

I N S I D E:

**RATINGS RESULTS FROM TOP MARKETS**

**Miami:** WHYI, WINZ-FM Both Up  
**Seattle:** KIRO Still #1; KUBE, KPLZ Gain  
**Atlanta:** WKHX Reaches 10; WQXI-FM Nearly Ties WZGC  
**Tampa:** WWBA Down But Leads; WQYK Up 3  
**Denver:** KOSI, KPKE Pace Pack  
**Milwaukee:** WTMJ Increases Big Edge  
**Providence:** WPRO-FM Ties WLKW-FM For Top  
**Portland:** KMJK Soars Past 10; KXL-FM Up 3 1/2  
**New Orleans:** WYLD-FM Close To 15 Share  
**Sacramento:** KCTC, KZAP, KSFM Climb, Take 1-2-3  
 Plus Arbitron information for Anaheim, Columbus, Indianapolis, Kansas City, Louisville, Nassau-Suffolk, Phoenix, Riverside, and San Antonio.

Full Results Start Page 16

**LOOKING BEHIND THE RATINGS WINNERS**

As the ratings roll in, R&R as always examines the stories behind the successful achievers. This issue, **Joel Denver** extracts the history behind the **KHS** story, while **Steve Feinstein** profiles **WBCN**, **WMMR**, **WNEW-FM**, and **KOME**.

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**PEOPLE IN THE NEWS THIS WEEK**

- George Taylor Morris directs programming at Westwood One
- Peg Dempsey WAYL & KMFY's VP/GM
- Charlie Ochs heads Broadcast Group programming
- Russ Haberle Station Manager for KFSO
- David Barrett Hearst VP
- Bob Wikstrom OM/PD at KHIT
- Tom Daren Group PD for Reynolds-Osburn
- William Calm ND at KTRH
- Cathy Meloy GSM at WIYY
- Dan van Enoo KGU PD
- Garry Lewis GSM at WTOP & WTKS
- Linda Forem GSM for KLAQ & KPPL

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**BLACK CROSSOVERS UP AT CHR**

The first in a series of On The Records music surveys shows Black/Urban crossovers on a sharp increase for the first six months at CHR in 1984, while holding steady at last year's most receptive format, A/C.

Page 34

**IS AMERICAN RADIO ABDICATING ITS LEADERSHIP ROLE?**

That's an opinion voiced by many broadcasters in Spain, according to **Dwight Case**, recently returned from a radio information exchange in Barcelona. He provides an international perspective this week.

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Newsstand Price \$3.50



**THREE INFINITY MANAGEMENT POSTS OPEN**

**Pearlman Appointed GM At WJJD & WJEZ**

WYSP/Philadelphia VP/GM Harvey Pearlman has transferred to the VP/GM post at Infinity's newly-acquired WJJD & WJEZ/Chicago. Pearlman replaces retired VP/GM George Dubinetz.

Infinity Radio President Mel Karmazin stated, "Harvey's management experience and knowledge of the Chicago market make him extremely qualified for this important position."



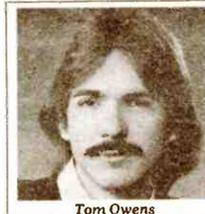
Harvey Pearlman

**MEYER NEW WQMF PD**

**Owens Tapped To Program WEBN**

WQMF/Louisville PD Tom Owens has been transferred to sister station WEBN/Cincinnati as PD. Owens succeeds Denton Marr (now known as Joe Denton), who joined KLOL/Houston as PD last week. At the same time, it was announced that WQMF MD/midday personality Duke Meyer has been promoted to PD/MD. Meyer will continue to report to Owens.

WEBN President/GM Frank Wood, who is also Chairman of The Other Corporation, owner of



Tom Owens

**Snowden To Mornings At WBSL**

Amaturo Group National PD and KMQJ/Houston programmer Jim Snowden will resign next week in order to become the morning personality at WBSL/New York, beginning August 13.

WBSL & WLIB VP/GM Charles Warfield said, "Although we haven't received the signed contract yet, we do have a handshake agreement with Jim. He's an excellent talent who will serve as a good backup to (PD) B.K. Kirkland on a day-to-day basis. We feel Jim can be a very effective

SNOWDEN/See Page 32

WQMF, commented, "Tom's new position is multifaceted. As PD of WEBN, he will continue to oversee the WQMF programming. We'd be foolish not to take advantage of Tom's history there and his talent to keep 'QMF on track. The stations are only about 100 miles apart; you can drive about 45 minutes and hear both stations."

OWENS/See Page 32

**O'Kelly Crosses Street to WEZB**

In a surprising move, WQUE-FM/New Orleans PD Kris O'Kelly has resigned to accept the PD slot at crosstown CHR leader WEZB (89.7). O'Kelly succeeds Nick Bazzo, who was appointed PD at KMEL/San Francisco two weeks ago.

WEZB VP/GM Bob Reich commented, "Kris is a great guy. He's improved WQUE-FM considerably, so this move really comes as a double dose for

**ALSO ASST. PD FOR KUTE**

**Bailey Becomes PD At KGFJ**

WYLD-FM/New Orleans PD Brute Bailey has been named Program Director for KGFJ/Los Angeles, starting in early August. In his new assignment, Bailey will also act as Assistant PD for Inner City's FM outlet KUTE. Tyrone Nelson, who had been handling the day-to-day KGFJ programming duties under West Coast PD B.K. Kirkland (now PD at sister stations WBSL & WLIB/New York), will stay on as morning personality. KGFJ & KUTE VP/GM Bill



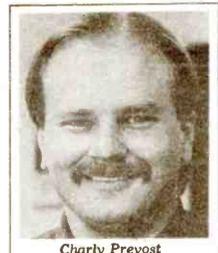
Brute Bailey

Shearer said, "We needed some new creative programming ideas from the outside. Brute comes to us with one of the true outstanding programmer reputations, having been extremely effective as part of the successful team at WYLD. Brute's station's been a winner, his track record clearly indicates

BAILEY/See Page 32

**GOLDSTEIN EXITS**

**Prevost Island's President**



Charly Prevost

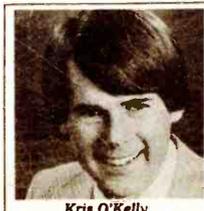
Charly Prevost is the new President of Island Records, replacing Ron Goldstein, who exits the label's top spot after four years. Prevost, who for the past year had been operating his own artist management consultation firm in Los Angeles, previously served as Record Manager at Mismangement, the management company for Supertramp and Chris DeBurg.

Island Records founder Chris Blackwell told R&R, "Since the beginning of this year, when Dave Robinson came to head the Island UK office, we have had our most successful period since the late '60s. With Dave

PREVOST/See Page 32

While Karmazin plans to fill the WYSP GM opening from within the Infinity chain, the company needs to assign two other management positions. One is the GM post at KOME/San Jose, as 11-year VP/GM Dan Tapson, retired two weeks ago. Infinity is also seeking a bilingual station manager for its Spanish-formatted Houston

PEARLMAN/See Page 32



Kris O'Kelly

them. He's from New Orleans and has a really good track record. (EZ Communications VP/Programming) Dan Vallie, Kris, and I all agree on the direction for 89.7's future. This is a unique staff, and Kris is a real people person. It's very important for us to have someone who won't want to come in here and make wholesale changes for the sake of change."

O'KELLY/See Page 32



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# Morris Joins Westwood One As Director Of Programming

Veteran programmer George Taylor Morris has joined Westwood One in the newly-created position of Director of Programming for the Westwood One Radio Network. Morris, who programmed NBC's Source network from 1981 to 1983, will develop new programming concepts for the many formats Westwood One serves, as well as assist VP Brian Heimerl in various areas of production.

Morris commented, "Westwood One's new uplink to Satcom 1-R had an awful lot to do with my decision to join the company. We're about to embark on a great adventure, and I love having the opportunity to play a creative role in this."



George Taylor Morris

Westwood One President Norm Pattiz quipped, "George not only brings more than 20 years' knowledge and experience to the company, but he's the first fulltime member of Westwood One's management team to have three names."

## Haberle Rejoins KFSD As Station Manager

KTKT & KLPX/Tucson VP/GM Russ Haberle has rejoined Classical-formatted KFSD/San Diego as Station Manager. Haberle, who spent five years in sales at KFSD before moving to Tucson in late 1982, begins his new duties August 13.

KFSD VP/GM Hal Rosenberg said that Haberle's main responsibility will be to supervise the station's sales department, noting, "Russ enjoys classical music and likes selling it. He'll be a big asset to our station."

Haberle originally came to KFSD in 1977 as an Account Executive, and was promoted to Sales Manager in 1980. Commenting on his return to the station, he told R&R, "It's great! I'm very excited, and am looking forward to getting back to Classical radio and San Diego."

Haberle's position in Tucson is being filled by Lee Dombrowski, who until recently served as GM at competitor KWFM.

Morris's 20-plus years of experience include the operation of his own radio production company, which he formed after leaving the Source in 1983. He also worked with RCA Records as National Album Promotion Director, and held both personality and programming posts at WPIX/New York, WCOZ/Boston, WHCN/Hartford, and Long Island stations WLIR, WBLI, and WHLI-AM & FM.

## Ochs Heads Programming For Broadcast Group

Charlie Ochs, PD at KIKK-AM & FM/Houston for the past four years, resigned last Friday to take the newly-created post of VP/Programming for the Broadcast Group.

The company currently owns KJJJ & KEZC/Phoenix and plans to expand. Ochs will relocate to Phoenix; his initial duties will be to oversee the programming for the two Country outlets, beginning August 13.



Charlie Ochs

Chuck Artigue, VP/GM for KJJJ & KEZC, told R&R, "We really wanted to find somebody who A) understood country, B) understood the competitiveness of Phoenix, and C) had an unbelievable desire to win. The President of this company, Walter Wolpin, reviewed all the names, possibilities, and applicants, and said 'Let's go get the best.' Not only is Charlie an expert in Country, but he is a gentleman and businessman - something very important in our growth quotient. OCHS/See Page 33

# Dempsey Advances To WAYL & KMFY VP/GM

Peg Dempsey has been appointed VP/GM of KMFY (formerly KKSS) & WAYL/Minneapolis-St. Paul, succeeding Jim Barker. She comes to the stations after seven years with sister Entercom facilities KTAC & KBRD/Seattle-Tacoma, most recently as General Sales Manager.

Commenting on her appointment, Dempsey told R&R, "Obviously, I'm very excited; the Twin Cities is a great set of cities. We want to make this the number one com-

bo." When asked about planned changes for Beautiful Music WAYL and Mike Joseph-consulted A/C KMFY, she replied, "Several things are going on, none of which I can publicly disclose at this point. But there are going to be a lot of exciting things happening here."

Dempsey added that a replacement has not yet been named for her at KTAC & KBRD.

# Barrett Now Hearst VP; Meloy New WIYY GSM

David Barrett, General Manager of WBAL & WIYY/Baltimore since May, has been given the additional title of Vice President of the parent Hearst Corporation. At the same time, Barrett announced the hir-

ing of former KIMN/Deaver GSM Cathy Meloy as WIYY's new General Sales Manager.

Meloy, who recently resigned at KIMN in order to accompany her husband to the Washington-Baltimore area, where he currently manages the Sheraton-Carlton Hotel in Washington, DC, said, "I'm very happy to be back in the East because my husband and I are avid sailors who know that the Chesapeake is the greatest body of water in the world for boating."

Barrett told R&R, "I find Cathy to be one BARRETT/See Page 33

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## WIKSTROM OM/PD; DUAL STUDIOS

# KHIT Becomes Seattle's Fourth CHR

Bingham Broadcasting's KHIT/Bremerton, WA, formerly KWVA, has adopted a live CHR format and will begin broadcasting 49% of its programming from new studios in Seattle within the next two weeks. Seattle radio veteran Bob Wikstrom has been selected as Operations Manager/PD.

Owner Bob Bingham explained the unusual dual studio arrangement to R&R. "We are allowed to broadcast in Seattle up to 49% of the time, so we will from 6am to 7pm, and we'll broadcast from Bremerton (14 miles across Puget Sound) from 7pm to 6am and around the clock on weekends. We recognize a great deal of other CHR competition in the market, but nonetheless we think we can be very successful in the format."

Bingham, who has managed both KISW and KYXX in the market, indicated KHIT's new tower location and expected power boost from 30kw to 100kw (within 60 days) would make the station more than competitive with the Seattle-based FMs.

Commenting on Wikstrom's selection to program the station, Bingham said, "Bob

has a very well-balanced radio background, having been in management, sales, and programming. He also has one of the best programming ears I've ever come across. I most recently had the chance to work with him at KYXX, and have tremendous confidence in him."

KHIT/See Page 33

## CALM NAMED NEWS DIRECTOR

# KTRH Shifting To All-News

KTRH/Houston has announced it will drop its midday Talk elements over the next several months and emerge as an all-News station in September.

"Of the top ten markets in the country Houston is the only city without an all-News radio station," Station Manager Michael Packer explained. "KTRH for the last three years has consistently pulled the largest numbers in its news blocks, so we've decided to up our news commitment and give the people what they want."

Aiding in the format change will be newly-appointed News Director William

# Daren Named Group PD For Reynolds-Osburn

Veteran programmer Tom Daren has been named Group PD for the Reynolds-Osburn Stations. Daren, who will relocate to the company's Texas headquarters, assumes responsibility for the programming at flagship KYXK/Lonngview; KEAN-AM & FM/Abilene; KYKX/Lufkin-Nacodoches; KYKZ/Lake Charles, LA; and WSLI & WYYN/Jackson, MS.

Reynolds-Osburn principal Rusty Reynolds told R&R, "We were impressed with Tom's knowledge and what he's accomplished in the past, but more than anything else, Tom brings a lot of experience to a group of young people."

Most recently, Daren served two years as

DAREN/See Page 33

Calm, who joins KTRH from KING/Seattle. He replaces Garvin Berry, who becomes Editorial Director. PD Laura Morris has been named Operations Manager, with responsibility for talk programming and special events coverage.

Although many of KTRH's evening and weekend talk shows will continue, they will evolve into "informative news blocks, enhanced by newsmaker interviews conducted by KTRH news hosts."

Major programming changes include an increase in play-by-play sports, creation of

KTRH/See Page 33

# Washington Report

## FCC Delays Filing Of Annual Ownership Reports

Filing of Annual Ownership Reports (Form 323) with the FCC has been suspended, effective immediately. Under new rules that overhauled the Commission's ownership "attribution" policies, stations on August 1 were to begin filing reports once each year, on the anniversary of their license renewals.

Since the Office of Management and Budget (OMB) hasn't yet approved the new form, the FCC planned to make stations file the old version, making changes to reflect the new policies. But this week the Mass Media Bureau agreed with NAB "that this interim practice would be confusing and burdensome, for both the reporting licensee and the Commission's staff."

The ownership filings have been suspended altogether until the new form clears OMB, which is expected to take about 60 days.

## Cleveland, Galveston Stations In Renewal Battles

The reality that broadcast licenses are still open to renewal challenges has hit WJMO & WRQC/Cleveland (Cleveland Heights) and KXXX/Galveston. License renewal applications for both stations have been designated for comparative hearings against competing applicants.

WJMO & WRQC are owned by United Broadcasting, which is battling to save radio licenses across the country owing to past misconduct that cost it stations in Washington and Miami. The outcome of the case will be conditioned upon a finding on United's basic fitness to be a licensee, as determined in the WJY/Washington case now underway. In initial decisions in that case, the Commission has found United fit to own stations, but awarded WJY to a competing applicant, anyway. The Cleveland licenses are being challenged by a group called Cleveland Heights Entertainment.

In Galveston, Marr Broadcasting's KXXX is fighting off a competing application by San Jacinto Broadcasting.

## Docket 80-90 Reply Comments Due August 22

The FCC this week released its latest proposed list of FM drop-in sites under Docket 80-90. It set August 22 as the final date for broadcasters and applicants to file comments on the locations.

Because nobody expressed an interest in applying for 80 of the 684 sites originally proposed, those communities have been dropped from the list. About 200 counter-

proposals suggesting cities other than those named by the FCC have been added, however.

Meanwhile, the Commission has clarified its rules for applying for FM stations. Among other things, it stressed that Class C applicants must request 100 kw and a minimum antenna height of 300 meters (984 feet). For overheight antennas, power must be reduced so the 1 mV/m contour lies between 53 and 72 km away.

## NBMC Files EEO Challenges To Twelve Radio Renewals

Citing alleged EEO shortfalls, the National Black Media Coalition (NBMC) has filed petitions to deny the renewals of 12 Pennsylvania and Delaware radio stations. The stations challenged include WYSP/Philadelphia and WKPA & WYDD/Pittsburgh (New Kensington).

Others named by the coalition are Wilmington, DE stations WAMF, WILM, and WDEL & WSTW, plus Pennsylvania stations WMBA/Ambridge, WBVP & WKKS/Beaver Falls, WBUX/Doylestown, WKBO/Harrisburg, WNPV/Landsdale, WBCB/Lewistown, WIXZ/McKeesport.

## 7-7-7 Rule, KROQ Settlement On FCC Agenda

Several major radio items are on the Commission's agenda for this week's meeting (7-26). One is the proposed lifting of the 7-7-7 ownership limit to a 12-12-12 rule for the three categories of AM, FM, and TV.

Also up for votes will be the joint settlement agreement proposed by the contestants in the long-running KROQ-AM & FM/Los Angeles proceeding; the leveraged buy-out of Metromedia by its top executives; an NBMC challenge to the license renewal of WJRB/Madison, TN; an application for review of the AM stereo decision; and a variety of technical changes in the Commission's AM and FM rules.

## Other Key Developments:

- NRBA has awarded WQUE/New Orleans with its monthly Certificate of Merit for a public awareness campaign and hotline aimed at curbing child abuse.

- Details will be announced next week (8-1) on the joint RKO-League of Women Voters campaign to register young voters in the 18-34 demo. The project is titled "Taking Charge: A New Generation Registers To Vote."

- Radio Albany's WALG & WKAK/Albany, GA have asked the FCC for permission to undergo a distress sale to a minority buyer rather than undergo a renewal hearing on changes of EEO violations and lack of candor.

# Quello Starts Third Term Worried About Looming Radio "Anarchy"

"I'm very deregulatory," concedes FCC Commissioner Jim Quello. "But I say that I do deregulation or unregulation, but I don't do anarchy. It seems to me like we've authorized more than enough radio stations."

Quello was VP/GM of WJR/Detroit until taking his seat on the FCC in 1974. This week (7-26) Quello, 70, is to be sworn in to a third term that will, "God willing," keep him on the Commission until 1991. His radio background gives him a "certain bottom-line understanding of the impact of regulation on those that have to go out there and meet a payroll." Quello contends.



Jim Quello

That's what led him to dissent from the Docket 80-90 decision to create a thousand new FM stations. He hasn't changed his mind. But does Quello really think anarchy will result? "I hope not but I'm keeping my fingers crossed," he told R&R this week. "It's close."

## Profits Mean Better Service

"I had 28 years in the business and I realize that you can't provide a good service unless you have the economic basis for providing the service. Now I don't think the Commission should be involved with profits, but we do have to be involved, bottom line, with what kind of service the stations provide. A solvent station provides better service."

"I believe in a competitive marketplace but not to the extent that you have so many

stations that people can't make a living, or the ability to serve is injured by the economic hardship of running a station. I hope we don't come to that."

On the deregulatory front for radio Quello believes "about everything's been done that can be at the FCC. The next deregulation will probably have to come from Congress. Of course, I believe there are so many radio stations that there should be total deregulation, the same as with newspapers. Scarcity certainly no longer applies. We have more stations coming on stream — more than we need. I think the only government control you should have on radio is the necessity for a traffic cop to make sure that one person doesn't interfere with the other."

## Warns Radio To Protect Flanks

Quello warns, however, that deregulation doesn't mean broadcasters shouldn't still look over their shoulders. "Be careful," he advises. "You still have the comparative renewal in there and that takes a Congressional statute to change. You still have petitions to deny and, from the FCC standpoint, you still have to program issues. We've done a lot of deregulation but they should carefully guard their flanks and do a very thorough and conscientious job of the issues and programs they list every quarter."

Noting particularly the strength of FM today, Quello told R&R, "I like to see a strong, vibrant radio industry. It's still the most universal of all media."

# BMI Hints At New Rate Talks With Radio Trade Groups

While refusing to commit his organization to new talks on radio music licensing rates, BMI President Ed Cramer this week hinted he may be willing to resume negotiations — but perhaps not with the All-Industry Radio Music License Committee.

Last week's call by four radio trade groups for renewed talks was "a very reasonable, tempered appeal," Cramer said in a statement. He added "there are serious legal questions as to whether or not the (All-Industry) committee can actually engage in any future negotiations."

Cramer said it's "most significant" that the four trade groups — NAB, NRBA, Daytime Broadcasters Association (DBA), and Broadcast Financial Management Association (BFM) — "have now sought to become involved." But he didn't say specifically he'd be willing to negotiate with those groups.

After talks on radio royalties for BMI composers and music publishers ended in late June, the company sent new contracts to stations containing rate hikes of 10-20%, effective next January. Nearly 5000 stations have signed and returned the contracts, many under protest.

The trade associations last week called for "a cessation of hostility, a de-escalation of rhetoric, and an immediate resurrection of face-to-face discussions." They asked the committee to "refrain from bringing its threatened litigation" and asked BMI "to refrain from pressing copyright infringement actions for a period of two weeks." A BMI spokesman

said the company had no plans to bring actions during that period.

## Who Broke Off Talks?

Meanwhile, All-Industry Committee Chairman Bob Henley, KGNR & KCTC/Sacramento President, sent a letter to broadcasters accusing BMI of breaking off talks. He pledged to "do everything in our power to bring BMI back to the bargaining table so that its June 22 sledgehammer can be replaced with a fair contract."

Joining the panel to help resolve the BMI rate crisis is Berkshire Broadcasting President Don Thurston, who called the new BMI contracts "a disgrace, not only because of the arbitrary increase in fees and terms but also because BMI has acted in such an antagonistic way toward radio stations."

## BMI Stresses Arbitration Offer

In his statement, BMI's Cramer countered, "I think its particularly significant that at no time has the committee offered any explanation for its rejection of BMI's unequivocal offer to submit the matter to arbitration." He added, "It was a committee representative, in fact, who told us in June that if an agreement could not be reached — by telephone that afternoon — then all negotiations were off."



"CONVENTIONAL RADIO" — Radio went all-out to cover last week's Democratic National Convention in San Francisco. Shown here (left to right) are NAB President Eddie Fritts, talk host Larry King, New York Governor Mario Cuomo and Mutual Sr. VP/News Ron Nessen. NAB furnished TV monitors throughout the convention hall and King's show originated from San Francisco each night of the convention.

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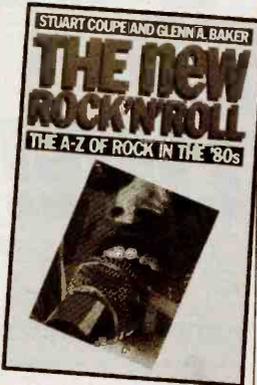
**New Rock Book Profiles Rising Stars**

Written by Australian rock critics **Stuart Coupe** and **Glenn Baker**, "The New Rock 'N' Roll: The A-Z Of Rock In The '80s" is a useful followup to the duo's previous book, "The New Music." Like its predecessor, this 192-page trade paperback is crammed with photos and offers concise biographical information on hundreds of "new wave" recording artists. Along with the more familiar British and U.S. performers, the authors devote a generous amount of attention to their lesser-known Australian and Japanese counterparts, including a fascinating history of rock music in the Land Of The Rising Sun.

Alphabetized for easy reference, the book contains all the birthdays, real names, discographies, former occupations, and professional associations anyone who suddenly has to interview one of these artists could need. The material is also helpful in creating new music trivia contests and special programming.

However, owing to the nature of publishing deadlines, certain acts who have become major stars since the book's completion are given somewhat less space than they presently deserve. And astute readers will detect several glaring errors, including a number of typos. Curiously, the book also fails to provide much descriptive information about the large volume of listed recordings. It isn't quite enough to mention that a band released three singles in 1981 and then only give the titles. What about a couple of adjectives on how the second one sounded as opposed to the first or third?

Despite this, "The New Rock 'N' Roll" is intrinsic value as a reference source is not undercut. The paperback is available from **St. Martin's Press**, priced at \$14.95. Contact **Lloyd Jassin** at (212) 674-5151, ext. 580.



**DIGITAL VS. VACUUM TUBES?**

**"Psychoacoustics" May Be The Answer**

Although it's been 80 years since the vacuum tube amplifier was invented and nearly 40 years since the development of the transistor amplifier that largely replaced it, audio purists are keeping the sound of vacuum tubes alive. According to a recent **Wall Street Journal** article, some two dozen companies are currently manufacturing tube-based audio amplifiers. That figure is up from almost none 15 years ago.

As for digital recording, with its measurable improvements in frequency response, dynamic range, and total harmonic distortion, these vacuum tube diehards simply sniff, swearing this new hardware isn't as faithful to the sound of live music as the technology of yesteryear. They also claim the true measure of recorded music quality is in the human ear, not in the specifications of the equipment that reproduces it. Unfortunately, very little is known about "psychoacoustics" — how people hear and respond to sounds.

**Surround Sound**

Whichever side of the analog-digital debate you find yourself on, you may be interested to know that several audio equipment manufacturers are trying not to upgrade their equipment's measurable performance, but to in-

crease listeners' pleasure through psychoacoustic trickery.

For example, a few years back Woodenville, WA-based **Carver Corporation** used psychoacoustics to develop an audio technique known as "sonic holography." Armed with scientific knowledge that the patterns of high and low air pressure created by sounds provide the ear and brain with important clues concerning the location of each sound's source, Carver introduced pre-amplifiers that electronically control these patterns. The stereophonic effect was improved, seemingly surrounding the listener with sound.

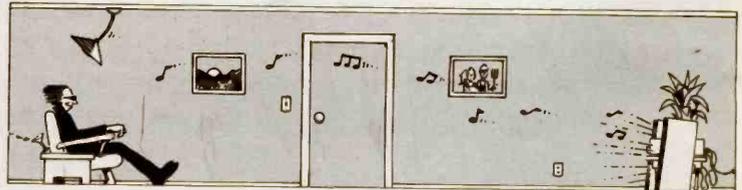
Last year, **General Motors** and **Bose**, a speaker manufacturer, used psychoacoustic research in the development of a car stereo system. The unit automatically overcomes the distortion usually created by the auto in-

terior's metal, cushions, and windows which reflect and magnify some frequencies, but absorb and diminish others.

**Latest Development**

Three months ago, Newton, MS-based **dbx Inc.** debuted the most recent advance in psychoacoustic equipment. Making use of what the company calls "soundfield imaging," dbx claims it has created a speaker system that makes it possible to hear perfectly balanced stereo from anywhere in the room.

Most stereo speakers give a suitably realistic sound, but only to listeners who are in the "sweet spot," equidistant from the two speakers. Otherwise, the effect is almost monophonic. To combat this, dbx created speakers that radiate most of their sound toward each other rather than out into the room as conventional speakers do. When a listener stands closer to one speaker, sound from that closer speaker travels more quickly to his ears, but is less intense. Sound from the farther speaker arrives later, but is more intense. This timing and intensity balance results in the sounds being heard as equivalent, creating the stereophonic illusion.



"Soundfield Imaging"

**Brand-Names Loyalty Fading**

A recent **Gallup Poll** survey reports that 42% of all users of nationally-advertised brands switch around from brand to brand within the same product category. Furthermore, 21% of those questioned said that they were less loyal to their nationally-advertised brands than they were a year ago.

The major reason for the decreasing shares seems to be an increasing acceptance of lower-priced store brands and a growing market share for private label goods of all types, even though consumers still expect better quality from the nationally-advertised brands. Does this spell the beginning of the end for similar brand loyalties among radio listeners? Can radio stations, which spend hundreds of thousands of dollars promoting listener loyalty, expect their "name-brand" image to pay off in the not-too-distant future?



**Neotek Unveils Broadcast Production Console**

The Chicago-based **Neotek Corporation** recently expanded its console line with the introduction of a "Production Console," designed for use by broadcast and video production facilities. This Production Console comes with either four or eight subgroups and a variety of input channels.

Input module options include a version with four-band parametric equalization and a stereo line input module. Logic signals from the input modules and Penny & Giles faders provide start signals to external equipment from the channel "on" switch or the fader lift. Active microphone input channels enable the operator to mute the control room or studio, while a headphone and small speaker overpress cue function are also standard features.

For more information, contact **Jerome Mills** at (312) 929-6699.

**Disney To Promote "Jungle Book" Film Via Rock Radio Spots**

In an attempt to capture a teenage audience for the upcoming re-release of its "The Jungle Book" film, **Walt Disney Pictures** is producing a series of 60-second spots designed to be aired on rock radio stations. Teens have traditionally been reluctant to attend the company's Grated animated features, but the company claims great success with its campaign for "Splash," which relied heavily upon

comic radio spots aimed at the teenage market.

The "Jungle Book" spots will take a similar approach, poking fun at teenagers who are embarrassed to be seen attending "a kid's movie." These spots will be tested in eight markets prior to the film's opening in 1500 theatres on July 27. If successful, they will be fanned out nationally during the film's second week of release.

**SPECIAL EDITION**

with **Sid McCoy**

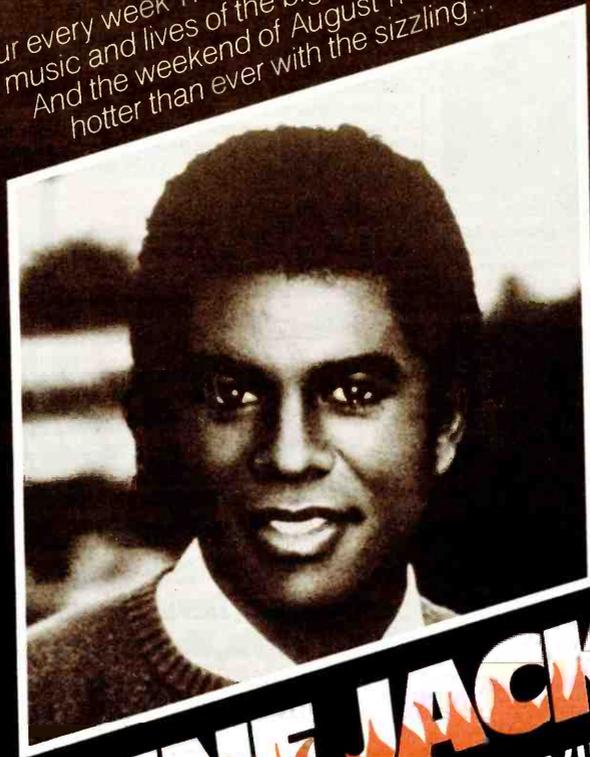
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WHEN THEY'RE HOT, THEY'RE ON...

# THE HOT ONES

with Dave Roberts

One hour every week THE HOT ONES takes a probing look at the music and lives of the biggest acts on CHR Radio. And the weekend of August 11 will be hotter than ever with the sizzling...



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RKO  RADIO SHOWS

# Pro:Motions



**GATLIN GUN** — Columbia Records recording artist Larry Gatlin shoots the breeze with United Stations Exec. VP Ed Salamon following a recent interview for an upcoming segment of "Weekly Country Music Countdown." The program will feature Gatlin's "All The Gold In California" and "Denver," and includes insights from the rest of the Gatlin Brothers Band.



**AMERICAN COUNTRY EPIC** — Epic recording artists Charlie Daniels (l) and Joe Stampley (r) recently taped an interview for "Country Closeup," produced by Narwood Productions. Between interview sessions, they posed with Narwood Exec. VP Ellen Silver.



**30 IS 1** — CBS RadioRadio's "Top 30 USA" marked its first anniversary recently with a small celebration in the program's New York studios. Smiling for the camera are (l-r) RadioRadio's Director/Programming Frank Murphy and Top 30 USA host M.G. Kelly.



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## Kutun New WTOB GSM

Mike Kutun has been appointed General Sales Manager of WTOB/Winston-Salem. He brings several years' experience as a broadcast AE, and his background also includes a stint as GSM of a New England-based wholesale furniture distributor.

## Community Service Makes Mastick VP

WDXI/Jackson, TN GM Betty Mastick has been elected VP of parent Community Service Broadcasting. A nine-year station veteran, she started out as Office Manager. In 1978 she advanced to Station Manager before being promoted to GM.

## RAB Appoints Olive

Susan Olive has been promoted to the new position of Director/Agency Relations for the Radio Advertising Bureau, where she has worked as a national marketing executive for the past year.



Susan Olive

## CBS Names New Sales Manager

Corinne Parker has been named Sales Manager for the San Francisco office of CBS/FM National Sales. Parker moves over from Torbet Radio, where she was an AE since August 1982. Prior to that she worked for KYUU and KTZO-TV/San Francisco.

## Constanza KNAX Sales Manager

Lou Constanza has been named Sales Manager for KNAX/Fresno. He comes from KEX/Portland, where he worked as Local Sales Manager.

## Johnson Manages WLS Sales

Jack Johnson has been promoted to Sales Manager of WLS-AM & FM/Chicago. He first joined the stations in 1981 as an Account Executive, following similar posts at neighboring WLAK and WLUP.

## WJBC/WBNQ Names VP/GM

Richard Johnson has assumed the position of VP/GM for WJBC & WBNQ/Bloomington. He hails from the McKnight Publishing Company in Bloomington, where he has been President/CEO for the past five years.



Richard Johnson

## Blackwood Upped at WRXL

Connie Blackwood has been promoted to Local Sales Manager for WRXL/Richmond. Blackwood is a 12-year veteran of the radio industry, having spent her last six years as an AE for WRXL.

## Silvertree Opens L.A. Office

Bo Donovan, head of the newly-formed Silvertree, Inc., has announced the opening of a Los Angeles office. The office will be managed by Scott Kenyon, a veteran broadcaster who most recently worked as Executive Producer for Drake/Chenault's "History Of Rock and Roll." The office is located at 22040 Gault, Suite 23, Canoga Park, CA 91303. Telephone: (818) 884-1788.

**1-800-251-9600. Give your listeners this number to call Ronnie Milsap, Charlie Pride, Barbara Mandrell, Alabama, Ricky Skaggs, Conway Twitty, Roy Acuff, Shelly West, Jerry Reed, Merle Haggard, the Oak Ridge Boys, David Frizzel, T.G. Sheppard, Sylvia, Waylon Jennings, Jamie Fricke, Lee Greenwood, Dottie West, Willie Nelson, Charlie Daniels, Gary Morris, Eddie Rabbitt and many more Superstars!**

Music Country Radio Network puts country music fans on the line with their favorite country stars. It's America's only nighttime two-way variety radio show, hosted by country's most unpredictable DJ, Charlie Douglas.

Between talking to and listening to country newsmakers and hitmakers, our listeners get the latest news, sports and weather, and they hear their favorite artists singing today's top country music.

Put Charlie and his friends on the air at night, and put your listeners on the line.

MCRN proudly welcomes Joe Archer, our new Senior Vice President of Advertising Sales, Music Country Radio Network (313) 649-3230.

For full information contact Glen Serafin, (202) 966-7214, or Charlie Douglas, (616) 889-8696.



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# A TALK SHOW that interests 77.5% of 25-34 year-olds?

(Independent research conducted by Frank N. Magid Associates)



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**AHEAD** will also feature a stock tip-of-the-week, reviews of touring seminars on career and financial strategy, and profiles of successful young entrepreneurs.



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Whether your listeners like AOR, CHR, or AC . . . they all like money. Be the station in your market that leads your listeners to financial success.

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# NETWORKS

## PROGRAM SUPPLIERS



REED BUNZEL

### A MATTER OF CHOICE

## Shopping For A Network

The traditional role of the radio network is changing. While news is still the programming core for most of them, many networks also offer a lot more. Because of competition and fragmentation, the nets are finding that special programming can be just as important as having a strong news team when it comes to finding and keeping affiliate stations. While on-the-hour news is central to any network affiliation, many stations are looking for much more to meet the demands of its listeners and advertisers. This week's column takes a look at what the "new" networks have to offer, and how a station can use its network to its greatest advantage.

The longstanding idea behind networks is that they exist to offer programming services that the stations probably couldn't provide by themselves. While many stations have come to take networks for granted, using news reports and sports updates on a regular basis, many have found that an affiliation can offer much more. To identify the benefits of affiliation, what to look for when selecting a network, and how stations and networks can work together to the advantage of both, I spoke with ABC, CBS, Mutual, and NBC.

### More Than A News Service

Obviously, every network feels that a station is in a much better business position when it becomes an affiliate. In support of this ubiquitous position, Mutual VP/Station Relations Ben Avery explains, "Networks offer the station programming — in areas such as news, sports, entertainment, and information — that it could not do for itself. Most stations, even the major market facilities, have trouble producing national news on an on-the-hour basis, so if a station is going to pick a network, it ought to look for one that will program to the wide range of needs that a station has."

Bob Benson, VP/Sr. Exec., ABC Radio Networks, concurs. "Networks exist for only one reason," he comments. "We are here to do things for stations that they don't have

the time, manpower, or resources to do individually. To a degree, a network is really no more than a co-op. If I were managing a station, the first thing I would look for would be an organization I could trust and work with. You have to be able to talk with people who understand your kind of radio station, format, and demographics, and who are attuned to what kind of things you are into."

### TWO OF A KIND

## A Network Balancing Act?

Can a station sign with more than one network and provide adequate service to its listeners and advertisers? Some stations do it, others wouldn't think of it, while the networks themselves can be divided on the question. Ben Avery, VP/Station Relations at Mutual, and Dick Brescia, Sr. VP/CBS Radio Networks, offer the "yeas" and "nays" of the issue:

**Ben Avery:** "There's nothing that says you have to be Mutual exclusively, and networks should be able to work together for a station. We feel that we have to make the network available on an exclusive basis in a marketplace, but if someone wants to add us on in a market, we're all for it. If they want to mix news while fulfilling commitments to both networks, we're happy to let them do it."

**Dick Brescia:** "There are some stations that do mix networks, but I personally feel that that doesn't work too well. When broadcasters do that, they usually have a couple of major motivations. One of those motivations is money — station compensation. Another is that they want to have two sources of news because that will help them program the hour a little easier. But I'm not sure that this is a proper way to go about trying to serve the listeners. A station is really better off with one network. It doesn't create confusion, and it makes it easier for the sales department to say 'We're the CBS station in town, or I'm the RKO station.' When a station has two networks it is difficult to promote both of them without creating some sort of confusion in the minds of the listeners and the advertisers."

in contention. The selection process is a long one, and should be approached with diligence that extends beyond today's immediate challenges.

Obviously a station's programming concerns are somewhat dictated according to the size and needs of the market. One question that arises from this is whether a network can simultaneously serve the interests of both the small and large market stations. Nancy Cook, Director/Affiliate Rela-

two-way communication. In the "old days" of networks, stations usually affiliated with whatever network was either available or most suitable, then took whatever programming was sent down the line. Today, however, stations are encouraged to become a part of the programming process. Increased competition has led to more communication between network and station, with both realizing that the route to success is a two-way street.



Ben Avery



Dick Brescia



Nancy Cook



Stephen Soule



Bob Benson

Every station has needs that can be fulfilled by a network, but the station has to be willing to identify those needs and admit that a network can help. Dick Brescia, Sr. VP/CBS Radio Networks, explains, "There is an entire shopping list of items that a network can do better than a radio station. Obviously the first thing is providing credible network news coverage. Networks have an established credibility, in the minds of both the listeners and the advertisers, that enhances the standing of the station and the community. This is something that helps the station set itself apart."

### A Matter Of Choice

Whichever network a station chooses depends on what that station has as its game plan: its plan for progress, improvement, and its business strategy. If a station wants to affiliate with a network, it is largely because that network fits into the general scheme of things. Brescia continues, "For instance, if a station is an AM, the marriage with a network is one that will have an impact 52 weeks of the year. The same thing is true with an FM. The programming elements that the networks are getting into, and that the stations have a good appetite for, have shown that there is a whole supermarket of things that a network can provide. Basically, a network is designed to attract listeners to the station and broaden its base."

When going through the selection process, the general manager has to sit down with the program director, the news director, the sales manager, and even the promotion manager, and discuss the advantages and disadvantages of each network

tions at NBC's Source, believes that a good network should be able to fulfill the needs of stations of any size. "Small-market stations are looking for several things. The news and information have to be top-notch, something they couldn't possibly deliver as well as a network. Also, they are interested in the image the network will bring to the station. Plus, smaller stations like the sound of national spots, more than they'd normally have, which brings a lot of local co-op and coattail business.

"On the other hand, a large market station is looking for news and information coverage that they couldn't possibly buy for themselves," she continues. "In addition, in terms of entertainment programming, a network can deliver programming that would be difficult to produce individually — no matter what market the station is in."

"Stations are encouraged to become a part of the programming process. Increased competition has led to more communication between network and station, with both realizing that the route to success is a two-way street."

### Communication: The Name Of The Game

The best relationship that a station can build with its network is one that includes

"The best way a station can use a network is to stay in touch with the in-house consultants," says Mutual's Avery. "The regional managers that the networks provide are an essential link. If the stations stays in touch with that person, and communicate with them about programming, or news, or whatever, both sides will benefit. Communication is very important for a good relationship."

Maintaining a continuous dialogue between a network and a station is a twofold process, according to Stephen Soule, VP/Affiliations, NBC Radio Networks. "The station has to understand what the network can and cannot do," he says. "It also has to constantly tell the network what it wants. There are more stations doing this today than ever before, but many still just sit back and let the network dictate what to do. In a sense, the squeaky wheel gets the grease, and the station should be telling the network what it wants. They have to let their feelings be known."

"The most important question to ask is how well do you know the network," concludes ABC's Benson. "If you are with the right network, it's going to be one that will talk with you, one that will take the time and effort to get to know you and your needs. The real key is to know what the network can offer, and make it work for you. The general manager should feel that there can be a lot of two-way input. Most radio stations are finding that affiliating with a network can be a cooperative venture, and the answer lies not in the performance, not in the promise."

## Network Spots

Westwood One has inaugurated its new satellite uplink facility in California with the digital transmission of its new CHR-oriented program "Future Hits." The one-hour feature, spotlighting upcoming record releases and the hottest current hits, is hosted by Joel Denver and produced by Nancy Conover... Kalamusic, the Michigan-based syndicator of radio programming formats, has appointed Ardrey Media to market all its formats in Arbitron-rated markets across the country... Broadcast News Ltd., a Canadian broadcast news service, has announced that it will begin satellite delivery of its audio programming in September. The company has signed an agreement with Canadian Satellite Communications to deliver the news service on Anik D-1... AP Network has begun a new series, "Are You Better Off, America," scheduled for broadcast this summer. The program travels to various regions of the country, and is designed to translate the presidential campaign into understandable terms... For the past two months, MJI Broadcasting's "Metalshop" has conducted a nationwide search for the first six members to be inducted into the Heavy Metal Hall Of Fame, to be located at New York's Hard Rock Cafe. The winners will be announced on a special edition of the program later this month.

**BRUCE  
SPRINGSTEEN**

"COVER ME"

**RUSH  
RELEASE**

**HERBIE  
HANCOCK**

"HARDROCK"

**PSYCHEDELIC  
FURS**

"HERE COME COWBOYS"

**IN THIS  
WEEK'S  
R&R**



COLUMBIA RECORDS

# MUSIC CALENDAR

# NEWS & INFORMATION FEATURES July 30-August 10

## The Week Of AUGUST 6-10

BBC Rock Hour (LW)
Psychelic Furs (8/5-10)
Country Closeup (NP)
Janis Fricka (8/6-12)
Earth News (WW)
Dan Hartman/Eddy Grant/Ratt (8/6-10)
Gary Owens' Supertracks (CRN)
Pete Townshend Pt. 1 (8/6-10)
Live From Gilley's (WW)
Johnny Lee (8/6-12)
Music Makers (NP)
Stan Kenton Tribute II (8/6-12)
Off The Record (WW)
Elio Costello & The Attractions/ Billy Squier/Da (8/6-10)
Off The Record Specials (WW)
Kinks Pt. 1 (8/6-12)
Special Edition (WW)
Patrice Rushen (8/6-10)
Star Trak Profiles (WW)
Jefferson Starship (8/6-12)

## Saturday AUGUST 4

Country Calendar (CW)
Ed Bruce
Rock Over London (RI)
Style Council
Solid Gold Saturday Night (RKO)
Four Seasons

## Sunday AUGUST 5

Country Calendar (CW)
Jerry Reed
Live From The Record Plant (RKO)
Greg Kihn
RadioScope (LBP)
Hot Fun
Music Of The City (SI)
Story Of Motown

## Monday AUGUST 6

Behind The Music (RKO2)
Carly Simon
Checkin' In (RKO2)
Larry Gartin
Country Calendar (CW)
David Allen Case
Guest DJ (PFM)
Tony Carey
Private Session (RKO1)
Scandal
Rare Trax (CW)
Sage
Retro Rock (CW)
Woodstock 1

## Tuesday AUGUST 7

Behind The Music (RKO2)
Irene Cara
Checkin' In (RKO2)
Conway Twitty
Country Calendar (CW)
Janis Fricka
Private Session (RKO1)
Scorpions
Rare Trax (CW)
Sage

## Wednesday AUGUST 8

Behind The Music (RKO2)
Ray Parker, Jr.
Checkin' In (RKO2)
Qua Herdin
Country Calendar (CW)
George Strait
Private Session (RKO1)
Rick Springfield
Rare Trax (CW)
Steely Dan

## Thursday AUGUST 9

Behind The Music (RKO2)
Genesis
Checkin' In (RKO2)
Den Fields
Country Calendar (CW)
Kenny Rogers
Private Session (RKO1)
Prefontaine
Rare Trax (CW)
Loverboy

ABCD = ABC Direction Net  
 ABCE = ABC Entertainment Net  
 ABCR = ABC Rock Net  
 ASR = All Star Radio  
 CB = Continuum Broadcasting  
 CBS = CBS Radio  
 CBSR = CBS Radio/Radio  
 CRN = Creative Radio Net  
 DIR = DIR Broadcasting  
 CW = Clayton Webster  
 GSN = Global satellite Net  
 IN = Interview  
 IS = IS INC  
 LBP = Lee Bailey Prod.  
 MBS = Mutual Broadcasting  
 MLI = MLI Broadcasting  
 NBC = NBC Radio  
 NP = Newwood Productions  
 PFM = PFM Inc.  
 PG = PG Prod.  
 PIA = Public Interest Net  
 RI = Radio International  
 RKO = RKO Radio Net  
 RKO1 = RKO One  
 RKO2 = RKO Two  
 SBS = Strand Broadcast  
 SI = Syndicate It  
 SOU = NBC The Source  
 SP = "The Spirit" Productions  
 US = The United Stations  
 WW = Westwood One

## Friday AUGUST 10

Behind The Music (RKO2)
Juice Newton
Checkin' In (RKO2)
Ronnie McDowell
Country Calendar (CW)
Producer Bruce Nevins
Private Session (RKO1)
Quiet Riot
Rare Trax (CW)
Loverboy

## The Weekend AUGUST 4 & 5

American Christian Countdown (SP)
Prodigal
Budweiser Concert (WW)
DeeDee
Captured Live (PG)
Genesis
The Countdown (WW)
Jeffrey Osborne/Brothers Johnson
Countdown America w/John Leader Go Go's (IS)
Dick Clark's Rock, Roll, & Remember (US)
Tommy James
Don & Deanna Bleeker Street (CB)
60s Mind Excursion (WW)
Dr. Demento
10th Anniversary Of Watergate (CRN)
Gary Owens' Supertracks
Savage To "Mullaboo"
The Great Sounds (US)
Johnny Ray
Interview (IN)
Pete Townshend
Lee Arnold On A Country Road (MBS)
Tanya Tucker w/Bobby Bare/ T.G. Sheppard/Ronnie Miletap
Rare & Scratchy Rock & Roll Spinners (PIA)
Rick Dees' Weekly Top 40 (US)
Jefferson Starship
Rock Chronicles (WW)
More On Critics
Rock Album Countdown (WW)
Box Of Frogs/John White
Rock Report (SOU)
Quiet Riot/Dennis DeYoung
Solid Gold Country (US)
Ronnie Miletap
Source Concert (SOU)
The Big Beat
Superstars Rock Concert (WW)
Duran Duran
Top 30 USA (CBSR)
Dusty Springfield
Weekly Country Music Countdown (US)
Merle Haggard

## Comedy

Jack Carney's Comedy Show (CW)
Show Biz (7/30)
Laugh Machine (PRN)
David Brainer/Rip Wilson/John Bickerson/ Bill Cosby/Henry Youngman (7/30-8/3)
Radio Hotline (ASR)
Sharon Sedgewick/Driving/The Mechanics/ I Wanna Be Loved By You/ Answer Machine/It's So Depressed (7/30-8/3)
Stevens' & Grdnic's Comedy Drop-ins (ASR)
Winning Through Inimination/Alexander Hagg's Rockie/Concert/Mr. Doctor's Doctor/ You're Tense (7/30-8/3)

## General Information

Brad Messer's Daybook (WW)
Aquatic motors/Chip 25th Anniversary (7/30)
Straddled wheat/mosquitos (7/31)
Francis Key/felt-tip pen (8/1)
Carroll O'Connor/postboxes (8/2)
Elevators/Marilyn Monroe (8/3)
Computer Program (PRN)
Arcade games/home computers/computer accessories/voice synthesizers/graphics (7/30-8/3)
Larry King Show (MBS)
Nancy Stearns (7/30)
Rick Barnard (7/31)
Edward Cassese (8/1)
Ed Snyder (8/2)
Minding Your Business (NP)
Keeping Key People/School Computers (7/30)
Relocation: Costs/Counterfeit Goods (7/31)
Electronic Mail (8/1)
Electronic: Scales/Managing Leisure Time (8/2)
Flexible Work Schedules/M.B.T. Associates (8/3)
Radiorobics (SI)
Exercises For The Back (7/30-8/3)
Smart Money (RKO1)
Disadvantages Of Real Estate (8/6)
Private Business Deal (8/1)
Utility Junk-Bonds (8/3)
Sound Advice (PRN)
Microphones/recording sessions/ getting good takes/natural stereo (7/30-8/3)
Waldenbooks Report (WW)
Clare Francis' "Night Sky" Barbara Tuchman's "March Of Folly" Glenn Kaplin's "The Big Time" (7/30-8/3)

## News/Talk/Sports

News Blimp (PRN)
PG-13/new music designs/digital TV/ mail crime/bigger trucks (7/30-8/3)
Newsline (NBC)
Betterson: Why Do They Do It? (7/30-8/3)
Olympic Dreams (SI)
Diana Durham/Diane Williams/medical barrier (7/30-8/3)
Source Report (SOU)
The Second Rape (7/28-28)
Sporting News Report (CW)
Mary Decker/Wade Boggs/Mac Wilkins/ Julie Brown (7/30-8/3)

## Entertainment

Assignment Hollywood (MBS)
Mark Harmon (7/30)
Lillian Monaghan (7/31)
Adrian Zmed (8/1)
Stephanie Powers (8/2)
Pat Morita (8/3)
Entertainment Update (CBS)
Tom Burlinson/Ron Lieberman/Sprit/Rod Stewart (7/30-8/3)
Rock Notes w/ Pat St. John (ABCR)
Neil Peart/Leon Russell (7/30-8/1)

## Lifestyle

Beat The System (RKO1)
Beat the lie detector (7/31)
Swing Loans (8/2)
Lifelines w/ Bill Fantini (ABCR)
High Productivity (7/30)
Automation & Industry (7/31)
Court Bars (8/1-3)
Mind Games (RKO1)
Sports Superlatives (7/23)
Vanished Twin Syndrome (7/24)
Night Shifts (7/25)
Gut Feelings (7/26)
Paper Prisons (7/27)
Playboy Advisor (WW)
She has fidelity double standard/she sleeps about ex's/always ready/she enjoys foreplay/casual VD/she's only woman in office/overdoing aerobics/male crimes/ school love/hot tub fun (7/30-8/3)
Spaces & Places (WW)
How To Buy A Car (7/30-8/3)

## PEOPLE

● Paul McQuillan has been promoted to Regional Manager in Drake-Chenault's Consulting Sales Division. He formerly was in the company's Special Features Division, and has a background of radio and general broadcast sales.

● Suzanne Allisberg has joined the Mutual Broadcasting System as Research Assistant II, and will be based in the network's New York office. Before coming to the network she was with Harper & Row Publishers and Compton Advertising, and was also a Research intern at WNBC/New York.

● NBC has named Larry Miller Regional Manager for the Source. He comes to the network from WHITZ-New York, where he was Commercial Production Manager. He began his career in 1975 as nighttime air talent at WBRS/Waltham, MA, and later moved on to WAFF/Worcester, WCAS/Cambridge, and WBOS/Boston. Before joining WHITZ in 1983 he was Operations Director at Radio Computing Services in Englewood, N.J.



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**FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!**



# The One-On-One Experience

One of the reasons for this column's existence is to alert the industry to new and interesting ideas in the world of research. One of those concepts came to my attention recently, and I thought you'd want to get a quick look at this item: a new approach to handling focus groups.

To review, focus groups are discussion panels, usually consisting of ten or so persons, whose perceptions about your station and/or the competition are drawn out by a skilled moderator through several means. Questionnaires and verbal responses comprise the bulk of the information obtained in such research. Focus groups are best used to get a feel for *what* is on the minds of a cross-section of the target, not to determine *how many* people share those opinions. This limitation is in effect because of the small sample size (a focus group project usually totals 40-60 respondents).

Now it seems that the folks at Surrey Research have a new twist on the traditional focus group concept. To delve into this new (to radio at least) research tool, I recently interviewed Surrey's Executive VP Doug Jones about Individual Focus Sessions. Since Doug and I have both done a few zillion focus groups in our careers, I was curious about his IFS technique.

## Individual Focus Sessions

**R&R:** *What is the Individual Focus Session concept?*

**DJ:** This approach involves one-on-one interviews between the moderator and just one respondent, not the usual ten or so in the usual focus environment. Through this technique you can solicit 40 individual opinions instead of getting a consensus from four focus groups.

**R&R:** *Tell my readers how the individual session works.*

**DJ:** The screening and recruiting methods are identical to regular focus groups, but the listener is in a one-on-one conversation with the moderator. Discussions, still guided by a skilled moderator, last 30-45 minutes each, which allows plenty of time for probing the respondent's perceptions.

**R&R:** *Is there a questionnaire administered within the framework of the IFS?*

**DJ:** Yes, usually 15 minutes prior to the start of the discussion itself.

## The Pros

**R&R:** *What do you see as the benefits of this focus group technique?*

**DJ:** There are several. We feel you obtain more thorough responses, since you can spend more time with each individual than you can in a typical focus setting. Also, the peer pressure/group leader-wallflower problems are eliminated since there's just the listener and the researcher.

"Through this technique you can solicit 40 individual opinions instead of getting a consensus from four focus groups."

**R&R:** *Have you tested this method in "live" circumstances?*

**DJ:** Oh yes. We have experimented on the Surrey O&O stations, and I'm really excited about the results. We are now ready to market this concept to the industry, and expect other major research firms will soon adopt this system also.

## The Cons

**R&R:** *Each research tool has its downsides. What do you see as the problems inherent in this approach?*

**DJ:** There can be a problem with moderators, since it takes two researchers to do this properly. Moderators usually conduct interviews from 10am-10pm, and thus are able to chat with ten listeners per moderator per day. At that rate it takes two moderators two-three days to complete a typical project. This means there can be moderator fatigue owing to the long days, the researchers must be equally capable in order to ask the questions and follow up in the same way, and there is extra travel expense for the client since two people would be coming into the market.

**R&R:** *From the station perspective, one of the most fascinating aspects of focus groups is actually viewing the group interaction through the mirror-*

## Week In Review

### Arbitron, Advisory Council Prepping

Conversations with leaders of Arbitron and the Arbitron Radio Advisory Council confirm that preparations are almost complete for the upcoming meeting between the two bodies. According to ARAC Chairman Ed Giller and Arbitron VP Bill Livek, two issues will dominate the August 6-8 gathering. One vital topic will be how the ratings service should handle the call letter crediting problems cropping up as a result of deregulation. Additionally, the topic of Arbitrends, and whether or not their available demos should be expanded, will be on the front burner.

According to Livek, "So far stations have found that the 18+ numbers are good indications of how well/poorly they did in the station's target demos. Thus, the issue to be resolved is do we need more demos or why are you afraid of more demos?"

There will be a new Council member effective with the August session. Owing to career moves, Don Hibbits will be stepping down as the Country representative for the top 50 markets. Dave Fuellhart, General Manager of WPOC/Baltimore, will succeed Hibbits for the remainder of the term.

### Birch Reports Delayed

A combination of factors has delayed the release of the spring Quarterly Summary Reports from Birch Radio. According to Tom Birch, "We are running upwards of two weeks late in getting the QSRs out, although monthlies are going out on schedule." Birch Radio President David Gingold cited three reasons for the tardy report cards; a greatly expanded client base, the extra time necessary to produce separate qualitative reports for the first time, and damage done to hardware by lightning. "Rapid delivery is our first priority, but we're not going to let something fly out the door that hasn't been through our quality control checks first," Gingold told R&R.

*equipped conference room. Is this still possible under your technique?*

**DJ:** There's no doubt that this method makes viewing more of a pain in the ass for clients who may be unable to sit through 40-60 interviews. However, some clients may want to sit in on a selected sample of interviews in the morning, go back to work, and resume viewing during the evening. Also, there are some clients who don't care about watching the research, so we could conduct the interviews in non-viewing environments.

**R&R:** *Is there a hassle in getting working women represented in the sample?*

**DJ:** There could be. In order to get men to come during the evenings you normally have to use ladies for all the daytime sessions. This often precludes working women, although an extra day's worth of discussions could be done to have female working groups held in the evening.

**R&R:** *Finally, Doug, what about the cost of this system?*

"Even if the moderator is a super-klutz, the questionnaire given out prior to the discussion stage of a group ascertains opinions from the wallflowers as well as the dominant ones."

**DJ:** We expect the IFS approach will be several thousand dollars more than normally-conducted focus groups. However, we feel this technique is the happy medium between focus groups and phone surveys; thus the expense may be workable for stations that can't afford to do both types of research on a full-scale basis.

**R&R:** *Any parting words of wisdom on the IFS approach?*

**DJ:** We feel this system generates much more incisive intelligence than typical focus groups, and thus we're

very high on it. I know that unless some specific situation arises I'll never do routine focus groups again.

"We expect the IFS approach will be several thousand dollars more than normally-conducted focus groups. However, we feel this technique is the happy medium between focus groups and phone surveys."

So there you have it, an introduction to Surrey's IFS concept. Doug Jones is an excellent researcher, and if he feels this strongly about IFS, maybe it's worthwhile. If you are considering having focus groups done, you may want to think about this method and talk with Surrey in more detail.

## My Thoughts

What are my thoughts on the IFS technique as outlined by Doug? Keeping in mind that my perceptual research firm competes with his, I think the following points may be worth your consideration. First, while the one-on-one interview may indeed be very thorough, it may also be sterile or unnatural. Focus groups, with all the problems cited earlier correctly by Doug, benefit from the group interaction if a skillful moderator is in charge. Even if the moderator is a super-klutz, the questionnaire given out prior to the discussion stage of a group ascertains opinions from the wallflowers as well as the dominant ones. Finally, you may want to investigate the cost and weigh whether or not the expense of this system is offset by the superb results Surrey has apparently found in its tests.

At any rate it's always exciting to see a major research firm come up with some new research sizzle. Time will tell if Individual Focus Sessions are the wave of the future, but at least they'll be a hot discussion topic in the near future.

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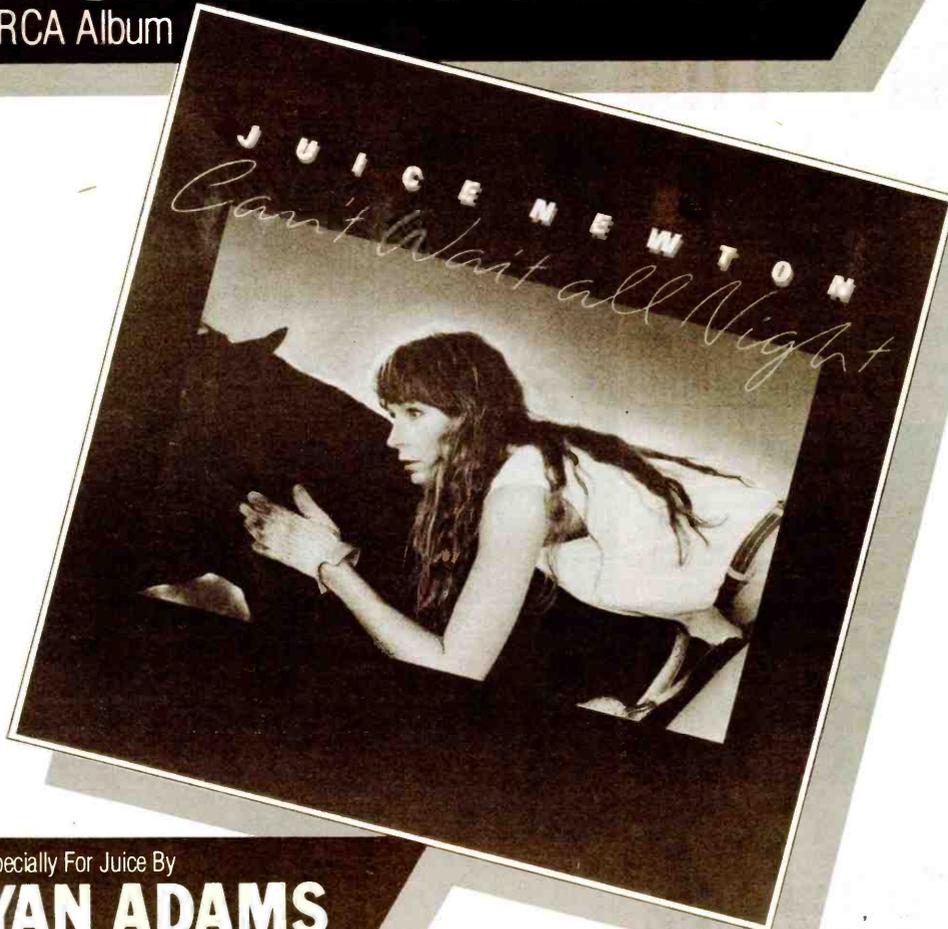
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# RATINGS REPORT

# Spring '84 Arbitron Advances

## ARBITRON RADIO

### Denver

KOSI Flirts With Double Digits; KPKE Strengthens Second-Place Niche; KIMN Edges KOAQ For CHR Crown; AOR Race Tightens

Winter '84 Spring '84

KOSI (BM)	9.5	9.9
KPKE (CHR)	6.8	7.9
KOA (Talk)	6.7	5.7
KIMN (CHR)	4.7	5.2
KOAQ (CHR)	5.0	5.0
KMJI (AC)	4.5	5.0
KYGO (Ctry)	5.1	4.9
KBPI (AOR)	6.0	4.4
KAZY (AOR)	3.8	4.2
KBCO (AOR)	4.4	4.0
KLZ (Ctry)	4.5	4.0
KPPL (AC)	3.4	3.3
KEZW (BBnd)	3.6	3.2
KNUS (N/T)	2.3	2.9
KVOD (Clas)	3.5	2.5
KDKO (Urbn)	2.5	2.4
KRZN (Gold)	2.6	2.0
KBRQ (Ctry)	1.1	1.6
KDEN (News)	1.6	1.6
KBRQ-FM (Ctry)	1.8	1.5
KKBB (Easy)	1.3	1.4
KADE (AOR)	-	1.0
KTCL (AOR)	.5	1.0
KHOW (AC)	3.7	4.7

(station determined to have engaged in survey activities.)

## ARBITRON RADIO

### Miami-Ft. Lauderdale

WHYI Keeps Cruising Along; WLYF Slips; WINZ-FM Rises To Third; WAIA Ties WAXY For A/C Honors

Winter '84 Spring '84

WHYI (CHR)	8.3	8.4
WLYF (BM)	8.0	7.6
WINZ-FM (CHR)	6.7	7.5
WQBA (Span)	7.2	7.2
WINZ (News)	4.3	3.8
WAIA (AC)	3.3	3.7
WAXY (AC)	3.6	3.7
WEDR (Blk)	3.7	3.4
WRHC (Span)	3.5	3.1
WWJF (AC)	3.5	3.1
WIOD (N/T)	3.2	3.0
WNWS (News)	4.3	3.0
WSHE (AOR)	3.4	3.0
WKQS (Ctry)	3.0	2.8
WCMQ-FM (Span)	3.3	2.7
WLVE (AC)	2.5	2.7
WQBA-FM (Span)	2.5	2.7
WLQY (BBnd)	1.8	2.3
WEZI (AC)	2.1	2.2
WTMI (Clas)	2.5	2.2
WFTL (AC)	1.0	2.0
WKAT (BBnd)	1.1	1.9
WOCN (Span)	1.9	1.9
WCKO (AOR)	1.3	1.7
WQAM (Ctry)	1.6	1.6
WCMQ (Span)	1.4	1.5
WSUA (Span)	1.5	1.4
WGBS (N/T)	1.3	1.3

## ARBITRON RADIO

### New Orleans

WYLD-FM Widens Lead; WEZB Still Strong Second; Other Winners Include WRNO, WBYU, WQUE-FM

Fall '83 Spring '84

WYLD-FM (Blk)	14.1	14.9
WEZB (CHR)	12.5	11.7
WRNO (CHR)	6.5	7.3
WBYU (BM)	5.7	7.0
WQUE-FM (AC)	4.2	6.4
WAJY (AC)	5.3	5.9
WLTS (Urbn)	7.1	5.8
WBOK (Rel)	5.2	5.3
WNOE-FM (Ctry)	6.6	5.3
WWL (Talk)	4.9	4.9
WSMB (AC)	4.2	3.5
WNOE (Ctry)	3.7	3.4
WTIX (AC)	3.7	3.4
WYAT (Gold)	2.2	2.6
WYLD (Blk)	2.6	2.6
WWIW (BBnd)	2.1	1.6

## ARBITRON RADIO

### Riverside

KIIS Even More Dominant This Sweep; KDUO, KGGI Hold 2-3; L.A. AORs Drop, KCAL-FM Leads Pack

Fall '83 Spring '84

KIIS (CHR)	8.2	8.7
KDUO (BM)	6.7	5.9
KFI (AC)	5.6	5.6
KGGI (AC)	4.3	4.7
KBIG (Easy)	3.4	4.5
KNX (News)	3.2	4.0
KMPC (BBnd)	2.3	3.6
KABC (Talk)	3.1	3.3
KCAL-FM (AOR)	2.9	3.2

KLOS (AOR)	4.6	3.0
KKCK (Ctry)	1.9	2.8
KMET (AOR)	4.5	2.8
KQLH (AC)	2.5	2.4
KOST (AC)	2.4	2.4
KRTH (Gold)	4.2	2.3
KOLA (AOR)	3.3	2.3
KFXM (CHR)	1.3	2.2
KNTF (Ctry)	1.7	2.1
KUTE (Urbn)	.7	1.8
KNSE (Misc.)	-	1.4
KDIG (Ctry)	1.1	1.3
KFAC-FM (Clas)	.7	1.3
KLAC (Ctry)	3.3	1.3
KMEN (Gold)	1.3	1.1
KBRT (BBnd)	.6	1.1
KKHR (CHR)	1.7	1.0

### Format Legend

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



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# RATINGS REPORT

# Spring '84 Arbitron Advances

## ARBITRON RADIO

### Indianapolis

**WIBC, WZPL Stronger, Extend Dominance; WXTZ, WENS Post Vigorous Gains; WFBQ, WTLC Slip**

	Fall '83	Winter '84	'84
WIBC (AC)	15.9	16.2	
WZPL (CHR)	14.6	15.1	
WFBQ (AOR)	9.9	9.6	
WXTZ (BM)	8.6	9.6	
WENS (AC)	6.0	6.7	
WFMS (Ctry)	6.6	6.6	
WTLC (Urbn)	7.7	6.0	
WIRE (Ctry)	7.6	5.6	
WNAP (CHR)	3.9	4.7	
WMLF (BBnd)	3.6	2.9	
WNDE (AC)	1.7	2.6	
WGTC (Ctry)	1.6	1.8	
WATI (BM)	1.1	1.6	
WXIR (Rel)	1.0	1.4	

## ARBITRON RADIO

### Sacramento

**KCTC Climbs Top Rung As KEWT Segues To KSKK; KZAP Rebounds Into Second; KSFM Stronger; KAER Widens Country Lead; KFBK Doubles**

	Fall '83	Spring '84	'84
KCTC (Easy)	6.6	8.6	
KZAP (AOR)	6.8	8.3	
KSFM (CHR)	7.2	8.0	
KXOA-FM (AC)	9.1	7.9	
KAER (Ctry)	6.8	7.3	
KFBK (News)	3.1	6.4	
KRAK (Ctry)	6.3	6.3	
KGNR (Talk)	5.0	4.2	
KROY (AOR)	4.6	3.8	
KHYL (AC)	3.3	3.5	
KSKK (Ctry)	—	3.5	
KWOD (CHR)	5.3	3.4	
KXOA (BBnd)	2.3	3.4	
KPOP (CHR)	3.2	2.5	
KGO (N/T)	2.7	2.4	
KFRC (CHR)	1.6	2.3	
KNBR (AC)	2.2	2.0	
KFIA (Rel)	.9	1.3	
KGMS (Easy)	1.5	1.0	

## ARBITRON RADIO

### Seattle

**KIRO, KOMO Slip, Still 1-2; KUBE Hits All-Time High; KISW, KPLZ, KVI Take Notable Strides**

	Winter '84	Spring '84	'84
KIRO (News)	8.6	7.8	
KOMO (AC)	7.7	6.5	
KUBE (CHR)	5.5	6.5	
KBRD (BM)	5.8	6.2	
KSEA (BM)	4.6	4.8	
KISW (AOR)	3.9	4.7	
KPLZ (CHR)	3.7	4.7	
KIXI (BBnd)	4.5	4.6	
KLSY (AC)	4.5	4.2	
KNBQ (CHR)	4.7	3.9	
KVI (AC)	1.7	3.4	
KJR (AC)	2.7	3.3	
KRPM (Ctry)	2.5	3.3	
KEZZ (AC)	3.2	3.2	
KZOK (AOR)	3.7	3.2	
KMPS-FM (Ctry)	3.9	3.0	
KING-FM (Clas)	3.4	2.9	
KCMS (Rel)	3.2	2.4	
KMPS (Ctry)	2.6	2.2	
KIXI-FM (AC)	2.3	2.1	
KKFX (Urbn)	1.6	1.6	
KING (News)	1.9	1.5	
KTAC (CHR)	1.0	1.1	
KKMI (AC)	—	1.0	

## ARBITRON RADIO

### San Antonio

**KTFM Steady On Top; KQXT Rises To Runner-Up Slot; KKYY Ties KAJA For Country Honors**

	Fall '83	Spring '84	'84
KTFM (CHR)	9.3	9.5	
KQXT (BM)	7.9	8.5	
KXZL (AOR)	8.0	7.4	
KAJA (Ctry)	7.4	7.3	
KKYY (Ctry)	5.3	7.3	
KISS (AOR)	6.0	6.3	
KTSA (AC)	6.0	6.1	
KCOR (Span)	9.1	5.5	
KITY (CHR)	4.1	5.3	
KLLS-FM (AC)	4.9	5.2	
KBUC-FM (Ctry)	4.6	4.5	
WOAI (N/T)	5.0	4.5	
KONO (AC)	4.8	3.1	
KAPE (Blk)	1.3	2.6	
KSAQ (CHR)	.6	2.3	
KEDA (Span)	2.6	1.9	
KBUC (Ctry)	.8	1.6	
KWED (Misc)	—	1.6	
KGNB (AC)	1.0	1.1	



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## ARBITRON RADIO

### Kansas City

**KMBR Stable, Emerges As New Leader; WDAF Down Three, Lands In Fourth; KCMO Adds Two; KUDL Tightens A/C Race**

	Winter '84	Spring '84	'84
KMBR (BM)	9.8	9.7	
KBEQ (CHR)	9.7	8.4	
KCMO (N/T)	6.0	8.0	
WDAF (Ctry)	10.7	7.7	
KLSI (AC)	7.7	6.9	

KFKF-FM (Ctry)	6.6	6.8
KUDL (AC)	4.6	6.3
KYYS (AOR)	6.3	5.9
KPRS (Blk)	5.5	4.7
KMBZ (N/T)	3.7	4.6
KJLA (BBnd)	4.8	4.3
WHB (AC)	4.0	3.7
KCMO-FM (Ctry)	3.5	3.7
KKCI (AOR)	3.2	3.0
KZZC (CHR)	1.5	2.2
KXTR (Clas)	1.0	1.8
KCFX (AOR)	.7	1.5
KCXL (Urbn)	.6	1.5
KPRT (Rel)	1.8	1.1

### Format Legend

AC—Adult/Contemporary, AOR—Album-Oriented Rock, BBnd—Big Band, Blk—Black, BMEasy—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.

# The Big Beat

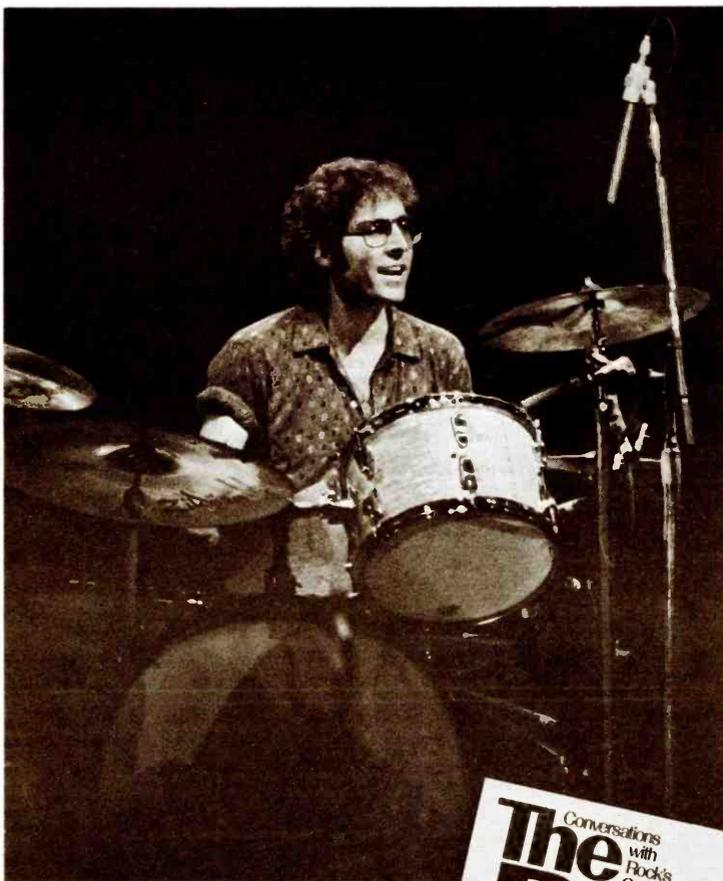
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Earl Palmer  
Jim Keltner

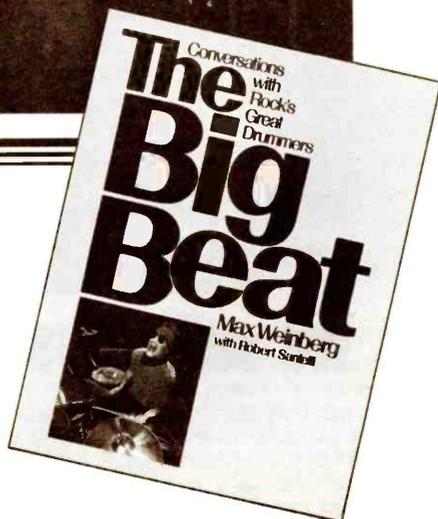
Dino Danelli  
Charlie Watts  
"Pretty" Purdie  
Levon Helm

Broadcast the weekend  
of August 3-5

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SOURCE**

NBC Radio's Young Adult Network



**RATINGS REPORT**

# Spring '84 Arbitron Advances

**ARBITRON RADIO**

## Nassau-Suffolk (Long Island)

Strong CHR Book For WHTZ, WBLI; WPLJ Advances; WALK, WNEW-FM, WHN

**Notch Gains**

	Fall '83	Spring '84
WHTZ (CHR)	6.1	7.5
WBLI (CHR)	5.2	7.4
WALK-AM & FM (AC)	4.1	5.0
WRFM (BM)	3.9	4.4
WPLJ (CHR)	3.8	4.3
WCBS (News)	4.1	4.2
WNBC (CHR)	4.6	3.9
WHLI (BBnd)	3.5	3.7
WINS (News)	3.6	3.5
WBAB (AOR)	3.8	3.2
WAPP (AOR)	4.0	3.0
WNEW-FM (AOR)	1.9	3.0
WOR (Talk)	3.9	3.0
WHN (Ctry)	1.8	2.9
WCTO (BM)	2.0	2.7
WYNY (AC)	3.5	2.7
WRKS (Urbn)	1.2	2.4
WPIX (AC)	2.6	2.3
WCBS-FM (Gold)	3.6	2.2
WPAT-FM (BM)	1.7	2.1
WLTW (AC)	—	2.0
WNEW (BBnd)	1.5	1.8
WLIR (AOR)	1.9	1.7
WBLS (Urbn)	1.0	1.5
WGSM (AC)	1.6	1.3
WLIX (Rel)	.5	1.3
WABC (Talk)	1.9	1.3
WKTU (Urbn)	1.6	1.3
WQXR-AM & FM (Clas)	1.4	1.3
WEZN (BM)	1.2	1.2
WKJY (BM)	2.0	1.1

## Atlanta

WKHX Kicks Into Double Digits; WZGC, WQXI-FM Virtually Tied; WVEE Slips; WKLS-FM Up

	Fall '83	Spring '84
WKHX (Ctry)	9.2	10.0
WVEE (Urbn)	10.8	9.6
WZGC (CHR)	10.0	9.2
WQXI-FM (CHR)	8.1	9.1
WPCH (BM)	7.3	7.0
WKLS-FM (AOR)	6.2	6.9
WSB (AC)	7.2	6.8
WSB-FM (AC)	4.9	4.8
WAOK (Blk)	4.0	4.6
WRMM (AC)	4.6	4.3
WIGO (Blk)	1.5	3.1
WGST (News)	3.9	2.9
WPLO (Ctry)	2.9	2.6
WCNN (News)	1.2	2.3
WYZE (Rel)	1.4	1.5
WQXI (Gold)	2.3	1.2
WWLT (Ctry)	.8	1.1

**ARBITRON RADIO**

## Anaheim (Orange County)

KIIS Holds At 10; Baseball Helps KABC, KMPC; KLOS Passes AOR Rivals

	Fall '83	Spring '84
KIIS (CHR)	10.6	10.0
KBIG (Easy)	6.8	7.1
KABC (Talk)	5.5	6.7
KLOS (AOR)	4.1	5.3
KMET (AOR)	5.3	4.6
KMPC (BBnd)	3.1	4.5
KJOI (Easy)	4.3	4.3
KRTH (Gold)	3.5	3.7
KIQQ (CHR)	2.4	3.6
KKHR (CHR)	2.4	3.5
KOST (AC)	3.2	3.2
KNX (News)	4.2	2.9
KLAC (Ctry)	2.1	2.6
KWIZ-FM (AC)	2.0	2.4
KROQ-FM (AOR)	3.8	2.3
KNOB (Easy)	3.0	2.1
KHTZ (AC)	2.2	2.1
KFWB (News)	2.5	2.0
KFI (AC)	2.4	1.7
KZLA-FM (Ctry)	1.6	1.6
XTRA (CHR)	1.0	1.6
KRLA (Gold)	.7	1.5
KPRZ (BBnd)	1.6	1.4
KIKF (Ctry)	1.7	1.2
KLVE (Span)	—	1.1
KWIZ (AC)	1.5	1.0
KKGO (Jazz)	1.5	1.0

**ARBITRON RADIO**

## Providence

Virtual Three-Way Tie For First — WLKW-FM Slips As WPRO-FM, WHJY Move Up; WSNE, WHJJ Show Strong A/C Movement

	Fall '83	Spring '84
WLKW-FM (BM)	12.0	10.0
WPRO-FM (CHR)	9.3	10.0
WHJY (AOR)	7.3	9.9
WHJJ (AC)	6.1	6.7
WSNE (AC)	3.4	6.2
WPRO (AC)	6.2	5.2
WLKW (BBnd)	3.6	3.7
WEAN (News)	2.8	3.4
WBRU (AOR)	2.3	3.3
WERI-FM (CHR)	.5	2.9
WBSM (Talk)	1.7	2.5
WPJB (AC)	4.0	2.4
WMYS (AC)	4.5	2.3
WHTT (CHR)	2.5	2.2
WBZ (AC)	2.3	1.9
WHIM (Ctry)	4.6	1.7
WXKS-FM (CHR)	2.0	1.7
WALE (AC)	1.6	1.6
WPEP (Talk)	—	1.4
WGNB (Ctry)	2.2	1.4
WPLM-FM (BBnd)	.5	1.3
WBCN (AOR)	.9	1.2

**ARBITRON RADIO**

## Columbus

WLWQ, WBNS-FM Stable 1-2 Punch; WXGT Reaches Double Digits; WTVN Down Without Football

	Fall '83	Spring '84
WLWQ (AOR)	12.6	12.6
WBNS-FM (BM)	11.0	11.2
WXGT (CHR)	9.7	10.1
WTVN (AC)	10.6	8.6
WSNY (AC)	8.4	8.4
WVNO (Urbn)	7.7	7.1
WNCI (AC)	5.9	5.7
WRMZ (Ctry)	4.6	5.4
WMNI (Ctry)	3.6	4.3
WCOL (BBnd)	4.9	3.7
WHOK (Ctry)	2.6	3.2
WBNS (AC)	3.9	3.0
WLOH (AC)	1.1	1.6
WBBY (Jazz)	1.5	1.5

**ARBITRON RADIO**

## Louisville

WLWU Tops Tight Double-Digit Derby; WLRS Becomes Pacesetter CHR; WRKA Rebounds; WJYL Slips

	Fall '83	Spring '84
WLWU (Blk)	10.7	10.8
WQMF (AOR)	9.7	10.5
WAMZ (Ctry)	10.3	10.4
WHAS (AC)	12.2	10.3
WVEZ (BM)	9.4	9.1
WLRS (CHR)	4.0	6.8
WCII (Ctry)	5.5	5.8
WKJJ (AC)	6.3	5.8
WRKA (AC)	4.8	5.8
WJYL (CHR)	7.0	5.7
WAVG (AC)	5.3	4.9
WAKY (Gold)	3.2	3.6
WXVW (Easy)	1.9	2.8

**ARBITRON RADIO**

## Milwaukee

Brewers Help WTMJ Score Big; WEZW Takes Second As WQFM Softens; WMYX, WISN Pick Up A/C Yardage

	Fall '83	Spring '84
WTMJ (AC)	12.5	14.7
WEZW (BM)	7.6	8.1
WQFM (AOR)	8.5	7.2
WKTI (CHR)	6.9	7.0
WOKY (BBnd)	6.5	6.1
WLUM (Urbn)	6.2	5.5
WMYX (AC)	3.8	5.1
WISN (AC)	4.2	4.9
WMIL (Ctry)	4.9	4.8
WBNS-FM (Ctry)	4.9	4.6
WNOV (Blk)	2.8	3.1
WZUU (CHR)	3.1	3.1
WEMP (Easy)	1.6	2.9
WMGF (AC)	1.6	2.7
WFMR (AC)	2.1	1.8
WLZZ (Ctry)	2.2	1.8
WBTT (CHR)	1.7	1.4
WRJN (AC)	1.7	1.1
WRKR (CHR)	2.0	1.0



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## Ontario Asks For CRTC Rule Change

In a somewhat unusual move the Canadian Province of Ontario has recommended that the Canadian Radio & Television Commission (CRTC) abandon its restrictive FM radio policy and eliminate many of the regulations enacted to support it. The recommendation was given to the CRTC at a recent hearing in Windsor, and was based upon a Joint Communications study completed for Ontario's Ministry of Transportation and Communications (MTC).

Specifically, the study shows that a majority of Windsor-area listeners bypass local FM outlets in favor of the more music-oriented FM stations across the border in Detroit. MTC Minister James Snow told the CRTC, "This serious erosion of listenership from Windsor radio stations is placing the continued existence of private, commercial radio services in Windsor at risk, given the industry's dependence on advertising dollars.

"I believe there is only one logical conclusion from all this," Snow continued, "and that is that the CRTC's FM policy and regulations must be abandoned or at least modified more significantly than they have been to date."

Currently the CRTC limits the amount and type of music FM stations may play as well as how of-

ten a specific selection may be repeated. Guidelines also limit the amount of uninterrupted music by requiring a prescribed quota of spoken content. The restrictions have been formidable obstacles for those Canadian FMs in border cities such as Windsor and Toronto where competition from less regulated American stations across the border (in Detroit and Buffalo) has been significant. The CRTC policy has also made changing formats, especially to the more contemporary approaches, somewhat difficult. It is unclear what effect Ontario's recommendation might have on the CRTC.

## Van Enoo KGU's PD

KGU/Honolulu has tapped Dan van Enoo to fill the longstanding vacancies of Program Director and morning host at the News/Talk station. Van Enoo joins KGU from KOH/Reese, where he was also PD/morning host. He replaces former KGU PD Jerry Deagherly and morning man Dick Graham, who exited some months ago.

"I couldn't find a more ideal place in the world to get a job I love," van Enoo told R&R. "We're about to move into new offices in the Waikiki Trade Center with lots

of new equipment. It's a very plush operation."

Van Enoo, a native of Holland who came to the United States at age 15, said he doesn't plan "any really significant changes" in KGU's programming. "But some fine-tuning is going on in a big way. We're trying to tighten things up and make KGU a more professional radio station."

KGU VP/GM Mark Ward commented, "I'm delighted to have Dan van Enoo as Program Director of KGU. He's the ideal person to turn the station around."

## Lewis GSM At WTOP & WTKS

WTOP & WTKS/Washington National Sales Manager Garry Lewis has been promoted to General Sales Manager, replacing David Gerard, who recently left the stations to become VP/GM at WTXL/New Orleans.

Lewis joined WTOP in 1977 as a trainee Account Executive. He previously spent seven years in the ABC Washington Bureau, where he was responsible for radio programming, and had been a lobbyist for the National Association of Contractors.

"It's a very great opportunity for me. I've been here seven years now. It makes you feel good about the company you work for," Lewis remarked. "We plan to be the best sales organization in the country."

Lewis said the current sales staff of eight will be expanded to 13, including a separate staff for the FM Beautiful Music format and a larger local staff.

In announcing the appointment, WTOP & WTKS VP/GM Michael Douglass said Lewis has shown outstanding ability as both a salesman and an administrator as National Sales Manager.

## Forem New GSM For KLAJ & KPPL

Linda Forem has been promoted to GSM at Malrite's KLAJ & KPPL/Denver. Forem, who joined the stations in July 1983 and became LSM two months later, in effect replaces current KLAJ & KPPL GM Jim Gregori, who was promoted from the GSM's post last year.

Gregori told R&R, "I knew Lin-

da was way overqualified when we hired her as a salesperson last year. My first goal was to get her into sales management as soon as possible. Linda is very well versed in our industry."

Forem commented, "This is an opportunity and a challenge that I will meet with much delight. I've

been fond of Malrite since my days as a WMMS/Cleveland listener. I'm also enthusiastic since I feel we have the best sales staff in Denver."

Before joining Malrite in 1983, Forem was an Account Executive at WPKX/Washington, DC. Her promotion is effective immediately.

# Hear What Rad

# FACE TO FACE

## "10-9-8"

**JIM FOX, Q102/CINCINNATI**

"'10-9-8' has all the elements of being a smash at the Q. It has great appeal with 24+ females."

**GREG SWEDBERG, WLOL/MINNEAPOLIS**

"When everything else sounds alike, Face To Face comes through with the most unique sounding record of the summer."

**BOB CASE, KUBE/SEATTLE**

"'10-9-8' is the perfect record for our female microwave buyers."

**STEVE NAGANUMA, KMJK/PORTLAND**

"Face To Face — we've had faith in this record from the start. Requests are kicking in."

**RICK GILLETTE, FM102/SACRAMENTO**

"It's time to face the facts. Face To Face is Top 10 in sales here in Sacramento."

**DAMIEN, KPLZ/SEATTLE**

"Face To Face — smash city. In our Top 10 requests."

**SEAN LYNCH, KNBQ/SEATTLE**

"Face To Face — don't turn the other cheek on this one. Hook city."

**SUNNY: JOE WHITE, WXKS-FM/BOSTON**

"Top 5 in Boston. It's a smash!"

Distributed by



*Epis*

**More Metal For Van Halen**



Van Halen sang "I'll Wait," but their Canadian fans couldn't and jumped into the stores — Van Halen were presented with triple platinum for their "1984" album at Maple Leaf Gardens in Toronto last month. Pictured l-r: WEA's Roger Desjardins and Herb Forgie, group's David Lee Roth, WEA's Gary Newman, group's Alex Van Halen and Michael Anthony and WEA's Bill Johnston.

**38 Special Goes To Japan**



A Japanese tour was the reason for celebration by 38 Special and guests. Pictured after the concert are: (l-r) band members Larry Junstrom and Jack Grondin, manager Mark Spector, 38's Donny Van Zant, A&M President Gil Friesen, 38's Jeff Carlisi, Alfa Records President Kuni Murai, 38's Steve Brookins, and A&M's Jason McCloskey.

**"Earth" To Dolby**



Thomas Dolby was given a glass etching of Planet Earth in honor of his "Flat Earth" LP, posed at a recent video dance party in Los Angeles. Pictured here l-r: Capitol Sr. VP Walter Lee, Capitol President Don Zimmermann, Dolby, Capitol VP Ray Tusken, Capitol's Bill Bartlett, and Dolby manager Andy Ferguson.

**TRANSACTIONS**

**Keymarket Gulf Coast Buys WATM & WSKR**

Talton Broadcasting has sold WATM & WSKR/Atmore, AL to Keymarket Gulf Coast, Inc. for \$2.9 million cash, subject to FCC approval. WATM operates on 1590 kHz with 5 kw days and 1 kw nights with an A/C format. WSKR broadcasts a Country format on 104.1 MHz and antenna height of 195 feet above average terrain. WSKR has a CP to upgrade to 100 kw and 1600 feet.

Principals in Keymarket Gulf Coast are Kerby E. Confer and Paul H. Rothfus. They also own WSSL-AM & FM/Greenville-Gray Court, SC; WDX & WIGL/Orangeburg, SC; WJDX & WMSI/Jackson, MS; WIGL & WFFX/Tuscaloosa, AL; and WKJN/Hammond, LA. Rothfus owns WRUS & WAKQ/Russellville, KY and Confer has an interest in KSSM/Little Rock.

Julius Talton is President of Talton Broadcasting, which also owns WHBB & WTUN/Seima, AL.

Blackburn & Co. brokered.

**Malrite Sells KLBB To LCC**

After an earlier agreement with Newsystems Of Minnesota fell through, Malrite Communications Group has reached terms to sell KLBB/Minneapolis to LCC, Inc. for \$500,000 cash, pending FCC approval.

LCC is owned by Greg McNeely and run by President W.E. Barsness. Coprincipal S. Walter Richey owns WCWC & WYUR/Ripon, WI, and has interest in KOSO-FM/Patterson, CA and KQOE/Olympia, WA. Richey and Barsness also own WXUS/Lafayette, IN.

Malrite retains ownership of WHK & WMMS/Cleveland, WHTZ/New York, KNEW & KSAN/San Francisco, KLAQ & KPPL/Denver, WLZZ & WZUU/Milwaukee, KEYY (and, following FCC approval, WDGJ/Minneapolis).

KLBB, which offers Easy Listening programming, operates with 1 kw days/250 watts nights at 1400 kHz. H.B. La Rue acted as broker.

**Benirah Indiana Buys WMLF**

Benirah Indiana, Inc. has agreed to purchase WMLF/Indianapolis from Chagrin Valley Broadcasting for \$800,000, pending FCC approval. The arrangement includes a \$75,000 covenant not to compete.

Chagrin Valley is headed by Thomas Embrescis, who retains ownership interests in KWK-AM & FM/SLouis. The buyer is a subsidiary of Broadcast Enterprises National, Inc.; Ragan Henry is President. BENI also owns WTLN/Indianapolis, WBLZ/Hamilton-Cincinnati, WAOK/Atlanta, KDIA/Oakland-San Francisco, WDIA/Memphis, WITH/Baltimore, and WPDQ/Jacksonville.

Easy Listening-formatted WMLF operates with 5 kw days/1 kw nights at 1310 kHz. H.B. La Rue served as broker for the transaction. An antitrust takeover is expected.

**io Has To Say ...**

**EDDY GRANT**

**"Romancing The Stone"**



**GREG SWEDBERG, WLOL/MINNEAPOLIS**  
"Eddy Grant receives consistent Top 10 phones."

**GLENN KALINA, WCAU-FM/PHILADELPHIA**  
"Despite heavy traffic, Eddy Grant zooms into the Top 10!"

**JACK REGAN, Q103/DENVER**  
"Eddy Grant is the most valuable record I've got . . . all demographics."

**JIM RICHARDS, XTRA/SAN DIEGO**  
"Eddy Grant is selling, good phones, great summer record."

**MIKE PRESTON, KS103/SAN DIEGO**  
"Eddy Grant is a radio and retail smash!"

**BILL TOD, WNYS/BUFFALO**  
"Eddy Grant is a hot record across the board."

**SEAN LYNCH, KNBQ/SEATTLE**  
"Eddy Grant — our rhythmic summertime smash."



**Register Now!**



To Be A Part Of

# DIRECTION '84 II

**SEPTEMBER 15-16, 1984**

The Biltmore Hotel, Los Angeles

If you're planning to attend the NAB/NRBA Radio Convention, start off right with **DIRECTION '84 II**. Here's your chance to get a lot of new information in the unique R&R seminars. Spouses will be admitted free to all sessions.

**DIRECTION '84 II** is priced at \$199.00. This includes all sessions, buffet lunch and our traditional R&R cocktail party.

## PROGRAM:

### Saturday, September 15, 1984

#### Morning REGISTRATION

9 - 9:15

**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

**Complimentary Buffet Luncheon**

2:00 - 3:30

**Putting The Power Of The Computer In Your Hands.**

Dr. Lawrence Magid,  
Know How Computer Learning Centers

Evening

5:30 - 7:30

**R&R Editors and Staff Cocktail Party**

**Case Study Team Meeting and Solution Planning.**

### Sunday, September 16, 1984

Morning

9:00 - 11:00

**Case Study Solution**

Dwight Case, Publisher R&R

11:00 - Noon

**How Do I Get There From Here?**

A New Personal Career Strategy For Broadcasters

Dr. Adele Scheele, Career Strategist

Noon - 1:00

**Power Programming For The Eighties**

Carving A Place For Your Station In The New Radio Environment

John Parikh, Chief Operating Officer,  
Joint Communications

1:00

**Wrap-Up; Direction '85 Announcement**

Register Now By Calling (213)553-4330 Or Use This Registration Form

NAME \_\_\_\_\_ TITLE \_\_\_\_\_ American Express \_\_\_\_\_ exp. date \_\_\_\_\_  
STATION/COMPANY \_\_\_\_\_ Visa \_\_\_\_\_ exp. date \_\_\_\_\_  
ADDRESS \_\_\_\_\_ Mastercard \_\_\_\_\_ exp. date \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ Interbank Mastercard only \_\_\_\_\_  
Signature \_\_\_\_\_

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# Management



DWIGHT CASE

## Import And Export Balance

An export of radio knowledge took place a couple of weeks ago in Barcelona, Spain.

A group of American broadcasters took part in a well organized five-day seminar sponsored by the Institute of North American Studies. It was superbly guided by John Zvereff, the Institute's Executive Director.

The American group was made up of professional broadcasters from diverse backgrounds:

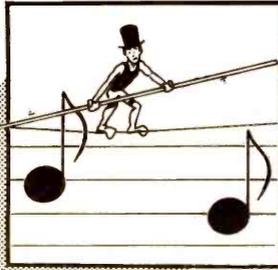
**Ownership and Management:**  
Bernie Mann, Mann Media  
Dwight Case, R&R

**Programming:**  
Denise Oliver, ABC Radio Networks  
Bob Henabery, Henabery Companies  
Joe Capobianco, Cross Country Communications  
Chuck Blore, Blore Richman, Inc.

**Public Radio:**  
Gail Arnall, NPR  
Sam Holt, NPR

**Regulatory Functions:**  
Abe Voron, NRBA  
John Kamp, FCC/Mass Media

**Education:**  
Chris Sterling, George Washington University



forfeiture of responsibility to educate, to inform, and to lead in lieu of profitability and entertainment.

The people in charge at the Spanish networks and radio stations are people who have strong beliefs that radio is a voice of leadership... the backbone of social change... and the key communications link for all of the Spanish population. Unlike U.S. stations, which have grown more into the marketing and entertain-



Pictured at the Barcelona meetings are (l-r) NRBA's Abe Voron, NPR's Gail Arnall, and Institute of North American Studies' Emilio Prado.



Pictured (l-r): Consultant Bob Henabery, ABC Nets' Denise Oliver, Cross Country Communications' Joe Capobianco, Institute's Emilio Prado.

### 300 New Stations

The seminar was well attended by the professional radio broadcasters of Spain in both the private and public sector.

"The timing for the seminar" according to Executive Director Zvereff, "was critical, since the Spanish government is about to let 300 new private radio broadcast licenses in Spain, and, like America, there are too few trained professionals to fill all the decision-making slots."

The American representatives acquainted us all well in the transport and translation of our systems and culture. The only volatile subjects were the free market attitudes of American broadcasters, and the seeming



**A Message From The Broadcasters Of Spain:**  
*"Entertainment is OK, but if you American broadcasters leave the education, the editorials, the active participation to public radio, aren't you abrogating your franchise to communicate and lead?"*



ment functions of the communications world.

### Leadership Laxity?

Now as I reflect on the trip and the interchange of ideas and information, I wonder if we Americans are lax in our import/export balances.

What I heard the Spanish broadcasters saying to us was:

Entertainment is OK, but if you American broadcasters leave the education, the editorials, the active participation to the public radio groups, aren't you abrogating your franchise to communicate and lead?

Our export there was:  
How to be financially successful in the free marketplace.

Our import should be:  
In our haste for success, we should not forget our public service obligations.

That sure seems like an import/export balance!

(Yes, the stores do close at 1:30 pm and reopen at 4pm for business 'til 8pm! And dinner from 10pm to 2am.)

Barcelona is beautiful, busy, and bustling, with 3 million people and weather like Los Angeles (smog and all!).

And the Spanish radio people are like radio people the world over!  
Intense, creative, and young!



## AMERICA'S FASTEST-GROWING OLDIES SHOW! Rare & Scratchy Rock 'n Roll

- 3-hour weekly oldies show on a barter-basis
- locally customized... doesn't sound syndicated
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# THE FOLLOWING STATIONS HAVE BEEN 'SATISFIED'

WBAB	WEBN	KUPD
WYSP	WSKS	KRCK
WHJY	WLLZ	KROY
WKLS	WRIF	KCAL
KEGL	KKCI	KOLA
KZEW	WQFM	KGB
KLOL	KQRS	KMEL
KSRR	KSHE	KRQR
WCKO	KAZY	KOME
WNOR	KLOS	KISW
WMET	KDKB	KZOK

# BILLY SATELLITE "SATISFY ME"

**AOR** HOT TRACK  
7/26/84  
**BREAKER.**

## 7" ON YOUR DESK NOW!

**Capitol**  
© 1984 CAPITOL RECORDS, INC.

# Street Talk



There's a rumor running around Tampa Bay that has the city buzzing as if it were Super Bowl Sunday all over again. What's the fuss? Word is that **MALRITE** is about to purchase **WZNE** from **DKM BROADCASTING**. Naturally that scenario sets up the possibility of former **Q105/TAMPA** PD/morning personality and current kingpin of New York's number one station (Malrite's **Z100**) **SCOTT SHANNON** returning to advise **WZNE** how to beat **Q105** in the **CHR** wars. One wonders just how many of Shannon's former staff still at **Q105** would possibly gravitate his way again. This is all speculation, mind you, because no agreement between **DKM** and **Malrite** has been reached. However, **Malrite** clearly has more than a passing interest in the Tampa property.



In related news, **R&R** has learned that **DKM** definitely plans to sell **WHRK & WKDJ/MEMPHIS** to **ADAMS COMMUNICATIONS** for an undisclosed price. Principal **STEVE ADAMS** operates **WRTH & KEZK/ST. LOUIS** and **WLAV-AM & FM/GRAND RAPIDS**, in addition to holding interest in **Pepsi-Cola Bottling Companies**.

Also in Memphis, **WMC GM DEAN OSMUNDSON** has resigned. No replacement named yet.

**Street Talk** in L.A. hears that **BONNEVILLE** is negotiating to acquire **Oldies** outlet **KRLA**, but no firm deal has been hammered out. A widely-circulated (and completely unfounded) rumor had **GREATER MEDIA** (owner of **KHTZ**) buying **COX's KFI**. While that one isn't true, we continue to hear that **Greater Media** will purchase an **AM** in Los Angeles very soon. That one has speculation running rampant as to just which station it'll be.

As tipped here more than four months ago, **METROMEDIA** — even though still reluctant to discuss it — has signed a contract to sell **KLAC/LOS ANGELES** to **CAP CITIES**, owners of **KZLA-AM & FM/LOS ANGELES**. **Cap Cities**, meanwhile, has signed a contract with the **SPANISH BROADCASTING CORPORATION** enabling **SBC** to buy **KZLA(AM)**. Look for **Cap Cities** to take over **KLAC** around December 1 — moving the current **KZLA-FM** and **KLAC**, now in separate Hollywood facilities, into new **Toluca Lake** studios.



**HEY, YOU LOOK FAMILIAR** — How does an enterprising promotion rep handle the delicate situation of distributing his latest piece of "superstar" product to all the stations in his market simultaneously? Simple, he clones himself. **E/P/A's** Michael Moore did almost that when the new **Jacksons** single was released a few weeks ago. Since he obviously could not be in several different stations all at the same time, he had authentic **Michael Moore** masks made and enlisted the aid of **Eric Rollin** and **Bob Rupp** to act as his representatives. **Michael** is shown here with **Eric** and **Bob** (or is that **Bob** and **Eric**?) in the act of "shocking" the **Denver** radio community.

First it was **CHR**, now the rumor coming out of **Boston** is that **A/C** station **WCOZ** may opt for **Oldies**. And what about a new **PD**? **Mum's** still the word from inside.



It's time to put all those rumors about **RCA** Division **VP/Nashville** **JOE GALANTE** to rest. Not only will he not be leaving **RCA**, he just signed a new contract with the "Nipper," which has a lot of folks connected with the label's **Nashville** operation feeling much better!

Remember how the deal to sell **GOLDEN WEST's WCXI-FM/DETROIT** recently fell through, leaving **SHAMROCK**, who wanted to buy **WCXI(AM)**, scrambling to help **Golden West** find another buyer? Well, forget all of that because **Golden West** has officially taken the stations off the block.

Former **WCLS/DETROIT PD** **PETER CAREY** will segue from his afternoon show next week to the **PM** drive slot at **A/C** competitor **WOMC**.



Okay, what about all those rumors concerning **WAYS & WROQ/CHARLOTTE**? Naturally, when former **WAVA/Washington PD** **RANDY KABRICH** signed on as **WROQ's** consultant, everybody was quick to assume **WROQ** would abandon its **AOR** format for **CHR**, which **Randy** quickly denied. However, now the rumors say **WAYS's** **News/Talk** format may be in trouble following the defection of **News Director JOHN KILGO** to rival **WBT**. Is it possible for a **CHR** rebirth on **WAYS** (or even a simulcasted **WAYS-AM & FM**?) in the near future?



Jeff Gold

**JEFF GOLD** has been named **National Director**, **Special Products/Assistant To The President** at **A&M RECORDS**. **Gold**, who had been assisting **President GIL FRIESEN** previously, will now add the responsibilities for **Special Projects** to his duties.

Former **WLUP/CHICAGO PD** **JESSE BULLET** has left as **GM** of **KAAP & KKBZ/VENTURA, CA** and has been replaced by **JOHN SQUYRES**, former **GSM** of **KDIG/SAN BERNARDINO**.

Continued on Page 28

# 17 RICK JAMES



FROM THE FORTHCOMING LP

**REFLECTIONS**  
**RICK JAMES**

60956L



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## CHR NEW & ACTIVE

NOW ON OVER 100 CHR STATIONS 45%!

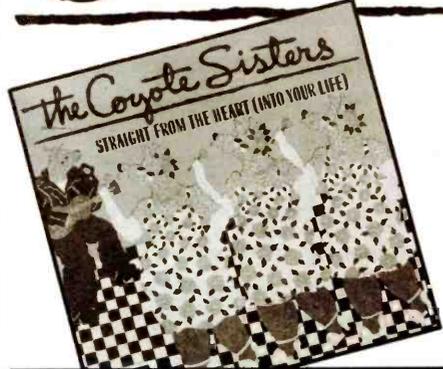
WHTT add 28  
WPHD add  
WBLI add  
WGCL add  
WMAR add  
WSPK add  
WKFM add  
WPST add  
KSET-FM add  
WRQK add  
G100 add  
WABB-FM add  
94TYX add 32

WHHY-FM add  
KYNO-FM add 32  
WIKZ add  
KKQV add  
WHSL add  
WBWB add  
KCMQ add  
Y94 add  
WXKS-FM 35-28  
WBEN-FM 36-9  
WCAU-FM deb 40  
WASH 28-25

Y100 28  
B97 24-17  
KBEQ 30  
FM102 24  
KS103 deb 37  
KITS deb 26  
WKRZ-FM deb 27  
KZZB 37-33  
WFMI 26-22  
KBFM 36-32  
KX104 30-28  
KTFM 28-25

Z98 deb 25  
13K 29-23  
KIKI 30-25  
WERZ 38-33  
95XIL 30-24  
WCGQ 39-29  
KZOZ 39-30  
CKOI on  
Z100 on  
PRO-FM on  
Z93 on  
WCZY on  
WHYT on

# The Coyote Sisters



**“STRAIGHT FROM THE HEART (INTO YOUR LIFE)”**  
1742CF

## A/C BREAKERS

**THANK YOU A/C RADIO!**

**NOW CROSSING TO CHR**

### CHR SIGNIFICANT ACTION

WKRZ-FM	KTFM	13FEA
WHTF	WEBC	WJBO
WJZR	WHOT-FM	WFOX
KAMZ	103CIR	KILÉ
WOKI	WERZ	Q101
WFMI		KBIM



## Street Talk

Continued from Page 26

Look for **WQDR/RALEIGH** to finally make an announcement regarding its future direction any day now. It's rumored that the AOR outlet, which was the first station **LEE ABRAMS** consulted with his now-famous Superstars format, will be switching to Country. In any event, a new Adult AOR, **WRDU** (now **WXYX**), will be serving the Raleigh market by September.

**WILLIAM J. CRANNEY** is the new PD for **WPTR/ALBANY**, replacing **J.W. WAGNER**, who left the station a month ago to concentrate on outside interests. Bill, who is also the station's morning personality, has been with the 50,000-watt Country outlet for the past 14 months as Assistant PD. His experience spans 18 years, including a stint as PD and later as GM for then-Country **WKO/ALBANY**.

**BILL NOSAL** is out as PD of **WCCC-AM & FM/HARTFORD**. Interested in the gig? Call **GM SY DRESNER** at (203) 233-4426.



Now that **WEAM/WASHINGTON, DC** officially belongs to **VIACOM**, look for a call letter change to **WMZQ(AM)** and an August 1 format change to Country. Initial plans are for the station to simulcast with **WMZQ-FM**, but sources indicate there may be a satellite Country format in the AM's future.

Station officials are denying it, but it's a safe bet that AOR **KROY/SACRAMENTO** will switch to A/C. The new calls are said to be the very appropriate **KSAC**.

**NATIONWIDE's WKSU/CLEVELAND** became **WGAR-FM**, effective July 16. On the same day, **WWSH/PHILADELPHIA** switched to **WZGO**, as we tipped you it would.

Consultant **JOHN SEBASTIAN** is celebrating the ratings success of his first EOR client station, **WKGR/FT. PIERCE**. In its debut EOR book (the market is only measured in the spring), **WKGR** scored a 12.5 share (12+) and cleaned up in EOR's 25-54 target cell. Although it really doesn't put a competitive signal into West Palm Beach, the station also doubled its ratings in that metro.

**KILT-FM/HOUSTON** will be changing call letters to **KXAS** on August 1, adopting the new on-air identity of "Texas 100." **KILT(AM)** won't be affected, and the FM format will remain the same (Country), only the name will be changed.



**CLAY GISH**, without much of an explanation, has resigned his VP/Programming slot at **KZRQ/HOUSTON**. He's available at (713) 933-4972, and willing to relocate for the right programming challenge.

**KURT KELLY** is leaving his MD/Assistant PD slot at **WKQX/CHICAGO** and will follow his former boss, PD **CHUCK MORGAN**; to assume the same job at **KIXK/DALLAS**. Kurt will also be doing an airshift.

The rumors came true this week when **MOTOWN RECORDS** announced that **HOWARD ROSEN** has left his National Promotion Director's slot with the label. Howard can be contacted at (213) 656-7720.



**MOVE OVER MISS AMERICA** — The morning team at **Hit 105 FM/La Crosse, WI** celebrated "National Nude Days" recently by performing on the air au naturel. For two days **Jon Drew** and **Bruce Bumchuckles** shed all their inhibitions (not to mention their clothes) and encouraged their listeners to do the same. We offer this photo as proof that the elaborate publicity stunt actually came off (so to speak). We're not sure exactly what **Jon** and **Bruce** hoped to accomplish by going nude, but we do know **Hit 105** has taken those wicker chairs out of the control room.

Five-year station vet **DON STEIN** has been appointed Local Sales Manager at **KMET/LOS ANGELES**.

**SHARON WARANTZ** has resigned her Director of Advertising & Promotion post at **KRQX/DALLAS** to join crosstown **ABC** outlet **KIXK** in the same capacity.

**JOHN LONDON & RON ENGELMAN** have joined **WFLA-FM/TAMPA** to do the morning show. The duo most recently did wakeup service in Los Angeles at **KEARTH** and **KMGG**.



Ron Engelman & John London

**REX GREGORY, MD** for **WGNA-FM/ALBANY**, has been upped to PD at Gospel-formatted sister station **WHAZ**.

**WHBY/APPLETON, WI** has appointed midday personality **GARY ST. JOHN** as PD, replacing **ROB SHANNON**, who recently left to join the airstaff at **KKFS & WAYL/EAGAN, MN**.

**KAFM/DALLAS MD/Assistant PD PETE THOMSON** is giving up his programming duties but will remain on the air in afternoon drive. He'll return to college at **SMU** and will also handle all video projects for **KAAM & KAFM**. VP/Programming **JOHN SHOMBY** has named midday personality **PAMELA STEELE** Music Director.

Wedding bells for **KTTTS-AM & FM/SPRINGFIELD, MO** personalities **MIKE EDWARDS** (FM morning man) and **RENEE STEELE** (evening personality on the AM). The couple was married July 14. . . . Also, much happiness to **G100/MOBILE MD/Assistant PD SCOTT GRIFFITH** and **PAULA POND** (Assistant to the GM) on their recent marriage. . . . Congrats, too, for **WLVA/COLUMBUS MD LEE RANDALL** and his new bride Susan.

**STORK STOPS**: Congrats to **ELEKTRA-ASYLUM** Minneapolis promotion rep **BEAU SIEGEL** and his wife Joanie on the birth of Jack Elliott. . . . **WTQR/WINSTON-SALEM's MARK TUDOR** and his wife Diane had a baby daughter, Jaclyn Austin, July 18.



# JOHN SHOMBY KAFM/Dallas

On The Multi-Faceted Music Required Of The Successful Radio Stations Of The '80s

"The role of the Program Director in the '80s is changing. He is quickly becoming a multi-faceted individual. The days of just having a good ear are over. He must be in tune with radio as a manager and businessman. Knowing how to train individuals to achieve particular levels of success in an organization and developing programming that positively affects the bottom line are now two of the most crucial areas."



## COLUMBIA RECORDS

On The Multi-Faceted Talents Required By The Successful Programmer Of The '80s

# JULIO IGLESIAS & DIANA ROSS "All Of You"

**CHR BREAKERS** → **CHR Chart: 40**

# ELVIS COSTELLO & THE ATTRACTIONS "The Only Flame In Town"

Now On Over 50 CHR Stations!			<b>BREAKER-BOUND</b>				
Including:	WXKS-FM	KIMN	WKEE	KO93	WGUY	WTSN	KISR
	WPHD	WVSR	WKFM	KSKD	WIGY	WSQV	Z102
	WCAU-FM	WYCR	KIHK	KHYT	103CIR	WISE	WGLF
							SLY96

# BILLY JOEL "Leave A Tender Moment Alone"

**CHR BREAKERS** → **CHR Chart: 36**

# SCANDAL Featuring PATTY SMYTH "The Warrior"

**CHR BREAKERS** → **CHR Chart: 30**

# LEADER AT LARGE



JOHN LEADER

## What's Your Position?

There's been a lot of talk recently about "positioning statements" and how they relate to radio. A well-known book on the subject is "Positioning: The Battle For Your Mind" by Al Ries and Jack Trout. While the title may be a bit melodramatic, the contents are well worth a look. However, as well-known as the Ries and Trout book may be, I don't think enough broadcasters apply the basic principles of their own bread-and-butter — namely advertising — when it comes time to market their own product.

In designing a positioning statement or slogan for your radio station, the direct approach works best. Clever and cute may win you some admirers at a cocktail party, but when you're trying to get people to immediately understand what your radio station's all about (which ought to be one of the first things a positioning statement does), keep it simple.

Through a couple of the syndicated projects I work on I've had occasion to "voice" lots of radio station "liners." Things like, "This is KJFA, Tehachapi's News, Weather, Sports, and Music Authority . . . Serving the Apple Vista with 500 watts of AM stereo power." I can hear you snickering, but you'd be surprised how many radio stations have positioning statements that read like dictionary definitions . . . the kinds of all-encompassing slogans that really belong on the bottom of the company's stationery.

And that's only the beginning. At the other end of the spectrum are the stations that instead of saying too much, don't say anything. "KKJB, your radio station!" I've read that one for a lot of stations, and I'm still not sure how it's supposed to be interpreted by the listeners — maybe they all get stock!

Still worse are the stations that have several positioning statements, and use them all interchangeably, even though each may express a completely different thought. Talk about confusing!

### Before You Decide

There are probably several valid ways of coming up with a strong positioning statement, but before you start looking, let's get out the map and see where we're headed.

If you think of a positioning statement as modifying your call letters or further defining for the audience just what your station is, then you're off to a good start. With that in mind, it seems to me a positioning statement should be three things:

It should be easy to remember;

It should be something people would actually say;

**"Once you've determined that a particular slogan is your baby, use it on the air.**

**And use it everywhere."**

It should be true.

I don't think it does the fictional KJFA a lot of good to claim that it's the "News, Weather, Sports, and Music Authority"

## What They Say In L.A.

To further illustrate how a positioning statement or station slogan can work for you, here's a list of top ten stations in Los Angeles along with their latest promotional phrases. As a happy resident of L.A., I'll resist the almost overwhelming temptation to comment on each station's choice and let you draw your own conclusions.

KHIS	"Hot Hits"
KABC	"Talkradio 79"
KBIG	"Makes You Feel Good"
KJOI	"Cloud Nine Music"
KLOS	"Party Animal Headquarters"
KMET	"The Mighty Mel"
KNX	"Newsradio"
KFWB	"All News 98"
KKHR	"Hit Radio"
KMPC	"Plays Unforgettables"

because not many people are likely to remember it (let alone repeat it verbatim), and it's not likely to be true. But just what does KJFA do, among those four broadcasting basics, better than anyone else in town? Play music? Okay, then that's a unique selling position that ought to be incorporated into a positioning statement . . . maybe "KJFA, We Play The Hits."

And that's really a great place to start your file of "possible great slogans" — with your station's unique selling points. Got a great morning guy? Major league baseball? Best weather coverage? Work up a few slogans around your number one strength, then see if the audience agrees.

### Ask Around

You mean put 'em on the air and give 'em a go? No, not necessarily. Once you've

positioning statement for you. And when you get a consensus in that kind of situation, you can feel pretty secure you've got a strong slogan.

No budget for focus groups? Take it to the streets (bars, malls, beaches) yourself and find out what people think about the stations in your market, rather than trying to test your list of possible slogans on individuals. Eventually a pattern of similar responses should narrow it down for you. I mean, if not one single person actually called your station "The Greatest Broadcast Facility On The Planet Earth," then chances are that slogan option ought to be reconsidered.

### Then Stick With It

However (and this is the hard part), once you've determined that "We Play Hits" is your baby, use it on the air. And use it everywhere: TV spots, billboards, keychains, T-shirts, stationery, vehicles, business cards, rate cards — use it, use it, use it. If you really commit to it, really promote it, an interesting thing starts to happen. People pick up on it. Your call letters bring to mind your positioning statement; your slogan and your station become interchangeable. When your call letters are mentioned, people will immediately know what kind of radio station is being discussed, and in these times of quick call letter changes and format flux, that's a real positive.

Positioning statements are important. Every product that's advertised has one, and your radio station should too. And if you doubt the importance of positioning statements, consider this: what if Wendy's had opted for "Our burgers are square!" instead of "Where's the beef?" I rest my case.



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Chicago is used for purposes of price comparison. Seats are limited, so contact TRAVCO at 1-800-822-5100 now to get the exact price and airline choice for your trip.

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# The Beatles

20th Anniversary Radio Special



Super six-hour Labor Day Weekend special with John, Paul, George and Ringo—their songs, their lives, their spirit.

Sign up now for their sales and audience magic. Call Susan Jacobi at (212) 975-6917.



The Young Adult Service with the CBS Difference

**Prevost**

Continued from Page 1

Robinson, (Island Canada President) Doug Chappell, and now Charly Prevost, I feel that Island worldwide is one of the strongest independent companies in the music industry. I have the greatest confidence in their abilities and look forward to the same success in the U.S. and Canada that we've already enjoyed in the UK."

Prevost, who will relocate to New York, remarked to R&R, "This is the chance of a lifetime. Island Records is a unique label with a very special artist image. I've wanted to work with Chris Blackwell ever since I heard Nick Drake about 14 years ago. I'm looking forward to making Island Records a strong independent label, specializing in breaking new acts, and establishing our current roster."

"With the recent hiring of Phil Quartararo as our VP/Promotion and Doug Chappell as President of Island in Canada, we now have the nucleus of an energized, dynamic, hungry team. We're going to increase our street profile and be stronger at the radio and retail levels than ever before."

Before joining Mismangement, Prevost did promotion for A&M Records in Canada,

owned and operated a record store, and worked on the air at CHOM-FM/Montreal. His current firm has been guiding the careers of Rupert Hine and the Fixx in America.

In a departing statement, Goldstein pointed to Island's success during his tenure and added, "Unfortunately, philosophical differences in the direction of the company could not be worked out. Chris Blackwell and I have enjoyed a successful relationship, and the separation has been made on a most amicable basis."

**Snowden**

Continued from Page 1

competitor in the morning show."

Snowden's 13-year radio career includes stops at WBLX & WCTN/Cincinnati, WKBW/Buffalo, a programming position at Rochester stations WBBF and WHFM. "I'm going to miss Majic 102 a great deal because I've had some good times here," Snowden told R&R. "But I grew up listening to WBLS, and to work there has been a longterm goal and dream. I'm looking forward to being in the city and working with B.K. Kirkland and the Laser City staff."

No replacement for Snowden has been named at KMJQ.

**Owens**

Continued from Page 1

Owens' ten years of programming experience includes V100/Charleston, WSAI-FM/Cincinnati, KZEW/Dallas, and WQMF for the past two and a half years. He told R&R, "I certainly look forward to working more closely with Frank Wood, as well as being able to maintain my close relationship with (WQMF President/GM) John Oving Sr. I'm sure that Duke will do a fine job in Louisville. We have great staffs at both properties, and we continue to expect great things from them."

Regarding WEBN, Owens noted, "Denton left the station very well-positioned, and I feel very confident we'll maintain that winning tradition here."

Confirming Meyer's appointment, Oting said, "Duke's been with us since the station became an AOR. He's worked very closely with Tom, and totally understands the direction of the station. Duke has the capabilities to amplify the station's success."

WQMF represents Meyer's first programming opportunity. A 13-year radio veteran, Meyer joined the station in 1981 after

four years on-air at Crosstown WLRB; he was advanced to MD in 1982. Meyer said, "It feels great. This is a complete surprise, as I never envisioned Tom leaving. I've always wanted to stay with this company for the rest of my career, and was hoping to move up the ladder. My first and only line of business is to work with Tom to keep the station as strong as it is now."

**O'Kelly**

Continued from Page 1

O'Kelly, who joined WQUE-FM last October, told R&R, "I've been able to observe B97 and EZ Communications from a distance and I was very impressed. Now that I'm working with Dan Vallie, Bob Reich, and the rest of the staff, I'm even more impressed. My being from this town will make this a smooth transition, and for me this is a great career move."

O'Kelly's prior programming experience includes WHHY-FM/Montgomery and WZGC (280)/Atlanta.

WQUE-FM VP/GM Bill Steffenhaas indicated the station was seeking a strong replacement for O'Kelly and that Jimbo Wood would serve as acting PD in the interim.

**Bailey**

Continued from Page 1

he's a winner, and we're glad to have a gentleman with his kind of credentials and dedication to lead our programming thrust."

Bailey joins KGFJ after four years with WYLD-FM; he simultaneously served as Inter-Urban Broadcasting's FM PD. His programming experience also includes terms at WIGO/Atlanta, WTKX/Pensacola, and WOKS/Columbus, GA. Bailey told R&R, "Inner City is a very forward and aggressive company. The goal is to put KGFJ in a better position to serve its community and enhance the bottom-line. Bill Shearer is really a dynamic person, the kind of super GM I can appreciate working with and working for. In fact, he is mostly responsible for my interest in Inner City. Bill, B.K., and I will get along just fine, and I look forward to joining their team."

No replacement for Bailey was named at WYLD-FM.

**Pearlman**

Continued from Page 1

outlet KKYZ to succeed Hugo (El Gerdo) Cadejago, now handling mornings at sister station WJTT/New York.

# SUPER WEEKENDS

**SPECIAL NEWS!**

August 25-26  
**HOT ROCKS**  
 John Cougar  
 Mellencamp

---

1984  
**COUNTRY SIX PACK**  
 LABOR DAY:  
 THE AWARD WINNERS

**THE WEEKLY COUNTRY MUSIC COUNTDOWN**



4-5	MERLE HAGGARD	4-5	RONNIE MILSAP
11-12	EXILE	11-12	MOE BANDY
16-19	GARY MORRIS	16-19	MAC DAVIS
25-26	SYLVIA	25-26	CHARLEY PRIDE
SEPT 1-2	JOHN DENVER	SEPT 1-2	THE KENDALLS

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Washington, D.C. • Chicago



**NIGHT RANGER CLOSERS ON PLATINUM** — Camel/MCA's Night Ranger recently played the Hollywood Palladium, and received platinum plaques for the "Midnight Madness" LP. Pictured (l-r front) are MCA Exec. VP Richard Palmese, group's Kelly Keagy and Jack Blades, and producer Pat Glasser; (l-r rear) juggler, MCA Exec. VP Myron Roth, group's Alan Fitzgerald, manager Bruce Cohn, Camel President Bruce Bird, group's Brad Gillis, MCA Distributing Sr. VP John Burns, group's Jeff Watson, fire eater, MCA President Irving Azoff, and Gary Bird Promotion's Gary Bird.

**Ochs**

Continued from Page 3

Ochs commented, "It's tough to leave KIKK. The people here are great to work for; Nick Trigami is the best GM I've ever worked for, plus Viacom is an excellent company with two great people in (radio division head) Norm Feuer and (national programming chief) Bill Figenasha. The reason I'm leaving has nothing to do with unhappiness in this situation. There comes a time when, in order for a person to grow in the desired direction, he must leave something that is very comfortable. The Broadcast Group is a young organization ready to go out and become a great group. The chance to be in on the ground floor as it builds is just too good to pass up."

Ochs is a 23-year radio veteran, having been at KIKK the past seven years. Prior to that he spent three years at KNIX/Phoenix as MD and morning personality. He also worked at KOOL and KRDS, both in Phoenix. The opening at KIKK leaves three Viacom stations without PDs; the other two are WMZQ/Washington, DC and WLAK/Chicago.

**Daren**

Continued from Page 3

OM at WWSW & WTKN/Pittsburgh, after two more years as PD for WWSW, Daren has also programmed WFTL/Ft. Lauderdale and WMBR/Jacksonville. "I've always wanted to program a group of stations, and now I'm getting the shot at it," Daren told R&R. "The folks in Longview are a terrific bunch of people, and as I'm interested in living in a smaller town, it seems to be my kind of place."

**KTRH**

Continued from Page 3

an afternoon drive news block, and expansion of existing morning and nighttime news blocks from 6-10am and 10pm-midnight, respectively.

"We felt it would be wise to concentrate on the station's strengths," said Packer. "The audience is basically using KTRH as a News station now, and we intend to satisfy their appetite for more news and information."

**KHIT**

Continued from Page 3

Wikstrom, whose Seattle experience also includes KXA and KUUV, noted, "We're getting ready to aggressively promote KHIT both on and off-air. There is a lot of CHR here already, but I think this is the finest airstaff the market has seen since the old KJR days."

**Barrett**

Continued from Page 3

of the most competent people in radio. She's a sharp salesperson, and the department is already improving as a result of the promotion."

Mejoy worked in radio sales in Boston and New York before moving to KIMN.

# AUGUST 1984



4-5	JOHNNIE RAY	4-5	TOMMY JAMES AND THE SHONDELLS	4-5	JEFFERSON STARSHIP
11-12	WOODY HERMAN	11-12	SPINNERS	11-12	DAN HARTMAN
16-19	STEVE ALLEN	16-19	HERMANS HERMITS	16-19	COREY HART
25-26	KEELY SMITH	25-26	THE ANIMALS	25-26	SERGIO MENDES
SEPT 1-2	BILLY MAY	SEPT 1-2	THE BEE GEES	SEPT 1-2	JOHN WAITE



New York • Los Angeles

**The United Stations**  
AMERICA'S TARGET RADIO NETWORKS

Washington, D.C. • Chicago

# On The Records



KEN BARNES

## Michael Jackson's First — Or Is It?

Finally! You may recall my mentioning a couple of times in this column a record believed to be Michael Jackson's first ever, a single called "Let Me Carry Your Schoolbooks" by the Ripples & Waves + Michael. You also may recall on both occasions I made a shameless appeal to readers who might be able to help me find a copy.

Well, I got one, proving that shameless appeals do work. Thanks go out to Motown expert and Bay Area specialist radio air personality Bob Cattaneo. And now that I've got the record, it raises almost as many questions as it answers.

I don't have any real doubts that it's Michael on the record. It's on the Gary, IN-based Steeltown label, same as the first two Jackson 5 records, and uses the same producer. I don't know if the Ripples & Waves are the other Jacksons or not, but the youthful falsetto on "Schoolbooks" definitely



Michael making Waves (& Ripples)

points to Michael.

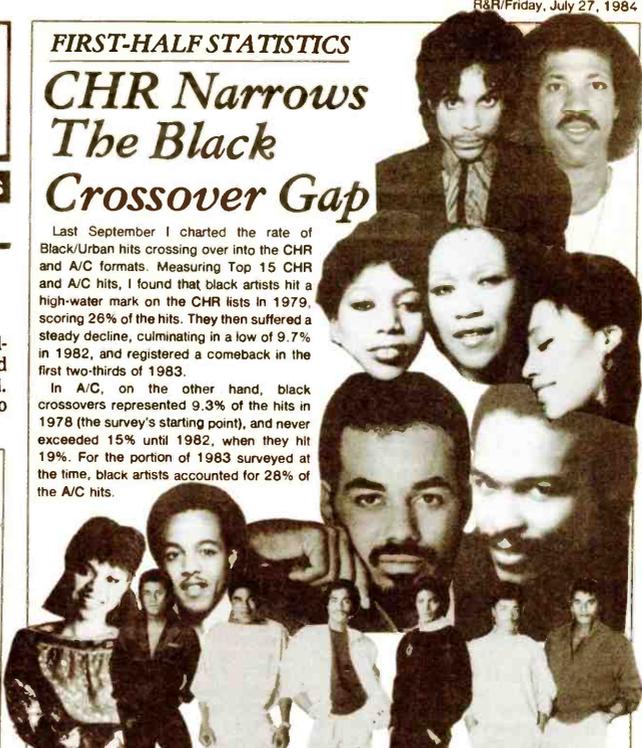
But now I'm not sure it's Michael's recorded debut. This record is Steeltown 688, while the Jackson 5's "You've Changed" is Steeltown 681. And until WEA started running its record numbers backwards, an earlier number meant an earlier record. In

### FIRST-HALF STATISTICS

## CHR Narrows The Black Crossover Gap

Last September I charted the rate of Black/Urban hits crossing over into the CHR and A/C formats. Measuring Top 15 CHR and A/C hits, I found that black artists hit a high-water mark on the CHR lists in 1979, scoring 26% of the hits. They then suffered a steady decline, culminating in a low of 9.7% in 1982, and registered a comeback in the first two-thirds of 1983.

In A/C, on the other hand, black crossover artists represented 9.3% of the hits in 1978 (the survey's starting point), and never exceeded 15% until 1982, when they hit 19%. For the portion of 1983 surveyed at the time, black artists accounted for 28% of the A/C hits.



I wanted to follow up and check the patterns, so I first finished up the 1983 stats. They ended up a bit lower in both cases, 14.4% for CHR (still a better representation than in 1981 or '82) and 24.5% for A/C (still a new high by a considerable margin).

This year, however, it's CHR's turn to open its airwaves to black artists. For the first six months of 1984, A/C is crossing over black

records at a similar pace, 23.9% of the songs reaching top 15. At CHR, however, 22.1% of the hits are black crossovers, over 50% more than last year and second only to the disco peak of '79. It's possible that this gain stems from the drop I previously noted in "New British Invasion" hits at CHR.

Next week, a look at "new music," British and otherwise, and how it's doing in the AOR and CHR formats this year.

addition, there's another Jackson 5 record on Steeltown, "We Don't Have To Be 21 (To Fall In Love)," that doesn't have any record number at all.

So was Michael already on record with

the Jackson 5 and just helping out another local group, or were the records released out of sequence? Which came first, the Jacksons or the Ripples? Stay tuned.

### Remarkable Chart Achievements

On July 13 the new Huey Lewis & the News single, "If This Is It," became the first record to take Most Added honors in CHR, AOR, and A/C in the same week — not bad considering it's the fourth single Chrysalis has taken from the "Sports" album.

The following week, Ray Parker Jr. and Arista pulled off an impressive and apparently unique feat by placing "Ghostbusters" on four charts simultaneously: A/C, AOR Tracks, Black/Urban, and CHR. If Parker can pull up his AOR placing to the top 30, he'll complete the first one-week Back Page sweep.

## Sammy Hagar: From Mellow To Bellicose



A sensitive pose from singer-songwriter Sammy Hagar

Sammy Hagar is the "Voice Of America" on his latest album, but when he debuted on record he was the pop voice of Lawrence Welk. He and fellow Fontana, CA singer/songwriter Pete Samson put out a single around 1970 on Ranwood Records, home of Welk and his Champagne Music Makers. The single was in a distinctly pop vein, which was not the direction Hagar wanted to pursue. He became the first lead singer for Montrose and made several hard rock albums with them before launching his solo career in 1976. (He did, however, break out of the hard-rock mold by covering songs by Donovan and Patl Smith early in his career, and a bit later cutting a version of Otis Redding's "Sittin' By The Dock Of The Bay" with Boston backing him.)

Now Hagar is firmly established as a successful rocker, with "Two Sides Of Love" logging considerable CHR airplay as well. And Pete Samson? He made one solo single for Andy Williams's label Barnaby and that's the last I've heard from him.



### ONE YEAR AGO TODAY

- AL BRADY LAW NAMED VP/IGM FOR KLAC/LOS ANGELES
- CHARLIE MINOR UPPED TO SR. VP/PROMOTION AT A&M
- BOB DUNPHY NAMED PD AT WZZP/CLEVELAND
- JOHN RIVERS PD AT WZXR/MEMPHIS
- BILL WHITE BECOMES PD AT WEEP/PITTSBURGH
- DENNIS WINSLOW NAMED PD AT WMGG/TAMPA
- #1 CHR: "Every Breath You Take" — Police (A&M) (5th week)
- #1 A/C: "Every Breath You Take" — Police (A&M) (3rd week)
- #1 COUNTRY: "He's A Heartache" — Janie Fricke (Columbia)
- #1 BLACK: "Get It Right" — Aretha Franklin (Arista)
- #1 AOR TRACK: "Don't Cry" — Asia (Geffen)
- #1 LP: "Synchronicity" — Police (A&M) (7th week)

### FIVE YEARS AGO TODAY

- RON JONES NAMED PD AT WHK/CLEVELAND
- JOE PARISH BECOMES GM AT KSFX/SAN FRANCISCO
- JIM FOX NAMED PD AT Q102/CINCINNATI
- JERRY JAFFE, JIM COLLINS, MARTY GOLDROD VPS AT POLYDOR
- #1 CHR: "The Main Event" — Barbra Streisand (Columbia)
- #1 A/C: "The Main Event" — Barbra Streisand (Columbia)
- #1 COUNTRY: "You're The Only One" — Dolly Parton (RCA)
- #1 BLACK: "Good Times" — Chic (Atlantic) (2nd week)
- #1 LP: "Candy-O" — Cars (Elektra) (3rd week)

### TEN YEARS AGO TODAY

- E. ALVIN DAVIS NAMED PD AT WAXY/MIAMI
- BEAU WEAVER BECOMES PD AT KFJZ/DALLAS
- #1 CHR: "Rock Your Baby" — George McCrae (TKS)
- #1 A/C: "Feel Like Makin' Love" — Roberta Flack (Atlantic) (2nd week)
- #1 COUNTRY: "As Soon As I Hang Up The Phone" — Loretta Lynn & Conway Twitty (MCA) (2nd week)
- #1 LP: "Caribou" — Elton John (MCA) (2nd week)

## TV News

"Solid Gold" for the week of July 27 stars Eddy Grant, Jefferson Starship, Men At Work, Michael Martin Murphey, Ray Parker Jr., Prince, and Van Stephenson... Corey Hart and John Waite are on "American Bandstand" July 28... Loverboy repeats on "Saturday Night Live" July 28... "The Cutting Edge" on MTV features the DBS, Guadalcanal Diary, R.E.M., Style Council, Suicidal Tendencies, and X July 29... Rita Coolidge is on "Merv Griffin" July 30... Mel Tillis is on TNN's "New Country" August 2 and 3... Starring on "Solid Gold Hits" are Dexys Midnight Runners and Deborah Gallil July 27, Culture Club and Rick Springfield July 30.



More people listen to BMI than  
to their mothers.

And more moms listen to BMI, too.  
Because most of the music played on radio  
is licensed by BMI. If anyone tries to tell  
you differently, don't listen.



So remember, keep your feet  
off the furniture, don't play with  
your food, and keep playing plenty  
of BMI music.

Wherever there's music, there's BMI.



"WET  
DREAM"  
by  
KIP  
ADDOTTA  
Take The Plunge  
Lots Of Airplay . . .  
Lots Of Sales!

WKLS/Atlanta played "Wet Dream" for 4 mornings, and on the fifth day it was their #1 request record, double the #2 request record (RATT). They added, and reported the record the following week (7-6-84).

*Turtles, a local Atlanta chain (35 stores), reported the record as a "Breakout" this week.*



4218 W. Jefferson Blvd.  
Los Angeles, CA 90016  
(213) 737-1000



R&amp;R

## Datebook

MONDAY, JULY 30

## In The Bush

Today marks the 26th birthday of British songstress **Kate Bush**. Despite being best known via **Pat Benatar's** cover of "Wuthering Heights" and backup vocals on **Peter Gabriel's** "Games Without Frontiers," the multi-ovate British songstress has four LPs and one live EP to her credit, not all of which have made it to domestic release in the U.S., plus a series of highly imaginative — if seldom seen in the U.S. — videos. The surrealism in Bush's 1978 "Wuthering Heights" video, one of the few to be widely exposed here, in many ways foresaw the visual lyricism that didn't pop up in most rock clips until a few years ago. Bush is currently working on the follow-up to "The Dreaming" for release later this year and has hinted that its release may coincide with her first full-scale American tour.

Birthdays: **Paul Anka** 1941.

## He'll Have To Stay

Seventeen years after his death in a plane crash, **Jim Reeves** still managed to make **Deborah Allen** a Country star. Three years ago, Allen first came to prominence as the other voice on an overdubbed "Don't Let Me Cross Over" and remained best known as Reeves's duet partner until "Baby I Lied." Even without the ad hoc duets with **Allen** and **Patsy Cline**, RCA managed, both through backlog and reissues, to keep Reeves on the charts into the early '80s, nearly two decades after he was killed on this day in 1964. Before "Mexican Joe" made him famous as a recording artist, Reeves was both a would-be baseball player (scouted by the Cardinals but sidelined by a leg injury) and a radio announcer for **KWKH/Shreveport**, whose "Louisiana Hayride" he managed to segue over to when he changed careers.

Birthdays: **Bob Welch** 1946.

TUESDAY, JULY 31

## Sheffield Steel

At this time last year, **Def Leppard** was in the final stages of displacing **AC/DC** as the hip teen AOR act. Today, as group leader **Joe Elliott** celebrates his 24th birthday, the Leppard has been voted, according to its record company and a Gallup Youth Poll, most popular group in America. Elliott, the group's oldest member, helped form the Sheffield-based group at the age of 17 without the deliberate misspelling of the band name. Within a year, a self-issued EP, "Geisha Rocks Off," had brought them to the attention of **AC/DC's** manager **Peter Mensch**, who also got them a slot as the Australian band's opening act in Britain. The band's recently reissued second album, "High And Dry," featured original guitarist **Pete Willis**, who was replaced in late 1982 by **Phil Collen** from **Girl**.

Other birthday: **Jerry Garcia** 1942.

WEDNESDAY, AUGUST 1



THURSDAY, AUGUST 2

## Radio Almost Disconnected

One of the staples of all radio formats has been the call-in radio contest. On this day in 1976, New York Telephone, the local outlet of the Bell System, scared all of that state's broadcasters by proposing that callers be charged for calls to a busy number. (New York had earlier become one of the first states to discontinue unlimited local service and charge for calls to directory assistance.) The phone company also wanted to make stations buy equipment that advised callers that lines were already jammed up and to call back later. If the new charges had gone into effect, and if radio stations had continued to do call-in contests, contestants would have added an estimated \$15,000 a year to their bills.

Birthdays: **Andrew Gold** 1951.

FRIDAY, AUGUST 3

## Lenny Bruce Dies

If you're one of the handful within listening distance of America's two all-comedy radio stations, you've probably noticed that much of the spoken word comedy you hear seems to come from the late fifties, probably because that was the last time most recorded comedy was clean enough to play on the radio. Although he's since been eclipsed by **Richard Pryor**, **Eddie Murphy**, and others in profanity use, the person chiefly responsible for the end of clean comedy was comedian **Lenny Bruce**, who died this day in 1966 from a heroin overdose. Often referred to as the first rock comedian, Bruce was considered obscene as much for his choice of targets — one of his more famous bits is one called "Religion, Inc." — as for his language. For whatever reason, Bruce was dragged through a series of obscenity and drug trials. Ironically, one of the lawyers who defended him on the former charges was **Alan Berg**, the **KOA/Denver** talk host who was murdered last month.

Birthdays: **John Klemmer** 1946.

SATURDAY, AUGUST 4

## Lennon — Two Dates

Even being a station that imaged around the **Beatles**, there was still a period when **WABC/New York** wouldn't play the group's records. In "Rockin' America," former **WABC** PD **Rick Sklar** admits, rather offhandedly, that there was a period following this day in 1966 when **Beatles** songs were banned after **John Lennon's** infamous observation that the **Beatles** were bigger than **Jesus**. Those who grew up through the **Beatles/Jesus** controversy now say that the ban on **Beatle** recordings was generally exaggerated and that it never seriously appeared that the **Beatles** would be banned from the radio forever. Roughly two weeks after the controversy began, "Yellow Submarine" (backed by "Eleanor Rigby," which was considerably more anti-church than any of **Lennon's** comments) entered the charts and made it to #1. There was better news for **Lennon** on this day in 1980 when he and **Yoko Ono** went into the studio to begin recording "Double Fantasy."

Birthdays: **Frankie Ford** 1940, **Rick Derringer** 1949, **Paul Reynolds** (**A Flock of Seagulls**) 1962.

SUNDAY, AUGUST 5

## Clark Goes National

At the end of "Rock, Roll & Remember" (the autobiography, not the syndicated radio program), **Dick Clark** writes that he fully expects there a day when he's called into **ABC** offices and told that the day of cancellation has finally arrived for his TV show. If it does, "American Bandstand" will still have made it to its 27th anniversary as a network show. Throughout the last decade, the show has gone through a number of visual changes from the disco look set in the late seventies to a semi new-wave orientation by 1980 (when groups like the **Jam** were suddenly among the guests). Clark recently told **R&R** that the original, local "Bandstand" predated one major change in the record industry. The show's use of film-clips of recording artists not only predates the advent of video music but also predates the rock and roll as well as Clark's involvement in "Bandstand."

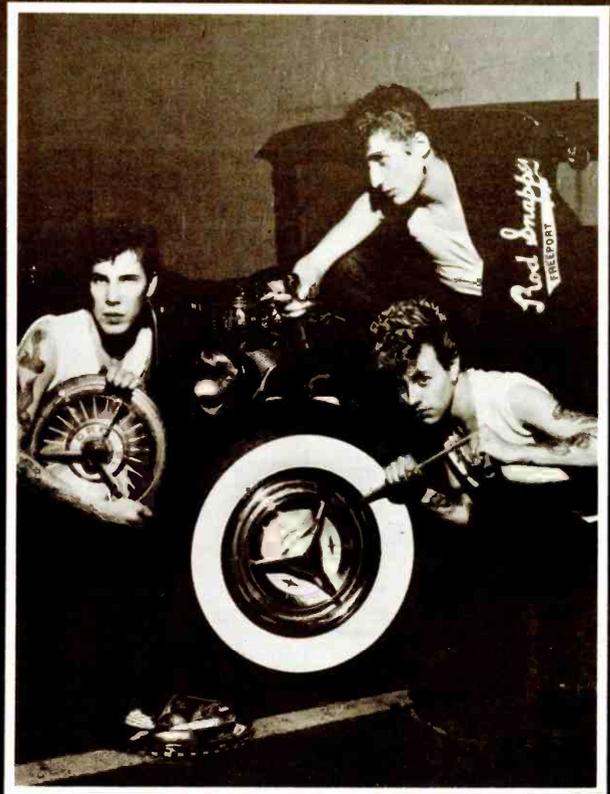
Birthdays: **Jim Webb** 1946, **Sammi Smith** 1943

— Sean Ross

RKO  RADIOSHOWS

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CATS**

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# NEW MUSIC AT THE N.Y. HILTON AUGUST 6, 7, 8, 1984

## AT THE N.Y. HILTON AUGUST 6, 7, 8, 1984

### SUNDAY AUGUST 5th. 8:00 pm

Showcase at the Ritz. A&M artists. DJ FORD & J.L. BRICK.

### MONDAY AUGUST 6th. 10:30 am

Wayne Adams by Steve Bane, Z11 Records.

### 1:00 pm-2:30 pm

Presenters Panel. Ed Rosenblatt. Geoffen Brod.

### 4:00 pm-5:30 pm

Ed Rosenblatt. Geoffen Brod. Lenny Waronker. Warner Bros.

### 7:00 pm-8:30 pm

Robert Sarnat. RCA. Marty Scott. Jam Group.

### 10:00 pm-11:30 pm

More to be announced.

### TUESDAY AUGUST 7th. 10:30 am-12:00 pm

More to be announced.

### 1:00 pm-2:30 pm

More to be announced.

### 4:00 pm-5:30 pm

More to be announced.

### 7:00 pm-8:30 pm

More to be announced.

### 10:00 pm-11:30 pm

More to be announced.

### WEDNESDAY AUGUST 8th. 10:30 am-12:00 pm

More to be announced.

### 1:00 pm-2:30 pm

More to be announced.

### 4:00 pm-5:30 pm

More to be announced.

### 7:00 pm-8:30 pm

More to be announced.

### 10:00 pm-11:30 pm

More to be announced.

### THURSDAY AUGUST 9th. 10:30 am-12:00 pm

More to be announced.

### 1:00 pm-2:30 pm

More to be announced.

### 4:00 pm-5:30 pm

More to be announced.

### 7:00 pm-8:30 pm

More to be announced.

### 10:00 pm-11:30 pm

More to be announced.

### FRIDAY AUGUST 10th. 10:30 am-12:00 pm

More to be announced.

### 1:00 pm-2:30 pm

More to be announced.

### 4:00 pm-5:30 pm

More to be announced.

### 7:00 pm-8:30 pm

More to be announced.

### 10:00 pm-11:30 pm

More to be announced.

### SATURDAY AUGUST 11th. 10:30 am-12:00 pm

More to be announced.

### 1:00 pm-2:30 pm

More to be announced.

### 4:00 pm-5:30 pm

More to be announced.

### 7:00 pm-8:30 pm

More to be announced.

### 10:00 pm-11:30 pm

More to be announced.

# CALENDAR



BRAD MESSER

## Afternoon News Unnecessary

One idea that has come to pass as conventional wisdom at an apparently growing number of music-and-news stations is that people want to hear news in the morning to set 'em up with the day's events, but that on the way home in the afternoon they want no news at all. I disagree.

Do people go through some metamorphosis during the day and lose their curiosity, their interest in events, their need to know? Does the person who listens to the morning's weather prediction not want to know the overnight forecast? Is there a shred of valid research that backs such assumptions?

Perhaps the no-news-in-the-afternoon advocates are overreacting to surveys that indicate many people want less information later in the day, or maybe these stations simply haven't the budget to allocate money for afternoon news coverage and are rationalizing.

(Then again, it isn't impossible that because I'm a newsmen I'm blind to some great truth of

programming that is self-evident to many other people. Fat chance, I say.)

Since the very beginning of radio, music and news have been the two primary programming elements. Early experimenters tested transmitters by broadcasting music — both recorded and live — and soon thereafter the pioneer programmers captivated audiences with coverage of a presidential election and quickly discerned a public appetite for other news.

Yes, from the beginning, people have liked to hear music and news on the radio. Music is now carved into specialized formats for an increasingly-segmented audience, and news has long since expanded to include weather and sports, but I think the time-proven public taste for both of those basic services — music and news — has not changed... and therefore eliminating one of those elements from an important daypart is questionable.

### 25th Anniversary Of The Chip

MONDAY, JULY 30 — When he was working with the Bell Lab people who invented the transistor, Robert Noyce joked that he was too "fundamentally lazy" to take the time to construct electronic circuits by physically wiring a bunch of transistors together, so he invented the silicon-wafer integrated circuit. Since he patented it 25 years ago today (1959), what we now call the Chip has become the mainstay of the electronics revolution. "He got rich," says Gwen Bell of the Computer Museum, "and he now flies a couple of his own jets. He's Vice Chairman of Intel Corporation, which is one of the major suppliers of chips and was the first company to develop the microprocessor, the whole computer on a single chip."

George Eastman demonstrated color movies in 1928. The annual Delta Aquarid meteor shower, in the Eastern skies well after midnight, may produce 15 to 30 shooting stars during peak hours.

Paul Anka 43. Moviemaker Peter Bogdanovich 45.

### Perky's Dessert Idea: Shredded Wheat

TUESDAY, JULY 31 — In the days before food could be canned or frozen, Henry Perky conducted experiments to preserve cooked wheat. He found that he could cook it, squish the kernels between two knife-like pieces of metal, and produce "strings" of wheat that were shelf-stable and tasty. Ninety-one years ago today (1893) he patented Shredded Wheat. Nabisco Grocery Products President William McKnight says Perky "opened up a restaurant to start, and Shredded Wheat was in everything he sold, even the deserts. It wasn't until several years later that he realized the best form was a breakfast cereal." Shredded Wheat is said to have been the first ready-to-eat breakfast cereal (but there are conflicting claims).

First close-up moon photos from Ranger-1 1964. Jimmy Hoffa reported missing 1976. Seven-week major league baseball strike ended 1981.

Evonne Goolagong 33. Geraldine Chaplin 40. Curt Gowdy 65.

### Another Kind Of Japanese Invasion

WEDNESDAY, AUGUST 1 — The narrow-line Pentel "felt-tip" pen (which the industry calls a porous-point pen) was introduced to the American market in 1960 by the Tokyo Stationery Company. Now when Americans write with ink, one in every three uses a thin-line porous-point pen. In 1963 for the first time, imported ink pens outsold American-made ones. Frank King of the Writing Instruments Manufacturers' Association says we now spend about \$1.5 billion a year on pens... roughly equivalent to the amount spent on aspirin and other over-the-counter analgesic drugs.

Jerry Garcia 42. Yves St. Laurent 48. Dom DeLuise 51.

### Street Postal Boxes Introduced

THURSDAY, AUGUST 2 — To mail a letter, people had to hand-deliver it to the post office, until the first street drop-boxes were introduced 126 years ago today (1856) in New York City and Boston. The olive green color scheme of those first letter-collection boxes remained unchanged until 1955, when Uncle Sam decided to spill 'em up by painting them red, white, and blue.

America's only official National Historical Landmark that moves, the San Francisco cable car system, is 111. Wild Bill Hickock was shot dead during a poker game in 1876.

Jim Capaldi 40. Garth (the Band) Hudson 47. Peter O'Toole 52. Carroll O'Connor is 60; the chair for which he is pontificated as Archie Bunker in Norman Lear's "All in the Family" (1971-1979) is now a popular exhibit in the Smithsonian Institution's Community Life section.

### Elevators With Batteries

FRIDAY, AUGUST 3 — Elisha Graves Otis, who was born on this date in 1811, built the first "safety elevator" which would not fall down the shaft if it cables snapped. Today the Otis Elevator Company is #1 in sales worldwide, with technology that includes a talking, microelectronically-controlled double-decker observation elevator. Otis recently began selling a system with battery backup: when a building's electrical power fails, the elevators switch to a powerful bank of batteries which continue to operate the elevators for several hours. Otis Vice President Michael DiIorio says elevators "move more people every day than airlines, automobiles, trains, and any other form of transportation... by a factor of three to four hundred percent."

Martin Sheen 44. Tony Bennett 58. Gray Panthers founder Maggie Kahn 59. Novelist Leon Uris 60. Tomorrow (8-4) England's Queen Mother Elizabeth 84. Sunday (8-5) 1st man on the moon (1969) Neil Armstrong 54.

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**WESTWOOD ONE PRESENTS**

**HERB  
ALPERT**

**& THE TIJUANA BRASS  
TOGETHER  
AGAIN**

A black and white photograph of Herb Alpert playing a trumpet. He is wearing a dark, textured blazer over a dark shirt and light-colored trousers. He is captured in a dynamic, slightly crouched pose, looking down at his instrument. The background is a plain, light color.

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.

**WESTWOOD ONE**

**FOR THE BIGGEST EVENTS ON RADIO, IT'S WESTWOOD ONE...AND ONLY!**

# Contemporary Hit Radio



JOEL DENVER

7.8-9.7 INCREASE

## KIIS: In Search Of A 10

**A**sk any record promo rep about coming up against a wall with a record climbing the charts and you'll be told, "Please don't stop my record at number 11, 6, or 2." Even though **KIIS/Los Angeles** ended up just shy of a 10-share, the staff is thrilled to death with a spectacular 7.8 to 9.7 increase, setting a new 12+ record in modern-day Los Angeles Arbitron history. (**KHJ** scored a 10.5 in the 1967 October/November sweep.)

Gannett VP/Programming-Contemporaries, and **KIIS-FM** VP/Programming **Gerry DeFrancesco** said, "Speaking for the staff it's the most exhilarating moment of our careers. Our happiness is almost too much for words. To be number one for the last year in the most competitive market has been just wonderful."



Gerry DeFrancesco

Gerry went on to list some of the key ingredients to **KIIS's** success. "Number one would be music programming, then personalities, general on-air production, general on-air promotions and contests, along with our outside marketing and community involvement."

In describing the **KIIS** format and where his ideas for it formed, Gerry told me it's a throwback in many ways to **WFIL/Philadelphia**. "It's what I've grown up on. Our format isn't that original, since it's the original basic concept of Top 40. That means playing the top 40 most popular records,

regardless of what they are. We place no parameters on the music policy. Just as we'll break the **Ratt** record, we'll also break the **Prince** record or hit a **Reno & Wilson** ballad early. We try to encompass all the styles and really give them equal weight on the air. In that way I think we've been able to damage most of the formats in town; variety is the key. People ask me how I can play such a variety of records, going from **Peabo Bryson** to **Prince** to **Quiet Riot**. I say thank God for **Jingles!**

"Formatically we're very tight. We do try to make you laugh, but we're doing it over intros and outros, and we're very tight into the stopsets. Although **Rick Dees** does a lot of bits in his morning show, he also plays a lot of music. It's very organized and tightly produced. It flows and has a lot of forward momentum to it."

### Covering The Streets Of L.A.

A station doesn't get to be a household word in a market the size of L.A. without hitting the streets. With a population of over eight million in the 12+ metro, there's a lot of ground to cover. "The trick is to keep moving from area to area until you hit them all. Some of my airstaff make as many as

## KIIS Airstaff Are Personality Pros

There can be no doubt that **KIIS** is a high-profile personality CHR. VP/ Programming **Gerry DeFrancesco** said, "Each of the guys is very much of a personality. They all have a wealth of knowledge and experience under their belts, and they're pros. I really think I have the best on-air staff in the country. Using a personality approach depends on the competitive situation. It worked in L.A. because that's where the void was. In other markets I might decide to do a more music-oriented approach.



"All of this rounds out to a bunch of fun-sounding people playing the best music and making people laugh. Roll this together with some contests, concert tickets, plus cash, and the listeners begin to feel they'll miss something if they don't spend some time listening to us each day."



Rick Dees



Liz Fulton



Charleye Wright



Chuck Street



Paul Freeman



Ron O'Brian



Bruce Vidal



Tim Kelly



Brother Bill McKinney



Mike Schaefer

## Spending It To Make It

So what words of wisdom does **KIIS** President/GM **Wally Clark** have to offer? Plenty! Chatting with Wally was tough, only because of the wide grin that's been plastered on his face since the ratings results came out. "Dumb blind luck got us those numbers," he quipped, and then added, "I just think it's all the ingredients that make a great radio station that are responsible for our success. But it should have been a 10, dammit! We are as determined as hell to get that 10."

Reverting to a more serious analysis of the situation, Wally stated, "To win, the initial premise has to be a commitment to win. Then the other elements, such as a good staff and winning promotions, become a part of the package because you'll accept nothing less. There is no reason to fulfill a lifetime dream to do radio in L.A. and then not make it work. That's why we have the best PD, MD, and airstaff, along with the best marketing, sales, engineering, and office support staff in America. We have the best of everyone in every category. There are no weak links at **KIIS-FM**. We would be at a serious disadvantage if any of these people weren't with us."



Wally Clark

### No Holds Barred

Without question, Wally exudes a positive energy that filters into every corner of the

station and is reflected in the on-air persona of the station. "There is really a no-holds-barred attitude from **KIIS-FM**. There is nothing this station can't accomplish. It's simply, as they say in Hollywood, 'a question of time and money.' The key is to attract the best people and then let them do the job you hired them to do, without interfering.

"Another positive thing we did was that we never had a demographic in mind. I told Gerry to get the most of anybody we can get. I didn't care who; there were no restrictions. We're not going to program this station backwards to fit some dumb sales demographic. I know marketing, and if we have numbers we can sell the station. By not worrying about it we're number one 12-54, and we did it by being loose, comfortable, and believing in ourselves. We totally reflect the makeup of the market, and that's why everyone feels welcome to listen to us. We're extremely serious about what we do. But there is a finite amount of money you can make each year for a station. We're exploring those limits and having a lot of fun along the way."

five appearances a week! Our guys love to show up at parties and dance clubs. As far as the charity events go, we did the **March Of Dimes Walk-A-Thon** and raised the most money ever in Southern California. Many of the appearances are not station-oriented. The guys just take it upon themselves because they know it will better their careers. In addition, the audience begins to relate a face to the voice that's on the air."

Contestwise, **KIIS-FM** is no slouch either. The station's "Daily Cash Payoff" has been handing out between \$1000 and \$5000 a day, Monday-Friday, for as long as I can remember. **Rick Dees** plays the song at 7:10am and informs the audience of the designated number caller which will win when the song is played again before 8pm that evening. A lot of cash has been handed out.

Gerry offered some wise thoughts on contesting. "I wouldn't recommend forcing your audience to listen longer by doing contests until you're absolutely sure your product is right. If it's not, you're pretty much just wasting your money." He then mixed in a bit of **KIIS** history. "Back when **KIIS-FM** had a two-share, we were giving away albums, concert tickets, movie tickets, T-shirts, gift certificates for a pair of jeans, and the occasional \$100 bill. We were really not spending a lot of money but we were beginning to build a giveaway image. As the ratings came, the rates went up and there was more money available to us for contests, thanks to (President/GM) **Wally Clark**. But it's got to start somewhere. It

takes an initial outlay of promotional funds in hope of gaining higher ratings."

### Playing The Hits

There are a lot of programmers who lose sight of the fact that 90% of their station is generally music-oriented. Gerry, along with MD/Assistant PD **Mike Schaefer** and Music Coordinator **Gene Sandboer**, spend almost the entire Tuesday's workday on music. "We'll argue, view sales, trades, local action, and examine our gut feeling before music is done. The combination of the three minds working together is what has come up with a winning music policy."

While **KIIS-FM** doesn't lock itself into many parameters on current music, it shies away from a lot of oldies. "Why should we play oldies? With the current competitive situation in the market there are a lot of radio stations playing oldies, so it wouldn't be wise for us to move into that territory."

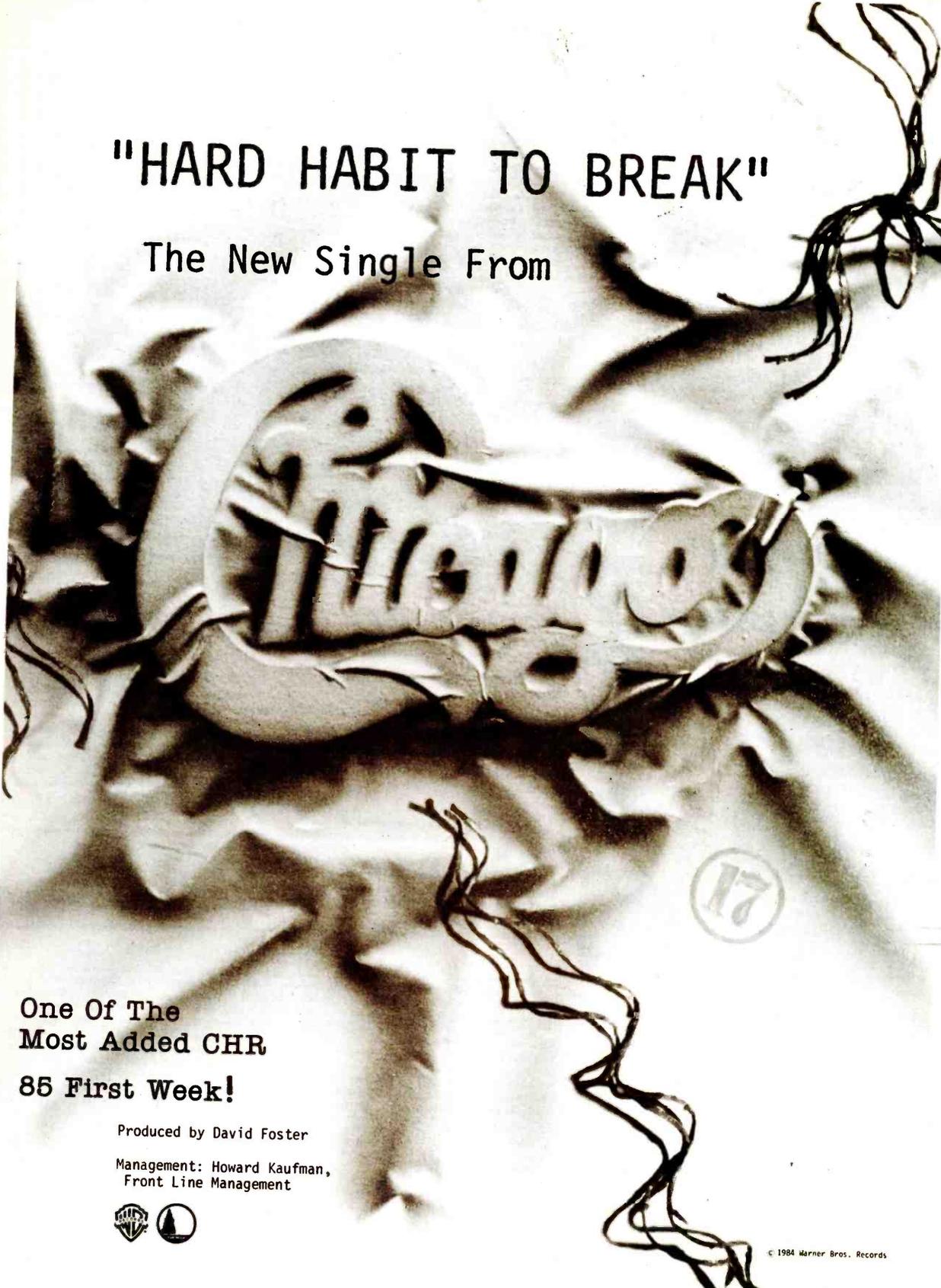
### No Tube Time

A fact which amazes many is the absence of money spent by **KIIS** on TV spots. "We've never done television," admitted Gerry. "We had to decide how to best spend our money, and TV is both extremely expensive and pretty much cluttered with all the other radio stations; we'd get lost in the shuffle. What we'll try to do is pick a 30-day period and try to dominate the buses three times a year." In addition, **KIIS** uses a few key billboard locations to reinforce the bus exposures.

Continued on Page 42

# "HARD HABIT TO BREAK"

The New Single From



Menthol

One Of The  
Most Added CHR

85 First Week!

Produced by David Foster

Management: Howard Kaufman,  
Front Line Management



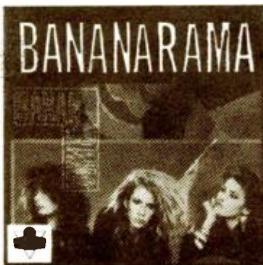
# ANOTHER POLYGRAM RECORDS

**CHR  
BREAKERS**

# BANANARAMA

## "Cruel Summer"

From  
The  
Album



*LONDON*

Manufactured and marketed by  
PolyGram Records



## KIIS: In Search Of A 10

Continued from Page 40

### The Real Rick Dees

Anyone with as many things going as Rick Dees ("Weekly Top 40 Countdown," network voiceovers, TV commercials, traveling comedy show, etc.) would have to be a pain in the butt to work with, right? Wrong! Rick is as nice a guy to work with as he sounds on the radio. "He's very easy," said Gerry. "Rick and I have very much the same ideas. People just take for granted that Rick and I are at odds all the time, which is not the case. The first three months of working together were very difficult. Rick will tell you that, just as I will. But it got to the point where we began to respect each other's opinions. We know that combining the two minds works very well. It shows in the ratings."

"Those last three-tenths are going to be even harder to get, so we're going to work even harder to make it happen."

"I think when you have an air personality as talented as Rick, the PD has to accept his points of view and work them into the PD's own plans. Make room for compromise," he suggested. "I think Rick's the finest talent in the country right now. Not only is he creative, but he knows the importance of getting enough music played. So we never lose the music image. He's very self-motivated."

Another major part of the morning show is the talents of newperson/sidekick Liz Falton, and sportscaster/jokester Charleye Wright. "There's three stations offering news in morning drive, so ours are more lifestyle-oriented. We'll key into rising phone rates rather than the latest rape or murder. Charleye has a lot to say about what happens in sports. He's opinionated, but pokes a lot of fun at himself, Liz, and Rick."

"When you have three major personalities working together, eventually that chemistry will work itself out. It takes time; it doesn't happen overnight. They have worked together now for two and a half years; the chemistry and timing are there. They know each other very well, as they spend a lot of time together on the air."

"People ask me how I can play such a variety of records, going from Peabo Bryson to Prince to Quiet Riot. I say thank God for jingles."

And there's one more member of the morning show, Commander Chuck Street, flying overhead in "Yellow Thunder." Gerry reasoned, "It's real obvious having the only helicopter traffic reporter on the dial would help us build our 'news that directly affects you' image. Chuck is real personable-sounding and interacts well with everyone on-air. Having him is a real bonus."

### Building A Legendary Radio Station

The kind of numbers KIIS has are making history. It is approaching the heights racked up by KHJ during its height of popularity. I asked Gerry to share his thoughts on the role model that KIIS has become and how it's all been attained.

"Legendary radio stations that achieve ratings of these immense proportions are not built on good programming ideas alone. I really think that the key is a good general manager. I've said this before and I honestly mean it. Wally Clark is the world's greatest general manager. If he had not been there for me to bounce ideas off of him, if he had not supported those ideas and helped me refine them, KIIS-FM would not be the monster it is today."

"Wally knows the value of putting money back into the radio station in order to make it even bigger. (See "Spending It To Make It.") He's a calculating gambler. If he believes in an idea, he'll steal a thousand dollars from the cookie jar, knowing all along that he'll be able to put it back a hundredfold — and he does! He's given me the money to hire, and even more important, keep the best talent in the country, as well as to do the biggest promotions the town has ever seen. He's hired the best managers and the best salespeople."

"Wally's been very disciplined and has never prostituted the radio station. He knows good programming and good sales practices. A while back Wally and I decided we wanted to be the number one station in the most competitive market in the world. We began working toward our goal and never looked back. That's the kind of determination that builds legendary radio stations. And one last thing that helps build a legend — a lot of prayer."

"I wouldn't recommend forcing your audience to listen longer by doing contests until you're absolutely sure your product is right. If it's not, you're pretty much just wasting your money."

### Looking At The Competition

When you're on top, everyone is taking a shot at you — a fact Gerry knows all too well. "We're well aware of what all of our competitors in all formats are doing. We've never had so much pride to say that we can't be touched. I've always been scared to death of everyone else. Consequently, I've always counter-programmed by staying aware of what the other guy is doing, and coming back with something bigger and better."

### A 10 In Sight

So close, but not quite a 10. But Gerry's not giving up. "Our metro curve is at two million and our TSA curve has to be near 2.5 million. Yeah, we'd love to do the 10. Those last three-tenths are going to be even harder to get, so we're going to work even harder to make it happen. It's tough to get too upset with a 9.7 share."

## Motion

Z106/Philadelphia hires Z98/Tampa's Chris Trana to do nights and Chuck Tyler, who was PD at EZ106/Washington, to do 1-4pm ... Pat Garrett leaves nights at WQCM/Hagerstown for all nights at WKHO/Ocean City ... Mark Stayer exits WNOX/Knoxville for mornings at WSAM/Saginaw ... Casey Keating joins KPLUS/Seattle as Production Director from KRSP/Salt Lake City ... Night rocker Paul Peterson takes on Assistant PD duties at KRQT/ucson ... Willy Sancho joins KKHR/SI. Louis for overnights from KFRC/San Francisco ... Barbara Temple named MD for WCBS-FM/New York.

KKAZ/Cheyenne names Bawana Johnny Assistant PD from sister station KUUY ... Steve Conley in as MD at FM100/Memphis ... Mike Preston adds Assistant PD to his MD duties at KS103/San Diego ... KCPX/Salt Lake City welcomes Assistant PD Stan Mah from KO93/Modesto, CA and news personality Peggy Ijames from KISN & KLUB/Salt Lake City ... WYKS/Gainesville use Jeri Panta to Assistant PD and Julie Spencer to Music Coordinator ... David Sims joins WHMY/Montgomery to do news, replacing Amy Simpson ... Hilary Stevens exits WHTT/Boston.

Shaune McNamara surfaces as Administrative Assistant to KHJ/Los Angeles VP/GM Ron Thompson ... Jeff

Allen handles nights at KX104/Nashville, moving from WSKZ/Chattanooga ... Bill Thomas is PD/mornings at WPFM/Panama City from WGLF/Tallahassee. Chris Bailey leaves WGLF to join Skip Bishop as MD at KKYS/Bryan College Station, TX, not WPFM as previously reported ... Congratulations to WFMI/Lexington air personality Charlie Fox and wife on the birth of their daughter Ashley Lynn ... David Atwood has become PD, and wife Christie has become MD at KQD/Alexandria, LA.

## Bits

• Teach Your Children! KELI/Tulsa recently drew 12,000 listeners to participate in the "Children's Festival For Health." Several celebrities taught the children how to contact the police and fire department and gave them tips on health. The successful community Health Fair was broadcast live.

• A Radio-THON Cure-A-Thon! KWES/Odesa, TX recently hosted the third annual "Radiothon Cure-A-Thon" to raise money for the Leukemia Society. The Cure-A-Thon included various entertainment and a Battle Of The Soap Stars at Water Wonderland. This year's event raised over \$30,000.



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**Laura Branigan's**

**GOLD LP**

**“Self Control”**<sub>80147</sub>

Produced by Jack White & Robbie Buchanan  
Executive Producer: Jack White  
Management: Susan Joseph, Grand Trine Management

**“ONE OF THE MOST ADDED CHR”**

**Laura Branigan/The Lucky One**  
\* Winner of Grand Prix Award\*  
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80147



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STEVE FEINSTEIN

WINNERS' CIRCLE, PART I

# Springtime For Victory In Laurel-land

As the spring '84 Arbitron books roll in, more than a few AORs are popping the corks on bottles of bubbly. In these days of format flight and doomsday forecasts for AOR, it's especially gratifying to see the noteworthy gains made by many of the format's longstanding practitioners. Some of the celebrants took time out to share a few words on their performances. I'll continue to profile ratings winners over the next few weeks, and when all the books have arrived, I'll give you a chart of the 12+ shares and key demo showings of every rated AOR known to modern-day trade mavens.

## WBCN — Boss In Boston

You can bet there won't be any success stories to overshadow that of WBCN/Boston's 9.0 12+ share. It's the highest in the station's history and the fourth consecutive up book for 'BCN, which now ranks #1 in the market.

	12+	18-34A	18-34M	25-34M	Teens
WBCN	9.0	1	1	1	3

'BCN is #1 in adults 18+, 18-34, 18-49, 25-49, and 25-54, #1 with men 18+, 18-34, 18-49, and 25-49, and #2 in women 18-34.

When viewed in a historical context, 'BCN's performance is all the more satisfying. Only a few years ago, 'BCN was written off by some as a progressive-era dinosaur as it was being humiliated by the leading proponent of research-based AOR, WCOZ. 'BCN's ratings nadir came in the spring of '81 when it was trounced 11.1-3.9 by 'COZ, which then suffered a dramatic ratings decline after John Sebastian's departure and wound up switching to A/C last fall.

**Triumph Of The Will To Dare**  
To PD Oedipus, 'BCN's triumph vindicates a style of radio the station has always espoused. "It's a triumph for eclectic radio that takes chances and is based on



art, rather than solely on science," he proclaims. "If you're in tune with your audience, you can have fun on the radio and get ratings without using mirrors. You do it by trusting your staff, and giving them as much creative freedom as they can handle."

**Choice Jocks = Jock Choices**  
Oedipus is not just paying lip service to jock autonomy. Though the station has become more structured than in the days of anything goes, personalities still essentially program their own music. "Jocks I hire have to know music, because it's not charted out for them," he explains. "They're never told they have to play a specific song at a certain time in the hour."

Continued on Page 46

Figures for demos indicate market rankings, not shares. Italics indicate ties.

## WMMR Puts On Its Philly Finery

The Rock 'n' Roll Animals at WMMR/Philadelphia enlarged their kingdom this spring, roaring their way to a 5.5 tie with Philly's CHR force, WCAU-FM, which held even. Up from a 4.7 in the winter, 'MMR PD George Harris had his best showing since taking over in August '83, and produced the station's highest 12+ share since a 6.5 in the summer of '82.

**You Promote, I'll Get Tight**  
While 'MMR gained, AOR WYSP remained steady at a 4.1 despite its impressive array of high-visibility promotions during the book. Harris says he countered 'YSP's Rock World lifestyle expo and extensive television advertising by being "hypertight, both musically and in our presentation. There's nothing I could've done to diminish the impact of what they did, and I thought it best not to go head-to-head with them. With

	12+	18-34A	18-34M	25-34M	Teens
WMMR	5.5	1	1	2	3
WYSP	4.1	6	3	4	4
WQOQ	4.4	2	2	1	8

'MMR is tied for #2 with adults 18-49, and is #1 in men 18-49.

'YSP coming on as hard as they were, I could only try to make Philadelphians realize that 'MMR does what it does best."

**We're History, Babe**  
Harris chose to reinforce WMMR's historical identity while his direct competitor attempted to carve a new identity. 'YSP was repositioning itself from a hard rocker to something of a hybrid, using the slogan "Rock Hits." Asserting that "WMMR is the original. We're Philadelphia's first FM rock 'n' roll radio station, and have been in the marketplace for 16 years," Harris used a variety of elements to capitalize on 'MMR's legacy.

Continued on Page 46



## FINDING THE BEST EARS IN THE BIZ



# "Pick The Hits"

## Competition Comes To AOR

Mirror, mirror on the wall — who's got the best ears of all? We'll know the answer soon, because an organization called AIR (Active Industry Research) is introducing a contest to see which AOR music programmers can best predict the chart potential of new records.

Concurrent with its third year of CHR competition, AIR begins testing the ranks of AOR PDs and MDs in September. The best ears in rock radio will snare a grand prize of a 1985 Mercedes 380SL, and 20 runners up get \$1000 each.

The competition lasts for 40 weeks. Each week AIR designates approximately six newly-released, uncharted tracks and asks programmers to predict how well the songs will perform on R&R's AOR Hot Tracks chart. Estimates are by region of the chart; e.g., will the track reach Top 60, Top 40, Top 25, or not chart at all?

Contestants won't have to return surveys; votes will be retrieved during weekly calls made by AIR, whose President, Alan Smith, says his contest has been cleared by the FCC as completely legal. All AOR music decision-makers are eligible.

The contest is supported by 80% of the major labels, according to Smith, who says they see it as "another way of getting records listened to. Key radio just doesn't have a chance to listen to all of the huge amount of releases." Responses of individual players are confidential; record companies see only the aggregate predictions of the players as a group.

Winners will be announced on September 7, 1985 after a 12-week period to tabulate the results. May the best ears win!

## 'NEW-FM Takes Its Biggest Bite Of The Apple

No blues for good-time Charlie Kendall, WNEW-FM/New York PD. Inheriting a 2.1 share when he took over last August, he guided the station to a 2.3 in the fall, a 2.6 in the winter, and now a 3.1. 'NEW-FM's highest 12+ share in its history.

	12+	18-34A	18-34M	25-34M	Teens
WNEW-FM	3.1	4	1	1	7
WAPP	2.9	8	5	5	3

'NEW-FM is #2 in men 18-49, and tied for second place with men 18+.

"Maximizing the talent at the radio station, more consistent music than ever, and concentrating on major programming events" are what Kendall considers responsible for the new heights. Events included Scott Muni's week of live broadcasts from London and a countdown of the top 1027 songs of all time. Kendall says the station has received almost 20,000 requests for copies of the song list.



A selling point in promos for the countdown "1027 songs is a lot of songs, but that's the difference between our playlist and theirs" — stressed musical depth. 'NEW-FM's primary calling card in a market of CHRs and a tight-listed hybrid, WAPP. (The man who puts together those promos, Production Director Tom Coach, recently copped three awards from the N.Y. State Broadcasters Association.)

Kendall views 'APP's down book, 3.3-2.9, as the result of a "serious strategic error — trying to position themselves between a powerhouse CHR (Z100) and a powerhouse AOR. They tried to put themselves on the fence, and fell off it."



## KOME Comes Back On Top

KOME/San Jose PD Pat Evans must be a radio diehard. Her two previous jobs, PD at KSFX/San Francisco and MD at WMET/Chicago, saw stations get sold and change formats, respectively. Rather than finding a nice, safe line of work, Pat returned to the Bay Area as KOME's Promotions Director last year, and was upped to PD in December.

Looks as if her luck has taken a turn for the better. Pat's just engineered a 4.9-4.2 victory over AOR rival KSJO, putting KOME on top for the first time in three

	12+	18-34A	18-34M	25-34M	Teens
KOME	4.9	1	1	1	4
KSJO	4.2	3	2	5	2

KOME is #2 with adults 18-49, #1 Men 18+ and 18-49, and tied for #2 in men 25-49.

(Demo rankings are for fellow San Jose stations only, and do not include San Francisco signals.)

years. As a bonus, KOME scored a 2.0 in the San Francisco book, beating fellow AORs KQAK and KMEL in their own market, and scoring just a hair behind KFOG's 2.1.

**Mainstreaming The Music**  
Pat's game plan started with returning KOME to a more centrist posture musically. "I made the station more mainstream; it had been very heavy metal in the fall book."

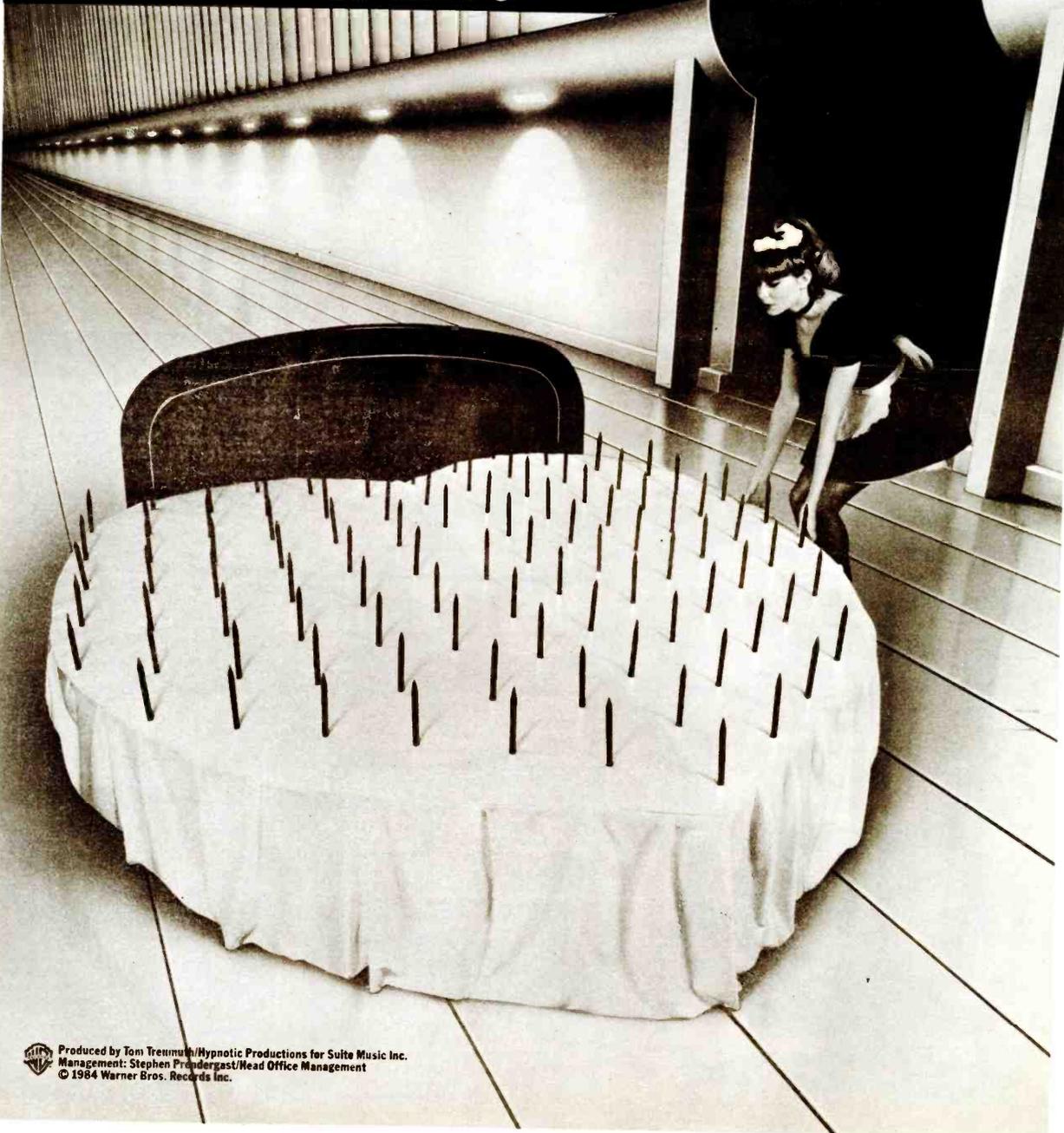
Contrasting her station with KSJO, she says, "We play a wider variety of artists. We'll play crossover artists such as John Cougar, Greg Kihn, Rick Springfield, and the Fixx while they'll play callout research acts such as Shooting Star, Sherbs, and 707.

Continued on Page 46

# The Honeymoon Has Just Begun!

Honeymoon Suite's Debut Album Features  
"New Girl Now" and "Burning In Love"

ALBUMS BREAKERS 30



Produced by Tom Treimuth/Hypnotic Productions for Suite Music Inc.  
Management: Stephen Prongerast/Head Office Management  
© 1984 Warner Bros. Records Inc.

# JEFF LYNNE'S NEW SINGLE "VIDEO"

ON YOUR DESK  
THIS WEEK

FROM THE SOON-TO-BE-RELEASED  
ORIGINAL SOUNDTRACK ALBUM  
AND HIT MOTION PICTURE

# "ELECTRIC DREAMS"



DISTRIBUTED BY CBS RECORDS

## Springtime For Victory In Laurel

### Boston

Continued from Page 44

Currents are chosen from bins marked according to emphasis, while older tunes are picked from a selected core library. Once an hour, a jock has the option of culling a record from the entire 'BCN library.

#### Ready For A Challenge

Oedipus is confident that a new AOR entering the fray wouldn't topple 'BCN as 'COZ did. 'BCN's broader, less elitist music mix makes it less vulnerable now, he feels. "There are fewer holes to fill, as 'COZ was able to. Our music now goes all the way from Journey to Wendy O. Williams, from Ray Parker Jr. to Dream Syndicate. The key is the balance and proportion — we play a little of everything, including some obscure music, but also make sure to play a lot of the familiar things."

#### Solid Rock

WBCN's slogan, "The Rock Of Boston," has a double meaning. Oedipus views it as imaging the station as more than just an outlet for rock 'n' roll. "Besides referring to the music, it says we're part of the city's foundation, along with traditions like the Celtics and the Boston Globe. We're the place people know to tune to, whether to hear a song collage with a holiday theme, or for coverage of local election returns.

"Certain features may not get us great ratings, but they contribute to the station's overall image of having our finger on the pulse of the city. That's why we cover the Boston Marathon and have the 'Boston Sunday Review,' a five-hour talk show on Sunday mornings."

#### WBCN: A Rare Bird

Methinks WBCN has two outstanding qualities. First, the station exudes an out-and-out passion for rock 'n' roll music and radio, and believes in the two mediums' power to affect an audience. That's why it strives for zany production pieces and mad-cap personalities that engage a listener's imagination, who are capable of astonishing and even transforming him.

Second, Oedipus, VP/GM Tony Berardini, and the staff don't just take what they do for a living seriously, they take it personally.

They truly care about creating radio that reflects their own delightfully warped sensibility and world-view. They've built a station and careers on their own terms, without compromising their ideals or enthusiasm. It's an inspiration to us all.

### San Jose

Continued from Page 44

"They play much more metal than we do; we're more familiar-sounding, and our day-parting is stricter. They also have a younger, more juvenile presentation than ours. We were #2 in 25-49 men, showing our strength 25-34."

#### Production Values

KOME has "a very produced, energetic feel with lots of promos, drop-ins, and artist ids, as well as quick song montages on themes such as mornings, weekends, and the summer. You'll never go more than two records without hearing one of those elements."

### Philadelphia

Continued from Page 44

A semi-hourly feature called a "Time-slide" had a brief, produced voicer saying, for example, "WMMR, 1984 . . . WMMR, 1968," sandwiched between a current track and a song of an appropriate vintage. He tagged special events with the number of years they've run; e.g., "The Fifth Annual Memorial 500." A 20-minute set of vintage tunes, "The Psychedelic Supper," airs weeknights at 6pm, and he occasionally does an all-day "Psychedelic Sunday."

In an effort to appeal to older demos, Harris's music mix included a healthy sample of artists such as Fleetwood Mac, Rod Stewart, Eagles, Steely Dan, and even Christopher Cross's "Ride Like The Wind."

Harris observes, "In the same way that CHR was told it was dead a few years ago but rebounded, AOR shouldn't take any threats of its extinction to heart. I'm proud that we're competing on an equal footing with the premier Hot Hits station in the country, and wiping up in our key demos."

## SEGUES

KZOK/Seattle is no longer consulted by John Sebastian . . . KGON/Portland now employs the services of both Burkhardt/Abrams/Michaels/Douglas and Frank Falck.

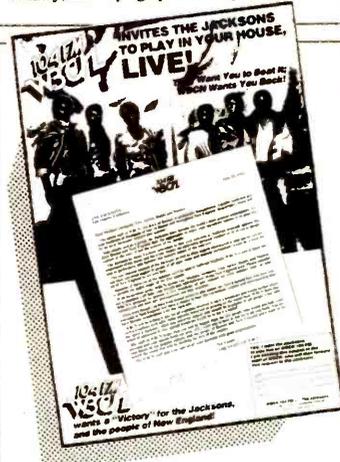
Ron Garrett exits as MD at KRQR/San Francisco, and midday personality Lisa Novak is tabbed as his replacement . . . Dave Numme leaves his MD post at KZEL/Eugene for weekends at KRCK/Portland . . . Sylvia Aimerito leaves her MD slot at KNAC/Long Beach to join KEZY-FM/Anaheim for middays. Mary Jo Godges is reappointed MD at KNAC . . . After a spell programming WAYV/Atlantic City, former WMGM/Atlantic City MD Mike Boyle returns to 'MGM as Assistant PD/MD, as MD Eric Johnson exits . . . WEZX/Scranton MD Don W. Hallett leaves for sales at WKRZ/Wilkes Barre, and afternoon driver Dave London assumes Promotion Director duties . . . Former WYMX/Augusta MD Jay Sisson lands at WOVE/Chatanooga for evenings and MD duties . . . Z99/Regina MD Ed Walker adds Assistant PD to his title.

Bonnie Reese leaves KZAP/Sacramento to start her own public relations firm, and is succeeded as KZAP's Promotions Director by Valerie Miller.

Former WPLJ/New York overnighter Bob Marrone joins WLIR/Long Island for weekends . . . KMET/Los Angeles brings on Lynda Clayton from KDKB/Phoenix for swing shifts.

KFIV-FM/Modesto welcomes Charlie Parker from KATT/Oklahoma City for middays, replacing Rosemary Frances, who moves to KSFM/Sacramento. Tim Paterson joins KFIV-FM from KHYT/Tucson for weekends.

Fina Garza is appointed Programming Assistant at WLUP/Chicago.



PLEASE COME TO BOSTON . . . ON OUR RADIO — Since a Jacksons tour date in the Boston area was vetoed by regional officials, WBCN has proposed that the group do a live concert broadcast on the station. 'BCN has offered to pick up all expenses and honor any prerequisites or conditions for the event, and is willing to share the signal feed with other stations. This full page ad from the Boston Globe asks listeners to fill in coupons, which the station will then forward to the Jacksons.

PARADE

THE  
NEW  
ALBUM

FROM

SPANDAU BALLET



**AOR RADIO  
FIRST TO  
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**51 AOR Reporters,  
Including:**

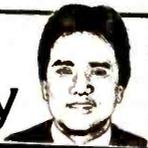
WRXT	WLUP
WBAB	WXRT
WLIR	WMMS
WNEW-FM	KAZY
WYSP	KROQ
WYDD	KCAL
CHUM-FM	91X
WCKO	KQAK

**"Only When  
You Leave"**

Hot Tracks DEBUT 57

**Chrysalis**  
Records & Cassettes

# Adult/ Contemporary



RON RODRIGUES

## PART TWO

# Making AM Stereo An Effective Tool

In last week's column, I highlighted three programmers who pointed out that AM stereo faces slow growth ahead if manufacturers and retailers don't provide more aggressive consumer marketing of AM stereo receivers. Despite that, the PDs were all optimistic that a "significant" amount of listeners will own AM stereo sets within five years.

### How Much Promotion?

Until then, programmers are faced with the balancing act of providing their station with just enough AM stereo promotion for image purposes, but not so much as to drive people into frustration because they cannot obtain a unit easily enough to enjoy it.

WMTR/Morristown, NJ GM Pete Arnov says his station is going full-force with AM stereo promotion. Pete said the station "constantly" mentions stereo on-air, and will be using the reference in its billboard advertising this fall.

Arnov is an innovator of sorts in the world of stereo. Co-owned WDHA was one of the country's first FM stereo stations. An electrical engineer by training, Pete was always interested in technology. "But," he points out, "I was not on the forefront of AM stereo because I wasn't certain what system was going to win. We eventually chose Motorola with the automobile in mind. This area of North Jersey doesn't have very good public transportation; thus in-car listening is high. So when General Motors decided on the Motorola-only system, with Chrysler following, that was enough for me to go the



Ken Kohl



Pete Arnov

same route. Since then, Harris has changed its pilot tones so theirs can be received through Motorola-equipped receivers."

### Doing It Right

Pete reminded that the right kind of promotion is critical to the success of AM stereo. "The most important element of AM stereo promotion is that it be demonstrated and explained properly. A lot of people approach me and say, 'I have a stereo re-

Your Music Station  
**KOMO AM,1000**  
*Stereo*

Catch the Dawgs.

**No FM Fading**

**PRINT PROMOTION—**  
KOMO Seattle made comparisons between AM and FM when it introduced AM stereo in print ads last year.

**No AM Distortion**

ceiver, so why can't I get you in stereo?' Although we constantly say we are AM stereo, we'll also run announcements stating that a new and different receiver is needed, and that your old set will not get us in stereo."

Can full-service stations take full advantage of AM stereo? A resounding "Yes," according to two programmers. Said KOMO/Seattle Director/News & Operations Ken Kohl, "AM stereo is important to us. Even though we have a tremendous commitment to news and information, music is the 'glue' that keeps all the divergent elements together. I want to put out a quality product on all levels, so I want to be in AM stereo."



KFMB/San Diego PD Mark Larson said his station will take the technology a step further by broadcasting Padres baseball play-by-play in stereo. "It's not quite ready yet; we're still working out all the kinks. We've had one public exhibition of a stereo baseball broadcast so far, but all the other broadcasts have been for our own enjoyment. To help accomplish this, we've strategically placed shotgun mikes around Jack Murphy Stadium to create the illusion of depth for the listener. If the ball is hit to right field for example, you'll hear the crowd building in the right channel."

### Counting On Cars

Several of the stations outlined will use the automobile as a key promotional tool. Pete Arnov said his station will provide full

support to retailers who push AM stereo. "In the fall, we have lined up most of the major GM and Chrysler dealers to display AM stereo. They will always have at least one on the showroom floor in one of the cars. Many times, the father of the car dealers we now see will approach me and say 'You came to see me 20 years ago about FM stereo!' and I respond, 'Yes, and didn't that work out?' We have been promoting stereo for 20 years now, and that element has added to our credibility in promoting AM stereo. Our engineering department is standing by in case any of the dealers have questions or problems regarding the technology."

In the future, will AM stereo be an ingredient to success? All of the programmers stated that it would be difficult for any station that isn't stereo to be successful. And they're right — you don't find many FM mono stations anymore. But as Ken Kohl stressed, "People are not going to tune to any station — AM or FM — simply because it's in stereo. The key has to be well-targeted, focused programming."

### Image/Quality Are Tops

And, all parties agree that image value and the increase in fidelity may be more important elements to AM stereo than the stereo itself. Pete Arnov states, "It gives you the image of being a technical leader. And that's important in these times of exploding technology. Mark Larson concurs, "I'm not terribly concerned about the lack of stereo receivers in the marketplace right now. It's the image, I feel, that's more important right now anyway. If you ask people why they listen to FM, they'll probably respond with improved fidelity rather than separation as the reason. And that's encouraging for AM stereo."

Perhaps someone missed the boat by not borrowing from VCR technology and calling it "AM Hi-Fi" instead.

## FM Makes Quality Move

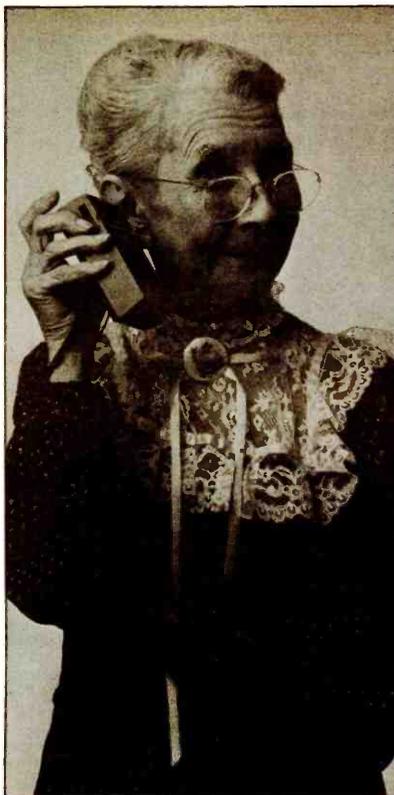
While AM is making its stereo debut, broadcasters are seeking to further improve FM sound. The folks at **WGMN/Madison** and **WARM 98 (WRRM)/Cincinnati** are among two A/C stations using the latest in playback technology — Compact Discs — to put out top-quality sound. AOR, CHR, and Classical stations have been using CDs for more than a year. In fact, Sony provided many of those stations with the hardware to test them on. The response has been overwhelmingly favorable.

Unlike the AORs however, WGMN doesn't play the CDs directly on the air. Reports Asst. PD/MD Jim Reed, "instead we transfer a song to a high-quality cart. To preserve the dynamic range of the material, we'll encode it with dbx. The results are dramatic."

"The biggest problem in doing this," Jim says, "is acquiring the product. We've been able to get a few record companies to help us out; otherwise we'll go to local retail outlets." The station airs over 100 titles taken from CDs and adds more constantly. Many labels are now releasing vintage rock CDs, including those by the Turtles and Moody Blues. Motown has released "greatest hits" CD packages by the Supremes, Jackson 5, and others.



WMTR/Morristown, NJ uses this print ad to promote sales of AM stereo units it buys and consigns to retail outlets. The station provides free on-air support for those stores that carry the product.



## KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

If you know radio, you know it's important to keep up with the way the market changes. Your audience is often on the move, and new trends in listening habits and programming preferences can change between rating periods. Those trends are of prime importance to you and sometimes getting information from quarterly reports isn't fast enough. That's why Arbitron Ratings developed ARBITRENDS,<sup>SM</sup> the computerized ratings tool for the eighties.

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# Black/Urban Radio



WALT LOVE

## Getting By Between Gigs

What does it take to survive between gigs? Some of us know how tough it is being unemployed. Not intended to embarrass or humiliate anyone, this column's purpose is to inform and educate. I hope it will also let potential employers know that the following individuals, who all are competent and with winning track records throughout their professional careers, are ready, willing, and able people. All they need is a new challenge and a good opportunity.

First to share his innermost thoughts and experiences was Oscar Fields, former MD at WHUR/Washington.

### The Things You Go Through

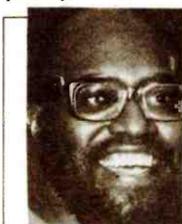
Fields had been with WHUR for five years, and was MD for all but six months of that time. A graduate of Howard University with a degree in Government, Oscar left in February and has concentrated his search for employment in the Baltimore-Washington area. He's followed up on several leads, but none have panned out. Regarding his financial reserves, Oscar said, "Thank God I've been in pretty good shape. I managed to save some money over the years for just this type of crisis situation. I had also accumulated some vacation time, so I continued to receive a paycheck for awhile after leaving the station. Things haven't been as bad as they could have been. The best thing I did was to save some money while I was working."

How has Oscar handled the intense down period we've all experienced during unemployment? "You can diminish the potential of being depressed by having a lot of self-confidence; you must believe in yourself. The key is possessing a strong and positive self-image. It's a psychological thing, but by believing you are talented and good at your chosen profession, you'll ultimately survive this crisis."

### Pay Attention

When it comes to being prepared for unemployment, Oscar advised, "Tomorrow isn't promised to anyone. A person must think about what could go wrong on their

job and have a plan of action. If you see things taking place around you that normally you're included on, take it as a warning sign. Look for any other signals that might surface. Above all, always project that positive self-image, no matter what happens." Oscar added, "It's also important to keep your name out there with the people who make decisions, so they know you are available and can do the job if given the opportunity."



Oscar Fields



Tim Watts



J.C. Floyd

### Watts's View

Twelve-year industry veteran Tim Watts made the decision to leave his position as PD of WXYV/Baltimore in March. His road to a new challenge has had a few potholes.

Tim tried to plan ahead, but admitted, "When you've never been unemployed, you can't do the correct kind of planning. At least I did put away some money so I could eat. Other than that, I just decided where I wanted to be — Southern California — so

I'm concentrating my employment efforts here. But it's very difficult to make up your mind where you'd like to go, and then to find that new opportunity."

### Look Before You Leap

Tim advised those presently working who are thinking about changing jobs to "be sure you know exactly what you want to do and have it lined up before leaping off a mountain, because after it's done, you can't go back. It's easy to start second-guessing yourself and you don't need that."

back and look at them to intricately study the principles I may have missed."

### Put Some Money Away

Adding to the comments made by Oscar and Tim regarding financial security, J.C. noted, "Like any competent broadcaster, I didn't think about ever being unemployed, other than it being my decision. Sure, these things happen and you know in this business no one is going to last forever, but you never really plan to be out on the street. Life has its ups and downs, so you must save a little while you're working. Thankfully, I wasn't caught totally off guard, but I didn't lay aside a sizable amount. I'm not destitute or anything, but if it ever happens again, I plan to be more financially prepared."

### The Tough Times

I asked J.C. how he deals with depression. "The first two weeks were really tough. It all happened so quickly. I think I was experiencing shock more than depression. I probably had more to say about whether or not to stay or leave than most people do. The shock to my system that I was no longer employed threw me off balance, and it was hard to believe what had happened. Being conditioned to going to work every day for the past 13 years and then suddenly knowing it's over . . . that gets your attention. I know I've got intelligence and talent to offer this industry, so I'll keep a positive attitude and keep looking for my next opportunity."

"Others always say to me, 'Enjoy this time off. Take a vacation because when you get back to work, you won't have time.' " As J.C. put it so well, "It's hard to vacation when you're in a downtime situation, and you're wondering what's going to happen to you and your career."

### Back To The Mainstream

To make it back to the mainstream of the broadcasting industry, J.C. said he's examining trends in other parts of the country, "so I know what I'm talking about if questioned about a particular area. I'm calling GMs who may be looking for a programmer of my caliber. I've also been talking to other programmers to pick up some further knowledge and info on possible openings. Some people have really been helpful."

Concluding, J.C. said, "Most importantly, keep a positive attitude; don't get down on yourself. Maintain a state of readiness, so when the call comes or the interview happens, you can put your best foot forward."

I hope some of you who have never experienced the misfortune of unemployment learn something from these heartfelt comments. I also hope an employer may find his new PD or Operations Manager right here on this page; that would really be a blessing for all concerned. I'm not begging for a job for these professionals, but we all know that sometimes we must take two steps backwards before we can take five steps forward!



**THOMAS & CREW FLOAT ON** — Perhaps in keeping with his first hit, "Why Can't We Live Together," Timmy Thomas put together a multi-format, multi-label coalition for a Miami yacht party celebrating his return on Gold Mountain. Shown 1-r (standing): WPDQ Jacksonville PD Marc Little, A&M's Step Johnson, PolyGram's Boo Frazer, Thomas, Y100/Miami PD Robert Walker, A&M's Richard Pachter, Y100 MD Frank Amadeo, and (seated) A&M's Keith Frye.

## Action

At WRDWA Augusta, Carl "Sonny" Burroughs becomes PD, replacing Teddy Black, who exited several weeks ago; Burroughs retains his afternoon airshift. Joining the station for mornings is Ronald Montgomery, who comes from cross-town Country outlet WGUS.

After a day of soliciting listener suggestions on-air, the new lineup at WDMT/Cleveland finds former veteran jack Len Cannon moving from evenings to mornings, Eric Faison stepping up from parttime to middays, Carol Ford shifting to afternoons, and "Dean Dean" Rufus handling 7-midnight. Dean Dean has added a two-hour club-style show to the end of his shift every night. Carl Nash continues to ride the "Love Train" on overnights. Cannon is also hosting the hour-long "WDMT Video Magazine" on WCLQ-TV Sunday nights. The changes are part of a general revamping of the station under Barry Mayo's "More Music, Less Talk" format, which features eight-second sweeps. Freddie James becomes the second announcer to exit the station under the new policy.

In a promotion that might work especially well at stations with some history, WATV/Birmingham recently gave away \$900 to a listener who guessed correctly the number of hours that veteran per-

sonalities Shelly Stewart and Erskine Fausch had been on the air. The staggering total: 92,744 hours.

As the summer promotion season continues, WLOU/Louisville held its Summer Festival June 30, attracting 47,000 people . . . KRNB/Memphis sponsored a free concert on the banks of the Mississippi and drew 80,000 to Pieces of a Dream, Phyllis Hyman, Lanier & Co., and local jammers Private Number.

KANW/Albuquerque showed that even a high school station could draw a crowd. The station's "Juneteenth" celebration brought about 5000 people to the downtown Civic Plaza. KANW remains the only Black/Urban outlet in New Mexico's largest market.

KNOX/Ft. Worth is tying in with the Budweiser "Superfest" by conducting a "Super Family" drawing. Winners receive in-home visits from concert stars Frankie Beverly and Al Hudson. As Jacksonmania continues, the station has started a "Jacksons Hotline" to keep listeners informed on the Metroplex's Jacksons concerts.

WUSL/Philadelphia went poolside at the city's public recreation facilities for weekly pool parties starting earlier this month.

Looking for work is how Tim spends most of his time. "I talk to people about possible leads and then follow up on them. I also take time to listen to different formats in order to keep up with what's happening. I've learned a lot about myself and even more about this business since I've been out of work. Of course, I've learned some of the negative things but I don't want to dwell on those. There are some very decent, warm, and concerned people in our industry, and I've grown as an individual because of this experience."

### Keep A Positive Mental Attitude

Also facing his first period of unemployment, Tim said, "You get a little itchy and edgy on days you don't have an appointment. It's definitely a tough time to go through. A positive mental attitude is imperative; you know what you can do and what you must do . . . succeed!"

### Floyd's Thoughts

Formerly the National PD for Sheridan Broadcasting and PD of WAMO/Pittsburgh, J.C. Floyd has only been out four weeks, but he, too, has some definite thoughts about this sobering experience.

J.C. started by relating what he does with his time. "I get up at the same time I did when I was working, put on a shirt and tie, sit down at my desk, and begin to do some paperwork. All the things I didn't get to do when I was working I now do. I commit things to paper about all the different formats — what works and what doesn't. I've even worked on improving some programming approaches for more positive ratings results."

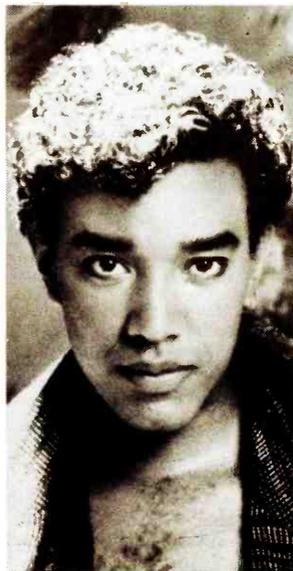
"Since we've got all this knowledge, we should have it perfected and ready to go when the call comes. I keep all my trade publications, and now have some time to go

# WORLD CLASS TEAM!



**Out Of The  
Blocks!**  
**T-Connection**  
"You Can Feel  
The Groove"

JUST RELEASED!



**Strong Kick!**  
**O'Bryan**  
"Breakin' Together"

ONE OF THE  
MOST ADDED

**Black/Urban**  
**NEW & ACTIVE**

**Closing The Gap!**  
**Lillo Thomas**

"Your Love's Got A  
Hold On Me"

**Black/Urban**  
**BREAKERS** 7/20

BLACK CHART: 25



**Finishing First!**  
**Tina Turner**

"What's Love Got To  
Do With It"

BLACK CHART: #4  
CHR CHART: 16 to 8  
A/C CHART: DEBUT 22



**Next Heat: Brass Construction**  
"Partyline"



ON YOUR DESK  
THIS WEEK

**TEAM SPONSORED BY CAPITOL RECORDS**

Capitol

©1984 CAPITOL RECORDS, INC.

# CHARTBUSTERS!



## ALABAMA

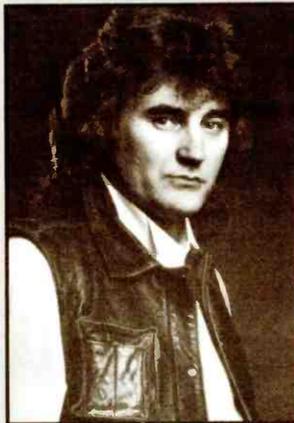
"If You're Gonna Play In Texas"

PB-13840

1st WEEK!

*Country* BREAKER

R&R 39  
BB 47  
CB 58



## EDDY RAVEN

"I Could Use Another You"

PB-13839

2nd WEEK!

*Country* BREAKER

R&R 32  
BB 42  
CB 39



## LEON EVERETTE

"Shot In The Dark"

PB-13834

*Country* BREAKER

R&R 33  
BB 40  
CB 34



## RONNIE MILSAP

"Still Losing You"

PB-13805

R&R #2  
BB 3  
CB 3

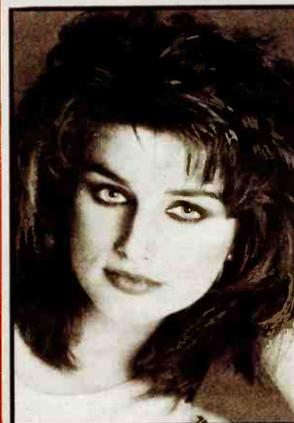


## THE JUDDS

"Mama, He's Crazy"

PB-13772

R&R #17  
BB #1  
CB #1



## SYLVIA

"Love Over Old Times"

PB-13838

*Country* BREAKER

R&R 36  
BB 44  
CB 37

**HOT!**

## DOLLY PARTON

"Tennessee Homesick Blues"

PB-13819

R&R 5 BB 10 CB 13

**HOT!**

## CHARLEY PRIDE

"The Power Of Love"

PB-13821

R&R 12 BB 13 CB 20

**HOT!**

## WAYLON JENNINGS

"Never Could Toe The Mark"

PB-13827

R&R 11 BB 21 CB 19

**HOT!**

## KENNY ROGERS

"Evening Star/ Midsummer Nights"

PB-13832

R&R 16 BB 27 CB 23

## BILL MEDLEY

"I've Always Got The Heart To Sing The Blues"

PB-13851

SIGNIFICANT ACTION 47/30

BB 79 CB 83

ADDED FIRST WEEK

WDLW	KKYX	KBMR
WHIM	KMPS	KTOM
WPTR	KRMD-FM	KKAL
WFMS	WLWI-FM	KRSY
WVOD	WESC-FM	KRKT
KHSL	KSP-FM	KRWQ
KMAK	KGA	KNOE
KGAY	KWJJ	KLUR
KFGO	KTTS	WACO
KBRQ	WGNA	WGUS
WGEE	WSNO	WGTO
WBGW-FM	WKYG	WKQS
WOKK	KOMA	KVVO
	KFDI	

**RCA... KEEPING THE SPIRIT IN YOUR PLAYLIST!**



LON HELTON

# Rockin' The Country

The current Lionel Richie record "Stuck On You" has caused quite a buzz on the phones in recent days, with two major areas of concern. One is whether or not to add the record — a decision many times based largely on who it's by rather than by how it sounds; the other is how to present the song once you're playing it. This column isn't going to be a discussion of the Richie record in particular, since the questions raised now are identical to those of two years ago when Bob Seger released "Shame On The Moon," not to mention ten years ago when Paul McCartney got some Country airplay with "Sally G."

However, the specific example of "Stuck On You" does serve to raise the larger question of when to add records by pop artists and the proper positioning of artists not normally — or in some cases even remotely — considered "country." This week and next we'll focus not only on the reasoning behind adding these records but also what you do with 'em once they're on.

Whenever "country-flavored" records by well-known pop/rock artists are released, many programmers aren't quite sure what to do with them. The questions are many: Does playing these records represent a chance to attract some "non-country" to your station? Even if it does, is it worth the risk of alienating your country core? Or are we being too paranoid in assuming there is a risk? Perhaps there's a good chance the core country audience

wants to hear some of these records on their favorite Country station so they don't have to get them elsewhere.



Chuck Urban



Charlie Ochs



Mike McBride

The Richie record is the most prominent of its type being played, but looking through last week's station playlists, I noticed a few "oddlities," including Bruce Springsteen's "I'm On Fire," Huey Lewis & The News' "Honky Tonk Blues," and Julio Iglesias & Diana Ross's "All Of You." Among the people and stations playing these records are Jack Carter, PD of KCCY/Pueblo; Rich Kimball, PD/MD of WBGW/Bangor; Paula Hooper, WMC/Memphis MD; Kevin Kasey, MD WXCL/Peoria; Mike McBride,



MIKE STONE: COMPUTER NO! — Listeners and staffers "picket" the KWJJ studios on behalf of Mike Stone.

# Computer Bytes The Dust

Not since that steel-driven man John Henry took on the steam hammer has there been a more dramatic confrontation between man and metal. The contestants: KWJJ/Portland morning personality Mike Stone and his dulcet tones vs. "Paul" — a standard personal computer equipped with DECtalk, the Digital Equipment Corporation's voice synthesis program. A human was required to type Paul's conversations on a keyboard, with Paul responding in a voice similar to that of "Joshua," the talking computer in the movie "War Games."

It was a guilty competition, where for four hours the two took turns introducing records, giving weather forecasts and reading sports stories. Paul was a formidable foe — no time-and-temp jock he — throwing in Humphrey Bogart impressions as well as breaking into song with a commendable version of Frank Sinatra's "Strangers In The Night" — complete, I am told, with a "shoo-be-doo-be-doo" or two.



MIKE STONE: Smiling in victory after proving the mouth is mightier than the floppy disk.



THE COMPETITION: "Paul" the computer and his human, Beverly Perttu.

There was extensive promotion prior to Paul's on-air challenge — promotion which implied that due to cutbacks Mike Stone's might be replaced if the audience liked Paul

enough. When D-Day (for Digital) finally came, it was no contest as listeners rallied to Mike's support, although a few callers really thought he was in danger of losing his job and vowed never to listen again if that happened.

As you can imagine, the station got a load of street talk and a ton of free press. PD Bobby Sherman was overheard remarking he wasn't worried about machines taking jocks' jobs because a computer is "just an accountant with a personality." This, coupled with the fact that computer operators really don't like getting up at 4:30am, should secure jocks' jobs for a long while to come.

# The Boss In Bangor

WBGW/Bangor has a playlist of 65 records with an additional five to ten album cuts per week. Its music mix is a fairly typical blend of country artists. While not leaning to pop extremes, PD/MD Rich Kimball's playlist includes Lionel Richie, John Hartford, and a cut from Bruce Springsteen's "Born In The USA" album, "I'm On Fire." Here are his thoughts on the subject of playing country-flavored product by non-country artists.



Rich Kimball

"I get in these summertime moods where I feel a lot of the country music that's out is a little down. I start to listen to more than just country product to see if there's something else around that might fit our sound. If I find a song with a country feel by an artist I can justify, I'll play it. With Springsteen, I loved the song and felt it had that 'country feel'; it also sounds good with the format and doesn't disrupt the flow. If you didn't say it was by Springsteen, people would have no clue it was by one of the foremost rockers in the world.

"Many might ask how I can play a record by him, but I think you have to give the listeners a little credit. They're not as insulated as they

might have been a few years ago; they're tremendously affected by the media. They know who these people are and that they're talented entertainers.

"I think it's a good thing for the industry when you have people of that stature bringing a new element to the music. They add something to the country musical genre as a whole while broadening the listeners' tastes. As an MD, it's nice to put something out of the ordinary on the air, and it provides the listener with a good break as well. As long as it doesn't get them upset, I think they enjoy the adventure as much as I do.

"Sometimes MDs suffer from a bit of tunnel vision, limiting ourselves to what we think is safe while the audience really isn't seeing it in the same light. They're intelligent and are interested in a wider range of music than we generally give them. Even in a small market situation, people today are exposed to so much more than they used to be because they're getting input from so many different sources. This results in a higher tolerance level for the music and artists they will readily accept. They want to hear the artists they read about and see on TV.

"We've had no trouble playing these artists. As a matter of fact, we've had more complaints about non-country songs by country artists than we've had about country songs by non-country artists."

KPLX/Dallas MD; Charlie Ochs, KIKK/Houston, PD; and WOW/Omaha PD Chuck Urban. They gave me their thoughts on adding these songs.

## If The Shoe Fits

Interestingly enough, there doesn't seem to be a whole lot of difference in the criteria for adding these records from most other songs. To a person, everybody I talked to said the major test was that "it had to fit the sound of the station." Sound familiar? Setting the basic tone, Charlie Ochs commented, "The audience needs to feel the song belongs on your station. I'm not talking about the core, because they won't accept anyone outside of the 'regulars' and will call the station to complain about the rock & roller on the air. But most of your audience will accept the song as long as its sound fits the sound of the station."

Mike McBride concurred, "If the record is there and you feel it's right for your station and market, play it." Elaborating, he said, "These tunes really enhance the sound of our station. It doesn't matter who the artist is or what label they're on as long as the music is good. We won't go too far out of our way to find these songs; we don't have to play them. They're pretty much special cases and it's nice when they come along."

Jack Carter is more aggressive on this topic of music, explaining, "We go out of our way to find songs that have a country flavor but will appeal to a person who grew up on rock music. Our feeling is many young adults who grew up with rock may no longer tolerate the rock of today and have become country listeners. They're very comfortable with this stuff." This theory is

## Nashville This Week



SHARON ALLEN

## CMA Broadcast Personality Finalists

Finalists for the CMA Broadcast Personality of the Year have been chosen. The nominees were selected by CMA members in the Audio/Video Communications and Broadcast Personality categories. Now, an anonymous panel of judges, all of whom are broadcasting leaders, will review airchecks from each finalist and select a winner in each market category.

And the nominees are . . .

**Major Market** — Charlie Chase, "This Week In Country Music," WSMV-TV/Nashville; Deano Day, KLAC/Los Angeles; Ralph Emery, "Nashville Now," the Nashville Network; Joe Ladd, KIKK-AM & FM/Houston; Nancy Turner, WMAQ/Chicago.

**Medium Market** — Jerry Adams, KFDM & FM/Wichita; Stan Davis, WWVA/Wheeling; Lee Shannon, WKWH/Shreveport; Al Snyder, WTKC/Lexington; Claude Tomlinson, WIVK/Knoxville.

**Small Market** — Kent Crider, WKYQ/Paducah, KY; Ryan Dobry, WTCM/Traverse City, MI; J. Larry James, KHUT/Hutchinson, KS; Curtis King, WKKN/Rockford, IL; Dan Williams, KEEB/Eugene, OR.

The winners will be announced on the CMA Awards Show to be telecast live October 8, 1984 on CBS at 9:30pm (EDT).

### Success Stories

Food drives at Keany Rogers concerts are proving successful. At ten concerts between June 14 and July 1, 294,700 lbs. of food were collected. The effort will accompany 56 more concerts through the end of the year.

If there's a Rogers concert scheduled in your city, the following information may be helpful to you.

The food drives are coordinated by a local relief agency in each city. Rogers appeals to concert attendees (through radio and television PSA's and local newspaper ads) to bring a donation of canned meat or fish. The food is collected at the venue by volunteers from the local agency and distributed to relief organizations to feed the hungry in the community where it was gathered.

In August, Dodge Trucks will begin sponsoring all of Rogers's concert tours. As a community service, participating Dodge dealerships will serve as drop-off points for these donations for several weeks prior to showdate.

### Marlboro Country

Ronnie Milsap, Merle Haggard, and Ricky Skaggs headlined Marlboro's Country Music Spring Tour, with Eddie Rabbit stepping in for Haggard in two cities, and T.G. Sheppard and Louise Mandrell joining Milsap and Haggard in Houston.

Ronnie Milsap:  
Marlboro man.

According to Marlboro Brand Programs Manager Jim Scully, "The terrific fan reaction to this spring's tour convinces us that Marlboro Country Music will continue to be a viable promotion for Marlboro in months to come."

In an intimate yet humorous setting Waylon Jennings bares his soul for this month's Cinemax "Album Flash." In addition to his appearance in five videos of songs from his current album "Never Could Toe The Mark," he discusses his performing career and his personal life with his "psychiatrist," played by Robert Duvall. Johnny Cash and Jessi Colter also make cameo appearances in the half-hour program.



Waylon Jennings: Pictured (l-r) are video writer/director David Hogan, Robert Duvall, Johnny Cash, Waylon Jennings, and John Ware of Sea Brite Productions.

### House Plans

Construction has begun on Eddie Rabbit's new home and should be completed by early 1985. There will be several unique features in his new home, including a fully-equipped gymnasium and an observatory. In case you were wondering about the gymnasium, it was obviously included in the plans because of the new physical fitness program Eddie began earlier this summer under the direction of a West Coast trainer, Tom Kossack . . . Tammy Wynette's new svelte figure is one that she is working to keep. Between concert dates, she is busy fixing up an exercise room in her Nashville home. In addition to the bicycle she's had for years, Tammy has added a rowing machine and a treadmill to her mini-spa . . . Jeanne Kendall and her husband Mack have converted their two-car garage into a closet to accommodate Jeanne's extensive wardrobe of hats, boots, shoes, and dresses, as well as some exercise equipment.

Just thought you'd like to know!

## Rockin' The Country

Continued from Page 53

obviously working very well for Jack and KCCY, as the spring '84 Arbitron shows them with a 23.8 12+ share.

### Et Tu, A/C?

For some time now, Country radio has been feeling a ratings pinch courtesy of A/C stations jumping on a good percentage of country product, and some feel turnaround is fair play.

"We realize what a record like this can do for us with the audience we share with A/C stations," said Mike McBride. "But knowing who you share with is a critical factor. These kinds of records may be more significant for stations sharing a lot of listeners with A/C's. They can be important in helping attract and keep some of their audience."



Kevin Kasey reasoned, "Adding something with a huge mass appeal value behind it can't hurt us. Another factor is that there is an A/C station (WIRL) close to us on the dial which almost plays as much country product as they can get their hands on. We share more listeners with them and another

"We've had more complaints about non-country songs by country artists than we've had about country songs by non-country artists."

— Rich Kimball

AM Contemporary station in town than we do with the FM Country outlet. I believe the reason for this is because they use so much of our music. I think, without going too far, that we can benefit by playing some of their stuff when it really fits."

Added Charlie Ochs, "With songs like this we are able to do to the A/C stations what they have been doing to us the past few years."

## Have You Heard

Get out those blank Rolodex cards — here come three new addresses: WRNL is now located at 3245 Basie Rd., Richmond, VA, 23228; (804) 282-9731. KCCY has moved to 126 W. 24th St., Pueblo, CO, 81003; (303) 545-2080. KYGO is now at 1095 South Monaco Parkway, Denver, CO, 80224; (303) 321-0950, playlist recording line (303) 322-5974 . . . Bucks Braun, PD and morning personality at WHOO/Oriando, has a new partner for his WHOO Breakfast Zoo. Keeping Bucks in line every morning is Carren Sheldon . . . WUSQ/Winchester morning jock Randy Woodward is now the MD; Bert Morris steps down but stays on the air . . . KRWQ/Gold Hill MD Ben Sheppard has been upped to Asst. PD . . . Wendy Green has joined KJOT/Boise for mid-days and promotion duties from neighbor KFXX . . . KRDR/Gresham, OR has been awarded the "Most Effective Radio Commercial" plaque by the Oregon Association of Broadcasters . . . Mike Meahan is the new PD at KLUK/Knob Noster, MO, replacing the departing John Snell. The lineup now has GM Steve Pearce doing mornings, Mike in middays followed by Kent Arwood, Denny Perkins, and Vaughn Witt . . .



WHOO's Carren &amp; Bucks

KSO/Doe Moines will be sponsoring the first annual "Iowa Country Music Hall Of Fame" show at the Iowa State Fair in August. The first inductees will be Susan Rysa, Ray Price, Jack Greene, and Stonewall Jackson . . . A couple of good people available: John Brejot, formerly with WMC/Memphis and WKHK/New York, is looking to get back into radio after a stint in the nightclub biz. You can reach him at (713) 781-8044. Ron Scott, most recently with WPAP/Panama City, is also looking; contact him at (912) 857-4558 . . . Don't forget to let me know what you have heard!



Country News  
Next Week's Guests:  
**TOM T. HALL**   
**REBA McENTIRE**

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

# Marketplace

## AIRCHECKS

### Current and Classic Airchecks!

Current issue #52 features KMGG/Robert E. Morgan, WWDG/GreaseMan, WBBM-FM/Don Geronimo, WKQX/Robert Murphy, KHJ/Danny Martinez, KPRZ/Gary Owens, Miami's WAXY, NY's WYNY, SF's K101, Honolulu's KQM/Q & Portland's KINK. 90-minute cassette, \$5.50.

Special issue #5-37 features SACRAMENTO & FRESNO! Sacramento's CHRs KWOD, KSFA, KPOP, AOR's KZAP & KROY, Country KRAK & A/C's KXOA-FM, KENZ & KHYL, Fresno's CHRs KYNO-FM, KMGX & KBOS, AOR KKD/J & A/C's KFYE & KPJG. Cassette, \$5.50.

Special issue #5-38 features SALT LAKE CITY, with CHRs KCPX, KRSP, KPMY, & KDBA, AOR KRSP-FM, plus A/C's KSL, KLCY, KISN, KLRZ, KALL & KBUG. Cassette, \$5.50.

Classic issue #C-45 features KKD/J/Humble Harv-1975, WCFL/Robert E. Lee-Ron Britton-1970, KFWB/Jimmy O'Neill-1966, WABC/Dan Ingram-1971, KRLA/Russ O'Hara-1969, CKLG/Roy Hennessy-1974, KHJ-1974, KFRC-1977, WFUN-1968 & KEZY-1977. Cassette, \$10.50.

### CALIFORNIA AIRCHECKS

Box 4408 - San Diego, CA 92104  
(619) 460-6104

## Disk Jockey Comedy

Hilarious 20-40 second comedy bits... 25 pages per month... delivered to your mouth. For samples & info on FREE book of 100 Krazy Commercials, write HYPE INK, 7805 Sunset Blvd., #206, Los Angeles, CA 90046.

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Write on station letterhead to  
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5804 O Twining  
Dallas, TX 75227

## KNOCKERS!

The only pre-recorded comedy service in the world. Guests for your show, gag, comedy news reports, sounds, gimmicks, features, exclusive material.

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### "Phantastic Phunnies"

Highly Respected! Hilarious! Original!  
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'Quick-Gulp,' Topical Humor!! Introductory month's 500 topical one-liners and 'BONUS'... Just \$2.00!! Phantastic Phunnies, 1343-A Stratford Drive, Kent, Ohio 44240.

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"The WORLD'S GREATEST Joke Service!" At Hamilton KEBC  
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Write on station letterhead or phone: 10918 Foxmoore Ave.  
(804) 270-7206 9AM-5PM EST Richmond, VA 23233

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MATTHEWS & MORRIS, WHY? Nashville... "Keep up the good work. Looking forward to each new issue!"

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Honolulu, Hawaii 96825 (808) 395-9600

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Submit to: **Marketplace**  
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\*Music testing research compiled by Smith & Company, Chicago

## TRAVELOG IS HERE!

Travelog is a 90-second radio feature that talks to your listeners about resort and vacation areas around the world. Suitable for all formats. Easy sell to local travel agencies. For market exclusivity, reply today! Write or call for free demo.

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23 Rustic Ave., Medford, NY 11763  
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Oldest promotion  
in the industry.



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# Marketplace

## PERSONALITY

### INFO-BITS

FOR MODERN AIR TALENTS. THERE'S NEVER BEEN A SHEET LIKE IT. AT LAST A SERVICE FOR THE 1980s! FREE SAMPLE: INFO-BITS, 1/4 KPMF, SAN DIEGO, CALIFORNIA 92130. GREAT SHOWS EVERYDAY!!

## FEATURES

FREE ISSUE OF *Galaxy*

Radio's most complete personality biweekly. Current artist bio + update, record facts, daily calendar/albumac, trivia, etc. Send for sample on ALL AIRSHIRT READY! station letterhead: Box 28093R, Long Beach, CA 90801

## INCREASE SALES RESULTS



The radio and record industries are big markets to cover with a limited sales force.

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# Opportunities

## Openings

### NATIONAL

Free listings under this "National" heading are ONLY for recognized Group Owned Stations in more than one region. All others must run display.

### NATIONAL... The Radio Placement Leader

We have jobs for:

- Programmers • News People
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Male & Female... All size markets... Coast-to-Coast NATIONAL makes the presentation for you! For complete details and registration form enclose \$1 postage & handling.



Let NATIONAL help you!!!  
BROADCAST TALENT COORDINATORS  
Dept. R, P.O. Box 20551,  
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### FRANK MAGID ASSOCIATES

Major market winning A/C station is looking for air personality with strong production skills for possible future openings. Minorities encouraged. Send T&R to: Frank N. Magid Associates, One Research Center, Marion, Iowa 52302. EOE M/F

## COME GROW WITH AMERICA'S #1 FM GROUP

The CBS/FM Group is looking for entertaining communicators to complement our already strong talent line-ups in America's largest markets.

The person or persons we're looking for can take our basic CHR format and expand it to create a unique and outrageously entertaining show.

This is as far from a "time and temp" gig as you can get.

You'll have to be extremely creative, imaginative, humorous, and reliable.

The size of your current market doesn't matter, as long as you've got the goods on tape.

Send a current cassette aircheck and resume to:

Bob VanDerheyden, Vice President, Programming  
CBS FM Stations  
51 West 52 Street, New York, NY 10019.

Men and women of all races desired.

## Openings

### Community Looking For Someone To Start A Radio Station

Financial help and community support available. Contact St. Charles Development Council, P.O. Box 135, St. Charles, MN 55972.

### EAST

We do adult CHR in north central PA. T&R's for future openings, personalities & news. Paul Cavanaugh, WPKX, Box 5067, S. Williamsport, PA 17701. EOE M/F (7-27)

News anchor for hot CHR. Heavy voice, personality & digger. T&R: Kamouabi Job, WZYQ, 6633 Mt. Philip Rd., Frederick, MD 21701. EOE M/F (7-27)

Females encouraged, midday slot for 100w Country giant in eastern NC. T&R: Rob Lint, Box 4005, Rocky Mount, NC 27803. EOE (7-27)

Morning man, strong personality, must have proven record, good salary. T&R: By Dreaner, WCCC, Hartford, CT 06105. EOE (7-29)

Southern ME FM/AM for future openings on-air & news. T&R: PD, Box 1220, Sanford, ME 04073. EOE (7-27)

Moving talent to handle live-assist & FM operation. T&R: Thom Robinson, WAMX-FM, Box 1150, Huntington, WV 25713. No calls. EOE (7-27)

Future full & parttime openings at the top rated ADR between Albany & NYC. T&R: Stew Schantz, WPDH, Box 416, Poughkeepsie, NY 12602. EOE (7-27)

Announcer needed for evenings & production at A/C in upstate NY. T&R: Joe Moss, WZOZ, Box 1030, Oneonta, NY 13820. (7-27)

Morning drive A/C communicator needed in upstate NY. Good pay & benefits, at least two years experience. T&R: WKMY, 212 Fair St., Kingston, NY 12401. EOE M/F (7-27)

Immediate opening for overnight personality. Also, talent for future openings. T&R: Jeff Balentine, WZZR, 10380 Democracy Ln., Fairfax, VA 22030. No calls. EOE (7-27)

Afternoon drive personality WSPM/Harrisburg A/C. Experienced only. T&R: Bob Palva, WBFM, Box 3433, Harrisburg, PA 17106. EOE M/F (7-27)

Knowledgeable ADR PD interested in making a #1 station. Must have proven record. Contact: By Dreaner, WCCC, (203) 233-4428 EOE (7-27)

Multi-talented person needed. Midday DJ, sports PSP, Great station. T&R: WLBK, Box 1270, Lebanon, PA 17042. EOE (7-27)

### EAST COAST FM ROCKER

Looking for morning personality. Wit plus wisdom equals bucks. All size markets considered but be ready for a big job in a big market. Our morning man knows of this ad. Send cassette resume & picture to: Radio & Records, 1930 Century Park West, #738, Los Angeles, CA 90087. EOE.

### SOUTH

AM Country needs morning talent yesterday! T&R: B. Heald, WDEA, Ellsworth, ME 04905. EOE M/F (7-20)

WRML, 90w ADR superstar need overnight jock. Energy & enthusiasm a must. T&R: Buzz Knight, Box 95, Danbury, CT 06810. EOE M/F (7-20)

### SOUTH

Do you have the ability to wake the Gulf Coast golden triangle? Be part of a new beginning. C&R: Frank Tenore, KKMV-FM, Box 7740, Beaumont, TX 77708. EOE (7-27)

Dallas/Ft. Worth's Eagle 97 is looking for a heavyweight ADR jock for 6-10pm. T&R: Randy Brown, KEGE, 8915 W. Pioneer Pkwy., Irvington, TX 78013. EOE M/F (7-27)

WGLD-FM in 4th market accepting T&R's for possible future openings. Strong production needed. Ray Barber, Box 2808, High Point, NC 27281. (7-27)

### SOUTHEASTERN MAJOR MARKET CHR

Seeks personalities for future openings. Winners only!! No beginners, please. Send T&R to: Radio & Records, 1930 Century Park West, #748, Los Angeles, CA 90087. EOE

WFFX has overnight opening, A/C, part of a great chain. Join W. Alabama's new leader. T&R: Box 2000, Tuscaloosa, AL 35403. EOE M/F (7-27)

WHMY-FM/Montgomery has an opening for PD with airshift 12-3pm. Call Larry Stevens (205) 284-2288, or T&R: Box 2744, Montgomery, AL 36108. EOE M/F (7-27)

Immediate opening for morning drive entertainer/leader. Country experience preferred. T&R: Michael Jetter, WAMT, Box 1060, Thuleville, FL 32780. EOE M/F (7-27)

Leading Mid-South Rocker needs Production Director with creative zinnies. T&R: John Rivers, WZKR, 1388 Lamar, Memphis, TN 38104. EOE M/F (7-27)

## Openings

Experienced female, 7-midnight. T&R: Rich Phillips, 210 Pinhurst Av., Chattanooga, TN 37418. EOE (7-27)

WPNG-FM needs experienced news anchor/reporter for AM drive on new A/C. T&R: David Foster, PD, WPNG, Box 608, Augusta, GA 30603. EOE M/F (7-27)

### Program Director Lifetime Dream



To live and work in Austin, Texas, one of America's great cities. To work at KHFI (K-98)... a great radio station with dynamic numbers. You will be replacing our current program director, who is moving to a top 10 market. If you have a proven track record in CHR as a program director, know how to interpret ARB and Birch, create, plan and successfully run promotions and are a good person... then we want to hear from you. Send T&R to include programming philosophy to Chris Wegmann, Station Manager, KHFI-FM, 1219 W. 6th Street, Austin, TX 78703. EOE.

Dynamic voice & personality? Hardworking? Come south to a 30 year proven winner. T&R: David Brandes, Box 2786, Pensacola, FL 32613. EOE (7-27)

WOWW 107 needs sharp anchor/reporter to join winning team on Florida's gulf coast. T&R: David Brandes, Box 2786, Pensacola, FL 32613. EOE (7-27)

WRAL/Rolls needs an experienced ND for a Peabody award-winning staff of twelve! T&R: Robb Stewart, PD, WRAL, 711 Hillsborough, Rolls, NC 27808. EOE M/F (7-27)

### NEWS PERSONALITY

#1 A/C in Top 50 needs News Director to serve as morning drive news and information personality. Creative writing and presentation a must. T&R to: Radio & Records, 1930 Century Park West, #749, Los Angeles, CA 90087. EOE

97 Rock, WJAD-FM is searching for a hot CHR 7-midnight jock. Good production, 100w southwest GA powerhouse near beach. T&R: Programming, Box 708, Bainbridge, GA 31717. (7-27)

Creative morning personality needed for AM A/C format. T&R: C. Shilling, Box 2588, Lateland, FL 33808. (7-27)

FM PD needed at WHYY/Montgomery. Minimum four years experience in broadcast. Programming experience a plus. T&R: 3438 Normentbridge Rd., Montgomery, AL 36105. (7-27)

Exciting morning person needed for competitive. New Orleans area ADR/CHR. Adult & local. Use of phone and characters a plus. T&R: WHMD, Box 1829, Hammond, LA 70404. EOE M/F (7-20)

Florida announcer/leader near Tallahassee, modern Country. Females encouraged. T&R: WMFL, 1275 So. Jefferson St., Monticello, FL 32364. EOE M/F (7-20)

### NOW OPEN!

A PD/Jock opportunity with one of the country's finest group broadcasters. If you're winning with CHR and want to run on fast track, send us a tape and resume (no calls, please).

### BOB HARPER'S COMPANY

Post Office Box 84337 • San Diego, CA 92124

EOE M/F

Submit station looking for creative DJ's who want a chance to grow. T&R: Box 6117, Laredo, TX 78042-6117. EOE M/F (7-20)

KMIN-FM seeks national sounding CHR communicator. No beginners, major market dollars for right person. T&R: Barry Michaels, Box 787, Wichita Falls, TX 76307. EOE M/F (7-20)

# Opportunities

## Openings

Country 92 WJRK looking for air talent and ND. T&R: BJ Odom, 3181 NW 13th St., Gainesville, FL 32609. No calls EOE M/F (7-20)

WFOE-FM needs partners ASAP! Contact Kna Robbins, 529 Blainville, New Orleans, LA 70130. EOE M/F (7-20)

Wanted: morning drive entertainer. You are probably now in a small market looking for a new beginning. C&R: Frank Tenore, KMY-FM, Box 7740, Beaumont, TX 77706. EOE M/F (7-20)

### ENGINEER

Take-charge engineer needed for medium market AM-FM combo in Sunbelt. FM is market-leading CHR, AM is stereo Adult Contemporary. Salary negotiable. All replies confidential. Respond to: Radio & Records 1930 Century Park West, #742, Los Angeles, CA 90067. EOE

Experienced news person for afternoons on Florida coastal CBS affiliate. AM with strong news commitment. T&R/Assistant: WMEL, Box 1318, Melbourne, FL 32935. EOE M/F (7-20)

Bright and beautiful FM needs strong morning/production talent. Growing market, nice facility. T&R: Fred Petty, WMFO, Box 2092, Ocala, FL 32678. EOE (7-20)

ND and news people for small market AM in central Florida. Sharp and committed. No beginners, salary requirements. T&R: PD, Box 1777, De Land, FL 32720. EOE M/F (7-20)

## MIDWEST

We're still looking! Appleton-Oshkosh P2 CHR needs killer morning man. Also, talented newswoman. Rush T&R: Ron Ross, WKAU, 1765 Block Rd., Kaukauna, WI 54130. EOE (7-27)

## EXPERIENCED ANNOUNCER

For Midwest Black/Urban Powerhouse  
5 Years Major Market Experience  
Plus... "Major Market Mentality"  
Not a trainee position!

Send Tape and resume to: Radio & Records, 1930 Century Park West, #744, Los Angeles, CA 90067

Kansas City. Adult, conversational weekend announcers needed at contemporary FM. T&R: Box 90, Kansas City, MO 64141. EOE M/F (7-27)

Looking for 7-midnight air personality, possible Production Director in Ann Arbor's top-rated AOR. T&R: Les Look, WIOB, 3001 Brossow Rd., Saline, MI 48176. EOE (7-27)

## CARS-108 WCRZ-FM

### 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 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 48501. EOE M/F

WYFE/Rockford looking for partners with possible fulltime opportunities. T&R: Brian Knyaz, 1901 Reid Farm Rd., Rockford, IL 61111. EOE M/F (7-27)

Opening for 7-midnight at progressive Country FM. Male or female. Good production, good attitude. T&R: KQDY, Box 54, Burnham, ND 58502. EOE (7-27)

Announcer/production combo for top flight competitive contemporary FM. Great MW area. C&R: Mike Connor, KSYZ, 3280 Woodridge Blvd., Great Island, NB 98801. EOE M/F (7-27)

## Openings

### 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

Program Manager for KOTH-AM Information/News station. Degree plus five years experience. T&R: Ward McCleary, Box 859, Oubuque, IA 52001. EOE M/F (7-27)

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### A/C POWERHOUSE NEEDS MORNING COMMUNICATOR

Midwest giant-killer looking for incredible morning communicator. This is truly a unique opportunity for the right entertainer. If you can relate to the million-plus people in our market without being silly, if you know the true meaning of being a team player, if you understand what it is like to give your all, and if you're ready to share in our success, we want to hear from you!!! Great pay and benefits, the best studios in the state, and one of America's greatest cities await you. Bit jocks, liner readers, and show-and-go need not apply. Tape and resume to: Radio & Records, 1930 Century Park West, #745, Los Angeles, CA 90067. EOE M/F

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Morning news anchor for A/C AM & Easy FM along the shores of sunny Lake Erie. Experienced only. T&R: Bruce Scott, WFUN/WREO, Box 738, Ashtabula, OH 44004. EOE M/F (7-8)

ND needed at Capital City AM/FM combo. T&R: Tom Thies, KLIK/KTX, Box 414, Jefferson City, MO 65102. EOE M/F (7-27)

Accepting tapes for Country/MOR. All shifts & MOR/Operations Assistant, commercial experience required. T&R: KTRR, Box 727, Rola, MO 65401. EOE M/F (7-27)

Lansing's continuous Country needs partners ASAP & future fulltime. Experience helpful but not required. T&R: Scott Fredricks, OM, Box 30092, Lansing, MI 48909. EOE (7-27)

Conversational, creative AM anchor sought by Capitol City's most aggressive news operation. T&R: Mark Beling, ND, WMAV/WNNS, Box 460, Springfield, IL 62706. EOE M/F (7-27)

Sports Director sought for flagship AM. PBP a must, talkshow helpful. Salary requirements & T&R: GM, 104 S. Emporia, Wichita, KS 67202. (7-27)

## 1330 WTRX

### AFTERNOON STAR

Immediate opening for talented afternoon drive wacko. Experience only please. No time & temp. jocks. Looking for upbeat, positive entertainer with good, quick humor, to work with super-talented air staff at Flint's #1 Adult radio station. Right bucks for the right pro. Tapes and resumes to: Johnny Burke, WTRX, P.O. Box 1330, Flint MI 48501. EOE M/F

### NEWS DIRECTOR

Seeking experienced anchor looking to earn his stripes at Flint's #1 information station. Looking for person who understands the utmost, fast-paced, conversational one-on-one. Restive approach to news. Looking for a news personality! Tapes & resumes to: Johnny Burke, WTRX, P.O. Box 1330, Flint, MI 48501. EOE M/F

Copywriter/production wizard needed at Wyoming's top-rated stations. Copy, T&R: Jeff Garratt, KUUK/KKAZ, Box 926, Cheyenne, WY 82001. No calls. EOE M/F (7-20)

## Openings

ND wanted. T&R: Orv Koch, Stuart Broadcasting, Box 80209, Lincoln, NE 68501. EOE M/F (7-20)

WKKD-FM, Aurora-Naperville, classic hits format, needs full & parttime announcers. T&R: Joe Powell, Box C-1730, Aurora, IL 60507. No calls. EOE M/F (7-20)

### PRODUCTION WIZARD

Top medium market CHR seeks an experienced production/on-air person. If you're creative and have a willingness to work until the job is done, then submit samples for this excellent paying opportunity to: Radio & Records 1930 Century Park West, #748, Los Angeles, CA 90067.

WKAU/Appleton-Oshkosh, CHR, needs killer morningman & talented newswoman. Rush T&R: Ron Ross, PD, 1785 Block Rd., Kaukauna, WI 54130. EOE M/F (7-20)

KMGK, Magic 93 looking for jocks for future openings. No calls. T&R: Al Brock, PO, 215 Keo Way, Des Moines, IA 50309. EOE M/F (8-29)

Central Wisconsin AM Country looking for morning talent. T&R: Jay Bouley, WXYD, 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)

## Sales

## ACCOUNT EXECUTIVE An Outstanding Opportunity

... with Arbitron's Chicago office ... fast-growing recognition and acceptance of our broadcast research services has generated an exceptional opportunity for an account executive to join our Radio Sales Department. This is a chance to view the radio industry from a totally new and exciting perspective.

The person we are seeking should have at least 3+ years experience in radio station sales. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and an atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume with salary history, in confidence to:

Joe Buys  
The Arbitron  
Ratings Company  
A Control Data Company  
1807 Tribune Tower  
Chicago, IL 60611  
An affirmative action employer

Afternoon person needed in MI's beautiful upper peninsula. Looking for someone good and/or experienced. T&R: WJUN, Box 669, Marquette, MI 49855. (906) 228-6800 (7-20)

Experienced, motivated morning pro needed for big AM Country/information station. T&R: Kelly Carter, 56 KWTO, Box 4568 GS, Springfield, MO 65808. EOE M/F (7-20)

Hot CHR needs afternoon air talent/information. Emphasis on production. T&R: Gary Bandy, WMBH/KKUZ, Box 1667, Joplin, MO 64802. (7-20)

## Openings

WKFR/WKRN seeking top-notch full & parttime talent for future opening. T&R: Terry Weinacht, OM, 812 American Bank Bldg., Battle Creek, MI 49017. EOE M/F (7-20)

## WEST

KCPK/KBUG is seeking air talent/production. T&R: Greg Aulham, 1760 Fremont, Salt Lake City, UT 84101. EOE M/F (7-27)

Top-rated station in market needs #1 morning personality. Must be adult-sounding & reliable. T&R/References: Cliff Roberts, KGGI, Box 991, Riverside, CA 92502. (7-27)

KYNO-FM looking for tapes for possible future openings. Personality a must. T&R: John Lee Walker, Box 6029, Fresno, CA 93703. No calls. EOE (7-27)

Seeking air talent and newswoman for AM Country station. T&R: George Fails, Box 155, Tremonton, UT 84337. No calls. EOE M/F (7-27)

KOOK/KJUG has opening for experienced Production Director. T&R: Carl Soares, 717 N. Mooney, Tulare, CA 93274. EOE M/F (7-27)

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 & Records, 1930 Century Park West, #740, Los Angeles, CA 90067.

Southern Oregon's top-rated Adult/CHR seeking overnight talent. T&R: R. Charles Snyder, KYJC, Box 1745, Medford, OR 97501. EOE M/F (7-27)

Future openings, full & parttime for personality jocks with great production & enthusiasm. T&R: Sam Jackson, KRQK, 516 North M, Lompoc, CA 93436. No calls. EOE (7-27)

New Country station beginning to grow. Needs PD who is no beginner. T&R: Rick Myers, KZUN, Box 1380, Modesto, CA 95353. (7-27)

Top-rated CHR KCAQ looking for weekends and vacation talent. T&R: Brian Thomas, 3434 Dodge Rd., Oxnard, CA 93034. EOE M/F (7-27)

Suburban Albuquerque modern Country FM needs jock with 1-2 years experience and good production. T&R: Mickey Richards, Box 998, Belen, NM 87002. (505) 864-8400 (7-27)

Future news openings for those who can make radio news sound like USA Today reads. T&R: Jeff Michaels, ND, 821 N. Palm Canyon Dr., Palm Springs, CA 92282. No calls. EOE M/F (7-27)

## KCBQ AM SAN DIEGO

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/Affirmative Action Employer.



Looking for a morning team. KWHL, top-rated AOR in Alaska. Call Carter B. (907) 344-9622 (7-20)

Central coast AM/FM seeking future announcers/production people. FM Country with AM news/sports/music. T&R: John Bayliss Jr., KSM/KSN, Box 1240, Santa Maria, CA 93455. (7-20)

## MAJOR CALIFORNIA MARKET

Has fantastic opportunities for program and news director in an Adult/Contemporary format. Must be energetic and motivated, with exceptional management qualifications. Excellent benefits. Submit resume and tape to: Radio & Records, 1930 Century Park West, #736, Los Angeles, CA 90067. EOE

Air talent 50k+ NH Country KERR. Beautiful Flathead Lake. Minimum three years experience. T&R: Brad Davis, Route 1, Box 48, Polson, MT 59860. EOE M/F (7-20)

Ace copywriters, send me your stuff. I need your creativity. T&R: Mike Gould, KPQ, Box 159, Wenatchee, WA 98801. EOE M/F (7-20)

KBCM now seeking air talent with two years minimum experience for future openings. No calls. T&R: George Fails, Tremonton, UT 84337. EOE M/F (7-20)



# The Music Section

## National Music Formats Added This Week

### Drake-Chenault

Bob Laurence (818) 883-7400  
**XT-40**

JULIO IGLESIAS & DIANA ROSS "All Of You"  
NIGHT RANGER "When You Close Your Eyes"  
BANANARAMA "Cruel Summer"  
SLADE "My Oh My"  
LAURA BRANIGAN "The Lucky One"

### Contempo 300

JERMAINE JACKSON "Dynamite"  
STEVE PERRY "She's Mine"

### Great American Country

CONWAY TWITTY  
"I Don't Know A Thing About Love (The Moon Song)"  
LARRY GATLIN  
"The Lady Takes The Cowboy Everytime"  
OAK RIDGE BOYS "Everyday"  
LEON EVERETTE "Shot In The Dark"

### BPI

John Sherman/Bob English (206) 624-8651

### Adult Contemporary

DAVE GRUSIN "Theme From 'St. Elsewhere'"  
COYOTE SISTERS  
"Straight From The Heart (Into Your Life)"  
BILL MEDLEY "I Still Do"

### Country Living

RAY CHARLES w/B.J. THOMAS "Rock & Roll Shoes"  
EDDY RAVEN "I Could Use Another You"

### Peters Productions, Inc.

Debbie Welsh (619) 565-8511

### Country Lovin'

JIM GLASER "You're Gettin' To Me Again"  
BARBARA MANDRELL & LEE GREENWOOD "To Me"  
EDDY RAVEN "I Could Use Another You"  
LARRY GATLIN  
"The Lady Takes The Cowboy Everytime"  
ALABAMA "If You're Gonna Play In Texas"

### The Great Ones

JIM GLASER "You're Gettin' To Me Again"  
CARS "Drive"  
IRENE CARA "You Were Made For Me"  
HUEY LEWIS & NEWS "If This Is It"  
KARLA BONOFF "Somebody's Eyes"

### Media General Broadcast Services

Bob Dumais (901) 320-4433

### Action

COYOTE SISTERS  
"Straight From The Heart (Into Your Life)"  
JOE JACKSON "Happy Ending"  
IRENE CARA "You Were Made For Me"

### Your Country

CONWAY TWITTY  
"I Don't Know A Thing About Love (The Moon Song)"  
LIONEL RICHE "Stuck On You"  
GARY MORRIS "Second Hand Hearts"  
VERN GOSDIN "What Would Your Memories Do"

### Hit Rock

JERMAINE JACKSON "Dynamite"  
NIGHT RANGER "When You Close Your Eyes"  
SAMMY HAGAR "Two Sides Of Love"  
EURYTHMICS "Right By Your Side"  
JULIO IGLESIAS & DIANA ROSS "All Of You"  
BANANARAMA "Cruel Summer"

### Radio Arts

John Benedict (818) 841-0225

### Country's Best

REX ALLEN JR. "Dream On Texas Ladies"  
LARRY GATLIN  
"The Lady Takes The Cowboy Everytime"

### Soft Contemporary

SPANDAU BALLET "Only When You Leave"  
NEIL DIAMOND "Turn Around"

### Sound 10

JOHN WAITE "Missing You"  
SPANDAU BALLET "Only When You Leave"  
KARLA BONOFF "Somebody's Eyes"  
STANLEY CLARKE "Heaven Sent You"

### Transtar

Chick Watkins (303) 578-0700

### Adult Contemporary

POINTER SISTERS "Jump (For My Love)"  
MADONNA "Borderline"

### Country

Tom Casey (213) 460-6383

RONNIE McDOWELL "I Got A Million Of 'Em"  
GLEN CAMPBELL "Faithless Love"  
CHARLY McCLAIN & MICKEY GILLEY  
"The Right Stuff"

### Century 21

Greg Stephens (214) 934-2121

### The Z Format

CHICAGO "Hard Habit To Break"  
CARS "Drive"  
BANANARAMA "Cruel Summer"  
LAURA BRANIGAN "The Lucky One"  
SPANDAU BALLET "Only When You Leave"  
IRENE CARA "You Were Made For Me"

### The A/C Format

KARLA BONOFF "Somebody's Eyes"  
STANLEY CLARKE "Heaven Sent You"

### Super-Country

LIONEL RICHE "Stuck On You"  
KAREN BROOKS  
"Tonight I'm Here With Someone Else"  
BILL MEDLEY  
"I've Always Got The Heart To Sing The Blues"  
EARL BRUCE "Tell 'Em I've Gone Crazy"  
JOHN SCHNEIDER  
"I've Been Around Enough To Know"  
RAY CHARLES w/B.J. THOMAS "Rock & Roll Shoes"

### Satellite Music Network

George Williams (214) 343-9205

### The Starstation

IRENE CARA "You Were Made For Me"  
JAMES INGRAM  
"She Loves Me (The Best That I Can Be)"  
RITA COOLIDGE "Something Said Love"  
COYOTE SISTERS  
"Straight From The Heart (Into Your Life)"  
SPANDAU BALLET "Only When You Leave"

### Country Coast-To-Coast

VERN GOSDIN "What Would Your Memories Do"  
KAREN BROOKS  
"Tonight I'm Here With Someone Else"  
DAN SEALS "The Wild Side Of Me"  
ALABAMA "If You're Gonna Play In Texas"  
DAVID FRIZZELL  
"When We Get Back To The Farm..."

### Rock America

SPANDAU BALLET "Only When You Leave"  
SLADE "My Oh My"  
BANANARAMA "Cruel Summer"  
EURYTHMICS "Right By Your Side"

### TM Programming

Cal Casey (214) 634-8511

### Stereo Rock

BANANARAMA "Cruel Summer"  
SPANDAU BALLET "Only When You Leave"  
EURYTHMICS "Right By Your Side"  
JULIO IGLESIAS & DIANA ROSS "All Of Me"

### TM Country

ALABAMA "I'm Not That Way Anymore"

### Concept Productions

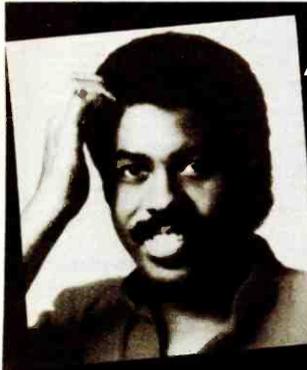
Dick Wagner (916) 782-7754

### CHR

LINDSEY BUCKINGHAM "Go Insane"  
QUEEN "It's A Hard Life"  
CARS "Drive"



# ARISTA'S HIT SQUAD BREAKS LOOSE!



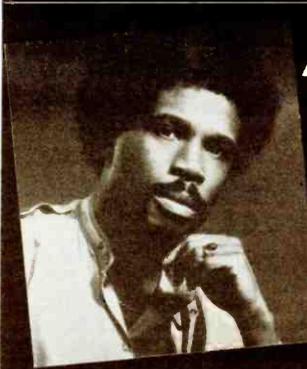
## KASHIF.

### "BABY DON'T BREAK YOUR BABY'S HEART"

From '83's number one new artist comes the latest in an extraordinary string of hits. "Baby Don't Break Your Baby's Heart" has the sound that has made him the top singer-writer-performer on the scene.



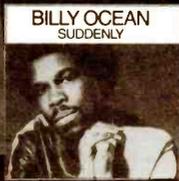
**R&R: BREAKER 30\* -15\* -6\* -6\***  
**BB: 13\* -9\***



## BILLY OCEAN

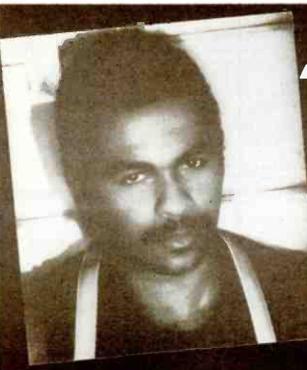
### "CARIBBEAN QUEEN"

Few records are causing the kind of excitement that's being generated by "Caribbean Queen." His new record makes it clear: Billy Ocean has arrived!



**R&R: BREAKER 38\* -29\* -21\* -16\***  
**BB: 45\* -29\***

**AND THIS SUMMER'S BIGGEST ACROSS-THE-BOARD HIT!**



## RAY PARKER JR.

### "GHOSTBUSTERS"

Bustin' makes you feel good! The fastest-rising single on the charts is the theme from America's number one smash movie. "Ghostbusters." Ray Parker Jr. A blockbuster combination.



**R&R: BREAKER 30\* -11\* -5\* -3\***  
**BB: 10\* -6\***

**HITS THAT ARE COMING ACROSS,  
FROM THE ARISTA CHARTBUSTERS.**

# Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

## EAST

**WWIN-FM Baltimore**  
Keith Hammer  
ALICIA MYERS  
BONNIE POINTER  
SUTTONS  
YARBROUGH & PROF.  
JERRINE JACKSON  
ARITA BAKER  
SKOOL ROZZ  
HOTLINE:  
SHEILA E  
RASHIF  
TINA TURNER  
PRINCE  
KLEBER

**WKYV/Baltimore**  
Roy Sampson  
SUTTONS  
ALICIA MYERS  
PATTI AUSTIN  
JIMLS  
MEREI  
KOOL & THE GANG  
DENICIE WILLIAMS  
ROSE BOND  
ART OF NOISE  
TEDDY PENDERGRASS  
EROTIONS  
LAKESIDE  
WREDD

**WLD/Boston**  
Eroy R.C. Smith  
DELLE  
TEMPER  
JAMES INGRAM  
LATTIN & GILL  
RAY NOVELLE  
RUM D.M.C.  
HOTLINE:  
PRINCE  
KASHIP  
WYON  
ROSE BOND  
WICKED Hearted  
Jordan McLean  
O'BRYAN  
ROGER  
ART OF NOISE  
JIMMY CASTOR  
KIDS AT WORK  
JIMI TUNNELL  
JERRINE JACKSON  
JOICY  
BONNIE POINTER  
DELLE  
DENICIE WILLIAMS  
KENNEDY & OSBORNE  
REAL EYES  
WALCORN MCCLAREN  
SOS BAND  
PRINCE  
TINA TURNER  
KASHIP  
OLLIE & JERRY  
DISCO 3

**WJOL/Chicago**  
Graham Armstrong  
Lillo Thomas  
JERRINE JACKSON  
IGLESIAS & ROSS  
PATTI AUSTIN  
PRINCE  
KASHIP  
WYON  
ROSE BOND  
WICKED Hearted  
Jordan McLean  
O'BRYAN  
ROGER  
ART OF NOISE  
JIMMY CASTOR  
KIDS AT WORK  
JIMI TUNNELL  
JERRINE JACKSON  
JOICY  
BONNIE POINTER  
DELLE  
DENICIE WILLIAMS  
KENNEDY & OSBORNE  
REAL EYES  
WALCORN MCCLAREN  
SOS BAND  
PRINCE  
TINA TURNER  
KASHIP  
OLLIE & JERRY  
DISCO 3

**WJNC/Charlotte**  
James Jordan  
MIAMI SOUND MACHINE  
HAROLD HELVIN  
CYNDI LAUPER  
RENECLOS  
ALPHONSE HOUZON  
KRYSTOL  
ALICIA MYERS  
RANSIE LEWIS  
JERRINE JACKSON  
LOLETTA HOLLOWAY  
RUM D.M.C.  
JECYLL & HYDE  
SUTTONS  
CAROL LYNN TOMNES  
PATTI AUSTIN  
DELLE  
ERENE CARA  
HOTLINE:  
PRINCE  
TEDDY PENDERGRASS  
JACKSONS  
TINA TURNER  
KASHIP

**WPKS/New York**  
Taylor Quartrone  
TINA TURNER  
RUM D.M.C.  
HOTLINE:  
PRINCE  
DISCO 3  
PATTI AUSTIN  
OLLIE & JERRY  
PUMPKIN

**WUSL/Philadelphia**  
WyuUbuggs  
DENICIE WILLIAMS  
DELLE  
HOTLINE:  
OLLIE & JERRY  
SHEILA E  
WONACE  
PRETTY POISON  
DEBBIE DES

**WVBT/Charlotte**  
TINA TURNER  
RUM D.M.C.  
HOTLINE:  
PRINCE  
DISCO 3  
PATTI AUSTIN  
OLLIE & JERRY  
PUMPKIN

## MIDWEST

**WDAF/Philadelphia**  
Joe Tamburo  
RENECLOS  
DENICIE WILLIAMS  
ROSE BOND  
ALICIA MYERS  
DELLE  
BOBBY KING  
HOTLINE:  
TINA TURNER  
RAY PARKER JR.  
ALEX  
RUM D.M.C.

**WAMOP/Pittsburgh**  
Allen Harrison  
FORCE HD'S  
LOLETTA HOLLOWAY  
TEMPER  
WET/ETHEB ROZ  
JECYLL & HYDE  
EDDY ENDRECKIS  
JIMLS  
HORN SECTION  
HORN SECTION  
HOTLINE:  
KORO POP  
DENICIE WILLIAMS  
ROSE BOND  
ART OF NOISE  
TEDDY PENDERGRASS  
EROTIONS  
LAKESIDE  
WREDD

**WMOJ/Cleveland**  
Rod See  
DELLE  
DELLE  
BRYAN LORAN  
PATTI AUSTIN  
HOTLINE:  
O'JAYS  
BAR-BATS  
BOBBY KING  
HOTLINE:  
PRINCE  
TINA TURNER  
RAY PARKER JR.  
SHEILA E  
STANLEY CLARKE

**WGLC/Chicago**  
Lillo Thomas  
JERRINE JACKSON  
IGLESIAS & ROSS  
PATTI AUSTIN  
PRINCE  
KASHIP  
WYON  
ROSE BOND  
WICKED Hearted  
Jordan McLean  
O'BRYAN  
ROGER  
ART OF NOISE  
JIMMY CASTOR  
KIDS AT WORK  
JIMI TUNNELL  
JERRINE JACKSON  
JOICY  
BONNIE POINTER  
DELLE  
DENICIE WILLIAMS  
KENNEDY & OSBORNE  
REAL EYES  
WALCORN MCCLAREN  
SOS BAND  
PRINCE  
TINA TURNER  
KASHIP  
OLLIE & JERRY  
DISCO 3

**WJOL/Chicago**  
Graham Armstrong  
Lillo Thomas  
JERRINE JACKSON  
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PATTI AUSTIN  
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REAL EYES  
WALCORN MCCLAREN  
SOS BAND  
PRINCE  
TINA TURNER  
KASHIP  
OLLIE & JERRY  
DISCO 3

**WVBT/Charlotte**  
TINA TURNER  
RUM D.M.C.  
HOTLINE:  
PRINCE  
DISCO 3  
PATTI AUSTIN  
OLLIE & JERRY  
PUMPKIN

## SOUTH

**WDAF/Philadelphia**  
Joe Tamburo  
RENECLOS  
DENICIE WILLIAMS  
ROSE BOND  
ALICIA MYERS  
DELLE  
BOBBY KING  
HOTLINE:  
TINA TURNER  
RAY PARKER JR.  
ALEX  
RUM D.M.C.

**WAMOP/Pittsburgh**  
Allen Harrison  
FORCE HD'S  
LOLETTA HOLLOWAY  
TEMPER  
WET/ETHEB ROZ  
JECYLL & HYDE  
EDDY ENDRECKIS  
JIMLS  
HORN SECTION  
HORN SECTION  
HOTLINE:  
KORO POP  
DENICIE WILLIAMS  
ROSE BOND  
ART OF NOISE  
TEDDY PENDERGRASS  
EROTIONS  
LAKESIDE  
WREDD

**WMOJ/Cleveland**  
Rod See  
DELLE  
DELLE  
BRYAN LORAN  
PATTI AUSTIN  
HOTLINE:  
O'JAYS  
BAR-BATS  
BOBBY KING  
HOTLINE:  
PRINCE  
TINA TURNER  
RAY PARKER JR.  
SHEILA E  
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PATTI AUSTIN  
PRINCE  
KASHIP  
WYON  
ROSE BOND  
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O'BRYAN  
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JOICY  
BONNIE POINTER  
DELLE  
DENICIE WILLIAMS  
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SOS BAND  
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PRINCE  
KASHIP  
WYON  
ROSE BOND  
WICKED Hearted  
Jordan McLean  
O'BRYAN  
ROGER  
ART OF NOISE  
JIMMY CASTOR  
KIDS AT WORK  
JIMI TUNNELL  
JERRINE JACKSON  
JOICY  
BONNIE POINTER  
DELLE  
DENICIE WILLIAMS  
KENNEDY & OSBORNE  
REAL EYES  
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## WOOO/Chattanooga

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Larry Tinsley  
HUANCE  
HERBIE HANCOCK  
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HOTLINE:  
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78 Reporters  
77 Current Reports

WQMG/Greensboro reported a frozen playlist this week.

\* (J) Indicates Jazz Reporter



# Country **NATIONAL AIRPLAY/50**

## July 27, 1984

Time	Two Weeks Ago	Weeks on Chart	Artist/Song (Label)	Total Reports/Adds	Heavy	Medium	Light
9 3 3	1	1	T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	152/0	132	16	4
4 2 2	2	2	RONNIE MILSAP/Still Losing You (RCA)	148/1	124	14	10
11 6 6	3	3	NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	149/0	118	25	6
10 8 5	4	5	BELLAMY BROTHERS/Forget About Me (MCA/Curb)	151/0	115	30	6
12 10 7	5	7	DOLLY PARTON/Tennessee Homesick Blues (RCA)	152/0	113	35	4
1 1 1	6	6	DON WILLIAMS/That's The Thing About Love (MCA)	143/0	116	19	8
15 12 9	7	7	BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	150/0	101	43	6
17 14 8	8	8	GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	148/0	100	42	6
19 15 10	9	10	DEBORAH ALLEN/I Hurt For You (RCA)	151/1	75	69	7
20 16 11	10	11	HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	143/2	83	49	11
25 20 15	11	12	WAYLON JENNINGS/Never Could Toe The Mark (RCA)	148/1	66	74	8
22 19 14	12	14	CHARLEY PRIDE/The Power Of Love (RCA)	147/3	65	72	10
23 21 16	13	16	JIM GLASER/You're Gettin' To Me Again (Noble Vision)	150/3	67	71	12
36 27 19	14	19	CRYSTAL GAYLE/Turning Away (WB)	150/4	50	86	14
26 23 17	15	17	JOHN CONLEE/Way Back (MCA)	148/0	51	88	9
30 25 18	16	18	KENNY ROGERS/Evening Star (RCA)	140/2	53	78	9
7 4 4	17	17	JUDDS/Mama He's Crazy (RCA/Curb)	128/0	80	32	16
35 28 21	18	21	GLEN CAMPBELL/Faithless Love (Atlantic America)	150/4	38	89	23
42 34 24	19	24	MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	145/4	25	95	25
33 29 22	20	22	RONNIE McDOWELL/I Got A Million Of 'Em (Epic)	142/1	30	91	21
- 36 29	21	29	OAK RIDGE BOYS/Everyday (MCA)	149/6	18	94	37
- 40 32	22	32	BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)	145/8	19	88	38
32 31 27	23	27	CHARLY MCCLAIN & MICKY GILLEY/The Right Stuff (Epic)	133/2	28	81	24
27 26 25	24	25	KENDALLS/My Baby's Gone (Mercury/PG)	116/2	41	55	20
31 30 28	25	28	MARK GRAY/If All The Magic Is Gone (Columbia)	118/2	33	60	25
40 35 33	26	33	REBA McENTIRE/He Broke Your Memory Last Night (MCA)	129/5	20	84	25
5 7 12	27	12	EDDIE RABBITT/B-B-B-Burning Up With Love (WB)	91/0	45	26	20
2 5 13	28	13	EARL THOMAS CONLEY/Angel In Disguise (RCA)	97/1	44	27	26
- 46 37	29	37	RICKY SKAGGS/Uncle Pen (Epic)	132/15	5	80	47
- 49 38	30	38	LARRY GATLIN & THE GATLIN BROS./The Lady Takes The... (Columbia)	135/22	7	61	67
- 44	31	31	CONWAY TWITTY/Don't Know A Thing About Love (WB)	129/28	6	63	60
- 48 41	32	41	EDDY RAVEN/ Could Use Another You (RCA)	134/16	5	69	60
47 44 39	33	39	LEON EVERETTE/Shot In The Dark (RCA)	127/9	7	67	53
46 42 40	34	40	GENE WATSON/Little By Little (MCA)	110/6	9	72	29
39 37 35	35	35	ATLANTA/Pictures (MCA)	107/1	13	63	31
49 45 42	36	42	SYLVIA/Love Over Old Times (RCA)	114/7	7	56	51
6 9 20	37	20	LEE GREENWOOD/God Bless The U.S.A. (MCA)	76/0	29	27	20
21 32 36	38	36	MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia)	75/0	28	27	20
DEBUT	39	39	ALABAMA/If You're Gonna Play In Texas... (RCA)	98/49	2	35	61
- 47	40	40	GARY MORRIS/Second Hand Heart (WB)	101/31	3	37	61
- 46	41	41	LIONEL RICHIE/Stuck On You (Motown)	80/13	5	41	34
24 24 34	42	34	WHITES/Forever You (MCA/Curb)	76/1	23	30	23
16 18 23	43	23	MEL TILLIS/New Patches (MCA)	70/0	24	28	18
3 13 30	44	30	ANNE MURRAY/Just Another Woman In Love (Capitol)	64/0	19	25	20
- 48	45	45	VERN GOSDIN/What Would Your Memories Do (Complast/PG)	92/15	1	36	55
8 11 31	46	31	JANIE FRICKE/If The Fall Don't Get You (Columbia)	62/0	25	19	18
DEBUT	47	47	DAN SEALS/The Wild Side Of Me (Liberty)	85/26	0	23	62
14 17 26	48	26	MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	64/0	18	26	20
DEBUT	49	49	KAREN BROOKS/Tonight I'm Here With Someone Else (WB)	84/20	0	26	58
DEBUT	50	50	REX ALLEN JR./Dream On Texas Ladies (Moon Shine)	79/9	2	24	53

### MOST ADDED

- ALABAMA (49)**  
If You're Gonna Play In Texas... (RCA)
- EMMYLOU HARRIS (31)**  
Pledging My Love (WB)
- JOHN SCHNEIDER (31)**  
I've Been Around Enough To Know (MCA)
- GARY MORRIS (31)**  
Second Hand Heart (WB)
- BILL MEDLEY (30)**  
I've Always Got The Heart To... (RCA)
- MOE BANDY (29)**  
Woman Your Love (Columbia)
- CONWAY TWITTY (28)**  
I Don't Know A Thing About Love (WB)
- ALABAMA (28)**  
I'm Not That Way Anymore (RCA)
- DAN SEALS (26)**  
The Wild Side Of Me (Liberty)
- RAZZY BAILEY (25)**  
Knock On Wood (MCA)
- JUICE NEWTON (25)**  
Ride 'Em Cowboy (Capitol)

### HOTTEST

- RONNIE MILSAP (62)**  
Still Losing You (RCA)
- NITTY GRITTY DIRT BAND (49)**  
Long Hard Road... (WB)
- T.G. SHEPPARD (49)**  
Somewhere Down The Line (WB/Curb)
- DON WILLIAMS (48)**  
That's The Thing About Love (MCA)
- JUDDS (46)**  
Mama He's Crazy (RCA/Curb)
- HANK WILLIAMS JR. (42)**  
Attitude Adjustment (WB/Curb)
- GEORGE STRAIT (37)**  
Let's Fall To Pieces Together (MCA)
- BELLAMY BROTHERS (36)**  
Forget About Me (MCA/Curb)
- DOLLY PARTON (36)**  
Tennessee Homesick Blues (RCA)
- CRYSTAL GAYLE (22)**  
Turning Away (WB)
- BARBARA MANDRELL (18)**  
Only A Lonely Heart Knows (MCA)

**MOST ADDED & HOTTEST** list those songs achieving the most adds nationally, and the songs reported 'hottest' compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

# BREAKERS

**GARY MORRIS**  
Second Hand Heart (WB)

On 82% of reporting stations. Rotations: Heavy 3, Medium 37, Light 61, Total Adds 31 including WXL, WEEP, WILQ, WYNN, WEZL, WKIK, WONE, WMIL, WHBF, WTOD, KFDI, KWJJ, KSOP, KGA, KCUB. A Most Added Record. Moves 47-40 on the Country chart.

**ALABAMA**

If You're Gonna Play In Texas... (RCA)

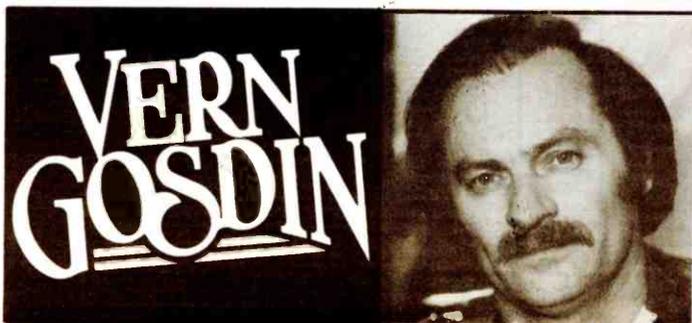
On 64% of reporting stations. Rotations: Heavy 2, Medium 35, Light 61, Total Adds 49 including WXXW, WPOR, WMC, WSM, WTQR, WSLR, WQHK, WFMS, WDG, WXL, KUGN, KMAK, KVEG, KRAK, KSN. A Most Added Record. Debuts at number 39 on the Country chart.

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, 7-23-84.

**VERN GOSDIN**

What Would Your Memories Do (Complast/PolyGram)

On 60% of reporting stations. Rotations: Heavy 1, Medium 36, Light 55, Total Adds 15, WRKZ, WIXY, WYNN, WZZK, KLRA, KLL, WSIX, WKIX, WQYK, WUBE, WMNI, KCJB, WOW, KEIN, KVEG. Moves 48-45 on the Country chart.



"What Would Your Memories Do"

Country **BREAKERS** 45  
Complast RECORDS  
Produced by Blake Mevis  
Distributed by PolyGram Records



## NEW & ACTIVE

### DAN SEALS "The Wild Side Of Me" (Liberty) 85/26

Rotations: Heavy 0, Medium 23, Light 62, Total Adds 26 including WLQ, WYII, WFNC, WNOX, WMC, WPAP, WUSO, WCXJ, WTL, WHBF, KTTS, KKCS, KFTN, KGA, KIGO. Debuts at number 47 on the Country chart.

### KAREN BROOKS "Tonight I'm Here With Someone Else" (WB) 84/20

Rotations: Heavy 0, Medium 26, Light 58, Total Adds 20 including WYMK, KXYL, WEZL, WFNC, WHOO, WRNL, WTOR, WONE, WCUZ, KCJB, WOW, WHBF, KFDI, KRKT, KEIN. Debuts at number 49 on the Country chart.

### LIONEL RICHIE "Stuck On You" (Motown) 80/13

Rotations: Heavy 5, Medium 41, Light 34, Total Adds 13, WYFR, KMML, WFNC, KLL, WHOD, WCMS, WPAP, KXYX, KSO, WTL, KVOC, KCCY, KCBQ, Heavy: WMZO, KIKK, WLVI, Moves 46-41 on the Country chart.

### REX ALLEN JR. "Dream On Texas Ladies" (Moon Shine) 79/9

Rotations: Heavy 2, Medium 24, Light 53, Total Adds 9, WXBJ, KLL, WTOR, KKCS, KEIN, KFTN, KMPS, KGA, KCUB. Heavy: WYII, KXYX. Medium: WBGW, WONE, WTL. Debuts at number 50 on the Country chart.

### JOHN SCHNEIDER "I've Been Around Enough To Know" (MCA) 67/31

Rotations: Heavy 1, Medium 12, Light 54, Total Adds 31 including WVAM, WRKZ, WIXY, KRRV, KMML, WTVY, WKIX, WQYK, WTOR, KSO, WFMS, KTTS, KUGN, KVEG, KGA

### DAVID FRIZZELL "When We Get Back To The Farm" (Viva) 63/19

Rotations: Heavy 0, Medium 13, Light 50, Total Adds 19 including WBGW, WMZO, WYMK, KXYL, WEZL, WSOC, WRNL, KRK, KEBC, WHBF, KTTS, KRKT, KEIN, KGA, KIGO.

### JOHNNY CASH "The Chicken In Black" (Columbia) 58/6

Rotations: Heavy 2, Medium 23, Light 33, Total Adds 8, WHN, KMML, WSOC, WFNC, KLRA, KIK-FM. Heavy: WPTR, KSO, Medium: WLVI, WQYK, WQW, KFDI, KJAC, KTOU, KSOB

### RAZZY BAILEY "Knock On Wood" (MCA) 56/25

Rotations: Heavy 0, Medium 12, Light 44, Total Adds 25 including WPTR, WIXL, WYII, WYMK, KLRA, WWOOD, WCMS, KXYX, WTOR, WQW, WXCL, WTHI, WTD, KUGN, KGA.

### MOE BANDY "Woman Your Love" (Columbia) 55/29

Rotations: Heavy 0, Medium 13, Light 42, Total Adds 29 including WLQ, WYII, WXBJ, WSOC, WGTO, KHEY, KSSN, WLVI, WTOR, KSMR, WTSO, KTRP, KJOT, KEIN, KSOB, KGA.

### CRAIG DILLINGHAM "1984" (MCA/Curb) 49/9

Rotations: Heavy 0, Medium 14, Light 35, Total Adds 9, WGNA, WFNC, KLRA, KLL, KXYX, WQYK, WUSG, KUGN, KFTN, Medium: WBGW, KRMD, WQW, KTTS, KRKT, KRSY.

### ALABAMA "I'm Not That Way Anymore" (RCA) 48/26

Rotations: Heavy 2, Medium 17, Light 29, Total Adds 26 including WKQO, CHOW, KMML, WYMK, KIKK, KILT, WLVI, WCMS, KXYX, KFQD, WQWK, WML, WIL, KJAC, KRK.

### BILL MEDLEY "I've Always Got The Heart To Sing The Blues" (RCA) 47/30

Rotations: Heavy 1, Medium 5, Light 41, Total Adds 30 including CHOW, WYII, WSOC, WTVY, KSSN, KISS-FM, WLVI, WIRK, KSO, WGEE, WFMS, KTTS, KYAK, KQIL, KMPS.

## SIGNIFICANT ACTION

### MEL McDANIEL "All Around The Water Tank" (Capitol) 44/13

Rotations: Heavy 1, Medium 9, Light 34, Total Adds 13 including WPOR, WIXY, KRRV, WPAP, KRK, WAXX, KUGN, KWWJ, Q92, KCUB.

### BRENDA LEE "A Sweeter Love" (MCA) 38/22

Rotations: Heavy 0, Medium 3, Light 35, Total Adds 22 including WRKZ, WYII, WSOC, KHEY, WONE, WAXX, KRSY, KTOU, KSOB, KGA.

### GAIL DAVIES "It's You Alone" (WB) 36/21

Rotations: Heavy 0, Medium 5, Light 31, Total Adds 21 including CHOW, WTVY, KHEY, KISS-FM, WAXX, WXCL, KEIN, KSOB, KMPS, KGA.

### RAY CHARLES with B.J. THOMAS "Rock And Roll Shoes" (Columbia) 34/17

Rotations: Heavy 1, Medium 7, Light 26, Total Adds 17 including KIX106, WYII, WXBJ, WSOC, WLVI, WHOO, KBMR, KEBC, KUGN, KGA.

### EMMYLOU HARRIS "Pledging My Love" (WB) 31/31

Rotations: Heavy 1, Medium 3, Light 27, Total Adds 31 including WRKZ, KASE, WTVY, WNOX, WPAP, KRMD, WCXI, KFDI, KUZZ, KSON.

### RONNY ROBBINS "Those You Lose" (Columbia) 31/3

Rotations: Heavy 4, Medium 9, Light 18, Total Adds 3, WILQ, WTD, Q92, Heavy: WMC, WPAP, WXCL, KQIL. Medium: WAMZ, KTOU, KSOB.

### BOXCAR WILLIE "Luther" (Main Street) 31/2

Rotations: Heavy 0, Medium 13, Light 18, Total Adds 2, WYII, WEZL. Medium: WSNO, WGTO, WOKK, KRMD, WTL, WJWJ, KFDI, KSOB.

### SAVANNAH "My Girl" (Mercury/PolyGram) 30/3

Rotations: Heavy 0, Medium 8, Light 22, Total Adds 3, KMML, KHEY, KTTS. Medium: WVAM, WSNO, CHOW, WMC, KRMD, WYII, KIGO.

### RICK & JANIS CARNES "Long Lost Causes" (MCA) 27/12

Rotations: Heavy 0, Medium 3, Light 24, Total Adds 12 including WSNO, CHOW, WTVY, KLRA, WCUZ, KECK, KTRP, KRKT, Q92, KIGO.

### JUICE NEWTON "Ride 'Em Cowboy" (Capitol) 26/25

Rotations: Heavy 0, Medium 3, Light 23, Total Adds 25 including WPTR, WMZO, WTVY, KISS-FM, WPAP, WOW, KVQO, KFDI, KRKT, KSOB.

### NARVEL FELTS "Let's Live This Dream Together" (Evergreen) 24/3

Rotations: Heavy 0, Medium 9, Light 15, Total Adds 3, WTVY, WFNC, WPAP. Medium: WYII, KMML, WEZL, WHBF, KTTS, WTD, KSOB.

### WRIGHT BROTHERS "So Close" (Mercury/PolyGram) 23/18

Rotations: Heavy 1, Medium 3, Light 19, Total Adds 18 including KISS-FM, WLVI, WPAP, KGFO, WFMS, WIRE, WOW, WXCL, KQV, KSOB.

### BUTCH BAKER "Burn Georgia Burn..." (Mercury/PolyGram) 22/7

Rotations: Heavy 0, Medium 4, Light 18, Total Adds 7, WBGW, WFNC, KXYX, KRK, KTTS, KFDI, KRKT. Medium: WYII, KSOB, KIGO.

### LEON RUSSELL "Good Time Charlie's Got The Blues" (Parade) 21/6

Rotations: Heavy 1, Medium 5, Light 15, Total Adds 6, WGNA, WXY, WYII, KXYX, KRK, KVQO. Heavy: KISS-FM. Medium: WLVI, WQW, KFDI.

### JOHN HARTFORD "Another Piece Of My Heart" (Flying Fish) 15/6

Rotations: Heavy 0, Medium 2, Light 13, Total Adds 6, WSNO, WEZL, KBMR, KTTS, KWWJ, KIGO. Medium: WBGW, KFDI. Light: KXYX, KFRY.

### KENNY ROGERS "Midsummer Nights" (RCA) 14/2

Rotations: Heavy 4, Medium 8, Light 2, Total Adds 2, WSNO, KIX106, Heavy: WAMZ, KXYX, KWTM, KSON. Medium: WPTR, WCMS, KIGO.

### ROBIN LEE "Cold In July" (Evergreen) 13/8

Rotations: Heavy 0, Medium 2, Light 11, Total Adds 8, WVAM, WYII, WEZL, KHEY, WAXX, WQW, KTTS, KGA. Medium: WLVI, KSOB.

### LANG SCOTT "It's Been One Of Those Days" (MCA) 12/1

Rotations: Heavy 0, Medium 0, Light 12, Total Adds 1, WEZL, Light: CHOW, KISS FM, WLVI, KXYX, KTRP, KVQO, KFDI, KRQD, JOHN WESLEY RYLES "She Took It Too Well" (17th Avenue) 10/5

Rotations: Heavy 0, Medium 2, Light 8, Total Adds 5, KRRV, WEZL, KLRA, WPAP, KVQO. Medium: WSNO, KSOB. Light: WAXX.

### J.D. SOUTHER "Go Ahead And Rain" (WB) 10/2

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 2, WKIX, KCCY. Medium: WKKW. Light: WGNA, WBGW, WSNO, WOKO, WYII, WTSO, KIK-FM.

### SANDY CROFT "Easier" (Capitol) 10/1

Rotations: Heavy 0, Medium 0, Light 10, Total Adds 1, WVAM. Light: WSNO, KHEY, KXYX, KBMR, WTD, KVQO, KRKT, KRQD, KMPS.

### ED BRUCE "Tall Them I've Gone Crazy" (MCA) 9/9

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WBGW, WSNO, WTVY, KSSN, KRMD, WIRK, KRKT, KRQD, KRSY.

### JOHNNY RODRIGUEZ "First Time Burned" (Columbia) 9/9

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WVAM, WSNO, WTVY, KSSN, KRMD, WIRK, KVQO, KRQD, KRSY.

### ROD RISHARD "Midnight Angel Of Mercy" (Soundwaves) 9/1

Rotations: Heavy 0, Medium 1, Light 8, Total Adds 1, KXYX. Medium: WPAP. Light: WLVI, KRMD, KFQO, KWTM, WTD, KVQO, KGA.

### HILLARY KANTER "Good Night For Falling In Love" (RCA) 8/8

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WGNA, WKKW, WSNO, KRMD, KRKT, KRQD, KQIL, KRSY.

### TONY ARATA "Come On Home" (Noble Vision) 8/8

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WVAM, WBGW, WSNO, WTVY, KLRA, WRNL, KRMD, KRKT.

### GARY STEWART "I Got A Bad Attitude" (Red Ash) 8/2

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 2, WLVI, KTTS. Light: WCMS, KXYX, KRMD, KFQO, WQW, KVQO.

### PENNY DEHAVEN "Yes I Do" (Main Street) 8/1

Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, WPAP. Medium: WYII. Light: WVAM, KRRV, KBMR, WHBF, KVQO, KTOU.

## COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

GEORGE JONES/Learning To Do Without... (Epic)	<i>You've Still...</i>
NITTY GRITTY DIRT BAND/High Horse (WB)	<i>Pain Dirt Fashion</i>
HANK WILLIAMS JR./All My Rowdy Friends Are... (WB/Curb)	<i>Major Moves</i>
NITTY GRITTY DIRT BAND/Cadillac Ranch (WB)	<i>Pain Dirt Fashion</i>
CONWAY TWITTY/Bad Boy (WB)	<i>By Heart</i>
JOHN ANDERSON/Eye Of A Hurricane (WB)	<i>Eye Of A Hurricane</i>
JOHN ANDERSON/Red Georgia Clay (WB)	<i>Eye Of A Hurricane</i>
HANK WILLIAMS JR./Country Relaxin' (WB/Curb)	<i>Major Moves</i>
GARY MORRIS/Baby Bye Bye (WB)	<i>Faded Blue</i>
GARY MORRIS/Faded Blue (WB)	<i>Faded Blue</i>
DAVID FRIZZELL/Country Music Love Affair (Viva)	<i>Solo</i>
MEL TILLIS w/WILLIE NELSON/Texas On A Saturday... (MCA)	<i>New Patches</i>
HANK WILLIAMS JR./Mr. Lincoln (WB/Curb)	<i>Major Moves</i>
REBA McENTIRE/Poison Sugar (MCA)	<i>Just A Little Love</i>
WILLIE NELSON/City Of New Orleans (Columbia)	<i>City Of New Orleans</i>
KAREN BROOKS/A Simple I Love You (WB)	<i>Hearts On Fire</i>

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# Adult / Contemporary

Continued from Back Page

## BREAKERS

### HUEY LEWIS & THE NEWS If This Is It (Chrysalis)

67% of our reporters on it. Rotations: Heavy 1/0, Medium 53/14, Light 31/11, Total Adds 25 including KVIL-FM, 97A1A, WLTF, WISN, WMYX, KMJI, B100, KBEST, KEZR, WPJB, WSNY, 3WM, KRAV, KFI. Debuts at number 25 on the A/C chart.

### COYOTE SISTERS

#### Straight From The Heart (Morocco/Motown)

66% of our reporters on it. Rotations: Heavy 0/0, Medium 52/6, Light 32/9, Total Adds 15, WSB, KBEST, KJR, WICC, WGOW, WKJJ, WRVR, WING, 3WM, KKPL, WTKO, WPPA, WVBS, KCRG, KFQD.

## NEW & ACTIVE

**TINA TURNER "What's Love Got To Do With It" (Capitol) 72/12**  
Rotations: Heavy 18/1, Medium 40/7, Light 14/4, Total Adds 12, WPIX, 55KRC, WMJ, KEZR, WRIE, WPJB, WAFB, WLAC-FM, WBS, WTNV, KFSB, K99, Heavy: WSB-FM, 97A1A, WMYX, KRBE-FM, WKJJ, WEZS, WMGN, KKUA, KFI, KWAV, WSKI, WPPA, WKQ, WCHV, WNGS, WCIL, KRSS, Medium: WFBR, WTAZ, Y97, KVIL-FM, W101, KOST, B100, KJR, WICC, V100, WGY, WKGW, WMJZ, WAVE, WHBC, KRNT, WMHE, KMJJ, KIXI-FM, WNNR, KORQ, WSKY, WKYX, KEEZ, KWEB, WJON, KKJQ, WBDW, KRNO, KOSW, KISN, KALE. Due to heavy airplay, debuts at number 22 on the A/C chart.

**MADONNA "Borderline" (Sire/WB) 72/2**  
Rotations: Heavy 2/1, Medium 37/1, Light 8/0, Total Adds 2, K108, KBEST, Heavy: 3WS, WTAZ, WCLR, WLTF, WMJ, WISN, KORQ, B100, KEZR, WSM, WYV, WNAM, WEEZ, WMGN, 3WM, WMHE, KRAV, KKPL, WNNR, WSKI, WKQ, KEEZ, WHNN, KRNO, KISN, KALE, Medium: GR55, WPIX, Y97, WLTT, WRMM, W101, WARM88, WMYX, KS94, KMJ, KFMB, KJR, V100, WPJB, KEY103, WBT, WGOW, WKJJ, WRKA, WLAC-FM, WEZS, WHBC, WING, KRNT, WTRX, KOIL, KBOI, KMJJ, KFI, KIXI-FM, KORQ, WBSB, WCIL, KWEB, WBDW, WFMK, Moves 15-16 on the A/C chart.

**JAMES INGRAM "She Loves Me" (Qwest/WB) 87/12**  
Rotations: Heavy 0/0, Medium 39/5, Light 28/7, Total Adds 12, WPIX, WSB-FM, W101, WICC, WSM, KEY103, WHBC, KRNT, 3WM, KBOI, KMJJ, KCRG, Medium: WISN, WCCO, KOST, KGV, KFMB, WAFB, WBT, WMAZ, WRVA, WHBY, WTRX, KKUA, KSL, KIXI-FM, WEIM, WKNE, WSKI, WTKO, WSKY, WCHV, WNGS, WAGE, WKYX, WJBC, WCIL, KCRG, KEZ, WJON, KTWO, KOSW, KRSB, KALE, WING, WMHE.

**BARBARA MANDELL & LEE GREENWOOD "To Me" (MCA) 59/1**  
Rotations: Heavy 3/0, Medium 37/1, Light 19/0, Total Adds 1, WSB, Heavy: KSL, WEIM, KKJO, Medium: WFBR, 97A1A, W101, WISN, WCCO, WAEB, WRIE, WBT, WMAZ, WRVA, WHBY, WNAM, WING, KRNT, WTRX, 3WM, WMHE, KIXI-FM, WNNR, WKNE, WSKI, WTKO, WSKY, WCHV, WNGS, WAGE, WKYX, WJBC, WCIL, KCRG, KEZ, WJON, KTWO, KOSW, KRSB, KALE.

**GLENN FREY "Sexy Girl" (MCA) 57/6**  
Rotations: Heavy 8/0, Medium 34/4, Light 15/2, Total Adds 6, KVIL-FM, WGY, WLAC-FM, 3WM, KPPL, WPPA, Heavy: WFBR, KRNT, WTRX, WTKO, WSKY, WCHV, WNGS, WAGE, WKYX, WJBC, WCIL, KCRG, KEZ, WJON, KTWO, KOSW, KRSB, KALE, WING, WMHE, WTKO, WSKY, WCHV, WNGS, WAGE, WKYX, WJBC, WCIL, KCRG, KEZ, WJON, KTWO, KOSW, KRSB, KALE.

**IRENE CARA "You Were Made For Me" (Network/Geffen) 55/13**  
Rotations: Heavy 0/0, Medium 15/1, Light 40/12, Total Adds 12, WRMM, WSB-FM, WARM98, KMJ, WICC, V100, WING, KRNT, WFMK, KOIL, KBOI, WNGS, KWEB, Medium: WMAZ, WRVA, KWAV, KIXI-FM, WEIM, WKNE, WSKI, WCHV, WAGE, WKYX, WJON, KTWO, KOSW, KOST.

**STYLE COUNCIL "You're The Best Thing" (Geffen) 55/2**  
Rotations: Heavy 2/0, Medium 31/1, Light 22/1, Total Adds 2, KFMB, KEZR, Heavy: KWAV, K99, Medium: WFBR, WPIX, WCLR, KGV, WGY, WMAZ, WHBY, WNAM, KRNT, WMGN, WMHE, KIXI-FM, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WKQ, WCHV, WGSV, WAGE, WCIL, KEEZ, KWEB, WHNN, KRNO, KOSW, KRSB, KALE.

## ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE	126/0	118	7	1
2 ELTON JOHN	124/1	114	10	0
3 PEABO BRYSON	119/0	97	18	4
4 BILLY JOEL	123/5	72	43	8
5 JULIO IGLESIAS & DIANA ROSS	119/4	63	45	11
6 SERGIO MENDES	108/1	70	34	4
7 POINTER SISTERS	95/1	65	26	4
8 DAN HARTMAN	100/4	56	41	3
9 TEDDY PENDERGRASS	107/1	55	43	9
10 JOHNNY MATSIS	96/1	54	34	8
11 MIKE RENO & ANN WILSON	97/0	41	44	12
12 JUICE NEWTON	98/0	54	35	9
13 RAY PARKER JR.	93/3	39	45	9
14 CHRISTOPHER CROSS	94/3	25	55	14
15 LAURA BRANIGAN	78/0	24	41	13
16 MADONNA	72/2	27	37	8
17 GENESIS	93/9	18	58	17
18 DAVE GRUSIN	76/2	16	47	13
19 PAUL ANKA	87/1	9	63	15
20 BILL MEDLEY	81/3	14	56	11
21 ALAN PARSONS PROJECT	71/1	9	48	14
22 TINA TURNER	72/12	18	40	14
23 RITA COOLIDGE	85/9	4	57	24
24 MICHAEL JACKSON	65/0	22	39	4
25 HUEY LEWIS & THE NEWS	85/25	1	53	31

## MOST ADDED

- CARS (44)  
Drive (Elektra)
- NEIL DIAMOND (40)  
Turn Around (Columbia)
- HUEY LEWIS & THE NEWS (26)  
If This Is It (Chrysalis)
- CHICAGO (21)  
Hard Habit To Break (WB)
- JOHN WAITE (19)  
Missing You (EMI America)
- KARLA BONOFF (17)  
Somebody's Eyes (Columbia)

## HOTTEST

- LIONEL RICHIE (103)  
Stuck On You (Motown)
- ELTON JOHN (100)  
Sad Songs (Say So Much) (Geffen)
- PEABO BRYSON (68)  
If Ever You're In My Arms Again (Elektra)
- BILLY JOEL (41)  
Leave A Tender Moment Alone (Columbia)
- SERGIO MENDES (40)  
Alibis (A&M)
- JULIO IGLESIAS & DIANA ROSS (38)  
All Of You (Columbia)
- POINTER SISTERS (38)  
Jump (For My Love) (Planet/RCA)

**KARLA BONOFF "Somebody's Eyes" (Columbia) 52/17**  
Rotations: Heavy 2/0, Medium 24/5, Light 28/12, Total Adds 17, 55KRC, KFMB, KEZR, WAFB, WBT, WYK, WRVA, WNAM, WSNY, WING, WFMK, KBOI, WTNV, WKYX, WNGS, WHNN, KKJO, Heavy: WRIE, KWAV, Medium: WRMM, KJR, WKGW, WMAZ, WAVE, WMHE, KIXI-FM, WEIM, WKNE, WSKI, WPPA, WCHV, WJON, KRNO, KOSW, KRSB, KALE, WARM98, WCKQ.

**CARS "Drive" (Elektra) 49/44**  
Rotations: Heavy 1/0, Medium 11/8, Light 37/35, Total Adds 44, WRMM, WCLR, WARM88, WCCO, KKLT, WCCO, V100, WKQW, KEY103, KRBE-FM, WAHR, 2WD, WAVE, WHBY, KRNT, WTRX, WEBS, WMHE, KFI, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, WPPA, KORQ, WCKQ, WCHV, WGSV, WKYX, WNGS, WJBC, WCIL, KFBS, WHNN, WJON, KTWO, K99, KRNO, KOSW, KRSB, KISN, KALE, Heavy: 97A1A, Medium: KOST, WMGN, This week's Most Added record.

**NEIL DIAMOND "Turn Around" (Columbia) 40/40**  
Rotations: Heavy 2/2, Medium 11/11, Light 27/27, Total Adds 40, WLTT, WSB-FM, 97A1A, 55KRC, WCCO, WMYX, KS94, KKLT, KGW, B100, KFMB, WSM, WPJB, WBT, WAHR, WYK, WKJJ, WAVE, WHBY, WNAM, WTRX, WMHE, KRAV, KSL, KIXI-FM, WKNE, WSKI, WCHV, WGSV, WAGE, WKYX, WNGS, WJBC, KCRG, WJON, KKJO, WBDW, KTWO, KOSW, KRSB.

**STANLEY CLARKE "Heaven Sent You" (Epic) 40/10**  
Rotations: Heavy 0/0, Medium 10/2, Light 30/8, Total Adds 10, KGV, WICC, WKQW, KEY103, WHBC, WFMK, KWAV, KIXI-FM, WTRX, KRSB, Medium: KOST, KJR, WING, WMGN, WEIM, WSKI, WCIL, KTWO.

**JOHN WAITE "Missing You" (EMI America) 39/19**  
Rotations: Heavy 1/0, Medium 12/4, Light 26/15, Total Adds 19, 97A1A, KJR, WICC, WAFB, KRBE-FM, WAVE, WNAM, WSM, WFMK, 3WM, KPPL, KWAV, WNNR, KORQ, WGSV, WKYX, WNGS, KRJO, KALE, Heavy: WCKQ, Medium: KOIL, WMHE, WSKI, WSKY, WCHV, WCIL, KEEZ, KOSW.

## SIGNIFICANT ACTION

**JOE JACKSON "Happy Ending" (A&M) 29/1**  
Rotations: Heavy 0/0, Medium 12/0, Light 17/1, Total Adds 1, KORQ, Medium: WRVA, WEIM, WKNE, WSKI, WSKY, WCHV, WAGE, WCIL, KEEZ, KRNO, KOSW, KALE.

**JACK WAGNER "All I Need" (Qwest/WB) 28/7**  
Rotations: Heavy 0/0, Medium 4/1, Light 24/8, Total Adds 7, WCCO, WKJJ, WRVA, WNNR, KFBS, WHNN, WJON, Medium: WMAZ, WEND, WSKI.

**SPANDAU BALLET "Only When You Leave" (Chrysalis) 27/16**  
Rotations: Heavy 0/0, Medium 7/2, Light 20/14, Total Adds 16, WAHR, WYK, WJON, WSNY, WTRX, KKUA, WNNR, WEIM, WSKI, WPPA, KORQ, WCHV, KFBS, KWEB, WBDW, KTWO, Medium: WMGN, KWAV, KIXI-FM, WCKQ, KOSW.

**J.D. SOUTHER "Go Ahead And Rain" (WB) 27/4**  
Rotations: Heavy 0/0, Medium 11/3, Light 16/1, Total Adds 4, KFMB, WRVA, KWAV, KTWO, Medium: KOST, WHBY, WMHE, KSL, WTKO, WSKI, WCKQ, KKJO.

**SPINNERS "(We Have Come Into) Our Time For Love" (Atlantic) 26/3**  
Rotations: Heavy 0/0, Medium 5/0, Light 21/3, Total Adds 3, WKQW, WHNN, WBDW, Medium: 97A1A, WMAZ, WEIM, WSKI, WCHV.

**EURHYTHMICS "Right By Your Side" (RCA) 22/11**  
Rotations: Heavy 0/0, Medium 11/3, Light 11/8, Total Adds 11, WCCO, V100, WPJB, WJON, WSKI, WCKQ, WCHV, WAGE, WCIL, KRNO, KALE, Medium: WFBR, KVIL-FM, KRBE-FM, KWAV, WEIM, WSKY, KFBS, KEEZ.

**CHICAGO "Hard Habit To Break" (WB) 21/21**  
Rotations: Heavy 0/0, Medium 5/5, Light 16/16, Total Adds 21, 97A1A, KGV, V100, WBT, WYK, WAVE, WMGN, WMHE, KIXI-FM, WSKI, WCKQ, WAGE, WNGS, WVBS, WCIL, KEEZ, KWEB, KKJO, WBDW, KOSW, KRSB.

**JOHN WILLIAMS "Main Theme From 'Indiana Jones'" (PolyGram) 20/12**  
Rotations: Heavy 0/0, Medium 3/3, Light 17/9, Total Adds 12, WFBR, WCCO, WICC, WAHR, WFMK, KOIL, KSL, WNNR, WSKI, KORQ, KCRG, KOSW.

**BRUCE SPRINGSTEEN "Dancing In The Dark" (Columbia) 20/2**  
Rotations: Heavy 7/0, Medium 8/0, Light 5/2, Total Adds 2, 2WD, KRAV, Heavy: WFBR, WAEB, KRBE-FM, WAVE, WSKI, WTNV, KISN, Medium: WTAZ, WMGN, WMHE, KPPL, WPPA, WSKY, WCHV, WNGS.

**FRANK SINATRA "L.A. Is My Lady" (Qwest/WB) 19/10**  
Rotations: Heavy 0/0, Medium 7/2, Light 12/8, Total Adds 10, WAHR, WHBY, KRNT, WEIM, WKNE, WSKI, WCHV, WAGE, KTWO, KOSW, Medium: WCCO, WTKO, WBT, WMAZ, KSL.

**BONNIE POINTER "Your Touch" (Private I/CBS) 17/9**  
Rotations: Heavy 0/0, Medium 2/1, Light 15/8, Total Adds 9, KRNT, WTRX, KORQ, WCHV, WGSV, WKYX, KEEZ, KTWO, KRSB, Medium: WEIM.

**GIORGIO MORODER featuring PAUL ENGEMAN "Reach Out (Track Theme)" (Columbia) 15/4**  
Rotations: Heavy 0/0, Medium 7/2, Light 8/2, Total Adds 4, WAHR, KEEZ, WJON, KRNO, Medium: WAEB, WEIM, WCHV, WAGE, KRSB.

**ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 15/1**  
Rotations: Heavy 1/0, Medium 9/0, Light 5/1, Total Adds 1, WHNN, Heavy: WSNY, Medium: WFBR, 97A1A, WAEB, WMAZ, WMGN, KFI, WSKI, WCKQ, KRSB.

**CHARLENE "We're Both In Love" (Motown) 13/13**  
Rotations: Heavy 0/0, Medium 1/1, Light 12/12, Total Adds 13, WAHR, WEIM, WSKI, KORQ, WCKQ, WCHV, WAGE, WKYX, WCIL, KFBS, KEEZ, WJON, KOSW.

**JIM GLASER "You're Gettin' To Me Again" (Noble Vision) 12/0**  
Rotations: Heavy 0/0, Medium 0/0, Light 12/0, Total Adds 0.

**LEON RUSSELL "Good Time Charlie's Got The Blues" (Paradise) 11/0**  
Rotations: Heavy 0/0, Medium 7/0, Light 4/0, Total Adds 0, Medium: WCCO, WMAZ, WTKO, KCRG, KEEZ, KWEB, 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.





# AOR / ALBUMS

July 27, 1984

171 REPORTERS

From Weeks	Two Weeks	Last Week's Pos.		Total Reports	Hot Rotation	Medium Rotation	Adds All	Total Rotations
1	2	2	1 CARS/Heartbeat City (Elektra)	166	154+	12-	2-	2-
2	1	1	2 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	169	148-	21+	2+	2+
7	4	3	3 JOHN WAITE/No Brakes (EMI America)	161	148+	13-	0-	0-
DEBUT			4 BILLY SQUIER/Signs Of Life (Capitol)	159	141	18	4	4
DEBUT			5 SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	158	117+	40-	4-	4-
DEBUT			6 PETER WOLF/Lights Out (EMI America)	151	102	45	14	14
13	9	7	7 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	150	97+	53-	6-	6-
3	3	4	8 JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)	144	93-	51+	1-	1-
6	5	5	9 RATT/Out Of The Cellar (Atlantic)	141	101-	40+	1-	1-
DEBUT			10 SAMMY HAGAR/VOA (Geffen)	150	73	72	17	17
32	19	14	11 NIGHT RANGER/Midnight Madness (Camel/MCA)	143	57+	83-	11-	11-
22	10	11	12 ELTON JOHN/Breaking Hearts (Geffen)	134	54-	79+	11-	11-
24	13	13	13 BOX OF FROGS/Box Of Frogs (Epic)	140	32+	106-	8-	8-
9	8	9	14 STEVE PERRY/Street Talk (Columbia)	119	73-	46=	5+	5+
17	12	12	15 TWISTED SISTER/Stay Hungry (Atlantic)	124	46+	78-	5+	5+
4	6	8	16 ROD STEWART/Camouflage (WB)	109	81+	28-	0-	0-
31	20	17	17 GLENN FREY/The Allnighter (MCA)	130	32+	97-	5-	5-
28	22	20	18 DIO/The Last In Line (WB)	120	31+	87-	6-	6-
DEBUT			19 QUIET RIOT/Condition Critical (Pasha/CBS)	120	32-	86+	17-	17-
DEBUT			20 PRINCE/Purple Rain (WB)	108	76+	29+	6=	6=
14	11	16	21 COREY HART/First Offense (EMI America)	111	60+	49-	5+	5+
5	7	10	22 CHRIS DeBURGH/Man On The Line (A&M)	104	47-	57-	3=	3=
18	16	19	23 WHITESNAKE/Slide It In (Geffen)	103	41-	60-	5+	5+
12	14	21	24 SCORPIONS/Love At First Sting (Mercury/PG)	102	38-	64-	3-	3-
16	24	25	25 STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic)	101	21-	75-	15+	15+
36	30	27	26 FASTWAY/All Fired Up (Columbia)	96	12=	76=	11+	11+
20	23	23	27 VAN HALEN/1984 (WB)	78	41-	37-	1-	1-
34	29	28	28 BILLY SATELLITE/Billy Satellite (Capitol)	93	15+	78-	7-	7-
DEBUT			29 ADRENALIN/American Heart (Rocshire)	100	7+	85+	16-	16-
DEBUT			30 HONEYMOON SUITE/Honeymoon Suite (WB)	104	6+	84+	37-	37-
11	21	24	31 RUSH/Grace Under Pressure (Mercury/PG)	64	24-	40-	0-	0-
30	31	34	32 R.E.M./Reckoning (IRS/A&M)	69	14-	52+	11+	11+
8	15	26	33 STREETS OF FIRE/Soundtrack (MCA)	54	28-	25-	1=	1=
33	32	31	34 ANDY FRASER/Fine Fine Line (Island)	74	6=	67-	4+	4+
DEBUT			35 LOU REED/New Sensations (RCA)	69	10+	55+	15-	15-
19	17	22	36 TONY CAREY/Some Tough City (MCA)	62	21-	41-	1=	1=
DEBUT			37 ELVIS COSTELLO.../Goodbye Cruel World (Columbia)	62	17=	44+	3-	3-
DEBUT			38 LITA FORD/Dancin' On The Edge (Mercury/PG)	61	11+	47-	6-	6-
DEBUT			39 CYNDI LAUPER/She's So Unusual (Portrait/CBS)	64	13+	41+	21+	21+
DEBUT			40 INXS/The Swing (Atco)	60	12-	43+	10-	10-

## BREAKERS

**BILLY SQUIER**  
Signs Of Life (Capitol)

92% of our reporters on it. 159/4 including adds at KTXU, WLLZ, WIOT, KILO. Debuts at #4 on the Albums chart.

**PETER WOLF**  
Lights Out (EMI America)

88% of our reporters on it. 151/14 including adds at KTXQ, WLLZ, KBPI, KDKB, KOAK, KATT, WYFE. Debuts at #6 on the Album chart.

**SAMMY HAGAR**  
VOA (Geffen)

87% of our reporters on it. 150/17 including adds at WNEW-FM, WMMR, WYDD, CHUM-FM, WLLZ, KFOG, KOMA. Debuts at #10 on the Albums chart.

**HONEYMOON SUITE**  
Honeymoon Suite (WB)

60% of our reporters on it. 104/37 including adds at WIYY, WNEW-FM, WDV, DC101, WEBN, KLOS, KUPD, KMEL. Moves 35-30 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.

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Albums

**BREAKERS**

29

"FAR AWAY EYES"

36 - 27

Hot Tracks

**BREAKERS**

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# AOR ALBUMS

## MOST ADDED

### HONEYMOON SUITE (37)

Honeymoon Suite (WB)

### SPIRIT (30)

Spirit Of '84 (Mercury/PolyGram)

### GEORGE CARLIN (24)

Carlin On Campus (Eardrum/Penthouse)

### CYNDI LAUPER (21)

She's So Unusual (Portrait/CBS)

### QUIET RIOT (17)

Condition Critical (Pasha/CBS)

### SAMMY HAGAR (17)

VOA (Geffen)

### ADRENALIN (16)

American Heart (Rocshire)

## MOST HOTS

### CARS (154)

Heartbeat City (Elektra)

BRUCE SPRINGSTEEN (148)

Born In The U.S.A. (Columbia)

JOHN WAITE (148)

No Brakes (EMI America)

BILLY SQUIER (141)

Signs Of Life (Capitol)

SCANDAL /PATTY SMYTH (117)

The Warrior (Columbia)

PETER WOLF (102)

Lights Out (EMI America)

RATT (101)

Out Of The Cellar (Atlantic)

## NEW & ACTIVE

### ✓ SPIRIT/Spirit Of '84 (Mercury/PolyGram) 59/30 (34/33)

Adds: include KZEW, WLUP, KAZY, KROR, WZZO, KXZL, WAPL, WOOS, WTUE, KOMP. Hots: 1 KIDQ. Mediums: 42 include WGRQ, WMMR, WYNF, KBCC, KGB, WPYX, WTPA, WCMF, KLAQ, WLVO, WFBO, KEZO, WIOT, KKDJ, KFIV-FM, KREM, KWFM.

### ✓ CHEQUERED PAST/Chequered Past (EMI America) 56/12 (49/19)

Adds: include WXRT, KROR, WAQY, KOMP. Hots: 5 DC101, WRIF, KRCK, KNCN, WKQQ. Mediums: 47 include WIYY, WMMR, WDVW, KTXQ, KZEW, WLLZ, KBPI, KGB, KMEL, KSJO, KZOK, WPYX, WTPA, WIMZ, KISS, WLVO, KDOS, WFBO, KEZO, KFMG, KILQ.

### GHOSTBUSTERS/Soundtrack (Arista) 44/5 (48/5)

Adds: KGGO, WXKE, WBLM, WDEK, KTCL. Hots: 15 include WBCN, WMMS, WIMZ, KMBQ, WLAV. Mediums: 27 include WGRQ, WAPP, WLUP, KBCC, KOAK.

### BANGLES/All Over The Place (Columbia) 40/7 (36/5)

Adds: WEBN, KDKB, WQDR, WWWW, WIOB, WYER, KWHL. Hots: 7 WLIR, WXRT, KBCC, 91X, KKDJ, KSPN, KTCL. Mediums: 30 include WMMR, WLUP, KROQ, KGB, KOAK, KZOK.

### KICK AXE/Vices (Pasha/CBS) 38/8 (40/4)

Adds: CHUM-FM, KLOS, WKDF, WLVO, WLAV, KSMB, WBYG, KWHL. Hots: 8 WOFM, KMET, KRCK, KSJO, KZOK, CFOX, KNCN, CITI-FM. Mediums: 27 include WYSP, WDVW, KZEW, KSHE, KUPD, KGB, KROR, KOME.

### ✓ GEORGE CARLIN/Carlin On Campus (Eardrum/Penthouse) 34/24 (42/33)

Adds: include WIYY, WLUP, KLOS, KMEL, KSJO, KLAQ, WIMZ, WAPL, KGGO, WWCK, KATT, KEZO, KFIV-FM. Hots: 0. Mediums: 8 include KKCI, KBPI, KMOD, KOMP, WWWW, KOZZ.

### DIFFORD & TILBROOK/Difford & Tilbrook (A&M) 34/0 (39/1)

Hots: 6 include WLIR, WAPP, KOAK, WQBK, WDHA. Mediums: 28 include WBCN, WNEW-FM, WYDD, WLUP, WXRT, KBCC, 91X.

### GO-GO's/Talk Show (IRS/A&M) 32/2 (32/5)

Adds: WYSP, WPDH. Hots: 6 include WBCN, WLIR, WCKO, KLOS, KMET. Mediums: 25 include WAPP, WNEW-FM, 91X, KOAK, KDOS, KKDJ.

### ✓ BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 27/15 (19/11)

Adds: include WBCN, WMMS, KMEL, WPDH, KFMG, KILQ, KKDJ. Hots: 7 WXRT, KBCC, WQBK, CHEZ-FM, K97, KSPN, KTCL. Mediums: 15 include CHUM-FM, KAZY, KBPI, KUFO.

### GENESIS/Genesis (Atlantic) 26/4 (28/7)

Adds: WSHE, KQRS, KFIV-FM, WRKI. Hots: 5 KFOG, WYFE, KREM, WHMD, WCPZ. Mediums: 19 include WDVW, WYNF, WXRT, WSKS, WMMS, KLOS, KMET.

### BANANARAMA/Bananarama (London/PolyGram) 22/8 (12/3)

Adds: KCAL, WQBK, WZZO, WPDH, WCKN, WKDF, KSMB, KFMF. Hots: 2 WMMS, WBYG. Mediums: 20 include WBCN, WXRT, KLOS, KMET, KROQ, KOAK.

### SPLIT ENZ/Conflicting Emotions (A&M) 22/2 (21/1)

Adds: KGGO, KKDJ. Hots: 6 KBCC, KOAK, CHEZ-FM, K97, KREM, KTCL. Mediums: 15 include WXRT, KROQ, 91X, KFOG.

### FACE TO FACE/Face To Face (Epic) 21/6 (21/3)

Adds: include WZZO, WAQY, WROQ, WLVO, WIOB. Hots: 5 WBCN, WLUP, KOAK, WPDH, WKQQ. Mediums: 15 include WSHE, WXRT, KMBQ, KREM.

### BACHMAN TURNER OVERDRIVE/BTO (Comcast/PolyGram) 17/2 (0/0)

Adds: WKDF, WDEK. Hots: 1 WTKX. Mediums: 15 include KSHE, KMEL, WPDH, WAAF, WIMZ, WZXR.

### GLASSMOON/Sympathetic Vibration (MCA) 14/5 (17/5)

Adds: WYNF, KFOG, KNCN, WRUF, KSQY. Hots: 2 WQDR, KWFM. Mediums: 10 include DC101, KLAQ, KFIV-FM.

### GARY MOORE/Victims Of The Future (Mirage/Atco) 14/4 (12/6)

Adds: CHOM-FM, CFOX, KIDQ, KILQ. Hots: 8 include WRIF, KLOS, KRCK, KSJO, KZOK, CITI-FM. Mediums: 5 include WMMS, WOFM, KOME.

**NEW & ACTIVE** — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.

**HOT TRACKS** — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's total added, and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

# R&R AOR/HOT TRACKS

## 171 REPORTERS

Week	Two Weeks	Last Week	Total	Hot	Medium	Total Adds
7	3	1	160	147	13	0
8	1	2	156	138	18	1
10	5	4	158	117	40	4
4	3	4	144	129	15	4
25	12	6	146	100	44	10
26	13	11	144	70	70	11
12	11	7	128	81	47	4
38	25	16	140	55	82	11
59	29	15	127	84	43	11
9	9	8	117	89	28	1
13	10	9	122	74	48	2
19	16	14	122	46	76	4
29	21	17	134	31	101	8
1	2	5	96	90	6	1
32	24	21	116	29	86	3
6	6	10	100	79	21	0
17	15	19	110	60	48	4
16	14	13	103	64	39	4
-	-	35	123	18	94	35
4	7	12	101	44	57	3
21	19	20	97	38	57	6
51	30	28	103	18	84	7
-	45	29	102	23	73	17
30	26	24	93	32	61	3
23	23	22	80	68	12	0
-	43	36	99	6	80	35
60	38	36	96	7	81	16
37	35	32	89	13	76	6
40	36	33	85	11	67	10
27	28	25	71	37	34	7
14	17	28	70	25	45	2
31	27	27	67	45	22	1
<b>DEBUT</b>	35	35	67	28	29	65
2	8	18	59	36	23	0
-	49	42	75	13	58	12
-	58	51	71	24	42	15
<b>DEBUT</b>	37	37	66	20	37	65
-	49	49	74	1	66	17
18	18	23	62	21	41	1
<b>DEBUT</b>	40	40	83	5	47	82
11	20	30	50	39	11	0
41	38	40	69	6	62	4
-	53	44	61	11	47	6
48	43	34	53	30	21	3
-	50	50	53	20	33	6
-	54	46	65	8	53	14
42	37	37	50	31	19	3
<b>DEBUT</b>	49	49	64	13	41	22
<b>DEBUT</b>	41	41	53	12	37	21
44	41	38	52	15	37	3
43	44	48	47	26	17	2
52	51	48	53	15	41	3
-	55	55	56	11	40	10
8	22	31	41	19	22	0
-	56	56	42	20	21	6
24	33	44	40	19	21	2
<b>DEBUT</b>	47	47	51	9	35	15
30	32	45	37	16	21	0
35	40	47	42	9	32	2
<b>DEBUT</b>	46	46	48	5	32	16

# BREAKERS.

## HONEYMOON SUITE New Girl Now (WB)

57% of our reporters on it. 99/35 including adds at WIYY, WNEW-FM, WLLZ, KLOS, KUPD, KROR, KISW. Moves 43-26 on the Hot Tracks chart.

## ADRENALIN Far Away Eyes (Rocshire)

56% of our reporters on it. 96/16 including adds at WGRQ, WRXT, WMMR, KDKB, KZAP, KCAL. Moves 36-27 on the Hot Tracks chart.

## FASTWAY Tell Me (Columbia)

50% of our reporters on it. 85/10 including adds at CHUM-FM, KGON, WPLR, WTKX, WLVO, KGGQ, KDDJ, KRSP, WBLM, KAWY. Moves 33-29 on the Hot Tracks chart.

# NEW & ACTIVE

- Y&T "Don't Stop Runnin'" (A&M) 47/26 (27/27)  
Add: include KLOS, KROR, WAGY, WIMZ, KQDS, WJBA, KEZZ, KRSP. Hits: 1 KNCN. Mediums: 34 include KZEW, WLLZ, KRSP, KZAP, KOME, KLAQ, KISS, WLAV, KATT, KFMM, KLO, KDDJ, KEZE.
- SPRINT "I Got A Line On You" (Mercury/PolyGram) 44/23 (28/27)  
Add: include KZEW, WLUP, WZZO, WAPL, WOOD, WTUE, KZEL, KDMP. Hits: 0. Mediums: 30 include WGRQ, WYFN, KGB, WYXX, WTPA, WCMF, KLAQ, WLVO, KDDJ, KFV-FM, KREM, KWFM.
- SLADE "My Oh My" (CBS Associated) 40/4 (42/9)  
Add: WAPP, KRIX, KREM, WBLM. Hits: 6 WKLS, CHEZ-FM, WONE, WKQO, WYFE, K97. Mediums: 32 include WBCN, WYSP, WYFN, KMET, KUPD, WZZO, WTPA, WAQX, WAAF, WKOF, KMBQ, KGGQ, KQDS, KRSP.
- CHEQUERED PAST "How Much Is Too Much" (EMI America) 38/10 (29/12)  
Add: include WRXT, KROR, WAGY, WOUR, KRIP, WTKX, Hots: 4 DC101, WRIF, KNCN, WKQO. Mediums: 30 include WMMR, WOVE, WKLS, WLLZ, KRIP, KGB, KSJQ, KZOK, WIMZ, KQDS, KFMM, KLO.
- BANGLES "Hero Takes A Fall" (Columbia) 37/7 (33/5)  
Add: WEBN, KDKB, WQDR, WWWW, WIOB, WYER, KWHL. Hits: 6 WLR, WRXT, KBCO, 91X, KDDJ, KTCL. Mediums: 28 include WMMR, WLUP, KAZY, KGB, KZOK, WJBA, WPHI, WAGY, WLAV.
- BRUCE SPRINGSTEEN "Bobby Jean" (Columbia) 35/5 (37/5)  
Add: WRXT, KROR, WLUP, WMET, KLO, Hots: 15 include WNEW-FM, WYSP, WOVE, KTXQ, WYFN, WIMMS, KLO, KDDJ. Mediums: 20 include KZEW, KLOL, KQDS, WYXX, WAAF, KNCN, WLVO, WFBQ, KOMP.
- GLENN FREY "Sexy Girl" (MCA) 33/4 (33/1)  
Add: WAPL, WWCY, KWFM, WDEK. Hits: 14 include WYSP, WIMMS, WIMZ, KMBQ, KREM. Mediums: 19 include WQDS, WYFN, WYXX, WYFN, WYXX, WYFN, WYXX.
- PETER WOLF "Crazy" (EMI America) 32/31 (0/0)  
Add: include WPLR, WAPL, KFV-FM, WRKI, WBYG, KFME. Hits: 15 include WOVE, WRIF, KMET, KFOG, WHCN, WPHI, WTUE, KDDJ. Mediums: 11 include KTXQ, WIMMS, WYXX, WAAF, WLVO, WFBQ, KEZO.
- PETER WOLF "Pretty Lady" (EMI America) 32/28 (2/2)  
Add: include KROD, WFLR, KQDS, WRKI. Hits: 14 include WHYY, WRXT, WIMMS, KUPD, KFOG, WHCN, WKQO. Mediums: 14 include WSHE, WYFN, WYXX, WAAF, WLVO, WYFE.
- GO-GO's "Turn To You" (IRS/A&M) 32/2 (31/6)  
Add: WYSP, WPHI. Hits: 6 include WBCN, WLR, WCKO, KLOS, KMET. Mediums: 25 include WAPP, WNEW-FM, 91X, WKQO, KQDS, KDDJ.
- R.E.M. "Pretty Persuasion" (IRS/A&M) 31/9 (22/7)  
Add: WNEW-FM, KAZY, WAAL, WAAF, WZXR, KDDJ, WRKI, WWWW, KUJO. Hits: 7 include WRXT, KROR, 91X, KQAK, WJBA, CHEZ-FM. Mediums: 22 include WYSP, WOVE, WKLS, WAGY, WAQX, WKQO, KQDS, WLAV, KEZO.
- KICK AXE "On The Road To Rock" (Pasha/CBS) 29/8 (25/2)  
Add: include CHUM-FM, KLOS, KRCK, WRDF, WLAV, KSMB, WB9B. Hits: 4 MET, KSJQ, CFOX, CITI-FM. Mediums: 24 include WYSP, WOVE, KSHE, KUPD, KGB, KROR, WTPA, WAAF, KLAQ, WIMZ, WTUE, KFMM, KROR, KON.
- SOUTHSIDE JOHNNY "New Romeo" (Mirage/Atco) 28/11 (20/19)  
Add: include WBCN, WHYY, KGB, KLO, Hots: 1 WMMS. Mediums: 18 include WNEW-FM, WMMR, WYSP, WRXT, KBCO, WTPA, WPHI, WAGY.
- JEFFERSON STARSHIP "Sorry Me, Sorry You" (Grunty/RCA) 27/4 (25/8)  
Add: KAZY, WPHI, WWCY, KWHL. Hits: 13 include KSHE, KROR, KISS, WAPL, WLAV, KLO, KWFM. Mediums: 14 include KZEW, KZAP, KOME, WCMF, KATT, KM0D.
- VAN STEPHENSON "What The Big Girls Do" (MCA) 27/2 (28/4)  
Add: WZXY, WWWW. Hits: 2 WMMS, WYER. Mediums: 23 include WOVE, KAZY, KBPI, KDKB, KROR, WAGY, KLAQ, KQDS, KLO, KWFM.
- GENESIS "Talking In All Too Hard" (Atlantic) 26/4 (28/7)  
Add: WSHE, KQDS, WYFN, WRXT, WIMMS, KLOS, KMET, KM0D.
- BRUCE COCKBURN "Lovers In A Dangerous Time" (Gold Mtn./A&M) 25/14 (17/11)  
Add: include WBCN, WIMMS, KAZY, WPHI, KFMM, KLO, WRKI. Hits: 7 WRXT, KBCO, WQBK, CHEZ-FM, K97, KSPN, KTCL. Mediums: 14 include KRPI, KUPD.
- QUIET RIOT "Party All Night" (Pasha/CBS) 25/5 (22/22)  
Add: include WKDF, KXZL, WYFE, KIDD. Hits: 4 WNDV, KMET, KSMB, KFMM. Mediums: 20 include WYXX, WTPA, WKQO, WBLM.
- TINA TURNER "Better Be Good To Me" (Capitol) 25/3 (29/4)  
Add: include WHMD. Hits: 8 WRXT, WIMMS, KQAK, WQBK, WYXX, WZXY, WWCY, WDEK. Mediums: 18 include WRXT, WTPA, WOF, WLVO, KQDS, KLO.
- TINA TURNER "What's Love Got To Do With It" (Capitol) 24/4 (21/5)  
Add: WROQ, KGGQ, WWCY, KSMB. Hits: 13 include WLUP, WIMMS, WPHI, KMBQ, WHMD, KSPN. Mediums: 11 include WRXT, WYXX.
- CARS "Hello Again" (Elektra) 22/2 (22/5)  
Add: KDKB, WXKE. Hits: 10 include KROR, WRXT, WRIF. Mediums: 12 include KLOL, KGB, WOOD, WFBQ, KEZO.
- GREG KINN BAND "Rock" (Basenley/E-A) 22/2 (23/5)  
Add: include WRXT. Hits: 4 KFOG, KMEL, CHEZ-FM, WDEK. Mediums: 18 include KBCO, KROR, KREM.
- BILLY SQUIER "Can't Get Next To You" (Capitol) 21/19 (4/1)  
Add: include WJBA, KLAQ, WRKI, KTVD. Hits: 7 include WHYY, WOVE, KTXQ, KUPD, WYXX, WEZZ, WAAF, WLAV. Mediums: 9 WCMF, WYXX, WYXX, WYXX, WYXX, WYXX, WYXX, WYXX, WYXX.
- STEVE PERRY "Strung Out" (Columbia) 21/3 (22/2)  
Add: KROR, KISW, KFMM. Hits: 9 WHYY, KZEW, KSHE, KISS, KATT, KFMM. Mediums: 11 include KROR, KORS, KMET.
- BANANARAMA "Cruel Summer" (London/PolyGram) 20/8 (9/3)  
Add: KCAL, WQBK, WZZO, WPHI, WCKN, WKDF, KSMB, KFMM. Hits: 2 WMMS, WBYG. Mediums: 18 include WBCN, WRXT, KLOS, KMET.

## MOST ADDED

- A FLOCK OF SEAGULLS (82)  
The More You Live, The More You Love (Arista)
- BILLY SQUIER (65)  
All Night Long (Capitol)
- SAMMY HAGAR (65)  
I Can't Drive 55 (Geffen)
- HONEYMOON SUITE (35)  
New Girl Now (WB)
- LINDSEY BUCKINGHAM (35)  
Go Insane (Elektra)
- PETER WOLF (31)  
Crazy (EMI America)
- PETER WOLF (28)  
Pretty Lady (EMI America)

## MOST HOTS

- JOHN WAITE (147)  
Missing You (EMI America)
- BILLY SQUIER (138)  
Rock Me Tonight (Capitol)
- CARS (129)  
Drive (Elektra)
- SCANDAL (1/PATTY SMYTH) (117)  
The Warrior (Columbia)
- PETER WOLF (100)  
Lights Out (EMI America)
- BRUCE SPRINGSTEEN (90)  
Dancing In The Dark (Columbia)
- RATT (89)  
Round And Round (Atlantic)

**MOST ADDS** — A numerical listing of the most added records of the week.

**MOST HOTS** — A numerical listing of the records receiving the most hot rotation reports.





MIDWEST (continued)

KY/SK/Kansas City (815) 341-8102
WRTK/Chicago (312) 777-1150
WBNI/Cincinnati (513) 271-9500

WGOW/Des Moines (515) 288-6181
WYFE/Rochford (815) 877-2075
WUOL/Woosinton (318) 492-1520

WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010
WCFZ/Sandusky (415) 522-1010

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WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010
WCFZ/Sandusky (415) 522-1010

WMMW/Cleveland (216) 781-9887
WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010

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KATI/Olathe/Johnson City (417) 825-1010
WCFZ/Sandusky (415) 522-1010

KC/Kansas City (816) 531-3333
WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010

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WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010
WCFZ/Sandusky (415) 522-1010

KS/Heart of Kansas (816) 842-1111
WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010

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KATI/Olathe/Johnson City (417) 825-1010
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KATI/Olathe/Johnson City (417) 825-1010
WCFZ/Sandusky (415) 522-1010

WWSK/Cincinnati (513) 848-5836
WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010

WUOL/Woosinton (318) 492-1520
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WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010
WCFZ/Sandusky (415) 522-1010

WOFM/Milwaukee (414) 276-5940
WUOL/Woosinton (318) 492-1520
KATI/Olathe/Johnson City (417) 825-1010

WUOL/Woosinton (318) 492-1520
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WCFZ/Sandusky (415) 522-1010

Parallel Two

Parallel Three



Parallel One

KGB/San Diego (619) 292-1740
KZY/Danver (805) 955-9181
KLV/Dubuque (319) 557-1101
KML/San Francisco (415) 294-8400
KCAL/San Bernardino (916) 425-9200
KSDY/Rapid City (605) 576-5533
KRW/Cities Center (313) 354-9500
KWB/Carmel (817) 262-5111
WEX/Detroit (313) 516-2000

Continued on next page



WEST (continued)

91X/San Diego (818) 291-9191
91X/San Diego (818) 291-9191
91X/San Diego (818) 291-9191

KSJO/San Jose (415) 288-5000
KSJO/San Jose (415) 288-5000
KSJO/San Jose (415) 288-5000

KFOG/San Francisco (415) 284-1848
KFOG/San Francisco (415) 284-1848
KFOG/San Francisco (415) 284-1848

KPOI AM-FM/Honolulu (808) 526-7100
KPOI AM-FM/Honolulu (808) 526-7100
KPOI AM-FM/Honolulu (808) 526-7100

KJVV-FM/Modesto (209) 527-6100
KJVV-FM/Modesto (209) 527-6100
KJVV-FM/Modesto (209) 527-6100

Parallel Three
Parallel Three
Parallel Three

KTYD/Santa Barbara (805) 963-9999
KTYD/Santa Barbara (805) 963-9999
KTYD/Santa Barbara (805) 963-9999

KBP/Denver (303) 936-2313
KBP/Denver (303) 936-2313
KBP/Denver (303) 936-2313

KQAR/San Francisco (415) 474-1510
KQAR/San Francisco (415) 474-1510
KQAR/San Francisco (415) 474-1510

KRWB/Seattle (206) 295-7822
KRWB/Seattle (206) 295-7822
KRWB/Seattle (206) 295-7822

KLTX/Tucson (602) 622-8711
KLTX/Tucson (602) 622-8711
KLTX/Tucson (602) 622-8711

KOMP/Las Vegas (702) 876-1400
KOMP/Las Vegas (702) 876-1400
KOMP/Las Vegas (702) 876-1400

KTCU/Li Collins (360) 571-1222
KTCU/Li Collins (360) 571-1222
KTCU/Li Collins (360) 571-1222

KRBN/Aspen (303) 925-8778
KRBN/Aspen (303) 925-8778
KRBN/Aspen (303) 925-8778

KRO/San Francisco (415) 766-6097
KRO/San Francisco (415) 766-6097
KRO/San Francisco (415) 766-6097

KRBC/Portland (503) 238-6880
KRBC/Portland (503) 238-6880
KRBC/Portland (503) 238-6880

KRQK/Portland (503) 238-6880
KRQK/Portland (503) 238-6880
KRQK/Portland (503) 238-6880

KRMP/Phoenix (602) 438-3082
KRMP/Phoenix (602) 438-3082
KRMP/Phoenix (602) 438-3082

KRZV/Albuquerque (505) 755-6400
KRZV/Albuquerque (505) 755-6400
KRZV/Albuquerque (505) 755-6400

KWJL/Anchorage (907) 556-5555
KWJL/Anchorage (907) 556-5555
KWJL/Anchorage (907) 556-5555

KZLX/Albuquerque (505) 755-6400
KZLX/Albuquerque (505) 755-6400
KZLX/Albuquerque (505) 755-6400

KROQ/Sacramento (916) 446-8768
KROQ/Sacramento (916) 446-8768
KROQ/Sacramento (916) 446-8768

KRWB/Seattle (206) 295-7822
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173 Reporters

157 Current Playlists

7 stations report frozen playlists this week:

- KEGL/Dallas
KINX/Portland
KJLB/Austin
KWXL/Albuquerque
WFVY/Jacksonville
WGMG/Atlantic City
WNOR/Norfolk

7 stations failed to report this week and therefore their lists were frozen.

- KOLA/San Bernardino
KQWB-Fargo
KYSY/Kansas City
WBAB/Long Island
WDIZ/Orlando
WKZL/Winston-Salem
WXLN/Davenport

2 stations have frozen their playlists for two consecutive weeks, and were not included in this week's data.

KFMF/Chicago (816) 343-6461
KFMF/Chicago (816) 343-6461

KMJJ/Little Rock
KMJJ/Little Rock

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.









**MIDWEST**  
Most Added Hottest  
Prince  
Cars  
Spandu Ballet

# CHR DIS & HOT

Music Key: (DPI) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

**WEST**  
Most Added Hottest  
Prince  
Cars  
Chicago

**MIDWEST**  
PARALLEL TWO

**WDD/Aaron, OH**  
Matt Patrick  
PRINCE  
CHICAGO  
CARS  
QUET RYOT  
BARBARA  
SPANDAU BALLET  
CHICAGO  
VAN STEPHENSON  
TWISTED SISTER (dp)  
BUS BOYS (dp)  
PEARO BRYSON  
HOTT: 1-1  
VAN HALEN 3-2  
RAY PARKER JR. 5-3  
LIONEL RICHIE 9-4  
HUEY LEWIS & NEWS 26-14

**WJAN/Applon-Oakbrook, WI**  
Chris Cole  
HUEY LEWIS & NEWS  
TINA TURNER  
PEARO BRYSON  
CINDY LAUPER  
EARTHQUAKES  
HOTT: 1-1  
VAN HALEN 3-2  
RAY PARKER JR. 6-4  
LIONEL RICHIE 24-15  
RATT 27-19

**WKAU/Applon-Oakbrook, WI**  
Rosa Bradolph  
PRINCE  
BARBARA  
LINDSEY BUCKINGHA  
HOTT: 1-1  
BRUCE SPRINGSTEEN 2-2  
RAY PARKER JR. 1-4  
COREY HART 20-15  
RATT 24-19

**WZL/Indianapolis, IN**  
Jim Miller  
HOTT: 1-1  
VAN HALEN 3-2  
RAY PARKER JR. 5-3  
LIONEL RICHIE 9-4  
HUEY LEWIS & NEWS 26-14

**WVAC/Applon-Oakbrook, WI**  
Chris Cole  
HUEY LEWIS & NEWS  
TINA TURNER  
PEARO BRYSON  
CINDY LAUPER  
EARTHQUAKES  
HOTT: 1-1  
VAN HALEN 3-2  
RAY PARKER JR. 6-4  
LIONEL RICHIE 24-15  
RATT 27-19

**WVAC/Applon-Oakbrook, WI**  
Rosa Bradolph  
PRINCE  
BARBARA  
LINDSEY BUCKINGHA  
HOTT: 1-1  
BRUCE SPRINGSTEEN 2-2  
RAY PARKER JR. 1-4  
COREY HART 20-15  
RATT 24-19

**WVAC/Applon-Oakbrook, WI**  
Rosa Bradolph  
PRINCE  
BARBARA  
LINDSEY BUCKINGHA  
HOTT: 1-1  
BRUCE SPRINGSTEEN 2-2  
RAY PARKER JR. 1-4  
COREY HART 20-15  
RATT 24-19

**WVAC/Applon-Oakbrook, WI**  
Rosa Bradolph  
PRINCE  
BARBARA  
LINDSEY BUCKINGHA  
HOTT: 1-1  
BRUCE SPRINGSTEEN 2-2  
RAY PARKER JR. 1-4  
COREY HART 20-15  
RATT 24-19

**WVAC/Applon-Oakbrook, WI**  
Rosa Bradolph  
PRINCE  
BARBARA  
LINDSEY BUCKINGHA  
HOTT: 1-1  
BRUCE SPRINGSTEEN 2-2  
RAY PARKER JR. 1-4  
COREY HART 20-15  
RATT 24-19

**WBNO/Bloomington, IL**  
Justin Robbins  
POINTER SISTERS  
LAURA BRANIGAN  
TINA TURNER  
TWISTED SISTER (dp)  
TWISTED SISTER (dp)  
QUET RYOT (dp)  
ROMA JONES  
QUEEN  
VAN STEPHENSON  
HOTT: 1-1  
RAY PARKER JR. 4-1  
HOTT: 1-1  
PEARO BRYSON 19-12  
LIONEL RICHIE 22-14  
RATT 36-28

**WBNO/Bloomington, IL**  
Bob Leonard  
CARS  
BARBARA  
RICE JAMES  
SPANDAU BALLET  
HOTT: 1-1  
RAY PARKER JR. 4-4  
DAN HARTMAN 7-4  
LIONEL RICHIE 9-7  
JACKSONS 10-9

**WBNO/Bloomington, IL**  
Bob Leonard  
CARS  
BARBARA  
RICE JAMES  
SPANDAU BALLET  
HOTT: 1-1  
RAY PARKER JR. 4-4  
DAN HARTMAN 7-4  
LIONEL RICHIE 9-7  
JACKSONS 10-9

**WKRC/Cincinnati, OH**  
J.K. Deering  
JOHN NAITZ  
SERGIO MENDES  
HOTT: 1-1  
BRUCE SPRINGSTEEN 2-2  
RAY PARKER JR. 5-3  
JACKSONS 10-9  
22 TOP 11-5

**WKRC/Cincinnati, OH**  
Schwartz/Mitchell  
CARS  
PRINCE  
POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

**WKRC/Cincinnati, OH**  
Schwartz/Mitchell  
CARS  
PRINCE  
POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

**WKRC/Cincinnati, OH**  
Schwartz/Mitchell  
CARS  
PRINCE  
POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

**WKRC/Cincinnati, OH**  
Schwartz/Mitchell  
CARS  
PRINCE  
POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

**WKRC/Cincinnati, OH**  
Schwartz/Mitchell  
CARS  
PRINCE  
POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

**WKRC/Cincinnati, OH**  
Schwartz/Mitchell  
CARS  
PRINCE  
POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
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POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

**MIDWEST**  
PARALLEL TWO

**WDD/Aaron, OH**  
Matt Patrick  
PRINCE  
CHICAGO  
CARS  
QUET RYOT  
BARBARA  
SPANDAU BALLET  
CHICAGO  
VAN STEPHENSON  
TWISTED SISTER (dp)  
BUS BOYS (dp)  
PEARO BRYSON  
HOTT: 1-1  
VAN HALEN 3-2  
RAY PARKER JR. 5-3  
LIONEL RICHIE 9-4  
HUEY LEWIS & NEWS 26-14

**WZL/Indianapolis, IN**  
Jim Miller  
HOTT: 1-1  
VAN HALEN 3-2  
RAY PARKER JR. 5-3  
LIONEL RICHIE 9-4  
HUEY LEWIS & NEWS 26-14

**WVAC/Applon-Oakbrook, WI**  
Chris Cole  
HUEY LEWIS & NEWS  
TINA TURNER  
PEARO BRYSON  
CINDY LAUPER  
EARTHQUAKES  
HOTT: 1-1  
VAN HALEN 3-2  
RAY PARKER JR. 6-4  
LIONEL RICHIE 24-15  
RATT 27-19

**WBNO/Bloomington, IL**  
Justin Robbins  
POINTER SISTERS  
LAURA BRANIGAN  
TINA TURNER  
TWISTED SISTER (dp)  
TWISTED SISTER (dp)  
QUET RYOT (dp)  
ROMA JONES  
QUEEN  
VAN STEPHENSON  
HOTT: 1-1  
RAY PARKER JR. 4-1  
HOTT: 1-1  
PEARO BRYSON 19-12  
LIONEL RICHIE 22-14  
RATT 36-28

**WKRC/Cincinnati, OH**  
J.K. Deering  
JOHN NAITZ  
SERGIO MENDES  
HOTT: 1-1  
BRUCE SPRINGSTEEN 2-2  
RAY PARKER JR. 5-3  
JACKSONS 10-9  
22 TOP 11-5

**WKRC/Cincinnati, OH**  
Schwartz/Mitchell  
CARS  
PRINCE  
POINTER SISTERS (dp)  
BARBARA (dp)  
JONATHAN JOES (dp)  
CHICAGO (dp)  
LINDSEY BUCKINGHA (dp)  
VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

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JACKSONS 4-4  
TWISTED SISTER 21-9

**MIDWEST**  
PARALLEL TWO

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VAN STEPHENSON  
HOTT: 1-1  
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VAN STEPHENSON (dp)  
HOTT: 1-1  
RAY PARKER JR. 2-2  
JACKSONS 4-4  
TWISTED SISTER 21-9

# PARALLELS

**Parallel I:** Selected stations in major markets that are format dominant and/or exert a significant national influence.

**Parallel II:** Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

**Parallel III:** Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

—Laura Branigan Continued

### 236 Reports

**JOHN DOE**  
"Hit Song" (Anylabel)  
LP: Hit Song

Regional: 100/25 44% National Summary

Radio 33%  
M 21%  
S 5%  
W 18%

LP 51  
S 4  
M 4  
D 0  
W 23

**PEABO BRYSON**  
"If Ever You're In My..." (Elektra)  
LP: Straight From The Heart

Regional: 100/0 0% National Summary

Radio 0%  
M 0%  
S 0%  
W 0%

LP 0  
S 0  
M 0  
D 0  
W 0

**CHICAGO**  
"Hard Habit To Break" (WB)  
LP: Straight From The Heart

Regional: 60/6 37% National Summary

Radio 37%  
M 37%  
S 37%  
W 37%

LP 37  
S 37  
M 37  
D 37  
W 37

**SHEILA E.**  
"The Glamorous Life" (WB)  
LP: The Glamorous Life

Regional: 120/16 58% National Summary

Radio 58%  
M 58%  
S 58%  
W 58%

LP 58  
S 58  
M 58  
D 58  
W 58

**GLEN FREY**  
"Stary (RCA)" (RCA)  
LP: The Alchemist

Regional: 190/8 23% National Summary

Radio 23%  
M 23%  
S 23%  
W 23%

LP 23  
S 23  
M 23  
D 23  
W 23

**SAMMY HAGAR**  
"Two Sides Of Love" (Geffen)  
LP: VOA

Regional: 181/13 0% National Summary

Radio 0%  
M 0%  
S 0%  
W 0%

LP 0  
S 0  
M 0  
D 0  
W 0

**EXAMPLE**

180/55 — 100 CHR reporting stations on 4 this week including 25 new ones

44% — percentage of this week's reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary

Up 31 — Number of stations moving it up on the charts

Down 20 — Number of stations dropping the song this week

Same 28 — Number of stations reporting no movement this week (CR = Change in Up, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on the charts

Add 15 — Total number of stations adding it this week

**CHART EXTRA**

180/55 44% National Summary

Radio 44%  
M 44%  
S 44%  
W 44%

LP 44  
S 44  
M 44  
D 44  
W 44

**CHART EXTRA**

60/6 37% National Summary

Radio 37%  
M 37%  
S 37%  
W 37%

LP 37  
S 37  
M 37  
D 37  
W 37

**CHART EXTRA**

120/16 58% National Summary

Radio 58%  
M 58%  
S 58%  
W 58%

LP 58  
S 58  
M 58  
D 58  
W 58

**CHART EXTRA**

190/8 23% National Summary

Radio 23%  
M 23%  
S 23%  
W 23%

LP 23  
S 23  
M 23  
D 23  
W 23

**CHART EXTRA**

181/13 0% National Summary

Radio 0%  
M 0%  
S 0%  
W 0%

LP 0  
S 0  
M 0  
D 0  
W 0

**BANANARAMA**  
"Cruel Summer" (London/PolyGram)  
LP: Bananarama

Regional: 17/66 74% National Summary

Radio 74%  
M 74%  
S 74%  
W 74%

LP 74  
S 74  
M 74  
D 74  
W 74

**CHART EXTRA**

17/66 74% National Summary

Radio 74%  
M 74%  
S 74%  
W 74%

LP 74  
S 74  
M 74  
D 74  
W 74

**ELVIS COSTELLO & ATTRATIONS**  
"The Only Flame In..." (Columbia)  
LP: Goodbye, Cruel World

Regional: 56/20 24% National Summary

Radio 24%  
M 24%  
S 24%  
W 24%

LP 24  
S 24  
M 24  
D 24  
W 24

**CHART EXTRA**

56/20 24% National Summary

Radio 24%  
M 24%  
S 24%  
W 24%

LP 24  
S 24  
M 24  
D 24  
W 24

**EURYTHMICS**  
"Right By Your Side" (RCA)  
LP: Touch

Regional: 17/28 70% National Summary

Radio 70%  
M 70%  
S 70%  
W 70%

LP 70  
S 70  
M 70  
D 70  
W 70

**CHART EXTRA**

17/28 70% National Summary

Radio 70%  
M 70%  
S 70%  
W 70%

LP 70  
S 70  
M 70  
D 70  
W 70

**LINDSEY BUCKINGHAM**  
"Go Insane" (Elektra)  
LP: Go Insane

Regional: 89/35 38% National Summary

Radio 38%  
M 38%  
S 38%  
W 38%

LP 38  
S 38  
M 38  
D 38  
W 38

**CHART EXTRA**

89/35 38% National Summary

Radio 38%  
M 38%  
S 38%  
W 38%

LP 38  
S 38  
M 38  
D 38  
W 38

**CHRIS DEBURGH**  
"High On Emotion" (A&M)  
LP: Man On The Line

Regional: 141/28 60% National Summary

Radio 60%  
M 60%  
S 60%  
W 60%

LP 60  
S 60  
M 60  
D 60  
W 60

**CHART EXTRA**

141/28 60% National Summary

Radio 60%  
M 60%  
S 60%  
W 60%

LP 60  
S 60  
M 60  
D 60  
W 60

**GENESIS**  
"Taking It All Too Hard" (Atlantic)  
LP: Genesis

Regional: 84/3 36% National Summary

Radio 36%  
M 36%  
S 36%  
W 36%

LP 36  
S 36  
M 36  
D 36  
W 36

**CHART EXTRA**

84/3 36% National Summary

Radio 36%  
M 36%  
S 36%  
W 36%

LP 36  
S 36  
M 36  
D 36  
W 36

**LAURA BRANIGAN**  
"The Lucky One" (Atlantic)  
LP: Self Control

Regional: 76/75 32% National Summary

Radio 32%  
M 32%  
S 32%  
W 32%

LP 32  
S 32  
M 32  
D 32  
W 32

**CHART EXTRA**

76/75 32% National Summary

Radio 32%  
M 32%  
S 32%  
W 32%

LP 32  
S 32  
M 32  
D 32  
W 32

**CARS**  
"Drive" (Elektra)  
LP: Heartbeat

Regional: 131/124 56% National Summary

Radio 56%  
M 56%  
S 56%  
W 56%

LP 56  
S 56  
M 56  
D 56  
W 56

**CHART EXTRA**

131/124 56% National Summary

Radio 56%  
M 56%  
S 56%  
W 56%

LP 56  
S 56  
M 56  
D 56  
W 56

**FACE TO FACE**  
"10-9" (Epic)  
LP: Face To Face

Regional: 156/2 86% National Summary

Radio 86%  
M 86%  
S 86%  
W 86%

LP 86  
S 86  
M 86  
D 86  
W 86

**CHART EXTRA**

156/2 86% National Summary

Radio 86%  
M 86%  
S 86%  
W 86%

LP 86  
S 86  
M 86  
D 86  
W 86

**GO GO**  
"Turn To You" (IRS/A&M)  
LP: Talk Show

Regional: 100/4 72% National Summary

Radio 72%  
M 72%  
S 72%  
W 72%

LP 72  
S 72  
M 72  
D 72  
W 72

**CHART EXTRA**

100/4 72% National Summary

Radio 72%  
M 72%  
S 72%  
W 72%

LP 72  
S 72  
M 72  
D 72  
W 72

**CHART EXTRA**

100/4 72% National Summary

Radio 72%  
M 72%  
S 72%  
W 72%

LP 72  
S 72  
M 72  
D 72  
W 72

**CHART EXTRA**

100/4 72% National Summary

Radio 72%  
M 72%  
S 72%  
W 72%

LP 72  
S 72  
M 72  
D 72  
W 72

**CHART EXTRA**

100/4 72% National Summary

Radio 72%  
M 72%  
S 72%  
W 72%

LP 72  
S 72  
M 72  
D 72  
W 72

**CHART EXTRA**

100/4 72% National Summary

Radio 72%  
M 72%  
S 72%  
W 72%

LP 72  
S 72  
M 72  
D 72  
W 72

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Continued On Next Column

Continued On Next Column

Parallels Continued On Page 82



**STEVE PERRY**  
*She's Mine (Columbia)*  
LP: Street Talk

Regional: 21/11 16% National: 19%  
 N 11A  
 N 11B  
 N 11C  
 N 11D  
 N 11E

**PRINCE**  
*Let's Go Crazy (WB)*  
LP: Soundtrack Purple Rain

Regional: 15A/15B 86% National: 86%  
 N 15A  
 N 15B  
 N 15C  
 N 15D  
 N 15E

**PRINCE**  
*Let's Go Crazy (WB)*  
LP: Soundtrack Purple Rain

Regional: 15A/15B 86% National: 86%  
 N 15A  
 N 15B  
 N 15C  
 N 15D  
 N 15E

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
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*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
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 N 20

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*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
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LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
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LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
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LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
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 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**PRINCE**  
*When Doves Cry (WB)*  
LP: Soundtrack Purple Rain

Regional: 23/5 100% National: 100%  
 N 23  
 N 5  
 N 10  
 N 15  
 N 20

**SCORPIONS**  
*Still Loving You (Mercury/PG)*  
LP: Love At First Sting

Regional: 68/2 29% National: 29%  
 N 68  
 N 2  
 N 11  
 N 16  
 N 21

**SCORPIONS**  
*Still Loving You (Mercury/PG)*  
LP: Love At First Sting

Regional: 68/2 29% National: 29%  
 N 68  
 N 2  
 N 11  
 N 16  
 N 21

**SCORPIONS**  
*Still Loving You (Mercury/PG)*  
LP: Love At First Sting

Regional: 68/2 29% National: 29%  
 N 68  
 N 2  
 N 11  
 N 16  
 N 21

**SCORPIONS**  
*Still Loving You (Mercury/PG)*  
LP: Love At First Sting

Regional: 68/2 29% National: 29%  
 N 68  
 N 2  
 N 11  
 N 16  
 N 21

**SCORPIONS**  
*Still Loving You (Mercury/PG)*  
LP: Love At First Sting

Regional: 68/2 29% National: 29%  
 N 68  
 N 2  
 N 11  
 N 16  
 N 21

**SCORPIONS**  
*Still Loving You (Mercury/PG)*  
LP: Love At First Sting

Regional: 68/2 29% National: 29%  
 N 68  
 N 2  
 N 11  
 N 16  
 N 21

**BILLY SOUIER**  
*Rock Me Tonight (Capitol)*  
LP: Signs Of Life

Regional: 20/1 86% National: 86%  
 N 20  
 N 1  
 N 11  
 N 16  
 N 21

**BILLY SOUIER**  
*Rock Me Tonight (Capitol)*  
LP: Signs Of Life

Regional: 20/1 86% National: 86%  
 N 20  
 N 1  
 N 11  
 N 16  
 N 21

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Regional: 20/1 86% National: 86%  
 N 20  
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 N 11  
 N 16  
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 N 11  
 N 16  
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LP: Signs Of Life

Regional: 20/1 86% National: 86%  
 N 20  
 N 1  
 N 11  
 N 16  
 N 21

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*Rock Me Tonight (Capitol)*  
LP: Signs Of Life

Regional: 20/1 86% National: 86%  
 N 20  
 N 1  
 N 11  
 N 16  
 N 21

**TINA TURNER**  
*What's Love Got... (Capitol)*  
LP: Private Dancer

Regional: 21/8 83% National: 83%  
 N 21  
 N 8  
 N 11  
 N 16  
 N 21

**TINA TURNER**  
*What's Love Got... (Capitol)*  
LP: Private Dancer

Regional: 21/8 83% National: 83%  
 N 21  
 N 8  
 N 11  
 N 16  
 N 21

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Regional: 21/8 83% National: 83%  
 N 21  
 N 8  
 N 11  
 N 16  
 N 21

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LP: Private Dancer

Regional: 21/8 83% National: 83%  
 N 21  
 N 8  
 N 11  
 N 16  
 N 21

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Regional: 21/8 83% National: 83%  
 N 21  
 N 8  
 N 11  
 N 16  
 N 21

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*What's Love Got... (Capitol)*  
LP: Private Dancer

Regional: 21/8 83% National: 83%  
 N 21  
 N 8  
 N 11  
 N 16  
 N 21

**LIONEL RICHIE**  
*Stuck On You (Motown)*  
LP: Can't Slow Down

Regional: 22/0 97% National: 97%  
 N 22  
 N 0  
 N 1  
 N 16  
 N 21

**LIONEL RICHIE**  
*Stuck On You (Motown)*  
LP: Can't Slow Down

Regional: 22/0 97% National: 97%  
 N 22  
 N 0  
 N 1  
 N 16  
 N 21

**LIONEL RICHIE**  
*Stuck On You (Motown)*  
LP: Can't Slow Down

Regional: 22/0 97% National: 97%  
 N 22  
 N 0  
 N 1  
 N 16  
 N 21

**LIONEL RICHIE**  
*Stuck On You (Motown)*  
LP: Can't Slow Down

Regional: 22/0 97% National: 97%  
 N 22  
 N 0  
 N 1  
 N 16  
 N 21

**LIONEL RICHIE**  
*Stuck On You (Motown)*  
LP: Can't Slow Down

Regional: 22/0 97% National: 97%  
 N 22  
 N 0  
 N 1  
 N 16  
 N 21

**SLADE**  
*My Oh My (Epic)*  
LP: Keep Your Hands Off My...

Regional: 10/4 78% National: 78%  
 N 10  
 N 4  
 N 11  
 N 16  
 N 21

**SLADE**  
*My Oh My (Epic)*  
LP: Keep Your Hands Off My...

Regional: 10/4 78% National: 78%  
 N 10  
 N 4  
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 N 16  
 N 21

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Regional: 10/4 78% National: 78%  
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 N 16  
 N 21

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LP: Keep Your Hands Off My...

Regional: 10/4 78% National: 78%  
 N 10  
 N 4  
 N 11  
 N 16  
 N 21

**SLADE**  
*My Oh My (Epic)*  
LP: Keep Your Hands Off My...

Regional: 10/4 78% National: 78%  
 N 10  
 N 4  
 N 11  
 N 16  
 N 21

**ROD STEWART**  
*Infatuation (WB)*  
LP: Camouflage

Regional: 22/1 96% National: 96%  
 N 22  
 N 1  
 N 11  
 N 16  
 N 21

**ROD STEWART**  
*Infatuation (WB)*  
LP: Camouflage

Regional: 22/1 96% National: 96%  
 N 22  
 N 1  
 N 11  
 N 16  
 N 21

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*Infatuation (WB)*  
LP: Camouflage

Regional: 22/1 96% National: 96%  
 N 22  
 N 1  
 N 11  
 N 16  
 N 21

**ROD STEWART**  
*Infatuation (WB)*  
LP: Camouflage

Regional: 22/1 96% National: 96%  
 N 22  
 N 1  
 N 11  
 N 16  
 N 21

**TWISTED SISTER**  
*We're Not Gonna Take It (Atlantic)*  
LP: Stay Hungry

Regional: 26/4 36% National: 36%  
 N 26  
 N 4  
 N 11  
 N 16  
 N 21

**TWISTED SISTER**  
*We're Not Gonna Take It (Atlantic)*  
LP: Stay Hungry

Regional: 26/4 36% National: 36%  
 N 26  
 N 4  
 N 11  
 N 16  
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LP: Stay Hungry

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 N 26  
 N 4  
 N 11  
 N 16  
 N 21

**TWISTED SISTER**  
*We're Not Gonna Take It (Atlantic)*  
LP: Stay Hungry

Regional: 26/4 36% National: 36%  
 N 26  
 N 4  
 N 11  
 N 16  
 N 21

**VAN HALEN**  
*Van Halen (WB)*  
LP: 1984

Regional: 20/4 88% National: 88%  
 N 20  
 N 4  
 N 11  
 N 16  
 N 21

**VAN HALEN**  
*Van Halen (WB)*  
LP: 1984

Regional: 20/4 88% National: 88%  
 N 20  
 N 4  
 N 11  
 N 16  
 N 21





# Contemporary Hit Radio

Continued from Back Page

## CHART EXTRAS

Chart Extras are records above the 50% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

### EURYTHMIC

#### Right By Your Side (RCA)

76% of our reporters on it. Moves: Up 23, Debuts 58, Same 59, Down 0, Adds 38 including WBLI, WHTX, PRO-FM, KAFM, KHTR, KWOD, KWSS. Complete airplay in Parallels.

### NIGHT RANGER

#### When You Close Your Eyes (Carnel/MCA)

75% of our reporters on it. Moves: Up 66, Debuts 39, Same 57, Down 0, Adds 15 including B104, KDWB-FM, KHTR, KIMN, KMJK, KITS, KUBE. Complete airplay in Parallels.

### SAMMY HAGAR

#### Two Sides Of Love (Geffen)

69% of our reporters on it. Moves: Up 47, Debuts 37, Same 64, Down 0, Adds 13 including WHTT, CHUM, KAFM, B96, KHTR, Q92, KJ103. Complete airplay in Parallels.

# BREAKERS

### BANANARAMA

#### Cruel Summer (London/PolyGram)

74% of our reporters on it. Moves: Up 14, Debuts 45, Same 61, Down 0, Adds 55 including WHTT, Q107, WAVA, 93FM, B96, WHYT, KWOD, KNBQ. Complete airplay in Parallels.

### PRINCE

#### Let's Go Crazy (WB)

66% of our reporters on it. Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 156 including B104, WASH, Z93, WHYT, WLWL-FM, FM102, KPLUS. Complete airplay in Parallels.

### CHRIS DeBURGH

#### High On Emotion (A&M)

60% of our reporters on it. Moves: Up 35, Debuts 21, Same 57, Down 2, Adds 26 including WXKS-FM, 93FM, B96, Q102, WGCL, WAZL, Q103, Complete airplay in Parallels.

### JULIO IGLESIAS & DIANA ROSS

#### All Of You (Columbia)

60% of our reporters on it. Moves: Up 65, Debuts 18, Same 43, Down 0, Adds 14 including WPLJ, CFTR, Q107, KIMN, XTRA, KHFI, Z93. See Parallels, debuts at number 40 on the CHR chart.

# NEW & ACTIVE

**SHEILA E.** "The Glamorous Life" (WB) 136/16  
Moves: Up 59, Debuts 28, Same 33, Down 0, Adds 18 including WHTT, PRO-FM, WNVZ, XTRA, KC101, WRVQ, WKDD, 13K, KYND-FM, WTSN, WOMP-FM, KQJZ-FM, KTDY, Z102, KTRS. Complete airplay in Parallels, debuts at number 37 on the CHR chart.

**CARS** "Drive" (Elektra) 131/124  
Moves: Up 1, Debuts 3, Same 3, Down 0, Adds 124 including WBFN-FM, WPHD, PRO-FM, CHUM, 94Q, KAFM, B97, B96, WLS, WLS-FM, WHYT, KDWB-FM, KIIS-FM, KMJK, KWSS.

**SPANDAU BALLET** "Only When You Leave" (Chrysalis) 128/62  
Moves: Up 5, Debuts 20, Same 41, Down 0, Adds 62 including WBFN-FM, WCAU-FM, KIMN, Q103, KNBQ, WKEE, WKRZ-FM, WQIO, KRGV, WZLX, KELL, KHYT, OK100, Y54, KTRS.

**RICK JAMES** "17" (Gordy/Motown) 105/21  
Moves: Up 23, Debuts 21, Same 40, Down 0, Adds 21 including WHTT, WPHD, WBLI, WGCL, WMAR, WSPK, WPST, KSET-FM, G100, WAAB-FM, WHYY-FM, KYNO-FM, WKJZ, WHSL, WBWB.

**LINDSEY BUCKINGHAM** "Go Insane" (Elektra) 89/35  
Moves: Up 6, Debuts 9, Same 39, Down 0, Adds 35 including WXKS-FM, CKOI, WCAU-FM, Q103, WTIC-FM, WGFN, KZBB, WHEE, WHOT-FM, KDMD, KTKT, WGVY, WISE, KDYV, KHTX.

**JOE JACKSON** "Happy Endings" (A&M) 89/10  
Moves: Up 11, Debuts 12, Same 56, Down 0, Adds 10, WLAN-FM, WKFM, KSET-FM, KITY, K96, KQJZ-FM, WGLF, KRNA, KWTO, KTRS, WKGO 38-34, KQXR 28-25, WERZ 37-32, KTDY 34-30, WHSL 35-30.

**CHICAGO** "Hard Habit To Break" (WB) 86/85  
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 85 including B97, KBEQ, KMJK, K104, KXX106, WFMJ, FM100, KROK, WEEC, KEYN-FM, KTKT, WERZ, WISE, KILE, SLY96.

## MOST ADDED

**PRINCE (156)**  
Let's Go Crazy (WB)  
**CARS (124)**  
Drive (Elektra)  
**CHICAGO (85)**  
Hard Habit To Break (WB)  
**LAURA BRANIGAN (75)**  
The Lucky One (Atlantic)  
**SPANDAU BALLET (62)**  
Only When You Leave (Chrysalis)  
**BANANARAMA (55)**  
Cruel Summer (London/PolyGram)

## HOTTEST

**RAY PARKER JR. (196)**  
Ghostbusters (Arista)  
**PRINCE (191)**  
When Doves Cry (WB)  
**JACKSONS (120)**  
State Of Shock (Epic)  
**LIONEL RICHELIE (112)**  
Stuck On You (Motown)  
**ELTON JOHN (71)**  
Sad Songs (Say So Much) (Geffen)  
**TINA TURNER (59)**  
What's Love Got To Do With It (Capitol)

**TWISTED SISTER** "We're Not Gonna Take It" (Atlantic) 85/46  
Moves: Up 0, Debuts 19, Same 15, Down 0, Adds 46 including WHTT, Z100, WCAU-FM, Q105, B96, WKTI, KHTR, KPLUS, WKEE, WSSX, WHYY-FM, WHOT-FM, KMQJ, WSOV, KQJZ-FM.

**GENESIS** "Taking It All Too Hard" (Atlantic) 84/3  
Moves: Up 38, Debuts 7, Same 34, Down 4, Adds 3, KNBQ, WRQK, KQJZ-FM, WLWL-FM 19-12, KOPA 30-27, WKFM 38-31, WJZR 23-20, WOKI 31-27, KITY 40-35, KTFM 34-29, KROK 28-21, WJXQ 28-17, WVIC 26-21, KDON-FM 32-25, OK100 9-8.

**LAURA BRANIGAN** "The Lucky One" (Atlantic) 76/75  
Moves: Up 0, Debuts 0, Same 0, Down 1, Adds 75 including WXKS-FM, CKOI, WCAU-FM, PRO-FM, Z93, I95, B97, WGLC, Q103, 98PYX, WJZR, Z98, WHOT-FM, KQXR, KCPX.

**SCORPIONS** "Still Loving You" (Mercury/PolyGram) 68/2  
Moves: Up 20, Debuts 5, Same 41, Down 0, Adds 2, Q92, WTSN, WCAU-FM d-38, KPLUS 20-17, K104 38-30, WLAN-FM 39-36, WHTF 34-31, WOKI 31-27, KLUC 25-24, WERZ 39-36, OK100 40-31, 95XL 33-27, WIKV 29-17, KCDQ 39-35.

**QUIET RIOT** "Mama Weer All Crazee Now" (Ipsah/CBS) 63/7  
Moves: Up 17, Debuts 2, Same 36, Down 1, Adds 7, WKRZ-FM, WRBQ, WKJZ, KISR, 99KG, KQZL, SLY96, WPHD 27-25, KPLUS 24-22, WNVZ 35-32, 98PYX 36-29, KZBB 30-27, WZLX 30-28, 95XL 25-20, WOMP-FM 38-32.

**TEDDY PENDERGRASS** "Hold Me" (Asylum) 63/3  
Moves: Up 31, Debuts 4, Same 25, Down 0, Adds 3, KIMN, 103CR, WOMP-FM, WCAU-FM 31-24, 94Q 31-29, WYCR 28-23, WTIC-FM 23-20, Z106 26-22, WKRF-FM 13-11, WOKI 24-21, KRGV 9-8, KTFM 4-3, WAEV 30-27, Z102 23-19, WGLF 26-23, KCAQ 25-21.

**ELVIS COSTELLO & THE ATTRAXIONS** "The Only Flame In Town" (Columbia) 56/20  
Moves: Up 3, Debuts 6, Same 27, Down 0, Adds 20 including WCAU-FM, WKEE, WKFM, G100, KIKI, KQ93, KSKD, KHYT, WTSN, WSOV, WISE, KISR, Z102, WGLF, SLY96.

**QUEEN** "It's A Hard Life" (Capitol) 52/11  
Moves: Up 0, Debuts 1, Same 40, Down 0, Adds 11, KZBB, KRGV, KITY, WGVY, WZON, WTSN, WJBO, KILE, WAEV, WAZY-FM, 99KG, WPHD on, WCAU-FM on, KHYT on.

**BUS BOYS** "Cleanin' Up The Town" (Arista) 42/22  
Moves: Up 0, Debuts 7, Same 13, Down 0, Adds 22 including WPHD, FM102, WLAN-FM, WSPK, WKFM, WRCK, WKRZ-FM, WHTF, KBFM, KROK, WKDD, KMGK, K96, KSKD.

**VAN STEPHENSON** "What The Big Girls Do" (MCA) 36/36  
Moves: Up 0, Debuts 0, Same 0, Same 0, Adds 35 including WBFN-FM, WPHD, WCAU-FM, WNVZ, 98PYX, WRCK, KZBB, WOKI, KRGV, KTFM, WKDD, WJXQ, WHOT-FM, KHYT.

**INXS** "I Send A Message" (A&M) 33/2  
Moves: Up 6, Debuts 4, Same 21, Down 0, Adds 2, KDON-FM, WKHI, WXKS-FM on, WBFN-FM 34-30, WPHD 38-32, KPLUS d-35, WNVZ 30-25, 98PYX 37-32, WRCK 40-36, WJZR on, WRKR d-36, KQXR d-40, WZON d-40, WCLF-FM 31-27.

**GIOORGIO MORODER** featuring PAUL ENGEMANN "Reach Out (Track Theme)" (Columbia) 28/0  
Moves: Up 0, Debuts 0, Same 26, Down 0, Adds 0, WXKS-FM on, WPHD on, WCAU-FM 40-33, I95 on, Q103 on, FM102 on, WKRF-FM 38-35.

**POINTER SISTERS** "I'm So Excited" (Planet/RCA) 26/26  
Moves: Up 0, Debuts 0, Same 0, Same 0, Adds 26 including WCAU-FM, B94, WKTI, KPKE, KWOD, KNBQ, Q100, WKRZ-FM, WHTE, WOKI, WFMJ, WKDD, WZLX, KQXR, KHYT.

**RONNIE MILSAP** "She Loves My Car" (RCA) 26/11  
Moves: Up 0, Debuts 0, Same 15, Down 0, Adds 11, WJZR, WZPY, WHYY-FM, KRGV, KQ93, OK100, WCGG, WFOK, KTDY, WKV, WHSL, Z93 on, XTRA on, K104 on, KELL on.

**IRENE CARA** "You Were Made For Me" (Network/Geffen) 24/4  
Moves: Up 0, Debuts 2, Same 18, Down 0, Adds 4, WKFR, KIKI, KQ93, WTSN, WVSR on, WJZR on, KRGV d-35, KTFM d-39, KMJK on, KMGQ on.

**RUSS BALLARD** "Two Silhouettes" (EMI America) 20/0  
Moves: Up 3, Debuts 0, Same 16, Down 0, Adds 0, WPHD on, WRCK on, WOKI on, WJXQ on, WHOT-FM 38-37, KQXR 33-29, KRFM on, KQJZ d-36, KZBB 31-29.

**BONNIE TYLER** "Here She Comes" (Columbia) 19/19  
Moves: Up 0, Debuts 0, Same 0, Same 0, Adds 19 including WPHD, WHTX, K104, WAANS-FM, WFBG, OK100, 95XL, WISE, WCGG, WFOK, WHSL, KGOT, KCDQ, KOZE, KBIM.

**WACOL LYNN TOWNES** "99 1/2" (Polydor/PolyGram) 19/2  
Moves: Up 7, Debuts 1, Same 9, Down 0, Adds 2, CKOI, WCLF-FM, WHTT 37-36, WXKS-FM 31-30, WCAU-FM on, PRO-FM d-30, Q100 on, WYCR 27-24, WSPK 36-31, WHTF 38-36, Z102 26-23, KCAQ 31-29.

**CHERRELLE** "I Didn't Mean To Turn You On" (Tabu/CBS) 19/2  
Moves: Up 7, Debuts 2, Same 8, Down 0, Adds 2, WRVQ, WKFR, WXKS-FM 37-32, WCAU-FM on, WNVZ 40-34, WZCY on, WHYT 29-25, KIIS-FM d-37, FM102 24-21, KITS on, Z106 29-23, KQJZ 27-24, WGVY d-40, WGLF 20-17.

**KAREN KAMON** "Loverboy" (Columbia) 19/1  
Moves: Up 3, Debuts 0, Same 15, Down 0, Adds 1, WJXQ, WMAR on, WHTF 40-38, WJZR on, KMJK on, KDON-FM on, KHYT on, WPFM 34-32, WALK 39-34.

**DENICEE WILLIAMS** "Next Love" (Columbia) 17/7  
Moves: Up 0, Debuts 0, Same 10, Down 0, Adds 7, WOKI, WFMJ, WHOT-FM, KQJZ, KTKT, WGVY, WERZ, WXKS-FM on, I95 on, WFLY on, WVSR on, KMGK on, WFOK on.

**COYOTE SISTERS** "Straight From The Heart" (Morocco/Motown) 17/2  
Moves: Up 1, Debuts 0, Same 14, Down 0, Adds 2, WJZR, WEEC, WKRZ-FM on, WHTF on, KAMZ on, KTFM 35-33, WHOT-FM on, KBIM on.

**NEWCLUS** "Jam On It" (Sunnyview) 17/0  
Moves: Up 9, Debuts 1, Same 4, Down 3, Adds 0, B104 14-9, PRO-FM on, WASH 21-16, WAVA 18-16, 93FM 12-11, WNVZ 11-7, WHYT 30-28, FM102 11-6, WMAR 28-28, 13K d-30, WCLF-FM 1-1, KCAQ 18-15.

**ANDY FRASER** "Fine, Fine Line" (Island) 15/3  
Moves: Up 0, Debuts 0, Same 12, Down 0, Adds 3, 93FM, WHTF, WISE, WPHD on, WRCK on, WRKR on, KQXR on, KHOP on.

**DIFORD & TILBROOK** "Picking Up The Pieces" (A&M) 11/2  
Moves: Up 1, Debuts 0, Same 8, Down 0, Adds 2, WERZ, WJBO, WXKS-FM on, K104 35-29, KELL on, WHOT-FM on, WDKV on.

**HERB ALPERT** "Bullish" (A&M) 10/4  
Moves: Up 0, Debuts 0, Same 6, Down 0, Adds 4, K104, KTFM, OK100, KILE, WFMJ on, KROK on, KIKI on, KTDY on, KBIM 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. Move indicates 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.

Get over your ratings hurdle with these three E/P/A "High Jumpers"



# QUIET RIOT

"Mama Weer All Crazee Now"

**CHR NEW & ACTIVE**  
 NOW ON OVER 63 CHR STATIONS  
 AND 70 AOR STATIONS!

**BREAKING OUT IN:**

Philadelphia	Detroit
St. Louis	Sacramento
Buffalo	Kansas City
Cleveland	Seattle



**CHR  
 SIGNIFICANT ACTION**



# THE S.O.S. BAND

"Just The Way You Like It"

Already crossing in  
 MIAMI & BALTIMORE

*Tabu*  
 Black  
 Chart:  
 22

**Black/Urban  
 BREAKERS** 7/20/84



**CHR  
 SIGNIFICANT ACTION**

# CHERRELLE

"I Didn't Mean To Turn You On"

WXKS-FM 37-32	WKFR add	WCZY
WNVZ 40-34	KQMQ 27-24	KITS
WHYT 29-25	WGUY deb 40	WMAR
KIIS-FM deb 37	WGLF 20-17	WTF
FM102 24-21	WCAU-FM	WERZ
Z106 29-23	<i>Tabu</i>	KNOE-FM
WRVQ add		KGHO



# Contemporary Hit Radio

Three Weeks  
Last Week's  
Peak Position

1	1	1	1	PRINCE/When Doves Cry (WB)
7	3	2	2	RAY PARKER JR./Ghostbusters (Arista)
16	8	4	3	JACKSONS/State Of Shock (Epic)
11	7	5	4	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
12	9	7	5	ROD STEWART/Infatuation (WB)
25	17	10	6	LIONEL RICHIE/Stuck On You (Motown)
2	2	3	7	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
27	22	16	8	TINA TURNER/What's Love Got To Do With It (Capitol)
8	5	6	9	ZZ TOP/Legs (WB)
18	14	11	10	DAN HARTMAN/I Can Dream About You (MCA)
24	19	15	11	VAN HALEN/Panama (WB)
21	18	14	12	KENNY LOGGINS/I'm Free (Heaven Helps The Man) (Columbia)
17	13	12	13	OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
26	24	18	14	COREY HART/Sunglasses At Night (EMI America)
6	6	8	15	CARS/Magic (Elektra)
30	25	19	16	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
31	28	20	17	STEVE PERRY/She's Mine (Columbia)
3	4	9	18	BILLY IDOL/Eyes Without A Face (Chrysalis)
35	29	23	19	RATT/Round And Round (Atlantic)
-	37	29	20	JOHN WAITE/Missing You (EMI America)
10	10	13	21	THOMPSON TWINS/Doctor! Doctor! (Arista)
4	11	17	22	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
40	33	28	23	GLENN FREY/Smuggler's Blues (MCA)
-	36	30	24	BILLY SQUIER/Rock Me Tonite (Capitol)
-	40	34	25	PETER WOLF/Lights Out (EMI America)
28	26	24	26	EDDY GRANT/Romancing The Stone (Portrait/CBS)
-	-	39	27	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
DEBUT	38	34	31	CYNDI LAUPER/She Bop (Portrait/CBS)
-	-	38	32	SERGIO MENDES/Alibis (A&M)
15	15	21	33	SCANDAL featuring PATTY SMYTH/The Warrior (Col.)
5	12	22	34	WANG CHUNG/Dance Hall Days (Geffen)
-	39	37	35	LAURA BRANIGAN/Self Control (Atlantic)
-	38	36	36	GO GO'S/Turn To You (IRS/A&M)
9	16	26	37	FACE TO FACE/10-9-8 (Epic)
-	-	40	38	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
DEBUT	37	35	39	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
DEBUT	37	35	40	SHEILA E./The Glamorous Life (WB)
DEBUT	37	35	41	JERMAINE JACKSON/Dynamite (Arista)
DEBUT	37	35	42	SLADE/My Oh My (CBS Associated)
BREAKER	40	39	43	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)

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# Adult/Contemporary

4	2	1	1	LIONEL RICHIE/Stuck On You (Motown)
3	3	3	2	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
1	1	2	3	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
23	14	6	4	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
21	11	7	5	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
6	5	4	6	SERGIO MENDES/Alibis (A&M)
11	8	8	7	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
15	13	12	8	DAN HARTMAN/I Can Dream About You (MCA)
16	12	11	9	TEDDY PENDERGRASS/Hold Me (Asylum)
9	9	9	10	JOHNNY MATHIS/Simple (Columbia)
2	4	5	11	MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
13	10	10	12	JUICE NEWTON/A Little Love (RCA)
-	-	18	13	RAY PARKER JR./Ghostbusters (Arista)
22	20	16	14	CHRISTOPHER CROSS/A Chance For Heaven (Columbia)
5	6	13	15	LAURA BRANIGAN/Self Control (Atlantic)
19	17	15	16	MADONNA/Borderline (Sire/WB)
-	25	21	17	GENESIS/Taking It All Too Hard (Atlantic)
24	22	19	18	DAVE GRUSIN/Theme From St. Elsewhere (GRP)
-	24	20	19	PAUL ANKA/Second Chance (Columbia)
-	-	23	20	BILL MEDLEY/I Still Do (Planet/RCA)
7	7	14	21	ALAN PARSONS PROJECT/Prime Time (Arista)
DEBUT	7	14	22	TINA TURNER/What's Love Got To Do With It (Capitol)
DEBUT	7	14	23	RITA COOLIDGE/Something Said Love (A&M)
18	18	17	24	MICHAEL JACKSON/Farewell My Summer Love (Motown)
BREAKER	25	24	25	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)

N&A Begins on Page 87

# AOR/HOT TRACKS

Three Weeks  
Last Week's  
Peak Position

7	3	1	1	JOHN WAITE/Missing You (EMI America)
5	1	2	2	BILLY SQUIER/Rock Me Tonite (Capitol)
10	5	4	3	SCANDAL featuring PATTY SMYTH/The Warrior (Col.)
3	4	3	4	CARS/Drive (Elektra)
25	12	6	5	PETER WOLF/Lights Out (EMI America)
26	13	11	6	SAMMY HAGAR/Two Sides Of Love (Geffen)
12	11	7	7	BRUCE SPRINGSTEEN/Cover Me (Columbia)
38	26	16	8	NIGHT RANGER/When You Close... (Camel/MCA)
59	29	15	9	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
9	9	8	10	RATT/Round And Round (Atlantic)
13	10	9	11	JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)
19	16	14	12	TWISTED SISTER/We're Not Gonna Take It (Atlantic)
29	21	17	13	BOX OF FROGS/Back Where I Started (Epic)
1	2	5	14	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
32	24	21	15	DIO/The Last In Line (WB)
6	8	10	16	ROD STEWART/Infatuation (WB)
17	15	19	17	COREY HART/Sunglasses At Night (EMI America)
16	14	13	18	STEVE PERRY/She's Mine (Columbia)
-	-	35	19	LINDSEY BUCKINGHAM/Go Insane (Elektra)
4	7	12	20	CHRIS DeBURGH/High On Emotion (A&M)
21	19	20	21	WHITESNAKE/Slow 'n' Easy (Geffen)
50	34	28	22	GLENN FREY/Smuggler's Blues (MCA)
-	45	29	23	ELTON JOHN/Restless (Geffen)
30	26	24	24	SCORPIONS/Still Loving You (Mercury/PG)
23	23	22	25	PRINCE/When Doves Cry (WB)
BREAKER	26	25	26	HONEYMOON SUITE/New Girl Now (WB)
BREAKER	27	26	27	ADRENALIN/Far Away Eyes (Rocshire)
37	35	32	28	BILLY SATELLITE/Satisfy Me (Capitol)
BREAKER	27	28	29	FASTWAY/Tell Me (Columbia)
27	28	25	30	VAN HALEN/Panama (WB)

Complete Tracks Chart on Page 71

# Black/Urban

1	1	1	1	PRINCE/When Doves Cry (WB)
8	4	4	2	JACKSONS/State Of Shock (Epic)
20	11	5	3	RAY PARKER JR./Ghostbusters (Arista)
2	2	3	4	TINA TURNER/What's Love Got To Do With It (Capitol)
3	3	2	5	OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
9	7	6	6	KASHIF/Baby Don't Break Your Baby's Heart (Arista)
12	8	7	7	SHEILA E./The Glamorous Life (WB)
10	9	8	8	LAKESIDE/Outrageous (Solar/Elektra)
36	19	13	9	RICK JAMES/17 (Gordy/Motown)
14	13	10	10	ONE WAY/Mr. Groove (MCA)
16	14	11	11	STANLEY CLARKE/Heaven Sent You (Epic)
25	16	14	12	TIME/Ice Cream Castles (WB)
27	18	16	13	MTUME/You Me And He (Epic)
28	20	18	14	BROTHERS JOHNSON/You Keep Me Coming... (A&M)
37	25	21	15	LIONEL RICHIE/Stuck On You (Motown)
38	29	21	16	BILLY OCEAN/Caribbean Queen (No More...) (Jive/Arista)
23	17	17	17	ART OF NOISE/Close (To The Edit) (Island)
6	6	9	18	TEDDY PENDERGRASS/Hold Me (Asylum)
-	-	25	19	J. KENNEDY & J. OSBORNE/The Last Time I... (A&M)
30	26	23	20	EVELYN "CHAMPAGNE" KING/Teenager (RCA)
40	35	24	21	VALENTINE BROTHERS/Lonely Nights (A&M)
-	-	30	22	SOS BAND/Just The Way You Like It (Tabu/CBS)
4	5	12	23	PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
17	15	15	24	GRANDMASTER M. MEL &.../Beat Street (Atlantic)
-	-	28	25	LILLO THOMAS/Your Love's Got A Hold On Me (Capitol)
35	31	26	26	SKOOL BOYZ/Slip Away (Columbia)
7	12	20	27	PEABO BRYSON/If Ever You're In My Arms... (Elektra)
-	-	32	28	RICHARD "DIMPLES" FIELDS/Your Wife Is... (RCA)
BREAKER	29	28	29	BAR-KAYS/Dirty Dancer (Mercury/PG)
BREAKER	30	29	30	JERMAINE JACKSON/Dynamite (Arista)
5	10	19	31	JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
BREAKER	32	31	32	YARBROUGH & PEOPLES/Be A Winner (Total Exp./RCA)
DEBUT	33	32	33	CAROL LYNN TOWNES/99 1/2 (Polydor/PG)
DEBUT	34	33	34	TYZIK/Jammin' In Manhattan (Polydor/PG)
DEBUT	35	34	35	RUN D.M.C./30 Days (Profile)
DEBUT	36	35	36	ROGER/In The Midnight Hour (WB)
DEBUT	37	36	37	SHANNON/My Heart's Divided (Mirage/Atco)
DEBUT	38	37	38	RANDY HALL/I've Been Watching You (Jammie) (MCA)
DEBUT	39	38	39	C. BROWN & SOUL SEARCHERS/We Need...(T.T.E.D.)
DEBUT	40	39	40	KOOL & THE GANG/Straight Ahead (De-Lite/PG)