S E:

## LATEST MAJOR MARKET **RATINGS BULLETIN**

Chicago: Stable Book As Top 3 Hold On San Francisco: KGO, KSOL, KNBR Leap Upward

Philadelphia: KYW Back In First: WUSL. WCAU Gain

Detroit: WJR Mirrors Tigers Surge Boston: WBCN Takes Lead; WXKS-FM, WHDH Move Up

Houston: KKBQ-FM Hits Double Figures; KMJQ, KODA, KSRR On A Roll Washington: Black/Urban Surge As

WKYS Regains First, WHUR Up 2 Dallas: KVIL-FM Exceeds 10, KKDA-FM Climbs To Second Minneapolis: WCCO Lead Cut; WLOL

Adds 3 1/2 St. Louis: KMOX Steady, KSHE On The Rise

Pittsburgh: KDKA Drops 2; WDVE, WBZZ, WHTX, WWSW Up Baltimore: WLIF Assumes Lead; WBSB, WIYY Gain

Cleveland: WMMS Extends Edge; WLTF

Cincinnati: WKRQ Up 2 To 10 Share; WLW Makes Huge Strides

San Jose: KGO Way Up; KBAY Adds 3 For Second

Buffalo: WJYE, WBEN Down But Hold 1-2; WNYS Nearly Doubles Hartford: WTIC Slips A Bit: WTIC-FM Steady

Full Results Page 12

### FCC CONSIDERS 12-12-12 OWNERSHIP RULE

New expanded ownership limits are winning wide support and may soon be passed by the Commission. And groups that can prove they're not violating antitrust provisions may be able to go above the 12-AM, 12-FM, 12-TV ceiling.

Page 4

## WHTZ HITS FIRST AGAIN

Joel Denver talks to WHTZ/New York PD Scott Shannon about the station's return to the top . . . and its pioneering satellite remote from a Mexican resort

Page 41

## PEOPLE IN THE NEWS THIS WEEK

- Jim Strawn partner/VP at DKM
- Art Kriemelman VP at RKO
- Dennis Winslow WFOX's Program
- Holland Cooke OM at WTOP
- Jim Collins PD for KZZC
- Joe Krause, Randy Kabrich resign from WAPP. WAVA Peg Kelly WNBC GSM
- Mark St. John PD at WAPI-FM

Page 3, 36

## A NEW LOOK AT NEWS/TALK

News/Talk consultants Bruce Marr and Jerry Johnson feel the format can become stale and self-indulgent. They advocate programming topics more like records, for wider audience appeal.

Page 32

Newsstand Price \$3.50



## Marr Makes Move To KLOL PD Post

After 12 years as PD at WEBN/Cincinnati, Denton Marr has accepted the programming chair at KLOL/ Houston, beginning August 1. Marr succeeds Blake Lawrence, who stepped down two weeks ago to concentrate on his morning show.

Station Manager Pat Fant enthused, "This is big, big news, and we are thrilled. Denton is a PD with unquestionable credentials and experience in building an AOR heritage station into a and most importantly, amazing dynasty. He has the people skills, the

field, NJ, illustrates a continued

growth of radio usage in the

United States, estimating that

145 million, or 76% of the entire

12+ population, listens to net-

work radio during the course of

a week. The figures in this latest

report cover the period from

gation into overcharges at

RKO, SRI indicated in a trans-

mittal memorandum to all re-

port subscribers that it had inquired with the network as to

the accuracy and completeness

date, it had no reason to suspect

that any information supplied to

Included in this report are

three new network listings: Sat-

KIXK VP/GM John Hare,

who recently joined the station

from ABC sister station WRIF/

Detroit, commented, "Chuck

has an excellent track record,

which is apparent by the job

he's been doing with NBC's

WKQX, showing a number of up

books. He also has an excellent

ear for music and positioning

Noting the contributions of

former PD Danny Owens and

his staff, Hare remarked, "It's

important that we have a lot of

local input from the existing

people to help us acclimate to

the market. Danny and the staff

are being asked to remain, as

many have a lot of fine tal ints

Plans are for KIXK to dis-

continue its Gold format, but Hare acknowledged, "Our ex-

SRI was inaccurate.

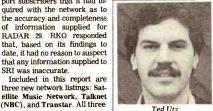
May 4, 1983-April 24, 1984



le creativity. Denton will put all the KLOL has been hiding in the back room on the air this

A 17-year industry veteran, Marr joined WEBN in 1969 as an air talent. He left in 1971 for a brief programming stint at KLOS/Los Angeles, and returned to WEBN later that year, becoming PD in 1975. He told MARR/See Page 36

## Because of the recent investi-KTXO OM



Fifteen months after joining WHJY/Providence as PD, Ted Utz has been named Operations Manager at KTXQ (Q102)/Dallas. Utz fills the vacancy left four weeks ago when former PD Tom Owens departed the

station. KTXQ President/GM Clint Culp told R&R, "Ted's a very aggressive programmer with excellent management skills. He is very promotionally-oriented, which is a key factor in this highly-competitive market. After talking with a lot of program directors, I feel Ted is the best, and I'm very excited to have him part of the team."

Before WHJY, Utz worked two and a half years at WPYX/ Albany - first as PD, later holding OM duties for WPYX and sister station WTRY. He previously spent two years as co-principal and VP/Programming at WAQX/Syracuse. Utz said, "We just got back some great ratings, so the new owners really have something to work with now.

"I'll be a long way from the act direction isn't chipped in ocean," he added wistfully, "but I feel really good about it. I'm not that familiar with the

FM Networks Post Gains year. He's going to act as the year He's going to act as the perioducer for the station, with a 24-hour-a-day airshift We plain In Latest RADAR Ratings, MARYLAND igned and production. It disting Research, Inc. of West-ought to be a powerhouse."

by Sheridan, which slid 13% in

this report; National Black Net-

work, dropping 8%; and ABC

and lost its hold on the number

one spot for the largest audi-

ence per commercial. The new

leader in that category is now

ABC Entertainment, with an

estimated 1.6 million listeners

tinue to show some strong audience gains, according to the RADAR audience estimates released this week. Among all Information, which slipped 8% persons 12+, CBS RadioRadio demonstrated the most dramatic gain (+24%), followed by the ABC Rock Network (+10%). Mutual, ABC Direction, and RKO-1 also posted healthy gains of 5%, 5%, and 4%, respectively.

per commercial. RADAR 29, compiled by Sta-

AM GOES GOLD; FM EVOLVES TO CHR ,

## Garrett Returns To **Program KRBE-FM**

ming KHFI/Austin, Roger W. W. Garrett returns to KRBE-FM/Houston as PD. Garrett programmed KRBE-FM before joining KHFI. He replaces Ken Rundel, who exited in January but has since returned as midday announcer for KRBE (AM). The AM is planning a format switch from A/C to Oldies, while the FM completes its evolution back to CHR from

Commenting on the FM's changes, KRBE-AM & FM VP/GM John Dew told R&R, "The music will be geared to a more contemporary sound than in the past, but we are still after adult demos, with 25-44 as our

played. Obviously today's adults like a more contemporary sound, so we're simply

"I was looking for someone

changing to fit those needs.

ellite Music Network, Talknet (NBC), and Transtar. All three GARRETT/See Page 38

## RYAN GSM; FORMAT UNDECIDED

## Morgan Accepts KIXK PD Post

Following ABC's takeover of KIXK/Dallas earlier this week, WKQX (Q101)/Chicago PD Chuck Morgan was named PD. At the same time, WLS-AM & FM/Chicago National Sales primary target. We'll test Manager Jerry Ryan accepted music each week and those the GSM position.

## McVay Media Taps Cook As VP/Country

Longtime Country programmer Charlie Gook has joined the McVay Media consultancy as VP/Country. Cook will be leaving his on-air post at the Transtar Country Network to join the firm. He will consult Country stations, dealing hands-on with programming, while com-pany President Mike McVay will work with the stations on a management level.

McVay commented, "I'm COOK/See Page 36

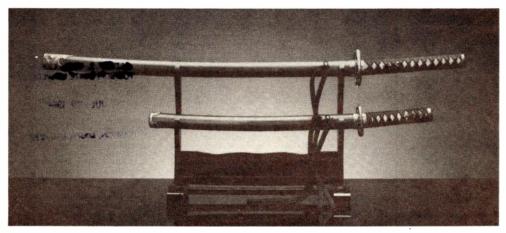


stone yet. When Chuck arrives and all our research is in, we'll MORGAN/See Page 38

to contribute."

the station."

# IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the winners have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of sixteen of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

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1983-84

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## PAGE THREE

7-20-84

#### POLLACK CALLS FOR ENTERTAINING AOR

Steve Feinstein reports the main message from consultant Jeff Pollack's recent programming seminar was "the bottom line to good radio is entertainment" - what goes on between the records.



Page 47

Washington Report	AOR: Steve Feinstein
What's New7	Country: Lon Helton
Ratings & Research: Jhan Hiber	Nashville: Sharon Allen
Ratings Results	Black/Urban Radio: Walt Love 54
Networks: Reed Bunzel	Marketplace
Management	Opportunities
Street Talk	National Music Formats
On The Records: Ken Barnes	Jazz Chart
News/Talk: Brad Woodward	Country Chart
Air Personalities: Dan O'Day	A/C Chart
Calendar: Brad Messer	AOR Chart
CHR: Joel Denver	Black/Urban Chart
AC: Ron Rodrigues	CHR Chart

## Winslow Programs WFOX

Former WMGG/Tampa Operations Manager Dennis Winslow has been appointed Program Manager at Shamrock's WFOX/ Atlanta-Gainesville. The move is a homecoming for Winslow, who at one time spent six years as an air personality at neighbor

WFOX GM Martin Sherry said, "I'm very pleased to announce Dennis as my PD. His coming on board gives us the flexibility we need to formulate a successful strategy for the Atlanta market. Dennis is the best, and I'm really glad he's with us."

Sherry explained that the station's new format won't be divulged until the mid-August launch date, saying, "We've got a good idea what it's going to be, but we haven't totally refined it yet." Now that crosstown WWLT has adopted a Country format, industry speculation is centering on either a CHR or A/C direction.

Prior to joining WFOX, Winslow spent seven months as PD and three more as OM at WMGG; he previously programmed

December Galler, MITCHELL
Remay & Research Galler, SMAN 198ER
Nemonia & Species Galler, SMAN 198ER
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WMGF/Milwaukee for a year. "This is the chance of a lifetime," Winslow told R&R. "I couldn't think of a better situation. It's a great market and an incredible company. Shamrock is committed longterm to this station; Martin is pulling some of the best people in Atlanta aboard.

Winslow added that he's seeking morning and afternoon air talent, as well as a news

## WAPP'S KRAUSE, WAVA'S KABRICH

## **Double Resignations At Doubleday**

Two PDs at Doubleday stations, WAPP/New York's Joe Krause and WAVA/Washington's Randy Kabrich, have resigned. Kabrich leaves after nine months to open his own as-yet-unnamed consultancy. His first two clients are WDCG/Durham-Raieigh and WROQ/Charlotte. Krause, who had been at WAPP for two years, told R&R, "I've enjoyed my time in New York and I look forward to future programming possibilities in either CHR

Doubleday VP/Programming Dave Martin commented to R&R, "Both gentleman are fine programmers. I'm especially saddened by Randy's departure. He did a lot for us at WAVA. Joe's contributions over the last two years, since the inception of the format at WAPP, are also very noteworthy. I wish them both much success. Contrary

## Kriemelman New VP/Sales At RKO Nets

Art Kriemelman has been appointed VP/ Director of Sales for RKO Radio Networks, moving across town from the Radio Network Association, where he had been President since October 1983. Kriemelman will report directly to RKO Nets President Bill Hogan.

Hogan commented, "Art brings a wealth of experience to RKO from both the station and network sides of the business. His strong relationships with agencies and clients make him the ideal choice for this important manage-



ment position." Art Kriemelman Kriemelman told R&R, "I've really been admiring what the RKO Radio Networks have done in the past few years, and I'm KRIEMELMAN/See Page 36

to the rumors, we aren't contemplating any formatic changes at either station (WAPP is AOR, WAVA CHR), and we're open to talking to anyone who's up to the challenge of either Washington or New York."

DOUBLEDAY/See Page 36

## **WPNT** Points To Personality A/C Format

Easy Listening outlet WPNT ("The Point")/Pittsburgh has announced it will begin introducing local personalities into its format early next month as the station continues its shift toward A/C vocal-oriented

WPNT, Inc. principal/President Saul Frischling explained to R&R, "We've taken the covers out and put in original music. Also, most of the stations that have developed some personality are getting serious numbers, so we plan to add established personalities from the Pittsburgh market. We feel our 25-54 target wants a smidgeon more than just music."

WPNT/See Page 36

## **WNBC Promotes** Kelly To GSM

WNBC/New York has promoted Local Sales Manager Peg Kelly to GSM, replacing the exiting Jack Maloney.

VP/GM Randy Bongarten commented, "Peg is one of the true professional sales managers in the New York market. Her track record over the years on both sides of the desk, as a media buyer and a radio representative, is tru-KELLY/See Page 36



Peg Kelly

## **EXITS COX AFTER 18 YEARS**

## Strawn Joins DKM As VP

After nearly 18 years with Cox Communications, Broadcasting Division Asst. Controller Jim Strawn has been named part-owner and VP/Chief Financial Officer for DKM Broadcasting. DKM is expecting FCC approval on its purchase of the nine Schering-Plough stations; that sale agreement was reached six weeks ago. Strawn will rejoin former Cox Exec. VP and new DKM President Jlm Wesley; both start at their new positions August 1.

## **Cooke Takes New OM Post** At WTOP

Outlet Broadcasting has named Holland Cooke to the newly-created position of Operations Manager at all-News WTOP/ Washington. From 1982 until February, when Outlet sold the station, Cooke was Program Director at WSNE/Providence.

Former Director/News & Programming John Watkins remains at the station as News Director, while Cooke assumes programming responsibilities under VP/GM Michael Douglass.

"Every station I ever worked at played records," Cooke told R&R. "This one doesn't." He regards that as a plus, saying his background in music programming gives him an objectivity that many news people lack when programming a station. He will

COOKE/See Page 36

Cox VP/Controller Jim Rouse said, "It has been a pleasure working with Jim, and we hate to lose him. But we realize what an opportunity he has, and we wish him the best of success.

Wesley noted, "I have worked with Jim for many years, and I am very pleased that he is joining me in this new venture."

During his time with Cox, Strawn has worked at the company's stations in Atlanta, Miami, and San Francisco, and on the Broadcast Division corporate staff; he's held the Asst. Controller post since 1980. "It's going to be a little sad leaving all my friends and acquaintances here," he said. But this is an exciting opportunity in that I'll be part of ownership, and because I'll continue working with Jim Wesley; our relationship goes back a long way. Chances like this don't come down the road every

## LAKE RESIGNS

## **Collins Set To** Program KZZC

After six months at the helm of KZZC(ZZ99)/Kansas City, Charley Lake has resigned over philosophical differences. Taking his place is recently-arrived morning man and former WNBC/New York Assistant PD Jim Collins.

KZZC VP/GM Connie Wodiinger told R&R, "Jim is undeniably qualified to handle this position. Being a hometown guy from Lawrence, KS, he has shown without question he can relate to this market. Obviously, we're very



Jim Collins pleased that we have him here, and this transition should be a very smooth one.'

Collins told R&R, "I am disappointed in that I came here specifically to work for Charley. However, I'm confident about the future because I think Charley has set the station on the right course, and we'll simply continue in that direction."

COLLINS/See Page 36

## **NEW LINEUP ANNOUNCED**

## KVI Drops A/C. Picks Up Gold

KVI/Seattle announced plans to discontinue its A/C format Monday (7-23) in favor of a "Solid Gold" approach. As part of the transition, the entire sales and programming staffs have been let go.

Explaining the changes, KPLZ & KVI VP/GM Shannon Sweatte told R&R, "The idea is to complement the success of CHR KPLZ with the AM. Since KPLZ does well 12-24, KVI will be targeted 25-40, and the two will be marketed as a combo." Sweatte added that the KPLZ sales team will now handle both stations.

Describing the nonmusical aspects of KVI's new direction. Sweatte continued. "Although we won't have as much news as we've presented before, we will still carry many of the full-service elements that the station's been known to run. This includes Seattle Mariners baseball, Washington State University sports, and a full schedule of traffic reports.

The new on-air lineup is as follows: Tom Hutyler (from crosstown KUBE), mornings; Mike Webb (KPLZ), middays; Jay Green (KVI Production Director), afternoons; and Paul Thompson (KTAC/Taco-

KVI/See Page 36

# Washington Report

## Docket 80-90 Communities Due Out This Week

The FCC Mass Media Bureau's Allocations Branch plans late this week to release its latest list of proposed sites for FM dropins under Docket 80-90.

Branch Chief Mark Lipp says about 80 of the original 684 communities proposed have been dropped because nobody filed a letter of intent to apply for a station in those locations. However, the new list includes over 200 counterproposals suggesting sites other than those named by the FCC. That's a smaller number than Commission officials had anticipated.

Lipp says another 140 counterproposals didn't make the list because they failed to comply with the agency's standards for locating FM drop-ins.

Release of the list this week will trigger a 30-day comment period, and the Commission expects to begin accepting the first applications for drop-ins late this year.

#### BMI Board Backs Rate Hike

BMI management received the blessing of the company's board of directors last week for its decision to mail new music licenses to radio stations despite the lack of a negotiated agreement with the All-Industry Radio Music License Committee.

In a letter to stations this week, BMI President Ed Cramer apologized for mailing the new licenses just days before the June 30 expiration of the previous agreement. But he blamed the industry committee for the problem. "The Committee did not negotiate with us until the eleventh hour (despite two extensions of three months each) and then rejected compromises we proposed, including our offer to arbitrate our differences," said Cramer.

Stressing that a rate increase doesn't take effect until next January, Cramer said payment of BMI bills, which are being mailed this week, does not get stations off the hook. "If we have not already received your signed agreement, any regular license fees you send us will be returned to you," Cramer warned. "You will, of course, then be responsible under the law for any willful copyright infringement."



BROADCASTERS VISIT DAWSON - NRRA Sr. VP Abe Voron (left) and President Bernie Mann (right) last week called on FCC Com-missioner Mimi Dawson to acquaint her with the association and to learn more about her regulatory philosophy. Voron and Mann made visit to Commissioner Dennis

## Lifted On 25 Class **I-A Clear Channels**

On Tuesday (7-17) the FCC lifted the freeze, in effect since February 1982, on applications for new AMs on 25 Class I-A clear channels. The freeze was imposed to allow the United States and Canada to work out incompatibilities among stations proposed on the channels at the 1981 Region 2 AM conference in Rio de Janiero.

The Commission is now prepared to accept applications for stations on the following frequencies: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, 1200,

A freeze remains in effect on the six Canadian clear channels: 690, 740, 860, 990, 1010, and 1580 kHz

## WNYR Gets To Keep New Channel, Hours

WNYR/Rochester's move from 680 to 990 kHz, its switch from daytime-only to fulltime status, and its power increase to 5 kw were affirmed last week by the FCC. The changes were challenged by WBBF & WMJQ/Rochester and WLKW/Providence. They argued that they should have had an opportunity to apply for the new facilities.

In denying their petitions, the FCC noted that 990 kHz is a Canadian clear channel that Canada specifically made available to WNYR, which in 1978 began receiving interference from CFTR/Toronto. Canada agreed to furnish the frequency only after it concluded there was no way to solve the interference problem.

The Commission pointed out that Canada did not agree to let anyone other than WNYR use the channel. Canada also dropped plans to use the frequency in Niagara Falls, Ontario and modified a station proposal in Montreal to provide better protec-

## WBIP-AM & FM Renewed, Free Tradeout **Issue Dismissed**

The FCC last week renewed the licenses of WBIP-AM & FM/Booneville, MS after deciding not to order a hearing into charges of possible anticompetitive practices.

At issue was a total of 6000 commercials valued at \$9500 which were furnished free to Carpet City, Inc. The spots were aired on both WBIP and WTUP/Tupelo, MS, which recently underwent a distress sale. The carpet outlet is owned by T.L. Estess, who was a 36% owner of WTUP. Since the two stations were managed jointly and their owners were closely linked, the FCC raised the question of whether WBIP's facilities were used to gain an unfair advantage for

The Commission concluded there was no wrongdoing, although it found that sloppy accounting "for the WBIP tradeout arrangement allowed for the crediting of merchandise for WBIP to the Carpet City-WTUP account.'

In clearing WBIP and renewing the two licenses, the Commission relied heavily on affidavits from other area carpet outlets stating that they "were not denied access to or unfairly charged for advertising time at WBIP." It also noted that the close relationship between Estess and WBIP ended seven

## **Applications Freeze**

Ownership Rule Support is reportedly building at the FCC for replacing the current "rule of sevens" with a new cap allowing group broadcasters to own up to 12 AMs, 12 FMs, and 12 TV stations. The proposal could be brought to the full Commission for a vote as early as next week's scheduled meeting (7-26).

Commission Eyes Adoption

Of New 12-12-12 Multiple

The plan apparently has the backing of Chairman Mark Fowler, who needs only two more votes on the five-member commission to win approval. Commissioners Dennis Patrick and Jim Quello are considered Fowler's most likely allies on the proposal.

While seven is now an absolute limit, the proposed ceiling of 12 would contain a loophole. Groups would be eligible for special waivers to go above the limit if they could prove the exceptions wouldn't create any violations of federal antitrust stan-

Additionally, the new multiple ownership rule will likely include a sunset provision requiring the Commission in three years to review its impact on concentration of control. At that time, it's possible the ownership limit could be abolished altogether.

In comments filed with the FCC last January, dozens of stations and groups expressed nearly unanimous support for either raising the seven limit or abolishing it outright. They cited the vast increase in the numbers of radio and television stations since the 7-7-7 rule was enacted in 1953

## DEREGULATION CONTINUES

## **FCC Handles Wide** Range Of Radio Issues

Last week a variety of rules changes affecting the radio industry cleared the FCC, which also released new details of several previous broadcast decisions.

Issues handled by the Commission include new license application and ownership forms, multiple-city identifications, suburban radio licensing, directional AM antennas, and rebroadcasts of amateur and CB transmissions

Here's a summary of the actions:

- · The Commission adopted a new broadcast ownership report form (#323) reflecting recent changes in attribution rules. Reports need only be filed once a year, instead of each time there's an ownership change. Group owners may select a single reporting date for all stations. If no changes have occurred, stations may certify that fact, rather than having to file a new report
- · Applications for new commercial and non-commercial stations were combined into a single form (#302). Changes include deletion of questions on network affiliation, financial qualifications, ownership, transmitter, modulation monitor, and frequency measurements. Certification replaces FM equipment performance tests, and applicants no longer must state that they're not trying to obstruct or delay another ap-
- · The Commission proposed abolishing the requirement that stations obtain prior authorization before rebroadcasting ama-teur and CB signals. The move stems from last year's invasion of Grenada, when broadcasters relied heavily on amateur operators for information.
- Also proposed last week was the setting aside of 7100-7300 kHz for use by international stations in Region 3, which encompasses the Pacific and Southern Asia.

- · The Commission rejected petitions for reconsideration and clarification by 11 parties protesting last year's elimination of suburban community and de facto reallocation policies and the Berwick Doctrine. The rules were designed to assure that subur-ban stations weren't actually aiming to serve nearby cities.
- · NAB lost its bid to modify the new policy allowing dual or multiple-city identification as long as the city of license is listed first. The FCC rejected NAB's contention that allowing stations to identify with cities at will, without regard to their signal strength in those cities, will create confusion, especially in light of recent call letter deregulation.
- The Commission proposed a new, standardized format for its acceptance of computer-generated measurements for heights above average terrain of antennas, And, for directional AM antennas, it approved new rules to give broadcasters more flexibility to take measurements in different modes of operation.
- A shortened application form (#340) was approved for noncommercial FM stations. It eliminates "out of date, burdensome, or superfluous" sections, according
- · Also last week the Commission released some other rules changes adopted in late June. Those include making it easier for licensed operators to work at more than one station. Previously, operators had to post their licenses at one station. A complicated verification of license form (#759), filled out by the operator and general manager, had to be posted at other stations. Now operators may simply post a photocopy of their licenses at additional stations where they



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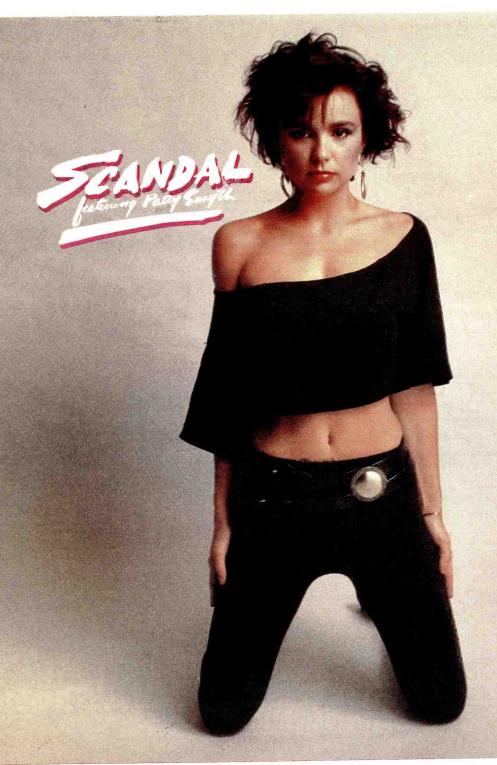
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## Calrec Unveils Professional Mini-Mixers

The "M" series of mini-mixers, recently introduced by Bremerton, WAbased **Audio & Design/Calrec Inc.**, are designed to provide professional broadcast quality in a tabletop-sized unit. Five different models capable of handling from eight to 16 channels are available.

The "Mini-1" (pictured) features control surfaces inclined at a shallow angle and up to 16 channels plus limiter/compressors. The "Mini-2" is similar, except that its half-depth cladding allows for semi-flush mounting.

The "Mini-3/8" is an eight-channel unit with limiters/compressors that comes in a rugged flight case, while the "Mini-3/16" is its 16-channel counterpart. The "Mini-4" model sports up to seven channels plus limiters/compressors in a 19-inch rack-mounting frame or eight channels without the frame.

The twin limiters/compressors and their stereo link switch are optional on all models. For further information, contact Audio & Design/Cairec Inc. at (206) 275-5009.

## **BMS** Offers Five "Live" Music Formats

Harrison, AR-based **Broadcast Mu-sic** Services recently debuted five complete music formats (CHR, AOR, Country, A/C, and Gospel) designed for use by "live" radio stations. BMS stresses that it is not marketing an automation service. Instead, the firm offers a 750-song library on cart, which can either be programmed according to BMS's daily computer playlists or customized by the purchas-

ing stations themselves

Along with the high-quality broadcast carts and computer-generated formats, BMS provides a variety of business programs created with the radio station in mind, including co-opperformance programs, aging reports, accounts payable, accounts receivable, and profit & loss statements. For information contact **Doug Raines** at (501) 741-6757.

## Today's Teens: The Junk-Food Generation?



A majority of modern teens prefer McDonald's to Mom's home cooking, according to a recent poll of California youngsters (ages 12-19) published in USA Today, Conducted by the Oakland-based Citizens Policy Center, the survey found that the 681 teenagers polled ate a whopping — or is that a Blg Macking? — 52 percent of their meals away from home, usually at a fast-food restaurant, snack bar, or school cafeteria.

Among the survey's other findings:

- Candy, chocolate, soda, chips, ice cream, and pizza are the preferred teenage snack foods
- 22% of these on-the-go-go types never eat breakfast
- 12% never eat a meal with their equally on-the-go families
- 9% claim to use laxatives and diuretics in order to lose weight, no doubt because 80% of those surveyed said they sometimes "pigged out" and 40% of the girls reported that their parents are always urging them to lose weight.

Perhaps the most shocking finding, and one calculated to baffle nutritionists everywhere — tenaers ers report no correlation between what they eat and how they feel!

## National Radio Spot Ads On The Rise

National radio spot ad spending jumped 17.6% in May to \$77.2 million, according to Larchmont, NY-based Radio Expenditure Reports. What's more, 1984's five-month total climbed to \$306.5 million, up 12.1% over the same period in 1983. Within the Top 10 markets, national spot radio gained 6.5% during May of 1984.



## New Music Seminar Set For Aug. 6-8

Noted producer/artist/UK label head Trevor Horn will deliver the keynote address at this year's "New Music-Seminar," which will take place at the
New York Hilton from August 6-8. Horn's experience with Yes, Foerat the
New York Hilton from August 6-8. Horn's experience with Yes, Foerat pre
the Buggles, Art of Noise, Frankie Goes To Hollywood, and Malcolm
McLaren's Duck Rock cuts across the full spectrum of contemporary music
styles and mirrors the confab's wideranging concerns.

Radio and promotion panel discussions highlight the New Music Seminar and will cover formats and sub-formats from AOR, Black, and CHR radio to "Rhythm" radio, "New Music" radio, and the problems and possibilities of crossover promotion. Independent labels, dance music and DJs/mixers will also be spotlighted.

In fact, virtually every aspect of the music industry will be examined, with panelists and moderators from major labels as well as independent operations. Artist showcases, a video gallery, the usual convention booths, and an unusual registrant-plus-one free admission discount to New York City's key nitespots are likewise part of the program.

Price is \$150 per person. Hotel and airline discounts are available. For more information, contact the New Music Seminar at (212) 722-2115.

## SI-TEX Debuts Full-Color Weather Radar System



The Clearwater, FL-based St-TEX company recently introduced a compact, full-color weather radar system. The "CR-1011" presents six different colors, based upon the intensity of returning echoes, on a television-type screen for a bright, continuous display of weather activity unattainable on conventional radar.

The CR-1011 is capable of discriminating and displaying the varying infensity of frontal systems, severe weather, or just plain rain. The unit's variable bearing and range markets feature digital readouts that simplify sector and distance readings. Eight different range scales, from one-half to 64 nautical (74 statute) miles, can be selected.

In addition, the CR-1011 features a piotting function that can establish the history of a weather system and assist in the determination of its direction and speed, as well as an audible proximity alarm that warns station personnel of major systems entering guard zones of up to 64 nautical miles. For details, contact Dave Church at (813)563-6481

## DJ Priest Stars In Radio PSA Spots

Father Harry Schillt, known as "The Disc Jockey Priest," recently voiced a series of 10-, 30- and 60-second PSA spots that praise radio as "a faithful friend," likening the medium to an "ear's nest" where listeners can hatch new ideas.



Father Harry Schlitt

Produced by the Catholic Communications Campaign, a church-related project to foster the best in media, the PSAs are set against a backdrop of CHR rhythms and customized local tags (for the 30- and 60-second versions only) are available as well. Requests must be received before August 1, 1994. For additional information, contact **Dan Juday** at (202) 659-6746.

# NOW, THE GAME THAT'S ROCKING THE NATION, CAN ROCKET YOUR RATINGS, FREE!

Rock Trivia, the game for rock buffs is the perfect promotion for your rock station.

It asks 4,000 questions in 8 musical categories and the rock stations that promote it will be given promotional

exclusivity in their market.

So, you supply the fun, and we'll supply the free games. For further information, contact Barbara Dee Scherer or Jill Albert at Cohen & Marino,

212-686-9730.



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Tom McKinley Exec. VP/Solicitation Major Market Radio



Pat Baker Office Manager McGavren Guild Radio



Bernard Howard Chairman of the Board Hillier, Newmark, Wechsler & Howard



Betty Lowe Treasurer Major Market Radio



Ralph Conner Sr. VP/National Sales Weiss & Powell



Trish DeMeulemeester Account Executive McGavren Guild Radio



Michael B. Disney Sr. VP/Midwest Regional Manager Major Market Radio



Elsa Medina Assistant Controller McGavren Guild Radio



takes pride in honoring their representatives who have served 10 years and more with the INTEREP companies



Ralph Guild President INTEREP & McGavren Guild Radio



Dick Sharpe Exec VP/Eastern Division McGavren Guild Radio



Bob Weiss President Weiss & Powell



Carole Barry Collection Manager INTEREP

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Elaine Jenkins VP/Manager Major Market Radio



John Rykala VP/Controller McGavren Guild Radio



Ellen Hulleberg Exec. VP/Marketing & Communications INTEREP



Eddie Leeds VP/Sales McGavren Guild Radio



Nick Imbornone VP/Southern Division Manager Hillier, Newmark, Wechsler & Howard



Charlye Baumkoetter Sales Assistant McGavren Guild Radio



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Lenore Mancusi Sales Assistant McGavren Guild Radio



Peter Doyle VP/Regional Manager McGavren Guild Radio



George Pine VP/Regional Manager McGavren Guild Radio



Mary Ann Slepavic Research Mgr/Central Division McGavren Guild Radio



Ira Wechsler Exec. VP/Western Division Manager Hillier, Newmark, Wechsler & Howard



Gary Ahrens VP/Regional Manager McGavren Guild Radio

THE KING OF COM-E-"DEES" - KIIS/Los Angeles personality Rick Dees (I) was happy to see his partner in comedy, Jerry Lewis (r), when the King stopped by to chat about his latest film "Slapstick Of Another Kind.



WHO'S THAT MASKED MAN? - MAGIC 91FM/Auckland, New Zealand gave away money to any listener who could identify the Magic 91FM Money Man patrolling the streets of Auckland. Morning man Dave Jamieson (I) is shown hiding behind the money he's presenting to a winner (r).



GIRLS WILL BE BOYS — I100/Daytona Beach morning man Dr. Johnny Fever (second from right) was the recent host of a Boy George lookalike conte two winners were sent via limo to dinner and the Culture Club concert.



WHAT'S A GIRL TO DO? - KIQQ/Los Angeles MD Robert Moorhead (I) and RCA promotion man Jeff Naumann (r) caught Eurythmics' Annie Lennox back-stage after a recent concert to ask the musical question "Who's That Girl?".

## **Pro: Motions**

#### Paddock Back To KTFX

Bill Paddock has joined KTFX/Tulsa as General Manager. Most recently he was GSM at crosstown KELI-AM & FM, and prior to that he worked as GSM at KTFX. He also helped with KTFX's Country conversion.

#### **PolyGram Appoints Pritchitt**

Stephen Pritchitt has been appointed Director/International Promotion at PolyGram Records. Pritchitt hails from IPS Entertainment, and prior to that worked in various slots for CBS International, Chrysalis, and A&M.



Stephen Pritchitt

#### Service Upped To Sales Manager At KRKE & KWXL

Cheryl Service has been promoted to Sales Manager for KRKE & KWXL/Alberquerque, where she had been working as a Senior AF.

#### Giles Label Manager For **Relativity & Combat**

Steven M. Giles has been appointed Label Manager for Relativity and Combat Records. In addition to his new duties, Giles will keep his current job responsibilities in A&R/Promotion.

#### **CBS Elevates Schulman**

Jerry Schulman has been appointed VP/Marketing Development for CBS Records. He has been with CBS since 1972, joining as Director of the Market Research Department, and has been Director of Market Development since 1982.

#### Lambertz To Do News For CRISTA

Glenn Lambertz has been named News Director for KCIS & KCMS/Seattle, divisions of CRISTA Ministries. Lambertz is a 20-year veteran of the radio-televislon industry, his most recent job being morning news anchor and writer for KING(AM)/Seattle

#### Chugani Tapped For **Qwest Promotion Slot**

Qwest Records has appointed Roma Chugani to the new position of National Promotion Director/Black Music. She comes from Beverly Glen Music where she held a similar position.



#### FairWest Names General Manager

Claudia McGuire has been named General Manager of FairWest, where she's held the position of office manager for the past four years. In other related activity, Andy Hangarter joins FairWest as a sales consultant He comes from San Diego where he was a VP for RAM

#### **Edwards Upped At CBS**

Wayne Edwards has been promoted to Director/A&R, Black Music for CBS Records. Since joining CBS in 1978, he has held various positions in the Black & Jazz departments, worked as Product Manager, and most recently held the title of Product Marketing Director, West Coast for Columbia.



Wayne Edwards



Summer Season tis the season to plan your holiday season...with the FairWest Christmas Album.

et Fairwest show you how to produce your own Christmas album with talent from your city being featured. Then, surround them with superbly produced holiday music originally done

What the FairWest custom album can do for you ...

- · Creates a major December station promotion.
- Adds profit to the bottom line without sacrificing valuable spot inventory, because it ties in a major retail sponsor
- Creates a "warm fuzzy" for your audience that matches the spirit of the holiday season and heightens your station's audience awareness
- · Adds to the unique sound of the station during the holidays.

Write or call Jim West at

2007 N. Collins Blvd. • Suite 501 • Richardson, TX 75080 • 214/644-7800





## Radio Facts: Sales, **Programming Insights**

The Sergeant Friday of the research biz has struck this week. You want "just the facts" on our crazy industry, and how people use our medium? Luckily, the RAB has compiled a booklet that fills the void left by Jack Webb; namely, "Radio Facts."

As a recent recipient of the newest version of these vital statistics, I was impressed with the job the RAB did on this edition. The look is clean and easy to use and the facts are helpful to both the sales and programming sides of your station. Below is a quick overview of some of the more useful items. For a copy of "Radio Facts" for use at your station, contact the RAB.

#### Radio: Reaches At Home, On The Go

#### Radio Reaches 88% Of Americans At Home Every Week

	Persons 12 +	Men 18 +	Women 18 +	Teens 12-17	
Total Day	88%	86%	88%	99%	
6 AM-10 AM	74	68	76	85	
10 AM-3 PM	62	55	66	74	
3 PM-7 PM	60	53	60	86	
7 PM-Mid.	54	51	51	81	
Mid6 AM	36	35	34	46	

#### Radio Reaches 12 Million People With Walk-Along Sets

- 75% of Walk-alongs include radios
- Walk-along owners spend 24% more time listening to the radio than before acquisition of set



#### TRAVELS BY CAR

- 118.6 million car radios were in use in 1983
- 95% of all automobiles have radio
- 97% of all cars used for commuting have radios
- 85% of all car commuters are reached weekly by radio
- 99% of used cars have radios
- 98% of fleet and rental cars have radio 84% of inter-city travel is by car
- 80% of all adults have drivers' lice

#### Workers, Shoppers & Diners Listen to Car Radio

		Driving Time Radio is on		
Adults who	Use Car	Adults 18 +	Men 18 +	Women 18 +
Commute to work	90 %	93%	93%	92%
Shop for groceries	90	85	85	85
Shop other retail	90	88	85	91
Dine out	88	84 %	79	88

As you can see, radio is indeed the ubiquitous medium, accompanying the listener almost anywhere. Programmers need to keep in mind such portability, and relate on-air comments and

marketing efforts to reach persons on the go. For example, in many metros it might make sense not only to advertise on the outside of local transit but also on the inside - where those with headsets may see the message and perhaps be exposed to your station's call letter/dial position. You might consider this approach to be radio's point-ofpurchase ploy.,

## **Consumer Influence Potential**

The bottom line in our business is using our medium to marry advertisers and their potential customers in a positive and entertaining environment. But how does radio compare to other media in terms of being able to successfully affect buying decisions?

One way to track how potentially effective a medium can be is to examine which media consumers are exposed to as they are about to make purchases. As the "Radio Facts" booklet points out graphically, radio shines here.

## Week In Review

Arbitron, Simmons Share Data

Arbitron Sales/Marketing VP Bill Livek has confirmed to R&R that his company and the Simmons Market Research Bureau are exchanging mutually beneficial research data. Simmons, a leader in product consumption and media research, is making available to Arbitron data such as newspaper circulation, household size, product consumption by category, and so on. Arbitron will then market, "hopefully to the top 50 markets," newspaper penetration and product consumption information coded on Clusterplus in ten major lifestyle clusters. "This will enable radio to compare newspaper readership to radio listening in key clusters and show our relative strengths." (A future column will introduce this type of comparison to R&R readers).

#### **Birch Shifts Personnel**

Birch Radio President David Gingold has informed R&R of impending moves by key Birch personnel. Most notably, Craig Harper, who has been wearing two hats as VP/National Sales and Manager of the firm's Dallas office, will relocate to the Birch headquarters in Florida to concentrate on his sales responsibilities. Rick Dames, currently Manager of the Birch office in Chicago, will replace Harper in Dallas. Howard Gherman, an Account Executive in the Chicago office, will now manage that regional center. Cherman will be assisted by new AE John Dobel, recently signed on from his GSM post at WERU/Madison.

## Target Upscale Groups

As the charts on the right indicate, radio is the preferred medium for those most desirable to many advertisers. In terms of time spent we beat TV and the print media on a daily basis, a factor that can not only put dollars into your bottom line but also can have programming

For example, does your station air any features that might be of interest to those with notable discretionary income? Weekend happenings, entertainment news, travel tips, time management suggestions - these are the types of tidbits that could be aired to attract your harried but affluent listeners.

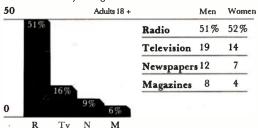
#### Radio Matches Tv's Reach and Targets Upscale Consumers Better

Share-Of-Time Spent Daily With Each Medium Adults 18 + \$30,000 + HH Income

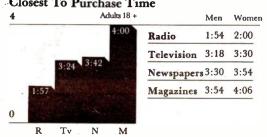
College Graduate

## Radio Reaches Consumers Closest To Largest Purchase Of Day

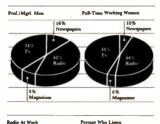
Percent Reached By Media Within One Hour Of Day's Largest Purchase



## Radio Reaches Consumers Closest To Purchase Time



#### Prof./Mgrl. Men, Working Women Spend More Time With Radio



So you now have an intro to the recent edition of Radio Facts. There are 41 pages of goodies to help in your daily wars data that's useful no matter what your market size or ratings profile. Hats off to the RAB! Now go out and make some money. See you next week.

# "RAB is Gannett Radio's Inside Sales Force"

—Joseph Dorton
President, Gannett Radio Division





# Spring '84 Arbitron Advances

### **ARBITRON RADIO**

## Chicago

WGN, WGCI-FM, WLOO Remain 1-2-3; Sox Power WMAQ Surge; WKQX Ties WBBM-FM For CHR Lead; WCLR Retakes A/C Title

1171	er '84 Sp	nima 184
WGN (Talk)	8.6	8.8
WGCI-FM (Urbn)	5.8	6.1
WLOO (BM)	5.3	5.6
WBMX (Blk)	4.8	4.8
WBBM-FM (CHR)	5.0	4.6
WKQX (CHR)	4.3	4.6
WBBM (News)	4.9	4.5
WCLR (AC)	3.4	4.1
WMAQ (Ctrv)	2.9	4.1
WLS-FM (CHR)	2.9	3.5
WLUP (AOR)	3.0	3.4
WMET (AOR)	3.4	3.3
WLS (CHR)	3.7	3.2
WLAK (AC)	3.9	3.2
WJJD (BBnd)	2.4	2.9
WFYR (AC)	3.0	2.7
WIND (Talk)	3.3	2.7
WUSN (Ctry)	2.7	2.7
WXRT (AOR)	3.2	2.4
WAIT (BBnd)	1.7	2.0
WOJO (Span)	2.5	2.0
WJEZ (Ctry)	1.8	1.7
WFMT (Clas)	1.5	1.6
WJPC (Blk)	1.3	1.4
WGCI (Blk)	.9	1.2
WCFL (AC)	.9	1.0

#### ARBITRON RADIO

## San Francisco

KGO Widens Winning Margin; KSOL Bolts Into Second; KNBR Climbs, Helped By Giants

	Winter '84 Spr	ing '84
KGO (N/T)	7.4	8.7
KSOL (Urbn)	3.8	5.1
KCBS (N/T)	5.8	4.3
KNBR (AC)	2.8	4.0
KYUU (AC)	3.5	3.6
KFRC (CHR)	3.0	3.4
KABL-FM (BM	) 4.3	3.0
KDIA (Blk)	2.2	3.0
KOIT-FM (Easy	7) 4.0	3.0
KSAN (Ctry)	3.8	3.0
KSFO (AC)	2.6	3.0
KIOI (AC)	3.4	2.8
KNEW (Ctry)	2.7	2.8
KRQR (AOR)	2.4	2.8
KABL (BM)	2.6	2.6
KBAY (BM)	1.7	2.6
KITS (CHR)	2.3	2.4
KBLX (Urbn)	3.0	2.3
KLOK-FM (AC)	1.4	2.2
KFOG (AOR)	1.9 -	- 2:1
KOME (AOR)	1.4	2.0
KWSS (CHR)	1.6	1.8
KKHI-FM (Clas	) 1.3	1.5
KMEL (AOR)	- 1.6	1.4
KQAK (AOR)	2.1	1.4
KLOK (AC)	1.1	1.3
KLIV (BBnd)	.9	1.2
KSJO (AOR)	1.3	1.2
KJAZ (Jazz)	1.3	1.1
KDFC (Clas)	1.2	1.0

#### ARBITRON RADIO

## **Detroit**

WJR Hits Grand Slam With Tigers; WJOI Slips To Second; WJLB Solid; WRIF, WMJC Softer

1	Vinter '84 S	pring '8
WJR (Misc)	7.6	11.4
WJOI (BM)	9.1	8.4
WJLB (Blk)	5.7	5.9
WRIF (AOR)	6.2	5.4
WXYZ (Talk)	5.0	5.3
WLLZ (AOR)	4.8	4.
WDRQ (Urbn)	4.3	4.0
WHYT (CHR)	4.2	4.0
WWJ (News)	5.9	4.0
WNIC-FM (AC)	4.8	4.
WOMC (AC)	4.0	4.
WCZY (CHR)	3.6	4.
WMJC (AC)	3.9	2.
WCXI (Ctry)	3.3	2.
WCXI-FM (Ctry	2.1	2.
WJZZ (Jazz)	2.0	2.
WWWW (Ctry)	3.1	2.
WQRS (Clas)	1.6	1.3
WCHB (Blk)	1.0	1.0
WCLS (AC)	1.8	1.0
WGPR (Blk)	1.1	1.3
WLBS (Urbn)	1.7	1.3
CKJY (BBnd)	1.7	1.3
WHND (Gold)	1.6	1.3

## ARBITRON RADIO

## **Philadelphia**

KYW Reclaims First Place; WEAZ Slips To Runner-up; WUSL Takes Urban Title; WCAU Healthier

KYW (News) WEAZ (BM) WUSL (Urbn) 6.2 WDAS-FM (Urbn) 6.7 5.7 WCAU (Talk) WCAU-FM (CHR) WMMR (AOR) 4.7 5.5 WMGK (AC) 6.1 5.4 4.6 WIOQ (AOR) 4.4 WWDB (Talk) 4.4 5.5 4.1 3.7 WPEN (BBnd) WYSP (AOR) 4.1 WIP (AC) 3.3 WSNI (AC) WWSH (CHR) 2.7 WXTU (Ctry) 2.6 WKSZ (AC) 2.3 WHAT (Blk) WFIL (Gold) WFLN-FM (Clas) 2.0 1.6 1.7 WDAS (Blk) WJBR-FM (BM)

## **ARBITRON RADIO**

## Washington, D.C.

WKYS Returns To Top Spot; WHUR Adds Two, Cops Third; WAVA Tightens CHR Contest

_	Winter '84 Spri	ing '84
WKYS (Urbn)	8.0	8.9
WGAY-FM (BI	MI) 8.4	8.0
WHUR (Blk)	5.2	7.3
WMAL (AC)	9.4	7.2
WRQX (CHR)	6.3	5.7
WAVA (CHR)	4.3	5.6
WLTT (AC)	4.4	4.6
WTOP (News)	3.3	4.6
WWDC-FM (A	OR) 5.1	4.2
WMZQ (Ctry)	4.8	3.7
WPGC-AM & F	M	
(AC)	3.5	3.3
WWRC (Talk)	4.2	3.3
WGMS-AM & I	FM	
(Clas)	2.7	3.2
WPKX (Ctry)	2.3	8.0
WDJY (Urbn)	2.3	2.7
WXTR-FM (Go		2.5
WASH (CHR)	2.3	2.2
WYCB (Rel)	2.0	1.7
WEZR (AC)	1.2	1.5
WHFS (AOR)	1.7	1.2
WUST (Rel)	.9	1.1

### Format Legend

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



# DIRECTION'84II

SEPTEMBER 15-16, 1984 The Biltmore Hotel, Los Angeles



# "Putting The Power Of The Computer In Your Hands"

Dr. Lawrence Magid

Here's your chance to get up-to-date on the latest in hardware, software and developments from the syndicated computer columnist of the L.A. Times, and get some "hands-on" experience at his workshop.

Make your plans now to be a part of the second in the series of seminars from R&R. Contact the R&R seminar office at (213) 553-4330 for registration information. Be watching R&R for additional program information

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## WESTWOOD ONE PRESENTS HERB &THE TIJUANA BRASS ÄLPERT This Labor Day weekend, the Westwood One Radio Network will proudly present "Herb Alpert & The Tijuana Brass: Together Again," a 90-minute music and interview special celebrating the reunion of the Grammy-winning bandleader and the record-setting instrumental group he formed 20 years ago. In an exclusive interview conducted for this special. Alpert details the group's phenomenal rise to international prominence, co-founding A&M Records in 1962, his successful solo career, his first tour with The Brass in 15 years, their Bullish reunion album and more. Don't miss this rare opportunity to get to know one of the most successful men in the world of music. Listen for "Herb Alpert & The Tijuana Brass: Together Again" on a Westwood One Radio Network station in your area the weekend of September 1-3. For availability, call your Westwood One representative at (213) 204-5000. FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY I



# Spring '84 Arbitron Advances

## **ARBITRON RADIO**

## **Pittsburgh**

KDKA Softer Than Ever, Still Way Ahead; WDVE Up Solidly; WBZZ, WHTX Post Strong CHR Scores; WWSW Tops A/C Roster

	Winter '84 Spo	ring '84
KDKA (AC)	17.5	15.5
WDVE (AOR)	6.4	7.9
WBZZ (CHR)	6.3	7.4
WHTX (CHR)	5.1	6.1
WWSW (AC)	4.5	5.7
WAMO-FM (U	bn) 5.1	5.5
WHYW (AC)	4.4	4.7
WTAE (AC)	5.8	4.7
WPNT (BM)	4.7	4.5
WSHH (BM)	5.3	4.5
WJAS (BBnd)	4.1	4.1
WTKN (Talk)	3.8	3.4
WDSY (Ctry)	3.3	3.2
KQV (News)	3.4	2.8
WYDD (AOR)	2.7	2.2
WEEP (Ctry)	2.2	1.8

## **ARBITRON RADIO**

## **Baltimore**

WLIF Dethrones WBAL; WBSB Strengthens CHR Position; WFBR Surge Powered By Orioles: WIYY Up

Orioles; WI	YY U	P
Win	ster '84 Spi	ing '84
WLIF (BM)	8.5	8.8
WBAL (AC)	9.7	8.0
WBSB (CHR)	6.3	7.5
WIYY (AOR)	6.2	6.9
WFBR (AC)	3.3	6.4
WPOC (Ctry)	6.7	6.2
WXYV (Urbn)	5.6	5.3
WITH (BBnd)	3.0	4.3
WCAO (Ctry)	3.3	4.1
WYST (AC)	4.0	3.6
WMAR (CHR)	3.1	3.4
WCBM (N/T)	3.9	3.2
WINN-FM (Urbn)	2.7	2.9
WINN (Blk)	4.1	2.6
WEBB (Blk)	3.3	1.7
WRBS (Rel)	1.3	1.4
WQSR (AC)	1.5	1.2

## ARBITRON RADIO **St. Louis**

KMOX, KHTR Hold Steady 1-2; KSHE Rockets To Third; WIL-FM, KSD, WRTH Post Notable Advances

	Winter '84	Spring '84
KMOX (Talk)	20.6	20.2
KHTR (CHR)	8.0	7.9
KSHE (AOR)	5.6	7.2
WIL-FM (Ctry)	6.3	6.8
KMJM (Urbn)	6.8	6.2
KWK (AOR)	5.9	5.9
KSD (AC)	4.7	5.7
KEZK (BM)	7.7	5.6
WRTH (BBnd)	3.5	4.5
KUSA (Ctry)	3.9	3.9
KYKY (AC)	3.1	3.2
WIL (Ctry)	2.3	2.0
KATZ (Blk)	2.6	1.9
KADI (AC)	2.2	1.8
WZEN (Blk)	1.5	1.8
KXOK (Talk)	2.0	1.7
KCFM (Easy)	1.8	1.3
KGLD (Gold)	_	1.1
WESL (Blk)	1.8	1.1

## ARBITRON RADIO **Boston**

WBCN Wins Title As WBZ Slips; WXKS-FM Takes CHR Lead; WHDH, WVBF A/C Stars

************		-
Wint	ter '84 Sp	ring '84
WBCN (AOR)	8.2	9.0
WXKS-FM (CHR)	7.5	8.1
WBZ (AC)	8.3	7.4
WHDH (AC)	5.7	7.2
WHTT (CHR)	7.6	6.3
WEEI (News)	5.3	4.8
WRKO (Talk)	4.1	4.7
WJIB (BM)	4.8	4.6
WVBF (AC)	2.6	4.4
WROR (AC)	5.3	3.8
WMJX (AC)	3.8	3.5
WHUE-FM (BM)	3.1	3.2
WXKS (BBnd)	1.5	3.1
WSSH (AC)	2.8	2.3
WCOZ (AC)	2.3	2.2
WAAF (AOR)	1.8	2.0
WILD (Urbn)	2.1	1.9
WBOS (Ctry)	1.4	1.4
WCGY-FM (Gold)	1.3	1.2
WCRB (Clas)	1.7	1.2
WJDA (Easy)	.5	1.1
WMRE (BBnd)	1.0	1.1

## ARBITRON RADIO Cleveland

WMMS Buzzard Flies High Again; WDOK Holds Second; WLTF Ties WMJI In A/C Battle

	Winter '84 Sp	ring '84
WMMS (AOR)	10.0	10.4
WDOK (BM)	9.3	8.5
WZAK (Urbn)	7.1	7.3
WQAL (BM)	9.0	7.0
WGCL (CHR)	6.6	6.7
WMJI (AC)	6.1	6.1
WLTF (AC)	4.9	6.1
WBBG (BBnd)	6.7	5.6
WJW (N/T)	2.8	4.4
WDMT (Urbn)	3.6	4.2
WKSW (Ctry)	4.8	4.0
WERE (N/T)	4.5	3.6
WWWE (AC)	1.8	3.2
WGAR (AC)	3.4	3.1
WRQC (CHR)	2.0	2.1
WABQ (Rel)	1.6	1.8
WCLV (Clas)	1.7	1.7
WJMO (Blk)	2.7	1.7
WHK (Gold)	2.2	1.5
WDBN (BM)	.7	1.4
		_

## **ARBITRON RADIO**

## Dallas-Ft. Worth

KVIL-FM Crosses Double-Digit Barrier; KSCS, WBAP Slip; KKDA-FM, KAFM Increase; KZEW Leads Close AOR Race

Close Molt Issue		
Wint	er '84 Sp	ring '84
KVIL-FM (AC)	9.4	10.2
KKDA-FM (Urbn)	5.9	7.1
KRLD (News)	8.1	7.1
KSCS (Ctry)	7.4	6.6
WBAP (Ctry)	6.9	6.3
KAFM (CHR)	5.0	5.9
KMEZ (BM)	6.2	5.9
KPLX (Ctry)	5.2	4.7

KZEW (AOR)	4.9	4.5
KEGL (AOR)	5.3	4.3
KTXQ (AOR)	3.8	4.0
KOAX (BM)	3.0	3.4
KNOK (Urbn)	3.7	3.2
KMGC (AC)	2.6	2.9
KAAM (Gold)	1.2	2.1
KLUV (AC)	1.9	2.1
KLIF (Ctry)	1.5	1.7
KRQX (Gold)	1.2	1.7
KFJZ (BBnd)	1.1	1.7
WRR (Clas)	.9	. 1.4
KKDA (Blk)	.7	1.1
KESS (Span)	1.7	1.0

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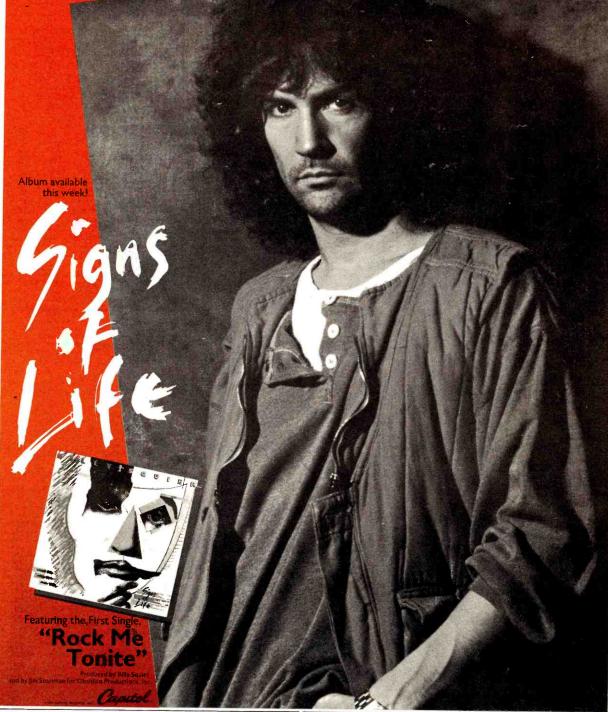
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Gladwyne, Pa. 19035 (215) 525-6430







13 HOT TRACKS JULY

BREAKER.

JULY 6



36 JULY 13



# Spring '84 Arbitron Advances

## ARBITRON RADIO

## Houston

KKBQ-FM Adds Two, Approaches 11: KMJQ. KYOK Up As KRLY Becomes KLTR; KSRR Extends AOR Margin; KODA Improves; Country Stations Softer

Country States	ons Su	TVC
	nter '84 Sp	ring
KKBQ-FM (CHR)	8.7	10
KMJQ (Urbn)	7.8	9
KODA (BM)	7.0	8
KSRR (AOR)	6.0	7
KIKK-FM (Ctry)	8.4	6
KLOL (AOR)	5.8	5
KILT-FM (Ctry)	5.9	4
KRBE-FM (AC)	3.7	4
KFMK (AC)	4.7	3
KQUE (Easy)	4.4	3
KTRH (Talk)	5.2	3
KLTR (AC)	-	3.
KPRC (News)	3.8	3.
KYOK (Urbn)	.8	2.
KKBQ (CHR)	2.1	2.
KILT (Ctry)	2.6	1.
KCOH (Blk)	1.1	1.
KLEF (Clas)	1.5	1.
KLAT (Span)	2.0	1.
KNUZ (Gold)	.5	1.

## **ARBITRON RADIO**

## Minneapolis-St. Paul

WCCO Keeps Rolling Along; WLOL Ties KSTP-FM For Strong Second; KQRS Rebounds: WLTE Softer

(47)		
	Fall '83 Sp	ring '64
WCCO (AC)	20.9	19.1
KSTP-FM (AC)	10.8	11.3
WLOL (CHR)	7.9	11.3
WAYL (BM)	7.2	7.0
KEEY (Ctry)	6.7	5.9
KQRS (AOR)	4.6	5.6
KDWB-FM (CHR	5.0	5.2
WLTE (AC)	6.0	3.8
WDGY (Ctry)	4.4	3.7
KSTP (Talk)	4.2	3.5
KJJO (Gold)	2.2	2.7
KTCZ (AOR)	_	2.4
KLBB (BBnd)	1.8	1.7
WWTC (Easy)	1.3	1.5
KDWB (AC)	1.2	1.2
KTCR (Ctry)	.5	1.2

**PRODUCTIONS** 

presents

The Newest Jingles Heard On L.A.'s #1

To Heat Things Up In Your Market Call

JAM Creative Productions in Dallas (214) 526-7080

## ARBITRON RADIO

## Cincinnati

WKRQ Jumps To Double-Digits, Market Lead; WLW Runner-Up With Reds; WKRC, WEBN, WRRM Notch **Healthy Gains** 

	Fall '83 Sp	ring '84
WKRQ (CHR)	8.2	10.0
WLW (AC)	5.4	8.9
WKRC (AC)	7.9	8.7
WEBN (AOR)	7.2	8.0
WRRM (AC)	6.6	7.9
WWEZ (BM)	7.6	6.1
WBLZ (Urbn)	5.7	5.7
WLLT (AC)	5.9	5.6
WCKY (N/T)	6.2	5.3
WUBE (Ctry)	4.9	4.9
WKXF (Ctry)	4.2	4.2
WSKS (AOR)	4.5	3.6
WCIN (Blk)	4.1	2.7
WMLX (BBnd)	3.2	2.7
WSAI (Ctry)	2.0	1.7
WLYK (BM)	1.7	1.6

## ARBITRON RADIO

Surges Into Second; KOME Takes AOR Nod

	Winter '84 Spi	ring '84
KGO (N/T)	6.8	9.2
KBAY (BM)	5.0	8.0
KWSS (CHR)	5.9	6.7
KOME (AOR)	3.8	4.9
KSJO (AOR)	4.1	4.2
KSOL (Urbn)	4.3	4.1
KSAN (Ctry)	3.4	3.8
KLIV (BBnd)	2.8	3.7
KLOK (AC)	2.7	3.4
KCBS (N/T)	4.9	3.4
KEEN (Ctry)	2.1	3.2
KEZR (AC)	3.4	3.1
KYUU (AC)	3.3	3.0
KARA (AC)	2.2	2.8
KFRC (CHR)	2.4	2.8
KOIT-FM (Eas:	y) 4.6	2.7
KNBR (AC)	1.9	2.6
KIOI (AC)	3.1	2.4
KITS (CHR)	1.3	1.6
KKHI-FM (Clas	3) 1.1	1.6
KHTT (CHR)	2.0	1.5
KLOK-FM (AC)	.7	1.3
KNTA (Span)	1.6	1.3
KNEW (Ctry)	.7	1.3
KPEN (Span)	1.5	1.2

## San Jose

KGO Grows, Stays On Top; KBAY Adds Three. KWSS Keeps On Rising;

	Winter '84 Spi	ring '84
KGO (N/T)	6.8	9.2
KBAY (BM)	5.0	8.0
KWSS (CHR)	5.9	6.7
KOME (AOR)	3.8	4.9
KSJO (AOR)	4.1	4.2
KSOL (Urbn)	4.3	4.1
KSAN (Ctry)	3.4	3.8
KLIV (BBnd)	2.8	3.7
KLOK (AC)	2.7	3.4
KCBS (N/T)	4.9	3.4
KEEN (Ctry)	2.1	3.2
KEZR (AC)	3.4	3.1
KYUU (AC)	3.3	3.0
KARA (AC)	2.2	2.8
KFRC (CHR)	2.4	2.8
KOIT-FM (Eas	sy) 4.6	2.7
KNBR (AC)	1.9	2.6
KIOI (AC)	3.1	2.4
KITS (CHR)	1.3	1.6
KKHI-FM (Cla	s) 1.1	1.6
KHTT (CHR)	2.0	1.5
KLOK-FM (AC	.7	1.3
KNTA (Span)	1.6	1.3
KNEW (Ctry)	.7	1.3
PERI (Coop)	1 5	10

## ARBITRON RADIO Buffalo

WJYE, WBEN Slip. Retain Double-Digits; WKBW Draws Close In A/C Race; WNYS Up Three, Grabs CHR Title: WGRQ Climbs

	Fall '83 Sp	ring '8
WJYE (BM)	12.5	10.8
WBEN (AC)	10.8	10.1
WECK (BBnd)	6.9	7.3
WYRK (Ctry)	7.1	7.1
WBUF (AC)	7.0	6.6
WKBW (AC)	5.1	6.4
WNYS (CHR)	3.4	6.4
WPHD (CHR)	5.5	6.1
WGRQ (AOR)	4.1	5.8
WBEN-FM (CHR	5.4	4.2
WBLK (Blk)	5.5	4.2
WYSL (CHR)	2.7	4.2
WGR (AC)	5.8	4.1
WRXT (AOR)	3.2	2.4
WDCX (Rel)	1.0	1.5
WUWU (AOR)	.9	1.3

## **ARBITRON RADIO**

## **Hartford**

WTIC Slips, Still Dominant; WTIC-FM Steady Number Two: WIOF New A/C Pacesetter

	Fall '83 Sp	oring '8
WTIC (AC)	21.1	19.3
WTIC-FM (CHR)	11.5	11.5
WRCH (BM)	8.6	7.7

WHCN (AOR)	5.7	5.8
WIOF (AC)	3.3	4.8
WDRC-FM (AC)	4.0	4.6
WKSS (BM)	5.4	4.6
WPOP (News)	3.5	4.4
WRCQ (BBnd)	4.5	4.1
WCCC-FM (AOR)	4.1	3.8
WDRC (AC)	2.9	3.0
WWYZ (AC)	3.3	2.6
WAQY (AOR)	1.5	2.1
WMLB (Ctry)	.7	2.0
WKND (Blk)	2.5	1.7
WPLR (AOR)	1.3	1.5
WRYM (Misc)	.6	1.3

## **EVOLVES FROM AOR TO CHR**

## **WAPI-FM Sets** St. John As PD

Mark St. John, PD at WHHY-FM/Montgomery, has been named PD at WAPI-FM/Birmingham. He replaces Steve Runner, who resigned last week (7-13) after three years over philosophical differences on the station's direction.

VP/Programming Randy Lane elaborated, "In a nutshell, over the last year WAPI-FM has been a CHR-oriented AOR, and we are now going to be a rock-oriented CHR. This leaves the market without a true AOR station, so we will continue to keep a rock flavor to cover this void as well. Musically the station will be updated to 1984, with a current emphasis, instead of the classic rock titles the station has been riding on. The station will have more color and animation, more excitement

"We searched all over the country for the right PD for this situation, since I think WAPI has pla-teaued in the last year and needs someone to kick this station to the top of the market. I found Mark to be a bright and inventive PD. He has a good background in research, computers, and in the record business, having worked as a rep for Atlantic while in Atlanta. He's the enthusiastic, take-charge kind of guy we need as the market heats up a bit."

GM Bernie Barker added, "Randy Lane and I have talked with several highly qualified candidates for the job. Mark is a very knowledgeable and enthusiastic programmer, and we are excited about his joining our company.'

St. John told R&R, "I'm really excited because we're in the pro-cess of repositioning this station. We have to position ourselves against KXX106, a very mainstream CHR, and A/C outlet Magic 96. Keeping the rock edge will allow us to expand our base beyond the male target we cur-rently have by playing the hits." No replacement was named for St. John at WHHY-FM.

**RKOVRADIOSHOWS** 



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The creative power of Genesis has been rocking the world for over a decade. And on the weekends of July 28th and August 4th Genesis is Captured Live!...featuring their all time biggest hits from the original "Genesis" album to their latest smash, "That's All."

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## NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

XXIII OLYMPIAD

## Going For The Network Gold

Fifty-two years have passed since the last time the Summer Olympics were held on American soil. Since the 1932 Los Angeles Games, both the Olympics and the radio industry have experienced myriad changes. The Games have grown in size, the quality of competition has improved, and the events themselves have taken on an unmistakably political flavor. Radio has reached new technological heights, witnessed by this year's first-ever use of communication satellites to provide fast transmission of Olympic results. To mark the return of the Games to Los Angeles, and to provide the most comprehensive and complete coverage of the events, the nation's radio networks have scheduled a wide variety of special programming to be broadcast from numerous locations throughout the Los Angeles area. This week's column is a directory of each network's coverage of the XXIIIrd Olympiad, from July 28-August 12. Note: All times given are EDT.

#### **ABC Radio Networks**

ABC's coverage of the 1984 Summer Games is the first exclusive, live play-byplay radio coverage ever scheduled for the Olympics. As part of this coverage, the network has assembled a staff of over 100 reporters and technicians in Los Angeles to broadcast directly via satellite. Affiliates will be provided with two audio channels for local broadcast. One will be used for shortform programming, including regular Olympic previews, updates, highlights, and standings. The second channel will be geared more for the long-form, play-by-play coverage of basketball, boxing, swimming, track and field, and others. ABC will broadcast a total of 2000 reports throughout the Games. This schedule includes 1700 short-form features, from :60 to 3-1/4 minutes in length; and 300 long-form, play-by-

Both satellite channels will operate independently of ABC's normal distribution network, and will not interfere with regularly-scheduled news and sportscasts. Coverage will be available to all 1800+ affiliates of ABC's six separate networks, with coverage and color provided by the

following correspondents:

• Direction Network: Don Chevrier, Fred Wymore, and Mike Barry.

• Information Network: Fred Manfra, Johnny Holliday, Jim Simpson, and Jim McKee.

• Entertainment Network: Bob Fouts, Gil Santos, Dan Lovett, and Andrea Kirby. • Youth Networks: Brian Madden, Dave Barrett, Barry Tompkins, Larry Kanter, Barry Landers, Steve McPartlin, Spencer

Ross, and Maurie Trumble.

Color commentary for the networks' coverage will include Ken Norton, Milt Campbell, Jim Valvano, Muriel Grossfeld, Mark Lieberman, John Naber, Bruce Ferniss, and Charlie Litsky. Additional commentary will be provided by Al Michaels, Jack Whitaker, Keith Jackson, Frank Gifford, Bob Biati, Donna DeVerona, and Kathleen

## **AP Network Sports**

AP is scheduling a number of short-form reports, titled "Going For The Gold," for broadcast coverage throughout the duration of the Summer Games. These programs, totalling 20 daily broadcasts, will

provide updates for all 16 days of the Olympics. Each of the 320 reports will be 2-14 minutes in length, except for three daily 3-14 minute updates. Each report will include a :30 local avail.

Additional AP Olympic radio coverage

· "The Olympian," a :90 feature focusing

on the people and places of the Games.

"Olympic Sportsminute," reporting the morning, afternoon, and evening results.

"Olympic Sportswatch," a daily wrap-

up and preview of upcoming events. "Olympic Sports Log," a report cover-ing current medal standings and upcoming

All "Going For The Gold" and regular AP sportscasts will be anchored at the network's Los Angeles bureau and from various locations around the city.

CBS RADIMEO

A NEW LOOK

## **R&R Programming Guide**

Beginning with this issue of R&R, the Networks/Program Suppliers listings will take on a new look. Designed for "user-accessibility," the new listings will break out individual music-oriented features by date and program, and general features by topic. All suppliers in both categories will be assigned a permanent reference code for easy program identification. Highlights of both directories are as follows:

## R&R Music Calendar

- Date and day of the week
- Program name alphabetized under date

Lifestyle

(RKO1)

- Supplier reference code
- Guest/topic/program title

**Beet The System** 

Mind Games

na (8/2)

Night shifts (7/25)

Date the program runs through

## **AUGUST Behind The Music** (RKO2) Captured Live PG (RKO2) **General Features** (RKO1) Topic Program name alphabetized under topic

Friday

- Supplier reference code
- Guest/topic/title
- Date the program runs through

Bill Schweizer; and "Sports Central USA" with Win Elliot

Wions (7/23)

#### **Mutual Broadcasting System**

Mutual will be broadcasting a variety of three-minute reports from Los Angeles during the 1984 Summer Games. These features will consist of three daily "Special Olympic Reports," hosted by Jim Gannon, broadcast at 8:35am, 2:35pm, and 7:35pm Monday-Friday. On Saturday and Sunday the network will provide three reports, fed on Saturday at 1:45pm, 5:05pm, and 7:35pm; Sunday at 12:45pm, 5:05pm, and 8:15pm.

In addition, Mutual's Al Wester will be broadcasting his regular "Inside Sports" program from Los Angeles throughout the duration of the Games

Mutual's Olympic news coverage will

to-the-minute highlights of the games. The network will also provide various audio feeds during the day. In addition, NBC's regular "Morning Line" programming, featuring news correspondent Stan Martin, will be devoted to Olympics events.

On the Source, correspondent Larry Jacobs will provide updates for inclusion in all network newscasts, as well as three special daily Olympic reports

Correspondents for NBC's Olympic cov-erage include Roy Neal, Peter Laufer, and Dan Blackburn. Velma Cato is the Executive Producer for NBC News, and Jack O'Rourke is Executive Producer, NBC

## **RKO Radio Networks**

RKO will be basing its 1984 Olympic coverage on the USC campus in Los Angeles, and all regular network sportscasts during the Games will also originate from L.A. The network anchor team will consist of Charlie Steiner on RKO 1 and John Madden on RKO 2, and both will provide coverage on archery, basketball, boxing, cycling, equestrian events, fencing, field hockey, football, gymnastics, handball, pentathalon, shooting, swimming, track & field, vol-leyball, water polo, weightlifting, wrestling, and yachting

Program highlights on both networks in-

• RKO One: Two :90 morning-afternoon drive programs fed at 6:55am and 5:55pm, and refed at 9:55am and 8:55nm for the West Coast. Also, two :60 highlight programs will be fed at 1:55pm and 4:55pm, (except on West Coast).

· RKO Two: Two:90 morning-afternoon

drive segments fed at 6:25am and 5:25pm, and refed at 9:25am and 8:25pm for the West Coast. Also, two :60 highlight programs will be fed at 1:25 pm and 4:25 pm, (except on West Coast).

RKOV RADIO NETWORKS

CBS' coverage of the 1984 Olympic Games features 140 live reports, including five three-minute daily updates, in addition to the network's regular sports broadcasts. These reports will be anchored by CBS sports veterans Brent Musburger and Ed Ingles. The network's Olympic broadcast schedule follows:

**CRS Radio** 

• 1984 Olympic Weekday Reports; July 30-August 3, August 6-10: Five three-minute daily feeds at 8:45am, 11:45am, 1:45pm, 4:45pm, and 11:06pm.

· 1984 Olympic Weekend Reports; July 28-29, August 4-5, August 11-12: Five 3-minute daily feeds at 10:25am, 11:25am, 12:25pm, 1:25pm, and 11:06pm.

In addition to these special reports, CBS will originate a number of its regular network features from Los Angeles. These include "Sportstime," hosted Monday-Friday by Brent Musburger and on Saturday by

feature talk show host Larry King. He will be the network correspondent for the news department, on-site in Los Angeles. King will file six reports each day, providing color, news, scores, and information on the progress of the Games

## **NBC Radio Networks**

NBC will be providing a heavy concentration of Olympic news and sports coverage during the network's 6:50pm report, and will also supply additional predetermined reports. News and sports programming will originate from the NBC News Bureau in Burbank, and will consist of extensive interview and update features

Jack O'Rourke will be broadcasting three 3-minute daily reports for the NBC Radio Network during the Summer Games, These reports will update the current Olympic events, list medal standings, and cover up

#### UPI

The UPI network will be broadcasting 20. hourly updates each day throughout the Olympics. Each report will be :60, and will cover the latest scores and standings of the day's various sporting events. In addition, three :90 programs will be broadcast every day, along with a daily "Morning Wrap-Up."

Continued on Page 20



# R.E.W. IN CONCERT.



It's time to reckon with the performance power of R.E.M. One of today's most highly-acclaimed new bands, R.E.M. is carrying their heartfelt rock across the country with new material and a sizzling national tour. Recorded at Seattle's Music Hall, R.E.M. lets loose with "Radio Free Europe," "Catapult" and "Pilgrimage." Plus "Pretty Persuasion," "Little America" and their new single "So. Central Rain," from their latest I.R.S. lp "Reckoning." Tune in for surging music and summer fun — R.E.M. style! Exclusively on The Source.

Broadcast the weekend of July 20-22.

Sponsored in part by The U.S. Army, Plymouth Turismo Duster, Pennzoil and Armor-All.

Produced exclusively FORT The Source by ENTERTAINMENT

## MUSIC CALENDAR NEWS & INFORMATION FEATURES

(RKO1)

#### aturday JULY Countdown America w/ (RKO) John Leader Country Calendar (CW) Gary Owens' Supertracks (CRN) King Biscuit Flower Hour (ABCE) gent/Danny S Lee Arnold On A (MBS) Country Road Gien Campbell w/ B.J. Thomas/Johnny Lee Loretta Lynn/Whites/Tammy Wynette Music & Memories (SBS) Mick Fleetwood/Barbara Eden **Rolling Stones** Continuous History (ABCR) Silver Eagle (ABCE) Solid Gold Saturday Night (RKO)

Sunday	29
JULY	20
Country Calendar Johnny Cash (7/29)	(CW)
Radioscope Grandmaster Melle Mel/L.J. Reyn Bilty Preston	(LBP)

Monday	30
JULY L	
Behind The Music	(RKO2).
Dan Fogelberg	
Checkin' In	(RKO2)
Merie Haggard Country Calendar	(CW)
Richard Sterban Country Closeup	(NP)
Charlie Daniels Earth News	(WW)
Bity Joel/George Carlin/Jim Hensen Guest DJ	(PFM)
Tony Carey Music Makers	(NP)
Stan Kenton tribute Off The Record	(WW)
Roger Glover/Elton John/REM	
Off The Record Specials	(WW)
Pop Concert	(WW)
Private Session	(RKO1)
Wang Chung Rare Trax	(CW)
Retro Rock	(CW)
Woodstock 1 Rockline	(GSN)
John Wate Special Edition	(WW)
Chi-Lites	(44 44)

Wednesday	1
AUGUST	ئ
Behind The Music Kendalis	(RKO2)
Checkin' in Laura Brannigan	(RKO2)
Country Calendar Deborah Allen	(CW)
Private Session Peter Wolf	(RKO1)
Rare Trax David Bowie	(CW)

	7 <b>-</b> F
AUGUST	
Behind The Music Christopher Cross	(RKO2)
Checkin' In Dolly Parton	(RKO2)
Country Calendar Steve Wariner	(CW)
Private Session Slade	(RKO1)
Rare Trax Santana	(CW)

Thursday 🐷



PROG	RAM SUPPLIERS KE	Y
	= ABC Direction Ne = ABC Entertainmen	

Network

ABCR = ABC Rock Network

ASR = All Star Radio CB = Continuum Broadcasting CBS = CBS Radio CRN = Creative Radio Network CW = Clayton Webster GSN = Global Satellite Network IS = IS INC LBP = Lee Bailey Productions
MBS = Mutual Broadcasting System

MJi = MJI Broadcasting NBC = NBC Radio Network NP = Narwood Productions PFM = PFM Inc. PG = PG Productions
PIA = Public Interest Affiliates

RKO = RKO Radio Network
RKO1 = RKO One RKO2 = RKO Two SBS = Strand Broadcast Services

PRN = Progressive Radio Network

US = United Stations WW = Westwood One

Continued from Page 18

AUGUST -	
Behind The Music	(RKO2)
Dave Grusin	
Captured Live	(PG)
Genesis (-8/5)	
Checkin' In	(RKO2)
Eddy Raven	
Country Calendar	(CW)
Charley McClain	- 1
Dick Clark's Rock, Roll, & Remember	410
Tommy James (-8/5)	(US)
Dr. Demento	(ww)
10th Anniversary of Watergate (-8/5)	(WW)
Don & Deanna On	
Bleecker Street	(CB)
60s mind excursion	(00)
Great Sounds	(US)
Johnny Ray (-8/5)	(00,
Metalshop	(MJI)
Fastway	(
Private Session	(RKO1)
Billy Squier	
Rare & Scratchy Rock & Roll	(PIA)
Spinners	
Rare Trax	(CW)
Santana	
Rick Dees' Weekly Top 40	(US)
Jefferson Starship (-8/5)	
Rock Chronicles	(WW)
More on critics	
Solid Gold Country	(US)
Ronnie Milsap (-8/5)	
Superstars Rock Concert	(WW)
Duran Duran	- 1
Weekly Country Music	
Countdown	(US)

## Lifestyle

Beat The System

1	Beat the lie detector (7/31)		
ı	Swing loans (8/2)		
ı	Mind Games	(RKO1)	
ı	Sports superstitions (7/23)		
1	Vanished twin syndrome (7/24)		
ı	Night shifts (7/25)		
ı	Gut feelings (7/26)		
1	Paper prisons (7/27)		
ı	Playboy Advisor	(WW)	
ı	Wife hates his family/bi-sexual		
1	preference?/separate vacation	ons/"kiss and	
ı	tell"/ex-husband thinks he's	not	
ı	father/dating father and son/romance for		
ı	platonics?/ten years after ex	/mom doesn't	
ı	know about affair/bribing kid:	3 (7/23-27)	
ı	Spaces & Places	(WW)	
ı	Conquering pain (7/23-27)		

Comedy	
Jack Carney's Comedy	
Show	(CW)
Show biz (7/30)	
Laugh Machine	(PRN)
Woody Allen/George Carlin/Eddie	
Murphy/Freddie Prinze/Robert k	(lein/
Ron Stevens (7/23-27)	
Radio Hotiine	(ASR)
Cigarettes/Bud & Sylvia -2/my radio	
broke/nothing's belieavable/attor	пеу
(7/23-27)	
Stevens' & Grdnic's Com	edy
Drop-Ins	(ASR)
Nude Dental Association/menage a	

ess phone call/this

vant/national etiquette test (7/23-27)

## **General Information**

Brad Messer's Daybook	(WW)
Iran music ban/ice cream cones (7/	23)
Boating safety/Watergate tapes (7/2	(4)
Ulysses Grant/voting age (7/25)	
Liberia/Stanley Kubrick (7/26)	
Grasshoppers/flying mishaps (7/27)	
Computer Program	(PRN)
Inputs & outputs/hard copy/modems	s/
baud rate/networks (7/23-27)	
Larry King Show	(MBS)
Stan Smith/Donald Dell (7/23)	
Robert Hunter/William Taylor (7/24)	
Judge Lois Forer (7/25)	
Joan Claybrook (7/26)	
David Burnham (7/27)	
Minding Your Business	(NP)
Enterprise zone/computers in school	ks (7/23)
Video terminal stress/employee bud (7/24)	kstoppers
Security systems (7/25)	

Security systems (7/25)	
Executive compensation/product liab	wildy laws
(7/26)	
Stealing time (7/27)	
Smart Money	(RKO1)
Disadvantages of real estate (7/30)	
Private business deal (8/1)	
Utility junk-bonds (8/3)	
Something You Should	
Know	(SBS)
Bicycling (7/23)	
Procrastination (7/24-25)	
Parenting (7/26)	

Sound Advice (PRN)

(7/23-27) Waldenbooks Report (WW) Allie Schell's "Modern Meat"/Edward Zuckerman's "The Day After The World Ended"/Candice Bergen's "Knock Wood"

## News/Talk/Sports

News Blimp	(PRN)
Rock music research/care-free car	mping/
radio radiation/soap opera rele	vance/
facial emotions (7/23-27)	
Newsline Extra	(NBC)
The five ring circus (7/23-27)	
Newsline Special	(NBC)
The race against terrorism (7/23-2	7)
Newsmark	(CBS)
All this and elephants too (7/27)	
Sporting News Report	(CW)
Joe Morgan/Eddie Einhorn/Sparky	Anderson
(week of July 23)	

## **Entertainment**

Assignment Hollywood	(MBS)
Jon Eric Hexum (7/23)	
Lana Wood (7/24)	
Kevin Dobson (7/25)	
Jackie Collins (7/26)	
John Hillerman (7/27)	
Entertainment Update	(CBS)
Tom Hanks/John Waite/Rita Coolid	ge/Call
(7/23-27)	-

## Going For The Network Gold



All UPI sports broadcasts will originate from Los Angeles during the Games. The network will provide extensive restricted tape coverage to its affiliate stations, allowing each individual facility to select the coverage it wants to use. In this process the network will comply with the 3-3-3 Rule (see R&R 6-22).

Network personnel broadcasting the Games will be Lou Geiser-



man, Bob Fuss, Rob Navias, Bill Rosinski, Greg Haber, Bob Berger, Brian McFadden, Bob Pavlovich, Cliff Webb, and Vicky Bark-

### **Westwood One**

TABLE-TOP NEWS — United Press International and Zenith Data Systems

recently signed an agreement for UPI to purchase up to 6000 Z-150 desktop

computers, designed to be part of a new system to be offered to UPI subscribers. Pictured, seated (I-r) are Zenith Chairman/President Jerry K. Pearlman and UPI CEO Douglas F. Ruhe; standing (I-r) are Zenith's John

Frank, and UPI's Edward DeLong and Philip Stone.

The Westwood One Radio Network will be broadcasting ex-clusive Spanish-language coverage of the 1984 Olympics. This coverage will consist of three daily hour-long broadcasts; one each in the morning, afternoon, and evening, with a day-end wrap-up. It will include events occurring throughout the Los Angeles area, and will be distributed via satellite to radio stations across the continental United States.

The network's coverage will feature live-event reporting and play-by-play from venues in Hispanic-popular events, such as baseball, soccer, boxing, and major track & field events. In addition. Westwood One will make its satellite available for major news events, should they develop.

Much of Westwood One's coverage will be anchored by Jaime Jarrin, widely-recognized Hispanic broadcaster, and the voice of the Dodgers on KTNQ/ Los Angeles.

# OUBLE BREAKERS-OUBLE YOUR RATINGS!



# CYNDI LAUPER She Bop"

CHR BREAKERS 186/58 79%





SLADE My Oh My "

CHR BREAKERS 156/29 66%

Distributed by CBS Records

CBS ASSOCIATED

# Management

PROGRAMMING AND AUDIENCE MEASUREMENT

## The Six Million Dollar Manager, Part XI By Kevin B. Sweeney

Continuing the programming strategy discussion begun last month, Chapter XI further outlines the more networks prophecy and then covers two additional industry trends SMDMs should consider. But no search for the right format is complete without a look at audience measurement, from which the '80s manager needs more sophistication and reliability.

Well, there was an all-News network and it was a disaster. And there were good reasons that it was a disaster: The execution was

It was all production gimmicks and sounders and excellent

And no content.

Done correctly, an all-News network will be one of the Seven Wonders of 1980s programming.

And another will be the Newstalk network, a melange of the successful elements in WOR and KABC.

Plus other networks in the information field — as many as there are magazine formats.

But the question is: What's the SMDM to do?

The answer is: Pay in money, not in time if you have any real national spot revenue potential. Pay in time, not in money if you don't. Or put together your own net-

But, one way or another, encourage the development of a device to spread the costs over 30-40 markets of the format you can't do economically yourself. is to this format, and in the top three markets, it's a bunch closer to 20 percent.)

It's because of costs and no one to execute. But a real examination of the costs/benefits of News and/or Newstalk will show that dollar for programming dollar, News and Newstalk are as inexpensive to do as music-with-jock.

But, no one to execute? No, there probably aren't three programmers for these formats who are not working and probably no more than a dozen talk hosts, even terrible ones, not working.

But both job classifications can be filled from outside the industry. Even in metros of less than a half-million if the SMDM wants to look into the deep pools of news editors working for free-distribution papers or even dailies — and into the still deeper pools of people they know about who are glib, non-stop talkers.

## **Managers Passive**

(I once was manager of a menagerie of talk show performers — more than a dozen in as many cities. Out of barely

"ARB is not just starting up.
It is well-established, and
zero defects should be
closer to being achieved
than it is now."

## Do-It-Yourself

(3) But many more markets can do these formats for themselves than believe they can.

Let's stay with all-News and Newstalk for the moment. How many markets have one or the

I count 21 or 22 out of the top 50 have one or the other or both. And that counts some of the half-breeds that put a little music in here or there.

Why aren't there more? It's because of costs, not the conviction that there is not enough audience. (In spite of the limited number of stations more than 10 percent of all U.S. metro listening

rewritten magazine articles and these men, we had a tidy little business. Where did they come from? One was a food sales manager, another sold lumber, another was a musician.)

Station managers are often not too self-confident on programming strategy. They are not too far away from the Big Guy of WKRP in this area. They tend to be passive — when a format has some numbers, then they will believe. But originate a format? Never!

I have discussed with managers on many occasions what is now known as Schulke II. Since I have never had an original idea in my life, I presume someone pointed

## Strategies For The '80s

- Define your audience more realistically
- Devise more specific formats
  - Demand better research

that has developed over the last decade. It could be expanded to many more markets.

Even Beautiful Music has more than a dozen major markets it should be expanded to.

Black and Latino formats will expand, mostly by coming out of their daytimer "ghettos" into major facilities at an even more rapid rate than in the first two

radio programming of the 1980s.

Once magazines aimed for huge circulation — fifteen or even twenty percent of the U.S. homes. Only one of those magazines left — Readers Digest. Life, Look, (since reactivated) Saturday Evening Post are gone because national advertisers decreed that television was all the mass media they needed

## "Radio is like magazines each station with its own constituency."

years of this decade.

out to me the merits of an all-vocal

And it's a really big

breakthrough ... something like Einstein's formula ... all vocal

instead of mostly instrumental!

What was so hard about that? Why didn't individual stations

wallowing in the bottom half of the

ARB "invent" it? After all, WPAT

 not a syndicator – invented "Beautiful Music" and KABL embellished it. If stations 20 years

ago could develop a format, why

not now? The answer is that the

Classical music is a format rich

in promise. Especially, the promotional Classical Music station

SMDM must - and will.

Wow. Breathtaking innovation!

It is only in those formats plainly aimed at 18-24 year-olds that there has to be contraction as the number of these potential listeners shrinks.

Which brings us to

(4) The magazine "revolution" of the 1960s will be paralleled in

Individual radio stations are rarely a mass medium now compared to television stations and most daily newspapers.

They have become selective, like magazines, catering to an age group, and, in some groping way, a lifestyle segment of that age group. The programmers, more



## They sell quantity.

Conglomerates don't sell radio stations. They dish out CPM's. They toss everything into a computer and radio's strongest stations can be the losers. • Blair RAR sells stations. We understand your unique story because almost every Blair RAR rep has heavy radio station experience. We know how to sell results. Listeners motivated to buy. Station leadership. Blair RAR specializes in great

by intuition than by design, began to take stations that way well over 20 years ago.

The SMDM must accelerate and refine this trend. He must suppress the old atavistic instincts to have the largest audience regardless of who is in this audience

#### No 25-54 Audience

The SMDM will be the first among managers to realize that there is no 25-54 constituency. And that if he stakes his claim to 25-34 women — just women, not adults—there's more potential profit in it.

The SMDM will define his market more narrowly and be content with less audience of exactly the right kind.

I am fond of telling retailers that radio is like magazines—each station with its own constituency. And so radio is an exact match for what they are doing because they, too don't market to everyone. Really it's poetic license because radio is now like magazines... of the 1950s... before magazines began to define quite precisely who they want to reach.

The SMDM will accept that less is more in the same way that Business Week, Cosmopolitan, the New Yorker, Sports Illustrated, Seventeen, and many another successful magazine has accepted it.

And in the way that many successful products and stores have been positioned for very narrow age and lifestyle groups, the SMDM's station will be position-

He will not be able to depend completely on his programmer for this kind of blueprint, although But this is peripheral to what I am saying in (4). I'll repeat it and then we'll leave programming: ROI will be better when the SMDM concludes that dominating one narrower demo (as individual magazines do in the 1980s) is better than attemping to be a marginal leader in some non-

## "Done correctly, an all-News network will be one of the Seven Wonders of 1980s programming."

programmers are well ahead of sales managers in understanding the concept.

Now programmers mostly use ouija boards to arrive at what will attract the target audience. All too often they set out to bake a chocolate cake and produce a chocolate parfait. That's not a slur. Many great inventions were accidents.

And the tools they have to work with are rudimentary. Callout research is often poorly designed and executed even more poorly. The focus group is a laugh or would be if it were not so costly. But at least they are a start.

existent demo like 25-49.

Of course, then the SMDM must have more sophisticated and reliable tools.

#### **Audience Measurement**

ARB probably gets 90 cents out of every dollar big-market radio spends for audience measurement.

ARB is what it is. You get what you pay for, what ARB fully and persistently states it is — an estimate.

Now, the fact that the winners in this contest make something else of it akin to the Seven Wonders of



the World does not change what it is — a more or less accurate guesstimate of the quantitative audience of radio stations.

One that is considerably less accurate as you proceed from overall 6am-midnight shares to calculating shares 25-34, 3-7pm Monday through Friday shares.

There will always be an ARB or its equivalent. How many is important.

As ARB becomes increasingly expensive, I think the SMDM will demand more from ARB. Three things I would demand if I were a manager, cognizant that it takes dozens of managers to move ARB even a little bit, their dominance being what it is:

(1) Replacing the 12+ share page with three pages that mirror radio's real world – 18+ adults, 25+ adults, 35+ adults. Over 90 percent of stations are not in the 12-17 business and there is no rationale for stations being forced to express themselves in 12+ shares,

newspapers in the 1980s.

The SMDM will do his best to keep the costs of quantitative measurement, provided by the virtual monopoly ARB has become in line.

#### "Who" Vs. "How Many"

But, more important, he will recognize that the 1980s will be an era in which "who" will become relatively as important as "how many."

And the acceptable answer to

"who" cannot be "Men 25-49."
And I don't think it is going to be
"Men 25-49 with incomes in excess
of \$25,000" ultimately.

Advertisers want to know what stations reach the most junior sportswear purchasers. Or \$800 sofa buyers.

Many newspapers know. Television doesn't have to know. The SMDM must respond to this demand. It is the inevitable corollary to his positioning of the station



## **We sell quality.**

stations and people who know how to communicate greatness. What a station is worth, not just what it costs. • If you're an advocate of your station's individuality, don't let yourself be bought cafeteria-style. Be sold, completely, constantly, in the selling environment you deserve.

Selling Stations, Not Just Numbers.

# "ROI will be better when the SMDM concludes that dominating one narrower demo is better than attempting to be a marginal leader in some nonexistent demo like 25-49."

which is now the norm.

(2) ARB should attempt to eliminate the glitches. Every station has it chamber of horrors exhibit titled "listen to what ARB did to me this report."

Too many complaints appears to be legitimate. In some cases ARB appears to be very cavalier about these errors. When hundreds of thousands of diaries are distributed, retrieved, analyzed with hundreds of thousands of people involved, there is limitless opportunity for errors. But ARB is not just starting up. It is wellestablished, and zero defects should be closer to being achieved than it is now.

(3) ARB should put more in the book and save stations the time and expense of retrieving data through their computer terminals.

I think of an area our client stations spend a lot on, either in time or money: rankers. Why shouldn't ARB provide them?

And I think of one sales-oriented number that should be provided and displayed prominently: daily cume. It is going to be one of the most important numbers in developing revenues versus The SMDM will not only respond to the demand; he will recognize it is unnecessary to pay a national researcher \$25,000 for the facts.

For \$1000 a contemporary station can get some kind of handle on fast food customers. For \$1000 a Beautiful Music station can do the same for heavy S&L depositors. The \$25,000 research is better, but not all that much better.

This is another of those subjects that could go another six pages. But this ends it and we will proceed to the final recommendation on a major area in which the SMDM will concentrate.

Part XII will appear shortly.
"The Six Million Dollar Manager"
and Kevin B. Sweeney's other
works are available from the
Kevin B. Sweeney Companies, PO
Box 1673, Thousand Oaks, CA
91360

# **EURYTHMICS**

# "RIGHT BY YOUR SIDE"

...and right on your turntables

## CHR BREAKERS



140/78 60% No. 1 MOST ADDED







In the latest at KROQ-FM/LOS ANGELES. RAYMOND BANISTER steps down as Assistant PD, but retains his airshift. While there were plenty of rumors to the contrary last week, RICK CARROLL is remaining on as PD/consultant

With RANDY KABRICH resigning WAVA/Washington, and JOE KRAUSE exiting WAPP/New

York (see Page 3), two prime DOUBLEDAY PD jobs are open. Contact Doubleday VP/Programming DAVE MARTIN at (212) 684-7624.

By the way, Randy Kabrich has announced his own consultancy, but Joe Krause is eager to connect with another programming position, either AOR or CHR. He can be reached at (516) 883-2511.

Sad to report the death of PHILIPPE WYNNE, longtime lead singer of the SPINNERS. He suffered a heart attack while onstage at an Oakland club. Wynne joined the Spinners in 1971 and sang on hits like "I'll Be Around," "One Of A Kind Love Affair," and "Rubberband Man." After he left the group in December 1976, he went solo and had several medium-sized hits in the Black/Urban

BOB LINDEN, late of WWWL(Love 94)/Miami (now WLVE), has replaced DAVE CHRISTIAN as PD of AOR KESI/SAN ANTONIO

WZKS(KISS 96)/NASHVILLE and PD JACK RANDALL have parted ways over philosophical differences, Jack, most recently in Milwaukee with WZUU and WLUM, is now available at (615) 889-3250.



told you PAUL CHRISTY (not the consultant) was the new PD/morning man for KRBE(AM)/HOUSTON? Well, what Street Talk didn't know at the time (but later found out) is that Paul Christy is really Paul Stelljes, or as he was hetter known in West Coast radio - ERIC CHASE.

Remember when we

Paul will take over his new dual duties in Houston on July 30.

KITY/SAN ANTONIO PD KID CURRY has resigned his position. No replacement has been named, but Kid is staying on until a replacement is named



GUERRILLA RADIO TACTICS - WLLZ/Detroit PD Lee Ar nold entered the market with the same flair and showmanship that has made him a colorful and controversial figure elsewhere. The Doubleday AOR outlet's new programmer introduced himself at a Monday (7-16) press conference held at a baseball field conveniently across the street from chief com-petitor WRIF. Arriving via helicopter, chomping a patented Patton cigar, and decked out in battle garb, Arnold told local music industry officials and media reps that he intends to "establish a beachhead against the common enemy — boring radio. Our rock 'n' roll streetfighting machine is going to put excitement back into the Detroit music scene." As he finished his manifesto, a plane flew overhead trailing a message for WRIF PD Mark Pasman: "Pasman Surrender

MACMURPHY (just the one name, thank vou) is the new PD at KKQV/WICHITA FALLS, TX from KNVR/Chico, CA. He replaces CHUCK BECK.

WGLF/TALLAHASSEE is welcoming back RICK SPRINKLES as PD/MD. He replaces the PD/MD duo of BILL THOMAS and CHRIS BAILEY, who've relocated to those same slots at WPFM/PANAMA CITY.

ZZ99/KANSAS CITY PD CHARLEY LAKE has left the station (see Page 1) as JIM COLLINS takes over. Charley's available at (816) 561-6351.

KS103/SAN DIEGO has promoted MD MIKE PRESTON to Assistant PD. He will also keep his music duties.

R&R extends its condolences to the family and friends of WEA Dallas branch Controller/ Operations Manager RICK TRUETT, who died July 6 of complications following heart surgery. Rick was 40.

Continued on Page 26

## ARE YOU MISSING OUT ON THE PROFITS OF

2B SYSTEM CORPORATION

BROADCAST PROMOTIONS DIVISION



# "Let's Go Crazy"

The Second Single From The Double Platinum Album

Purple Pain

Produced, Arranged, Composed And Performed By

3. Primer and the Kevolution

The Motion Picture <u>Purple Hair</u> Opens Nationally July 27.

MANAGEMENT: CAVALLO, RUFFALO & FARGNOLI

# STYLE

**POWER** 



# SAVOIR FAIRE" THE DEBUT SINGLE FROM

RPM

FROM THE WARNER BROS. ALBUM
PHONOGENIC



PRODUCED BY RPM AND GARY LANGAN

## **Street Talk**

Continued from Page 24



Want a shot at a new
Mercedes in the next AIR
competition? Contest number three
begins September 14, but the

winner of contest two won't be announced until the final issue of R&R for the year (December 14). The winner of 1984's competition will drive away a collector's item: a Mercedes 380 SL (the last year for that model). The 1985 competition will offer a 385 SL, and there will be contests for both CHR and AOR. Who will be "the ear" apparent?

KSQY/RAPID CITY GM KEN MILLS is leaving to enter graduate school and teach at Arizona State University. He's being replaced by LES ELLIS from KDSJ/DEADWOOD. WKXW/TRENTON

has selected BRUCE FOX as its new PD. Bruce was formerly at WMGK/Philadelphia.

Soon to return to her post as MCA RECORDS National Promotion Coordinator is SHEILA DUBIN, who's been out of commission lately. We wish her a speedy recovery.

Get-well-quick wishes to WCLS/DETROIT VP/GM GRANT SANTIMORE, who is recovering after an apparent heart attack. Grant will be out for an indefinite period.

EASTERN BROADCASTING has announced the promotion of three WPDC & WKRZ/HERSHEY staffers. GSM PAUL HOLSOPPLE has been promoted to General Manager, OM MIKE McGANN has been named Station Manager, and Account Executive PAUL LANDIA has been upped to Sales Manager.



HE'S GOT IT COVERED — When you're a contemporary music station and the Democratic National Convention comes to your city, what can you do? While you don't want to crush the format, you can't exactly ignore an event of that magnitude either. But you can give the event the kind of in-depth coverage your audience is craving if you hire former presidential candidate himself, Pat Paulsen, which is exactly what K101/San Francisco did. Pat's enlightening reports brought the political gathering to life for the K101 morning show listeners. Pat is shown here in one of his most patriotic moments.

KABC/LOS ANGELES News & Editorial Director PAUL DALLAS died last week after a long bout with throat cancer. Paul was 62.

The new lineup for MIKE JOSEPH's KMFY/MINNEAPOLIS is: MAX GIBSON (WGR/Buffalo), ROB SHANNON (WHBY/Appleton) PETER LAKIN (KWTO-AM/Springfield, MO), TERRY SCHMIDT (WFMK/Lansing), R.C. ROGERS (WXMG/South Bend), and TOBY HART (KSYN/Joplin, MO). Shift assignments haven't been determined, but one of those six will eventually be named PD. Almost all of the new staff have prior programming experience.

In order to devote more time to her rapidly growing IS INC program production company in San Francisco, JO INTERRANTE has relinquished her hosting duties on RKO's "Live From The Record Plant" show to LOU SIMON. Lou is the morning personality at KKHR/LOS ANGELES, the program's L.A. affiliate.

Newshounds take note: EARLE BAILEY has departed as WNEW-FM/NEW YORK's News Director.

Ex-WBCN/BOSTON Production
Director EDDIE GORODETSKY is
writing for NBC's David Letterman
Show these days, and he's also
doing a rap-style narration on "Mars Needs
Women" from the new PETER WOLF album.

Congrats to KUDL/KANSAS
CITY PD DENE HALLAM on his
July 14 mariage to JUDY LOPES. A
number of industry folks were in
attendance for the NYC event, and we're
hoping to offer the "photographic proof" of a
good time had by all in a future edition of R&R.

Stork Stops: Twin girls, Caylin and Emily, to BRIAN PATRICK (WKZLWINSTON-SALEM) and wife Kate . . . KSQY/RAPID CITY PD GREGG OLSON and wife Janet had a boy, Trevor John . . . KLOS/LOS ANGELES evening personality STEVE DOWNES and wife Carol had Kimberty Marie . . . KSJO/SAN JOSE PD BABY LEROY HANSON and wife Linda had baby Ryan . . . GANNETT OUTDOOR's Manager of Marketing Services JEFF JOHNSON and his wife Linda recently welcomed baby boy Ryne.



Congrats to KLPX/TUCSON PD MIKE BERGER and his new bride Roberta on the occasion of their recent marriage . . . Also best

wedding wishes to KMOD/TULSA MD JIM JONES and wife Cathy, and KKCI/KANSAS CITY MD MIKE WHITE and wife Laura . . . JIM CARNEGIE of RADIO BUSINESS REPORT will marry his fiancee C.J. Hampton later this summer, following his publication's relocation to Arlington, VA in August.

Proudly Welcomes

WSCQ-FM/Columbia,SC

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

A CASE STUDY: NIGHT RANGER'S MIDNIGHT MADNESS 1,500,000 THIS WEEK'S CHR BREAKER "WHEN YOU CLOSE YOUR EYES "When You Close Your Eyes" AND BREAKER MIDNIGHT MADNESS 1,000,000 CNITS ALBUM MTV CONCERT MIDNIGHT MADNESS Certified Gold 500,000 "Sister Christian" CHR BREAKER "Sister Christian" AOR BREAKER 10 MONTH U.S. TOUR begins "(You Can Still) Rock In America" AOR BREAKER MIDNIGHT MADNESS AND BREAKER MIDNIGHT MADNESS Released October 20, 1983 NOV JULY RING THE MUSIC OF THE 80'S

## On The Records



**KEN BARNES** 

## Jefferson Starship: Light Years From Yesterday

The announcement that Paul Kantner was leaving Jefferson Starship marks a milestone in the group's long history (even if it does prove, like earlier departures by Marty Balin and Grace Slick, temporary). Without Kantner, the last link between the Starship today and the Jefferson Airplane's beginnings in 1965 has been severed. Kantner was the one constant in a turbulent two-decade flight that's jettisoned enough personnel to form a paratroop unit. But the group survives, flourishes, and continues to have hits, perhaps proving a little change is healthy for a

Grace Slick is firmly identified with the Airplane/Starship, so much so that it's easy to forget that she wasn't the original female vocalist in the band. Signe Anderson sang on the first Jefferson Airplane album in 1966, along with founder Balin, Kantner, later Hot Tuna founders Jorma Kaukonen and Jack Casady, and drummer Skip Spence, who went on to form Moby Grape.

Slick sang the Airplane's best-known hits. "Somebody To Love" and "White Rabbit" (which she'd originally sung with her first group, the Great Society). Balin, at first the main singer, consequently took an increas-

## Box Of Frogs Hop On Reunion Bandwagon



Samwell-Smith, Dreja

The state of the reunion is pretty healthy these days. BTO is back and out with a new record, and Vanilla Fudge also recently issued an album. Heavy metal fans have high expectations for the reformed Deep Purple. Yes, who weren't really broken up for all that long, returned triumphantly. And Box Of Frogs has made significant AOR inroads with a recently-released album

Box Of Frogs, as previously related, are three-fifths of the Yardbirds, adding singer John Fiddler (ex-British Lions, Medicine Head) to replace the late Keith Relf and using guest lead guitarists, one of whom is former Yardbird Jeff Beck.

The other members of the group, Chris Dreja, Jim McCarty, and Paul Samwell-Smith, had faded from prominence since the '60s, although Samwell-Smith was a successful producer. After reforming to play in a series of 20th anniversary concerts at London's legendary Marquee Club, the group decided to stay together, changing the name to avoid pigeonholing and preconceptions. And it appears to have paid off



Starship through the ages

ingly smaller role, finally leaving the Airplane in 1969 and showing up only as a guest on the first Starship album in 1974. But his songs "Miracles," "Runaway," and "Count On Me" established the Starship as a hit

## Setting Records For The Olympics

Every four years the Olympics gather the world for sporting competition. The attention of most of the media is focused on the games, but the music world's interest has been generally slight. There have been a few instrumental themes associated with the Olympics - Barry DeVorzon & Perry Botkin's "Nadia's Theme," of course, for the 1976 games; Chuck Mangione's "Give It All You've Got" (1980 Winter Olympics); and "Chariots Of Fire" by Vangelis (for a movie about the 1924 competition).

But contemporary rock-oriented Olympics music has been scarce. Somehow, suggestions like using the Eagles' "The Long Run" for the marathon and Billy Squier's "The Stroke" for swimming have fallen on deaf ears within the U.S. Olympics Committee. But this year there's more of a tie-in between sports and music. Although a proposed Olympics "superconcert" was cancelled. Columbia has released "The Official Music Of The XXIIIrd Olympiad Los Angeles 1984," which combines several instrumental compositions with songs by Christopher Cross, Foreigner, Loverboy, and others. Each track is linked to a specific event, and will be aired during Olympics broadcasts

With Sergio Mendes adding to the fervor with "Olympia," and a group called 4-Play offering the "Olympic Rap," it seems a harmonious Olympics/music relationship has finally been established. But one sour note persists. From 1958 to 1966 a Los Angeles group called the Olympics scored a number of hits - memorable oldies like "Big Boy Pete," "Western Movies," and the original version of "Good Lovin'." But were they recognized by the Olympics Committee? No way. Not





a medal, not an official theme song, not even a special proclamation with a ribbon. Finally, as the games return to their hometown, the Olympics have struck back

Covering all the bases, Rhino Records has released "The Official Record Album Of The Olympics," consisting of 14 of their past gold medal winners. At the same time, citing prior use of the name in L.A., the Olympics (who named themselves after a major Southern California thoroughfare) and Rhino have formally requested the U.S. Olympics Committee to change the name of the summer games, thoughtfully suggesting substitute monikers like "The World Games.

While I must deplore the dog-in-the-manger antics of Rhino in trying to trip up the Olympics Committee (and "The World Games" is a mediocre replacement name at best), it would have been nice to see a sono by the Olympics. chosen as one of the official themes for the 1984 games. "The Bounce" would have worked for Greco-Roman wrestling, for instance, and after relistening to "Baby Do The Philly Dog," I can't help but wonder why the Philly Dog itself isn't an Olympic event. In any event, however, Rhino, in stirring up this exciting controversy, definitely deserves an Olympic gold meddle.

(Portions of this piece originated with Hurricane Heeran.)

## ONE YEAR AGO TODAY

- BILL STEDING NAMED VP/GM OF KAAM & KAFM/DALLAS
- MATT MILLS PRESIDENT/GM OF KEZK & WRTH/ST. LOUIS
- GERRY DE FRANCESCO VP/PROGRAMMING AT KIIS/LOS ANGELES
- STAN MAK NAMED VP/GM FOR KINK/PORTLAND
- RON SAITO BECOMES GM AT KGW/PORTLAND
- STEVE GOLDSTEIN NAMED PD AT WHYT/DETROIT
- #1 CHR: "Every Breath You Take" Police (A&M) (4th week) •#1 A/C: "Every Breath You Take" — Police (A&M) (2nd week)
- •#1 COUNTRY: "Your Love's On The Line" Earl Thomas Conley (RCA)
- #1 BLACK: "She Works Hard For The Money" Donna Summer (Mercury/PG) (2nd week)
   #1 AOR TRACK: "Every Breath You Take" Police (A&M) (8th week)
- #1 LP: "Synchronicity" Police (A&M) (6th week)

## FIVE YEARS AGO TODAY

- HERB MC CORD NAMED GM OF GREATER MEDIA WALLY CLARK BECOMES GM AT WWWW/DETROIT
- HOWARD BLOOM NAMED VP/GM AT KMET/LOS ANGELES
- EARNEST JAMES NAMED PRESIDENT/GM OF WVON & WGCI/CHICAGO #1 CHR: "Gold" — John Stewart (RSO/PolyGram) (2nd week)
- #1 A/C: "Shadows In The Moonlight" Anne Murray (Capitol) (3rd week)
- ●#1 BLACK: "Good Times" Chic (Atlantic)
- #1 COUNTRY: "Shadows In The Moonlight" Anne Murray (Capitol) (2nd week)
- •#1 LP: "Candy-O" Cars (Elektra) (2nd week)

## TEN YEARS AGO TODAY

- JACK THAYER NAMED PRESIDENT OF NBC RADIO
- #1 CHR: "Rock The Boat" Hues Corporation (RCA) (4th week)
- #1 A/C: "Feel Like Makin' Love" Roberta Flack (Atlantic) ●#1 COUNTRY: "As Soon As I Hang Up The Phone" — Loretta Lynn & Conway Twitty (MCA)
- •#1 LP: "Caribou" Elton John (MCA)

When Balin left, former Elvin Bishop lead singer Mickey Thomas scored an immediate hit with "Jane" and the Starship's momentum continued unabated. Of the group's other present members. Pete Sears and Don Baldwin have no illustrious antecedents (although Sears contributed significantly to Rod Stewart's first solo albums); Craig Chaquico came to the Starship from a group headed by his high school teacher (the band had been signed to the Airplane's Grunt label); and David Freiberg played with Quick silver Messenger Service. And just to underscore the theme of change and evolution in the Starship's journey through the years, appearing as a backing vocalist with the group on its current tour is Slick and Kantner's daughter China



'Solid Gold" for the week of July 20 stars Karla Bonoff, Laura Branigan, Deborah Galli, Corey Hart, Rick Springfield, and Stevie Ray Vaughan . . . Boy George is interviewed on "Friday Night Videos" Quiet Riot's Kevin Dubrow becomes a fill-in VJ on MTV July 21-23

Lee Greenwood is on TNN's "Country Sportsman" July 21 and "New Country the 25th . . . Paul Anka and Toni Tennille are on the "18th Annual Victor Awards Show" July 25

AVAILABLE LABOR DAY WEEKEND

# Hitsville

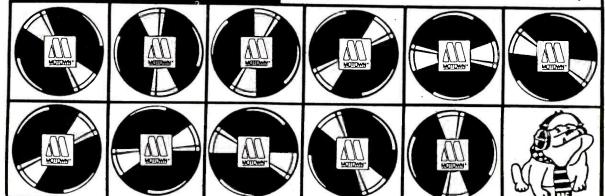


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BODY AND THE BEAT

"There Ain't No Stopping Us Now!"



SEN.

## Datebook

## MONDAY, JULY 23

#### Suppose They Didn't Give A Festival ...?

... and everyone came anyway. On this day in 1970, a New Haven judge cancelled the Powder Ridge Rock Festival, scheduled for July 30 through August 1 at the Powder Ridge ski area in Middlefield, between New Haven and Hartford. By this time, more than 18,000 \$20 ducats for the festival have been sold, so even though the artists (Janis Joplin, Chuck Berry, Led Zeppelin, Sly & The Family Stone) had been told not to come, up to 30,000 people ignored signs posted by the state police and partied anyway. On July 31, just as people had finally started to leave, Melanie and two local bands played. Despite the lack of rock festival, doctors did report at least 800 "bad drug reactions" during the course of the un-festival.

Birthdays: Martin Gore (Depeche Mode) 1961, Tony Joe White 1943, David Essex 1947, Roxy Music's Andy Mackay 1946.

#### TUESDAY, JULY 24

### "Sgt. Pepper's" The Movie

New York got its premiere of "Sgt. Pepper's Lonely Hearts Club Band — The Movie" today in 1978. The Bee Gees were there; co-star Peter Frampton was still recuperating from a recent car accident. "Pepper" is problems as a film were shared by the producers of most pop songs-turned-movies. Writers and directors den had trouble converting their source material into a movie-length plot. Country songs — those that already had stories — seemed to work better, with "Harper Valley P.T.A." being one of the successes of the genre. After a period when songs were transposed as literally as possible (the father in "Ode To Billy Joe" comments that Billy Joen ever had a lick of sense as he reaches for the biscuits), more recent films, like "Take This Job & Shove It," "The Night The Lights Went Out In Georgia," and the new "Rhinestone," all use plots extrapolated from songs... not copied from them.

## WEDNESDAY, JULY 25

#### Goodman Fights On

At this writing, folksinger/songwriter Steve Goodman, who turns 36 today, is in his second remission from leukemia. Throughout his career, Goodman has usually been tagged only as the author of Arlo Guthrie's "City Of New Orleans" (which Goodman reportedly wrote from Edmund Muskie's campaign train in 1972). Actually, he's been a recording artist for nearly 15 years, wrote the satiric "You Never Even Called Me By My Name," which remained David Allen Coe's biggest hit until recently, and wrote songs for John Denver and Joan Baez. In 1980, after four Asylum LPs that failed to gain him a mass audience, Goodman turned to Robbie Dupree's producers, reportedly determined to finally grind out a hit and leave some money for his family. That album didn't sell, but the success of "Artistic Hair," issued on a homegrown label, has prompted Goodman to issue a second LP by himself.



#### THURSDAY, JULY 26

#### \*State Of Rock

Today, Mick Jagger turns 41. While much tends to be written about mellowing rock artists, it doesn't really hit home with Jagger until you realize that the man who was once seriously thought to have some sort of satanic connections is now duetting with a devout Jehovah's Witness. "State Of Shock" is significant also because it continues the Stones tradition of black/rock records and parallelling whatever type of R&B happens to be prevalent at the time. As Jagger begins work on his first solo LP, his birthday roughly coincides with the 22nd anniversary of his group's formation.

#### FRIDAY, JULY 27

## "Stop" Goes Pop

As a song, the success of Oille & Jerry's "Breakin" — There's No Stoppin" Us" wasn't immediately guaranteed, but for the past five years, everybody's known the title was a killer. On this day in 1979, Philadelphia International staff songwriters/producers Gene McFadden and Victor Whitehead received a platinum record for their only solo hit, "Ain't No Stoppin" Us Now." Despite their identification with Philadelphia, the pair were also identified with the Stax/Volt stable in Memphis, where they served in a backup group called the Epsilons. (They're also heard in the background of Arthur Conley's "Sweet Soul Music.") Besides becoming a surprise CHR hit (and becoming the black anthem of spring 1979), "Stoppin" became the last in the series of famous Philly Int'l. message songs. (The pair had either written or cowritten, in various combinations, many of the earlier ones: "Bad Luck," "Wake Up Everybody," etc.)

#### SATURDAY, JULY 28

#### Drive 55 & Turn Off Your Radio

In July, 1958, the anti-rock & roll backlash was still in full swing. Senate hearings were held on the music industry in which an ASCAP representative asked for anti-rock legislation and cited "Yakety Yak" as having "cheapened American music." A Catholic youth magazine started a contest to promote "wholesome" lyrics and attacked Elvis's "Wear My Ring Around Your Neck" as immoral (because it promoted going steady). And on this day in 1958, Esso (now Exxon) issued a report claiming that drivers who tuned to rock in the car jiggled the gas pedal unnecessarily, thus wasting too much gasoline. Considering that energy conservation wasn't much of a concern in the era of cars with 9-foot tailfins, rock obviously had to be a prime moral offender to be attacked publicly for wasting ass.

Birthdays: Rick Wright (Pink Floyd) 1945, Jonathan Edwards 1946

#### SUNDAY, JULY 29

#### Distant Early Rush

Why did Goddy Lee.of Rush handle the vocals on a Bob & Doug McKenzie record? The Thomas & Moranis team must have figured that he needed the exposure. Despite being one of the first groups to establish Canada as an AOR center, on CHR Lee is best known for gag vocals on a novelty. ("Take Off" aced out Rush's one CHR hit, "New World Man," 21 to 25) Lee was born in Toronto on this day in 1953, thus making him no more than 16 when the group was formed. Throughout its history, the band has always been known for the most literary hard-rock lyrics anywhere. Referencing Tolkien in rock music, as Rush has done, is not unheard of. The surprise came when the group began working writer/philosophers like Ayn Rand into songs. At this writing, the Canadian trio is trying to pg Bob & Doug again with their new single, "The Body Electric."

— Sean Ross

Crazee Now" **NOW ON OVER CHR STATIONS AND** 88 **AOR STATIONS!** AOR TRACKS:#26 OOO UNITS

## News/Talk



BRAD WOODWARD

## **Challenging Ideas For News/Talk Programmers**

Is News/Talk a "specialty" format with limited appeal? Is it already pushing the outer limits of its potential in most markets? Or is it an evolving, growth format waiting to join other forms of radio programming as a "mass appeal" medium?

I explored those questions recently with two News/Talk consultants. They both take the optimisic view of the format's future, but neither see News/Talk achieving mass appeal status unless some dramatic programming changes are made. Coincidentally, both consultants formerly program-med highly-successful ABC News/Talk stations. Bruce Marr spent seven years as News & Programming Director at KABC/ Los Angeles, while Jerry Johnson was Operations Manager at KGO/San Francisco for eight years before going out on his own in 1982. Here now are their blunt and often provocative views.

#### **Dull Programming Drags Down Format**

"I do agree that there's only so much News/Talk/Information audience to go around," Marr began. "But I think that audience is bigger than a lot of people give it credit for. Clearly, though, as in Los Angeles and San Francisco, where a News/ Talk station is dominant, there's still an awful lot of non-news and non-talk listening.

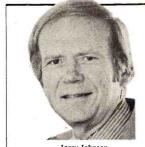
"If you program properly, you can be-come the dominant station in the market; if not, you don't succeed. It's such a tough format and it takes a long time to grow, so a lot of people aren't willing to make the com-

"So much News/Talk programming is stodgy, dull, and boring - and it's perceived as such. When you change that, you have potential to get music listeners and audiences from other News/Talk stations.

## **Beating Subjects To Death**

'The listener's perception of News/Talk is very often found to be primarily older -60 or 65+. And we're often either talking about things people aren't interested or spending too much time on them. Through laziness or just the inability to get anything else, we're taking subjects that are great for ten minutes and beating them to death for an hour or more.

"Then you lose; you get listeners, but not very many of them. And that's when you're



Jerry Johnson

limited to a 2-4 share in your market. I call that 1960s Talk radio. Move into 1980s Talk radio, which is much more versatile and interesting, with shorter spans of time per subject. That's when you get to be a mass medium instead of a specialized medium like a Spanish or a religious station.

"A KGO or a KABC succeeds because they've learned how to do things differently, while most Talk stations still operate as they did in the '60s. Joe Pyne-type people just go on and on about a single subject with no controls. But a Talk station has to be controlled just as a music station playlist is."

Jerry Johnson sees "some erosion in audience" for the News/Talk format in recent years, but rejects the notion that the format is simply "bad or too expensive." Johnson

- · Declining local talk programming.
- · Failure to research audience topic in-
- · Lack of creativity in talk programming.

Johnson believes that "network talk, no matter who's doing it, has taken away one of the basic strengths of Talk radio - the

great for ten minutes and **Local Talk Declining** beating them to death for an hour or more." **Network Hosts Criticized** identified four underlying problems: Compounding the decline in local talk,

· Lack of top-notch network talk talent.

Johnson contends, is the quality of network programming. "The network shows that are on the air aren't particularly wellstaffed. When the networks were put together there was a lot of ego involved, at least on the part of the people I was acquainted with, in terms of who would be on the networks. There was not an attempt to look around the country for the best people.

"We've ended up with some good people Owen Spann and Bruce Williams are excellent - but many of the others are not hitting the kind of marks those guys hit repeatedly. Certainly, with personalities being a key ingredient to talk programming, that's going to hurt.'

#### Researching "Hit" Talk Topics

Johnson is also critical of what he calls Talk radio's "real lack of research on topication. We hear so much about the sophistication of music research but it just isn't being done in Talk. That is a serious mistake, as the right topics for a particular market change all the time. There have been very small attempts at it, but it's been very weak and spotty, limited to maybe a little random sampling in a supermarket or shopping center, or a small telephone research pro-

When Johnson was at KGO, the station did some limited topic focus groups and callout research. "Come up with a 'hit list'



riew with entertainment editor Joanna Langfield, whose show airs from 9pm-midnight. They discussed Linden's role as Honorary Chairman of Bnai Zion and his support for Beit Halochem, a system of rehabilitation centers for Israel's disabled war veterans. One of the centers in Jerusalem received a fundraising boost from WABC during a recent gala evening broadcast aboard the ship Intrepid.

opportunity to discuss issues that affect a person with other people in the same geographic area. Let's face it, there aren't that many national issues with the gut impact of local and regional issues. That really is a huge factor. Network talk is very seductive in the sense that it's cheap. Some of it's being given away; others are charging very minimal prices for it. It's really pulled a lot of stations out of local-originated talk programming, and that has cost them a lot. There's a tendency on the part of owners to look at talk as talk, when that is certainly far from the case."

"Through laziness or just the

inability to get anything else,

we're taking subjects that are

Too Much Follow-The-Leader? The fourth anchor holding back News/

and the time to do it right."

of topics just as you'd have a list of hit

records; then develop a rotation. People don't want to hear about the same thing all

the time - they want variety. A station try-

ing to grow which is not already an institu-

tion in its market needs to spend the bucks

Talk growth is lack of programming creativity. "It's so obvious it's almost embarrassing to talk about," says Johnson.
"There's been so much follow-the-leader activity, and that spins out of the lack of research issue. When something works, the talk stations have virtually, to a station, jumped on various bandwagons and tried to do the same thing.'

do the same uning.

The rise of "shrink talk" following Toni
Grant's success on KABC is an example.
"Everybody's got shrinks," Johnson "Everybody's got shrinks," moans. "We're all shrinked out. The same could be said of some kind of financial counseling, the gardening shows, and various other specialities we've gotten into.

"My point is that what works in one place does not necessarily work in another. Knowing your market and programming to the market, which seem to be so obvious, haven't been done."

## On The Move

Roger Norum, WOR/New York economics correspondent hosting "Shearson/American Express Business Reports"; Dr. Jeffrey Fisher,

"Life Extension" host; Joe Adler, KYWI Philadelphia producer ... Bill Rogers, Lana Hughes, KTRH/Houston weekend anchors Jim Frank, WIND/Chicago News Director Judy Ford, John Leisher, KFWB/Los Angeles

anchor/reporters Mike Kavanagh, WCNN/ Mike Kavanagh Atlanta News Director; weatherman Nick Gregory; Director/Public Relations Kay Patterson

Rich Walcoff, KGO/San Francisco sports reporter ... Julie Wasson, KSDO/San Diego Promotions Director . . . Washington Redskins head coach Joe Gibbs, WTOP/Washington sports commentator Susan Granger, WMCA/New York entertainment reporter Joseph Steindl, WEEl/Boston Director/Technical



KYW "NEWSTUDIES" - Some 150 high school seniors took part in KYW/Philadelphia's 19th annual "Newstudies" course on radio news interviewing, writing, editing, and announce ing. During the six-week program each student researches, writes, and voices a story that's later aired on KYW. Executive Editor Edward Belkin is shown addressing the students, who are chosen for their interest in broadcast journalism careers and their achievements in English and journalism studies

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# Air Personalities



DAN O'DAY

A CONVERSATION WITH KNBR'S C.J. BRONSON

## Personalism & Preparation

C.J. Bronson has long been one of my favorite air personalities. Whenever someone asks how to be fun and funny while at the same time being real, I say, "Listen to C.J." When speaking with C.J. recently, I began our conversation in the traditional way: at the beginning. I asked

where she began her radio career. C.J.: KSTP (AM)/St. Paul. I did two weekend shifts then I was pulled off the air because Hubbard Broadcasting didn't want a woman on the air; that's what I was told, not by Hubbard, but by the PD. Then I moved to Sacramento: KCRA, KROY, KEZS, KROI... and then to KNBR (San Francisco) in 1976.

R&R: Did you always do a personalityoriented show?

C.J.: No, not at KROY, or KROI; they were time & temp. R&R: Tell me about your show these days.

C.J.: It's from 4 to 7pm.

R&R: I guess that covers it pretty well. What do you do for showprep?

C.J.: I go through three or four newspaners a day. I'm constantly aware of what enter tainment is going on in town. I do a lot of phoners with people who are in town perfor-

R&R: Do you have a producer who lines up those interviews for you?

C.J.: No, I do everything. I also have local comedians come in and record drop-in lines. Once a week I have a comedy cohost either someone nationally known who's in town or a local comedian. Sandra Bernhard was here, and it was great fun. Robin Williams called up while she was on.

I have Dr. Goodtimes, a resident shrink. People can call up and speak to him. Now, this is on a cart with about seven or eight stop-punches, Dr. Goodtimes says, "Hello, tell me how you feel." The next one is, "Ummm, hmmm, go on." The next one is, "Oh, very interesting." And the person talks about whatever is stressing him, and it's very funny.

I also have a Former Bluebird Hall of Fame for women who were Bluebirds. R&R: Bluebirds?

## **Happiness Of Bluebirds**

C.J.: Bluebirds are to Campfire Girls as Brownies are to Girl Scouts. Each Tuesday I ask former Bluebirds to call in, and I pick phone call and the woman gives me a Bluebird Memory and then gives me her Bluebird Indian name. I have about two bars of "Pomp & Circumstance," and it fades down and there are little birds sing-"Tweet tweet!" And we induct her into the Former Bluebird Hall of Fame, and we send her this special packet from the Campfire Girls. It's so stupid that it's

R&R: I wonder why I've never heard of Bluebirds?



C.J.: It's due to bad press, and it pisses me off! They never get any attention. I think mostly liberals entered the Bluebirds, and Republicans went into the Brownies. Former Bluebirds are delighted by this feature, and there are lots of them out

I also have C.J.'s Spotlight, which runs five times a day, five days a week; it's me reviewing plays, movies, restaurants, events, and anything that's happening. I have the Dumb Joke Corner, which is four dumb jokes a day. Listeners call a lot of them in, and I put a rimshot after each one.

#### Informal Approach

I'm using a lot more sound effects, going for the old imagination, brightening things up. Like the other day was the anniversary of FDR's first fireside chat. So I had this fire crackling when our newsman, Bob Lazich, came in, and I said, "Let's chat informally about economics." He said, "Well, I've got \$1.23 in my pocket," and I said, 'Well, let's draw a big pie. Ten cents of that is for defense; that'll go toward deodorant...." We chatted informally about economics, and then he did the news with this fire roaring in the background. And that kind of thing. I think, is real entertaining. Rather than saying, "On this day in history . . ." and going into the record.

If I do an animal story, I play an in-strumental version of "Old MacDonald" in the background. It's not overwhelming. It's just got a kind of tasteful irreverence about

R&R: It sounds like it helps to keep the show unpredictable.

C.J.: Exactly. And we still play the old "C.J. sounds like someone you'd like to know" jingle. That's what they're after

## **Keeping Audiences Aware**

R&R: How else do you work with your support people in your show?

C.J.: Well, I always talk to my sports com-

"It takes time for people to accept something different, and a woman on the air is different. I think women listeners come around easier than men lately, and I think that's because women are not seeing other women as competition any more. Ten years ago it might have been true when people said, 'Women don't want to listen to women on the air,' but I don't think that's true today.'

mentator. Getting into the news and out of the sports, we usually have some sort of a nice rapport. Sometimes I'll just tell a joke and they'll laugh . . . or they won't laugh. I always tell Ralph Barbieri, our sports guy, how many seconds we have over the intro of the next song, and we do whatever we do.

Another thing about the afternoon show that's becoming very apparent is that peo-ple know if they're listening in the afternoon, they will hear what is going on in the Bay Area. There are ways of integrating that so that it's not just an entertainment calendar. There's getting a phone call here or getting some sound from something that's happening in town. Even if the listeners want to go home and sit on their couches for the weekend, they feel hip because they know and say, "What?? That happened??

R&R: Have you ever had major disagreement with management over programming aspects of your show?

C.J.: Not this management, not this PD. The one before him I did.

R&R: What were the issues?

C.J.: He didn't like me

R&R: That one's kind of hard to negotiate. C.J.: Yeah, it was real difficult. But Ron Reynolds is the PD right now, and he has the marvelous ability to understand the technical aspects of radio and to be in tune with the listener and to know how to handle the different personalities and to deal with upper management. He's amazing.

#### **Advantages Of The** Female Personality

R&R: Have you noticed any advantages to being a female personality?

C.J.: Yes. More people like you ask me what it's like to be a woman air personality and give me press. On the other hand, that's sad, because there are many men who are as good or better than I am as a personality and they're not getting written about, but I am because I'm a woman. And I think "What does it feel like being a woman in radio?" is a silly question. Let me reverse it: What does it feel like being a man in radio?

R&R: I've never had anyone tell me I shouldn't be a personality jock because I'm a man. It seems to be assumed that that's okav. But I do know some female jocks who've said to me, "Gee, I'm so depressed because I apply for jobs and they say, 'Well, we like you but audiences just don't like funny women.' " And getting back to your question. I've never had a PD or GM say, 'Dan, you really shouldn't do humor because audiences don't like funny men."

## The Quota System

C.J.: No one's ever told me that about humor: no one's ever said don't be funny. They always encourage me to be more entertaining. Maybe "Don't be so cutesy" is something I've heard. But yes, there are things that have upset me. One of the things is I have a friend who is looking for work now, and she's being told that the station 'has its woman." They've already got their fulltime woman, their quota. That's irritating. That hurts. People with that kind of mentality aren't talking to women as per-sonalities; they're just looking for other men because they've already got their woman. There are some women who say, "God, they've already got two women — one parttime and one fulltime; I'm not going to apply there." I know women who are going through that right now. So there are people who see you as a "girl" and not as a personality; that does exist.

R&R: I've been listening to you for years, and I've always thought you're very funny and entertaining. I know that for several years you were doing overnight relief; do you think if you were a man you possibly could have moved into a drive-time shift earlier?

C.J.: That's difficult to ansy you why: In Sacramento at KCRA, I started in overnights and it took me a couple of months before I was going 7-midnight. Then there were layoffs, which were done by seniority, so I was out the door. The other stations I worked at for brief periods again were evening or overnight shifts, but when I got to KNBR - well, that station is a dinosaur! The morning man has been there 20 years. I am still the newest employee, and I've been there over eight years! Now I'm working a nice 3-hour afternoon drive shift, but it took time for the openings to

#### **Audience Reaction**

R&R: What has your audience feedback

C.J.: It takes time for people to accept something different, and a woman on the air is different. And then they're so proud of themselves when they finally decide they

I think women listeners come around easier than men lately, and I think that's because women are not seeing other women as competition any more. They read other women like autobiographies they can learn from. Women who listen to me love the fact that I feel good about my life and about what I'm doing, and they get off on it. That's wonderful. Ten years ago it might have been true when people said, "Women don't want to listen to women on the air," but I don't think that's true today. Ultimately, though, acceptance is someone else's problem. I exist, whether or not others ac-

R&R: You're in a major market that many people visit; how does it feel, knowing that young women and girls are hearing you and that some of them are being influenced by vou?

C.J.: Oh, I love it! I speak at schools, women call me up . . . And I tell them what great fun it is, and how it keeps you youthful and how you can make your whole life tax deductible

R&R: And it also helps you get named one of San Francisco's "100 Most Eligible

Bachelorettes." C.J.: If you remain lonely! I call that list "The 100 Most Lonely Women in San Fran-

## OFF THE RECOR

with Mary Turner

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Ector Coliseum, Odessa, TX
County Coliseum, El Paso, TX
Convention Center, San Antonio, TX
Summit, Mouston, TX
Memorial Coliseum, Corpus Christl, TX
Lloyd Nobel Center, Norman, OK 11/07 Freedom Hall, Johnson City, TN
11/09 Civic Center, Charlotte, NC
11/10 Civic Center, Charlotte, NC
11/10 Civic Arena, Knorville, TN
11/13 Freedom Hall, Louisville, KY
11/14 Monicipal Arena, Nashville, TN Mecca Arena, Milwaukee, WI Five Seasons Arena, Cedar Rapids, IA Rosemont Horizon, Chicago, IL 10/19 Jenison Fieldhouse. Lansing, MI 10/20 Wing Stadium, Kalamazoo, MI 10/23 Civic Arena, Pittsburgh, PA Rosemont Horizon, Chicago, IL Civic Center Arena, St. Paul, MN Civic Center, Duluth, MN Hammons Center Arena, Springfield, MO Mid-South Coliseum, Memphis, TN Cobo Arena, Detroit, MI Richfield Coliseum, Cleveland, OH Sports Arena, Toledo, OH Prairie Capitol Arena, Springfield, IL Market Square Arena, Indianapolis, IN Civic Center, Erie, PA Broome Arena, Binghampton, NY War Memorial, Rochester, NY 10/24 10/26 10/27 9/16 9/18 Civic Center, Glens Falls, NY Centrum, Worcester, MA Cumberland Convention Center, Portland, ME Omni, Atlanta, Ga O'Connell Arena, Gainesville, FL Civic Arena, Lakeland, FL 11/16 11/17 10/10 Assembly Center Arena, Tulsa, OK Reunion Arena, Dallas, TX Midwestern State University Col., Wichita, KS 10/30 10/12 10/31 9/21 9/25 10/13

Sammy Hagar's VOA Album ships July 23 on Geffen Records and Specially Mastered Cassettes GHS/M5G 24043 Coming Soon On Compact Digital Disc

11/03

Coliseum, Hampton, VA Spectrum, Philadelphia, PA Capitol Center, Washington, DC

Produced by Ted Templeman

Kemper Arena, Kansas City, MO Roberts Municipal Aud. Arena, Evansville, IN

10/17

\*\*TOUR WILL CONTINUE JANUARY 1985\*\*

noe (1000s)

1581

1560

1536

1517

1360

1313

1206

1052

1027

933

745

605

553

342

209

-0

+0

+5

Averege Audience Per

Commercial (12+)

ABC-E

ABC-I

RKO-1

ABC-C

Source (NBC)

NRC

CBS

#### RADAR

Continued from Page 1 of these are format-oriented networks, programming primarily either music or talk. Because the RADAR survey covers 6am-midnight. Monday-Sunday, overnight network programming between midnight and 6am is not included.

Continued from Page 1 R&R. "Just about everybody who knows me always felt it would take a stick of dynamite to get me out of Cincinnati, but was an opportunity I couldn't pass up. As much as I love this radio station and everyone here, how many more album projects and fireworks shows can I do?

"I look forward eagerly to working at a station with the quality reputation of KLOL," Marr continued, "The owner ship, management, and staff are of the highest caliber, and together we are going to make a great radio station even greater. Leaving WEBN, Cincinn and my many friends is probebly the most difficult decision of my professional life. I am grateful for all that I've been blessed with, and for all that I've achieved. My advice to rock 'n' roll fans in Houston is to stock up on asbestos head-phones!"

Marr said he intends to change his radio name to Joe m, adding tokingly, "in an effort to duck my many Cincinnati creditors."

### RKO, Source, ABC Rock Lead Younger Demos

RKO-1 ranked first among adults 18-34 and 18-49, while dropping the teens title to ABC Rock (up 8%) and the Source (up 38%). ABC Rock also demonstrated strong gains in 18-34 (15%) and 18-49 (12%), while the Source dropped in both these demos (9%).

ABC Entertainment continued to lead in the 25-54 figures, while RKO-1 made another strong showing here as well (up 24%). Dropping in this demo group were ABC Information (-10%) and CBS (-9%), a possible indication of the overall sluggish AM situation. Another suggested explanation for this drop is the result of a widespread shift to network satellite distribution, resulting in a number of station disaffiliations.

#### Utz

Continued from Page 1

Southwestern area, and it'll be a lot of fun to go down there and learn what it's all about. This looks like an excellent opportunity: a fine company with good people. Hold the rumors -Q102 will rock! Gulf Broad casting is committed and Clint Culp has some great plans. I'm happy to say I'li be a part of

Utz starts his new job July 30, and is assisting WHJY in finding his replacement during the

NBC Radio VP/Research Nick Schiavone told R&R that, aside from these developments. this RADAR report contained few surprises. "It is a flat report, overall," he said. "Nothing flies off the page, Some of the more interesting developments are the apparent continued deterioration of AM, which held back most of the AM-oriented networks, the ongoing growth of the FM networks, and the fact that radio

#### Cook

Continued from Page 1

very excited to have Charlie joining McVay Media. His reputation in the Country radio field brings to the company an opportunity to broaden our base

Cook told R&R. "This is something I've always wanted to do. I've been lucky enough to have worked with the best people in radio and look forward to bringing that experience to other stations, helping them find a profitable position in their marketplace. I really enjoyed being in on the ground floor of star's Country endeavor, but Mike and I have been friends since our Storer days some eight years ago, and it's a pleasure to be associated with him and such a successful firm as McVay Media."

Cook's prior experience includes programming KLAC and KHJ/Los Angeles and WGBS/ Miami, plus serving as Asst. PD of WHN/New York.

networks are now reaching more people per week than ever before."

A breakout of the basic RADAR results, as well as the top five networks in several key demographic groups, follows:

Average Audience Per Commercia By Demo (Top 5)

Audience (1000s)	% Gain Or Locs	Mutual ABC-FM	
Teens (12-17)		RKO-2	io (CBS)
296	+8		
BC) 282	+ 38		
237	-25	Sheriden	
		National L	Bleck
223	-5	Talknet (NBC) Transtar	VBC)
18-34		Cume Au	dience A
869	+4		
BC) 797	-9	Network	Audien
790	+15		
700	+3	NBC	
626	-4	ABC-I ABC-C	
	Teens (12-17) 296 8C) 282 237 228 223 18-34 869 8C) 797 790 700	Teens (12-17)  296 +8 282 +38 237 -25 228 -2 223 -5  18-34  8C) 797 -9 790 +15 700 +3	Teens (12-17)  Teens (12-17)  296 +8 Reficence RKO-2 RBC) 282 +38 SMN 237 -25 Sheriden 228 -2 National I 728 -2 Cume Au 869 +4 8C) 797 -9 790 +15 700 +3 NBC 626 -4 ABC-I

Per Week (12+) Or Legs 26.66R 25.016 24.432 18-49 CBS 24,386 -3 -3 ABC-E 21,765 RKO-1 Mutua 1173 20,330 ABC-E RKO-1 19.855 -3 956 Source (NBC) 887 -9 RadioR io (CBS) 17,537 ABC-C Source (NBC) 886 17.415 -1 ABC-R 16,330 ABC-R 874 -0 ABC-FM 15.879 RKO-2 15.070 ABC-D 11,692 ABC-E 8 636 -5 934 RKO-1 859 + 24 National Black 6483 SMN ABC-I 810 -10 5826 --NBC 772 -2 Transtal 5074 Talknet (NBC) -9

#### Doubleday

Continued from Page 3

Kabrich told R&R, "David Martin and the people at Doubleday have been very good to me, and my GM Alan Goodman has been the best. I'm leaving for personal reasons." He went on to deny that WROQ would switch to CHR from its AOR format. "The cume at WROQ has to be expanded to reach more people. Since it's the only

album outlet in the area, we're looking at ways of keeping the album approach while expanding the cume. I've been working with WDCG since I left to join Doubleday, and will continue working with PD Rick Freeman to see that all goes well. I'll be basing out of WROQ for the next several months. Before entertaining other clients, I want to make sure both of my current clients are well attended to.'

Continued from Page 3

ma), evenings. Exiting personalities include longtime morning personality Bob Hardwick, Jack Morgan, the aft team of Ryan & Ryan, and evening talent J. Michael Kenyon

CBS

## Cooke

Continued from Page 3

emphasize thinking more from the listener's perspective, explaining, "Some kinds of information play better to a target audience the same way records do."

Cooke hopes to make WTOP's air sound "more interesting" and has been shifting personnel into different slots to further that goal. "I'm trying to get the most out of what we have here." he explained.

"I think this is a really strategic career move in that it's a format that won't become obsolete," he said, adding, "I think it's a lot more fun without the records."

Before joining WSNE, Cooke was PD at WKBR/Manchester, NH and an air personality at WKBW/Buffalo, WPRO/Providence, and WHYN/Springfield, MA.

#### Kriemelman

Continued from Page 3

thrilled to be chosen by their new President, Bill Hogan. I look forward to helping him and his first-class management team continue the strong development of the RKO net-

Prior to his post at the Radio Network Association, Kriemelman was VP/Sales for the Mutual Broadcasting System. He came to Mutual in 1980 from ABC Radio, where he served as Sales Manager at network O&O KAUM/Houston, as well as VP/Midwest Sales Manager in the network's Chicago office. Prior to joining ABC in 1973 he spent ten years with 7-Up in St. Louis, where he served as both Director/Advertising and Media Di-

#### Kelly

Continued from Page 3

ly outstanding. We are pleased that Peg has grown with us into the position of GSM at

A three-year veteran of WNBC, Peg told R&R, "I'm really delighted to be associated with an energetic, high-profile radio station in this great market. Our position in the market is one of personality radio, and we have a lot of fun selling and involving our clients to a tremendous degree with the station. The combination of efforts by not only management but a great sales staff is something I'm very proud of."

Before joining WNBC as an Account Executive in 1981, Kelly worked for WCBS-FM/New York and CBS-FM National Sales in the same capacity.

## Collins

Continued from Page 3

Lake commented, "I'm proud of the job I've done at ZZ99. The last five months have been devoted to a total reorganization and redirection of ZZ99's programming efforts. I can only say how happy I am that my friend Jim Collins will be there to oversee what I'm sure will be a very successful future for the radio station."

Previous to his three years at WNBC, Col-l lins was VP/Promotion for Polydor and served as PD at WPGC-AM & FM/Wash-

#### **WPNT**

Continued from Page 3

Frischling declined to reveal specific names, but he did say that a new PD from within the market would be announced shortly. The station has been operating without a PD since WPNT, Inc. acquired the property from Group W in April.

While noting that WPNT is still using Bonneville programming, Frischling nonetheless added, "My difficulty with Easy Listening is that all those stations are programmed to sound alike without really finding out what's happening in the marketplace with those demographics." Whether WPNT will continue with Bonneville or not is "still up in the air."

# **British Invasion**

## A Retrospective Of 1964 Thru 1970

- "For our 20-year anniversary celebration of British music in America, this program really fills the bill."
  - Joe McCoy PD, WCBS-FM/New York
- "This special is perfect for holiday programming and should be found money for the sales department." Mike McVay, McVay Media Consultants

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# CALENDAR



**BRAD MESSER** 

# Eliminating The Negative Is Positive

What you don't know can hurt you in cases like these:

After a neophyte reporter telephoned his big story in to his metropolitan Houston station, he hurried out to his car and turned on the radio to hear himself on the next newscast. But the anchor didn't use his tape. The youngest reporter suffered immediate damage to his ego. The station suffered somewhat in the short-term because the entire local story was dropped, and in the long run the news operation didn't gain the bit of additional strength that would have accrued from someone explaining precisely why the phone-in report hadn't been considered worthy of airing. Whatever his mistake might have been, the reporter learned nothing from it.

An Atlanta weekend anchor went through an entire afternoon's newscasts repeating the same small (and not at all uncommon) goof: she kept erroneously referring to NOW as the National Organization Of Women rather than FOR Women.

In another instance (in which I couldn't management duty.

resist laughing out loud) a North Carolina broadcaster opened a newscast by saying "The persecution began presenting its case today in the trial of..."

Not that flubbing is a big deal... but when there's no management intervention to correct the mistake, the goofer and the station both suffer. In one way or another, in the three examples just mentioned, a News Director should have been immediately involved, not chewing tail and taking names, but acting in a helpful manner to make sure that the mistake became — what's the pop term for it? — a "positive learning experience."

As John Leader has emphasized in recent columns dealing with management responsibilities, hardly anyone looks forward to having to correct others' mistakes, but if the guidance is given in a positive way, the corrections needn't be unpleasant.

Making corrections and helping your people learn from their daily mistakes is a basic management duty.

PD RANDALL EXITS

# WZKS Forms Program Management Group

Following PD Jack Randail's resignation last week over philosophical differences in programming, WZKS/Nashville has promoted a number of staff members into a "program management group."

President/GM Ron Kempff explained, "Jack is a very talented man with a lot of abilities which are better suited to management than programming, I think he'd make a great GM.

"Instead of appointing another PD, we're going to create a program management group that's divided into six key areas. There are no senior positions, and all members are responsible for their own areas. There will be weekly goal-setting sessions for the group where they will coordinate all efforts."

Kempff continued, "Everyone involved is fired up over the idea. I pointed out to them how this has

#### Garrett

Continued from Page 1

with a background in CHR and A/C, as it became evident the formats needed to be merged at this station. Roger was here when we went A/C back in 1961, and the numbers haven't been as good since, so it made sense to bring him back. The music has been alowly evolving, and when Roger comes aboard I don't expect anything drastic, just fine-tuning. I look for Roger, who will also do afternoons for us, to make this a cohesive effort."

Garrett commented, "It would be an understatement to say I'm excited. I'm looking forward to returning KRBE-FM to its position of prominence in the market. My goal for KRBE-FM is to reestablish a sound called

#### Morgan

Continued from Page 1

make a firm determination on how best to compete in the market. Key to our sales efforts will be Jerry Ryan. He comes from a very successful operation and has done an exceptional job in handling the national business for WLS. His local involvement will put us over the top."

Morgan, whose programming background includes Y85/Tampa, WPLK/New York, and WOMC/Detroit, in addition to a stint with the Todd Wallace Radio Index, told R&R, "Tm extremely proud that in the last year we've gone from 17th 5th — the highest position in the station's history. The staff has been the very best. My GM JIm Smith has been supportive beyond the call of duty, and I'll

worked successfully in other industries, by attacking the project by objectives instead of direction. What we're doing is defining the jobs these people have been doing all along and giving them a title which gives them the recognition they all deserve."

The areas of responsibilities and their directors are:

- Director Of Outside Promotions: Rick Allen, all-nighter
- Director Of Music & Personnel: Larry Martino, 7-midnight
- Director Of Public Relations:
   Rod Porter, middays
- Director Of Production & Technical Control: Ruben Salinas, afternoon drive.
- Director Of Outside Personnel: Debbie Summers, morning team partner
   Director Of Formatics And
- Director Of Formatics And Creative Services: original station PD and current morning team partner Jim Zippo.

"Texas Radio," which to me means alive and very much involved. If it means becoming occasionally outrageous, then that's what we'll do."

Current KRBE-FM afternoon personality Paul Christy (aka Eric Chase) will continue to program the AM, and will take over its morning slot once Garrett arrives. KRBE Operations Manager Bob Scott com-mented, "We are a mirror of the FM currently, but will look to carve out our own niche with our new 'Solid Gold Rock & Roll' stance. We are patterning ourselves after KRQX/Dallas to some degree, staying with the more uptempo songs." Christy added, "We think this format will offer a reason for people to listen to AM again for music." The format change is to take place July 30.

truly miss his guidance and ex-

"On the other hand, the Dallas opportunity with ABC will be tremendous. I have a great deal of respect for the corporation, and I look forward to working with John – he's really an exciting GM. We hope to bring another winner to ABC in a very competitive market."

Ryan, a five-year WLS sales veteran, formerly worked in sales at crosstown WJDD & WJEZ. He said, "I'm real happy to be here in Dallas, and I'm looking forward to the challenge. It's a unique thing to be able to structure an entire sales department, which I feel will bring a new, strong level of professionalism to the market."

No replacement was named for Morgan, who begins his new post July 30.



ABC TAKES OVER KIXK — ABC officially assumed the reins of KIXK/Dallas from Hicks Communications this week. Pictured at the closing are (I-r) Hicks President Steve Hicks, KIXK VP/GM John Hare, and ABC Radio President Ben Hob-

#### Ice Cream Cone Turns Eighty

MONDAY, JULY 23 — At the ice cream booth at the St. Louis Exposition 80 years ago today, when they ran out of clean dishes, the helpful fellow running the waffle stand next door offered to provide some substitute cups. Ernest Hernwi formed a few of his thin waffles into conical shapes, gave 'em to the guy in the ice cream booth, and the ice cream one was the conical shapes.

The first Olympic games began in 776 BC with a foot race called the staid, from which we get the word stadium. Ayatollah Khoumeini banned music in Iran in 1979, but the ban has since been relaxed to allow some patriotic music.

Walt Garrison 40. Don Drysdale 48.

Nixon Watergate Hearings

TUESDAY, JULY 24 — Impeachment proceedings were initiated against President Richard Nixon ten years ago today when the Senate Watergate Hearings began. On that same day in 1974 the U.S. Supreme Court unanimously ruled that the President had to surrender recordings he had secretly made of White House conversations. Nixon's Watergate Tapes included about 1000 hours of conversations, but to date only about 12 hours have been made public, while the rest are still being "sanitized" and edited.

The Apollo-11 astronauts returned from the first moon-landing mission in 1969.

Ruth Buzzi 48. William Ruckleshaus 52.

#### **Voting Age Lowered To 18**

WEDNESDAY, JULY 25 — The voting age for federal elections was lowered to 18 when the 26th Constitutional amendment was declared ratified in 1971. It turns out that reducing the voting age has had very little impact: people in the 18-to-20 age group have proven to be America's least active voters.

Aviator Louis Bleirot crossed the English Channel in 1909 and became the first English visitor in history not to arrive by ship.

First "test tube" baby Louise Joy Brown is 6. Walter Payton 30. Composer Steve Goodman 37. Yardbirds founder Jim McCarty.

#### Americans Form African Nation

THURSDAY, JULY 26 — Liberia became a republic in 1847. The small nation on the Southwest African coast was founded by Americans, with currency called the dollar, and the capital city (Monrovia) named for an American President Liberia was promoted by pro-alavery American colonization societies, ostenishly as a democratic nation for free Negroes who wished to return to Africa, but actually as a place to dump free black Americans so the USA would remain a "pure"

e society.

Mick Jagger 41. Bob Lilly 45. Stanley Kubrick 56.

#### **Great Grasshopper Plague**

FRIDAY, JULY, 27 — Millions and maybe billions of grasshoppers invaded the Midwest in 1931, in what came to be known as the Great Grasshopper Plague. Three-quarters of the farm crops were destroyed across 17,000 square miles of Iowa, Nebraska, and South Dakota. Grasshoppers ate clothing hanging on lines, chewed wooden tool handles, and clogged car and tractor radiators so badly that the vehicles were temporarily useless. Squashed hoppers bodies lubricated railroad tracks to the point that locomotives couldn't move for lack of traction.

Peggy Fleming 36. Bobble Gentry 40. Nick Reynolds (original Kingston Trio) 51. Norman Lear 62.

Tomorrow (7-28) Vida Blue 35, Sally Struthers 36, Bill Bradley 41, Jacqueline Kennedy Onassis 55, Rudy Vallee
83. Sanaley (7-29) Melvin Belli 77.

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Welcome/Case Study Introduction

9:15 - 10:15

**Keynote Address** 

Dwight Case, Publisher R&R

10:15 - 11:00

**Managing For Retention** And Growth

Gary Kaplan, Managing VP/Partner Korn/Ferry International

11:00 - Noon

When You're #4, You Have To Try Really Hard

Kevin Sweeney, President The Kevin Sweeney Companies Noon - 2:00

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# Sunday, September 16, 1984

Morning 9:00 - 11:00

**Case Study Solution** Dwight Case, Publisher R&R

11:00 - Noon

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Dr. Adele Scheele, Career Strategist

Noon - 1:00

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# DAN VALLIE

VP of Programming, EZ Communications,

# On People Skills And Respect:

"I see a lot of talented people who lose their jobs or who will hit a plateau in their careers too soon because they don't have proper people skills. Many times this goes hand in hand with showing respect for the people you work for, and the people who work for you. People skills are needed when a PD or MD is talking to a promotion person and vice versa, and that same respect should be shown when dealing with your own manager or employee. Respect should always be shown for the other's opinion and position. The same goes for the people that work around you. "My Way Or Else" management attitudes are a thing of the past. There are too many intelligent people around you today to ignore their opinions and sensitivities.



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WRQN KELI WHOT-FM KQXR

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"Loverboy"

CHR SIGNIFICANT ACTION

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WMAR WHTF WJZR

WFMI

**KRGV** KTFM KMGK WRQN

WHOT-FM WERZ KQMQ KHYT

KTDY WPFM WKHI KDON-FM WOMP-FM WXLK KKXL-FM WISE

KRNA **KKRC** KCDQ

# GIORGIO MORODER

"Reach Out"

Track Theme From The Official Music Of The XXIIIrd Citympiad Los Angeles 1984

CHR SIGNIFICANT ACTION WXKS-FM WPHD WCAU-FM

195

Q103 FM102 WFLY

Q100

WKRZ-FM WKEE WOK WSPK WFMI WKFM **KTFM** WRCK

KHYT KROK WHOT-FM WIGY

KQMQ KHOP

# Contemporary Hit Radio

JOEL DENVER

Z100 REBOUNDS 5.5 - 7.2

# Shannon: "I Hate Being Number Two"

cott Shannon and Z100(WHTZ)/New York have made history with the release of the spring Arbitron. Turning its 12+ share around from a 5.5 last winter to a 7.2, Z100 has a commanding lead over not only the market but the nation. Z100 has become the most listened-to radio station in America with a weekly cume of 2,795,800. The closest cume competition in the market comes from News-formatted WINS.

"Sure WABC got to a 7.2 share and beyond in its heyday, but this is a whole new era . . . the modern record books are being

written now," explained Scott. "This is the first time since 1981 that anyone's scored a 7 share; the last to do it was WKTU. This now makes two out of three books for us being number one in New York. And we are also number one



are also number one Scott Shannon on Long Island with a 7.5 share.

"Before we put Z100 on the air, Malrite President Carl Hirsch, (Z100 VP/CM) Dean Thacker, and I sat in a hotel room and set a goal of having the most listened-to radio station in America inside of a year, and we did it. You can't imagine how great we feel!

"I'm not comfortable being second in anything. Slipping to number two in that winter book nearly crushed me. I hate being number two! But I picked myself up, and decided not to take any chances this time around, and it worked. Musically, we've simply expanded our powers out to about 2% hours and used a bit more of our gut than before. I really did it my way this time."

#### Where The Bodies Are Buried

So Z100 is number one. But where are the only remained first with teens, but has also scored the top slot in 18-34 and 25-49 adults. "Just because you're number one in teens, it's too easy to pigeonhole a radio station. Take a look at our mornings, and you'll see we did some major damage to (WNBC morning man) Don Imus, despite the fact that his 12+ shares increased too. We clipped him in other significant adult demos as well: 18-34 men and women, and 25-49 women

en.

"Just because we have teens doesn't mean we're a teens-only station. Look at all the people in their 30s and 40s and you can see how they share many similar tastes with those in their 20s and their teens in music, styles of clothing, and recreational activities. Today's adults are youngerthinking than ever. You don't necessarily reach the adults by trying to be an adult radio station."

#### Scott's Secrets Of Success

Z100's on-air presentation is fun, fast, and exciting. Scott outlined some of the promotions he did during this past book. (See "Live From Ixtapa, It's Z100.") "You can tune us in and hear \$100 bills, albums, T-shirts, and concert tickets being handed

out all the time, book or no book. The biggest prize we offered was \$10,000 in cash, and we used a generic TV campaign with a light schedule. To quote (former KCBQ/San Diego and WNOE/New Orleans programmer) Buzz Bennett, 'Money screams.'

"We follow the K.I.S.S. Theory: 'Keep It Simple, Stupid.' The 10 grand was won by listening for 'Eye Of The Tiger,' which was the first song ever played on Z100. When it was played, the 100th caller won the money. We didn't overhype it or mention it all that much. I believe if you have the product, they'll find it."

Still positioning the station as the underdog, Shannon really tries to relate to the average working person in New York. "We do lots of inside stuff on the air, and then clue in the audience to involve them. This is a tough city, and when people turn on the radio to be entertained, this is the place they turn."



(l-r) Ross, two Club Med vacationers, and Scott

#### Copycat Radio

Maintaining that "Z100 is an originalsounding station" is another one of Scott's cornerstones of success. "We don't try to copy anybody. Z100 is designed specifically for New York. This is an original radio station which talks to the people of New York, one on one. There is nothing mass produced-sounding about us. We put people on the air, talk, and have a good time; we win because this is what they expect from a radio station."

Scott offered his thoughts on those stations around the country which have sought to copy Zlob, verbatim in some cases. "It's so ridiculous. They can copy everything but the guts of the format, and that's impossible to duplicate. The guts of a format are created individually. At Zloo it's the internal chemistry between me, a great airstaff, and a wonderful company.

"When a GM says to his PD, 'Do it like Z100,' he probably means do it with our intensity and dedication to winning. To copy us line by line is not creative." Scott stressed.

"I urge people to develop their own style and strategy, then stick to it. (KIIS/Los Angeles VP/Programming-Contemporaries) Gerry DeFrancesco, (KIIS & KPRZ President/GM) Wally Clark, and (morning man) Rick Dees have a unique sound to KIIS. They don't go imitating us, and we don't imitate them. Both of us sound very different, and yet we're both winners. This should be a great clue to young programmers. The Scott Shannon method isn't the only way, and neither is the Gerry DeFrancesco way."

#### **Future Forecasts**

In a market as competitive as New York, you can be sure everyone's looking for a piece of Ziol's pie. Scott noted, "We've got a lot of direct competition from WPLJ already. You know, I wouldn't be surprised to see WAPP come right at us. They're playing about 75-80% of our music already, and so is WKTU. It just goes to show, it's not what you play, it's how you play it. If WAPP does go CHR they'd better bring their own lunch. 'Cuz that's all thev'll get to eat.'"

#### A LOOK AT SATELLITE TECHNOLOGY

### Live From Ixtapa, It's Z100's Z-Morning Zoo

The world of satellite technology has opened a number of doors for radio broadcasters. More and more stations are leasing and/or purchasing their own satellite dishes to receive network and syndicated programming. If you read Steve Feinstein's column (R&R 6-15) about Scott Muni and WNEW-FM/New York's adventurous satellite interview broadcasts from London, it probably whetted your appetite as it did mine.

Now, let's take the idea a step further. What about using your own satellite dish to receive a broadcast of your entire morning show interacting live with those back at the station for a full week from another country? Well, that's exactly what Z100/New York's Scott Shannon, Ross Brittain, and the "Z-Morning Zoo" did — live from Club Med in Ixtapa, Mexico.

The idea of setting up a dish, aiming it at the bird, and broadcasting away might seem simple enough, but a lot of advance preparations were necessary. Then the complications encountered in getting the equipment across the Mexican border almost put the kibosh on the whole affair. Scott picks up the story:

#### Can You Say Ixtapa?

"When we were first approached by Club Med to work out some kind of promotion with their Lixtapa resort, we were interested, but didn't want to make it just one gigantic hype. Instead, we got together on the idea of sending down a large number of our listeners (approximately 90) for a special package price, and do a live broadcast at the same time. This way it turned a great promotion into a spectacular event.

"The trick was to not only accomplish the feat of broadcasting over satellite from Mexico, but to make the broadcast fun and exciting for the people back home. This is the first time, to my knowledge, that an entire week of morning shows on a CHR station was beamed across a foreign border via satellite."

#### Advance Planning

To do a remote broadcast from the opening of a new Chicken Delight in the same city requires some careful consideration. But what about all the way from Mexico? Scott said, "We did a lot of call-ins and bits in advance, especially with our regular characters, which meant Ross and I actually had to write a week's worth of material in advance. It took us an additional six hours of writing, and a few more on top of that in the studio."

#### **Business As Usual**

To avoid problems with time zones, Scott, Ross, and the support crew maintained East Coast time schedules. "We broadcast the show from an open-air theater near the pool; getting up and on the air at 4am to account for the two-hour time difference, which meant we had to be awake at 3:30am.

"We had a computer screen on-site so we were able to monitor the ball scores and other news terms which my assistant Anita fed to us. She also typed in the major items from the newspapers which we needed to put the show together. Each hour of every show was completely mapped out, including our drop-ins, the bits, and the phony commercials we use.

"What helped make the broadcasts run smoothly was the ability to talk to everyone back in the studio over an intercom-type setup they used with the satellite. What amazed many listeners," said Scott, "was that we sounded like we were still in New York. We took requests, talked with listeners on the phone, ran contests, did jokes, and everything we'd normally do. We kept things running tight.

"Our contests were arranged so our New York listeners could call in and win. They'd put them on the air in New York, and we'd

Continued on Page 42

# **IRENE CARA**



# "You were made for me"

A/C No. 2 Most Added

# CHR SIGNIFICANT ACTION

<b>WVSR</b>	KMGK	13FEA
WHTF	WHOT-FM	WKHI
<b>WJZR</b>	KQMQ	WJAD
KAMZ	KSKD	KILE
WFMI	WFBG	WAEV
KRGV"	WQCM	KGOT
KTFM		KCDQ

From the Geffen/Network Album
What A Feelin'

Produced by:

James Newton Howard



Management: Selma Rubin



### Satellite Can Be Inexpensive

While there are a number of companies around whose main business is satellite networking and remote satellite facilities, **Jeff Sudikoff**, President of Culver City, CA-based **IDB**, was responsible for the **Z100** remote from Ixtapa, the recent **WNEW-FM** broadcast from London, as well as those for **Q105/Tampa**, **KIIS-FM/Los Angeles**, and several others.



IDB's remote dish

#### No Failures

Denying that IDB's slogan is "Kiss My Dish," Jeff told me it's actually "Get It Up." "We've yet to have a failure," he said proudly, "We have an operator on duty fulltime wherever we do a remote. The only problem 2100 had was when their receiving dish blew off the roof in a windstorm. We bring down two of everything you need one of, and four of everything you need two of, so we're prepared for all emergencies. The odds are that if we can get there, we can get on the air,

"This was the closest we'd ever come to not making it. We were held at the Mexico border for four days after crossing into the country through Nogales, AZ, but we were then turned away at the 21-mile checkpoint at gunpoint. We had to reenter Arizona, under fear of confiscation and a night in jail. So we trucked the dish across Texas and crossed the border at McAllen-Brownsville, where the authorities were more friendly and understanding.

"We were very lucky as we were able to make the bird (Westar 4) in one jump, which I think is a first from Mexico. We were right on the edge of Westar 4's footprint (the coverage area of the satellite), and I would venture to say we couldn't have gone much farther south and made it. Using the dish we provided direct satellite transmission from poolside at Club Med back to Z100, and provided two additional talkback circuits as well. The music was played back in New York."

#### High Quality, Low Cost

So what are the costs for a satellite broadcast? "It's really not expensive, but Z100 added a lot of bells and whistles to its broadcast. The two talkback circuits and the extra time involved in attempting to get into Mexico twice probably doubled the overall cost. Still, the whole week of broadcasting, which included 25 hours of on-line time, plus testing, came to just under \$15,000. This would be less than half of what AT&T lines would have run, and the quality wouldn't have been comnarable.

"When Q105 did a weeklong remote from Winter Park, CO, the whole cost — including a full stere ouplink — ran only \$6500. Broadcasters can now stage a remote. from anywhere with the quality of their own studio. We also did the Rick Dees remote from Tampa Bay for the Super Bowl, and WGN/Chicago used us for the Academy Awards; that was an easy one."



Jeff Sudikoff at the controls

How fast can it all come together? "We can be on location, set up, and on the air in one hour. I advise people to plan ahead when scheduling us. We like to have 30 days' notice on all jobs, but have been able to do some last-minute projects, if they are domestic. When it's outside this country, we require 60 days' notice to deal with the foreign governments. There's no doubt — satellite is the way to go."

# Live From Ixtapa

Continued from Page 41

talk with them. It was hilarious to make them all excited; then we'd say, 'You've just won 10,000 pesos!' They'd get all freaked out and even more excited." So how much is that worth? "About \$50 or so."

#### **Busted At The Border**

If you've ever crossed a foreign border, you know it can be a real hassle. Depending on the mood of the official on duty, the process can be as simple as a few questions, a cursory look at your belongings, a stamp of your passport and visa and you're on your way. In this case, things didn't go as smoothly.

smoothly.

"Ross flew down on Saturday with a group of vacationers, and I flew in on Sunday with our Chief Engineer Frank Foti and another group of vacationers. Neither group had any problems at the border, so we thought this would be smooth sailing. The biggest problem was not being allowed to take the transmission dish into the country. All of the border people thought it was a complex piece of military equipment. It set off a series of phone calls, delays, and red

tape hotter than chile sauce.

"Setting up the dish wasn't that easy, since it was the first time it's ever been done from Mexico, and the satellite folks weren't sure if they could hit the bird in one shot. The linkup worked perfectly, except when a big windstorm came along and knocked over our dish; luckily they were able to replace it with a mobile unit. We covered all contingencies by prerecording a lot of things before leaving, so when the dish went down they just fell back on the prerecorded stuff."

#### On The Road Again

According to Scott, "We kept the Club Med hype to a reasonable level so the broadcasts didn't sound like one gigantic Club Med commercial. All in all I'd say they got about \$200,000 in exposure for Ixtapa, their most unknown location. The people at Club Med were fabulous to deal with, and they showed us and our listeners a great time. Our plans are to do this again with another Club Med location, but exactly where and when is still undecided."

# EVERYTIME Control I SEE YOUR PICTURE



The First American Release from Canada's New Number 1 Female Singer,

LUBA

# Open Door To Radio

So if you're wondering how you and your station can pull off something like a remote broadcast from a Club Med resort, the man to talk to is **John Moss**. He's the GM for **IP-USA**, an advertising laboratory, in conjunction with **Euro-American Communications**. "Last year

ed to be on hand, to wake up in the morning at Club Med and see Scott Shannon and his crew broadcasting was quite a treat for all.

"This promotion and broadcast helped to reflect the change in Club Med's marketing; that is, to be more of a couples environment and less of a total swinging singles scene, without losing the sexiness and mystique of Club

# Contemporary Hit Radio

Club Med wanted to do a direct marketing campaign with some stations, but had some rather unhappy experiences with radio on the spot radio level.

"Still interested in reaching the radio market, they brought me in to help. The remote from Ixtapa was organized to involve Scott and his show for an entire week and accomplish the same goals as a regular flight of spots. In this case necessity was the mother of invention."

#### New Club Med Image

Kicking it off with a **Z100** party to introduce listeners to ixtapa, "The cost was only \$919 per person, including air-fare, all food, and everything they'd need for a great time. For these New York-area listeners and others who happen-

Med. We did this by concentrating more on the activities and the carefree nature of the Club Med vacation."

#### More Dishes To Come

Apparently everyone at Club Med was so pleased with the results that, "We're looking into the possibility of doing more of these," said John, "and putting satellite uplinks at all the Club Meds within the North American perimeter, including those in Mexico, Guadalupe, Martinique, the Bahamas, and Haiti. I think this will make a wonderful venue for other local radio and TV stars to do remotes from other Club Med locations."

Any stations interested in the possibility of doing their own satellite remotes from a Club Med resort should contact John Moss at IP-USA, 1270 Avenue Of The Americas, Suite 1905, New York, NY 10020; or call him at (212) 245-2500.

#### Motion

KILE/Galveston promotes Paul Douglas to Assistant MD ... Air personality Ross Holland joins KRRC/Sloux Falls from WFXC/Bay City, MI ... Russ Gray exits KXX106/Birmingham for a slot at G106/Chicago, leaving KXX106/Birmingham for a stot at G106/Chicago, leaving KXX106 PD Kevin McCarthy looking for a strong jock with production/promo ability ... Tim Comer returns to WZON/Bangor for the summer from KRVB/Vail, CO ... KTRS/Casper MD Rick Lane departs for an airshift at KFRX/Lincoln ... "Tyler" joins WERI-FM/Providence from WROR/Boston to do 4-8pm ... Music Coordinator Babette Stirland upped to Supervisor/Music Programming & Research at WNBC/New York ... Andre exits WBLX/Mobile for late nights at crosstown WABB.

Congratulations to WRKR/Milwaukee's Operations Manager Pat Martin and wife Jennifer on the birth of their son James Jeffrey . . . And for the record. Tony Saro is coming to KKHR/Los Angeles as Promotion Director, not Tom Sgro at KHTR/St. Louis as previously reported Chuck Beck exits the PD gig at KKQV/Witchita Falls, TX and can be reached at (817) 691-4465 . . . Craig Roberts and wife Elizabeth leave KHTR/St. Louis for KITS/ San Francisco, where Craig will become MD and do nights while Elizabeth becomes Promotion Director. Lynchburg promotes noon-3pm talent/Public Service Director Scott Walker to PD, as Operation Manager Mike Carroll becomes Station Manager . . . Former ZZ99/Kansas City MD Mike Benson has landed the PD slot at WKHQ/-Charlevoix, Mi . . . Tom Rush exits KKAZ/Cheyenne's 7-11pm shift and is available at (307) 632-5060 or (312)

#### Bits

 Free Summer! Q107/Washington offered listeners a chance for a "Free Summer" filled with concert and theater tickets and 107 of the summer's hottest albums. The "Q" winner was drawn from call-in winners.



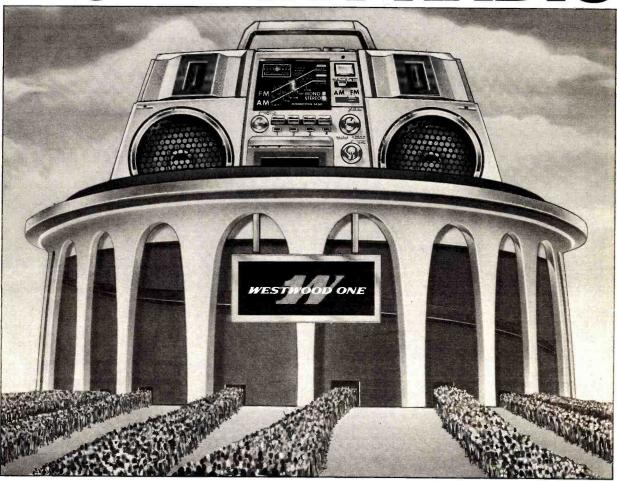


MICHAEL JACKSON'S OTHER GLOVE — KDZA/Pueblo, CO received a Michael Jackson lookalike glove from Epic Records as an invitation to a party celebrating 30 million copies sold. The station gave away the framed glove and the Jacksons discography to a lucky listener who named all of the songs heard in its Jacksons special. Shown here with glove in hand (I-r) are Gary Springfield, winner, and PD Rin Avias.



CLIMB TO CONQUER CANCER — KZZP/Phoenix asked its listeners to hike over four miles to raise \$50,000 for cancer research. Seen here with the "Official Jock" hat are (I-r) air personalities Chris Shebel and Steve Goddard and Mayor Terry Goddard.

# BIG EVENT RADIO



For the biggest events on radio it's WESTWOOD ONE...and only! Barbra Streisand in her only radio special of the '80s, the US Festival '83, the only stereo satellite simulcasts with HBO, Showtime and MTV featuring superstars like Stevie Wonder, Billy Joel, Willie Nelson, Culture Club and Olivia Newton-John, the NARAS Grammy Awards Special, the Ronnie Lane A.R.M.S. Benefit starring Eric Clapton, Jimmy Page, Jeff Beck, Bill Wyman and Charlie Watts, the historic "Asian Invasion" live via satellite from Tokyo, "A Tribute To Marvin Gaye," and international concert exclusives with the biggest superstars in music like Duran Duran, Pretenders, John Cougar Mellencamp, Pat Benatar and many more.

More than 3,000 U.S. radio stations carry our big events and regularly-scheduled programs, radio success stories like "Off The Record with Mary Turner," "Live From Gilley's," "Dr. Demento," "Earth News," "The Rock Album Countdown," "Special Edition," "The Playboy Advisor," "Star Trak" and the "Superstar Concert Series," just to mention a few. And that's not all! We're the official

Spanish-language radio network for the 1984 Summer Olympic Games. And we'll be providing major sporting events live via satellite nationwide in the months to come. We're America's largest producer/ distributor of nationally-sponsored radio shows. And our programs are brought to you by America's most important national advertisers. reaching radio's biggest audiences. So if you're looking for that special audience that only radio delivers. remember-for the biggest events on radio, it's WESTWOOD ONE... and only!

WESTWOOD ONE

# Adult/ Contemporary

**RON RODRIGUES** 

PART ONE

### Non-Support In AM Stereo

Since almost all of my radio experience has been on the AM band, the thought of stereo broadcasting on that medium still excites me. I use my newly-acquired AM stereo receiver often and I'm still amazed with the sound quality, which almost matches that of FM.

But many programmers are worried that growth and usefulness of AM stereo is being inhibited for many reasons, and I can relate one example from personal experience. I recently walked into a small stereo shop in Hollywood looking for the Sony AM stereo Walkman. The store owner said he didn't stock it and further claimed that Sony didn't make such a thing. "And besides," he snorted, "you can't get AM in stereo."

However, right under his hand was the Walkman in question on display! Even after I pointed it out to him, he continued to argue that AM "doesn't come in stereo." (Before starting a fistfight, I exited and bought it elsewhere).

Such a lack of retailer awareness is one problem. Programmers also wish manufacturers would step up their support of the technology, and some suggest that possible listener confusion over the multi-mode system isn't helping any.

KFMB/San Diego PD Mark Larson feels that a nonchalant attitude from both the manufacturers and the retailers is curtailing the popularity of AM stereo. "Right now, the best advantage AM stereo can provide a station is promotion-oriented. We can't be hardware-oriented because the manufacturers aren't going through great media campaigns to get the word out that their products are available. So, since most listeners can't receive us in stereo, it's the image value that counts. As an example, although one of our competitors went stereo before we did, we began promoting it sooner. Our research showed that the impression left on the community is that we went stereo first.'

KOMO/Seattle Director/News & Operations Ken Kohl agrees that retailers and manufacturers have been less than enthusiastic. "The equipment isn't in the stores, and the manufacturers aren't turning out the product fast enough. Moreover, they're doing absolutely nothing to inform the sales-



Mark Larson

Ken Kohi

people on the floor about AM stereo. Sony has created a couple of great, quality products, but they've only placed a total of 700 units in the entire Seattle area! We offered a 50-50 co-op plan with area retailers recently. If they spent half the commercial talking about AM stereo equipment, we would pay for half the spot, but we only had one or two takers.

Likewise, WMTR/Morristown, NJ GM Pete Arnow offered retailers free advertis-



SAMPLING STEREO — CFAX/Victoria, BC promotes AM stereo through a mobile listening post. Station engineers installed a Sony portable receiver Inside the "post". AM stereo can be heard through speakers or with headphones. The unit travels to community and business events. Shown giving a demonstration to a listener is CFAX President/GM Mel Cooper.

ing on his station in return for stocking Walkmans consigned by the station. WMTR further supported AM stereo with its own print advertising.

Mark Larson pointed out that until the hardware supply problems are rectified, stations need to educate their listeners on just how good the new technology sounds. "The best way to use AM stereo now is to give people concrete evidence that it is superior to the old system. KFI/Los Angeles is doing a great job of that by setting up listening posts so their audience can get a chance to sample the stereo. But be careful with the amount of promotion you do. I would hate to be talking about AM stereo, only to have a listener who's using an old radio respond, "I don't hear any difference!"

But Mark says that matters won't get better until product availability is greatly increased. 'One of the most frustrating elements of this project is keeping up the interest on the retail level. Sony's merchandising people can't even provide us with a list of retailers carrying their products. Many stores themselves don't know if they carry them. As an alternative, Sony is going to sell us product that we will in turn sell on the air. We'll be offering a Walkman and a Padres jacket for \$76, capitalizing on the station's dial position. That's a great saving over the cost of the two items seperately. I'd rather do this through a retailer, but I can't find those who sell the Walkman." Ken said his station is holding back on

Ken said his station is holding back on promotion efforts until he sees a bigger commitment from retail. "We have a cache of AM stereo radios stored up for giveaways, but we're not going to generate excitement about a product that's not widely available. There's no point in shooting our load without the associated followup support."

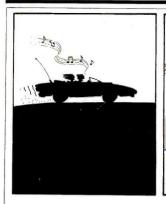
Despite the sluggish attitude from suppliers, all three managers predicted that a significant number of stereo receivers could be in the marketplace in a rather short period of time. "The manufacturers," said Mark, "are the key to the future of AM stereo. If they go out and fill the stores with product and support it with advertising on AM stereo stations; and if they work with the stations on promotions and giveaways, there could be a significant impact in San Diego in as little as two years. But with the way manufacturers are moving, it will probably be five."

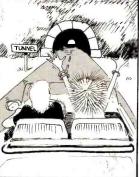
Ken Kohl agrees with the timing. "I'd like to see the manufacturers be required to provide AM stereo in their audio systems. As soon as the makers fully commit themselves to AM stereo, it can be widely distributed in the marketplace in 3-5 years. It could even be faster if noncompeting AM stations would form cooperatives to promote AM stereo. We're starting one ourselves."

And Pete Arnow, who helped pioneer stereon FM at one of his stations 20 years ago, said the car radio will be the real barometer. "It's not going to happen overnight. Look how long it took FM stereo to get off the ground. It will actually be easier in this day and age because we don't have to explain what stereo is! The replacement market in automobiles will be the biggest factor. I'm estimating three to five years, which is faster than I originally thought it would take."

Next week: Building and promoting AM stereo.







"STOP THE CAR!"



"I didn't want to miss my favorite part of the song.





#### STEVE FEINSTEIN



# Pollack: Up With Entertainment

Over 80 radio programmers and managers convened in Dallas to sweat it out at the recent Jeff Pollack Programming Seminar. The group included representatives from 25 American AOR clients, as well as a number of Australian and New Zealand stations. In this interview, Pollack offers his view of how AOR can meet the challenges it faces in today's marketplace.

R&R: Was there a particular message you wanted your programmers to take

JP: Yes — the bottom line to good radio is entertainment. Sometimes we spend too much time figuring out which songs are going to be in the power rotation, and not enough time building a station's excitement and sizzle level.

The PDs we work with are bright, and program very competently from a music standpoint. We try to remind them, though, that what goes on between the records and how it's promoted are also major priorities. These elements are not just nice to have they're critical. It's worth noting that one of the reasons CHR is doing well is because it's fun to listen to and has tremendous

R&R: What kind of entertainment do you mean?

JP: The kind of entertainment you get from tantalizing promotions and contests that sound good even to the listener who's not participating. Also, great production pieces, and jocks who sound excited, who do shows, not shifts.

All of these elements combine to give a station an overall tempo, and a feeling that you're going to miss something if you don't listen. I also think listeners like a radio station that makes them laugh.

R&R: Any specific examples from your client stations?

JP: WYSP/Philadelphia created an astonishing publicity campaign to let the audience know that a jock they had hired away from the competition was off the air because he was forced to sit out a 90-day non-compete clause. They also did a "No Russian Rock Weekend" as a tongue-incheek response to the Soviet boycott of the Olympics.

WEBN/Cincinnati broadcasts an imaginary "Fool's Parade" every April 1, and they've run their frog mascot for mayor. KWHL/Anchorage got front-page coverage in the L.A. Times for its "Save The Whale" campaign. These are just a few examples of the kind of activity that make a truly outstanding radio station.

R&R: These kind of events and stunts must require more creative energy than standard contests or co-promotes.

JP: Yes, and that's why most of them aren't the brainchild of only one person. Someone at the station may read an item in the newspaper that sparks an idea, and then the entire staff pitches in to develop it.

R&R: Why don't stations engage in this type of fun and games more often?

JP: It's not that most programmers aren't capable of it; people in the business aren't dull themselves. The problem is they feel so much pressure to be successful that they become conservative, eliminate anything that smacks of being a negative, and forget to then add some vitality back in. But there was never any reason to take the life

# A K-Whale Of A Story



### Open Letter to Citizens of Alaska

In the past two years we at KWHI. have been an integral part of the State of Alaska. In that time we have come to know the deep respect we all have for our unique environment and the animals that populate it. We all share a grave concern for our environment and have a vested animals that populate it. We all share a grave concern for our environment and have a vested interest in what transpires in our state.

If your station's logo featured a whale, and your call letters were the phonetic equivalent of same, you'd certainly take umbrage at an out-of-state theme park's plans to capture a number of the creatures in your back yard. Such was the case at KWHL/Anchorage recently.

San Diego-based Sea World took out advertisements in Alaska newspapers to generate support for its plan. The ads included coupons marked "I support Sea World capturing Alaskan killer whales" for mailing to the state's Governor and Department Of Fish & Game Commis-

KWHL felt the public should hear another side of the story, and ran ads with a similar style layout, but also including alternate points of view and coupons that offered a choice of support or opposition of Sea World's plans. The Fish & Game Commissioner received over 7000 coupons from KWHL's ad, running 100-1 against the capture of the whales. The state then declined to issue a permit to Sea World, which although legally required to obtain only federal permission, decided to heed public opinion and scrap its plans for at least the rest of this year.

PD Carter B. Bradley says the station's activism is not just a one-shot deal. "When there's assue of concern to the community and we think we should be involved, we'll do it. Why straddle the line? If we feel strongly, we'll support our stance 100%."

out of rock radio. A station should have an overall feeling to it, a collective character.

R&R: What would you say to those people who accuse programming consultants of having helped destroy individual station character by advocating a uniform, homogenized approach?

JP: I would say emphatically not to group us with those responsible because that's never been our style. Our client stations have always strived to be a step above in every area – not only in music, but in personality, promotions, and presentation.

"Sometimes we spend too much time figuring out which songs are going to be in the power rotation, and not enough time building a station's excitement and sizzle level"

You can have an approach to doing radio that tries to please as many people as possible. At the same time, local input and character have always been an essential part of our programming philosophy.

R&R: What role can a consultant play in building station character? Isn't that a function of the hands-on staff?

JP: It's the programmer's job to build that station character. After all, he or she lives in the market and has a feel for its unique flavor. Our role is to inspire programmers to create magic at their stations. We act as cheerleaders, reminding the PDs we work with how critical a distinctive on-air attitude is in setting a station apart. This is particularly true in an era when competing stations are making relatively few musical errors. Radio programming is showbiz; a station has to have a little P.T. Barnum spirit to it.

R&R: What part does creative production play in building a station's character?

JP: It adds so much sparkle to an air sound. At this point, there are so few stations doing consistently great production that those who do stand out remarkably.

But it's not as simple as saying, 'OK, let's start doing great production,' and then buying some new equipment. The real key is creativity and imagination. Good ideas and good writing are at the heart of good production.

R&R: Where are stations going to find more great production people — the 'renaissance people' of radio who can write, do voices, sing, and are wizards with a blade?

JP: It's tough. You may not find people who are brilliant in all areas. They may not have the best possible voice, or write the best copy. But that gets us back to collective creativity. You need a situation where more than one person at the station contributes to putting together bits.

R&R: Where do you stand on how close musically an AOR should be to CHR?

JP: Our philosophy remains that AOR should play as many compatible crossover records and be as broadbased as we can, while not confusing or alienating our core

Continued on Page 48



COCKTAILS FOR THREE — A cocktail party reception finds (i-r) ABC Radio Network/Director Of Programming Tina Press, KRCK/ Portland GM Bob Fauser, and Jeff Pollack in



FOOD FOR THOUGHT — All that radio talk makes a program director hungry. Pictured at a Texas-style barbeque are (clockwise from left) KOME/San Jose's Pat (Dolly) Evans, KWFM/Tucson's Jim (Gabby) Ray, WYSP/Philadeiphia's Michael (Hoss) Picozzi, WRCN/Long Island's Marc (Little Joe) Coppole, and KLOS/Los Angeles' Tommy (Festus) Hadges.

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SUNDAY AS 8:00 pm Showcase at the Rtz \* whists DIFFORD & DAY AUGUST 5th

1:00 pm-2:30 pm PRESIDENTS PANEL

Robert Summer, RCA Marty Scott Jern Group

Gale Sparrow, Warner Arnes/ MTV Moderator Jeff Stein, Naked Eye

Jeff Stein, Naleof Eye
Annabel Jankel, Cucumber
Beth B B Moves
More to be announced
D1's and REPROXERS
ALTERNATIVE TALENT AND
BOOLING WORKSHOP
PAUT POSISY, Bind Dates/
Danceteria, Moderator
Front Stein, Mindo

3:00 pm-4:30 pm

ockwell, N Y Times.

John Rochaes, N.Y. Times, Moderator Robert Draniga, Village Vanc-Moderator Robert Draniga, Village Vanc-Moderator School Robert Patrice No. 2004 Robert Patrice N.Y. Times, Robert Patrice N.Y. Times, Robert Patrice N.Y. Times, Robert Stance, T. R. Riccord Gorge, Britiscand National Control, Britiscand National Patrice National Patrice National National Patrice National Na

Mark Didla, WYSP
Charise Kendalt, WNEW-FM
Mile Harnson, KMET
Bill Bennett, Epic Records
Sean Coaldey, Arista Records
Marko Babineau, Geffen
Beth Rosengard, Independent

STATE OF THE ARTESTS'
RECORDING CONTRACT:
A Mock Negotiation
More to be announced
BLACK MUSIC MARKETING
AND PROMOTION

AND PROMOTION
White Simms, Jack The
Rapper, Midderland
Herb Transich, Solar
Mary Lu Baddeurs, Werner
Bross.
Rowens Harris, Polygram
Ermis Singleton, MICA
Harris Caldwelf, Affarenc,
Paloben Rüdmiguer, steland
Bert Coleman, Tommy Boy
Varmon Staughter, Columbia

MAL DIRECTIONS IN

AGM ATTRIC TILL BROOK
MONDAY AUGUST 6th.
10:30 am
Keynote Address by Trever
Hern, ZTT Records

#### N [ W M U S | C AT THE N.Y. HILTON AUGUST 6, 7, 8, 1984

S:00 pm BREAK DANCE EXHIBITION

Mechanig 9:00 pm Showcase at Irving Plaza Isstuming DANSE SOCIETY (Ansta)
THE SISTERS OF MERCY
(WEA)

TUESDAY ALIQUIST

7th. 10:30 am-12:00 pm INDEPENDENT LABELS:

Records
Aaron Fuchs Tuff City Records
Cathy Jacobson Streetwise
Records

vin Schlacter Prejude

Marvin Schlacter, Prebude Records Barry Kobrni Important Gary Glavis Roschier Records Bill Hine, Enigma Records TALEST AND PORCINE PUBLICITY MISSIC/FILM/PIDEO: A Menage a Tiops? Jeff Frankan, ATI Danny Godblerg, Modern Records/Faramount Pictures More to be announced

1:30 pm-3:00 pm ARTIST MANAGEMENT Moderator Cliff Burnstein, Def Leppard Islanna Kneppler, Nina Hage

Frank Paley, Venture Bobby Startup, The Eastside Julianna Kneppler, Nina Hagen Roger Trilling, Material Dave Massey, Wling Chung Paul McGuiness, U2 Bob Singermen, Singer Mgmt RMYTHM RABIO: The Oub Vince Bannon, Ceremony Cath Cohn I Bearn/KUSF Gary Toxic Golden Voice Paul Boswell, The Agency/SST Frank Roccio, Pepermint Lounge/Night Gallery Peter Wright Progressive Alternative Walt Love, Radio & Records

Scotty Andrews, V103
Joe "Butterbait" Tamburo. Joe "Butterball" Tamburo. WDAS Lynn Tollwe, WZAK Graham Armstrong, WGCI Brute Bailey, WHLD Sonny Raylox, WRICS Jeff Wyatt. WHLS. WITENARTOMA. MARKETIME: Foreiding Action Acquired the Wildred Action Acquired the Wildred

Artists Around the World RETAIL AND DISTRIBUTION Pluss Solomon, Tower Records

Noticeator
3:30 pm-8:00 pm
A&R: Picting Them Up and
Turning Them Deser A&R: Picking Them Up and Turning Them Down Micheal Leon, A&M, Moderator Simon Potts, Ansta Records

Nancy Jeffnes, A&M Records Jerome Gaspar, Polydor Jerome Gaspar, Polydor Records
Records
Mile Rosenblatt, MCA Records
Cory Robbins, Profile Records
Carol Childs, Getten Records
Bruce Garfield, Capitol Records
TRADE ASSOCIATIONS
More to be recovered.

More to be announced SPECIALTY LABELS AND DESTRIBUTION
INCHTCLUBBING AROUND
THE WORLD.

5:30 pm THE ARTISTS PAREL.

Lou Reed Afrika Barnbaata Deryl Hall, Hall and Oates Melle Mel Fred Schneider B-S2's More panelists to be

9:00 pm Shoircase at the Ritz featuring. ASMAD (Mango), GENERAL PUBLIC, (IRS) and BLACK FLAG (SST)

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WEDNESDAY AUGUST 8th 10:30 am-12:00 pm VIDEO PROGRAMMAG: No

Moderator Stephane Shepherd. Telegenics Kevin Wendle, NY Hot Tracks

Reun Wendle, MY HOT Wacks David Bengannu, Fn Mine Victe THE FUTURE OF POP RADIO Joel Deriver Radio & Recoverly, Möderator Rick Peters WHIT Sonny Joe White WXXIS Buck McWilliams, WZUU Larry Benger WPLJ Jum Rising Rising e Stevens W880

Bruce Stevens WBBO Mone to be amounced BABCE MASKE MARKETING AND PRODUCTION Steve Stoff, RCA Records Brad LeBeau, Pro-Motion Mare Willerson, Importe 12/ Disco Net Jeff Gold, A&M Records Jerus Lineau Linux, Ellinata Billiack Jerry Janvs, Flonda Black Record Pool Alan Robinson, WARD Dennis Wheeler, This Beat's

1:30 pm-3:00 pm CROSS OVER PROMOTION

Malong the Mega-Hits. lerry Jaffe, Polygram, Moderator Moderator
Don lenner Ansta Records
Mitte Bone, Elettra Records
Rick Stone, A&M Records
Walter Winnick, Epic Record
Daniel Glass, Chrysalis Reco

Harold Childs, Polygram NEW NOUSIC RABOD Robert Haber, CMI, Moder Mad Max, 91X (San Diego) wad Max, 91X (San Diego)
Jane Davis, WRAS (Atlanta)
Dave Einstein, WHFS (Wash DC)
Harry Levy WKSF
Michael Plan, IRS More to be announced INTERNATIONAL LICENSING: Profits and Pitfalls, A Mock

A CASE STUDY IN

3:30 pm-6:00 pm PRODUCERS Gary Gersh, EMI Records, Mederator Moderator Rupert Hine Corny Plank Adnan Sherwood Arthur Baker Michael Jonzun Richard Burgess Me Rodgers Trevor Horn, ZTT Rob Dissenses and services

Tever Horn, ZTT
Bob Clearmountain
ALBUM RADIO
Steve Smith, Alburn
Network, Moder
Bob Kranes, WBCN
Dave Logari, KFOG
Alan Sneed, WKLS
Mire Harnson, KMET

Andy Denmar, The Sou CHARTING THE HITS

Ken Barnes, Radio and Records ALTERNATE PERSPECTIVES

ALTERNATE PERSECU\$4.30 pers
WORLD SEMINING
EXPOSITION.
Showcase at the Ritz, TALK
TALK (EMI)
DAVE MAN TIEGHEN
Closing Party at Parades
Garage ROBERT CORL
(Eleidra)

(Elektra)
RUN DMC (Profile) and
DOMMATRIX (Uproas)
Street Wise)

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R&R: What's the mark of a Pollack-consulted station?

JP: The market-by-market strategy that takes into account individual competitive situations. The biggest compliment that someone can pay our company is to say, "I went into a market and couldn't tell which station is the one you work with." The fact that the stations we advise all sound different from one another is the key to their success.

#### AS THE ICE WATER MELTS

### **Programmers Rate The Sessions**

In talking with programmers after the seminar, two speakers were consistently mentioned as informative and provocative. Here's an inside peek at those panels

#### Motivation: What You Give is What You Get

We've all heard motivational experts who seem to be simply stating the obvious. But Lou-Heckler's message impressed a number of PDs, including WCMF/Rochester's Trip Reeb. In Trip's words, Heckler explained that "most people will perform to your expectations of them;

that is, provided those expectations are conveyed clearly, the level of their performance will generally match the level of your expectations.

"Motivation is nothing more than extending someone an invitation to behave in a certain manner. But your invitation has to be accepted and acted upon. Sometimes you can issue the best invitation possible, yet a person just won't respond. In that case, there's nothing you can do to motivate them."

Heckler cited a textbook example of how people perform according to the expectations of individuals in authority or leadership positions. He told the story of a schoolteacher whose roster included the IQ scores of her students. She treated the pupils according to their test scores, and each student's performance matched her expecta-



When the teacher was transferred to another district, she assumed that the numbers next to her new students' names were also IQ scores. This time they were actually locker numbers. Her treatment of this group of students also influenced their performance, despite the fact that her expectations were based on incorrect information.

#### Radio Wars: Take No Prisoners

Surely you regard your struggle to beat other stations to the top of the ratings heap as a keenly competitive fight. But have you ever considered it to be analogous to no less than outand-out war? That call-to-arms was the theme of a "War Strategy" speech given by Sandusky Radio President Toney Brooks, applying principles of war to marketing. Toney summarizes:

"The authors of 'Positioning: The Battle For Your Mind' refer to a strategic square of 100 typical companies in the same business. In terms of marketing strategy, one competitor plays defense, two offense, three should be in flanker movements, and 94 of them should be guerrillas.

He elaborated with a breakdown of the groups:

The company on top plays defense

· A couple of strong competitors wage offensive war directly against the leader by playing the same game that it plays

Toney Brooks · A few more competitors who are new or not quite as strong carve out a niche by going against the leader's perceived weakness instead of against its strength

. The guerrillas carve out a small segment of the marketplace and defend it. They also stay flexible so they can hightall it when the situation changes, in the hope that they can live to fight another day.

Toney says, "Most radio stations are in a flanker position, trying to get around a wellentrenched leader by using an alternative posture, whether it's 'more music,' 'commercialfree' or 'personality."

Toney's bibliography for his talk on marketing warfare was:

"On War" by Carl Von Clausewitz, a 19th-century Prussian general.

"On Strategy" by Colonel Harry Summers, a professor at the Army Command and General Staff College

Various lectures and articles by "Positioning . . . " authors Al Ries and Jack Trout.

### **Pollack**

audience. We still believe it's counterproductive to try to be all things to all peo-

R&R: What impact has CHR had on AOR's music mix?

JP: AOR programmers have become more openminded to playing more varied kinds of music in order to be broader-based. There's more of a record-by-record evaluation, and less consideration paid to image.

The CHR explosion has been very healthy for AOR, reminding us that we have to reflect the music of today or else we're going to get beat. This is not to say AORs won't still have a historical heritage and include the great music of the past twenty years. That remains one of our major advantages over CHR.

#### SEGUES

WRXL/Richmond's new address is 3245 Basie Road Richmond, VA 23228. The phone number remains (804) 282-9731

Craig Patterson replaces Amy Hlatt as MD of KEZY-AM & FM/Anahelm.

Don DeWolf moves to KFOG/San Francisco for mornings from KKDJ/Fresno . . . Bob Schmidt leaves latenights at KGON/Portland, replaced by Peter Boiger from WIBA/Madison. Also, KGON MD Inessa York takes over mornings from the exiting Dan Clark . . . At KZAP/Sacramento, Dorlan MacKenzie is upped from weekends to late-nights as Dale Kelly exits, while Zeb Norris replaces Brad Lee on KZAP overnights . . . Chris Casey (Casey Keating) leaves KRSP-FM/Salt Lake City for the Production Director post at KPLZ/Seattle, while Jeff Bordener is upped to KRSP-FM evenings and Joe Meyer joins for weekends . . . Lee (Beef) Eckley joins CHUM-FM/Toronto for alternoons from crosstown Q107.

New weekend warriors: Eddle X adds a weekend shift to his duties as Local Music Director at KROQ/Los Angeles . . . Robin Coates and Sheryl LoBue start at WHMD/Hammond . . . Eric Funk and Karla Stevens are new parttimers at KREM/Spokane, where Dave Douglas is moved from parttime to nights.

CIIII Nash is upped from weekends to Promotions Director at WPYX/Albany . . . Promotions Coordinator Pem Nowlan joins WAAF/Worcester.

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# DAY VAIGHAN

**COLD SHOT** 

**Hot Tracks** 42





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NOTES FROM ALL OVER

# Country Closeup

Bouquets, brickbats, and other assorted novelty items from the cluttered desk of a Country editor.

Highways & Heartaches — WJKZ/Nashville has come up with a free road service they call "KZ Country Radio Rescue 100." Rescue 100 is a fully-equipped wrecker that traveis Middle Tennessee freeways during rush hours helping stranded motorists get on their way, while also providing traffic reports for the station. The vehicle and driver are provided by a local wrecking



company, and the rescue unit carries enough water, gas, air, and the like to get most disabled cars to further help. It also has communications equipment to keep in touch with the station and summon extra help when necessary. Among the first week's "rescuees" — who all received a printed handout explaining who rescued them — were a lady out of gas with six kids and two dogs, a tourist from North Carolina with a flat tire, and a man whose car caught on fire. PR Director Arden Bowman said, "Most people are skeptical. They can't believe someone is helping them and not charging for it." Great idea, KZ Country!

Up Against The Wall — Lineups from around the country: KEBC/Oklahoma City has Danny Williams in mornings, followed by Joe McIntosh, Olin Wells (from KOMA/Oklahoma City), PD Lynn Wagoner, and Tim Perkins. who was upped to overnights from weekends. . . WIVK/Knoxville starts the day with Claude Tomlinson, then Bob

Thomas, Ed Brantley, and Mickey Dearstone. Sister station WHIG features Curtis Parham and Walker Johnson in the AM, with Becky Lynn, Dan Bell, and Your Dave Young rounding out the airstaff... WIGL/Tuscaloosa has Don Rodney Vaughn, Glenn Stewart, Mike Curtis, and Joe Daniels on the air for PD Mark Lindow... The new WYAY/Atlanta kicked off with this lineup: Jim Stewart (former WPLO/Atlanta afternoon man) in mornings, George Van Voorhis, Mike Bradford (from KKRC/Sioux Falls), Joel Williams, and Denise Hall.

Full Circle - Don Crowley, Asst. PD and personality at WDAF/Kansas City, called the other day to tell me live country music has returned to the station in the form of "The 61 Country Jamboree." WDAF, in conjunction with local amusement park Worlds Of Fun, features 90-minute broadcasts each Saturday night, with Don as MC. The shows consist of a regular house band the Denver Locke - plus three popular local artists who are on each week. In addition, a different local artist is featured every week. Don said, "There is so much local talent here we felt it was time to showcase them, as well as the major country acts who appear in concert in the WDAF region."



WDAF carried shows like this years ago. PD Moon Mullins said, "We're really excited about the 61 Country Jamboree. It's



OH, MADISON — Madison, WI was a stop on a Vince Gill promotion tour, so of course he stopped by the WTSO studios to chat. While there, MD Pat Martin, second from left, and PD Andy Witt, right tried to give Vince a station T-shirt as RCA rep Dale Turner (so used to taking freebies during his radio days) temporarily forgets he's allowed all the Nipper shirts he wants and attempts to take it for him-

# To All The Commies We've Loathed Before

Consider for a moment, if you will, that particular void in time: those precious few moments when the all-night guy slides from his chair, and for but a brief moment, locks bloodshot gazes with the recently-arrived morning impresario. To contemplate the nefarious plots conjured by the minds of those coffee-wired night mavens and their too-asleep-to-berational AM brethren strikes fear into the darkest of corporate hearts. There are eight million stories emanating from the black hole of jock transitions; this is but one of them.

'Twas a particularly uneventful dawn as WQKS (KISS-FM)/Miaml all-night jock Mitch Mahan commiserated with Collins-in-The-Morning over the Soviet Olympic withdrawal. As their disgruntlement grew from a festering sore to exasperated outrage, the pair decided something had to be done — and they were the ones to do it!

"Upset, peeved, and really mad" was Mitch's self-described state of mind as he penned special lyrics to Dewayne Blackwell's composition of T.G.Sheppard and Clint Eastwood's "Make My Day." Meanwhile,



KISS-FM's Mitch Mahan (I) and Collins-In-The-Morning (r) listen to a tape of their record "Commie, Stay Away."

Collins-In The-Morning was busily assembling South Florida's most patriotic band, the Gator Kleks. It wasn't long before South Floridians knew where these latter-day Nathan Hales stood, as the following strains blared forth from KISS: "Commie, Stay Away."

#### (Verse 1,

One day in May gettin' ready in L.A. for the flame and the IOC The USA standin' tall in the air, Takin' each country's needs in care. The Olympics paid by sponsors' money So the taxed folks don't have to pay. Then the bear stepped in with a Communist grin and said, "It ain't safe, we'll stay away."

#### (CHORUS)

Oh, can't you hear us say,
"Go ahead, stay away."
With truth and wisdom we'll teach
'em a lesson
(We don't care if you ever come here)

Go ahead Commie, stay away.

#### (Verse 3)

By mistake a couple walked into a bar Where the KGB hangs out. They started comin' on about poverty And started to brag and shout. They were making toasts about Vietnam And knocking the USA From behind a tree trunk Uncle Sam jumped, "Go ahead Commie, stay away."

#### (Verse 4)

So all you Reds, you skunks, you geeks Who try and shield the light, Don't try to spread your insanity, You'd better start doing things right. If you don't heed this warning. Then you'd better start learning to pray That never again will you hear us whisper . . . .

"Pinko, stay away."

#### (Varea 2)

Somewhere in the world where freedom rings
The Commies try to park.
They know they'd better hurry
'Cause freedom sings like a lark.
The pinkos try and surround us
But we'll fight 'em anyway.
And we stand up tall and tell 'em all,
"Pinko, stay away."



#### (Rap)

No style, no Cuba on file.
Do you feel lucky, Pinko?
You think you done good in Afghanistan?
Just try and land on Miami Beach.
A country has to know its limitations,
Chernenko.
Thank you for being an American.

As you might imagine, requests for "Commie, Stay Away" have been tremendous. KISS-FM is selling it for two bucks with the proceeds going to the U.S. Olympic Committee. National distribution is being handled by the **Jack Pride Company** in Nashville at (615)320-0878. If you hurry you can get a copy just in time for the big event!

been a long time since the Brush Creek Follies and Cowtown Jubilee left the air, and there is a need for this type programming in 1984. With its signal and ratings, WDAF is the right station to bring it back."

Don't be surprised if more and more of this kind of programming starts to pop upespecially on AM stations looking for something different to offer listeners. Live broadcasts with local acts are very much a part of the heritage of today's Country radio, and just may be part of its future.

Kudos — Congrats to WIBR/Baton Rouge PD Stewart McRae, who recently received the "Governors Award of Merit" from the Louislana Music Commission for his "contant and ongoing support of this state's music makers." The yearly get-together works to reinforce the progress made duning the year by Louislana artists, songwriters, and performers. It was the first time in the history of the award that it was given to a member of the broadcasting community

Continued on Page 52

# Nashville This Week



SHARON ALLEN

# The Good And The Bad

Remember Archie Campbell's story, "That's good . . . no, that's bad?"

Well, on the way to a concert appearance in Rome, GA over the Fourth of July, Bandana's bus was totaled. That's bad . . . no, that's good. No one was injured. You see, bad weather and road conditions prohibited them from avoiding a semi which was over-turned, blocking the highway. Other motorists had stopped their cars to look at the wreck, creating even more congestion at the scene. Unable to stop, the group's driver, Michael Edgar, avoided hitting cars with passengers at the site and guided the tour bus into the already wrecked semi. Oh, I guess that's good . . . no, that's bad. By this time the band was really concerned about getting to the show on time, so they had the bus towed and rented some vans to get them to the outdoor concert. They arrived ten minutes late. And that's bad? . . . no, that's good. They found that, due to severe weather conditions and wind, the stage had collapsed right at the time that they would have been center stage. Oh, that's good .

#### Sandy Pinkard: Memphis Or Bus

Pinkard and Bowden and the Judds were returning from the Jim Halsey Showcase '84 at Billy Bob's, Ft. Worth, when their bus driver pulled into a truck stop near Little Rock. The driver thought everyone was asleep, so he got off the bus for a cup of coffee. Minutes later, Sandy Pinkard awoke and went inside too. He never found the driver inside, and consequently when he returned to the parking lot the bus was gone. Nearly five hours later they discovered his absence. In the meantime, Pinkard was making the best of a bad situation. He was hitching rides with truckers, via CB radio, who were delighted to assist him in catching the bus. At one point, Pinkard saw the bus pass (before his very eyes) on the highway while he was at a roadside pay phone. Now, ever more determined to catch up, he finally did - in Memphis.

#### **And Yet Another Victim**

Helen Cornelius's newly refurbished Silver Eagle was still in the garage when it was gutted by a fire that destroyed her sound equipment, stage clothes, and other personal items. At present, she is leasing a bus in order to fulfill all current fair dates.

#### This Bud's For You

Earl Thomas Conley is taping Budweiser commercial spots. No airdate is set, but the 03 and 60-second spots are beginning with a regional campaign in the Southwest and will, it's hoped, develop into a national campaign.

#### In Memory Of The Mama Who Tried

Merle Haggard's mother, Flossie Mae Haggard-Scott (81), passed away July 7 in California. Ms. Haggard-Scott, a native of Harrison, AR, had been employed by the

Quality Meat Company as an accountant for 21 years before retiring.

In 1981, her famous son released a tribute LP to her, "Songs For The Mama That Tried," and before that in 1968, the single, "Mama Tried."

#### Scenes From Fourth Of July Events

The Statlers played to a family crowd at their annual homecoming concert and celebration in Staunton, VA.





Willie Nelson's 12-hour-plus Picnic marathon at Austin's South Park Meadows featured Joe Ely, David Allan Coe, Kris Kristofferson, Delbert McClinton, and a host of

#### CMA Reminder

If you're a CMA member you've probably already received an order form for tickets to the 18th annual CMA Awards Show and post-awards party.

Don't forget . . . the deadline for returning the order is August 6. In fact, the soner you order tickets the better. Due to the limited number of seats available to the telecast, the theatre is usually filled before the dead-line date.

Tickets can be ordered only on the official form, and only by CMA members.

#### **Introducing Deborah**

When you call the Nashville office and don't recognize the voice on the other end of the line, you'll most likely he talking to

Deborah Evans. Ms. Evans joined the R&R Nashville staff this week, and we're excited about having her as part of the team. Her radio experience includes KLIC & KNLU/Monroe, LA, and most recently KRMD-AM & FM/



hreveport. Deborah Evans Just thought you'd like to know!

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ALL CHOKED UP — Receiving her \$1000, the lucky K-BUY/Amarilo listener on the right is unaffected by the plight of jock Gary "OhMyGodWhatHavelDone" Lee, who was caught playing less than three-in-a-row. Obviously, Gary has also been caught by PD Mark Meredith.

# Country Closeup

Continued from Page 51

Commondential ages of the control of

Added With A Bullet — MD appointments include Mark Langston who will continue to do his midday shift at WIL/St. Louis; Jim Ellingson at WNAX/Yankton, replacing Paul Shay, who resigned to become Communications Director for the Catholic Diocese of Eastern South Dakota: KWJJ/Porlland midday jock Don Perry; Mike David at KKAL/Arroyo Grande, formerly "of WIVK/Knoxville; and Betty Lou Pardue, who exits the PD job at KSKX/Topeka to move crosstown and become MD and half of the morning team at WIBW.

Capitol Losses — Washington, DC has long been the socene for one of the hottest wars in Country radio and now both contestants — WPKX (K1X106) and WMZQ — are sans PD. Jason Kane left KIX106 a month ago to join the Research Group and Bob Cole, as reported a few weeks ago, will be leaving 'MZQ at summer's end to enter ownership and consulting with KOKE/Austin VP/GM Jim Ray. With the battle raging, both Bill Sherard and Brian Bieler are looking for the sharpest PDs they can find. Each station provides the tools, and I understand the money is excellent. If you've "got the goods" — go for it!

Longterm Gains - While the above outlets await new PDs, a number of new leaders have already eased into various slots. Jim Murphy is now PD at WOKQ/ Dover, coming over from the WDLW/Boston OM position he held since 1979 . . . Mike Meehan has been upped to PD at KLUK/ Knob Noster, MO . . . Bob Mitchell, PD/MD for KFRY/Fresno is now PD/MD of sister KFRE as well. Previous KFRE PD/MD Nick Ryan has segued into the sales department . . . KWJJ MD Mark Andrews is now Asst. PD for the Portland Country station . . . Changes at WUSQ/Win-chester, as Bert Morris steps down as MD to devote fulltime attention to his afternoon airshift. Production Director Randy Woodward is promoted to Asst. PD/MD, while air talent Steve Morgan fills the Production

Director slot.

Additional Reading — The trials and tribulatons of music directors have been dealt with here on a number of occasions from a variety of angles. Walking the line between the PD and record promoters is fraught with thrills and chills, but it's to be hoped there is some comfort in knowing you're not alone. For more input on relationships as seen from the MD's level, I hope you got a chance to read Steve Feinstein's column in the July 6 issue of R&R. Good stuff — take a look.

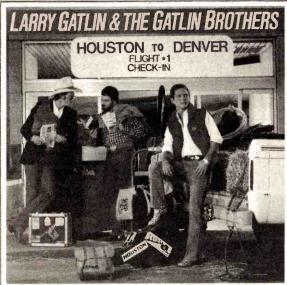


Check Your Local Listings - A number of folks are now appearing at different times and stations. Jacque Strickland, who spent a number of years in Memphis at WMPS and WMC, is now on the air as one of the Ranch Hands (or is it Handettes?) at KTTS/Springfield, MO ... New to the nighttime thrill of victory at WOKK/Meridian, MS is Jlm McKay from WGBR/Goldsboro . . . Making afternoon house calls to the Pocomoke City, MD area is Dr. Dan Dudley, returning to WDMV where he had been on the air between 1977-1982 . . . New to evenings at WMIL-FM/Milwaukee is Linda "Nightbird" Harris from 92X/Col-.. Walter Hart is now doing overnights for KJNE/Hillsboro-Waco . afternoon slot at KRRK/Grand Forks is now handled by Greg Cassidy . . . Uncle Len Ellis has hung up the headphones at WLJE/Valparaiso, IN, and replacing him is Kent Walls . . . A couple of changes at KFMR/Stockton, as Chuck Gillespie comes aboard as Production Director and morning jock, while Joann Lemos is upped to Promotion Coordinator . . . Since we're in California, Chris Alan, formerly at KTOM/Salinas, is now Promotion Director and midday jock at KMIX/Modesto. Also new to the station is Bob Michaels in evenings, replacing Ron Stevens who moved to mornings . Shift changes at WPAP/Panama City, FL have Rick Miller stepping up from evenings to middays, Bill Russell sliding into eves from overnights, and Ed James advancing from parttime to all nights.

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ON COLUMBIA RECORDS AND CASSETTES

# Black/Urban C Radio

WALT LOVE

# Black A/C — It Really Does Exist

Black/Urban radio continues to get the ink in the industry press. But there seems to be another form of Black radio emerging on the horizon, and for lack of a better term, let's call it "Black A/C." The format consists mostly of R&B ballads and medium-tempo tunes that provide a very smooth soulful atmosphere, but some who use this approach deny it is black in any way. For more insight on Black A/C, I contacted WHUR/Washington's Melvin Lindsey, believed to be the first programmer successful with the format.

#### **How It All Started**

When did the "Quiet Storm" first become a reality on WHUR? Melvin began, "It started as a weekend evening program in the summer of '76, and it expanded to a daily schedule the fall of '77. I host the show weekdays.

When asked what kinds of artists are featured, Melvin said, "The Isley Brothers, Delfonics, Stevie Wonder, Marvin Gaye, Smokey Robinson, Chi-Lites, and others. We only use ballads by those artists — songs on their albums that were not as commercial as some of their more maintream endeavors. We focus on the nice-sounding ballads that never got any CHR airplay. It's a combination of currents and older material."

#### **Album Cuts Still Important**

Melvin explained that black LP cuts are still part of the format. "They're probably more important now than in the beginning. I play them to give the show some variety and to keep a particular flow going at all times.

"For instance, on the Deniece Williams LP, everyone's playing 'Let's Hear It For The Boy.' Obviously, that isn't a Quiet Storm type of song. I found a beautiful ballad on the album called, 'Black Butterfly,' which perfectly fits the format."

#### Will Black A/C Work 24 Hours?

Regarding fulltime potential for the Quiet Storm, Melvin commented, "It definitely depends on the market. It could work but the proper ingredients would be of the utmost importance. First you'd need an or-



#### WGCI-AM Sample Music Hour

You Make Me Feel Brand New/Stylistics
I Think I'll Stay Home Today/Billy Paul
If You Only Knew/Pattl LaBelle
Exodus/Ecfelo Haris
Since I Lost My Baby/Temptations
One In A Million You/Larry Graham
What's Love Got To Do With It/Tine Turner
After The Love Has Gone/Earth Wind And Fire
I Told You So/David Sanborn
Emotion/Samantha Sang
Simple/Johnny Mathis
What About My Love/Johnnie Taylor.



Melvin Lindse

Richard Pegue

ganization that would be totally committed to the format and its success, and then you would need the proper person with the knowhow to maximize the format's assets.

"The programmers that are out there now seem to be trying to live in the past; they're not interested in trying something new that might mean taking a chance. I'll be honest with you. I've gotten to the point where I don't always understand why my ratings are as high as they are. At first I thought it was because I played this or played that, or whatever; I don't think that way anymore. WKYS is doing basically the same thing at night as we are, but they don't call it the 'Quiet Storm.' I don't quite know what it is, but our approach is unique.

#### The WGCI Approach

WGCI/Chicago PD Richard Pegue explained that in February, he took off most of the uptempo music and mellowed out the sound. "Like most AMs, we have been looking for our niche. What really promped the change was the shift of attitude in the music. When the younger-slanted music became much harder along the electronic lines, a la Run D.M.C., we knew we couldn't keep that sound anymore. We felt we could-offer something better to our public than the same things they were already getting from the teen-oriented FMs.

"We then decided to skew the station in an adult direction. This format is an alternative for others who, like us, enjoy contemporary music but not as harsh a sound as some of the things we now hear. We do play currents in our present format, but the more mellow selections. On the new Jacksons album, the songs we're airing are the ballads, not the mainstream hard-core uptempo cuts that you hear on the youth-oriented FMs. We're contemporary in that we can go on a record as fast as anyone else, but our choice of tunes are going to be chosen from a more mature attitude. For example, my 62-year-old mother



loves 'Lonely Teardrops' by the late Jackie Wilson, but she also likes 'Simple' by Johnny Mathis."

#### WGCI's Direct Mail Campaign

Commenting on his station's direct mail promotion, Richard said, "I've had a mailing list of my own for years and (WGCI-AM & FM President/GM) Marv Dyson belongs to a social club that also has a mailing list. We combined the two lists and did a direct mailing about the station to over 14,000 households in the Chicagoland area who were presumably over 30 years old. These are the people who are into oldies and current mellow music."

#### **Non-Mellow Music**

Since we're talking about a more "mellow" sound, I wondered what Richard's definition of "harsh" was. "Things that are on that cutting edge . . . 'Kung Fu Fighting' by Carl Douglas was harsh. That's a loud oldie, as opposed to 'Someday We'll Be Together.' 'Kung Fu Fighting' is the total opposite of where we are in attitude. We can play things such as 'Up The Ladder To The Roof,' but even that's a little up for us. About 75% of our music is medium to slow-tempo and isn't rocking the Richter scale of harshness."

When asked about a song such as "Don't Look Any Further" by Dennis Edwards, Richard replied, "That's a song we played and the entire world loved it, including the jocks. Because it was so popular we had to reduce the rotation, so it was in and out of our musical mix." How about Edwards's "You're My Aphrodisiac?" Richard replied, "I felt better about that song on our station

in terms of the tone of the record, compared to 'Don't Look.' My mother did say to me, 'I like that Dennis Edwards, man.' She's part of the audience that's into today's music if it strikes their fancy, but they don't want to get killed by it!"

#### The Importance Of Proper Commercials

Discussing commercials on his station, Richard admitted, "That's something I'd like to work on. Our morning drive ends at 10am and then we're into eight songs in a row until 10pm. Coming into a stopset after a nice piece by Jeffery Osborne & LTD, we'll get one of radio's most stable items—the proverbial hair products commer-

the proverbial nair products commercial. Some of them tend to be a little loud, as are some of the beer commercials. Now I know what the Easy Listening stations go through! We try to have some form of selective process about the types of commercials we'll air, but you know how that goes. As someone who is also a commercial/jingle producer, my main problem with spots is the ultra-loud productions. I know how to make them, but they're what I try to avoid on the air."

Richard pointed out, "We sell in combo here, and the sound that works for FM does not necessarily fit the AM. In a number of instances I've asked for both general market and Black-formatted versions of spots to be sent to us. In some cases I prefer the general market version of a commercial over the 'Black' approach, especially when that Black-formatted spot reflects a truly stereotypical view of what blacks listen to and what they're about."

#### Full-Circle From The '70s

In closing, Richard said, "Our format has come full-circle from the so-called progressive Black formats of the "70s. I was here when WGCI-FM first went on the air; that was before disco hit, and the format was more of an adult-sounding station, regardless of the format label. It had a much healthier share of oldies and it was kind of mellowed out in some instances. Of course, music was different at that time and not as hard as it is now. This format could be an alternative for the fledgling AMs in markets where adults are responsive to this sound."

Pegue also mentioned a feature called "The Late Late Show," aired on WGG Irom 11pm-5am. This is a magazine-type show that replaced the old-line community talk program called "Hot Line." The reason this program was given a shot is that WGCI management found that approximately 30% of WIND/Chicago's listeners were blacks, so the idea materialized for an allnight music/talk program. The host is longtime Chicago Black radio personality Richard Steele, who previously worked with Dyson and Pegue at neighbor WJPC.

When the spring 34 Arbitron books come out, I plan to take a look at some of the other stations around the country trying their versions of the Black A/C format. The results should be very interesting.



The Quiet Storm
WHUR/Washington
Sample Music Hour

Black Butterfly/Deniece Williams
Is This What Feelings Gets/Dee Dee
Bridgewater
Reaching For The Sky/Peabo Bryson
The Last Time I Made Lovei/Beau Williams
The Last Time I Made Lovei/Kennedy &
Osborne
Here, There And Everywhere/Sarah Vaughn
Where Do We Go From Here/Phil Upchurch &
Materiae Skind.

Marlena Shaw
One More Chancel/Jacksons
Muscles/Diana Ross
Teach Me Tonight/Phoebe Snow
Living Freel/Meiba Moore
Lean On Mel/Meiba Moore
Leane Swith You Tonight/Natalie Cole
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Womack & Patil LaBelle
Don't Throw It All Away/Stacy Lattisaw

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#### \*\*\*\*\*

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WAGE seeks ND ASAP. T&R: Stave Porter, Box 1280, Lees burg, VA 22075, EOE M/F (7-6)

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

WBAM-Filt has opening for PD/on-air talent. Experience, leader-ship, enthueleam, and production. No calls. T&R: Bob Brennen, GM, 4740 Radio Rd, Montgomery, AL36116. EOE M/F (7-13)

talent, T&R; Q99, 1855 Lakeland Dr. Building D, Jackson, MS 39216, (7-13)

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

#### **Openings**

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

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

#### **ENGINEER**

Take-charge' engineer needed for medium market AM-FM combo in Sunbelt. FM is marketleading CHR, AM is stereo Adult Contemporary. Salary negotiable. All replies confidential. Respond to: Radio & Records 1930 Century Park West, -742, Los Angeles, CA 90067.

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

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

Growing group owner has two openings. Need experienced CHR communicator. Plus meture individual for AM. T&R: John Raymond, KIXY/KQSA, City Hell Plaza, Sen Angelo, TX 76903. (7-13)

#### **News Director**

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

#### MIDWEST

rated stations. Copy, T&R: Jeff Gerrett, KUUY/KKAZ, Box 926, Cheyenne, WY 82001. No calls. EOE M/F (7-20)

ND wanted. T&R: Orv Koch, Stuart Bro 80209, Lincoln, NE 68501, EOE M/F (7-20)

WKKD-FM, Aurora-Naperville, classic hits format, needs full & partitime announcers, T&R: Job Powell, Box C-1730, Aurora, IL 60507, No calls, EOE M/F (7-20)



Is looking for the nighttime personality that can conquer Grand Rapids. Brand new downtown facility and equipment, good money for the right personality, a great working environment, and a people-oriented company make this a rare career opportunity. No card readers; personalities only for this 25+ CHR, 50,000 watt FM. T&R to: Jim Owen, KLQ, 60 Monroe Center, Grand Rapids, MI 49503. EOE M/F

WKAU/Appleton-Oehkoeh, CHR, neede killer m telented newsperson. Rush T&R: Ron Ross, PD, Rd., Keuksume, WI 54130. EOE M/F (7-20)

KMGK, Megic 93 looking for jocks for future openings. No calls., T&R: Al Brock, PD, 215 Keo Way, Des Moines, IA 50309, EOE M/F (6-29)

# Opportunities

#### \*Openings

Central Wisconein AM Country looking for morning talent. T&R: Jay Bouley, WXYQ, Box 247, Stevens Point, WI 54481, EOE M/F (7-20)

WAZY needs PD yesterday! Creative copywriting skills a must. Rush T&R: Jim Stacy, Box 1410, Lafayette, IN 47902. EOE M/F (7-20)

#### TOP 15 MARKET A/C STATION

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

Afternoon person needed in MI's beeutiful upper penins Looking for someone good and/or experienced. T&R: WUI Box 669, Marquette, MI 49655. (908) 228-6800 (7-20)

orlenced, motivated morning pro needed for big AM http://information station, T&R: Kelly Carls, 55 KWTO, 4588 GS, Springfield, MO 65806. EOE M/F (7-20)

t CHR neede efternoon eir talent immediately. Emphasis on sduction. T&R: Gary Bandy, WMBH/KKUZ, Box 1687, Jop-MO 64802. (7-20)

WKFR/WKNR easiding tep-notch full & partime telent for future opening. T&R: Terry Weinscht, OM, 612 American Benk Bidg., Bettle Creek, MI 49017. EOE M/F (7-20)

# **CARS-108**

#### FLINT

Searching for morning lunatic. How crazy are you? Let's find out. We're looking for someone to wake up Flint. If you're constantly being to wake up Finit. If you're constainly being threatened with your job by your current PD, are creative, and need fulfillment of being the morning star of the market, send T&R to: Michael Kay, WCRZ, P.O. Box 1080, Flint, MI

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

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

Radio needs an experienced NO. Apply only if committed cellence, T&R: Box 1430, Ogden, UT 84402. EOE M/F

#### MEDIUM MIDWEST COUNTRY

Looking for morning crazy who will get me in trouble with the GM! You could be the one ... good dollars benefits. Send T&R to: Radio & Records, 1930 Century Park West, #741, Los Angeles, CA 90067. EOE M/F

100,000 west A/C looking for fulltime air personelities. Good company, great benefits. T&R: Ken Carson, WHNN, Box 96, Seginaw, MI 48606. EOE M/F (7-13)

#### **EXPERIENCED ANNOUNCER**

For Midwest Black/Urban Powerhouse. 5 Years Major Market Experienced Plus. "Major Market Mentality." Not a trainee position!

Send tape and resume to: Radio & Records 1930 Century Park West # 744 Los Angeles, CA 90067

.

#### Openings

.....g . wrd s for future news opening. Solid company, ity. Send to: Perry St. John, WKTY/WSPL, Box 1148, sq. WI 54902-1148, (7-13)

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

MIDDAY AIR PERSONALITY FOR

#### KLMS AM.15

LINCOLN

Our first fulltime opening in years. We need someone who can play The Greatest Hits Of All Time and relate to a target audience 25-44. Great benefits with a good company committed to good broadcasting, so plan to stav awhile. No calls: resume and tape only to: Lee Thomas, KLMS, P.O. Box 81804, Lincoln, NE 68501, EOE

WHBC needs a creative, mature and conversational air per-sonality. Talk show and/or sports interest a plus. Experience ne-cessary, T&R: Box 9917, Centon, OH 44711. (7-13)

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

WBCS seeking overnight telent. Good production skills. Two years experience preferred. T&R: Cliff Blake, 5407 W. McKinley 

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

#### WEST

Looking for a morning team. KWHL, top rated AOR in Alaska. Call Carter B. (907) 344-9622 (7-20)

Central coast AM/FMI seeking future announcers/production people, FMI Country with AMI news/sports/music. T&R: John Beyles Jr., KSMA/KSNI, Box 1240, Senta Monica, CA 93455, (7-20)

Air talent 50kw hit Country KERR. Beeutiful Flethead Lake, Minimum three years experience. T&R: Brad Oevis, Route 1, Box 48, Polson, MT 59880. EOE M/F (7-20)

Ace copywriters, send me your stuff. I need your creativity. T&R: Mike Gould, KPQ, Box 159, Wenapchee, WA 98801.

KBCM now seeking air talent with two yeers minimum ex-perience for future openings. No calls. T&R: George Feols, Tremonton, UT 84337, EOE M/F (7-20)

#### 

# NEWSCASTER

Seek to hire rugged-voice news person with specific male appeal. The news anchor we need is probably now doing 5 mins, of news on a morning show at a top-rated, major market AOR station. The news person we want would host a long-form news show. Must be able to present news conversationally as a "storyteller." Must be able to rap with sports, weather, and traffic specialists. In time, with support and promotion, must become a personality commanding large audiences. Outstanding company, market, salary &

Send one-page resume and cassette

#### **Bob Henabery & Assoc.**

1930 Century Park West #737 Los Angeles, CA 90067 Phone calls will not be accepted. EOE

#### Openings

Impress me. Possible fulltime position for AOR ennouncer. New Mexico's rock leader. T&R: Torn Mershall, KFMG, 5601 Domingo, NE Albequerque, NM 87108. Real talent only. (7-20)

Hot Hits KS-103 needs experienced weekend personality. If you live within 100 miles, rush T&R: KS-103, Box 103, Ser Diego, CA 92104, No calls EQE M/F (7-20)

Posable future openings: AM Country, FM CHR. Experience desired. T&R: KAFE, 80x 4097, Sente Fe, NM 87501, Attention: Russ Gilbertson. EOE (7-20)

#### Paradise Found

Killer morning man wanted for highly competitive California resort market. If you've got what it takes to clobber the competition, send your tape, resume & photo for this lucrative position at a high-power FM CHR: G. Mason, 1029 Pacific Street, San Luis Obispo, CA 93401, EQE M/F

Opportunity in southern Celifornia with new FM station. All positions including Account Executives. T&R: Brad Orchard, Box 1477, Victorville, CA 92392. (619) 243-4636 (7-20)

KIML needs creative morning entertainer. Country formet, heavy news & inforamation. Join a leader. T&R: Richard Jones. Box 1009, Gillette, WY 82716. (307) 682-4747

#### 50,000 Watts With A View

Somewhere there is an A/C Program Director with vision - a man or woman with the pioneer spirit to conquer one of this country's most scenic major cities. This challenge requires a take-charge attitude, strong track record, and ability to do an airshift The opening is available immediately to the right candidate. Send your tape and resume today (no calls please)

#### BOB HARPER'S COMPANY Post Office Box 24337 San Diego, CA 92124

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

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

Morning talent needed et market leeder immediately. Rush T&R: Carter B., KWHL. 9200 Leke Otis Parkway, Anchorage, AK 99507. EOE M/F (7-13)

#### KRAL

A Wyoming community needs major market quality to enjoy only small market pressures. Two fulltime annoucers, one with a sales background, the other with production skills; an experienced sales person. T&R may be sent to KRAL, P.O. Box 120, Rawlins, WY 82301. EQE

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

Dowe Communications accepting applications. N. California major. Send resume. Programmers. Sales. Managers. Ken Dowe, 4412 Mockingbird Parkway, Dallas, TX 76205. (7-13)

king a morning personality. Must have at least two idio experience, C&R: Pat Evans, PD, KOME, 1245 er Bivd., San Jose, CA 95128. EOE M/F (7-13)

#### KCBQ AM

Immediate opening for experienced Promotions Manager, Duties: Planning/executing promotional activities/assisting in creation of station advertising. Responsible for all appearances of station promotional group. Great opportunity/ outstanding company/good growth. Resumes to: Joe Patrick KCBQ, P.O. Box 1629, San Diego, CA 92112, Equal Opportunity/Affirm-Infinity

The Radio Company

#### Openings

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

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

Pertitime air personality/communicator with five years minimum, Modern Rock format, KROQ, Raymond, 117 S. Los Robles, Pasadena, CA 91107. No calls. EOE M/F (7-8)

KHYT looking for creative humorous news personelity/PSA Director. T&R/photo: Sherman Cohen, Box 26040, Tucson, AZ 85726. (602) 623-7501. EOE M/F (7-6)

Top 25 southern CA FM needs killer newsperson with a quick wit to work mornings. T&R: KGGI, Box 991, Riverside, CA 92502. EOE M/F (7-8)

-rated CHR needs creative announcer/MD. Hard work, good is, no beginners. T&R: Bill Cody, KTRS, 251 W, First, per, WY'82601. EOE M/F (7-6)

MAJOR LEAGUE TEAM desires Play-By-Play announcer with strong sales background. This is ground floor time. At least 5 years experience. willing to relocate. Tapes and resumes to Radio ecords, 1930 Century Park West, #740, Los Angeles, CA 90067.

#### -KAWWEXI-

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

Morning communicator needed for small market NM. Country full-service station. T&R: Don Chatham, KGAK, 401 E. Losi Ave. Galkup, NM 87301. EOE M/F (7-8)

ng for AM news personality. T&R; Dan Williams, 1; selton St., Eugene, OR 97401. (503) 344-1457 (7-6)

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

#### MAJOR CALIFORNIA MARKET

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

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

#### **Positions Sought**

record, in medium & small markets, seeks employment with stable company. MARK: (601) 844-0315 (7-20)

DJ/aports announcer looking for small beginning market. Willing to relocate. (313) 256-5830 9-5, or 471-5410, after 6om est (7-20)

n wents to come back home. Wents air personality slot in NW. Experienced, dependable, any for JERRY ADAMS: (414) 766-0026 or 766-4663 (7-20)

POP FLASH country personality with six yeers experience in all facets of radio willing to relocate. (412) 627-5017 (7-20)

# **Opportunities**

#### **Positions Sought**

My spologies to Donna Summer. I work hard for the money. Experienced, reliable, team player seeks new team. Available yesterday. CHRIS: (206) 357-6935 (7-20)

PHIL CHORDAS, presently with ABC-TV/NYC, formerly PD at WNYS/Buffalo, seeks PD or MD opportunity. (212) 668-5634 (7-20)

Mejor market music moven. 17 year pro, trivia genuis with easy style. Available yesterday! PAUL: (317) 899-2278 (7-20)

CHUCK BECK, former PD of KKQV looking for on-air with possibility of MD. (817) 691-4465 (7-20)

BARRY MCCOY, personality, six years experience, WNAM, WOHO/Toledo seeking medium of first major. Available now: (414) 469-1147. All offers/formats considered, (7-20)



SPORTS COMMENTARY
Experienced, employed sports
director with daily commentary, talk show, and
P-B-P background seeking
position in major college or
large professional market.
Call PHIL (312) 588-2379.

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

Traffic Director currently working in California. Moving to New England area. Four years experience/menual/computer. KATHLEEN WALDRON: (805) 489-1280 (7-20)

try station in NE, MW, or NW in medium/major merket CHUCK: (919) 679-2695 (7-20)

TERRY LONG, 9½ years at BJ-105/Orlando. Will relocate Strong on-air and music. (305) 295-7578 (7-20)

Sportscester, energetic, creative, anchor/reporter/PBP/talk-host. Experience includes eight years in radio and TV, Available immediately. KEN BLAND: (213) 932-1510 (7-20)

Attention greeter Cincinnetil Dependable, CHR, A/C, Urban, professional, DJ/PD/MD. Outstanding, deep voice, delivery & production. KRIS: (513) 528-5793 (7-20)

AM drive/PD with five years experience looking in SE/mid-Atlentic, small/medium market, Worked in CHR, A/C & Country, WAYNE SMITH; (912) 247-7889 (7-20)

35 years L.A. radio experience with five years radio syndication sales looking for sales position with L.A. based syndicator, DOUG: {213} 387-4708 (7-20)

Broadcast professional with marketing background seeks programming-related position. Major market experience with most formats and MBA degree. (617) 266-2247 (7-20)

Morning team with 6½ years experience, Chicago, NYC & L.A. The Tigers we like, but we can learn to like you too, (312) 679-8913 (7-20)

ND currently employed in central Sen Joequin Velley, desire medium/major market. RICK: (209) 781-8005 (7-20)

Mejor market Jeck/PD looking for challenging FM in good medium market. Formats a smoker, Logos/promotions, Good cosmopolitan markets call RON: (901) 665-6208 (7-20)

Award-winner, knowledgeable in all music formats, seeks position in small to medium market in MW or East. DON (614) 593-6327 (7-20)

15 years experience, seeking Account Executive position. Prefer CO, NV, AZ or northern CA. Excellent PBP & production. LYNN HENSLEY: (505) 568-4368 (7-20)

CHR & A/C stations in S. Creative personality looking for programming position in small or medium market. 6½ years experience. SHAWN: (505) 722-9025 or (713) 728-1348 (7-20)

Walter Mondale heen't picked me yet, but you can! Ten years drive and sports. (419) 798-5097 (7-20)

Experienced interviewer dealree talk-show and other on-air work. Trained broadcaster. Published writer. Tape available. Will relocate, SAMANTHA: (201) 773-3492 (7-20)

CHR/AC five year pro looking for new fulltime airshift in MW or West, medium or small market, (312) 850-7143 (7-20)

Teen Idol with an 18-34 punch. Tone the bone, (615) 267-4221 (7-20)

Up your retings. Morning men/PD looking for top 50 merket. Formerly WGST/Atlenta, WSPD/Toledo, Q102/Daytone-Orlando. DAVE: (216) 369-1159 (7-20)

Award-winning sportscaster. Sports Director with leading N/T, accepting offers. Prefer top 60 markets. Strong division-1 PBP & Sportstalk, DON CODKE: (615) 837-8791

Meture beginner needs first job. Urben or CHR. Will come and work anywhere, anytime. Money no problem. AUSTELL: (312) 547-8504 (7-20)

I tust for production and I like on-air work too! Five years experience, good pipes, excellent references. GREG: (308) 254-2241, afternoons mdt (7-20)

#### **Positions Sought**

East coast communicator seeks medium market employment. Experience on-air, multi-track production and as PD and Promotion Director. DAVE: (609) 667-3215 (7-20)

Female rock & roll insect seeks small market MOR/AOR, Recent BA, humor, creative, motivated, Will relocate. Experienced DJ/MD/production. HEATHER ROCHE: (215) 777-4120 (7-20)

JOHN DIAL WNAP, WFMS, WDAN seeks personality A/C, CHR or Country home. Major/medium markets. Dedicated pro with 10 years experience. (317) 849-5533 (7-20)

Radio worksholic needs a job. Seven years AM/PM drive. AOR/CHR, PD & MD. Outstanding production. Medium/major market, 908 ROSEL: (507) 433-7460 (7-20)

Warm air personality seeks new challenge. Seven years on-air with production experience. Excellent communicator. PEGGY: (612) 255-9181 (7-20)

Medium market CHR communicator with great numbers in competitive top 100 market looking for nights or afternoon drive, (409) 769-2571 (7-20)

Partitime air talent desires fulltime, Excellent voice qualities CHR preferred, GINA T: (305) 949-2544 (7-20)

Experienced Operations Director wants opportunity in medium/lerge merket. Great production/engineering skills, prefer AOR & A/C formets. GREG: (916) 283-3102 (7-20)

Three years experience in mejor market Philadelphia and college. On-eir. programming/promotions/production. Enthusiastic, will relocate. ANDY: (717) 738-1418 (7-20)

Five years experience looking for air talent production, B.S degree. NORM REED: (309) 454-2527 (7-20)

Currently working at WBWB. Previous internehip at KHTR. Seeking medium merket airahift or small merket programming opportunity. Herd working family man, DAVE: (812) 333-6766 (7-13)

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

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

good station to enhance talents. Five year experience CHR & A/C. Will relocate, DON: (303) 574-4340 (6-29)

12 year pro: Toledo, Atlanta & Deytona/Orlando. Greet momings. Currently PD & AM drive seeking top 50 merket. DAVE: (216) 369-1159 (6-29)

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

expertence-check, production-check, deeire-check, job-? (208) 357-8935 (7-13)

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

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

Major market personality seeks fresh chellengers. Heve worked Denver, Phoenix, national network. No wimps please. MARK-IN-THE-DARK: (802) 897-2800 (7-13)

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

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

Take me, I'm yours! Young, enthusiastic college grad, resultoriented with references. GINO: (302) 656-1998 (7-13)

Femele MD/DJ seeking gig in fer NW. Six yeers experience. Fed up with playing same ten songs. Team player and down to earth. (512) 532-6217 (7-13)

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

If you desire aports experience over years of radio experience, I'm your men. Willing to DJ combo. MARK DIDTLER: (312) 232-2629 (7-13)

CHR and A/C, 15 years experience, good production, dependable, available now, greater Cincinneti. SCOTT: (513) 528-5793

Attention Michigen. Five year pro with great voice, Heve worked A/C, AOR, and Country. High quality production, consistent on-eir style. SCOTT: (616) 527-4198 (7-13)

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

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

Enhance your station's sound with this mature, creative production/copywriting specialist. Not cheep, but then quality seldom is. SAM: (217) 672-8269 (7-13),

CHR, personality-oriented adult pro looking for good opportunity with other pros with PD possibilities. East & South. DAVID CARLISLE: (304) 786-8480 efter 6 pm set (7-13)

#### **Positions Sought**

Scottle, please beam me back to the North. Looking for gig in MI, IN, IL, OH. Major market experience. A/C, CHR. TIM: (314) 384-2514 (7-13)

Stx yeer pro tooking for A/C CHR gig, especially West. Good pipes, good production, hard worker. WALLY: (717) 334-3101, 11em-6pm est. (7-13)

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

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

Need Sales or traffic help? College graduate with experience seeking position. Quick learner and hard worker. Prefer work in East. NANCY: (617) 934-0706 (7-13)

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

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

Looking for first PD slot. Have done sales & sirshift. Parttime Phoenix last three years. Teach broadcasting. GREG THOMAS: (802) 993-3697 days (7-13)

Telk Pro, 27 years broadcast experience, Issue oriented, No screamer, Good pipes and references. Serious inquiries to: (614) 221-2775 (7-"3)

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

#### DJ and/or Sports Director

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

I want to work 30 hours a day, eight days a week for your station. No matter where it is. My worksholic nature can be yours by calling TERRY: (216) 646-3037 (7-13)

Little money in the bank, a bright, creative enthusiastic person.

Prefer music announcing, Will relocate, BRUCE: (717)
647-4464 (7.13)

Former WGST/Atlants. WSPD/Toledo, Q-102/Deytona Beach Presently PD/mornings. Looking for top 50 market mornings. MACY: (216) 369-1159 (7-6)

God's gift to redio-greet volos/personality to metch (humble too.) Looking for an Urban/CHR challenge. WAYNE: (614) 594-5321 (7-6)

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

Parttime air-talent dealres fulltime, Excellent voice qualities. CHR prefered, GINA T.; (305) 949-2568 (7-8)

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

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

PD currently amplicyed, seeking similiar or OM position with Urben station in SE. BILL HUNT: (317) 266-4141 or 4720 N. Post Rd., Indianapolie, IN 46226. (6-15)

Major market personality of the year finalist. KIRK RUSSELL seeks contemporary station W/NW. (408) 378-3483 (7-6)

SHAWN BURKE, formerly of KYKY/St. Louis & WNBC/New

Looking for first job, DJ/news, trained at Midwestern Broscasting School, Chicago SW suburbs prefered, TIM: (31)

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

18 years in Country, all phases, plenty of major market experience . . . very well qualified. Good voice, production & attitude. R.T.: (313) 345-9600 or (616) 781-3054 (7-6)

Herd working, dedicated DJ/news/PBP, Looking for fulltime position in PA or NJ, One yeer communications experience, AL: (412) 946-8721 (7-6)

Pro, 26 years experience in broadcast & shortwave. Excellent trained voice. Looking for a permanent home BM or MOR. Serious only. JOHN: (919) 471-8894, after 3pm edt (7-8)

#### Changes

#### RADIO

Rocky Cosgrove appointed Local Sales Manager KZOK/

Cheryl Meuleners appointed Assistant to the General Sales Manager WKLS/Atlants from WRMM.

#### Changes

Dan Wallace appointed Account Executive KDKB/Phoe-

cago.

Javier Balderrama appointed Retail Account Executive

Arnold Raskin appointed Account Executive WABC/New

Kathy Williams appointed Sales Coordinator WTPI/Indi

#### RECORDS

Donald Gotimer appointed Controller, Operations CBS

John Schuch appointed Director of Copyright Administration MCA Records.

#### INDUSTRY

Timothy Sexton appointed Contemporary Music Coordinator Twentieth Century Fox Pictures.

#### Miscellaneous

w Jezz radio station needs Jazz service, all labels, John odson, KATY, Box 51598, New Orleans, LA 70151.

KLLY/Bekersfield needs Country service from all labels, 3851 Pegasus Dr., Bekersfield, CA 93308, (7-20)

Looking for tapes of Rick Sider on Lerry King Show. Contact Gerry Koop, 201 W. Grand Ave., Montvale, NJ 07645. (7-20)

WBAX/Wikes-Barra needs record service from all labels for MOR & A/C product. Tony Lynn, One Broadcast Plaza, Wilkes-Berre, PA 18703. (717) 288-7575 (7-20)

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

Going live Country station in New Haven needs service from all labels. John Saville, WSCR, Denslow Hill RD, Harnden, NH

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

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

#### R&R Opportunities Advertising

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

#### Deadline

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

#### Display Advertising

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

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

#### Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on Wednesday, Thursday & Friday 9am-5pm (PST) (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA

# The Music Section

# National Music Formats Added This Week

#### TM Programming

Cal Casey (214) 634-8511

#### Stereo Rock

CYNDI LAUPER "She Bop"
MUEY LEWIS a "HE NEWS "II This Is It"
SLADE "My Oh My"
NIGHT RANGER "When You Close Your Eyes"
SAMMY HAGAR "Two Sides Of Love"
RATT "Royand And Round"

#### TM Country

RICKY SKAGGS "Uncle Pen"
BARBARA MANDRELL & LEE GREENWOOD "To Me"
LARRY GATLIN

"The Lady Takes The Cowboy Every Time"
GARY MORRIS "Second Hand Heart"
CONWAY TWITTY

"I Don't Know A Thing About Love (The Moon Song)"

DAN SEALS "You Bring Out The Wild Side Of Me"

#### **Satellite Music Network**

George Williams (214) 343-9205

#### The Starstation

HUEY LEWIS & NEWS "If This is it"

#### Country Coast-To-Coast

GARY MORRIS "Second Hand Heart" RICKY SKAGGS "Uncle Pen" EDDY RAVEN "I Could Use Another You" LARRY GATLIN

"The Lady Takes The Cowboy Every Time"
CONWAY TWITTY

"I Don't Know A Thing About Love (The Moon Song)"

#### Rock America

HUEY LEWIS & NEWS "If This Is It" JERMAINE JACKSON "Dynamite" CYNDI LAUPER "She Bop" SCANDAL IPATTY SMYTH "The Warrior"

#### **BPI**

John Sherman/Bob English (206) 624-8651

#### **Adult Contemporary**

HUEY LEWIS & THE LEWIS "If This is it"
PAUL ANKA "Second Chance"
RITA COOLIDGE "Something Said Love"

#### **Country Living**

MERLE HAGGARD

"Let's Chase Each Other Around The Room"
GLEN CAMPBELL "Faithless Love"
CONWAY TWITTY

DNWAY TWITTY
"I Don't Know A Thing About Love (The Moon Song)"

#### **Century 21**

Greg Stephens (214) 934-2121

#### The Z Format

CYNDI LAUPER "She Bop"
JERMAINE JACKSON "Dynamite"
HUEY LEWIS & NEWS "If This is it"
EURYTHMICS "Right By Your Side
JOE JACKSON "Happy Ending"

#### The A/C Format

JAMES INGRAM

"She Loves Me (The Best That I Can Be)"
HUEY LEWIS & NEWS "If This is it"
JOE JACKSON "Happy Ending"
IRENE CARA "You Were Made For Me"

#### **Super-Country**

ALABAMA "I'm Not That Way Anymore" VERN GOSDIN "What Would Your Memories Do" RAZZY BAILEY "Knock On Wood" DAN SEALS "(You Bring Out) The Wild Side Of Me"

#### **Drake-Chenault**

Bob Laurence (818) 883-7400

XT-40

COREY HART "Sunglasses At Night"
HUEY LEWIS & THE NEWS "If This is it"
CYNDI LAUPER "She Bop"
JERMAINE JACKSON "Dynamite"

#### Contempo 300

HUEY LEWIS & THE NEWS "If This Is It"

#### **Great American Country**

EDDY RAVEN "I Could Use Another You"
RICKY SKAGGS "Uncle Pen"
BARBARA MANDRELL & LEE GREENWOOD "To Me"

#### Peters Productions, Inc.

Debbie Weish (619) 565-8511

#### Country Lovin'

DEBORAH ALLEN "I Hurt For You" RICKY SKAGGS "Uncle Pen"

#### The Great Ones

NEIL SEDAKA "Rhythm Of The Rain"

"Straight From The Heart (Into Your Life)"

JAMES INGRAM

"She Loves Me (The Best That I Can Be)"

#### Media General Broadcast Services

Bob Dumais (901) 320-4433

#### **ACtion**

RITA COOLIDGE "Something Seid Love" STYLE COUNCIL "You're The Best Thing" JAMES INGRAM

"She Loves Me (The Best That I Can Be)"
INDUSTRY "What Have I Got To Lose"
NEIL SEDAKA "Rhythm Of The Rain"
HUEY LEWIS & NEWS "If This Is It"
J.D. SOUTHER "Go Ahead & Rain"
SPINNERS "(We Have Come Into) Our Time For Love"
KARLA BONOFF "Somebody's Eyes"

#### Your Country

GENE WATSON "Little By Little" SYLVIA "Love Over Old Times"

#### Hit Rock

HUEY LEWIS & NEWS "If This is it"
CYNDI LAUPER "She Bop"
FACE TO FACE "10-9-8"
SCANDAL IPATTY SMYTH "The Warrior"

#### Radio Arts

John Benedict (818) 841-0225

#### Country's Best

EDDY RAVEN "I Could Use Another You"
CONWAY TWITTY

"I Don't Know A Thing About Love (The Moon Song)"
GLEN CAMPBELL "Faithless Love"

#### **Soft Contemporary**

JAMES INGRAM

"She Loves Me (The Best That I Can Be)"

J.D. SOUTHER "Go Ahead And Rain"

#### Sound 10

HUEY LEWIS & NEWS "If This Is It"
IRENE CARA "You Were Made For Me"

#### Transtar

Chick Watkins (303) 578-0700

#### Country

Tom Casey (213) 460-6383

KENNY ROGERS "Evening Star" CRYSTAL GAYLE "Turning Away"

#### **Concept Productions**

Dick Wagner (916) 782-7754

#### CHR

HUEY LEWIS & NEWS "If This Is it"
CYNDI LAUPER "She Bop"
JERMAINE JACKSON "Dynamite"
EURYTHMICS "Right By Your Side"
BANANARAMA "Cruel Summer"

# Black/Urban

# **BREAKERS**

### The Last Time I Made Love (A&M)

76% of our reporting stations on it. Rotations: Heavy 3/2, Medium 17/12, Light 33/28, Extra Adds 6, Total Adds 48 including WILD, WDAS, WAMO, WAOK, WYEE, KKDA-FM, KNOK-FM, WYLD-FM, WGCI, WZAK, WDRQ, WZEN-FM, KACE, KDAY, XHRM, KSOL. This week's most adrecord. Debuts at number 25 on the Black/Urb

#### LILLO THOMAS

#### Your Love's Got A Hold On Me (Capitol)

65% of our reporting stations on it. Rotations: Heavy 6/0, Medium 25/0, Light 17/2, Extra Adds 3, Total Adds 5, KMJQ, KACE, WPEG, WJTT, KHYS, Heavy: WWIN-FM, WDAS, WDMT, KJCB, WPLZ, WWDM. Debuts at number 28 on the Black/Urban chart.

#### **SOS BAND**

#### Just The Way You Like It (Tabu/CBS)

65% of our reporting stations on it. Rotations: Heavy 2/0, Medium 25/5, Light 22/10, Extra Adds 2. Total Adds 17, WWIN-FM, WHUR, WAOK, WVEE, KMJQ, WYLD-FM, WZAK, WJLB, KDAY, WRDW, WATV, WNOO, KJCB, WLOU, WANT, WQKS. A most added record. Debuts at number

# **NEW & ACTIVE**

BAR-KAYS "Dirty Dancer" (Mercury/PolyGram) 43/9 Rotations: Heavy 6/0, Medium 14/1, Light 23/8, Extra Adde 0, Total Adde 9, KOKA, KDKO, Heavy: WXYV, WYEE, WDIA, WZEN-FM, WJMI, WJAX, M WNIOO, WWDM, WARM, WARA, WWWS, KDIA, KUKO, Debuts at number ie 9, KSOL, WATV, WENN, WPDO, WLOU, WBLX, KHYS, i. Medium: WDJY, WAOK, KRNB, WGCI, WZAK, XHRM, mber 34 on the Bleck/Urben chert.

chert.

TYZIK: "Jammin' In Manhattan'" (Polydor/PolyGram) 42/2

Rotations: Heavy 30, Medium 21/0, Light 182. Extra Adda 0, Tota Adda 2, KMJM, KHYS. Heavy: WJMO, WPEG, WNOO. Medium: WWH-FH. WXXV. WILO, WAS, WJMO, WEDR, WECH, WGC, WGPF, WJLB, WZEN-FH, KACE KJLH, XHRM, KSOL, WKNO. WJAX, WPDQ, WTLC. WWWS, KDKO, KDA. Debtos is nurnber 36 on the Black/Undern chart.

RANDY HALL: "I've Been Watching You (Jamhe's Girl)" (MCA) 38/11

Rotations: Heavy 10, Medium 20, Light 28/11, Earts Adda 0, Total Add 11, WXYV. WDAS, WDJY, WHJR. WYEE, WDRQ, KSOL, WJCH, KUKQ, HEAVY, WDK, KUKQ, HEAVY, WDK, WGCI, WJCH, KUKQ, HEAVY, KOKA, Medium: KKDA-FM, WGCI, WJLB, XHRM, WPEG, WPDQ, KJCB, WAAA, WAAMAS

WDAS, WAMO, WDIA, WGCI, WCIN, XHRM, WIAX, KOKA, WAMM, WWWS.
SHANNON "My Heart's Divided" (MitragolAtco) 377, Proteinor: Heavy 50, Medium 19/2, Light 12/6, Extra Adds 1, Toral Adds 7, WIRKS, WUSL, WHUR, XHRM, W.TT, KHYS, KOKA.
283, WHOO, WPDD, KJCB, WANM, WOKK, WBLA, WEDWIN, WWN-RM, WANDAU, WDDWT, WDWT, WZAK, WGPR, KDAY, WNH-C, WATV,
LYSLEN, WANDAU, WARD, WARD, WARA, WDAO, Debuts of number 37 on the Black/Urbon and the Blac

233, WNOO, WPDO, LUCB, WANM, WOKS, WAAA, WDAO, Debuts et number 37 on the Black/Urben chert.

LUTHER VADAPROSS "Make Me A Bellever" (Epic) 37/1

Rostlone Heen NJ, Word, W. Start St

CHI-LITES "Gimme Whatche Got" (Private I/CBS) 35/1
Rotstons: Henry 70, Medium 17/1, Light 11/0, Extra Adde 0, Total Adde 1, 293, Henry: WDIA, WGIX, WFEG, WOIC, KOKA, WWOM, WAAA, KDKO.

JERMAINE JACKSON "Dynamite" (Arista) 34/25
RAUG, WHIRK, WEDR, WZAI, WGPR, WJLB, XHRM, WWDM, WLUM, KDKO, KDIA. Heavy; WDJY, Medium: 11/5, Light 19/17, Extra Adda 3, Total Adda 25 Including WXYV, WDAS, WAOK, KNOK-FM, KAUD, WHRK, WEDR, WZAI, WGPR, WJLB, XHRM, WWDM, WLUM, KDKO, KDIA. Heavy; WDJY, Medium: WAMN, WZEN-FM, Z93, WJMI, WOCK, WWWS.

JULIO IGLESIAS & DIANA ROSS "All Of You" (Columbia) 32/5

\*\* Henry 30, Medium 12/0, Light 16/4, Extra Adds 1, Total Adds 6, WDAS, WVEE, WJMD, WANT, WCKS, Heery M. KCKA, WANM, Medium: WAOK, KRNB, XHRM, WATV, WGIV, WJTT, WOK, WPDD, WBLX, WPLZ, KDM, KUKD. CRUSADERS "Dead End" (MCA) 32/1

CRUSADENS "Dead End" (Mica) 32/1 Postone: Hengy OO, Medium 170, Light 140, Estra Adda 1, Total Adda 1, WPLZ, Medium: WWN-FM, WEDR, WJMO, KACE, KALH, XHRM, KSOL, WATV, WGRY, WPEG, WRXII, WJAX, WPDQ, KOKA, WWDM, WAAA, KDIA.

BODNIE POUTER "YOUR TREN, WISH, WISH, WARA, WITCH, NURA, WITCHE, WARA, KUM.

BONNIE POUTER "YOUR TOUCH" (Private I/CBS) 31/10

Rotations: Heavy 4/0, Medium 8/1, Light 177, Extra Adds 2, Total Adds 11, WDAS, WEDR, WBMX, WZAK, XHRM, WATV, WENN, WOIC, KHYS, WGKS, Heavy: WAOK, WDIA, WJAX, KOKA, Medium: KRNB, WCIN, WZEN-FM, WPDQ, WAAA, WTLC, VICKA

KURU.

DEBBIE DEB "When I Hear Music" (Sunnyview) 31/9

Rotstions: Heavy 3.0, Medium 12/1, Light 16/8, Extra Adda 0, Total Adda 7, WZAK, WDRO, WGPR, WZEN-FM, WOIC, WOOK, WKWM, Heavy: WDAS, WUSL, WARM, Medium: WEDR, WCIN, WATV, WENN, WPEG, WJAX, WPDQ, KOKA, WAAA, WDAO,

WTLL.

CAROL LYNN TOWNES "99%" (Polydor/PolyGram) 30/8

Rotstons: Heavy 1/0, Medium 12/2, Light 16/5, Extra Acids 1, Total Acids 8, WXYY, WYEE, WEDR, KDAY, KSOL, KNOW, Z83,
WULM, Heavy, WITT, Medium: PULD, WWIS, WULSL, WCIN, WANG, KACE, XHRM, WKNO, WONG, WOOK,

RAMSEY LEWIS "The Two Of Us" (Columbia) 30/7

Rosston: Heavy 10, Medium 9/1, Light 1804, GOO-GOTHERS 3017V. WAMO, XHRM, WATV, WPEG, W.JTT, WOKS. PUMPKIN "WIN Medium KSQL, WHAII, WAAX, KOKA, WYONI, WAAA, WTLC, KUKO. PUMPKIN "Here Comes The Beat" (Profile) 3014

"Kite" "Here Cothes I're best I'riune; 30/9 is Henry 30, Medium 13/0, Light 14/4, Extre Adds 0, Total Adds 4, WAMO, WYEE, WCIN, WKXI. Henry: WRKS, WDAS, Medium: WUSL, WDIA, WEDR, WZAK, KDAY, WENN, WGIV, WPEG, WOIC, WJAX, WOOK, WANN, WTLC.

KUAL, MIGUITI: WUJAL, WELITI, WZAA, KUAT, WERNE, WGU, WYEG, WUIC, WJAX, WUUK, WANN, WILC.

KLEER "Infirmate Connection" (Atlantic) 28/2

Rossions: Newy 11/0, Medium 86,0 Light 11/2, Extra Adds 0, Total Adds 2, WGCI, KHYS, Henvy: WWNN-FM, WCYV, WILD,

WYEE, WCIN, WJMO, WZAK, KACE, KLIH, WINDO, WKWM, Medium: WAOK, WBMX, XHRM, 293, WGQK, WLTH.

WENTUR PLET, ISSUL, WIRTU, WAIR, WAIR, WIRTH, WAIR, WITHOU, AUGI, WITHYOU,

MENUDO "If You're Not Here (By My Side)" (RCA) 27/16

RESOL RESOL REMY 10, Medium 51, Light 2014, Extra Adds 1, Total Adds 16, WXYV, WBMX, WCIN, WZEN-FM, XHRM, RSOL, KNOW, WOIC, WOOL, WEDU, WELX, KHYS, WAIMM, WAAA, KDIA, KUKO, Heery; WUSL, Medium: WDAS, WOOK, KOKA,

WUJM.

CHUCK BROWN & SOUL SEARCHERS "We Need Some Money" (T.T.E.D.) 27/5

Rosstions: Heavy 4:0, Medium 14/1, Light 8/1, Extra Adds 3, Total Adds 5, WUSL, WYEE, KMJQ, WARM, WOKS: Heavy; WDJY,
WRIR, WYD, FH, WPLZ: Medium: WWWI-FM, WXYV, WDIA, WGCI, WZAK, WZEN-FM, WPEG, WOIC, WJAX, WPDQ, WYDM,

WDA0, WTLC:
CHANGE "H Burns Me Up" (Atlantic) 26/5
Rosslone: Heavy 20, Medium 11/2, Light 13/3, Extra Adds 0, Total Adds 5, WAMO, KNOK-PM, WENN, WKWM, KDKO. Heavy:
WZAK, KDAY: Medium: KIMJO, WJMO, XHRM, WHOO, WDLZ, WWDM, WAMM, WWWM,
STACY LATTISAW & JOHNNY GILL "Block Party" (Cotfillor/Atco) 25/4
Rossions: Heavy 20, Medium 12/1, Light 11/3, Extra Adds 0, Total Adds 4, WXTV, XHRM, KSOL, KOKA. Heavy: WDAS, KNOW.
Medium: WRIKS, WDIA, WEDR, WZAK, KMJM, 283, WFEG, WJAY, WPDQ, WBLX, WQGIK.

#### MOST ADDED .

J. KENNEDY & J. OSBORNE (4R) The Last Time I Made Love JERMAINE JACKSON (25) DENIECE WILLIAMS (19) Next Love (Columbia)
YARBROUGH & PEOPLES (19) Be A Winner (Total Experience/RCA) ALICIA MYERS (17) SOS BAND (17) Just The Way You Like It (Tabu/CBS)

#### HOTTEST

PRINCE (72) When Doves Cry (WB) TINA TURNER (56) Love Got To Do With It (Capitol) OLLIE & JERRY (32) ."here's No...) (Polydor/PolyGram) JACKSONS (31) State Of Shock (E) JOCELYN BROWN (23) Somebody Else's Guy (Vinyl Dreams)

### SIGNIFICANT ACTION

GRIFFIN "Throw Down" (Qwest/WB) 24/5
Rotations: Heavy Oil, Medium 11/0, Light 12/4, Extra Adds 1, Total Adds 5, WXYV, W
WUSL, WYEE, KKDA-FM, WZAK, KNOW, 293, WNOO, WJAM, WOQK, KOKA, WWWS.

WILE (ROA-FM, WZAK, KNOW, 23), WNOO, WAMI, WOOK, KOKA, WWWS.

NUANCE (FVICKI LOVE "Take A Chanco" (44th & Broadway/Island) 23/3

Rotations: Heavy 81), Medium 100, Light 82, Estre Adds 0, Total Adds 3, WILD, WNOO, WOOK,

ACCE. Medium: WJAMO, WZAK, WDRQ, WGRP, XH9M, WJOU, WBLX, WPIZ, WAAA, WKWM.

DENIECE WILLIAMS "Next Love" (Columbia) 22/19

Rotations: Heavy 0/0, Medium 744, Lieve "Columbia) 22/19 VIILU, WNOO, WOOK. Heevy: WDAS, WUSL, WJLB. PLZ, WAAA, WKWM.

DENIECE: WILLIAMS "Next Love "Lobumbies &e.i" of continues with the continue seem of the continues of the

O'JAYS "Let Me Show You (How Much I Really Love You)" (Philadelphile International/CBS) 22/7
Rosston: Heavy 1.0, Medium 8/4, Light 13/3, Extra Adde 0, Total Adde 7, WAOK, KNOK-FM, WZAK, WNOO, WPDQ, WANT, KDKO, Heavy: WGIV, Medium: WILD, WPLZ, KOKA, WAAA.

KOKO, Heery: WGV. Medium: WILD, WPLZ, KOKA, WAAA.

DEELE "Surrender" (Soler/Belktra) 2/2/4

Rotations: Heery 2,0, Medium 11/2, Light 8/2. Extra Adds 1, Total Adds 4, W.J.M., WOOK, WPLZ, KOKA. Heery: WEDR, WJAX.

HUGH MASEKELA "Don't Go Lose it Babby" (J.Wel-Africata) 2/2/0

Rotations: Heery: 1/0, Medium 3/0, Light 12/0, Extra Adds 0, Total Adds 0, Heery: WILD. Medium: WEDR, WGPR, KJLH, KSOL,

WK/MO, WHC., WK/MO, WHW/MS, KIKC.

PATTI AUSTIN "Shoot The Moon" (Qwest/WB) 21/6 Rotations: Heavy 1/0, Medium 9/2, Light 11/4, Extra Adde 0, Total Adde

SHOUT THE MOOTH LLAWGEL VED Z 1/D fedium 9/2, Light 11/4, Extra Addo 0, Total Adde 6, WAMO, WDMT, 293, WPEG, WPDQ, WANM. Heavy: FM, WAOK, WYEE, KSOL, WGV, WPLZ, KDIA.

BRYAN LOREN "Do You Really Love Me" (Philly World/Atco) 21/4
Rosstons: Heavy 0,0, Medium 10/1, Light 11/3, Extra Adds 0, Tost Adds 4, WILD, WYEE, WZEN-FM, WWDM. Medium: WWIN-FM, WUSL, WEDR, WZAK, KDAY, WPEG, WNOO, WDAD, KDIA.

SUTTONS "Kraazy" (Rocshire) 21/1 t 17/1, Extra Adds 0, Total Adds 1, WJMO, Heavy: WENN. Medium: WDMT, WZEN-FM,

WWW.3.
DISCO 3 "Fet Boys" (Sutra) 21/0
Rotations: Henry 2.0, Medium 10.0, Light 9.0, Extra Adda 0, Total Adda 0, Henry: WRKS, WDAS, Medium: WUSL, KRNB, WZEN-RUNI D, M.C. "30 Days" (Profile) 20/9
RUNI D, M.C. "30 Days" (Profile) 20/9

30 Lays" (Frome) ZUIS

(N. Medium 50, Light 7/8, Extra Adds 3, Total Adds 9, WXYV, KMJQ, WDIA, WEDR, WYLD-FM, WJLB, WPEG, WY. WDAS, WDMT, WZAK, WZEN-FM, WJAX. Medium: WUSL, KNOK-FM, KMJM, WQGK, WWDM.

WORL, WBMY: WBLS, MUDIAS, MUDIAT, WAZAR, WAZER-PM, PUJAS, RROBURT: YYUSL, RRUR-PM, RAMJR, WYUGIA, WANI, WYUGIA, WANI, WWWS, Medium: WILD, WYUGIA, WASAM, WWWS, Medium: WILD, WYUGIA, WANI, WYWWS, WYUGIA, WANI, WYWWS, WYUGIA, WANI, WYWYS, WYUGIA, WYUGI

ROGER "In The Midnight Hour" (WB) 18/7 Rotations: Heavy 6/0, Medium 6/2, Light 6/5, Extra Adds C Heavy: WDIA, WHRK. WZAK, KACE, WNOO, WJMI. is O, Total Adds 7, WVEE, XHRM, WATV, WPEG, WBLX, WWDM, KUKO.

EARONS "Beat Sixteen" (Island) 17/12 Rotations: Heavy 1/1, Medium 0/0, Light 12/7, Extra WPEG, WNOO, WOIC, WLOU, WQQK, WAAA. ra Adds 4, Total Adds 12, WDAS, WAMO, WHUR, KMJQ, WEDR, WATV,

WPEG, WHOO, WICK, WLUU, WLUU, WAAA.
STARPOINT "AM I SEM THE One" (Elektra) 17/6
Rosstons: Heavy 20, Medium 8/1, Light 6/3, Extra Adds 1, Total Adds 5, WDIA, WGCI, WGIV, WPEG, WAAA. Heavy: WILD,
WHIRK, Medium: WYLD-FM, WJMO, WHOO, WOIC, WBLX, WOKS, WWWS.

BEAT MASTER "Lip Service" (Tommy Boy) 17/3
Rotations: Heavy 4/0, Medium 4/1, Light 9/2, Extra Adda 0, Total Adda 3, WXYV, XHRM, WPDQ. Heavy: KKDA-FM, WZAK, WZEN-FM, WPEG. Medium: WDMT, WDAO, WKWM.

DAN HARTMAN "I Can Dream About You" (MCA) 17/1
Rotations: Heavy 7/0, Medium 4/1, Light 6/0, Extra Adds 0, Total Adds 1,
WEDR, WJTT, WOMG, Medium: WBLZ, 293, WLUM. 1, WOKS. Heavy: WAMO, WDJY, WVEE, KKDA-FM,

WELL, WITH, WIGHER, MIGUALT: WILL, ABS, WILLIAM.

SPINNERS "(We Have Come Into) Our Time For Love" (Atlentic) 16/1

Rotations: Heavy Olo, Medium 6/0, Light 10/1, Extra Adds 0, Total Adds 1, WWDM. Medium

JAMES INGRAM "She Loves Me (The Best That I Can Be)" (Qwest/WB) 15/6
Rotations: Heavy 2/1, Medium 7/3, Light 6/2, Extra Adds 0, Total Adds 6, WYEE, KNOK-FM, WHRK, WZAK, 293, WDAO. He

OF THE STATE OF THE STATE OF THE STA

DELLS "Love On" (Private I/CBS) 14/5
Rotations: Heavy 0/0, Medium 3/0, Light 10/4, Extra A dds 1, Total Adds 5, WAOK, WOIC, WANM, WAAA, WTLC. Me

WIDE, TOUS, ALVAC.

ELEANOR GRANT "Lovin" Your Good Thing Awey" (Catawbe/CBS) 14/4

Rotations: Heavy 1/0, Medium 1/0, Light 12/4, Extra Adds 0, Total Adds 4, WAOK, WCRI, WKXI, KCKA, Heavy: WPEG, Mec

WOK:
NOMA HENDRYX "To The Bone" (RCA) 14/2
Rications: Henry 1/0, Medium 4/0, Light 9/2, Extra Adds 0, Total Adds 2, KDAY, WOIC, Heavy: WNOO, Medium: WDIA, WGIV.

WILLIE CLAYTON "Whet A Way To Put ht" (Compleat/PolyGram) 14/1
Rotations: Heavy 0/0, Medium 6/0, Light 8/1, Extra Adde 0, Total Adde 1, KOKA. Medium: WE m: WEDR, WGCI, WGIV, WKXI, WBLX,

TERRI WELLS "I'I Be Around" (Philly World/Atco) 14/1
Rotations: Heavy 2/0, Medium 8/0, Light 6/1, Extre Adde 0, Total Adde 1, KHYS. Heavy: WPEG, WANM. Medium: WWIN-FM, WXYV, WEDR, WENN, WAAA, WWWS.

BRONNER BROTHERS "I'm Not That Bad A Man To Love" (Neighbor) 13/2
Rossions: Henry 1/0, Medium 6/1, Light 6/1, Extra Adde 0, Total Adde 2, WWIN-FM, KHYS. Heavy: WOIC. Medium: WILD, WEDR.
WGIV, WREG. WTLC.

BEAU WILLIAMS "Don't Say No" (Capitol) 13/1 Potations: Heavy I/O, Medium BJ, Light 4/1, Extra Adds 0, Total Adds 1, WPDQ. Heavy: KJCB. Medium: WEDR, KACE, KJLH. D TRAIN "Thank You" (Prelude) 12/1 Rotations: Heavy Of, Medium BJ, Light 8/0, Extra Adds 0, Total Adds 1, WYEE, Medium: WMMLEM, MARIAN WARD, WARD,

im 6/1, Light 6/0, Extra Adds 0, Total Adds 1, WVEE. Medium: WWW-FM, WENN, WGIV, WAN

SUN "Legs (Bring The Wolf Out Of Me)" (Air City) 12/1 Rotations: Heevy 0/0, Medium 7/0, Light 5/1, Extra Adds 0, Total Adds 1, I 1, KJCB. Medium: KRNB, WATV, WPEG, WJMI, WKKI,

EGYPTIAN LOVER "Egypt Egypt" (Freakbeet) 12/0
Rotetions: Heavy 2/0, Medium 8/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WDRQ, WQQK, Medium: KKDA-FM, WGPR, WJLB, WZEN-FM, KDAY, WRIZ, WGKS, WWWS.

WASH, WEST-FIRE, NAME, WITCH, WITCH, THITMOR.
ROO STEWART "Infatusation" (WB) 12/0
Rotations: Heavy 3/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KACE, W.JTT, WOKS, Medium: WVEE, WZAK,

283, TOTAL, TALLOR.

KIDS AT WORK "Sugar Baby" (Sound Of N.Y./CBS) 11/7

Rotations: Heavy 0.00, Medium 2/1, Light 8/6, Extra Adda 1, Total Adda 7, KMJO, WDRO, KMJM, KDAY, WKKI, WJAX, WTLC. O'BRYAN "Breakin' Together" (Cepitol) 11/6
Rosstons: Heavy GO, Medium 5/2, Light 6/4, Extra Adds 0, Total Adds 6, WDAS, WYLD-FM, KDAY, WENN, WOIC, W.JMI.

MINIST BROTHLOOD CONTROL OF THE CONTROL OF THE CONTROL OF THE C

Rotations: Heavy QO, Medium 5/2, Light 6/4, Extra Adds 0, Total Adds 6, WDAS, WYLD-FM, KDAY, WENN, WOIC, W Medium: WART, WWOM, WWWS.

JUNIE MORRISON "Techno-Freqs" (4th & Broadway/fisland) 11/0
Rotations: Heavy 1/0, Medium 1/0, Light 9/0, Extra Adds 0, Total Adds 0, Heavy; WOIC, Medium: WEDR.
JUNCY "Best Street Struct" (Atlantic) 10/6
Rotations: Heavy 0/0, Medium 7/1, Light 8/4, Extra Adds 1, Total Adds 6, WRKS, WEDR, WZAK, WNOO, WPDQ, WANM.
Rotations: Heavy 0/0, Medium 7/1, Light 8/4, Extra Adds 1, Total Adds 6, WRKS, WEDR, WZAK, WNOO, WPDQ, WANM.
Rotations: Heavy 0/0, Medium 7/2, Light 4/1, Extra Adds 1, Total Adds 4, WYEE, WOOK, MADMA MAAA AMARINE.

n 5/2, Light 4/1, Extra Adds 1, Total Adds 4, WVEE, WQQK, WWDM, WAAA. Medium: KMJQ,

WQKS/Williamsburg Steve Crumbley

Steve Crumbley
22 TOP
DAN HARTMAN
STEVE PERRY
KENNY LOGGINS
DEWISCE WILLIAMS
ELEMANIS JACKSON
GRIFFIN
CYMDI LAUPER
SOS BAND ROSS
GAND HOSS
DAVID SANDON
CHUCK BROWN
CHUCK BROWN
HOLEST
FINANCE
TIMA TURNER
JACKSONS
TO BENEFIT
TO BENEF

WAAA/Winston-Salem

Eric St. James

### Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

#### EAST

WWIN-FM/Baltimore

BILLY OCEAN RANDY HALL KOOL & THE GANG Hottest: OLLIE & JERRY PRINCE BRONNER BROTHERS
PRETTY POISON
SOS BAND
HOTTES:
SHEILA E
PRINCE
TINA TURNER
KASHIF
KLEEER PRINCE TINA TURNER RAY PARKER JR. CHUCK BROWN

Roy Sampson
MEMUDO
LATTISAM & GILL
CAROL LYNN TOWNES
RUN D.M.C.
GRIFF IN
GRIFF IN
GRIFF IN
GRIFF IN
GRIFF IN
JACKSON
YARRBOUGH & PEOPL
SMOOTHIE
RAMSEY LEWIS
RAMDE HALL
HOLTEGET
HOLE
RAMSEY LEWIS
RAMSEY
RAMS

#### WILD/Boston Elroy R.C. Smith

RAY PARKER JR. RICHARD D. PIE KENNEDY & OSBO BRYAN LOREN HOTTEST: PRINCE CHERRELLE KASHIF HUGH MASEKELA MTUME

#### WKND/Hartford Jordan/McLea

none Hottest: PRINCE KASHIF OLLIE & JERRY JACKSONS none Hottest: PRINCE TINA TURNER ROGER PEABO BRYSON SHEILA E EABO BRYSON

est: ISAW & GILL PRINCE
TEDDY PENDERGRASS
BRASS CONSTRUCTIO
TINA TURNER

#### DK SINew York

T-CONNECTION SWITCH ELEANOR GRANT DENIECE WILLIAMS MENUDO IRENE CARA ALICIA MYERS TEMPER aylor/Quartarone JUICY Hottest: PRINCE DISCO 3 DISCO 3
PATRICE RUSHEN
OLLIE & JERRY
CYNDI LAUPER

#### WZAK/Cleveland Lynn Tolliver WUSL/Philadelphia

JERMAINE JACKSON SOS BAND O'JAYS KENNEDY & OSBORNE Wyatt/Buggs RAY PARKER JR KENNEDY 6 OSBORNE
JUICY
JAMES INGRAM
KAZU MATSUI PROJE
BONNIE POINTER
RENNIE REN
DEBBIE DEB
HOTLEST
PRINCE
TINA TURNER
JACKSONS
ART OF NOISE
TIME MENUDO SHEILA E GRANDMASTER TINA TURNER

#### WDAS/Philadelphia WDMT/Cleveland (4)

RANDY HALL O'BRYAN JERMAINE JACKSON Kelly/Dean Kelly/Dean
DEBBIE DEB
KENNEDY & OSBO
HAROLD MELVIN
DONALD D
HOTTE AUSTIN
DONALD D
HOTCEST:
RUN D.M.C.
JACKSONS
LILILO THOMAS
SUTTONS
LARRICE COLONEL ABRAMS
SONNIE POINTER
EARONS
HAROLD MELVIN HAROLD MELVIN
IGLESIAS & ROSS
KENNEDY & OSBORN
TEMPER
JIMMY CASTOR
HOTTENST TURNER
RICK JAMES
RAY PARKER JR.
TIME

#### TIME PUMPKIN WAMO/Pittsburgh

llen Harrison OLLIE & JERRY RAMSEY LEWIS KENNEDY & OSBORNE ART OF NOISE EARONS MICHAEL LOVESMITH PRINCE TINA TURNÉR PATRICE RUSHEN STANLEY CLARKE KLEEER C.L. BLAST PATTI AUST LOLEATTA H CHANGE GRIFFIN Hottest: PRINCE

JACKSONS TINA TURNER KOKO POP RICK JAMES

#### WDJY/Washington, DC Dan O'Neil WHUR/Washington, DC Libby Lawson

SHANNON VALENTINE BROS CHANGE CHANGE
REAL FYES
RANDY HALL
SOS BAND
KOKO POP
EARONS
CRUSADERS
HOTLEST:
JOCELYN BROWN
JACKSONS
SHETLA E
TINA TURNER
PRINCE

#### MIDWEST

WBMX/Chicago Lee Michaels

WGCI/Chicago (A)

TINA TURNER
HOTLEST:
PRINCE
JOCELYN BROWN
TINA TURNER
PATRICE RUSHEN
WOMACK & WOMAC

WBLZ/Cincinnat

WCIN/Cincinnati Sid Kennedy

TEMPER Hottest: PRINCE OLLIE & JERRY LAKESIDE

EDDY GRANT KASHIF STANLEY CLARKE STANLEY CLARKE BONNIE POINTER HAROLD MELVIN KENNEDY 6 OSBORNE MENUDO LOLEATTA HOLLOWAY LOLEATTA HOLLOW Hottest: JOCELYN BROWN PATRICE RUSHEN SMOKEY ROBINSON POINTER SISTERS PEABO BRYSON WDAO/Dayton

KENNEDY & OSBORNE DENIECE WILLIAMS JAMES INGRAM JERMAINE JACKSON JERMAINE JACK
LJ REYNOLDS
GRIFFIN
DUKE BOOTEE
HOTTEST:
JOCELYN BROWN
JACKSONS
PRINCE AMUZEMENT PARK KENNEDY & OSBORNE PRINCE TINA TURNER PATRICE RUSHEN WGPR/Detroit

SOS BAND SOS BAND
ALICIA MYERS
DEBBIE DEB
JERMAINE JACKSON
VALENTINE BROS,
KENNEDY & OSBORNE
YARBROUGH & PEOPL
DAVID ASTRI
SPECIAL REQUEST
HOTCES:
PRINCE TINA TURNER RAY PARKER JR. MTUME RICK JAMES

#### WJLB/Detroit James Alexander

JERMAINE JACKSON KENNEDY & OSBORNE SOS BAND RUN D.M.C. HOTLEST: JOCELYN BROWN CHERRELLE SHEILA E PRINCE JERMAINE STEWART

#### WDRQ/Detroit Steve Harris

DEBBIE DEB
KENNEDY & OSBORNE
KIDS AT WORK
LIONEL RICHIE
RANDY HALL
YARBROUGH & PEOPL

#### WLTH/Gary Dana Huskisson

PRINCE TINA TURNER ART OF NOISE WOMACK & WOMA JOCELYN BROWN

#### WKWM/Grand Rapids Frank Grant

CAPTAIN ROCK DEBBIE DEB CHERRELLE JOCELYN BROWN

WTLC/Indianapolis

YARBROUGH & PEOPL DENIECE WILLIAMS

DENIECE WILLIAMS
DELLS
KIDS AT WORK
KENNEDY & OSBORNE
AMUZEMENT PARK
HOTLEST
FRINCE
TINA TURNER
OLLIE & JERRY
PEABO BRYSON
SHEILA E

#### WJMO/Cleveland Rod See

\*(J) Indicates Jazz Reporter

KENNEDY & OSBORNE YARBROUGH & PEOPL JACKSONS BILLY OCEAN IGLESIAS & ROSS

WAOK/Atlanta JERMAINE JACKSON DELLS ROSE ROYCE DENIECE WILLIAMS IRENE CARA IRENE CARA SOS BAND ALICIA MYERS BON ROCK YARBROUGH & PEOPL

RAY PARKER JR. TINA TURNER WOMACK & WOMACK

WVEE/Atlanta

SOUTH

#### Scotty Andrews

JAMES INGRAM
KENNEDY & OSBO
BILLY OCEAN
BRYAN LOREN
SOS BAND
ROBIN GIBB
D TRAIN
MTUME
CHUCK BROWN
ROGER ROGER PRESH BAND FATBACK PUMPKIN FORMULA FIVE FORMULA PIVE
ALICIA MYERS
KLINTE JONES
YABROUGH & PEOPL
CAROL LYNN TOWNES
IGLESIAS & ROSS
RANDY HALL
HOTHER
PRINCE
JACKSONS
TIMA TURBER
WOMMCK & HOWNEY

#### WOMACK & WOMACK OLLIE & JERRY WRDW/Augusta Charlotte Logan

LIONEL RICHIE SOS BAND EDDY GRANT SMOKEY ROBINSON ART OF NOISE Hottest: PRINCE CHERRELLE PATRICE RUSHEN JOCELYN BROWN TEDDY PENDERGRAS

WLUM/Milwauker Susie Austin JERMAINE JACKSON BILLY OCEAN CAROL LYNN TOWNES JOHN WAITE HUEY LEWIS & NEWS HOTTEST: PRINCE PRINCE RAY PARKER JR. NEWCLEUS JACKSONS RICK JAMES

WWWS/Saginav Kermit Crockett LJ REYNOLDS
ALICIA MYERS
BOBBY GLOVER
C. LYNDA McCON
HOTTEST
PRINCE
LAKESIDE
ART OF NOISE
TIMA TURNER
JACKSONS

#### KMJM/St. Louis Ron Atkins

JERMAINE STEWART KIDS AT WORK BILLY OCEAN TYZIK TYZIK
KENNEDY & OSBORNE
KOKO POP
GEORGE HOWARD
GRIFFIN GRIFFIN Hottest: JOCELYN BROWN PRINCE JACKSONS

#### WZEN-FM/St. Louis

Rod King HOOKING
KENNEDY & OSBORNE
HAROLD MELVIN
BRYAN LOREN
MENUDO
WINDJAMMER
BOBBY KING
DEBBIE DEB
HOLLOREN TINA TURNER JACKSONS MTUME

#### WVOI/Tolado

none Hottest: PRINCE CHERRELLE JOCELYN BROWN

#### KNOW/Austin Ken Rush WOIC/Columbia Mickey Arnold

MENUDO
CAROL LYNN TOWNES
KENNEDY & OSBORNE
ALICIA MYERS
BILLY OCEAN
HOTTEST
PRINCE
ONE WAY
GRANDMASTER MELLE
SHELLA F Mickey Arnold

O'BRYAN
KENNEDY & OSBO!
RUN D.M.C.
EARONS
MENUDO
BOBBY KING
DEBBIE DEB
BONNIE POINTER
NONA HENDRYX
DELLS
RANDY HALL
JECKYLL & HYDE
JERNAINE JACKSU
YARRROUGH & PEC
YARRROUGH & PEC
YARRROUGH & PEC SHEILA E RAY PARKER JR.

#### WATV/BirmIngham

KENNEDY & OSBORNE RENNEDY & OSBORNI ROGER RANDY HALL BONNIE POINTER JERMAINE JACKSON SOS BAND EARONS RAMSEY LEWIS

#### WENN/Birmingham Michael Star

CHI-LITES FACE TO FACE

KC PATTI AUSTIN LAID BACK

WPEG/Charlotte

PATTI AUSTIN ROGER

RUN D.M.C. CITY STREETS LILLO THOMAS

Hottest: PRINCE TINA TURNER

WGIV/Charlotte (a)

WNOO/Chattanooga

O'JAYS BAR-KAYS JERMAINE JACKSON

PRINCE JOCELYN BROWN ART OF NOISE O'BRYAN KASHIF

WJTT/Chattanooga

Rich Phillips

Hal Harrill

BAR-KAYS DENIECE WILLIAMS KNOK-FM/Ft Worth Kenny Byrd DENIECE WILLIA
O'BRYAN
ALICIA MYERS
CHANGE
BONNIE POINTER
HOTTEST
FRINCE
JACKSONS
TINA TURNER
JOCELYN BROWN
CAMEO O'JAYS KENNEDY & OSBORNE CHANGE CHANGE
JEMMAINE JACKSON
DENIECE WILLIAMS
JAMES INGRAM
HOTLEST:
PRINCE
SHEILA E
PATRICE RUSHEN
JOHNNY MATHIS
TINA TURNER Z93/Charleston Barry Kaye

#### WQMG/Greensbord Shelly Bynum

JERMAINE JACKSON YARBROUGH & PEOPL JANICE MARIE JOHN HOTTEST: TEDDY PENDERGRASS JACKSONS NEWCLEUS

PRINCE TINA TURNER

KKDA-FM/Dallas

none Hottest: LAID BACK
JAMES INGRAM
PRETENDERS
CHRIS TAYLOR
KENNEDY & OSBORNE
CAROL LYNN TOWNES
HOTLEST
TIME
OLLIE & JERRY
RAY PARKER JR.
PRINCE ROCKWELL JOHNNY MATHIS OLLIE & JERRY PRINCE JACKSONS

#### KMJQ/Houston

PRINCE GRANDMASTER MELLE CHUCK BROWN RUN D.M.C. KIDS AT WORK SOS BAND KENNEDY & OSBORNE EARONS JERMAINE JACKSON JERMAINE JACKSON LILLO THOMAS HOTTEST: SHEILA E GRANDMASTER MELLE TINA TURNER TIME OLLIE & JERRY ROGER YARBROUGH & PEOPL STARPOINT NEXT MOVEMENT DENIECE WILLIAMS ALICIA MYERS RAMSEY LEWIS EARONS

### WJMI/Jackson Carl Haynes

EVELYN KING MTUME O'BRYAN DEELE DENIECE WILLIAMS DENIECE WILLIA Hottest: TINA TURNER PRINCE RAY PARKER JR. JACKSONS LAKESIDE

#### WKXI/Jackso

VALENTINE BROS.
KENNEDY & OSBORNE
LJ REYNOLDS
BILLY OCEAN
IRENE CARA
DENIECE WILLIAMS
STARPOINT Iommy Marshall
IRENE CARA
LLEANOR GRANT
ELEANOR GRANT
DENIECE WILLIAMS
RANDY HALL
KIDS AT WORK
KRYSTOL
MENUDO
STYLE COUNCIL
BILLY OCEAN
PUMPKIN
YARBROUGH & PEOPL
RICK JAMES
HOTESET YARBROUGH & PEOPL Hottest: PRINCE TINA TURNER

JERMAINE JACKSON BONNIE POINTER SOS BAND KENNEDY & OSBORNE DAVID SANBORN NUANCE EARONS JUICY WJAX/Jacksonville PLANET PATROL KENNEDY & OSBO CITY STREETS KIDS AT WORK KRYSTOL ALICIA MYERS

# IVY HOTTEST: PRINCE OLLIE & JERRY GRANDMASTER M SHEILA E JACKSONS

RICH PHILIPS
VALENTINE BROS.
JERMAINE JACKSON
RAMSEY LEWIS
KENNEDY & OSBORNE
SHANNON
LILLO THOMAS
DENIECE WILLIAMS
LJ REYNOLDS
HOTTOMAS
HOTTOMAS
GUILE & JERRY
RAY PARKER JR.
LIONEL RICHIE

#### WPDQ/Jacksonville Marc Little

BEAU WILLIAMS KENNEDY & OSB BEAT MASTER MENUDO BAR-KAYS JUICY PATTI AUSTIN O'LLAYS PATTI AUSTIC O'JAYS WINDJAMMER HOTTEST: PRINCE TINA TURNER LAKESIDE JACKSONS

#### KJCB/Lafayette u Beatrice Evans

WINDJAMMER KENNEDY & C SOS BAND BAR-KAYS IVY T-CONNECTION SUN YARBROUGH & PEOPL SHEILA E KENNEDY & OSBORNE YARBROUGH & PEOPL HOTTEST: PRINCE JACKSONS TEDDY PENDERGRASS TIME DORIAN YARBROUGH & PE Hottest: TINA TURNER PRINCE OLLIE & JERRY PATRICE RUSHEN LAKESIDE

#### WLOU/Louisvill

RICK JAMES LIONEL RICHIE SOS BAND BAR-KAYS KENNEDY & OSBORNE EARONS HOTLEST: PRINCE TINA TURNER PATRICE RUSHEN GRANDMASTER MELLE PEABO BRYSON RICK JAMES LIONEL RIC

#### WJJS/Lynchburg Lad Goins

none Hottest: PRINCE RJ'S LATEST ARRIV JOCELYN BROWN PATRICE RUSHEN OLLIE & JERRY

VALENTINE BROS. HOTTEST: PRINCE PATRICE RUSHEN TINA TURNER DENNIS EDWARDS CHERRELLE

#### WDIA/Memphis Bobby O'Jay

JACKSONS
ALICIA MYERS
DENIECE WILLIAMS
STARPOINT
RUN D.M.C.
BOBBY KING
BILLY OCEAN
HOTES:
JOCELYN BROWN
TIMA TIDENDR TINA TURNER OLLIE & JERRY PRINCE JACKSONS LUTHER VANDRO:
HOTTEST:
PRINCE
OLLIE & JERRY
TINA TURNER
JOCELYN BROWN
TEDDY PENDERGI

JOHNEY GUITAR WAT
JAMES INGRAM
JERMAINE JACKSON
DENI ECE WILLIAMS
PRETENDERS
RETENDERS
RETENDERS
REMEDIZ
SOSONNE
HOTELET
PRINCE
JOCELYN ROWN
TIMA TURNER
NEMCLEUS
JACKSONS

Jackson/Jones
CARGL\_INN FOWNES
WINDAMMENS
WINDAMMENS
WINDAMMENS
WILLY OCEAN
JERMAINE JACKSON
JERMAINE JACKSON
JERMAINE JACKSON
JERMAINE JACKSON
JERMAINE JACKSON
JERMONNIE POINTER
RUM D. M. C.
EAROMENY & OSBORNE
WINDERLY WERTZ
HOTLEST
PRINCE
WOMACK
JERRY
OLLIE & JERRY

#### WBLX/Mobile

YARBROUGH & PEOPL YARBOUGH & PEOPL
MENUDO
CHERRELLE
RUN D.M.C.
TIME
BAR-KAYS
KENNEDY & OSBORNE
ROGER HOTTEST: PRINCE JACKSONS TINA TURNER OLLIE & JERRY RAY PARKER JR

#### WQQK/Nashville

NUANCE SPECIAL REQUEST JECKYLL & HYDE FATBACK DEELE DEBBIE DEB

#### WYLD-FM/New Orleans Brute Bailey (2)

KENNEDY & OSBORNE T-CONNECTION KENNEDY & OSBORNE T-CONNECTION O'BRYAN RUN D.M.C. JOHNNY GUITAR WAT KOKO POD WOMACK & LABELLE HOTECS! PRINCE PRINCE PRINCE PRINCE GRANDMASTER MELLE DIVINE SOUNDS JAMES INGRAM

#### WPLZ/Petersburg Hardy Jay

DEBBIE DEB LEON BRYANT LEON BRYANT DEELE LIONEL RICHIE

#### KRNB-FM/Memphis

SUN ROSE ROYCE LAKESIDE PRINCE Hottest:

JOCELYN BROWN PATRICE RUSHEN WANT/Richmond Kirby Carmichae KOOL & THE GANG SOS BAND IGLESIAS & ROSS O'JAYS LUTHER VANDROSS

#### WHRK/Memphis Regina Harris Jones

PRINCE TINA TURNER OLLIE & JERRY JACKSONS KASHIP

#### B.B. Davis

DEELE WINDJAMMER JERMAINE J ELEANOR GRANT Hottest: PRINCE TINA TURNER OLLIE & JERRY

JIMMY CASTOR
JUICY JERMAINE JACKSON
DELLS JACKSON
DELLS JACKSON
DELLS JACKSON
DELLS JACKSON
DELLS JACKSON
DELLS JACKSON
LICIA MYERS
JIMI TUNNELL
HAROLD MELVIN
LJ REYMOLDS
TEMPER
HOTLEST JERMY
TEMPER
GOTHER
THE JERMY
THA TUNNELR

LIONEL RICHIE
CRUSADERS
ALICIA MYERS
PRETENDERS
RENNEDY & OSBORNE
HOTLEST:
PRINCE
CHUCK BROWN
TINA TURNER
MTUME
GRANDMASTER MELLE

#### KHYS/Port Arthur Mark Petry

JERMAINE JACKSON
SHELLA E
SKOOL BOYZ
BAR-KAYS
CHANGE
O'JAYS
KENNEDY & OSBORNE
HOTLORE
FRINCE
TILLE & JERRY
JOCELUN BROWN
ART OF NOISE BRONNER BROTHERS BAR-KAYS TYZIK LILLO THOMAS LILLO THOMAS
KLEEER
KENNEDY & OSBORNE
JIMMY CASTOR
BONNIE POINTER
CAROL DENNIS
MENUDO
DENIECE WILLIAMS
SHANNON
TERRI WELLS
SUN
POSE BOYCE

#### KACE/Los Angel Miller/Wiggins

ROGER
SPIRO GYRA
ALICIA MYERS
KENNEDY I OSBORNE
LILLO THOMAS
HOTESET
PATRICE RUSHEN
PRINCE
JOCELYN BROWN
TINA TURNER
KASHIF

KDAY/Los Angeles Jack Patterson BOBBIE JIMMY DENIECE WILLIAMS DUBBLE GIANTI
DENIECE WILLIAMS
SOS BAND
YABBROUGH & PEOPL
KIDS AT WORK
CAROL LYNN TOWNES
EGYPTIAN LOVER
SPECIAL REQUEST
KENNEDY & OSBORNE
O'BRYAN
NOWA HENDRYX
ALICIA MYERS
HOLLEST:
PRINCE

Hottest: PRINCE JACKSONS TINA TURNER OLLIE & JERRY PATRICE RUSHEN

#### KJLH/Los Angele: Stone/Chappell KOKA/Shreveport

NONE CHEPPEN HOTLEST: PRINCE BOBBY WOMACK SWITCH ANITA BAKER OLLIE & JERRY LATTISAW & GILL BAR-KAYS WILLIE CLAYTON ALICIA MYERS

#### WWDM/Sumpter Kevin Flemming

KENNEDY & OSBORNE JERMAINE JACKSON FATBACK LIONEL RICHIE BRYAN LOREN

ROGER KENNEDY & OSBORNE MARCIA GRIPFITH PATTI AUSTIN JIMMY CASTOR

# EARONS MENUDO KENNEDY & OSBORNE

# MENULOW OSBORNE SWITCH YARBROUGH & PEOPL IVY DELLS FATBACK JERMAINE JACKSON STARPOINT HOTCEST: PRINCE TINA TURNER KASHIF SHEILA E

#### WEST

KDKO/Englewood Carlos Lando

TIME LAKESIDE TEDDY PENDERG OLLIE & JERRY RICK JAMES KUKQ/Phoenix

#### Rick Nuhn KENNEDY & OSBORNE

MENUDO JERMAINE JACKSON RANDY HALL PRINCE LAKESIDE OLLIE & JERRY TINA TURNER ONE WAY

RAMSEY LEWIS LATTISAW & GILL JERMAINE JACKSON BONNIE POINTER SHANNON ROGER MENUDO MENUDO
ALICIA MYERS
BEAT MASTER
KENNEDY & OSBORNE
HOTTEST:
PRINCE
OLLIE & JERRY
SHEILA &
JACKSONS
ONE WAY

KSOL/San Mateo Bernie Moody Bernie Moody

LATTISAN & CILL

DENIECE WILLIAMS

ANITA BAREY

YARBROUGH & PEOPL

BILLY OCEAN

LILLO THOMAS

SERGIO MENDES

BAR-KAYS

RICK JAMES

MENUD

KICK JAMES

MENUD

KENNEDY & OSBORNE

HOLLOSEL

HOLLOSEL

HOLLOSEL

PRINCE

#### 78 Reporting Stations

70 Current Reports

stations reported a frozen playlist this week: WBLZ/Cincinnati WLTH/Gary WQMG/Greensboro WKND/Hartford KJLH/Los Angeles WJJS/Lynchburg WNHC/New Haven WVOI/Toledo

# JAZZ ONAL AIRPLAY/30

July 20, 1984

- DAVE GRUSIN/Night-Lines (GRP)
- MILES DAVIS/Decoy (Columbia)
- SPYRO GYRA/Access All Areas (MCA)
- STEPS AHEAD/Modern Times (Musician/Elektra)
- PLAYBOY JAZZ FESTIVAL/Playboy Jazz Festivai (Musician/Elektra)
- a WOODY HERMAN BIG BAND/World Class (Concord) GENERATION RAND/Call Of The Wild (Palo Alto)
- O 12 DON SEBESKY/Full Cycle (GNP Crescendo)
- 8 O PONCHO SANCHEZ/Bien Sabroso! (Concord)
- SONNY ROLLINS/Sunny Days & Starry Nights (Milestone/Fantasy) 10
- EAST COAST OFFERING/East Coast Offering (MCA)
- KENNY PORE/Inner City Dreams (ITI/Allegiance)
- ART PEPPER/Artworks (Galaxy)
- TYZIK/Jammin' In Manhattan (Polydor/PG) MAKOTO/Makoto (Qwest/WB)
- 17

26

- AL COHN/Standards Of Excellence (Concord) 20
- A TRIBUTE TO MONK/That's The Way I Feel Now (A&M) 23
- PAT METHENY w/C.HADEN & B.HIGGINS/Rejoicing (ECM) 24 KITTYHAWK/Fanfare (Zebra)

  - JORGE STRUNTZ & ARDESHIR FARAH/Frontera (Milestone/Fantasy) MICHAEL HEDGES/Aerial Boundries (Windham Hill)
- QEBUT > 3 22 22 CARMEN McRAE/You're Looking At Me (Concord)
  - DENNY ZEITLIN/Tidal Wave (Palo Alto)
  - 25 BRANFORD MARSALIS/Scenes In The City (Columbia) 18
  - CAL COLLINS/Milestone (Pausa)
- DEBUT > 20 TOM GRANT/Heart Of The City (Pausa) McCOY TYNER/Dimensions (Musician/Elektra) 11 27
  - JOHN HICKS/John Hicks (Theresa) 28
  - HEATH BROTHERS/Brothers & Others (Antilles/Island)
  - DAVID BENOIT/Waves Of Raves (AVI)

Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Brute Bailey; WGCI/Chi-Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx My rick: XHRM/San Diego, Duff Lindsey.

SPECIAL EFX "Special EFX" (GRP) 12/3

5/1, Light 3/0, Extra Adds 2, Total Adds 3, WLOQ, KTCJ, KPLU. Heavy: WBBY, WMGI.

RON CARTER & JIM HALL "Live At Village West" [Concord] 10/6
Rotations: Heavy 0/0, Medium 4/1, Light 2/1, Extra Adds 4, Total Adds 6, WBFO, WBGO, WUWU, KADX, KUOP, KPLU.

BEBOP & BEYOND "Bebop & Beyond" (Concord) 9/7
Rotations: Heavy 4/3, Medium 1/1, Light 2/1, Extra Adds 2, Total Adds 7, WUWU, WMOT, KADX, KKGO, KCRW, KPLU,

TONI TENNILLE "More Than You Know" (Mirage/Atco) 9/1
Rotations: Heavy 2/1, Medium 4/0, Light 3/0, Extra Adds 0, Total Adds 1, KLON, Heavy: WUWU, Medium: WMOT, WBEE, KKGO,

DON THOMPSON QUARTET "A Beautiful Friendship" (Concord) B/6
Rotations: Heavy 2/2, Medium 2/1, Light 3/2, Extra Adds 1, Total Adds 6, WBFO, WUWU, KADX, KKGO, KCRW, KLCC.

BILLY OSKAY & MICHAEL O' DOMHNAILL ''Nightnoise'' (Windham Hill) B/A Rotations: Heavy 1/1, Medium 3/0, Light 3/2, Extra Adds 1, Total Adds 4, WNOP, WKSU, WMGI, KWMU, Medium: KKGO, KUOP,

KLCC.

JERRY TACHOIR QUARTET "Canvas" (ITI/Allegiance) 8/4

Rotations: Heavy 1/1, Medium 4/2, Light 2/0, Extra Adds 1, Total Adds 4, WBGO, WLOO, WKSU, WHRO, Medium: WMOT, KJZZ.

FRED LIPSIUS "Distant Lover(s)" (ITI/Allegiance) 8/4

Rotations: Heavy 1/0, Medium 3/1, Light 2/0, Extra Adds 2, Total Adds 3, WBFO, WMOT, WHRO, Heavy: KLCC. Medium: WIAN,

MEATH BROTHERS "Brothers & Others" (Antilles/Island) 8/1
Rotations: Heavy 5/1, Medium 2/0, Light 1/0, Extra Adds 0, Total Adds 1, WKSU. Heavy: WBGO, KERA, WMOT, KJAZ, Medium

Rotations: He WBEE, WIAN BOBBY McFERRIN "The Voice" (Elektra/Musician) 7/7
Rotations: Heavy 2/2, Medium 1/1, Light 1/1, Extra Adds 3, Total Adds 7, WBFO, WBGO, WNOP, WKSU, KJAZ, KCRW.

WHRDOWS "Windows" (ITI/Allegiance) 7/4
Rotetions: Heavy 0/0, Medium 3/2, Light 4/2, Extra Adds 0, Total Adds 4, WBFO, WLOQ, WBEE, KJZZ. Medium: KWMU.
ABBEY\_LINCOUN, "Talking To The Sun" (Enja) 7/3
Rotations: Heavy 2/0, Medium 2/1, Light 1/0, Extra Adds 2, Total Adds 3, KKGO, KMCR, KJAZ, Heavy: WBGO, WDET, Medium:



The debut album features the compositions of Makoto Horiuchi as performed by the artist and a stellar cast of musicians. Qwest Records is proud to present this alburn of truly contemporary musical works.

Moves 17- 19 on the National Jazz Airplay Chart. 21/7 stations reporting.

MICHAEL HEDGES (10) Aerial Roundries (Windham Hill TOM GRANT (8) Heart Of The City (Pausa) A TRIBUTE TO MONK (7) That's The Way I Feel Now (A&M) BEBOP & BEYOND (7)

Bebop & Beyond (Concord) KITTYHAWK (7) Fanfare (Zebra) MAKOTO (7) Makoto (Qwest/WB) BOBBY McFERRIN (7) The Voice (Flektra/Musician) RON CARTER & JIM HALL (6)

Live At Village West (Concord)
DON THOMPSON QUARTET (6) A Beautiful Friendship (Concord) DAVE GRUSIN (16) Night-Lines (GRP) MILES DAVIS (15) Decoy (Columbia) SPYRO GYRA (10) Access All Areas (MCA) STEPS AHEAD (8) Modern Times (Musician/Elektra) WOODY HERMAN BIG BAND (7) World Class (Concord) SONNY ROLLINS (6) Days & Starry... (Milestone/Fantasy)
GENERATION BAND (5)

Call Of The Wild (Palo Alto)
PLAYBOY JAZZ FESTIVAL (5)

Playboy Jazz Festival (Musician/Elektra)

GIANTS OF JAZZ "Giants Of Jazz" (Concord) 6/5
Bit Grations: Heavy 1/1, Medium 2/2, Light 2/1, Extre Adds 1, Total Adds 5, WBFO, WBGO, KADX, KKGO, KKSN.
BILL EVANS. "More From The Vanjuard" (Millestone)Fintasy) 6/4
Rotations: Heavy 3/2, Medium 1/1, Light 2/1, Extre Adds 0, Total Adds 4, WKSU, KLON, KKGO, KLCC, Heavy: KJAZ.

Roteloos: Heavy 3/2, Medium 1/1, Light 2/1, Extra Acids 0, Total Acids 4, WKSU, KLON, KKGO, KLCC. Heavy: KJAZ.

TOMMY FLANAGAN "Thelonica" (Erija) 6/4
Roteloos: Heavy 0, Medium 4/2, Light 1/0, Extra Acids 1, Total Acids 4, WDET, KKGO, KJAZ. KXPR. Medium: WKSU.

JOSHUA BREAKSTONE "Wonderful" (Sonora) 6/3
Roteloos: Heavy 20, Medium 0/0, Light 2/1, Extra Acids 2, Total Acids 3, WHBG, KAOX, KCRW. Heavy: WKSU, KPLU.

THELONIOUS MONK "Blues Five Spot" (Millestone/Fantasy) 6/3
Roteloos: Heavy 0,0, Medium 3/1, Light 3/2, Extra Acids 0, Total Acids 3, WHBG, KLCC, KKSN. Medium: KJAZ. KXPR.

PEPPER ADAMS "Pure Pepper" (Savoy) 6/2
Roteloos: Heavy 0,0, Medium 3/2, Light 3/0, Extra Acids 0, Total Acids 2, WKSU, KLCC, Medium: KLON.

CLAUDIO RODITI w/KENIA "Red On Red" (Greene Street/2001) 6/2
Roteloos: Heavy 1/1, Medium 4/0, Light 0/0, Extra Acids 1, Total Acids 2, KJAZ. KJZZ. Medium: WBGO, KUHF, WMOT, KPLU.

ARCHIE SHEPP "The Good Life" (Varrick) 6/1
Roteloos: Heavy 1/0, Medium 2/0, Light 3/1, Extra Acids 0, Total Acids 1, KLON. Heavy: WNUR. Medium: WBAA, KAOX.

KAZU MATSUI PROJECT (/ROBBEN PROD" "Standling On The Outside" (Lakeside) 6/1
Roteloos: Heavy 3/0, Medium 2/0, Light 3/1, Extra Acids 0, Total Acids 1, KLON. Heavy: WNUR. Medium: WBAA, KAOX.

KAZU MATSUI PROJECT (/ROBBEN PROD" "Standling On The Outside" (Lakeside) 6/1
Roteloos: Heavy 3/0, Medium 2/0, Light 3/1, Extra Acids 0, Total Acids 1, WBEE, Heavy: WJZZ, KTCJ, WMGI. Medium: KJZZ, KHRI.

KAZUMI WATANABE "Mobo 1" (Gramavision) 6/1
Rotations: Heavy 2/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, WBEE, Heavy: WDET, KXPR. Medium: KERA.
BOB RAVENSCROFT JAZZ TRIO "Trio '83" (Pro Indie) 6/0
Rotations: Heavy 3/0, Medium 3/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WBF0, WNOP, KKSN. Medium: WFAE, WHRO.

KLCC.

CHICO FREEMAN "Morning Prayer" (India Navigation) 5/4
Rotations: Heavy 1/1. Medium 10. Light 1/1. Extra Adds 2, Total Adds 4, WBCO, WDET, KMCR, KJAZ, Medium: WEAA

DOLLAR BRANDI/ABDULLAH IBRAHIM "Zimbabwe" (Enja) 5/3
Rotations: Heavy 0/0. Medium 2/0. Light 00. Extra Adds 3, Total Adds 3, WBCO, KJAZ, KCRW, Medium: WBGO, WDET

CATHERINE-ESCOUDE/LOCKWODD "Trio" (Gramavision) 5/2

Light 2/2, Extra Adds 0, Total Adds 2, WHRO, KWMIT Heavy: WDFT, Medium: WBRY, KLCC

Rotations: Heavy 1:0, Medium 2/0, Light 2/2, Extre Adds 0, Total Adds 2, WHAD, KVMUU, Heavy, WDET, Medium: WBBY, LEER RITENOUM, "Banded Together" (Elektra) 5/0
Rotations: Heavy 0/0, Medium 2:0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: WEAA, WGCI.
STEVE SMITH/VITAL INFORMATION "Orion" (Columbia) 5/0
Rotations: Heavy 1:0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KJZZ, Medium: WDET, KMHD, KXPR.
BILLY MITCHELL "Blue City Jam" (Pausa) 4/2
Rotations: Heavy 1:0, Medium 3/2, Light 0/0, Extra Adds 0, Total Adds 2, WLOQ, KWMU, Heavy: KJZZ, Medium: WBEE.
TOM SPLIT" "Elan" "(Quaver) 4/2
Rotations: Heavy 1:0, Medium 3/0, Light 3/1, Extra Adds 1, Total Adds 2, KMCR, WNUR.

### Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. \* symbol denotes commercial station.

SOUTH

ROINONIA CORAY & O'DOMENAI BOTLOST COAST OFFERI TON GRANT BARU MATSUI PROJE SPYMO GYPA DAVE GRUSIN

REBOT & REYOND
MICHAEL MEDGES
FAED LIPSIDS
JAY ARRIEG & PRIE
TON GRANT
TON GRANT
SPIRO GYRA
DAVE GRUSIM
EERNY FORE
MABOTO
STEUNTE & FARAM

ART PEPPER
TRELONIOUS MONK
FRED LIFSIUS
FRED LIFSIUS
GONET MCFEMEN
CATHERINE, ESCOUL
GONES MICES
MONCY ESEMAN
DENNY 121TLIN
AL CORN
SOMMY SOLLINS

Paul General
TOM GRANT
SPECIAL EPK
BILLY MITCHELL
KITTYMEN MINDOWS
JERRY TACHOIR QUA
FAULINHO DACOSTA
HOSTENATION BAND
SPINO GYBA
STEVE DOULGAS
EARL KLUGS

KCRW/Bents Monics Tom Schnebel

BOBBY MCFERRIN BEROP & BEYOND ROACH : TAYLOR MICHAEL REDGES DON PULLEN PIECES OF TIME VIOLIN SUMMIT DIESY GILLESPIZ JOSHON BEARSTONE ROTEBET WARJOGS BOBBY MCFERRIN

KJ22/Seattle (\*) Carol Handley

WINDOWS JOHN BLAKE PERSUASIONS

PERSUASIONS
HICHAEL HEDGES
CLAUDIO RODITI
TOM GRANT
HOTEBAT:
STEPS AMEAD
DAVE GRUSIN
AVENUY NCCLURE
STEVE SMITH
URBANIAK & CONS

KUOPIStockton Gall Schramm

EAST	John Hunt	Rollins/Kira	Murityn Rogers (*)	SOUTH
WEAA/Beltimore Renits Woods Joone Botteet! HILES DAYIS HAROTO SORNY ROLLINS EAST COAST OFFERI JOSE BICKS WCMMHOSOSTON Eric Jackson	DIIT CILLESPIE PLATBOUY JAIR PEST ALEKANDER ZONJIC GIAMTS OF JAII VARIOUS HITUTHANN RICTHANN RICTHANN RICTHANN RICTHAN ROCKEST	VARIOUS ERAN JAMAL BLANCHARD & HARRI CLARINET SUMMIT AL COSM CHICO PRESMAN JOSEUS BRAKETOME JERNY TACSDIR GUA CARTER & HALL GIANTS OF JAII MOTERAT MILES DAVIS ABSET LINCOLN POMCHO SANCHEZ JOSE SICKS	Meetin Modes (*)  ONT THOUSAGE (*)  RESOP & SEYOND  CARTER & RALL  ROCKEST:  PLATEO' JAIL FEST  DAVE GRUSIN  ECKL & JARVIS  MARKATIER TRANSFE  GRONGE ROMARD	WFAE/Charlotte Paul Stribling DONE BOTTO ATT DON SEBESBY DAVE GRUSIN STRES AREAD HICREL PETROCE HIZE CAMPBEL KERADUNGOFT. WO Ed Budaneuro
PLAYBOY AZI FEST DOROTHY ASHEY ILLINGIS JACOURT ANITA MOORE ACKERMAN S JOHNSO	this w playl WE W W WF	g stations fail eek; therefore ists were from AA/Baltimore GBH/Boston JZZ/Detroit AE/Charlotte Dallas-Ft. Wo	e their	PONCHO SANCHET PAT HETERY ROTTEST ROTTEST ROTTEST ROTTEST RESIDENCE RESIDENC

MIDWEST	WJZZ/Detroit (*)
WBEEICHICAGO (') Bob Long KAZUMI WATANABE SUY FRICANO TOM GRANT ANTA BASER	NOTE STATE OF THE
JOHN BICKS L.A. JAIZ MORKSHO KAZU MATSUI PROJE WINDOWS	WNUR/Evenation Eric Scholl HILES DAVIS
Hottest: STEPS AREAD	GONIALET & PURCEL MORLD SAXOPHONE Q THOMAS TEDESCO DAVID MORRAY
DAVE GRUSIN MILES DAVIS WOODY HERMAN	DUSAN BOGDANOVIC SONNY ROLLINS PAGE MOTIAN TOM VARNER
www.ciectocati (*)	BLANCHARD & HARRI

MOODY HEAMA COUNT BASIE KENNY BURRE SPYRO GYRA

EAST

MICHAEL REDGES JOHN RENBOURN WILLIS JACKSON SICO PRE

WKSUKent

KTCJMini Ed Garrat SPECIAL EPE BOTHESTS BOTHESTS CHUSADERS STANLEY CLARKE KAID MATSWI PR STEPS ANEAD KWMU/St, Louis Michael Crowley

LOUIS BELLSON
MICHAEL HEOGES
TOM GRANT ESCO
OSKAY & O'DOME
TYIIR
CRUSADERS
EOTEEBT!
RILES DAVIS
VARIOUS
STRUNTI E PARAI
SONNY ROLLINS
FITTYRAMK

**46 Reporting Stations** 36 Current Reports
The following stations called in a frozen playlist this week: WKND/Hartford WIAN/Indianapolis

KUHF/Houston

WEST KLONA ong Beer Helen Borges

SERON & SEROND ON TEORNSON OU EISTTRAMK RENNY PORE BUTCH MILES JUMES NEWTON LARRY FLABIUM. TO SHAFF & HYMAN SECTION OF JAZE SE

KLCC/Eugene Michael Canni

PORCEO SANCHEE SILL EVANS TORN TENNILLE GOORGE SHEARING VIOLIN SUMMIT RESINE SEMAN LINCOLN MATORIA ALCELE MCECAN AL COUR TORLESS ILL EVANS TORN TENNILLE GOORGE SEARING VIOLIN SUMMIT MEGODAGE ADDIMENTATION OF THE MEGODAGE SEARING VIOLIN SUMMIT MEGODAGE ADDIMENTATION OF THE MEGODAGE ADDIMENTATION OF MAROTO
ART PEPPER
DAYE STORES
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GIANTS OF JAZE
HICHEL PETRUCC
HOTE-BLI
PLATBOT JAZE FI
BOD RAVENSCHOFT
SONNY ROLLINS

EAST COAT OFFERI STRUMET : FARAH COM STREET TYPILE TYPILE ARROTO A TALL ENAMS CIANTS OF JAII DON TEOMROON GUAR BEBOP & BETWON HOLLEST OF BAIL OWNERS AREA STREET AREA DAVE GRIENT DAVID RENOIT

MICHAEL HEDGES SARICO RAVA TOMMY TEDESCO TOMMY FLANAGAN MOTESE: ART PEPPER STEPS AREAD CAL COLLINS DENNY ZEITLIN JOHN HICKS KMCR#hor

MILES DAVIS
CLAUDIO SODITI
MICHAEL HEOGRS
DAVE GRUSIN
ABBEY LINCOLN
TOWNY PLANAGEN
HESIDO UNNA
ABBULLAN ISRABI
HESIDO UNNA
CRICO FREEMAN SCHOOL: SEROP & BET DILL EVANS

VARIOUS CARTER & BALL STEPS AMEAD BOB SUMMERS TOM GRANT HOLLEST: HOTECHT: SONNY ROLLINS WOODT HERMAN DAVE-GROSIN AL CORN PLATROY JAZZ FEST KPLUITacome Charles Tomares Cheries Tomares
PETER KATER
VARIOUS
MARREN BERMHARD
SPECIAL EFX
CARTER 6 HALL
BERGF 6 BEYONG
BOTTERS:
GEMERATION BAND
MOODY MERMAN AL COMM FONCHO BANCHE: TOM GRANT

# NATIONAL AIRPLAY/50

July 20, 1984

Thre	10 3	wo	Lee:			Total Reports/Adds	Heavy	Medium	Light
Wee			s Wee	-	DON MAN LIABAC/Thet's The Thing About Love (MCA)	151/0	133	13	5
	3	1	1	1	DON WILLIAMS/That's The Thing About Love (MCA)	152/0	131	17	4
	5	4	2		RONNIE MILSAP/Still Losing You (RCA)	154/0	128	22	4
	10	9	3	-	T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	149/0	111	23	15
	7	7	4	4	JUDDS/Mama He's Crazy (RCA/Curb)	154/1	103	45	6
		10	8		BELLAMY BROTHERS/Forget About Me (MCA/Curb)	153/1	93	53	7
		11	6		NITTY GRITTY DIRT BAND/Long Hard Road (WB) DOLLY PARTON/Tennessee Homesick Blues (RCA)	154/2	96	50	8
		12			GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	152/1	92	52	8
		17			BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	154/0	90	56	8
		15			DEBORAH ALLEN/I Hurt For You (RCA)	153/3	62	79	12
		19			HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	146/3	67	69	10
			16		EDDIE RABBITT/B-B-B-Burning Up With Love (WB)	123/0	82	24	17
	4	5	7		EARL THOMAS CONLEY/Angel In Disguise (RCA)	128/0	79	30	19
	2	2	5		CHARLEY PRIDE/The Power Of Love (RCA)	148/3	46	85	17
		22			WAYLON JENNINGS/Never Could Toe The Mark (RCA)	150/1	45	88	17
		25			JIM GLASER/You're Gettin' To Me Again (Noble Vision)	150/2	47	82	21
		23			JOHN CONLEE/Way Back (MCA)	149/2	34	96	19
			23		KENNY ROGERS/Evening Star (RCA)	140/1	41	85	14
			25		CRYSTAL GAYLE/Turning Away (WB)	148/6	32	85	31
		36			LEE GREENWOOD/God Bless The U.S.A. (MCA)	120/0	69	36	15
	9	6	9		GLEN CAMPBELL/Faithless Love (Atlantic America)	149/8	23	94	32
		35			RONNIE McDOWELL/I Got A Million Of 'Em (Epic)	143/7	16	97	30
			29		MEL TILLIS/New Patches (MCA)	106/0	64	29	13
		16			MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	143/15	16	78	49
			34		KENDALLS/My Baby's Gone (Mercury/PG)	119/1	36	63	20
		27			MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	110/1	47	45	18
		14			CHARLY McCLAIN & MICKEY GILLEY/The Right Stuff (Epic)	135/3	21	88	26
		32			MARK GRAY/If All The Magic Is Gone (Columbia)	127/5	28	65	34
	33	31			OAK RIDGE BOYS/Everyday (MCA)	144/25	9	77	58
		_	36 13		ANNE MURRAY/Just Another Woman In Love (Capitol)	103/0	43	38	22
	8	8	11		JANIE FRICKE/If The Fall Don't Get You (Columbia)	99/0	47	38	14
	0		40		BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)	138/33	8	66	64
		40			REBA McENTIRE/He Broke Your Memory Last Night (MCA)	126/7	16	82	28
		24		_	WHITES/Forever You (MCA/Curb)	104/0	37	42	25
		39			ATLANTA/Pictures (MCA)	114/5	10	64	40
		21			MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia)	102/1	34	41	27
	23	21	46		RICKY SKAGGS/Uncle Pen (Epic)	118/42	3	45	70
			49		LARRY GATLIN & GATLIN BROS/The Lady Takes The Cowboy (Col.)	115/50	4	36	_ 75
		47	44		LEON EVERETTE/Shot In The Dark (RCA)	119/14	3	59	57
	50		42	0	GENE WATSON/Little By Little (MCA)	105/8	6	65	34
	50	40	48	a	EDDY RAVEN/I Could Use Another You (RCA)	117/39	3	42	72
		49	45		SYLVIA/Love Over Old Times (RCA)	107/6	3	46	58
		18			JOHN ANDERSON/I Wish I Could Write You A Song (WB)	79/0	28	28	23
Г					CONWAY TWITTY/I Don't Know A Thing About Love (WB)	103/55	3	32	68
	_	13			STATLERS/Atlanta Blue (Mercury/PG)	64/2	24	21	19
Г			-		LIONEL RICHIE/Stuck On You (Motown)	68/18	3	27	38
-	_		1		GARY MORRIS/Second Hand Heart (WB)	72/38	2	22	48
1	_	BUT	_		VERN GOSDIN/What Would Your Memories Do (Compleat/PG)	78/31	0	26	. 52
_	-	34	38		SHELLY WEST/Somebody Buy This Cowgirl A Beer (Viva)	51/1	7	29	15
		43			KATHY MATTEA/You've Got A Soft Place To Fall (Mercury/PG)	61/1	2	35	24
		_	_	_					

#### **MOST ADDED** ®

**CONWAY TWITTY (55)** Don't Know A Thing About Love (WB) LARRY GATLIN & GATLIN BROTHERS (50) The Lady Takes The Cowboy... (Columbia) RICKY SKAGGS (42) Uncle Pen (Epic) EDDY RAVEN (39) I Could Use Another You (RCA)
GARY MORRIS (38) Second Hand Heart (WB)
DAN SEALS (36) The Wild Side Of Me (Liberty) ALABAMA (35) If You're Gonna Play In Texas (RCA) B. MANDRELL & L. GREENWOOD (33) To Me (MCA)

**VERN GOSDIN (31)** What Would Your... (Compleat/PG)
JOHN SCHNEIDER (31) I've Been Around Enough To Know (MCA)

#### HOTTEST

JUDDS (73) Mama He's Crazy (RCA/Curb) DON WILLIAMS (64) That's The Thing About Love (MCA) **RONNIE MILSAP (46)** Still Losing You (RCA) T.G. SHEPPARD (41) Somewhere Down The Line (WB/Curb) HANK WILLIAMS JR. (40) Attitude Adjustment (WB/Curb) NITTY GRITTY DIRT BAND (37) Long Hard Road... (WB)
EARL THOMAS CONLEY (31) Angel In Disguise (RCA) GEORGE STRAIT (30) Let's Fall To Pieces Together (MCA)
DOLLY PARTON (30) Tennessee Homesick Blues (RCA) EDDIE RABBITT (28) B-B-B-Burning Up With Love (WB)

most adds nationally, and the songs reported "hottest" lied from all our reporters. The number in parentheses immediately following the songs in Most Added & Hortest Indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

# BREAKERS

#### RICKY SKAGGS

Uncle Pen (Epic)
On 75% of reporting stations. Rotations: Heavy 3, Medium 45, Light 70, Total Adds 42 including WXKW, WCAO, WIXY, WCOS, KHEY, WKIX, WUSQ, WUBE, WWWW, WQHK, WDGY, WHBF, KUGN, KNEW, KCUB. A Most Added Record. Moves 46-37 on the Country chart. **EDDY RAVEN** 

#### I Could Use Another You (RCA)

On 75% of reporting stations. Rotations: Heavy 3, Medium 42, Light 72, Total Adds 39 including WRKZ, WMZQ, KHEY, WFNC, KIKK, WLWI, KKYX, WSLR, WITL, WOW, WTOD, KFRY, KSOP, KSON. A Most Added Record. Moves 48-41 on the Country chart.

#### LARRY GATLIN & THE GATLIN BROTHERS

The Lady Takes The Cowboy Everytime (Columbia)
On 73% of reporting stations. Rotations: Heavy 4, Medium 36, Light 75, Total Adds 50 including WRKZ, WEEP, WPOR, KIX106, WEZL, KIKK, WKIX, WUSQ, WMNI, KEBC, WIL, KIK-FM, KLZ, KLAC, KRAK. A Most Added Record. Moves 49-38 on the Country chart.

#### **CONWAY TWITTY** I Don't Know A Thing About Love (WB)

On 66% of reporting stations. Rotations: Heavy 3, Medium 32, Light 68, Total Adds 55 including WHN. WMZQ. WMC, WKSJ, WCMS, WHOO, WUSQ, WAXX, WFMS, WTSO, WXCL, KVOO. KUGN, KMAK, KVEG. A Most Added Record. Debuts at number 44 on the Country chart.

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, 7-16-84.

# BROADCASTERS

#### Join CMA and Receive the Following:

- 1) Nominate and vote for broadcast personality of the year.
- 2) Monthly magazine CLOSE-UP with special articles, interviews, trivia, calendar of events.
- 3) Detailed and up-to-date lists of artists, managers, record companies and 10 others.
- 4) Vote for and request tickets to the annual CMA Awards Show.
- 5) Special major medical and disability insurance programs underwritten by Lloyd's...And more.

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### **NEW & ACTIVE**

VERN GOSDIN "What Would Your Memories Do" (Compleat/PolyGram) 78/31
Rotations: Heavy 0, Medium 28. Light 52, Total Adds 31 including CHOW, WILQ, WYII, WXBQ, KIKK, WLWI, WRNL, WUSQ, WXXX, WXCL, WYOO, KGHL, KRY, KCBQ, KMPS

☐ GANT MUNHIS "Second Hand Heart. I WBJ 1/4/35 Grations: Heavy 2, Medium 22, Light 48, Total Adds 38 including WGNA, WCAO, WPOR, KASE, WFNC, KIKK, WAMZ, WKSJ, KKYK, KSO, WCUZ, WTTL, WACL, K1OZ, KK-FM, KUGN. Debuts at number 47 on the Country chart.

REX ALLEN JR. "Dream On Texas Ladies" (Moon Shine) 70/13
Rotations: Heavy O. Medium 18, Light 52, Total Adds 13, KRRV, WSOC, KIKK, WPAP, WMNI, KECK, KEBC, WOW, KRST, KIK-FM,

LIONEL RICHIE "Stuck On You" (Motown) 68/18 

KIMBERLY SPRINGS "Slow Dancin" (Capitol) 68/3
Rotations: Heavy 2/0, Medium 19/0, Light 47/3, Total Adds 3, WBCW, KSO, WMIL, Heavy: WOKK, WCXI, Medium: WAJR, WWVA, WEZL, KIRA, WCMS, WITL, WTOD, KOIL, KWJJ, KCUB.

WHYA, TIEZL, NLMA, WUNS, MILL, WIOD, NJE, NEWS, NEWS, KAREN BROOKS "Tonight I'm Here With Someone Else" (WB) 64/24

KAREN BROOKS "Tonight I'm Here With Someone Else" (WB) 64/24

Rotations: Henry O, Medium J3. Light 51. Total Adds 24 including WXXW, WRKZ, KASE, WSOC, WTVY, KISS-FM, WLWI, WSIZ, WFMS, WTOD, KYAK, KKCS, KSOP, KCBO.

DAN SEALS "The Wild Side Of Me" (Liberty) 61/36 postations: Heavy 0, Medium 13, Light 48, Total Adds 36 including WIXL, WPOR, CHOW, WYNK, KXYL, WKSJ, WIRK, KRMR, WCXI, KRRK, KFGO, KFR, KMAK, KTOM, KCUB.

JOHNNY CASH "The Chicken In Black" (Columbia) 54/8 postations: Heavy 1, Medium 16, Light 37, Total Adds, RKRV, WEZL, KHEY, WITL, KECK, KEBC, KVOO, KFRY, Heavy: WPTR. Medium: WSNO, WLWI, WUSN, KUGN, KOIL, KLAC.

ALABAMA "If You're Gonna Play In Texas" (RCA) 50/35
Rotations: Heavy 2, Medium 15, Light 33, Total Aads 35 including WBGW, WSNO, KIX106, WMZQ, KPLX, WAMZ, WHOO, KRMD, WUSQ, KJY, WWWW, WBCS, K102, KUUY, KNX.

### SIGNIFICANT ACTION

DAVID FRIZZELL "When We Get Back To The Farm" (Viva) 44/15
Rotations: Heavy Q, Medium 7, Light 37, Total Adds 15 including WYII, KHEY, WNOX, WUSQ, WFMS, WOW, WXCL, KIOV, KQIL,

CRAIG DILLINGHAM "1984" (MCA/Curb) 43/3
Rotations: Heavy O, Medium 13, Light 30, Total Adds 3, WLWI, WCMS, KRRK. Medium: WBGW, WYII, KRMD, KBMR, KVOO, KRKT KSOP

GARY WOLF "You Bring The Heartache..." (Mercury/PolyGram) 38/2 Rotations: Heavy O, Medium 9, Light 29, Total Adds 2, WEZL, WMIL. Medium: WBGW, WSNO, WYII, KKYX, KRMD, WUSQ. KBMR, KIGO.

BOXCAR WILLIE "Luther" (Main Street) 37/3
Rotations: Heavy 0, Medium 9, Light 28, Total Adds 3, WCAO, WMNI, WWJO, Medium: WSNO, WGTO, WOKK, KRMD, WITL. Rotations: He KFDI, KTOM.

JOHN SCHNEIDER "I've Been Around Enough To Know" (MCA) 36/31
Rotations: Heavy 0, Medium 4, Light 32, Total Adds 31 including WYII, KASE, WXBQ, WSOC, WMC, WLWI, WXCL, KMAK.

MEL MCDANIEL "All Around The Water Tank" (Capitol) 34/8
Rotations: Heavy O. Medium 5, Light 29, Total Adds B, WYII, KHEY, KBMR, KOMA, WOW, WTOD, KFRY, KSOP, Medium: KKYX,

RAZZY BAILEY "Knock On Wood" (MCA) 32/25
RAGtions: Heavy O, Medium 2, Light 30, Total Adds 25 incoluding WCAO, WKYG, WSOC, WKIX, KRMD, KSO, KEBC, KRKT, KMAK, KSOP.

SAVANNAH "My Girl" (Mercury/PolyGram) 31/7 7, WGNA, WCAO, WOKQ, KEBC, KGHL, KRSY, Medium: WMC, WLWI,

RONNY ROBBINS "Those You Lose" (Columbia) 29/4
Rotations: Heavy 3, Medium 9, Light 17, Total Adds 4, WXKW, WFNC, WGEE, KRKT, Heavy: WMC, KISS-FM, KQIL, Medium:

NARVEL FELTS "Let's Live This Dream Together" (Evergreen) 27/3
Rotations: Heavy 0, Medium 6, Light 21, Total Adds 3, KWMT, WOW, KUGN, Medium: WYII, KMML, WWJO, WTOD, KSOP, Light:

MOE BANDY "Woman Your Love" (Columbia) 26/22 Rotations: Heavy 0, Medium 6, Light 20, Total Adds 22 including WVAM KNIX, KCUB. ng WVAM, WKYG, WNOX, WCMS, KRMD, WAXX, KFDI, KUZZ,

ALABAMA "I'm Not That Way Anymore" (RCA) 22/21
Rotations: Heavy 2, Medium 8, Light 12, Total Adds 21 including WCAO, WRKZ, KASE, WSOC, WNOX, KOMA, KFDI, KYGO.

MERLE KILGORE "Just Out Of Reach" [WB] 20/1
Rotations: Heavy 0, Medium 4, Light 16, Total Adds 1, KRWQ, Medium: WTVY, KVOO, Light: WWVA, WYNK, WAMZ, WLWI,

RAY CHARLES with B.J. THOMAS "Rock And Roll Shoes" (Columbia) 19/18 Rotations: Heavy 0, Medium 2, Light 17, Total Adds 18 including WSNO, WIXY, WNOX, WMC, WPAP, WRNL, KFGO, KIK-FM, KUZZ, KCKC.

BILL MEDLEY "I've Always Got The Heart To Sing The Blues" (RCA) 17/14
Rotations: Heavy 1, Medium 0, Light 16, Total Adds 14 including WGNA, WBGW, WSNO, KRMD, KBMR, KEBC, KOMA, KRKT,

KNOWA, AND T.

LEON RUSSELL "Good Time Charlie's Got The Blues" (Paradise) 17/6

Rotations: Heavy 1, Medium 4, Light 12, Total Adds 6, WXBQ, KHEY, WLWI, KMAK, Q92, KSOP, Heavy; KISS-FM. Mediu

BRENDA LEE "A Sweeter Love" (MCA) 16/15
Rotations: Heavy O, Medium 1, Light 15, Total Adds 15 including WSNO, WTVY, WPAP, KRMD, KSO, KTPK, KVOO, KRKT, KMAK,

RICK & JANIS CARNES "Long Lost Causes" (MCA) 16/15
Rotations: Heavy 0, Medium 1, Light 15, Total Adds 15 including WNYR, WCMS, KRMD, WCXI, KFGO, KEBC, KVOO, KOIL, KTOM KSOP.

BUTCH BAKER "Burn Georgia Burn.,." (Mercury/PolyGram) 16/16
Rotations: Heavy 0, Medium 3, Light 13, Total Adde 6, WVAM, WCMS, WAXX, KEBC, KRWO, KRSY, Medium: KSOP, KIGO, Light:

GAIL DAVIES "It's You Alone" (WB) 14/14
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 14 including WBGW, WSNO, WPAP, WCXI, KEBC, KVOO, KRKT, KRWQ, KRSY, KSON.

KENNY ROGERS "'Midsummer Nights" (RCA) 14/2 Rotations: Heavy 4, Medium 8, Light 2, Total Adds 2, WEZL, KIGO, Heavy: WAMZ, KKYX, KWMT, KSON. Medium: WPTR, WTVY.

LANG SCOTT "'It's Been One Of Those Days" (MCA) 13/4
Rotations: Heavy O, Medium O, Light 13, Total Adds 4, WGTO, KKYX, KEBC, KRWO, Light: KSSN, KISS-FM, WLWI, KTPK, KVOO.

JOHN HARTFORD "Another Piece Of My Heart" (Flying Fish) 9/4
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, KHEY, KKYX, KFGO, KFDI, Light: WVAM, WBGW, WCMS, WTOD, KFRY.

J.D. SOUTHER "Go Ahead And Rain" (WB) 9/4 ns: Heavy 0, Medium 0, Light 9, Total Adds 4, WXKW, WOKQ, WTSO, KIK-FM, Light: WBGW, WSNO, WWOD

SANDY CROFT "Easier" (Capitol) 9/2
Rotations: Heavy Q, Medium Q, Light 9, Total Adds 2, WTOD, KRKT, Light: WSNO, KHEY, KKYX, KMPS.

ROD RISHARD "Midnight Angel Of Mercy" (Soundwaves) 8/2 Rotations: Heavy O, Medium 1, Light 7, Total Adds 2, KFGO, KWMT. Light: WLWI, KRMD, WTOD, KVOO.

### COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

HANK WILLIAMS JR./All My Rowdy... (WB/Curb) Major Moves You've Still Got A... GEORGE JONES/Learning To Do Without Me (Epic) By Heart CONWAY TWITTY/Bad Boy (WB) Eye Of A Hurricane JOHN ANDERSON/Red Georgia Clay (WB) Plain Dirt Fashion NITTY GRITTY DIRT BAND/High Horse (WB) Major Moves HANK WILLIAMS JR./Mr. Lincoln (WB/Curb) Major Moves HANK WILLIAMS JR./Country Relaxin' (WB/Curb) NITTY GRITTY DIRT BAND/Cadillac Ranch (WB) Plain Dirt Fashion Faded Blue GARY MORRIS/Baby Bye Bye (WB) Just A Little Love REBA McENTIRE/Poison Sugar (MCA) JOHN ANDERSON/Eye Of A Hurricane (WB) Eve Of A Hurricane MEL TILLIS w/WILLIE NELSON/Texas On A Saturday... (MCA) New Patches Faded Blue GARY MORRIS/Faded Blue (WB) DAVID FRIZZELL/Country Music Love Affair (Viva) I'm Not Through Loving... LOUISE MANDRELL/Goodbye Heartache (RCA) Plain Dirt Fashion NITTY GRITTY DIRT BAND/Two Out Of Three (WB)

Did You Know That 56% Of All **Records Done In Nashville Studios Are Not Country Music?** 

# THE NASHVILLE MUSIC **ASSOCIATION**

Just Wanted You To Know.



WESC/Greenville



# Regional Adds & Hots

**EAST MIDWEST** SOUTH WEST Don Willems (MCA) Judds (RCA/Curb) Ronnie Milesp (RCA) Judde (RCA/Curb) Don Willems (MCA) Conway Twitty (WB) John Schneider (MCA) EAST MIDWEST SOUTH WEST mono Mottout: romo WANZ-FM Louisvillo, KY none Sutteet: PRAMODRIL & COM-PRINCE BOOCASO OAK BINGS BOTS BOOT RANGE LIGO BYENETY KARDE BOOCE BUILDE T.G. SHEPPAND ARKE BOOKAY BULLANT BOOWNE JIM GLANGE E. Grand Fork

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LARRY GROLLS

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MCCL KCCY/Pueblo **KEIN/Great Falls** KGA/Spokene The following station falled to report for two consecutive weeks and therefore was not used in this week's data:

# dult/Contemporary Continued from Back Page

BREAKERS.

#### RAY PARKER JR. Ghostbusters (Arista)

70% of our reporters on it. Rotations: Heavy 19/1, Medium 50/10, Light 20/6, Total Adds 17, 3WS, WPRO, 55KRC, WLTF, WMJI, WOMC, KMJI, B100, KBEST, KJR, WRIE, WGY, WRVR, 2WD, KRAV, KCRG, KKUA. Debuts at number 18 on the A/C chart.

#### **GENESIS**

Taking It All Too Hard (Atlantic)

65% of our reporters on it. Rotations: Heavy 10/0, Medium 55/6, Light 18/5, Total Adds 11, WRMM, W101, WMJI, KGW, WTIC, WGOW, WIVY, WRVR, WENS, WLTE, KCRG. Moves 25-21 on the A/C chart.

#### **BILL MEDLEY** I Still Do (Planet/RCA)

61% of our reporters on it. Rotations: Heavy 11/0, Medium 50/0, Light 16/2, Total Adds 2, KMJI, WGOW, Debuts at number 23 on the A/C chart.

#### **RITA COOLIDGE**

Something Said Love (A&M)

60% of our reporters on it. Rotations: Heavy 2/0, Medium 46/5, Light 28/10, Total Adds 15, WFBR, WSB-FM, W101, KOST, KBEST, KJR, WTIC, WGY, WAFB, WAVE, WSNY, WFMK, KOIL, WNGS, KISN.

#### **NEW & ACTIVE**

INFAUDINNA BORDERINE" (Sire/WB) 74/2
Rotations: Heavy 25/0, Medium 43/1, Light 6/1, Total Adds 2, WMGN, KTWO. Heavy: 3WS, WTAE, WCLR, WLTF, WMJI, KGW, BIOO, KEZP, WSSM, WYBB, WAAC-FM, WWAM, WENS, 3WM, WMHE, KRAY, KMJJ, WWNR, WSKI, WCKG, KEEZ, WHNN, KRNO, KISN, KALE, WNGS, Medium: GRSS, WPK, Y97, WLTT, WMMM, KVLFM, W101, WARMSB, WISN, WMYX, KS94, KMJJ, KKLT, KMBB, KRI, WCC, V106, KEY103, WST, WGOW, WIVY, WKJJ, WYKA, 2WO, WHSK, WHSE, WISN, WINK, KNTT, WTRN, WFMK, KOIL, KBO, KFI, KIKI-FM, KKPI, WTNY, KORG, WCHV, WVBS, WGLI, KWEB, WBOW. Due to heavy sipilay, moves 17-15 on the AC Chart.

COYOTE SISTERS "Straight From The Heart" (Morocco/Motown) 69/21

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#### ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Ligh
A LIGHT DICHIE	127/0	116	10	1
LIONEL RICHIE	123/0	108		3
2 PEABO BRYSON	124/0	109	. —	0
3 ELTON JOHN	114/5	76		6
SERGIO MENDES	104/0	63		5
5 MIKE RENO & ANN WILSON	118/12	37		15
G BILLY JOEL	113/6	38		12
JULIO IGLESIAS & DÍANA ROSS	97/2	64		3
POINTER SISTERS	102/1	62		10
O JOHNNY MATHIS	102/1	57		8
U JUICE NEWTON	110/5	41	-	14
TEDDY PENDERGRASS	100/4	52		5
DAN HARTMAN	97/1	51		9
13 LAURA BRANIGAN	95/1	39		12
14 ALAN PARSONS PROJECT	74/2	25		6
MADONNA	91/4	17		16
CHRISTOPHER CROSS	91/4 75/2	23		5
MICHAEL JACKSON	75/2 89/17	19		20
RAY PARKER JR.	89/17 80/3			14
DAVE GRUSIN	80/3 85/2	13		18
PAUL ANKA	85/2 83/11			18
② GENESIS		10		14
22 DAN FOGELBERG	59/0	18	-	
BILL MEDLEY	77/2	11	175	16
24 CYNDI LAUPER	55/0	8		12
25 ALABAMA	55/0	10	37	8

#### MOST ADDED .

HUEY LEWIS & THE NEWS (36) If This Is It (Chrysalis) IRENE CARA (28) You Were Made For Me (Geffen) COYOTE SISTERS (21)

Straight From The Heart (Morocco/Motown)

JAMES INGRAM (18) She Loves Me (Qwest/WB) KARLA BONOFF (17)

Somebody's Eyes (Columbia) STANLEY CLARKE (17) Heaven Sent You (Epic) RAY PARKER JR. (17) Ghostbusters (Arista)

#### HOTTEST

LIONEL RICHIE (108) Stuck On You (Motown) ELTON JOHN (95) Sad Songs (Say So Much) (Geffen) PEABO BRYSON (92)
If Ever You're In My Arms Again (Elektra) POINTER SISTERS (40) Jump (For My Love) (Planet/RCA) SERGIO MENDES (38) Alihis (A&M) MIKE RENO & ANN WILSON (30) Almost Paradise (Columbia)

BARBARA MANDRELL & LEE GREENWOOD "To Me" (MCA) 52/4
Rotations: Heavy 1,0. Medium 330. Light 28/4. Toral adds 4, WAEB, WHITY, WHEC, KFOD, Heavy: KSL, Medium: WFBR, WISN, WCCO, WHE, WBT, WMAZ, WRVA, WHEY, WING, RRNT, 3WM, WWHE, KIXHEN, WARN, WEIM, WSKI, WTNY, WSKY, WCKQ, WCHV, WGSV, WAGE, WKTY, WJBC, WCLL, CRG, KEEZ, WJON, KKJO, KTWO, KQSW, KRSB, KALE.

TINA TURNER "What's Love Got To Do With It" (Capitol) 61/4
Rotations: Heavy 14/0, Medium 33/2, Light 14/2, Total Adds 4, WTAE, B100, KJR, KRBE-FM, Heavy: WSB-FM, 97AIA, W101,
WMGN, KKUA, KFI, WEM, WWPA, WCKD, WCHL, WNGS, WCIL, KEEZ, KRBB, Medium: WFBR, Y97, KVIL-FM, KOST, WICC,
V100, WMJJ, WKJJ, WMAZ, WEZS, WHBC, KRNT, WMME, KWAW, KIXI-FM, WWNR, WSKI, KORQ, WSKY, WKYX,
KWEB, WJON, KKJO, WBOW, KRNO, KGSW, KISK, KAIE, WMYX, WGY.

HUEY LEWIS & THE NEWS "If This Is It" (Chrysalis) 60/36
Rotations: Heavy 1.0, Medium 25/11, Light 34/25, Total Adds 36, WCCO, KKLT, KJR, WAEB, V100, WKGW, KEY103,
WAFB, KRBE-FM, WMAZ, WRYN, WHHY, ZWO, WAYE, WANBE, KRRT, WRNS, WFMK, WLTE, KBDI, KWAY, KND-FM,
WWAR, WKNE, KORD, WAGE, WNGS, WJBC, KCRG, KFSB, WHNN, KXJO, K99, KRNO, KISN, Meavy, KALE, Medium: KGW,
WMGN, KOII, WIMHE, WSKI, WSKY, WCKI, WCHV, WCIL, KEEZ, WJDN, KGSW, KRSB, WFBR.

JAMES INGRAM "She Loves Me (The Best That I Can Be)" (Qwest/WB) 55/18
Rotations: Heavy 010, Medium 22/5, Light 33/12, Total Adds 18, WFBR, 97AIA, WISN, KOST, KGW, WAFE, WBT, WING,
WFMK, WOHLE, WWNR, WINTY, KORQ, WMSS, W

GLENN FREY "Sexy Girl" (MCA) 54/6
Rotations: Heavy 5/1, Medium 28/2. Light 21/3, Total Adds 6, WTAE, WRIE, WSFM, KEY103, WCHV, KFQO, Heavy: WAEB, WAHR, WHHY, WMHE. Medium: WFBR, WPIX, WSB, 2WO, WEZS, WRVA, WAVE, WLTE, KOIL, KIXI-FM, WWNR, WEIM, WSKI, WSKY, WCKO, WKYX, WNGS, WCL, KFSB, KEZ, WHNN, WJON, KRNO, KQSW, KRSB, KALE.

STYLE COUNCIL "You're The Best Thing" (Geffen) 53/8
Rotations: Heavy 2/0, Medium 26/2, Light 25/6, Total Adds 8, 97AIA. B100, WGY, KOIL, WVBS, WHNN, WJON, KTWO, Heavy:
KWAY, K99, Medium: WFBR, WPIX, WILTT, WCLR, KGW, WMAZ, WH9Y, KRNT, WMGN, WMHE, KIXI-FM, WKNE, WSKI, KORQ,
WSKY, WCKQ, WGSV, WAGE, KEEZ, KWEB, KRND, KQSW, KRSB, KALE.

RENE CARA "You Were Made For Me" (Geffen) 42/28
Rofations: Heavy 0/0, Medium 7/7, Light 35/21, Total adds 28, WFBR, 97AIA, KOST, WAHR, WVLK, WMAZ, WRVA, WHBW, WYKO, WKXI, WWBC, WKYX, WJBC, WCIL, KFSB, KEEZ, WJON, KKJO, WBOW.

NEIL SEDAKA "Rhythm Of The Rain" (Curb/MCA) 36/3 Rotations: Heavy 0/0, Medium 13/0, Light 23/3, Total Adds 3, WCC0, WMHE, WHNN. Medium: KHOW, WMAZ, WRVA, WREY. WNIG, KSL, WCM, WKNK, WSKY, WCKV, WCK, WCLK CSWV.

KARLA BONOFF "Somebody's Eyes" (Columbia) 35/17
Rotations: Heavy 1/1, Medium 10/3, Light 24/13, Total Adds 17, WARM98, WCCO, WICC, WRIE, WAHR, WMAZ, WTRX, KOIL, KORD, WSKY, WCHV, WGSV, KFSB, WBOW, KRNO, KGSW, KALE, Medium KJR, WAYE, WMHE, KWAV, KIXIFM, WKNE, WCKJ.

STANLEY CLARKE "Heaven Sent You" (Epic) 30/17
Rotations: Heavy 0/0, Medium 3/3, Light 27/14, Total Adds 17, 97AIA, KOST, KJR, WVLK, WAVE, WNAM, WING, WMGN, WWNR, WKNE, KORQ, WNGS, KFSB, WHNN, WJON, WBOW, KTWO.

### SIGNIFICANT ACTION

JOE JACKSON "Happy Ending" (A&M) 26/12
Rotations: Heavy 0/0, Medium: 6/2, Light 20/10, Total Adds 12, WAVE, WNAM, WTRX, WFMK, KKUA, KWAV, WVBS, KWEB, WHNN, KTWO, RND, KALE, Medium: WRVA, WSKI, WSKY, KGSW.

SPINNERS "(We Have Come Into) Our Time For Love" (Atlantic) 25/5
Rotations: Heavy Olo, Medium 5/1, Light 20/4, Total Adds 5, WCCO, WMAZ, WHBY, WGSV, KRSB. Medium: 97AIA, WEIM, WSKI, WCHV. J.D. SOUTHER "Go Ahead And Rain" (WB) 23/2
Rotations: Heavy 010, Medium 710, Light 16/2, Total Adds 2, WING, KFSB, Medium: KOST, KSL, WMHE, WTKO, WSKI, WCKQ.

JACK WAGNER "All I Need" (Qwest/WB) 22/12
Rotations: Heavy (JiD, Medium 2/D, Light 2012, Total Adds 12, WKGW, WHBC, WTRX, KBOI, WKNE, KORQ, WCHV, WGSV, WKYX, WCIL, KEEZ, KTWD. Medium: WMAZ, WEIM.

JOHN WAITE "Missing You" (EMI America) 20/15
Gotations: Heavy 0(0, Medium 5/3, Light 15/12, Total Adds 15, KEY103, WAHR, WENS, WEIM, WSKI, WCKQ, WCHV.
WAGE, WMSR, WCIL, KFSR, KEZ, WHNN, WBOW, KOSW, Medium, WMHE, WSKY.

JIM GLASER "You're Gettin" To Me Again" (Noble Vision) 20/1
Rotations: Heavy 0/0, Medium 2/0, Light 18/1, Total Adds 1, WHNN. Medium: WEIM, WSKI.

BRUCE SPRINGSTEEN "Dancing In The Dark" (Columbia) 20/1
Rotations: Heavy 910, Medium 7/1, Light 4/0, Total Adds 1, WMGN. Heavy: WFBR, WTAE, WAEB, KRBE-FM, WAVE, KPPL, WSKI, WWPA, KISN. Medium: WMHE, KWAV, WTNY, WSKY, WCHV, WNGS.

ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 16/2 Rotations: Heavy 0/0, Medium 9/1, Light 7/1, Total Adds 2, WMAZ, KRSB, Medium: WFBR, 97AIA, WSNY, WMGN, KFI, WSKI, WCKO, KEEZ.

LEON RUSSELL "Good Time Charlie's Got The Blues" (Paradise) 13/2
Rotations: Heavy 0/0, Medium 7/0, Light 6/2, Total Adds 2, WSKI, KFSB. Medium: WCCO, WMAZ, WTKO, KCRG, KEEZ, KWEB.

SPANDAU BALLET "Only When You Leave" (Chrysalis) 11/11
Rotations: Heavy 0/0, Medium 3/3, Light B/8, Total Adds 11, WMGN, KBOI, KWAV, KIXL-FM, WSKY, WCKQ, WKYX, KEEZ, KKJO, KS9, KGSW.

EURYTHMICS "Right By Your Side" (RCA) 11/4
Rotations: Heavy 0/0, Medium 7/2, Light 4/2, Total Adds 4, KRBE-FM, KFSB, KWEB, KQSW, Medium: WFBR, KVIL-FM, KWAV, WSKY, KEEZ.

GIORGIO MORODER "Reach Out (Track Theme)" (Columbia) 10/5
Rotations: Heavy 0/0, Medium 3/0, Light 7/5, Total Adds 5, WCCO, WCHV, WAGE, KFSB, KQSW, Medium: WAEB, WEIM, KRSB.

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.

# **Regional Adds & Hots**

EAST Parallel-One

HERB ALPERT IRENE CARA HITA COOLIDGE JAMES INGRAM JARES ...
Bottest:
Bottest:
BRUCE SPRINGSTEEN
PRABO BRYSON
ELTON JOHN
LIONEL RICHIE
BILLY JOEL

Noteet: PEABO BRYSON IGLESIAS & RO TEDDY PENDERG LIONEL RICHIE ALABAMA

none Sottest: PEABO BRYSON LIONEL RICHIE ELTON JOHN RENO & MILSON POINTER SISTERS WVOR/Rochester Gary Smith ALAM PARSONS HOTTEST: ELTON JOHN LIONEL RICHIE RICHIE WILSON PEABO SWYSON LAURA BRANIGAN

BILLY JOEL SERGIO MENDES ROCTEBET: RENO & WILSON PEABO BRYSON LIONEL RICHIE LAURA SEANIGAN ELTON JOEN

Mice Net
RAY PARKER JR.
RITA COOLIDGE
STYLE COUNCIL
HOTTEST:
PEARO BRYSON
LIONEL RICEIE
ELTON JORN
SERGIO MENDES
POINTER SISTERS WKGW/Utics-R Carpenter/Carr Carpenter/Carr
HUSY LEMIS & NEW
COYOTE SISTERS
JACK MACMER
HOCTEST:
PEABO BRYSON
ELTON JOHN
LIONEL RICHIE
SERGIO MENDES
POINTER SISTERS WYAE/Pittsburgh TINA TURNER GLENN PREY HOTCHEST: HADONNA RAY PARKER JR. PEASO BRYSON LIONEL RICHIE BRUCE SPRINGSTEEN

Crowerweitzel

DAN HARTMAN
BILLY JOEL
RAY PARKER JR.
HOTTCHER
HOTTCHER
RENG & WILSON
ELTON JOHN
PEABO BRYSON
LAURA BRANIGAN

WPRO/Provident RAY PARKER JR, BILLY JOEL TEDDY PENDERGRASS

PEABO BRYSON ELTON JOHN JOHNNY MATBIS LIONEL RICHIE IGLESIAS & ROSS WEIM/Fitchburg Jack Raymond Jack Haymond
BONNIE POINTER
TONI TENNILLE
MANNATTAN TRANS
KAREN KAND
LUBA
JOHN WILLIAMS
HOTEGEI
EERIO MENDES
DAVE GRUSIN
ELTON JOHN
LIONEL RICHEE
BILL MEDLEY WLTT/Washington, D.C. Bob Cummings

Parallel Two

NUEY LEMIS & NEMS MANDRELL & GREENW HOTCEST: RAY PARKER JR. GENESIS BRUCE SPRINGSTEEN LIGNEL RICHIE IGLESIAS & ROSS HOWARD CORDAY

JACK MAGNER
RUEY LEWIS & NEWS
STANLEY CLARRE
RONNIE POINTER
HOTCEST
LIGHEL RICHIE
PEAGO BRYSON
ELTON JOHN
CHRIS CROSS
GENESIS

V100/Charleston, WV Spence/Janvis COTOTE SISTERS JERMAINE JACKSON HUEY LEWIS & NEWS EDDY GRANT

JOHN WAITE IRENE CARA LEON RUSSELL BONNIE POINTER HOTCEST: LIONEL RICHTE RAY PARKER JR. POINTER SISTERS MADONNA MICHAEL JACKSON WTNY/Watertown, NY Jay Donovan

JAMES INGRAM Hottest: PEABO BRYSON SERGIO MENDES POINTER SISTERS ELTON JOHN LIONEL RICHIE WWPA/Williamspe Scott Masteller

MIDWEST Parallel One

RITA COOLIDGE COYOTE SISTERS EOTOTE SISTERS
EOTOTE SISTERS
MICHAEL GORE
DAN FOGGLBERG
PEABO BRYSON
LAURA BRANIGAN
LIONEL RICHIE Hottest: LIONEL RICHIR PEASO BRYSON ELTON JOHN SERGIO MENDES IGLESIAS & ROSS 610TVN/Columbu

> none Bottest: JOE JACKSON PEABO BRYSON LAURA BRANIGAN SBAKIN' STEVENS POINTER SISTERS WING/Dayton Joe Demma JAMES INGRAM
> J.D. SOUTHER
> STANLEY CLARKE
> ROTCOST:
> PRABO BRYSON
> ELTON JOHN
> SERGIO MENDES
> LIONEL RICHTE
> JOHNY MATHIS

WLTF/Cleveland Dunphy/Wilson JUICE NEWTON SERGIO MENDES RAY PARKER JR. ROTESSI: RENO 4 MILSON SHAKIN' STEVENS ROOL 6 THE GANG PEABO BRISON POINTER SISTERS

Poporichites

RAY PARKER JR.
PAUL ANKA
CENESIS
HOTECSIS:
HOTECSIS:
PEABO BRYSON
ELTON JOHN
LIONEL RICHIE
POINTER SISTERS
DAN BARTMAN

WOMC/Detroit Barry Argenbright Barry Argenbright
RAY PARKER JR.
DAVE GRUSIN
PAUL ANKA
CHRIS CROSS
BILLY JOEL
HOTTOGET
PEABO BRYSON
LIONEL RICHIE
POINTER SISTERS
ELTON JOHN Parallel Three

KUDL/Kensas City Elaine Taylor

COYOTE SISTERS
JAMES INGRAM
HUEY LEWIS & NEMS
JOE JACKSON
RITA COOLIDGE
BOTESEL
LIOWEL RICHEL
ESERGIO MENDES
POINTER SISTERS
IGLESIAS & ROSS
DAM BARTHAN WMGN/Madison Bill Vancil

BBH Wancil
TEDDY PENDERGRASS
HADONNA
COYOTE SISTERS
SPANDAU BALLET
STANLEY CLARKE
JOHNNY MATHIS
BRUCE SPRINGSTEN
NOTE\*\*
LIONEL RICHIE
JUICE NEMYON
SERGIO MEMDES
ELTON JOHN
ALAN PARSONS

WLTE/Minneapoli: Paul Sebastian RUEY LEWIS & NEWS Hottest: HICHAEL JACKSON PEABO BRYSON POINTER SISTERS ELTON JOHN LIONEL RICHIE

STYLE COUNCIL KARLA BONOFF RITA COOLIGE HOTTEST FRANCO BRYSON ELTON JOHN LIONEL RICHIE DAN HARTHAN BILLY JOEL WMHE/Toledo Ray/Morrison

HERB ALPERT
IRENE CARA
JAMES INGRAM
MEIL SEDAKA
TONI TERNILLE
HOTLEST
PEABO BRYSON
BILLY JOEL
ELTON JOHN
SERGIO MENDES
LIONEL RICHIE

3WM/Toledo King/Scollin

Staw Salowitz

IRENE CARA
JAMES INGRAM
BURY LEWIS & MENS
JOHN MILLIANS
TONT TENNILLE
HOTERIEL
LIONEL RICHIE
JUICE NEWTON
BILLY JOEL
IGLESIAS & ROSS
NAMDRELL & GREENM

MAIT MCCANN
IRENE CARA
JOHN MAITE
JACK WACNER
BONNIE POINTER
RAMSEY LEWIS
ROTESET:
DAN HARTMAN
PEABO BRYSON
LIOMEL RICHIE
RAY PARKER JR.
IGLESIAS & ROSS

RAY PARKER JR.
HOEY LEWIS & HEMS
GENESIS
HOTTERE:
REMO & WILSON
PEABO SRYSON
ELTON JOHN
POINTER SISTERS
DAN HARTMAN

DON CASPONIES
SURYTHICS
GIORGIO MORODER
EARLA BONDFF
STANLEY CLARE
HUEY LEMIS & NEWS
LEON RUSSELL
JOHN WAITE
JOHN WAITE
JOHN WILLIAMS
ROLLEANS

HOLLEST: PEABO BRYSON ELTON JOHN LIONEL RICHIE LAURA BRANIGAN JUICE NEWTON KEEZ/Mankato, MN Sue LaFond SPANDAU BALLET

SPANDAU BALLET
CARS
ENNARARMA
JACK MACHER
IRENE CARA
JOEN WAITE
DENIECE WILLIAMS
HOTE-RELIAMS
HOTE-RELIAMS
ELTON JOEN
SERGIO MENDES
TINA TURNER
BILLY JOEL

WHNN/Saginaw Carson/McKenzie BILLY JOEL BILLY JOEL
PRINCE
STYLE COUNCIL
NEIL SEDAKA
JOHN MAITE
JIM GLASER
JAMES INGRAM
HUEY LEWIS I NEMS
FRANKE CLARKE
FRANKE
FRA

STANLEY CLARKE IRENE CARA STYLE COUNCIL HOTLEST: POINTER SISTERS PEABO BRYSON LIONEL RICHTE MICHAEL JACKSON RAY PARKER JR.

Kevin Young
STANLEY CLARE
JOHN WAITE
IRENE CARA
JOHN WILLIAMS
KARLA BONOFF
HOTTEST:
LIONEL RICBIE
PEABO BRYSON
ELTON JOHN
SERGIO MENDES
DAN HARTMAN

Parallel One

GENEDIS
LAURA BRAMIGAN
HOLLERI
RENO & WILLON
PEABO SRYSON
BILLY JOEL
SLTON JOHN
LIONEL RICHIE

WSB/Atlanta Greg Piccieno Connonificately

SONNIE POINTER
IRENE CARA
JOEN MAITE
KARLA SONOFF
HOTCEST
SCHOOL RICHIE
GENESIS
IGLESIAS & ROSS
BILLY JOEL none Hottest: PEABO BRYSON ELTON JOHN LIONEL RICHIE SERGIO MENDES PAUL ANKA WSB-FM/Atlants Donna Brake

RITA COOLIDGE JACKSONS COYOTZ SISTERS BOTTEN: SERGIO MEMDES PEABO BRYSON LIOHEL RICHIE JOENNY MATHIS BILLY JOEL GENESIS BOTTOST: LAURA BRANIGAN ELTON JOHN POINTER SISTERS DAN HARTMAN LIONEL RICHIE

WYLK/Lexington Keith Raines ROWNIE WILSAP COYOTE SISTERS HOTTERS: HOTTERS: POINTER BISTERS LAURA BRANICAN RENO & MILSON ELTON JOHN LIONEL RICHIE IRENE CARA
STANLEY CLARKE
HOLLEAL:
PEABO BRYSON
ELTON JOHN
LIONEL RICHIE
SERGIO MENDES
POINTER SISTERI 97 AJA/Mismi Chris Gable

Chris Gable

IRENE CARA
STANLEY CLARRE
JAMES INGRAM
COYOTE SISTERS
STYLE COUNCIL
BOTEST:
IGLESIAS & ROSS
RAY PARKER JR.
TEDDY PENDERGRAL
LAURA BERNIGAN
TINA TURNER WKJJ/Louisville Lee Jacobs HOTTER: DAN POGELBERG ALABAMA POINTER SISTERS PEABO BRYSON WRKA/Louisville

COYOTE SISTERS
IGLESIAS & ROSS
BOTTOST
PERBO BRYSON
RENO & WILSON
ELTON JOHN
LIONEL RICHIE
MICHAEL JACKSON WMAZ/Macon Steve Murphy Stere Musphy
HUEY LEWIS & NE
HOBIN GIBB
KARLA BONDFF
SFINNERS
IRENE CARA
HOTCHES!
LIONEL RICHIE
PRABO BRYSON
DAVE GRUSIN
ELTON JOHN
IGCESIAS & ROSS

Parallel Two

W101/Temps DeCarlo/Miller RITA CODLIDGE GENESIS HOTTEST: DAN POGELBERG ELTON JOHN LIONEL RICHIE TIMA TURNER PEABO BRYSON

KEY103/Austin MUEY LEWIS & NEWS JOHN WAITE GLENN PREY WRVR/Memphis Slevs Butler GLENN FREY HOTTEST! ALAN PARSONS LAURA BRANIGAN PEABO BRYSON THOMPSON THINS LIONEL RICHIE

HUEY LEWIS & NI BILLY JOEL RAY PARKER JR. GENESIS HOTLERI: ELTON JOHN POINTER SISTERS LAURA BRANIGAN LIONEL RICHIE PEABO BRYSON WHHY/Montgomery

BUEY LEWIS & NEWS COYOTE SISTERS MANDRELL & GREENW MANDRELL & GREE BOTLEST: LIONEL HICHIE PEABO BRYSON DAN HARTMAN ELTON JOHN RAY PARKER JR.

WLAC-FM/Nashville Nichols/Sargent

RAY PARKER JR.
IGLESIAS & ROSS
HUEY LEWIS & MEMS
HOTE-SELL RENO & MILSON
POINTER SISTERS
ELTON JOHN
LIONEL RICHIE
PEABO BRYSON

WEZS/Richmond Church/Stevens none Hottest: LIONEL RICHIE ELTON JOHN DENIECE WILLIAMS RENO & WILSON POINTER SISTERS

IRENE CARA HOTTEST: SERGIO MENDES LIONEL RICHIE TEDDY PENDERGE TEDY PENDERGE TEDY PENDERGE TEDY PENDERG WAVE/Serasota Huntington/Tellone

DEED TAYION
RUET LEMIS & NEWS
IREME CARA
JACK MAGNER
STARLEY CLARKE
JAMES INGBAM
EARLA BONOFF
HOLLEST
POINTER SISTERS
TEDDY PENDERCRSS
PEADO BRISON
JOHNNY MATRIS
LIONEL RICHER

UEY LEWIS & HOTTEST: DAN FOGELBERG PEASO BRYSON LIONEL RICHIE POINTER SISTERS ELTON JOHN

GENESIS JAMES INGRAM

HONE HOTTEST: CYNDI LAUPER RENO & WILSON PEABO BRYSON LAURA BRANIGAN ELTON JOHN

KBEST/Sen Diego Roberts/Wagner RAY PARKER JR.
RITA COOLIDGE
Mottest:
DAN FOGELBERG
KIN CARNES
LIONEL RICHIE
JOHNNY MATHIS
DAVE GRUSIN

B100/San Diego McCartney/Knigh

RAY PARKER JR. TINA TURNER STYLE COUNCIL Hottest: POINTER SISTERS PEABO BRYSON ELTON JOHN

KEZR/San Jose Wegner/Roose

College Madden
HUEY LEMIS & NE
RITA CODILIDGE
TINA TURNER:
RAY PAREER JR,
STANLEY CLARRE
HOLTEGE!
IGLESIAS & ROSE
LIONEL RICHIE
POINTER SISTERS
PEABO BRYSON
ELTOM JOHN RAY PARKER JR.
IGLESIAS & ROSS
BILL MEDLEY
ROCTEST:
ECTON JOHN
PEABO BRYSON
LIONEL RICHTE
LAURA BRANIGAN
DAN HARTHAN KOST/Los Angeles Ksys/Maris

COYOTE SISTERS Nottest:

DAVE GRUSIN
JAMES INGRAM
RITA COOLIDGE
IRENE CARA
STANLAT CLARKE
HOTLOSEL
LIONEL RICHIE
PEABO BRYSON
DAN NARTHAN
SERGIO MEMDES
TEODY PENDERGRA Parallel Two

BILLY IDOL BURYTHMICS PRINCE SERGIO MENDES CYNDI LAUPER CHRIS CROSS BILLY JOEL ROTES LIONEL RICHIE MANG CHING BILLY IDOL PARSO BEYSON BRUCE SPRINGST

RAY PARKER JR. COYOTE SISTERS JOE JACKSON HOTLEST: PEABO BRYSON SERGIO MENDES ELTON JOHN LIONEL RICKIE CHRIS CROSS KMJ.VLes Vegas Meranville/Berzins none Hottest: DENIECE WILLIAMS CULTURE CLUB

MADUMNA DAN BARTMAN LAURA BRANIGAN

IRENE CARA Hottesti BILLY JOEL

POINTER SISTERS SERGIO MENDES KSL/Salt Lake City George Lemich

BONNIE POINTER KARLA BONOFF JOHN MAITE GIORGIO MORODER SPANDAU BALLET EURYTHMICS BOLLES!

ROBIN GIBB SPINNERS JOHN WILLIAMS HOTTEST: LIONEL RICHIE ELTON JOHN BILLY JOEL PEABO BRYSON GENESIS MICHAEL JACI BILLY JOEL CHRIS CROSS HOTLEST: DAVE GRUSIN BLTON JOHN DAN HARTMAN LIONEL RICHI ALAN PARSONS

GLENN FREY MANDRELL & GREENW HOTTEST: RENO & WILSON LAURA BRANIGAN PEABO BRYSON ALABAMA JUICE NEWTON JOE JACKSON COYOTE SISTERS IRENE CARA KARLA BONOPP ROTTEST: HUEY LEWIS & NEWS MADONNA KTWO/Cesper John Leader

127 Reporters

The following stations reported no adds or changes in rotation this week

WLTT/Washington K108/Sacramento KFMB/San Diego KEZR/San Jose KSL/Salt Lake City WSB/Atlanta

The following stations did not report this week and therefore their playlists were frozen:

WHB/Kansas City WPJB/Providence WLAC-FM/Nashville KMJJ/Las Vegas

Note: KUGN/Eugene has discontinued reporting.

Tad Abbott

RARLA BONGFF
GLENN PREY
RAY PARKER JR.
TEDDY PENDERGRI
COYDTE SISTERS
BOTCHEL:
ELTON JOHN
BILL MEDLEY
SERGIO MENDES
JUICE NEWTON
LIONEL RICHIE

GLENN PREY HICHAEL JACKSON TEDDY PEMBERGRASS EOTE-SE: PEABO BRYSON LAURA SRANIGAN ELTON JOHN LIONEL RICHIE BILLY JOEL

GENESIS
TON: TENNILLE
RITA COOLIDGE
BOTLEST:
PEABO BRYSON
JOHNY MATHIS
LIONEL RICHIE
ELTON JOHN
IGLESIAS 6 ROSS

WP38/Providence Tom Hunter

WWNR/Beckley Balley/Shea

WYKO/Ithace Wayne Fisk

IRENE CARA HOTTEST: ELTON JOHN JOE JACKSON KENNY ROGERS POINTER SISTERS CHRIS CROSS

JAMES INGRAM
SUEY LEMIS & NEMS
STANLEY CLARKE
HOTLEST:
PEABO BRYSON
ELTON JOHN
SERGIO MENDES
LIGNEL RICHIE
POINTER SISTERS

COYOTE SISTERS NOTTEST: IGLESIAS & ROSS PEABO BRYSON BILLY JOEL ELTON JOHN LIONEL RICHIE

RAY PARKER JR.

MARKA BONOPP Hottest: PEABO BRISON RENO & MILSON LIONEL RICHIE ELTON JOHN BILLY JOEL

BILLY JOKE Hottest: RENO & WILSON LIONEL RICEIE MICHAEL GORE DAVE GRUSIN SLTON JOHN

none Bottest: PEABO BRYSON RENO & MILSON ELTON JOHN LIONEL RICHIE SERGIO MENDES

COYOTE SISTERS
JAMES INGRAM
RONNIE MILSAP
BOTLEST:
PEABO BRYSOR
ELTON JOHN
LIONEL RICHIE
JOHNNY MATHIS
SERGIO MENDES

WMYXrMilwaukee Beth Fast HODE HOTTEST: PEARO BRYSON ELTON JOHN LIONEL RICHIE JOHNNY MATHIS BILLY JOEL

SPINNERS
CHRIS CROSS
NEIL SEDAKA
KARLA BONOFF
GLEN CAMPBELL
HUEY LEWIS &
GIORGIO MOROD
Hottest:

HONE BOTTEST: JOHNNY HATHIS PEABO BRYSON RENO & WILSON LIONEL RICHIE ELTON JOHN

Parallel Two

Rob Shannon
IRENE CARA
SPINNERS
COYOTE SISTERS
HOTLES!
PEANO REYSON
REMO 4 WILSON
LIONEL RICHIE
ELTON JOHN
SERGIO MENDES

JOE JACKSON STANLEY CLARKE HUEY LEWIS & NEWS

MANDRELL & GREENW HURY LEWIS & NEWS JACE WAGNER

JACK MAGNER Bottest: PEABO BRYSON LAURA BRANIG SERGIO MENDE ELTON JOHN DAN HARTMAN

WSNY/Columb Harry Lyles

RUEY LEWIS & NEW

WTRX/Flint Burke/Wright

BurkerWright

ARTA BONOPP
JOE JACKSON
JOE JACKSON
JOHI TENNILLE
JACK MAGNER
BOTLEST
LIONEL RICHIE
ELTON JOHN
ALAN PARSONS
PEABO BRYSON
RENO & WILSON

BILLY JOEL SERGIO MENDES RAY PARRER JR. HOTLEST: POINTER SISTERS MADONNA

Parallel Three

WENS/Indianapolis Wheeler/Eagan JOHN WAITE HUEY LEWIS & NEWS GENESIS HOTTEBLI ELTON JOHN LAURA BRASIGAN LIONEL RICHIE MICHAEL GORE RAY PARKER JR. WFMK/Lansing Jeff Davis

WAFB/Baton Rouge Adams/Daniels AGENCIANES

HUEY LEHIS & NES

COYOTE SISTERS

JAMES INGRAM
RITA COOLIDGE

BOTLEBT:
PEABO BRYSON
LIONEL RICHIE
SLITON JOHN
SERGIO MENDES
LAURA BRANIGAN

JAMES INGRAM Hottest: PEABO BRYSON RENO & MILSON JOHNNY HATMIS TEDDY PENDERGRASS IGLESIAS & ROSS

WGOW/Chattanooga Schaeller/Deason

DAVE GRUSIN IGLESIAS & ROSS BILL MEDLEY GENESIS HOTE-BET PEAGO BRYSON DAN HARTMAN SERGIO MENDES LIONEL RICHIE ELTON JOWN

WMJJ/Birmingham Thomas/Warren DAN HARTMAN COYOTE SISTERS NOTEE SISTERS NOTEE SISTERS NOTEE SISTERS NOTEE SISTERS BILLY JOEL PRABO BRYSON ELTON JOHN DENIECE WILLIAMS

WJONISI. Cloud, MN DiemiScott

KKJO/St. Joseph, MO Bill O'Brien

SHI O'Brian

SPANDAU BALLET

IREME CARA
BONNIE POINTER

HUEY LEMIS & NEWS

HOTCEST:

RENO & WILSON

PEABO BRYSON

LIONEL RICHIE

ELTON JOHN

BILL MEDLEY

KRBE-FM/Houst

SOOTHWHOOD AND TO THE T

POUNTER SISTERS
STANLEY CLARRE
ELVIS COSTELLO
GLESTAS E ROSS
NUET LEWIS & NEMS
JOE JACESON
RITH COOLIDGE
BRECE SPRINGSTEEN
PEARO BRYSON
ELTON JOHN
LIONEL RICETE
DAN BLARTMAN

FARIA BONOFF FRANK SIMATRA SPANDAU BALLET JORN WILLIAMS BOTTOST HILLIAMS LIONEL RICHIE ELTON JOHN IGLESIAS & ROSS BILLY JOZL

JOEN WAITE BAMANARAMA SPANDAU BALLET IRENE CARA JOHN WILLIAMS HOLLEGE: DAN HARTMAN ELTON JOHN LIONEL RICNIE BILLY JOEL

GLENN FREY
GARLA BONOPF
GIORGIO MORODE
JOHN MAIL
JACK HAGNER
JOHN MILLIAMS
ROTES
ELTON JOHN
LÍONEL RICHIE
SERGIO MEMOES
LAURA BRANIGAN
RENO & WILSON

Parallel Three

Jackson/Bell
EARLA BONOFF
JACE MAGNER
IREME CARA
SPINNERS
HOTTER
HOTTER
LITTER
LITTER
LITTER
LITTER
JUICE NEMTON
TEODY PENDERGRASS

WKYX/Paducah, KY Frenk Carvell Frank Carrell
JACK MAGNER
SPANDAD BALLET
OSBORNE & KENNEDY
TREME CABL
DENTECE WILLIAMS
STEVE PERRY
ALAN PARSONS
DAN HARTHAN
RAY PARKER JR.
PEABO BRYON
LIONEL RICHIE

WNGS/West Palm Beach Rose Block

WVBS/Wilmingl Bob Wright BOD WIGHT
JOE JACKSON
BILLY JOEL
STYLE COUNCIL
JOHN MAITE
HOTES:
PEABO BRYSON
LIOMEL RICHIE
ELTON JOHN
POINTER SISTERS
TEDDY PENDERGRASS

WWPA/Williamsport



# AOR/ALBUMS

1	Three Two Weeks Weeks		July 20, 1984	173 REPORTERS	Total Reports			Total Adds All Rotations
CARS, Heartbeat City, (Elektra)	1 2	. 0	BRUCE SPRINGSTEEN/Born In The U.S.A. (Col.)	"Cover Me" (131) "Dancing" (127) "Born" (57)	171+	159 -	12+	1+
		2 2	CARS/Heartbeat City (Elektra)	"Drive" (145) "Magic" (68) "It's Not The" (65)	171+	153-		7+
3   3   JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)				"Missing You" (164)	165+	133+	32 –	4-
SCANDAL festuring PATTY SMYTH/The Warrior (Columbia)   "Howarrior" (123) "Back" (47) "Lack" (10)   446 + 105 + 39 + 5 - 5   5		_		"Layin' It" (128) "No Way Out" (97) "Sorry" (25)	158=	114-	42+	3+
The William   Pattry SMYTH/The Warrior (Columbia)   The Warrior (155)   Pattry Lewis & The NEWS/Sports (Chrysalis)   The Nation of Market & The NEWS/Sports (Chrysalis)   The Nation of Market & The New Sports (Chrysalis)   The Nation of Market & The New Sports (Chrysalis)   The Nation of Market & The New Sports (Chrysalis)   The Nation of Market & The New Sports (Chrysalis)   The Nation of Market & The New Sports (Chrysalis)   The Nation of Market & The	3 -		RATT/Out Of The Cellar (Atlantic)	"Round And Round" (123) "Back" (47) "Lack" (10)	146+	105+	<i>39</i> +	5-
## HUFY LEWIS & THE NEWS/Sports (Chrysalis)  ## NOD STEWART/Camouflage (WB)  ## STEVE PERRY/Street Talk (Columbia)  ## STEVE PERRY/Street Talk (Columbia)  ## STEVE PERRY/Street Talk (Columbia)  ## She's Mine" (111) "Strung Out" (22)  ## She's Mine" (111) "Strung Out" (23)  ## She's Mine" (111) "Strung Out" (120)  ## She's Mine" (112) "She's Mine Mine Mine Mine Mine Mine Mine Mine		_ =		"The Warrior" (155)	156	101	53	6
8				"If This Is It" (123) "Walking" (41) "R&R" (11)	<i>151</i> +	<b>69</b> +	<b>79</b> –	20 -
**S ** S **SEVE PERRY/Streat Talk (Columbia)				"Infatuation" (121) "Bad For You" (30)			-	
7				"She's Mine" (111) "Strung Out" (22)				
Text			CHRIS DeBURGH/Man On The Line (A&M)	"High On Emotion" (127)	129 –	70 –	58 <b>-</b>	3+
Twisted Sister   12   12   13   15   15   16   16   17   17   18   18   18   18   18   19   18   18				"Restless" (89) "Sad Songs (Say So Much)" (83)	134+			
29 24 13				"We're Not Gonna Take It" (125)	126+	40+	<i>86</i> +	
34   32   19				"Back Where I Started" (129)	140+			9-
Quiet Rioti/Condition Critical (Pasha/CBS)				"When You Close Your Eyes" (129)	135+			
Sunglasses At Night" (115)   117 - 55 - 61 - 3 - 3 - 3   3   3   3   3   3   3   3				"Mama" (88) "Sign" (36) "Party" (22)	124			
## Smuggler's" (100) "Sexy" (33) "Allnighter" (12) 130+ 21+ 107+ 8-7- 21 18				"Sunglasses At Night" (115)	117-		-	-
27   21   18	39 31 3			"Smuggler's" (100) "Sexy" (33) "Allnighter" (12)				- 1
19				"When Doves Cry" (87) "Let's Go Crazy" (54)				6=
28   22   DIO/The Last In Line (WB)   "The Last In Line" (117) "Mystery" (14)   118 + 24 + 90 + 10 - 10   10   10   10   10   10   10				"Slow 'N' Easy" (105) "Ain't No Stranger" (11)				4-
14   12   14   2   14   2   15   2   15   2   15   2   15   2   2   2   2   2   2   2   2   2		22	DIO/The Last In Line (WB)	"The Last In Line" (117) "Mystery" (14)				
23 19 17 22 TONY CAREY/Some Tough City (MCA) "The First Day Of Summer" (102) 102 42 40 60 - 1 - 2 2 2 2 23 23 VAN HALEN/1984 (WB) "Panama" (82) 90 - 36 - 51 - 11 1 21 24 RUSH/Grace Under Pressure (Mercury/PG) "Electric" (65) "Red Sector A" (26) "Distant" (20) 90 - 36 - 51 - 11 1 1 2 1 2 5 STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic) "Cold Shot" (65) "Voodoo" (40) "Couldn't" (27) 104 - 23 - 79 - 9 - 104 2 1 2 1 2 1 2 2 5 STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic) "Deeper & Deeper" (70) "I Can Dream" (14) 81 - 34 - 46 - 1 - 36 30 5 FASTWAY/All Fired Up (Columbia) "Tell Me" (78) 88 + 12 + 76 + 3 - 3				"Still Loving You" (95) "I'm Leaving You" (10)				
22 20 23 23 VAN HALEN/1984 (WB) "Panama" (82) 89 - 50 - 39 = 3 + 12 11 21 24 RUSH/Grace Under Pressure (Mercury/PG) "Electric" (65) "Red Sector A" (26) "Distant" (20) 9 - 36 - 79 - 9 - 9 - 9 - 9 - 9 - 9 - 9 - 9 -				"The First Day Of Summer" (102)				
12   11   21   21   22   4 RUSH/Grace Under Pressure (Mercury/PG)   "Electric" (65) "Red Sector A" (26) "Distant" (20)   90 - 36 - 51 - 11 + 11   10   25   STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic)   "Cold Shot" (65) "Voodoo" (40) "Couldn't" (27)   104 - 23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 104   23 - 79 - 9 - 104   23 - 79 - 9 - 104   23 - 79 - 104   23 - 79 - 9 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 9 - 104   23 - 79 - 104   23 - 79 - 104   23 - 79 - 70 - 104   24 - 23 - 79 - 9 - 104   23 - 79 - 104   23 - 79 - 9 - 104   23 - 79 - 104   24 - 24   27 - 33   24   27 - 34   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   24 - 27   25 - 28   2				"Panama" (82)				
18		21 24	RUSH/Grace Under Pressure (Mercury/PG)	"Electric" (65) "Red Sector A" (26) "Distant" (20)	90-			
## 15 26 STREETS OF FIRE/Soundtrack (MCA)  ## 15 26 STREETS OF FIRE/Soundtrack (MCA)  ## 16 30 30 FASTWAY/All Fired Up (Columbia)  ## 17 46 3 30 FASTWAY/All Fired Up (Columbia)  ## 18 12 4 6 4 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3	18 16			"Cold Shot" (65) "Voodoo" (40) "Couldn't" (27)	104 –			-
- 36 30		15 26	STREETS OF FIRE/Soundtrack (MCA)	"Deeper & Deeper" (70) "I Can Dream" (14)				
35 34 29	*	30 🗗	FASTWAY/All Fired Up (Columbia)	"Tell Me" (78)	88+			
- 37				"Satisfy Me" (88)		_	-	- 1
11 10 25 30 RUSS BALLARD/Russ Ballard (EMI America)  13 30 32 40 ANDY FRASER/Fine Fine Line (Island)  15 26 32 BILLY IDOL/Rebel Yell (Chrysalis)  16 27 37 THOMPSON TWINS/Into The Gap (Arista)  17 28 30 31 34 R.E.M./Reckoning (IRS/A&M)  18 4 6 7 7 3 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7				"Far Away Eyes" (83)				
33 33 32 ANDY FRASER/Fine Fine Line (Island)  9 15 26 32 BILLY IDOL/Rebel Yell (Chrysalis)  15 23 27 33 THOMPSON TWINS/Into The Gap (Arista)  16 28 30 31 34 R.E.M./Reckoning (IRS/A&M)  17 40 40 40 40 TINA TURNER/Private Dancer (Capitol)  18 40 - 40 ANDY FRASER/Fine Fine Line (Island)  18 47 - 5 - 7 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3	11 10			"Voices" (66)				
9 15 26 32 BILLY IDOL/Rebel Yell (Chrysalis)  "Eyes Without A Face" (50)  60 30 30 4 2+  75 23 27 33 THOMPSON TWINS/Into The Gap (Arista)  "Doctor! Doctor!" (61)  "So. Central Rain" (52) "Pretty Persuasion" (22)  HONEYMOON SUITE/Honeymoon Suite (WB)  21 26 28 36 ZZ TOP/Eliminator (WB)  22 27 33 38 LITTLE STEVEN/Voice Of America (EMI America)  Weys Without A Face" (50)  "Cyocor! Doctor!" (61)  "So. Central Rain" (52) "Pretty Persuasion" (22)  "New Girl Now" (72)  "Legs" (49)  "The Only Flame In Town" (58)  "Los Desaparecidos" (48)  "Los Desaparecidos" (21) "Queen" (18)  "Better Be" (29) "What's Love" (21) "Queen" (18)				"Fine, Fine Line" (78)				-
15 23 27 33   17NM/Feckoning (IRS/A&M)   70 - 17 + 50 - 10 + 10   74 + 5 + 51 + 48 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 5 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 + 51 + 51 + 10   74 +		26 32	BILLY IDOL/Rebel Yell (Chrysalis)	"Eyes Without A Face" (50)				
28 30 31 34 Ar.E.M./neckorling (Inc./Ackir)  B HONEYMOON SUITE/Honeymoon Suite (WB)  121 26 28 36 ZZ TOP/Eliminator (WB)  122 27 33 38 LITTLE STEVEN/Voice Of America (EMI America)  124 27 38 38 LITTLE STEVEN/Voice Of America (EMI America)  125 17 48 48 57 47 48 5 5 5 17 48 5 5 17 48 5 5 17 48 5 5 17 48 5 5 17 48 5 17	15 23	27 33	THOMPSON TWINS/Into The Gap (Arista)	"Doctor! Doctor!" (61)				
## HONEYMOON SUITE/Honeymoon Suite (WB)  12				"So. Central Rain" (52) "Pretty Persuasion" (22)				
21 26 28 36 ZZ TOP/Eliminator (WB) "Legs" (49) 50 28 22 - 0 = 38 ELVIS COSTELLO/Goodbye Cruel World (Columbia) "The Only Flame In Town" (58) 62 + 17 + 42 - 5 + 42 - 27 33 38 LITTLE STEVEN/Voice Of America (EMI America) "Los Desaparecidos" (48) 55 11 - 44 - 2 + 43 - 40 TINA TURNER/Private Dancer (Capitol) "Better Be" (29) "What's Love" (21) "Queen" (18) 58 + 12 - 25 + 17 + 17 + 17 + 17 + 17 + 17 + 17 + 1				"New Girl Now" (72)				
24 27 33 38 LITTLE STEVEN/Voice Of America (EMI America) "The Only Flame In Town" (58) 62+ 17+ 42- 5+ (24 27 33 38 LITTLE STEVEN/Voice Of America (EMI America) "Los Desaparecidos" (48) 55- 11- 44- 2+ (25 29) "What's Love" (21) "Queen" (18) 58- 17- 7+ (17 29) "What's Love" (21) "Queen" (18) 58- 17- 17- 17- 17- 17- 17- 17- 17- 17- 17		_		"Legs" (49)				
24 27 33 38 LITTLE STEVEN/Voice Of America (EMI America) "Los Desaparecidos" (48) 55- 11- 44- 2+ 40- 40 TINA TURNER/Private Dancer (Capitol) "Better Be" (29) "What's Love" (21) "Queen" (18) 58- 12- 25- 17- 17- 17- 17- 17- 17- 17- 17- 17- 17				"The Only Flame In Town" (58)			-	- 1
40 - 40 TINA TURNER/Private Dancer (Capitol) "Better Be" (29) "What's Love" (21) "Queen" (18) 58 - 19 + 37 - 7 + 17 + 17 + 17 + 17 + 17 + 17 + 17		_				-		
	-		TINA TURNER/Private Dancer (Capitol)	"Better Be" (29) "What's Love" (21) "Queen" (18)				
Utout P in involute Swing (Actor)	DEBUT		INXS/The Swing (Atco)	"I Send A Message" (53)	<b>58</b> +	13=	<i>35</i> +	17+

# STAY TUNED TO THIS



# BREAKERS.

#### SCANDAL F/PATTY SMYTH The Warrior (Columbia)

90% of our reporters on it. 156/6 including adds at CHOM-FM, WIMZ, WDIZ, KMBQ, WDEK, KZOQ. Debuts at #6 on the Albums chart.

#### QUIET RIOT

Condition Critical (Pasha/CBS)

72% of our reporters on it. 124/37 including adds at WIYY, KEGL, KZEW, KLOL, WEBN, WLLZ, KDKB, KOME. Debuts at #15 on the Album chart.

All Fired Up (Columbia)

51% of our reporters on it. 88/3 including adds at KSHE, KZAP, CITI-FM. Moves 30-27 on the Albums chart.

#### **ADRENALIN**

American Heart (Rocshire)

51% of our reporters on it. 88/19 including adds at WBCN, WYSP, DC101, WCKO, KQRS, KRCK, KGB. Moves 37-29 on the Albums chart.

AOR BREAKERS — Records in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

THE LAST IN LINE
The New Album From Dio Fedeures:
"THE LAST IN LINE"
"BREATHLESS"
"MYSTERY"

U.S. Tour Begins July 17

### The most comprehensive guide to RETAIL RADIO & TV



**ADVERTISING** ever published!

Includes proven in-store systems to maximize co-op funds!

 441 fact-filled pages, Paperback 81/2 x 11

- Written by William L. McGee. retail broadcast authority, and 34 contributing experts from every aspect of the business
- Easy-to-read, non-technical writing with 254 charts. graphs, photographs
- Research from over 150 text books, trade journals, and taped interviews
- Appendix includes glossary of terms, national directory of retail agencies and production houses. Summary of 10.000 Starch newspaper scores
- Invaluable whether you're buying creating managing selling producing or teaching broadcast advertising or selling through retailers

OFFERS AGENCIES all they need to know to win retail accounts
Examples of successful marketing and advertising plans; case histories; award-winning commercials

OFFERS RETAILERS a step-bystep battle plan to analyze cus-tomer markets and attitudes. plan and schedule advertising to reach specific groups; even how to produce and test effective lowcost commercials

OFFERS BROADCASTERS an in side look at retailers' problems and opportunities. Will help station salespeople understand their prospect's needs and wants and become better retail marketing consultants — not just sellers

OFFERS NATIONAL ADVERTISERS 10-25 year projections on new retailing/distribution forms. social/economic forces, and advertising's future

OFFERS COLLEGES the first all in-one textbook on real-world retailing, broadcasting, and

A practical, how-to encyclopedia for retailers (and anyone who works with — or sells through — retailers) to increase store traffic, sales, and profits

Specifically, you'll learn "How to

- Position the store finding that most profitable market niche
- Establish store ad budgets (with a guide to 44 store categories)
- Create effective commercials (34 actual scripts of the best new commercials)
- Use new trends in retail marketing, research, and analysis to pinpoint merchandising weaknesses and seek out the most profitable customer groups
- Capture the store's share of the \$51/2 billion co-op goldmine
- Organize pooled allowance dealer programs and retailer to vendor presentations.
- Add a broadcast schedule by reducing newspaper ad sizes
  — and actually increase reach and frequency
- Discover (and exploit) the broadcast advertising assis-tance available to retailers almost everywhere
- Understand the "secrets" of broadcast audience research; time buying and station rate cards; scheduling and billing procedures
- Extract better advertising from your advertising agency (or do it yourself, in-house)
- Utilize vital planning tools such as computerized audience data and Target

#### MAIL THIS NO-RISK COUPON TODAY:

Mail to:	RER BOOKS 1930 CENTURY PARK WEST LOS ANGELES. CA 90067
Advertis	nase send mecopy(ies) of <u>Building Store Traffic with Broadcast</u> sing at \$50 each. Id is my check for \$
* 101 - 11100	terCard Exp. Date
,	Only) California Residents add 6 %% Sales Tax
FIRM	
ADDRESS	·

# MOR /ALBUN

#### MOST ADDED

HONEYMOON SUITE (48) Honeymoon Suite (WB) **QUIFT RIOT (37)** Condition Critical (Pas SPIRIT (33) Spirit Of '84 (Mercury/PolyGram)

GEORGE CARLIN (33) Carlin On Campus (Eardrum/Pent NIGHT RANGER (24) Midnight Madness (Camel/MCA)

HUEY LEWIS & THE NEWS (20) Sports (Chrysalis) LOU REED (20)

New Sensations (RCA)

BRUCE SPRINGSTEEN (159) Born In The U.S.A. (Columbia) CARS (153) Heartbeat City (Elektra) JOHN WAITE (133) No Brakes (EMI America) JEFFERSON STARSHIP (114) Nuclear Furniture (Grunt/RCA) RATT (105) Out Of The Cellar (Atlantic)

SCANDAL f/PATTY SMYTH (101) The Warrior (Columbia) ROD STEWART (98) Camouflage (WB)

### **NEW & ACTIVE**

LOU REED/New Sensations (RCA) 59/20 (37/15) Adds: include WBCN, WLUP, KUPD, KFGQ, WCMF, WLVQ, WTUE, WLAV, KWFM. Hots: 9 WXRT, KBCO, KROQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KQAK, WDEK, WCPZ, KSPN, KTCL. Mediums: 38 include WBAB, WNEW-FM, WMMR, DC101, KMET, KBCQ, 91X, KGC, WCMF, WLVQ, WTUE, WLAV, KGCQ, 91X, KGC KGB, KRQR.

LITA FORD/Dancin' On The Edge (Mercury/PolyGram) 55/10 (43/11)
Adds: WQFM, KSHE, KDKB, WKLC, WEZX, KRIX, WZXY, KXZL, WXLP, WTUE. Hots: 3 KRCK, KFMG, KLPX.
Mediums: 48 include WBAB, WYSP, WHJY, DC101, WMMS, KLOS, KMET, KUPD, KGB.

CHEQUERED PAST/Chequered Past (EMI America) 49/19 (33/10)
Adds: include WBCN, WYSP, KBRI, WPYX, WTPA, WWCK, KFMG, Hots: 3 KRCK, KNCN, WKQQ, Mediums: 35 include WIYY, WMMR, WDVE, DC101, KZEW, KRQQ, KGB, KRQR, KSJO, KZOK.

SLADE/Keep Your Hands Off My Power Supply (CBS Associated) 49/9 (43/8)
Adds: include WNEW-FM, DC101, WYNF, KQRS, WKQQ, WKDF, WTKX. Hots: 11 include WKLS, WRIF, WAQX, WAAF, Mediums: 36 include WBCN, WAPP, WYSP, WSKS, KSHE, KMET.

GHOSTBUSTERS/Soundtrack (Arista) 48/5 (48/9) Adds: WGRQ, KOLA, WIMZ, WWCK, KFMF. Hots: 20 include WBCN, WMMS, WKQQ, KXZL, KMBQ, WLAV, K97. Mediums: 24 include WAPP, WLUP, KBCO, 91X, KFOG, KQAK.

CYNDI LAUPER/She's So Unusual (Portrati/CBS) 46/16 (30/3)
Adds: include WBAB, WNEW-FM, WMMR, KBCO, WTPA, KNCN, KLAO, WZXR, Hots: 9 WLIR, WCKO, KCAL, 91X, WDHA, WPDH, K97, WMGM, KSPN, Mediums: 28 include WBCN, KMET, KROQ, WFYV, KQDS, WLAV.

GEORGE CARLIN/Carlin On Campus (Eardrum/Penthouse) 42/33 (30/26) Adds: Include WNEW-FM, WDVE, WSKS, WQFM, KDKB, KGB, KOMP. Hots: 0. Mediums: 9 include WMMR, KGON, WOUR, WFYV, WXLP, WLAV, WYFE.

KICK AXE/Vices (Pasha/CBS) 40/4 (38/8)

Adds: WHJY, WTUE, KPOI, KWHL. Hots: 7 WQFM, KMET, KRCK, KZOK, CFOX, KNCN, CITI-FM. Mediums: 31 include WYSP, WDVE, KZEW, KSHE, KUPD, KGB, KRQR, KSJO.

DIFFORD & TILBROOK/Difford & Tilbrook (A&M) 39/1 (39/1)

Adds: WPLR. Hots: 8 WLIR, WAPP, KQAK, WQBK, WDHA, WMGM, WDEK, KTCL. Mediums: 30 include WBCN, WNEW-FM, WLUP, WXRT, KROQ, 91X. BANGLES/All Over The Place (Columbia) 36/5 (34/9)
Adds: include KGB, KRIX, WLAV, WRUF. Hots: 5 WXRT, KBCO, 91X, KSPN, KTCL. Mediums: 27 include WBAB, WNEW-FM, WMMR, WLUP, KROQ, KQAK.

SPIRIT/Spirit Of '84 (Mercury/PolyGram) 34/33 (1/1)
Adds: include WBAB, WMMR, WYNF, KBCO, KGB, KLAQ, KFMG, KKDJ. Hots: 1 WQDR. Mediums: 18 include WPYX, WTPA, WDIZ, WLVQ, WIOT, KREM, KWFM.

GO-GO's/Telk Show (IRS/A&M) 32/5 (31/2)
Adds: WNOR, KLOS, WPLR, WAPI, KQWB-FM. Hots: 5 include WBCN, WCKO, KMET, WMGM. Mediums: 25 include

WBAB, WAPP, WNEW-FM, 91X. GENESIS/Genesis (Atlantic) 28/7 (24/4)
Adds: include WDVE, WKLC, KREM, KFMQ, Hots: 5 WMMS, KFOG, WIMZ, WYFE, WHMD. Mediums: 20 include

WMMR, WYNF, WXRT, KLOS, KMET. SPLIT ENZ/Conflicting Emotions (A&M) 21/1 (22/4) Adds: KBCO. Hots: 8 include CHEZ-FM, CITI-FM, K97, KREM, KWFM. Mediums: 13 include WBAB, WXRT, KROQ,

91X, KFOG, KQAK, WPDH.

BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 19/11 (7/1)
Adds: include KBCO, KBPI, WDHA, KQDS, KMOD, KTCL. Hots: 6 include WXRT, CFOX, CHEZ-FM, K97.
Mediums: 7 include CHOM-FM, KINK, WQBK.

BRONZ/Taken By Storm (Bronze/Island) 19/1 (22/2)

Adds: KEZE. Hots: 1 WRIF. Mediums: 18 include KZEW, WLLZ, WQFM, KSJO, KZOK, KWFM.

GLASSMOON/Sympathetic Vibration (MCA) 17/5 (13/5)
Adds: KLAQ, KISS, KATT, KMOD, KUFO. Hots: 1 WQDR. Mediums: 13 include DC101, KBCO, WQMF, WLVQ, KFIV-FM. KWFM.

NEW A ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports /total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

NOT TRACKS — Compiles track airplay data from all reporting stations. Covers songs from all configurations, Including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

Smuggler's Blues (MCA) GLENN FREY

Go Insane (Elektra) *FINDSEA BOCKINGHAW* 

ELTON JOHN DES of our reporters on it. 90/60 including adds at WIYY, WBCN, KZEW, WYNE, WHEY, KGER, Debuts at #35 on the Hot Tracks chart.

Restless (Geffen)

Hot Tracks chart. KEGT, WNOR, WMET, WEBN, WMMS, KORS, KOLA. Moves 45.29 on the 51% of our reporters on it. 89/26 including adds at WNEW-FM, WYDD,

Satisfy Me (Capitol) BILLY SATELLITE

51% of our reporters on it. 88/9 with adds at WMET, WEBN, KKCI, KORS, WPLR, WACK, WERK, WARE, Moves 35-32 on the Hot Tracks

AAV PARKER JR. "GFOOSIDIASIES" (AFREM, JAMES, WKQQ, KXZL, KMBQ, WLAV. AAGB WGG, WPR. "GFOUR WWCK, KFREM, HOT STR. KFREM, WMMS, WKQC, KXZL, KMBQ, WLAV. "GFOUR WCLAV" (466/10)

WEAV, KODS, KSAL, 91X, WDHA, WPDH, K97, WMGM, KSPN. Mediums: 23 include KMET, KROQ, ALDE "WHO MAY" (CBS Associated) 3/9/9/9/4/17 (234)

ALDE "WHO MAY" (CBS Associated) 3/9/9/9/4/17 (234)

TEADE "WHO MAY WINEW KINE "WHO WARP WHIST WARP KINED KINED KOOS, KINES "A LEAST TO MAY KINED K

ROMEO VOID "N. Girl In Trouble (Is A Temporary...)" (475/Columbia)

ASJ 19 (15/15)

AGGS: Include WBOL, WDVE, KTXQ, WMMS, KBPI, WLAV, KKDJ, KFIV-FM, KWFM. Hots: 3

WLR, KQAK, KFMF, Medlums: 22 Include WXRT, RBCO, KFOG, WPDH, KILO.

RAPELES, "Hero Takes A Fall (Columbia) 33/E (31/B)

RAPELES, "Hero Takes A Fall (NOW THE AVAIL KTCL. Mediums: 25 include AVAIL KTCL. AVAIL AVAIL KTCL. AVAIL KTCL. AVAIL A Mediums: 26 include WBAB, WMMS, WTPA, WODS, WLVQ, Hots: 4 WYDD, 91X, KQAK, KFMF.

Mediums: 26 include WBAB, WMMS, WTPA, WPDH, WZXR, KGGO, WLAV, KREM. SPANDAU BALLET "Only When You Leave" (Chryselis) 35/12 (29/25)

Adder include where, without window with a Trin (12/8).

Adder include where, without with a Trin (12/8) which with with with window (12/8).

Adder include where, without with a Trin (12/8) with a Trin (12/8).

SPIRIT "1 Got & Line Dn You" (Mercuny/PolyGrem) 28/27 (1/1)
Adder Include WBAB, KGB, WPLR, KLAQ, KGDS, KKMO, KFMG, KKDJ, KFW-RM, Holts: CIRR, KWPM, WITH, WHORE, WPLW, WOIZ, WLVQ, WFBQL, KEZO, WIOT, WRW-RM, WPLW, WPTX, WITH, WPTX, WOIZ, WLVQ, WFBQL, KEZO, WIOT, WRW-RM, WPTX, WTPA, WTPA, WTPX, W 

GÉNESIS "Taking It All Too Hard" (Atlantic) 28/7 (24/4)

KICK AXE. '(O) The Boad To Book', (Pashau(CBS) SG/X (23/6)

JEFFRSON STREAM '(C) KROCK KANEY, WHICH KHOLD '(C) KROLD'

AGE: KEEW, KROCK KROCK KROW, KROW, KROCK KROW, KROCK KROW, KROCK KROW, KROW, KROCK KROW, KR

Adds: WTUE, KPOI. Hots: 3 KMET, CFOX, CITI-FM. Mediums: 21 include WYSP, WDVE, KZEW, KSHE, CUPD, KGB, KRARP, WTPA, WAAF, KLAQ, WIMZ, WDIZ, KMOD, KFMG, KILO, KOMP. KICK AXE "On The Road To Rock" (Pasha/CBS) 25/2 (23/6)

ACRE CHETCH WHOSE WASCE WAVE, WAREN HORE: 15 eichnes KSBE MAIE, KBOO' KCB KLAD

VERE ", HE OVER ", WASCE WAVE, WAREN HORE KSDE "MILL"

WE "W, ", Learth Deirareaion", (IRSI/WEW) 22/51 (11/KB)

WE "W, ", Learth Deirareaion", (IRSI/WEW) 23/51 (11/KB)

WAN WARE "KOO' KANEN WANCO KEO HORE "AND "WASCE "WASCE "WASCE "

WAN WARE "KOO' KANEN WAN WALE WANCO KEO HORE "AND "WASCE "WASCE "

WAN WARE "KOO' KANEN WALE "WASCE KEO' HORE "

ORIEL BIOL ", Learth "WI IN JEW "

ORIEL BIOL ", Learth " WI IN JEW "

ORIEL BIOL ", Learth " WI IN JEW "

ORIEL BIOL ", Learth " WASCE ", Learth " WASCE "

ORIEL BIOL ", Learth " WASCE ", Learth " GREC KINN BRUD "Rock" (Besentley/E-A) 23/5 (21/6)
Mediums: 16 include wysp, kBCO, KRM, Hors: 6 include kFOC, KROR, WDHA, WDEK, KSP,
Mediums: 16 include wysp, kBCO, KRM
Medium

KLOL, WNOR, WSKS, WAARF, WBLM Hots: 12 include KSRR, WRIF, KROO, KGB, KTYD.

riggs: KBOOT Hots: 3 iucinge KBCO' MBAC! Meginus: 13 iucinge MBAB' MASb' MANE' KWET! BTO "For The Weekend" (Compleat/PolyGram) 20/2 (19/18) Adds Wilkin KzEL Hots: 0. Medums: 15 Include KSHE, WPOH, WAAF, WZNR, K HOWARD JONES "Pearl in The Shell" (Elektra) 20/1 (19/4) HUMW, HIMW, AYIW, SMI

MOST ADDS - A numerical listing of the most added records

MOST HOTS - A numerical listing of the records receiving the

most not rotation reports.

Of the week,

MOW HOLLEVEKS



	= 1	-OP	-8	-84	LITTLE STEVEN/Los Desaparecidos (EMI America)	79	39	33	53
173 HEPOHTIERS   190 CARUNGS   191 CARUNGS	-2	34+	+81	+ 19	PRINCE/Let's Go Crazy (WB)	9	89		
173 HEPOHIERS   1916   1917   1917   1918   1917   1918	-21	+82	+11	+10			-		
173 HEPOHITER   1941	+80	+09	+ 1	+19			-		
173 HEPOHTERS   194 HIP	+9	-00	+91	+89	ELVIS COSTELLO/The Only Flame (Columbia)	<b>⊕</b>			
173 HEPOHTHAS   1921   1941   1942   1941   1942   1941   1942	= &	-18	+ 11	- 25					
173 HEPOHTERS   194	-2	-81	+67	-10					
173 HEPOHTEHS	=0	- 22	-82	-09	BILLY IDOL/Eyes Without A Face (Chrysalis)	94			
173 HEPOHTERS   1944   1942   1944	=0	-12	-82	-61	ZZ TOP/Legs (WB)	77	33	24	12
173 HEPOHTERS   1944	+ 4	+15	+ 9	+ 24	HONEYMOON SUITE/New Girl Now (WB)	3	$\blacksquare$	TU83	0
173 HEPOHTERS   1941	-01	+ 29	= 11	+ 59		3	67	-	69
173 HEPOHTERS   16   16   17   18   18   18   18   18   18   18			-67	-19	THOMPSON TWINS/Doctor! Doctor! (Arista)	Lt	31	22	91
173 HEPOHTERS   164 Capitud   164 Capitud   164   16			=9	-84	ANDY FRASER/Fine, Fine Line (Island)	00	38	10	643
173 HEPOHTER)   184			-81	-99	RUSS BALLARD/Voices (EMI America)	39	30	91	15
73 HEPOHTERS   1014   MAITEM   173 HEPOHTERS   164   130   104				+ 99	RUSH/Body Electric (Mercury/PG)	<b>3</b>	10	77	79
## OFFICE SPRINGS   194						4	48	42	86
173 REPORTERS   1904   WAITE/Wissing You (EMI) American   173 REPORTERS   1664   178 + 32 + 36 + 26 + 104   180						9	84	09	-
173 REPORTERS   1941						9	•	TU83	0
173 REPORTERS   1901   WAITE/Wissing You (Editin)   173 REPORTERS   1901   WAITE/Wissing You (Editin)   1901   1			_				43	84	09
173 REPORTERS   1901						33	36	OP	19
173 REPORTERS   1901							35	32	75
7.3 REPORTERS   10 HUN WAITE/Wiseling You (Main Main (Marin Main Main Main Main Main Main Main Ma			-		HANDleeper & Deeper (MIN)	31	55	8	ε
173 REPORTERS   1904   WAITEN/Wissing You (EMI) American   1904   WAITEN/Wissing You (EMI) American   1904   WAITEN/Wissing You (Emit   1904						30	50	11	4
173 REPORTERS   1901						<b>3</b>	97		-
173 REPORTERS   1901						02	34	09	-
73 REPORTERS   104N WAITE/Wiseling You (Edition)   173 REPORTERS   1641   173 REPORTERS   173 REPORTER			-			Œ	72	31	42
173 REPORTERS   1901						97	.41	Þl	EI
73 REPORTERS   100   1					1287/Fdaegi Wolf cores Allow (Pachal Line)	_	82	22	82
173 REPORTERS   1901						=	97	30	32
173 REPORTERS  190 23 23 23 29 29 24 25 25 26 25 26 26 26 26 26 26 26 26 26 26 26 26 26			-				81	81	53
173 REPORTERS   100H WAITE/Wissing You (EMIM America)   173 REPORTERS   100H WAITERS   100H WA							53	53	Œ
73 REPORTERS   100   EMILY SQUIER/Rock Me Tonite (Capital)							74	35	61
73 REPORTERS   173 REPORTERS   175 REPORTER   175 REPORTE							61	12	77
173 REPORTERS   1904 WAITE/Wissing You (EMI) American   173 REPORTERS   1904 WAITE/Wissing You (EMI) American   1904 WAITE/Wissing You (Elektra)   164   165   1	-						91	41.	97
173 REPORTERS   1901   MAITE/Missing You (EMI America)   173 REPORTERS   1901   Mailum Addition (Col.)   154   134   1									2
173 REPORTERS   1901   MAITE/Wissing Vou (EMI America)   173 REPORTERS   1901   MAITE/Missing Vou (EMI America)   164					ADA OF FACOUS MAN OWN OUT (GRUNTING)	4			98
773 REPORTERS   120HW WAITE/Wissing You (EMI America)   173 REPORTERS   1644 1344 1344 1344 1344 1344 1344 1344					MONT OF EBOCS/Back Where I Started (Frich)	0		38	23
173 REPORTERS   1901 WAITE/Wissing You (EMI America)   173 REPORTERS   1901 WAITE/Missing You (EMI America)   1901 WAITE/Missing You (EMI America)   1901 WAITE/Missing You (Elektra)   1902 William (Columbia)   1903 William (Columbia)   1903 William (Columbia)   1903 William (Columbia)   1903 William (Columbia)   1904 William (William (Will									
173 REPORTERS   1901 WAITE/Missing You (EMI America)   174 REPORTERS   1901 Macdium Adda							91	61	97
73 REPORTERS   10010 WAITE/Missing You (EMI America)   173 REPORTERS   1641									
73 REPORTERS   1901   MAITE/Missing You (EMI America)   173 REPORTERS   1901   Madium Additionary (1901   1901									
173 REPORTERS   1901 WAITE/Missing You (EMI America)   173 REPORTERS   1901 WAITE/Missing You (EMI America)   164   134   10   10   10   10   10   10   10   1									-
173 REPORTERS   1901   MAITE/Missing You (EMI America)   191 Medium Adda   192   192   193   1									c
173 REPORTERS   1901   MAITE/Nissing You (EMI America)   174 REPORTERS   1901   Madium Added   1902   1902   1903   190								-	_
773 REPORTERS   172 REPORTERS   172 REPORTERS   172 REPORTERS   172 REPORTERS   173 REPORTERS   174 Reduce   175 REPORTERS					IEEEERSON STARSHIP/Lavin' It On (Grunt/RCA)	×			
173 REPORTERS  173 REPORTERS  173 REPORTERS  174 REPORTERS  104 WAITE/Missing You (EMI America)  175 REPORTER Work (Capitol)  176 S. A.									
73 REPORTERS   173 REPORTERS   174 Medium Adda   175 REPORTERS   175 Medium Adda	= 2	-84	+18						91
773 REPORTERS   1014 WAITE/Wissing You (EMI America)   173 REPORTERS   1014 WAITE/Wissing You (EMI America)   1014 WAITE/Wissing You (Emit America)   1014 Set   1	-6	-19							ű
1   1   1   1   1   1   1   1   1   1	+ 2	+9			BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)	9			
173 REPORTERS  173 REPORTERS  173 REPORTERS  174 REPORTERS  164 1364 25- 0- 0- 2- 0- 1564 1364 25- 0- 0- 0- 0- 0- 0- 0- 0- 0- 0- 0- 0- 0-	+9	-23	+101	+991					
1 3 DOHN WAITE/Missing You (EMI America) 164+ 132+ 32- 4-	=£	-97	+611	= <b>G</b> \$1				3	
173 REPORTERS 173 REPORTERS 174 REPORTERS 175 REPORTERS	-0	-62	130+	+691				9 -	
A TAS REPORTERS Total Hot Medium Adds		-25	135+	+191	JOHN WAITE/Missing You (EMI America)	O	3	L	01
GIOT SATEROGIA CT NAME OF THE OWN WHITE	sppA	wniper	M JOH	leto			99W #3	geens so	H00/V
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Unive (Elektra) (611) SHAD Dancing In The Dark (Columbia) BRUCE SPRINGSTEEN (121) Rock Me Tonite (Capitol) BITTA SOMIEH (130) Missing You (EMI America) JOHN WAITE (132)

(EE) TTAR (BW) noiteutetni ROD STEWART (96) SCANDAL I/PATTY SMYTH (101)
The Warrior (Columbia)

Round And Round (Atlantic)

#### **MOST ADDED** ®

(OEBUT ▶ 69 INXS/I Send A Message (Atco)

DEBUT DOUBLEED/I Love You, Suzanne (RCA)

09. - 89

99 89 99

66 BrainAloviL) ... IIA 91'9W smsM/2YOR 2'AMAM 08

BRUCE SPRINGSTEEN/Bobby Jean (Columbia)

57 HUEY LEWIS & THE NEWS/Walking On A... (Chrysalis)

47 47 47 59 LOVERBOY/Nothing's Gonna... (Columbia)

If This Is It (Chrysalis) HOEY LEWIS & THE NEWS (27)
Don't Stop Runnin' (A&M) | Got A Line On You (Mercury/PolyGram)

Y&T (27) (TS) TIRIYS Sign Of The Times (Pasha/CBS) QUIET RIOT (34) Rock You (Capitol) HEFIX (38) New Girl Now (WB) HONEYMOON SUITE (47) Go Insane (Elektra) TINDSEA BICKINGHAM (60)

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#### EAST

#### Parallel One

WAPP/New York (212) 357-8000 ASST. PO. STRVE ELLIS

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District Transport
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DC101/Washington (202) 828-9932

PO: DON DAVIS NO: GAVE BROWN

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WMMR/Philadelp (215) 561-0933

PD: CROMOR HAMRIS MD: ERIN HILEY

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WIYY/Baltimore (301) 889-0098 

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POL TIM SMITH ASST. PD: PARE 12 DRE

BOOK DESCRIPTION (MILE)
STATES OF THE STATES

WLIR/Long Island (516) 485-9200 PD: CENTS HCHAMANA ASST. PD: MOSTE PISANS

WYSP/Philadelphia (215) 568-9460 PO: MICHAEL PICCEST MD: MARK OTOTA

JEFF ENDOM FYANDS LINGUIST BUCKLYON COMES GAMEN AND STATE OF THE STATE

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BOOK OF A PARTICULAR AND A PARTICULAR AN WBAB/Long Island (516) 587-1023

WHCN/Hartford (203) 247-1060 PO: DANTES F. MAYDEN ASST. FO: BOB SITTEMS BOT DEPARTMENT OF THE PROPERTY OF THE PROPERTY

CHEZ-FM/Ottawa (613) 563-1919 PO: STRVE COLWILL -

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WPY X/Albany (518) 785-9061 PD: 808 ABSON ASST. PD: 808 MELCH PAINTER (N)
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WKLC/Charleston Huntington, W.V. (304) 722-3308 PD: MELL LASHER

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WCMF/Rochester (716) 288-3200 TAMENY HAGAX
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KSRR/Houston (713) 797-0097 PO: MIDT BEAUSTEN ASST. PD: HICHAEL STEVEN

KTXQ/Dalles (214) 528-5500

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KFMX/Lubbock (806) 747-1224 PD: NAT CAMP NO: JESSE RYAN

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WHMD/Hamm (504) 345-1070 PD: MARX SEGER

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KUFO/Odessa (915) 366-2801 FO: J. HICHARL SCOTT

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WEBN/Cincinnati (513) 871-8500

KYYS/Kansas City (816) 561-9102

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WMMS/Cleveland (216) 781-9667 MD: KID LEO

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WRIF/Detroit (313) 827-9505 PO: MREE PASHEN HE: HECOURL HAYER

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KKCliKansas City (816) 531-3400 PD: FRANK HAMEL HD: KLEZ WATTE

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KSHE/St. Louis (314) 842-1111 PO: NICK BALTS

WLUP/Chicago (312) 440-5270 PD: GREG SOLE RD: STLL EVANS

KQDS/Duluth (218) 728-6421 PO: BRIAN TRYLOR NO: HIKE KELLER

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WLAV/Grand Rapids (616) 456-5461 PDI TORY GATES HOL ARTS KOMPERS KATT/Oklahom (405) 848-0100 PD: TON EVAMS HD: PAT HELEN

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WXKE/Ft. Wayne (219) 484-0580 POT MECH MENT MOT MAL BRANCO

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KGGO/Des Moines (515) 265-6161 PO: LARY HOTFITT HD: JACK SPERSON See Local SOFTER TO COME TO SEE LOCAL SEE LOCA

WIOT/Toledd (419) 248-3377 90: TERRY SULLIVE HD: THE RDE

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WTUE/Daytor (513) 224-1501

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KEZO/Omaha (402) 592-5300 FO: BRUCE HOURESON HO: JOE BLOOD

WFBQ/Indianapolis (317) 257-7565 PD: STLL WISE ND: THE BEADWAY

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WLVQ/Columbus (614) 224-1271 PD: PAT STILL HD: LEE BANGALL

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KKRQ/lows City-Cedar Rapids (319) 354-9500 101 180 SURTON JACOB CAME (A)

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> WIQB/Ann Arbon (313) 662-2881 FO: UZS CODE HO: DEMBER DALTON MOT DESCRIPTION OF THE PROPERTY OF PARKET AND STUMBER OF PARKET AND PARKET OF THE PA

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WDEK/DeKalb (815) 758-9250 POI WAND HOLMES HD: JOAN! WILLIAM

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WBYG/Kankakee (815) 939-4541 HO: BILL TAYLOR

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(141) 3391-4000
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KI YV/Dub (319) 557-1046 POL ROBERT WILLOW WOL THE JANSEN

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WYER/Mt. Carme (618) 262-5111

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KINK/Portland (503) 226-5080 PD: RICK SCOTT HD: CARC WIDING

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KSJO/San Jose (408) 288-5400 MD: LEY MOY HANS MD: KIN APTHONY

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THE OFFICE OF THE PARTY OF THE

173 Reporters 159 Current Playlists

4 stations reported frozen playlists this week:

> KAZY/Denver WAAL/Binghamton WROQ/Charlotte WSHE/Miami

10 stations failed to report this week and therefore their lists were frozen

> CHUM-FM/Toronto KIDQ/Boise KISW/Seattle KMEL/San Francisco KMJX/Little Rock Q107/Toronto WRKI/Danbury WRXT/Buffalo WWTR/Ocean City WZZO/Allentown

,When three or more tracks from the same album are reported in medium, the album itself will receive credit as being in hot, and will appear in the hot listings. The individual tracks will continue to receive credit as being played in a medium rotation.

# CHR PARALLEL ONE PLAYLISTS

#### **EAST**

## CFTR339

## PD: Sandy Sanderson

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## WHIX-PM STEREO Pittsburgh PD: Todd Chase MD: Keith Abrams

MD. Kesth Abram

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# WPLJ PD: Larry Berger MD: Lisa Tonacci New York

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### **B104** wbsb

Baltimore

PD: Steve Kingston MD: Amy Kronthal

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# Ckgm

PD- Rob Braide

PD: Rob Braide

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PD: Harv Moore MD: John Piccillo

PD. Pastor Process

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WEU Marian Long Island

PD: Bill Terry Music Coord: Ruth Tolson

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# Boston PD: Rick Peters MD: Cindy Bailen

PLI: TICKE Peters

MD: Candy Ballen

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## **97** WASH FM

PD: Bill Tanner Washington MD: Colleen Cassidy

## B-94 FM

Pittsburgh PD: Guy Zapoleon MD: Bruce Kelly

M.D.: Bruce Kelly

| Proposition from the Committee of th

THE CAMPATURE DOT OF COMME

Montreal

PD: Bob Beauchamp
MD: Guy Broutllard

1 - June Sammonder General

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Alicy lines | Philadelphia

PD: Scott Walker MD: Glenn Kalina

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# Boston Kiss

PD: Sunny Joe White Music Coord: Geni Donaghey

Music Coord: Geral Donaghey

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Toronto PD: Jim Waters MD: Brad "Knobby" Jones

MDD: Brad "Knobby" Jones

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7 1000 WHTZ

PD: Scott Shannon New York Asst. PD: Michael Ellis

SEAL PDV. Michael Ellies

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## 92 PRO'FM

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Operations Manager: Tom Cuddy

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## WBEN-FM

Buffalo PD: Bob Wood MD: Roger Chris

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#### SOUTH



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# PD: Robert W. Walker MD: Frank Amadeo

MD. Frank Amadeo

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New Orleans
PD: Nick Bazoo

MD: Greg Rolling

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VP/Programming: John Shomby

Asst. PD/MD: Pete Thomson

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PD/MD: Peter Thomson

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MD: Greg South

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**Z-93** MD: Chris Thomas

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Atlanta

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Miami

PD: Keith Isley WINZ-FM MD: Mark Shands

D. Mark Shands

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PD: Steve Rivers

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30, 29 BANKARAMA/Crost Summer SLADE/My On Hy SPANOWS SALLST/Only When You Leave STCK /AMDS/17 STLLY SQUTEX/Nort No Toolto SERGIO HENDES/Allo(a

**94-Q** Atlanta

PD: Jim Morrison MD: Jeff McCartney

ADDE SPANISH SALLET/DRIP When You Level SLADE/My Ch My PETER WCLF/Lights Oct JERBINE SKCHKON/Dynamite Wider HAMCEL/Nec. You Close Your E CYDD LAUFEL/Die Bop BANANARAMA/Croel Busser

MIDWEST

95 WHYT Detroit PD: Gary Berkowitz

PD. Gary Berkouitz

PD. Ga

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AM 87 Chicago

Ops. Mgr.: Steve Casey

MD: Tim Kelly

MD: Tim Kelly

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KOVR FM 101 Minneapolis

PD: Dave Anthony MD/Assist. PD: Mark McKay

| Discourse | Disc

SAMEY HAMAR/Two Eldes Of Love OLEMP TREE/Formy Olr1 VAN HALEE/Faranse JERGELEK SACTOR/Dypamics SCAMDAL/The Marrior SCAMDAL/The Marrior SCAMDAL/The Marrior

Chicago
PD: Buddy Scot
MD: Dave Robb PD: Buddy Scott

PD: Dum.

MD: Dave Robbins

PROCEON: None Story

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WEOLESSEN PD: Tac Hammer Minneapolis Asst. PD/MD: Gregg Swedberg

Sect. PD/MD: Gregg Suedberg

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WKTI Milwaukee

Ops. Mgr.: Dallas Cole

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Q102 Cincinnati

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PD: Jim Fox

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WGCL 98 Cleveland PD: Bob Travis

MD: Tom Jeffries

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TL 7 Chicago

Ops. Mgr.: Steve Casey

MD: Tim Kelly

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JOHN WAITE/Wissing Too LICHE & JERKY/Breakin' (There's No CARE/You Kight Think



Detroit PD: Lee Douglas MD: Gary King

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St. Louis
PD: Bob Scott
MD: John Fros

MD: John Frost

MD: John Francisco

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Kansas City PD: Pat McKay MD: Karen Barber

De Karen Barber

1 1 2 Controller of the Section of

**WEST** 

Q103FM KOAQ RADIO Denver

PD: Jack Regan MD: Alan Sledge

MD: Alan Sledge

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CALLEDON, THE PROPERTY OF THE

Tacoma-Seattle PD: Sean Lynch

MD: Sandy Louie

YZZP Phoenix

PD: Charlie Quinn MD: Steve Goddard

SATT/Round and Round JESONINE SECTION/Dynamics

XTRA San Diego

00 am stereo PD: Jim Richards MD: Anne Haney

FM102

PD: Rick Gillette MD: Chris Collins

27 ENVENTABLE / Crusel Summer GlomGio HEMOCES/Reach Dr



VP/Prog.: Gerry De Francesco Assistant PD: Mike Schaefer

PETER MORF/Lights Out 615LY JORE/Leave & Tender Homent CHEMMELEY: Edd't mean To Turn PIA EAGORA & JERR/Mine The Kein Segime

Continued on Page 78

JOE JACKDOM/Nappy Ending SCANDAL/The Marrier B.S.H./Bo. Central Main/I'm. TOWN CAMEN/First Day of Jumes ERECTO MERCES/ALIDIE

Los Angeles

## He was involved in the most exciting and explosive period ever in radio history. **ROCKING AMERICA** is his story of that

At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

#### These people have already read ROCKING AMERICA-Join

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term 'Top 40' a household word. This book rep-resents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call 'Contemporary Hit Radio.' The man who set the standard for Top 40' has written the fascinating autobiography of the most respected programmer ever to walk into a radio station. -Michael L Eskridge,

President, NBC Radio "For years the term 'Top 40' and

the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

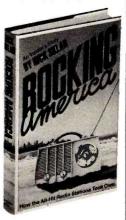
-Clive Davis, President Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."
—Ahmet M. Ertegun, Chairman

of the Board, Atlantic Recording Corporation

Mail to: P & P Books

with photographs and year-by-year playlists



Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio sta-tions WINS, WMGM, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

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#### **WEST**

Continued from Page 77

#### Seattle's Hit Radio K. EW FM PD: Jeff King Seattle 101.5

MD: Damien

ID: Damien

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WEMA/At The Howise JERONING JACKSON/Dynamics WIGHT RANGER/When You Close Your E CARE/Drive INEE/I Bood A Message DAMANAMA/Cruel Summer LINGEY BUCKINGEA/Go Insane RUSE/Mody Electric BERLIN/Mody Electric BERLIN/Mody Electric BERLIN/Mody Electric CHRIS DESUNGE/Sigh On Emotion



#### MD: Mr. Ed

MD: Mr. Ed

2 2 1 PARKEY/New Doves Cry

2 3 1 PARKEY/New Doves Cry

3 3 2 DATE OF STATES AND A S

San

GO GO'S/Turn To You PETER WOLF/Lights Out SILLY SQU(ER/Rock Me Tonice

#### **Hot Hits** San Francisco

PD: Bob Garrett MD: Craig Roberts

MD: Craig Roberts

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#### KS IOSITIL HOT HITS!

PD: Dave Parks San Diego MD/Assist. PD: Mike Preston

MD/Assist. PD: Mike Preston

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MUST LEWIS & WENS/IF This Is It SAMST HAGAR/Two Sides Of Love

## KWSS 94.5 PM

San Jose PD: Dave Van Stone MD: Robin Kipps

MD: Robin Kipps

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CTMOI LAUFEN/END BOD

FORM CLAST/First Day Of Busser
SILLY SQUIEN/Rock No. York to
SILLY SQUIEN/Rock No. York to
SAMEN FACADA, YOU SI dee Of Love
SCHOT SAMENFER/HOW, TO CLOSE TO
GENETIS/TAKing It All YOU MAY
FOR THE STORY SAMEN THE STORY
FACEN NOUP/Lights Out
SAMED NEWSWER/Allbids
SAMED NEWSWER/Allbids



PD: Doug Erickson MD: Gloria Avila

MD: Glotta Avila

1 PARECI/Mun Down Cy

2 1 PARECI/Mun Down Cy

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5 1 PARECI/MUN

MOST LEWIS & WHOSE/IF This Is It SCAMDAL/The Warrior ELVIS CONVELLO/The Only Place In Tow SAMESARAMA/Cruel Summer SAMET SAGAR/Two Sides Of Love

KMJK

Portland PD: Jon Barry MD: Steve Naganuma

MILE Steve Naganum

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PD: Tim Fox Asst. PD: Mark Bolke

Asst. PD: Mark Bolk

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Seattle PD: Bob Case

PD: Bob Case

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#### EAST Most Added . Hottest

Bananarama Eurythmics Twisted Sister

Prince Ray Parker .lr Jacksons

# CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added. Hottest

EURYTHMICS
CYNOI (AUPER
BANNARAMA
LINOSEY BUCKINGHA
SPANDAU BALLET
NIGHT RANGER
HOTLEST:
PRINCE 1-1
TINA TURNER 3-2
RAY PARKER JR. 5-3
JACKSONS 8-6
RATT 9-8

RATT 9-8
WXLKARomoke, VA
On O'Shee
CYMDI LAUPER
SCANDAL
NIGHT BANGER
HOLLEST:
PRINCE 2-1
ELTON JOHN 9-7
RAY PARKER JR. 20-16
LIONEL BROHE 2-1-17
JACKSONS 23-18

WAEV/Sevenneh, GA J.D. North

J.D. Morth
CYNDI LAUPER
LINDSEY SUCKINGHA
IGLESTAS & BODS
SAMOT HAGAD
SOMEN
FOR SAMOT HAGAD
FOR SAMOT HAGAD
FOR SAMOT HAGAD
JACKSON
JENE CARA
HOLEGEL
PRINCE 2-1
RAY PAREER
JR. 3-2
SHELLA E. 15-10
ELTON JOEN 18-13
JACKSONS 21-14

Spandau Ballet Rananarama **Eurythmics** 

Ray Parker .lr Jacksons

#### EAST PARALLEL TWO

VFLY/Alberty, NY

LINDSEY BUCKINGHA DENTECE WILLIAMS WIGHT RANGER BANANARAMA Hottest: PRINCE 1-1 RAY PARKER JR. 8-2 COREY HART 11-8 TINA TURNER 15-9 DAN HARTMAN 18-13

Q100/Allentown, PA Dillon/Freemen

TWISTED SISTER GIORGIO MORODER GIORGIO MORODER ELVIS COSTELLO SPANDAU BALLET BANANARAMA BUS BOYS ROCLEBE: RAY PARKER JR. 3-1 PRINCE 1-2 RATT 15-6 COREY HART 21-15 BILLY SQUITR 28-17

WMAR/Beltimore, MD

CYNDI LAUPER SAMMY BAGAR BURYTHMICS BANANARAMA CHERRELLE SOS BAND SOS BAND BRUCE SPRINGSTEEN 1-1 PRINCE 3-2 RAY PARKER JR. 9-3 ROD STEWART 7-5 ELTON JOHN 17-11

WNYS/Buffalo, NY BIR Tod

Hottest: PRINCE 1-1 22 TOP 3-2 BRUCE SPRINGSTEEN 2-3 JACKSONS 5-4 RAY PARKER JR. 6-5 WVSR/Charleston, WV Balley/Larson

Battey/Larson
DENIECE MILLIAMS
EURYTHMICS
JOE JACKSON
BAMANARAMA
RICK JAMES
IRENE CARA
SPANDAU BALLET
HOTEGEL
RAY PARKER JR. 6-2
ROD STEMART 7-5
ELTON JOHN 9-6
THAN TUNNER 12-9
VAN HALEN 23-14

K104/Erie, PA Bill Shannon

Bill Shannon

FUNTHING

ROWNER MILSAP

TWISTED SISTRE (dp)

OSBORNE & KENNEDY

BOTO

MADELINE COUNCIL

OPHANDO AND MINE

BOTLANDO AND MINE

BOTLORE SOUNCIL

OPHANDO AND MINE

BOTLORE 9-4

JUNEL SICKER 17-6

JUNEL SICKER 17

EURYTHMICS JERMAINE JACKSON SCANDAL BILLY JOEL JOE JACKSON BOTTERET:

WTIC-FMMertford, CT Mike West

IGLESIAS & ROSS COREY BART BANANARADA Hottest: PRINCE 1-1 BRUCE SPRINGSTEEN 2-2 RAY PARER JR. 7-3 JACKSONS 18-13 JOBN MAITE 27-22

SAMMY HAGAR
THISTED SISTER
QUEEN
COYOTE SISTERS
GLENN FREY
HOTCEST:
PRINCE 1-1
22 TOP 9-4
RATT 11-7
JACKSONS 13-8
RAY PARKER JR, 14-9 WKEE/HUNTINGTON GARY MILLER EUNTYMHICS INNS INNS CUREN GIORGIO MORODER HINAN LEAGUE HOLLES PRINCE 1-1 BRUCE SPRINGSTEEN 3-2 22 TOP 4-3 RAY PARKER JR, 13-4 ROD STEMART 8-7 Montione Berrywelt
SPANDAU DALLET
CHERRELLE
RUSS EALLARD
ELVIS COSTELLO
TWISTED SISTER
JERRAINE JACKSON
IRRIE CASON
IRRIE CASON
IRRIE CASON
IAAT PARKER JR. 2-2
RATT 3-3
JACKSONS 10-4
VAD HALEN 14-10

WLAN-FMWLencaster, PA Todd Halliday JERNAINE JACKSON TWISTED SISTER (dp) QUIET RIOT (dp) NIGHT RANGER IGLESIAS & ROSS

PRINCE 1-1 RAY PARKER JR. 4-2 ZZ TOP 6-4 RATT 16-9 JACKSONS 20-12

KC101/New Haven, CT Stef Rybak

CYNDI LAUPER JOHN WAITE KOTLOST: KOTLOST: PRINCE 1-1 RAY PARKER JR. 9-2 JACKSONS 13-4 CARS 8-5 ROD STEMART 10-7

Christadds
BUSY LEWIS & NEWS
BUSY LEWIS & NEWS
BUSY LEWIS & NEWS
BUSY LEWIS & NEWS
SPANDAU BALLET
SPANDAU BALLET
SAMNY HAGAR (dp)
BANANARMA
LINDSEY BUCKINGHA
HOECES;
PRINCE II.
PRINCE II.
JACKSONS 10-5
VAN HALEN 14-9
LIONEL RICEIE 22-14

Q92/Rochester, NY Jay Stevens Jay Stuvens
LIONEL RICHIE
JOHN WAITE
JOHN WAITE
JOHN WAITE
JOHN WAITE
PETER MOLF
ETER MOLF
ETER

SPANDAU BALLET BANANARAMA TWISTED SISTER DUKE JUPITER HOTLEST: DUKE JUPITER
HOTLEST:
PRINCE 1-1
RAY PARKER JR, 4-2
JACKSONS 16-6
RATT 22-15
SCANDAL 30-16

WGFM/Schenectedy, NY Tom Parker Tom Parker EURYTHRICS JERMAINE JACKSON BANANARAMA HOLLER: PRINCE 1-1 ELTON JOHN 4-3 RAY PARKER JR. 12-4 ROD STEMART 11-5 JACKSONS 17-10

WKFM/Syracuss. NY Wayne Summers Weyre Summer
NIGHT RANGER
EURYTHMICS
LINDSRY BUCKINGHA
TWISTED SISTER (dp)
Hottest:
PRINCE 1-1
RAY PARKER JR. 3-2
CAMS 6-3
PEABO BRYSON 19-8
ROD STEMART 14-9

WPST/Trenton, NJ Tom Taylor

Tom Leyou BANANARAMA CHRIS DEBURCH NIGHT RANGER SPANDAU SALLET THISTED SISTER (dp) HOSTEGE 1-1 RAY PARKER JR. 6-3 BILLY IDOL 11-5 LIONEL RICHE 27-18 JOHN WAITE 35-21

WKRZ-FM/Wilkee-Berre Jim Rising

Q106/York, PA Mark McKenzie

JERMAINE JACKSON CHRIS DEBURGR HUEY LEWIS & NEWS CYNDI LAUPER

CYNDI LAUPER HOTLES: PRINCE 1-1 ROD STEWART 6-5 ELTON JOHN 7-6 RAY PARKER JR. 10-8 JACKSONS 16-11

HOTE ST.
PRINCE 1-1
22 TOP 4-4
ELTON JOHN 6-6
ROD STEMART 9-9
JACKSONS 21-21 JOHN WATE 15-21
WRCN/USOR, NY
WRCN/USOR, NY
WRONG TO SHORE
LINOSEY BUCKINGHA
SPAINDAM BALLET
ELVIS COSTELLO
QUESH
BANANARAMA
OUKE JUDITER
BOLLES!
22 TOP 2-2
JACKSONS 10-5
JOHN WATE 24-15
WKRZ-FAMMAKE BETWA

BOOT MEMLEY
INXS
ELVIS COSTELLO
NEWLYTED SISTER (dp)
SPANDAU BALLET
CHERRELLE (dp)
HOCTEGET:
PRINCE 1-1
ENO STEWART 3-2
ELTON JOHN 8-4
FACE TO FACE 15-9
TIMA TURNER 19-14

WZYQ/Frederick, MD Kemosebi Joe

JERMAINS JACKSON LINDSEY BUCKINGHA HOTLEST: RAY PARKER JR. 1-1 PRINCS 2-2 22 TOP 4-3 ELTON JOHN 10-5 LIONEL RICRIE 23-12

none Hottest: PRINCE 1-1 RAY PARKER JR, 5-5 RATT 13-13 JACKSONS 14-14 LIGNEL RICHIE 17-17

DIFFORD & TILBROO EURYTHMICS THISTED SISTER (dp) OSBORNE & KENNEDY THISTED SISTER (dp)
OSBORNE & KENNEDY
BTO
MADELINE MARKS
STILE COUNCIL
DIRE JUDITER
ROUSE SPRINGSTER 1-1
ROUSE SPRINGSTER 1-2
PRINCE 9-3
RAY PARKER JR. 16-5
LIONEL RICHE 20-12

13FEA/Manchester, NH Rick Ryder

Rick Ryder

SAHANARAMA
NIGHT RAMGER
IRENE CARA
ROTES:
PRINCE 1-1
BRUCE SPRINGSTEEN 3-2
POINTER SISTERS 5-3
BILLY IDOL 6-5
RAY PARKER JR, 13-9

PARALLEL THREE

WGUY/Bengor, ME Jim Rendell

JOE JACKSON EURYTHMICS HUEY LEMIS & NEWS SPANOAU BALLET INXS CHERRELLE NIGHT RANGER

NIGHT KANGER HOTECH: PRINCE 2-1 RENO & HILSON 4-Z ROD STEMART 7-5 JACKSONS 14-9 RAY PARKER JR. 18-13

WZON/Bengor, ME Michael O'Here

Michael O'Here
JERMAINE JACKSON
LINDSEY BUCKINGHA
NICK LOWE
BUS BOYS
HOTLEST:
PRINCE 1-1
RAY PARKER JR. 3-3
VAN HALEN 7-4
JACKSONS 16-11
DAN HARTMAN 20-13

Scott Robbins

IGLESIAS & ROSS
SHEILA E,
BANANARAMA
GIORGIO MORODER
HOLLEST:
PRINCE 1-1
RAY PARKER JR: 3-2
ELTON JOHN 9-5
JACKSONS 10-7
RATT 23-15

103CIR/Beckley, WV Bob Spencer

Bob Spencer

MIGHT RANGER
EURYTHMICS
BUS BOYS
COVOTE SISTERS
BANANARAMA (dp)
THISTIO SISTER
PRINCE 1-1
RAY PARRER JR. 6-2
22 TOP 5-4
CEMESIS 11-8
OLLIE & JERRY 17-12

WIKZ/Chambersburg, PA Matthews/Alexander

HUEY LEWIS & NEMS
CYMDI LAUPER
EUNTYMHICS
SANAMARAMA
THISTED SISTER (dp)
HOTLEST
PRINCE 1-1
RAY PARRER JR. 4-2
RATT 16-6
ELTON JUMN 14-7
LIONEL RICHIE 28-15

WTSN/Dover, NH Jim Sebestien

Jack GMen
IRRME CARA
JOE JACKSON
SPANDAU BALLET
QUEEN
RICK JAMES
BANANARAMA
EURYTHHICS
HOLESE:
HOLESE:
BAUCH SPRINGSTEEN 2-2
RAY PARKER JR. 6-4
JACKSONS 12-6
WANN JACKSONS 12-6 WFBG/Altoons, PA CYNDI LAUPER
RICK JAMES
TWISTED SISTER (dp)
IREME CARA
ELVIS COSTELLO
EURYTHHICS
FACE TO FACE
HUMAN LEAGUE ROTTER 1-1 PRINCE 1-1 RAY PARKER JR, 10-2 VAN RALEN 11-4 RATT 30-16 IGLESIAS & ROSS 40-26

SEXIL/Parkersburg, WV Paul DeMille Poul Daddine

RONNIE NILGAP

DIFFORD 4 TILBROO

THISTED SISTER (dp)

MADELINE MARKE

EURYTHRICS

FARLA BONOFF

ORLANDO AND MINE

HOTLORE 1:

FOR STEMARY 1-3

ROD STEMARY 1-3

RAY PARKER JR. 5-4

VAN HALEN 9-5

WKHI/Ocean City, MD Jack Glien

WJBQ/Portland, ME Phoenix/O'Nell Phoenky U Nea SLADE SLADE SLADE SLADE SLADE SLADE STANDAU BALLET NICK LOWE NOTES SLADE SLA

WOMP-FM/Wheeling, WV Dweyne Bonds DWAYNE BONDS
JOE JACKSON
LINOSEY BUCKINGHA
SCORPIONS
SPARKS
THISTED SISTER
DIFFORD & TILBROD
PRINCE 2-1
PRINCE 2-1
RAY PARKER JR. 9-4
TINA TURKER 12-8
ELTON JOHN 14-10

WSQV/Williamsport, PA Mark Williams Mark Williams

SLADE
OUIET RIOT (dp)
EURYTHMICS
HOTTEST
CARS 1-1
BILLY IDOL 3-2
22 TOP 4-3
JACKSONS 5-4
PRINCE 7-5

SOUTH PARALLEL TWO

: WBBQ/AUGUSTA : BRUCE STEVENS PERMINE JACKSON
BANANARAMA
BANANARAMA
BANANARAMA
BANANARAMA
BANARAMA

KHFI/Auetin, TX Volkmen/Gerrett

Volkmen/Oerrett
JERMAINE JACKSON
JERMAINE JACKSON
JUSY LEWIS & NEWS
SELLY JUST
LANGE
CYNDI LAUPER
HOTERET:
PRINCE 1-1
ELYON JOHN 10-4
LIONEL RICHIE 13-5
THAN TUNNER 20-6
ROD STEMART 9-7 WFMF/Baton Rouge, LA Rice/Ahysen

Hottest: LAURA BRANIGAN 2-1 PRINCE 3-3 RAY PARKER JR, 9-8 JACKSONS 12-11 28 TOP D-15

KZZB/Besumont, TX Murphy/Harrison SPANDAU BALLET ELVIS COSTELLO BANANARAMA THISTED SISTER EURYTEMICS HOLLES FRINCE 1-1 RAY PARRER JR. 2-2 RATT 3-3 COREY HART 12-4 LIONEL RICHIE 28-18

Mickey Courter

BANANARAMA
JERMANNE JACKSON
RURYTHHICS
CHRIS DEBUNGN
NIGHT RANGER
SLADE
BOLLER
ROCE 1-1
RAY PARKET JR. 2-2
LIGHEL RICHIE 10-3
DAN MAPTANN 8-5
RATT 20-10

KXX108/Birminghem, Al Kevin McCarthy BANANARAMA EURYTHMICS NIGHT RANGER RICK JAMES SCANDAL SCANDAL Hottest: PRINCE 1-1 RAY PARKER JR. 3-2 JACKSONS 5-3 ROD STEMART 6-5 LIONEL RICHIE 7-6

WSSX/Charleston, SC

Philipal Alen
GEMESIS
GEMESIS
GUNTINHICS
CURIS DEBUNGH
ELVIS COSTELLO
SPANNAU BALLET
HOTLEST:
HOTLEST:
RAYER JR. 4-3
JACKSOMS S. 4-4
LIONEL RICHIE 17-6

WBCY/Cherlotta, NC Bob Keghan CYMDI LAUPER JERRAINE JACKSON SPANDAU BALLET LINDSEY BUCKINGHA IGLESIAS - ROSS CHICAGO HOLLEGES: CHICAGO
Hottest:
PRINCE 1-1
RAY PARKER JR. 5-2
JACKSONS 6-3
LIONEL RICHIE 25-9
SHEILA E. 32-24
WJZR/Cheriotte. NC
Chrysler/Radford

Chrysier/Radford

BUEY LEMIS & NEWS
PETER MOLP
PETER MOLP
BUS BOAND
BUS BOS
BUS BOS
BUS BOS
BUS BOS
BUS BOS
FANDAU BALLET
BOCLOST
TIMA TUBNER 6-2
RAY PARKER JR. 11-7
JACKSOWS 13-6
CARS 12-10

WSKZ/Chettenoogs Jeff Blake

TINA TURNER EURYTHMICS SCANDAL HURY LEWIS & NEWS SAMMY HAGAR Hottest: PRINCE 1-1 22 TOP 3-2 CARS 4-3 ELTON JOHN 7-4 DAN BARTMAN 12-8

WNOK-FM/Columbie, SC Peter Hamlett JERMAINE JACKSON SPANDAU BALLET IGLESIAS & ROSS CYMOI (AUDER HOTESE: PRINCE 1-1 JACKSONS 2-2 RAY PARKER JR. 16-11 SCANDAL 3-28 NIGHT RANGER 36-30

WZLD/Columbia, SC
Chuick Finley
ROMNIE HILSAP
GOSIORNE A ERNNEDY
EURIST SUCKINGHA
BUS BOYS
ROTER SPRINGSTEEN
PRINCE 1-2
BRUCE SPRINGSTEEN
2-2
TIMA TURNER 30-24
TIMA TURNER 30-24

KITE/Corpus Christi, TX Tad Griffen Tad Griffen
URBY LEWIS & NÉWS
JEMMANNE JACKSON
BILLY JOEL
CYMDI LAUDER
BOCKES
B

WDCG/Durham-Raleigh, NC Freeman/Wright

Freemen/Wright
SCANDAL
PETER WOLP
RUEY LEWIS & NEWS
SHEILA E.
SOTTANT
PRINCE 1-1
RAY PARKEH JR. 5-2
Z2 TOP 9-5
LIONEL RICHIE 19-7
TINA TURNER 21-12

KAMZ/EI Paso, TX Bob West Bob West

2 TOP

JERMAINE JACKSON

JOHN MAITE

IRRHE CARA

BOLLE

KSET-FM/EI Pago, TX Cat Simon Cat Simon
RATT (dp)
BANANARAMA
CYNDI LAUDER
EURYTHHICS
PETER WOLP
HOLTEBEL
BILLY IDOL 1-1
PRINCE 2-2
CHICAGO 3-3
ROD STEMART 8-5
OLLIE & JERRY 9-7

WRQK|Greensboro.NC Wes Jones Wes Jones
JOHN MAITE
BILLY JOEL
BILLY JOEL
HUFY LEWIS & NEWS
CYMOI LAUPER
SAMMY RAGAR
EURYTHRICS
CHRIS DEBURGH
BOXLEST: 1
JACKSONS 8-2
ZZ TOP 11-4
RACY PARKER JR. 15-8
RAY PARKER JR. 15-8

WANS-FM/Greenville, SC Rod Metts Rod Mets

SPANDARAMA
SPANDAU BALLET
JERMAINE JACKSON
LIMOSEY BUCKINGHA
FRINCE 1-1
BRICES SPANDAU 2-2
CARS 3-3
ZZ TOP 5-4
JACKSONS 9-7 WZYP/Huntsville, AL Scott Mitchell

Scott Mitched

SPANDAU BALLET
EURYTHHICS
LINDSEY BUCKINGHA
BAHANARMA

TEDDY PEMDERGRASS
GOTERET:
PRINCE 1-1
RAY PARKER JR, 7-4
OLLIE & JERRY 6-5
VAN BALEN
JACKSONS 17-10

S4TYX/Jeckson, MS Jim Chick
BUS BOYS
SAMHY HAGAR
CYNDI LAUPER
ROTE BUT
RAY PARKER JR. 2-1
JACKSONS 9-2
VAN HALEN 6-5
LIOMEL RIGHE 17-7
PRINCE 5-10

WQUT/Johnson City, TN Rod Hampton NIGHT RANGER SAMMY HAGGR FACE TO FACE HOTCOST 2Z TOP 13-8 POINTER SISTERS 11-9 PRINCE 19-10 RAY PARER JR. 20-12 JACKSONS 26-16

Gery Addine
BUS BOYS
SPANDAU BALLET
BTO
TWISTED SISTER
LINDSEY BUCKINGRA
CUREN
COYOTK SISTERS
HOLLORINGRA
12
TOPPRINCE 12
TOPPRINCE 17
TIAN TURNER 11-5
LIONEL RICERE 14-8

TWISTED SISTER
TRENE CARA
ELVIS COSTELLO
RONNIE WILSAP
HERB ALPEN
HERB ALPEN
HOTORIA
PRINCE 11
DANGBARMAN 13-8
DANGBARMAN 13-8
VAN RALEN 19-13
RATT 23-17

KKYK/Little Rock. AR Mark McCeln

WABS-FM/Mobile, AL

BILLY JOEL

TINA TURNER
THOMPSON TWINS
ROD STEWART
HOLTER
PRINCE 1-1
RAY PARRER JR. 5-2
JACKSONS 9-5
BRICE SPRINGSTEEN 12-11
DAN BARTHAN 22-14

DAN BARTHAN 22-14

FM100/Memphia, TN

John/Conley

PETER WOLF

JOHN HALTE
CYMOI LAUPER
GLESTAS E PROSS
JERMAINE JACKSON
GLENR PREV

JERNAY 12-21

OLLIE & JERRY 25-17

PEADO BRYSON 27-18

STEVE PERRY 31-22

JACKSONS 30-24

WASB-FMMMONIM, AL 298/Tampa, FL Johnny Walker

Johnny Walker
RATT (dp)
RICK JAMES
SHEILA E,
HOCLEST:
PRINCE 1-1
TIMA TUNNER 3-3
JACKSONS 6-4
PEAGO BRISON 13-9
TEODY PENDERGRASS D-19

ROD STEWART TINA TURNER

SILDT JUL COREY HART JOHN MAITE GLENN FREY HOttest: PRINCE 1-1 22 TOP 6-2 RAY PARKER JR. 8-3 DAN BARTMAN 12-9 JEFFERSON STARSHI 16-12 G100/Mobile. AL Scott Griffith

SOOT Griffith
NUTY LEWIS & NEWS
JOR JACKSON (dp)
SAHNY HAGAR (dp)
PETER WOLF (dp)
CYNDI LAUDER (dp)
GENESIS (dp)
HIGHT RANGER (dp)
HOTLEGE;
RAY PARKER JR. 3-2
TIPA TUNNER 9-4
DAN HARTMAN 12-6
ROD STEMART 5-9

BURYTHHICS SPANDAU BALLET BANANARAMA ROTCES: PRINCE 1-1 RAY PARKER JR. 10-8 ROCKWELL 14-12 EDDY GRANT 16-13 JACKSONS 18-15

KBFM/McAllen-Brow Williams/deHaro SAMMY HAGAR SHEILA E. BANANARAMA TEDDY PENDERGRASS QUEEN BILLY JOEL BILLI JOEL HOttest: PRINCE 1-1 RENO & WILSON 2-2 RAY PARKER JR. 6-3 JACKSONS 16-12 LIONEL RICHIE 22-14

KRGV/McAllen-Brownsville Bob Perry Bob Perry
SAMMY HAGAR
INXS
BANANNAMA (dp)
CBRIS DEBURGR (dp)
IRRNE CARA
ROTTERS:
PRINCE 1-1
CARS 11-3
JACKSTRIN 8-5
RGSTSRIN 8-5
RGSTSRIN 8-16-6
IGLESIAS & ROSS 18-16

KX104/Nashville, TN St. John/Cook KISR/Ft. Smith, AR Rick Hayes

St John/Cook
SERGIO MENDES
SCANDAL
SHEILA E.
SPANDAU BALLET
SPANDAU BALLET
PRINCE 1-1
RAT PARRER JR. 3-2
JACKSONS 8-4.
LIONEL RICHTE 18-9
RATT 25-15
WRNO/New Orleans. LA
Costallo/Wetkine

COSTANO-WRIGHTS

CYNDI LAUPER
THISTED SISTER
OULERN
HOLLEST:
ELTON JOHN 4-1
PRINCE 6-3
RAY PARKER JR, 13-5
RATH 11-6
JOHN MAITE 32-24

BJ105/Orlando, FL Garry Mitchell 

WRVQ/Richmond, VA Bob McNeill

SHEILA E. HOTTOST: PRINCE 1-1 BILLY IDOL 4-3 RAY PARKER JR. 5-4 TINA TURNER 15-11 PATT 27-24 KITY/Sen Antonio, TX Kid Curry

BILLY JOEL HOTTEST: PRINCE 4-1 BRUCE SPRINGSTERN 2-2 BILLY IDOL 3-3 RAY PARKER JR. 14-4 DURAN DURAN 1-5

KTFM/Sen Antonio, TX

RONNIE MILSAP SPANDAU BALLET BANANARAMA BUS BOYS NIGHT RANGER NIGHT RANGER
HOTLEST
PRINCE 1-1
RAY PARKER JR. 8-3
ELTON JOHN 15-11
LIONEL RICHIE 19-16
COREY BART 27-25
KROK/Shreveport, LA
Peter Stewart

Page Stewart
JERMAINE JACKSON
SLADE (dg)
LINDSEY BUCKINGHA
EUNTYBHIGS
HERB ALPERT
HOTLES 1-1
RAY PARKER JR. 12-2
ELTON JOHN 3-3
ZARS 7-5
ZZ TOP 29-7
ZZWYERNEE, FL

WSEZ/Winston-Salem, NC Steve Finnegen

THOMPSON THINS
HOTLEST
BRUCE SPRINGSTEEN 1-1
PRINCE 5-3
ELTON JOHN 11-6
LIONEL RICHIE 15-9
22 TOP 16-12

PARALLEL THREE KQIZ-FM/Amerillo, TX

Geny -Hottest: BRUCE SPRINGSTEEN 1-1 PRINCE 3-3 22 TOP 5-5 ELTON JOHN 12-12 JACKSONS 14-14

WISE/Ashville, NC John Stevens John Stevens
RONNIE MILSAP
BARANARAMA
SPARDAU BALLET
RUSS BALLARD (dp)
HOCCOST
PRINCE 1-1
RAY PARKER JR, 2-2
THOMPSON TWINS 16-8
TOMY CAREY 19-9
PEARO BRYSON 26-22

WJAD/Bainbridge Albany, GA Elliot/Osborne SPANDAU BALLET RONNIE MILSAP RONNIE MILSAP BANANARAMA SCORPIONS (dp) ANDY PRASER (dp) Hottest: PRINCE 1-1 RAY PARKER JR. 5-2 JACKSONS 13-5 TINA TORNER 15-12 VAN HAGEN 24-16

WCGQ/Columbus, GA Ralph Carroll

Reigh Carrol
LINDSEY BUCKINGHA
ELVIS COSTELLO
QUEEN
GENESIS
SPANDAU BALLET
SPANDAU BALLET
SPANDAU BALLET
20 TOP
RINCE 1-1
22 TOP 4-1
PRINCE 1-1
22 TOP 4-1
ACKSOMS 15-6
RAY PARKER JR, 20-16

SPANIAN BALLET BILLY JOZL CYNDI LAUPER LINDSET BUCKINGHA ROWNIE HILDEN HOLESE: PRINCE 1-1 BRUCE SPRINGSTEEN 2-2 IZ TOP 1-3 TINA TURBER 8-5 JACKSONS 15-10

Q104/Gededen, AL Geither/Devis

SELVIS COSTELLO
SPANDAU BALLET
RICK JAMES
LINGSEY BUCKINGRA
JERRAINE JACKSON
ROTECH:
PRINCE 1-1
RAY PARKER JR. 4-4
TINA TURNER 9-7
JACKSONS 10-8
CRICAGO 21-13

WFOX/Gelnesville, GA Dennis Winslow

Dennis Winelow

SAMMY HAGAR (dp)
HIGHT RANGER (dp)
ELVIS COSTELLO
BURGOSS
SAMBOSS
SPANDAU SALLET
HOTECE:
PRINCE:1-1
EAY PARKER JR, 10-2
12 TOP 6-5
ELYON JOHN 13-10
JACKSONS 14-11

WYKS/Gainesville, FL Lou Patrick

KTDY/Lafayette, LA Greg Stevene

Greg Stevens
CYNDI LAUPER (dp)
EUNYTHNICS
HURY LEMIS & NENS
ELVIS COSTALLO
HERR ALPERT
HOTESEL'
PRINCE 1-1
RY PARRER JR. 2-2
LZ TOP 4-3
JACKSONS 17-5
ELTON JORN 10-6

LINDSEY BUCKINGHA SPANDAU BALLET

SPANDAU BALLET
COYOTE SISTEMS (dp)
TEODY PENDERGRASS (dp)
BTO (dp)
SHELLA E. (dp)
HOTE 1-1
JACKSONS 4-2
ELTON JOHN 6-3
CARS 1-4
RAY PARKER JR. 15-7

KNOE-FM/Monroe, LA Rhymes/Shes

Rhymea/Shee
NIGHT RANGER
JERMAINE JACKSON
EURYTHHICS
EURYTHHICS
AND SET BUCKINGHA
ELVIS COSTELLO
HOLE 1-1
22 TOP 7-3
ELTON JOHN 9-4
JACKSONS 13-7
LIGNEL RICHIE 26-13

Lou Patrick

GRMSSIS (dg)

BANANARAMA (dp)

RUNYTURICS (dp)

BILLY JORL

RÖTEST:

PRINCE 1-1

22 TOP 6-2

RAY PARSEN 7-5

ROS TEMART 9-6

KILE/GAIVESTON, TX

Dava Parks J.P. Munter
LOVERBOY
DIFFORD & TILBROO
BANGLES
MADELINE MARES
JEPMAINE JACKSON
EURYTHMICS
HOTHER SISTER (dp)
HOTLOST
BRUCE SPRINGSTERN 1-2
RAY PARKER JR. 7-3
TORGEY HART 10-5

Dave Parks

UNEY LEMIS & NEWS

JOE JACKSON

CYNDI LAUPER

EURYTHMICS

ROSNIE #1LSAP (dp)

ROSNIE #1LSAP (dp)

SHELLA E.

HOTTOR

ROSNIE #1.54P (dp)

FRINCE 2-1

CARS 5-2 FR JR. 11-6

AALKSONS 17-11

VAN HALEN 20-12 JERMAINE JACKSON SHO-NUFF SBO-NUFF SCANDAL Bottest: PRINCE 1-1 JACKSONS 10-2 RAY PARKER JR. 11-3 ELTON JOHN 19-10 LIONEL RICHIE 21-14

WGLF/Tallehessee, FL Rick Sprinkles

none Hottest: PRINCE 1-1 TINA TURNER 2-2 OLLIE & JERRY 3-3 JACKSONS 4-4 RAY PARKER JR. 5-5

SPANDAU BALLET TWISTED SISTER (dp) ELVIS COSTELLO 8DS 8078 SHEILA E. HOTCEST: NOTESTI RAY PARKER JR. 1-1 PRINCE 2-2 RATT 3-3 ELTON JOHN 5-4 LIONEL RICHIE 7-5

WHSL/Wilmington, NC Stewart/Stone STEWARYSTONE
BANNANRAMA
GEEG KIHN BAND
SPANDAU BALLET
BUS BOYS
LINDSEY BUCKINGRA
QUIET RIOT
RUSS BALLARD
HOTECES:
PRINCE 1PRINCE 1PRIN

235 CHR Reporters 221 Current Reports

KJ103/Oklahoma City ZZ99/Kansas City WAHC/Appleton-Oshkosh WTSN/Dover WQCM/Hagerstown WGLF/Tallahassee KQIZ-FM/Amarillo Y94/Fargo

The following stations failed to report this week and therefore their playlists were frozen;

WHTT/Boston WLS/Chicago WLS-FM/Chicago B96/Chicago WZPL/Indianapolis KIST/Santa Barbara

Note: FM106/Philadelphia is now known as Z106.

#### MIDWEST Most Added ... Hottest

Huey Lewis & News **Furythmics** Bananarama

Prince Ray Parker Jr. Jacksons

# CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during c the song was dropped from the playlist then re-edded.

#### WEST Most Added .. Hottest

Eurythmics Bananarama Spandau Ballet

Prince Ray Parker Jr. Jacksons

#### MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick
BILLY JOEL
LINDSEY BUCKINGHA
JOE JACKSON
SPANDAU BALLET
BURYTHMICS
QUEEN
JERNAINE JACKSON
HOTCEST:
PRINCE 1-1
VAN HALEN 11-3
22 TOP 5-4
ROD STEWART 8-8
JACKSONS 18-12 Matt Patrick

none Hottest: BRUCE SPRINGSTEEN 1-1 PRINCE 2-2 VAN HALEN 3-3 RAY PARKER JR, 6-6 LIONEL RICHIE 24-24

#### WKAU/Appleton-Or ss/Bradleigh

EURYTHMICS CYNDI LAUPER IGLESIAS & ROSS SAMMY HAGAR (dp) CHRIS DEBURGH (dp) Hottest: PRINCE 2-1 RAY PARKER JR. 17-13 COREY HART 25-20 RATT 30-24 SLADE 0-33

#### 92X/Columbus, OH Cook/Cella

HUEY LEWIS & NEWS RATT SCANDAL CHRIS DEBURGH CHRIS DEBOOM.
HOTLEST:
PRINCE 1-1
JACKSONS 4-2
RAY PARKER JR. 5-3
2Z TOP 6-4
VAN HALEN 18-12

#### KHK/Davenport, IA Jim O'Hara

HUEY LEWIS & NEWS BILLY SQUIER (dp) EURYTHMICS SAMMY HAGAR (dp) STYLE COUNCIL NIGHT RANGER (dp) NIGHT RANGER (dp) Hottest: PRINCE 2-1 RAY PARKER JR. 3-2 LIONEL RICHIE 10-5 JACKSOMS 15-10 BILLY JOEL 21-16 KMGK/Des Moines, IA

BANANABAMA
LINGSRY BUCKINGHA
IROBEC CARA
HEBLIA
HABEL CARA
KAREN KAMON (dp)
GUIET RIOT (dp)
HOTECH 1-1
PRINCE 1-1
22 TOP 2-2
RAY PARKER JR, 7-5
JACKSONS 12-9
ROBIN GIBB 21-15

#### WEBC/Duluth

PACE TO FACE EURYTHMICS HOLLEST: BLITON JOHN 2-1 PRINCE 3-2 BRUCE SPRINGSTEEN 1-3 LIONEL RICHIE 5-4 RAY PARKER JR. 11-6

#### WKDO/Eveneulle IN

EURYTHMICS BANANARAMA PRINCE 1-1 RAY PARKER JR. 4-3 JACKSONS 5-4 WANG CHUNG 7-5 CARS 8-6

#### WSTO/Evansville, IN Chris Taylor

ROD STEWART HUEY LEWIS & NEWS TINA TURNER TINA TURNEN Hottest: PRINCE 1-1 RAY PARKER JR. 2-2 22 TOP 6-5 LIONEL RICHIE 20-15 DAN HARTMAN 27-18

#### WMEE/Ft Wayne, IN

JERMAINE JACKSON SLADE TINA TURNER PEABO BRYSON EURYTHMICS BANANARAMA Hottest: PRINCE 1-1 RAY PARRER JR, 6-2 CARS 4-3 2Z TOP 5-4 VAN HALEN 18-12

#### WGRD/Grand Rapids, M. Swart/Duling

CHRIS DEBURGH JERMAINE JACKSON JRRMAINE JACKSON HOTTEST: PRINCE 1-1 RAY PARKER JR. 3-2 VAN HALEN 12-7 JACKSONS 11-9 RATT 17-15

#### WZPL/indianapolls, IN

none
Hottest:
PRINCE 1-1
RAY PARKER JR. 2-2
BRUCE SPRINGSTEEN 3-3
HUEY LEWIS & NEWS 4-4
JACKSONS 7-7

### WJXQ/Jeckson, Mi Ryan/Cheeks

Ryen/Checks
HUEY LEWIS & NEWS
THISTED SISTER (dp)
SPANDAU BALLET (dp)
BANAWARAMA (dp)
ELVIS COSTELLO (dp)
HOTES:
BRUCE SPRINGSTEEN 2-1
22 TOP 1-2
RAY PARKER JR. 16-8
COREY HART 18-15
ELTON JOHN 34-16

## WKFR/Kelemezon Mi

Vennerntunepmen
JOE JACKSON
H+M
CYNDI LAUPER
CYNDI LAUPER
JERMAINE JACKSON
TEDDY PENDERGRASS
HOTEEST
PRINCE 1-1
RAY PARKER JR. 7-3
JACKSONS 18-7
LIONER, RICHIE 26-17
PEABO BRYSON 30-24

#### ZZ98/Kansas City, MO

none Rottest: PRINCE 1-1 RAY PARKER JR. 2-2 ZZ TOP 9-9 JACKSONS 10-10 VAN HALEN 14-14

#### WVIC/Lansing, MI Martin/Kittredge

Merinkittedge
HUEY\_LENEIS & NEWS
SAMMY HAGAR
TINA TURNER
CYNDI LUPPE
HOTLE-LUPPE
HOTLE-LUP

#### Z104/Madison Wi

PEABO BRYSON CARS CARS
NIGHT RANGER
BANANARAMA
HOTTEST:
PRINCE 1-1
BRUCE SPRINGSTEEN 2-2 BRUCE SPRINGSIES", VAN HALEN 6-3 RAY PARKER JR. 5-4 WANG CHUNG 10-7

#### KJ103/Oklahome City. OK

BARAMARAM BLVIS COSTELLO (dp) IRRNE CARA RURYTHMICS RONNIE MILSAP BUS BOVS (dp) STANDAU BALLET HOCLEST: PRINCE -1 PRINCE -1 JACKSONS 8-5 LIONEL RICKHIE 10-8 IGLESIAS & ROSS 32-25 none Hottest: PPINCE 1-1 BRUCE SPRINGSTEEN 2-2 RAY PARKER JR. 3-3 RATT 11-11 LIONEL RICBEE 13-13 KQKQ/Omehe, NE

#### WYFM/Youn

TAYIOTOBEN

JERMAINE JACKSON

CYMDI LAUPER
SCANDAL

RUBYTHMICS

HOTLEST:

RAY PARKER JR. 2-2

ZZ TOP 4-3

JACKSONS 9-8

RATT 19-15

### K 293/Peorle, IL Edwards/Maloney

PEABO BRISON
SERGIO MENDES
HUEY LEWIS ( NEMS
PETER WOLL)
HOLLEUS ( NEMS
PETER WOLL)
HOLLEUS ( NEMS
PRINCE SPRINGSTEEN 1-2
KENNY LOGGINS 7-5
RAY PARKER JR. 15-10
LIONEL RIGHIE 20-12

### WRKR/Recine Mil

Geoff Davis

BILLY JOEL PEABO BRYSON SERGIO MENDE

SERGIO MENDES HUEY LEWIS & NEWS TONY CAREY

Hottest: PRINCE 4-1 BRUCE SPRINGSTEEN 3-2 ELTON JOHN 10-3 2Z TOP 12-6 RAY PARKER JR. 15-7

WBNQ/Bloomington, iL HUEY LEWIS & NEWS BILLY JOEL BANANARAMA Justin/Robbins Justin/Robbine
PEABO BRYSON
SERGIO MEMBES
CYNDI LANDES
CINDI LANDES
LINDSEY BUCKINGHA (dp)
ELVIS (CARTELLO 1dp)
BANSANARAMA (dp)
BOTLOR:
BOTLOR:
RAY PARKER JR, 2-2
CARS 3-3
ROD STENARF 6-5
ELTON JOHN 9-6 BANANARAMA SLADE ANDY FRASER CHRIS DEBURGH INXS HOLLEST: RAYT 2-1 RAY PARKER JR. 3-2 JACKSONS 6-4 VAN HALEN 11-5 TINA TURNER 10-6 WZOK/Rockford, IL

### WBWB/Bloomington, IN Bob Leonard

Bob Leonard

MUEY LEWIS & NEWS
CYMOI LAUDER
NIGHT RANGER
JERWAINE JACKSON
IGLESIAS & ROSS
SHELTHANCS
LINDSEY BUCKINGHA
HOLLEST
PRINCE 5-2
RAY PARKER TR. 12-6
LIONEL RICHIE 19-0
JACKSONS 14-10
VAN BALEN 16-13

### WCIL-FM/Carbo Tony Waltakus

JK. Dearing
ROD STEWART
THOMPSON THINS
TIMA TURNER
HOLLEST:
PRINCE 1-1
BRUCE SPRINGSTEEN 2-2
RAY PARKER JR. 20-5
JACKSONS 19-9
DAN HARTMAN 24-17 TINA TURNER BILLY JOST BILLY JOEL
PEABO BRYSON
HUMAN LEAGUE
BANAMARAMA
SCANDAL (dp)
HOTTEST:
NEWCLEUS 3-1
PRINCE 1-2
RAY PARKER JR. 5-3
JACKSONS 4-4
RATT 6-5 Schaffer/Mitchell
RUSY LESIGE & NEWS
JERMAINE JACKSON
ELVIS COSYELLO (GNE
LUVIS COSYELLO (GNE
LIVIS (GRE
KIN BAND (dp)
SPANDAU BALLET (dp)
SCORPIONS (dp)
RICK JAMES (dp)
HOTERET:
PRINCE 1-1
RAY PARRER JR. 7-2
Z2 TOP 6-3
BILLY SQUIER Z4-18

U\$3/South Band, IN J.K. Dearing

WRQN/Toledo, OH

K107/Tules, OK

Rivers/Stephens

PEABO BRYSON
PETER WOLF
CYNDI LAUPER
HUEY LEWIS & NEWS
EURYTHMICS
SCORPIONS (dp)
SPANDAU BALLET

SPANDAU BALLLE. HOttest: PRINCE 3-1 BRUCE SPRINGSTERN 4-2 22 TOP 7-3 ELTON JOHN 14-7 DAN HARTMAN 15-9

KELI/Tulse, OK Myers/Michael

MYPTIMICHEE
BANANARAMA
QUIET RIOT (dp)
RONNIE MILSAP
ELVIS COSTELLO
PEABO BRYSON (dp)
BOTLEE
PEINCE 1-1
RAY PARKER JR. 3-2
JACKSONS 9-6
RATT 11-7
LIONEL RICHIE 18-9

KEYN-FM/Wichita, KS

IGUESIAS ROSS BANANRAMA SUBYTHHICS SPANDAU BALLET BOTLET PRINCE 2-1 RAY PARRER JR. 12-4 CARS 11-9 LIONEL RICHIE 22-15 SCANDAL 35-28

WHOT/Youngetow

Jeff Tobin

DAN HARTMAN HOTTEST: PRINCE 1-1 RAY PARKER JR. 6-3 JACKSONS 12-5 ROD STEWART 11-7 22 TOP 14-8

PARALLEL THREE

KFYR/Blamerck, ND Branner/Hards

SERGIO MENDES HOTTEST: PRINCE 8-1 THOMPSON TWINS 7-5 COREY HART 13-10 CARS 15-12 LIONEL RICHIE 18-14

SAMMY HAGAR EURYTHMICS SERGIO MENDES

## KCMQ/Columbia Dava McCormick

CYNDI LAUPER SLADE JERMAINE JACKSON EURYTHMICS HOTLEST: PRINCE 1-1 RAY PARKER JR. 11-2 22 TOP 12-7 JACKSONS 20-10 LIONEL RICHIE 25-12

#### Y94/Fergo, ND

HONE BOTTEST: PRINCE 1-1 22 TOP 4-4 RAY PARKER JR. 6-6 ELTON JOHN 10-10 DAN BARTMAN 16-16 KKXL-FM/Grand Forks, ND Don Nordine

JERMAINE JACKSON
HUEY LEWIS & NEWS
PETER WOLF
KAREN KAMON
HOTTEST:
PRINCE 1-1
RAY PARKER JR. 8-3
ELTON JOHN 9-7
JACKSONS 12-9
VAN HALEN 14-10 KRNA/lows City IA

BILLY JOEL NIGHT RANGER SURYTHMICS KAREN KAMON LINDSEY BUCKINGHA LINDSEY BUCKINGHA Hottest: PRINCE 1-1 72 TOP 5-2 BRUCE SPRINGSTEEN 2-3 JACKSOMS 8-5 RAY PARKER JR. 19-10

#### WAZY-FM/Lafayette, IN Stacy/Sparrow

SPANDAU BALLET EURYTHMICS BANANARAMA RICK JAMES RUSS BALLARD RUSS BALLARD Hottest: PRINCE 3-1 RAY PARKER JR, 4-2 COREY HART 15-12 BILLY SQUIER 32-29 PETER WOLF 37-30

## KFRX/Lincoln

SCANDAL
JERNAINE JACKSON
SCORPIONS (dp)
INXS (dp)
SAMMY HAGAR
HUEY LEWIS & NEWS
PEABO BRYSON (dp)
HOTTER
JACKSONS 7-4
ELTON JOHN 11-6
VAN HALEN 19-13

#### KXSS/Lincoln NE Dean Lambers

Deen Lambert
BILLY JOBE
HURY LENIS & NEWS
NIGHT RANGER (dp)
GLENN FREY
JOE JACKSON
HOTESEN:
BRUCE SPRINGSTEEN:
BRUCE SPRINGSTEEN:
BRUCE SPRINGSTEEN:
ANG CHUNG 6-5
LIONEL RICHIE 13-7

## KKLS-FM/Repid City, SD Sherwin Piper

HUEY LEWIS & NEWS FACE TO FACE FACE TO FACE SLADE EURYTHHICS TEDDY PENDERGRASS HOTLEST BRUCE SPRINGSTEEN 1-1 PRINCE 6-2 22 TOP 8-3 ELTON JOHN 9-4 JOHN WAITE 22-17

#### 99KG/Seline, KS Danny Collier

BILLY JOEL BANANARAMA LINDSEY BUCKINGHA CYNDI LAUPER INXS (dp) RUSS BALLARD SLADE (dp) Hottest: PRINCE 1-1 RAY PARKER JR. 9-4 Z2 TOP 10-5 JACKSONS 20-12 LIONEL RICHIE 28-22

#### KKRC/Sloux Falls Dan Klelev

BILLY SOUIER BILLY SOUIER
SLADE
JOHN WAITE
PETER WOLF
NIGHT RANGER
JERMAINE JACKSON
CYMOI LAUPER
EUEY LEWIS 4 NEWS
KAREN KAMON
SAMMY HAGR
TEDOY PENDERGRASS (dp) TEDDY PENDERGNASS HOTLEST: PRINCE 2-1 RAY PARKER JR. 5-3 VAN HALEN 6-5 JACKSONS 15-11 RATT 21-17

#### KWTO-FM/Springfield

CYNDI LAUPER SCANDAL (dp) SHEILA E. LINDSEY BUCKINGHA BANANARAMA BANANAKAMA
HOTTER:
PRINCE 2-1
RAY PARKER JR. 6-3
JACKSONS 10-7
LIONEL RICHIE 18-14
VAN HALEN 23-18

#### WSPT/Stevens Point Bouley/Tracy

Bouley/Tracy

BUEY LEWIS & NEMS
JERMAINE JACKSON
ELVIS COSTELLO
CHRIE DEBURGH
LEWIS CONTELLO
LEW

#### KDVV/Topeka, KS

JERMAINE JACKSON JERNAINE JACKSON SCANDAL HUEY LEWIS & NEWS TINA TURNER CYNDI LAUPER HOTECST: PRINCE 1-1 RAY PARKER JR. 2-2 JACKSONS 5-4 LIONEL RICCHIE 16-5 RATT 24-19

#### KFMW/Waterloo, IA

Mark Potter
SLADE
RICK JAMES (dp)
RICK JAMES (dp)
TWISTED SISTER (dp)
CYMOI LAUPER
EURYTHMICS
STYLE COUNCIL
HOLLES
HOLLES
RIVEE 1-1
RAY PARRER RR, 10-2
LIONEL RICHEE 20-11
VAN HALEN 24-14
RATT 37-27

#### WEST PARALLEL TWO

#### 13K/Bakersfield, CA

CYNDI LAUPER NEWCLEUS GLENN FREY SPANDAU BALLET SLADE HOTLEST: PRINCE 1-1 RAY PARKER JR. 9-3 2Z TOP 7-4 COLLIE # JERRY 8-7 ROD STEMART 12-9

### KKXX/Bakersfield, CA Squires/Kamper

none Hottest: PRINCE 1-1 RATT 2-2 RAY PARKER JR. 4-3 ELTON JOHN 9-4 CYNDI LAUPER D-23

## KQXR/Bakersfield

EURYTHMICS TWISTED SISTER (dp) BUS BOYS SHEILA E. ELVIS COSTELLO SPANDAU BALLET SPANDAU BALLET HOTTEST: RAY PARKER JR. 1-1 PRINCE 2-2 LIONEL RICHIE 6-5 JACKSONS 27-10 SLADE 25-12

#### Finney/Ryan

RUSS BALLARD (dp)
BANANARAMA
EURYTHMICS
NIGHT RANGER
QUEEN (dp)
IGLESIAS & ROSS (dp)
CHRIS DEBURGH PRINCE 1-1
RAY PARKER JR. 3-2
ELTON JOHN 9-3
LIONEL RICHIE 12-4
RATT 25-16

#### KMGX/Fresno, CA Caray Edwards

DENIECE WILLIAMS
EURYTHMICS
RICK JAMES (dp)
JOE JACKSON
BILLY JOEL
Hottest:
PRINCE 1-1
JACKSONS 4-2
TINA TURNER 10-4
RATT 8-6
ZZ TOP 9-7 KYNO-FM/Fr

JERMAINE JACKSON RATT NIGHT RANGER IGLESIAS & ROSS (dp) SAMMY HAGAR (dp) Hottest: PRINCE 1-1 RUEY LEWIS & NEWS 2-2 OLLIE & JERRY 3-3 ROD STEWART 5-4 2Z TOP 6-7

#### KIKI/Honolulu, HI Kong/Shishido

TINA TURNER
JOHN WAITE
HERB ALPERT
EURYTHMICS
RICHARD D. FIELDS
HOTTER SICHARD D. FIELDS Hottest: PRINCE I-1 RAY PARKER JR. 4-2 JACKSONS 11-8 PEABO BRYSON 13-10 LIONEL RICHIE 18-11

#### KQMQ/Honolulu, HI

Kimo Akana
IRENE CARA
EUBYTHHICS
CHRIS DEBURGH
BANANARANA
SPANDAU BALLET
BUS BOYS
BOTHER 1-1
BUS BOYS
BOTHER 1-2
BUS BOYS
BOTHER 5-2
CALIE & JERRY 3-3
BRUCE SPRINGSTEEN 5-4
CARS 8-5

#### KLUC/Las Vegas, NV Bill Kelly

BURYTHMICS
BULLY JOEL
BANANARMA
HOTEST:
PRINCE 4-1
PRINCE 4-1
PRINCE 4-7
RAY PARKER JR. 7-5
ELTON JOHN 10-6
JACKSONS 19-13

#### KO93/Modesto, CA DeMaroney/Novak

JOE JACKSON CYNDI LAUPER GREG KIHN BAND LINDSEY BUCKINGHA SPANDAU BALLET BANANARAMA BANAMARAMA
HOTTEST:
PRINCE 4-1
RAY PARKER JR. 16-5
JOHN WALTE 24-17
HUEY LEWIS & NEWS 29-18
GLENN PREY 31-20

### KHOP/Modesto David Krahem

BUS BOYS SPANDAU BALLET CHRIS DEBURGH CARS CARS
SAMMY HAGAR
BANANARAMA
ANDY FRASER
HOTLEST:
PRINCE 1-1
RAY PARKER JR. 2-2
BILLY IDOL 6-3
ROD STEMART 10-4
JACKSONS 11-7

#### K96/Provo, UT

HUEY LEWIS & NEWS NIGHT RANGER CYNDI LAUPER EURYTHMICS BANANARAMA Hottest: PRINCE 1-1 RAY PARKER JACKED ROBIN GIBB 5-5 CARS 6-6

#### KSKD/Selem, OR Len E. Mitchell

Len E Mitchell
SPANDAU BALLET
RICK JAMES (dp)
LINDSEY BUCKINGHA (dp)
IRENE CARA (dp)
BOTEST:
PRINCE 1-1
RAY PARKER JR. 9-2
VAN HALEN 10-4
JACKSONS 22-12
TINA TURNER 29-20

#### KDON-FM/Salinas-Mo Kirk Cliatt

SPANDAU BALLET JOE JACKSON EURYTHMICS BANANARAMA ANDY FRASER

#### KCPX/Selt Lake City, UT

SAMMY HAGAR SLADE NIGHT RANGER JERMAINE JACKSON SPANDAU BALLET PRINCE 1-1 BRUCE SPRINGSTEEN 2-2 RAY PARKER JR. 16-6 JACKSONS 21-9 RATT 37-29

#### KRSP/Selt Lake City, UT

JERRAINE JACKSON SLADE SILLY JOEL FACE TO FACE BANANARMACHES SEGURE SEGURE SEGURE (dp) JACKSONS (13-6 RAT 18-11

#### KHYT/Tuose

Sherman Cehe SAMMY RAGAR
EUNYTHHICS
CHRIS DEBUGH
LINDSEY BUCKINGHA
QUEEN
HOTER
HOTER
PATNEE 1-1
RAY PARKER JR. 4-2
LAURA BRANIGAN 7-4
JACKSONS 11-9
LIONEL RICHIE 15-10

KRQ/Tuscon, AZ Kelly Norris Kelly Nords
CYMDI LAUPER
CYMDI LAUPER
NIGHT HANGER
(dp)
CHRILD DEBURGH (dp)
TEDDY PENDERGRASS
HOTEST
PRINCE 6-1
EAY PARRER JR. 7-2
ELTON JOHN 11-5
KENNY LOGGINS 19-10

#### KTKT/Tucson A7

GO GO'S
SUNTTHMICS
SAMMY HAGAR (dp)
HUEY LEWIS & NEWS
RICK JAMES
HOTLEST:
PRINCE 1-1
RAY PARKER JR. 10-2
OLLIE & JERRY 7-6
JACKSONS 14-11

#### PARALLEL THREE

### KGOT/Anchorage, AK Kay Taylor

OUEEN
LINDSEY BUCKINGHA
DRNIECE WILLIAMS
IRRNE CARA
EURYTHMICS
Hottest:
PRINCE 1-1
JACKSONS 3-2
RAY PARKER JR. 5-4
COREY HART 8-7
VAN HALEN 15-9

SLADE ROBIN GIBB NIGHT RANGER PETER WOLF BILLY JOEL

KCDQ/Bozem

Greg Williams IRENE CARA
SPANDAU BALLET
RICK JAMES
NENA
BUS BOYS
TWISTED SISTER
ELVIS COSTELLO
HOTEGET

PRINCE 1-1 22 TOP 2-2 RAY PARKER JR. 11-6 ELTON JOHN 7-7 JACKSONS 20-11

Todd Cavameh
HUEY LEWIS & NEWS
CYMDI LAUPER
SAMMY HAGAR
JERNAINE JACKSON
BILLY JOEL
HOTTEST
RAY PARKER JR. 6-3
DAN HARTMAN 11-4
LIONEE RICHE 19-7
COREY HART 22-19

KTRS/Casper, WY Todd Cavanah

KKAZ/Cheyenne

JOHN NAMES
JOHN NAMES
CYMDI LAUPER
SLADE
NIGHT RANGER
JERMAINE JACKSON
HOTER
HOTER
RAY PARRER JR. 7-2
ELTON JOHN 9-6
JACKSONS 13-7
LIONEL RICHIE 24-16

Hottest: PRINCE 3-1 BRUCE SPRINGSTEEN 1-2 RAY PARKER JR. 10-7

## KYYA/Billin Charlle Fox

NENA COUNTE SISTERS HERB ALPERT HOTTEST CARS 1-1 PRINCE 2-2 DAN HARTMAN 6-4 SERGIO MENDES 7-5 ELTON JOHN 8-6

TWISTED SISTER (dp)

CARS BANANARAMA BANANARAMA
JOE JACKSON
Hottest:
PRINCE 1-1
RAY PARKER JR. 4-2
JACKSONS 8-3
LIONEL RICHIE 20-13
RATT 27-17

### KOZE/Lewist Jay McCell

BANANARAMA IGLESIAS 6 ROSS QUEEN EURYTHMICS SPANDAU BALLET SPANDAU BALLET HOTTEST: RAY PARKER JR, 3-1 VAN HALEN 7-3 RATT 13-5 JACKSONS 10-7 LIONEL RICHIE 14-9

#### KCAQ/Oxnerd-Venture, CA Thomas/Potter

LARESIDE
DEBIECE WILLIAMS
LIONEL RICHTE
JERMAINE JACKSON
HOTEST
PRINCE 1-1
RAY PARRER UR. 7-3
GRANDMASTER MELLE 14-12
NEWCLEUS 23-18
RATT 22-19

#### KDZA/Pueblo, CO Rip Avine

Rip Avine
NIGHT RANGER
QUEEN
JOE JACKSON
EURYTHHICS
JERMAINE JACKSON
LINDSEY BUCKINGHA
HOTLES-1
ELTON JOHN 8-7
RAY PARKER JR. 13-9
JACKSONS 19-11
LIONEL RICHIE 36-32

### KCBN/Reno, N\ Jim O'Neel

JAMO NEW JERMAINE JACKSON SAMMY HAGAR IGLESIAS & ROSS GLENN FREY RATT HOTCEST: PRINCE 1-1 PRINCE 1-1 PRINCE SPRINGSTEEN 3-6 COREY HART 15-7 JACKSONS 18-11

### KHTX/Reno, NV John Chommie

John Chommile
STEVE PERRY
EURYTHMICS
JOE JACKSON
BANANARAMA
ELVIS COSTELLO (dp)
SCORPIONS (dp)
BUS BOYS
HOLLEST:
BULGSTERN 2-2
RUCE SPRINGSTERN 2-2
ROD STEWART 7-5
ROD STEWART 7-5
MANG CHUNG 17-19

#### KBIM/Roswell, NM Tim Mack

QUEEN INXS TWISTED SISTER SPANDAU BALLET ELVIS COSTELLO

#### SLY96/Sen Luis Obiapo, CA

Tom Welsh COMDILAUPER
SHEILA E.
SICK JAMES
BURYTHHICS
OUBEN
LIMDSEY BUCKINGHA
SPANDAU BALLET
HOCKEST:
PRINCE 1-1
PRINCE 1-2
JACKSONS 9-4
OLLIE & JERRY 13-10
RATT 19-14

#### KZOZ/San Luis Obispo, CA ·O

TWISTED SISTER (dp)
BUS BOYS
SPANDAU BALLET
ELVIS COSTELLO
SHEILA E.
HOTTER
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JACKSONS 22-11
SLADE 29-19

### KIST/Sents Barba Dick Williams

et I: Selected stations in major markets that are exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel

It is delected stations in smaller markets that are format dominant exert a significant local influence. This parallel may contain some lary market stations that do not qualify for parallel two status.

235	Re	nor	te

Region Reach E 57t 5 50t H 32t W 70t

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**Q** 

CPTH a CHUM on Q107 29-24 HASH 25-21 MAVA 27-25

0102 15-6 WC17 31-25 WNTT 13-11 EMEQ 21-15 WET!

BANANARAMA

121/76

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NEA

DONO D SECTION OF SECT

PEABO BRYSON

If Ever You're In My... (E

LP: Straight From The Heart

182/13 Regiona Reach C 78% S 65% H 66% H 65%

19

WERZYM 26-25 Q105 22-17 WETP 20-17

MEAO ON F11K 16-12 KNGK 24-20 WESC 22-12 WESC 35-32 WESC 3155 29-25 1104 B EJ103 33-30

#13E 26-22 WIAD 27-18 WCOQ 31-28 #COQ 31-28 #FFR 33-28 #FFR 33-28 #FFR 24-20 Q101 27-20 Q101 27-20 #FFR 33-24 #FFR 3

51% Summ OF DESUTS SANG DOMM ADOS

23

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song National					
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M 21%			Same 4		
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W 19%			Adds 25		

	(Pet	bo Bryson conti	oued)
	KS103 33-29 E1TS On AMSS B KURE 24-20 ENEQ 34-13	#293 =-28 HRRR 32-27 HZOK a-24 HSON 27-22 K107 0-32 RELI 0 HHOTPH 27-23	99EG 23-19 EEBC 27-21 ENTOPE 25-2 WSPT 31-24 EPRN 32-25 W68T
tional amary 51 uts 20 e 4 n 0 s 25	EAST  WELT 12-11 Oldo d-do MMAR 33-27 MVSE 21-15 MYSE 76- MYCH 76- MYCH 13-17 NEE 17-15 MLKFM 8-6 EC101 11-9 £104 3-3 MYSE 26-22 MYSE 13-12 MYSE 26-22 MYSE 13-12 MYSE 16-2	Negr 11-5 13K 31-25 AKFM 28-17 MMCX 23-18 KINI 13-10 KONG 20-18 EO93 13-14 MMC 18-11 MMC 26-20 KERD 36-27 EOPK 29-25 IRSP 22-25 IRSP 22-27 MMT 31-11	EYYA ON KCDO 19-18 KYRS 24-18 KRAI 21-28 KCRO 34-39 KOLE ON KCAQ 12-11 KCLA 16-12 KHTX 26-22 KHTX 26-22 KHTX 36-38

JOHN DOE	1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 4 1990 12-15  1021 12-
100/25 – 100 CHR reporting stations on in this week including 25 new adds.  44% – Percentage of this weeks reporters playing it.  Replanal Reach – Percentage of reporters playing the society within each region.  National Summary	LINDSEY BUCKINGHAM Go Insane (Elektra) LP: Go Insane Regional Regi
Up 31 — Number of stations moving it up on the charts .  Debuts 20 — Number of stations debuting to the stations of the stations reporting no movement this week, .  Same 24 — Number of stations reporting no movement this week, .  Down 0 — Number of stations moving it .  Down 0 — Number of stations moving it .  Adds 25 — Total number of stations .  Adds 25 — Total number of stations .	Major   Majo

Regional	54/38 2	3% Mation
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	CROE &	EISE &
BOUTH	MICWEST	Q104 a
		0101 *
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S e á		84% National Summary UP 112 DEBUTS 9 SAME 34 DOWN 0 ADDS 1
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(Elektra) 7 776 National Sumary UP 136 Sumary UP 136 Sumary Sumary 136 ANC 25 ANC 13  KEC 20-14 KERT 27-22	6ATT  6TLF on Oldo 31-27  MMAR B-14  MYSR 16-13  MYSR 16-13  MYSR 25-22  MKEE 24-36  MFSR 16-22  MFSE 23-27  MFSR 16-21	MORET  138 37-35 REPM 26-24 RMCV 04-31 ROY3 15-10 ROY3	RFRY OR RKS_AFM 15-12 990 34-26 ENIC d-30 MMTOFM 27-24 ENIV 35-31 EFMW 34-31 WEST WEST MAD 18-20 ENIX 24-19 ENIX 24
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CKCK 14-12	HI'MI 31-26	MSOV 25-22
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E. morous Life ( ilamorous Life	WB)	N757 35-14 WPCK 6-37 WRSEPW 36-1 WRTF 26-25 SOUTH WESQ 19-36 KIIR 32-28	FTFT 6-40	EGDT 31-3 ATTA on RCDQ 21-2: ETRS 32-3: EKAS 26-38 KCBC 25-2: EDEE 28-1: EDEA 6-39 FRIEN 31-3: ELOT 23-2: 5LV96 35-2 EIST 26-24
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940 d-25 293 19-20 EAFH d-14 93FH on Y100 on HM/Z 33-24

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896 25-25 9LB 14-14 WLS-PH 14-1 WGCL 29-27 WLOLFH 26-1

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FACE TO FACE 10-9-8 (Epic) LP: Face To Face

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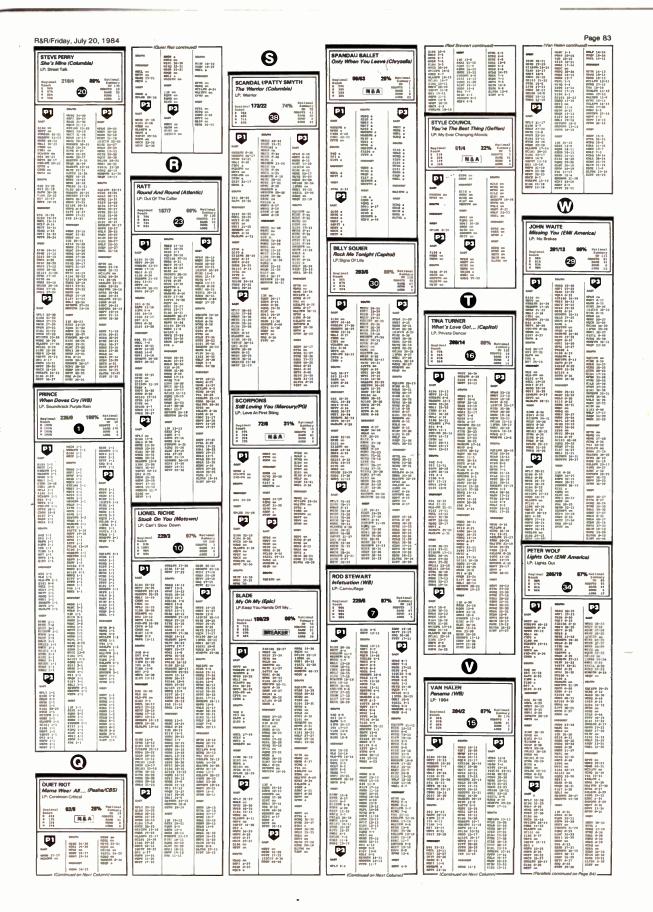
**2** 

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EURYTHMICS Right By Your Side

140/78 Region Reach E 641 5 574 N 544

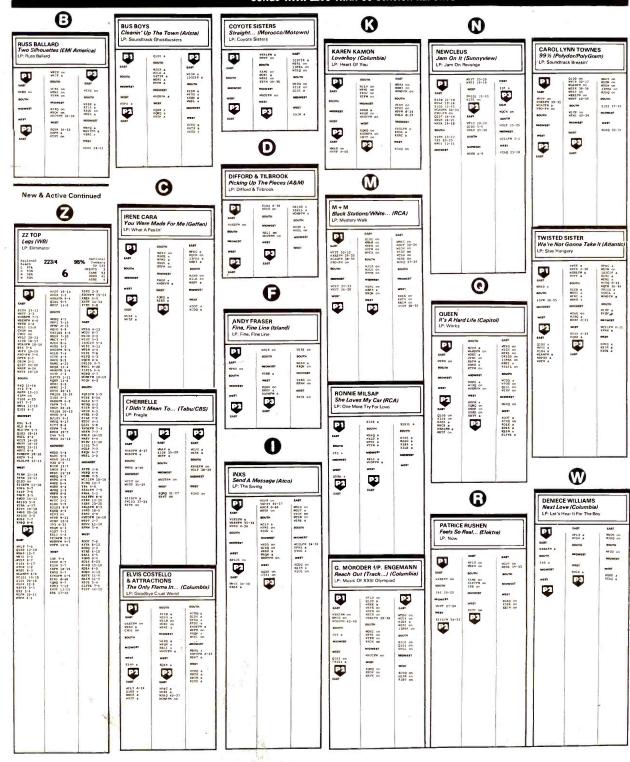




# PARALLELS \_\_\_

## **SIGNIFICANT ACTION**

#### SONGS WITH LESS THAN 50 STATION REPORTS



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## NATIONAL AIRPLAY

July 20, 1984 THE BACK PAGE



ontemporary Hit Radio

PRINCE/When Doves Cry (WB) RAY PARKER JR./Ghostbusters (Arista) BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia) JACKSONS/State Of Shock (Epic) ELTON JOHN/Sad Songs (Say So Much) (Geffen) 77 TOP/Legs (WB) (To ROD STEWART/Infatuation (WB) CARS/Magic (Elektra) BILLY IDOL/Eyes Without A Face (Chrysalis) LIONEL RICHIE/Stuck On You (Motown) 39 25 DAN HARTMAN/I Can Dream About You (MCA) 25 18 OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG) THOMPSON TWINS/Doctor! Doctor! (Arista) KENNY LOGGINS/I'm Free (Heaven Helps The Man) (Columbia) VAN HALEN/Panama (WB) (III) TINA TURNER/What's Love Got To Do With It (Capitol) (III) 33 27 MIKE RENO & ANN WILSON/Almost Paradise (Columbia) COREY HART/Sunglasses At Night (EMI America) 29 26 PEABO BRYSON/If Ever You're In My Arms Again (Elektra) STEVE PERRY/She's Mine (Columbia) WANG CHUNG/Dance Hall Days (Geffen) LAURA BRANIGAN/Self Control (Atlantic) **RATT/Round And Round (Atlantic)** EDDY GRANT/Romancing The Stone (Portrait/CBS) POINTER SISTERS/Jump (For My Love) (Planet/RCA) JEFFERSON STARSHIP/No Way Out (Grunt/RCA) 22 19 21 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis) 14 23 GLENN FREY/Sexy Girl (MCA) JOHN WAITE/Missing You (EMI America) @ BILLY SQUIER/Rock Me Tonite (Capitol) SERGIO MENDES/Alibis (A&M) (III) TONY CAREY/The First Day Of Summer (MCA) DURAN DURAN/The Reflex (Capitol) PETER WOLF/Lights Out (EMI America) ROBIN GIBB/Boys Do Fall In Love (Mirage/Atco) FACE TO FACE/10-9-8 (Epic) GO GO'S/Turn To You (IRS/A&M) DEBUT SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)

HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)

BILLY JOEL/Leave A Tender Moment Alone (Columbia)

TO: All Managers, Producers, & Publishers

**FROM:** Active Industry Research

**SUBJECT:** Listening

AIR, the most talked about concept in radio and records is available to you. AIR insures that radio has listened to your product and delivers a report to you detailing their perception of its hit potential. AIR's sampling can also be used to zero in on album cuts to find those with the strongest hit potential.

AIR's participants are anxious to share their perceptions about your product. Currently, their accuracy level is 94%.

Alan Smith, AIR's VP and General Manager, has details on every aspect of the concept. He can be reached at (301) 964-5544.

Don't remain in the dark. Find out for yourself. Call now. The project you save may be your own!

Note: denotes former AIR Response Record

WEEK

## **AIR** Response Records

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 mus be in the AIR offices by 6 PM, Wednesday, JULY 25, 1984.

INXS

TITLE ARTIST

LABEL

MOMENT OF MADNESS 2151

2155 I SEND A MESSAGE

SECRET HEARTS

MCA

2152 LOUISE

**HUMAN LEAGUE** 

A&M SI FKTR

2153 GO INSANE

LINDSEY BUCKINGHAM I DIDN'T MEAN TO TURN YOU ON CHERRELLE

TABU/CBS **ATCO** 

WEFK

# ontemporary Hit Radio

Continued from Back Page

# BREAKERS.

#### CYNDI LAUPER She Bop (Portrait/CBS)

79% of our reporters on it. Moves: Up 17, Debuts 72, Same 39, Down 0, Adds 58 including Z100, I95, WLOL-FM, KPKE, KMJK, KWSS, KNBQ. Complete airplay in Parallels.

#### **JERMAINE JACKSON** Dynamite (Arista)

71% of our reporters on it. Moves: Up 7, Debuts 37, Same 64, Down 0, Adds 60, including B104, WASH, KAFM, KDWB-FM, KHTR, KZZP, KPLUS. Complete airplay in Parallels.

#### **NIGHT RANGER**

When You Close Your Eyes (Camel/MCA)

69% of our reporters on it. Moves: Up 29, Debuts 32, Same 59, Down 0, Adds 41 including WXKS-FM, WBLI, PRO-FM, WCZY, KPKE, KWOD, XTRA. Complete airplay in Parallels.

#### SLADE My Oh My (CBS Associated)

66% of our reporters on it. Moves: Up 54, Debuts 22, Same 51, Down 0, Adds 29 including WBEN-FM, CHUM, 94Q, Q105, WKTI, KOPA, KNBQ. Complete airplay in Parallels.

#### **SAMMY HAGAR** Two Sides Of Love (Geffen)

63% of our reporters on it. Moves: Up 19, Debuts 26, Same 65, Down 0, Adds 39 including B94, PRO-FM, Z93, WHYT, Q103, KS103, KUBE. Complete airplay in Parallels.

#### **EURYTHMICS** Right By Your Side (RCA)

60% of our reporters on it. Moves: Up 5, Debuts 17, Same 40, Down 0, Adds 78 including CKOI, CFTR, Z93, WGCL, KMJK, XTRA, KNBQ. Complete airplay in Parallels.

## **NEW & ACTIVE**

JULIO IGLESIAS & DIANA ROSS "All Of You" (Columbia) 127/19
Moves: Up 43, Debus 20, Same 45, Down 0, Adds 19 including WBEN-FM, WCALFM, WHYT, KUBE, WLAN-FM, WBCY, FM100, WKAU, KENT-FM, KWTO-FM, WICY, WAEV, WBMEN, KCBM.

BANANARAMA "Cruel Summer" (London/PolyGram) 121/76 Moves: Up 4. Debuts 7, Same 34, Down 0, Adds 76 including 8104, WXKS-FM, WPHD, PRO-FM, 293, I95, Q105, WGCL. WKTI, KHTR, Q103, KMJK, FMIOZ, KS103, XTRA

STEILA E. "The Glemorous Life" (WB) 121/20

Moves: Up 48. Debuts 14. Same 39. Down 0, Adds 20 including 8104, WAVA, Y100, WDCG, KBFM, KX104, WRVQ, Z98, KMGK, KQRK, KRSP, WICY, KKOV, WWW K, KZOV.

CHRIS DeBURGH "High On Emotion" (A&M) 115/19
Moves: Up 31, Debuts 7, Same 57, Down 1, Adds 19 including XTRA, KWSS, WPST, Q106, WQID, WRQK, KRGV, 92X, WGRD,

GENESIS "Taking it All Too Hard" (Atlantic) 101/6
Moves: Up 33, Debus 8, Same 51, Down 3, Adds 6, CKOI. KAFM, WSSX, G100, WCGQ, WYKS, WLQL-FM, 26-19, KOPA d-30,
WKFM 40-36, WLZYR 28-23, KNOK 31-26, WKDQ 24-19, KQMQ 38-32, OK100 12-9, WIXV 19-13.

RICK JAMES "17" (Gordy/Motown) 85/21 moves: Up 14, bebuts 12, Sama 38, Down 0, Adds 21 including CKOI, PRO-FM, WCZY, KS103, KITS, WVSR, W8BQ, KXX106, WRQN, KMGX, KSKO, KTKT, WF96, St.Y96.

JOE JACKSON "Happy Ending" (A&M) 80/18 moves: Up 6, bebuts 3, Same 53, Down 0, Adds 18 including WVSR, WYCR, WZYP, G100, WKDD, WKFR, K093, WGUY, WKHI, WOMP-FM, KILE, WAEV, KSS, KDZA.

SCORPIONS "Still Loving You" (Mercury/PolyGram) 72/8
Moves: Up 15, Debuts 8, Same 41, Down 0, Adds 8, WPHD, WRQN, K107, KRSP, WOMP-FM, WJAO, KFRX, KHTX, KPLUS
25-20, Q100 25-19, WOKI 37-31, KQXR 24-19, KLUC 31-25, Sakxi, 39-33, SLY96 4Q-35.
TEDDY PENDERGRASS "Hold Mo" (Asylum) 67/8
Moves: Up 29, Debuts 6, Same 24, Down 0, Adds 8, KTS, WZYP, KBFM, WKFR, KRQ, Q101, KKLS-FM, KKRC, 195 15-9, Y100
16-12, WNYZ 37-27, WHYT 23-19, KAMZ 23-17, KFFM 6-4, Z98 d-19.

#### MOST ADDED .

**EURYTHMICS (78)** Right By Your Side (RCA) BANANARAMA (76) Cruel Summer (London/PolyGram) SPANDAU BALLET (63) Only When You Leave (Chrysalis) JERMAINE JACKSON (60) Dynamite (Arista)
CYNDI LAUPER (58) She Bop (Portrait/CBS) **HUEY LEWIS & THE NEWS (54)** If This Is It (Chrysalis)

#### HOTTEST

**PRINCE (222)** When Doves Cry (WB) RAY PARKER JR. (201) Ghostbusters (Arista) JACKSONS (127) State Of Shock (Epic) LIONEL RICHIE (68) Stuck On You (Motown) ELTON JOHN (62) Sad Songs (Say So Much) (Geffen) BRUCE SPRINGSTEEN (57) Dancing In The Dark (Columbia)

SPANDAU BALLET "Only When You Leave" (Chrysalis) 66/63 Moves: Up 1, Debuts 1, Sene 1, Down 0, Adds 63 including WXKS-FM, WPHD, 94Q, Z93, Q105, WGCL, WHYT, XTRA, 98PXY, W8BQ, K107, KDON-FM, WHKI, Q104, K2OZ.
QUIET RIOT "Mama Weer All Crazee Now" (Pasha/CBS) 62/8

Moves: Up 19, Debuts 4, Same 31, Down 0, Adds 8, KHTR, KWOD, WLAN-FM, WSPK, KMGK, KELI, WSQV, WHSL, WPHD 37-27, WNYS 39-35, KZZB 36-30, WOKI 35-28, WRNO 39-34, 95XIL 34-25, WIXV 38-33.

INDISEY BUCKINGHAM 'GO Insane' ('Elektra) 54-35. May 39-35. 39-35. MELONICAL BUCKINGHAM 'GO Insane' ('Elektra) 54-35. May 39-35. MELONICAL BUCKINGHAM 'GO Insane' ('Elektra) 54-35. MELONICAL BUCKINGHAM 'GO INSANE' SENDICAL BUCKINGHAM SENDICAL BUCK

KMOS. KU93, KSKU, KH11, WC17, WCQU, KHE, SLY990 STYLE COUNCIL: "YOu're The Best Thing" (Geffen) 51/4 Moves: Up 3, Debuts 3, Same 41, Down 0, Adds 4, K104, KIK, OK100, KFMW, WXKS-FM on, WPHD on, KPLUS d-39, WKFM on, KZZB d-39, WZYP on, K093 3-630, KHYT on, WBBQ 35-32, KNDFFFM 93-38, SLY96 on.

## SIGNIFICANT ACTION

QUEEN "It's A Hard Life" (Capitol) 40/17
Moves: Up 0, Debuts 0, Same 23, Down 0, Adds 17 including WKEE, WRCK, WKRZ-FM, WJZR, WOKI, KBFM, WRNO, WKDD, KKFM, KHYT, WKHI, WCGO, KGOT, KOZE, KDZ-

KKEM, KHYT, WKHI, WCSG, KGOT, KOZE, KDZA.

TWISTED SISTER "We're Not Gonne Take It" (Atlantic) 38/29

Moves: Up 1, Debuts 5, Same 3, Down 0, Adda 29 including WPHD, Q100, WNYS, K104, WLAN-FM, 98PXY,-WKFM,
WKRZ-FM, WHTF, KZZB, WOK, WFMI, WRNO, WIAX, KOXR.

ELVIS COSTELLO & ATTRACTIONS "The Only Flame In Town" (Columbia) 37/27

WUXG, KELI, WHO'FFM, KOXR, KZOZ.

WJXG, KELI, WHOT-FIN, KOXR, KZOZ.

GIORGIO MORODER Teaturing PAUL ENGEMANN "Reach Out (Track Theme)" (Columbia) 32/5 
Worse Up 1, Debut 0, Same 25, Down O, Adds 5, 195, FM102, Q100, WKEE, WIGY, WXKS-FM on, WPHD on 6p, Q103 on, 
WKS, "I Send A Message" (Arco) 31/11 
Mores: Up 4, Debut 9, Same 36, Down O, Adds 51, 195, FM102, Q100, WKEE, WIZR, KRGV, WRKR, WRON, WGUY, WERZ, KFRX, 
98KG, KBIM, WBEN-FM 35-34, WNYS 34-30, 98PXY 60-37, WCLI, FM 34-31 
Moves: Up 5, Debuts 0, Same 32, Down O, Adds 1, WKFR, WXKS-FM 29-25, FRO-FM on, WCCY 37-33, WHYT 26-20, Q100 on, 
WZR on, WZR, on, WCGV 32-28, WJBQ 27-26, KOZA on, 
NEWCLEUS "Jam On It" (Sunnyview) 24/1 
Moves: Up 1, Debuts 0, Same 92, Down O, Adds 1, 13K, B104 21-14, WCAU-FM 34-33, PRO-FM on, WASH 24-21, WAVA 
19-18, 95FM 13-12, WWXZ 12-11, WHYT 33-30, FM102 21-11, KITS on, WMAR 35-28, WCLI, FM 3-1, KCAQ 23-18. 
KARRIN KARRON "Loverboy" (Columbia) 23/44 

\*\*\*Control of the Columbia of

19-18, 93FM 13-12, WNVZ 12-11, WHYT 33-30, FM102 21-11, KITS on, WMAR 35-28, WCIL-FM 3-1, KCAQ 23-18.
KAREN KAMON "Loverboy" (Columbia) 23/4
Movas: Up 0, Debuts 3, Same 16, Down 0, Adds 4, KMGK, KKXL-FM, KRNA, KKRC, WMAR on, WHTF d-40, WJZR on, WHOT-FM
on, KQMQ on, WPFM 6-34, WXIK d-39

RUSS BALLARD "Two Silhouettes" (EMI America) 21/8
Moves: Up 2, Debuts 0, Same 11, Down 0, Adds 8, WHTF, KKFM, WISE, KILE, WHSL, WBNQ, WAZY-FM, 99KG, WPHD on,
WRCK on, WOKIO, on, WJXQ on dp6, KQXP 83-33, KQZ 84-31.

BULS BOYS "Cleanin' Up The Town" (Aniste) 20/20
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 20 including KOPA, Q100, WJZR, WZLD, 94TYX, WOKI, KTFM, WHOT-FM.
KOXR, KQMA, KHOP, WZON, 103CR, WFOX, KCD

IRENE CARA "YOU WER Made For Me" (Geffen) 20/15
Moves: Up 0, Debuts 0, Serie 5, Down 0, Adds 15, WVSR, WHTF, KAMZ, WFMI, KRGV, KMGK, WHOT-FM, KQMQ, KSKD, WFBC, 13FEA, WKHI, WARV, KGOT, KCDQ.

WFBG, 13FEA, WKHI, WAEV, KGOT, KCDQ.

CAROL LYNN TOWNES "99\%" (Polydor/PolyGram) 20/1

Moves: Up 7, Debuts 0, Same 12, Down 0, Adds 1, WCAUFM, WHTT on, WXKS-FM 39-31, PRO-FM on, Q100 on, WYCR 32-27, WSPR 39-36, WHIT F40-38, WZPP on, WFMI 40-3, Z102 27-28, KCAQ 33-31.

CHERRELLE "I Didn't Mean To Turn You On" (Tablu/CBS) 19/7

Moves: Up 4, Debuts 1, Same 7, Down 0, Adds 7, WCALFM, WMXP, KIISFM, WMAR, WHTF, WGUY, WERZ, WXKS-FM d-37, WCZY on, WHYT 31-29, FM102 27-24, KITS on, Z106 35-29, KQMQ 31-27.

WCZY on, WHYI 31-29, MMU2 27-24, KITS on, 2108 35-29, KUMU 31-27.

COYOTE SISTERS "STRIGHT From The Heart" (Morocco/Motown) 15/5

Moves: Up 1, Debuts 0, Same 9, Down 0, Adds 5, WKRZ-FM, WOKI, 103CIR, Q101, KBIM, WHTF on, KAMZ on, WFMI on, KTFM
39-35, WHOTFM on, 19F8-0 on, 198-20 on, WFMI on, 198-29-20, WHYI 27-24, KIIS-FM 34-33, WFLY on, KAMZ on,
WOWS: Up 4, Debuts 0, Same 11, Down 0, Adds 0, WXKS-FM on, 198-29-20, WHYI 27-24, KIIS-FM 34-33, WFLY on, KAMZ on,

WERZ 39-32 RONNIE MILSAP "She Loves My Car" (RCA) 14/14
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, Z93, XTRA, K104, WBBQ, WZLD, WFMI, KTFM, KELI, WHOT-FM, 95XIL.

HUNNIE MILSAP "She Loves My Car" (HCA) 14/14
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 14, 293, XTRA, K104, W8BQ, WZLD, WFMI, KTFM, KELI, WHOT-FM, 95XIL.
WISE, WJAD, KISR, KILE

ANDY FRASER "Fine, Fine Line" (Island) 12/4
Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 4, WRKR, KHOP, KDON-FM, WJAD, WPHD on, WRCK on, KQXR on, KKQV on,

Normit on.

DENINECE WILLIAMS "Next Love" (Columbie) 10/7

Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 7, WXKS-FM, 195, WFLY, WVSR, KMGX, KGOT, KCAQ, WZON on, WJBQ on, WFOX on.

DIFFORD & TILBROOK "Picking Up The Pieces" (A&M) 10/4
Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 4, OK100, 95xIL, WOMP-FM, WIXV, WXKS-FM on, K104 d-35, WPCK on, KEU
on, WHOT-FM, WHSL on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.



THE SINGLE • BULLISH

AVAILABLE ON 7 INCH. (AM · 2655) AND ON COMMERCIAL 12 INCH (SP · 12104)

THE ALBUM • BULLISH

(SP · 5022)

THE TOUR • BULLISH

PRODUCED BY HERB ALPERT AND JOHN BARNES

ASSISTED BY DEREK NAKAMOTO

AVAILABLE ON A&M RECORDS AND CHROME CASSETTES FROM BAS

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## **NATIONAL AIRPLAY**

July 20, 1984

THE BACK PAGE



# Contemporary Hit Radio

Three Weeks				
2	1	1	5	PRINCE/When Doves Cry (WB)
16	7	3	0	RAY PARKER JR./Ghostbusters (Arista)
1	2	2	3	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
24	16	8	0	JACKSONS/State Of Shock (Epic)
15	11	7	Ö	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
10	8	5	6	ZZ TOP/Legs (WB)
14	12	9	0	ROD STEWART/Infatuation (WB)
9	6	6	8	CARS/Magic (Elektra)
3	3	4	9	BILLY IDOL/Eyes Without A Face (Chrysalis)
39	25	17	0	LIONEL RICHIE/Stuck On You (Motown)
25	18	14	Ō	DAN HARTMAN/I Can Dream About You (MCA)
20	17	13	Ø	OLLIE & JERRY/Breakin' (There's No Stoppin') (Polydor/PG)
12	10	10	13	THOMPSON TWINS/Doctor! Doctor! (Arista)
26	21	18	1	KENNY LOGGINS/I'm Free (Heaven Helps The Man) (Columbia
32	24	19	Œ	VAN HALEN/Panama (WB)
33	27	22	Ō	TINA TURNER/What's Love Got To Do With It (Capitol)
4	4	11	17	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
29	26	24	1	COREY HART/Sunglasses At Night (EMI America)
37	30	25	1	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
_	31	28	20	STEVE PERRY/She's Mine (Columbia)
17	15	15	21	WANG CHUNG/Dance Hall Days (Geffen)
5	5	12	22	LAURA BRANIGAN/Self Control (Atlantic)
-	35	29	2	RATT/Round And Round (Atlantic)
35	28	26	23	EDDY GRANT/Romancing The Stone (Portrait/CBS)
В	9	16	25	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
22	19	21	26	JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
7	14	23	27	HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
-	40	33	23	GLENN FREY/Sexy Girl (MCA)
-	-	37	23	JOHN WAITE/Missing You (EMI America)
-	_	36	30	BILLY SQUIER/Rock Me Tonite (Capitol)
-	38	34	3	SERGIO MENDES/Alibis (A&M)
-	37	32	32	TONY CAREY/The First Day Of Summer (MCA)
6	13	20	33	DURAN DURAN/The Reflex (Capitol)
-	_	40	3	PETER WOLF/Lights Out (EMI America)
-	39	35	35	ROBIN GIBB/Boys Do Fall In Love (Mirage/Atco)
-	-	38	33	FACE TO FACE/10-9-8 (Epic)
-	-	39	9	GO GO'S/Turn To You (IRS/A&M)
_	EBUT	•	33	SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)
	EBUT		39	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
0	EBUT	•	40	BILLY JOEL/Leave A Tender Moment Alone (Columbia)

# Adult/Contemporary

5	4	2	1	LIONEL RICHIE/Stuck On You (Motown)
2	1	1	2	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
3	3	3	•	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
11	6	5	4	SERGIO MENDES/Alibis (A&M)
1	2	4	5	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
-	23	14	0	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
_	21	11	0	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
17	11	8	0	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
13	9	9	9	JOHNNY MATHIS/Simple (Columbia)
15	13	10	0	JUICE NEWTON/A Little Love (RCA)
23	16	12	O	TEDDY PENDERGRASS/Hold Me (Asylum)
18	15	13	Œ	DAN HARTMAN/I Can Dream About You (MCA)
4	5	6	13	LAURA BRANIGAN/Self Control (Atlantic)
9	7	7	14	ALAN PARSONS PROJECT/Prime Time (Arista)
22	19	17	Œ	MADONNA/Borderline (Sire/WB)
24	22	20	Ō	CHRISTOPHER CROSS/A Chance For Heaven (Columbia)
20	18	18	Œ	MICHAEL JACKSON/Farewell My Summer Love (Motown)
BR	EA	KER	1	RAY PARKER JR./Ghostbusters (Arista)
25	24	22	Œ	DAVE GRUSIN/Theme From St. Elsewhere (GRP)
-	_	24	20	PAUL ANKA/Second Chance (Columbia)
BR	EΑ	KER	0	GENESIS/Taking It All Too Hard (Atlantic)
7		15	22	DAN FOGELBERG/Believe In Me (Full Moon/Epic)
BR	EA	KER	2	BILL MEDLEY/I Still Do (Planet/RCA)
6	8	16	24	CYNDI LAUPER/Time After Time (Portrait/CBS)
				The state of the s

25 ALABAMA/When We Make Love (RCA)

N&A Begin on Page 66

# MOR/HOTTRACKS

Truce Two Last Weeks Weeks View						
10	7	3		JOHN WAITE/Missing You (EMI America)		
14	5	1	2	BILLY SQUIER/Rock Me Tonite (Capitol)		
-6	3	4	3	CARS/Drive (Elektra)		
11	10	5	4	SCANDAL featuring PATTY SMYTH/The Warrior (Col. )		
1	1	2	5	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)		
-	25	12		PETER WOLF/Lights Out (EMI America)		
15	12	11	4	BRUCE SPRINGSTEEN/Cover Me (Columbia)		
8	9	9	0	RATT/Round And Round (Atlantic)		
19	13	10	9			
5	6	6		ROD STEWART/Infatuation (WB)		
-	26	13	_	SAMMY HAGAR/Two Sides Of Love (Geffen)		
4	4	7		CHRIS DeBURGH/High On Emotion (A&M)		
20	16	14	_	STEVE PERRY/She's Mine (Columbia)		
25	19	16		TWISTED SISTER/We're Not Gonna (Atlantic)		
-	59	29		HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)		
53	38	25		NIGHT RANGER/When You Close (Came MCA)		
35	29	21		BOX OF FROGS/Back Where I Started (Epic) (STARSHIP/No Way Out (Grunt/RGA)		
2	2	8	18			
26	17	15		WHITESNAKE/Slow 'n' Easy (Geffen)		
22 49	21	19	_	DIO/The Last In Line (W/R)		
30	23	23		PRINCE/When Doves Cry (WB)		
23	18	18		TONY CAREY/The First Day Of Summer (MCA)		
32	30	26		SCORPIONS/Still Loving You (Mercury/PG)		
28	27	28		VAN HALEN/Panama (WB)		
13	14	17	26	QUIET RIOT/Mama Weer All Crazee Now (Pasha/CBS)		
27	31	27	2	ELTON JOHN/Sad Songs (Say So Much) (Geffen)		
BREAKER @ GLENN FREY/Smuggler's Blues (MCA)						
				ELTON JOHN/Restless (Geffen)		
7	11	20	30	CARS/Magic (Elektra)		
Marin III		-	CANA			

# Black/Urban

1	1	1	0	PRINCE/When Doves Cry (WB)
5	3	3	0	OLLIE & JERRY/Breakin' (There's) (Polydor/PG)
2	2	2	3	TINA TURNER/What's Love Got To Do With It (Capitol)
13	В	4	4	JACKSONS/State Of Shock (Epic)
30	20	11	6	RAY PARKER JR./Ghostbusters (Arista)
15	9	7	<b>6</b>	KASHIF/Baby Don't Break Your Baby's Heart (Arista)
16	12	8	0	SHEILA E/The Glamorous Life (WB)
14	10	9	8	LAKESIDE/Outrageous (Solar/Elektra) N&A Begin on Pege 60
8	6	6	9	TEDDY PENDERGRASS/Hold Me (Asylum)
21	14	13	1	ONE WAY/Mr. Groove (MCA)
22	16	14	Ō	STANLEY CLARKE/Heaven Sent You (Epic)
3	4	5	12	PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
_	36	19	1	RICK JAMES/17 (Gordy/Motown)
33	25	16	0	TIME/Ice Cream Castles (WB)
19	17	15	15	GRANDMASTER M. MEL &/Beat Street (Atlantic/Sugarhill)
37	27	18	13	MTUME/You Me And He (Epic)
25	23	17	D	ART OF NOISE/Close (To The Edit) (Island)
-	28	20	Œ	BROTHERS JOHNSON/You Keep Me Coming (A&M)
4	5	10	19	JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
7	7	12	20	PEABO BRYSON/If Ever You're In My Arms (Elektra)
-	38	29	3	BILLY OCEAN/Caribbean Queen (No More) (Jive/Arista)
-	37	25	2	LIONEL RICHIE/Stuck On You (Motown)
36	30	26	Œ	EVELYN "CHAMPAGNE" KING/Teenager (RCA)
-	40	35	2	VALENTINE BROTHERS/Lonely Nights (A&M)
BR	EA	KER	23	J. KENNEDY & J. OSBORNE/The Last Time I (A&M)
40	35	31	20	SKOOL BOYZ/Slip Away (Columbia)
12	15	23	27	DENNIS EDWARDS/Aphrodisiac (Gordy/Motown)
BR	EA	KER	28	LILLO THOMAS/Your Love's Got A Hold On Me (Capitol)
11	19	22	29	CHERRELLE/I Didn't Mean To Turn You On (Tabu/CBS)
BR	REA	KER	30	SOS BAND/Just The Way You Like It (Tabu/CBS)
17	21	21	31	CAMEO/Talkin' Out The Side Of Your (Atl. Art./PG)
D	EBUT		3	RICHARD "DIMPLES" FIELDS/Your Wife Is (RCA)
		38	33	KOOL & THE GANG/Straight Ahead (De-Lite/PG)
DI	EBUT		3	BAR-KAYS/Dirty Dancer (Mercury/PG)
-	-	39	3	LUTHER VANDROSS/Make Me A Believer (Epic)
DE	BUT		36	TYZIK/Jammin' In Manhattan (Polydor/PG)
DI	BUT		1	SHANNON/My Heart's Divided (Mirage/Atco)
23	26	33	38	WOMACK & WOMACK/Baby I'm Scared Of You (Elektra)

10 13 27 39 ROCKWELL/Obscene Phone Caller (Motown)

18 22 28 40 R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality)