)  
 Adds: WLAV, KEZE, WMMR. Hots: 13 including WMMR, WCKO, KSHE, WTPA, WAPL, KILQ. Mediums: 14 including WEBN, KWK, KLOS, KGON, KQDS, KZAP, KUFO.

**MICHAEL JACKSON** "Thriller" (Epic) 27/2 (26/7)  
 Adds: WAAL, WCKN. Hots: 16 including WBCN, WMMS, KWK, K97, WWCK, WXKE. Mediums: 10 including WLLZ, 91X, WYMX, KSQY, KZQO, KTMK.

**JUDAS PRIEST** "Freewheel Burning" (Columbia) 26/4 (29/6)  
 Adds: CHOM-FM, KRCK, CHEZ-FM. Hots: 7 WIYY, CHUM-FM, WZXY, WAPL, CITI-FM, KKDJ, WYER. Mediums: 17 including WBCN, KZEW, WYNF, KSHE, KGB, WLVO, WXLK.

**U2** "I Will Follow" (Island/Atco) 25/2 (25/4)  
 Adds: WYMX, KZAP. Hots: 4 including WLIR, KFOG, WCMF. Mediums: 21 including KSHE, KGB, KRQR, WAAL, KRIX, KKDJ.

**GENESIS** "Taking It All Too Hard" (Atlantic) 25/2 (23/1)  
 Adds: KCAL, KZAP. Hots: 14 including WSHE, WYNF, WLUP, WRIF, KINK, KMEL, WHCN, WRXL, WWCT. Mediums: 11 including WBAB, KWK, KOMA, WKDF, KGGG, KMDD.

**PRETENDERS** "Thumbelina" (Sire/WB) 24/3 (21/20)  
 Adds: CHUM-FM, KCAL, WTKX. Hots: 17 including WRXT, WMMS, KSHE, KROQ, KUPD, KQAK, WTPA, WAPL, KILQ, KPOI. Mediums: 7 including WOUR, WAAF, WTUE, KWXL.

**WANG CHUNG** "Don't Let Go" (Geffen) 23/13 (12/12)  
 Adds including WRXT, WAAL, WKLC, KLAQ, WZXY, KMJX, WLVO, WYFE, WIOT, WRUF. Hots: 1 KSPN. Mediums: 13 including WBAB, WMMS, KCAL.

**ENGLISH BEAT** "Best Friend" (IRS/A&M) 23/1 (27/2)  
 Adds: KRQR. Hots: 2 WBCN, WAAF. Mediums: 20 including WHJY, KSHE, WAAL, WTKX, WTUE.

**PAUL YOUNG** "Come Back & Stay" (Columbia) 22/6 (16/5)  
 Adds: KMEL, KQDS, KIDQ, WOAY, KAWY, KZQO. Hots: 2 WXRT, KSPN. Mediums: 15 including WRXT, WBAB, WMMS, KBCO, CHEZ-FM, WPDH, WTKX, WWCT.

**LIONEL RICHIE** "Running With The Night" (Motown) 21/1 (23/2)  
 Adds: WCKN. Hots: 12 including KMBQ, WMMS, KWK, K97. Mediums: 9 including WLUP, WAMX, WZXY, WIMZ, KGGG.

**WIRE TRAIN** "Chamber Of Hellos" (415/Columbia) 19/9 (16/12)  
 Adds including WSHE, KQAK, WQBK, WPDH. Hots: 5 including WLIR, KROQ, 91X. Mediums: 9 including WBCN, WXRT, KFOG, KLPX.

**PRETENDERS** "Show Me" (Sire/WB) 20/1 (24/20)  
 Adds: KUFO. Hots: 12 including WLIR, WMMR, WHJY, WSHE, WXRT, KLOS, KUPD, WPYX, WKTU, WLVO, KPOI. Mediums: 6 including WRXT, WQDR, WWCT, KILQ.

### MOST ADDED

- DWIGHT TWILLEY (97)** Girls (EMI America)
- TED NUGENT (75)** Tied Up In Love (Atlantic)
- DAN FOGELBERG (47)** Language Of Love (Full Moon/Epic)
- BON JOVI (41)** Runaway (Mercury/PolyGram)
- JOHN LENNON (41)** I'm Stepping Out (Polydor/PolyGram)
- KENNY LOGGINS (36)** Footloose (Columbia)

### MOST HOTS

- VAN HALEN (161)** Jump (WB)
- PRETENDERS (138)** Middle Of The Road (Sire/WB)
- JOHN LENNON (124)** Nobody Told Me (Polydor/PolyGram)
- GENESIS (113)** That's All (Atlantic)
- ROLLING STONES (86)** She Was Hot (Rolling Stones/Atco)
- JOURNEY (86)** Ask The Lonely (MCA)







MIDWEST (continued)

\* KSHE/St. Louis (314) 842-1111
\* WRAF/Detroit (313) 444-1010
\* WKXG/Fl. Wayne (219) 484-0580
\* WQFM/Milwaukee (414) 276-2040
\* WLLZ/Detroit (313) 863-1800
\* KKCI/Kansas City (816) 531-3400
\* KQRS/Minneapolis (612) 545-5601

\* WFBI/Detroit (313) 444-1010
\* WKXG/Fl. Wayne (219) 484-0580
\* WYER/Mt. Carmel (618) 262-5111
\* KSMJ/San Francisco (415) 391-9400
\* KQAK/San Francisco (415) 474-9100
\* KQDS/Duluth (218) 728-6421

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\* WQWV/Peoria (309) 674-2000
\* WLAJ/Grand Rapids (616) 456-5461
\* WXPJ/Davenport (319) 326-2541
\* WAPL/Appleton (414) 734-9226

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\* WAPL/Appleton (414) 734-9226

\* WYER/Mt. Carmel (618) 262-5111
\* KSMJ/San Francisco (415) 391-9400
\* KQAK/San Francisco (415) 474-9100
\* KQDS/Duluth (218) 728-6421
\* WQWV/Peoria (309) 674-2000
\* WLAJ/Grand Rapids (616) 456-5461
\* WXPJ/Davenport (319) 326-2541
\* WAPL/Appleton (414) 734-9226

\* WYER/Mt. Carmel (618) 262-5111
\* KSMJ/San Francisco (415) 391-9400
\* KQAK/San Francisco (415) 474-9100
\* KQDS/Duluth (218) 728-6421
\* WQWV/Peoria (309) 674-2000
\* WLAJ/Grand Rapids (616) 456-5461
\* WXPJ/Davenport (319) 326-2541
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\* KSMJ/San Francisco (415) 391-9400
\* KQAK/San Francisco (415) 474-9100
\* KQDS/Duluth (218) 728-6421
\* WQWV/Peoria (309) 674-2000
\* WLAJ/Grand Rapids (616) 456-5461
\* WXPJ/Davenport (319) 326-2541
\* WAPL/Appleton (414) 734-9226

Parallel Two

Parallel Three

WCPZ/Sandusky (419) 625-1010

WKBQ/Ann Arbor (313) 662-2881

WQWV/Peoria (309) 674-2000

WLAJ/Grand Rapids (616) 456-5461

WXPJ/Davenport (319) 326-2541

WAPL/Appleton (414) 734-9226

WEST

WDEK/DeKalb (815) 756-9250

WQWV/Peoria (309) 674-2000

WLAJ/Grand Rapids (616) 456-5461

WXPJ/Davenport (319) 326-2541

WAPL/Appleton (414) 734-9226

WQWV/Peoria (309) 674-2000

WLAJ/Grand Rapids (616) 456-5461

WXPJ/Davenport (319) 326-2541

WAPL/Appleton (414) 734-9226

\* K-97/Edmonton (403) 428-8597
\* WQWV/Peoria (309) 674-2000
\* WLAJ/Grand Rapids (616) 456-5461
\* WXPJ/Davenport (319) 326-2541
\* WAPL/Appleton (414) 734-9226

Continued on next page







R&R/Friday, January 27, 1984

**7-93** Atlanta  
 PD: John Young  
 MD: Chris Thomas

1 1 THE OWNER OF A LOVELY BE  
 2 2 CULTURE CLUB/Save Chameleon  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
 6 6 DEBORAH KAY/My Heart  
 7 7 DEBORAH KAY/My Heart  
 8 8 DEBORAH KAY/My Heart  
 9 9 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**WTKI** Milwaukee  
 Ops. Mgr.: Dallas Cole  
 MD: Danny Clayton

1 1 MICHAEL JACKSON/Thriller  
 2 2 THE OWNER OF A LOVELY BE  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
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 20 20 DEBORAH KAY/My Heart

**WLS** Chicago  
 Ops. Mgr.: Steve Casey  
 MD: Steve Perun

1 1 CULTURE CLUB/Save Chameleon  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
 4 4 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**WEST**  
**KRBB** Tacoma-Seattle  
 PD: Sean Lynch

1 1 MICHAEL JACKSON/Thriller  
 2 2 THE OWNER OF A LOVELY BE  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**B-97FM** New Orleans  
 PD: Nick Bazoo  
 MD: Greg Rolling

1 1 MICHAEL JACKSON/Thriller  
 2 2 THE OWNER OF A LOVELY BE  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
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 20 20 DEBORAH KAY/My Heart

**AM 97** Chicago  
 Ops. Mgr.: Steve Casey  
 MD: Steve Perun

1 1 CULTURE CLUB/Save Chameleon  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**FM 102.1** St. Louis  
 PD: Bob Garrett  
 MD: Kevin McCarthy

1 1 CULTURE CLUB/Save Chameleon  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**Basic 97.1** KMKJ Portland  
 PD: Jon Barry  
 MD: Steve Naganuma

1 1 CULTURE CLUB/Save Chameleon  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**94-6** Atlanta  
 PD: Jim Morrison  
 MD: Jeff McCartney

1 1 MICHAEL JACKSON/Thriller  
 2 2 THE OWNER OF A LOVELY BE  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
 6 6 DEBORAH KAY/My Heart  
 7 7 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**WGCL 98** Cleveland  
 PD: Bob Travis  
 MD: Tom Jeffries

1 1 MICHAEL JACKSON/Thriller  
 2 2 THE OWNER OF A LOVELY BE  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**Q102** Cincinnati  
 PD: Jim Fox  
 MD: Tony Galluzzo

1 1 MICHAEL JACKSON/Thriller  
 2 2 THE OWNER OF A LOVELY BE  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
 6 6 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**KCNR FM 97** Portland  
 PD: Trevlyn Holdridge  
 Asst. PD/MD: Bill Jackson

1 1 MICHAEL JACKSON/Thriller  
 2 2 THE OWNER OF A LOVELY BE  
 3 3 BARRY MANILLOW/It's Not Easy Bein' A Star  
 4 4 DEBORAH KAY/My Heart  
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 20 20 DEBORAH KAY/My Heart

**MIDWEST**

**B96** Chicago  
 PD: Buddy Scott  
 MD: Dave Robbins

1 1 CULTURE CLUB/Save Chameleon  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
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 5 5 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**WJOL 99.1FM** St. Paul  
 PD: Tac Hammer  
 Asst. PD/MD: Gregg Swedberg

1 1 CULTURE CLUB/Save Chameleon  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
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 20 20 DEBORAH KAY/My Heart

**KQ103FM KOAQ** Denver  
 PD: Jack Regan  
 MD: Alan Sledge

1 1 CULTURE CLUB/Save Chameleon  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**96WHYT** Detroit  
 PD: Steve Goldstein  
 MD: Bob Ransom

1 1 ELTON JOHN/Queen That's Why Th  
 2 2 BARRY MANILLOW/It's Not Easy Bein' A Star  
 3 3 DEBORAH KAY/My Heart  
 4 4 DEBORAH KAY/My Heart  
 5 5 DEBORAH KAY/My Heart  
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 19 19 DEBORAH KAY/My Heart  
 20 20 DEBORAH KAY/My Heart

**WJOL 99.1FM** St. Paul  
 PD: Tac Hammer  
 Asst. PD/MD: Gregg Swedberg

1 1 CULTURE CLUB/Save Chameleon  
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**Q103FM KOAQ** Denver  
 PD: Jack Regan  
 MD: Alan Sledge

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**Q103FM KOAQ** Denver  
 PD: Jack Regan  
 MD: Alan Sledge

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**R&R**  
 RADIO & RECORDS

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 BREAKERS  
 Pro-Motions  
 Washington Report  
 Networks/Program Suppliers  
 On The Records  
 MUSIC FEATURES  
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 93FM(KKBF-FM)/Houston, TX (1-S)  
 94Q(WQXI-FM)/Atlanta, GA (1-S)  
 94TYX(WTYX)/Jackson, MS (2-S)  
 95XIL(WXIL)/Parkersburg, WV (3-E)  
 98PX(YWPXY)/Rochester, NY (2-E)  
 99KG(KSKG)/Salina, KS (3-M)  
 B94(WBZZ)/Pittsburgh, PA (1-E)  
 B96(WBBM-FM)/Chicago, IL (1-M)  
 B97(WVEZB)/New Orleans, LA (1-S)  
 B104(WBSB)/Baltimore, MD (1-E)  
 B105(WBJW)/Orlando, FL (2-S)  
 CFTR/Toronto, Canada (1-E)  
 CHUM/Toronto, Canada (1-E)  
 CKGM/Montreal, Canada (1-E)  
 FM100(WMC-FM)/Memphis, TN (2-S)  
 G100(WKRG-FM)/Mobile, AL (2-S)  
 I95(WINZ-FM)/Miami, FL (1-S)  
 K96(KFMY)/Provo, UT (2-W)  
 K104(WCCK)/Erie, PA (2-E)  
 K107(KAYJ)/Tulsa, OK (2-M)  
 KAFM/Dallas, TX (1-S)  
 KAMZ/El Paso, TX (2-S)  
 KBBK/Boise, ID (2-W)  
 KBEQ/Kansas City, MO (1-M)  
 KBFM/McAllen-Brownsville, TX (2-S)  
 KBIM/Roswell, NM (3-W)  
 KC101(WKCI)/New Haven, CT (2-E)  
 KCBN/Reno, NV (3-W)  
 KCQD/Bozeman, MT (3-W)  
 KCMQ/Columbia, MO (3-M)  
 KENR/Portland, OR (1-W)  
 KDVV/Topeka, KS (3-M)  
 KDZA/Pueblo, CO (3-W)  
 KEARTH(KRTH)/Los Angeles, CA (1-W)  
 KEYN-FM/Wichita, KN (2-M)  
 KFMW/Waterloo, IA (3-M)  
 KFRC/San Francisco, CA (1-W)  
 KFRX/Lincoln, NE (3-M)  
 KFYR/Bismarck, ND (3-M)  
 KGGI/Riverside-San Bernardino, CA (2-W)  
 KGHQ/Hoquiam, WA (3-W)  
 KGGT/Anchorage, AK (3-W)  
 KHFI/Austin, TX (2-S)  
 KHOP/Modesto-Stockton, CA (2-W)  
 KHTR/St. Louis, MO (1-M)  
 KHYT/Tucson, AZ (2-W)  
 KIDD/Monterey, CA (2-W)  
 KIHK/Davenport, IA (2-M)  
 KIIS-FM/Los Angeles, CA (1-W)  
 KIKI/Honolulu, HI (2-W)  
 KILE/Galveston, TX (3-S)  
 KIMN/Denver, CO (1-W)  
 KIQQ/Los Angeles, CA (1-W)  
 KISR/Ft. Smith, AR (3-S)  
 KIST/Santa Barbara, CA (3-W)  
 KITE/Corpus Christi, TX (2-S)  
 KITS/San Francisco, CA (1-W)  
 KITY/San Antonio, TX (2-S)  
 KJ103(KJYO)/Oklahoma City, OK (2-M)  
 KKAZ/Cheyenne, WY (3-W)  
 KKFM/Colorado Springs, CO (2-W)  
 KKLK-FM/Rapid City, SD (3-M)  
 KKVW/Wichita Falls, TX (3-S)  
 KKRC/Sioux Falls, SD (3-M)  
 KKKL-FM/Grand Forks, ND (3-M)  
 KKKX/Bakersfield, CA (2-W)  
 KKYK/Little Rock, AR (2-S)  
 KLUC/Las Vegas, NV (2-W)  
 KMGK/Des Moines, IA (2-M)  
 KMGX/Fresno, CA (2-W)  
 KMJK/Portland, OR (1-W)  
 KNBQ/Tacoma-Seattle, WA (1-W)  
 KNOE-FM/Monroe, LA (3-S)  
 KO93(KOSO)/Modesto, CA (2-W)  
 KOPA/Phoenix, AZ (1-W)  
 KOZE/Lewiston, ID (3-W)  
 KQIZ-FM/Amarillo, TX (3-S)  
 KQKQ/Omaha, NE (2-M)  
 KQMQ/Honolulu, HI (2-W)  
 KRGV/McAllen-Brownsville, TX (2-S)  
 KRNA/Iowa City, IA (3-M)  
 KRQK/KRQQ/Tucson, AZ (2-W)  
 KRSP/Salt Lake City, UT (2-W)  
 KSET-FM/El Paso, TX (2-S)  
 KSKD/Salem, OR (2-W)  
 KSLY/San Luis Obispo, CA (3-W)  
 KTDY/Lafayette, LA (3-S)  
 KTFM/San Antonio, TX (2-S)  
 KTRS/Casper, WY (3-W)  
 KTSA/San Antonio, TX (2-S)  
 KUBE/Seattle, WA (1-W)  
 KWOD/Sacramento, CA (2-W)  
 KWSS/San Jose, CA (1-W)  
 KWTO-FM/Springfield, MO (3-M)  
 KX104(WWKX)/Nashville, TN (2-S)  
 KXSS/Lincoln, NE (3-M)  
 KXX106(WKXX)/Birmingham, AL (2-S)  
 KYNO-FM/Fresno, CA (2-W)  
 KYTN/Grand Forks, ND (3-M)  
 KYVA/Billings, MT (3-W)  
 KZ93(WKZW)/Peoria, IL (2-M)  
 KZFM/Corpus Christi, TX (2-S)  
 KZOI/San Luis Obispo, CA (3-W)  
 KZZB/Beaumont, TX (2-S)  
 KZZP/Phoenix, AZ (1-W)  
 OK100(WOKW)/Ithaca, NY (3-E)  
 PR-FM(WPRO-FM)/Providence, RI (1-E)  
 Q100(WQQQ)/Allentown, PA (2-E)  
 Q101(WJQQ)/Meridian, MS (3-S)  
 Q102(WKRC)/Cincinnati, OH (1-M)  
 Q103(KOAJ)/Denver, CA (1-W)

Q104(WQEN)/Gadsden, AL (3-S)  
 Q105(WRBO-FM)/Tampa, FL (1-S)  
 Q106(WQXA)/York, PA (2-E)  
 Q107(WRQX)/Washington, DC (1-E)  
 U93(WNDU-FM)/South Bend, IN (2-M)  
 WABB-FM/Mobile, AL (2-S)  
 WAEV/Savannah, GA (3-S)  
 WANS-FM/Greenville, SC (3-S)  
 WAZY-FM/Lafayette, IN (3-M)  
 WBBQ/Augusta, GA (2-S)  
 WBCY/Charlotte, NC (2-S)  
 WBEN-FM/Buffalo, NY (1-E)  
 WBLI/Long Island, NY (1-E)  
 WBNQ/Bloomington, IL (3-M)  
 WBWB/Bloomington, IN (3-M)  
 WCAU-FM/Philadelphia, PA (1-E)  
 WCGQ/Columbus, GA (3-S)  
 WCIL-FM/Carbondale, IL (3-M)  
 WCIR/Beckley, WV (3-E)  
 WDCG/Durham-Raleigh, NC (2-S)  
 WDOQ/Daytona Beach, FL (2-S)  
 WEBC/Duluth, MN (2-S)  
 WERZ/Exter, NH (3-E)  
 WFBG/Altoona, PA (3-E)  
 WFLY/Albany, NY (2-E)  
 WFMF/Baton Rouge, LA (2-S)  
 WFMI/Lexington, KY (2-S)  
 WFOX/Gainesville, GA (3-S)  
 WGCL/Cleveland, OH (1-M)  
 WGFM/Schenectady, NY (2-E)  
 WGLF/Tallahassee, FL (3-S)  
 WGRD/Grand Rapids, MI (2-M)  
 WGUY/Bangor, ME (3-E)  
 WHEB/Portsmouth, NH (3-E)  
 WHFM/Rochester, NY (2-E)  
 WHHY-FM/Montgomery, AL (2-S)  
 WHOT/Youngstown, OH (2-M)  
 WHSL/Wilmington, NC (3-S)  
 WHTT/Boston, MA (1-E)  
 WHYX/Pittsburgh, PA (1-E)  
 WHYI/Detroit, MI (1-M)  
 WIGY/Bath, ME (3-E)  
 WIKZ/Chambersburg, PA (3-E)  
 WJBF/Asheville, NC (3-S)  
 WJXV/Savannah, GA (3-S)  
 WJAD/Bainbridge, GA (3-S)  
 WJBO/Portland, ME (3-E)  
 WJXQ/Jackson, MI (2-M)  
 WKAU/Appleton-Oshkosh, WI (2-M)  
 WKBW/Bufalo, NY (1-E)  
 WKDD/Akron, OH (2-M)  
 WKDQ/Evansville, IN (2-M)  
 WKFG/Huntington, WV (2-E)  
 WKFM/Syracuse, NY (2-E)  
 WKFR/Kalamazoo, MI (2-M)  
 WKHI/Ocean City, MD (2-E)  
 WKRZ-FM/Wilkes-Barre, PA (2-E)  
 WKTI/Milwaukee, WI (1-M)  
 WLAN-FM/Lancaster, PA (1-E)  
 WLOL-FM/St. Paul, MN (1-M)  
 WLS/Chicago, IL (1-M)  
 WLS-FM/Chicago, IL (1-M)  
 WMEE/Ft. Wayne, IN (2-M)  
 WNFJ/Daytona Beach, FL (2-S)  
 WNOK-FM/Columbia, SC (2-S)  
 WNVZ/Norfolk, VA (2-S)  
 WNYI/Buffalo, NY (1-E)  
 WOKI/Knoxville, TN (2-S)  
 WOMP-FM/Wheeling, WV (3-E)  
 WPFM/Panama City, FL (3-S)  
 WPHD/Bufalo, NY (1-E)  
 WPLJ/New York, NY (1-E)  
 WPST/Trenton, NJ (2-E)  
 WQCM/Hagerstown, MD (3-E)  
 WQID/Biloxi, MS (2-S)  
 WQUT/Johnson City, TN (2-S))  
 WRCK/Utica, NY (2-E)  
 WRKR/Racine-Milwaukee, WI (2-M)  
 WRQK/Greensboro, NC (2-S)  
 WRQN/Richmond, OH (2-M)  
 WRVQ/Toledo, VA (2-S)  
 WSEZ/Winston-Salem, NC (2-S)  
 WSFL/New Bern, NC (2-S)  
 WSKZ/Chattanooga, TN (2-S)  
 WSPK/Poughkeepsie, NY (2-E)  
 WSPY/Stevens Point, WI (3-M)  
 WSQV/Williamsport, PA (3-E)  
 WSSX/Charleston, SC (2-S)  
 WSTO/Evansville, IN (2-M)  
 WVIC-FM/Hartford, CT (2-E)  
 WTRY/Albany, NY (2-E)  
 WTSN/Dover, NH (3-E)  
 WVIC/Lansing, MI (2-M)  
 WVSR/Charleston, WV (2-E)  
 WXXS-FM/Boston, MA (1-E)  
 WXLK/Roanoke, VA (3-S)  
 WYCR/Hanover-York, PA (2-E)  
 WYFM/Youngstown, OH (2-M)  
 WYKS/Gainesville, FL (3-S)  
 WZLD/Columbia, SC (2-S)  
 WZOK/Rockford, IL (2-M)  
 WZON/Bangor, ME (3-E)  
 WZPL/Indianapolis, IN (2-M)  
 WZYU/Huntsville, AL (2-S)  
 WZYQ/Frederick, MD (3-E)  
 XTRA(XETRA)/San Diego, CA (1-W)  
 Y94(WDAY-FM)/ Fargo, ND (3-M)  
 Y100(WHYI)/Miami, FL (1-S)  
 Z93(WZGC)/Atlanta, GA (1-S)  
 Z100(WHTZ)/New York, NY (1-E)  
 Z102(WZAT)/Savannah, GA (3-S)  
 Z104(WZEE)/Madison, WI (2-M)  
 Z298(KZCZ)/Kansas City, MO (2-M)

### Hot Hits in 105 KITS

San Francisco

PD: Jeff Hunter

1	THE OWNER OF A LOVELY BEA
2	ROMANTIC/Talking In Your Sleep
3	THE OWNER OF A LOVELY BEA
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30	ROMANTIC/Talking In Your Sleep

### K100 Los Angeles

PD: Paula Matthews  
MD: Robert Moorhead

1	THE OWNER OF A LOVELY BEA
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30	ROMANTIC/Talking In Your Sleep

### KISFM 102.7 Los Angeles

PD: Gerry De Francesco  
MD: Mike Schaefer

1	THE OWNER OF A LOVELY BEA
2	ROMANTIC/Talking In Your Sleep
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### KWS 94.5 FM San Jose

San Jose  
PD: Dave Van Stone  
MD: Robin Kipps

1	THE OWNER OF A LOVELY BEA
2	ROMANTIC/Talking In Your Sleep
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30	ROMANTIC/Talking In Your Sleep

### K101 FM Los Angeles

PD: Bob Hamilton  
MD: David Grossman

1	THE OWNER OF A LOVELY BEA
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30	ROMANTIC/Talking In Your Sleep

### KOPA Phoenix

PD: Reggie Blackwell  
MD: Art Morales

1	THE OWNER OF A LOVELY BEA
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### KUP Phoenix

FM 104  
PD: Charlie Quinn  
MD: Steve Goddard

1	THE OWNER OF A LOVELY BEA
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### KUBE 93 FM Seattle

PD: Bob Case  
MD: Tom Hutlyer

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### 610 KFCR San Francisco

PD: Gerry Cagle  
MD: Lynette Abraham

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# CHR ADDS & HOTS

## MIDWEST Most Added® Hottest

Eurythmics Michael Jackson  
Dan Fogelberg Culture Club  
Kenny Loggins Van Halen

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

Dan Fogelberg Michael Jackson  
Eurythmics Culture Club  
Pointer Sisters Genesis  
Kenny Loggins

### MIDWEST PARALLEL TWO

**WKDD/Akron, OH**  
Matt Patrick  
BOC (dp)  
DAN FOGELBERG  
EURYTHMICS  
PAUL YOUNG  
ROLLING STONES  
KENNY ROGERS  
Hottest:  
BILLY JOEL 2-1  
CULTURE CLUB 8-2  
MICHAEL JACKSON 10-6  
RUEY LEWIS & NEWS 24-15  
VAN HALEN 25-18

**WKAU/Appleton-Oshkosh, WI**  
Rosa/Cook  
CHRISTINE MCVIE  
KENNY LOGGINS  
EURYTHMICS  
MANFRED MANN (dp)  
Hottest:  
YES 2-1  
ROMANTICS 3-2  
CHRIS CROSS 12-8  
MICHAEL JACKSON 25-19  
VAN HALEN 28-21

**92X/Columbus, OH**  
Joel Cella  
CHRISTINE MCVIE  
EURYTHMICS  
KENNY LOGGINS  
RE-FLEX  
MOTLEY CRUE (dp)  
Hottest:  
ELTON JOHN 3-1  
CULTURE CLUB 5-3  
MICHAEL JACKSON 15-8  
VAN HALEN 13-9  
CHRIS CROSS 16-11

**KLIK/Davenport, IA**  
Jim O'Hara  
UB40  
KENNY LOGGINS (dp)  
HOWARD JONES  
WANG CHUNG  
Hottest:  
CULTURE CLUB 3-1  
KOOL & THE GANG 5-3  
GENESIS 11-5  
MICHAEL JACKSON 16-10  
CYNDI LAUPER D-22

**KMGK/Des Moines, IA**  
Jim Roberts  
EURYTHMICS  
KENNY LOGGINS  
POINTER SISTERS  
STRAY CATS  
DAN FOGELBERG  
ROCKWELL  
Hottest:  
KOOL & THE GANG 3-2  
JOHN COUGAR 5-4  
GENESIS 10-6  
MICHAEL JACKSON 29-11  
VAN HALEN 31-12

**WEBC/Duluth**  
Dick Johnson  
CHRISTINE MCVIE  
SHANNON  
EURYTHMICS  
CYNDI LAUPER (dp)  
Hottest:  
CULTURE CLUB 2-1  
GENESIS 3-2  
LIONEL RICHIE 5-3  
KOOL & THE GANG 7-6  
CHRIS CROSS 10-8

**WKDQ/Evanston, IL**  
Hobbs/Payne  
PAUL MCCARTNEY  
EURYTHMICS  
ADAM ANT (dp)  
DAN FOGELBERG  
POINTER SISTERS  
ROCKWELL  
DEELE  
Hottest:  
MICHAEL JACKSON 3-1  
GENESIS 4-3  
LIONEL RICHIE 7-5  
DEBARGE 11-7  
KOOL & THE GANG 15-9

**WSTO/Evanston, IL**  
Chris Taylor  
CHRIS CROSS  
JOHN LENNON  
Hottest:  
MICHAEL JACKSON 1-1  
CULTURE CLUB 2-2  
ELTON JOHN 9-6  
GENESIS 10-8  
KC 17-10

**WNME/Ft. Wayne, IN**  
Tony Richards  
DURAN DURAN  
KENNY LOGGINS  
CYNDI LAUPER  
KOOL & THE GANG  
Hottest:  
CULTURE CLUB 3-1  
MICHAEL JACKSON 11-9  
VAN HALEN 19-15  
POLICE 21-18  
NENA 29-24

**WGRD/Grand Rapids, MI**  
J.J. Dulling  
38 SPECIAL  
DAN FOGELBERG  
HOWARD JONES  
ADAM ANT  
Hottest:  
MICHAEL JACKSON 1-1  
RUEY LEWIS & NEWS 8-3  
NENA 6-4  
PRETENDERS 10-5  
VAN HALEN 16-7

**WZPL/Indianapolis, IN**  
Hoffmann/Browning  
JOHN LENNON  
SHANNON  
DAN FOGELBERG  
PAUL YOUNG  
38 SPECIAL  
UB40  
HOWARD JONES  
BILLY IDOL  
Hottest:  
CHRIS CROSS 9-4  
JOHN COUGAR 14-9  
VAN HALEN 23-13  
JOHN LENNON D-19  
POLICE 36-25

**WJXQ/Jackson, MI**  
Ryan/Cheeks  
CHRISTINE MCVIE  
ROLLING STONES (dp)  
STRAY CATS (dp)  
SHEENA EASTON (dp)  
ADAM ANT (dp)  
Hottest:  
VAN HALEN 5-1  
MICHAEL JACKSON 11-2  
RUEY LEWIS & NEWS 12-9  
STEVIE NICKS 18-14  
JOHN LENNON 22-17

**WKFR/Kalamazoo, MI**  
Swart/Chapman  
MANFRED MANN (dp)  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB 3-1  
GENESIS 5-4  
NENA 18-10  
MICHAEL JACKSON 24-12  
JOHN LENNON 27-19

**ZZ99/Kansas City**  
Mike Benson  
EURYTHMICS (dp)  
AMERICAN COMEDY N (dp)  
Hottest:  
CULTURE CLUB 1-1  
GENESIS 2-2  
LIONEL RICHIE 3-3  
CHRIS CROSS 6-4  
KOOL & THE GANG 5-5

**WVIC/Lansing, MI**  
Stevens/Kitterage  
KENNY LOGGINS  
DURAN DURAN  
JAMES INGRAM  
KIM CARNES  
EURYTHMICS  
Hottest:  
MICHAEL JACKSON 5-2  
JACKSON BROWNE 8-5  
RUEY LEWIS & NEWS 10-6  
VAN HALEN 17-11  
RAY PARKER JR. 26-18

**Z104/Madison, WI**  
Little/Hudson  
AMERICAN COMEDY N  
ROCKWELL  
EURYTHMICS  
MANFRED MANN  
PAUL YOUNG  
Hottest:  
CULTURE CLUB 3-1  
JUMP 'N' THE SADDL 4-2  
ROMANTICS 6-3  
CHRIS CROSS 5-4  
SHANNON 15-9

**KJ103/Oklahoma City, OK**  
Dan Wilson  
KISS  
KENNY LOGGINS  
ROCKWELL  
HALL & OATES  
TINA TURNER  
38 SPECIAL  
Hottest:  
YES 1-1  
MICHAEL JACKSON 8-4  
REAL LIFE 13-6  
VAN HALEN 19-13  
MANFRED MANN 28-19

**KQKQ/Omaha, NE**  
Taylor/Dean  
MICHAEL JACKSON  
CHRISTINE MCVIE  
EURYTHMICS  
TINA TURNER  
ROCKWELL  
KENNY LOGGINS  
Hottest:  
CULTURE CLUB 1-1  
GENESIS 3-2  
MICHAEL JACKSON D-5  
VAN HALEN 20-11  
NENA 32-21

**KZ93/Peoria, IL**  
Edwards/Maloney  
CHRISTINE MCVIE  
KENNY LOGGINS  
CYNDI LAUPER  
Hottest:  
GENESIS 2-1  
ROMANTICS 3-2  
MICHAEL JACKSON 18-3  
MATTHEW WILDER 4-4  
38 SPECIAL 8-6

**WRKR/Rochester-Milwaukee**  
Pat Martin  
ROCKWELL  
ROLLING STONES  
BOC  
JOHN CAFFERTY  
DAN FOGELBERG  
B.E. TAYLOR GROUP  
PRINCE  
AMERICAN COMEDY N  
Hottest:  
QUIET RIOT 2-1  
MICHAEL JACKSON 11-4  
ADAM ANT 15-7  
CYNDI LAUPER 20-10  
DURAN DURAN 24-17

**WZOK/Rockford, IL**  
Geoff Davis  
CHRISTINE MCVIE  
CHRIS CROSS  
Hottest:  
YES 3-1  
38 SPECIAL 9-5  
GENESIS 12-9  
MATTHEW WILDER 11-10  
CULTURE CLUB 16-11

**U93/South Bend, IN**  
J.K. Deering  
KOOL & THE GANG  
Hottest:  
YES 1-1  
CULTURE CLUB 5-2  
ELTON JOHN 4-3  
LIONEL RICHIE 23-5  
CHRIS CROSS 14-7

**WRQN/Toledo**  
Buck McWilliams  
CHRISTINE MCVIE  
QUIET RIOT (dp)  
38 SPECIAL  
POINTER SISTERS  
ADAM ANT  
MOTLEY CRUE (dp)  
ROCKWELL  
Hottest:  
CULTURE CLUB 1-1  
GENESIS 5-2  
LIONEL RICHIE 7-3  
JOHN COUGAR 8-6  
KOOL & THE GANG 9-7

**KAYI/Tulsa, OK**  
Phil Williams  
SHANNON  
KC  
POINTER SISTERS  
BILLY IDOL (dp)  
MUSICAL YOUTH  
KIM CARNES  
Hottest:  
CULTURE CLUB 1-1  
YES 2-2  
LIONEL RICHIE 3-3  
NANA 15-8  
MICHAEL JACKSON 20-12

**KEYN-FM/Wichita, KS**  
Taylor/Pearman  
DAN FOGELBERG  
CYNDI LAUPER (dp)  
SHEENA EASTON (dp)  
Hottest:  
CULTURE CLUB 2-1  
CULTURE CLUB 8-2  
YES 3-3  
ELTON JOHN 4-4  
MICHAEL JACKSON 14-10

**WHOT/Youngstown**  
Dick Thompson  
BILLY IDOL  
38 SPECIAL  
PAUL YOUNG  
MUSICAL YOUTH  
WANG CHUNG  
JOHN CAFFERTY  
JACQUI BROOKS  
STRAY CATS  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB 3-1  
KOOL & THE GANG 11-6  
MICHAEL JACKSON 19-9  
STEVIE NICKS 23-16  
HOWARD JONES D-31

**WYFM/Youngstown**  
Jeff Tobin  
none  
Hottest:  
MICHAEL JACKSON 1-1  
CULTURE CLUB 3-2  
ROMANTICS 7-5  
GENESIS 16-8  
MATTHEW WILDER 17-9

**PARALLEL THREE**

**KFYR/Bismarck, ND**  
Brannan/Hardt  
none  
Hottest:  
CULTURE CLUB 1-1  
BILLY JOEL 5-5  
MATTHEW WILDER 6-6  
LIONEL RICHIE 7-7  
NENA 20-20

**WBNQ/Bloomington, IL**  
Justin/Robbins  
DAN FOGELBERG  
YES (dp)  
ROLLING STONES (dp)  
MOTLEY CRUE (dp)  
Hottest:  
CULTURE CLUB 1-1  
GENESIS 4-2  
LIONEL RICHIE 5-3  
MICHAEL JACKSON 16-6  
VAN HALEN 17-7

**WBWB/Bloomington, IN**  
John Heimann  
WANG CHUNG (dp)  
BIG COUNTRY  
QUIET RIOT (dp)  
ROLLING STONES  
HOWARD JONES  
KENNY LOGGINS  
POINTER SISTERS  
Hottest:  
GENESIS 8-1  
STEVIE NICKS 24-14  
POLICE 34-25  
JOHN LENNON 38-29  
MICHAEL JACKSON 39-30

**WCIL-FM/Carbondale, IL**  
Tony Waitkus  
NEW EDITION  
MOTLEY CRUE (dp)  
ABC  
KENNY ROGERS (dp)  
DURAN DURAN  
EURYTHMICS  
Hottest:  
MIDNIGHT STAR 1-1  
MICHAEL JACKSON 12-2  
CYNDI LAUPER 4-4  
BARRY MANILOW 24-14  
NENA D-26

**KCMQ/Columbia, MO**  
Dave McCormick  
CYNDI LAUPER  
EURYTHMICS  
KENNY LOGGINS  
MANFRED MANN  
JACKSON BROWNE  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB 2-1  
LIONEL RICHIE 6-4  
KOOL & THE GANG 14-9  
JOHN COUGAR 16-10  
MICHAEL JACKSON 27-13

**Y94/Fargo, ND**  
Collins/Anderson  
POINTER SISTERS  
ROCKWELL  
TINA TURNER  
KIM CARNES  
Hottest:  
CULTURE CLUB 3-1  
CHRIS CROSS 11-4  
KOOL & THE GANG 10-8  
MICHAEL JACKSON 31-15  
VAN HALEN 29-16

**KKXL-FM/Grand Forks, ND**  
Don Nordine  
EURYTHMICS  
KENNY ROGERS (dp)  
CHRISTINE MCVIE  
MOTLEY CRUE (dp)  
Hottest:  
CULTURE CLUB 1-1  
MICHAEL JACKSON 9-2  
YES 2-3  
NENA 27-20  
VAN HALEN 31-28

**KYTN/Grand Forks, ND**  
Tom Fricke  
DAN FOGELBERG  
UB40  
38 SPECIAL  
ABC  
PAUL YOUNG  
BIG COUNTRY  
Hottest:  
VAN HALEN 10-1  
NENA 5-2  
PRETENDERS 6-3  
RUEY LEWIS & NEWS 31-20  
CYNDI LAUPER 32-22

**KRNA/Iowa City, IA**  
Bart Goynahor  
DAN FOGELBERG  
BETTE MIDLER  
ROLLING STONES  
KIM CARNES  
BIG COUNTRY  
POINTER SISTERS  
Hottest:  
GENESIS 2-1  
YES 1-2  
STEVIE NICKS 7-3  
CULTURE CLUB 5-4  
MICHAEL JACKSON 11-6

**WAZY-FM/Lafayette, IN**  
Stacy/Sparrow  
38 SPECIAL (dp)  
POINTER SISTERS  
CHRISTINE MCVIE  
STRAY CATS  
KENNY LOGGINS  
ROCKWELL  
PAUL YOUNG  
Hottest:  
RAY PARKER JR. 4-1  
RUFUS & CHAKA 1-5  
REAL LIFE 10-6  
ONJ 8-10  
VAN HALEN 37-27

**KFRX/Lincoln**  
Tracy Johnson  
CHRISTINE MCVIE  
SHANNON  
EURYTHMICS  
KC  
CYNDI LAUPER  
U2 (dp)  
Hottest:  
CULTURE CLUB 1-1  
ROMANTICS 6-3  
GENESIS 8-4  
CHRIS CROSS 12-8  
MICHAEL JACKSON 27-12

**KXSS/Lincoln, NE**  
Tim Kelly  
RUEY LEWIS & NEWS (dp)  
POINTER SISTERS  
EURYTHMICS  
CHRISTINE MCVIE  
JAMES INGRAM  
RE-FLEX (dp)  
Hottest:  
GENESIS 2-1  
RAY PARKER JR. 7-3  
KOOL & THE GANG 8-4  
MADONNA 15-8  
JOHN COUGAR 17-14

**KKLS-FM/Rapid City, SD**  
Sherwin/Piper  
EURYTHMICS  
IRENE CARA  
KENNY LOGGINS  
DAN FOGELBERG  
NENA  
Hottest:  
YES 1-1  
JOHN COUGAR 9-4  
GENESIS 14-8  
STEVIE NICKS 15-11  
REAL LIFE 19-15

**99KG/Salina, KS**  
Danny Collier  
DAN FOGELBERG  
POINTER SISTERS  
BOYS BRIGADE  
PRINCE (dp)  
KENNY LOGGINS  
RUEY LEWIS & NEWS (dp)  
BIG COUNTRY (dp)  
Hottest:  
CULTURE CLUB 5-1  
CHRIS CROSS 21-11  
MICHAEL JACKSON 26-12  
NENA 33-16  
VAN HALEN 38-19

**KKRC/Sioux Falls**  
Dan Kleley  
EURYTHMICS  
CYNDI LAUPER  
CHRISTINE MCVIE  
MANFRED MANN  
MOTLEY CRUE  
STREETS  
Hottest:  
CULTURE CLUB 8-1  
LIONEL RICHIE 4-3  
JOHN COUGAR 9-5  
MICHAEL JACKSON 10-6  
VAN HALEN 17-7

**KWTO-FM/Springfield, MO**  
Bob Hammond  
NENA  
CYNDI LAUPER  
JACKSON BROWNE  
POINTER SISTERS  
HOWARD JONES  
Hottest:  
GENESIS 4-1  
LIONEL RICHIE 5-2  
JAMES INGRAM 7-4  
CULTURE CLUB 11-5  
JOHN COUGAR 10-7

**WSPT/Stevens Point**  
Bouley/Tracy  
KENNY LOGGINS  
38 SPECIAL  
JACKSON BROWNE  
STRAY CATS  
BIG COUNTRY (dp)  
Hottest:  
BILLY JOEL 8-2  
MICHAEL JACKSON 10-6  
NENA 18-11  
VAN HALEN 19-13  
CYNDI LAUPER 20-14

**KDVV/Topeka, KS**  
Tony Stewart  
DAN FOGELBERG  
JACKSON BROWNE  
RE-FLEX  
HOWARD JONES  
POINTER SISTERS  
Hottest:  
CULTURE CLUB 2-1  
PRETENDERS 5-2  
VAN HALEN 9-5  
CHRIS CROSS 11-6  
NENA 21-15

**KFMW/Waterloo, IA**  
Mark Potter  
KENNY LOGGINS  
JACKSON BROWNE  
DAN FOGELBERG  
BETTE MIDLER  
38 SPECIAL  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB 1-1  
VAN HALEN 22-14  
POLICE 29-20  
JOHN LENNON 32-23  
CHRIS CROSS 35-27

**WEST  
PARALLEL TWO**

**KKXX/Bakersfield, CA**  
Squires/Kemper  
DAN FOGELBERG  
KISS (dp)  
SHANNON  
SHEENA EASTON  
CHRISTINE MCVIE  
Hottest:  
CULTURE CLUB 1-1  
ROMANTICS 2-2  
GENESIS 5-3  
NENA 8-7  
VAN HALEN 20-11

**KBBK/Boise, ID**  
Tom Evans  
DAN FOGELBERG  
38 SPECIAL (dp)  
PAUL YOUNG  
RE-FLEX  
MUSICAL YOUTH  
POINTER SISTERS  
Hottest:  
CULTURE CLUB 2-1  
MICHAEL JACKSON 19-8  
NENA 22-17  
VAN HALEN 23-20  
CYNDI LAUPER D-21

**KKFM/Colorado Springs, CO**  
Finney/Ryan  
MANFRED MANN  
RUEY LEWIS & NEWS  
SHEENA EASTON  
KENNY LOGGINS  
RE-FLEX  
Hottest:  
ELTON JOHN 1-1  
GENESIS 6-2  
KOOL & THE GANG 10-6  
MICHAEL JACKSON 15-7  
VAN HALEN 27-19

**KMGX/Fresno, CA**  
Carey Edwards  
CHRISTINE MCVIE  
ROCKWELL  
MEN WITHOUT HATS  
UB40 (dp)  
Hottest:  
CULTURE CLUB 2-1  
YES 4-2  
CYNDI LAUPER 7-3  
MICHAEL JACKSON 15-5  
VAN HALEN 28-13

**KYNO-FM/Fresno**  
Walker/Davis  
MUSICAL YOUTH  
POINTER SISTERS  
RE-FLEX  
GENESIS  
YES  
38 SPECIAL  
BIG COUNTRY  
MANFRED MANN  
Hottest:  
CULTURE CLUB 5-1  
DURAN DURAN 3-2  
ROMANTICS 6-5  
SHANNON 8-6  
NENA 16-8

**KIKI/Honolulu, HI**  
Kong/Shiehido  
MARY JANE GIRLS  
JIMMY BUFFETT  
CARPENTERS  
ROLLING STONES  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB 1-1  
LIONEL RICHIE 6-4  
CHRIS CROSS 12-7  
ONJ 16-11  
BARRY MANILOW 20-14

**KQMQ/Honolulu, HI**  
Kimo Akane  
MICHAEL JACKSON  
PATTI AUSTIN  
RE-FLEX  
STRAY CATS  
ABC  
BIG COUNTRY  
DAN FOGELBERG  
ADAM ANT  
Hottest:  
YES 1-1  
ROMANTICS 3-3  
LIONEL RICHIE 4-4  
BILLY JOEL 6-5  
NENA 13-6

**KLUC/Las Vegas, NV**  
Dave Anthony  
38 SPECIAL  
KENNY LOGGINS  
JACKSON BROWNE  
POINTER SISTERS  
KIM CARNES  
Hottest:  
ELTON JOHN 1-1  
REAL LIFE 4-2  
CYNDI LAUPER 12-6  
LIONEL RICHIE 15-9  
MICHAEL JACKSON 24-12

**KO93/Modesto, CA**  
Ausham/Main  
JACKSON BROWNE  
EURYTHMICS  
STALLONE & RHODES  
DAN FOGELBERG  
38 SPECIAL  
KIM CARNES  
KC  
RUEY LEWIS & NEWS  
Hottest:  
CULTURE CLUB 1-1  
YES 2-2  
ONJ 4-3  
GENESIS 17-13  
VAN HALEN 34-18

**KHOP/Modesto-Stockton**  
David Kraham  
NENA  
KENNY LOGGINS  
JOHN CAFFERTY (dp)  
DAN FOGELBERG  
ROCKWELL (dp)  
EURYTHMICS  
Hottest:  
GENESIS 1-1  
JOHN COUGAR 7-4  
JAMES INGRAM 15-11  
MICHAEL JACKSON 23-15  
BILLY JOEL 30-19

**KIDD/Monterey, CA**  
Johnny Morgan  
CHRISTINE MCVIE  
DAN FOGELBERG  
RE-FLEX  
JOHN COUGAR  
WANG CHUNG  
Hottest:  
CULTURE CLUB 2-1  
GENESIS 3-2  
RAY PARKER JR. 4-3  
POLICE 13-10  
RUEY LEWIS & NEWS 22-13

**K96/Provo, UT**  
Gentry/Greer  
CHRISTINE MCVIE  
EURYTHMICS  
SHEENA EASTON  
KENNY LOGGINS  
QUIET RIOT (dp)  
Hottest:  
GENESIS 5-1  
MICHAEL JACKSON 10-2  
LIONEL RICHIE 6-3  
MATTHEW WILDER 4-4  
38 SPECIAL 11-8

**KGIV/Riverdale-S. Bern., CA**  
Volpe/O'Neill  
KC  
Hottest:  
KOOL & THE GANG 2-1  
MADONNA 10-3  
CULTURE CLUB 11-5  
CHRIS CROSS 15-10  
MICHAEL JACKSON 25-16

**KWOD/Sacramento**  
Mr. Ed  
CYNDI LAUPER  
EURYTHMICS  
SHEENA EASTON  
MANFRED MANN  
ROLLING STONES  
Hottest:  
CULTURE CLUB 1-1  
GENESIS 4-2  
MICHAEL JACKSON 10-3  
RAY PARKER JR. 6-4  
KOOL & THE GANG 8-5

**KSKD/Salem, OR**  
Len E. Mitchell  
BOYS BRIGADE  
38 SPECIAL  
BIG COUNTRY  
DAN FOGELBERG  
JOHN CAFFERTY (dp)  
BOC (dp)  
ABC (dp)  
MUSICAL YOUTH (dp)  
Hottest:  
CULTURE CLUB 4-1  
CHRIS CROSS 15-6  
NENA 22-15  
CYNDI LAUPER 24-16  
VAN HALEN 32-22

**KHYT/Tucson**  
Sherman Cohen  
DURAN DURAN  
KC  
KENNY ROGERS  
PAUL YOUNG  
ABC  
MANFRED MANN  
KENNY LOGGINS  
RE-FLEX  
Hottest:  
VAN HALEN 26-1  
CHRIS CROSS 5-5  
LIONEL RICHIE 6-6  
ELTON JOHN 9-7  
SHANNON 10-9

**KRSP/Salt Lake City, UT**  
Carlson/Moll  
KENNY LOGGINS  
RUEY LEWIS & NEWS  
SHANNON  
IRENE CARA  
SHEENA EASTON  
Hottest:  
MICHAEL JACKSON 9-1  
CULTURE CLUB 3-2  
MATTHEW WILDER 4-3  
KOOL & THE GANG 13-11  
MADONNA 18-13

**KRQ/Tucson, AZ**  
Zapoleon/Norris  
DAN FOGELBERG  
TINA TURNER  
RE-FLEX  
ROCKWELL  
Hottest:  
ELTON JOHN 1-1  
MICHAEL JACKSON 2-2  
LIONEL RICHIE 7-4  
GENESIS 10-6  
JOHN COUGAR 13-7

**PARALLEL THREE**

**KGOT/Anchorage, AK**  
Kay Taylor  
QUIET RIOT  
STRAY CATS  
ROCKWELL  
WANG CHUNG  
38 SPECIAL  
DAN FOGELBERG  
Hottest:  
MICHAEL JACKSON 8-1  
VAN HALEN 22-6  
BILLY JOEL 15-8  
CYNDI LAUPER 26-19  
EURYTHMICS 30-24

**KYYA/Billings, MT**  
Charlie Fox  
KENNY LOGGINS  
DAN FOGELBERG  
SHEENA EASTON  
ROLLING STONES  
TINA TURNER  
Hottest:  
CULTURE CLUB 2-1  
GENESIS 10-3  
JOHN COUGAR 12-7  
CHRIS CROSS 13-8  
VAN HALEN 27-16

**KCDQ/Bozeman**  
Greg Williams  
DAN FOGELBERG  
ADAM ANT  
38 SPECIAL  
BIG COUNTRY  
PATTI AUSTIN  
B.E. TAYLOR GROUP  
ROCKWELL  
ROLLING STONES  
Hottest:  
CULTURE CLUB 4-1  
RAY PARKER JR. 12-7  
CHRIS CROSS 19-9  
PRETENDERS 20-10  
VAN HALEN 34-25

**KTRS/Casper, WY**  
Cody/Lane  
CHRISTINE MCVIE  
KENNY ROGERS  
DURAN DURAN  
EURYTHMICS  
JACKSON BROWNE  
MANFRED MANN  
DAN FOGELBERG  
PAUL YOUNG  
CARPENTERS  
PATTI AUSTIN  
BIG COUNTRY (dp)  
Hottest:  
CULTURE CLUB 1-1  
GENESIS 2-2  
CHRIS CROSS 4-4  
RAY PARKER JR. 5-5  
KOOL & THE GANG 8-6

**KKAZ/Cheyenne**  
John Ramsey  
EURYTHMICS  
CHRISTINE MCVIE  
KENNY LOGGINS  
POINTER SISTERS  
DAN FOGELBERG  
MUSICAL YOUTH  
Hottest:  
CULTURE CLUB 2-1  
GENESIS 6-2  
LIONEL RICHIE 8-5  
JOHN COUGAR 9-7  
CHRIS CROSS 15-9

**KGHO/Idaho Falls, WA**  
Steve Larson  
38 SPECIAL  
POINTER SISTERS  
TINA TURNER  
PAUL YOUNG  
DAN FOGELBERG  
JACKSON BROWNE  
AMERICAN COMEDY N  
WANG CHUNG  
ADAM ANT (dp)  
UB40  
Hottest:  
CULTURE CLUB 1-1  
CHRIS CROSS 7-5  
JOHN COUGAR 12-6  
MICHAEL JACKSON 28-13  
POLICE 30-15

**KOZE/Lewiston, ID**  
Jay McCall  
POINTER SISTERS  
DAN FOGELBERG  
BETTE MIDLER  
38 SPECIAL  
BIG COUNTRY  
MANFRED MANN  
AMERICAN COMEDY N  
Hottest:  
NENA 4-1  
MICHAEL JACKSON 16-7  
VAN HALEN 15-9  
CYNDI LAUPER 26-16  
JAMES INGRAM 30-19

**KDZA/Pueblo, CO**  
Rip Avina  
DAN FOGELBERG  
RE-FLEX (dp)  
HOWARD JONES  
POINTER SISTERS  
MUSICAL YOUTH (dp)  
38 SPECIAL  
WANG CHUNG (dp)  
BIG COUNTRY (dp)  
MANFRED MANN  
Hottest:  
CULTURE CLUB 9-1  
KOOL & THE GANG 6-3  
DEBARGE 7-4  
LIONEL RICHIE 11-6  
CHRIS CROSS 14-7

**KCBN/Reno, NV**  
Jim O'Neal  
none  
Hottest:  
YES 1-1  
REAL LIFE 10-10  
CHRIS CROSS 12-12  
CYNDI LAUPER 26-26  
MICHAEL JACKSON 27-27

**KBIM/Rosewell, NM**  
Harry Dierke  
RE-FLEX  
POINTER SISTERS  
MUSICAL YOUTH  
PAUL YOUNG  
ABC  
JOHN CAFFERTY  
DAN FOGELBERG  
Hottest:  
CULTURE CLUB 1-1  
GENESIS 4-2  
PRETENDERS 8-4  
CHRIS CROSS 16-8  
BILLY JOEL 22-9

**KSly/San Luis Obispo**  
Tom Walsh  
EURYTHMICS  
POINTER SISTERS  
JACKSON BROWNE  
ROCKWELL  
BOC  
ABC (dp)  
PAUL YOUNG  
Hottest:  
KOOL & THE GANG 4-1  
MADONNA 2-2  
MICHAEL JACKSON 18-11  
BILLY JOEL 37-17  
POLICE 38-18

**KZ02/San Luis Obispo, CA**  
Don Potter  
EURYTHMICS  
PAUL YOUNG  
ADAM ANT  
MOTLEY CRUE  
ABC  
BIG COUNTRY  
WANG CHUNG  
POINTER SISTERS  
Hottest:  
PRETENDERS 8-4  
GENESIS 4-1  
LIONEL RICHIE 5-3  
PRETENDERS 6-4  
JOHN COUGAR 7-5

**KIST/Santa Barbara, CA**  
Dick Williams  
EURYTHMICS  
BIG COUNTRY  
POINTER SISTERS  
ADAM ANT  
MOTLEY CRUE  
WANG CHUNG  
ROCKWELL  
BILLY IDOL  
AMERICAN COMEDY N  
Hottest:  
CULTURE CLUB 1-1  
VAN HALEN 14-8  
NENA 16-10  
MICHAEL JACKSON 26-19  
CYNDI LAUPER 33-23

227 Reporters  
219 Current Reports

The following stations reported a frozen playlist this week:

WGCL/Cleveland  
KCBN/Reno

The following stations failed to report this week and therefore their playlists were frozen:

Z100/New York  
WHTT/Boston  
WHYT/Detroit  
WIGY/Bath  
103CIR/Beckley  
KFYR/Bismarck

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.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

227 Reports

JOHN DOE 'Hit Song' (Anylabel) LP: Hit Song. National Summary: Up 51, Debuts 20, Same 4, Down 0, Adds 25.

EXAMPLE. 100/25 - 100 CHR reporting stations on it this week including 25 new adds. 44% - Percentage of this weeks reporters playing it.

JACKSON BROWNE For A Rocker (Asylum) LP: Lawyers In Love. National Summary: Up 11, Debuts 17, Same 29, Down 0, Adds 16.

IRENE CARA The Dream (Network/Geffen) LP: Soundtrack D.C. Cab. National Summary: Up 104, Debuts 13, Same 28, Down 1, Adds 8.

CHRISTOPHER CROSS Think Of Laura (WB) LP: Another Page. National Summary: Up 100, Debuts 31, Same 27, Down 0, Adds 14.

BILLY JOEL An Innocent Man (Columbia) LP: An Innocent Man. National Summary: Up 174, Debuts 23, Same 23, Down 1, Adds 7.

BOB DYLAN Sweetheart Like You (Columbia) LP: Infidels. National Summary: Up 114, Debuts 42, Same 42, Down 0, Adds 0.

DAN FOGELBERG Language Of Love (Epic) LP: Windows And Walls. National Summary: Up 0, Debuts 0, Same 0, Down 0, Adds 90.

KARMA CLUB Karma Chameleon (Virgin/Epic) LP: Colour By Numbers. National Summary: Up 127, Debuts 14, Same 28, Down 0, Adds 85.

MICHAEL JACKSON Thriller (Epic) LP: Thriller. National Summary: Up 167, Debuts 13, Same 38, Down 2, Adds 20.

RICK JAMES & SMOKEY ROBINSON Ebony Eyes (Motown) LP: Cold Blooded. National Summary: Up 28, Debuts 5, Same 21, Down 1, Adds 5.

JAMES INGRAM Jam Mo B There (Qwest/WB) LP: It's Your Night. National Summary: Up 150, Debuts 3, Same 21, Down 1, Adds 2.

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# PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

**A**

**ABC**  
*That Was Then... (Mercury/PG)*  
LP: Beauty Stab

<b>P1</b>	K104 on WRCK on	
<b>EAST</b>		WERB a OR100 on 95XIL on WMB on WMPFM on
<b>SOUTH</b>		WJXQ on K103 40-38 WRON on
<b>MIDWEST</b>		KQ12FM on WCOO on K104 on W1XV on WGLF d-36 KQV on
<b>WEST</b>		WMB on K104 on K104 on K104 on
<b>P2</b>		
<b>EAST</b>		WGUY a W1GY on
<b>P3</b>		
<b>EAST</b>		KCDO on K104 on K104 on K104 on

**ADAM ANT**  
*Strip (Epic)*  
LP: Strip

<b>P1</b>	WYEE a	
<b>EAST</b>		KRFB a W1FI a W1FI a K104 on
<b>SOUTH</b>		WJXQ on W1XV on W1XV on
<b>MIDWEST</b>		WJXQ on W1XV on W1XV on
<b>WEST</b>		K104 on K104 on K104 on
<b>P2</b>		
<b>EAST</b>		K104 on K104 on K104 on

**AMERICAN COMEDY NETWORK**  
*Breaking Up Is Hard... (Critique)*

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**B**

**TONI BASIL**  
*Over My Head (Chrysalis)*  
LP: Toni Basil

<b>P1</b>		
<b>EAST</b>		W1GY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**BIG COUNTRY**  
*Fields... (Mercury/PolyGram)*  
LP: The Crossing

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**J**

**JOURNEY**  
*Ask The Lonely (MCA)*  
LP: Soundtrack Two Of A Kind

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**BLUE OYSTER CULT**  
*Shooting Shark (Columbia)*  
LP: Revolution By Night

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**C**

**JOHN CAFFERTY & BEAVER BROWN BAND**  
*Tender Years (Scotti Bros./CBS)*  
LP: Eddie & The Cruisers

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**H**

**HEADPINS**  
*Just One... (Solid Gold/MCA)*  
LP: Line Of Fire

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**I**

**BILLY IDOL**  
*Rebel Yell (Chrysalis)*  
LP: Rebel Yell

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**J**

**JOURNEY**  
*Ask The Lonely (MCA)*  
LP: Soundtrack Two Of A Kind

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**L**

**PATTI LABELLE**  
*If Only You... (Phila. Inter./CBS)*  
LP: I'm In Love Again

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**M**

**BETTE MIDLER**  
*Beast Of Burden (Atlantic)*  
LP: No Frills

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**M**

**MINK DEVILLE**  
*Each Word's A Beat... (Atlantic)*  
LP: Where Angels Fear To Tread

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**M**

**MOTLEY CRUE**  
*Shout At The Devil (Elektra)*  
LP: Shout At The Devil

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**M**

**MUSICAL YOUTH**  
*She's Trouble (MCA)*  
LP: Different Style

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**M**

**MUSICAL YOUTH**  
*She's Trouble (MCA)*  
LP: Different Style

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**O**

**OZZY OSBOURNE**  
*Bark At The... (CBS Associated)*  
LP: Bark At The Moon

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**R**

**ROLLING STONES**  
*She Was Hot (Rolling Stones/Atco)*  
LP: Undercover

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**R**

**SHALAMAR**  
*You Can Count... (Solar/Elektra)*  
LP: The Look

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**S**

**STRAY CATS**  
*Look At That... (EMI America)*  
LP: Rant N' Rave

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**S**

**DONNA SUMMER**  
*Love Has... (Mercury/PolyGram)*  
LP: She Works Hard For The Money

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**S**

**DONNA SUMMER**  
*Love Has... (Mercury/PolyGram)*  
LP: She Works Hard For The Money

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**T**

**B.E. TAYLOR GROUP**  
*Vitamin L (Sweet City/MCA)*  
LP: Love On The Fight

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**U**

**U2**  
*I Will Follow (Island/Atco)*  
LP: Under A Blood Red Sky

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**U**

**U2**  
*I Will Follow (Island/Atco)*  
LP: Under A Blood Red Sky

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**W**

**WANG CHUNG**  
*Don't Let Go (Geffen)*  
LP: Points On The Curve

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**Y**

**PAUL YOUNG**  
*Come Back And Stay (Columbia)*  
LP: No Parlez

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

**Y**

**PAUL YOUNG**  
*Come Back And Stay (Columbia)*  
LP: No Parlez

<b>P1</b>		
<b>EAST</b>		WGUY on W2ON on W1GY on W1SN on W1FE d-35 W1FE d-30 W1FE d-40 W1FE a
<b>SOUTH</b>		W1FE on W1FE on W1FE on
<b>MIDWEST</b>		W1FE on W1FE on W1FE on
<b>WEST</b>		W1FE on W1FE on W1FE on
<b>P2</b>		
<b>EAST</b>		W1FE on W1FE on W1FE on

# AIR™

# "IT ALL STARTS WITH LISTENING"

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## ACTIVES IN RADIO

"AIR causes me to seriously evaluate a record early. When I listen to an AIR sampled record, I listen for two things; how it will sound on my station and what it will do in the industry. AIR makes it fun to be on top of new product."

Garry Wall, PD  
WTIC-FM/Hartford

### NORTHEAST

KEITH ABRAMS WHIX  
DENNY ALEXANDER WOKW  
RICK ALEXANDER WIKZ  
DALE ANDREWS WFR  
CHRIS BAILEY WPE  
JOHN BARAB WAYU  
RICK BEAN WHER  
MARIE BONACCI CONS  
JOHN CARUCCI WKFH  
COLLEEN CASSIDY WASH  
BOBBY CHRISTIAN CONS  
ROGER CHRISTIAN WBN  
MARC W. CRONIN WFM  
DAVE DEAN WMBX  
ANGELA FERRAILO KKO  
GARY FRANKLIN WMAK  
JEFF FREEMAN WQQ  
JACK GILLEN WKHL  
WILL KAUFFMAN WOCM  
BRUCE KELLY WZZ  
STEVE KINGSTON WZZ  
CHARLIE LAKE WFM  
CHUCK LAKEFIELD WFM  
JACK LAWRENCE WFLY  
BARRY LUCHKOWEC RND  
SCOTT MACKEY WERZ  
JIM MARTIN WDAY  
BILL MATTHEWS WJZ  
BILL McCREATH WVAG  
BOB McNETT WROG  
TOM MITCHELL WPKY  
HARV MOORE WPHD  
JOE MOSS WZDZ  
MICHAEL O'HARA WZON  
DON O'SHEA WXLN  
CARY PALL WHIT  
JIM PAYNE WMAK  
BRIAN PHOENIX WJRB  
JOHN PICCILLO WPHD  
JIM REITZ WRCK  
WAYLON RICHARDS WQSR  
SCOTT ROBBINS WIGY  
PAUL ROBERTS WJRC  
RICK RYDER WFEA  
BOB SAINT CFIR  
RAY ST. JAMES WNY5  
SANDY SANDERSON CFTK  
SCOTT SHANNON WHIZ  
BILL SHANNON WCKK  
BOB SPENCER WCIK  
DAN STEELE WQXA  
JAY STONE WKCI  
DON TANDLER WHTF

TOM TAYLOR WPST  
BILL TERRY WBLI  
HENRY Van DEN HOOGEN CFTK  
PAGE BEAL WHYW  
LARRY WACHS WBLI  
GARRY WALL WTIC  
DOUG WELLDON WXTU  
MIKE WEST WTIC  
JEFF WHITEHEAD WFGH

### SOUTHEAST

LEE ADAMS WZXQ  
CHRIS ANDREWS WZYP  
SKIP BISHOP WPFM  
AL BROCK WBGH  
LARRY CANNON WFLB  
RALPH CARROLL WCGQ  
STEVE DAVIS WZNE  
LEO DAVIS WQEN  
KENNY DAVIS WNEK  
SKIP ELIOT WJAD  
STEVE FINNEGAN WSEZ  
DAVE FOSTER WHL  
LESLEY FRAM WARR  
ROGER GAITHER WQEN  
DAVE HARGROVE WAAY  
J.J. HEMINGWAY WQRD  
J.P. HUNTER WSGF  
J.J. JACKSON WQXI  
ELLEN R. JAFFE WAXY  
WES JONES WRUK  
BOB KAGHAN WRKY  
STEVE KELLY WNYZ  
JIM KENDRICK WAAY  
SCOTT KERR WSFL  
KENNY LEE WAXY  
MICHAEL W. LOWE WQNS  
BILL MARTIN WSSA  
SCOTT MATEER WTYX  
KEVIN MCCARTNEY WQXI  
JEFF MCCARTNEY WQXI  
CHRIS MILLER WQI  
GARY MITCHELL WBJW  
SCOTT MITCHELL WZFY  
JIM MORRISON WDXI  
J.D. NORTH WAEV  
JOHN PATRICK WWSL  
LOU PATRICK WYKS  
BRIAN PHILIPS WGF  
BILL PHIPPS WMPZ  
JERRY ROGERS WZAT  
MARK ST. JOHN WHY  
DAVE SCOTT WJUV  
EDWARD F. SEEGER WSLF  
MARK SHANDS WINZ

### SOUTH

RANDI SOMMERS WZAT  
BRUCE STEVENS WBBQ  
CHRIS THOMAS WZGC  
SHANNON WEST WMPZ  
RAY WILLIAMS WZAT  
RALPH WIMMER WQQ  
DAVE WRIGHT WBJW  
JOHN YOUNG WZGC

GARY ADKINS WOKI  
FAST EDDIE ASHTON WNTD  
NICK BAZZO B97  
JOHN BETTS KIXY  
CHRIS BLAKE WSKZ  
CHRIS BRYAN WQUE  
DAVE DUQUESNE KOFM  
JEFF EDMAN WKVI  
CHARLIE FOX WFN1  
TONY FRICKE KYTN  
ROGER GARRETT KHFI  
JAY GLASS LRID  
JIM GOELEN WKJJ  
PATTY HAMILTON KRBB  
ROD HAMPTON WOUT  
RICHARD HARKER CONS  
NEIL HARRISON KZZB  
RICK HAYES KFSR  
JOHN LANDER KRBB  
JERRY LOUSTEAU WEZB  
MARK MCCAIN KKYK  
JOHN MICHAELS WKDQ  
GARY MURPHY WPMI  
MIKE MURPHY KZZB  
ERIC PAGE WKZ  
RON PAYNE KRDU  
BOB PERRY KRGV  
PHILIP R. RANKIN KUOL  
GARY W. REYNOLDS KNAV  
LARRY RHYMES NNDK  
MICHAEL ST. JOHN WNKX  
MARK SEGER WHMD  
JOHN SHOMBY WAFM  
PETER STEWART KRDK  
SCOTT TAYLOR KILE  
SCOTT TAYLOR KRGV  
CHRIS TAYLOR WSTO  
DOMINIC TESTA WPMN  
PETE THOMPSON WAFM  
BILL THORMAN KTFM  
ED VOLKMAN NHFI  
FRANK WALSH KITY  
WAYNE WATKINS WRNO  
DAN WILSON KJYO

### MIDWEST

MICHAEL AINGER CONS  
SCOTT ALEXANDER KWK  
RICH ALLEN WGRF  
CINDY BARTON KBUZ  
JACK BELL KYVA  
MIKE BENSON KZZC  
JAY BOULEY WSPT  
DOUG BURTON WJLS  
PAUL CHRISTY WABX  
DENNIS D. COLLIER KSKG  
JERRY DEAN KQKQ  
J.N. DEARING WDBU  
J.J. DULING WGRD  
TOM EVANS KBBK  
BILL FLINT WLSU  
TIM FOX WZUK  
BRADLEY FUHR CONS  
PETER J. GEORGESEN WZZP  
BART A. GOYNSHOK KANA  
TAC HAMMER WLWL  
BOB HAMMOND KWTO  
JOHN HELMANN WRWB  
JACK HICKS KDWB  
MATT HUDSON WZEE  
JOHN HUTCHINSON KWK  
DICK JOHNSON WBEI  
TRACY JOHNSON KFRX  
CARRIE KANKA WABX  
TIM KELLY KXSS  
KURT KELLY WKOK  
DAN KEELEY KRRC  
KIT KIGBREDE WVIC  
DOUG KUEHN KNEN  
CHRIS KOBIOL KDWB  
BENE KUNT WITZ  
GREG MATHISON KYTN  
MARK MAROLT WGL  
PAT McKAY KREG  
CHUCK MORGAN WQX  
DON NORDINE KXKL  
DANN O'NEAL KLIK  
LORRIN PALADI WDRB  
DAN PEARMAN KEYN  
ROGER PIPER KKL5  
NEVAN RABAT KYIN  
TONY RICHARDS WME  
RON ROSS WKAU  
DAN SEEMAN WLWL  
RANDY SHERWYN KKL5  
GREGG SWEDBERG WLWL  
RON ERIC TAYLOR KEYN  
JAY TAYLOR KQKQ  
DIANE TRACY WSPT  
KATIE VANFELT CONS

### WEST

TONY WAITEKUS WCIL  
STEVE WARREN CONS  
PAUL WESTRY KELO

GLORIA AVILA-PEREZ KIMN  
RIP AVINA KDZA  
JON BARRY KMJK  
BILL BRADY KZTR  
TODD CAVANAH KTAG  
SHERMAN COHEN KHYT  
SUDDS COLEMAN KZOK  
GARY CUMMINGS KRPL  
JEFF DAVIS KYND  
DOUG DEERD KQXR  
JIM DONOVAN KTRS  
DOUG ERICKSON KIMN  
ERIC GESSNER KATA  
STEVE GODDARD KZZP  
STEVE GRAZIANO KFHQ  
TAC HAMMER KRTH  
GARY GUTHRIE KOPA  
GEINA HORTON KSKN  
TOM HUBBARD KKUS  
JEFF HUNTER KITS  
TOM HUTYLER KUBE  
ELVIN ICHIHAMA CONS  
KIMO KAIUWAIANI KQMD  
KAMASANI KONG KIKI  
KIMBERLEE A. LARRABEE KENI  
STEVE LARSO KQND  
CAROL LARSON KYYX  
ROB LAURANCE CONS  
KIM W. LEEHUIS KATI  
JEFF LUCIFER KSDO  
SCOTT MACKEY KATA  
BILL McBRIDE KTRS  
LILIA MILLER KQND  
ART MORALES KOPA  
NELLY MORRIS KQKQ  
MIKE NOVAK KYUU  
JAMES O'NEAL KCBN  
STEVE PADLI KSKN  
DON POTTER KZUZ  
MIKE PRESTON KSDO  
JOHN RAMSEY KMAZ  
BILL RICHARDS KRIO  
MIKE SCHAEFER KIS  
ROB SHERWOOD KTKC  
MICHAEL T. SHISHIDO KIKI  
BRIAN THOMAS KCAQ  
PAUL THOMPSON KTKC  
DAVE VAN STONE KWS5  
JOHN LEE WALKER KYND  
GREG WILLIAMS KCDQ  
GUY ZAPOLEAN KRGO

### Listening Is Discovering

delivers the ears that help you deliver the hits.

Call Alan Smith at (301) 964-5544. Find out how AIR can work for you!

WEEK  
**7**

## AIR Response Records

WEEK  
**7**

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, February 1, 1984.

#	TITLE	ARTIST	LABEL
2129	DON'T LET GO	WANG CHUNG	GEFFEN
2130	HOLD ME NOW	THOMPSON TWINS	ARISTA
2131	SHE'S TROUBLE	MUSICAL YOUTH	MCA
2132	FIRE IN THE WIRE	THE BREAKS	RCA
2133	ONE MILLION KISSES	RUFUS & CHAKA KHAN	WARNER BROS.

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# Contemporary Hit Radio

Continued from Back Page

## BREAKERS

### EURHYTHMICS

#### Here Comes The Rain Again (RCA)

84% of our reporters on it. Moves: Up 11, Debuts 53, Same 47, Down 0, Adds 79 including WXKS-FM, WBEN-FM, WBLI, B94, KAFM, Y100, B97, KHTR, KIIS-FM. Complete airplay in Parallels.

### KENNY LOGGINS Footloose (Columbia)

75% of our reporters on it. Moves: Up 11, Debuts 39, Same 47, Down 0, Adds 74 including WKBW, PRO-FM, Q107, 94Q, Z93, KAFM, Q105, B96, KZZP, KMJK. Complete airplay in Parallels.

## NEW & ACTIVE

#### MANFRED MANN'S EARTH BAND "Runner" (Arista) 134/39

Moves: Up 9, Debuts 21, Same 65, Down 0, Adds 39 including WXKS-FM, WBEN-FM, WBLI, CHUM, KAFM, 93FM, KHTR, KIMN, WWSR, WDCG, WKAU, Z104, KHYY, WZON, WJAD, KCMQ, KDZA.

#### SHEENA EASTON "Almost Over You" (EMI America) 127/20

Moves: Up 55, Debuts 19, Same 33, Down 0, Adds 20 including WKTI, KIMN, XTRA, WWSR, K104, KZZB, WZLD, KSET-FM, WJXQ, KEYN-FM, KKXX, KWOD, WOMP-FM, WXLK, KYA.

#### KC "Give It Up" (Meca) 107/7

Moves: Up 63, Debuts 15, Same 20, Down 2, Adds 7, WBLI, K107, KO93, KGGI, KHYY, WZON, KFRX, WNY5 24-20, PRO-FM 18-12, 94Q 28-20, KEARTH 27-23, WFLY 19-14, WSPK 23-16, WSTO 17-10, WGUY 22-13.

#### RE-FLEX "The Politics Of Dancing" (Capitol) 104/24

Moves: Up 33, Debuts 6, Same 41, Down 0, Adds 24 including PRO-FM, KAFM, Q103, KZZP, KITE, WANS-FM, WOKI, KBFM, 92X, KKFM, KIDD, KRQ, KNOE-FM, KDVV, KBIM.

#### TINA TURNER "Let's Stay Together" (Capitol) 94/27

Moves: Up 7, Debuts 17, Same 43, Down 0, Adds 27 including CKGM, B97, Q103, KWSS, WTRY, Q106, KHFI, KAMZ, KJ103, KQKQ, KRQ, WIKZ, KISR, Y94, KGHO.

#### POINTER SISTERS "Automatic" (Planet/RCA) 91/53

Moves: Up 2, Debuts 7, Same 29, Down 0, Adds 53 including WXKS-FM, WNY5, WBLI, WCAU-FM, B94, I95, KIQQ, WLAN-FM, WBBQ, WRQN, KLUC, WIKZ, WJAD, KRNA, KKAZ.

#### DAN FOGELBERG "Language Of Love" (Full Moon/Epic) 90/90

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 90 including WCAU-FM, WHTX, 94Q, Z93, KAFM, B97, KHTR, WLOL-FM, KEARTH, KIQQ, KMJK, KWSS, K104, KX104, WKFR, WHOT.

#### JACKSON BROWNE "For A Rocker" (Asylum) 89/16

Moves: Up 27, Debuts 17, Same 29, Down 0, Adds 16 including Q102, Q103, KHFI, WSSX, KLUC, WFOX, KTDY, KCMQ, KWTO-FM, WSPT, KFMW, KTRS, KGHO, KSLY.

#### DOLLY PARTON "Save The Last Dance For Me" (RCA) 89/2

Moves: Up 44, Debuts 6, Same 33, Down 4, Adds 2, WNY5, WNVZ, WKBW d-28, WCAU-FM 36-32, WTRY 21-19, K104 13-8, WRQK 20-18, K103 29-24, WHOT 32-29, WZYQ 22-19, WXLK 40-34, WSPT 31-28, KYA 24-21, KCDQ 28-22, KDZA 38-34.

#### ROCKWELL "Somebody's Watching Me" (Motown) 87/57

Moves: Up 3, Debuts 13, Same 14, Down 0, Adds 57 including WNY5, WCAU-FM, B94, WHTX, PRO-FM, 94Q, B97, KHTR, KEARTH, XTRA, WYCR, KITE, WRQN, KMGX, WISE.

#### HOWARD JONES "New Song" (Elektra) 86/24

Moves: Up 6, Debuts 16, Same 40, Down 0, Adds 24 including WXKS-FM, KAFM, I95, KHTR, KITS, KWSS, WYCR, WGF, WBCY, KX104, WGRD, WOMP-FM, KILE, WBWB, KDZA.

#### 38 SPECIAL "Back Where You Belong" (A&M) 80/70

Moves: Up 1, Debuts 1, Same 8, Down 0, Adds 70 including WPHD, WCAU-FM, 94Q, Z93, KHTR, KMJK, WWSR, WKRF-FM, WSKZ, KROK, WZPL, WHOT, KLUC, WZYQ, KGOT.

#### KIM CARNES "You Make My Heart Beat Faster (And That's All That Matters)" (EMI America) 68/15

Moves: Up 12, Debuts 14, Same 27, Down 0, Adds 15, Q103, WYCR, WSPK, KITE, WNFI, KSET-FM, WANS-FM, WVIC, K107, KLUC, KO93, WZYQ, WJBO, Y94, KRNA.

#### RICK JAMES & SMOKEY ROBINSON "Ebony Eyes" (Gordy/Motown) 65/1

Moves: Up 28, Debuts 3, Same 28, Down 5, Adds 1, WNVZ, WXKS-FM 17-14, WBEN-FM 31-24, KFRC 32-29, WFLY 28-25, KHFI 40-35, KXX106 30-26, WRQK 36-34, KMGK 36-33, KGGI 20-17, WKHI 37-35, 95XIL 33-28, WJAD 40-33, KXSS 35-30, KFMW 40-37.

#### UB40 "Red Red Wine" (Virgin/A&M) 64/22

Moves: Up 5, Debuts 4, Same 32, Down 1, Adds 22 including WKBW, WBLI, XTRA, KFRC, WKFM, WPST, WKRF-FM, KZZB, WNFI, KAMZ, KIK, WZPL, KMGX, WGU, WYKS.

#### BOB DYLAN "Sweetheart Like You" (Columbia) 62/0

Moves: Up 14, Debuts 4, Same 42, Down 2, Adds 0, WPHD 30-27, WCAU-FM d-36, KNBQ on, WOKI 26-23, KJ103 33-30, WKHI 38-30, WSVQ 27-24, KQIZ-FM 40-36, WISE 35-32, KWTO-FM 28-24, KTRS 26-25, KSLY 27-24, KZOZ 31-29.

#### PRINCE "Let's Pretend We're Married" (WB) 59/3

Moves: Up 17, Debuts 10, Same 28, Down 1, Adds 3, WWSR, WRKR, 99KG, WXKS-FM 37-31, Q107 d-32, WLOL-FM 13-10, KZZB 20-16, KITE 31-29, WABB-FM 21-19, K107 38-31, WHOT 39-33, KMGX 20-12, KIKI 17-13, WQCM 40-36, KKQV 38-35.

#### NIGHT RANGER "(You Can Still) Rock In America" (Camel/MCA) 52/1

Moves: Up 19, Debuts 2, Same 27, Down 3, Adds 1, WIXV, B96 25-23, XTRA 31-30, K104 24-23, KZZB 19-17, WKDD 29-27, WVIC 23-20, KSKD 29-28, OK100 27-25, WYKS 20-18, WGLF 32-29, KYTN 20-10, KKRC 15-12, KCDQ 37-29, KDZA 40-38, KSLY 36-33.

## MOST ADDED

DAN FOGELBERG (90)  
Language Of Love (Full Moon/Epic)  
EURHYTHMICS (79)  
Here Comes The Rain Again (RCA)  
KENNY LOGGINS (74)  
Footloose (Columbia)  
38 SPECIAL (70)  
Back Where You Belong (A&M)  
ROCKWELL (57)  
Somebody's Watching Me (Motown)  
POINTER SISTERS (53)  
Automatic (Planet/RCA)

## HOTTEST

CULTURE CLUB (134)  
Karma Chameleon (Virgin/Epic)  
MICHAEL JACKSON (129)  
Thriller (Epic)  
VAN HALEN (105)  
Jump (WB)  
GENESIS (80)  
That's All (Atlantic)  
NENA (59)  
99 Luftballons (99 Red Balloons) (Epic)  
CHRISTOPHER CROSS (56)  
Think Of Laura (WB)

## SIGNIFICANT ACTION

#### MUSICAL YOUTH "She's Trouble" (MCA) 47/15

Moves: Up 9, Debuts 4, Same 19, Down 0, Adds 15, KHTR, XTRA, WFLY, KITE, WFMI, KBFM, KRGV, K107, WHOT, KBBK, KYNO-FM, KSKD.

#### ROLLING STONES "She Was Hot" (Rolling Stones/Atco) 44/38

Moves: Up 2, Debuts 0, Same 4, Down 0, Adds 38 including B96, KMJK, WFLY, K104, WKEE, WLAN-FM, WHFM, WPST, WKRF-FM, WSSX, WSKZ, WZLD, WKDD, WRKR, KIKI.

#### BIG COUNTRY "Fields Of Fire" (Mercury/PolyGram) 44/38

Moves: Up 1, Debuts 0, Same 5, Down 0, Adds 38 including WPHD, WCAU-FM, WYCR, WLAN-FM, WPST, WRCK, WKRF-FM, WZLD, WNFI, WANS-FM, WZYP, WOKI, KYNO-FM, KQMQ, KSKD.

#### BILLY IDOL "Rebel Yell" (Chrysalis) 44/13

Moves: Up 6, Debuts 6, Same 19, Down 0, Adds 13, WCAU-FM, 98PX, WHFM, KHFI, WSKZ, WRQK, KTFM, WZPL, K107, WHOT, KQIZ-FM, WYKS, KIST, CFTR 19-16, KHTR d-30.

#### PAUL YOUNG "Come Back And Stay" (Columbia) 43/31

Moves: Up 1, Debuts 2, Same 9, Down 0, Adds 31 including WXKS-FM, WPHD, KIMN, Q103, WWSR, K104, WYCR, WTIC-FM, WKEE, WRCK, WKRF-FM, WKDD, WZPL, Z104, WHOT.

#### STRAY CATS "Look At That Cadillac" (EMI America) 43/19

Moves: Up 1, Debuts 3, Same 20, Down 0, Adds 19 including WPHD, WCAU-FM, WKEE, WPST, KITE, WZYP, KMGK, WJXQ, WHOT, KQMQ, WZON, WQCM, WKHI, WISE, KTDY.

#### ABC "That Was Then But This Is Now" (Mercury/PolyGram) 35/14

Moves: Up 3, Debuts 2, Same 16, Down 0, Adds 14, KZZB, WFMI, KQMQ, KSKD, KHYY, WGU, WHEB, KKQV, WCIL-FM, KYTN, KBIM, KSLY, KZOZ, CHUM 19-18.

#### PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 34/7

Moves: Up 7, Debuts 10, Same 10, Down 0, Adds 7, WNY5, WCAU-FM, KEARTH, WKEE, WRQK, WSFL, KNOE-FM, B104 d-26, WPLJ 15-11, Z93 16-10, I95 27-22, Y100 28-24, WBBQ 25-20, WNVZ 39-14, Z102 25-19.

#### MOTLEY CRUE "Looks That Kill" (Elektra) 32/15

Moves: Up 4, Debuts 6, Same 7, Down 0, Adds 15, Q105, Q100, WDOQ, 92X, WRQN, WIKZ, WZYQ, WCGO, KKQV, WBNQ, WCIL-FM, KKXL-FM, KKRC, KZOZ, KIST.

#### HEADPINS "Just One More Time" (Solid Gold/MCA) 32/2

Moves: Up 4, Debuts 1, Same 25, Down 0, Adds 2, WCAU-FM, WCGO, WXKS-FM on, WPHD 38-37, CKGM 37-35, CFTR on, WGCL on, WRCK 33-32, WZYP on, KQIZ-FM 39-35, KIST d-36.

#### JOURNEY "Ask The Lonely" (MCA) 32/0

Moves: Up 16, Debuts 0, Same 10, Down 6, Adds 0, Q107 23-22, WKTI 30-28, WLOL-FM 15-14, KNBQ 10-6, WSSX 17-15, WGRD 25-24, WVIC 9-8, KO93, KRQ 16-15, WHEB 16-15, WESQV 6-5, WYKS 19-12, WIXV 5-2, KFRX 15-14.

#### U2 "I Will Follow" (Island/Atco) 30/2

Moves: Up 5, Debuts 1, Same 22, Down 0, Adds 2, 93FM, KFRX, WPHD 32-28, WCAU-FM on, K104 d-32, WLAN-FM on, WHFM 32-29, WRCK 35-34, WZLD on, KQIZ-FM 31-25, KYTN 35-33.

#### WANG CHUNG "Don't Let Go" (Geffen) 27/21

Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 21 including WPHD, WRCK, KSET-FM, WOKI, KIKI, WHOT, KIDD, WGU, WERZ, WQCM, WHSL, KGOT, KGHO, KZOZ, KIST.

#### ADAM ANT "Strip" (Epic) 26/14

Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 14, WKEE, KHFI, WNFI, WOKI, WKDQ, WGRD, WJXQ, WRQN, KQMQ, KKQV, KCDQ, KGHO, KZOZ, KIST, WRKR 15-7.

#### BLUE OYSTER CULT "Shooting Shark" (Columbia) 26/6

Moves: Up 1, Debuts 3, Same 16, Down 0, Adds 6, WKDD, WRKR, KDKD, WOMP-FM, KYTN, KSLY, WPHD on, K104 d-33, WZLD on, WJXQ 36-33, OK100 d-35, 95XIL d-40.

#### AMERICAN COMEDY NETWORK "Breaking Up Is Hard On Me" (Critique/Quality) 25/13

Moves: Up 0, Debuts 4, Same 8, Down 0, Adds 13, KC101, KTFM, ZZ99, Z104, WRKR, KIKI, WTSN, WHEB, Z102, KFMW, KGHO, KOZE, KIST, B97 d-29, 13FEA d-30.

#### B.E. TAYLOR GROUP "Vitamin L" (Sweet City/MCA) 24/7

Moves: Up 3, Debuts 6, Same 7, Down 1, Adds 7, KZZB, WZLD, KTFM, WRKR, KQIZ-FM, KILE, KCDQ, WXKS-FM d-40, KSET-FM d-28, WOKI d-35, WKDD d-25, WFBG 35-29, WGU, WYCR, WOMP-FM 5-3, WSVQ 10-6.

#### JOHN CAFFERTY & BEAVER BROWN BAND "Tender Years" (Scotti Bros./CBS) 23/10

Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 10, WPHD, Q105, WRCK, KX104, KITY, WRKR, WHOT, KHOP, KSKD, KBIM, WXKS-FM on, PRO-FM on, KHTR on, WLAN-FM on.

#### MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 18/7

Moves: Up 1, Debuts 0, Same 10, Down 0, Adds 7, WPHD, WRCK, WOKI, WIKZ, WHEB, KQIZ-FM, Q101, KLUC on, 103 on, WJBO 39-35.

#### DONNA SUMMER "Love Has A Mind Of Its Own" (Mercury/PolyGram) 18/0

Moves: Up 7, Debuts 1, Same 10, Down 0, Adds 0, WXKS-FM 33-28, I95 22-21, Y100 24-19, KITY 37-34, KIKI 26-25, KQMQ d-37, WGU 27-19, KXSS 31-28.

#### TONI BASIL "Over My Head" (Chrysalis) 16/1

Moves: Up 6, Debuts 0, Same 9, Down 0, Adds 1, WJBO, WHTT on, CKGM on, 93FM on, I95 29-25, KIIS-FM on, K104 38-34, WHFM 27-25, KJ103 34-33, OK100 32-28, WOMP-FM 14-13.

#### SHALAMAR "You Can Count On Me" (Solar/Elektra) 13/0

Moves: Up 1, Debuts 1, Same 10, Down 1, Adds 0, I95 on, K104 on, KAMZ d-16, WRQK on, KITY 30-27.

#### BETTE MIDLER "Beast Of Burden" (Atlantic) 10/10

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 10, K104, WZYQ, OK100, 95XIL, KISR, WIXV, WHSL, KRNA, KFMW, KOZE.

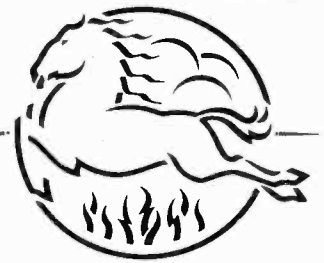
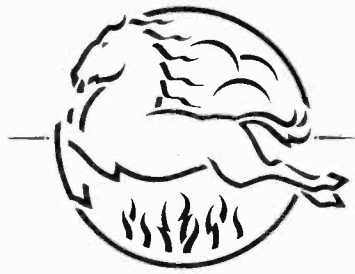
#### OZZY OSBOURNE "Bark At The Moon" (CBS Associated) 10/1

Moves: Up 2, Debuts 2, Same 5, Down 0, Adds 1, WNFI, WRCK 40-37, WOKI d-38, WJXQ 32-27, KQMQ on, KIST d-40.

**New & Active** includes songs reported by at least 50 of our CHR reporters. **Significant Action** includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week: Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

# "BACK WHERE YOU BELONG" BELONGS ON THE RADIO

(AM-2615)



WPHD  
WCAU-FM  
CFTR  
CHUM  
94Q  
Z93  
KHTR  
KMJK  
WFLY  
WVSR  
K104  
WYCR  
WKEE  
WLAN-FM  
WHFM  
WGFM  
WKFM  
WRCK  
WKRZ-FM  
WBBQ  
WSSX  
WSKZ  
WNOK-FM  
WZLD  
WDOQ  
WANS-FM

WZYP  
WQUT  
WOKI  
WFMI

G100  
KBFM  
KX104  
KROK

WGRD  
WZPL  
WJXQ  
KJ103

WRKR  
WRQN  
WHOT  
KBBK

KYNO-FM  
KLUC  
K093  
KSKD

WFBG  
WZON  
WIGY  
WIKZ

WERZ  
WZYQ  
WQCM  
OK100

95XIL  
WJBQ  
WOMP-FM  
WSQV  
KQIZ-FM  
WISE  
WJAD  
WCGQ  
KISR  
Q104  
WYKS  
KTDY  
Q101  
WPFM  
WXLK  
WIXV  
WHSL  
KYTN  
WAZY-FM  
WSPT  
KFMW  
KGOT  
KCDQ  
KGHO  
KOZE  
KDZA



ONE OF THE  
MOST ADDED

"BACK WHERE YOU BELONG" — THE SECOND SMASH FROM

## 38 SPECIAL'S TOUR DE FORCE

BILLBOARD ALBUM CHART **22**

(SP-4971)

SEE 38 SPECIAL ON THEIR "TOUR DE FORCE" TOUR WITH SPECIAL GUESTS HUEY LEWIS AND THE NEWS.

1/25 Birmingham, ALA  
1/27 Asheville, NC  
1/28 Fayetteville, NC  
1/29 Columbia, SC  
2/1 Norfolk, VA  
2/2 Baltimore, MD  
2/4 New Haven, CT

2/5 Annapolis, MD  
2/7 Glens Falls, NY  
2/8 Binghamton, NY  
2/10 Toronto, Ontario  
2/12 Portland, ME  
2/14 Worcester, MA  
2/16 Hershey, PA

2/17 Pittsburgh, PA  
2/18 Roanoke, VA  
2/20 Williamsport, PA  
2/21 Columbus, OH  
2/23 Louisville, KY  
2/24 Charleston, W. VA  
2/25 Philadelphia, PA

MANAGEMENT: THE MARK SPECTOR COMPANY

PRODUCED AND ENGINEERED BY RODNEY MILLS



CO-PRODUCED BY DON BARNES AND JEFF CARLISI

ON A&M RECORDS AND CASSETTES

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**Contemporary Hit Radio**

Three Weeks	Two Weeks	Last Week	
6	2	1	1 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
9	5	3	2 GENESIS/That's All (Atlantic)
1	1	2	3 YES/Owner Of A Lonely Heart (Atco)
11	7	6	4 LIONEL RICHIE/Running With The Night (Motown)
5	3	4	5 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
18	11	7	6 CHRISTOPHER CROSS/Think Of Laura (WB)
13	10	8	7 KOOL & THE GANG/Joanna (De-Lite/PG)
-	23	13	8 MICHAEL JACKSON/Thriller (Epic)
17	12	10	9 JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)
15	13	11	10 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
-	39	18	11 VAN HALEN/Jump (WB)
24	19	14	12 BILLY JOEL/An Innocent Man (Columbia)
7	4	5	13 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
-	34	20	14 POLICE/Wrapped Around Your Finger (A&M)
10	9	9	15 MATTHEW WILDER/Break My Stride (Private I/CBS)
28	22	19	16 PRETENDERS/Middle Of The Road (Sire/WB)
20	17	15	17 MADONNA/Holiday (Sire/WB)
-	38	28	18 NENA/99 Luftballons (99 Red Balloons) (Epic)
38	29	26	19 SHANNON/Let The Music Play (Mirage/Atco)
40	31	24	20 PAUL McCARTNEY/So Bad (Columbia)
-	35	30	21 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
34	26	23	22 STEVIE NICKS with S. STEWART/Nightbird (Modern/Atco)
-	-	35	23 JOHN LENNON/Nobody Told Me (Polydor/PG)
4	6	12	24 OLIVIA NEWTON-JOHN/Twist Of Fate (MCA)
-	-	36	25 CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
36	30	29	26 REAL LIFE/Send Me An Angel (Curb/MCA)
3	15	17	27 P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
-	-	39	28 DURAN DURAN/New Moon On Monday (Capitol)
33	28	27	29 DEBORAH ALLEN/Baby I Lied (RCA)
2	8	16	30 DURAN DURAN/Union Of The Snake (Capitol)
DEBUT			31 HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
19	18	21	32 BARRY MANILOW/Read 'Em And Weep (Arista)
39	33	33	33 MOTELS/Remember The Nights (Capitol)
-	-	38	34 IRENE CARA/The Dream (Hold On To Your...) (Network/Geffen)
DEBUT			35 QUIET RIOT/Bang Your Head (Metal Health) (Pasha/CBS)
22	21	34	36 DeBARGE/Time Will Reveal (Gordy/Motown)
27	25	31	37 JEFFREY OSBORNE/Stay With Me Tonight (A&M)
14	16	22	38 38 SPECIAL/If I'd Been The One (A&M)
DEBUT			39 KENNY ROGERS/This Woman (RCA)
DEBUT			40 CHRISTINE McVIE/Got A Hold On Me (WB)

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**Adult / Contemporary**

9	5	1	1 KOOL & THE GANG/Joanna (De-Lite/PG)
6	3	2	2 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
12	7	4	3 CHRISTOPHER CROSS/Think Of Laura (WB)
18	9	7	4 BILLY JOEL/An Innocent Man (Columbia)
10	6	5	5 LIONEL RICHIE/Running With The Night (Motown)
1	1	3	6 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
11	10	9	7 RAY PARKER JR./I Still Can't Get Over Loving... (Arista)
17	12	10	8 SHEENA EASTON/Almost Over You (EMI America)
-	21	13	9 KENNY ROGERS/This Woman (RCA)
-	17	12	10 PAUL McCARTNEY/So Bad (Columbia)
4	4	6	11 O. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA)
-	23	14	12 GENESIS/That's All (Atlantic)
2	2	8	13 BARRY MANILOW/Read 'Em And Weep (Arista)
-	24	17	14 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
22	18	16	15 N. SEDAKA with D. SEDAKA/Your Precious Love (Curb/MCA)
30	20	18	16 DOLLY PARTON/Save The Last Dance For Me (RCA)
3	8	1	17 MATTHEW WILDER/Break My Stride (Private I/CBS)
26	22	20	18 NICK HEYWARD/Whistle Down The Wind (Arista)
21	16	15	19 SPANDAU BALLET/Gold (Chrysalis)
-	A25		20 P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol)
-	-	27	21 POLICE/Wrapped Around Your Finger (A&M)
-	-	26	22 F. STALLONE & C. RHODES/I'm Never Gonna Give... (RSO/PG)
5	1	19	23 P. McCARTNEY and M. JACKSON/Say Say Say (Columbia)
28	25	24	24 RONNIE MILSAP/Show Her (RCA)
BREAKER			25 JOHN LENNON/Nobody Told Me (Polydor/PG)
BREAKER			26 CHRISTINE McVIE/Got A Hold On Me (WB)
8	13	21	27 DARYL HALL & JOHN OATES/Say It Isn't So (RCA)
BREAKER			28 DONNA SUMMER/Love Has A Mind Of Its Own (Mercury/PG)
-	29	28	29 JIMMY BUFFETT/One Particular Harbour (MCA)
BREAKER			30 LANI HALL/Send In The Clowns (A&M)

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**AOR / HOT TRACKS**

Three Weeks	Two Weeks	Last Week	
11	1	1	1 VAN HALEN/Jump (WB)
5	2	2	2 PRETENDERS/Middle Of The Road (Sire/WB)
-	8	3	3 JOHN LENNON/Nobody Told Me (Polydor/PG)
1	3	4	4 GENESIS/That's All (Atlantic)
17	13	10	5 38 SPECIAL/Back Where You Belong (A&M)
4	4	5	6 JOURNEY/Ask The Lonely (MCA)
9	9	8	7 ROLLING STONES/She Was Hot (RS/Atco)
45	21	16	8 DURAN DURAN/New Moon On Monday (Capitol)
13	12	11	9 YES/It Can Happen (Atco)
-	22	14	10 VAN HALEN/Panama (WB)
49	29	19	11 MANFRED MANN'S EARTH.../Runner (Arista)
3	6	7	12 JOHN COUGAR MELLENCAMP/Pink... (Riva/PG)
10	11	13	13 HUEY LEWIS & THE NEWS/I Want... (Chrysalis)
8	10	12	14 BILLY IDOL/Rebel Yell (Chrysalis)
-	32	22	15 BRYAN ADAMS/Heaven (A&M)
23	18	17	16 MOTLEY CRUE/Looks That Kill (Elektra)
15	14	15	17 OZZY OSBOURNE/Bark At... (CBS Associated)
2	5	6	18 YES/Owner Of A Lonely Heart (Atco)
18	15	18	19 YES/Changes (Atco)
BREAKER			20 PRETENDERS/Time The Avenger (Sire/WB)
6	7	9	21 38 SPECIAL/If I'd Been The One (A&M)
-	-	33	22 CHRISTINE McVIE/Got A Hold On Me (WB)
35	25	20	23 REAL LIFE/Send Me An Angel (Curb/MCA)
BREAKER			24 EURYTHMICS/Here Comes The Rain Again (RCA)
-	43	26	25 VAN HALEN/I'll Wait (WB)
26	19	21	26 MOTELS/Remember The Night (Capitol)
31	27	30	27 JOHN COUGAR MELLENCAMP/Play... (Riva/PG)
BREAKER			28 KENNY LOGGINS/Footloose (Columbia)
BREAKER			29 JUDAS PRIEST/Some Heads Are Gonna... (Columbia)
14	17	23	30 GENESIS/Just A Job To Do (Atlantic)

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**Black/Urban**

1	1	1	1 PATTI LABELLE/If Only You Knew (Phil. Int./CBS)
13	7	2	2 J. INGRAM w/M. McDONALD/Yah Mo B... (Qwest/WB)
23	12	7	3 CHERYL LYNN/Encore (Columbia)
10	6	5	4 "D" TRAIN/Something's On Your Mind (Prelude)
11	8	6	5 LIONEL RICHIE/Running With The Night (Motown)
4	2	3	6 SHANNON/Let The Music Play (Mirage/Atco)
29	15	12	7 EVELYN "CHAMPAGNE" KING/Action (RCA)
7	4	4	8 LUTHER VANDROSS/I'll Let You Slide (Epic)
24	16	10	9 DAZZ BAND/Joystick (Motown)
8	5	8	10 DEELE/Body Talk (Solar/Elektra)
36	23	15	11 J. BLACKFOOT/Taxi (Sound Town/Allegiance)
3	3	9	12 KOOL & THE GANG/Joanna (De-Lite/PG)
26	18	13	13 PIECES OF A DREAM/Fo-Fi-Fo (Elektra)
BREAKER			14 JEFFREY OSBORNE/Plane Love (A&M)
15	14	11	15 ANGELA BOFILL/I'm On Your Side (Arista)
BREAKER			16 DREAMBOY/Don't Go (Qwest/WB)
30	17	14	17 JENNIFER HOLLIDAY/Just Let Me Wait (Geffen)
34	24	18	18 R. JAMES & S. ROBINSON/Ebony Eyes (Gordy/Motown)
-	37	29	19 ANITA BAKER/You're The Best Thing Yet (Beverly Glen)
BREAKER			20 RUN D.M.C./Hard Times (Profile)
40	29	26	21 MUSICAL YOUTH/She's Trouble (MCA)
39	33	23	22 HERBIE HANCOCK/Autodrive (Columbia)
25	21	19	23 HOWARD JOHNSON/Let's Take Time Out (A&M)
-	34	24	24 RON BANKS/Make It Easy On Yourself (CBS)
-	35	31	25 PHILIPPE WYNNE/Wait Until Tomorrow (Fantasy)
17	13	16	26 TWILIGHT 22/Electric Kingdom (Vanguard)
BREAKER			27 MELBA MOORE/Livin' For Your Love (Capitol)
6	9	17	28 RAY PARKER JR./I Still Can't Get Over Loving... (Arista)
BREAKER			29 EARTH, WIND & FIRE/Touch (Columbia)
35	31	30	30 DONNA SUMMER/Love Has A Mind... (Polydor/PG)
BREAKER			31 JENNY BURTON/Remember What You Like (Atlantic)
32	32	28	32 JUNIOR/Unison (Casablanca/PG)
BREAKER			33 ROCKWELL/Somebody's Watching Me (Motown)
BREAKER			34 P. BRYSON/R. FLACK/You're Looking... (Capitol)
-	-	35	35 PHILIP BAILEY/Trapped (Columbia)
-	-	37	36 TEENA MARIE/Midnight Magnet (Epic)
-	36	33	37 GRANDMIXER D.ST./Crazy Cuts (Island/Atco)
BREAKER			38 STEVE ARRINGTON'S HALL.../Hump To The... (Atlantic)
BREAKER			39 TINA TURNER/Let's Stay Together (Capitol)
-	-	40	40 DIANA ROSS/Let's Go Up (RCA)

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