

I N S I D E :

MARKET SIZE POINT SYSTEM TO REPLACE 12-12 RADIO RULE?

Rep. **Mickey Leland** is proposing an ownership limit based on points assigned by market size — so that small market stations could be accumulated in greater numbers than large market outlets. Full details from **Brad Woodward** in the Washington Report.

Page 4

EVALUATING AOR'S RATINGS PERFORMANCE

Jhan Hiber examines AOR's overall tally in the spring '84 **Arbitron** book, while **Steve Feinstein** spotlights AORs that ranked No. 1 in their markets.

Page 11, 42

BIRCH RATINGS RESULTS

- Los Angeles: **KIIS** Sustains Strong Lead
- Miami: **WHYI** Extends Solid Margin
- St. Louis: **KMOX** Stable; **KSHE** Into Double Figures
- Pittsburgh: **KDKA** Dominates; **WBZZ**, **WDVE** Over 10
- Baltimore: **WBAL** Down But Stays In Front
- Minneapolis: **WCCO** Down 5 But Remains Ahead
- Atlanta: **WKLS-FM**, **WQXI-FM** Gain On **WZGC**
- San Diego: **KGB-FM** New Leader; **KSDO-FM**, **KFMB** Jump

Page 12

WGN CELEBRATES 60 YEARS

After 60 years, **WGN** is still on top in Chicago. **Brad Woodward** takes a look at this unique station's past and present, complete with historic photos.

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PEOPLE IN THE NEWS THIS WEEK

- **Jack Thayer** President of Radio Network Association
- **Ray Massie** PD at **KFKF**
- **Bill Jensen** **KHIT** GM
- **Paul Katablan** Pres./GM of **WNSY-AM & FM**
- **Gary Waldron** **KISN**'s PD
- **Steve Christian** PD at **WKZL**
- **Tom Collins** PD at **WRQK**
- **Andy Rainey**, **Jim Forrer** Sr. VPs at **Selcom**
- **Steve Lapa** **KMEL** GSM
- **Chester Chong** OM at **KGU**

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AUDIENCE PROMOTION FOR THE '80S RADIO STATION

Kevin B. Sweeney discusses audience promotion in the concluding installment of **R&R**'s serialization of "The Six Million Dollar Manager."

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Newsstand Price \$3.50



HARRIS, MUSUMECI RESIGN

RKO Files Overcharge Report With FCC

AUG 18 1984

RKO General and its parent company **GenCorp** this week filed a report with the **FCC**, announcing steps **RKO** has taken to remedy recently-uncovered errors in advertising overcharges and affiliate underpayments at the **RKO** Radio Networks (**R&R** 7-6). The report also announced that **RKO** has accepted the resignations of previously-suspended **VP/Affiliate Services** **Ken Harris** and **Controller** **Frank Musumeci**, and raise the total amount of errors involved in this situation from \$4 million to \$5.9 million.

While **RKO** would not officially comment on the origin of the **Harris/Musumeci** resignations,

Ken Harris told **R&R** he left the network voluntarily. "RKO has assured me publicly and privately that I am not and have not been the target of any investigation or inquiry or suspicion. I was suspended six weeks ago to assist them in the investigation, and I did everything humanly possible to do so. But after six weeks of being in this twilight zone of discomfort and uncertainty, I felt it was best to resign and get on with my career."

RKO Remedies

According to the report, **RKO** plans to reimburse advertisers through their agencies for the

WLAKE Selects McCoy As Program Director

KKLT/Phoenix PD **Marc McCoy** has been appointed Program Director at "Love Songs"-formatted **WLAKE/Chicago**, and will start August 27. Two weeks ago, former **WLAKE** PD **Jack Taddeo** joined **Studio-Line Cable Stereo** near Washington, DC as Director/Programming.

WLAKE VP/GM **Mike Murphy** commented, "Jack did a fine job for us, and we wish him the best in his new position. We are quite excited about **Marc**. He certainly brings to **WLAKE** an excellent research, positioning, and programming background, having done a superb job for 'K-Lite.' We feel **Marc** has the perfect combination of skills to carry on our 'Love Songs' format and bring us even greater success in the future."

McCoy was named PD at **KKLT** two and a half years ago when its A/C format was introduced. Prior to that, he worked three years as OM for **Swanson Broadcasting**, having previously programmed **KYNO-FM/Fresno**. "It's always tough to leave a project you launch from the ground floor," he said. "My VP/GM

Johnny Andrews is a rare combination of astute businessman and human being, and I learned a lot from him. But the initial job of making **KKLT** a competitor is now pretty much completed, so it's off to a new challenge. To take on a station like **WLAKE** in a top-three market is the ultimate. I look for

McCoy/See Page 20

WMC's Acree Moves Crosstown To WGKX

WMC/Memphis Program Director **Les Acree** has been named Operations Manager for crosstown Country rival **WGKX**. **Acree**, a ten-year **WMC** veteran who has programmed the station for the past seven years, takes over **WGKX**'s operational reins from current OM **Dana Harmon**, who has just been named Director of Marketing and Promotions for the station. **Acree** starts his new job August 27.

WGKX VP/GM **Craig Scott** commented, "I have known and respected **Les** for many years. No one is more knowledgeable about this market or more uniquely qualified for this position than **Les Acree**. I'm thrilled by the opportunity to work in tandem with him and our other great **WGKX** team members in the planned evolution of **KIX106**

ACREE/See Page 20

BOB CHRISTY ACTING PD

Piccirillo Becomes VP/GM At WCLS

After an 18-month stint as Director/Advertising Sales for **Warner-Amex's Cincinnati** cable system, longtime broadcaster **John Piccirillo** has returned to radio as VP/GM at A/C outlet **WCLS/Detroit**. The **Liggett Broadcast Group** station had been without a GM for several weeks since **Grant Santimoro** stepped down for health reasons.

President **Bob Liggett** told **R&R**, "His appointment means hope springing eternal. We've had kind of a complicated, bum-

py road since we bought the station, and have had to take a few bad turns. But I'm just tickled to death to find such a pro. **John's** a guy who really wants to work with me on putting **WCLS** on the map, and that's exactly what we're planning to do, with both barrels."

A 19-year radio veteran, **Piccirillo** spent two years as Regional VP for **Hefel**, supervising its Indianapolis and Cincinnati properties. His management background also includes **WNDE & WFBO/Indianapolis** and **WLEE/Richmond**. "I enjoyed my brief stay with cable immensely," **Piccirillo** said, "but I missed radio to death."

Following the departures of OM **Peter Carey** and PD **Bruce Buchanan**, **Liggett** Director/Operations **Bob Christy** is acting as PD. "I've cleaned house, and am building the staff from scratch," he said. "We're looking for a variety of air talent, as well as news and production people. I hope out of the airstaff

PICCIRILLO/See Page 20

Clark New OM At KHTZ



Jay Clark

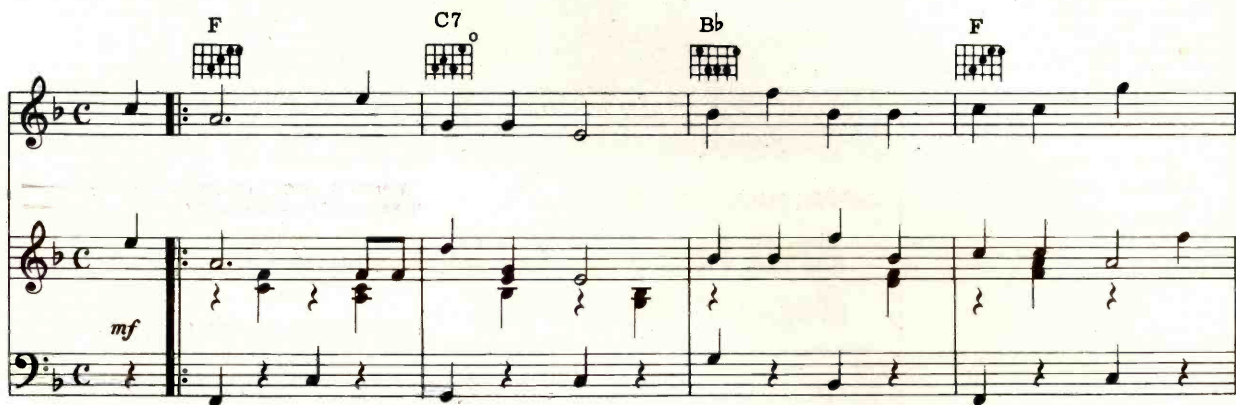
Longtime programmer **Jay Clark** has been named Operations Manager of Greater Media's **KHTZ/Los Angeles**. **Clark** had been OM at **WGAR & WKSX/Cleveland**, previously serving as OM or PD at **WABC/New York**, **WPRO-AM & FM/Providence**, and **WTIC-AM & FM/Hartford**.

KHTZ VP/GM **Bob Moore** commented to **R&R**, "The biggest factor in hiring **Jay** is his background. His strong history of experience in administrative and programming aspects of radio made him the ideal candidate for this job."

Moore added, "Jay's first priority will be to hire a PD, and with his efforts and mine we'll try to do that in September. **Steve Scott** has done an outstanding job on an interim basis, and **Jay** may have other candidates in mind." As to whether **Clark** would work with Greater Media's newly-purchased **Los Angeles AM, KRLA**, **Moore** said, "Greater Media is committed to winning in L.A., and should we decide to jointly program both stations, **Jay's** experience could be invaluable."



Les Acree



Join Lee Arnold and hit a few bars this weekend with Willie, Merle, Crystal and Dolly.

Pick up "On A Country Road." You'll join over 350 stations bringing country music lovers one of America's hottest syndicated music magazines.

It's three hours a week of country music news, celebrity profiles, recorded live segments from Billy Bob's country mecca, exclusive interviews, and concert performances. All presented with a generous helping of country hits and all-time classics.

Nobody knows country music better than Lee Arnold, the Academy of Country Music's 1983 DeeJay of the Year. And nothing delivers the listenership like his "On A Country Road."

Plus four three-hour specials this

year: Memorial Day, with John Denver, Lee Greenwood, and Emmylou Harris; July 4th weekend, with Willie Nelson and Waylon Jennings; Labor Day, featuring George Jones and Hank Williams, Jr. And, in October, live simulcast from Nashville of the Country Music Association Awards.

Pick up the country music program that'll pick up your listenership. Pick up "On A Country Road."

**MUTUAL
BROADCASTING SYSTEM**

Call Mutual Station Relations (703) 685-2050



Funny Business At The Networks

Reed Bunzel samples some of the comedy programming available from suppliers and networks for stations looking for a little comic relief.

Page 14

Table listing comedy programming options from various networks like Washington Report, What's New, Ratings & Research, etc.

Massie Moves To KFKF PD

Ray Massie has been named Program Director for KFKF/Kansas City, replacing Rusty Walker...

KFKF GM Tom Bresnahan told R&R, "Along with the Sconnix people, we looked all over the country and found that the best person for this job was right in our own back yard..."



Ray Massie

Bresnahan also paid tribute to Walker, commenting, "It has been the greatest privilege of my career to have worked with Rusty Walker..."

Massie told R&R, "I'm really excited about going to KFKF - especially because Rusty will be with the station in a consulting capacity..."

FM NOW CHR

Katabian President/GM At WNSY-AM & FM

Paul Katabian has been promoted from GSM to President/GM at CommCOR's WNSY-AM & FM/Newport News-Norfolk.

Associates, has switched its A/C format to CHR. The station debuted August 3 as Y97. WNSY(AM) continues with its Gold format.

community involvement will be a great asset to our endeavors." Commenting on the format change, Alex said, "When I was down to visit last week, I was very pleased with our sound, and noted a lot of positive reaction on the streets and among our staff..."

EVOLVING TOWARD CHR

WKZL Names Christian PD

Steve Christian has been named PD at WKZL/Greensboro, replacing Tom Collins (see story below). Christian had been PD at WMJY/Long Branch-Asbury Park, NJ for almost 2 1/2 years.

gramming, marketing, and promotional skills. Steve possesses all those." Addressing reports that the station would switch from AOR to a CHR format, Weller told R&R, "It's likely. Since November, the station has been evolving into a more mainstream, broader-based appeal..."

Katabian has been at the stations, formerly known as WGH-AM & FM, in various sales capacities for the past three years. He told R&R, "I'm really thrilled at this opportunity to run these two fine stations..."

Collins Takes WRQK PD Post

Tom Collins, PD at WKZL/Winston-Salem for the past year and a half, has accepted the PD position at CHR WRQK/Greensboro. Collins replaces Wes Jones, who remains with WRQK as a programming assistant.

Christian, a 16-year radio veteran who previously programmed WMEE/Ft. Wayne, WGOW/Chattanooga, and WFLI/Chattanooga, told R&R, "I really like Bill Weller. He and I share a lot of the same..."

Program Director Jeff Moreau, who also KATABIAN/See Page 20

WWJF Switches To Format 41

Amaturo's WWJF (Joy 107)/Miami-Ft. Lauderdale changed formats last week from A/C to Transtar's new upper-demo A/C-Easy Listening hybrid "Format 41."

TRANSACTIONS

SunGroup Sells To Sillerman-Morrow

SunGroup, Inc. has announced plans to sell off its broadcast holdings to Sillerman-Morrow Broadcasting, Inc. for a cash price of \$5,952,609.50 plus all liabilities as of the closing date...

Commenting on the switch, Amaturo Group CEO Joe Amaturo said, "This move on our part to connect to Format 41 via WWJF/See Page 20

The properties involved are: WERC, a News/Talk outlet at 960 kHz with 5kw, and WXXX, a CHR station with 100kw at 106.9 mHz, both Birmingham; WYHY/Nashville, an A/C outlet

TRANSACTIONS/See Page 20

Radio Network Association Appoints Thayer President

Former NBC Radio President Jack Thayer has been named President/Executive Director of the Radio Network Association in New York, filling the post vacated by Arthur Kriemelman...



Jack Thayer

The appointment, concluding a brisk search, was announced by CBS Radio Sr. VP Dick Brescia, the Association's Vice Chairman. "We were very fortunate to have been the beneficiaries of many qualified candidates," he commented.

choosing Jack for this post we are confident that his stature within the advertising community, his experience as a seasoned manager in network radio, and his great enthusiasm will yield only the most positive results for us all."

After leaving NBC in 1979, Thayer became VP/GM at Metromedia's WNEW/New York, a post he vacated last April. He has consulted radio stations in a number of formats, including News, CHR, and sports programming.

Jensen To Manage KHIT

Bill Jensen has been named General Manager at KHIT/Seattle. A 12-year radio sales veteran, he most recently worked three years as Local Sales Manager at crosstown KIRO.



Bill Jensen

Bingham Broadcasting President Bob Bingham commented, "Jensen's extensive radio experience in the Puget Sound area gives us a special perspective in providing the music, news, and entertainment our audience wants to hear."

Jensen, whose background includes seven years in sales at neighbor KVI, told R&R, "It was very difficult to give up the security and safety of an organization as large as KIRO. But as LSM, your areas of responsibility are somewhat limited. This opportunity brings together personal goals of using my experience on a broad level while working for a company with a fine record of establishing dominant positions."

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Washington Report

Z100 Fined For EBS Violation

Malrite's WHTZ/New York (Z100) has been fined \$200 by the FCC for repeated violations of the rules requiring installation of EBS monitoring equipment capable of generating an EBS attention signal.

In other action, the Commission issued fines to KHYM/Gilmer, TX (\$5000) for improper logging and pre-sunrise power; KPRB-FM/Redmond, OR (\$4000) for failing to get FCC approval of an antenna change; KODK/Kingsville, TX (\$2000) for numerous transmitter and antenna violations; and WJYF/La Grange, GA (\$2500) for going on the air without prior authorization and failing to apply for a license within ten days after program tests have begun.

FCC Okays Horse Race Broadcasts, Ads

Stating that "horse racing is an important, legitimate business and sport having widespread national interest," the FCC last week voted to let stations air races in their entirety and broadcast race ads and betting information, for the first time since 1961.

The Commission said while the rules were adopted to deter organized crime from using radio and television for illegal bookmaking, there was never any hard evidence that horse racing broadcasts aided illegal gambling. And it said the rules unreasonably limited the editorial discretion of stations.

Stations will now be free to air live broadcasts of a full program of horse races, detailed pre-race information, "off times," race results, and prices paid before the next race, plus ads and information sponsored by publishers of so-called "scratch sheets."

Reagan Radio Mike Test Reveals Annihilation of Russia

Most radio professionals can relate a few horror stories of off-color or otherwise inappropriate remarks that somehow accidentally slipped out into the ether. President Reagan is no exception. But when he misspeaks the whole world is listening.

In a mike test for Saturday's radio address, Reagan announced, "My fellow Americans, I'm pleased to tell you today that I've signed legislation that would outlaw Russia forever. We begin bombing in five minutes." Two years ago, in a similar voice check, Reagan called Polish leaders "a bunch of no-good lousy bums."

"I don't think it's very funny," Walter Mondale huffed. Sen. Gary Hart (D-CO) speculated that Reagan, just finishing up a three-week respite at his Santa Barbara ranch, is "not getting enough vacation time." Reaction was similarly negative in Europe, where the Reagan slip was front-page news.

NRBA Task Force Fights Ban On Alcohol Ads

NRBA has formed a "Freedom of Advertising" task force under Bob Duffy, Chairman/CEO of Duffy Broadcasting and the Christal Company, to lobby against a proposed ban on advertisements for wine and beer on radio and television.

Besides NRBA, members include the Wine Institute, American Council on Science & Health, National Beer Wholesalers Association, and the U.S. Brewers Association. An organizing meeting of the task force is slated for later this month in New York.

Duffy said the group "will plan the actions necessary to defeat this threat to an important American liberty and to block an unwarranted sanction against our industry." NRBA President Bernie Mann added, "Radio broadcasters have traditionally, consistently, and generously supported anti-drunk driving campaigns and have urged moderation in the consumption of alcoholic beverages. We will enlist all radio broadcasters in the defense of radio's record on this issue."

RCPC Issues CP To "K-RADIO"

Organizers of next month's Radio Convention and Programming Conference (RCPC) in Los Angeles will be operating a limited-range FM stereo station, K-RADIO, 24 hours a day during the conference. It will also be piped into the cable systems of all convention hotels.

For most of the day, convention attendees will staff the station, providing music from all formats, as well as convention and general news. Nighttime programming will consist of half-hour taped segments from more than 100 stations across the country. In addition, information will be digitally transmitted to the convention's main message sign via one of K-RADIO's SCAs.

Broadcasters wishing to be part of K-RADIO should contact Thom O'Hair at (415) 775-5673.

Other Key Developments:

- A resolution asking broadcasters not to project or characterize election results while the polls are still open unanimously cleared the Senate Commerce Committee last week. The House passed the resolution in June.

- NAB and NRBA have lined up Joan Rivers for Monday's luncheon at the Radio Convention and Programming Conference in Los Angeles, September 16-19. The Q&A session has been titled, "Can We Talk? Questions and Answers From American's Semi-Legend."

POINTS BY MARKET SIZE

Leland Point System Would Replace Radio's 12-12 Limit

Radio's newly-voted ownership limit of 12 AMs and 12 FMs would be replaced by a point system ranking stations according to market size under legislation introduced in the House last week by Rep. Mickey Leland (D-TX). A radio group could own between 10 and 14 stations in both the AM and FM services, depending on market size.

The bill was offered as radio continued to sidestep the ongoing battle over the 12-station limit for television. Under pressure from Congress the FCC last week delayed the new cap for TV until 60 days after it can reconsider the action or until next April 1, whichever comes later.

A House-Senate conference committee also adopted the April 1 date for a moratorium written into the Supplemental Appropriations bill. Neither the conference committee nor the FCC action affects the 12-12 rule for radio.

Leland's bill would allow an owner to hold 100 points worth of AM stations and 100 points of FMs. Points would be assigned according to this formula:

Markets 1-10:	10 points
Markets 11-20:	9 points
Markets 21-50:	8 points
Markets 50+:	7 points

A similar 100-point limit would be imposed for television, with the added restriction that no group's stations could reach over 30% of all households (with no more than



Mickey Leland

25% reached by VHF stations). Leland said radio would be subjected only to numerical limits, and not a penetration threshold, owing to the difficulty of determining audience reach for radio.

Chances of the Broadcast Station Ownership Act of 1984 passing Congress this year are nil, although hearings are expected in September. Cosponsors of the measure include Commerce Committee Chairman John Dingell (D-MI) and Telecommunications Subcommittee Chairman Tim Wirth (D-CO).

BMI Agrees To Cut Radio Music Licensing Rates

Negotiators for Broadcast Music, Inc. (BMI) and the All-Industry Radio Music Licensing Committee last week reached agreement in principle on a new contract for radio's royalty payments to BMI composers and music publishers.

Major points of the agreement include:

- An as-yet-unannounced cut in rates BMI had planned to impose in 1985. There still will be an increase over current rates, however.
- Halving the new contract to cover only two years, with a new agreement to be negotiated from scratch for 1986 and beyond.

- Restoration of the full deduction for talent fees.

- Continuation of allowing AM-FM combos to report as a single station if they choose.

- Restoration of the option of paying on either cash collections or billings.

- Agreement by both sides to set up a mechanism to guarantee resolution of future impasses.

All-Industry Committee Chairman Bob Henley, President of KGN & KCPC/Sacramento, said there would be a "substantial" cut in the 15-20% increase BMI had planned for 1985. He won't yet put a figure on the new rate hike, but BMI VP/Licensing Larry Sweeney predicted it would be "less than 10%."

Lawyers for both sides were still hammering out fine points of the agreement this week, and Sweeney said BMI hopes next week to send radio stations "side letters" encompassing the changes.

Henley told R&R, "One of the most important achievements we gained was the agreement by BMI to work with us in creating a mechanism whereby if the committee and BMI fail to agree on new contract negotiations in the future, they will refer them to a third party. It means BMI will never again be able to send out licenses that are not negotiated. I think that's a giant step for the broadcasting industry, to get out from the threat of what happened this year ever happening again."

BMI VP/Administration Alan Smith seemed less upbeat about the contract itself, but commented, "We are certainly pleased that there has been agreement and that a period of confusion has been put behind us all and we can now all get about our business again. To say that we're delighted? We didn't get everything we wanted - no one did."

Truce Called On Daytimer Post-Sunset Power

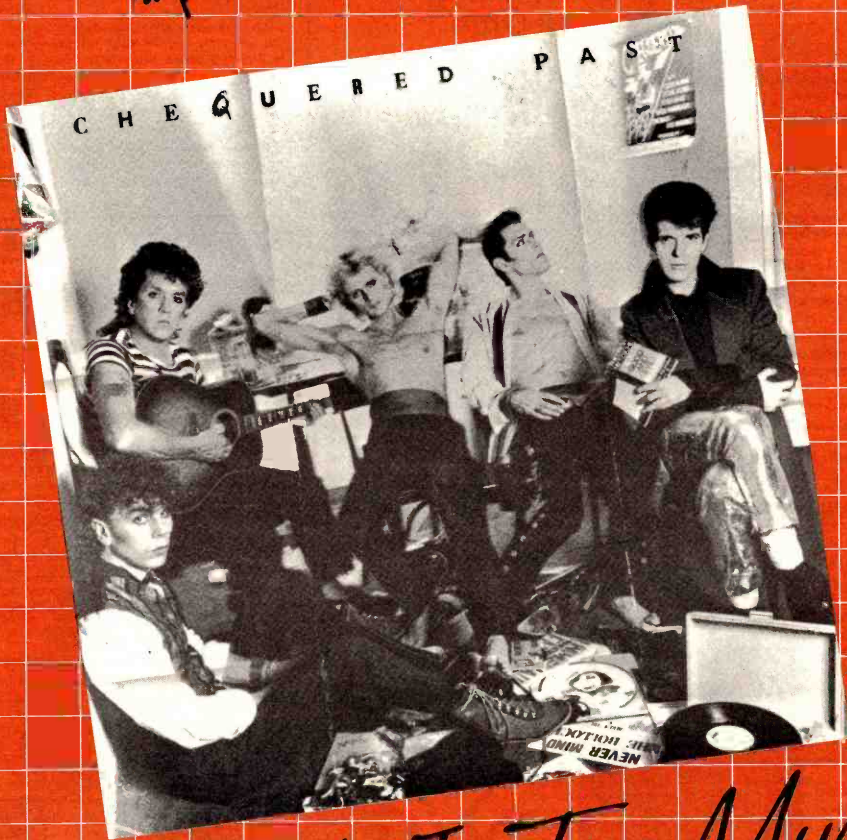


A bitter dispute over post-sunset power for 1200 daytimers on Class 3 regional channels and interference to 900 fulltimers on those frequencies ended last week in a compromise agreement. It calls for daytimers to gradually reduce power after sunset to minimize interference. Daytimers will have three evening power levels, calculated according to skywave activity at one half hour, one hour, and two hours after sunset. Minimum power of 100 watts granted earlier by the FCC will be reduced to 50 watts in the agreement, which the Commission is expected to adopt.

Signing the pact above are attorneys Gregg Skall (left) for DBA and Bill Potts for ABES. Looking on are NAB President Eddie Fritts (left) and ABES President Wally Johnson.

THERE IS A CHEQUERED PAST IN YOUR FUTURE

CHEQUERED PAST



How Much Is Too Much?

HOT TRACKS 52-43
ALBUMS 36

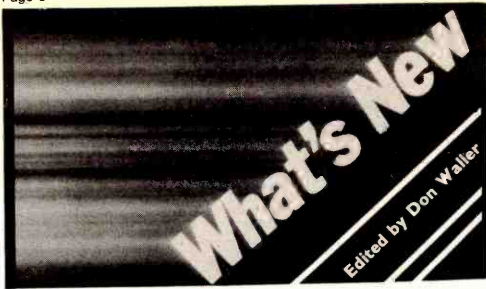
THE DEBUT SINGLE FROM THE ALBUM CHEQUERED PAST, ST-1712

PRODUCED BY MICHAEL JAMES JACKSON

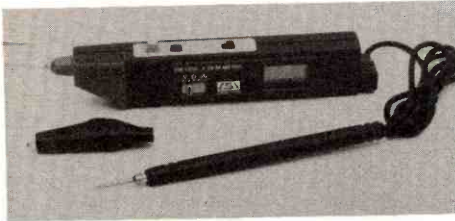
CHEQUERED PAST IS: STEVE JONES-GUITARS TONY FOX SALES-GUITARS
NIGEL HARRISON BASS CLEM BURKE-DRUMS MICHAEL DES BARRES-VOCALS



AVAILABLE ON EMI AMERICA RECORDS AND HIGH QUALITY XDR CASSETTES



Pen-Type Tester Available



The "Checkman DM1350" is an autoranging LCD pen-type tester that features four DC volt ranges (2, 20, 200, 2000), four AC volt ranges (2, 20, 200, 2000), and four resistance ranges (2, 20, 200, 2000k) as well as a continuity test. The device sports a data hold function that allows the user to lock the reading, while the continuity test includes audio sound. The "Checkman DM1350" comes complete with case, test lead, clip, and batteries.

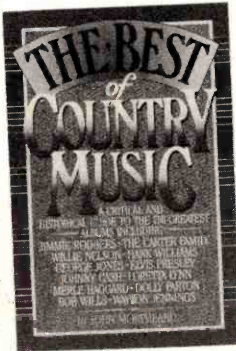
For further information, contact **Bob Hill of World Distributors, Inc.**; (205) 539-0441.

"The Best Of Country Music" Book Spotlights 750 LPs

Touted as a critical and historical guide to recorded country music, "The Best Of Country Music" is a mammoth (456 pages) paperback that lives up to author **John Morthland's** intentions. Formerly a **Rolling Stone** associate editor and editor-in-chief of **Creem**, Morthland may approach country music from a rock-blues-pop perspective. But his style is clear, occasionally even humorous, and he loves his country.

Morthland devotes about a page apiece to what he feels are country's 100 greatest albums of all time, fleshing out his choices with brief looks at another 650 LPs. If you're looking to start an argument, this book is an excellent place to begin.

What keeps "The Best Of Country Music" from simply being "one person's opinion," however, are the 11 chapters of historical overviews. These run the gamut from early string bands/balladeers, the Depression years, and singing cowboys to western swing, bluegrass, honky-tonk/hillbilly boogie, rockabilly, the Nashville



sound, country-politain, and contemporary country.

Use it as a consumer guide — many imports, reissues, and hard-to-find collector's items are included — or just for the facts, ma'am. The "Best Of Country Music" is available from **Doubleday/Dolphin** at \$14.95.



Otari's MTR-10

Otari Production Recorder Adds Dolby

The Belmont, CA-based **Otari Corp.** recently signed an agreement with **Dolby Laboratories** that allows Otari to use Dolby's exclusive "HX-Pro" headroom extension process with its DP7000 and DP80 high-speed duplicating systems. Retrofits are available for all applicable Otari machines, such as the MTR-10 (pictured).

The DP7000 is a 64:1, 240ips unit, while the more recent DP80 is a 64:1, 480ips system that uses 7.5ips masters. The MTR-10, meanwhile, is a two-channel, full-track mastering production recorder designed for 1/4-inch tape that can be modified to run at 7.5ips as well.

For further information, contact **Ron Neilson** at (408) 438-0598.

People Are Talking About . . . Break-dancing



Little-known outside the South Bronx three years ago, "break-dancing" is now familiar to 84% of the U.S. public, according to pollster **R.H. Bruskin Associates**. Holy media saturation and the speed of fads, Batman! That's a greater recognition factor than for any U.S. Vice President.

Nevertheless, the country isn't exactly going to hell in a hula-hoop. The poll also reports that only eight out of 100 Americans desire to learn how to break-dance.

90% AIR ALCOHOL, CIGARETTE & VOTING PSA'S

NAB 1984 Public Affairs Survey Finds Radio Does Its Civic Duty

Radio's commitment extended beyond simply sticking a once-a-day 30-second spot into the wee small hours. For example, 84% of the outlets aired local news stories centered around alcohol abuse. Most of these were devoted to pending state and national drunk-driving regulation reforms. Additionally, 76% of the stations had broadcast an alcohol-related public affairs program within the past year and almost one-third (31%) of the stations were involved in some sort of community outreach activity.

The figures for cigarettes are similar, with 66% having run anti-smoking news stories, 54% anti-smoking public affairs shows, and 28% involved in community service programs. Finally, 26% of the stations polled said they planned to organize and air political debates among federal, state, or local candidates.

Back when deregulation was a burning issue, the measure's opponents feared radio stations would abandon their public affairs programming commitment if there was not longer a strict legal requirement. Yet, this hasn't been the case, particularly with regard to such national issues as health (alcohol and cigarettes) and the political process (voting and candidate debates).

An **NAB** study found that 95% of the 398 radio stations surveyed carried alcohol abuse PSAs within the past year, 88.4% ran anti-smoking PSAs, and 97.2% aired voting announcements. Nearly half (49.5%) had run anywhere between 76 and 500 alcohol-related PSAs per year, while 44.5% of the stations claimed to have broadcast between 41 and 250 anti-smoking PSAs annually.

JUST DON'T CALL ME "AVERAGE":

Understanding Personnel Jargon

As everyone in the radio and record industries knows, jargon can be an effective smokescreen. But a habitual use of jargon can be detrimental to the health of your career.

Naperville, IL-based business consultant **Dr. Roger Fritz** stipulates that jargon is nowhere more common and more of a problem than within personnel departments, particularly when it comes to employee evaluations.

In a recent issue of **Boardroom Reports**, Fritz addressed the age-old problem of "what they really meant," citing the following familiar examples:

- **Average** = None too bright
- **Forceful and aggressive** = Argumentative
- **Socially active** = Drinks a lot
- **Quick-thinking** = Has excuses when he (or she) goofos
- **Tactful in dealing with superiors** = Knows when to keep his (or her) mouth shut
- **Zealous attitude** = Opinionated
- **Conscientious and careful** = Scared witless
- **Spends extra hours on the job** = Has a miserable home life.



Plain Wrap Wrap-Up

Sales of generic or "plain-wrap" brands rose 17.6% from 1982 to 1983, according to a recent poll of 150 major U.S. grocery retailers and wholesalers conducted by **Private Label** magazine. The survey also claimed that national brands were the most affected by the growth of generic goods, as prices on "plain-wrap" products averaged 27.8% less than national brands and 12.8% below regional or local companies' labels.

Stacking up as the big winners in the generic market are paper goods, dog or pet food, bleach, canned vegetables, and cigarettes. Interestingly, Americans prefer to stick with known brands when it comes to candy, food mixes, and — of all things — vitamins.

Although generics accounted for only 3.3% of all 1983 U.S. sales, the survey estimates generic product sales will increase at least 10% during 1984.

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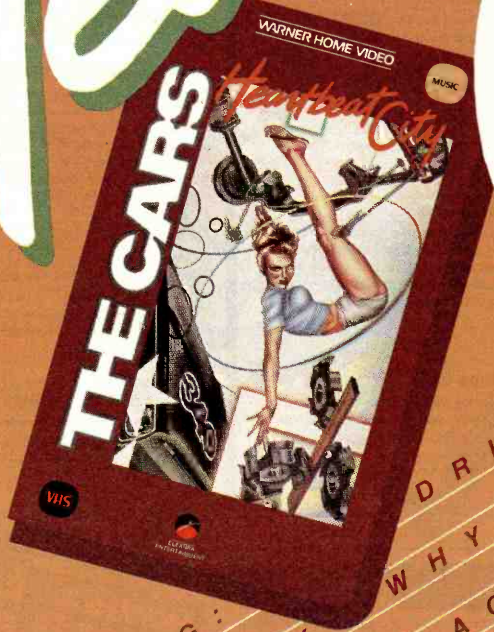
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CBS Ups Newman To VP

Deborah Newman has been promoted to VP/Programming & Sales, **CBS Music Video Enterprises**, CBS/Records Group. She joined CBS Records' College Department in 1973, later advancing to Manager. In 1977, Newman was named Columbia's Manager/Artist Development, West Coast. Three years later she became Director/Artist Development Video, West Coast, Columbia Records.



Deborah Newman

Hendricks Manages KBRD & KTAC Sales Department

John Hendricks has been appointed Sales Manager of **KTAC & KBRD/Tacoma-Seattle**. Prior to this, he held a similar post crosstown at **KVI**. Hendricks succeeds **Peg Dempsey**, who is now VP/GM of **WAYL & KMZY/Minneapolis-St. Paul**. **Jim Long** continues as Tacoma Sales Manager of **KTAC & KBRD**.

Kollar New RCA Canada GM

Don Kollar has been tapped as General Manager, **RCA Records Division, RCA Inc. (Canada)**. The five-year label veteran most recently served as Director of Finance for the label's Canadian Division. His background also includes six years as a Controller with **WEA Music Canada**. Kollar succeeds **John Ford**, now Division VP, RCA Records-USA and Canada.

Simmons KING Sales Manager

Diane Simmons, former **KVI/Seattle** Account Executive, moves crosstown to **KING** as Sales Manager. Her radio experience includes an AE post at **WKYS/Washington** and Sales Manager for its former sister station **WRC**.

Handman New KKGQ LSM

Jddie Handman has been named Local Sales Manager of Jazz-formatted **KKGQ/Los Angeles**. She first came onboard as an Account Executive in 1982, and was subsequently promoted to Regional Sales Manager. In other station activity, **Melanie Curtis** joins the outlet as Publicity & Promotion Director.

Runway Label Bows

Wayne Garfield serves as President of the newly-created, New York-based **Runway Records**. A music industry veteran, Garfield cowrote/produced "The Glow of Love" by **Change**. Runway's debut release is "Gold Medal," a 12-inch recorded by **Earth, Wind & Fire** member **Rahmlee**.

Bernardin WRIF Sales Manager

After two years as an Account Executive, **Jim Bernardin** moves up to Sales Manager of **WRIF/Detroit**. Prior to joining WRIF he was the media buyer at **Yaffe Berline**.

Esken To WLUP LSM

Cheryl Esken has been raised to Local Sales Manager of **WLUP/Chicago**. Most recently the station's Retail Sales Manager, Esken came to WLUP three years ago as an AE. Her radio sales experience includes a sales stint with neighbor **WBBM-FM**.

Chappell Elevates Friedman

Vivien Friedman has been upped to Director of the newly-expanded Public Relations & Creative Services Department for **Chappell/Intersong Music Group-USA**. A Chappell employee since 1968, Friedman had been Director of Public Relations since 1980.



Vivien Friedman

Cahill Segues To SRO

Bob Cahill has been appointed National Marketing Research Manager at **SRO Marketing and Promotion**. Until two years ago he was the LP and tape buyer for the **Wherehouse Records** chain. In other company activity, **Kay Stickney** moves up to Executive Assistant.

Auditronics Taps Uhl

Michael Uhl takes the National Sales Manager helm at broadcast equipment manufacturer **Auditronics, Inc.** Before joining the firm, he worked with **Pacific Recorders & Engineering**.

ATV Taps Meekins

Donna Meekins has been named Associate Professional Manager for **ATV** in New York. She previously worked with **Jerry Teifer** in **ATV's** New York office. Prior to that, Meekins served under **Linda Perry** in the firm's Hollywood office. Meekins will now report to **Steve Love**.



Donna Meekins

16th Avenue Bows

Newly-formed **16th Avenue Records**, headquartered in Nashville, is directed by President **Mike Robertson** and Chief Operations Officer **Larry Slaughter**. The label's first release is **John Wesley Ryles's** "She Took It Too Well." 16th Avenue may be contacted at (615) 242-1375.

Sterling New Sterling VP

Kathy Sterling has been named VP/Talent & Booking for **Sterling Productions Unlimited**. She comes to the Los Angeles-based promotion/artist management company after three years with **RCA** as Regional Sales Director for the Southern Region.

Songwriters Guild Promotes Hyland

Kathy Hyland has been elevated to the Regional Director, Nashville post at the **Songwriters Guild**. Prior to joining the organization last year, she was executive secretary and office manager for **Screen Gems/Columbia-EMI Music, Inc.**, also in Nashville. Hyland succeeds **Susan Loudermilk**, who resigned to pursue personal interests.

Rosenthal WCLR Co-op Manager

Leon Rosenthal has been promoted to Manager of **WCLR/Chicago's** newly-organized co-op sales department. He previously served as an Account Executive.

New Location For SWS

SWS Records, Inc. has moved its headquarters to the National Screen Building at 1600 Broadway, Suite 501, New York, NY 10036; (212) 315-2810.

R&R REWARD

R&R is in search of 3 back issues of the paper . . . way back.

Issues:

April 12, 1974 — Vol.2, #14

June 21, 1974 — Vol.2, #24

March 4, 1977 — Vol.5, #9

If you have in your possession any or all three of these issues in good condition, contact Keith Attarian at R&R: (213) 553-4330.

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George Klein To Plead Not Guilty

Frankie Crooner To One Year

Rolling Stone Keith Richards In Drug Bust

Payola Probe Continues

BENNETT TAKES MINNEAPOLIS TEENS; DRAKE GETS LA WOMEN

ARB: IS AM 'O' THROUGH?

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Nation's Most Requested Songs

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Clearness of Research

As most programmers will agree, the clarity of research is vital to its usefulness. At Surrey our attempt is to design and display research in its clearest, most concise and easiest to put to use form. One example of this is offered in our *A & O Auditorium Music Testing*. Results are presented to you alphabetically by artist, in rank-order and also in a page-by-page

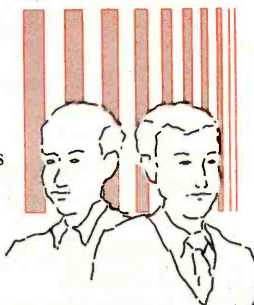
cross-tabulation of each song's level of appeal to your key audience groups. To assist you in distinguishing the winners from the losers,



Surrey applies color-coding to each ranked title. This exclusive Surrey feature puts an end to the once burdensome task of determining the cut-off point in Music Test results.

Stringent Recruiting Methodologies

One of the most important aspects of qualified research is the assembly of those individuals whose opinions most reflect that of your *core-listener*. This approach, as opposed to the often used targeted-demo



concept, ensures you a representation of people more closely identified to your "perfect" listener. Not only does Surrey encourage this more defined sample of your desired audience, but additionally seeks those types of individuals most prone to participate in a rating study. We call them *diary-types*. Aside from your study providing you with listener data, this added recruiting technique lends itself well to the one thing you strive for most—ratings efficiency.

Affordability

Understandably, cost is a key in determining the amount of research you're able to acquire. Now for

the first time, through Surrey's *investment planning* and *package discounts*, many stations are conducting research programs designed to accommodate their objectives rather than just their budgets.

Through *investment planning*, stations who contract for more than one study over a period of time are now afforded the luxury of monthly payments to accommodate the total investment. Aside from the benefits derived from investment planning, by contracting for more than one study over the course of a year, additional discounts are realized. These discounts are determined by the number of projects conducted.

These are just a few of the many reasons stations are choosing Surrey. Why not let us tell you more? To arrange for a personal visit from one of our representatives, call today (303) 989-9980. We'd like to become your choice.



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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

3:30-5:00

Everything You Always Wanted To Know About Buying A Radio Station But Were Afraid To Ask Part 2

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 Parikhhal, Chief Executive Officer, Joint Communications

1:00

Wrap-Up; Direction '85 Announcement

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AOR: Still Searching For Answers

As we wrap up our examination of how some of the major formats fared in the spring Arbitron results, the target this week will be Album Oriented Rock (AOR). Formerly a 12+ powerhouse often built on strong 12-24 numbers, this format now seems to be searching for the true path to ratings righteousness. The results below — a breakout of data from eight markets — seem to indicate that the search, in many cases, still continues.

A Dying Breed

Let's separate fact from fiction with regard to the current and possible future state of AOR. A "truism" going around today is that AOR is a dying format with no appeal to persons over 25, since the anti-establishment mood that spawned the music is now dead and gone. To paraphrase Mark Twain, those rumors of AOR's death are premature.

In the analysis that follows below, we *did* see a decline of 10% in the number of AOR stations in the eight selected metros, on a spring-to-spring comparison basis. As discussed two weeks ago, one of the reasons for the growth of CHR's fortunes has been the conversion of some AORs to that format. However, there is also a cadre of stations that have successfully evolved from their early progressive days, and now have an excellent appeal to men 25-34. Among these stations would be WNEW-FM/New York, WXRT/Chicago, WBCN/Boston and KBCO/Denver-Boulder. These stations have emphatically shown that AOR can succeed by mixing the best of

the classic rock of the late '60s-'70s with the best of the new music.

However, AOR could well experience the trauma suffered by Beautiful Music two years ago. Many Beautiful stations tried to stand pat, others evolved to more of an A/C sound, and some switched format entirely. Just as there are now many markets with just one Beautiful Music outlet, this shakeout may affect the number of AOR entities. Indeed, in the data that follows you'll note that in three of the eight markets, there is just one AOR outlet; in two other metros the AOR total has been reduced by one over the spring '83 tally.

12+, 18-34 Declines

Let's examine the numbers from the cross-section of markets selected for this week's column. As you review the market-by-market breakouts you'll note these key results:

- In 63% of the metros examined, AOR's total 12+ share was down. On the average, just over 12% was lost, compared to the format's standing in the spring '83 scorecards. Several of these

Q&A

A reader wrote in to state . . .

"I recently went to Laurel to look at the diaries for our market and station. When I asked to see the diaries from a year or so ago, I was told they no longer exist. Is that correct?"

Yes. Arbitron will keep usable diaries for a year, and also retains the unusables for the same 12 months (for EMRC audits). After that, however, the diaries are shredded (perhaps to be used as confetti for parades sponsored by stations that win in the books).

Week In Review

Arbitron Buys Into Burke

Arbitron has agreed to acquire between 35% and 50% of former ratings research competitor Burke Marketing Services, with an option to eventually own the entire Burke operation within five years. Arbitron Chairman Ted Shaker and President Rick Aurichio negotiated the takeover, which will propel Arbitron into the number two slot in the market research field, behind Nielsen. Arbitron's revenues last year were approximately \$94 million, compared to just over \$60 million for Burke and \$463 million for Nielsen.

While the initial thrust of the Arbitron-Burke marriage is aimed at providing additional product consumption data from metered TV households, there is also the chance that some synergism that relates to measuring radio may ensue.

An upcoming interview with Rick Aurichio will explore additional ramifications for radio.

Arbitron, ARAC Have "Friendly" Meeting

Arbitron executives and the Arbitron Radio Advisory Council met last week in Colorado and had what ARAC Chairman Ed Giller called "a friendly, peaceful series of meetings." Among the more significant items discussed was the four-week cume concept. According to Giller, "Arbitron released data that seems to bear out that in certain dayparts a station's cume will increase up to 60% over four weeks as opposed to one week." Giller saw that result as a boost for radio, and Arbitron agreed to soon release the story to the industry in some form, perhaps on AID or in the form of a slide rule.

A forthcoming interview with Giller will cover other key topics and resolutions discussed with Arbitron.

Birmingham

	Spring '83	Spring '84	* Gain/Loss
12+	8.6%	8.2%	-5%
18-34	15.2%	13.8%	-9%
Stations	1	1	

Cincinnati

	Spring '83	Spring '84	* Gain/Loss
12+	11.5%	11.6%	Level
18-34	22.8%	21.2%	-7%

El Paso

	Spring '83	Spring '84	* Gain/Loss
12+	11.7%	11.1%	-5%
18-34	15.8%	19.6%	+24%
Stations	1	1	

Hartford-New Britain

	Spring '83	Spring '84	* Gain/Loss
12+	13.2%	13.2%	Level
18-34	24.9%	24.0%	-4%
Stations	4	4	

Omaha-Council Bluffs

	Spring '83	Spring '84	* Gain/Loss
12+	12.2%	12.3%	Level
18-34	22.9%	18.7%	-18%
Stations	1	1	

Sacramento

	Spring '83	Spring '84	* Gain/Loss
12+	16.4%	12.1%	+26%
18-34	27.1%	22.9%	-16%
Stations	3	2*	

* (Although KZAP and KROY's estimates were used for this comparison, KROY has since changed to A/C-formatted KSAC. KZAP is now the only AOR in Sacramento.)

San Jose

	Spring '83	Spring '84	* Gain/Loss
12+	15.2%	12.0%	-21%
18-34	22.0%	21.6%	-2%
Stations	6	6*	

* (Includes four San Francisco stations that substantially penetrate San Jose.)

Seattle-Everett-Tacoma

	Spring '83	Spring '84	* Gain/Loss
12+	13.5%	7.9%	-41%
18-34	23.5%	14.9%	-37%
Stations	3	2	

markets lost AOR outlets, adding to the impact of the 12+ slip-page.

- In three markets (37% of the total), AOR's share remained level with the format's ratings achievements of spring '83.

- 88% of the areas we studied showed downward movement for AOR among the format's most desirable sales target, adults 18-34. Only one market saw a rise in AOR's share of 18-34 adults.

At left are the market-by-market specifics. The first two figures under each market refer to the combined average quarter hour metro shares of all the AORs that showed up in the Arbitron.

Challenges, Opportunities

As this data indicates, there are exciting challenges and opportunities ahead for AOR. The challenge for AOR is to segue from its reliance on the formerly awesome "Superstars"-type 12-24 approach to the "adult rock" sound and mystique presented so well by the four stations cited earlier (and others I may not be aware of). If such a transition can be successfully made, there is life yet in the format. The profits could be there too, as the new AOR could appeal to the 24-34 group, highly sought by advertisers.

Having sung in a hard rock band in the '60s, I hope AOR can evolve with the times.

RATINGS REPORT

Spring '84 Birch Advances

Birch Radio

Los Angeles

KIIS Grows Again, Dominates Market; KLOS Widens Winning AOR Margin; Spanish Stations Down

	Winter '84	Spring '84
KIIS (CHR)	10.0	10.5
KABC (Talk)	6.8	7.3
KLOS (AOR)	5.0	5.7
KMET (AOR)	4.6	3.8
KALI (Span)	6.2	3.7
KNX (News)	4.2	3.7
KJLH (Blk)	2.3	3.6
KLVE (Span)	3.3	3.1
KKHR (CHR)	2.8	3.0
KROQ-FM (AOR)	4.2	3.0
KFWB (News)	3.1	2.7
KRTH (Gold)	2.6	2.6
KLAC (Ctry)	2.4	2.5
KBIG (Easy)	2.8	2.4
KJOI (Easy)	2.2	2.1
KFI (AC)	1.6	1.9
KMPC (Easy)	2.7	1.9
KOST (AC)	2.2	1.9
KHTZ (AC)	1.4	1.8
KIQQ (CHR)	2.9	1.8
KZLA-FM (Ctry)	7	1.8
KRLA (Gold)	2.0	1.7
KACE (Blk)	1.6	1.6
KMGG (AC)	1.6	1.6
KTNQ (Span)	2.9	1.6
KWKW (Span)	3.8	1.6
KNOB (Easy)	5	1.5
KDAY (Blk)	1.2	1.3
KFAC-FM (Clas)	1.1	1.3
KPRZ (BBnd)	1.1	1.2
KUTE (Urbn)	1.7	1.2

Birch Radio

Atlanta

WZGC Softer, Still Wins Title; WQXI-FM Tightens CHR Race; WKLS-FM Remains Runner-up; WRMM Leads FM A/C's

	Winter '84	Spring '84
WZGC (CHR)	13.7	13.0
WKLS-FM (AOR)	12.0	12.8
WQXI-FM (CHR)	9.2	12.7
WVEE (Urbn)	9.4	9.6
WKHX (Ctry)	8.5	8.1
WSB (AC)	6.8	5.8
WPCH (BM)	6.8	5.2
WRMM (AC)	4.3	5.1
WSB-FM (AC)	5.3	4.4
WAOK (Blk)	4.5	3.9
WIGO (Blk)	1.8	2.2
WPLO (Ctry)	2.6	2.1
WGST (News)	2.5	1.7
WCNN (News)	1.3	1.3
WJYF (BBnd)	1.3	1.2

Birch Radio

San Diego

KGB Flirts With Double Digits, Takes Top Spot; KJQY Loses Four, Now Second; KSDO-FM Adds Three, Cops Third Place

	Winter '84	Spring '84
KGB (AOR)	9.2	9.9
KJQY (BM)	13.1	9.3
KSDO-FM (CHR)	4.7	7.7
KFMB (AC)	4.2	7.0
XTRA-FM (AOR)	6.3	6.9
KSDO (N/T)	6.8	5.1
KFMB-FM (AC)	3.7	4.5
KFPQ (BBnd)	4.9	4.5
XHRM (Urbn)	6.8	4.0
KYXY (AC)	4.0	3.5
KBZT (AC)	2.9	3.3
KCBQ-FM (Ctry)	3.4	3.1
KLZZ (AC)	2.6	3.0
KFSD (Clas)	3.6	2.8
KSON-FM (Ctry)	2.9	2.6
XTRA (CHR)	4.0	2.4
KCBQ (Ctry)	.9	2.3
KSON (Ctry)	1.5	2.2
KIFM (AC)	2.5	1.6
KMLO (BBnd)	1.8	1.5
XHZ (AOR)	1.6	1.3
KNX (News)	1.2	1.1
KEZL (AC)	1.5	1.0
KLOS (AOR)	.8	1.0

Birch Radio

Baltimore

WBAL Down Two Shares, Retains First; WIYY Moves To Number Two; WPOC, WLIF Advance; WFBR Helped By Orioles

	Winter '84	Spring '84
WBAL (AC)	11.4	9.3
WIYY (AOR)	8.2	7.6
WPOC (Ctry)	6.5	6.9
WLIF (BM)	6.3	6.8
WBSB (CHR)	9.3	6.7
WXYV (Urbn)	8.1	6.0
WWIN-FM (Urbn)	4.2	5.1
WMAR (CHR)	4.0	4.8
WFBR (AC)	3.0	4.7
WCAO (Ctry)	3.9	4.1
WYST-FM (AC)	4.3	3.6
WWDC-FM (AOR)	2.5	3.4
WITH (BBnd)	2.7	2.2
WRQX (CHR)	1.5	1.9
WCBM (N/T)	4.0	1.8
WBBB (Blk)	2.3	1.4
WQSR (AC)	1.3	1.4
WRBS (Rel)	1.4	1.4
WWIN (Blk)	3.2	1.4
WHUR (Blk)	1.1	1.3

Birch Radio

Miami-Ft. Lauderdale

WHYI Tops 14, Widens Lead; WINZ-FM Stable In Second; WLYF, WQBA Slip; WNWS Gets Good News

	Winter '84	Spring '84
WHYI (CHR)	13.6	14.1
WINZ-FM (CHR)	9.4	9.5
WLYF (BM)	8.6	6.8
WNWS (News)	4.9	5.5
WQBA (Span)	8.9	5.5
WINZ (News)	5.0	4.5
WAXY (AC)	3.7	3.9
WSHE (AOR)	4.4	3.9
WRHC (Span)	4.6	3.4
WKQS (Ctry)	2.6	3.0
WQBA-FM (Span)	2.2	3.0
WCMQ-FM (Span)	2.0	2.9
WWJF (AC)	3.2	2.9
WCOA (AOR)	2.3	2.6
WIOD (N/T)	4.0	2.6
WEDR (Blk)	1.5	2.5
WLVE (AC)	2.6	2.4
WTMI (Clas)	3.4	1.7
WAIA (AC)	1.9	1.6
WQAM (Ctry)	1.5	1.5
WRBD (Blk)	.9	1.4
WSUA (Span)	1.1	1.4
WEZI (AC)	1.5	1.3
WLQY (BBnd)	.7	1.2
WOCN (Span)	.3	1.2

Birch Radio

St. Louis

KMOX Strong And Stable On Top; KSHE Rises To Second, Double Digits; KHTR Slips To Third

	Winter '84	Spring '84
KMOX (Talk)	20.7	20.1
KSHE (AOR)	8.9	10.0
KHTR (CHR)	9.0	8.3
KMJM (Urbn)	8.0	8.1
KWK (CHR)	8.5	7.3
KSD (AC)	6.1	5.9
WIL-FM (Ctry)	6.2	5.8
KEZK (BM)	5.2	5.4
KUSA (Ctry)	2.4	3.5
KYKY (AC)	3.3	3.5
WRTH (BBnd)	3.2	3.4
KXOK (Talk)	2.1	2.3
KADI (AC)	2.8	2.0
WZEN (Blk)	1.6	1.8
WIL (Ctry)	1.5	1.4
KATZ (Blk)	1.5	1.2
KGLD (Gold)	1.0	1.1
WESL (Blk)	-	1.0

Birch Radio

Minneapolis-St. Paul

WCCO Drops Five, Still Far Ahead; KSTP-FM, WLOL Slip Into Second-Place Tie; KDWB-FM Moves Up; KQRS-FM Healthier; KTCZ Making Waves

	Winter '84	Spring '84
WCCO (AC)	21.0	16.2
KSTP-FM (AC)	11.8	10.7
WLOL (CHR)	11.1	10.7
KDWB-FM (CHR)	7.6	9.4
KEEY (Ctry)	6.7	7.7
KQRS-FM (AOR)	5.8	7.4
WLTE (AC)	5.2	4.8
WDGY (Ctry)	3.3	4.8
WAYL (BM)	6.5	4.2
KTCZ (AOR)	1.0	3.4
KJJO (Gold)	3.5	3.3
KSTP (Talk)	3.9	3.3
KGBB (AC)	1.4	1.1

Birch Radio

Pittsburgh

KDKA Slips, Still Sets Pace; WBZZ, WDVE Cross Double-Digit Threshold; WWSW Ties WHYW For FM A/C Crown

	Winter '84	Spring '84
KDKA (AC)	18.3	17.7
WBZZ (CHR)	9.8	10.1
WDVE (AOR)	8.9	10.1
WAMO-FM (Urbn)	6.7	6.4
WHYX (CHR)	5.8	5.7
WSHH (BM)	4.7	4.2
WHYW (AC)	6.3	4.0
WWSW (AC)	2.9	4.0
KQV (News)	2.6	3.2
WYDD (AOR)	2.1	3.2
WTAE (AC)	4.5	3.0
WDSY (Ctry)	3.2	2.9
WPNT (Blk)	5.3	2.9
WTKN (Talk)	2.6	2.9
WJAS (BBnd)	4.4	2.8
WEEP (Ctry)	1.7	1.7

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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ON THE WESTWOOD ONE RADIO NETWORK

STAR TRAK PROFILES

BARRY MANILOW



The weekend of September 16th, Westwood One proudly presents **STAR TRAK PROFILES: BARRY MANILOW**, an exclusive two-hour special spotlighting the pop superstar's life and career. Barry talks about his award-winning performances onstage, on Broadway, on television and on record, as well as love, life, fame, fans and his latest album, **2:00 A.M.—PARADISE CAFE**. Treat your listeners to an intimate visit with the master of musical romance—contact your Westwood One representative at (213) 204-5000 and lock up exclusivity now.

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

NETWORKS PROGRAM SUPPLIERS



REED BUNZEL

COMEDY ON RADIO

The Network Laugh Track

As Steve Martin says, "comedy is not pretty." Maybe not. But since you can't see anything on radio anyway, what does it matter? Seriously folks, radio and comedy have been together ever since Guglielmo Marconi transmitted "Radio Ga-Ga" in his first wireless broadcast all those many years ago. From Fibber McGee and Molly's cacophonous closet to Jack Benny's piercing barbs to the offbeat creativity of the "National Lampoon Radio Hour," radio has been a medium of imagination, inventiveness, and humor.

This week's column takes a look at a few of the old standards, as well as some contemporary features, produced and distributed by radio networks and syndicators. Included in this discussion are features available through Clayton Webster Corporation, American Comedy Network, Chicago Radio Syndicate, and Progressive Radio Network.

Clayton Webster: "Jack Carney Comedy Show"



Jack Carney

The "Jack Carney Comedy Show," produced by Clayton Webster in St. Louis, is a two-hour feature which each week focuses on a central topic or theme. Hosted by KMOX/St. Louis morning personality Jack Carney, the show draws from a wide range of routines and topical bits from classic and contemporary artists. A program dealing with baseball, for example, might draw on the famous Abbott & Costello "Who's On First" routine, move on to several cuts from Bill Cosby or Rich Little, then highlight something from Stiller & Meara or Burns & Allen.

The show is offered on a straight barter basis, with six national and six local avails each hour, set up for quarter-hour maintenance. The program contains a news window at the top of each hour and is designed so it can be easily split into hour segments if the station should wish to run one on Saturday and one on Sunday. While some stations do segment the program, most stations realize the greatest results by running the show intact in a regularly-scheduled time slot.

Stations carrying "The Comedy Show" are primarily news-oriented or nostalgia stations, according to VP/Operations Jay Goldman. "We just conducted some research among our 300+ stations going with Jack Carney, and found that nearly 70 percent of them are News/Talk/Sports stations," he says.

American Comedy Network

The American Comedy Network took root in June 1983, when Katz Broadcasting decided it needed a team of creative writers and producers to develop comedy material for the Katz stations. ACN GM Andrew Goodman notes, "There was a great need for comedy material on the market for two reasons. There were a lot of stations jumping into the CHR niche, and they needed something to distinguish themselves from the competition. At the same time there were a lot of people leaving AOR, and those stations felt they needed something different to bring people back.

"The original idea was that we would gather together this bunch of crazies in one central place to create humorous material for all of the Katz Broadcasting stations," Goodman continues. "Then, after maybe a year of getting our act together, we would see if we could create a service to market these things to other stations around the country."

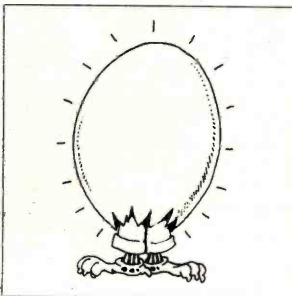


Attempting to give voice lessons to Mr. Potatohead at the American Comedy Network are (l-r) ACN's Andrew Goodman, David Lawrence, Mechele George, Dale Reeves, and Bob James.

ACN's plans were cut short, however, when one of the weekly bits produced by the company garnered national attention. Goodman explains, "What happened was that after about six months, one of our song parodies — 'Breaking Up Is Hard On You' — became a hit novelty single. Radio stations started playing it, we direct-mailed it ourselves as a disc, then Critique Records picked it up. The result was that the word got out about six months ahead of schedule."

In December 1983 ACN began to create a national feature service, which produces and supplies comedy material on a weekly basis. The content of this material varies from week to week, including (but not limited to) fake commercials, song parodies, drop-ins, and political satires. In addition, the company is currently distributing an hour-long parody program, "Not The American Top 40," as part of a free-of-charge, "no-obligation" introductory offer.

Chicago Radio Syndicate: "Chickenman"



"Sometimes, to my own amazement, it's hard to believe that 'Chickenman' continues to run as frequently as it does," says Sandy Orkin, President of Chicago Radio Syndicate. "I think part of the key to its overall success is that it's an overall station promotion. We might have 200 or 300 radio stations a year carrying the program, and they continue to have success with it like they did in the early days."

Hardly a radio listener or programmer alive hasn't heard the zany antics of this perennial and ubiquitous comedy superhero. The show originated in the early '60s when WCFL/Chicago Production Director Dick Orkin created the paltry, poultry crime smasher. The short feature soon went into syndication and, following a brief respite in the early '70s, came back to a new and uninitiated audience.

"Chickenman" varies in length from 2 to 2-1/2 minutes, and includes customized

opens and closes which permit :30 or :60 spots within the show or directly adjacent to it. There is no restriction on the frequency of broadcast, but Orkin recommends a minimum play of three times per day. "It always seems to work best when stations use it as a full promotion," he elaborates. "The stations that run it once a day don't have the success that those which run it three or four times a day do, getting their sponsors involved." A total of 338 individual episodes are available, including 13 weeks of new vignettes entitled "Chickenman Returns For The Last Time Again."

Progressive Radio Network: "Laugh Machine"



"Laugh Machine" is a 90-second comedy short produced by Progressive Radio Network in New York, featuring the classic routines and rare bits of some of comedy's star performers. Account Executive Tony Garcia says, "I like to think of this show as the Top 40 of comedy. 'Laugh Machine' highlights some of the best-known comic headlines and their funniest bits — condensed and cleaned up for radio airplay. It's really a tool to make comedy more accessible to programmers who want to put comedy on the air and for listeners who want to hear it. Most radio stations don't have a very good comedy library, and there is a problem editing the material down."

The program draws from a standard list of stand-up comics and comedy personalities, such as George Carlin, Rodney Dangerfield, Steve Martin, and Joan Rivers. Stations which carry "Laugh Machine" are mostly mainstream contemporary, split between AOR, CHR, and A/C. PRN provides ten programs each week on a market exclusive, cash or barter basis, and they can be run as often as they like.

Send Chocolate, Please

Obviously, these programs represent just the tip of the comedy iceberg. Dozens of other programs — old and new, classic and contemporary — are available for airplay, but are too numerous to mention in this particular column. However, for future consideration, I would be interested in hearing from those readers who are also in the business of being funny ... on a network basis, of course.

Send your demos, please.

Network Spots

United Stations is currently reading a three-hour radio special, "The Award Winners," for a national Labor Day broadcast later this month. The show is part of the company's "Country Six Pack" holiday series, and is hosted by Lori Pinkerton ... United Press International has opened a news bureau in Juneau, Alaska, and has appointed Robb Fulcher as its manager ... Draper & Hampton has custom-designed a music special for national sponsorship by Warner Bros. Pictures timed to coincide with the release today (8-17) of the Clint Eastwood picture "Tightrope." The special is a two-hour salute to the Cars, John Cougar Mellencamp, and Billy Idol, and is titled, "Rock Stars '84: Takin' It To The Top" ... Westwood One Radio Network has set the weekend of September 16 as the airdate for "Star Trak Profiles Barry

Manilow," an exclusive two-hour music and interview special chronicling the artist's life and career ... In honor of the 20th anniversary of the Beatles' first American tour, Radio International is this month premiering previously unreleased interviews taped as the Fab Four trekked across the U.S. and Canada in 1964 ... DIR's "The Inside Track," a 90-minute monthly interview program hosted by Lisa Robinson, has added "Music News," a new feature, to the program ... Don Hodes & Associates has developed a sponsored radio trivia format called "Tag Team Trivia," which is now available for radio syndication. The feature, which is designed primarily for MOR and Talk stations, was developed for local sponsorship on an exclusive basis ...

Radio's premiere comedy network has just produced its first one-hour show.



The American Comedy Network proudly presents, "Not the American Top 40", a one-hour comedy special which parodies the best known countdown show in radio today. This extraordinary program is available free and on a market exclusive basis for Labor Day Weekend, but only if your market is still open. So call us today at (203) 384-9443 and reserve this show immediately. "Not the American Top 40" is our special gift to you because we want you to see for yourself just how great ACN will sound on your radio station!

ACN

The American Comedy Network

The new way to win in the morning.

R&R MUSIC CALENDAR

NEWS & INFORMATION FEATURES

AUGUST 20-27

The Weekend	
AUGUST 25-26	
American Christian Countdown Twila Paris	(SP)
American Gospel Rock Countdown Michelle Miller	(SP)
The Countdown Alicia Myers	(WO)
Countdown America w/ John Leader Jermamo Jackson	(RKO)
Dick Clark's Rock, Roll, & Remember The Animals	(US)
Don & Daenna On Bleecker Street Ray Stevens	(CB)
Dr. Demento Radio Songs	(WO)
Gary Owens' Supertracks Del Shannon/The Association	(CRN)
The Great Sounds Keely Smith	(US)
Hot Rocks John Cougar Mellencamp	(US)
Lee Arnold On A Country Road Don Williams/Ronnie Milsap/Lee Greenwood/ Barbara Mandrell/Alabama	(MBS)
Metalshop Kiss	(MJJ)
Music & Memories Little Anthony/Little Richard	(SBS)
Rare & Scratchy Rock & Roll Young Rascals	(PIA)
Rick Dees' Weekly Top 40 Sergio Mendes	(US)
Rock Chronicles More Auditions	(WO)
Silver Eagle David Fritzzel/Shelley West	(ABCE)
Solid Gold Country Charley Pride	(US)
Source Concert Twisted Sister	(SOU)
Superstars Rock Concert Loverboy	(WO)
Top 30 USA Rignobus Brothers	(CBSR)
Weekly Country Music Countdown Sylvia	(US)

The Week Of	
AUGUST 27-31	
BBC Rock Hour Hitline London (8/27-31)	(LW)
British Invasion A Retrospective: 1964-1970	(NSBA)
Country Closeup Statter Brothers (8/27-31)	(NP)
Earth News British Invasion 20th Anniversary w/Beatles/ Brian Epstein/George Martin/ Rolling Stones/Animals/Kinks/Mantred Mann (8/27-31)	(WO)
Guest DJ Cheech & Chong	(PFM)
Innerview Roger Taylor (8/27-31)	(IN)
Live From Gilley's Mickey Gilley (8/27-31)	(WO)
Music Makers Robert Gould (8/27-31)	(NP)
Off The Record Quest Roll/Scandal/Ratt (8/27-31)	(WO)
Off The Record Specials Rush (8/27-31)	(WO)
Pop Concert Christopher Cross (8/27-31)	(WO)
Special Edition Dennis Edwards	(WO)

Saturday	
AUGUST 25	
Coast To Coast Top 20 Prince	(AMS)
Country Calendar Sylvia	(CW)
Solid Gold Saturday Night Every Brothers	(RKO)
Sunday	
AUGUST 26	
Country Calendar Tom T. Hall	(CW)
Music Of The City Crossover Artists	(SI)
Radioscope Janet Jackson/LaToya Jackson	(LBP)
Rolling Stones' Continuous History Of Rock And Roll School Days w/ Police/Steely Dan/Pink Floyd	(ABCR)
Monday	
AUGUST 27	
Behind The Music Cars	(RKO2)
Checkin' In Ed Bruce	(RKO2)
Country Calendar Michael Murphy	(CW)
Private Session Jermamo Jackson	(RKO1)
Rare Trax Joe Cocker	(CW)
Retro Rock Woodstock Pt. II	(CW)
Rockline Cars	(GSN)
Rock Over London Alison Moyet	(RI)
Sound Check Lindsey Buckingham	(RKO)
Tuesday	
AUGUST 28	
Behind The Music Lionel Richie	(RKO2)
Checkin' In Gail Davies	(RKO2)
Country Calendar Earl Thomas Conroy	(CW)
Private Session Laura Brannigan	(RKO1)
Rare Trax Paul McCartney & Wings	(CW)
Sound Check Twisted Sister	(RKO)
Wednesday	
AUGUST 29	
Behind The Music Christopher Cross	(RKO2)
Checkin' In Bat Medley	(RKO2)
Country Calendar Crystal Gayle	(CW)
Private Session Porter Sisters	(RKO1)
Rare Trax Molly Hatchet	(CW)
Sound Check Jacksons	(RKO)

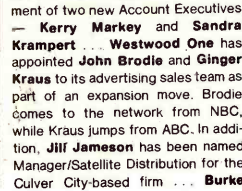
Thursday	
AUGUST 30	
Behind The Music Culture Club	(RKO2)
Checkin' In Sylvia	(RKO2)
Country Calendar Gail Davies	(CW)
Hitville USA Music Of Motown	(LW)
Private Session Go-Go's	(RKO1)
Rare Trax Elvis Costello	(CW)
Sound Check The Fox	(RKO)
Friday	
AUGUST 31	
Behind The Music Chicago	(RKO2)
Checkin' In T.G. Sheppard	(RKO2)
Country Calendar Don Williams	(CW)
Private Session Rick James	(RKO1)
Rare Trax Fried-Day w/ Napoleon XIV	(CW)
Sound Check Donna Summer	(RKO)

NETWORK PROMOS

Catching up on a little movement on the network scene: **Deborah McLaughlin** is the new Director/Affiliate Relations for **NBC Radio Network** and **Talknet**. She comes to the network from **KDKA/Pittsburgh** ... **Susan Love** comes to **ABC Youth Radio Networks** as an Account Executive, moving from **Eastman Radio**



John Brodie is the new Director/Sales for **Washington Broadcast News**, moving up from the post of Account Executive in the Sales Department ... **Michael Geisler** has joined **MJL Broadcasting** from **United Stations**, and will manage the company's new radio production facility and engineer its syndicated programs ... **Associated Press** has ap-



Suzanne Sack has been promoted to Director/Marketing and Promotion for the **CBS Radio Network**, while **Ann Langtry** has been appointed Manager of that department ... **Gordon Peil** has joined the **Mutual Radio Network** as Midwest Regional Manager, coming to the network from **WRC/Washington**. Mutual has also announced the appointment of two new Account Executives — **Kerry Markey** and **Sandra Krampert** ... **Westwood One** has appointed **John Brodie** and **Ginger Kraus** to its advertising sales team as part of an expansion move. Brodie comes to the network from **NBC**, while Kraus jumps from **ABC**. In addition, **Jill Jameson** has been named Manager/Satellite Distribution for the Culver City-based firm ... **Burke**

General Information	
Brad Messer's Daybook (WO) Whale Sails Ship/Beat Pistol Shot (8/20) War-Zone Kids/Colonel Women (8/21) 1st Air Bomba/Walpaper (8/22) Longest Belt/Sacco-Vanzetti (8/23) Farm Workers/Great Moon Hoax (8/24)	
Computer Program (PRN) Computer whizzes/computer addiction/ phobias/billing errors/computer clubs (8/20-24)	
Larry King Show (MBS) Live From The Republican Convention (8/20-23) Live From KAMM/Dallas (8/24)	
Minding Your Business (NP) Electronic Advisors/Stock Market Computer (8/20) Electronic Advisors/Lost Credit Cards (8/21) PPO Health Programs/Made-To-Order Mensons (8/22) PPO Health Programs/National Video Recording (8/23) Talking Computer/Genetic Screenings (8/24)	
Something You Should Know (SBS) Pests & Success (8/20) Car Care (8/21-22) Falling In Love (8/23) Children & TV (8/24)	
Sound Advice (PRN) Tape recorders/real-to-real/cassette decks/ "L" cassette decks/noise reduction (8/20-24)	
Waldenbooks Report (WO) Edwin Black's "The Transfer Agreement"/ Wills McNelly's "The Dune Encyclopedia"/ John Updike's "The Witches Of Eastwick" (8/20-24)	

News/Talk/Sports	
News Blimp (PRN) Executive chairmans/violent movie fallout/ office Olympics/fashion psychology/ houseplant diagnostics (8/20-24)	
Newsline (NBC) Year Of The Ocean (8/20-24)	
Newsline Extra (NBC) Schoolroom '84 (8/20-24)	
Sporting News Report (CW) Dick Williams/Bill Virdon/Derral Thomas (8/20-24)	

Comedy	
Daily Feed (DCA) Post-Dates Blues/Dental Hi-Tech/ Slowing The Summer/Campaign Faise Starts/Fernno's Blues (8/20-24)	
Jack Carney's Comedy Show (CW) Telephones (8/20-24)	
Laugh Machine (PRN) George Carlin/Henry Youngman/Allen Sherman/ Eddie Murphy/Gary Owens (8/20-24)	

Entertainment	
Assignment Hollywood (MBS) Steve Guttenberg (8/20) Lans Wood (8/21) Tony Danza (8/22) Pamela Bellwood (8/23) Pat Morita (8/24)	
Rock Notes w/ Pat St. John (ABCR) Robert Plant/Honey Dropers (8/20) Max Weinberg (8/21-24)	
Rock Report (SOU) John Liden/John Waite/Dennis DeYoung	
Screen Scenes (SOU) Women In Red (8/20) Cook & Dagger (8/21) Backaroo Banzi (8/22-23) Weekend Hits & Misses (8/24)	

Lifestyle	
Beat The System (RKO1) Home warranties (8/21) Small Claims Court (8/23)	
Coping With (SOU) Positive Side Of Depression (8/21) Identifying Poisonous Plants (8/22) Treating Poisonous Plant Infections (8/23) Meditation & Stress (8/24)	
Lifelines w/ Bill Fantini (ABCR) Fran Pelzman & Martha Thomas's "Cute Guys" (8/21-24)	
Mind Games (RKO1) Ugly Rooms (8/20) Staying Motivated (8/21) Pre-natal Learning (8/22) Predicting Elections (8/23) Never-Ending Battle (8/24)	
Playboy Advisor (WO) Expectations of divorcee/he wants job before wedding/loving sports nuts/erotic dreams/ he wants her to sleep with his friends/ chronic cheater/he regrets his choice/ turning & cramps (8/20-24)	
Species & Places (WO) Joy Of Laughter (8/20-24)	

Walsh is the new Director/Sales for **Washington Broadcast News**, moving up from the post of Account Executive in the Sales Department ... **Michael Geisler** has joined **MJL Broadcasting** from **United Stations**, and will manage the company's new radio production facility and engineer its syndicated programs ... **Associated Press** has ap-



Mark Frawley and **Drea Besch** pointed **Mark Frawley** as its Broadcast Executive for the network's Maryland, Virginia, West Virginia and Washington, DC territory. AP has also added **Tim Sargeant**, **Ted Hampson**, and **Dan Murphy** to its staff in Washington ... **PG Productions** has named **Drea Besch** its new Director of Production, joining the company from **ABC Talkradio**.

ABCD = ABC Direction Net
ABCE = ABC Entertainment Net
ABCR = ABC Rock Net
ABCY = ABC Youth Nets
AMS = American Media Services
AP = Associated Press
ASR = All Star Radio
CB = Continuum Broadcasting
CBS = CBS Radio
CSBR = CBS Radio/Radio
CRM = Creative Radio Inc
CW = Clayton Williams
DCA = DC Audio
DIR = DIR Broadcasting
GSN = Global satellite net
IN = Innerview
IS = IS INC
LBP = Live Balley Prod.
LW = London Westwing
MBS = Mutual Broadcasting
MJL = MJL Broadcasting
NBC = NBC Radio
NP = Newark Productions
NSBA = NSBA Productions
PFM = PFM Inc.
PG = PG Prod.
PIA = Radio International Aff.
RI = Radio International
RKO = RKO Radio Net
RKO1 = RKO One
RKO2 = RKO Two
SBS = Strand Broadcast
SI = Syndicate II
SOU = NBC The Source
SP = The Spirit Productions
US = The United States
WO = Westwood One

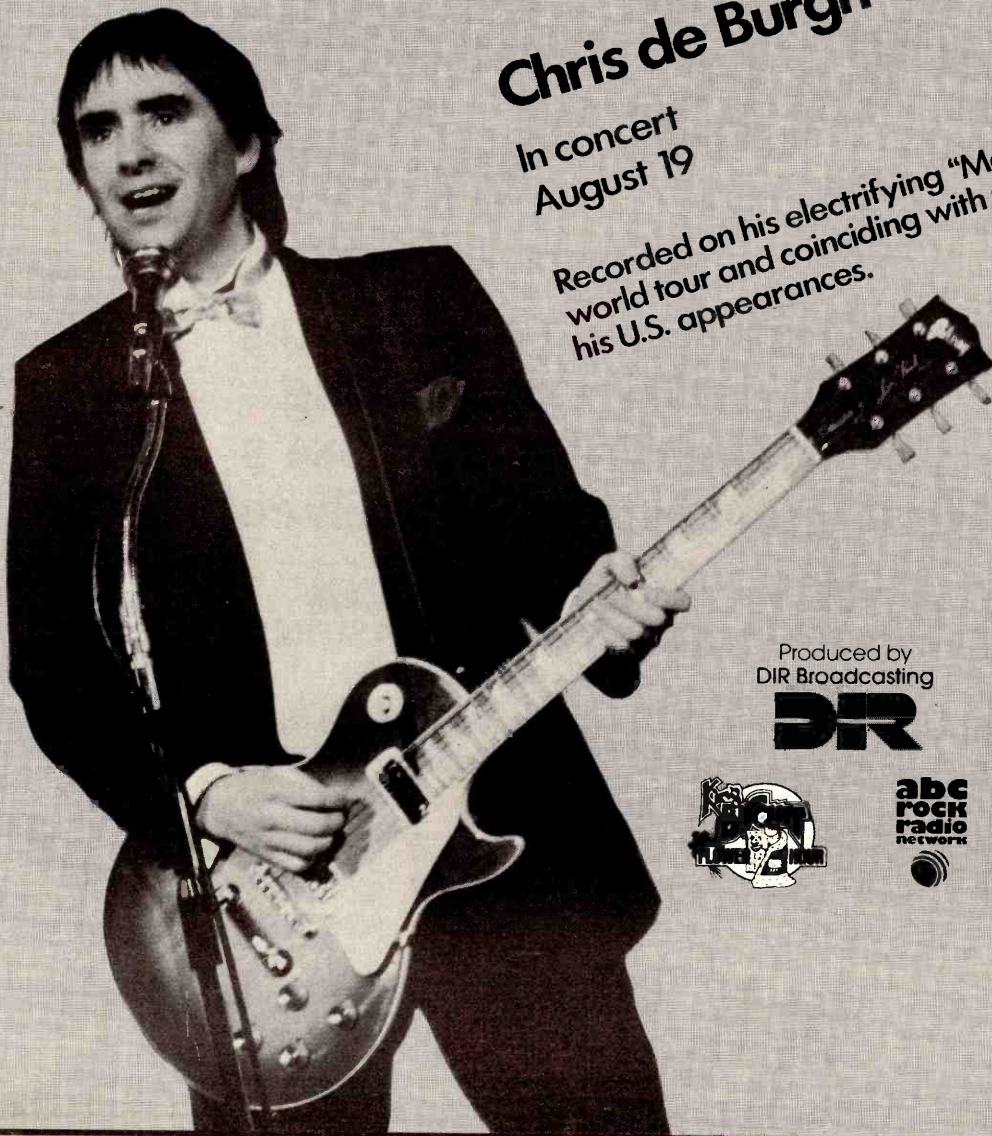
PROGRAM SUPPLIERS KEY

THE KING BISCUIT FLOWER HOUR

Chris de Burgh

In concert
August 19

Recorded on his electrifying "Man on the Line"
world tour and coinciding with the kick-off of
his U.S. appearances.



Produced by
DIR Broadcasting

DIR





NSBA



And The
British Invasion

Would Like To Thank

NEXUS
T.M.

NATURE AND EARTH UNITED WITH SCIENCE

And

BRISTOL-
MYERS
COMPANY

**And Our Over 300 Affiliates
Nationwide For Making
The British Invasion 1984's
Most Successful Radio Event!**

**YOU HAVE ONE MORE WEEK
TO JOIN THE BRITISH INVASION**

**The British Invasion is available now on the barter basis to
all markets between August 23 and September 3 (Labor Day)**



CALL COLLECT (213)306-8009

NSBA Productions
400 Sunridge Street
Playa del Rey, CA 90291



Management

PROMOTION FOR AUDIENCE

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

A decade ago it wasn't even a cash item on most stations' balance sheets. Today, many stations spend \$400-\$500,000 cash for audience promotion plus a basketful of trade.

At the rate it is growing audience promotion will be among the five largest cash expense items.

And probably less is known about the net effectiveness of these dollars than is known about almost any other P&L item.

Radio stations I know that are extremely impatient with advertisers who say, "I don't know what my current TV ads are doing for me but I feel they are doing me some good" ... recognize yourself?

Massive TV campaigns for stations originate in a variety of insanely unscientific ways:

(a) Another station in another market is doing it.

(b) A syndicator or rep recommends it.

(c) The station's agency, using one of the oldest sales techniques in the world, does three storyboards and persuades the manager to choose among them.

(4) It can be traded. It is seat-of-the-pants all the way. The very things most radio stations ridicule in retail campaigns — no media evaluation, no copy testing, no research of any type — are the hallmark of nine out of ten radio audience promotion campaigns.

And this applies regardless of the media used — taxi tops, bus sides, bus backs, city magazines, outdoor, T-shirts, bus benches, sky writing, newspapers.

The SMDM cannot afford the luxury of this kind of waste.

For him, I make these suggestions:

Logos: There is no known penalty if your station logo is readable. Flip through magazines or watch TV and see if any of the people who know something about turning the consumer on have illegible logos like many stations.

Product Name: Try to find consumer products with more than one name (excepting those that are abbreviations of the product's genuine moniker, e.g. Coke for Coca-Cola, Bud for Budweiser. If you have decided that you are going to be Love 69, then hide KWOG permanently except for those few seconds when you identify.

Go to school: There's tons of information about television and outdoor, your two favorite media. Start with a course that will be given by the media themselves. Their salesman can take you through the "third grade." Get their association to take you to "high school," particularly the outdoor association can and will help a customer.

House agency? I guess I have chartered a dozen house agencies for stations in the past ten years. It's an intelligent move. But only if you are capable of really doing the creative yourself or buying it from a boutique.

You can buy the gross ratings points from a TV station as skillfully as most media buyers, and negotiate the deal as well. But the creative...

Promote for the book? I imagine there are many SMDMs who have attempted to correlate the results of massive pre-book and in-book promotion campaigns with the ultimate ratings. I have made a modest attempt at it over many years and have concluded that ads started right before the diaries are distributed and continued throughout the book don't affect the results materially.

But for the tens of millions of dollars spent on television, outdoor, bus backs, and etc. timed painstakingly to coincide with the diary mailing date, there ought to be some hard facts.

The copy: There seems to be a conviction among radio's management that there is a

separate crevice in Americans' brains where station promotion copy is received and stored. And it's nothing like the crevices reserved for department store and deodorant, fast food and beer advertising.

Most radio station copy violates every known rule of successful advertising/promotion campaigns of package goods and retailers. Some examples:

There is no sustained theme. We don't advertise "items." What does the station play? Who are the personalities?

Some of it is just the logo. How many Sanka or Sears ads or Coke ads are just the logo?

The SMDM will ponder something like Harry McMahan's 100 best TV commercials of the year and see what makes great TV commercials. Or study the high-readership 24-sheets or painted bulletins and draw out what color, design, and copy elements make them so successful.

This is the promotion manager's job? No way. You make the decisions. You should bring some skills to the process.

Buying audience: I am going to talk very briefly about the practice of paying someone in your audience \$100,000 or giving them a Mercedes 450 or \$10,000 a year for 20 years.

Or, more modestly, \$102 for knowing the secret word. Or \$5 for the answer to a trivia question.

Some observations: (1) I'm a pragmatist. Mostly money/big prize incentives seem to work.

(2) They work better — regardless of the amount of money or value of the prize — if they are sustained over a long period. One of those stations that has maintained a 25% share in every ARB for 15 years probably awards a thousand or more prizes annually, none worth more than \$25.

(3) Audience buying is useless if your product is not right. Pay people to sample a poor product and it's doubly costly; they never

come back no matter what the bribe is.

(4) The money you are giving away is a product like your music and news. It does not promote itself. It has to be given exposure in media other than your station.

Having unloaded those platitudes I will depart this subject with one final observation:

The SMDM will get much more from his six-figure audience promotion budget because he will spend the additional time and money to probe for the answers to the enigmas of audience promotion.

"Audience promotion will be among the five largest cash expense items."

But there's another book on the dozens of other areas that impinge on ROI. (Fear not, I won't write it.)

I will mention some of them in a paragraph or two:

The Computer: No business has less sophisticated computers than radio. Some computers aren't worth a damn in any area than traffic. Most programs don't even interface with other programs in the same station.

Computers are a major tool in managing other businesses. They will be for radio. The SMDM will have programs written for better management. He will go to a computer school. And he will have sooner than other managers a VDT on his desk that will give him an instantaneous look at his station or group of stations. If an airline reservationist can have one, why can't the SMDM?

AM/FM — two stations or one? Unless one of the stations is a cripple, they should be two stations with separate sales forces, separate programming.

The SMDM will be over both, perhaps. Or maybe over only one. But he will be conscious that in the real world, competition among brands and/or retailers owned by the same company produces more sales and profit dollars than merging them into one entity. Study how P&G sells its competitive detergents, General Foods its competitive coffees — therein lies the blueprint:

Major Sales Calls: There are perhaps 50 major retail accounts in every city that require the dedication of the SMDM if they are ever going to be sold. I wrote passionately about this in "If You're #4..." so I won't belabor it again.

The SMDM will realize that this can't be delegated, and if the publishers of newspapers grossing \$100 million in advertising can do it, the SMDM must make the call.

Word Processor: This \$12,000 piece of office equipment is essential to 1980s radio station management. The SMDM will understand better than anyone that (a) the station must have it (b) all departments can use it but sales can get the money back in a few months.

Recruiting: The SMDM will be the constant recruiter. How many sales managers and program directors have been hired, fired, or have left voluntarily on the stations in your town in the past two years?

The day of reckoning will come for you. The sales manager that you are not really satisfied with will leave to become a GM. There is a people drought in radio that will continue at least through this decade. Be ready with the resumes when you have to move; hesitation can cost six figures.

National Reps: There are no more than four AAAA+ national reps. After that... National rep want stations with numbers and it's possible that ten stations will have numbers in most markets of any size in this decade.

But still the SMDM will consider taking regional markets away from the rep or at least part of the market — the part that is (1) retail (2) requires calls on the advertiser. This is an ROI decision and stations that think in those terms have already taken back at least one such market apiece.

In a decade when stations will be sold often for \$20 to \$30 million, the demands on management for sales and profits that will at least equal the return on the \$20 to \$30 million from less risky investment will increase.

These stations will require the Six Million Dollar Managers.

He will be paid more than \$150,000, possibly more than \$200,000 (1981 dollars).

As of mid-1981 the ranks of the SMDM are rather sparse. Unless several hundred are developed quickly — the next five years — there will be some disappointed investors because the SMDM will make the difference — often a million dollars a year bottom line difference — in the 1980s.

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

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NEW CALLS KSGO

KYXI Shifts To Gold Format

News/Big Band outlet KYXI/Portland will convert to a fulltime locally-programmed "Golden Oldies" format beginning September 1, adopting new calls KSGO. The station, which offered news in mornings and big band music during the rest of the day, has ended its affiliations with Satellite Music Network (for "Stardust" music), Mutual (Larry King), and CBS (network news). In addition, approximately eight news staffers were let go.

Explaining the reasons for the change, PD Michael Johnson explained, "When we rolled in the Big Band format about six months ago, cross-town KYTE brought in 'Music Of Your Life.' Since that older audience is already tenuous from a sales viewpoint, to have two stations splitting those demographics just seemed to be ludicrous.

"A more important business reason why Oldies was selected was that we've never been able to combo our radio buys before with our AOR FM sister station KGON. When KYXI was all-News, its listeners were 35+, while KGON was 35-minus. Programming Big Band made it just that much worse. This change provides the

chance to put our ratings together for a stronger selling position." Describing the new direction, Johnson added, "Our focus is on the mid-'60s, with lots of Beach Boys, Supremes, British Invasion, etc. We'll go back to the '50s, but only for certain artists, such as Buddy Holly, Elvis Presley, and the Everly Bros. Essentially, nothing will be more recent than 1973. The format will emphasize music - no news, or features, and very little announcing."

Selcom Ups Rainey, Forrer



Jim Forrer Andy Rainey

In twin promotions within Selcom Radio, VPs Andy Rainey and Jim Forrer have been advanced to Sr. VP/Marketing and Sr. VP/Midwest Division, respectively.

Selcom Radio President Barbara Crooks observed, "Both Andy and Jim have made tremendous contributions to the company in many ways. These well-deserved promotions recognize their outstanding efforts."

Rainey joined Selcom's Marketing Division in 1976, and was elevated to VP/Research & Marketing the following year. She said, "Selcom is really experiencing a good growth period, and I'm happy to be part of it."

Forrer, who was unavailable for comment, has managed Selcom's Detroit office for the past seven years. In his new capacity, he will also oversee the company's Chicago, Minneapolis, and St. Louis offices on station relations and solicitations.

Chong Advances To OM At KGU

After two years as a broadcast technician at Talk-formatted KGU/Honolulu, Chester Chong has stepped up to Operations Manager. The promotion follows on the heels of Dan van Eeno's recent appointment as PD.

VP/GM Mark Hurd said, "KGU is pleased to promote from within, as Chester has proved himself capable of more involved supervisory tasks."

Prior to KGU, Chong spent 18 months as a staffer at cross-town KSSK. "I feel very flattered and proud working for KGU," he said. "Talk radio is somewhat of a new format in Hawaii, and eventually we'll make it to the top. This promotion means a lot to me."

Transactions

Continued from Page 3

with 100kw at 92.9 mHz; **WYMU/Knoxville**, an A/C station with 100kw at 102.1 mHz; and **WSEV/Sevierville, TN**, a Country-formatted 1kw daytimer at 93.0 kHz.

Sillerman-Morrow owns **WALL & WKGL**/Mid-dletown, NY; **WRAN/Dover, NJ**; **WJJB/Poughkeepsie, NY**; **WHMP-AM & FM** Northampton, MA; **WOGB & WRZE**/West Yarmouth, MA; and a controlling interest in **WATL-TV/Atlanta**.

WAYY & WAXX Sold To Central Communications

Central Communications, Inc. has announced it has purchased **WAYY & WAXX**/Eau Claire, WI, along with local outlets **Page Call, Inc.**, **Muzak Of Eau Claire**, and **ZSound Engineering Services**. The combined purchase price was \$4 million.

Daytimer **WAYY** operates with 5 kw on 1150 kHz, while **WAXX** broadcasts with 100 kw on 104.5 mHz at 1830 feet.

This transaction was the result of the recently-consummated **Gillette Group-Post Corporation** merger. As part of that larger deal, in which Gillette acquired an Eau Claire TV station, it

became necessary for the firm to sell the Eau Claire radio properties.

WAYY & WAXX represent the first broadcast acquisitions for Central Communications. No broker was involved in the sale.

Katabian

Continued from Page 3

handled the last few months of the station's A/C programming and is a market veteran from **WWDE** and **WNOR**, commented, "The numbers just weren't what they should have been, so we looked around for a new approach, and found the void in the market with the help of Gary Burns. While we've not cemented our promotional plans, I think we're going to have a wider appeal than **WNVZ**."

Consultant Burns told R&R, "The market was over-A/C'd, and the only CHR was **Mike Joseph's** Hot Hits station, **WNVZ**, which is running a very limited playlist. I firmly believe the market can support more CHR points than are being generated by the format because Hot Hits is very limited in its appeal and music. I expect real good things quickly from **Y97**."

RKO

Continued from Page 1

of a recurrence of some of the questioned business practices.

Tom Burchill, who left RKO earlier this year, was President of the network during the period in which these practices occurred. He said Tuesday (8-14) that he was not aware during his tenure of practices "under which spots were not run," explaining that "the RKO Networks operated in accordance with RKO General policies." He cited two problems over which he had no control: documented and ongoing poor clearances of inventory on RKO-owned stations, and a resistance by the corporation to fulfill requests for organizational expansion to keep pace with network growth.

He stated, "It is interesting to note that in (its) statement to the FCC, RKO has detailed the adoption of certain operational changes and improvements, some of which I requested but for which I never got approval."

Both Burchill and Harris attribute much of RKO's concern over the billing situation to its ongoing FCC hearings to determine its qualifications as a broadcast licensee. He concluded, "If it weren't for the FCC situation, I don't think this would have ever attracted the notoriety that it did. RKO was clearly the victim of circumstances, as was I - and several others. We were victims of our own very rapid growth and some systemic problems. I only know a portion of what was going on during that time."

The report filed with the FCC this week indicated that staff members of the Enforcement Division of the Securities Exchange Commission have requested a meeting with Gen-Corp's counsel, and an Internal Revenue Service representative has also contacted the network. Still, in identifying and remedying the problem, RKO is hopeful that it is drawing to a close. RKO General VP/Corporate Communications Steve Ellis told R&R, "The situation is pretty much over at this point. Things may develop in the future, but we don't anticipate that happening right now."

15 NEWS/TALK STAFFERS EXIT

WAYS Becomes WROQ; AM & FM Go CHR

WAYS/Charlotte has discontinued its News/Talk format for traditional CHR, adopting new call letters **WROQ**. **WROQ** will simulcast during drivetimes with its FM sister station (now **WROQ-FM**), which is shifting from AOR

under the consultancy of **Randy Kabrich**. As a result of the **WAYS** changes, 15 news staffers were let go.

Owner/President **Sis Kaplan** stated frankly, "Other research indicated gains for **WAYS**, but the name of the game is Arbitron, and unfortunately their numbers for the AM did not happen. The sound of our news operation was good, but **News/Talk** is a very expensive format to run, and without numbers it wasn't feasible.

"What we're doing with the AM," she continued, "will be a complement to our FM, which is performing nicely. **WROQ-FM** has evolved over a period of time, and we are more of a CHR station than an AOR. It's all very exciting to me, very much like 'Big WAYS' in the heyday of Top 40. I've got a tremendous amount of confidence in **Randy's** abilities to make these changes fly."

Kabrich explained, "We're currently examining all positions on the FM to make sure we have the best talent available; however, there are no further changes expected. I'll be based here for a hands-on position with these two stations. **Jack Daniels** will program both **WROQ-AM & FM** and report directly to me. The non-simulcast hours on the AM will be semi-automated, with the FM personalities recording voice tracks. Having an AM and FM combined for the purposes of advertising, as well as quality programming, gives us a unique market position."

Piccirillo

Continued from Page 1

I'm slowly gathering here that a PD will emerge from the group. These people are super pros, so whoever that is would not have to do a lot of training."

Christy added that **KS95/Minneapolis** personality **Magic Christian** has accepted the morning drive position at **WCLS**, and will join the station in late September.

Acree

Continued from Page 1

from an all-music beginning to a more foreground stance in the future.

"**Dana** is a tremendously creative individual and, in line with these planned changes, he's able to move into the area he most wants to be in, making our team stronger than ever before."

Acree said, "FirstCom is a new and growing company which is aggressively acquiring new properties in the Southeast, and the opportunities for internal growth are incredible. After ten years with this great family at **WMC**, I have some fond memories and, while it's sad to leave, I'm looking forward to the same kind of relationship with my new family at **KIX-106**."

McCoy

Continued from Page 1

ward to the additional competition; the more there are, the sharper you tend to be."

McCoy added that he will assist **KKLT** in a temporary consulting capacity until a new PD is in place.

Waldron

Continued from Page 3

been taking a hard look at this A/C format. The listeners have commented that the basic sound was getting boring, so we're going to pick up the tempo a bit. The idea is to broaden our spectrum to make **KISN** more mass appeal, but it'll definitely be adult-oriented."

Waldron, who has spent the last few months as GM at **KFRZ/Brigham City, UT**, previously served 15 years as PD at Salt Lake City CHR outlet **KCPX**. He told R&R, "This was an offer I couldn't refuse, and I'm glad it worked out. **KCPX** has pretty much gone to a rock stance, and isn't as mass appeal as we're going to be. I see a hole in the market for the direction we're taking - playing the hits, targeting 18-34."

Christian

Continued from Page 3

goals and aspirations. He's put together a very good organization, and he's a good broadcaster in all aspects." **Christian** added that the station going CHR "probably is somewhere down the line. That is probably what will happen in the end, though I wouldn't say anytime soon. The writing's on the wall."

WWJF

Continued from Page 3

satellite brings us music that's totally matched to the preferences of South Florida and completely on track with our own market research. The **Transtar** product sounds fantastic and is a natural extension of our present effort."

Transtar President **C.T. Robinson** added, "We're most pleased and honored by this association with **Joe Amataro**, (**Amataro** Radio President) **Monte Lang**, and all the good people at **Joy**."

Collins

Continued from Page 3

help we should be able to turn things around. He and I have very similar programming philosophies, so we'll get **WRQK** back into the mainstream of competition."

Before coming to the **Winston-Salem/Greensboro** market, **Collins** had served as Operations Manager for **Globetrotter Communications** and **Booth-American Broadcasting**. He'd also consulted **WSNY/Columbus** and **WNOR-AM & FM/Norfolk**.

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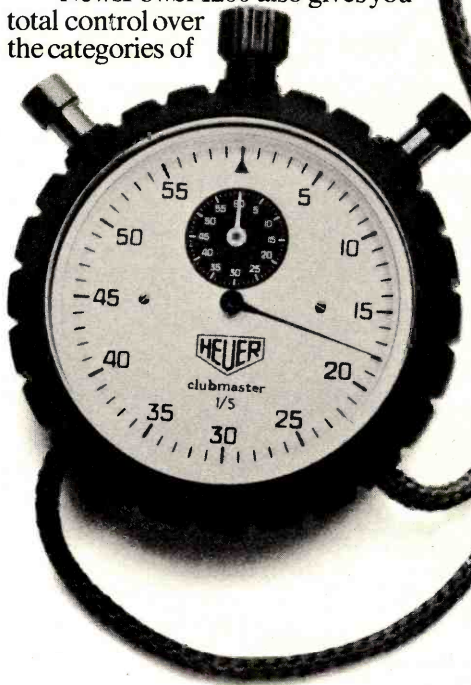
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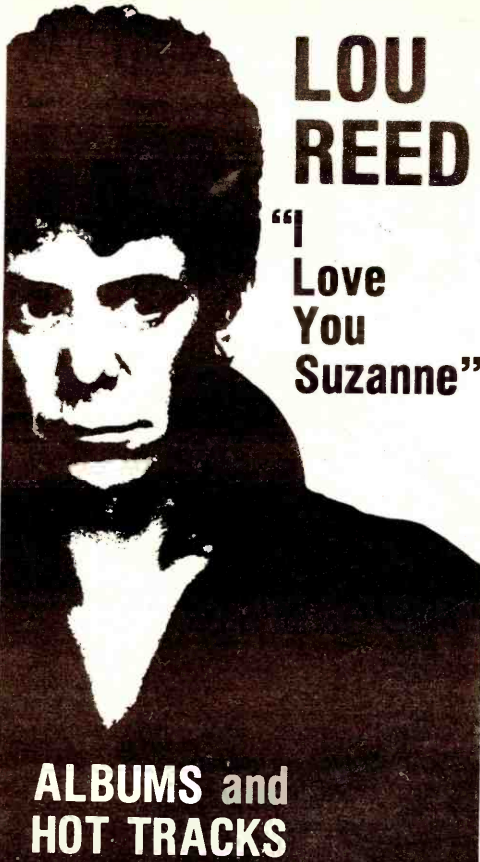
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Street Talk



The overworked and often-wrong Washington rumor mill has FCC Chairman **MARK FOWLER** quitting soon to join the Reagan-Bush campaign, with **MIMI DAWSON** moving up to the top job. A source in Fowler's office adamantly denies the report. But, as evidence of an imminent change, some observers are citing Fowler's current three-week vacation and his declining, despite repeated pleas, to accept an invitation to address next month's Radio Convention-Programming Conference in Los Angeles.

Big talk on the East Coast this week that **WPJB/PROVIDENCE** had switched back to its old CHR format. Well, forget it. While the station has adopted a new "All Hit" slogan, and while the music is "somewhat more contemporary," the target audience is still 25-34 and the format remains Adult/Contemporary.



Shawn Portmann

SHAWN PORTMANN has been named General Sales Manager of **TAFT BROADCASTING's** recently-acquired **WSUN/TAMPA**. A six-year company vet, Portmann joins WSUN after three years as Local Sales Manager at **WDVE/PITTSBURGH**.

Gold-formatted **WFIL/PHILADELPHIA** is seeking a new morning personality. Good money for the right person. Contact PD **JAY MEYERS** (215) 482-7000.

PYRAMID BROADCASTING CEO RICHARD BALSBAUGH and Chief Programming Officer **SUNNY JOE WHITE** have added another station to their **SUNRICH** consultancy — **WKSS/HARTFORD**. Sunrich's first client station, as announced last week, is **WKTU/NEW YORK**.

All of us at **R&R** extend our prayers for a speedy recovery to **KOST/LOS ANGELES MD** and evening personality **JAN MARIE**. Jan was seriously injured in an automobile accident last Saturday evening (8-11), and remained unconscious as we went to press Tuesday (8-14).



WSUA/MIAMI VP/GM JULIO RUMBAUT has departed in order to become President of **JOHN BLAIR & CO.'s** about-to-be-acquired

WKID-TV across town.

Longtime CHR outlet **WLCS/BATON ROUGE** has switched formats to Big Band/Easy Listening. The new call letters are **WXAM**.

WCBS-FM/NEW YORK will broadcast a "Rock & Roll Radio Greats" weekend (August 18 & 19), featuring a live lineup that includes New York superstar DJs **HARRY HARRISON, COUSIN BRUCIE MORROW, DAN INGRAM, CHARLIE GREER, RON LUNDY, JOE O'BRIEN, HERB OSCAR ANDERSON, DEAN ANTHONY, JACK SPECTOR, and BOB LEWIS**. Ought to be an "aircheckers" dream.



Ken Costa

Congratulations to **RAB** VP/Marketing Information **KEN COSTA** on his 20th anniversary with the radio industry's sales and marketing organization. Ken, who on September 1 will begin his *third* decade of service to the industry, is widely considered the leading marketing analyst in radio today.

ROBYN KRAVITZ has exited as **ELEKTRA/ASYLUM** National Album Promotion Director, and can be reached at (212) 691-6698. In an unrelated move (it was planned before Robyn's departure and would have happened anyhow) Boston rep **BRAD HUNT** has been upped to East Coast Regional AOR Director, and **RAY GMEINER**, West Coast Promotion and Marketing Manager, has become West Coast Regional AOR Director.

A couple of weeks ago we told you about the plans of **WQDR/RALEIGH** to go Country in September. A PD for the station has been named — he's **CHARLIE MARCUS**, most recently PD of **KXXY/OKLAHOMA CITY**.

So that means no AOR station in Raleigh, right? Wrong! **WRDU** (formerly **WXYX**) is set to serve the area on September 1 with 100,000 watts of an adult-oriented AOR approach. Along for the ride are several former key **WQDR** staffers: GM **DAVE BERRY, MD**, **BOB WALTON**, Production Manager **TOM GUILD**, and announcer **BOB ROBINSON**.

PETER NAPOLIello joins **MOTOWN/MOROCCO** as National AOR Promotion Director.

Continued on Page 24

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WHERE THE HITS KEEP COMING... HOME

Street Talk

Continued from Page 22



Felix Grant Thirty-year veteran air personality **FELIX GRANT** will do his final jazz program on the station August 31. A victim of AM's ever-shrinking nighttime audience for music, the highly-acclaimed Grant has no plans to retire. Stations interested in Grant's considerable knowledge of jazz should contact **WMAL**.

Congratulations to **KBCO/BOULDER** Operations Manager **DENNIS CONSTANTINE** and his wife Caroline on the happy occasion of their recent wedding.

Looking for a morning slot in the Midwest? A/C-formatted **WMYX/MILWAUKEE** is still looking for just the right person to fill the morning drive slot. Contact **BETH FAST** at (414) 529-1250.

GEORGE COLLIER is the new marketing liaison for **CAPITOL** and **EMI AMERICA**, representing all Country product. Based in L.A., George joins Capitol from his position as West Coast District Manager for **MCA**.



WGR/BUFFALO midday personality and MD **JOE GALUSKI** has been promoted to Assistant PD.

At **KFI/LOS ANGELES**, Music Director **STEVE LABEAU** has been promoted to Assistant PD, and **LIZ KILEY** is now the MD. Liz will continue to handle her airshift at sister station **KOST**.



In what may be some kind of record, five new babies have been born to staffers of **WGMN/MADISON** since March 25. GM **CHUCK MEFFORD** and his wife Sue got the ball rolling, followed by afternoon jock **VIC MARTIN** and his wife Karen, Continuity Director **BOB ABELLA** and his wife Donna, News Director **SUZANNE KAYE LAURION** and her husband Jim, and morning personality **PAT O'NEILL** and his wife Lee. If you want to go back to January, midday man **JIM REED** and his wife Sally had their second child, which raises the **WGMN** total to six. Programming VP **BILL VANCIL** told Street Talk, "Maybe I'm not giving them enough work to do!"

As **JIM MAHANAY** exits **G100/MOBILE** after five years, Music Director **SCOTT GRIFFITH** has been bumped up to the Program Director's slot.

BOB McKAY is now the PD at **KUUY/CHEYENNE**. This reunites the former **KCBQ/SAN DIEGO** programmer with **TERRELL METHENY** — his GM when both worked at **WBKS/MILWAUKEE**. Former **KUUY PD BRONCO JOHNNY** has re-assumed his former air name and is now doing mornings as **BWANA JOHNNY** on A/C sister station **KKAZ**.



Two prime morning openings in Music City this week as both **WZKS** and **KX104** seek replacements for their current AM drive shows. At **WZKS**, **JIM ZIPPO & DEBBIE SUMMERS** have announced their resignation in order to accept an offer from an undisclosed major market. President/GM **RON KEMPPF** is the man to contact for that opening. Meanwhile at **KX104**, **COYOTE McCLOUD** will now pursue his recording career fulltime following the release of his single, "Where's The Beef?" VP/Programming **MICHAEL ST. JOHN** is the one to impress to get the **KX104** job.

In the true spirit of the Olympics, **DINO BARBIS** and **CHRIS CRIST** of **WB** cut through a whole lot of red tape to host a dinner for the Greek Olympic Team at Chris's home in Los Angeles last week. Twenty-one hungry athletes showed up for a big meal from two Americans proud of their Greek heritage.

WQSR/BALTIMORE has promoted **LIBBY FOX** from Assistant PD to Music Director.

MIKE GRACE is the new PD at **WWKZ(KZ103)/TUPELO, MS**.

KS103/SAN DIEGO has named **SHERRY TOENNIES** Promotion Director. Sherry spent several years as National Programming Coordinator for **CHARTER BROADCASTING**.

WSQV/WILLIAMSPORT welcomes **MICHAEL CRUZ** as PD from sister station **D103/TALLAHASSEE**. **MARK WILLIAMS** will continue as **WSQV** Music Director.

KREO/SANTA ROSA, CA ups PD **BILL RICHARDS** to Operations Manager.

KFYR/BISMARCK GM **TOM BARR** has resigned after 12 years with the station. No replacement has been named.

STORK STOPS: WABB-FM/MOBILE MD PAUL FULLER and wife Barbara are the proud parents of their first child, Deirdre . . . Born to **KNMQ/SANTA FE PD STEVE STUCKER** and his wife Vicki, a boy, Dean Charles (8-7).

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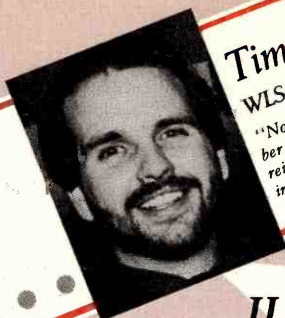
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CHECK OUT THESE TOP 15 MOVES:

B94 10	WHTX 4-3	Y100 4-4
B104 13-11	Z93 11-7	B97 5-3
WBEN-FM 4-3	93FM 11	WLS 11
WPLJ 14	I95 4-3	WLS-FM 11
		Q103 16-12

ADDED THIS WEEK:

WHTT	KOPA	WKDD
Z100	WANS-FM	WRKR
		99KG

CHR Chart: **27**



ELVIS COSTELLO & THE ATTRACTIONS

"The Only Flame In Town"

CHR NEW & ACTIVE

ADDED AT:

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94Q	13K
WZON	
KIMN	
WZON	
Q103	KQIZ-FM
Q101	
WVIC	WAEV

ROMEO VOID

"A Girl In Trouble (Is A Temporary Thing)"

OUT OF THE BOX & ON THE AIR AT:

WPHD	WRCK	WRQN	WERZ
93FM	WZLD	WHOT-FM	WHSL
KIIS-FM	WJXQ	KDON-FM	KCDQ

CHR SIGNIFICANT ACTION



BONNIE TYLER

"Here She Comes"

CHR NEW & ACTIVE

NOW ON OVER 50 REPORTERS!

AOR ALBUMS **13**

From The Original Soundtrack Album
"METROPOLIS"

TOMORROW'S HITS!

On The Records

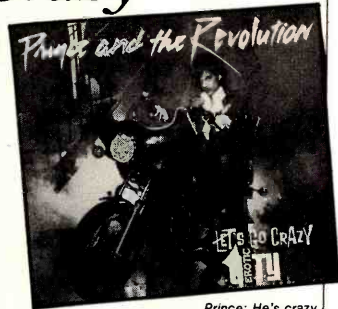


KEN BARNES

Let's Go Crazy

Tying in with this column's emphasis on lyrical themes, there's a crazy one going around. Just now it seems as if, in musical terms at least, the whole world's going crazy. (That's the name, by the way, of a new single by Lorna, otherwise known as Lorna Luft, Liza Minnelli's sister.) Currently there are no less than eight songs on the subject of craziness in various forms.

Of course there have always been crazy songs, ever since Bill Haley's "Crazy Man Crazy" in the early '50s and on back into the prerock era. The **Manhattans**, **Mud**, **John Hall Band**, **Patsy Cline**, and **Linda Ronstadt** were satisfied with the one-word title "Crazy" itself, while **Van Morrison**, **Helen Reddy**, **Poco**, **Frank Sinatra**, and the **Allman Bros.** opted for "Crazy Love." **Queen** took that a step further with "Crazy Little Thing Called Love," while **Heart** went "Crazy On You." **J.J. Cale** had his "Crazy Mama," **Johnny Otis** his "Crazy Country Hop," and the



Prince: He's crazy

Miracles were "Crazy 'Bout The La La La," whatever that was. And of course **Slade** summed it up with the original "Mama Weer All Crazee Now" (it was definitely a bad spell for them, at least).

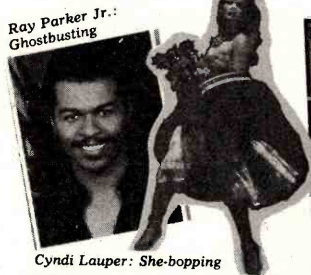
Right now the crazies include the **Quiet Riot** and **Mama's Boys** versions of that very Slade song, plus the Lorna record referred to above (also a Slade cover). One of the leading tracks on **Peter Wolf's** album is called "Crazy," while the **Suttons** take the bad spelling approach to new lengths with "Kraazy." In Country, **Ed Bruce** advises, "Tell Them I've Gone Crazy," while **Prince** invites the world, "Let's Go Crazy." And finally **Lindsey Buckingham** opts for a more refined approach; he counsels, "Go Insane." But even with all the craziness around today, who knows how long the craze will last? (Thanks to resident **R&R** crazyman **Sean Ross** for "inspiration.")

New Trends In Non-Love Lyrics

It's time for that regular quarterly-or-so look at the ingenuity of modern songwriters in devising lyrical topics other than the ever-popular standbys, love and romance. It's been sternly suggested to me that I also rule ineligible the subjects of partying, carrying on, and raising a ruckus. Of course that makes it tougher to dredge up a list of ten, so if I seem to be stretching a point or two, you'll understand.

If there's any trend to be unearthed this quarter, it's psychic phenomena. The eminent parapsychologist **Ray Parker Jr.** leads the way with "Ghostbusters," while the **Bus Boys** follow along with the similarly ectoplasmic "Cleanin' Up The Town." And **INXS's** "I Send A Message" was inspired by an instance of telepathic communication between lead singer **Michael Hutchence** and his faraway girlfriend. Others on the completely arbitrary top ten:

Kenny Loggins "I'm Free": vague freedom from restriction
Twisted Sister "We're Not Gonna Take It": vague gestures of defiance



Ray Parker Jr.: Ghostbusting

Cyndi Lauper: She-bopping

Paul Engemann "Reach Out": athletic achievement

Sheila E. "The Glamorous Life": lifestyles of the rich and famous



Quiet Riot: They're crazee

Lorna: She's crazee too

Prince "When Doves Cry": strange ornithological phenomena

Van Halen "Panama": explorations in the Canal Zone (no relation to **Cyndi Lauper's** "danger zone")

And topping the list, of course, is **Cyndi's** "She Bop," the first hit I can recall on the subject of autoeroticism (and I don't mean making out in cars).

Peter Wolf simply orders "Lights Out." (I've heard the original title for the song was actually "Dancing In The Dark," but that obviously wouldn't have worked.) As to what this trend might be leading up to, well, I'm completely in the dark.

Masking Prince's Message

Remember Satanic messages recorded backwards on people's albums? Well, they're back, and **Prince** is in the forefront of a new controversy. **Jeff Damon**, PD at **WMVY/Martha's Vineyard, MA**, called up and played me the end of "Darling Nikki" from the "Purple Rain" LP backwards, and it was a definite backward-masking. Very clearly (even over the long-distance phone) you can hear Prince chanting "Hello, how are you? I'm fine, 'cause I know the Lord is coming soon, coming soon. Ha ha ha ha ha..."

What can it mean? It's interesting to hear a quasi-religious message (those "ha ha" add a little ambiguity) on the reverse of the album's least-airplayable song. And, of course, he could have put it there just to drive everybody crazy.

Furs Runoff Fagot

Finally, if you've ever handled a lot of records, you've no doubt seen the inscriptions etched in the runoff grooves of a single or LP. Usually it's a matrix number or some such formality, but often (especially recently) the artist or the engineer or somebody at the pressing plant scratches a message of some sort. One example, mentioned to me by **Columbia National Promotion Director John Fagot**, is on the current **Scandal** single; it says "I am the warrior."

Now **Fagot** himself has been immortalized in the runoff groove hall of fame. The **Psychedelic Furs'** current single, "Here Come Cowboys," is inscribed "John Fagot Lives." That's certainly one way to get your record promoted.

According to investigations conducted by **R&R's** famed linguistics department, **Wang Chung** means "perfect pitch" in Chinese. There may be a lot of major leaguers trying to contact the band for the secret.

Weight For The Midnight Hour



Wilson Pickett: The original "Midnight" mover

Roger's current Black/Urban chartmaking version of "In The Midnight Hour" is only about the half-dozen or so hit on this **Wilson Pickett/Steve Cropper** classic. But the song is among the most covered rock & roll numbers, ranking up there with "Gloria," "Hey Joe," "Louie Louie," and "Johnny B. Goode."

Pickett's was the first hit, of course, giving his career new life in 1965 after two previous Atlantic singles had stiffed. The **Mirettes** had an R&B hit with the song in 1968, and the **Tokens**, masquerading as **Cross Country**, took a slow, lush harmony version into the charts in 1973. **Ray Brown & the Whispers** had a big Australian/New Zealand mid-sixties hit with it, and earlier this year **Razzy Bailey** did well with a country version.

In the '60s "Midnight Hour" was required repertoire for any rock band, as is obvious from this partial list of rockers who recorded it: the **Ascots**, **Astronauts**, **Berrys**, **Chocolate Watchband**, **Electrons**, **Flat Earth Society**, **In Crowd**, **Kit & the Outlaws**, **Michael & the Messengers**, **the Swamp Rats**, **the Wanted**, and **Dick Whittington & the Cats**. **Mitch Ryder** and the **Rascals** also cut the song, the latter version appearing in "The Big Chill" (instead of, puzzlingly, Pickett's). There was also an Italian version of **Rocky Roberts & the Alredades** and an answer record by **Ann Mason** called "You Can't Love Me In The Midnight Hour."

More recent renditions came from **Samantha Sang** and **Roxy Music**, while both the **Jam** (featuring **Style Council** leader **Paul Weller**) and the **Merton Parkas** (featuring the other **Councilor**, **Mick Talbot**) did versions. Obviously they realized, like so many others before them, that you can't get any more stylish than covering "Midnight Hour."



INXS: Telepathic



ONE YEAR AGO TODAY

- **SAL LICATA EXEC. VP/IGM AT ARISTA**
- **RICK STARR NAMED STATION MANAGER AT KDKA/PITTSBURGH**
- **BRUCE BIRD FORMS CAMEL RECORDS**
- **BERNARDINE DOUGLAS BECOMES GM AT KATZ & WZEN/ST. LOUIS**
- **GARRY WALL NAMED PD AT WTIC-FM/HARTFORD**
- **STEVE FEINSTEIN BECOMES R&R'S AOR EDITOR**
- #1 CHR: "Every Breath You Take" — Police (A&M) (8th week)
- #1 A/C: "Human Nature" — Michael Jackson (Epic)
- #1 COUNTRY: "You're Gonna Ruin My Bad Reputation" — Ronnie McDowell (Epic)
- #1 BLACK: "Just Be Good To Me" — SOS Band (Tabu/CBS) (2nd week)
- #1 AOR TRACK: "King Of Pain" — Police (A&M) (2nd week)
- #1 LP: "Synchronicity" — Police (A&M) (10th week)

FIVE YEARS AGO TODAY

- **RUSS KNIGHT NAMED PD AT WNEW/NEW YORK**
- **JOHN PLATT BECOMES PD AT WRV/NEW YORK**
- #1 CHR: "My Sharona" — Knack (Capitol) (3rd week)
- #1 A/C: "The Main Event" — Barbra Streisand (Columbia) (4th week)
- #1 BLACK: "Good Times" — Chic (Atlantic) (5th week)
- #1 COUNTRY: "The Devil Went Down To Georgia" — Charlie Daniels Band (Epic)
- #1 LP: "Candy-O" — Cars (Elektra) (6th week)

TEN YEARS AGO TODAY

- **CHUCK ROBERTS NAMED PD FOR KCBQ/SAN DIEGO**
- #1 CHR: "The Night Chicago Died" — Paper Lace (Mercury) (3rd week)
- #1 A/C: "Having My Baby" — Paul Anka (UA) (2nd week)
- #1 COUNTRY: "Rub It In" — Billy "Crash" Craddock (ABC)
- #1 LP: "461 Ocean Blvd." — Eric Clapton (Atlantic)

SLADE



"MY OH MY"

CHR CHART: 30

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WFLY 20-13	KQMQ 18-15
WLAN-FM 16-11	KO93 16-9
WZYP 13-6	

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Datebook

MONDAY, AUGUST 20

Planted Item

Robert Plant, who turns 36 today, is known for having the second worst luck among ex-members of **Led Zep**. It was Plant's car crash roughly nine years and two weeks ago that forced the group to shorten its touring schedule and led to near-constant speculation for the last five years of the group's life that Zep was going to break up any minute. Given the long wait that ensued between the final Zeppelin records, Plant has been absolutely prolific as a solo, with albums coming out late in each of the last two summers and with another one that should be imminent as you read this.

Other birthdays: **Chicago's Jim Pankow** 1947, **Thin Lizzy's Phil Lynott** 1951.

TUESDAY, AUGUST 21

Clash Goes Live

Clash leader **Joe Strummer's** 31st birthday coincides with a couple of other semi-significant days in punk/new-wave history. On this day in 1976, the first French/European punk festival was held, although its planned cornerstone group, the **Sex Pistols**, was too much for the promoters to handle and the concert went on without them. Four years later, the movie "Breaking Glass" (which remains one of the seminal British punk films despite having played the U.S. for about a week) premiered in London. In between these two events, the Pistols provided the inspiration for Strummer (nee **John Mellor**) to abandon his former group, the two year-old **101'ers**, and lead the Clash as an opening act for the Pistols. The Clash have yet to follow up their first American smash, "Rock the Casbah." Earlier this year, Strummer's co-founder **Mick Jones** left the Clash and Strummer took the revamped group on an American tour.

Other birthdays: **Kenny Rogers** 1938, **Jackie DeShannon** 1944.

WEDNESDAY, AUGUST 22

Casting Against Type

These days "Othello" is a little more traditionally cast. **Paul Winfield**, who at this writing is playing Shakespeare's title role at San Diego's **Old Globe**, is a highly respected actor but has, thus far, displayed no rock and roll chops whatsoever. On this day in 1966, the **New York Times** announced that **Jerry Lee Lewis** was going to be signed to play Iago in "Catch My Soul," the British, rocked-up "Othello" that became, in effect, the first rock opera, preceding "Jesus Christ Superstar" by at least three years. Besides Lewis, various casts of "Soul" included **Richie Havens** as Othello (in the movie version, which didn't surface until after "Superstar" became popular in America), **P.J. Proby**, and, in the movie, **Season Hubley**.

Birthdays: **Dale Hawkins** 1938



THURSDAY, AUGUST 23

Living On The Edge #1

Just in time for reports that the **Who** and their management have settled the last of the lawsuits stemming from the Cincinnati tragedy comes the day that drummer **Kelth Moon** would have turned 37. Besides being the youngest member of the group, Moon was the only one who didn't grow up in London's Shepherd's Bush neighborhood. He was in a surf band called the **Beachcombers** when he was brought in to replace original **High Numbers** drummer **Doug Sanden**. Moon was also the last of the group to release a solo LP, 1975's "Two Sides of the Moon." On September 7, 1978, roughly a month after the release of "Who Are You," Moon overdosed on Heminevrin, a sedative that he was using to control his alcoholism.

FRIDAY, AUGUST 24

Living On The Edge #2

Dave Mason reportedly left **Traffic** because he couldn't handle **Steve Winwood's** growing interest in longer improvised pieces. **Jim Capaldi** could and stayed on to play drums even after Mason had left twice and Winwood took off for **Blind Faith** and **Ginger Baker's Air Force**. Capaldi's first solo LP, "Oh How We Danced," came while he was still a Traffic member and Winwood was sidelined by illness. (It was those sessions that led to the eventual inclusion of three Muscle Shoals players on Traffic LPs.) Throughout the solo career that followed Traffic, Capaldi has covered enough stylistic bases to make Winwood seem somewhat conservative by comparison. A year after Capaldi's first U.S. hit with "That's Love," Traffic is back on the British charts via an odd cover of their "Hole In My Shoe." The record is credited to Neil, the hippie character played by **Nigel Planer** in the British TV series, "The Young Ones." Capaldi turns 40 today.

SATURDAY, AUGUST 25

Australian Crawl

Back in **Rick Springfield's** first phase as an American teen idol, he was one of the rock stars who tied in with **Care Free** to give free concerts at high schools that sent in the most gum wrappers. Springfield's gumball rally followed a long period where immigration problems had reportedly kept him from doing much touring in America at all. Springfield was born in Sydney on this day in 1949. His military family was responsible for him growing up in both Australia and England. He had his first band, the **Jordy Boys**, by age 13 and had been through another group, **Wickety Wak**, before the **Zoot** made him famous in Australia. During the mid-'70s, Springfield was apparently set to star in "The Buddy Holly Story," but the project took two years to get to theatres with **Gary Bussey** as its star. Rick's next-to-last attempt at some rock credentials came when he enlisted **Neil Giraldo** as his producer and covered **Sammy Hagar's** "I've Done Everything For You." That record wasn't a hit when first released; we know it primarily as the follow-up to "Jessie's Girl."

Other birthdays: **Elvis Costello** 1954, **Gene Simmons** 1950.

SUNDAY, AUGUST 26

Lee Hays Dies

Lee Hays, one of the four original members of the **Weavers**, died of cancer on this day in 1981. Although their pop hits had pretty much ended by the beginning of the rock era, the Weavers were the link between the **Woody Guthrie/Leadbelly** folk of the early 20th century and the folk/rock acts that we're familiar with. Beginning as the **Almanac Singers**, the Weavers were also, inadvertently, one of the first political acts on the charts. In the 1982 documentary "Wasn't That A Time," members of the group say that they began singing old union tunes and the like simply because they liked the songs themselves. When the political bent of the group's material became enough to get them blacklisted in the early '50s, it spurred the group on to greater political activism than earlier intended. Recent months have also seen the passing of artist/conductor **Gordon Jenkins**, who was also the group's producer/musical director at their peak.

— Sean Ross



Who Should
We Thank?

Madonna

couldn't be hotter.

Her self-titled debut album is Platinum, the "Lucky Star" single has just been released, and the "Lucky Star" video is now in Heavy Rotation on MTV.

We have just one small problem—who should we thank first?

Should we thank the programmers and DJs who supported such Madonna hits as "Borderline," "Holiday," "Physical Attraction," "Burning Up" and now "Lucky Star"?

Or should we thank the staff of MTV, who viewed a video of "Lucky Star" originally intended for use overseas, and liked it so much that they added it, later moving it into Heavy Rotation?

Who should we thank first? We'd like to thank *everyone* who has helped make Madonna what she is.

A radio star. A video star.
A Platinum star. A

"Lucky Star"

One Of The "Most Added"
122/86

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WPLJ 27-26	KBEQ add 27
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WCAU-FM 40-30	Q103 add
B94 add	KIIS-FM 11-8
Q107 add	KOPA add 27
WASH 22-19	KMJK deb 35
WAVA deb 28	FM102 30-24
94Q 32-26	KWOD add
Z93 deb 27	KS103 20-11
93FM 24-22	XTRA 19-10
I95 26-18	KPLUS 36-29
Y100 deb 19	KUBE deb 32
B97 deb 29	KNBQ add

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Lapa KMEL's New GSM

Steve Lapa, most recently General Sales Manager at WDZL-TV/Miami, has been named GSM for Century Broadcasting's KMEL/San Francisco. He replaces Joe Schwartz, who is relocating to Southern California.

KMEL VP/GM Rick Lee told R&R, "Steve is a manager's manager and a salesperson's salesman. He brings with him a wealth of sales talent to accompany the exciting new program-

ing directions recently announced for KMEL. Steve's such a tremendous idea person. I'm particularly happy to have a guy with as much experience at going through format transitions as he has, both in terms of hands-on management and in consultancy situations."

Prior to television sales, Lapa served as GSM for WVCG & WYOR/Miami, and was Director of Sales/Management for Burkhardt/Abrams, Michaels, Douglas & Associates.



AROUND THE WHEEL FOR 40 DAYS — After setting a new world's record by living on a ferris wheel for 40 days, WGRQ/Bufalo's Larry "Snorton" Norton receives his admirers from atop an elephant. Larry did his afternoon drive show from his gondola every day, and took close to 20,000 spins around the wheel as he raised \$1000 to lure an off-year Olympics-style competition to Buffalo. This is the second entry in the Guinness Book for Larry, who also set a record for the world's longest continuous broadcast — 20 days — in 1981.



"I HAVE BEEN TO THE MOUNTAIN . . ." — Renowned concert promoter Bill Graham (right) does his impersonation of renowned theologian Billy Graham, as KROY/Sacramento technician Todd McMullen (left) and evening jock Rocketman (center) capture his sermon for posterity.

CALENDAR



BRAD MESSER

As The Twig Is Bent . . .

"...so the tree will grow," said Grandma, by which she meant that people grow up to be whatever they have been trained to be.

We radio newpeople are (with mercilessly few exceptions) trained from the very first day to imitate network announcers. And because somewhere along the way we've gotten the general impression that the net guys are gray and somber folk, our radio news talent pool now includes thousands and thousands of people doing their earnest best to live up to the awesome responsibility of always sounding deadly serious.

While we are cloning ourselves to become as network as possible in diction and delivery, we're given daily writing lessons by the wire services. The blind leading the blind. Admittedly, some wire copywriters (at least three or four, would you say?) can communicate in clear language and explain complicated facts in a simple way, but the predominant number of wire

writers aren't that skilled. They cannot produce the "spoken" English needed by radio, so mostly they learn to write what the wires provide . . . a language I call Archaic Newspaper.

Then what happens? About a ton of you initial people — VPs, GMs, NDs, and PDs — start whimpering and moaning because you can't find newpeople who can deliver news and information in what you call "one-on-one style." You train us to be ever-so-somber and gray. Then the marketplace does a 180 and stands with its collective checkbook open and waiting, unable to find newpeople who can sound friendly and talk like real people.

In a column in the far-distant future, I am going to explain why it all happened that way. It is #4 on my list of Stuff to Figure Out, immediately below quantum mechanics, federal tax forms, and women.

Whale Incident No Fish Story

MONDAY, AUGUST 20 — When the crew of the whaling ship *Anne Alexander* harpooned a whale on this date in 1851, the wounded animal counterattacked by ramming the big wooden sailing ship repeatedly until it splintered and sank to the bottom of the Atlantic. Survivors were rescued by a passing ship the following day. The whale got away.

Danish navigator Vitus Bering became the first European to discover Alaska in 1741. Uncle Sam used a Wright Brothers airplane to conduct the world's first military test flight in 1908.

Baseball vet Graig Nettles 40.

Kids Escape War Zone

TUESDAY, AUGUST 21 — Several hundred British children arrived in America without their parents in 1940. The kids were the first contingent shipped to the USA to escape German air raids on England.

In 1621 our lonely forefathers met some of the ladies who became our *foremothers*, when a ship arrived at the Virginia Colony carrying 12 unmarried women who had been shipped from England "on spec." All found husbands within 90 days.

American Bar Association formed 1878. Phillies pitcher Dan Casey struck out in the ninth inning against the NY Giants in 1887, inspiring E.L. Thayer's poem "Casey at the Bat". Hawaii became 50th state 1959.

Football's Archie Griffin 30. Early rock singer Jackie DeShannon 42. Kenny Rogers 46. Basketball legend Wilt Chamberlain 48.

First Aerial Bombs Fizzled

WEDNESDAY, AUGUST 22 — The city of canals, Venice, Italy, was once an independent nation. Venice seceded from Austria in 1848. When Austrian government troops were sent to reclaim Venice, they couldn't maneuver across the lagoons and canals, inspiring two Austrians who made 110 unmanned hot air balloons rigged with 30-pounds bombs and fuses, and set them adrift over Venice in July 1849. The wind blew the wrong way and the balloon-bombs missed the city . . . all except two, which exploded too high to cause any harm. The first aerial bombing was a complete flop, and less than a month later — on this date in 1849 — the people of Venice abandoned their attempt at being an independent nation and became part of Italy.

Wallpaper printing press patented 1822. America's Cup yacht race series began 1851. Victrola phonograph patented 1906. "Mona Lisa" stolen from Louvre museum 1911. BBC's first experimental television broadcast 1932.

Cindy Williams 36. Valerie Harper 44. Carl Yastrzemski 45. Ray Bradbury 64.

World's Biggest Belt

THURSDAY, AUGUST 23 — The world's longest belt began doing its job five years ago today. A conveyor belt, it moved material from a gravel pit to a Interstate-80 construction site west of Salt Lake City. The conveyor was 13 miles long and powered by 42 250-horsepower engines.

Christopher Columbus was arrested and deported from Haiti in 1500 for mistreating natives and colonists. Christian Science Church (Church of Christ, Scientist) chartered 1879. 31-year-old movie star Rudolph Valentino died (flat broke) in 1926. First human-powered airplane "Gossamer Condor" flew 1977.

Football legend Sonny Jurgenson 50.

Vesuvius Volcano Toll 25,000

FRIDAY, AUGUST 24 — The Italian volcano Vesuvius erupted in the year 79, killing an estimated 25,000 people in and near Pompeii. Some sections of the city have been excavated, and houses buried in ash some 2000 years ago are popular tourist attractions today.

First Gutenberg Bible printed 1456. British captured Washington, DC in 1814 (during War of 1812) and burned the White House and other government buildings, but did not harm private dwellings. Waffle iron patented 1869.

David Freiberg (Jefferson Starship) 46. Tomorrow (8-25) Gene Simmons 35. Sean Connery 54. Alabama Gov. George Wallace 65. Sunday (8-26) Dr. Albert Sabin (oral polio vaccine) 78.

U.S.A. BRINGS HOME THE GOLD

E/P/A BRINGS HOME THE HITS



JOHN CAFFERTY AND THE BEAVER BROWN BAND

"On The Dark Side"

From the Original Soundtrack Album "EDDIE AND THE CRUISERS"

110,000 Albums Sold This Week!

CHR SIGNIFICANT ACTION

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WPHD PRO-FM Z93 WHYT



QUIET RIOT

"Mama Weer All Crazee Now"

Album Sales Over 800,000 & Goin' To Platinum!

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WPHD 18 93FM deb 30 KPLUS 15 WJXQ 12 WZYQ 15
WCAU-FM deb 36 XTRA deb 39 98PXY 20-16 QMQ 33-25



S.O.S. BAND

"Just The Way You Like It"

BLACK URBAN CHART: 14 - 5

Crossing In: BOSTON PHOENIX
PHILADELPHIA SACRAMENTO
MIAMI



JEFF LYNNE

"Video"

From The Original Soundtrack Album "ELECTRIC DREAMS"

Now On Over 50 CHR Stations!

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Including: WSPK WOKI WRQN KLUC KRNA
WRCK WFMI KELI KSKD KCDO
WPHD WHTF WKDD KEYN-FM 103CIR
WVSR KZZB KMCK WHOT-FM WERZ
K104 WZLD WGRD KQXR WCGQ
WLAN-FM WANS-FM WJXQ KQMO KILE



News/Talk



BRAD WOODWARD

WGN Celebrates 60th

"This is WGN, formerly WDAP, a soundproof sanctum of heavy carpets, canopies and drapes..." With those words the Chicago Tribune took over its new radio station on June 1, 1924, modestly informing calls that spelled out "World's Greatest Newspaper."

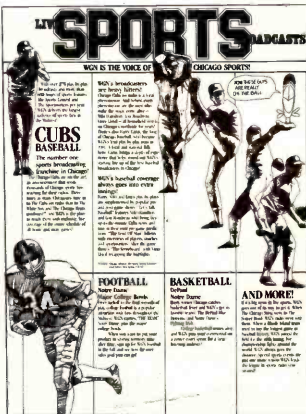
Sixty years later WGN dominates the Chicago radio market, as shown by the spring Arbitron released just as the station wrapped up a month of anniversary activities. The station maintained its number one position (8.6-8.8), nearly three shares ahead of the closest competitor. Even more impressive is the fact that WGN wins by breaking some of radio programming's most sacred rules.

"The uniqueness of the station is its format, which we cannot define specifically with any existing three-letter description," says VP/GM Wayne Vriesman. "I consider us to be a) personality; b) news; c) sports. In another category we're entertainment/information. It's tough to describe. That's what makes us good, I think. We fit no cubbyhole and that is against the grain of the established norms, no doubt about it."



Wayne Vriesman

"Take most of the established, old AM 50 kw clears — WCCO, WJR, KMOX, WSB, or KSL — we all came out of the same era and mold of development, but we've all finetuned it into our own little areas of locality. Our



success today is based on decades of development and decades of attracting a Chicago audience. The station is built around a people concept, a local concept that Chicago has learned to like and accept."

While WGN is overwhelmingly a News/Talk station, Vriesman estimates it plays

"We Fit No Cubbyhole..."

Since WGN's format is a unique hybrid of news, talk, sports, personality and service, the station's programming can perhaps be best understood through a descriptive walkthrough of the broadcast day by VP/GM Wayne Vriesman.



Wally Phillips

5:30-10am — **Wally Phillips.** "His is an information/entertainment/personality show that keeps people posted on what's going. It's heavy on news, but it's heavy on the phones — solving people's problems — and on service elements like traffic, stock market, some entertainment reporting, and sports."

10am-noon, 1-2pm — **Roy Leonard.** "Roy is heavy on entertainment news — theater, movies, book reviews, interviews with authors."

Noon-1pm — Agriculture with **Orlon Samuelson.** An ag show "shouldn't work in Chicago," Vriesman swears, "but it does. He not only attracts the dwindling number of farmers in the Midwest, but he's also reaching the elitist group in Chicago who cares about the commodity exchanges."

2-6:30pm — **Bob Collins.** "Bob skews younger, is mostly humor, talk and phones, but peppered with other services like traffic. It's our belief that people want to laugh and be entertained on the way home from work."

6:30-7pm — "Sports Central" with **Jack Brickhouse.**

7-9pm — The new talk team of **Catherine Cataline and Michael Feldman.**

9-11pm — University of Chicago psychology professor **Milt Rosenberg.** "He does a very sophisticated, very upscale show."

11-11:30pm — News.

11:30pm-5:30am — "Eddie Schwartz, he's the Larry King of local radio."

On average WGN plays one to two songs per hour, and its sports schedule includes all 162 games of the winning Chicago Cubs (which happen to be co-owned), plus DePaul and Notre Dame basketball games. In 1985 it will take over Chicago Bears football from **WBBM.**



Jack Brickhouse



MONKEY TRIAL — In 1925 WGN gave its listeners a front row seat at the infamous Scopes "monkey" trial in Tennessee, where lawyers Clarence Darrow (pictured) and William Jennings Bryan squared off in the case of a teacher on trial for teaching students the theory of evolution.



JFK EXCLUSIVE — WGN's Vince Lloyd grabbed an exclusive interview with President John Kennedy and Vice President Lyndon Johnson at a Chicago baseball game in 1961.

one or two songs an hour, albeit in a manner that would send most music programmers into convulsions. "Music is used at the wish and whims of the personalities," says Vriesman. "The music fits their personalities. If you had a music list of what we played on any given day, you'd see everything from Beethoven to John Denver to Jimmy Rogers to Boy George."

Vriesman concedes that WGN has suffered some audience erosion from a decade ago, when its 12+ ratings were in the teens. He attributes the slippage to the FM onslaught and Arbitron methodology, but insists WGN has "survived the FM challenge very nicely" while "some AMs in Chicago all but died."

WGN's format is so closely linked to the pulse and personality of Chicago that Vriesman doubts it could be successfully

transplanted elsewhere. But he does think other stations can learn a valuable lesson from WGN's enormous success. "Service to a community pays off," he declares. "I think we're an excellent example of that."

What's ahead for WGN? Not stagnation, Vriesman promises. "We're dominant in this market, and I don't intend that to change. We don't sit back and say, 'Hey, we've been here for 20 years and let's enjoy it.' We are constantly plowing ahead. We're not sleeping, we're moving. We're big into planning, and we know where we're going to be five years from now. We're a very progressive group; you have to be in this competitive market. Stations that sit back — especially AMs that sit back and watch the industry move while they stand still — are going to die. We have not done that and will not."

Wally Phillips picks me up every morning.



WGN Radio

THE PICTURE PAGES

Bananarama Ready To Peel Out



PolyGram's New York executives recently held a luncheon honoring London's latest export, Bananarama. Pictured here are (l-r): PG's Randy Roberts and Joe Grossman, Bananarama's Siobhan Fahey, Sarah Dallin, and Keren Woodward, PG VP/Promotion Bill Cataldo, and PG President Guenter Hensler.

Pointer Sisters Point The Way



Pointer Sisters Ruth (left center) and Anita (right center) visited RCA's New York headquarters to discuss their "Breakout" LP. From left, RCA's Mike Omansky, Leroy Little, Basil Marshall, and VP Michael Kidd.

Murphey Not Disenchanted



Liberty recording artist Michael Martin Murphey recently co-headlined L.A.'s Beverly Theater with John Anderson. Shown celebrating are (l-r) two unidentified party guests, identified party guest Jack Satter of EMI/Liberty, EMI/Liberty President Rupert Perry, Murphey, EMI's Mavis Brodey, VP Dick Williams, and label's Kathy Keep and Joe McFadden.

"Footloose" Takes Platinum Steps



Columbia Records staged a reception to honor the triple platinum success of its "Footloose" soundtrack. From left, Sr. VP/GM Al Teller, Kenny Loggins, Loverboy's Mike Reno, Shalamar's Howard Hewett, Delisa Davis, and Mickey Free, Karla Bonoff, CBS/Records Group President Walter Yetnikoff, screenplay/song collaborator Dean Pitchford, Music Supervisor Becky Shargo, and A&R VP Michael Dilbeck.

He's Not Gonna Take It



Twisted Sister's Dee Snider (right) stopped to pose for a pic with Atlantic's Sr. VP/Promotion Vince Faraci during a recent "Stay Hungry" listening party in Los Angeles.

Come Back And Stay



Paul Young was congratulated by his label's executives after a show in New York. Pictured here (l-r): Columbia Sr. VP/GM Al Teller, Young, and VPs Mickey Eichner and Arma Andon.

Happy Birthday Georget!



George Strait was presented with a ten-gallon hat birthday cake following a recent appearance at North Hollywood's Palomino on . . . you guessed it, his birthday! Pictured at the festivities are (l-r): MCA Distributing Sr. VP John Burns, VP Bob Schneiders, and Strait.



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,SM the computerized ratings tool for the eighties.

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And ARBITRENDS does most of the work for you, helping to turn the numbers into information you can actually use. You get user-selectable report formats that let you pick the specific demographics, dayparts, and estimates you need to study. That's the power, precision and efficiency of ARBITRENDS.

So don't let the ratings catch you by surprise. Call Arbitron Ratings at (212) 887-1300 and find out about the major new trend in radio. It's ARBITRENDS, the radio resource of the eighties.

ARBITRON RATINGS

 **ARBITRON RATINGS COMPANY**
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THE PICTURE PAGES

Modern Day Business



Van Stephenson recently visited Los Angeles to perform his "Modern Day Delilah" single for "Solid Gold" and "American Bandstand." Pictured at his welcoming dinner party are (l-r): MCA VPs Harold Sulman and Steve Meyer, Stephenson, MCA's John Schoenberger, MCA Distributing Sr. VP John Burns, and MCA VPs Zach Horowitz, Bob Schneiders, and Thom Trumbo.

Alabama "Rolls On" To Platinum



At a party held at the Country Music Foundation, RCA's Alabama was presented platinum records for the "Roll On" LP. In turn, the group gave one of the awards to the CMF. From left, CMF Director Bill Ivey, Alabama's Randy Owen, BMI VP Frances Preston, RCA VP Joe Galante, group members Teddy Gentry (kneeling), Jeff Cook, and Mark Herndon, and coproducer Harold Shedd.

KoKo-PoP Shimmies To Motown



New Motown artists KoKo-PoP were congratulated by label President Jay Lasker on the release of their debut album. Pictured here are (l-r): KP's Recco Philmore, Jay Lasker, KP's Chris Powell, Keith Alexander, and Eric O'Neal, and Motown Sr. VP Skip Miller.

Byrds On Fire



Original Byrds members Gene Clark and Michael Clarke performed together recently at a Gene Clark & the Firebyrds performance in L.A.. Celebrating after the show are (l-r): group's Michael Hardwick, Gene Clark, and Matt Andes, Carla Olson of the Textones, Fred Bourgoise of Bug Music, and group's Michael Clarke and Peter Oliva.

Peabo's People



Elektra recording artist Peabo Bryson (center) had reason to smile after a show in Los Angeles. He's currently touring the U.S. in support of his latest album, "Straight From The Heart." Congratulations backstage were given by E/A VP Dave Urso (left) and E/A's Dave Kline.

PolyGram Signs Townes



Carol Lynn Townes, having previously recorded for RCA, has now signed with PolyGram Records. Pictured here are (l-r, back row): Townes's manager Bobby Ragona, PG Senior VP Russ Regan, and PG's Jerome Gasper; (l-r, front row) PG President Guenter Hensler, Townes, and PG Senior VP Harold Childs.

Kamon Signed To Columbia



Karen Kamon has just signed a contract with Columbia Records. Her new album, "Heart Of You," is now out. Pictured at the signing are (l-r): Kamon's manager Joe Esposito, CBS/Records Group President Walter Yetnikoff, Kamon, producer Phil Ramone, and Columbia Sr. VP/GM Al Teller.

BTO Back By Popular Demand . . .



BTO, newly reformed and recording for Compleat Records, is back in business. All members are BTO originals except for drummer Garry Peterson, who comes from the Guess Who. Shown mixing their new album are (front, l-r): BTO's Randy Bachman, engineer Dave Slagter, and Compleat President Charles Fach; (back, l-r): BTO manager Brad Weir and BTO's C.F. Turner and Garry Peterson.

Contemporary Hit Radio



JOEL DENVER

A LEGENDARY BATTLE

Z93 & 94Q Neck And Neck In Ratings Race

You could compare the traditional Atlanta CHR ratings battle to the Alabama-Auburn or Army-Navy football games. Each year it's the same two teams — Z93 (WZGC) and 94Q (WQXI-FM) — and each year's competition is just as tough as before. What makes this particular ratings race so spectacular are the two colorful head coaches... er, uh, PDs who have worked out detailed strategies for success.

This year, the 12+ score from the spring Arbitron was a close one: the two stations are but one-tenth of a share apart. Z93 slipped 10.0-9.2, while 94Q jumped from 8.1-9.1 behind its most aggressive promotional campaign ever. Atlanta is a market that's clearly underrated. There are 26 stations listed in the Arbitron; nine of them show less than a one-share in a 12+ metro of 1.8 million. So Z93 PD John Young and 94Q programmer Jim Morrison have the luxury of fighting for *share points*, instead of the *tenths of points* sought in comparably-sized markets.

Jim Morrison: Going For The Psychographics

Jim Morrison knows his station well. Before taking the PD's chair several years ago, he trained for the position by handling almost every job imaginable at the station. Jim agreed that during the last year or so, 94Q has stepped up its efforts in the areas of music and promotions; those efforts have paid off handsomely. "The masses now know we're aggressive, but 94Q has always worked an aggressive game plan."

Marketing For Visibility

"In reality, radio is more of a priority to us than to a listener. Radio might be just a notch below fishing in their priorities. Toothpaste is toothpaste, just as hamburgers are hamburgers; the packaging and marketing make the difference. To the consumer, radio is just another product and has to be marketed as such. For example, between 94Q and Z93 there are better than 18 shares of CHR. We've always been competitive 12+, but without a huge teen base. Z93 clearly has a bigger teen image than we



Jim Morrison

do, but record-for-record we play as many rockers as they do. The difference comes in presentation, or the packaging.

"In 1977, when (Operations Manager) Don Benson and I started 94Q, there were no soft rockers around, so Air Supply and Anne Murray fit our image. As we grew and the market changed, we set goals to evolve into what we've become today — a true CHR without having to build from a teen base."

I mentioned that 94Q borrowed a thought from Supertramp to "Take The Long Way Home." "Thankfully we work for someone like (VP/GM) Gerry Blum. He believes

Atlanta Lights Up — A Big One

Years ago, WQXI-AM & FM/Atlanta were known for originating the "Great Rambling Raft Race." Each year, thousands would gather along the banks of the Chattahoochee River to party, listen to music, and watch hundreds of rafters meander downstream. It was great fun, but grew too big. The race became a political football for the city and caused increased tension between sponsor 94Q and Z93, which managed to grab the promotion away one year. But this latest project belonged exclusively to 94Q.

"We did indeed 'Light Up Atlanta,'" said PD Jim Morrison. "It's taken on a real festive atmosphere, similar to a one-night Mardi Gras. This has become our answer to the raft race, since it's a lot safer. We closed the main downtown section of Peachtree Street on a Friday from 6pm to midnight, set up three stages, and played music for a huge street dance. It all culminated with a fireworks display from atop the Georgia Pacific Tower.

"Mayor Young joined Gary McKee and the morning show onstage at Central City Park, and Jermaine Jackson snuck in, said hello,



Atlanta's ablaze with light

and flipped the switch to touch off the fireworks. The papers estimated that 300,000 people showed up and spent over \$3 million in just five hours.

"It all began as an idea to bring people back downtown, and it's working. The crowd was well behaved and the only request police had was for more room next year. Plans are underway to close off three main roadways into downtown."

For a promotion as big as "Light Up Atlanta," 94Q insured that no one would mistake this for someone else's promotion. "We spent about \$15,000 on banners. We are the only major medium promoting the event, but we got coverage in the papers and on TV. Actually, a lot of people just assume it's our promotion because we're known for doing such big things."



Jermaine Jackson and Mayor Young

John Young: 'I Wouldn't Change A Thing'

If you think the closeness of the ratings has Z93's John Young nervous, you're wrong. A confident and realistic professional, John told me, "I think Z93 did everything right this book, and I wouldn't change a thing. I have no remorse or hesitations about our programming. But to really speak from a knowledgeable standpoint, I'd have to look at the book. That's a luxury I must do without, since we don't subscribe to Arbitron and haven't for several years now.

"To me, the most peculiar thing about the book is to see (Urban/Contemporary-formatted) WVEE (V103) go down so far with the ethnic profile of this market. We have more black listeners than 94Q does, so if there was any problem with the ethnic returns, it would affect us and V103. The spring is always a better book for 94Q, and we continually do better in the fall. This is the first time we've ever

seen a Country station number one. I don't think we share too much with them, at least not according to our research."

Buying The Audience

John elaborated further on his inhouse research. "From everything we saw, the Daily Cash Payoff contest was what did it for 94Q. Other than that, they are the same station they've always been, and so is Z93. When you give away that much money, you're bound to impact the numbers. If you have to buy a book to win, then more power to you. But no one can accuse us of ever buying a book. We do the same types of things all year long: concert packages,

trips, movie screenings, and the 'Dollar Bill' game, in which we announce certain combinations of serial numbers good for cash the next morning. They weren't real big amounts, but the game is a consistent part of Z93's promotional profile.

"From a programming standpoint, when I see a contest making the difference in the results, my opinions become a little more objective. I know we sound good, and I know they sound good too, but I really think we are the people's station. I've been here for six years and have achieved good numbers from 'day one.' If you subtract Don Benson's away time, he's been there for six years as well. Both stations are essentially the same. I look at all the increases and decreases, and chalk it up to the margin of error allowed. So I don't get too concerned.

"I've just seen too many guys overreact to something they think is the truth and end up getting themselves into trouble. That's the danger of talking too scholarly about the

Continued on Page 40



John Young

94Q's Lineup



Gary McKee

Willis The Guard

Yetta Levitt mornings



Craig Ashwood middays



Jeff McCartney MD/afternoons



Christie Tanner late-nights



Russ Davis late-nights



Marie Sommers overnights

Not shown are weekenders Cliff Smith and Jack Hamilton

JANET JACKSON'S FORTHCOMING ALBUM DREAM STREET (SP.4962) IS ON THE WAY HAVE

YOU

HEARD THE FIRST SINGLE?

"DON'T STAND ANOTHER CHANCE"

AM-2600



JANET JACKSON

DON'T
STAND
ANOTHER
CHANCE

**Black/Urban
BREAKERS**

PRODUCED BY MARLON JACKSON FOR V.B.M. PRODUCTIONS
ASSOCIATE PRODUCER JOHN BARNES
ALSO AVAILABLE AS SPECIALLY REMIXED 12" SP-12105
MANAGEMENT: JOE JACKSON PRODUCTIONS, INC.



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John Young: 'I Wouldn't Change A Thing'

Continued from Page 38

ratings. I'm not going to allow myself to be judged by a system I don't believe in. I think I've got enough credentials and the station has enough credibility for us to be judged by something different than these numbers, which fluctuate every survey. It would be nice to sit back and learn from these results, but I stopped learning from that system a long time ago."

Gaining Promotional Parity

"There's no doubt we were outpromoted," admitted John. "I just didn't give away thousands of dollars to hear one record. I didn't know this was necessary in order to do good radio. I think we can show our strength without having to buy the audience. I can pick up a girl in a bar without buying a hooker; some guys apparently can't."

"We hear agencies tell us all they want is 25-54. Well, the median age in Atlanta is 27, with a lot of young-thinking, active working men and women. To me, 18-34 is what I look at and it's all I'm concerned about. I'm not going to try to fix something that's not broken. I've been around long enough to know Arbitron is a function of diary placement and zip-code tabulations; it's not a true picture of the market. We program to the 18-34s and that's where we score well."

"I've just seen too many guys overreact to something they think is the truth and end up getting themselves into trouble. That's the danger of talking too scholarly about the ratings. I'm not going to allow myself to be judged by a system I don't believe in."

— John Young

So I suggested we discard the numbers for the rest of the conversation. We both agreed that radio is show business, and promotion is part of it. "I only got outpromoted in the ability to spend contest dollars, and the great majority of the audience doesn't participate in contests anyway."

I asked John if he thought 94Q was playing with heavier artillery than in the past, and if he was going to have to reassess his position on cash and promotion. "Perhaps, but only after we've given it some serious thought. They've never done this type of promotion before."

Would he give away more cash if he had it? "Oh yeah," John responded. But he qualified his response by adding, "I still believe you can create an unnecessary monster by escalating cash contests. This was, in all honesty, a must-win book for 94Q. They've been the target of a lot of other stations, and there was a lot of pressure on them to win. What happens if they can't do it in the fall? And how much do they have to spend to keep the momentum going?"

Eyes Forward

"A few years back, it was thought you had to do TV to win. We've all learned a very expensive lesson — TV may not do the trick for you. When it comes down to the art of programming a radio station, I'd put Z93 up against anybody. To be successful, I've got to live for today and tomorrow, not look back on what happened yesterday."

Z93's Lineup



Steve McCoy



Bob Schuman
mornings



Randy Reeves
middays



Chris Thomas
MD/afternoons



Steve Maple
nights

Z93 & 94Q Neck And Neck In Ratings Race

there is success in tenure in the programming department as there is in sales. He didn't ask me to do this overnight. If 94Q can't adapt to our listeners' needs, then we have no business servicing them and don't deserve their listenership. By 1979, we knew we had to evolve. In our latest book we hit our goals and now have great numbers in every daypart.

"The key is that the staff is settled in its own areas. Don has his areas, I have mine, Jeff McCartney does the music, and each member of the airstaff feels as if he has a piece of this success he can call his own. 94Q doesn't do a lot of market advertising, billboards, or TV campaigns; it's mostly promotions. A jock knows he's successful when he can jump up on a stage at 'Light Up Atlanta' and hear 300,000 people applaud when they hear the calls." (See "Atlanta Lights Up — A Big One.")

Programming To The Mindset

There are a growing number of PDs and GMs who are looking at programming from a different angle than just demos, cume, and quarter hours. This alternative slant on things is *psychographics*, a term first introduced to radio years ago by longtime programmer Buzz Bennett. Psychographics focus not so much on the age of the target audience, but where the mindset of the audience is. Pepsi's current media campaign is obviously trying to appeal to the *leading edge of America*. This not only includes youths, but also those who are youthful in thought, as well as others not afraid to make an independent decision and lead the crowd.

Jim explained, "By paying attention to psychographic profiles rather than demographic ones, 94Q has seen great success. Demographics are important to advertisers and the sales department. But unlike at other stations, our sales department is heavily involved with the psychographic makeup of our audience. The psychographic we want is not the dominant demographic. The people with the *money* are who we want. It's the younger-thinking, hipper people who are the active spenders. To get the audience we want without being top-heavy with teens is a real accomplishment."

"From there, we launched the 'Daily Cash Payoff' contest, offering from \$1000-\$5000 a day. It's such a great contest because it's so easy to run without a lot of rules and regulations. As (consultant) George Burns has said, 'If the contest is built and presented properly, it becomes content.' It also works well for messing with the active audience who thinks the song won't be played until late in the day. We've offered it on the morning show three times in a row, and then turned around and offered it again later that day. You have to spend it to make it."

Poised For Growth

And it would seem that 94Q's *in your face* approach to promotions will be continuing. "The summer and fall will be preoccupied with our 94Q 'Super Sticker Sweepstakes.' There are some great prizes, such as two Thunderbirds, cash, stereo equipment, vacations, IBM-PCs — all designed for the psychographic."

Jim detailed an interesting concept in the mechanics of this contest. "We've dropped Metro Traffic and signed a deal with Dependable Courier. They run over 100 cars and now feed our traffic information and spot stickers for us! This way we have the entire city covered at one time, all the time, instead of one small section with one station van. We take the license numbers they record, feed them into a computer, and they're selected at random for on-air announcement."

"In a car radio you've got five or six buttons, but on the new Delco car radios there are only three or four. Most researchers feel listeners have room in their mind for three to five stations, which is in direct correlation with the car radio. If you don't have a button, you don't exist."

"Going into the fall, we're going to be on a good plateau to grow from. Sure, WKHX is on top of the market, but they've had no Country competition. Now, WYAY (Y106) is coming in and things will really change. WFOX is still a mystery. With Dennis Winslow as PD, they will most likely go A/C. If they want to be the fourth soft rocker, that's fine with me. If they become the third CHR, that's fine too. We've already got a lot of car radio buttons locked on 94Q."

Contemporary Hit Radio

Spending It To Make It

94Q keeps a mental model of its listeners and what types of promotions would fit their lifestyles. "We don't put our jocks out in cages like they're circus animals," said Jim. "They don't host wet T-shirt contests. Sexist, childish, or immature concepts and promotions are avoided. We began this book with our 'Love Boat Getaway Cruise,' a seven-day vacation on a cruise ship, complete with three stops. Gary McKee and the morning show gave away cabins by asking for entries of five words or less about why they want to go. We're talking creativity here. And we offered discount packages for those who just wanted to buy a cabin."

Just A Numbers Game?

Two people can see an accident from the same street corner, and then give you conflicting descriptions of what took place. You can witness the difference of perspective on the network TV news. So who really attracted the largest outdoor crowd in Atlanta? If you talk to Jim Morrison, it was 94Q; if you ask Z93's John Young, you'll get another answer.

John said, "According to the papers, Z93 had the single largest turnout ever for our July 4th fireworks show — 250,000 people. I don't know how 94Q can claim 300,000 for 'Light Up Atlanta.' Also, I heard that one person died at their event, and that the hotels were upset about a bunch of drunks hanging out in their lobbies while it was going on. No one got hurt at our fireworks show at the Galleria, and we stopped traffic for miles around."

"Numbers are a funny thing," he continued. "We are getting away from selling AQH's, as agencies are looking at cume more closely again. Radio is a cume medium. Our cume is great, which tells me that we're doing our job. We've a record-breaking year in sales. The buyers are aware that stations do things to increase the time spent listening, so they're looking harder than ever at the cume behind those listening spans. If we can

pull 250,000 people out for a fireworks show, Z93 is still right on the top of everyone's mind in this market."

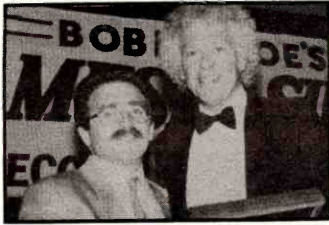
Ratings And Rankings

So just how did the two stations fare in the Arbitron? Because of the close competition, let's take a look at a seven-book trend of 12+ numbers and see where some demos were in the spring sweep. Note that Z93 generally has a stronger fall book, while 94Q made gains in two out of three spring surveys.

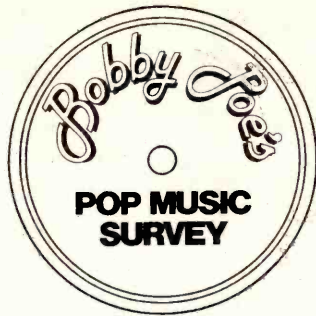
	Sp81	F81	Sp82	F82	Sp83	F83	Sp84
Z93	10.6	12.6	9.5	10.2	9.7	10.0	9.2
94Q	8.9	8.6	8.0	8.3	9.4	8.1	9.1
Spring '84							
	18-34 25-49 Teens						
94Q	#1	#2	#4				
Z93	#5	#4	#1				

Motion

KAAM & KAFM/Dallas promote Janet Mountz to National Direct Account Executive ... Ron Seldon exits KHFI/Austin for KRBE-FM/Houston, and KHFI MD Ed Volkman takes on mornings ... Replacing KUBE/Seattle MD/midday man Tom Huttyler in the MD slot is night rocker Wendy Christopher. Midday replacement is former swingshift personality Barry Beck ... Bob Spence takes on MD duties for Jay Jarvis, who exits V100/Charleston for nights at BJ105/Orlando ... WBNQ/Bloomington ups parttimer Dave Kuykendall to overnights ... Dan Wilson exits the PD slot at KJ103/Oklahoma City for the GM position at KELT/Harlingen, TX ... Jay Andrews exits overnights at Z93/Atlanta to become PD at WQSM/Fayetteville, NC, as the station goes live CHR from automation.



Kent Burkhart presenting Irving Azoff President of the Year award '83 (Corporate)



Rick Sklar of ABC & Bobby Poe presenting Clive Davis Record Company President of the Year award '83 (Independent)

would like to thank the radio & record industries for our most successful convention EVER!



Sunny Joe White of WXKS presenting Epic Records Label of the Year '83 (Corporate) accepting Walter Winnick



Charlie Minor of A&M presenting Jerry Blum of 94Q Radio Executive of the Year award '83



John Shomby of KAFM presenting John Barbis Vice President of Promotion award for '83 (Independent)



Vince Faraol presenting Nick Bazo B97 Large Market PD of the Year '83



John Barbis presenting Bob Hamilton of RKO Nat'l Programmer of the Year award '83



Rich Fitzgerald presenting Diana Thomas of Q105 Large Market MD of the Year '83



Bob Edson of PolyGram presenting Scott Shannon of Z100 Major Market PD of the Year '83



Mike Schaefer accepting from Walter Lee of Capitol, Rick Dees's award for Major Market Air Personality of the Year '83



Bob Hamilton presenting Frank DiLeo VP of Promotion award for '83 (Corporate)



Billy Bass presenting Kevin McCarthy of KXX106 Medium Market Station of the Year '83



Bob Travis of WGCL presenting Walter Winnick of Epic Nat'l Promo Director of the Year '83 (Corporate)



Mike Schaefer of KIIS-FM presenting Richard Palmese of MCA Record Executive of the Year '83



John Fagot presenting Bruce Stevens of WBBQ Small Market Station of the Year '83



Dan Vallie presenting Charlie Minor A&M award for Independent Record Company of the Year '83



Michael Osterhout of Q105 presenting Susan Wax Nat'l Promo Executive of the Year '83 award (Corporate)



Ross Brittain & Dean Thacker of Z100 accepting Major Market Station of the Year '83



Bill Cataldo presenting J.D. North of WAEV Small Market PD of the Year award '83



Bruce Bird presenting the Neil Bogart Memorial Award to Frank DiLeo for Michael Jackson



Frank Amadeo of Y100 accepting from Harold Childs, Sonny Fox's Large Market DJ of the Year award '83



Walter Winnick presenting Michael Ellis of Z100 Major Market MD of the Year '83



Robin Henken of Geffen Records accepting award as Nat'l Promo Executive of '83 (Independent)



Jack Satter of EMI presenting Donna Halper Radio Consultant of the Year '83



Bruce Wendell presenting Bruce Stevens of WBBQ Small Market MD of the Year award '83



Mike Bone presenting Bob Kaghan of WBCY Medium Market PD of the Year award '83

Join us at our next convention in Atlanta, June 21-22, 1985!



STEVE FEINSTEIN

SPRING '84 MARKET LEADERS

Number One With A Bullet

Nothing beats being number one in your market. That perch at the top of the ratings is all the more satisfying when accompanied by an attendant increase in your share. We've already profiled two such market-dominant stations, WBCN/Boston and WAAF/Worcester, and now we'll pay our respects to other upwardly mobile AORs that are king of the 12+ mountain.



KGGO/Des Moines notched its highest share ever and first numero uno showing in its seven-year AOR history. The first FM signal in the market to climb to the top, KGGO also handily beat the combined shares of the market's two CHRs, KRNQ and KMGK.

12+
13.3-17.4
1 KKGO/Des Moines

Men 18+, 18-34, 18-49, 25-49, 18-24, 25-34.
Women 18-34, 18-49 (tie), 18-24.
Adults 18-34, 18-49.
Teens
Cume

PD Larry Moffitt programmed KGGO from 1979-81, leaving to do time at Double-day's KPKE/Denver and KWK/St. Louis before returning in March '83. He took the station from a somewhat metallic direction to a more broadbased stance, adding cross-overs such as Lionel Richie and Prince. KGGO is also hyper-current — only 20% of its music is older than ten months.

"I really think this hybrid approach can wipe up in market sizes over 50. We're very close to CHR," claims Moffitt, "but still keep our rock identity by playing library material like the Who's 'Baba O'Riley' and Bob Seger's 'Turn The Page.' On currents, we pound second cuts like the Cars' 'Magic' and 'Drive' into the ground before CHR gets to them as singles."

KGGO received TV coverage when it broadcast an imaginary April Fool's Day Parade (a la WEBN/Cincinnati), and drew 18,000 people for its annual Roaring Raft Bash. On-air features include weekly remotes on the morning show, "Trivial Pursuit" in the afternoons, and a daily "Comedy Coffee Break" between 10-11am with a funny bit from comics like Joan Rivers and Rodney Dangerfield.



PD Mark Miller considers WWCK/Flint's highest 12+ in ten years of AOR the culmination of many elements: hit-oriented music with a high ratio of crossovers (10-20%); confined to mornings and mid-days, a "Superscore '84" music recall promotion that awarded \$32,000 (a \$2000 winner listed the last 25 songs aired), and a visible, reliable airstaff with an average station tenure of four years.

Chiding many AORs for sounding boring, Miller and VP/GM Ron Shannon pride themselves on "cinematics." A production booster, Shannon says WWCK is becoming a linerless radio station. Jocks no longer talk out of spots, instead using produced image statements to start music sweeps. Customized, multi-track bumpers and sounders run during sweeps.

WWCK's "Rock 'N' Kill" battlecry evinces itself in dramatics ranging from a jock "kidnapping" a wind-surfer the station was offering as a prize to having the \$2000

12+
12.0-18.1
1 WWCK/Flint

Men 18+, 18-34, 18-49, 25-49, 25-54, 18-24, 25-34.
Women 18+, 18-34, 18-49, 18-24, 25-34.
Adults 18+, 18-34, 18-49, 25-49, 25-54.
Teens
Cume

music recall booty delivered by a Brinks armored guard.

Though WWCK itself has no CHR competitor, Miller still believes that even "AORs in highly competitive rock 'n' roll markets can carve out a much larger niche with crossovers correctly mixed and dappared. Artist image isn't much of a problem anymore — it isn't unusual for us to get a request for Iron Maiden, Cyndi Lauper, and Prince all in the same breath."



So, like, what's the story at WLWQ/Columbus? I know the PD's name is "Still," but isn't four 12.6's in a row taking things a little too literally?

In fact, five out of the last six books have been 12.6's. Not only that, but except for fall '81, 'LVQ has been #1 in every book this decade. That's why even though their share didn't actually rise, ye old AOR scribe had to check it out.

The only change, much to the delight of Pat Still and VP/GM Tom Thon, was the demos shifting in an older direction. Teens dropped below a 20 share for the first time, and Still relates that the station outperformed its historic high of 15.9 in spring '81 in a number of key upper demos.

Promotionally, 'LVQ takes the stance of "being the guys about whom people say, 'I can't believe they're doing that,'" says Still. "We really strive to do things that'll



Pat Still

And Let's Not Forget . . .

KZEL/Eugene and WFYV/Jacksonville also registered number one showings and increased shares.

Altogether, 24 AORs were number one in their markets, including these stations that, while slipping in 12+, still captured the top spot:

- KKDJ/Fresno
- KILO/Colorado Springs
- KLYV/Dubuque
- KOZZ/Reno
- WAPL/Appleton
- WGIR/Manchester
- WKDF/Nashville

KLYV's 21.4 was the highest AOR share in the country.

make television and newspapers."

For example, WLWQ spoofed the Ohio State University marching band's "Script Ohio" ritual at football games. The station arranged for 500 listeners to form a kazoo band and line up in formation to spell out "Clippers," the name of a minor league baseball team. Two actual members of the Ohio State band assisted in the stunt, performed at a Clippers game.

A "What Would You Do Out Of The Ordinary For A Trip To An Out Of The Ordinary Place?" contest awarded a trip to Ordinary, VA (population: 600). Four extraordinary young men responded by brushing their teeth with the same toothbrush, rinsing with the same cup of water, and shaving with the same razor and shaving cream. Their finale had one of the chaps downing the communal water. They received \$3000 to spend on the wild night life in

At the same time, the station made a concerted effort to "be associated with something other than partying," says Messick. It co-promoted a laser-disk demonstration

12+
9.6-10.9

1 WDIZ/Oriando

Men 18+, 18-34, 18-49, 25-49, 25-54, 18-24, 25-34.
Adults 18-34, 18-49.

called "A Date With Digital" and gave away five CD machines, sent a pair of 30-year-old winners to Abbey Road studios in London and bused listeners to major racing events in the area.

12+
12.6-12.6

1 WLWQ/Columbus

Men 18+, 18-34, 18-49, 25-49, 25-54, 18-24, 25-34. Women 18-24.
Adults 18+, 18-34, 18-49

Ordinary, and you'll see these radical water conservationists repeat their feats on a segment of "Stupid Human Tricks" on the David Letterman show in November.

'LVQ does a wonderfully inexpensive and easy daily giveaway of 25 tickets to a weekly state lottery with a grand prize worth millions. What a beauty of an idea. Who can't relate to the lottery?

Still summarizes simply, "If you present your station as having fun and watch your music, you're going to be real successful." And, I might add, possibly rack up successive 12.6's.



Ask PD Neil Lasher how WKLC/Charleston, WV has achieved its highest 12+ share in four years as an AOR, and he'll stress cohesion: "Having the same airstaff for over three years enabled the audience to make our people part of their lives."

While qualifying that it may not be right for all competitive situations, Neil believes "the addition of a big pop element in our music mix from artists like Culture Club, Lionel Richie, and Tina Turner worked for us."



Neil Lasher

Neil believes he felled the CHR competition because "it lacks one main ingredient — an oldies library. They're almost a radio version of MTV. They sound fresh and up, but you never hear an old Beatles or Eagles song."

12+
11.7-15.1

1 WKLC/Charleston, WV

Men 18+, 18-34, 18-49, 18-24, 25-34.
Adults 18-34.
Teens

A clever "Where's The Beach" contest required listeners to identify a specific beach, down to the country and city, from a series of on-air clues. The winner snared a vacation at El Condido Beach in Old San Juan, Puerto Rico.

After a huge flood in the area, a KLC-sponsored concert elicited two tons of canned food for flood victims. Governor Jay Rockefeller contributed an on-air endorsement.



PD Rad Messick arrived at WDIZ/Oriando last spring in time to see the station dive 11.4-5.4. A suspected fluke in diary distribution seems the likely culprit, as the station rebounded nicely in the fall and has now returned to #1 with a 10.9 share.

For relief from iron-poor library material, Messick added fresh library cuts by "bands that really mean something to 25-34s." He feels a tune like Zeppelin's "Houses Of The Holy" heightens the "Oh wow . . . I haven't heard that in a long time" pleasure factor.

Messick and Promotion Director Mick Dolan had 'DIZ's promotional machinery in high gear. The station presented free concerts by the likes of Pat Travers and the Fixx at Daytona Beach during spring break, when some 250,000 students invaded the area. 'DIZ's "Concert Flyaway" sent listeners to musical events around the world, including a weekend in the studio with Triumph in Toronto.

NIGHT RANGER

AUGUST 31

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Special Programming ABC RADIO NETWORKS 

Number One With A Bullet

Continued from Page 42



"I'm just wild about Harry, and Harry's wild about... his numbers" the song goes, or something like that. WRUF-FM/Gainesville PD Harry Guscott is wild about his second #1 in a row and attributes the showing to a hit-oriented, consistent approach. "We also took some pains to rid ourselves of an image as a metal station," he adds. "We departed even more carefully and limited promotional plugs for our metal hours to late afternoons and Harry Guscott nights. Adding a number of female-oriented CHR crossovers such as Thompson Twins and Kenny Loggins also helped."



12+
14.2-14.8

1 WRUF-FM/Gainesville

Men 18+.
Adults 18+, 18-34, 18-49.
Cume

*Gainesville is a Condensed Market for which limited demo breakouts are available.

The station was visible through the co-promotion of a second anniversary concert with Tony Carey, as well as fundraisers for the American Heart Association and muscular dystrophy.

Wmms
IS
CLEVELAND'S



#1
RADIO
STATION

Wmms 100.7 FM

WMMS/Cleveland is number one again. "Ho-hum," you say. "So what's new, Buzzard-breath?"

Plenty, wise guy. This is the first time 'MMS has scored double digits three books in a row, and its awesome demo dominance makes this the station's greatest victory ever in the eyes of OM John Gorman. How does a radio station have such a vice grip on a city?

On the musical front, Chairman John observes, "We serve adults the same way CHR serves teens. CHR plays the best of everything; Urban, A/C, and Rock all pass through it. AOR should do the same, only geared toward 18+ instead of a teen base.

"You have to break down preconceived ideas about what's AOR and what's not. Some of the new, funky things like Madonna, Thompson Twins, and Frankie Goes To Hollywood shouldn't be avoided. It's fresh music." 'MMS also continues to use a wide body of oldies for color and novelty, including classics from the Top 40, pro-

gressive, Motown, and Roots Of Rock eras.

On the promotional front, the G-Man prefers a steady stream of relatively modest prizes to a limited amount of big ticket items. "I'd rather give a lot of people a chance to win. What we do is use station merchandise to lead up to a bigger prize. For example, winners of a daily joke contest all get T-shirts, and then the grand prize winner that week gets something like dinner for himself and 15 friends at a swanky restaurant."

12+
10.0-10.4

1 WMMS/Cleveland

Men 18+, 18-34, 18-49, 25-49, 25-54,
18-24, 25-34.
Women 18-24 (tie).
Adults 18+, 18-34, 18-49, 25-49, 25-54.
Cume

Extraordinary musical depth and variety, personalities who are Cleveland institutions, and relentless visibility and excitement, courtesy of the hardest-working promotion and marketing department in radio, are what make 'MMS the winner time after time.

But, according to the G-man, the most crucial factor in maintaining killer numbers is "entertainment. We put on our top hat and cane, and entertain the living daylights out of our audience."



Any station that wants to be perceived as responsive to its audience makes sure to answer its request lines regularly. WTPA/Harrisburg goes a step further and reverses that process. It calls listeners at home to find out what they want.

Let me explain. AT&T is using Harrisburg as a test market for a new service whereby when you're too busy to pick up an incoming phone call, you can come back to your phone at a later time and call back the last party who had been trying to reach you. You don't know who it was trying to reach you or their phone number; you simply hit a three-digit code to connect with whoever it was.

12+
10.3-11.4

1 WTPA/Harrisburg

Men 18+, 18-34, 18-49, 18-24.
Adults 18-34, 18-49.
Teens

So a "TPA listener who thinks his call to the station went unanswered may later pick up his home phone and hear, "Hi. This is Jammin' Jeff Kauffman from FM 104. What song do you want to hear?"

The calls sometime make for hilarious on-air bits. For example, a listener unaware of the system might ask with astonishment, "How did you know I called?" and PD Kauffman is likely to say, "We're on the radio, and we know everything. We're listening to what goes on in your home. Take the telephone out of your bedroom when you're making love because

we're right there with you."

Aware listeners now call the station, hang up right away, and amaze their friends by predicting that a "TPA jock will call them back."

In a more serious vein, Kauffman credits "TPA's return to #1 with visibility from bi-weekly "Rock Notes" segments on MTV," hosted by station jocks.

Returning oldies to the library by artists such as Steely Dan, Kingsmen, Thunderclap Newman, and Jeff Beck, along with remotes from a computer exhibition and stock market reports in morning drive, is how 'TPA attempts to appeal to upper demos.



Authentic Rock & Roll Connection

You can score big in the ratings even if you're not an Arbitron subscriber. Case in point - KLBJ-FM/Austin, which emerged victorious even though it doesn't ante up to the ARB overlords.

PD Clark Ryan's musical adjustments included paring peripheral sounds like reggae, as well as country crossovers such as Michael Murphey and Pure Prairie League. In their place, he put secondary

and tertiary library tracks by familiar artists such as Bruce Springsteen and Bob Seger to maintain an image of depth and variety. Ryan also reversed a 60/40 ratio of old/new to favor currents and recurrences instead. Trying "to keep our identity as separate from CHR stations as possible," he shuns crossovers such as Michael Jackson and Prince, but was early on Cyndi Lauper's "Time After Time," which he considered in line with his station's adult approach.

"We try to keep everything in an adult vein, from jock presentation to station promotions," Ryan explains. Instead of a heavy metal co-promote, for instance, he'll opt for heavy involvement in "Austin Clean Sweep," a month-long campaign in which listeners helped clean up the city.

When it comes to giveaways, Ryan's credo is "small items, big quantities." While the competition was giving away cars and big prizes, KLBJ-FM is proud that it



Clark Ryan

12+
9.9-14.4

1 KLBJ-FM/Austin

Men 18+, 18-34, 18-49, 25-49, 25-54,
18-24, 25-34.
Women 18-24.
Adults 18+, 18-34, 18-49.

"tried to touch more individuals with small, usable prizes. For example, every day for three weeks we gave away 94 (frequency tie-in) tenth anniversary T-shirts."



GM Edd Hoyt came into KTVD/Santa Barbara two weeks into the spring book and, along with new PD Deirdre Gentry,

took the market's only fully live operation to number one, with its highest share ever. Men 18+ shares taken up by Los Angeles stations KMET and KLOS dropped by almost two-thirds, while KTVD's male numbers climbed by close to 50%. Hoyt says his figures also indicate that KTVD actually fares better with men 25-34 than 18-24s.

12+
10.3-14.6

1 KTVD/Santa Barbara

Men 18+
Adults 18-34, 18-49.
Cume

*Santa Barbara is a Condensed Market for which limited demo breakouts are available.

The battleplan involved a restructuring of KTVD's musical menu. "We converted the station's high cume into more quarter-hours by continuing to move from a modern rock slant to a more mainstream AOR approach," says Hoyt. "In a market this size, modern rock was too narrow a focus.

"Since Santa Barbara has a number of A/C-type stations trying to divide up the women's pie, we also directed our energies primarily toward males," Hoyt explains. "Instead of playing Glenn Frey's 'Sexy Girl,' we'll use 'Smuggler's Blues.'"

For the fall, Hoyt promises an exciting concept that will "turn our advertisers into billboard for us," with details to come. Meanwhile, Rick Williams has returned to KTVD as PD, as Gentry leaves to devote more time to her management and promotion firm.



KMBQ/Shreveport is what you might call a hyper-hybrid. Though it may raise eyebrows among AOR traditionalists, playing tunes like Lionel Richie's "Hello" and "Stuck On You" and Jermaine Jackson's "Tell Me I'm Not Dreaming" and "Dynamite" has brought KMBQ its highest share ever and the station's first #1 crown.

PD Dick Bascom leans the station in a decidedly A/C-CHR direction, particularly during the day when you'll hear Little River Band gold and softer Fleetwood Mac like "Landslide" and "Over My Head." Bascom observes, "AOR stopped playing these songs because it felt they would damage the core. We use them to develop a new core - a more adult core and a female, as well as male, core."



Dick Bascom

12+
10.6-12.2

1 KMBQ/Shreveport

Men 18-34, 18-49, 25-49, 18-24, 25-34.
Women 18-24.
Adults 18-34.
Teens
Cume

Bascom himself is amazed at how the crossovers have been accepted. Balance is the key, he says; every set contains at least one AOR, A/C, and CHR element, with nights skewing a bit harder.

Visibility in the book came from 50,000 bumperstickers handed out at sticker parties since the first of the year. A safe-driving campaign awarded prizes to motorists viewed driving in a safe manner by station officials in an unmarked car. Events included sponsoring a Louisiana Music Festival for muscular dystrophy, and an "all the crawfish you can eat" benefit for a family crisis center.



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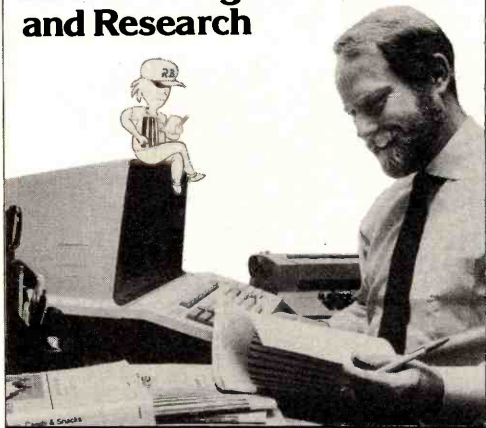


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Number One With A Bullet

Continued from Page 44

106 1/2 KWHL

Q: Which station will be the winner in a market where the Country station gives away a \$160,000 house, the A/C a \$130,000 house, and the CHR \$101,000 in cash?

A: None of the above. AOR KWHL/Anchorage continued its perfect record of first place finishes since hitting the air in fall '82, notching a cool 17.3.

While the other outlets were awarding lavish prizes, PD Carter B. Bradley threw his promotional push behind a "Vacation A Day In The Month Of May" campaign. Not all the trips were to exotic tropical climes, but rather a series of sightseeing tours to various Alaska locales, with a couple of excursions to London and Hong Kong tossed in for spice.

12+
14.9-17.3

1 KWHL/Anchorage

Men 18+, 18-34, 18-49, 18-24, 25-34.
 Women 18-34, 18-49, 18-24.
 Adults 18+, 18-34.

Carter defused the competition's grandiose prizes by stressing his contest's simplicity and multiple winners. "The other stations did hardcore, extended-listening promotions with only one winner apiece. That irritated people. Our message was, 'A lot of people are trying to get you to listen for a long period of time. We want you to win, not put up with a lot of BS for nothing when you really don't win, you only have the chance to win. Listen to us, and you won't have to qualify to qualify to qualify...'"

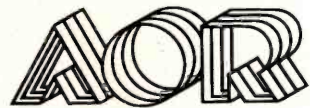
Spoofing CHR KGOT's extended payment plan of the \$101,000 — \$11,000 the first year and \$10,000 annually for the next ten years — Bradley cut a promo saying, "We want you to win and we want you to win, now, not later. With us, if you win today, you could be going to London tomorrow."

KWHL's position as "Alaska's Concert Connection" is so effective that promoters give the station first dibs on all co-promotes, including a Bob Hope appearance. Carter gets to choose what he wants, and when he passes on something like the Bob Hope show, advises promoters on which station would be the best second choice.

As of this writing, Carter is still looking for a morning maniac. If you get the gig, find out what that "B." stands for. Bad Boy... Bodacious... Bejesus...



"We made our air sound more entertaining and animated, with a lot of theater of the mind. We had more fun on the radio than we've had in the past," is how OM Tony Gates accounts for WLAV-FM/Grand Rapids' return to first place, which it's occupied steadily in recent years except for last fall's slip to fourth place.



Morning man Kevin Matthews pulled off a zany stunt that yielded a major return in publicity, both local and national. In the hope of getting the Soviet Olympic team to compete in the summer games, he sent a case of Cheeze Whiz to the USSR, calling it "liquid gold... second only to Levis." On the way to the post office, Matthews led a "Whiz Over Russia" parade through downtown Grand Rapids, escorted by the town's mayor. Soviet officials from both the New York embassy and Moscow called to thank

12+
9.5-11.8

1 WLAV-FM/Grand Rapids

Men 18+, 18-34, 18-49, 18-24, 25-34.
 Adults 18-34, 18-49.

the station for its interest and to ask exactly what Cheeze Whiz is. David Letterman gave the prank a mention, and "Today" show weatherman Willard Scott sent an acknowledging telegram.

Comparing his eclectic, "predictably unpredictable" music mix to that of WXRT/Chicago and WMMS, Gates estimates that "LAV-FM plays close to 90% currents and re-currents. "We crossed over more R&B this time to liven up the sound of the station," he says, pointing to a Motown weekend, the addition of early Aretha Franklin to the library, and early adds on acts such as the Bus Boys.

SEGUES

WDEK/DeKalb, IL is shifting to an AOR/CHR hybrid.

WIYY/Baltimore parttimer Chris Emry is appointed MD, and moves into afternoon drive as Kelly Saunders transfers to sister AM WBAL for talk show duties... WCKO/Miami MD Ruby Cheeks resigns... MD Doc Ballje will leave WAPI-FM/Birmingham shortly. Reach him at (205) 967-9798... Lenny Bloch resigns as KFMG/Albuquerque MD... MD Lee Gellins leaves WKTM/Charleston, SC.

Jo Myers becomes part of KBPI/Denver's morning team from crosstown KMJI... Former WFBQ/Indianapolis MD Robin Luse lands at KDKB/Phoenix for evenings... Rick Austin joins Greg Austin (no relation) on KWFN/Tucson mornings... Greg Fitzgerald steps down from KSRR/Houston late nights.

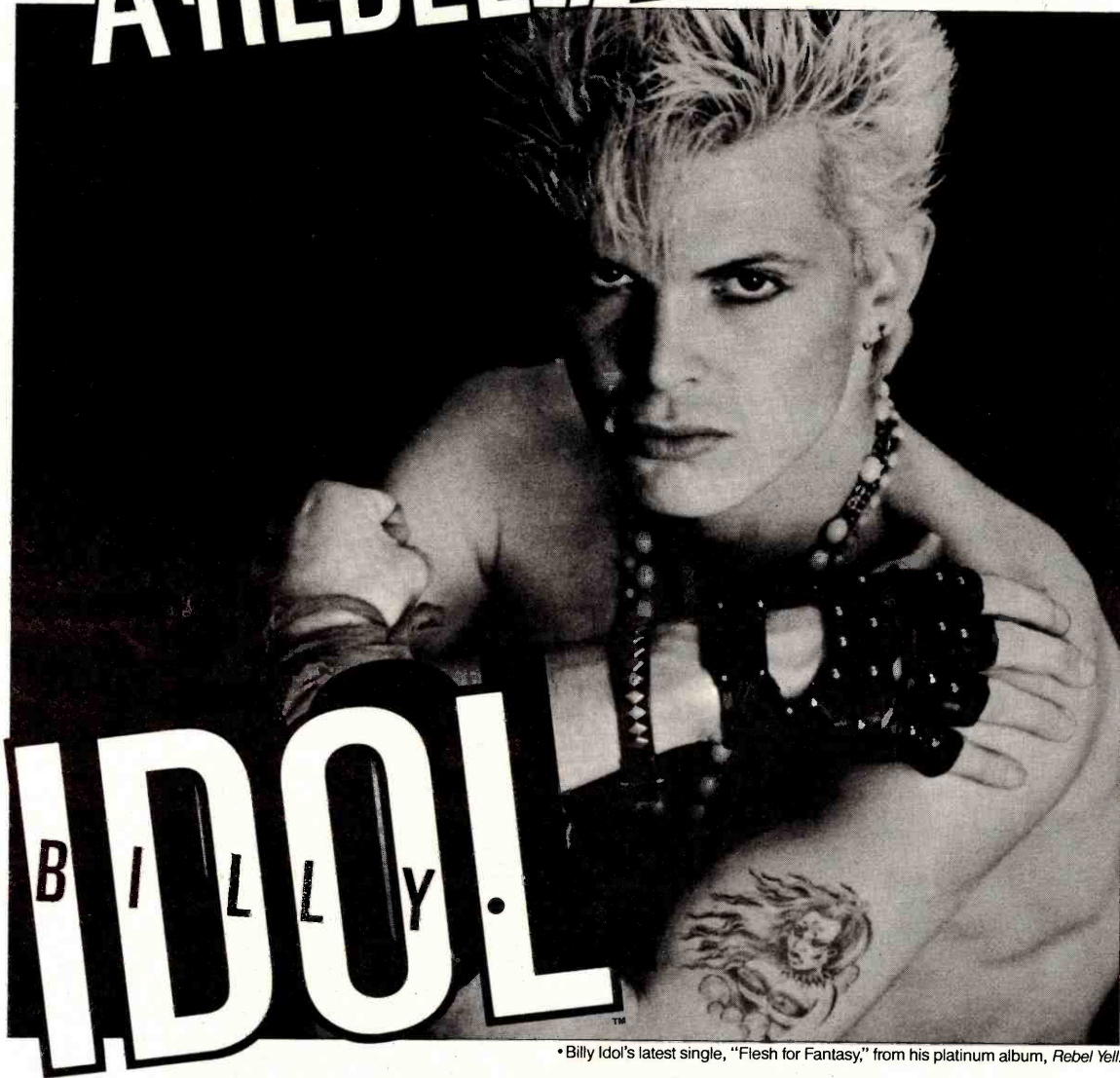
WRKI/Danbury PD Buzz Knight is pulling weekend shifts at WNEW-FM/New York under his real name, Bob Kocak.

Detroit AOR vet Jerry Lubin rejoins WLLZ/Detroit as Special Projects Director... Rich Sutton returns to WBAB/Long Island as Promotion Director.

Adult AOR KZAM/Eugene sports this lineup: Nick Morrison in the morning, Barry Corkery middays, PD Jeff Hanley afternoons, Eydie Brown evenings, and Tom Krumm overnights. Ray Pletz handles news, and Syd Steen and Barbara Stern are on weekends.

KFMG/Albuquerque is looking for a morning personality and/or MD. Call PD Tom Marshall at (505) 265-8811... Veteran WCOZ/Boston personality Carla Leonardo is available at (617) 266-4757.

A REBEL YELL FOR




• Billy Idol's latest single, "Flesh for Fantasy," from his platinum album, *Rebel Yell*.

Thanks to Billy and the band for a rousing performance recently on "Supergroups." And a rebel yell to thousands of Idol worshippers who tuned in to the great radio stations that aired this special event. Special thanks to Aucoin Management, Chrysalis Records and DIR Broadcasting.

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Black/Urban Radio



WALT LOVE

WJMI Climbs Back To #1

In the competitive Jackson, Mississippi market, WJMI came from 2.4 shares behind to recapture the Black/Urban crown this spring, defeating WKXI 12+ 14.6 to 12.0. Both stations have been consistent winners for years, and the latest ratings now rank WJMI and WKXI first and third, respectively, in the market. This week, longtime WJMI Station Manager/PD Carl Haynes talked about his station and its success.

Professionalism All The Way

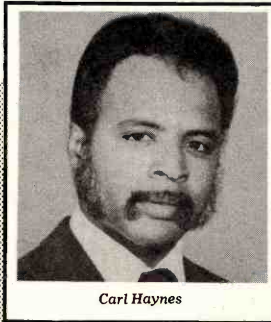
A perennial statewide ratings leader, WJMI has held the number one position 12+ in the market for four of the past five years. What keeps WJMI so strong? Carl points to consistency. "We strive for professionalism at all times. We only have announcers who have good diction and enunciation. For years, people thought if you were going to hear a Black-formatted station it had to be bad; it had to have poor announcers and all the other negative things associated with Black radio. All of our spots are produced with professionalism and dignity. Our market is aware that Black radio should sound just as good as any other station in this city or the country."

Appealing To The Masses

The 10-year veteran PD classifies his station as a Black/Urban outlet which "plays some crossover music that appeals to blacks as well as the masses." Carl noted that while WJMI doesn't daypart music, it does use two different format clocks during the day. "There's not a record on our playlist that we would not play at 10am that we would play at 7pm. Our format clocks rotate the music so that it isn't offensive to the masses at any time. It's the way we play our music that is our strength."

The Short Playlist

WJMI is one of the few Black/Urban radio stations in the country with a short playlist, and Carl explained the reason for it. "Our research," he said, "is a combination of telephone requests, store reports (both sales and product inquiries) and other passive/active information. The results tell us



Carl Haynes

there is only a set number of records that people want to hear. Usually we'll have about 20 really hot records and an additional ten to 15 mediocre songs which can be played without getting hurt. That adds up to 30-35 records, and that's what we play."

Emphasizing a key benefit to a shorter playlist, Carl continued, "Since the average listener only samples a station for about two hours, you don't want your repeat cycle to be six or seven hours. If you're playing over 40 records, it's very hard to expose a new song or to rotate your hits often enough to do you any good."

Using Oldies & Album Cuts

Carl is not afraid to use oldies as part of WJMI's music mix. "Everybody thinks radio should be geared towards kids, but



WJMI AIRSTAFF—Pictured from l-r are: Jacob Gray, Venus Jones, Don Edwards, Jay DuBard, Paul Todd, and Carl Haynes.

Too Close For Comfort

The ongoing battle in Jackson, MS between WKXI on AM and FM outlet WJMI is becoming a classic. This market has only one book per year, and as you can see, both stations continue to make the best of it: (12+ avg. quarter-hour share, Mon-Sun, 6a-midnight, metro):

	'82	'83	'84
WJMI	14.9	12.9	14.6
WKXI	13.0	15.3	12.0

I'll continue to keep an eye on these two competitors, because it's clear that there's more good things to come from both!

it's the gold that gets adults and keeps adults listening. We play two golden cuts an hour and we make sure they were hits."

On the subject of album cuts, Haynes admitted that WJMI has reduced the number of tracks in its library. "At one time, we played an assortment of selections from 20-25 artists; that figure has been shortened to about ten. We want our listeners to always know who they're hearing, so the album tracks we do decide to play are only by artists who are familiar to our listeners. An example would be Shannon. When her first single came out, we played it. But we also played 'My Heart's Divided,' which was an album cut at that time; now it's the new single. We try to be creative, but we don't experiment as we once did."

Extra Commercials Help Keep Pace

Most Black/Urban stations continue to be burdened by heavy commercial content,

partly in order to make up for their inability to command the real market value of their ratings. Indeed, despite his station's ratings strength, Carl experiences situations where white-owned businesses won't buy spots on WJMI because it is a Black station. "We try to limit our spot load to 12 minutes. I wish it could be smaller, but programming a Black/Urban format in the South can make it hard to secure enough revenue."

Community Involvement Is A Must

As it is with most Black/Urban stations, WJMI is quite community-oriented. Carl related one public service effort that seemed to pay off in the ratings. "Back in January and February, we helped the small northern community of Canton. The town is 84% black, and the utilities of many of its residents were cut off because they could

WJMI STEREO

not pay the water, gas, and electric bills. These poor families had run up a bill of \$27,000, but WJMI raised \$7,000 in three days to get their utilities turned back on. We've also helped Toogaloo College in times of financial crisis. Black stations have to be more community-oriented than other stations of other formats, such as CHR and A/C."

Preserving Personality

Personality is the name of the game at WJMI. Carl said, "We do hold down the talk on our station, but our air talents are personalities. I encourage all the people on our staff to be different and to have that special 'something' that separates them from anyone else, while maintaining professional control."



ANNUAL WJMI STONE SOUL PICNIC — A BIG FAVORITE — Over 5000 listeners showed up for the annual WJMI summer picnic. The event also features a popular bike ride that most participated in. Dance music and other entertainment is provided free by WJMI. Haynes says, "It's our way of thanking our listeners."



MONEY FOR JACKSON STATE UNIVERSITY — WJMI Station Manager/PD Carl Haynes (right) and Budweiser's Walter Travis (left) present checks for \$1250 each to Jackson State University President James Hefner. The donations were earmarked for the Sports Scholarship Fund.

The Sounds
Of Success
From
Columbia
Records



HERBIE



Black/Urban
BREAKERS

HANCOCK

"HARDROCK"

BLACK/URBAN Chart: 31 BB:50★

DENIECE
WILLIAMS



"NEXT LOVE"

BLACK/URBAN Chart: 21
BB:32★

JULIO
IGLESIAS &
DIANA ROSS



"ALL OF YOU"

BLACK/URBAN Chart: 37
BB: 41★

RAMSEY



LEWIS

"THE TWO OF US"

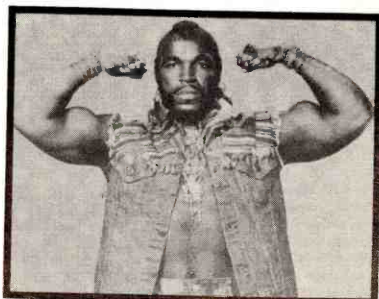
R&R:

NEW & ACTIVE 50%

BB: 57★

Watch For These Debut Releases
On Your Desk This Week

MR. "T"



"MR. T's
COMMANDMENTS"

REBBIE



JACKSON

"CENTIPEDE"

Produced by Michael Jackson



Columbia Records

Country



LON HELTON

Ratings (W)rap

By and large, the spring '84 ARBs for Country stations have been nothing to write home about. Perhaps the "post-Urban Cowboy shakeout" is still in its final stages — with a few casualties yet to come. The total Country share is off for most of the markets received to date, with only a few surprises.

Over the next couple weeks, I'll take a look at the numbers market by market, focusing on the most competitive situations, as well as highlighting noteworthy individual markets. I'll also provide thumbnail market sketches, including thoughts from various participants.

Baltimore

	Winter '84	Spring '84	25-54 Rank
WPOC	6.7	6.2	2
WCAO	3.3	4.1	5

Comments: The battle in this market has definitely heated up. 'CAO began its "Cash In and Win" in late February, giving away over \$60,000 in cash over the next four months. WPOC also gave away cash to the tune of \$1000 a day during various weeks of the book. WCAO maintained its personality approach combined with high community involvement. In recent months, 'POC has become a bit less of a "music machine," opening up the on-air presentation a bit while also moving a bit more modern musically.

Chicago

	Winter '84	Spring '84	25-54 Rank
WMAQ	2.9	4.1	9
WUSN (US99)	2.7	2.7	8
WJEZ	1.8	1.7	17

Comments: A much-needed up book for 'MAQ, which hadn't been under a three in years. A combination of the White Sox and an extensive direct mail campaign helped right the ship. WUSN was pretty aggressive this time out and had hoped to overtake the 50,000-watt giant. WJEZ slid a bit more and new owner Infinity is changing it to an Oldies format. The two remaining Country outlets can be expected to wage all-out war for those ex-'JEZ listeners. It will be interesting to see if any of them can be lured back to the AM band.

Cleveland

	Winter '84	Spring '84	25-54 Rank
WKSX (now WGAR-FM)	4.8	4.0	7

Comments: The Country share in Cleveland has been as high as 8.6 as recently as fall '82. Despite WHK dropping Country for Oldies in late April, WGAR-FM's shares softened. PD John Olson feels his station "had gotten most of the audience we were going to get from 'HK" so he didn't expect to gain by 'HK's demise. John feels 'GAR-FM's decline was due to his audience sampling the A/C and "soft rock" stations, especially with A/C station WLTW "out-promoting everybody in town."

The new variable in this market is WGAR (AM) going Country a few weeks ago. It simulcasts with the FM in morning drive, does separate live programming 9am-1pm, and then joins the Satellite Music Network the rest of the time. John mentioned that the AM going Country solves another problem, one that has stemmed from "not having as big a promotion budget as you really need in this town. This problem is solved by taking the two promotion budgets and combining them. The product has always been there, and now we have the money to promote it full force."

Buffalo

	Fall '83	Spring '84	25-54 Rank
WYRK	7.1	7.1	4

Comments: Even though the 12+ was flat, it was another strong showing for PD Ken Johnson and the gang at WYRK. Big Band WECK climbed 6.9-7.3, edging out WYRK from third to fourth in the market 12+. WYRK moved from second to third 18-49 and third to fourth 25-54.



THE BRINK OF ADVENTURE — 98WSIX/Nashville afternoon personality Scotty Brink recently took 42 listeners for a wild ride through the rapids of East Tennessee's Ocoee River. Scotty, an avid outdoorsman, is pictured here with WSIX MD and midday personality Fran Morley (to his left) and four of the lucky listeners.

Los Angeles

	Winter '84	Spring '84	25-54 Rank
KZLA-FM	2.4	2.2	08
KLAC	1.6	2.0	11
KZLA	0.3	0.3	44

Comments: No sooner did KLAC begin to play country music again than the numbers started to go up. Also in the equation were the Lakers and their exciting playoff series, plus the L.A. Express of the USFL getting into the playoffs, too. KZLA gave away a couple of trips to exotic places while continuing to be wall-to-wall music. The music has been evolving — most notably being a tad more uptempo than anytime in its three-year history. In the meantime, of course, KZLA's parent Cap Cities purchased KLAC with takeover expected sometime after December 1. Speculation about KLAC's direction after the takeover is rampant, but no one in the know is saying anything at this point.

Philadelphia

	Winter '84	Spring '84	25-54 Rank
WXTU	—	2.6	14

Comments: This was the first Country book for WXTU and the results are even more impressive when you realize it literally started from scratch. Under its Urban format, it had a .6 in the winter book after not even showing up in the fall book. GM Dennis Dougherty and PD Larry Coates have the station in an aggressive stance, actively marketing country concerts and country music in the City of Brotherly Love. They are also in search of a Country share that, while admittedly garnered by WFIL and WUSL during the height of the Urban Cowboy craze, still registered in the mid-6's. It looks like they're off to a good start.

New York

	Winter '84	Spring '84	25-54 Rank
WHN	2.3	2.9	12

Comments: Alone again in the Apple, the folks at 'HN credit their rise to a combination of Mets baseball (go Cubs) and a heavy TV campaign featuring morning personality Del DeMontreux.

Phoenix

	Winter '84	Spring '84	25-54 Rank
KNIX-FM	6.9	7.1	1
KEZC	3.9	3.8	8
KJZZ	1.6	2.0	17
KNIX	1.8	1.1	20

Comments: This is one of the few major markets where Country held its own, thanks in part to a heavy TV schedule by KNIX during the book. KNIX could well be prototypical of what a Country station needs to be in order to compete today. High visibility in the marketplace with a generous mix of personality and promotions keep it dominant 25-54 — hitting the number one spot in that demo for the 11th time in the past 12 books. The station is heavy personality in the morning — featuring news, sports, weather, etc., moving into a more-music mode late in the morning.

The battle here will heat up considerably with the entrance of former KIKK/Houston PD Charlie Ochs as a VP with the Broadcast Group, owner of KJZZ & KEZC. Charlie and KNIX OM Larry Daniels have been close friends for years — since Charlie's days as a personality and MD for KNIX almost 10 years ago. As a matter of fact, Charlie credits Larry with his introduction to modern Country radio, and the two constantly discussed programming philosophies by phone. (Can't you just see Larry trying to recall his last few phone conversations with Charlie?)

Have You Heard

Say there, Bunky, are you looking for that "ground floor" opportunity? Check this out: Former KOLO/Reno PD George Sepulveda is the new PD at KWHY/Folsom, CA (just outside Sacramento, not far from the prison made famous by Johnny Cash), and he's looking for jocks. A brand new facility with 50 kw at 1030 kHz, KWHY will flip the switch in late October. George told me he wants to "put some fun back into Country radio," so if you have a good time on the air and want to get in on the rare opportunity of signing on a new AM station in a beautiful western market, send your T&R to George at KWHY, 409 Glenn Dr., Folsom, CA

95630 . . . Speaking of new PDs, Bob McRae has just taken over the programming at WYRL/Melbourne-Orlando. Bob, who comes from WPCB/Baltimore, replaces exiting Larry Rich . . . Up north a ways, Sandy McBride is now Program Coordinator and PM personality at WQIK/Jacksonville . . . Four MDs who have recently gotten their Asst. PD "stripes" are Tony Kidd at WZZK/Birmingham, Mark Andrews of KWJJ & KJIB/Portland, Dave Anthony at WEEP/Pittsburgh, and Rick Ryder at KRWQ/Gold Hill, OR. Also at KRWQ, Steve Allison moves up from weekends to overnights, as Cal Littlefield and Gil Fredericks join for

weekends. Back at KWJJ & KJIB, personality Don Perry has been appointed MD, while WEEP personality Terry Rhodes was named Asst. MD . . . Randy Woodward has been promoted to Asst. PD/MD for WUSQ/Winchester. At the same time, Steve Morgan has been upped to Production Director for the Virginia Country outlet . . . Steve Rogers is the new MD at KXXY/Oklahoma City, filling the vacancy left in April when Scott Jeffries departed to program WCRJ/Jacksonville . . . Keep that gossip comin', and don't forget to let me know what you have heard!



SURPRISE — Prior to a concert at the Greater Grand Forks Fair, Sylvia stopped by the KRKK booth for an on-air chat with PD Curt Samson.

EXILE'S EXPLOSION



“Give Me One More Chance” 34-04567

is all over the airwaves and is one of the fastest rising new records at Country Radio.

Here's what a few key programmers think about this single:

“Even with the success of the last two singles, this one is their best yet.”

Tom Phifer
KRMD/Shreveport

“When I put a needle on it, I knew in 30 seconds it could be candidate for ‘Single Of The Year.’ ”

Rhubarb Jones
WLWI/Montgomery

“The record is gangbusters . . . will be their 3rd #1 in a row.”

Edd Robinson
WSOC/Charlotte

“If that’s not a #1 record, I’m going on the road with the Pointer Sisters.”

Gerry House
WSIX/Nashville

“Another gold medal performance for Exile.”

Gary Stone
WDGY/Minneapolis

“It’s a happy-go-lucky tune, extremely well produced, just the type of tune we need on the radio to close the summer months.”

Nikki Courtney
WUSN/Chicago

“It’s a great up-tempo, toe-tappin’ HIT!”

Gary Hightower
KFDI/Wichita

“The best effort to date.”

Joe Ladd
KIKK/Houston

“It was an easy decision based on the research of the last two singles . . . they are continuing their ‘Exile’ sound.”

Doug Brannon
KNIX/Phoenix



On Epic Records and Cassettes

“Give Me One More Chance”

Produced by
Buddy Killen

The scorching new EXILE single
from the forthcoming album ‘Kentucky Hearts’

FE39424

Nashville This Week



SHARON ALLEN

Country Trivia

Since Trivial Pursuit has become such a national craze, I thought I'd come up with my own version of country trivia. Things you always wanted to know, already know, or maybe could care less about. I got 'em from files, friends, and trash bins. In any event, you may be able to salvage something to use on the air.

Q: Early in his career, which country artist sang jingles with Janie Fricke in Dallas? A: Dan Seals.

Q: Which PolyGram artist was a chaplain at Barkley Boys State Camp (a juvenile detention center in Kentucky) before launching his career? A: Gary Wolf.

Q: Which Warner Bros. artist has a twin sister and what is her name? A: Gary Morris, Carrie.

Q: Where was Larry Gatlin when he wrote "I Don't Wanna Cry"? A: The restroom at WPLO/Atlanta.

Q: Conway Twitty and Jerry Lee Lewis appeared in what late-'50s movie? A: "High School Confidential."

Q: Who was the co-writer with Kris Kristofferson on "Me & Bob-



Lynn Anderson (l) appears with what major singing star? Dolly Parton 2. ?

by McGee," and who was Bobby McGee? A: Fred Foster/she was Boudleaux Bryant's secretary.

Q: Who was the first country artist to record a live album in Las Vegas? A: Hank Thompson.

Q: Which Warner Bros. group has been together 17 years? A: Nitty Gritty Dirt Band.

Q: What radio station was the first to carry an all country music format? A: KDAV/Lubbock... PD was Dave Stone.

Q: The song "Wolverton Mountain" featured a character named Clifton Closers. Upon what real-life person is he based? A: Merle Kilgore's uncle.

Q: Which current recording artist is an instrument-rated pilot, graduated from the MGM Actors School, and had a folk group called the Townsmen? A: Rex Allen Jr.

Q: Who produced the Righteous Brothers hit "Soul & Inspiration"? A: Bill Medley.

Q: There's an interesting but little-known fact about John Anderson's birth. What is it? A: He was born in a car.

Q: Which native Oklahoma recording artist planned to be an Air Force career man or a rodeo rider when he was a child? A: Big Al Downing.

Q: What Grand Ole Opry star's mother played piano in silent movies? A: Hank Snow.

Q: Dottie West used to do a TV show in Cincinnati. What was the name of the show? A: "Midwestern Hayride."



This vintage photo features the Gatlin brothers. — Pick out Larry, Steve, & Rudy.

Q: Who was CMA's first winner of the Entertainer of the Year award? A: Eddy Arnold (1967).

Q: Which movie inspired John Hartford to write "Gentle On My Mind"? A: "Dr. Zhivago."

Q: What do Steve Gatlin, Janie Fricke, and Margo Smith have in common? A: They were school-teachers.

Q: Naomi Judd is also a model. One assignment led to her appearance on a country artist's album cover. Who was the artist and what's the name of the album? A: Conway Twitty/"Lost In The Feeling."

Q: Zella Lehr lived in Europe as a child and performed in a family vaudeville act. What did she do? A: Rode the unicycle and juggled.

Q: Can you name the male recording artist who was born in Bakersfield, CA in a converted railroad boxcar? A: Merle Haggard.

Q: Name the MCA recording artist who is also a magician, a hobby he's been practicing since 6th grade? A: Steve Wariner.

Q: What is Ricky Skaggs's idea of the perfect meal? A: Catfish, pinto beans, and fried cornbread with iced tea.

Q: Who is the only female country artist to record an album in prison? A: Leona Williams recorded "San Quentin's First Lady" in 1976 during her performance there.

Q: Which Columbia recording artist had a twin sister named Mamie? A: The late Marty Robbins.

Q: At what radio station did T.G. Sheppard's wife Diana work when they met? WMPN/Memphis.

Q: What Epic recording artist known for his rowdy ways used to be an altar boy? A: Johnny Rodriguez.

Q: When asked, what will Con Hunley tell you his hobbies are? A: Golf, old cars, antiques, and women (and not necessarily in that order).

Q: Which country performer used to act as a stand-in for Brian Wilson (member of the Beach Boys) during his lengthy illness? A: Glen Campbell.

Q: The Oak Ridge Boys were originally formed back in the '40s by gospel entertainer Wally Fowler. Which of the original members are still in the group? A: William Lee Golden has been with the group longer than any of the other present members.

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, Janie 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, your listeners get the latest news, sports and weather, and they hear their favorite artists singing today's top country music.

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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) 956-7214, or Charlie Douglas, (615) 869-6595.

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ACROSS AMERICA

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THE LINEAR GROUP/WHISTLING STAR ENTERTAINMENT

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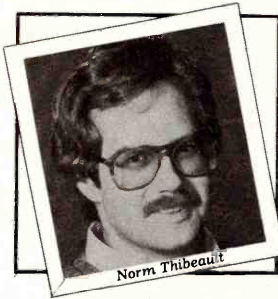
PROVIDENCE REVIEW

WSNE: New King Of The Rhode

After years at the top of a considerable stack of A/C stations, WPRO/Providence was dethroned in the spring sweep by FM WSNE. The upstart station scored better than an 11 share among 25-49 adults, cleanly beating 'PRO, which earned a mid-seven share. That's about the reverse of what the two stations had last spring. (Beating all of the A/C's in that demo, however, was CHR-formatted WHPRO-FM, which scored first in the 25-54 demo as well.)

PD Norm Thibault feels part of his station's gain was at the expense of WPRO. "I grew up in this area, and 'PRO was always one of the top stations in the market. A lot of the music people grew up listening to on PRO-AM can now be found here. Right now, they're suffering from what's happening to many AM stations around the country — outlets calling themselves Adult Contemporary and trying to compete with FMs. They just don't have the right mix now."

While referring to a recent popular movie, Norm described WSNE's music mix. "I like to play the kind of records that get listeners to say 'Wow, I haven't heard that one in a long time!' I know of many stations which program lots of oldies, calling themselves the 'Big Chill' formats. I don't characterize us that way, but we do have many of those elements mixed in with the current stuff."



Norm Thibault



Promotionally, the station invested in billboards and television to get its call letters out. "The television station upstairs took our logo, enhanced it electronically and mixed it in with a short announcement and jingle. Our billboard was a multicolored version of our logo."

Finding The Right Key

One of the station's more prominent on-air promotions was a "93 keys" car giveaway. Using a "key" song named at the beginning of the hour, listeners became finalists if they could name that song later. The qualifiers were then invited to a lavish evening at a race track, where one of those 93 keys fit the door.

"It was a scary moment because one of the qualifiers didn't turn the key properly," recalled Norm, "and we ended up going through all 93 without finding a winner. We had to go halfway through again before finally finding a winner."

Knowing that it will be very tough maintaining double-digit adult ratings, Norm

Providence Box Score

Market: Providence-Warwick-Pawtucket, RI
Market Rank: 26
12+ Metro Population: 1,220,000
A/C Stations in Metro: 6
A/C Station Penetration 25-49: 30.1%

25-49		
S83	W84	S84
WPRO	WPRO	WSNE
WSNE	WMYS	WPRO
WPJB	WPJB	WMYS
WMYS	WSNE	WPJB
WBZ	WBZ	WBZ
WHDH	WCOZ	WCOZ
WNBH	WADK*	WADK*
	WNBH*	WNBH*
	WHDH*	WHDH*

*less than 1.0 share 25-49
WBZ, WCOZ, and WHDH were listed below the metro line.

Spring 1984

	12+ AQH	Cume
WSNE	6.2	179,800
WPRO	5.2	244,200
WBZ	2.7	81,900
WPJB	2.4	124,700
WMYS	2.3	78,800
WCOZ	0.8	52,900
WADK	0.6	11,800
WHDH	0.5	33,200
WNBH	0.5	26,300

Lucky Scavengers



On a recent Friday the 13th, Q101/Harrisonburg asked its listeners to gather up all the superstitious items it could find and meet at the station. To help the audience, the station suggested items over the air every 12 minutes. Five winning entries had 30 items apiece. Some of them included the Stevie Wonder "Original Musiquarium I" LP (which contains the song "Superstition"), Sylvester (the black cat), a box of Lucky Charms cereal, a two dollar bill, and "Lucky" Strike cigarettes. Shown above awarding cash to the winners is PD Brian Charette.

said he's ready for the challenge. "It's a matter of maintaining consistency of the station. It was a long time building this base, and I'm sure the off book we had in the fall was a fluke. We've been emphasize-

ing less talk-more music, but we'll continue to have our personalities talk about things our audience wants to listen to. They don't, however, talk about anything too much. We're conscious about being concise."

Helping Your Airstaff Succeed

Dear R&R:

I recently passed out something to my airstaff that might interest you and your readers. At first I thought it was basic and simple, but I've since been amazed at the hundreds of people who never got a job with me because they just didn't know how to succeed.

— Gary Bruce, PD
WMBD/Peoria, IL

Thanks, Gary. Here it is:

Tips On Becoming a Better Jock

1. Aircheck daily and really listen to those tapes. Make it a habit.
2. Listen to this radio station. Do it during the other dayparts and on the weekend. Try to get the feel of the station's tempo, sound, and pacing. When you hit the air, you'll have a feeling of being a part of the station's efforts.
3. Listen to the competition, too. Listen for their jocks, newspeople, promotions, music, production, and the overall way the station fits together. You may learn a lot about why a listener might choose us over them (or vice-versa).
4. Read everything you can get your hands on regarding this medium. This includes R&R, Broadcast Week, Ad Week, Media/Marketing Decisions, etc. Learn not only

about being an announcer, but also about the advertising world in general.

5. Listen to other markets, whether by aircheck or in person. How do they sound compared to ours? What's going on in Chicago or St. Louis? Have you heard KDKA, WBT, or that new Z95?

6. Communicate with your PD. He has many resources and knowledge that you can tap into and utilize to become a better air personality. He's probably not such a bad guy if he knows you really want to learn.

7. Break out of your clique and expose yourself to new groups of people — it will provide you with some interesting things to use on the air. Widen your horizons, and you'll hear a lot about yourself and your station from people who don't know you. Try the Jaycees, a theatre group, or a fitness club.

8. Become involved in the station and its activities: Help plan a promotion, type up liner cards, cut a promo, cart the new music, or stop in and visit a jock on a remote you're not scheduled to appear at. Become a part of the station, not simply an employee collecting a paycheck.

There's only one way to gain security, a better position, and more money. It takes hard work — it's that simple! Those who truly work hard will swiftly pass the others by.

Progress

3WE/Cleveland signs a multiyear pact with the Cavs basketball team. The station will also be participating in an exchange program with radio people from Cleveland, England. Staffers from radio stations on each side of the Atlantic will visit each other's city and guest on their stations . . . Fred Kallil joins KKLT/Phoenix for morning sports . . . Allison Hill comes aboard WMGG/Tampa for evenings . . . WMGK/Philadelphia adds Dave Thompson to mornings from WRQX/Washington . . . WMJ/Cleveland partimer Ken Ward moves to WIBZ/Parkersburg for mid-days. Crosstown 3WE/Cleveland PM driver Don Christie now does weekends at WMJL. Also doing parttime there is Mike Anthony from WFUN/Ash-tabula . . . Tom Ryan joins WOMC/Detroit for mornings from crosstown CKLW . . . WFLA/Tampa sportscaster Tedd Webb will also do a sports show on WFTS-TV there . . . KBEST/San Diego brings Guy Davis in for mornings from KDES/Palm Springs. Also at KBEST, Elizabeth Burley joins as Promotion Director, replacing Linda Fox, who went into television . . . WAVG/Louisville will carry the popular Redbirds AAA baseball games for another four years . . . WGMZ/Flint changes its calls to WCRZ; Mark Thomas has been appointed OM, and Michael Kay was named PD . . . Liz Curtis shifts from WAKY/Louisville to crosstown WHAS for mid-days.

Marketplace

AIRCHECKS

Aircheck Factory

Miami: two-hour profile of the top stations **\$9.50**

Around The Dial #87

Joey Reynolds at WFIL with Dennis Cahill; Pat Holiday/Johnny Williams at "THE FOX;" Frazer Smith at KMET; The Greaseman and a Paul Christy salute.

\$4.75

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Opportunities

Openings

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Act Now!

PD's & OM's needed for growing broadcast firm. T&R/photo: Reggie Jordan, Behekel Communications, Box 302488, Charlotte, NC 28232. EOE M/F (8-10)

Fisher-Jeffrey group seeks air talent for CHR/Country/AOR formats nationwide. Present & future openings. C&R: KJJV, 1551 N.E. 66th, Des Moines, IA 50313. EOE M/F (8-9)

Openings

MORNING TALENT

One of America's premier large market CHR's looking for top-notch morning talent. No matter where you are now, if you have an act, let us know. T&R to: Radio & Records, 1930 Century Park West, #756, Los Angeles, CA 90067. EOE M/F

RESEARCH

National consulting firm creating research position. Should have knowledge of all major computer hardware systems and ability to write software programs. Some travel. Resume to **RADIO & RECORDS, 1930 Century Park West, #761, Los Angeles, CA 90067. EOE**

Openings

Top 5 production studio in Houston looking for person with experience in soliciting clients and ad agencies. Send portfolios and complete presentation on how you can solicit business for J&M Productions. 700 W. Greens Rd., #164, Houston, TX 77067.

EAST

Immediate opening for combination morning sports/parttime news. College town, sports-oriented community. Full-service A/C station. T&R: WTKO, Box 10, Ithaca, NY 14851. EOE (8-17)

MA AM/FM, premier stations in Berkshires anticipate news openings. Expanding market. T&R: Tom Hoggins, ND, Box 1285, Pittsfield, MA 01202. Curious? See us. EOE M/F (8-17)

Announcers for BM station on MD's eastern shore. Good news delivery. T&R: WYKZ, Naylor Mill Rd., Salisbury, MD, 21801. EOE M/F (8-17)

Porter Broadcast Group seeks air talent for all formats. Present & future openings. T&R: WERZ, Box 1540, Exeter, NH 03833. EOE M/F (8-17)

Openings

Washington DC area parttime announcer/weekend/fill-in. Must be Maryland, Virginia, or DC resident. Call Lee Davis: (301) 475-8363, 10-11am edt (8-17)

EXPERIENCED

Looking to hire mature air personality with proven adult female appeal. The person I'm looking for is probably doing mornings right now in a small or medium market and looking to move up. Warmth a must. You won't find a better company to work for or better people to work with. Send a resume and cassette to: Bob Paiva, WFSM, P.O. Box 3433, Hartsburg, PA 17105. No calls, please. EOE M/F

WLAN 1390 is looking for mature experienced person to do middays/afternoons at adult-MOR station. T&R: Mel Edwards, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (8-17)

WLAN FM 97, CHR, A/C needs high-energy personality with experience for parttime opening. T&R: Mel Edwards, 252 N. Queen St., Lancaster, PA 17603. EOE M/F (8-17)

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Opportunities

Openings

Drive time DJ needed at newly expanded 24-hour Country AM. Strong personality, must love Country. T&R: Dow Carahan, WCNS, 317 Depot St., Latrobe, PA 15850. (8-17)

Central PA CHR needs parttime jocks immediately. Contact Mark Richards, WYCR, (717) 637-3831 (8-17)

Looking for family-oriented morning communicator to be part of our community. T&R: Les Phillips, WRDW, 341 Northern Blvd., Albany, NY 12204. EOE M/F (8-17)

WJZY 107 FM

IMMEDIATE OPENING

Our PD/Promotions Director was snatched by national chain. We're looking for someone on the way up — with small or medium market experience as CHR PD. Creativity, common sense & good people skills a must. Operational latitude & challenge provided: Y-107 is #1 in its NYC suburban market. T&R to: J. Hoffman, 156 Broadway, Long Branch, NJ 07740. EOE. No calls.

SOUTH

TOP 10 SUNBELT MARKET AOR

Seeks fulltime personality-oriented jock. Major market AOR experience preferred. T&R to: Radio & Records, 1930 Century Park West, #753, Los Angeles, CA 90067. EOE M/F

WMLJ 100kw A/C, looking for future full & parttime openings. T&R: Bill Thomas, 530 Beacon Pkwy. West, Suite 500, Birmingham, AL 35208. EOE M/F (8-17)

Immediate openings at WNNW/Miami. Board operators. Full, swing, and parttime. Dale/Broward residents preferred. Contact Bob Groves: (305) 865-4833 EOE M/F (8-17)

MORNING DRIVE

Future opening, morning drive in Southeast medium market. Highly-rated CHR FM looking for someone who has fun on the air. Heavy community involvement a must! Tapes, resumes, & photos requested: Radio & Records, 1930 Century Park West, #763, Los Angeles, CA 90067. EOE M/F

WNNW seeking weekenders & swing-shift hosts for controversial talk shows. Immediate openings for experienced talents. Bob Groves: (305) 865-4833. EOE M/F (8-17)

Morning air talent wanted for Country station WKRE. T&R: Jack Gillen, Box 220, Exmore, VA 23350. EOE M/F (8-17)

Major sales opportunity for two professional reps with provable trade records. Half-million market, TX Gulf coast. Contact KWIC/KIEZ: (409) 842-2210 EOE M/F (8-17)

PROGRAM DIRECTOR

Program Director opening for new 100,000-watt FM programming CHR in Florida, on coast. Excellent fringe and starting salary. Tremendous potential for advancement with major broadcasting group. WJST, P.O. Box 880, Panama City, FL 32402 Attention: Jerry Patton, General Manager & Vice President.

Tallahassee FM CHR needs adult morning air talent. Promotion-oriented, strong production. T&R: Rick Sprinkles, WGLF, Box 1815, Tallahassee, FL 32302. EOE M/F (8-17)

One of the legends of the South has a rare opening. T&R/salary requirements: Steve McFarland, WROV, Box 4005, Roanoke, VA 24015. EOE M/F (8-17)

Full-service A/C 63 WNFJ is now accepting T&R's for future openings. WNFJ, Box 5307, Wilmington, NC 28403. EOE M/F (8-17)

AOR needs experienced midday female personality immediately. Rare opening. Production skills a must. T&R: Net Lamp, KFMX, 5613 Villa Dr., Lubbock, TX 79452. (8-17)

Top-rated CHR in east TX searching for intimate midday communicator. T&R: Jeff Brown, 98X-KKTX, Box 192, Kilgore, TX 75662. EOE M/F (8-17)

Parttime opening at central FL's leading Country station. T&R: Steve Holbrook, WWSA-FM, 58 S. Ivanhoe Bl., Orlando, FL 32804. EOE M/F (8-17)

Country station needs announcer with production experience. T&R: WDXI, Box WDXI, Jackson, TN 38301. EOE M/F (8-17)

Top-rated station needs strong morning personality to maintain share of audience with modern Country format. T&R: Jim Tice, WEDS, Box 748, Columbia, SC 29202. EOE (8-17)

KVOP is looking for experienced ND to start immediately. T&R: Greg Allen, Box 1420, Plainview, TX 79072. (806) 296-2771 EOE M/F (8-17)

Bright, Warm, Friendly, Creative Jocks...

Wanted for America's premier Country radio station. Make your move before everyone else does. T&R to: Ron Foster, KIKK AM/FM, 6306 Guilford Dr., Houston TX 77081. (713) 772-4433. EOE M/F

VA station needs PM announcer/production producer. Experience preferred, talented beginner considered. T&R: WREL, Box Drawer 902, Lexington, VA 24450. EOE M/F (8-17)

Capitol A/C personality wanted for evening shift in VA small market. AM/FM. T&R: Ross Hunter, WJMA, Box 271, Orange, VA 22960. No calls. EOE (8-17)

PD needed for top 50 market. Class-C FM, Country background preferred. T&R: Don Markwell, VP, Colonial Broadcasting, Box 4999, Montgomery, AL 36195. (8-17)

Morning news/talent for major Phoenix A/C FM. C&R/photos: KLZI, 5220 N. 7th St., Suite 121, Phoenix, AZ 85014. EOE M/F (8-17)

Carolina's Q88 has two immediate openings for PM drive & evenings. Join this 100kw CHR. Rush: T&R: Jay Andrews, Box 35297, Fayetteville, NC 28303. EOE M/F (8-17)

WANTED

Dynamic up-and-coming air personalities in the 50th through 75th metro, looking for a 100,000 watt FM break in a major Southwestern market! T&R to: Radio & Records, 1930 Century Park West, #755, Los Angeles, CA 90067. EOE M/F

Top A/C FM needs morning personality. Mature, creative, stable & community involvement a must. T&R: Jim Robertson, WYVR, 5904 Ridgeway Pkwy., Memphis, TN 38119. EOE M/F (8-17)

AM/FM seeking experienced on-air personalities for future openings. Must be reliable with good production skills. T&R: GM, WGBR/WDR, Box 207, Goldsboro, NC 27533. EOE (8-17)

WRVR 104 FM

FM A/C needs pro for MORNING DRIVE. Stable, mature. Community involvement a must. We offer state-of-the-art facilities, good ratings history, strong economic package, and one of America's great cities to live in. T&R to: Jim Robertson, PD, WRVR, 5904 Ridgeway Pkwy., Memphis, TN 38119. EOE. No calls.

Central TX FM, 100kw. Country giant seeks female half of morning team. T&R: Zack Owen, KJNE, Box 7523, Waco, TX 76714. EOE (8-17)

KSCS. Continuous Country is accepting T&R for future openings. Ed Leal, One Broadcast Hall, FT. Worth, TX 76103. EOE M/F (8-17)

Mature morning person for top-rated Easy Listening stereo FM. T&R: Chuck Wolfe, KWMJ, Box 4607, Midland, TX 79704. (8-17)

New A/C FM in west TX needs experienced air staff and sales people. T&R: Don Humphrey, KLKZ, Box 688, Farwell, TX 79325. (8-17)

A/C air talent needed for current opening. T&R: Bobby Mercer, WGIN, 211 N. Second St., Wilmington, NC 28401. EOE M/F (8-17)

Announcer needed. Must have at least two years experience in broadcasting & good production skills. T&R: WHYY FM, 3435 Normanbridge Rd., Montgomery, AL 36105. (8-17)

GO SOUTH YOUNG MAN (OR WOMAN) . . .

Florida full-power FM looking for talent that wants nothing more to do with winter and nothing less than to win! Decent bucks, great benefits. Looking for big voices (male & female). CHR or Top 40 orientation with obvious creative ability. Send your best aircheck and resume, including salary history & requirements, plus references to: Radio & Records, 1930 Century Park West, #758, Los Angeles, CA 90067. EOE

Opportunities

Openings

Hi 104 needs morning drive A/C communicator. Good production & must. T&R: Jim Kelso, KMHT, Box AA, Marshall, TX 75670. EOE M/F (8-10)

WROQ
Looking for up tempo personalities for part-time positions, immediately! T&R to: Randy Kabrich, WROQ, 400 Radio Rd., Charlotte, NC 28216. EOE M/F

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whatever you need to get the job done. Nick Trigony, VP/GM, KKKK AM-FM 6306 Gulton Dr., Houston TX 77081 (713) 772-4433. EOE M/F

MIDWEST
KLCQ 910 Super Country has opening for midday/production. C&R: Tom Jordan, Box 1555, Miami, OK 74355. EOE M/F (8-17)

Looking for energetic humanistic sounding person who wants to win in Rock & Roll in Lansing market. Need air talent with creative production. T&R: Scott Burnett, KNMO-FM, Box E, Nevada, MO 64772. (8-17)

MO A/C, CHR FM signs on in September. Brand new facility. Need air talent with creative production. T&R: Scott Burnett, KNMO-FM, Box E, Nevada, MO 64772. (8-17)

WNIC Detroit Fulltime/Swing Airshift
We have an immediate opening for a swing jock on Detroit's leading Adult contemporary station. The shift is fulltime, weekends, and vacations. Send T&R to Operations Director, WNIC, Box 1310, Dearborn, MI 48121.

PROGRAM DIRECTOR
Midwest medium market FM station in university town looking for experienced PD. Good starting salary plus incentives. Must have good voice & production skills, plus strong promotional background. Great facility with opportunity to advance within chain. Tape & resume to: Radio & Records, 1930 Century Park West, #762 Los Angeles, CA 90067.

PROGRAM DIRECTOR
5-year PD moving into sales at KIZZ-FM. This is a stable position at a dominant station. Community-oriented, promotion-minded. Full-service CHR in an 8-station market. Not a position for beginners. Will pay for experience and proven track record. Supervise excellent staff of 10 now in place. You'll get the tools you need to continue winning. If you belong in a large market, but don't want to live in one, T&R to: KIZZ-FM, P.O. Box 2188, Minot, ND 58702. A Meyer Broadcasting Company Station EOE M/F

Openings

Sales Manager wanted — For top-rated AM/FM in northern MI. Resumes: Patrick Ryan, GM, Box 428, Houghton Lake, MI, 48629. (517) 366-5364 EOE M/F (8-17)

MAJOR MIDWEST FM ADULT/ CONTEMPORARY MORNING NEWS ANCHOR
We are looking for an individual possessing a credible contemporary delivery and distinctive style. Sensitivity toward story selection and current "values" will be essential. This is not a morning "fluff" position. We wish to further an already good news image and are looking to a male or female newscaster to complement our current morning drive program. We are a leading Adult/Contemporary station operated by a major broadcast chain. Rush T&R to: RADIO & RECORDS, 1930 Century Park West, #765, Los Angeles, CA 90067

TOP 50 MIDWEST A/C FM
is searching for a strong adult nighttime air talent. If you can communicate, relate, and entertain, rush a T/R. Females are encouraged to apply. . . . RADIO & RECORDS, 1930 Century Park West, #764, Los Angeles, CA 90067.

MAJOR MARKET A/C
AM drive opportunity with major broadcast group. Looking for the next #1 morning show in a personality market. Must have the talent, motivation, and common sense to win. T&R: Radio & Records, 1930 Century Park West, #766, Los Angeles, CA 90067. EOE

THE NEW KDWB FM 101 FEELIN' GOOD
Doubleday's legendary Twin Cities CHR station now has an opening for an afternoon driver personality who excels in entertaining radio. You'll need to fill some big shoes. If you feel you're up to the challenge of joining America's premier broadcasting company in a major market, send a tape, resume, references & salary requirements To: DAVE ANTHONY, KDWB, P.O. Box 19630, St. Paul, MN 55119. EOE M/F

KBEQ-FM (Q104) Kansas City, one of America's legendary radio stations, is conducting a nationwide search for a professional, adult, morning entertainer to join one of the best airstaffs in the country. Show us major market talent and we'll show you major market money.
Send Tapes and resume to: Pat McKay, KBEQ Radio, 4710 Pennsylvania, Kansas City, MO 64112
No calls please.

Openings

OB2 needs air personality/production pro. Also sales people for future. T&R: Dave Waters, KEBQ, Box 2300, Ardmore, OK 73401. EOE M/F (8-17)

We need a mature sounding personality to handle afternoons & light production. \$1200 a month, include references. T&R: Bob Allen, Box 1379, Sioux City, IA 51102. (8-17)

NEWS DIRECTOR
Midwest CHR P-3 FM looking for experienced newscaster to create and organize local news department. Personality a must. Send T&R and salary requirements to: Radio & Records, 1930 Century Park West, #759 Los Angeles, CA 90067. EOE

Anchor/reporter needed for capital city newsroom. Must have authority, edit abilities and solid reporting skills. T&R: Scot Witt, ND, KLMS, Box 81804, Lincoln, NE 68501. (8-17)

FM station looking to organize new CHR air staff. T&R: Bob 1886, Minot, ND 58702. (8-17)

PROGRAM DIRECTOR
A/C experienced. Know music/promotion. Detail-minded. Help build an A/C station with superb company, pay, benefits. Some air work. Ground floor opportunity with top equipment in medium market. Cassettes/resumes to: Radio & Records, 1930 Century Park West, #760, Los Angeles, CA 90067. EOE

WWWW 106.7 FM Can You Say W?
WWWW/Detroit, Billboard's major market Country Station Of The Year seeks lead-off hitter to wake up the Motor City. If you're a team player, enjoy visibility and can relate to the nation's #5 market, in a creative, yet personable manner, send your tape & resume to: Barry Mardit, PD, WWWW, 2930 E. Jefferson, Detroit, MI 48207. EOE M/F

TOP 5 MARKET CHR
Is searching for the best morning personality or team in the USA! Major salary for a major talent who can be #1! Major broadcast group. T&R to: Radio & Records, 1930 Century Park West, #754, Los Angeles, CA 90067. EOE M/F

WEST
Production Director Wanted
Dynamic A/C in beautiful Napa Valley, California (45 miles from San Francisco) is looking for a production whiz who can do it all ... Creative copy, voices, dialects, the works. Possible airshift for the person who can take on the demands of this production assignment. Only experienced need apply. Rush cassette of your best production and air work to: Tom Young, KVYN-FM, PO Box 2250 Napa, CA 94558 EOE.
All hits, Class-C FM in brand new facility needs daytime air talent. T&R: KVFM, Box 267, Logan, UT 84321. EOE M/F (8-17)
Country station needs afternoon drive personality immediately. Country music experience desired. T&R: KAFE, Box 4097, Sante Fe, NM 87501. EOE M/F (8-17)

Openings

TOMORROW
Things change. Ever hear that expression before? Things change. When things do change, you may want to change, too. And we might be able to help you find a great job with one of our client stations. So even if you're happy now and things are going great, why not send us a resume and tape in confidence (no calls, please). Because . . . you never know when things might change.
BOB HARPER'S COMPANY
Post Office Box 24337 • San Diego, CA 92124

Searching for air talent with great production skills. Brand new 50kw Country station in Sacramento. T&R: George Salvende, KHWY, 409 Glenn Dr., Folsom, CA 95630. EOE M/F (8-17)

Impress me. Possible fulltime position for AOR announcer. New Mexico's rock leader. T&R: Tom Marshall, KFMG, 5601 Domingo, NE Albuquerque, NM 87108. Real talent only. (7-20)

Wanted: Experienced PD ready to be number one in Colorado Springs. T&R: Jack Higgins, Box 431, Manitou Springs, CO 80829. EOE M/F (8-17)

KQJM is currently looking for a fun, self-motivated personality with production skills & a good voice. T&R: Cody Sheldon, Box 7000, Havre, MT 59501. (8-17)

Morning! Pike's Peak in your backyard & great buckel! We need you now. Rush T&R: Chuck Finney, KKF, 225 S. Academy Blvd., Colorado Springs, CO 80910. (8-17)

AOR looking for talented & knowledgeable on-air & production person. T&R: John Hancock, KADE, 4840 Riverbend Rd., Boulder, CO 80301. No calls. EOE M/F (8-17)

Modern Country. Jocks needed with good pipes & production ability. Recent air-check. T&R: Mike Moya, KWST, Box 1799, Monterey, CA 93942. EOE M/F (8-17)

KMAK seeking personality jock. T&R: Charles Scott, 2020 E. McKinley Ave., Fresno, CA 93703. (209) 266-9448 EOE M/F (8-17)

Reporter for overnight & street reporting. Entry level position. T&R: Jim Cumberland, KULY/KKAZ, Box 926, Cheyenne, WY 82001. EOE M/F (8-17)

KOPA has opening for 6:10pm personality. T&R: Reggie Blackwell, Box 1827, Scottsdale, AZ 85251. EOE M/F (8-17)

NEWS ANCHOR
The best Country station in the Southwest has a rare opening for an afternoon news anchor. Must be experienced in reporting, writing and gathering. Send tape, resume & writing samples to: Mark Allen, KCUB, P.O. Box 50006, Tucson, AZ 85703. EOE M/F

KBOZ-FM looking for morning man/production Director. T&R: Paul Ellis, Box 20, Bozeman, MT 59715. (8-10)

KZST needs person with great voice to take over news department. Experience please. T&R: Box SS, Santa Rosa, CA 95402. EOE M/F (8-10)

Ready for major market? Orange County's KIK-FM has rare opening. T&R: John Dzima, 2 City Boulevard E., Orange, CA 92668. EOE M/F (8-10)

Best Country station in West needs afternoon news anchor. Experienced communicator to gather, write, & deliver. T&R samples: Mark Allen, KCUB, Box 50006, Tucson, AZ 85703. EOE M/F (8-10)

Just went from 20th to **NUMBER TWO** in Albuquerque!!! Now we need you! Southwest's hottest CHR seeks super effort to take AM drive from #4 to #1!!! Great facilities & lifestyle. Skating, white-water & national forests within minutes! Must be outstanding with airwork, production, & outside appearances. Long hours, killer attitude required. Good money if you're the one!
Cassette, resume, references & photo to: Steve Stucker, KNMQ Radio, 2025 Pacheco, Santa Fe, NM 87505
Q106
Future opening northern CA FM Country regional leader. Minimum three years experience. Comfortable pay, vacation. T&R: OM, Box 1010, Red Bluff, CA 96080. (8-10)

Opportunities

Openings

Attention Medium Market News Talent:

KLZI-100

KLZI-FM is a FairWest/George Johns-consulted A/C winner in PHOENIX!! We have a super opportunity for a young, aggressive news talent on their way to the top. Team attitude, experience, pipes & brains are essential. **HAPPY, PROFESSIONAL WIN-NEIS ONLY! HURRY!** Cassette/resume/photo to Chris Kampmeier, PD, 5520 N. 7th St., Suite 121, Phoenix, AZ 85014. EOE M/F.

Northern NV's top-rated AM Country, KOLO needs personality pro. Rush T&R: Tony Thomas, Box 10800, Reno, NV 89510. EOE M/F (8-10)

Positions Sought

DANNY HERNANDEZ, 2-100 alumnus, ready to rock the Apple again. (212) 339-9488 (8-17)

GM of large sales-oriented business seeking return to management. Sports/ND/PBP. Twelve year team player. RAY WALDON: (318) 227-8797 (8-17)

English, London-bom announcer with five years experience who creates numbers and great ideas, looking for station with same. A/C/CHR. DON COSTELLO: (303) 874-4340. (7-20)

Experienced Farm Director wants to move to larger market. T&R: EMERY TSCHERTER: (605) 697-5018 (8-17)

NEWS PERSONALITY

"The Paul Harvey of Rock & Roll" wants to say "Good Morning America" on your air. Major market and network AOR/CHR vet. Creative, controversial & crazy enough to be #1 with you. **ROB WILLIAMS** (818) 509-9905.

Aggressive, strong ND with good sports background, very conversational/humorous. National speaking awards & plenty of experience. Sunbelt medium/major. JAMES: (309) 962-8138 (8-17)

LARRY O'NEAL, WSB-FM, 3WS & Q101 available to program your A/C, CHR station to top ratings. Strong management & programming background. (404) 775-6920 (8-17)

CRAZY RON GOSS, formerly WTRS, WNFY & WYWE seeks PD/MD/airshift at SE CHR or A/C station. 10 years experience. (904) 351-3530 (8-17)

Young, energetic jock looking for A/C, CHR shift in MW. 1 1/2 years experience. WADE: (701) 852-1958 (8-17)

Verse/1st announcer, eight years experience. Any format/shift considered. Currently parttime in Akron. KEN: (216) 253-2679 (8-17)

Sports-minded college graduate seeks entry level reporting or PBP position. Limited experience, but knows sports inside & out. Hard worker. CRAIG: (603) 752-0180 (8-17)

After five years with KIKK/Houston, moved 2400 miles to program Country/CHR stations. Now going statewide. Strand-ed. MIKE: (208) 263-8820 (8-17)

Five years experience. Female MO/DJ seeking to become part of a team at a growing AOR station. Tired of playing same 10 songs. SHANNA: (512) 532-6217 (8-17)

Why me? Management changes ahead Award winning programs, 75 voices for your A/C, CHR or Oldies station. Great ratings & references. BILL: (512) 440-0643 (8-17)

Top-notch small market, NCAA-division 2 PBP/sportscaster seeks division 1 in medium market. DOUG: (314) 384-2525 (8-17)

If you need an announcer with production skills, call DOUG BURTON. Will relocate. (712) 362-5647, from 6pm-10am cdt. (8-17)

RICH HANCOCK, morning personality is available for Christian radio station or network, 20 years in radio. Major experience. (603) 773-4416 (8-17)

Reliable, experienced workaholic seeks fun in the summertime with A/C, CHR or modern Country as jock. CHRIS: (206) 357-6935 (8-17)

GM available for top 50 market AM/FM. Strong sales, motivational & organizational skills. Top references. JIM HARDY: (303) 973-4615 (8-17)

CHR mentality stuck in a Gospel format. I've paid my dues, let's work. ROB: (213) 585-4289 (8-17)

DJ/anchors announcer looking for small market station. Willing to relocate. CARL: (313) 256-6830 (8-17)

Eight year pro with PD/MD experience & strong production skills. Seeking medium market move. Prefer SE. DAVE: (919) 443-1471, after 6pm edt (8-17)

KACY going Spanish. I'm not. Seeking medium airshift or small market PD. West coast. Five years at A/C, CHR & Oldies. JIM CHACKLE: (805) 983-7717 (8-17)

Positions Sought

Top 100 market nighttime communicator wants to make your station sizzle. Great production/numbers/references. CLIFF: (409) 768-2871 (8-17)

Eight year news professional seeks challenging position. Medium/major markets only. CHERYL: (213) 379-2843 (8-17)

Looking for on-air programming position. BOB SCOTT: (301) 484-4818 (8-17)

Fresh Urban Contemporary jock trapped in A/C. Rescue me! M.A.K.I.: (212) 549-1741 (8-17)

Talented jock experienced in CHR & A/C looking for airshift. Promotion Director or sales position. T&R: (305) 661-8031 (8-17)

Excellent numbers with adults 18-34 in a nine station market. Warm, but up-sounding pro wants to win with you! ED: (307) 637-4396 (8-17)

I'm tired of eating Spam. Can we talk? Hot CHR personality. Eight years experience. Winning attitude. MIKE MCCOY: (614) 459-3453 (8-17)

News anchor/reporter, experienced, dependable, dedicated & willing to relocate. RAY WOLVERTON: (309) 828-1120 (8-17)

TONY SUMMERS comes West from Atlanta. Prefer evening or overnight shift. Urban/CHR. Southern CA or Bay area. Major material. (213) 933-4320 (8-17)

Operations Director ready to move up. Promos & commercials that sizzle. EBS degree. Multi-talented. GREG: (916) 283-3102 (8-17)

Beginning talent with one year experience, desires position at CHR, A/C station. Willing to relocate. (818) 340-2408 (8-17)

Southern New England: Any station need a DJ with experience as PD/ND/PBP. (203) 643-4031 (8-17)

Morning ratings winner. 12 year pro looking for mornings in top 30 market. A/C or CHR. DAVE: (216) 369-1159, after Noon edt (8-17)

JIM WALSH, looking for airshift in top 50 CHR. Drive time preferred, but will consider any position. (302) 478-0975, after 1pm edt (8-17)

Over 25 years of programming Country music. Morning pro seeks PD/OM position in medium/large market. (303) 330-2367 (8-17)

Attention Seattle! I want to come home. Dedicated pro, eight years experience including KYXX & KPZ. Strong production. BEAVER BILL: (605) 832-9618 (8-17)

Morning entertainer. Friendly, humorous A/C pro with over 12 years, major/medium markets. Programming know-how. Currently in far West. (213) 506-6430 (8-17)

MASON RAMSEY, is ready to make a big move. Call KLCY/KALL and ask for him or Ms. Ann Feltch for air-checks, etc. (801) 364-3661. Great references!

Five years experience in programming/sales with the last two in management. Looking for OM position. BRIAN M.: (308) 728-7642 (8-17)

I can fill your most important staff position. My copywriting skills can improve station sound/sales. K.A.: (507) 288-8797 (8-17)

Experienced DJ/PBP. Excellent voice/production. Want small/medium station. SCOTT: (319) 355-4212 or (815) 259-8261 (8-17)

Team player wants on your starting rotation. Full repertoire of pitches. MVP potential. Prefer Piedmont, NC or mid-MI. ALAN: (313) 684-7034, after 6pm edt. (8-3)

Excellent voice, parttime now at KBQC. Want DJ/sports, experienced PBP with excellent production. BRIAN M.: (319) 355-4212 or 355-0983 (8-17)

Northern boy wants to go home. MI & IN area. CHR or A/C. Major market experience. TIM VAN MIKELS (314) 364-5181 (8-17)

Sales Manager who sells, writes & produces creative ads. Creative & executes sellable promotions. Can motivate sales team. (315) 568-5978 (8-17)

Penn State graduate ready to give you his all. Two years DJ/news experience. Looking for starting market in CA. SCOTT: (415) 829-3220 (8-17)

I set rollers during the week and set up your weekends with fun. Former KBSA personality seeks northern CA job. FRANK BUTERA: (415) 223-9928 (8-17)

Will relocate. Excellent voice, news, production, copywriting & PBP. Broadcast school graduate. RON: (319) 355-4212 or 926-2454 (8-17)

Female DJ looking for entry level position in production or news. Broadcast school graduate. JANELLE: (319) 355-4212 or 355-7933 (8-17)

Excellent voice, now working parttime. Experienced DJ with good production & copywriting. THOMAS COMANS: (319) 355-4212 or 324-6648 (8-17)

Easy Listening announcer from Bonnevilles' KOIT & KJOI. Prefer large market. (602) 956-6677 (8-17)

California ND employed & looking for a good career move. RICK: (209) 781-8005 (8-17)

ND, talk host & college graduate seeks position in radio news or ND position in South, SW or MW. (901) 274-8270 (8-17)

Positions Sought

STEVE RUNNER, 15 year pro & medium market PD with good numbers, available now. Formerly WLRS, WLVO & WAPZ. (205) 591-5138 (8-10)

Experienced air talent with six years in major market & good numbers. Looking for part or fulltime in West. JUSTIN MICHAELS: (605) 623-9049 (8-10)

Medium/major market creative on-air pro with good pipes/talents seeking new opportunity. Experienced in news too. Will relocate. ERIC: (512) 658-4130 (8-10)

Order before midnight tonight. 10 year A/C veteran available for morning drive in medium/major markets. LONNIE DEAN: (512) 933-6387 (8-10)

Weekends wanted at southern California A/C or CHR. FRANK: (818) 781-1270 (8-10)

Music Director-Coordinator Radio-Major Record Label (video)-TV/Cable

Seeking a position as a Music Director or Coordinator in either radio, major record label (video music), TV/cable video program, or related music field. Exceptional wealth of knowledge & experience in popular music. Familiar with CHR, A/C, MOR, "soft rock" sides (late '50s beyond). Good knowledge of video music. Strong major market broadcast experience & knowledge. Graduate of Emerson College (Boston) in Broadcasting, I am determined, energetic & well-organized. Will consider most anywhere. Northeast and East desirable. Radio shift considered. Call or write: Steven, Box 35, Waban, MA 02168. (617) 322-4423

Major market veteran experienced in drivetime at several of North America's successful AOR's is now looking. JIM BAUER: (418) 459-1257 (8-10)

Announcer with 13 years major market experience would like to relocate. Will consider all areas. JESSE BROOKS: (901) 398-1656 (8-10)

Winning PD with excellent track record available. A team player who understands the bottom-line. NE area preferred. JOHN: (703) 885-8044 or 949-8271 (8-10)

Versatile announcer seeks fulltime DJ/PBP position. Currently working parttime. DAVE MURDOCK: (305) 275-6054 (8-10)

Currently working where they painted the mother pink. Young talented CHR jock wants to move up where they mean serious business. DAVID KID CURRY: (812) 333-6768 (8-10)

Dedicated announcer with three years experience seeking fulltime position in Atlanta area. KELLY: (304) 465-8798 (8-10)

Hard working jock with six years experience & good track record in medium & small markets, seeks employment with stable company. MARK: (801) 844-0315 (7-20)

Currently employed as major market talk host, seeking switch to morning show at CHR in major market. Team or solo. (518) 272-0369 (8-10)

Adult numbers. I've got them! Have high numbers in adults now. Time to move into top 50. BRIAN: (915) 568-9301 (8-10)

Country air personality knows the music, and knows how to relate to your adult Country audience. FRED: (303) 731-7930 (8-10)

I GENERATE NUMBERS

Seeking AM drive or management position. 15 years in the majors, #1 ratings, tremendous copywriter, sales-oriented, work well with others, crazy and sensitive. Prefer East Coast. Call PAUL BICKNELL (301) 262-2119 9am-5pm (EST).

WAYS drops Talk, so I must walk! News anchor/reporter seeks stable team in NC or SE region. 10 years experience. TONY WIKI: (704) 537-3099 (8-10)

Present a tragedy! Station sold. Medium market jock looking for any format. Mature delivery for strong A/C or CHR. Full or parttime. MARTY: (518) 785-3483 or 828-6076 (8-10)

12 year pro formerly in Atlanta, Greenville-Spartanburg & Toledo. Presently PD/mornings, looking for morning in top 50. DAVE: (218) 368-1159, after 3pm edt. (8-10)

Changes

RADIO

Dawn Engelhardt appointed Account Executive WLUP/Chicago.

Jessica Adelman appointed Traffic & Continuity Director WLUP/Chicago.

Changes

Jeffrey Greenwald appointed Account Executive WCAU/Philadelphia from WCHU/Chic.

Leon Rosenthal promoted to Co-op Manager WCLR/Chicago.

Susan Amett appointed Account Executive WCLR/Chicago from WATY.

Jackie Sadara appointed Account Executive WBEC & Rock 105/Pittsfield.

Todd S. Mallinson promoted Account Executive & Program Consultant Rock 105/Pittsfield.

Ed Knych appointed Continuity Director WXRT/Chicago from WFR-FM.

Diana Giovenco promoted Traffic Director WXRT/Chicago.

RECORDS

Robert Belisle appointed Local Promotion Representative Warner Brothers Records/Dallas.

INDUSTRY

Lynn Steele appointed Account Executive Major Market Radio/San Francisco.

Maryanne Glickman appointed Account Executive Katz Radio/Dallas from KCFM/Colorado Springs.

Peter Tallman appointed Account Executive Katz Sports/New York from ABC-TV Network.

Randy Freer appointed Account Executive Katz Radio/New York.

Lewis Schreck appointed Account Executive Katz Radio/New York.

Miscellaneous

New A/C, CHR to sign-on in September & needs record service from all labels. Contact: Scott Burnett, KNMO-FM, (417) 687-9797 (8-17)

A/C & CHR record service needed ASAP! Ron Robie, O-102, 220% S. Michigan, Big Rapids, MI 49307. (616) 798-7000 (8-17)

Take back issues off my hands. 3 years of R&R, Billboard, Album Network & Friday Morning QB-Album report. Kenny Ryback/Promotion, Box 9532, Los Angeles, CA 90069. (8-10)

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

R&R Opportunities Advertising

Radio & Records provides free (24 words or 3 lines) listings to radio stations and record companies in Openings. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought. All other advertising must run display. Changes must be mailed in on company letterhead.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$30 per inch per week (maximum 35 words per inch). Includes border and logo.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes border, box number and postage/handling.

Payable in Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in advance.

For Opportunities you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1830 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Century 21

Greg Stephens (214) 934-2121

The Z Format

FIXX "Are We Ourselves"
RICK SPRINGFIELD "Bop 'Till You Drop"
JACKSONS "Torture"
NAKED EYES "What In The Name Of Love"
STEVIE WONDER "I Just Called To Say I Love You"

The A/C Format

DONNA SUMMER "There Goes My Baby"
STEVIE WONDER "I Just Called To Say I Love You"
RALPH MACDONALD "In The Name Of Love"
EURYTHMICS "Right By Your Side"
WILLIE NELSON "City Of New Orleans"

Super-Country

LEE GREENWOOD "Fool's Gold"
LOUISE MANDRELL "Goodbye Heartache"
JUICE NEWTON "Ride 'Em Cowboy"
RONNIE MILSAP "Prisoner Of The Highway"

BPI

John Sherman/Bob English (206) 624-8651

Adult Contemporary

HERB ALPERT "Bullish"
WILLIE NELSON "City Of New Orleans"

Modern Country

BRENDA LEE "A Sweeter Love"
REX ALLEN JR. "Dream On Texas Ladies"
DON WILLIAMS "Maggie's Dream"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

LEE GREENWOOD "Fool's Gold"
JOHN ANDERSON
"She Sure Got Away With My Heart"

The Great Ones

RALPH MACDONALD "In The Name Of Love"
PEABO BRYSON "Slow Dancing"
WILLIE NELSON "City Of New Orleans"

Concept Productions

Dick Wagner (916) 782-7754

CHR

STEVIE WONDER "I Just Called To Say I Love You"
ROD STEWART "Some Guys Have All The Luck"
RICK SPRINGFIELD "Bop 'Till You Drop"
TWISTED SISTER "We're Not Gonna Take It"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

LINDSEY BUCKINGHAM "Go Insane"
CHRIS DEBURGH "High On Emotion"
FIXX "Are We Ourselves"

Contempo 300

BANANARAMA "Cruel Summer"
POINTER SISTERS "I'm So Excited"
STEVIE WONDER "I Just Called To Say I Love You"

Great American Country

JOHN ANDERSON
"She Sure Got Away With My Heart"
EMMYLOU HARRIS "Pledging My Love"
EXILE "Give Me One More Chance"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

FIXX "Are We Ourselves"
TWISTED SISTER "We're Not Gonna Take It"
JACKSONS "Torture"
STEVIE WONDER "I Just Called To Say I Love You"
RICK SPRINGFIELD "Bop 'Till You Drop"

TM A/C

GENESIS "Taking It All Too Hard"
GLENN FREY "Sexy Girl"
STEVIE WONDER "I Just Called To Say I Love You"
COYOTE SISTERS
"Straight From The Heart (Into Your Life)"

TM Country

WILLIE NELSON "City Of New Orleans"
STATLER BROTHERS "One Takes The Blame"
JOHN ANDERSON
"She Sure Got Away With My Heart"
EXILE "Give Me One More Chance"
LEE GREENWOOD "Fool's Gold"
WHITES "Pins And Needles"
MOE BANDY "Woman Your Love"

Transtar

Adult Contemporary

Chick Watkins (303) 578-0700

CARS "Drive"
TEDDY PENDERGRASS "Hold Me"
JULIO IGLESIAS & DIANA ROSS "All Of You"

Country

Tom Casey (213) 460-6383

GARY MORRIS "Second Hand Heart"
ALABAMA "If You're Gonna Play In Texas"
LEON EVERETTE "Shot In The Dark"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

STEVIE WONDER "I Just Called To Say I Love You"

Country Coast-To-Coast

EXILE "Give Me One More Chance"
LEE GREENWOOD "Fool's Gold"
STATLER BROTHERS "One Takes The Blame"
LOUISE MANDRELL "Goodbye Heartache"

Rock America

LAURA BRANIGAN "The Lucky One"
TWISTED SISTER "We're Not Gonna Take It"
LINDSEY BUCKINGHAM "Go Insane"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

STEVIE WONDER "I Just Called To Say I Love You"
HERB ALPERT "Bullish"
FRANK SINATRA "L.A. Is My Lady"
LAURA BRANIGAN "The Lucky One"
DONNA SUMMER "There Goes My Baby"
JACK WAGNER "All I Need"
RALPH MACDONALD "In The Name Of Love"
TRACEY ULLMAN "Oh What A Night"
WILLIE NELSON "City Of New Orleans"

Your Country

WILLIE NELSON "City Of New Orleans"
EXILE "Give Me One More Chance"
DAVID FRIZZELL "When We Get Back To The Farm"
JOHNNY CASH "The Chicken In Black"

Hit Rock

BRUCE SPRINGSTEEN "Cover Me"
LAURA BRANIGAN "The Lucky One"
JACKSONS "Torture"
LINDSEY BUCKINGHAM "Go Insane"
DONNA SUMMER "There Goes My Baby"
TWISTED SISTER "We're Not Gonna Take It"

Radio Arts

John Benedict (818) 841-0225

Country's Best

BILL MEDLEY
"I've Always Got The Heart To Sing The Blues"
RAZZY BAILEY "Knock On Wood"
WILLIE NELSON "City Of New Orleans"
JOHN SCHNEIDER
"I've Been Around Enough To Know"
JOHN ANDERSON
"She Sure Got Away With My Heart"
STATLER BROTHERS "One Takes The Blame"
RAY CHARLES w/B.J. THOMAS "Rock & Roll Shoes"

Soft Contemporary

RALPH MACDONALD "In The Name Of Love"
GLENN FREY "Sexy Girl"
KARLA BONOFF "Somebody's Eyes"
WILLIE NELSON "City Of New Orleans"

Sound 10

RALPH MACDONALD "In The Name Of Love"
STEVIE WONDER "I Just Called To Say I Love You"
DONNA SUMMER "There Goes My Baby"
ROD STEWART "Some Guys Have All The Luck"
EURYTHMICS "Right By Your Side"

Just The Facts!

Black/Urban


Last Week

37

30 PATTI AUSTIN/Shoot The Moon 

39

25 PRINCE/Let's Go Crazy

Black/Urban
BREAKERS 

"When Doves Cry" is still #1 Hottest for the 10th week in a row!

NEW & ACTIVE



ROGER "Midnight Hour" 

45 Reporters - 58%



DONNA SUMMER
"There Goes My Baby" 

44 Reporters - 56%



GRIFFIN "Throw Down" 

44 Reporters - 56%



JAMES INGRAM
"She Loves Me (The Best That I Can Be)" 

34 Reporters - 44%

Just The Hits!



Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXYW/Baltimore
 Ray Sampson
 STEVIE WONDER
 JANET JACKSON
 JOHNNY GUITAR WAT
 NEXT MOVEMENT
 GRANDMASTER MELLE
 HERBIE HANCOCK
 ARTHUR BAKER
 STEPHANIE MILLS
 RALPH MACDONALD
 CHARADES
 HART LOVE
 HERB ALPERT
 Hot: BILLY OCEAN
 LONEL RICHIE
 SHANNON
 KENNEDY & OSBORNE
 SOS BAND
 LAKESIDE

WWIN-FM/Baltimore
 Keith Newman
 DAN HARTMAN
 LATOYA JACKSON
 GEORGE DUKE
 BOBBY KING
 STEVIE WONDER
 NADAVE
 RALPH MACDONALD
 SADO MATANABE
 PATRICE RUSHEN
 DONNA SUMMER
 GROVER WASHINGTON
 RAMSEY LEWIS
 PEABO BRYSAN
 HERB ALPERT
 GIL SCOTT-HERON
 IGLESIAS & ROSS
 CONTROLLERS
 BOB MARLEY
 Hot: TINA TURNER
 BROTHERS JOHNSON
 BILLY OCEAN
 SHEILA E
 KENNEDY & OSBORNE

WVLD/Boston
 Eloy R.C. Smith
 JACKSONS
 T.R.S.
 BONNIE POINTER
 BRASS CONSTRUCTION
 JONZUN CREW
 BOB MARLEY
 ALFONSO RIBIERO
 HAROLD MELVIN
 Hot: PRINCE
 SOS BAND
 MTUME
 BILLY OCEAN
 KENNEDY & OSBORNE

WKND/Hartford
 Jordan/MoLean
 RALPH MACDONALD
 CHERELLE
 STEPHANIE MILLS
 GIL SCOTT-HERON
 JACKSONS
 PRINCE
 BARONS
 STEVIE WONDER
 PEABO BRYSAN
 Hot: PRINCE
 TINA TURNER
 LILLO THOMAS

WHNC/New Haven
 James Jordan
 KIDS AT WORK
 BRASS CONSTRUCTION
 LINDA CLIFFORD
 KOK
 EMOTIONS
 PEABO BRYSAN
 STEPHANIE MILLS
 FORCE MD'S
 PATRICE RUSHEN
 NEXT MOVEMENT
 JACKSONS
 Hot: PRINCE
 TINA TURNER
 RAY PARKER JR.
 LILLO THOMAS

WKFS/New York
 Taylor/Quintarone
 JOCELYN BROWN
 BAMBATAA & BROWN
 HAROLD MELVIN
 PRINCE
 JACKSONS
 Hot: PRINCE
 TINA TURNER
 OLLIE & JERRY
 LATTISAN & GILL
 DISCO 3

WUSL/Philadelphia
 Wyatt/Buggs
 STEPHANIE MILLS
 JANET JACKSON
 JACKSONS
 STEVIE WONDER
 HERBIE HANCOCK
 KURTIS BLOW
 Hot: PRINCE
 PEABO BRYSAN
 RICK JAMES
 BILLY OCEAN
 PRINCE
 DEBARCE

MIDWEST

WDAJ/Philadelphia
 Joe Tamburo
 STEPHANIE MILLS
 STEVIE WONDER
 PRIME TIME
 HURLES BLOW
 PETER WOLF
 NEXT MOVEMENT
 GRANDMASTER MELLE
 HERBIE HANCOCK
 SMOKEY ROBINSON
 JANET JACKSON
 PATRICE RUSHEN
 Hot: BILLY OCEAN
 RAY PARKER JR.
 SHEILA E
 KENNEDY & OSBORNE
 ALICIA MYERS
 TINA TURNER

WAMO/Pittsburgh
 Allen Harrison
 STEVIE WONDER
 JONZUN CREW
 CAMO
 DENICIE WILLIAMS
 SANDY HALL
 ALICIA MYERS
 JANET JACKSON
 BOB MARLEY
 UNLIMITED TOUCH
 Hot: RAY PARKER JR.
 TIME
 FORCE MD'S
 HURLES BLOW
 KOK POP
 SHEILA E
 TINA TURNER
 PRINCE
 SHEILA E
 TINA TURNER
 MTUME
 BILLY OCEAN

WBMJ/Chicago
 Lee Michaels
 STEVIE WONDER
 RUN D.M.C.
 CAMO
 PRINCE
 BOB ROCK
 BARONS
 KENNEDY & OSBORNE

WGCI/Chicago
 Graham Armstrong
 JANET JACKSON
 JACKSONS
 STEVIE WONDER
 JOCELYN BROWN
 WJOL/Hartford
 JORDAN/MOLEAN
 RALPH MACDONALD
 CHERELLE
 STEPHANIE MILLS
 GIL SCOTT-HERON
 JACKSONS
 PRINCE
 BARONS
 STEVIE WONDER
 PEABO BRYSAN
 Hot: PRINCE
 TINA TURNER
 LILLO THOMAS

WBZ/Cincinnati
 Brian/Castell
 STEVIE WONDER
 CARO
 SADO MATANABE
 PETER WOLF
 DENICIE WILLIAMS
 LAKESIDE
 PRINCE
 WOPR/Defroit
 Joe Spencer
 JANET JACKSON
 STEVIE WONDER
 Hot: PRINCE
 BILLY OCEAN
 MTUME
 STEPHANIE MILLS
 BRASS CONSTRUCTION
 PATRICE RUSHEN
 RICK JAMES
 KENNEDY & OSBORNE
 RALPH MACDONALD
 DAN HARTMAN
 RICK JAMES
 Hot: PRINCE
 LONEL RICHIE
 BROTHERS JOHNSON
 BONNIE POINTER
 SPINNERS
 PRINCE
 TINA TURNER

WVON/Cincinnati
 Sid Kennedy
 STEPHANIE MILLS
 BRASS CONSTRUCTION
 PATRICE RUSHEN
 RICK JAMES
 KENNEDY & OSBORNE
 RALPH MACDONALD
 DAN HARTMAN
 RICK JAMES
 Hot: PRINCE
 LONEL RICHIE
 BROTHERS JOHNSON
 BONNIE POINTER
 SPINNERS
 PRINCE
 TINA TURNER

WVOD/Detroit
 Steve Harris
 JACKSONS
 CHRIS TAYLOR
 CHANGE
 STEPHANIE MILLS
 Hot: PRINCE
 RAY PARKER JR.
 TIME
 RICK JAMES
 BILLY OCEAN

WJMO/Cleveland
 Rod See
 RALPH MACDONALD
 JANET JACKSON
 PRIME TIME
 CHERELLE
 PATTI AUSTIN
 PATRICE RUSHEN
 DAN HARTMAN
 Hot: PRINCE
 RAY PARKER JR.
 JACKSONS
 DERLE

SOUTH

WAOK/Atlanta
 Larry Tinsley
 DAN HARTMAN
 STEVIE WONDER
 LINDA CLIFFORD
 RALPH MACDONALD
 TERRY PENDERGRASS
 TYLIX
 LJ REYNOLDS
 BRASS CONSTRUCTION
 JACKSONS
 CONTROLLERS
 DIANAMAS
 Hot: PRINCE
 TINA TURNER
 RAY PARKER JR.
 SHEILA E

WKWM/Grand Rapids
 Frank Grant
 NEWCLEUS
 CAMO
 KIDU MATSUI PROKE
 KIDS AT WORK
 PATRICE RUSHEN
 DETROIT
 PRINCE
 STEVIE WONDER
 DONNA SUMMER
 HERB ALPERT
 JAMES INGRAM
 Hot: PRINCE
 TINA TURNER
 MTUME
 SHEILA E
 EGYPTIAN LOVER

WTLC/Indianapolis
 Leo Michaels
 none
 Hot: PRINCE
 TINA TURNER
 CARO
 PRINCE
 FIVE STAR
 RAY PARKER JR.
 BILLY OCEAN
 DEBBIE DEB
 LONEL RICHIE

WVVO/Columbus
 Lyles/Jones
 MADONNA
 STEVIE WONDER
 JANET JACKSON
 TINA TURNER
 BILLY OCEAN
 SHEILA E
 JACKSONS
 Hot: PRINCE
 KENNEDY & OSBORNE
 MTUME
 PRINCE
 CHERELLE
 SHEILA E
 WDAO/Dayton
 Lanford Stephens
 PRINCE
 PATRICE RUSHEN
 STEVIE WONDER
 PEABO BRYSAN
 HERBIE HANCOCK
 BRASS CONSTRUCTION
 RALPH MACDONALD
 SMOKEY ROBINSON
 POINTER SISTERS
 GRANDMASTER MELLE
 JOCELYN BROWN
 Hot: PRINCE
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 KENNEDY & OSBORNE
 O'BRYAN
 WOPR/Defroit
 Joe Spencer
 JANET JACKSON
 STEVIE WONDER
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 BONNIE POINTER
 SPINNERS
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WV/E/Atlanta

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 Scott Andrews
 JERMAINE JACKSON
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 JANET JACKSON
 ALCIA MYERS
 STEVIE WONDER
 HERB ALPERT
 LATOYA JACKSON
 TYLIX
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WV/K/Jackson

WV/K/Jackson
 Tommy Marshall
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R&R JAZZ RADIO NATIONAL AIRPLAY/30

August 17, 1984

- 1 DAVE GRUSIN/Night-Lines (GRP)
2 GENERATION BAND/Call Of The Wild (TBA/Palo Alto)
3 MODERN JAZZ QUARTET 1984/Echoes (Pablo)
4 MILES DAVIS/Decoy (Columbia)
5 BOBBY McFERRIN/The Voice (Musician/Elektra)
6 HEATH BROTHERS/Brothers & Others (Antilles/Island)
7 SPYRO GYRA/Access All Areas (MCA)
8 EAST COAST OFFERING/East Coast Offering (MCA)
9 A TRIBUTE TO MONK/That's The Way I Feel Now (A&M)
10 BEBOP & BEYOND/Bebop & Beyond (Concord)
11 ROB McCONNELL & BOSS BRASS/All In Good Time (Palo Alto)
12 LES McCANN/HOUSTON PERSON/Road Warriors (Greene St./2001)
13 KITTYHAWK/Fanfare (Zebra)
14 WOODY HERMAN BIG BAND/World Class (Concord)
15 KOINONIA/Celebration (Breaker/MCA)
16 SADAO WATANABE/Rendezvous (Elektra)
17 MAKOTO/Makoto (Qwest/WB)
18 KEVIN EUBANKS/Sundance (GRP)
19 TOM GRANT/Heart Of The City (Pausa)
20 FRED LIPSUIS/Distant Lover(s) (ITI/Alligance)
21 MICHAEL HEDGES/Aerial Boundaries (Windham Hill)
22 RAMSEY LEWIS & NANCY WILSON/The Two Of Us (Columbia)
23 JIMMY McGRUFF/Skywalk (Milestone/Fantasy)
24 TZYIK/Jammin' In Manhattan (Polydor/PG)
25 LOUIS BELLSON & EXPLOSION/Louis Bellson & Explosion (Pausa)
26 C'EST WHAT?/Eight Stories (Palo Alto)
27 PONCHO SANCHEZ/Bien Sabroso (Concord)
28 CHICO FREEMAN/Tangents (Elektra)
29 ART PEPPER/Artworks (Galaxy)
30 FRANK FOSTER & FRANK WESS/Two For The Blues (Pablo)

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Black/Urban stations contributing to Jazz: WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harri; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Dell Spencer; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- STAN GETZ/ALBERT DAILEY "Poetry" (Musician/Elektra) 1/8
Rotations: Heavy 3/1 Medium 4/3, Light 4/2, Extra Adds 2, Total Adds 8, KUHF, WKSU, KLN, KCRW, KUOP, KPLU, KLCC, KPXR, Heavy: WDET, WHRO, Medium: WEA.
WINDOWWS "Windows" (ITI/Alligance) 1/3/3
Rotations: Heavy 5/0, Medium 6/1, Light 5/0, Extra Adds 2, Total Adds 3, KSAX, WMOT, KKKO, Medium: WEA, WLOQ, WBE, KMHD, KJZZ.
FRANK FOSTER & FRANK WESS "Two For The Blues" (Pablo) 11/8
Rotations: Heavy 5/3, Medium 3/2, Light 3/2, Extra Adds 0, Total Adds 8, WEA, WBG, WBE, KLN, KJAZ, WHRO, WNUR, KPXR, Heavy: KPLU, KLCC, Medium: WKSU.
THELONIOUS MONK "Blues Five Spot" (Milestone/Fantasy) 11/3
Rotations: Heavy 1/0, Medium 7/2, Light 3/1, Extra Adds 0, Total Adds 3, KUHF, KJAZ, KPXR, Heavy: WBFO, Medium: WUSF, WNUR, KWMU, KLCC, WYLD-FM.
JERRY TACHOUR QUARTET "Canvas" (ITI/Alligance) 11/2
Rotations: Heavy 2/0, Medium 5/1, Light 3/0, Extra Adds 1, Total Adds 2, KKKO, KMHD, Heavy: WMOT, WBBY, Medium: WEA, KMCR, KJZZ, WHRO.
ALEXANDER ZONJIC "Elegant Evening" (Inner City) 10/9
Rotations: Heavy 0/0, Medium 5/4, Light 2/2, Extra Adds 3, Total Adds 9, WKSU, KMCR, KMHD, KPLU, WMGI, WHRO, KLCC, WKND, WHVO, Medium: WFAA.
PUTTING ON THE RITZ "Steppin' Out" (Pausa) 10/6
Rotations: Heavy 2/1, Medium 3/2, Light 3/1, Extra Adds 2, Total Adds 6, WUWU, KUHF, WMOT, WBBY, KTCJ, KLN, Heavy: WMGI, Medium: WBE.
SONNY STITT "The Last Stitt Sessions Vol. 2" (Muse) 10/5
Rotations: Heavy 2/0, Medium 4/2, Light 3/2, Extra Adds 1, Total Adds 5, WBG, WMOT, WBE, KKKO, KSN, Heavy: WHRO, WUSF, Medium: WDET, WKSU.
LOREZ ALEXANDRIA "Harlem Butterfly" (Discovery) 10/3
Rotations: Heavy 5/1, Medium 4/1, Light 1/1, Extra Adds 0, Total Adds 3, WGBH, WBG, KLCC, Heavy: WBFO, WBE, KADK, KPXR, Medium: KLN, KPLU.
DON THOMPSON QUARTET "A Beautiful Friendship" (Concord) 9/2
Rotations: Heavy 1/0, Medium 6/1, Light 2/1, Extra Adds 0, Total Adds 2, KUHF, KLN, Heavy: WHRO, Medium: WGBH, WNOP, KADK, KPLU, KPXR.
BILLY OSKAY & MICHAEL O'DONHNAILL "Nightnoise" (Windham Hill) 9/0
Rotations: Heavy 1/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KUOP, Medium: WFAE, KMHD, KJZZ, KWMU.

MOST ADDED
SADAO WATANABE (13)
Rendezvous (Elektra)
JIMMY McGRUFF (10)
Skywalk (Milestone/Fantasy)
RAMSEY LEWIS & NANCY WILSON (9)
The Two Of Us (Columbia)
ALEXANDER ZONJIC (9)
Elegant Evening (Inner City)
FRANK FOSTER & FRANK WESS (8)
Two For The Blues (Pablo)
CHICO FREEMAN (8)
Tangents (Elektra)
STAN GETZ/ALBERT DAILEY (8)
Poetry (Musician/Elektra)
HOTTEST
GENERATION BAND (13)
Call Of The Wild (TBA/Palo Alto)
DAVE GRUSIN (10)
Night-Lines (GRP)
MODERN JAZZ QUARTET 1984 (9)
Echoes (Pablo)
HEATH BROTHERS (7)
Brothers & Others (Antilles/Island)
SPYRO GYRA (7)
Access All Areas (MCA)
BEBOP & BEYOND (6)
Bebop & Beyond (Concord)
EAST COAST OFFERING (6)
East Coast Offering (MCA)

- BUDDY DeFRANCO "Mr. Lucky" (Pablo) B/7
Rotations: Heavy 4/4, Medium 2/2, Light 1/0, Extra Adds 1, Total Adds 7, WBE, WBBY, KLN, KJAZ, KCRW, WHRO, KPXR.
BILL EVANS "More From The Vanguard" (Milestone/Fantasy) B/2
Rotations: Heavy 2/0, Medium 6/2, Light 1/0, Extra Adds 0, Total Adds 2, KUHF, WNUR, Heavy: WBFO, KLCC, Medium: KJAZ, WUSF, WYLD-FM.
CLAUDIO RODITI w/KENIA "Red On Red" (Greene St./2001) B/2
Rotations: Heavy 1/0, Medium 1/1, Light 6/1, Extra Adds 0, Total Adds 2, WEA, WNOP, Heavy: WJZZ.
JOE TURNER "Kansas City Here I Come" (Pablo) 7/5
Rotations: Heavy 1/1, Medium 3/1, Light 1/1, Extra Adds 2, Total Adds 5, WMOT, WKSU, KLN, KCRW, WNUR, Medium: KPLU, KLCC.
PAULINHO da COSTA "Sunrise" (Pablo) 7/3
Rotations: Heavy 1/0, Medium 2/2, Light 4/1, Extra Adds 0, Total Adds 3, WBE, WBBY, WMGI, Heavy: KERA.
BILL KIRCHNER NONET "Infant Eyes" (Sea Breeze) 7/2
Rotations: Heavy 1/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, WBBY, KKKO, Heavy: WMOT, Medium: WEA, WGBH.
ELEMENTS "Forward Motion" (Antilles/Island) 7/1
Rotations: Heavy 2/0, Medium 2/0, Light 2/0, Extra Adds 0, Total Adds 1, WJZZ, Heavy: KPLU, KLCC, Medium: WBFO, KERA.
ABBEY LINCOLN "Talking To The Sun" (Enja) 7/0
Rotations: Heavy 5/0, Medium 1/0, Light 1/0, Extra Adds 0, Heavy: WEA, WGBH, WDET, WJZZ, KJAZ, Medium: KWMU.
ZOOT SIMS "Quietly There" (Pablo) 6/6
Rotations: Heavy 2/2, Medium 2/2, Light 2/2, Extra Adds 0, Total Adds 6, WBG, WBE, KLN, KJAZ, KUOP, WHRO.
WOODY SHAW "In The Beginning" (Muse) 6/5
Rotations: Heavy 2/1, Medium 3/3, Light 1/1, Extra Adds 0, Total Adds 5, WGBH, WBG, KJAZ, KSN, KPXR, Heavy: KWMU.
IVAN CONTI "The Human Factor" (Milestone/Fantasy) 6/3
Rotations: Heavy 0/0, Medium 3/1, Light 2/1, Extra Adds 1, Total Adds 3, WKSU, KCRW, KJZZ, Medium: KERA, KPLU.
GIANTS OF JAZZ "Giants Of Jazz" (Concord) 6/2
Rotations: Heavy 1/0, Medium 0/0, Light 5/2, Extra Adds 0, Total Adds 2, KUHF, WBE, Heavy: KADK.
JOE PASS "Live At Long Beach City College" (Pablo) 5/4
Rotations: Heavy 1/1, Medium 1/0, Light 3/0, Extra Adds 0, Total Adds 2, WEA, KLN, KJAZ, KUOP, Medium: KKKO.
KAZU MATSUI PROJECT /ROBEN FORD "Standing On The Outside" (Lakeside) 5/1
Rotations: Heavy 3/0, Medium 0/0, Light 2/1, Extra Adds 0, Total Adds 1, KPXR, Heavy: KTCJ, KJZZ, WMGI.
CATHERINE/ESCOUDE/LOCKWOOD "Trio" (Gramavision) 5/0
Rotations: Heavy 0/0, Medium 2/0, Light 3/0, Extra Adds 0, Total Adds 0, Medium: KWMU, KLCC.
TONI TENNILLE "More Than You Know" (Mirage/Atco) 5/0
Rotations: Heavy 3/0, Medium 1/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: WUWU, WBE, KKKO, Medium: KMHD.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

Regionalized Adds & Hots grid with columns: EAST, SOUTH, WEST, MIDWEST, 46 Reporting Stations, 39 Current Reports. Includes station call letters and program details for various markets like WASH/Boston, WDC/DC, etc.

"Sunrise" by Paulinho da Costa. On Pablo Records. Includes a stylized logo and promotional text.



NATIONAL AIRPLAY/50

August 17, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
8	6	3	1	GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	149/1	122	16	11
7	5	2	2	BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	147/0	115	24	8
13	9	7	3	JIM GLASER/You're Gettin' To Me Again (Noble Vision)	152/0	108	35	9
5	3	1	4	DOLLY PARTON/Tennessee Homesick Blues (RCA)	146/0	107	26	13
14	13	11	5	CRYSTAL GAYLE/Turning Away (WB)	153/1	99	49	5
11	10	8	6	WAYLON JENNINGS/Never Could Toe The Mark (RCA)	148/2	99	41	8
15	12	10	7	JOHN CONLEE/Way Back (MCA)	151/1	95	48	8
12	11	9	8	CHARLEY PRIDE/The Power Of Love (RCA)	147/1	92	44	11
21	19	15	9	OAK RIDGE BOYS/Everyday (MCA)	156/0	80	73	3
16	14	12	10	KENNY ROGERS/Evening Star (RCA)	145/0	99	42	4
19	16	14	11	MERLE HAGGARD/Let's Chase Each Other Around The Room (Epic)	151/0	88	60	3
18	15	13	12	GLEN CAMPBELL/Faithless Love (Atlantic America)	151/0	74	64	13
22	20	17	13	BARBARA MANDRELL & LEE GREENWOOD/To Me (MCA)	154/1	67	80	7
20	17	16	14	RONNIE McDOWELL/I Got A Million Of 'Em (Epic)	148/2	65	80	3
3	1	5	15	NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	122/0	85	26	11
31	26	21	16	CONWAY TWITTY/I Don't Know A Thing About Love (WB)	156/1	47	95	14
1	2	4	17	T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	119/0	78	26	15
30	28	22	18	LARRY GATLIN & THE GATLIN BROS./The Lady Takes The... (Columbia)	152/2	39	92	21
39	33	26	19	ALABAMA/If You're Gonna Play In Texas... (RCA)	141/6	39	90	12
26	25	23	20	REBA McENTIRE/He Broke Your Memory Last Night (MCA)	138/3	48	71	19
23	21	20	21	CHARLY McCLAIN & MICKEY GILLEY/The Right Stuff (Epic)	126/0	44	62	20
31	29	24	22	EDDY RAVEN/I Could Use Another You (RCA)	151/4	34	93	24
29	27	25	23	RICKY SKAGGS/Uncle Pen (Epic)	149/1	36	94	19
4	4	8	24	BELLAMY BROTHERS/Forget About Me (MCA/Curb)	125/0	81	29	15
40	35	31	25	GARY MORRIS/Second Hand Heart (WB)	143/3	17	94	32
10	8	18	26	HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	107/0	57	34	16
45	37	33	27	VERN GOSDIN/What Would Your Memories Do. (Complet/PG)	132/8	10	80	42
41	36	32	28	LIONEL RICHIE/Stuck On You (Motown)	110/7	16	73	21
-	-	43	29	WILLIE NELSON/City Of New Orleans (Columbia)	134/29	11	60	63
47	38	35	30	DAN SEALS/The Wild Side Of Me (Liberty)	133/15	6	68	59
9	7	19	31	DEBORAH ALLEN/I Hurt For You (RCA)	88/1	40	31	17
-	43	40	32	JOHN SCHNEIDER/If've Been Around Enough To Know (MCA)	114/15	12	61	41
-	46	43	33	EXILE/Give Me One More Chance (Epic)	128/27	6	49	73
49	39	36	34	KAREN BROOKS/Tonight I'm Here With Someone Else (WB)	105/8	4	59	42
50	40	38	35	REX ALLEN JR./Dream On Texas Ladies (Moon Shine)	92/3	7	47	38
-	44	41	36	EMMYLOU HARRIS/Pledging My Love (WB)	120/14	5	47	68
33	31	29	37	LEON EVERETTE/Shot In The Dark (RCA)	98/2	11	64	23
DEBUT	45	42	38	JOHN ANDERSON/She Sure Got Away With My Heart (WB)	108/34	4	40	64
-	47	45	39	BILL MEDLEY/If've Always Got The Heart To Sing The Blues (RCA)	103/13	3	43	57
-	46	44	40	MOE BANDY/Woman Your Love (Columbia)	100/16	3	48	49
25	24	27	42	MARK GRAY/If All The Magic Is Gone (Columbia)	99/10	2	57	40
2	18	30	43	RONNIE MILSAP/Still Losing You (RCA)	64/0	24	22	18
DEBUT	44	41	39	LEE GREENWOOD/Fool's Gold (MCA)	71/0	23	20	28
24	23	28	45	KENDALLS/My Baby's Gone (Mercury/PG)	91/35	4	26	61
-	-	50	46	ALABAMA/I'm Not That Way Anymore (RCA)	56/0	12	28	15
DEBUT	47	44	41	STATLERS/One Takes The Blame (Mercury/PG)	53/6	9	27	17
DEBUT	48	45	42	JUICE NEWTON/Ride 'Em Cowboy (Capitol)	81/33	0	31	50
6	22	39	49	DON WILLIAMS/That's The Thing About Love (MCA)	89/14	0	30	59
36	34	34	50	SYLVIA/Love Over Old Times (RCA)	54/0	11	21	22
					62/2	6	38	18

MOST ADDED

- JOHNNY LEE (39)
You Could've Heard A Heart... (Full Moon/WB)
- WHITES (38)
Pins And Needles (MCA/Curb)
- LEE GREENWOOD (35)
Fool's Gold (MCA)
- JOHN ANDERSON (34)
She Sure Got Away With My Heart (WB)
- STATLERS (33)
One Takes The Blame (Mercury/PolyGram)
- LOUISE MANDRELL (32)
Goodbye Heartache (RCA)
- MICHAEL MARTIN MURPHEY (32)
Radio Land (Liberty)
- WILLIE NELSON (29)
City Of New Orleans (Columbia)
- EXILE (27)
Give Me One More Chance (Epic)
- RONNIE MILSAP (27)
Prisoner Of The Highway (RCA)

HOTTEST

- GEORGE STRAIT (67)
Let's Fall To Pieces Together (MCA)
- BARBARA MANDRELL (44)
Only A Lonely Heart Knows (MCA)
- DOLLY PARTON (43)
Tennessee Homesick Blues (RCA)
- MERLE HAGGARD (40)
Let's Chase Each Other Around... (Epic)
- OAK RIDGE BOYS (32)
Everyday (MCA)
- JIM GLASER (32)
You're Gettin' To Me Again (Noble Vision)
- ALABAMA (28)
If You're Gonna Play In Texas... (RCA)
- B. MANDRELL & L. GREENWOOD (28)
To Me (MCA)
- CRYSTAL GAYLE (26)
Turning Away (WB)
- WAYLON JENNINGS (25)
Never Could Toe The Mark (RCA)

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

JOHN ANDERSON
She Sure Got Away With My Heart (WB)

On 69% of reporting stations. Rotations: Heavy 4, Medium 40, Light 64, Total Adds 34 including WCAO, WYRK, WKYG, WWVA, WYNN, KXYL, WESC, WSIX, WQYK, KJJY, WQHK, KCJB, KYGO, KCCY, KIGO. A Most Added Record. Debuts at number 38 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, 8-13-84.

LIVE FROM GILLEY'S

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Country's Most Current Music

NEW & ACTIVE

- ✓ **LEE GREENWOOD "Fool's Gold" (MCA) 91/35**
Rotations: Heavy 4, Medium 26, Light 61, Total Adds 35 including WRKZ, WKYG, WIXY, WVVVA, KMLL, WYWK, WESC, WAMZ, WQHK, WBSC, WOV, WTOD, KUJY, KYGO, KFTN. Debuts at number 44 on the Country chart.
- ✓ **JUICE NEWTON "Ride 'Em Cowboy" (Capitol) 89/14**
Rotations: Heavy 0, Medium 30, Light 59, Total Adds 14, WZZK, KXYL, WSCC, WCOS, WRNL, KXYX, KJYJ, WQHK, WBSC, KRKT, KIK-FM, KYAK, KEN, KGA. Debuts at number 48 on the Country chart.
- ✓ **STATLERS "One Takes The Blame" (Mercury/PolyGram) 81/33**
Rotations: Heavy 0, Medium 31, Light 50, Total Adds 33 including WCAO, WRKZ, KIX106, WZZK, WCOS, WFNC, KXYX, WUSG, KBMR, WMNI, KXYX, WHBF, KTKP, KYAK, KCUB. Debuts at number 47 on the Country chart.
- ✓ **LOUISE MANDELL "Goodbye Heartache" (RCA) 80/32**
Rotations: Heavy 0, Medium 16, Light 64, Total Adds 32 including WYRK, WRKZ, WEEP, WYWK, WSCC, WWOOD, WKIX, WTOR, WUSN, KRK, WTSO, K102, KIK-FM, KGH, KJOT.
- ✓ **RAY CHARLES with B.J. THOMAS "Rock And Roll Shoes" (Columbia) 77/11**
Rotations: Heavy 2, Medium 28, Light 47, Total Adds 11, WYRK, WHN, WESC, KLRA, KLL, KRMD, WUSN, KWMT, WTSO, KFDI, KEN, Heavy: WOKK, KXYX, Medium: KUZZ, KMPS.
- ✓ **BRENDA LEE "A Sweater Love (I'll Never Know)" (MCA) 76/10**
Rotations: Heavy 1, Medium 32, Light 43, Total Adds 10, WHN, WKYG, WFOR, WIXY, WVVVA, WKSJ, WUSO, WMNI, KIQV, KIGO, Heavy: WOKK, Medium: WEZL, WOV, KRKT, KCKC.
- ✓ **ED BRUCE "Tell Them I've Gone Crazy" (MCA) 70/15**
Rotations: Heavy 0, Medium 21, Light 49, Total Adds 15, WIXY, KLV, KYXL, WSCC, WWOOD, WKSJ, KXYX, KBMR, WITL, WTSO, KTKP, KYAK, KUJY, KRY, KRK.
- ✓ **GAIL DAVIES "It's You Alone" (WB) 60/5**
Rotations: Heavy 0, Medium 22, Light 38, Total Adds 5, KLRA, KXYX, WITL, KCBQ, KIGO, Medium: WSN0, WYII, KASE, WTVY, KHEY, WTOD, KVQO, KUZZ, KRY, KTM.
- ✓ **JOHNNY LEE "You Could've Heard A Heart Break" (Full Moon/WB) 57/39**
Rotations: Heavy 0, Medium 19, Light 43, Total Adds 39 including WEEP, WYRK, KEAN, WSCC, WESC, KISS-FM, WLVI, KRMD, KWMT, WXCJ, KFDI, KIK-FM, KMAK, KCK, KMPS.
- ✓ **WHITES "Pins And Needles" (MCA/Curb) 56/38**
Rotations: Heavy 2, Medium 13, Light 41, Total Adds 38 including WCAO, WOKQ, WFOR, WSCC, WESC, WNOX, WCMS, KXYX, KSO, WGE, WOV, KFDI, KRKT, KGH, KGA, KCUB.
- ✓ **ALABAMA "I'm Not That Way Anymore" (RCA) 53/6**
Rotations: Heavy 5, Medium 27, Light 17, Total Adds 6, WSN0, WCOS, WGAR-FM, KRSY, KIGO, Heavy: WAMZ, KXYX, WQHK, WDAF, KVOD, KFDI, KXIX, KCKC, KXAN, Moves 50-46 on the Country chart.
- ✓ **BANDANA "All I Wanna Do (Is Make Love To You)" (WB) 50/11**
Rotations: Heavy 1, Medium 13, Light 36, Total Adds 11, WYII, KMLL, WSCC, WKIX, WRNL, KFGO, WTOD, KGH, KMAK, Q92, KRSY, Heavy: KASE, Medium: WSN0, WLVI, WUSO.
- ✓ **WRIGHT BROTHERS "So Close" (Mercury/PolyGram) 47/9**
Rotations: Heavy 0, Medium 16, Light 31, Total Adds 9, WCAO, KMLL, WSCC, WAMZ, WQYK, WITL, KFDI, KMAK, KIGO, Medium: WBGW, KISS-FM, KXYX, WFMS, WTOD, KSOP.

SIGNIFICANT ACTION

- ✓ **HILLARY KANTER "Good Night For Falling In Love" (RCA) 44/10**
Rotations: Heavy 1, Medium 8, Light 37, Total Adds 10, WTVY, WFNC, WSLR, KBMR, WGAR-FM, KRK, KFGO, WTSO, KMAK, KSOP, Heavy: WVVVA.
- ✓ **DAVID ALLAN COE "It's Great To Be Single Again" (Columbia) 43/17**
Rotations: Heavy 0, Medium 6, Light 37, Total Adds 17 including WCAO, WYII, KMLL, WSCC, WFNC, WKIX, WUSN, WOV, KFDI, KGA.
- ✓ **JOHNNY RODRIGUEZ "First Time Burned" (Columbia) 43/10**
Rotations: Heavy 1, Medium 10, Light 32, Total Adds 10, WFNC, KLL, WKSJ, WQYK, WAXX, KFGO, KWMT, WTSO, WTOD, KIGO.
- ✓ **RICK & JANIS CARNES "Long Lost Causes" (MCA) 39/4**
Rotations: Heavy 0, Medium 11, Light 28, Total Adds 4, WYWK, KLL, KMAK, KIGO, Medium: WBGW, WNYR, WCXI, WCUC, KFDI, KQIL.
- ✓ **MICHAEL MARTIN MURPHEY "Radio Land" (Liberty) 37/32**
Rotations: Heavy 0, Medium 4, Light 33, Total Adds 32 including WCAO, WYRK, WNOX, KLL, KISS-FM, WLVI, KSO, WOV, KVQO, KSOP, KCUB.
- ✓ **RONNIE MILSAP "Prisoner Of The Highway" (RCA) 28/27**
Rotations: Heavy 0, Medium 4, Light 24, Total Adds 27 including WSN0, WEEP, WVVVA, WTVY, WKSJ, WCXI, WIRE, KUZZ, KRY, KCBQ.
- ✓ **LANE BROADY "Alibis" (EMI America) 28/6**
Rotations: Heavy 0, Medium 3, Light 25, Total Adds 6, WYII, WPAP, KXYX, WHBF, KRSY, KIGO, Medium: WSN0, WCXI, Light: WFMS, KSOP.
- ✓ **DON WILLIAMS "Maggie's Dream" (MCA) 26/26**
Rotations: Heavy 1, Medium 7, Light 18, Total Adds 26 including WXXW, WSN0, WNOX, WAMZ, WKSJ, KRMD, KSO, WIRE, KUZZ, KXK.
- ✓ **MICKEY GILLEY "Too Good To Stop Now" (Epic) 25/24**
Rotations: Heavy 0, Medium 7, Light 18, Total Adds 24 including WYRK, WVVVA, KPLX, WNOX, WABZ, WRNL, WCXI, KIOV, KUZZ, KYGO.
- ✓ **ROBIN LEE "Cold In July" (Evergreen) 25/6**
Rotations: Heavy 0, Medium 6, Light 19, Total Adds 6, WSN0, WYWK, KXYX, KFGO, WHBF, KIGO, Medium: WYII, KHEY, WLVI, WITL.
- ✓ **McGUFFEY LANE "The First Time" (Atlantic America) 24/12**
Rotations: Heavy 0, Medium 3, Light 21, Total Adds 12 including WBGW, KISS-FM, WKSJ, WPAP, WMNI, KECK, WOV, KIOV, WTOD, KVQO, KGA.

- ✓ **KAREN TAYLOR-GOOD "We Just Got To Dance" (Mesa) 24/7**
Rotations: Heavy 0, Medium 2, Light 22, Total Adds 7, WIXY, KXYX, KBMR, KRK, WHBF, KRKT, KIGO, Medium: WOKK, WCMS, TONY ARATA "Come On Home" (Noble Vision) 23/4
Rotations: Heavy 0, Medium 4, Light 19, Total Adds 4, WYII, WLVI, KBMR, KIGO, Medium: WBGW, KIOV, Light: KRMD, WXCJ, KUJY, KRSY.
- ✓ **LEON RUSSELL "Good Time Charlie's Got The Blues" (Paradise) 22/2**
Rotations: Heavy 1, Medium 7, Light 14, Total Adds 2, WCAO, KSSN, Heavy: KISS-FM, Medium: WSN0, KHEY, WKSJ, KFGO, KFDI, KUGN.
- ✓ **JANIE FRICKE "Your Heart's Not In It" (Columbia) 20/20**
Rotations: Heavy 1, Medium 6, Light 13, Total Adds 20 including WXXW, WSN0, WVVVA, WSCC, WNOX, KSSN, WRK, WCXI, KUZZ, KSOP.
- ✓ **TOM JONES "All The Love Is On The Radio" (Mercury/PolyGram) 19/9**
Rotations: Heavy 0, Medium 8, Light 11, Total Adds 9, KMLL, WKSJ, WLVI, KBMR, KTTS, KVQO, KRWO, KSOP, KIGO.
- ✓ **TARI HENSLEY "Love Isn't Love..." (Mercury/PolyGram) 16/4**
Rotations: Heavy 0, Medium 2, Light 14, Total Adds 4, WLVI, WPAP, Q92, KIGO, Medium: KSOP, Light: WYAM, WYII, KVQO, KFDI.
- ✓ **BECKY HOBBS "Pardon Me..." (EMI America) 15/13**
Rotations: Heavy 0, Medium 2, Light 13, Total Adds 13 including WCAO, WKSJ, WQYK, KBMR, WXCJ, KTTS, WTOD, KVQO, KRKT, KMAK, KMPS.
- ✓ **KENNY DALE "Take It Slow" (Republic) 15/4**
Rotations: Heavy 0, Medium 3, Light 12, Total Adds 4, WSN0, WOKK, KRWO, KSOP, Medium: KMLL, KXYX, WOV, Light: WPR, WCMS, KBMR.
- ✓ **JOHN WESLEY RYLES "She Took It Too Well" (17th Avenue) 14/3**
Rotations: Heavy 0, Medium 5, Light 9, Total Adds 3, WLVI, WQYK, KIOV, Medium: WSN0, KLRA, WPAP, KSOP, Light: WYII, WAXX, KQIL.
- ✓ **JOHN HARTFORD "Another Piece of My Heart" (Flying Fish) 14/2**
Rotations: Heavy 0, Medium 5, Light 9, Total Adds 2, WYAM, KIGO, Medium: WBGW, KHEY, KFGO, KFDI, Light: KXYX, KTTS, KWWJ.
- ✓ **RAY PRICE "Better Class Of Loser" (Viva) 13/9**
Rotations: Heavy 0, Medium 0, Light 13, Total Adds 9, WBGW, WYII, WTVY, WPAP, WIRK, KBMR, KFGO, KVQO, Q92.
- ✓ **GARY STEWART "I Got A Bad Attitude" (Red Ash) 13/1**
Rotations: Heavy 0, Medium 3, Light 10, Total Adds 1, WHBF, Medium: WLVI, KFGO, WITL, Light: WCMS, KXYX, KVQO, KSOP.
- ✓ **DAVID WILLS "Thank God For Friday" (RCA) 11/7**
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 7, KSSN, WCMS, KRMD, WIRK, KECK, WOV, WTOD, Light: WBGW, WSN0, KRWO.
- ✓ **LYNN ANDERSON "Heart Of The Matter" (MCA) 11/7**
Rotations: Heavy 0, Medium 1, Light 13, Total Adds 9, WBGW, WYII, WTVY, WPAP, WIRK, KBMR, KFGO, KQIL, Light: WSN0, KMAK.
- ✓ **MEMPHIS "We've Got To Start Meeting Like This" (MPI) 11/2**
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 2, WYII, WOKK, Medium: KLRA, Light: KEAN, WFNC, WHBF, WTOD.
- ✓ **DOTTIE WEST "What's Good For The Goose" (Parmian) 10/9**
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 9, WYAM, WSN0, WTVY, WOKK, WPAP, KRMD, KSO, KTKP, KQIL, Medium: WYII.
- ✓ **BOBBY JENKINS "Louisiana Heatwave" (Zone 7) 10/2**
Rotations: Heavy 0, Medium 4, Light 6, Total Adds 2, KRKT, Q92, Medium: KMLL, KLRA, WOKK, KXYX, Light: WYII, KTTS, WTOD.
- ✓ **KENNY ROGERS "Midsummer Nights" (RCA) 10/0**
Rotations: Heavy 5, Medium 3, Light 2, Total Adds 0, Heavy: WOKQ, WCMS, KXYX, KWMT, KSON, Medium: WPR, WEZL, Light: KXK, WAMZ.
- ✓ **KATHY MATTEA "That's a Easy For You To Say" (Mercury/PolyGram) 9/9**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 9, WBGW, WSN0, WTVY, KSSN, WIRK, WCXI, KECK, KRKT, KRSY.
- ✓ **BILL ANDERSON "Speculation" (Southern Tracks) 9/4**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, WYAM, KXYX, KRKT, KSOP, Medium: WPAP, Light: WOV, WTOD, KTKP, KVOO.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)

Album Title

- HANK WILLIAMS JR./All My Rowdy... (WB/Curb) *Major Moves*
- GEORGE JONES/Learning To Do Without Me (Epic) *You've Still Got A...*
- JOHN ANDERSON/Red Georgia Clay (WB) *Eye Of A Hurricane*
- NITTY GRITTY DIRT BAND/Cadillac Ranch (WB) *Plain Dirt Fashion*
- NITTY GRITTY DIRT BAND/High Horse (WB) *Plain Dirt Fashion*
- GARY MORRIS/Baby Bye Bye (WB) *Faded Blue*
- REBA McENTIRE/Poison Sugar (MCA) *Just A Little Love*
- HANK WILLIAMS JR./Country Relaxin' (WB/Curb) *Major Moves*
- DAVID FRIZZELL/Country Music Love Affair (Viva) *Solo*
- JOHN ANDERSON/Eye Of A Hurricane (WB) *Eye Of A Hurricane*
- CONWAY TWITTY/Bad Boy (WB) *By Heart*
- GARY MORRIS/Faded Blue (WB) *Faded Blue*
- JUICE NEWTON/Restless Heart (RCA) *Restless Heart*
- MEL TILLIS w/WILLIE NELSON/Texas On A Saturday... (MCA) *New Patches*
- VINCE GILL/Turn Me Loose (RCA) *Turn Me Loose*
- WAYLON JENNINGS/Settin' Me Up (RCA) *Never Could Toe The Mark*



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Adult/Contemporary

Continued from Back Page

BREAKERS

STEVIE WONDER

I Just Called To Say I Love You (Motown)

77% of our reporters on it. Rotations: Heavy 3/2, Medium 56/17, Light 41/29, Total Adds 48, WBEW, WKBW, WPIX, WTAE, WRMM, WSB, KRBE-FM, WCCO, K594, KHOW, KMJI, KGW, KBEST, KFMB, KEZR, and 33 more. Debuts at number 19 on the A/C chart.

NEW & ACTIVE

IRENE CARA "You Were Made For Me" (Network/Geffen) 74/3
Rotations: Heavy 6/0, Medium 48/1, Light 20/2, Total Adds 3, WISN, WAEB, WKUS, Heavy: KKUA, WWRW, WEIM, WTKO, WKNE, WCHV, Medium: WRMM, WSB, WSB-FM, 97AIA, WARM98, WQMC, KOST, KGW, KFMB, KEZR, WKYE, WKGW, WBT, WMAZ, WEZS, WRVA, WHBY, WNAM, WHCB, KRNT, WMGN, 3WM, WMHE, KWAV, KIXI-FM, WSKI, WTKY, WPPA, WSKY, WCKO, WGSV, WAGE, WKYX, KTYL, WJBC, WCIL, KFSB, KEZ, KWEB, WHNN, WJON, KTWO, K99, KRNO, KQSW, KRBS, KALE.

GLENN FREY "Sexy Girl" (MCA) 71/5
Rotations: Heavy 18/0, Medium 41/2, Light 12/3, Total Adds 5, WRMM, WARM98, WCCO, WGW, WIVY, Heavy: WFB, KRBE-FM, WAEB, WRIB, WGY, WAHR, 2WD, WAVE, WPMK, WSKI, WTKY, KFSB, KEZ, KRBS, KALE, Medium: WKWB, WPIX, KVL-FM, 97AIA, KGW, KEZR, KJR, V100, WKYE, WJJB, WKGW, KEY103, WMLJ, WVLK, WHHY, WEZS, WRVA, WTRX, WLTE, KOIL, 3WM, WMHE, KBOI, KIXI-FM, KKPL, WWRW, WEIM, WTKY, WTKO, WSKY, WGSV, WKYX, WCIL, WHNN, WJON, WBOV, KMJI, KRNO, KQSW. Moves 25-24 on the A/C chart.

HERB ALPERT "Bullish" (A&M) 64/19
Rotations: Heavy 2/0, Medium 28/6, Light 34/13, Total Adds 19, KHOW, KBEST, KFMB, KJR, WWOM, WGY, WKGW, WBT, WHCB, KRNT, WFMK, KBOI, KDUL, WWRW, WTKO, WKNE, WTKY, WMPA, KWEB, Heavy: WFB, WCHV, Medium: 97AIA, KGW, WICC, WTM, WMAZ, WRVA, 3WM, WMHE, KSL, KIXI-FM, WEIM, WSKI, WSKY, WCKO, WGSV, KTYL, WCIL, WJON, KJJO, KTWO, KRBS, KALE.

RALPH MacDONALD /BILL WITHERS "In The Name Of Love" (Polydor/PolyGram) 58/31
Rotations: Heavy 0/0, Medium 16/7, Light 42/24, Total Adds 16, Y97, KGW, V100, KEY103, WRVA, KBOI, WWRW, WTKO, KRBE-FM, WKYE, WKGW, WTKO, WMLJ, WVLK, WFAV, WHBY, WHCB, KRNT, WMGN, KOIL, WMHE, KKUA, WKNE, WTKY, WJBC, KFSB, KEZ, WHNN, KJJO, WBOV, KRNO, Medium: WAVE, KSL, WSKY, WCKO, WCHV, WJON, KTWO, KRBS, KALE.

STANLEY CLARKE "Heaven Sent You" (Epic) 55/0
Rotations: Heavy 1/0, Medium 23/0, Light 31/0, Total Adds 0, Heavy: WEIM, Medium: KOST, KGW, KJR, KEY103, WMAZ, 2WD, WING, WMGN, KKUA, KIXI-FM, WWRW, WKNE, WSKI, WTKY, WTKO, WSKY, WCIL, KEZ, WHNN, KTWO, KRNO, KQSW, KRBS.

DONNA SUMMER "There Goes My Baby" (Geffen) 53/22
Rotations: Heavy 0/0, Medium 22/2, Light 31/20, Total Adds 22, WCCO, B100, WWOM, WICC, WKYE, WGY, WAHR, WIVY, WHBY, WHCB, WENS, WFMK, KOIL, KBOI, KDUL, WTKO, WKNE, WJBC, KFSB, WKUS, KWEB, K99, Medium: KVL-FM, KGW, WTRX, WMGN, KFI, KWAV, KIXI-FM, WWRW, WEIM, WSKI, WSKY, WCKO, WCHV, KTYL, KEZ, KTWO, KRNO, KQSW, KRBS.

LAURA BRANIGAN "The Lucky One" (Atlantic) 50/16
Rotations: Heavy 1/0, Medium 26/0, Light 23/13, Total Adds 16, Y97, KGW, V100, KEY103, WRVA, KBOI, WWRW, WTKO, WKNE, WCIL, KEZ, WHNN, WJON, WBOV, KTWO, KRNO, Heavy: KALE, Medium: WFB, WPIX, 97AIA, WHB, WKYE, WKGW, WMAZ, 2WD, WMGN, 3WM, WMHE, WEIM, WSKI, WTKY, WPPA, WCKO, WCHV, WAGE, WKYX, KTYL, KQSW, KRBS.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 LIONEL RICHIE	125/0	112	13	0
2 BILLY JOEL	127/0	111	15	1
3 JULIO IGLESIAS & DIANA ROSS	125/0	94	29	2
4 ELTON JOHN	116/0	85	31	0
5 TEDDY PENDERGRASS	112/0	77	31	4
6 DAN HARTMAN	104/1	72	31	1
7 TINA TURNER	114/3	68	43	3
8 CARS	123/13	51	59	13
9 HUEY LEWIS & THE NEWS	113/7	58	46	9
10 GENESIS	97/2	55	34	8
11 PEABO BRYSON	101/0	62	34	5
12 NEIL DIAMOND	106/7	25	64	17
13 SERGIO MENDES	87/0	26	45	16
14 JOHN WAITE	100/17	28	56	16
15 COYOTE SISTERS	97/3	24	61	12
16 RITA COOLIDGE	91/2	32	49	10
17 CHICAGO	100/12	10	71	19
18 CHRISTOPHER CROSS	80/0	30	40	10
19 STEVIE WONDER	100/48	3	56	41
20 KARLA BONOFF	91/8	9	65	17
21 RAY PARKER JR.	76/0	26	41	9
22 POINTER SISTERS	66/0	17	39	10
23 PAUL ANKA	81/1	18	51	12
24 GLENN FREY	71/5	18	41	12
25 JAMES INGRAM	78/5	7	57	14

MAOST ADDED

STEVIE WONDER (48)
I Just Called To Say I Love You (Motown)
R. MacDONALD featuring B. WITHERS (31)
In The Name Of Love (Polydor/PolyGram)
DONNA SUMMER (22)
There Goes My Baby (Geffen)
HERB ALPERT (19)
Bullish (A&M)
JOHN WAITE (17)
Missing You (EMI America)
3 others tied with 16 adds

HOTTEST

BILLY JOEL (85)
Leave A Tender Moment Alone (Columbia)
LIONEL RICHIE (81)
Stuck On You (Motown)
JULIO IGLESIAS & DIANA ROSS (61)
All Of You (Columbia)
ELTON JOHN (48)
Sad Songs (Say So Much) (Geffen)
TINA TURNER (48)
What's Love Got To Do With It (Capitol)
TEDDY PENDERGRASS (44)
Hold Me (Asylum)

EURHYTHMICS "Right By Your Side" (RCA) 49/8
Rotations: Heavy 2/0, Medium 21/1, Light 26/7, Total Adds 8, WAEB, WKYE, WKGW, WAHR, WKJJ, WSNY, KBOI, KKPL, Heavy: WMHE, WEIM, Medium: WFB, WKWB, KVL-FM, WJBC, 2WD, KWAV, KIXI-FM, WSKI, WPPA, WSKY, WCKO, WCHV, KTYL, KFSB, KEZ, KWEB, KRNO, KQSW, KRBS, KALE.

SPANDAU BALLET "Only When You Leave" (Chrysalis) 49/7
Rotations: Heavy 3/0, Medium 24/2, Light 22/5, Total Adds 7, KVL-FM, WICC, WKGW, WHCB, WLTE, WMHE, KFI, Heavy: WMGN, WCKO, KRBS, Medium: WFB, WSB-FM, WCCO, KOST, KGW, WVLK, 2WD, KWAV, KIXI-FM, WWRW, WEIM, WSKI, WPPA, KRNO, WSKY, WCHV, WKYX, KTYL, KEZ, WJON, KQSW, KALE.

WILLIE NELSON "City Of New Orleans" (Columbia) 38/14
Rotations: Heavy 1/1, Medium 15/3, Light 22/10, Total Adds 14, WKBW, WCCO, WGY, KRNT, KIXI-FM, WWRW, WCHV, WVBS, KFSB, KEZ, KWEB, WHNN, KALE, Medium: WSB, WTK, WKGW, WMAZ, WNAM, KSL, WEIM, WJBC, WJON, KJJO, KTWO, KQSW.

FRANK SINATRA "L.A. Is My Lady" (Qwest/WB) 34/1
Rotations: Heavy 0/0, Medium 16/0, Light 18/1, Total Adds 1, WBOV, Medium: WCCO, WICC, WTK, WKGW, WBT, WMAZ, WRVA, WHBY, KRNT, KSL, WWRW, WEIM, WKNE, WSKI, WCIL, WJON.

TRACEY ULLMAN "Oh, What A Night" (MCA) 32/7
Rotations: Heavy 0/0, Medium 4/2, Light 28/5, Total Adds 7, WMAZ, 2WD, WAVE, WHCB, WGSV, WBOV, KRBS, Medium: WSKI, KQSW.

SIGNIFICANT ACTION

BOBBY KING featuring ALFIE SILAS "Close To Me" (Motown) 29/13
Rotations: Heavy 0/0, Medium 1/1, Light 27/12, Total Adds 13, WKYE, KEY103, WVLK, WMAZ, WNAM, WTRX, WWRW, WGSV, WKYX, KFSB, KEZ, KJJO, KRBS, Medium: WCIL.

JACK WAGNER "All I Need" (Qwest/WB) 29/1
Rotations: Heavy 3/0, Medium 14/1, Light 12/0, Total Adds 1, KRNT, Heavy: 97AIA, WEIM, WCHV, Medium: WCCO, WKYE, WKGW, WBT, WRVA, KBOI, WWRW, WKNE, WSKI, WCKO, WKYX, WCIL, KEZ.

SADAO WATANABE /ROBERTA FLACK "If I'm Still Around Tomorrow" (Elektra) 22/16
Rotations: Heavy 0/0, Medium 4/2, Light 18/14, Total Adds 16, W101, WAHR, WVLK, WMAZ, WAVE, KKUA, WTKY, WCHV, WAGE, KTYL, WVBS, WCIL, KEZ, WHNN, KQSW, KHSB, Medium: WRVA, WEIM.

POINTER SISTERS "I'm So Excited" (Planet/RCA) 21/8
Rotations: Heavy 0/0, Medium 9/0, Light 12/8, Total Adds 8, KRBE-FM, 97AIA, KMJI, B100, WMLJ, WENS, KQSW, KRBS, Medium: WFB, KVL-FM, KHOW, WMHE, WEIM, WSKI, WPPA, WSKY, WCHV.

GEORGE FISCHOFF "Lovely Lady" (Lisa) 21/6
Rotations: Heavy 0/0, Medium 3/1, Light 18/5, Total Adds 6, WMAZ, WAVE, WGSV, WCIL, KQSW, KALE, Medium: WCCO, WKNE.

JACKSONS "Torture" (Epic) 18/7
Rotations: Heavy 0/0, Medium 9/1, Light 10/6, Total Adds 7, KRBE-FM, 97AIA, WNAM, WFMK, WMGN, WPPA, KTWO, Medium: KIXI-FM, WSKY, WCKO, WKYX, KTYL, KRBS, KQSW.

SMOKEY ROBINSON "I Can't Find" (Tamla/Motown) 18/6
Rotations: Heavy 0/0, Medium 3/0, Light 15/6, Total Adds 6, WKGW, WWRW, WCHV, WAGE, KFSB, WJON, Medium: WTRX, KSL, KJJO, KWEB.

J.D. SOUTHER "Go Ahead And Rain" (WB) 18/1
Rotations: Heavy 0/0, Medium 9/1, Light 8/0, Total Adds 1, KEZR, Heavy: KJJO, Medium: KFMB, WRVA, WHBY, WMHE, KWAV, KSL, WTKO, KWEB.

BILLY OCEAN "Caribbean Queen (No More Love On The Run)" (Jive/Arista) 17/16
Rotations: Heavy 0/0, Medium 2/2, Light 15/14, Total Adds 16, KEY103, WTRX, KWAV, WEIM, WPPA, WCKO, WCHV, WAGE, KFSB, KEZ, WJON, WBOV, K99, KRBS.

JOE JACKSON "Happy Ending" (A&M) 17/1
Rotations: Heavy 0/0, Medium 8/0, Light 9/1, Total Adds 1, WTKO, Medium: WKNE, WSKI, WCHV, WCIL, KEZ, KWEB, KRNO, KALE.

BANANARAMA "Cruel Summer" (London/PolyGram) 15/5
Rotations: Heavy 1/0, Medium 7/2, Light 7/3, Total Adds 5, V100, 2WD, WHCB, KFI, WKYX, Heavy: WCKO, Medium: KRBE-FM, WEIM, WSKI, WCHV, WENS.

SHEENA EASTON "Strut" (EMI America) 13/13
Rotations: Heavy 0/0, Medium 0/0, Light 13/13, Total Adds 13, WTRX, WWRW, WEIM, WSKY, WCHV, WGSV, KFSB, KEZ, WHNN, WBOV, KQSW, KRBS, KALE.

JOE COCKER "Crazy In Love" (Capitol) 12/11
Rotations: Heavy 0/0, Medium 3/3, Light 9/8, Total Adds 11, WCLR, WAHR, WMAZ, WEIM, WSKY, KTYL, KFSB, WKUS, KTWO, KQSW, WVLK.

MADONNA "Lucky Star" (Sire/WB) 12/10
Rotations: Heavy 0/0, Medium 3/2, Light 9/8, Total Adds 10, KRBE-FM, 97AIA, KWAV, WWRW, WEIM, WSKY, WCHV, WAGE, KTYL, KQSW, Medium: WCKO.

HILLARY KANTER "Good Night For Falling In Love" (RCA) 11/11
Rotations: Heavy 0/0, Medium 2/2, Light 9/9, Total Adds 11, WCCO, WAHR, WMAZ, WEIM, WAGE, KTYL, WCIL, WJON, KJJO, KTWO, KQSW.

JOYCE KENNEDY & JEFFREY OSBORNE "Last Time I Made Love" (A&M) 10/3
Rotations: Heavy 0/0, Medium 4/0, Light 6/3, Total Adds 3, 97AIA, KOIL, WJON, Medium: WSB-FM, KOST, KIXI-FM, WSKY.

JUICE NEWTON "Can't Wait All Night" (RCA) 10/2
Rotations: Heavy 0/0, Medium 1/0, Light 9/2, Total Adds 2, WTRX, WCKO, Medium: WCHV.

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.

R&R AOR /HOT TRACKS

Three Weeks Last	Weeks	Chart	Artist/Title	Total	Hot	Medium	Total Adds
1	1	1	1 JOHN WAITE/Missing You (EMI America)	154	145	9	0
3	3	2	2 SCANDAL featuring PATTY SMYTH/The Warrior (Col.)	150	132	18	2
4	4	3	3 CARS/Drive (Elektra)	140	133	7	2
2	2	4	4 BILLY SQUIER/Rock Me Tonite (Capitol)	148	122	26	1
7	6	5	5 BRUCE SPRINGSTEEN/Cover Me (Columbia)	145	120	25	3
9	8	7	6 HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)	122	112	10	1
8	9	8	7 NIGHT RANGER/When You Close... (Camel/MCA)	130	102	28	0
19	14	10	8 LINDSEY BUCKINGHAM/Go Insane (Elektra)	146	68	77	3
6	7	9	9 SAMMY HAGAR/Two Sides Of Love (Geffen)	132	83	49	3
-	19	10	10 FIXX/Are We Ourselves? (MCA)	151	47	93	30
5	5	6	11 PETER WOLF/Lights Out (EMI America)	128	105	23	1
12	10	11	12 TWISTED SISTER/We're Not Gonna...(Atlantic)	125	60	62	4
26	17	12	13 HONEYMOON SUITE/New Girl Now (WB)	138	34	103	6
40	21	16	14 A FLOCK OF SEAGULLS/The More You Live... (Arista)	133	28	104	6
15	15	13	15 DIO/The Last In Line (WB)	114	38	76	1
-	41	22	16 STEPHEN STILLS/Stranger (Atlantic)	125	27	95	12
33	20	18	17 BILLY SQUIER/All Night Long (Capitol)	99	54	44	5
11	13	14	18 JEFFERSON STARSHIP/Layin' It On... (Grunt/RCA)	95	47	48	0
36	33	25	19 PRINCE/Let's Go Crazy (WB)	98	61	36	6
37	24	23	20 SAMMY HAGAR/I Can't Drive 55 (Geffen)	96	44	52	10
-	51	31	21 JON ANDERSON/Cage Of Freedom (Columbia)	112	17	89	17
10	11	17	22 RATT/Round And Round (Atlantic)	83	61	22	0
13	12	15	23 BOX OF FROGS/Back Where I Started (Epic)	99	24	75	0
23	19	24	24 ELTON JOHN/Restless (Geffen)	99	30	69	4
-	45	25	25 BILLY IDOL/Flesh For Fantasy (Chrysalis)	100	17	74	40
-	35	26	26 KROKUS/Midnight Maniac (Arista)	101	8	83	23
38	35	28	27 HELIX/Rock You (Capitol)	97	10	87	4
17	16	20	28 COREY HART/Sunglasses At Night (EMI America)	81	51	30	0
49	29	26	29 QUIET RIOT/Sign Of The Times (Pasha/CBS)	91	16	75	4
48	37	30	30 CYNDI LAUPER/She Bop (Portrait/CBS)	84	47	35	5
46	40	32	31 LOU REED/I Love You, Suzanne (RCA)	88	15	70	8
22	18	21	32 GLENN FREY/Smuggler's Blues (MCA)	88	28	60	0
60	55	43	33 ROMEO VOID/A Girl In Trouble... (415/Columbia)	87	16	63	24
35	28	27	34 STEVE RAY VAUGHAN/Cold Shot (Epic)	86	14	72	2
45	38	34	35 RATT/Back For More (Atlantic)	62	28	34	4
-	47	38	36 Y&T/Don't Stop Runnin (A&M)	75	7	67	7
27	25	29	37 ADRENALIN/Far Away Eyes (Rocshire)	70	9	61	0
43	42	39	38 LITA FORD/Gotta Let Go (Mercury/PG)	61	9	52	0
21	22	33	39 WHITESNAKE/Slow 'n' Easy (Geffen)	48	20	28	0
14	26	42	40 BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)	44	32	12	0
57	54	50	41 SPANDAU BALLET/Only When You Leave (Chrysalis)	62	14	47	1
DEBUT	50	52	42 WHITESNAKE/Love Ain't No Stranger (Geffen)	55	11	39	20
-	50	52	43 CHEQUERED PAST/How Much Is Too... (EMI America)	55	4	49	4
25	36	41	44 PRINCE/When Doves Cry (WB)	43	38	5	2
53	46	46	45 INXS/ Send A Message (Atco)	53	13	39	3
47	45	49	46 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	44	24	20	0
24	30	36	47 SCORPIONS/Still Loving You (Mercury/PG)	47	13	34	2
44	44	48	48 CARS/It's Not The Night (Elektra)	42	27	15	1
DEBUT	49	49	49 JOHN WAITE/Tears (EMI America)	47	20	24	25
51	52	54	50 BRUCE SPRINGSTEEN/No Surrender (Columbia)	35	25	9	5
DEBUT	51	52	51 PETER WOLF/Crazy (EMI America)	41	21	20	7
-	58	52	52 R.E.M./Pretty Persuasion (IRS/A&M)	53	6	43	11
29	31	40	53 FASTWAY/Tell Me (Columbia)	42	6	36	1
55	53	53	54 BRUCE SPRINGSTEEN/Pink Cadillac (Columbia)	39	15	24	1
52	48	55	55 ELVIS COSTELLO.../The Only Flame In Town (Col.)	42	12	29	3
28	32	51	56 BILLY SATELLITE/Satisfy Me (Capitol)	36	7	28	2
16	27	47	57 ROD STEWART/Infatuation (WB)	36	16	20	0
18	23	37	58 STEVE PERRY/She's My Mine (Columbia)	37	14	23	1
-	56	-	59 PETER WOLF/Pretty Lady (EMI America)	31	18	13	2
31	49	56	60 QUIET RIOT/Mama Weer All Crazee Now (Pasha/CBS)	32	13	19	0

MOST ADDED

- BILLY IDOL (40)
Flesh For Fantasy (Chrysalis)
- ZEBRA (33)
Wait Until The Summer's Gone (Atlantic)
- FIXX (30)
Are We Ourselves? (MCA)
- JOHN WAITE (25)
Tears (EMI America)
- JOHN CAFFERTY (24)
On The Dark Side (Scotti Bros./CBS)
- ROMEO VOID (24)
A Girl In Trouble... (415/Columbia)
- KROKUS (23)
Midnight Maniac (Arista)

MOST HOTS

- JOHN WAITE (145)
Missing You (EMI America)
- CARS (133)
Drive (Elektra)
- SCANDAL featuring PATTY SMYTH (132)
The Warrior (Columbia)
- BILLY SQUIER (122)
Rock Me Tonite (Capitol)
- BRUCE SPRINGSTEEN (120)
Cover Me (Columbia)
- HUEY LEWIS & THE NEWS (112)
If This Is It (Chrysalis)

BREAKERS

KROKUS Midnight Maniac (Arista)

60% of our reporters on it. 101/23 including adds at WHJY, KLOL, WPLR, WFYV, WKQQ, WOOS, WIBA, KILO, KOMP, KRSP. Moves 35-26 on the Hot Tracks chart.

BILLY IDOL Flesh For Fantasy (Chrysalis)

60% of our reporters on it. 100/40 including adds at WYSP, WHJY, KLOL, WSHE, KRCK, WPDH, KNCN, WKQQ, WAPL, KFMG. Moves 45-25 on the Hot Tracks chart.

LOU REED I Love You, Suzanne (RCA)

53% of our reporters on it. 88/8 including adds at WIYY, KOLA, KNCN, WFYV, KXZL, WXKE, KILO, KQWB. Moves 32-31 on the Hot Tracks chart.

ROMEO VOID A Girl In Trouble (415/Columbia)

52% of our reporters on it. 87/24 including adds at WIYY, KLOS, KZAP, WZZO, WTPA, KNCN, KATT, KZEL, WRKI, WRUF. Moves 43-33 on the Hot Tracks chart.

NEW & ACTIVE

BRUCE COCKBURN "Lovers In A Dangerous Time" (Gold Mtn./A&M) 38/5 (36/9)

Adds: WNEW, KAZY, WTKX, WYFE, KZOO. Hots: 10 include WRKT, WXRT, WMMS, KBGO. Mediums: 24 include WBCN, WMMR, KBPI, WPKX, KLAQ, WTLF, KISS, KILO.

SOUTHSIDE JOHNNY & THE JUKES "New Romeo" (Mirage/Atco) 37/4 (39/6)

Adds: WBAB, KCAL, WRUF, KWHL. Hots: 4 WRXT, WYFN, WDMA, WMMG. Mediums: 32 include WAPP, WNEW, WMMR, WHJY, WXRT, WMMS, KBGO, KXBL, KGB, WTPA, WCMF, WAQY, WOOS, WLAV, KILO, KWFM.

JEFFERSON STARSHIP "Sorry Ma, Sorry You" (Grunt/RCA) 36/4 (34/1)

Adds: KIDD, WMMG, KFMX, WYHR. Hots: 13 include KSHE, KLOS, KROR, KOME, WCMF, WAPL, WLAV, KFMG, KILO. Mediums: 21 include WYFN, KAZY, KLAQ, KATT, KMCD, KWFM.

VAN STEPHENSON "What The Big Girls Do" (MCA) 35/6 (36/10)

Adds: WPKX, WAAL, WIMZ, WKQQ, WOOS, KGGG. Hots: 4 KEG, WMMS, KDKB, WYER. Mediums: 28 include KSHE, KAZY, KBPI, KMET, KGB, KLB, KMJX, KISS, KQDS.

ZEBRA "Wait Until The Summer's Gone" (Atlantic) 34/33 (1/1)

Adds: include WYSP, KTXQ, WDFM, KMET, KNKN, KLAQ, WAPL, WLAV, KFMG, KILO, KEZE.

KANSAS "Perfect Lover" (CBS Associated) 31/10 (22/13)

Adds: include WMMR, WYSP, KSRR, KRCK, KRIX. Hots: 2 WRIF, KIDD. Mediums: 25 include WKLS, WYFN, WDFM, KSHE, WADQ, KLAQ, WTLF, KATT, KWFM.

JOHN CAFFERTY "On The Dark Side" (Scotti Bros./CBS) 30/24 (8/8)

Adds: include WGRQ, WBAB, WAPP, WHJY, WKLS, KTXQ, WYFN, WTPA, WAQY, WIMZ, WOOS. Hots: 6 WRXT, KAZY, WDMA, WEZK, KEZ, WTRR. Mediums: 16 include KQDS, KEZO, WHMD.

BLACK 'N BLUE "Hold On To 18" (Geffen) 29/21 (10/10)

Hots: 0. Mediums: 17 include KQON, KROR, KISW, KZEL.

DIO "Mystery" (WB) 29/7 (23/5)

Adds: KLOS, WCCC, KNCN, WLIV, KXKL, KFV, KPLX. Hots: 10 include WLLZ, WDFM, KMET, KGB, KISW, KISS, KILO. Mediums: 18 include WRIF, KRCK, WAOX, WAPL, WMMG, KEZE.

TINA TURNER "What's Love Got To Do With It" (Capitol) 29/3 (29/3)

Adds: KCAL, WFYV, KAWY. Hots: 16 include WMMS, KMJX, KMBQ, KREM. Mediums: 13 include WBCN, WAAL, KGGG, KLYV, KZZZ.

BRUCE SPRINGSTEEN "Bobby Jean" (Columbia) 27/3 (30/2)

Adds: WKLS, WSHE, KMET. Hots: 13 include WBAB, WNEW, WAAL, KFI, KSMR. Hots: 4 WBAB, KLYV.

BANANARAMA "Cruel Summer" (London/PolyGram) 27/3 (24/3)

Adds: WROQ, WCKN, KMJX. Hots: 8 include WLIR, WXRT, WMMS, KCAL, KQAK, KSMB, KLYV. Mediums: 19 include WBCN, KLOS, WZZO, WPDH, KGGG.

CHICAGO "Hard Habit To Break" (WB) 27/2 (26/6)

Adds: WOLV, KMJX. Hots: 9 include WYFN, KINK, WAPI, KGGG, WHMD, KLYV. Mediums: 17 include WAAL, WIMZ, KMBQ.

THOMPSON TWINS "You Take Me Up" (Arista) 26/12 (13/2)

Adds: include WBAB, WEZK, WKQQ, KMJX, KREM. Hots: 5 include WMMS, KQAK, WGBK, WPKL. Mediums: 15 include WDMA, WCMF, WLVO.

BILLY SQUIER "Can't Get Next To You" (Capitol) 24/4 (30/4)

Adds: KMET, KGB, WAPL, KILO. Hots: 10 include WIYY, KUPD, KROR, WCMF, WLAV. Mediums: 14 include WDVV, WKLS, KTXQ, WPKX, WEZK, KLAQ, WKLP, KEZ, KOMP.

PRINCE "Purple Rain" (WB) 22/4 (19/9)

Adds: WNEW, WGBK, WZZO, WHMD. Hots: 13 include KFOG, WHCN, WFYV, WAPL, KILO. Mediums: 7 include WKLS, KAZY, WPKX, WTLF, KQDS, KEZO.

PAT BENATAR "Have a My Heart" (Columbia) 22/4 (17/14)

Adds: CHEZ, WMTX, KLYV, KQWB. Hots: 2 include KIDD. Mediums: 18 include WMET, KQON, WEZK, KLB, KQDS, KRSP.

DAKOTA "Runaway" (MCA) 21/6 (19/9)

Adds: WLLZ, KOME, WZZO, WTKX, WYER, KAWY. Hots: 1 KIDD. Mediums: 16 include WYFN, KBPI, WTPA, WEZK, WAQY, WAOX, KISS, KFV.

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.



AOR / ALBUMS

August 17, 1984

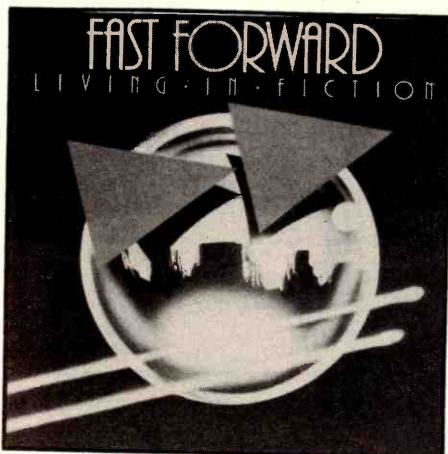
166 REPORTERS

Three Weeks Last
Weeks Weeks Weeks

Total Adds All
Rotation Rotation Rotations

Weeks	Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)	Rotation	Hot Rotation	Medium Rotation	Total Adds All Rotations
1	1	1	1	1	1 CARS/Heartbeat City (Elektra)	"Drive" (140)	"It's Not" (42)	"Magic" (22)	159-151-8-2+
2	3	2	2	2	2 BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	"Cover Me" (145)	"Dancing" (44)	"Born" (44)	162-139-23=3-
3	2	3	3	3	3 JOHN WAITE/No Brakes (EMI America)	"Missing You" (154)	"Tears" (47)		156-146-10=1+
5	5	5	5	4	4 SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)	"The Warrior" (150)	"Beat Of A Heart" (13)		153-133+20-2+
4	4	4	4	5	5 BILLY SQUIER/Signs Of Life (Capitol)	"Rock Me" (148)	"All Night" (99)	"Can't Get" (24)	154-128-26+2+
7	7	6	6	6	6 HUEY LEWIS & THE NEWS/Sports (Chrysalis)	"If This Is It" (122)	"Walking" (27)	"Home" (19)	138-119-19+2+
10	9	8	7	7	7 SAMMY HAGAR/VOA (Geffen)	"Two Sides Of Love" (132)			150+92-58+4+
6	6	7	8	8	8 PETER WOLF/Lights Out (EMI America)	"Lights Out" (128)	"Crazy" (41)	"Pretty Lady" (31)	144-107-37+5+
11	10	9	9	9	9 NIGHT RANGER/Midnight Madness (Camel/MCA)	"When You Close Your Eyes" (130)			131-102+29-0-
-	-	11	10	10	10 LINDSEY BUCKINGHAM/Go Insane (Elektra)	"Go Insane" (146)			146-68+77-3-
9	8	10	11	11	11 RATT/Out Of The Cellar (Atlantic)	"Round And Round" (83)	"Back" (62)	"Lack" (15)	122-81-41-3-
15	12	12	12	12	12 TWISTED SISTER/Stay Hungry (Atlantic)	"We're Not Gonna Take" (125)	"I Wanna Rock" (10)		128-61=63-4=
30	19	18	13	13	13 HONEYMOON SUITE/Honeymoon Suite (WB)	"New Girl Now" (138)			143+34+108-6+
20	18	18	14	14	14 PRINCE/Purple Rain (WB)	"Let's Go Crazy" (98)	"Doves" (43)	"Purple" (22)	112+81+30-5=
-	24	20	15	15	15 A FLOCK OF SEAGULLS/The Story Of A... (Arista)	"The More You Live" (133)			134+28+105+6-
-	-	23	16	16	16 STEPHEN STILLS/Right By You (Atlantic)	"Stranger" (125)	"50/50" (15)	"Right By You" (10)	132+30+99+13-
8	11	13	17	17	17 JEFFERSON STARSHIP/Nuclear Furniture (Grunt/RCA)	"Layin' It" (95)	"Sorry Me" (36)	"No Way Out" (13)	112-53-58+3-
18	16	15	18	18	18 DIO/The Last In Line (WB)	"The Last In Line" (114)	"Mystery" (29)		118-39-79=1-
-	-	25	19	19	19 METROPOLIS/Soundtrack (Columbia)	"Cage Of Freedom" (112)	"Here's My Heart" (22)		127+22+96+19-
12	13	19	20	20	20 ELTON JOHN/Breaking Hearts (Geffen)	"Restless" (99)	"Sad Songs" (26)	"Georgie" (10)	111-41-70-3-
17	15	14	21	21	21 GLENN FREY/The Allnighter (MCA)	"Smuggler's" (88)	"Sexy" (32)	"Allnighter" (14)	114-38-76-0-
19	17	21	22	22	22 QUIET RIOT/Condition Critical (Pasha/CBS)	"Sign Of The Times" (91)	"Mama Weer All" (32)		106-26-80-3-
21	21	22	23	23	23 COREY HART/First Offense (EMI America)	"Sunglasses At Night" (81)	"Lamp At Midnite" (17)		96-51-43-5-
-	37	36	24	24	24 BILLY IDOL/Rebel Yell (Chrysalis)	"Flesh For Fantasy" (100)			106+20+77+39+
13	14	17	25	25	25 BOX OF FROGS/Box Of Frogs (Epic)	"Back Where I Started" (99)			100-24-76-1-
23	22	26	26	26	26 WHITESNAKE/Slide It In (Geffen)	"Love Ain't No Stranger" (55)	"Slow 'N' Easy" (48)		86+25-56+13+
-	34	28	27	27	27 HELIX/Walkin' The Razor's Edge (Capitol)	"Rock You" (97)			99+10+89=5-
39	32	29	28	28	28 CYNDI LAUPER/She's So Unusual (Portrait/CBS)	"She Bop" (84)			84=47+35-5-
25	23	24	29	29	29 STEVIE RAY VAUGHAN/Couldn't Stand The Weather (Epic)	"Cold Shot" (86)	"Couldn't Stand" (14)		96-20-76-2-
35	33	32	30	30	30 LOU REED/New Sensations (RCA)	"I Love You, Suzanne" (88)			89+15+71+8+
-	-	40	31	31	31 ROMEO VOID/Instincts (415/Columbia)	"A Girl In Trouble" (87)			87+16+63+24+
-	38	35	32	32	32 Y&T/In Rock We Trust (A&M)	"Don't Stop Runnin'" (75)			85+8+75+7-
29	27	27	33	33	33 ADRENALIN/American Heart (Rocshire)	"Far Away Eyes" (70)			71-9-62-0-
16	26	34	34	34	34 ROD STEWART/Camouflage (WB)	"Infatuation" (36)	"Bad For" (18)	"Some Guys" (13)	62-21-40+6-
38	38	39	35	35	35 LITA FORD/Dancin' On The Edge (Mercury/PG)	"Gotta Let Go" (61)			61-9-52-0-
-	36	37	36	36	36 CHEQUERED PAST/Chequered Past (EMI America)	"How Much Is Too Much" (55)			63-4+57-4-
DEBUT	37	37	37	37	37 SPANDAU BALLET/Parade (Chrysalis)	"Only When You Leave Me" (62)			65+14+49+2-
32	40	-	38	38	38 R.E.M./Reckoning (IRS/A&M)	"Pretty Persuasion" (53)	"So, Central Rain" (13)		62-9=49-11+
26	28	33	39	39	39 FASTWAY/All Fired Up (Columbia)	"Tell Me" (42)	"All Fired Up" (10)		52-8-43-5+
40	39	-	40	40	40 INXS/The Swing (Atco)	"I Send A Message" (53)			55-14-40=3-

FICTION BECOMES FACT AUGUST 27



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BREAKERS

LOU REED
New Sensations (RCA)

53% of our reporters on it. 89/8 including adds at WIYY, KOLA, KNKN, WFVY, KXZL, WXKE, KILO. Moves 32-30 on the Albums chart.

ROMEO VOID
Instincts (415/Columbia)

52% of our reporters on it. 87/24 including adds at WIYY, KLOS, KZAP, WZZO, WTPA, KNKN, WZXR, KATT, KZEL. Moves 40-31 on the Album 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.

AOR/ALBUMS

MOST ADDED

BILLY IDOL (39)
 Rebel Yell (Chrysalis)
EDDIE AND THE CRUISERS (26)
 Soundtrack (Scotti Bros./CBS)
ROMEO VOID (24)
 Instincts (415/Columbia)
BLACK 'N' BLUE (22)
 Black 'N' Blue (Geffen)
METROPOLIS (19)
 Soundtrack (Columbia)

MOST HOTS

CARS (151)
 Heartbeat City (Elektra)
JOHN WAITE (146)
 No Brakes (EMI America)
BRUCE SPRINGSTEEN (139)
 Born In The U.S.A. (Columbia)
SCANDAL featuring PATTY SMYTH (133)
 The Warrior (Columbia)
BILLY SQUIER (128)
 Signs Of Life (Capitol)
HUEY LEWIS & THE NEWS (119)
 Sports (Chrysalis)

NEW & ACTIVE

SOUTHSIDE JOHNNY & THE JUKES/In The Heat (Mirage/Atco) 40/4 (41/8)
 Adds: WBAB, KCAL, WRUF, KWHL. Hots: 5 WRXT, WYFN, WDHA, WMGM, KSPN. Mediums: 34 include WAPP, WNEW, WHJY, WXRT, KBCO, KDKB, KGB.

BRUCE COCKBURN/Stealing Fire (Gold Mtn./A&M) 39/5 (41/10)
 Adds: WNEW, KAZY, WTKX, WYFE, KZOO. Hots: 11 include WRXT, WXRT, WMMS, KBCO, KINK, WQBK. Mediums: 24 include WBCN, WMMR, WPYX, KLB, WTUE, KILQ.

VAN STEPHENSON/Righteous Anger (MCA) 36/6 (37/9)
 Adds: WPYX, WAAL, WIMZ, WKQQ, WOODS, KGGO. Hots: 4 KEGL, WMMS, KDKB, WYER. Mediums: 29 include KSHE, KMET, KUPD, KGB, WPDH, KQDS.

THOMPSON TWINS/Into The Gap (Arista) 34/10 (28/3)
 Adds: include WBAB, WPLR, WEZX, WAPI, WKQQ, KSMB, KZOO. Hots: 10 include WLIR, WMMS, KROQ, KFOG, KQAK, WPDH. Mediums: 18 include 91X, WDHA, WCMF, WLVO, KREM.

EDDIE AND THE CRUISERS/Soundtrack (Scotti Bros./CBS) 32/26 (8/8)
 Adds: include WAPP, WHJY, KTXQ, WYFN, WIMZ, WOODS. Hots: 6 WRXT, KAZY, WDHA, WEZX, KEZE, WWTR. Mediums: 17 include WGRQ, WBAB, WKLS, WCKO, KEZO, KIDQ.

KANSAS/The Best Of Kansas (CBS Associated) 32/10 (24/14)
 Adds: include WRXT, WYSP, KSRR, KRCK, WQBK, KRIX, WYER. Hots: 2 WRIF, KIDQ. Mediums: 26 include WMMR, WYFN, WQFM, KSHE, KSJO, WLVO, KWFM.

BLACK 'N' BLUE/Black 'N' Blue (Geffen) 30/22 (0/0)
 Adds: include WYSP, DC101, KTXQ, WQFM, KMET, KLAQ, WAPL, KMOD, KFMG. Hots: 0. Mediums: 18 include KRCK, KRQR, KISW, KZOK, KNCN, WLAV, KZEL.

BANANARAMA/Bananarama (London/PolyGram) 28/3 (25/3)
 Adds: WROQ, WCKN, KMJX. Hots: 8 include WLIR, WXRT, WMMS, KCAL, KQAK, KSMB, KLYV. Mediums: 20 include WBCN, KLOS, WZZO, WPDH, KGGO.

DAKOTA/Runaway (MCA) 22/6 (17/10)
 Adds: WLLZ, KOME, WZZO, WTKX, WYER, KAWY. Hots: 1 KIDQ. Mediums: 17 include WYFN, KBPI, WTPA, WAQY, KFIV, WRUF, KFMO.

ELECTRIC DREAMS/Soundtrack (Virgin/Epic) 21/10 (0/0)
 Adds: include WRXT, DC101, KSHE, KBCO, WPLR, WOVE. Hots: 2 WLIR, K97. Mediums: 16 include WCKO, KCAL, KFOG, WPDH, WMGM, KFMG.

PSYCHEDELIC FURS/Mirror Moves (Columbia) 19/4 (19/1)
 Adds: WPDH, WCMF, KNCN, KUFO. Hots: 11 include WLIR, CHOM, WXRT, KBCO, KROQ, 91X, KQAK. Mediums: 6 include WCKO, KISS.

EURYTHMICS/Touch (RCA) 19/3 (16/5)
 Adds: WAAL, WKQQ, WZXR. Hots: 2 K97, KSMB. Mediums: 16 include WLIR, WMMS, KOLA, WZZO, WPLR, KMBO, KQWB.

RUPERT HINE/The Wildest Wish To Fly (Island) 18/10 (9/4)
 Adds: include WYSP, KSJO, WTPA, WCMF, KQDS, KLPX, WHMD, KOZZ. Hots: 0. Mediums: 12 include WRXT, WXRT, KBCO, KLB, WMGM.

HARD TO HOLD/Soundtrack (RCA) 13/9 (5/1)
 Adds: include KBPI, WZZO, WPDH, WZXY, WMGM. Hots: 2 KDKB, KGGO. Mediums: 9 include KSJO, WAPI, WCKN, KMBO.

DRAGON/Body And The Beat (Polydor/PolyGram) 10/4 (7/4)
 Adds: WYSP, 91X, KQAK, WTPA. Hots: 1 KROQ. Mediums: 6 include CHUM, KCAL, WLVO.

STEVE MORSE BAND/The Introduction (Musician/Elektra) 10/2 (10/2)
 Adds: KFOG, KWFM. Hots: 2 KSPN, KTCL. Mediums: 7 include WBAB, WKLS, WQBK, WLAV, KFMM.

RESTLESS/The Restless (Mercury/PolyGram) 10/2 (8/0)
 Adds: WMMR, KBPI. Hots: 1 WYFE. Mediums: 9 include WGRQ, WRXT, WMMS, WLLZ, WAQX.

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 number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

BLACK 'N' BLUE



"HOLD ON TO 18"
"THE STRONG WILL ROCK"
"SCHOOL OF HARD KNOCKS"

- ALBUMS NEW & ACTIVE 30/22**
- HOT TRACKS NEW & ACTIVE 29/21**

First Week Out On

WBAB	KRCK	WLAV	KZEL
WYSP	KCAL	WYFE	KEZE
DC101	KRQR	KMOD	KLPX
KTXQ	KISW	KFMG	KUFO
KZEW	KZOK	KWXL	WIQB
WQFM	KNCN	KIDQ	WYER
KMET	KLAQ	KILO	KTYD
KGON	WAPL		

From the Geffen Album **BLACK 'N' BLUE**
 Produced by **DIETER DIERKS** For
 Breeze Music

GHS 24041



ON TOUR WITH AEROSMITH AUG 19-31

GARO MANAGEMENT - GARY TASHJIAN



WEST (continued)

KCAL/San Bernardino (714) 825-5020
KJZZ/San Francisco (415) 474-9100
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KRKC/Portland (503) 222-1641
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KCBS/San Diego (619) 292-1360
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KUPD/Bismarck (602) 838-3062
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KJZZ/San Francisco (415) 474-9100

166 Reporters 149 Current Playlists

12 stations reported frozen playlists this week:

- KKC/Kansas City
KYS/Kansas City
KTYD/Santa Barbara
KZWE/Dallas
WYGF/Kanakee
WCPZ/Sandusky
WKLV/Winston-Salem
WLUP/Chicago
WNOR/Norfolk
WOUR/Utica
WWW/Charlottesville
WYDD/Pittsburgh

5 stations failed to report this week and therefore their lists were frozen:

- KKDJ/Fresno
WGR/Manchester
WIOT/Toledo
WKDF/Nashville
WKLK/Charleston, WV

1 station has frozen its playlist for two consecutive weeks, and was not included in this week's data:

WDIZ/Orlando

WDEK/DeKalb is not included in this week's data.

The following station is no longer an AOR Reporter: WKTM/Charleston, SC

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.

Parallel Two

K-97/Eatonville (405) 428-8517
KJZZ/San Francisco (415) 474-9100
KJZZ/San Francisco (415) 474-9100

Parallel Three

KJZZ/San Francisco (415) 474-9100
KJZZ/San Francisco (415) 474-9100
KJZZ/San Francisco (415) 474-9100

Parallel Four

KJZZ/San Francisco (415) 474-9100
KJZZ/San Francisco (415) 474-9100
KJZZ/San Francisco (415) 474-9100

He was involved in the most exciting and explosive period ever in radio history. ROCKING AMERICA is his story of that era.

At WABC he attracted the largest audience of any station in radio history, and changed the sound of radio in America forever. Now, Rick Sklar, the man whose name was synonymous with "Top 40" radio recalls those chart topping years at WABC, and the development of Contemporary Hit Radio.

First hand and entertaining, ROCKING AMERICA is filled with anecdotes of madcap promotional stunts; all-out ratings wars; surprising stories of how top hits were chosen and aired; and the rise of the supergroups and superstars whose early records Rick Sklar played and turned into gold.

With implications for what is happening in the industry today, Sklar draws a parallel between the explosion of the "Top 40" format and the boom in the recording industry then, to the impact of music video, the current rise in popularity of all-hit radio, and the accompanying growth of the recording industry now.

These people have already read **ROCKING AMERICA**—Join them!

with photographs and year-by-year playlists

"Without question, Rick Sklar is the Dean of Contemporary Radio Programmers, and the man most responsible for making the term "Top 40" a household word. This book represents a remarkable compilation of facts and anecdotes, and is a chronicle of the evolution of what today's programmers call "Contemporary Hit Radio." The man who set the standard for "Top 40" has written the fascinating autobiography of the most respected programmer ever to walk into a radio station."

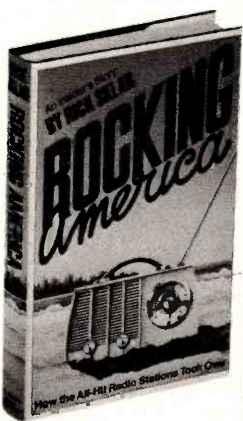
—Michael L Eskridge, President, NBC Radio

"For years the term "Top 40" and the name Rick Sklar were synonymous. They both meant the best in rock music. If you are fascinated by the world of music, its stars, its jungle warfare, its fights for survival, then read Rick Sklar's autobiography of the rise of rock radio in America."

—Clive Davis, President Arista Records

"Having been involved with making rock & roll records before and during the rock & roll explosion of the 60s, it is most fascinating to read Rick Sklar's account of this exciting period from the radio programmer's point of view."

—Ahmet M. Ertegun, Chairman of the Board, Atlantic Recording Corporation



Rick Sklar is a vice-president of ABC Radio-TV and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WMGM, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

MAIL THIS NO-RISK COUPON TODAY:

Mail to: R & R Books
1930 Century Park West
Los Angeles, CA 90067

Yes, please send me _____ copies of ROCKING AMERICA at \$15.50 each.

Enclosed is my check for \$ _____

VISA/MasterCard _____ Exp. Date _____

Interbank _____ Exp. Date _____
(MasterCard Only) California Residents add 6 1/2% Sales Tax

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

WEST

Continued from Page 77

Seattle's Hit Radio

KOPIU FM 101.5

PD: Jeff King
MD: Damien Seattle

1	1	LIORNE RICE/Back On You
2	1	RAY PARKER JR./Overbustere
3	1	STINA TORRES/What's Love Got To Do
4	1	ELTON JOHN/Sail Song (Say So Mac
5	1	CHICKEN/State Of Shock
6	1	CHICKEN/State Of Shock
7	1	CHICKEN/State Of Shock
8	1	CHICKEN/State Of Shock
9	1	CHICKEN/State Of Shock
10	1	CHICKEN/State Of Shock
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29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

KS103FM

HOT HITS!

PD: Dave Parks San Diego
MD/Asst. PD: Mike Preston

1	1	RAY PARKER JR./Overbustere
2	1	STINA TORRES/What's Love Got To Do
3	1	ELTON JOHN/Sail Song (Say So Mac
4	1	CHICKEN/State Of Shock
5	1	CHICKEN/State Of Shock
6	1	CHICKEN/State Of Shock
7	1	CHICKEN/State Of Shock
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28	1	CHICKEN/State Of Shock
29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

102.9 FM

KMJK

Portland
PD: Jon Barry
MD: Steve Naganuma

1	1	LIORNE RICE/Back On You
2	1	RAY PARKER JR./Overbustere
3	1	STINA TORRES/What's Love Got To Do
4	1	JACKSONS/State Of Shock
5	1	CHICKEN/State Of Shock
6	1	ELTON JOHN/Sail Song (Say So Mac
7	1	CHICKEN/State Of Shock
8	1	CHICKEN/State Of Shock
9	1	CHICKEN/State Of Shock
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29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

KWOD 106

Sacramento's Best Hit Music

PD: Tom Chase
MD: Mr. Ed

1	1	LIORNE RICE/Back On You
2	1	RAY PARKER JR./Overbustere
3	1	STINA TORRES/What's Love Got To Do
4	1	ELTON JOHN/Sail Song (Say So Mac
5	1	CHICKEN/State Of Shock
6	1	CHICKEN/State Of Shock
7	1	CHICKEN/State Of Shock
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29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

KWSS 94.5 FM

San Jose
PD: Dave Van Stone
MD: Robin Kipp

1	1	RAY PARKER JR./Overbustere
2	1	STINA TORRES/What's Love Got To Do
3	1	ELTON JOHN/Sail Song (Say So Mac
4	1	LIORNE RICE/Back On You
5	1	CHICKEN/State Of Shock
6	1	CHICKEN/State Of Shock
7	1	CHICKEN/State Of Shock
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29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

102.9 FM

KPKE

Denver
PD: Tim Fox
Asst. PD: Mark Bolke

1	1	LIORNE RICE/Back On You
2	1	RAY PARKER JR./Overbustere
3	1	STINA TORRES/What's Love Got To Do
4	1	ELTON JOHN/Sail Song (Say So Mac
5	1	CHICKEN/State Of Shock
6	1	CHICKEN/State Of Shock
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29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

Hot Hits in 105 KITS

San Francisco
PD: Bob Garrett
MD: Craig Roberts

1	1	RAY PARKER JR./Overbustere
2	1	LIORNE RICE/Back On You
3	1	STINA TORRES/What's Love Got To Do
4	1	ELTON JOHN/Sail Song (Say So Mac
5	1	CHICKEN/State Of Shock
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30	1	CHICKEN/State Of Shock

102.9 FM

KUBE

Seattle
PD: Bob Case
MD: Wendy Christopher

1	1	RAY PARKER JR./Overbustere
2	1	LIORNE RICE/Back On You
3	1	STINA TORRES/What's Love Got To Do
4	1	ELTON JOHN/Sail Song (Say So Mac
5	1	CHICKEN/State Of Shock
6	1	CHICKEN/State Of Shock
7	1	CHICKEN/State Of Shock
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29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

102.9 FM

KUBE

Seattle
PD: Bob Case
MD: Wendy Christopher

1	1	RAY PARKER JR./Overbustere
2	1	LIORNE RICE/Back On You
3	1	STINA TORRES/What's Love Got To Do
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29	1	CHICKEN/State Of Shock
30	1	CHICKEN/State Of Shock

PARADES

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.

234 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional: 100/25 44%
National: 51
Debut: 20
M: 21% Same
S: 56% Down
W: 19% Adds: 25

EXAMPLE
100/25 — 100 CHR reporting stations on 8 this week including 25 new adds.
44% — Percentage of this weeks 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.
Debut: 20 — Number of stations debuting the song this week.
Same 24 — Number of stations reporting no movement this week. (On to Chn. Add to Chn. 31-31.)
Down 0 — Number of stations moving it down on their charts.
Adds 25 — Total number of stations adding it this week.

LAURA BRANIGAN
"The Lucky One (Atlantic)"
LP: Self Control

Regional: 180/16 77%
National: 48
Debut: 14
M: 7% Same
S: 44% Down
W: 48% Adds: 14

A FLOCK OF SEAGULLS
"The More You Live... (Live/Arista)"
LP: The Story Of A Young Heart

Regional: 85/26 36%
National: 14
Debut: 1
M: 10% Same
S: 40% Down
W: 50% Adds: 1

JOHN CAFFERTY & THE BROWN BAND
"On The Dark..." (Scott Bros./CBS)

Regional: 52/33 22%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

ELVIS COSTELLO & ATTRAKIONS
"The Only Flame In..." (Columbia)

Regional: 93/7 40%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

SHENIA EASTON
"Strut (EMI/Arista)"
LP: A Private Heaven

Regional: 62/62 22%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

GLENN FREY
"Sexy Girl (MCA)"
LP: The Aborigine

Regional: 182/1 78%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

PEABO BRYSON
"If Ever You're In My..." (Elektra)

Regional: 191/2 82%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

BANANARAMA
"Cruel Summer (London/PolyGram)"
LP: Bananarama

Regional: 204/6 87%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

CHRIS DEBURGH
"High On Emotion (A&M)"
LP: Man On The Line

Regional: 162/8 69%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

EURYTHMICS
"Right By Your Side (RCA)"
LP: Touch

Regional: 118/2 80%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

Prabo Bryson Continued...

WEST: 100/25 44%
National: 51
Debut: 20
M: 21% Same
S: 56% Down
W: 19% Adds: 25

LINDSEY BUCKINGHAM
"Go Insane (Elektra)"
LP: Go Insane

Regional: 170/16 73%
National: 40
Debut: 1
M: 7% Same
S: 44% Down
W: 48% Adds: 14

CHICAGO
"Hard Habit To Break (WB)"
LP: Chicago 17

Regional: 202/18 88%
National: 31
Debut: 1
M: 7% Same
S: 44% Down
W: 48% Adds: 14

SHIELA E
"The Glamorous Life (WB)"
LP: The Glamorous Life

Regional: 184/12 78%
National: 21
Debut: 1
M: 7% Same
S: 44% Down
W: 48% Adds: 14

FIXX
"Are We Ourselves? (MCA)"
LP: Phantoms

Regional: 149/80 64%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

JOHN CAFFERTY & THE BROWN BAND
"On The Dark..." (Scott Bros./CBS)

Regional: 52/33 22%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

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National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

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LP: The Aborigine

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National: 14
Debut: 1
M: 14% Same
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Prabo Bryson Continued...

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Debut: 20
M: 21% Same
S: 56% Down
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W: 48% Adds: 14

SHIELA E
"The Glamorous Life (WB)"
LP: The Glamorous Life

Regional: 184/12 78%
National: 21
Debut: 1
M: 7% Same
S: 44% Down
W: 48% Adds: 14

FIXX
"Are We Ourselves? (MCA)"
LP: Phantoms

Regional: 149/80 64%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

JOHN CAFFERTY & THE BROWN BAND
"On The Dark..." (Scott Bros./CBS)

Regional: 52/33 22%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

ELVIS COSTELLO & ATTRAKIONS
"The Only Flame In..." (Columbia)

Regional: 93/7 40%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

SHENIA EASTON
"Strut (EMI/Arista)"
LP: A Private Heaven

Regional: 62/62 22%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

GLENN FREY
"Sexy Girl (MCA)"
LP: The Aborigine

Regional: 182/1 78%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

PEABO BRYSON
"If Ever You're In My..." (Elektra)

Regional: 191/2 82%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

BANANARAMA
"Cruel Summer (London/PolyGram)"
LP: Bananarama

Regional: 204/6 87%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

CHRIS DEBURGH
"High On Emotion (A&M)"
LP: Man On The Line

Regional: 162/8 69%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

EURYTHMICS
"Right By Your Side (RCA)"
LP: Touch

Regional: 118/2 80%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1

Prabo Bryson Continued...

WEST: 100/25 44%
National: 51
Debut: 20
M: 21% Same
S: 56% Down
W: 19% Adds: 25

LINDSEY BUCKINGHAM
"Go Insane (Elektra)"
LP: Go Insane

Regional: 170/16 73%
National: 40
Debut: 1
M: 7% Same
S: 44% Down
W: 48% Adds: 14

CHICAGO
"Hard Habit To Break (WB)"
LP: Chicago 17

Regional: 202/18 88%
National: 31
Debut: 1
M: 7% Same
S: 44% Down
W: 48% Adds: 14

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LP: The Glamorous Life

Regional: 184/12 78%
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M: 7% Same
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M: 14% Same
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LP: Touch

Regional: 118/2 80%
National: 14
Debut: 1
M: 14% Same
S: 48% Down
W: 38% Adds: 1



THE SEARCH FOR THE BEST EARS JUST DOUBLED

Now There are **TWO AIR Competitions: CHR and AOR.**
42 Winners....Sharing \$130,000 In Prizes!

AIR INTRODUCES ITS 1st AOR BEST EARS COMPETITION.

On September 14, 1984, Active Industry Research will launch another search for the Best Ears in the Industry. The search has been expanded to include the first AOR Best Ears competition, along with our *third* CHR Best Ears competition.

Here's how it works:

AOR: Program Directors, Music Directors and consultants to AOR radio will be eligible to participate in our AOR competition. You will be asked to evaluate selected tracks from three LPs each week, to determine what potential *each track* has in Radio and Records AOR/Hot Tracks. The most accurate

person over the 40-week competition period wins a 1985 Mercedes-Benz 380SL. The next 20 runners-up each win \$1,000 cash.

CHR: AIR's third CHR Competition once again includes Program Directors, Music Directors and consultants to CHR radio. You evaluate what potential each single has in Radio and Records. The most accurate individual over the 40-week competition wins a 1985 Mercedes-Benz 380SL. The next 20 runners-up win \$1,000 apiece in cash.

Registration is limited. A complete list of rules will be mailed upon registration. If you are in a music decision-making position in CHR or AOR radio, call AIR at (301) 964-5544. The search for the Best Ears in the business continues!

WEEK

36

AIR Response Records

WEEK

36

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6pm, Wednesday, August 22, 1984.

#	TITLE	ARTIST	LABEL
2271	DANCE BABY	ALFONSO RIBEIRO	PRISM/ISLAND
2272	SUMMER IN THE STREET	CARRIE LUCAS	CONSTELLATION/MCA
2273	SOME GUYS HAVE ALL THE LUCK	ROD STEWART	WB
2274	ON THE DARK SIDE	JOHN CAFFERTY	SCOTTI BROS./CBS
2275	NEW ROMEO	SOUTHSIDE JOHNNY	MIRAGE/ATCO

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.

DONNA SUMMER

There Goes My Baby (Geffen)

75% of our reporters on it. Moves: Up 35, Debuts 41, Same 64, Down 0, Adds 35 including CKGM, WHTX, CHUM, WL0L-FM, KMJK, KITS, KPLUS, Complete airplay in Parallels.

BREAKERS

FIXX

Are We Ourselves? (MCA)

64% of our reporters on it. Moves: Up 5, Debuts 26, Same 59, Down 0, Adds 60 including B104, WHTT, 195, WGCL, WHYT, KMJK, KPLUS. Complete airplay in Parallels.

RICK SPRINGFIELD

Bop 'Til You Drop (RCA)

63% of our reporters on it. Moves: Up 7, Debuts 24, Same 43, Down 0, Adds 74 including WXKS-FM, B94, Z93, Q105, WHYT, FM102, KWSS. Complete airplay in Parallels.

NEW & ACTIVE

- ☑ **STEVIE WONDER** "I Just Called To Say I Love You" (Motown) 133/59
Moves: Up 6, Debuts 33, Same 35, Down 0, Adds 59 including WBEN-FM, PRO-FM, 93FM, Y100, WCZY, KDWB-FM, KIMM, Q103, KZZP, KMJK, Z106, WQUT, WMEE, KTKT, KFYR.
- ☑ **VAN STEPHENSON** "What The Big Girls Do" (MCA) 132/21
Moves: Up 26, Debuts 19, Same 66, Down 0, Adds 21 including PRO-FM, KDWB-FM, KNBQ, WGMF, WSKZ, KSET-FM, KX104, WVIC, KQKQ, KRQ, WXLK, WAEV, WCIL-FM, WSP1.
- ☑ **NAKED EYES** "What In The Name Of Love" (EMI America) 123/35
Moves: Up 7, Debuts 20, Same 61, Down 0, Adds 35 including WBEN-FM, WGCL, KDWB-FM, KPKE, XTRA, KWSS, KNBQ, WLAN-FM, WBCV, WHHY-FM, WKAU, KRQ, WKZ, Y94.
- ☑ **MADONNA** "Lucky Star" (Sire/WB) 122/86
Moves: Up 13, Debuts 15, Same 7, Down 1, Adds 86 including Q104, WXKS-FM, WBLI, Z100, B94, Q107, Q105, WHYT, KBEQ, KHTR, Q103, KOPA, KWOD, KNBQ.
- ☑ **RICK JAMES** "17" (Gordy/Motown) 116/4
Moves: Up 62, Debuts 11, Same 38, Down 1, Adds 4, Q102, WSSX, KRGV, WFOX, WCAU-FM 31-24, 94Q 26-21, Z93 29-18, K5103 32-27, Z106 39-29, KXX106 29-23, WNOX-FM 32-24, WFMI 14-11, WRKR 40-35, WGUY 24-16, WISE 34-29.
- ☑ **ROD STEWART** "Some Guys Have All The Luck" (WB) 98/97
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 97, WXKS-FM, WPHD, WBLI, CKOI, WCAU-FM, 94Q, Z93, Q103, FM102, KWOD, XTRA, KPLUS, KNBQ, WANS-FM, KYNO-FM.
- ☑ **POINTER SISTERS** "I'm So Excited" (Planet/RCA) 93/12
Moves: Up 19, Debuts 16, Same 46, Down 0, Adds 12, WGCL, WCZY, KOPA, WBBO, WANS-FM, WGRD, WHOT-FM, WBWB, KYA, KTRS, KGHD, KHTX, WCAU-FM 39-25, Y100 23-16, KFKE 21-16.
- ☑ **ELVIS COSTELLO & ATTRACTIIONS** "The Only Flame In Town" (Columbia) 93/7
Moves: Up 20, Debuts 9, Same 67, Down 1, Adds 7, WVIC, WRKR, 13K, WZON, KQIZ-FM, KTDY, Q101, WAEV, WXKS-FM 31-29, WBLN-FM 30-25, 98PYX 20-16, Z299 30-27, KDMQ 33-25, WOMP-FM 24-19, Z102 40-37, KFMM 40-36, d-39, WLAN-FM 30-25, 98PYX 20-16, Z299 30-27, KDMQ 33-25, WOMP-FM 24-19, Z102 40-37, KFMM 40-36.
- ☑ **QUIET RIOT** "Mama Weer All Crazee Now" (Pasha/CBS) 87/6
Moves: Up 23, Debuts 7, Same 48, Down 3, Adds 6, KX104, KKKX, KDON-FM, KRSP, WGUY, KKRC, WHYT 32-30, XTRA 29, WBLN-FM 30-25, 98PYX 20-16, Z299 30-27, KDMQ 33-25, WOMP-FM 24-19, Z102 40-37, KFMM 40-36.
- ☑ **A FLOCK OF SEAGULLS** "The More You Live (The More You Love)" (Jive/Arista) 85/25
Moves: Up 6, Debuts 9, Same 45, Down 0, Adds 25 including WCAU-FM, 93FM, KNBQ, WFLY, WLAN-FM, WHHY-FM, 92X, WGRD, KELI, 13K, KDMQ, WQCM, Q101, KRNA, KDZA.
- ☑ **BILLY OCEAN** "Caribbean Queen (No More Love On The Run)" (Jive/Arista) 66/29
Moves: Up 6, Debuts 10, Same 21, Down 0, Adds 29 including B104, WCAU-FM, WHTX, PRO-FM, Z93, Y100, B97, K5103, XTRA, WMAR, KXX106, Z98, WZPL, KEYN-FM, KSKD.
- ☑ **BILLY IDOL** "Flesh For Fantasy" (Chrysalis) 65/64
Moves: Up 1, Debuts 0, Same 0, Down 0, Adds 64 including WXKS-FM, WPHD, WCAU-FM, 93FM, Y100, B97, B96, WCZY, KBEO, WKTI, KIIS-FM, K5103, WYRS, WRNO, Z104.
- ☑ **JUICE NEWTON** "Can't Wait All Night" (RCA) 62/9
Moves: Up 3, Debuts 5, Same 45, Down 0, Adds 9, CKGM, Q103, KPLUS, WZLD, WRQN, KXFM, WISE, WAEV, WHSL, WHTF 6-38, KTFM 40-37, K093 35-23, KDON-FM d-33, WIXY d-37, KDDO d-39.
- ☑ **STEPHEN STILLS** "Stranger" (Atlantic) 61/20
Moves: Up 4, Debuts 1, Same 38, Down 0, Adds 20 including WCAU-FM, WKEE, WHTF, WJZR, WANS-FM, WOKI, WKAU, K093, KHOP, KDON-FM, KHYT, KRQ, WKH, WCGQ, KHTX.

MOST ADDED

- ROD STEWART (97)
Some Guys Have All The Luck (WB)
- MADONNA (86)
Lucky Star (Sire/WB)
- RICK SPRINGFIELD (74)
Bop 'Til You Drop (RCA)
- BILLY IDOL (64)
Flesh For Fantasy (Chrysalis)
- FIXX (60)
Are We Ourselves? (MCA)
- STEVIE WONDER (59)
I Just Called To Say I Love You (Motown)

HOTTEST

- TINA TURNER (132)
What's Love Got To Do With It? (Capitol)
- JOHN WAITE (129)
Missing You (EMI America)
- LIONEL RICHIE (120)
Stuck On You (Motown)
- RAY PARKER JR. (106)
Ghostbusters (Arista)
- CYNDI LAUPER (104)
She Bop (Portrait/CBS)
- HUEY LEWIS & THE NEWS (72)
If This Is It (Chrysalis)

- ☑ **BILLY SATELLITE** "Satisfy Me" (Capitol) 58/14
Moves: Up 0, Debuts 4, Same 40, Down 0, Adds 14, 93FM, WNY5, WVSR, WKEE, WSPK, 98PYX, WKFM, KSKD, WZON, 13FEA, 95XIL, KOIZ-FM, WJAD, KHTX, WJXQ d-33.
- ☑ **SHEENA EASTON** "Strut" (EMI America) 52/52
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 52 including WCAU-FM, Z93, B97, KDWB-FM, WYCR, WBBO, WFMJ, KQKQ, KYNO-FM, KHYT, OK100, WISE, WKV, KWTO-FM, K501.
- ☑ **JOHN CAFFERTY & BEAVER BROWN BAND** "On The Dark Side" (Scotti Bros./CBS) 52/33
Moves: Up 2, Debuts 6, Same 11, Down 0, Adds 33 including WXKS-FM, WCAU-FM, 94Q, Z93, WGCL, WYCR, WHTF, WZLD, Z98, Z104, KDMQ, WIGY, WHSL, KTRS, KZ0Z.
- ☑ **BONNIE TYLER** "Here She Comes" (Columbia) 51/6
Moves: Up 4, Debuts 7, Same 34, Down 0, Adds 6, CKGM, CKOI, WKEE, WSSX, WJZR, KTFM, K104 20-15, WHOT-FM on, KQXR d-39, OK100 d-28, WFOX 38-32, WIXV 30-27, KDVY d-34, KSBM d-40, KZ0Z d-37.

SIGNIFICANT ACTION

- ☑ **JOYCE KENNEDY & JEFFREY OSBORNE** "Last Time I Made Love" (A&M) 49/22
Moves: Up 4, Debuts 2, Same 21, Down 0, Adds 22 including WCAU-FM, KIIS-FM, FM102, XTRA, WKEE, KC101, WSPK, WRKR-FM, WHTF, WSSX, KAMZ, WOKI, WFM, WRKR, KDON-FM.
- ☑ **JEFF LYNNE** "Video" (Virgin/Epic) 43/6
Moves: Up 2, Debuts 4, Same 31, Down 0, Adds 6, WZLD, WOKI, KQXR, KLUC, KQOV, KZ0Z, WPHD on, K104 d-39, KZZB on, WKOD d-37, WGRD 38-34, WJXQ 35-32, KDMQ on, OK100 d-30, KBIM d-39.
- ☑ **THOMPSON TWINS** "You Take Me Up" (Arista) 41/41
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 41 including WXKS-FM, WPHD, CKOI, WHYT, KIIS-FM, WFLY, WTC-FM, WJXQ on-dp, KDMQ on, KHYT on.
- ☑ **DRAGON** "Rain" (Polydor/PolyGram) 33/7
Moves: Up 0, Debuts 0, Same 25, Down 0, Adds 7, WPHD, CKOI, WSOV, WJAD, WSP1, KFMM, KBIM, WRCK on, KZZB on, WJXQ on-dp, KDMQ on, KHYT on.
- ☑ **NEIL DIAMOND** "Turn Around" (Columbia) 29/15
Moves: Up 4, Debuts 1, Same 9, Down 0, Adds 15, PRO-FM, WHYT, Q103, KC101, KROK, WKDD, K107, KHYT, KTKT, WGUY, WERZ, 13FEA, KILE, KTRS, KIST.
- ☑ **INXS** "I Send A Message" (Atco) 27/11
Moves: Up 8, Debuts 0, Same 17, Down 1, Adds 1, CFTR, WXKS-FM on, WBEN-FM 24-20, WPHD 28-27, KPLUS 28-24, WNY5 18-15, 98PYX 25-22, WRKR-FM 36-33, WJZR 40-36, WJXQ on-dp, KKI on, WCIL-FM 20-16.
- ☑ **COYOTE SISTERS** "Straight From The Heart" (Morocco/Motown) 25/3
Moves: Up 3, Debuts 1, Same 18, Down 0, Adds 3, KQXR, KDON-FM, KKVY, WRKR-FM on, WJZR on, KTFM 29-25, KIK on, WHOT-FM on, K093 37-27, KXSS 24-23, KIST d-37.
- ☑ **S.O.S. BAND** "Just The Way You Like It" (Tabu/CBS) 21/4
Moves: Up 5, Debuts 0, Same 12, Down 0, Adds 4, FM102, KSET-FM, KTFM, WZPL, WXKS-FM on, WCAU-FM on, 195 28-26, Y100 on, KOPA on, WHTF 40-39, KAMZ 29-28, 13K 39-32, KHYT 29-27.
- ☑ **COMMUTER** "Young Hearts" (Casablanca/PolyGram) 21/4
Moves: Up 1, Debuts 2, Same 14, Down 0, Adds 4, WVSR, WHTF, WAEV, SLV96, Q100 on, K104 38-34, WSSX on, WRQN on-dp, OK100 d-39, WIXV d-40, KOZE on.
- ☑ **HOWARD JONES** "Pearl In The Shell" (Elektra) 19/2
Moves: Up 0, Debuts 3, Same 14, Down 0, Adds 2, CFTR, WCIL-FM, KPLUS d-40, WVSR on, KTFM on, KMGK on, WERZ d-38, KKL5-FM on, KBIM d-35.
- ☑ **HERB ALPERT** "Bullish" (A&M) 18/6
Moves: Up 1, Debuts 1, Same 10, Down 0, Adds 6, KMGK, WKHI, 95XIL, WISE, WIXV, KDZA, K104 39-36, WHTF on, WFMJ on-dp, KIKI on, OK100 d-38, KGH0 on.
- ☑ **JEFFERSON STARSHIP** "Layin' It On The Line" (RCA) 15/15
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 15, WPHD, B96, KPLUS, K104, WRCK, WZPY, KELI, WOCM, OK100, 95XIL, WSOV, WJAD, WIXV, WHSL, WCIL-FM.
- ☑ **ROMEO VOID** "A Girl In Trouble (Is A Temporary Thing)" (415/Columbia) 13/10
Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 10, WPHD, KIIS-FM, WRCK, WZLD, WJXQ, WRON, WHOT-FM, KDON-FM, WERZ, KCDQ, 93FM on, 103CIR on, WHSL on.
- ☑ **RUBBER RODEO** "Anywhere With You" (Mercury/PolyGram) 12/4
Moves: Up 0, Debuts 1, Same 7, Down 0, Adds 4, WYCR, WRKR-FM, WOKI, WZON, WHTT on, WXKS-FM on, PRO-FM on, WBGU on.
- ☑ **DENICE WILLIAMS** "Next Love" (Columbia) 12/2
Moves: Up 0, Debuts 2, Same 8, Down 0, Adds 2, CKOI, Q100, WXKS-FM d-40, 195 on, WCZY on, KIIS-FM on, KMGX on, WQCM d-33.
- ☑ **SOUTHSIDE JOHNNY & THE JUKES** "New Romeo" (Mirage/Atco) 11/0
Moves: Up 3, Debuts 2, Same 6, Down 0, Adds 0, KMJK 36-33, KPLUS 39-37, WRCK d-40, WRKR-FM on, WHOT-FM, KQXR 37-35, OK100 on, KKVY on, KGH0 d-40.
- ☑ **DUKE JUPITER** "Rescue Me" (Morocco/Motown) 11/0
Moves: Up 2, Debuts 0, Same 9, Down 0, Adds 0, WNY5 38-37, WHTF on, WJZR on, WOKI on, WFM on, WIGY on, OK100 38-33.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

JACKSONS



Torture

The follow-up to the certified gold single "STATE OF SHOCK"
from the multi-platinum album "VICTORY"

Watch for the "TORTURE" video coming soon!

CHR CHART:
Debut **36**

195/52 83%

8/10 **CHR BREAKERS**



**THE VICTORY TOUR
BREAKING ALL ATTENDANCE RECORDS**



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Title	Artist
2	1	1	1	1	RAY PARKER JR./Ghostbusters (Arista)
6	4	2	2	2	LIONEL RICHIE/Stuck On You (Motown)
8	6	4	3	3	TINA TURNER/What's Love Got To Do With It (Capitol)
20	13	6	4	4	JOHN WAITE/Missing You (EMI America)
1	2	3	5	5	PRINCE/When Doves Cry (WB)
14	10	7	6	6	COREY HART/Sunglasses At Night (EMI America)
27	18	12	7	7	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
28	19	13	8	8	CYNDI LAUPER/She Bop (Portrait/CBS)
16	12	10	9	9	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
3	3	5	10	10	JACKSONS/State Of Shock (Epic)
30	24	18	11	11	SCANDAL featuring PATTY SMYTH/The Warrior (Columbia)
19	15	14	12	12	RATT/Round And Round (Atlantic)
25	22	17	13	13	PETER WOLF/Lights Out (EMI America)
10	8	9	14	14	DAN HARTMAN/I Can Dream About You (MCA)
—	35	21	15	15	PRINCE/Let's Go Crazy (WB)
24	20	19	16	16	BILLY SQUIER/Rock Me Tonight (Capitol)
—	37	26	17	17	CARS/Drive (Elektra)
4	5	8	18	18	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
23	21	20	19	19	GLENN FREY/Sexy Girl (MCA)
38	29	24	20	20	JERMAINE JACKSON/Dynamite (Arista)
37	31	28	21	21	SHEILA E./The Glamorous Life (WB)
11	9	11	22	22	VAN HALEN/Panama (WB)
36	28	25	23	23	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
—	36	31	24	24	NIGHT RANGER/When You Close Your Eyes (Camel/MCA)
—	38	33	25	25	BANANARAMA/Cruel Summer (London/PG)
17	16	16	26	26	STEVE PERRY/She's Mine (Columbia)
40	32	30	27	27	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
5	7	15	28	28	ROD STEWART/Infatuation (WB)
—	39	36	29	29	EURYTHMICS/Right By Your Side (RCA)
39	33	32	30	30	SLADE/My Oh My (CBS Associated)
—	38	31	31	31	CHICAGO/Hard Habit To Break (WB)
—	39	32	32	32	TWISTED SISTER/We're Not Gonna Take It (Atlantic)
DEBUT	33	33	33	33	BRUCE SPRINGSTEEN/Cover Me (Columbia)
—	40	37	34	34	SAMMY HAGAR/Two Sides Of Love (Geffen)
7	11	23	35	35	BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
DEBUT	36	36	36	36	JACKSONS/Torture (Epic)
—	40	37	37	37	CHRIS DeBURGH/High On Emotion (A&M)
DEBUT	38	38	38	38	LAURA BRANIGAN/The Lucky One (Atlantic)
DEBUT	39	39	39	39	SPANDAU BALLET/Only When You Leave (Chrysalis)
DEBUT	40	40	40	40	LINDSEY BUCKINGHAM/Go Insane (Elektra)

N&A Begins on Page 86

Adult / Contemporary

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Title	Artist
1	1	1	1	1	LIONEL RICHIE/Stuck On You (Motown)
4	3	3	2	2	BILLY JOEL/Leave A Tender Moment Alone (Columbia)
5	5	4	3	3	JULIO IGLESIAS & DIANA ROSS/All Of You (Columbia)
2	2	2	4	4	ELTON JOHN/Sad Songs (Say So Much) (Geffen)
9	6	5	5	5	TEDDY PENDERGRASS/Hold Me (Asylum)
8	7	6	6	6	DAN HARTMAN/I Can Dream About You (MCA)
22	12	8	7	7	TINA TURNER/What's Love Got To Do With It (Capitol)
—	25	12	8	8	CARS/Drive (Elektra)
25	16	11	9	9	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
17	11	10	10	10	GENESIS/Taking It All Too Hard (Atlantic)
3	4	7	11	11	PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
—	19	12	12	12	NEIL DIAMOND/Turn Around (Columbia)
6	8	9	13	13	SERGIO MENDES/Alibis (A&M)
—	21	14	14	14	JOHN WAITE/Missing You (EMI America)
—	20	16	15	15	COYOTE SISTERS/Straight From The Heart (Morocco/Motown)
23	19	18	16	16	RITA COOLIDGE/Something Said Love (A&M)
—	22	17	17	17	CHICAGO/Hard Habit To Break (WB)
14	13	13	18	18	CHRISTOPHER CROSS/A Chance For Heaven (Columbia)
BREAKER	15	15	19	19	STEVIE WONDER/I Just Called To Say I Love You (Motown)
—	24	20	20	20	KARLA BONOFF/Somebody's Eyes (Columbia)
13	10	14	21	21	RAY PARKER JR./Ghostbusters (Arista)
7	9	15	22	22	POINTER SISTERS/Jump (For My Love) (Planet/RCA)
19	17	17	23	23	PAUL ANKA/Second Chance (Columbia)
—	25	24	24	24	GLENN FREY/Sexy Girl (MCA)
DEBUT	25	25	25	25	JAMES INGRAM/She Loves Me (The Best That I...) (Qwest/WB)

N&A Begins on Page 67

AOR / HOT TRACKS

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Title	Artist
1	1	1	1	1	JOHN WAITE/Missing You (EMI America)
3	3	2	2	2	SCANDAL featuring PATTY SMYTH/The Warrior (Col.)
4	4	3	3	3	CARS/Drive (Elektra)
2	2	4	4	4	BILLY SQUIER/Rock Me Tonight (Capitol)
7	6	5	5	5	BRUCE SPRINGSTEEN/Cover Me (Columbia)
9	8	7	6	6	HUEY LEWIS & THE NEWS/If This Is It (Chrysalis)
8	9	8	7	7	NIGHT RANGER/When You Close... (Camel/MCA)
19	14	10	8	8	LINDSEY BUCKINGHAM/Go Insane (Elektra)
6	7	9	9	9	SAMMY HAGAR/Two Sides Of Love (Geffen)
—	19	19	10	10	FIXX/Are We Ourselves? (MCA)
5	5	6	11	11	PETER WOLF/Lights Out (EMI America)
12	10	11	12	12	TWISTED SISTER/We're Not Gonna... (Atlantic)
26	17	12	13	13	HONEYMOON SUITE/New Girl Now (WB)
40	21	16	14	14	A FLOCK OF SEAGULLS/The More You Live... (Arista)
15	15	13	15	15	DIO/The Last In Line (WB)
—	41	22	16	16	STEPHEN STILLS/Stranger (Atlantic)
33	20	18	17	17	BILLY SQUIER/All Night Long (Capitol)
11	13	14	18	18	JEFFERSON STARSHIP/Layin' It On... (Grunut/RCA)
36	33	25	19	19	PRINCE/Let's Go Crazy (WB)
37	24	23	20	20	SAMMY HAGAR/I Can't Drive 55 (Geffen)
—	51	31	21	21	JON ANDERSON/Cage Of Freedom (Columbia)
10	11	17	22	22	RATT/Round And Round (Atlantic)
13	12	15	23	23	BOX OF FROGS/Back Where I Started (Epic)
23	19	24	24	24	ELTON JOHN/Restless (Geffen)
BREAKER	25	25	25	25	BILLY IDOL/Flesh For Fantasy (Chrysalis)
BREAKER	26	26	26	26	KROKUS/Midnight Maniac (Arista)
38	35	28	27	27	HELIX/Rock You (Capitol)
17	16	20	28	28	COREY HART/Sunglasses At Night (EMI America)
49	29	26	29	29	QUIET RIOT/Sign Of The Times (Pasha/CBS)
48	37	30	30	30	CYNDI LAUPER/She Bop (Portrait/CBS)

Complete Tracks Chart on Page 69

Black/Urban

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Title	Artist
13	9	4	1	1	MTUME/You Me And He (Epic)
3	2	1	2	2	RAY PARKER JR./Ghostbusters (Arista)
16	11	3	3	3	BILLY OCEAN/Caribbean Queen (No More...) (Jive/Arista)
9	8	6	4	4	RICK JAMES/17 (Gordy/Motown)
22	15	14	5	5	SOS BAND/Just The Way You Like It (Tabu/CBS)
19	16	11	6	6	J. KENNEDY & J. OSBORNE/The Last Time I... (A&M)
2	3	5	7	7	JACKSONS/State Of Shock (Epic)
14	13	9	8	8	BROTHERS JOHNSON/You Keep Me Coming... (A&M)
15	14	13	9	9	LIONEL RICHIE/Stuck On You (Motown)
1	1	2	10	10	PRINCE/When Doves Cry (WB)
7	5	7	11	11	SHEILA E./The Glamorous Life (WB)
4	4	10	12	12	TINA TURNER/What's Love Got To Do With It (Capitol)
25	21	16	13	13	LILLO THOMAS/Your Love's Got A Hold On Me (Capitol)
30	25	17	14	14	JERMAINE JACKSON/Dynamite (Arista)
12	12	15	15	15	TIME/Ice Cream Castles (WB)
6	6	8	16	16	KASHIF/Baby Don't Break Your Baby's Heart (Arista)
35	29	24	17	17	RUN D.M.C./30 Days (Profile)
29	22	18	18	18	BAR-KAYS/Dirty Dancer (Mercury/PG)
32	23	20	19	19	YARBROUGH & PEOPLES/Be A Winner (Total Exper/RCA)
8	7	12	20	20	LAKESIDE/Outrageous (Solar/Elektra)
—	31	23	21	21	DENIECE WILLIAMS/Next Love (Columbia)
38	32	26	22	22	RANDY HALL/I've Been Watching You (Jamie's...) (MCA)
—	38	27	23	23	ALICIA MYERS/You Get The Best From Me (Say...) (MCA)
33	30	25	24	24	CAROL LYNN TOWNES/99 1/2 (Polydor/PG)
BREAKER	25	25	25	25	PRINCE/Let's Go Crazy (WB)
21	19	19	26	26	VALENTE BROTHERS/Lonely Nights (A&M)
—	35	29	27	27	NUANCE #VICKI LOVE/Take A Chance (4th & Brdwy/Isi)
—	39	30	28	28	O'BRYAN/Breakin' Together (Capitol)
36	34	31	29	29	ROGER/Midnight Hour (WB)
—	37	30	30	30	PATTI AUSTIN/Shoot The Moon (Qwest/WB)
BREAKER	31	31	31	31	HERBIE HANCOCK/Hardrock (Columbia)
BREAKER	32	32	32	32	BONNIE POINTER/Your Touch (Private I/CBS)
BREAKER	33	33	33	33	JANET JACKSON/Don't Stand Another Chance (A&M)
39	37	35	34	34	C. BROWN & SOUL SEARCHERS/We Need... (T.T.E.D.)
34	33	32	35	35	TYZIK/Jammin' In Manhattan (Polydor/PG)
BREAKER	36	36	36	36	STEVIE WONDER/I Just Called To Say... (Motown)
—	40	38	37	37	J. IGLESIAS & D. ROSS/All Of You (Columbia)
DEBUT	38	38	38	38	MENUDO/If You're Not Here (By My Side) (RCA)
DEBUT	39	39	39	39	DONNA SUMMER/There Goes My Baby (Geffen)
5	10	21	40	40	OLLIE & JERRY/Breakin' (There's...) (Polydor/PG)