

I N S I D E :

Radio Measured In The Car & Office

Arbitron subscribers just received a booklet measuring in-car and working persons radio listening. **Jhan Hiber** takes a detailed look at the booklet and what it can mean to your sales presentations.

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KROQ Loses Another Round With FCC

The license denial of **KROQ (AM)** was upheld by the FCC Review Board, and that does not improve the chances for **KROQ-FM's** appeal, with the same owners under fire.

Page 4

The Beautiful Music/ Easy Listening Debate

What's Beautiful Music? How do you define Easy Listening? Five prominent BM/EL executives discuss the difference between the two terms and the relative health of both in radio today, with **Gail Mitchell** moderating.

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Parikh Warns Of Video, New Music Dangers

"The band . . . had great appeal to 25+ listeners who loved the music. Then they saw the band's video and freaked out; they assumed (the hit) was an aberration, so they were no longer interested in buying the album." Researcher/prognosticator **John Parikh** pulls no punches in assessing the AOR radio and record scene of today, warning of "overreaction" to modern music and declaring, "Incorrect use of videos may hurt careers as much as good ones may help them."

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People In The News This Week

- **Denny Rossman** GM at **WFBQ & WNDE**
- **Bob Sterling** National PD for **Sanders**
- **Michael Ludlum** CBS-AM Exec. News Director
- **Tom Carr** PD at **WLZZ**
- **Trip Reeb** PD at **WCMF**
- **Ted Stecker** starts consultancy
- **Bobby Hatfield** PD at **KOMA**

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Radio Sales: Stressing Strengths To Agencies

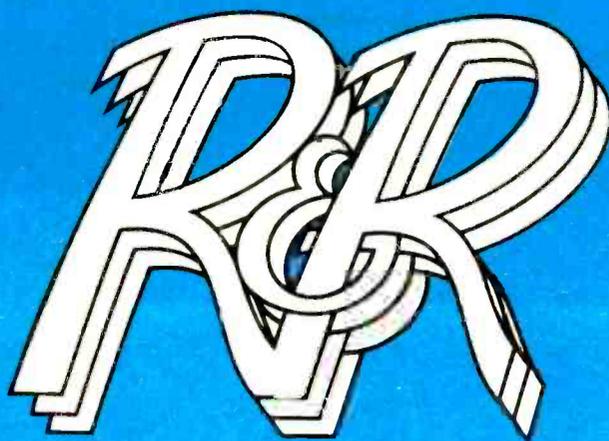
Charlie Trubia, Sr. VP for the **Ted Bates** ad agency, provides some ideas on how radio can more successfully pursue national business — and going head-to-head with TV is not one of them.

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News On The Street

Has **Infinity** bought **KCBQ**? Is **Vic Faraci** headed for a **WB/Nashville** VP post? Will **Donna Summer's** next LP be on **PolyGram**? Answers to these questions (and they're not all "yes") and more in Street Talk, where the fastest-breaking news is found each week.

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RADIO & RECORDS

Brown Malrite's Western Region VP

Doug Brown has been named to the new position of VP/Western Region of **Malrite Communications Group**, with operating responsibility for **KLAK & KPPL/Denver** and **KNEW & KSAN/San Francisco**. Brown will be based at the Denver properties and will assume the GM duties for both stations. Former **KLAK & KPPL** President/GM **Jim Teeson** is staying on as Station Manager; both he and **KNEW & KSAN** VP/GM **Steve Edwards** will now report to Brown.

A Malrite Regional VP since 1980 and a company executive for eight years, Brown most recently was supervising sister stations **WLZZ & WZUU/Milwaukee** while serving as VP/GM at **KLBB & KEEY/Minneapolis**.

Malrite Executive VP **Gil Rosenwald** stated, "Doug has

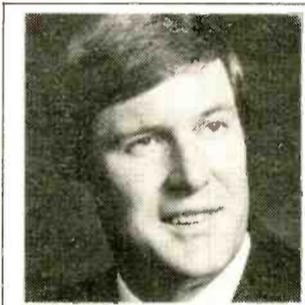
Taft Taps Costello To Manage KYYS

Mike Costello, General Sales Manager of **Taft's WDAF/Kansas City** since 1979, has been appointed VP/GM of sister FM **KYYS**. Costello replaces **Bob Garrett**, who resigned owing to philosophical differences.

Costello told **R&R**, "I'm real excited about it. The airstaff is superb, and the sales people really know their jobs. So my job should be easy."

Before joining **WDAF**, Costello was a sales staffer and Local Sales Manager at **Taft's WKRQ/Cincinnati** for five years. He previously worked in promotions at **WSB-TV/Atlanta** and **WIOD/Miami**.

Garrett, an eight-year **KYYS** veteran who became Station Manager in 1977, GM in 1979, and VP/GM in 1981, commented, "I just had some different philosophies about how the station should be run. I was feeling very comfortable about our progress, but it was apparently not progressing fast enough for them. I have confidence in my abilities; I've been a winner in AOR for a long time."



Doug Brown

played a key role in the growth of our company, and his knowledge and experience make him the natural choice to head up our key Western markets."

Brown told **R&R**, "It's a tremendous opportunity, and I'm delighted. **KPPL** and **KLAK** have done a fine job over the years establishing themselves in the market, so I'm excited about being able to step into a situation where we already have an excellent reputation. I'm going to try to expand on that and help these stations grow even further."

Explaining his new role further, Brown continued, "We're actively looking for other acquisitions in the Western part of the country. I'll be responsible for these properties, though this appointment does not alter **Steve Edwards's** job duties in any way. He and I have been friends for a long time, and I feel very fortunate just to be associated with him and the other fine people on the West Coast."

Utz, St. Pierre Program WHJY & WHJJ

WHJY & WHJJ/Providence have filled their programming vacancies, as **Ted Utz** has been named PD of AOR **WHJY** and **Ron St. Pierre** has been promoted to PD at **News/Talk**-formatted **WHJJ**. **Jim Murphy**, who had been PD of both stations, recently joined **WHDH/Boston** as PD (**R&R** 3-4).

Utz, who was most recently Operations Manager at **WPYX/Albany** and is a former co-owner/VP of **WAQX/Syracuse**, told **R&R**, "Providence is a great town with a lot of potential. I

Abernethy New GM At WCAO & WXYV

Plough Broadcasting has promoted **WSUN/St. Petersburg** General Sales Manager **Bob Abernethy** to General Manager of **WCAO & WXYV/Baltimore**. A 20-year industry veteran, **Abernethy** joined **Plough** in 1979.

Commenting on his new position, **Abernethy** told **R&R**, "I'm thrilled to be given the reign of

these two fine broadcasting properties in a strong market like **Baltimore**. Both stations have track records of being very competitive in the market, but there is always room for improvement, and many improvements will be forthcoming."

Abernethy replaces **Joe Cahill**, who has retired.

EXITS NOBLE POSITION

Felix Forms Consultancy

Frank Felix, who devised **Noble Broadcast Consultants' "Album-Oriented Hits"** AOR format as well as the firm's syndicated **CHR** format, has resigned to form his own consultancy. However, **Noble Exec. VP John Lynch** indicated the parting may not fully be resolved.

"We have contracts with a number of clients, and we intend to fulfill those contracts," **Lynch** told **R&R**. "We feel **Frank** has obligations with us that will have to be solved legally. He resigned with no notice and walked out of here the day the spring book began. We're looking at and talking to a number of people right now who will fulfill those contracts."

Felix told **R&R**, "I sure hope there are no hard feelings. They're a great group of people. I wish them the best of luck. But this is a golden oppor-



Frank Felix

tunity to do it myself, which is something I've thought of doing for many years now." Asked why he left at this time, **Felix** replied, "I was aware that the contracts for my client stations were all about to expire."

Before joining **Noble** 2½ years ago, **Felix** was PD at **KFMG/Albuquerque** and **KBPI/Denver**, where he became known for his tight-listed AOR approach. His new consultancy is still unnamed at this time.

Bartell New VP/GM At KEX & KQFM

Kenneth Bartell has been promoted from Operations Manager to VP/GM of **KEX & KQFM/Portland**. He replaces **Walt Reid**, who transferred to **Golden West Broadcasters' corporate office** in **Los Angeles** last week (**R&R** 3-18). **Bartell**, who joined **KEX** in 1979 as Business Manager, previously served ten years as comptroller of the **Sheraton Corporation** in **San Juan, PR**.

In making the announcement, **Golden West President Bill Ward** said, "We are very fortunate to have a person with

Ken's talents within **Golden West Broadcasters** to promote to this important position. As an eight-year resident of the **Portland** area and a four-year employee of **KEX**, **Ken** has the knowledge of the market and the station to help raise **KEX & KQFM** to new heights as leading broadcast properties in **Portland** and the great Northwest."

Bartell told **R&R**, "It's nice to be in this position at this time. We've got a lot of places to go, and I'm happy to be here to help lead the way."

think we can really shake up the city. I don't need to turn around **WHJY**, just bring it up to the next level."

WHJY & WHJJ owner/GM **John Franks** commented, "I chose **Ted** as PD for four reasons: 1) his talents, ability, and personality; 2) because of the size and nature of the market he comes from and its compatibility with our situation; 3) our consultants **Jeff Pollack** and **Al Peterson** recommended him very highly; 4) I got excellent recommendations from his competitors."

Commenting on **St. Pierre**, who was promoted from **WHJJ** Asst. PD, **Franks** told **R&R**, "He's proved himself to be an outstanding guy who's done many of the jobs of a PD as **Jim Murphy's** assistant. He's excellent in every area."

St. Pierre, who has been with **WHJJ** for three years, stated, "It's very exciting. It's a great time for me to come in, what with our recent switch to **News/Talk**. I think we can do a lot of very exciting things with the station."

PERSISTENCE PAYS OFF.

WALL OF VOODOO

CALL OF THE WEST released June 15, 1982.
10 months of determination proved one thing:
MEXICAN RADIO is a hit.

Over 100,000 units sold. Not bad.

BB single 84*

BB album 46**

Play it and watch the phones light up.

WCAU-FM	195	WSPK	WHTT	KTFM	KSET-FM	WQID	WACZ	99KG
B94	WHYT	WKFM	WKRZ-FM	KITY	WJDX	WABB-FM	WERZ	KDVV
WXKS-FM	KMJK	WTRY	WKEE	KZFM	94TYX	WBBQ	WFBG	KCBN

WRVQ	WQMP-FM
WZZR	WKHI
WVIC	WISE
WJXQ	WFLB
WZPL	KVOL
KBBK	WBWB
KSKD	KFMW
WJBQ	KRNA
WGUY	99KG
WACZ	KDVV
WERZ	KCBN
WFBG	

ENGLISH BEAT

SPECIAL BEAT SERVICE released Sept. 28, 1982.

7 months of determination proved one thing:

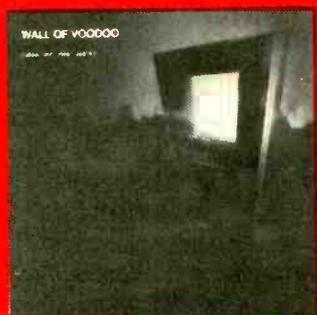
This band is a hit.

Over 200,000 units sold.

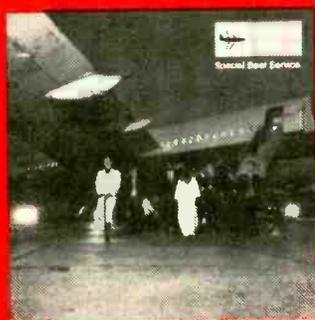
BB album 42**

I CONFESS. So smooth is this groove.

On tour now.



Call of the West SP70026



Special Beat Service SP70032



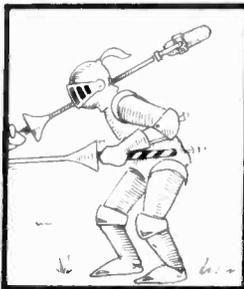
International Record Syndicate, Inc. We don't know how to give up.

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**A/C Ratings Battles:
Dialing and Duelling**

Jeff Green handicaps the hottest A/C Arbitron races, just underway in the spring survey period. Full statistics on all the contenders' 25-49 performances, plus a list of last book's fastest movers.

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Sterling To Program WLKZ & WJKZ

Becomes Sanders Stations National PD

WRKK/Birmingham PD Bob Sterling is the new PD/morning man at WLKZ & WJKZ/Nashville, replacing Don Keith, who has joined American Images' Radio Consultancy Division. Sterling also succeeds Keith as National Program Director for the Mack Sanders stations. In addition to WRKK and WLKZ & WJKZ, Sanders owns WVOK/Birmingham, WNOX & WNKX/

Knoxville, and K000 & KSEY/Omaha.

Sterling told R&R, "I've been here for 15 months now, and I've gotten two good promotions in a row. One of the things I like about the company is that they do try to promote from within before they go out looking. We have a lot of competition in Nashville, but I think we're up to the challenge."



Bob Sterling

Tom Weaver, Sanders Exec. VP and GM of WLKZ & WJKZ, commented, "In just a short period of time, Bob took hold of what we were trying to do in our Birmingham operation and put the property, programming-wise, exactly in the position we wanted to be in. He's an aggressive leader, and we feel that's very important."

Sterling also told R&R that WDAK/Columbus, GA PD Jessica James had been hired to be his co-host in mornings at WLKZ & WJKZ. Also, WRKK MD Steve Atkins was promoted to replace Sterling as PD of the Birmingham station.

WLZZ Promotes Carr To PD

WLZZ/Milwaukee afternoon personality Tom Carr has been promoted to Program Director. The appointment fills the vacancy left when former PD Bill Shannon resigned in early January to take the midday position at competitor WGMF.

Carr, who has been handling afternoons on WLZZ for the past 18 months, previously worked middays on sister A/C WZUU for a year after spending 2 1/2 years as evening personality at crosstown WISN.

WLZZ & WZUU Program Operations Manager Steve Schram said, "I'm pleased to have Tom aboard as PD. He's been in the market for an extended period of time, and translates the spark he has on the air very easily to the rest of the airstaff. He knows exactly how to convey what we want to achieve, and they've taken to him very well."

Carr told R&R, "I'm just thrilled, as this is my first step into management. It's nice knowing everybody has so much confidence in me." Carr noted that WLZZ has taken steps to improve with its 30-45 adult target. "We're leaning more towards late '60s/early '70s music now, whereas before the concentration was on the late '50s and early '60s. We're picking up a lot of younger people we hadn't planned on."

Rossman Upped To GM At WFBQ & WNDE

Denny Rossman has been promoted to General Manager of WFBQ & WNDE/Indianapolis, moving up from the General Sales Manager position. Rossman replaces L. David Moorhead, who exited the station in early February.

Alan Henry, President of Gulf Broadcast Group, told R&R, "It's an internal promotion, which is something we always prefer to do if we can. Denny's been with the com-

pany for several years, and has a demonstrated track record which speaks for itself."

Rossman commented, "It's fantastic. It's something I wanted to do for a long time." Before joining WFBQ & WNDE, he was VP/GM at WWZZ/Sarasota. He was previously GM at WIKS/Indianapolis, and before that held the GSM position at WFBQ & WNDE from 1977-1980.

LEGENDARY CHR/AOR DJ

B. Mitchell Reed Dies At 56

B. Mitchell Reed, one of the few Top 40 DJ legends to make a successful transition to AOR, died last Tuesday (3-15) of heart failure. Reed began his radio career in the early '50s at WOR/New York as a Jazz personality, joining KFVB/Los Angeles shortly thereafter. When KFVB converted to Top 40 under PD Chuck Blore's "Color Radio" regime, Reed adopted a lightning-fast delivery and a litany of tongue-twisting phrases that propelled him to the top echelon of Los Angeles air personalities.

In 1962 he moved to WMCA/New York, where he became a "Good Guy" and gained

great popularity there before returning to KFVB in 1965. In 1966 he launched some of L.A. radio's first progressive rock experiments during his KFVB shifts, playing obscure British rock singles and album cuts. This venture foreshadowed his next move, as KFVB switched to all-News: Reed joined Tom Donahue at L.A.'s first progressive-format station, KPPC, in 1967.

A year later he joined similarly-formatted KMET, and remained with the station for over a decade, winning a loyal AOR audience with a much less frantic but still distinctive style. He joined AOR rival KLOS in 1979, and was the first host of the syndicated phone-in show "Rockline," but had to give up both in 1981 for health reasons stemming from a longtime heart condition.



B. Mitchell Reed

BMR/See Page 18



First Lady Cuts Up At Ceremony

Nancy Reagan cut the ceremonial ribbon officially opening the RKO Radio Networks' newly constructed Washington, DC news bureau last week (3-16). According to RKO, the new Washington location provides network correspondents with the largest radio-only bureau in the nation's capital. Pictured at the opening celebration are (l-r): RKO Networks President Tom Burchill and Mrs. Reagan.

Ludlum To Program CBS AM Group

Michael Ludlum has been named to the newly-created post of Executive Director/News for the CBS Owned AM Stations, effectively becoming National Program Director for the seven all-News outlets. Ludlum was most recently Managing Director/Broadcasting at WCBS/New York.

Gene Lothery, VP/CBS Owned AM Stations, said Ludlum "will act in an advisory capacity to the seven stations in all areas of news broadcasting. He will assist and advise our news directors in evaluating and improving our news broadcasts, as well as helping stations locate and evaluate on and off-air news talent."

Michael Ludlum

LUDLUM/See Page 18

Reeb Returns As WCMF Program Director

Trip Reeb has returned to program WCMF/Rochester, where he was PD until a year ago when he joined WMET/Chicago as PD. Reeb replaces Frank Holler, who became PD for WCOZ/Boston last week (R&R 3-18).

WCMF President/GM Ted Nixon told R&R, "It's not often that you have the



Trip Reeb

chance to get a guy as familiar with the market as Trip is, having been our PD for two years. Also, he has such overall talent and knowledge that I'd be crazy not to hire him. He and Frank are two of the best PDs in the country right now, and I feel fortunate to have had both of them work here. To have Trip back here is tremendous."

REEB/See Page 18

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Washington Report

KROQ(AM) Loses Round In License Fight

Claiming that "the KROQ experience has been a nightmare," the FCC Review Board has affirmed its earlier decision denying license renewal to KROQ/Burbank. In a related case, KROQ-FM/Pasadena is challenging a similar license denial.

Of KROQ's owners, the board said "it is inarguable that they were 'in over their heads' financially and organizationally." Reasons for the denial include inept management, unauthorized transfer of control, failure to report ownership changes and financial problems to the FCC, and serious technical violations.

Station owner George E. Cameron Communications argued taking away its license would send "the wrong signal" to the industry. But the Review Board countered that renewal would send the wrong message — that the FCC will tolerate rampant rule violations. It also turned down a bid to take over the license by 49% owner Kenneth Roberts.

KROQ has 30 days to appeal its latest setback, a process that could keep the present owners in control for several years. Should those appeals fail, the FCC has awarded the license to Royce International, owned by KWOD/Sacramento GM Edward Stolz.

Fowler: No Funds For FM Drop-Ins

During testimony on his agency's \$84.6 million budget request for next year, FCC Chairman Mark Fowler told the Senate Commerce Committee last week he's not asking for any money to process applications in case the FCC approves FM drop-ins (Docket 80-90). It's estimated that several dozen employees would be needed to handle a deluge of applications.

Noting the lack of funding for those positions, Fowler told the panel, "When the Commission evaluates the record in the docket, it will therefore have to evaluate resource requirements, including reallocating positions and funds from within the Mass Media Bureau."

Meanwhile, NAB last week repeated its opposition to FM drop-ins, especially the proposal to squeeze them in by reducing the distance between stations. NAB claimed that would cause unnecessary interference and destroy existing FM service.

Dave Markey Takes NTIA Helm

Although his nomination by the White House hasn't yet become official, Dave Markey this week took over as head of the National Telecommunications and Information Administration (NTIA). He replaces Bernie Wunder, who resigned the Commerce Department post to go into business in Texas with ex-Rep. Jim Collins (R-TX).

Markey, in recent months an aide to FCC Chairman Mark Fowler, has been a lobbyist for NAB and administrative assistant to Sen. Frank Murkowski (R-AK).

NTIA has been drastically reduced in size and influence since its heyday in the Carter years when Henry Geller was in charge. Its duties include advising the White House on telecommunications issues, coordinating U.S. government broadcast frequencies, performing technical studies, and providing federal grants for public broadcasting facilities.

FTC Eases Ad Rules On Gas, Grocery Contests

Rules that make it nearly impossible for grocery stores and gas stations to advertise

contests on radio have been suspended temporarily by the Federal Trade Commission (FTC). The agency is now taking public comments on whether it should kill the rules permanently.

They require that ads completely disclose such complex information as the odds of winning and the exact number of prizes in every game category — a difficult task in a 30 or 60-second spot.

NAB, which helped obtain the temporary suspension, is now pushing for total elimination. In its filing, the association told the FTC, "The disclosures mandated by the rule are clearly excessive and wholly ineffectual in achieving their own ends, for they fail to increase, and in fact operate to decrease, the amount of usable and meaningful consumer information available to the public."



Record Execs In Washington

Over 1400 record industry executives, members of Congress, and administration officials attended last week's Cultural Award Dinner in Washington, sponsored by the Recording Industry Association of America (RIAA). The association's 13th Cultural Award was presented to Rep. Sidney Yates (D-IL), Chairman of the House Appropriations Subcommittee, which funds the arts. Presenting the award to Yates are RIAA President Stanley Gortikov (left) and singer Kenny Rogers (right) who, along with flautist Jean-Pierre Rampal, provided entertainment for the event. Gortikov said Yates "has helped the nation and his colleagues understand that the arts make a real economic contribution to the well-being of the nation, as well as enhance the quality of life."

ILLEGAL TRANSFERS SPREADING

FCC Practices "Good Faith" Enforcement Of Radio Rules

Despite the Fowler era of "unregulation," the FCC still claims to be very much in the business of enforcing those rules that remain. For radio that job falls to the Enforcement Division (formerly Complaints & Compliance), headed by Chuck Kelley.

Although he doesn't agree, Kelley concedes there's a perception that enforcement has slackened in recent years. "I don't think we've necessarily loosened up in those areas we're responsible for," Kelley told R&R. "It's just that we have fewer of those areas." He cites the end of FCC program log requirements as an example.

Another change is that on-site station investigations are now a rarity. The Enforcement Division does most of its work by letter and telephone. At the moment no field investigations are underway, although Kelley says several are under consideration.

Kelley continues, "We're also trying to show good judgment in questions of equal time and fairness and not clobber people every time they fail to cross a 't' or dot an 'i.' Ultimately the question is good faith. If we feel there's bad faith, they can still well be clobbered for it."



Chuck Kelley

REP. WEBER DRAFTS BILL

Daytimers Blitz Capitol Hill

An estimated 200 daytime-only broadcasters converged on Capitol Hill this week for two days of intensive lobbying for relief from their sunrise-to-sunset status.

Their rallying point was a bill drafted by Rep. Vin Weber (R-MN), who represents Daytime Broadcasters Association (DBA) President Jim Wychor, owner of KWOA/Worthington, MN. Expected to be introduced late this week, the bill would:

- Let daytimers broadcast two hours before sunrise and two hours after sunset as long as there was no interference to the groundwave signal of an existing station.

- Repeal rules that permit new AMs or extended operating hours only in areas that have no AM service already and no available FM channels.

- End the disadvantage a daytimer now has when competing for a local FM as long

as he agrees to give up his daytimer license if he wins.

- Speed up FCC processing of extended hour requests by classifying them as minor change applications.

In a "dear colleague" letter sent Tuesday (3-22) to all 435 members of the House, Rep.

Weber asked for co-sponsors of his bill. Weber wrote that daytimers who are eager to serve their areas at night are prevented from doing so by "antiquated FCC rules." He claimed 600 communities and 46 million Americans are denied local nighttime AM service.



Vin Weber

Weber said it's "indefensible" that Americans in small communities "are denied timely access to early morning and evening weather and highway reports so critical during snowy and rainy months; announcements of plant/school closings and cancellations of public meetings; reports of threatening local disasters that might occur at night; coverage of local city council meetings, local evening news, or late-night local election results; or local high school and community college sporting events."

In calling the daytimers to Washington, DBA President Wychor noted the Weber bill and pending FCC rulemaking to aid daytimers. "We can't miss this opportunity to show the Congress and the Commission that daytimers are plentiful and daytimers are vocal," said Wychor. "We at the association are encouraged that our efforts are beginning to show results. But we can't rest on our laurels. Too much is at stake."

Clean Record On Billing, Contests

Why have fraudulent billing complaints fallen off sharply in recent years? "I don't know if it's that we've heightened people's consciousness or if people simply have become a lot more sophisticated about it," Enforcement Division Chief Chuck Kelley confesses. "We don't have very many complaints any longer. It isn't that we're not interested in it as a problem."

Kelley believes one explanation for the decline in contest and lottery violations is that "a lot of stations avoid the problem by checking first." He said his division gets many calls from broadcasters wondering whether a proposed contest meets all the rules. Kelley encourages inquiries and suggests calling Bill Silva (202-632-6968) or Harvey Speck (202-632-3860).

Who's In Charge Here?

There's been a marked shift in the kinds of radio violations coming to the FCC's at-

tentation. Fraudulent billing, lottery, and contest complaints have fallen off sharply. What's taken their place? "Probably one of the biggest things these days is unauthorized transfers of control," Kelley replies. "We're concerned that we're not being told who's really running the stations."

Unreported transfers often happen unintentionally, as when a bank takes control in a bankruptcy, a minority stockholder gains a controlling interest, or a floundering station is leased to a potential buyer to see how well he or she can do.

Kelley says the bottom line is that "our licensee has to remain in control of that station and not some third party whose qualifications we haven't approved." Illegal transfers that occur inadvertently are treated leniently. But if there's a deliberate attempt to deceive the FCC, says Kelley, "We would proceed to recommend that the Commission designate it for hearing and take the license away."

News Distortion & Blackouts

Other types of violations occurring frequently today are news distortion and news blackouts against political figures that station owners or managers have come to dislike. Also common are technical violations, such as excessive power, referred from the Field Operations Bureau.

EXCLUSIVELY

WESTWOOD ONE **W** PRESENTS

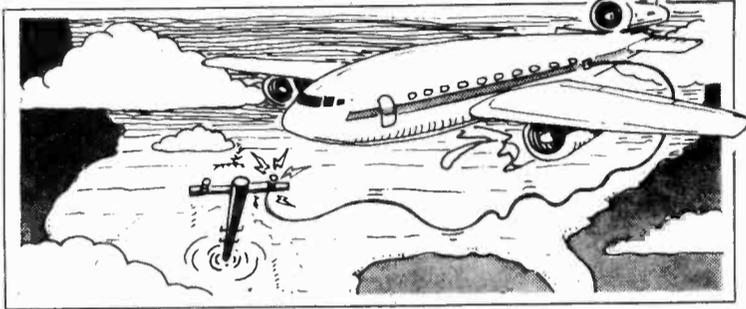
LOVERBOY



We're now reserving market exclusivity for "SUPERSTAR CONCERTS," the ultimate summer concert series, bringing you Rock's biggest performing acts. Ten 90-minute concerts running weekly from the July 4th weekend through Labor Day. Contact your WESTWOOD ONE representative now for details at (213) 204-5000.

WESTWOOD ONE

America's number one producer of nationally sponsored radio programs, concerts and specials



Flight Info Lands On Home Computers

Air travelers will soon be able to wing their way through the airline schedule maze when the **Official Airlines Guides** are converted to computer. For a \$50 hook-up fee subscribers with access to a computer terminal will be able to punch up information on flights made by the 640 airlines in the US and the world. **USA Today** reports a May 1 start date.

Flight schedules are listed chronologically within a certain time period, while fares between specific cities appear in order from lowest to highest, an asterisk designating those fares with restrictions. Ticket prices are updated each day while flights are done weekly. Additional information like arrival times, meal service, and aircraft type are available. However, users are cautioned that this is strictly an information service. Airlines and travel agencies still reserve the right to have reservations made and tickets purchased through them.

A Supreme Bio



For those of you wanting to "muscle" up on the musical career of **Diana Ross**, **Geoff Brown's** paperback bio offers that opportunity. All told, the nine-chapter book covers a 20-year span, starting with her early beginnings at **Motown** as a member of the **Supremes**, then branching into her solo and acting career prior to her moving on to **RCA**.

Accompanying the looks back are an extensive array of black and white photos plus a Ross Motown discography. Freelancing Londoner **Brown** also touches on the history and music-shaping artists of the Motown sound. Published this month by New York-based **St. Martin's Press**, "Diana Ross" is priced at \$8.95.

DESPITE DEREGULATION

Radio News Staffs Rise

Despite fears that deregulation would cause massive layoffs among radio news personnel, a survey conducted for **RTNDA** by **Vernon Stone** indicates that 57% of radio stations didn't change their news staff size from 1981 to 1982, the first year deregulation was in effect.

The 15% reporting staff cuts were more than offset by the 28% that increased staff size. In major markets 52% cited increases while 21% noted cutbacks. 66% of small market radio news staffs remained unchanged during the year, as increases again out-distanced cuts, 22% to 11%.

Stations in small markets reported the highest turnover, however, with 62% of their news staffers having been hired in the past year, compared to 38% for major markets, 42% for large, and 48% for medium. The survey also found that the medium job tenure for radio news directors is 1.6

years. Only 6% had put in 11 or more years in their current position, down from 14% a decade ago. Out of an estimated 6100 radio news hirings during the survey year, 2700 were from other stations, 2000 from schools, and 1400 from other sources.

The 350 surveyed stations show an estimated 9000 fulltime and 5000 part-time radio newspeople. Median news staff size in major markets is 3.9 fulltimers and 1.1 part-timers; in small markets the figures are .9 fulltime, .7 part-time.



TV Viewing In A Dash

American Audio brings a mini-mobile version of a home entertainment center to the car with its neatly-packaged in-dash car video unit. An auto reverse stereo cassette player sits adjacent to a two-inch CRT, complete with all-channel VHF/UHF vernier tuning selector. In addition, the unit houses an electronic digital AM/FM/MPX radio tuner, 50-watt RMS stereo amplifier, and digital quartz clock. This microcomputer chip-controlled piece of equipment also fits rear seat compartments.

Radio's Co-op Share Growing

Although newspapers pulled in 51% of last year's annual co-op ad spending, their lead in that market is being threatened as more co-op monies are given over to radio and catalogs. This according to New York-based auditing/processing service **Pinpoint Marketing**, which found radio and circulars tied at 14%.

French Censor Walkman

The French government has banned the use of the word "Walkman," henceforth to be known as "balladeur" in all government publications, speeches, legal contracts, and schoolbooks. According to a recent **Christian Science Monitor** article, the ban is part of a current "Keep the French language pure" campaign. Other words taking a ride on the banned bandwagon are windsurfing, jumbo jet, and drive-in.

Females Losing Salary War?

The war between the sexes becomes nothing more than a skirmish when salaries are compared. This was made more evident recently by a Census Bureau study which says men will probably earn twice as much as women in their working lifetimes, even though they may share a comparable educational background. For example, a woman with a high school diploma will make an average of \$381,000 during her work years, a far cry from the \$861,000 a male high school graduate will earn. The same holds true for college-educated employees: women will bring home \$523,000, men \$1,190,000.

There is an advantage, however, to a college degree versus a high school diploma. A man with five years of college will see an estimated \$1,301,000 in earnings, 9% over his four-year college counterpart and 51% more than a man with a high school diploma. Women with five years of college will rack up only \$699,000 in comparison. But that is still 34% above a four-year college female and 83% above a woman with a high school diploma.

Although wage discrimination is indicated here, Bureau officials were also quick to point out that these differences are related to the absence of women from the labor rolls during childbearing years as well as a lack of data for such variables as the continuity of prior work experience among both sexes. This is the first time a lifetime earning scale has been calculated for women.



Compact Amplifier

Audio + Design's AmPak 8 is a compact, professional eight-watt continuous amplifier specially suited for outside broadcasts that require monitoring by speaker and where equipment space is at a premium. In a studio or control room situation, the AC-powered unit can be pressed into service as a fold-back amplifier or to drive several sets of headphones.

Specifications include a signal to noise ratio greater than 100dB, less than .05% total distortion, and frequency response flat from 20 Hz to 30 kHz. Available balanced or unbalanced, the AmPak 8 retails for \$140.

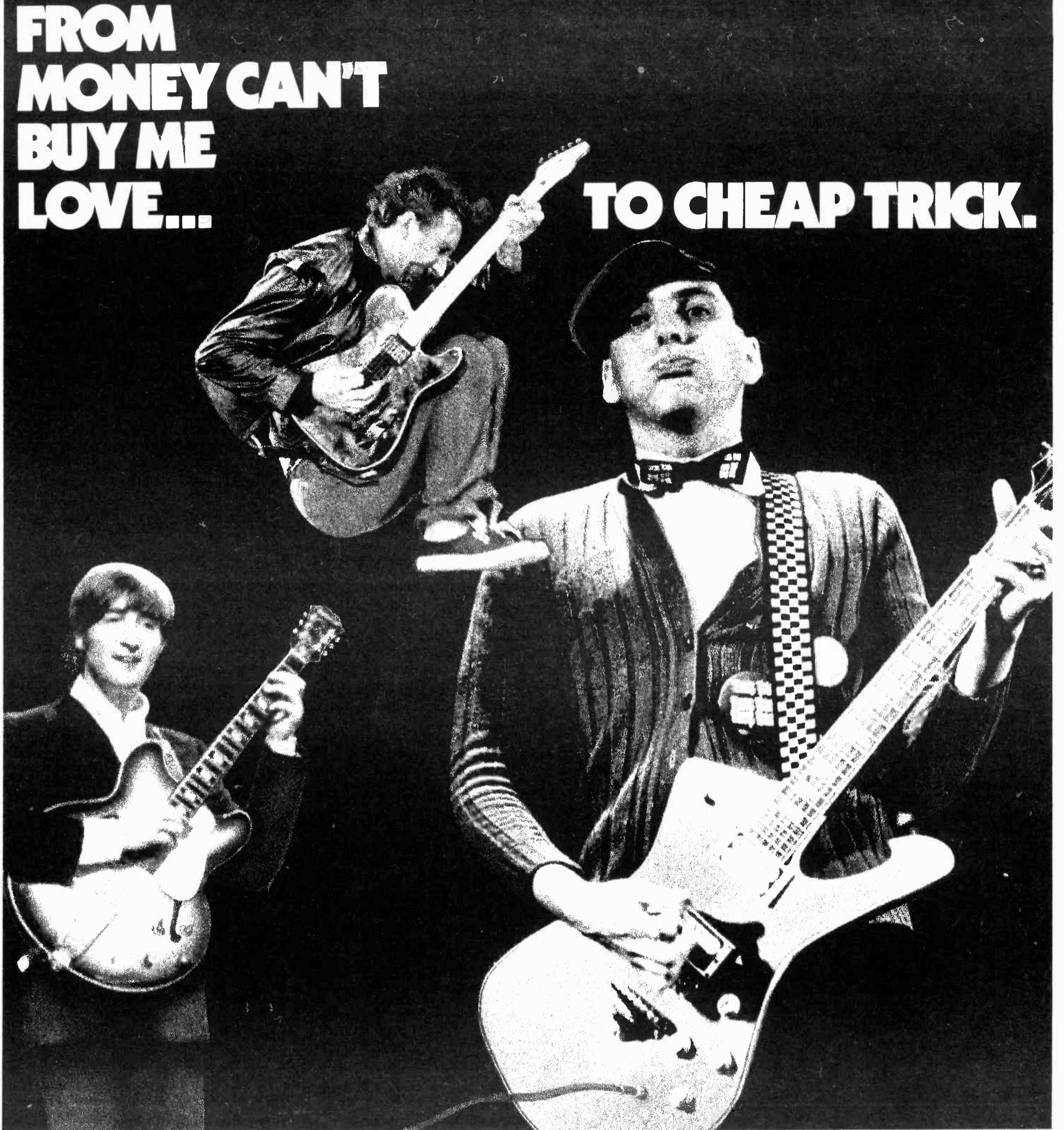
W

WESTWOOD ONE

OFF THE RECORD

WITH MARY TURNER

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



**FROM
MONEY CAN'T
BUY ME
LOVE...**

TO CHEAP TRICK.

**Rolling Stone's
CONTINUOUS HISTORY OF ROCK & ROLL
makes your station the rock authority.**

No program builds your station's rock credibility like Rolling Stone's "Continuous History." From profiles of greats like the Beatles and Stones to programs like the British Invasion, Rock's Greatest Guitarists, and Music In The Eighties, "Continuous History" is the last word on where rock's been and where it's going. And the first in making you the rock authority in your market. Contact Louise Callahan (212) 887-5218.

abc rock radio network 

Networks/Program Suppliers

MUSIC FEATURES

Watermark

Musical:

Carol Channing/The Pajama Game (April 9-10)

Soundtrack of the '60s:

Ray Stevens/Bobby Vee (April 9-10)

Westwood One

Budweiser Concert Hour:

One Way (April 15-17)
Atlantic Starr (April 29-May 1)

In Concert:

Berlin/U2 (April 15-17)
Greg Kihn (April 29-May 1)

Off The Record Specials:

Toto (April 15-17)
Steve Winwood (April 22-24)

Pop Concerts:

Olivia Newton-John (April 8-10)
Jacksons (April 22-24)

Rock Chronicles:

The New English Wave (April 15-17)
Lights, Lasers & Rock 'n' Roll (April 22-24)

Special Edition:

Gap Band (April 15-17)
Smokey Robinson/Pt. I (April 22-24)

Star Trak Profile:

Chicago (April 15-17)
Stevie Nicks (April 29-May 1)

ABC

Contemporary Net/

Spotlight Special (Watermark):

Olivia Newton-John (April 17)

Entertainment Net/ Silver Eagle (DIR):

Jerry Lee Lewis/Carl Perkins (April 9)
Sylvia/Lee Greenwood (April 16)

Rock Net/Supergroups (DIR):

Phil Collins (April 16)
Jefferson Starship (May 7)

Clayton Webster

Country Calendar:

Sylvia (April 11)
Brenda Lee (April 12)
Ricky Skaggs (April 13)
Loretta Lynn (April 14)
Roy Clark/Roger Miller (April 15)
Lee Greenwood (April 16)
George Strait (April 17)

Retro Rock:

Pat Benatar/Marianne Faithfull (April 11)

Rarities:

ELO (April 11)
The Who (April 12)
Traffic (April 13)
Asia (April 14)
Paul McCartney (April 15)

Continuum Broadcasting

On Bleeker Street:

Righteous Brothers (April 15-17)
RadioFree Bleeker Special (April 22-24)

Creative Factor

Fleetwood Mac (April 23)
Ronnie Milsap (April 23)
Waylon Jennings (May 21)

Concert Magazine:

Joe Jackson live (April 16-17)

Creative Radio Shows:

Judy Garland: Rainbow of Song (April)
Glenn Miller/Army Air Force Band Salute (April)

Mutual

Lee Arnold On A Country Road:

Gene Watson concert at Billy Bob's (April 9-10)
Joe Stampley concert (April 16-17)

Narwood

Country Closeup:

Johnny Lee (April 11)

Music Makers:

The Lettermen (April 11)

NBC

Source:

Golden Earring (April 8-10)
Dexys Midnight Runners/Rockstreet (April 15-17)

RKO Networks

Captured Live!:

Kansas (March 11)

Solid Gold Saturday Night (Dick Bartley):

Dion & The Belmonts (April 16)
The Hollies (April 23)

Rolling Stone

Magazine Productions

Guest DJ:

Bryan Adams (April 11)
Pretenders' Martin Chambers (April 18)

Syndicate It, Inc.

Music Of Black America:

Duets I — Super Hookups (Week of April 11)

United Stations

Dick Clark's Rock

Roll And Remember:

America (April 8-10)
Creedence Clearwater Revival (April 15-17)

The Great Sounds:

George Shearing (April 8-10)
Four Freshmen (April 15-17)

Weekly Country Music Countdown:

Vern Gosdin (April 8-10)
Anne Murray (April 15-17)

NEWS & INFORMATION FEATURES

ABC

Direction Net:

"Child Support: Fathers on the Run" (March 28-April 1)

AP

AP will provide coverage of US/international news to Broadcast News, Limited, of Canada via AP Radio (Starts April 1)

Masters Tournament review (April 4-7)
Boston Marathon preview (April 11-15)

CBS

RadioRadio:

Seven-part "In Touch" series "Cocaine America" (March 28-April 3)
NCAA Basketball National Championship on CBS Network (April 4)

Clayton Webster

Jack Carney's Comedy Store:

Baseball with George Carlin, William Bendix, Abbott & Costello (April 11)

Spotting News Report:

Hugh Campbell of the LA Express (April 11)

Mutual

"The USA Today" with Dick Purtan, Rick Dees, and Gary Owens (Debuts April 4)

"Taxes 1983" (Now through April 16)

Narwood

Minding Your Business:

Boston's industrial park for new technologists/Business breakfasts (March 28)

How to get a loan (March 29)

Keeping track of your competitors/Pt. II (March 30)

Home office deductions (March 31)

Combo furniture store and bank (April 1)

Outlook:

High-tech jobs (March 29)

Women last longer (March 31)

Baseball's Lou Brock (April 1)

Jobs for the '90s (April 3)

Progressive Radio Network

Laugh Machine:

Rodney Dangerfield/Bill Cosby/Steve Martin/Woody Allen (Week of March 28)

News Blimp:

Fingerprinting youngsters/Bad writing contest/Mid-wife deliveries (Week of March 28)

Sound Advice:

Speaker and amp power/Crossover/Subwoofers (Week of March 28)

RKO Radio Networks

RKO One's "Money, Money, Money" offers tax tips (Now through April 15)

D-C Hosts NAB Seminar

Drake-Chenault Enterprises will sponsor a special radio management seminar at the forthcoming **NAB Convention**. It will be held Monday, April 11 at 4:00 pm, Las Vegas Hilton Ballroom E. Guest speaker is author/management consultant **Thomas Quick**. Though aimed at management and supervisory personnel, the seminar is open to others who wish to attend. For more information contact (213) 883-7400.

Strand Broadcast Services

Movie CloseUps:

Sylvester Stallone (March 28)
Writer Barry Levinson (March 29)
"Local Hero" review (March 30)
Director Bill Forsyth (April 1)

Something You Should Know:

Choosing over-the-counter drugs (March 28)
Office etiquette (March 29)
Travel advice (March 31)

Watermark

TV Tonite:

"Thorn Birds"/Pt. II — ABC (March 28)
"The A Team" — NBC (March 29)
"Tucker's Witch" — CBS (March 31)
"The Mississippi" — CBS (April 1)

Westwood One

Earth News:

Actress Tracy Nelson (April 1-3, 8-10)
Runners (April 8-10)

Brad Messer's Daybook:

Three Mile Island (March 28)
Wienerman Oscar Meyer (March 29)
First painless surgery (March 30)
April showers/Journalism schools (April 1)

Playboy Advisor:

Older woman unwilling virgin/Jump rope and weight loss (April 1-3)

Spaces & Places:

Dirty movies on TV: moral dilemma (April 1-3)
Last minute tax tips (April 8-10)

Tellin' It Like It Was:

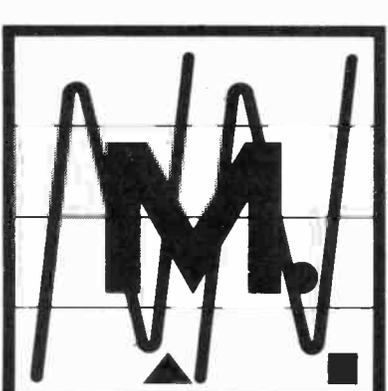
Eubie Blake 10-part series (April 1-3)

FOR RADIO • 1 HOUR • WEEKLY

TRIO • LAURIE ANDERSON • ROXY MUSIC

WAH • NICK HEYWARD • APB • SHRIEKBACK

TALKING HEADS • DEXYS MIDNIGHT RUNNERS



NEW MUSIC NEWS

MADNESS • HIGSONS • FELIX & JARVIS

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WATERMARK • (213) 980-9490



RENEWED PARTNERSHIP — CBS color analyst John Madden has renewed his contract with RKO Radio Networks. For the next two years he'll continue as host of RKO Two's weekday PM drive sports commentary as well as anchor the net's "sportsSpecials" series. Shown after a breakthrough in negotiations are RKO Networks President Thomas Burchill and Madden.

PEOPLE

● **Larry Goodman** appointed Marketing Manager of **Tuesday Productions'** broadcast division. He was most recently an account executive with **WHIT & WWQM (Q-106)**.



Larry Goodman **Madison**. He also spent nine years with **WISM/Madison** as Promotion Director/air personality under the name **Charlie Simon**.

● **Westwood One** has added six staffers. New to the production wing is **Stephen Peeples**, formerly editorial director for **EIA's** publicity department. Joining the sales staff are

Stephen Scharch and **Stephen Jenkins** as regional sales managers and **Mitch Randall** and **Brandon Boyle**. **Marty Corbett** comes aboard the engineering department.

● **Sue Cunneff** has been named general broadcast editor at **AP**. She's been with the wire service since 1979, most recently serving as assistant broadcast editor. Cunneff succeeds **Rob Dalton**.

● **Paul Teare** returns as host/moderator for the 1983-84 season of the National Symphony Orchestra concerts broadcast live by **Mutual**. **Bill Hard**, editor of the **Friday Morning Quarterback**, joins the network's "Rock USA" staff.

1983

APRIL

1-3 ★ **HELEN REDDY**

8-10 ★ **AMERICA**

15-17 ★ **CREEDENCE CLEARWATER REVIVAL**

22-24 ★ **LESLIE GORE**

29-5/1 ★ **THE LOVIN' SPOONFUL**

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

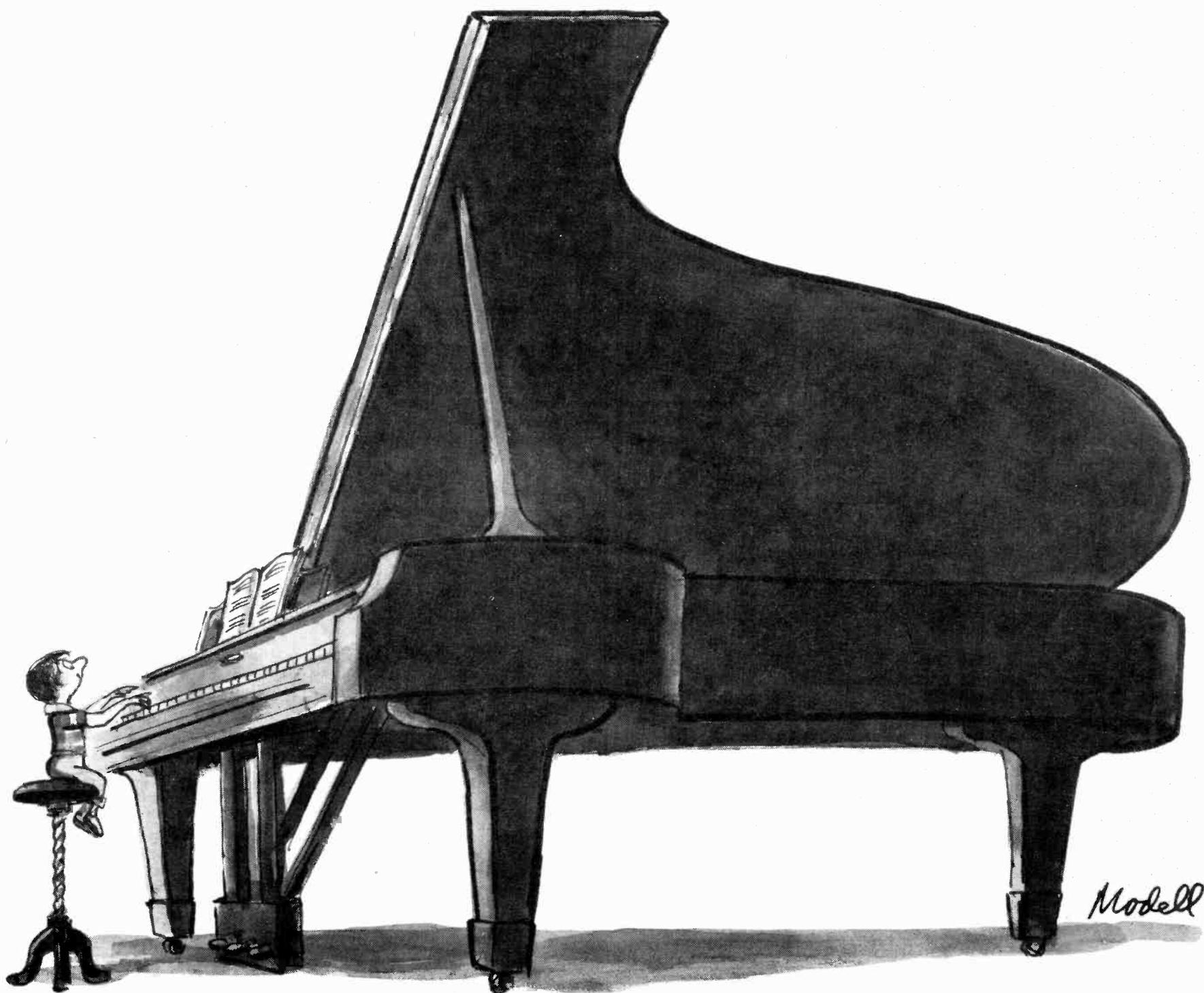
Every weekend is Special on

DICK CLARK'S

Rock Roll & Remember

The United Stations

AMERICA'S TARGET RADIO NETWORKS



Remember when you didn't need BMI?

It was all pretty simple back then. Music hadn't yet become your business. But when you began to compose and publish your work, things began to change. And that's why today, you do need BMI.

BMI is a non-profit making organization that exists to help you by protecting your public performance interests.

No matter what type of music you write, you're welcome at BMI. Our advanced computerized sampling and comprehensive logging systems ensure accuracy. And our tradition of personal service means that you'll always get the attention you need.

We're proud of the fact that most of the music on last

BMI



year's charts was created by BMI affiliates. But we're not surprised. Because that's what we're here for—to make it easier for the most talented collection of writers and composers to create the most popular music. Today and tomorrow.

Wherever there's music, there's BMI.

DEVOTE 47% OF DAILY MEDIA TIME

Beer Lovers Love Radio

Picture this. A beer drinker sitting in front of the TV set, swigging down his favorite brew as **Fernando Valenzuela** pitches his way to a no-hitter. But there's something wrong here. Replace the TV with a radio and the picture becomes clearer — an **R.H. Bruskin Associates** study has determined that beer drinkers spend more of their daily media time with radio than with TV or print. Broken down, people who have consumed beer during the last month spent 47% of their time with radio and 38% with TV, while newspapers lagged behind at 10%, followed by magazines at 5%.

The average beer drinker tunes in to radio four hours daily; one target subgroup, men 35-49, listens for three hours, 30 minutes daily. These findings underscored a recent **RAB** advertising workshop for the **National Beer Wholesalers Association**, which spelled out the benefits of radio advertising. It's estimated that in 1983 beer advertisers will spend more than 120 million on radio.

Indigo Acquires Accord/Townhouse

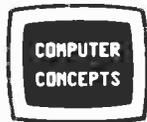
Accord/Townhouse Records, which features midline and budget series product, has been sold to Nashville-based **Indigo Music Corporation**. Under the purchase terms Accord/Townhouse will be a wholly-owned yet autonomous entity of Indigo while **Capitol** will continue to handle distribution duties. Indigo is under the direction of Chief Executive Officer **Andy Andreason** and VP/Marketing & Sales **Arnold Theis**. Plans are to have Accord/Townhouse operating primarily out of Nashville by July.

Michael Gusick, founder of A/T,

will remain with the company for a year solely on a consulting basis, as will Sales Manager **Bud Katzel** and production chief **Walt Maguire**, who'll both stay on till the end of 1983. These principals are now also involved with another new label that specializes in midline/budget LPs and cassettes, **Aero Records, Inc.** An initial release of a dozen albums is projected for June. Aero is also connected with dance music through **EasyStreet Records**, which will issue a 12" by **Orlando Johnson and Trance** shortly. Gusick may still be reached at (212) 838-6565.



OOPS! Media Computing erroneously announced that the Computer Concepts music play listing program operates on an Apple Computer. We wish to clarify that the Computer Concepts Music Management System operates on Wang 2200 mini computers and other personal computers.



Computer Concepts CORPORATION
The In-House Computer People

See a demonstration in Booth #404 at the National Association of Broadcasters Convention, April 10-13, Las Vegas, Nevada.

8001 W. 63rd St., Shawnee Mission, KS 66202 • 913/677-4000 • Toll Free 1-800/255-6350

Pro:Motions

Reckerd New GM At WLLF, WKSJ

Jerry Reckerd, has been appointed General Manager of **WLLF & WKSJ/Mobile**. He moved over from a post with **Jefferson Pilot Broadcasting**.



Tom Zutaut

E/A Promotes Zutaut

Tom Zutaut has been upped from sales to the A&R department at **Elektra/Asylum Records**. He first joined the label in 1980 as National Singles Sales Director.

Kimbrel Upped At WVCG, WYOR

Grier Kimbrel has been promoted from Local Sales Manager to General Sales Manager of **WVCG & WYOR/Miami**. Kimbrel has worked at the station since 1979 when she came aboard as an account executive. She succeeds **Allen Gantman**, who is now with **KLAC/Los Angeles** (see separate Pro: Motions entry).

Gantman To KLAC GSM

Allen Gantman, formerly General Sales Manager of **WVCG & WYOR/Miami**, assumes a similar position with **KLAC/Los Angeles**. Gantman's background includes the General Manager post at **WAKY & WVEZ/Louisville** and the GSM slot at **WHND & WMJC/Detroit**.

TM Taps Young

Ronald Young joins **TM** as Midwest Regional Sales Manager. Prior to joining TM, Young served four years as VP/GM. Prior to joining TM, Young served four years as VP/GM of **KEZK/St. Louis**. His radio background also includes a stint as Sales Manager of **WHYI/Miami**.

Seaton New WGN GSM

Kelly Seaton has been named General Sales Manager at **WGN/Chicago**. She moves in-house from the National Sales Manager post, replacing recently retired **Don DeCarlo**.

Thomas Takes VP Post At Chappell/Intersong



Milt Thomas

Milt Thomas has assumed the newly-created position of VP/Operations with **Chappell/Intersong Music Group USA**. Prior to accepting the position, he served as VP/Sales & Marketing for a **CBS** division. Thomas will be based in New York.

Kalamusic Appoints Dussling

John Dussling is the new National Sales Manager for **Kalamusic**, the Easy Listening format syndicator. Before accepting the position, Dussling was **NAB** Regional Manager.

Sound Image Debuts

Sound Image Records has been established under the direction of **Marty Eberhardt, David Chatfield** and **John Bishop**. The first two acts set to release label product are **George Faber & Stronghold** and the **Secrets**.

Talmadge To E/A, Refuge



Randy Talmadge

Randy Talmadge has joined the Nashville arm of **Elektra/Asylum** and **Refuge Music** as Director/Creative Services. He's the former General Manager of **Jensong/Jensong Music** and prior to that worked as **Chappell Music's** Creative Manager.

Downs Record Co. Expands

Downs Record Company Ltd. of Winnipeg, Canada has expanded its operations, opening a corporate office in Nashville. **Veronica Castle** has been appointed President of **Downs International Inc.** with founder **Elizabeth Henning** as Chairman of the Board and **Terry O'Reilly** continuing as President of the Canadian branch. The Downs International family includes the newly-created **Ameri-Can Records** label, which may be reached at (615) 242-9539.

Jackson Deluged With Metal



Epic's Michael Jackson was awarded a special platinum plaque commemorating sales on his "The Girl Is Mine" single and "Thriller" LP. In addition, **Jane Fonda** gave Jackson a platinum award for his participation in her "Jane Fonda's Workout" LP. Pictured at the presentation are (l-r seated) Jackson, Fonda, and CBS Records Group President **Walter Yetnikoff**; (l-r standing) management's **Ron Weisner**, E/P/A VP **Frank DiLeo**, CBS West Coast Sr. VP/GM **Myron Roth**, CBS Records Division President **Dick Asher**, CBS Black Music A&R VP/GM **Larkin Arnold**, and management's **Freddie DeMann**.

1983		APRIL
1-3	★	MARGARET WHITING
8-10	★	GEORGE SHEARING
15-17	★	THE FOUR FRESHMEN
22-24	★	BOB CROSBY & THE BOB CATS
29-5/1	★	HELEN O'CONNELL

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

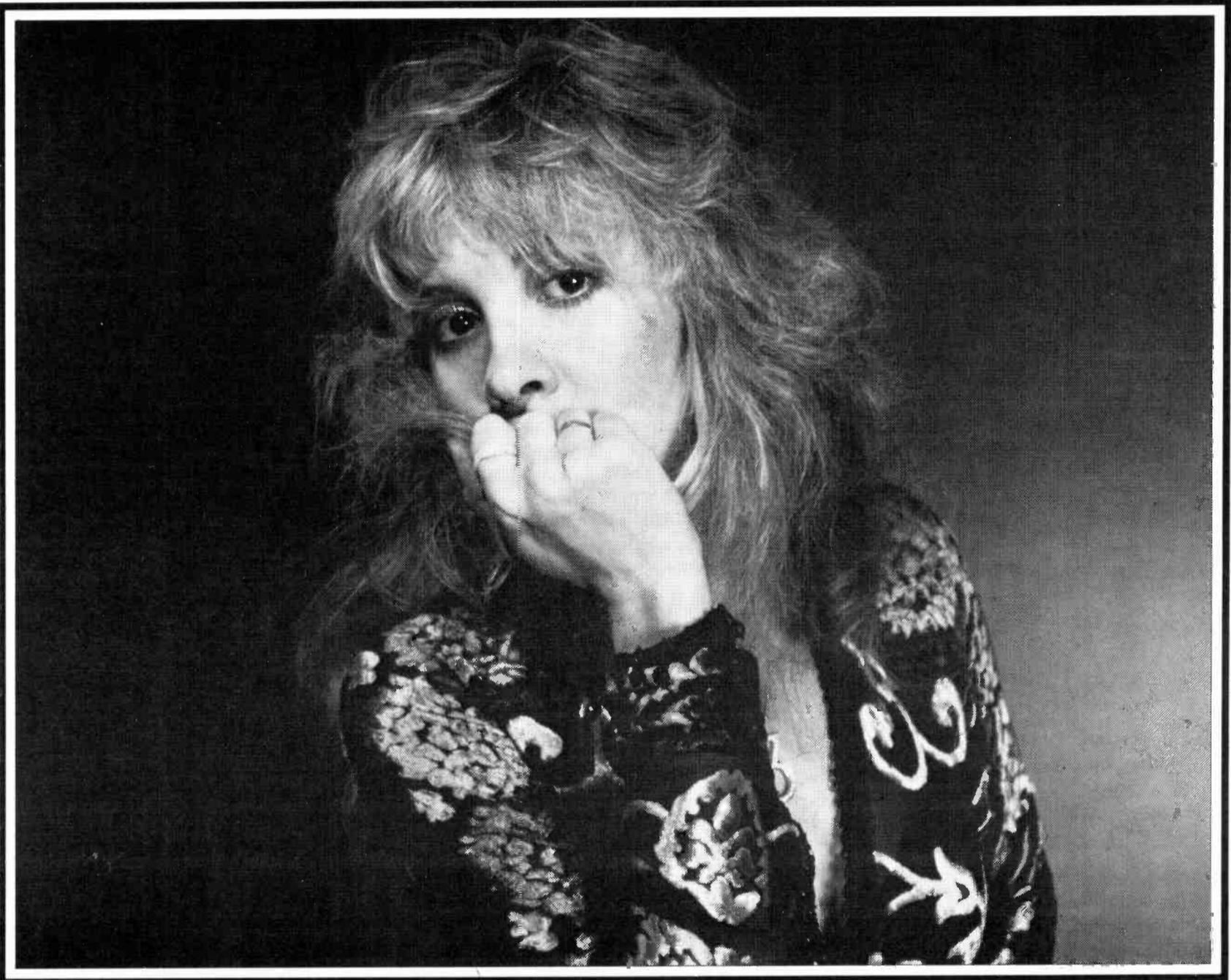
Every weekend is Special on



The United Stations
AMERICA'S TARGET RADIO NETWORKS ©



NBC Radio's Young Adult Network



STEVIE NICKS

ROCK SIREN

Stevie Nicks. Musical Enchantress. An encore performance of her 90-minute concert recorded live at the Fox Wilshire Theatre in Los Angeles. Exclusively on The Source. Hear the magic of "Rhiannon," "Sara," and "Dreams." Plus "Stop Draggin' My Heart Around," "Edge of Seventeen," "After the Glitter Fades," and more from her first solo album "Bella Donna," on Modern Records.

The Weekend of April 1, 2, & 3.
Brought to you in part by Budweiser and Honda Motorcycles.

Ratings & Research



JHAN HIBER

A First Look At Arbitron's In-Car & Working Data

Ever wonder how many of your listeners — or diarykeepers, at least — tune to your station in-car during the drivetimes? Or how about wanting to know the number of fulltime working women in your cume? Learning the answers to these questions could have important implications for your sales campaign on the street and for your advertising/promotion efforts.

Now, with a redesign of Arbitron's diary and the subsequent publication

while the next sheet gives the drivetime in-car listening breakdowns by station.

This information is derived from the redesigned diary Arbitron first fielded in the summer '82 survey. Each diary page now offers three location of listening choices — at-home, away from home in a car, and away from home "other" (the bulk of which would normally come from in-office tuning). The last diary page, besides capturing demographic and zip code information from each diarykeeper, now also asks if the person works outside the home . . .

- 0-19 hours per week
- 20-29 hours per week
- 30+ hours per week

By asking the working question this way, Arbitron is able to offer data not only showing the fulltime working women figures in the summary book, but also info on working men and teens, as well as how the genders stack up in part-time versus fulltime employed folks. As for fulltime working women, the figures I've seen from the fall survey show that stations have ranged from 27% of their female cume employed outside the home to a high of 61%.

How To Read/Use

How can you read and interpret the overview figures included in the Arbitron market summary? To help I've taken the relevant pages from a market showing how four stations (market and stations masked to protect the innocent) with similar formats fared in these analyses.

Although the stations pictured — two AMs, two FMs — play basically the same music, you'll see they vary in the qualitative breakouts shown here.

Working Women

As you can see from this sheet, the page is qualified by showing that the breakout has to do with women only, and only those female listeners who were employed outside the home full-time. Clues to part-time or housewife figures are not shown. In this market there apparently are approximately 470,000 women 18+ employed fulltime outside the home.

Next, notice the three columns below the page heading. The daypart shown in this summary is total week, Monday-Sunday 6am-midnight. The average quarter-hour column expresses — both in hundreds of persons and as a rating — how many working women tune to the station during a typical quarter-hour in the week. You can see that station "B" wins here, with an average 7000 fulltime working women listening to the station during a typical quarter-hour.

The third column deals with cume — again in hundreds of persons and as a rating — and provides stations and advertisers with a way to compare the efficiency of each station in reaching these ladies.

For example, in delving into the stations pictured here, I found — from looking at their overall female 18+ numbers — that what appeared in the summary was only the tip of the iceberg. For instance, station A, although not showing a large AQH working women profile in the summary, looks healthier when you dig into the market report for the metro and see that the 1500-persons figure seen below represents 53% of the adult female audience for the station. None of the other stations portrayed here were as efficient in delivering this working women audience. Indeed, this AM station notably

the station also had the best cume efficiency among this audience.

In-Car Listening

The in-car listening sheet differs in two key ways from the working women breakout. First, the population base is total persons 12+ for each station. Secondly, the daypart is combined drive — Monday-Friday 6-10 and 3-7. The average quarter-hour and cume data is thus on these demographic and daypart parameters.

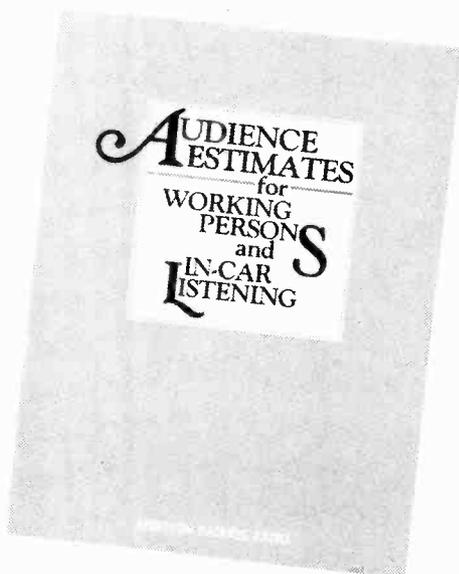
In analyzing the data shown here, you can see that station C tops its AM competitor, station A, significantly. However, after looking in the book to see how much each station's in-car audience comprises out of its total. I found that station A actually had a higher percentage of its total audience in-car — 47% vs. 43% — than station C. Thus, while the information shown on the Arbitron summary sheets is useful at face value, additional insights are available if you do some additional digging. A diary review, a mechanical diary, or AID runs can be helpful in providing additional insights.

Station Implications

Besides the obvious scorecard seen in the sheets reprinted here — useful for sales purposes — there may be other less apparent implications. Depending on whether your working women figure is high or low, there can be programming, promotional, and advertising payoff.

If, for example, your station has a high percentage of its female audience employed fulltime, you have an excellent sales story — likely a more affluent target audience than a station with a lower working women profile.

However, this information could also be used to help your station cue its DJs regarding on-air liners and audience references. Also, midday contests



of the booklet pictured here (sent recently to all Arbitron subscribers), stations can begin to answer these key questions. I began writing about these topics when I learned last year that Arbitron was going to redesign the diary to capture these new pieces of information. Now it's time to offer my perspectives on what Arbitron has done with these issues and how you can glean useful tidbits from the recently-released supplementary booklet.

"The sales, programming, and advertising payoff potential is tremendous!"

Booklet Organization

Let me first give you an overview of the summary material sent to Arbitron subscribers in the last few weeks. The booklet contains data on working women (employed for 30 hours or more outside the home), as well as a station-by-station rundown on in-car listening in the combined drivetimes. Monday-Friday 6-10am and 3-7pm. This information is listed for 134 market reports, from Aberdeen, Washington to Youngstown, Ohio. There are normally two data pages per market — the first shows the working women profile,

IN-CAR LISTENING ESTIMATES					
ARBITRON		FALL		1982	
PERSONS 12+ IN METRO POPULATION(00) = 27162					
STATION/DAY-PART		AVERAGE QUARTER-HOUR AUDIENCE		CUME AUDIENCE	
KAAA	# M-F 6-10&3-7	25	0.1	437	1.6
KBBB	C M-F 6-10&3-7	169	0.6	2232	8.2
KCCC	C M-F 6-10&3-7	89	0.3	1159	4.3
KDDD	C M-F 6-10&3-7	120	0.4	2127	7.8

outpaced the two leading FMs in terms of AQH efficiency. However, station B did best at reaching more working women overall — the 100,900 figure accounted for 50% of the 18+ women who tune to the station. Thus, besides delivering the most working women,

or promotions could be keyed to the ladies in-office rather than females who were fulltime homemakers. Finally, ads marketing the station should perhaps show ladies listening in a work setting. This could be a credible way to position your station to the female market — and might be a clue to other working women to join the others who enjoy the format.

So much for an introduction to Arbitron's summary of working women and in-car listening data. I've tried to give you a link on how useful this tip-of-the-iceberg data can be. Dig into your booklet copy, then examine a mechanical or do an AID run, and here's hoping you'll find even more valuable information. The sales, programming, and advertising payoff potential is tremendous!

ARBITRON					
FALL		1982			
WOMEN 18+ IN METRO WHO WORK 30+ HOURS PER WEEK POPULATION(00) = 4691					
STATION/DAY-PART		AVERAGE QUARTER-HOUR AUDIENCE		CUME AUDIENCE	
KAAA	# M-SU 6AM-MID	15	0.3	222	4.7
KBBB	M-SU 6AM-MID	70	1.5	1009	21.5
KCCC	M-SU 6AM-MID	10	0.2	352	7.1
KDDD	M-SU 6AM-MID	52	1.1	861	18.4

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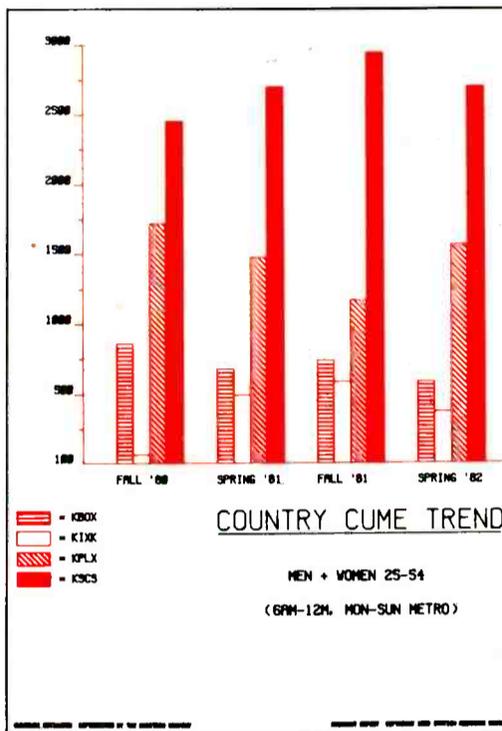
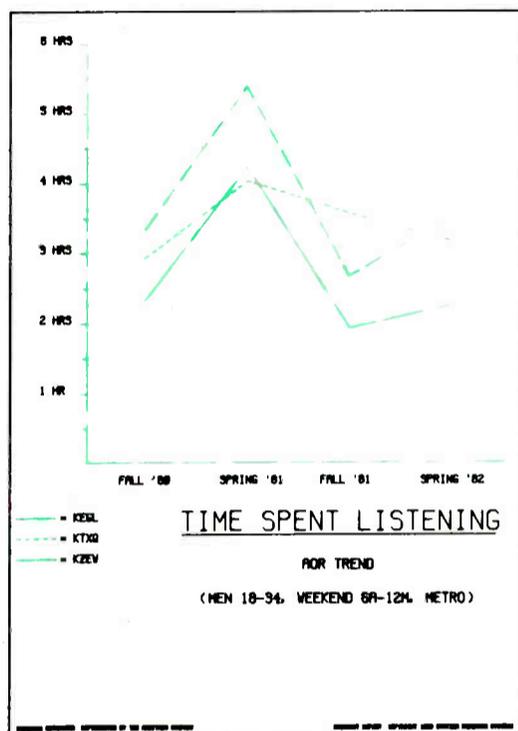
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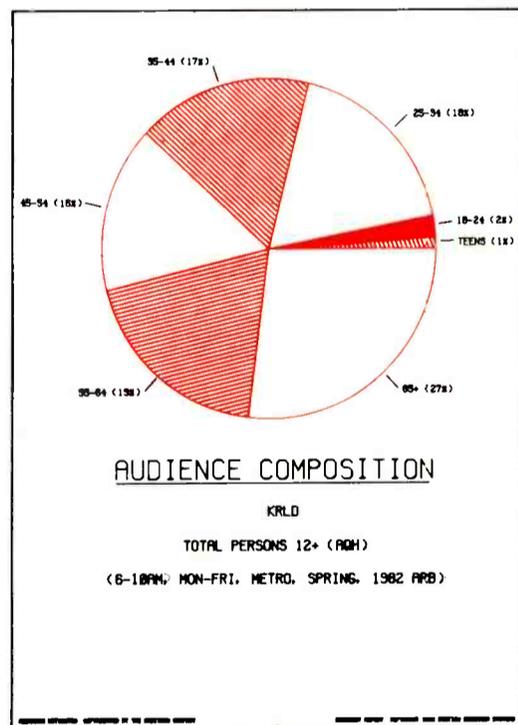


BAR GRAPHS

Cluster stations together and see what changes take place in the audience of each station, each book.

PIE CHARTS

Analyze the makeup of your audience in any daypart or the total week.



PLAN OF RADIO SCHEDULE FOR

JOGGER'S WORLD

(MON-SAT 10-3, ADULTS 18-34)
SPRING-82 ARB METRO

CAMPAIGN LENGTH: 6 WEEKS

CAMPAIGN BUDGET: \$92,500

	SPOTS PER WEEK/SCHEDULE	GRP'S PER WEEK/SCHEDULE	COST PER		THOUSAND	POINT	
			SPOT	WEEK			
KXOC-FH	18 00	16.8 181.8	138.00	1,380.00	7,000.00	5.28	77.30
KVIL-FH	25 150	78.3 421.8	225.00	5,625.00	33,750.00	2.28	88.81
KEGL-FH	5 30	6.3 37.8	125.00	625.00	3,750.00	1.35	39.28
KSCS-FH	28 128	37.4 224.4	280.00	4,000.00	24,000.00	4.12	180.35
KXOX-FH	18 00	11.6 65.2	140.00	1,400.00	8,400.00	7.50	128.00
KPLX-FH	15 30	16.4 98.4	160.00	2,400.00	14,400.00	5.30	146.94

POPULATION ADULTS 18-34: 1,851,300

TABLES

Get an instant rank of which stations are the best buy for each advertiser.

BreakOut does more than analyze the book. It actually calculates broadcast schedules for your clients, based on cost per thousand, cost per point, reach and frequency.

There are **no expensive line charges** when you use BreakOut. All the data is held on your station's own floppy discs, so you can access it on your own microcomputer as often or as long as you wish — with no hidden charges.

You can see up to four books at a time with BreakOut. Compare station/format growth and decline in any daypart, any demographic, for the four most recent books.

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 1st Week!

- | | |
|---------|---------|
| WCAU-FM | WGUY |
| KMJK | WIKZ |
| WKFM | WOMP-FM |
| WRCK | WZYQ |
| KTFM | WKHI |
| KZFM | WFOX |
| WSFL | WISE |
| WJXQ | WGLF |
| K107 | WYKS |
| WKDD | KGHO |
| KHOP | KDZA |
| KYYX | KTRS |
| | KOZE |

WILD EXHIBITIONS

WALTER EGAN'S
 DEBUT ALBUM ON



PRODUCED BY
 DUANE SCOTT & WALTER EGAN
 FOR
 CARMAN PRODUCTIONS
 IN ASSOCIATION WITH
 ALTERED EGO PRODUCTIONS
 DIRECTION & EXECUTIVE PRODUCER
 GREG LEWERKE

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*BMI (WAZ&GARP)

RATINGS REPORT

ARBITRON RADIO

Fall '82 Quarterlies

Tucson METRO RANK 65

POP(00): 4886
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
12.4	1	9.0	3
6.7	4	10.0	2
10.4	2	12.6	1
4.9	10	3.7	11
6.3	6	7.9	4
9.0	3	7.4	6
2.1	14	4.7	10
6.3	5	6.1	7
5.9	9	7.4	5
6.1	8	4.7	9
		4.6	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KWFM-FM	1	KCUB-AM
2	KKQQ-FM	2	KCEE-AM
3	KLPX-FM	3	KXEW-AM
4	KHYT-AM	4	KWFM-FM
5	KCUB-AM	5	KJYK-FM

Austin METRO RANK 66

POP(00): 4864
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
11.8	2	12.3	3
17.8	1	14.8	1
9.8	3	13.4	2
N/A	N/A	4.5	9
3.1	9	6.0	6
N/A	N/A	8.1	4
5.9	6	6.0	7
6.3	5	5.0	8
7.7	4	7.8	5
1.3	13	1.5	12
		3.2	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KLBJ-FM	1	KASE-FM
2	KHFI-FM	2	KLBJ-FM
3	KASE-FM	3	KPEZ-FM
4	KEYI-FM	4	KHFI-FM
5	KOKE-FM	5	KNOW-AM

Raleigh-Durham METRO RANK 67

POP(00): 4743
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
14.7	1	12.9	2
14.4	2	13.8	1
2.5	11	4.8	8
11.5	3	8.2	4
7.9	4	8.7	3
7.4	5	8.0	5
6.0	6	5.7	7
3.5	9	7.2	6
2.9	10	3.1	10
5.0	7	3.5	9
		2.6	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WRAL-FM	1	WRAL-FM
2	WDCG-FM	2	WPTF-AM
3	WQUR-FM	3	WYUD-FM
4	WDUR-AM	4	WKIX-AM
5	WKIX-AM	5	WDCG-FM

Omaha METRO RANK 68

POP(00): 4705
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
25.0	1	22.7	1
9.2	3	12.0	2
13.9	2	11.6	3
7.0	6	5.6	6
8.5	4	8.2	4
8.2	5	7.4	5
4.8	7	3.9	9
3.5	8	4.5	7
2.8	11	4.3	8
3.4	10	3.7	10
		3.0	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KQKQ-FM	1	KFAB-AM
2	KEZO-FM	2	KQKQ-FM
3	KGOR-FM	3	WOW-AM
4	KOIL-AM	4	KGOR-FM
5	KFAB-AM	5	KESY-FM

Fresno METRO RANK 69

POP(00): 4452
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
9.7	1	12.0	1
8.8	4	9.3	2
9.5	2	7.9	4
9.3	3	8.3	3
4.2	8	5.5	5
5.0	5	4.8	7
3.8	11	5.5	6
3.9	9	3.9	10
3.8	12	4.5	9
4.7	6	4.6	8
		3.9	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KYNO-FM	1	KYNO-FM
2	KFYE-FM	2	KFYE-FM
3	KKDJ-FM	3	KFIG-FM
4	KFIG-FM	4	KMJ -AM
5	KFRE-AM	5	KMAK-AM

Wilmington METRO RANK 70

POP(00): 4422
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
10.1	2	11.0	1
11.6	1	10.3	2
7.9	4	8.8	4
9.9	3	9.9	3
3.5	8	4.7	6
2.9	9	3.5	10
4.1	7	4.0	7
5.2	5	4.8	5
4.3	6	3.8	8
1.6	17	2.0	15
		3.4	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WMMR-FM	1	WSTW-FM
2	WSTW-FM	2	WJBR-FM
3	WYSP-FM	3	WDEL-AM
4	WUSL-FM	4	WMGK-FM
5	WMGK-FM	5	WMMR-FM

Youngstown-Warren METRO RANK 71

POP(00): 4395
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
13.7	1	11.2	1
10.5	2	10.1	2
6.3	7	8.2	5
8.1	4	7.8	7
6.7	6	8.6	4
8.0	5	8.1	6
9.5	3	9.3	3
5.4	8	6.7	8
3.5	10	4.0	9
4.3	9	3.7	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	WSRD-FM	1	WQXK-FM
2	WYFM-FM	2	WKBN-FM
3	WHOT-AM	3	WHOT-AM
4	WQXK-FM	4	WKBN-AM
5	WKBN-FM	5	WYFM-FM

Las Vegas METRO RANK 72

POP(00): 4263
 Share Trends Persons 12+ Mon-Sun 6AM-Mid

Fall '81	Spring '82	Fall '82	
11.6	1	12.1	1
N/A	N/A	10.4	2
8.4	4	6.5	6
6.3	7	6.1	7
4.0	11	5.6	8
4.9	8	4.3	11
7.2	5	8.7	3
8.7	3	8.1	4
4.7	9	5.5	9
4.3	10	7.1	5
		5.4	10

Adults 18-34		Adults 25-54	
Mon-Sun 6AM-Mid	RANK STATION	Mon-Sun 6AM-Mid	RANK STATION
1	KLUC-FM	1	KLUC-FM
2	KOMP-FM	2	KOMP-FM
3	KUDJ-FM	3	KUDJ-FM
4	KLAV-AM	4	KRAM-AM
5	KMJJ-AM	5	KVEG-AM

Your MUSIC is:

- the backbone of the station
- extremely important
- critical to success
- all of the above

Your method for TESTING MUSIC:

- is too expensive
- doesn't measure behavior
- takes too long
- all of the above

Accurate music programming requires accurate information. You need to **know** how your audience will react when they listen to your music.

Our **Group Music Study** gives you audience behavior information. It shows what songs your audience will turn-up, leave on and turn off. You test only the songs you want—up to 600 per test—and for less than the cost at other companies.

For accurate music information, put us to the test. We'll have the results summarized and on your desk within 7 days.

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103 FM, WHERE THE HITS ARE
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Sales



JONATHAN HALL

TED BATES'S CHARLIE TRUBIA INTERVIEWED

Combating Agency Ignorance With Creative Copy

Radio broadcasters appear uncertain about the future of national sales, as I mentioned in my last column (R&R 3-11). In an attempt to sort through some of the emotions surrounding their anxiety, I recently visited Charlie Trubia, Senior VP/Director of Radio & Television Negotiations at the Ted Bates & Co. ad agency, the fourth largest American agency in domestic income.

Charlie has spent over half of his 15-year Ted Bates career building a strong radio shop. Under his leadership, radio expenditures have increased from \$7 million to \$30 million per year, a considerable leap compared to TV billings, which he estimates went from approximately \$200 million to \$280 million per year in the same time period.



Charlie Trubia

What's the most important lesson he's learned about radio? How little most advertising professionals know about it, he says. "There's tremendous ignorance. Ninety percent of the people in the top ten agencies don't know how many stations there are in the country. The typical guess would be anywhere from 300 to 25,000."

Asked to what degree the RAB has been successful in combatting that ignorance, he responded, "RAB has not done an adequate job. To some extent they are still thinking in terms of 700 stations," referring to a carryover in attitude at RAB from the days when there were far fewer radio stations. He feels the RAB fails to sell radio on its own strengths, but instead tries to influence agencies to buy radio in-

"Ninety percent of the people in the top ten agencies don't know how many stations there are in the country. The typical guess would be anywhere from 300 to 25,000."

stead of TV, claiming it's better instead of more accurately stressing that it's different. "Selling radio in lieu of TV is like selling radio in lieu of a trip to the Bahamas. Radio is not TV. It has the ability to meet brand needs in unique ways."

Charlie is also somewhat critical of reps and nets, which he says would like nothing better than to kill each other off. As a result, he says, there is no truly unified voice for radio.

Selling Radio More Effectively

Charlie's theories on selling radio are multileveled. One point he emphasizes is that radio should be pitched to the top agency and brand people before budgets for radio are engraved in stone, instead of the more common practice of jumping in

at the specific planning level. As I pointed out last column, many industry notables believe that radio is diffident about selling itself to the top brass at agencies and advertisers.

Along those lines, Charlie also urges radio people to strengthen their ties with brand managers, noting that many of them are hip to radio... perhaps more than radio people would expect.

Once radio is determined to be an appropriate medium for a campaign, Charlie says the target audience should then be defined. Then comes the all-important copy stage.

Format-Sensitive Copy

A radio commercial should never merely use TV ad copy, Charlie stresses. It should be adapted to the target lifestyles and fashioned to be compatible with the radio format on which it's running.

Charlie recalled a time two and a half years ago when inordinate numbers of radio spots produced at Ted Bates for clients targeting 18-34 year-olds were refused by radio stations. Upon examination, Charlie concluded that stations had good reason to find the spots unacceptable, and in most cases the culprit was found to be the agency's creative team using the audio portion of a TV spot as the radio commercial.

To attack the problem, Charlie has created a presentation on how to use radio. It was unveiled last summer to members of the Ted Bates creative department. The proposal included an in-depth analysis of radio formats and has subsequently been given to key advertisers, as well.

Why would an advertising agency executive leave his comfortable office to pitch clients radio? "What I really do is teach them how radio works. I'm not really selling radio," Charlie explains. But the bottom-line reason is that he hopes to attract radio dollars to Ted Bates away from agencies not specializing in radio.

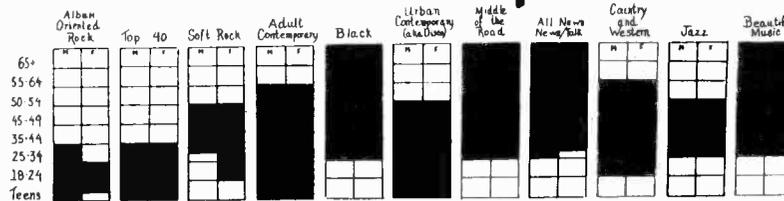
In his presentation, he charts format strengths and demos (see chart) in the hope of getting clients and creative departments to use radio more effectively.

"There are reasons for wanting good copy," he notes. "One, we want stations to clear our spots." Secondly, he cites an ABC study revealing that over 12 percent of listeners are extremely affected by commercials, to the extent of turning off or changing the station.

Turnoff Factor

Charlie admits to having learned this lesson several years ago. A radio group owner called to complain about an insurance commercial involving a car crash.

Radio Format Spectrum



AGENCY GUIDE TO RADIO — Charlie Trubia, Sr. VP at Ted Bates & Co., designed this radio format spectrum to educate agency personnel about radio. Pictured above is a graph display model he devised in mid-1982, detailing demographic strengths and general characteristics of the main radio formats.

The owner, and numerous other Beautiful Music and Classical properties, Charlie relates, were irritated by the loud sound and refused to air the spot. The radio executive explained how his listeners would be offended, some jolted enough to turn off the station, if the commercial was aired repeatedly as called for.

To illustrate this lesson in his most recent presentation about radio, he uses station air checks. Music and vocal segues are followed by commercials that by the nature of their placement clash with the station's air sound and actually sound comical. The result is that "creative people have to laugh at themselves," Charlie says. He also alluded to Anheuser-Busch's multiple versions of spots as the best commercial use of radio. "There must be 27 versions of 'This Bud's For You,'" he says.

He also cites Coors, Mars and Trident as brands committed to doing good radio commercials with multiple versions for every targeted format.

Media Buyers Critical

Charlie credits his media buyers as crucial to the success of his department. While many buyers at agencies have no desire to understand radio, he describes Ted Bates planners as radio lovers who have come from working in college stations and rep firms. "They can give you the format leaders' call letters in all the top markets off the top of their heads," he notes proudly.

As for the future, Charlie sees radio further subdividing its categories to position targets within targets. The work to be done is on two levels, he says: broadcast and agency heads calling on the very top client executives and marketing people calling on account supervisors.

Charlie concluded with some optimistic words for radio as an ad medium: "Psychologically, we're getting younger as a nation, and radio will continue to work well."

Rep Report

With this column's new biweekly schedule and the number of sales issues that have been raised this year, I've got a lot of catch-up on faces and places to go. In personnel movement, recently-appointed **Bernard Howard & Co.** President **Bob Weiss** promoted VP/West Coast Regional Manager **Denis Powell** to Exec. VP, and named four Branch Managers: in New York, **Linda Marshall**; **Bill Wagoner** in Chicago; **Nancy McNeil** for Dallas; and **Lyn Leopard** to Atlanta. All but Leopard were promoted from within; she was a Manager at **Busby, Finch, Lathom & Widman**.

Blair Radio promoted four executives to VP: Boston Office Manager **Prudence Hay**, Philadelphia Manager **Margie Kane**, San Francisco Manager **Gloria DeMaria**, and Agri-Business Director **Bill Alford**. . . At **Group W Radio Sales**, **Claire Horn** takes over the new position of Director of Planning, with **Stephen Elliott** replacing her as Research Director from a similar post at Group's **WBZ/Boston**. The company also opened a new Philadelphia office, with **Stan Vogin** coming in as Office Manager from an account executive slot at Group W's **KYW** in town.

Caballero Spanish Media has opened its seventh national sales office, this one in Detroit, with **Ken Patt** heading the operation. . . **John Bitting** has been promoted from Sales Manager to Regional Manager based in Chicago at **McGavren Guild**. New account executives for the firm are **Carol Salter** in Los Angeles from the San Francisco office, with **Jodell Seagrave** assuming the Bay Area position from GSM at **KFAT/Gilroy-San Jose**.



John Bitting



Patty Kellert



Deborah O'Rell

cy specializing in concerts, promotes **Patty Kellert** from VP to Exec. VP, while **Deborah O'Rell** moves up from account executive to VP/Media.

Michael Sonberg, former Local Sales Manager for **KRTH/Los Angeles**, joins **Hillier, Newmark, Wechsler & Howard** as L.A. Sales Manager. . . **John Martin** is promoted to St. Louis Regional Manager for **RKO Radio Sales**, continuing to work out of the Chicago office.

. . . **Torbet** sets three account executives: **Dan Humfreville** in Los Angeles from **CBS-FM National Radio Sales** in that same city, **Barbara Thompson** in Detroit moving up from Operation Coordinator, and **Chris Tsitouris** from the **Cargill, Wilson & Acree** agency. . . **Timothy Robisch** joins **Katz Radio's** Detroit office from **Christal**, while **Timothy O'Connell** signs on in St. Louis from a Local Sales Manager position with **Doubleday**.

Acquisitions

Selcom now reps **WABX/Detroit**, **WUSN/Chicago**, **KLIV & KARA/San Jose**, and **WSON & WKDQ/Evansville, IN**. . . **Roslyn** picks up **WMCA/New York** and **KJAZ/Alameda (San Francisco)**. . . **Jack Masla & Co.** gains **WBLZ/Cincinnati**. . . **New to Hillier, Newmark, Wechsler & Howard** are **WLAC & WJYN/Nashville**, **WORL & WJYO/Orlando**, **WIKS/Indianapolis**, **WDRQ/Detroit**, **WLWL/Minneapolis**, **WLVE/Madison**, and **Sterling Recreation Organization's** nine stations: **KHTT & KSJO/San Jose**, **KJET & KZOK/Seattle**, **KASH & KSND/Eugene**, **KBFW/Bellingham**, and **KALE & KIOK/Tri Cities, WA**. . . **RKO Radio Sales** adds **WOKY & WMIL/Milwaukee**. . . **Torbet** reps **KSD-AM & FM/St. Louis** and **KYXY/San Diego**. . . **McGavren Guild** picks up **WWWE & WDOK/Cleveland**, **WSSV & WPLZ/Richmond**, **KFIM/El Paso**, **KMAK & KBOS/Fresno**, and **KHYV & KBEE/Modesto**.

PRESENTING
"SOLITAIRE"
 7-89868
 THE 1ST SINGLE
 FROM THE NEW ALBUM FROM
LAURA BRANIGAN

BRANIGAN 2

LAURA BRANIGAN
BRANIGAN 2



80052

Produced by Jack White.

**CHR
 BREAKERS**



On Atlantic Records and Cassettes.

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DROPS MUSIC OF YOUR LIFE

WRMR Returns To Country Format

After a year as a Music Of Your Life station, WRMR/Washington will return to its previous Country format. The station will reapply for WPKX call letters, with its sister FM once again becoming WPKX-FM, and both stations will be known as "KX Country." GM Bill Sherard told R&R that the stations will simulcast morning and afternoon drivetimes and Saturday middays.

Sherard explained, "The numbers have been disappointing. It's been a year, and we had equal if not better numbers when it was Country. This puts us in a unique position again...to be the only

double Country station in the market. There will be subtle differences between the two stations during middays and weekends, leaning a little bit toward more traditional on the AM." Sherard added that new staffers for the AM station would be announced shortly.

Hatfield New PD At KOMA

Bobby Hatfield has been named Program Director of Country-formatted KOMA/Oklahoma City, leaving the midday shift at CHR WZPL/Indianapolis (formerly WIKS) to take the position. He replaces Greg Lindahl, who recently became Operations Manager at WSM-AM & FM/Nashville (R&R 1-21). KOMA's acting PD John Pratt will retain his afternoon airshift.

KOMA GM Woody Woodard told R&R, "We went with Bobby primarily because of his experience. He seems to be into what we're into - lots of research, tight playlist, lots of promotions... He appears to be a strong motivator and knowledgeable about the business. Quite frankly, I didn't go out looking for a great Country programmer - I went out looking for a programmer."

Hatfield, who was Operations Manager at WCII & WKJJ/Louisville for a year and a half before joining WZPL in 1982, said, "The thing I'm really excited about is the company (Storz) owns nothing but AM radio stations. They're very supportive of doing things on the AM dial as opposed to throwing their arms up and saying, 'Forget it, I'm going to get out of AM.' We're going to position ourselves as a hit Country radio station."

Reeb

Continued from Page 3

Reeb told R&R, "I'm excited about the challenge. It'll be a much harder job than when I was first there. I loved being in Chicago. I'm sorry the situation couldn't have been more positive, but it was a great learning experience for me." No replacement has been chosen yet at WMET.

Ludlum

Continued from Page 3

Lothery added, "Michael's considerable broadcast news expertise will be a tremendous asset in taking on this challenging and timely responsibility."

In his new job, Ludlum will also oversee the CBS Radio Stations News Service, which serves as the AM group's Washington bureau. He will also distribute Byline magazine, a package of news and features.

Ludlum joined the network as a writer at WCBS/New York in 1964, working his way up to Assistant News Director. He was News Director at WEEI/Boston from 1973 to 1978. After a brief stint as associate producer/writer at WCBS-TV, Ludlum spent two years as head writer at ABC's "Good Morning America" before returning to WCBS in 1981.

Radio Pioneer Godfrey Dies



Arthur Godfrey

Arthur Godfrey, one of radio's most successful performers and a star on the CBS Radio Network for 27 years, died last week at 79 from pneumonia and emphysema. Godfrey enjoyed a 43-year radio career, beginning as "Red Godfrey the Warbling Banjoist" on WFBR/Baltimore in 1929. He was credited with the first all-night DJ show, which he began over WJSV/Washington (now WTOP) in 1934; and launched his daily CBS Radio show, "Arthur Godfrey Time," in 1945. That show continued through 1972, outlasting his significant run as a top TV star.

Godfrey was one of the first radio personalities to adopt a one-on-one, conversational approach to broadcasting, and also gained fame with his unconventional attitude toward commercials, frequently departing from scripts and interjecting personal comments about the quality of the product or the ad copy. Any advertiser annoyance at these practices, however, was stifled by the immense public response Godfrey's folksy style generated; at one point he was credited with bringing in 12% of CBS's total revenues through his radio and TV programs.

Following his retirement from radio in 1972, he was actively involved in environmental concerns, and in 1981 he returned to radio with a three-minute syndicated series. His death came after a two-week hospitalization and an extended period of ill health.

KCCW

Continued from Page 3

KLLS PD Bruce Buchanan added, "While there was the feeling that the previous format had peaked in terms of sales, the growth on the FM has been phenomenal. We're going to make our highly-successful FM A/C format available to those listeners who only have access to AM."

Parker indicated that some AM part-time staff additions will be made.

Stecker

Continued from Page 3

was an awfully hard decision to leave, but the opportunity presented itself with (WSAI-AM & FM GM) Jim Wood and the people there. There's no replacement for me yet at WKHX, but GM Norm Schrott is interviewing and soliciting tapes and resumes from around the country. It's a great job with a great company, Cap Cities. I'll be helping Norm choose my replacement."



NBC Radio's Young Adult Network

NICK LOWE. LIVE. ON RADIO.



Nick Lowe. Extraordinary vocalist/songwriter/guitarist. Superb showman. Live. Wednesday, March 30. In concert with Paul Carrack. Broadcast via satellite from Toad's Place in New Haven. Exclusively on The Source. Nick's lyrical cunning shines throughout his songs—from fast-paced rockers to ballads to Motown impressions. And Paul Carrack joins Nick to rock you with Squeeze's tantalizing hit "Tempted." If you "love the sound of breaking glass," you'll be shattered by "Heart Of The City," "I Knew The Bride," and "Cruel To Be Kind." Plus "Raging Eyes," "Tanque-Rae," and "Wish You Were Here" from Nick's latest album "Abominable Showman" on Columbia Records. **Wednesday, March 30. 11:00 PM EST**



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E/P/A Is Marching Into Spring With The Hits



LOU RAWLS

Epic

"Wind Beneath My Wings"

A/C Chart 24

**CHR
SIGNIFICANT ACTION**

KITE add
WJDX add 28
WNFY add
WSFL add
WSEZ add

WNAM add
KGGI add
KBBK add
WCIR add
WAEV add
WJAD add
FM99 add

D93 add
KTFM 36-32
KAMZ 25
KRGV deb 27
WTIX 35
KROK deb 30
Y103 25-23

WBWB deb 39
WABX-FM
WCAU-FM
Y100
WGCL
KIQQ
KFI

WSPK
WKFM
KITY
KSKD
WJBQ
WERZ
13FEA

WFBG
WQLT
WFOX
WFLB
WPFM
KENI
KSLY
KIST
KCDQ



FELONY

ROCKWORLD
THE NAME SAYS IT ALL

"The Fanatic"

**CHR
SIGNIFICANT ACTION**

WCAU-FM 29-21
WXKS-FM 30
PRO-FM add
KEGL 15-13
WHYT 29
WGCL 23

KIQQ 17
KFI 37-34
KFRC add
WROR add
KITY 33-24
KTSA add
KSET-FM 24-18
WOKI 34-31
WJXQ 30
WERZ 34-31
WOMP-FM 34

KBIM 32-27
WPHD
KHTR
KBEQ
KNBQ
KIMN
WLAN-FM
WKRZ-FM
KTFM
KHFI
WQID

WZZR
WHOT
KYYX
WJBQ
WGUY
13FEA
WKHI
WYKS
KVOL
KISR
KSLY



SAGA

Portrait

"Wind Him Up"

**CHR
SIGNIFICANT ACTION**

**MTV World Video Premiere,
Thursday, March 24th**

WLOL-FM add
KIQQ add
WSPK add
WKFM add

WRCK add
KSET-FM add
KROK add
WABB-FM add
WZZR add
WJBQ add
WIGY add
WJAD add
WHSI add
WPHD deb 30
KEGL deb 39
KITY deb 37
KZFM deb 22
WSSX 20-16

WVIC 27
WJXQ 25-22
WCAU-FM
KMJK
WOKI
WRVQ
Z104
WKDD
WERZ
Q104
WXLK
KCDQ



EDDY GRANT

Portrait

"Electric Avenue"

Just Added to MTV

KMJK deb 19
WKFM add
KITE add 29

WDOQ add
WNVZ add
KCBN add

KYYX
WKTU
WIFI
WABX-FM
WAIL
WGPR

On Your Desk - CARL WILSON "What You Do To Me"

Carlin Records



STREET TALK

The entire record business is talking about the significant changes about to happen at MCA Records. No details yet, but insiders say the rearrangement of personnel could be extensive. Street Talk has heard some very prominent names mentioned as possible new MCA high-level employees.

And while we're talking MCA . . . if you heard that Arista would sign a distribution deal with the Universal City company, you heard wrong. It's the link with RCA that persists through continued denials.

Has Infinity purchased KCBQ-AM & FM/San Diego from Charter? When we talked to Infinity Radio President Mel Karmazin, he said "Nothing has been signed." So, while others say the deal is done, a more accurate report would be that the deal is imminent.

It's on the streets that WLS-AM & FM/Chicago PD Ric Lippincott has resigned because of Steve Casey's appointment as Operations Manager (R&R 3-11). When we contacted VP/GM John Gehron he denied the rumbles, but the rumbles persist.

RKO Radio Sales clients and staffers received a hefty morale-booster at the rep firm's 21st anniversary celebration in New York when RKO Vice Chairman Hubert DeLynn delivered an impromptu address. Basically he reaffirmed the embattled company's commitment to radio and expressed confidence that RKO will win its fight to keep its remaining radio properties (threatened by the FCC's denial of RKO's license for WNAC-TV/Boston).

Vic Faraci, former E/A Exec. VP/Marketing, is headed for a VP position with WB's Nashville Division. He'll be based on the West Coast.

Elroy R.C. Smith has officially become PD at WILD/Boston after having served as acting PD for 60 days. The new WILD Music Director is Charles Clemmons.

KFYE (Y94)/Fresno has done what was rumored several months ago by signing with Transtar. The station will carry the satellite net's programming in all dayparts except morning drive. PD Mike Berlak is staying on, but the entire airstaff of seven, including part-timers, is on the street.

KITS/San Francisco PD Jeff Hunter has named Michelle Meisner as his Assistant PD/MD for the newly launched "Hot Hits" station . . . and speaking of consultant Mike Joseph, depending on who you talk to, Mike's either headed to Los Angeles or Houston next. However, when we contacted him, he had no comment beyond indicating he'd be taking a "four-to-six-week rest" before beginning his next project.

All the industry heavyweights were gathered last weekend for independent promo reps Jack Hakim & Stan Bly's soiree in Los Angeles (3-20). The duo went all out, importing a special chef to prepare the Middle Eastern cuisine. In the kitchen working her magic was Jack's mother Mary.

The long-rumored format change at WHBQ/Memphis (from A/C to News/Talk) is expected to be decided this weekend. More details by next week.

While Jonathon Brandmeier still has a few days to go before returning to the air at WLUP/Chicago (4-1), the new morning team at KZZP/Phoenix (Jonathon's old station) is now in place. Dave Otto joins Brandmeier's old sidekick Paul Talbot, with Natalie Windsor, fresh from WBBM-FM/Chicago, doing news. Now, who will be the next PD at KZZP? Lots of heavy names are being mentioned. It looks like we'll find out the answer next week.

Those in the know say Tampa radio may get competitive again now that Bill Garcia has arrived at WFLA-AM & FM (R&R 3-11). Formatically, the AM should hold status-quo, but heavy odds are for the FM to drop its Beautiful Music format in favor of CHR . . . a format that Garcia has done well with in the past. He put Q105(WRBQ) on the air as a CHR years ago. New calls have been requested for the FM, and if approved the station will be known as WOJC. However, don't forget that Metroplex went up against Scott Shannon's Q105 only to wind up with a new A/C format after the war.

Our apologies to KXA & KYYX/Seattle President Pat O'Day. Last week we mistakenly referred to him as Dan O'Day. Dan, of course, is the publisher of O'Liners and Galaxy . . . Pat is the President of KXA & KYYX.

Pink Floyd claims its new LP "The Final Cut" incorporates the "holophonic sound technique," which, according to the flier included with the album, "produces an all-encompassing three-dimensional presence which results in extraordinary special effects . . ." Interesting? Well, the description goes on to state that these effects cannot be re-recorded. Is "holophonic sound" a new production gimmick, or is it a new technique in the home taping battle? Or is it both?

Is it true, now that Frank Felix is no longer in control at XTRA (AM)/San Diego, that PD Jim Richards is going to dump most of the oldies and gear the station to a more "Hot Hits" musical sound?

Firstcom has wasted no time in requesting new call letters for its recent acquisition from Harte-Hanks. With the FCC's expected blessing, WEZI/Memphis will become WGKX.

Don't be surprised when the next Donna Summer album comes out on Mercury/PolyGram in this country and on Phonogram internationally. The longstanding legal differences between Donna and Casablanca/PolyGram have been settled, with the release of this album through PolyGram apparently one of the conditions of settlement. The new album, due for a May release, is being produced by Michael Omartian. Donna remains signed to Geffen Records for future releases.

J.J. Scott has been upped from MD to PD/MD at WQUA/Quad Cities.

CHUM/Toronto PD Jim Waters and wife Sheila are the proud parents of their first child, Maxine. Congrats.



I EAT CANNIBALS

The Debut Single



from



TOTAL GOELO



WXKS-FM
79Q
195
KHTR
KMJK

WKRZ-FM
KSET-FM
WOKI
KYYX
KHYT

KQMQ
WACZ
WCIL-FM
KCBN



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Contemporary Hit Radio



JOEL DENVER

YOUR COMMENTS IN PRINT

A Look Into The CHR Mailbag

From time to time I get letters commenting on some of the topics covered in this column. Several of the letters I've received lately offered some ideas worth sharing with all our readers.

Small Market Problems Aren't So Big

The first letter comes from Chris Larko, PD at WHUZ/Huntington, IN. It's in response to my February 11 article "Getting a Handle On Small Market Problems." Chris suggests some great ways to "overcome about 90% of the drawbacks" to being in a small market . . . especially regarding record service.

WHUZ

Dear Joel:

I became PD at WHUZ/Huntington, IN in July 1982. The station sits about 25 miles outside of Ft. Wayne and we're penetrated by their signals. When I first joined the station, it had virtually no record service. A little homework and a lot of phone calls found some very cooperative promotion people. At first we had to call for each individual song needed, but after calling these people and mailing out playlists on a regular basis, we not only have regular service from most labels, but also have regular album giveaways.

The work to establish the record service is time-consuming and a little hard on the phone bill, especially in the beginning. But as a result of the effort, our record service now compares to any of the stations in Ft. Wayne.

When it comes to spending money for promotions and equipment, my GM has a corner on the word "no," but he has to. We're struggling to survive in a town of 16,000 people only 25 miles from ten radio stations, four TV stations, and their sales departments.

We've run some very effective low-cost promotions. For example we gave away sample packages of Vegemite and **Men At Work** albums. The total cost of \$15 for the Vegemite, and about \$2 for the phone calls to request the albums. You'd think we were giving away gold judging by the great listener response we got.

I must admit that being this close to Ft. Wayne also has its advantages. The **ABC FM Network** considers us its Ft. Wayne affiliate, and we are the exclusive outlet for the "King Biscuit Hour" in the market. We also get some national buys as a result of our location, and some Ft. Wayne advertisers as well. We're successful in our hometown, and even pull a few numbers in Ft. Wayne from time to time. With a little bit of homework you can overcome 90% of your drawbacks. The hard work does pay off!

Sincerely,
Chris Larko

Echoing Chris's thoughts, the next letter comes from Tom Benson, PD at WHLM-AM & FM/Bloomsburg, PA. Tom offers some specific tips on securing record service. They worked for him and might work for you, especially if you're in a tertiary market.

WHLM • BLOOM RADIO • AM 550KHZ • FM 106.5MHZ
DIVISION • MAGEE INDUSTRIAL ENTERPRISES, INC.

Dear Joel:

WHLM has excellent record service, and I believe there are three reasons why. These three avenues to better record service can be used by any small market station, no matter what the format.

First of all, get your call letters noticed by the record companies and regional distributors. Make sure you mail out a professional-looking music survey or playlist weekly. Years ago, when we had terrible service, I used to dress up (or undress?) our playlist with pictures of pin-ups! I wouldn't necessarily recommend it now, but promotion men sure took notice of our music survey. Many started to call on a regular basis. Remember, nothing sells like sex appeal.

Secondly, make sure the playlist you send is representative of your station, and that it's not a lengthy list. Promo people are wary of long lists. If you indicate you're playing *everything*, promo people will probably think either you have a lot of paper adds, you're building your private collection at home, or the rotation doesn't give proper exposure to influence local sales.

Finally, take the time to nourish relationships. Send cordial letters; take a day to go visit them (promo reps do the same in reverse), and invite them to your station. Promotion people I work with in Philly still make upstate visits, and Bloomsburg is a regular stop for many of them. Thanks to the dean of promotion men, **Matty Singer**, Philadelphia's promotion people have always been the best. More than once WHLM has received calls from stock guys at the independent record distributors who would make upstate calls just to get a foot in the door in promotion. I always took the time to talk to them, and eventually the best of them moved on to the major record companies on a local, regional, and national level. And they will remember you! I hope these suggestions will help.

Best regards,
Tom Benson

Oldies, A Two-Sided Subject

While many CHR programmers feel that oldies have been oversaturating the airwaves (R&R 2-25), there are those who still find them quite useful. One is Q101 (WJDQ-AM & FM)/Meridian, MS Operations Manager Larry O'Neal, who expressed his opinions in the letter which follows.

Q101

Dear Joel:

I enjoyed the article on oldies programming. It was interesting to read the different viewpoints of the programmers you interviewed. Of course, oldies programming is like anything else . . . it depends on the market and the competitive situation.

Here at Q101, we depend heavily on oldies. As a matter of fact, I would bet that we have more titles in active rotation than any other CHR reporter you have. We use these oldies to "broaden our base," and I feel that our heavy concentration of oldies in midday has helped us achieve a 12+ rating of 32.1, and an 18-34 share of over 45! That's something most CHR stations would be hard-pressed to match.

Although we play lots of oldies, we stick with oldies that match the "flow" of the radio station. Junk oldies from the **Osmonds**, the **Sylvers**, **Shaun Cassidy**, and the like would never be heard on Q101. On the other hand, you wouldn't hear us playing **Molly Hatchet** or **Judas Priest** oldies either.

Personally, I'd much rather devote four minutes of airtime to playing "American Pie," "Let It Be," or "Bridge Over Troubled Water" than devote four minutes to playing something at the bottom of "New & Active" that will probably never even come close to being a "Breaker." I have the familiarity of oldies on my side, whereas the programmer who cuts back on oldies and plays more currents ends up playing stuff that will never make it, just for the sake of playing it. What we're doing here may not work in all markets, but it sure works great for us.

While I'm on a roll . . . it seems like all these people on the "New Music" bandwagon could learn something from all those who made the fatal mistake of jumping on the "Disco" bandwagon. New music in itself is not a format, just as Disco was not a format. Both types of music are just different offshoots of contemporary music, and should be treated as such. Trying to build a whole format around them seems rather idiotic.

After all, when "Folk Music" was big, did we have stations all over the country switching to an all-Folk Music format? The same could be said for "Heavy Metal," "Protest" music, or how about an all "Bubblegum" station?

If this keeps up, think of all the possibilities for new formats.

How about a format with just TV and movie themes? How about a "dead rockers" format? Maybe an "all-stiffs" format where we pulled all of our favorites that never made it out of the closet and played them over and over again.

The point I'm trying to make is just how ridiculous this really is. "New Music" is CHR music. If it's a hit, play it. If it stinks, don't invent a new format just so it can get airplay.

Best regards,
Larry O'Neal

The next letter comes from a former CHR broadcaster Ken McCartney. While he's not currently in radio, his views on the subject of burned-out oldies come from past experience.

Ken McCartney

Dear Joel:

Thought I'd put my five cents in about burned-out oldies. With over ten years experience in CHR, I have some definite thoughts I'd like to share with you, even though I left radio last year to pursue some other interests in California and Nevada.

More and more radio budgets are being allocated for research to find out what will keep an audience, or for that matter bring them back. I've worked at stations where oldies were used in a very positive manner. When the research showed how valuable certain songs were, the PD started to play them anywhere from five to as much as nine times a day.

That caused these great oldies to burn out, and actually *decreased* listening spans. The very records that were potential audience generators became boring and/or aggravating. The record that was once "I remember that" turned out to be "not that darn song again." Is our sophisticated research actually leading us backwards? Thanks for the opportunity to be heard.

Best Regards,
Ken McCartney

AM Is Alive And Well

Is music programming on AM a thing of the past? There are many who think so, but some recent AM CHR successes indicate that it's too soon to count AM out. KIMN/Denve PD Doug Erickson shared his viewpoint on the subject.

KIMN

Dear Joel:

It was thoroughly refreshing to read a positive story on AM radio in your column recently (R&R 3-4). I had the opportunity to listen to **79Q** in Houston two weeks ago, and it is an exciting, fun, *up* radio station. However, this rebirth of AM radio should not be surprising; it is not a new invention, KIMN has been winning consistently since 1978 in a market with 38 radio signals, and several competitors on AM and FM as well.

Our demographics are solid in the all important 25-34 cell. While AM radio may never enjoy the "time spent listening" that FM radio has, some of us continue to hold some awe-some cumes. In fact, KIMN's cume is larger now than it was six years ago, even though FM listening has increased dramatically during that time.

Looking at great radio stations like **WLS**, **KFRC**, **KTSA**, **KIMN**, and lots more, it is obvious that AM radio never died. And if I may be so presumptuous as to speak for other AM programmers, we're not about to roll over and play dead. Thanks again for your article on 79Q, and your interest in good radio.

Best regards,
Doug Erickson

PROFITABLE PROGRAMMING DEMANDS THE

STRONG BOTTOM LINE

ONLY COLUMBIA RECORDS CAN OFFER!



PSYCHEDELIC FURS

"Love My Way"



BILLY JOEL

"Goodnight Saigon"



SCANDAL

"Love's Got A Line On You"



CHAMPAIGN

"Try Again"

79Q add
195 add
KIQQ add
KMGK add
KEYN-FM add

WKDD deb 28
KSKD on
WIGY 32-29
WIKZ deb 37

CHR NEW & ACTIVE

WGUY add
WNBC 24-20
WCAU-FM 35-32
HITS96 32-27
WXKS-FM 27
KEGL 34-29
WHYT on
WGCL 24
KMJK 31-28
KNBQ 23-20
KZFM 19-15
KSET-FM 14-11
WJXQ 14
WNAM 17-9
KYYX 1-2
WJBQ 36-30
WERZ 26-22
WISE 24-21
KFMZ 18-10
KCBN 27-23
WSPK 26-23
WKFM 40-38
WTRY 28-25
WRCK 27-26
WHTT on
WPST 35-31
WKRZ-FM 32
WKEE on
KHFI on
KZZB 35-32
KROK on
WJDX 26-23
WABB-FM on
CK101 on
WOKI 36-32
WSEZ deb 32
WCSC 32-28
WSSX on
WNOK-FM on
WRVQ on
WZZR 28-27
Z104 on

WSGF deb 39
KVOL deb 35
WBWB 36-33
WCIL-FM 26
KGHO deb 37
KCDQ deb 39

WBEN-FM 39-20
WPHD deb 27
WCAU-FM
WHYT add
KFI deb 38

CHR NEW & ACTIVE

WHFM 39-38
WPST 29-21
KITY deb 35
WSEZ 35-33
WRVQ deb 34
WNAM add
WIKZ 37-36
WKHI deb 38
WYKS 30-27
KVOL deb 39
WBWB deb 37
KGHO add
KDZA deb 39
WSPK
WKFM
WLAN-FM
Q106
WYCR
WKRZ-FM
KHFI
KROK
WABB-FM
WZYP
WOKI
WJXQ
KSKD
WIGY
WERZ
WFBG
WSQV
WCIR
WISE
WFLB
WPFM
KNOE-FM
KENI
KCDQ

WLLOL-FM add
KYUU add
KZFM add
WZZR add
KSKD add
WJBQ add
13FEA add

CHR SIGNIFICANT ACTION

WSQV add
WCIR add
WKHI add
WISE add
WHSB add
FM99 add
KKQV add
WPHD
WCAU-FM
Q107 deb 23
KEGL
KMJK
KNBQ
KZZP deb 25
WKFM
WPST deb 40
WKRZ-FM
WJXQ 26-23
WNAM
KKXX
WIGY
WERZ 35-30
WOMP-FM 31-26
WZYQ

Z93 deb 19
FM100 30-21
Z102 34-24
WSGF 24-19
KIQQ 30-27
KFRC deb 35
KITY deb 36
WSFL 32-28
KQMQ deb 36
Y100 add

CHR SIGNIFICANT ACTION

WSPK on
KTFM add
KITE add
WBBQ add
WNOK-FM add
WJBQ add
WERZ add
WAEV add
WFOX on
WISE add
WFLB on
KILE add
KISR on
WCIL-FM add
KCDQ add

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TODD RUNDGREN



Motion

Russ Carlton joins **MAGIC 106/Los Angeles** as News Director . . . **Y94/Fresno MD John McCorkle** is out due to the **Transtar Satellite** and is looking for a CHR-AOR slot in the west, so call him at (209) 227-3769 . . . **Tom Fricke** is named PD at **KYTN/Grand Forks** . . . **KQWB/Fargo PD Wayne Hiller** is upped to VP/Programming, and **Craig Roberts** is now PD . . . **John Purdy** promoted from part-time to Assistant PD at **KIHK/Davenport** . . . **Donna Virden**, a/k/a **Christie Springfield**, is new to overnights at **WCAU-FM/Philadelphia** from **WAYVAtlantic City** . . . **Brian Logan** is upped to MD at **WNFY/Daytona Beach** . . . **KGGI/Riverside-San Bernardino** has boosted **Craig Hubbs** to the MD chair . . . **WFBG/Altoona** brings in **Dana Lynn McIntyre** to do news.

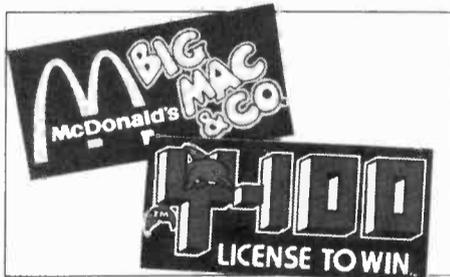
Night rocker **Tom Chase** is now the Assistant PD at **Q103/Denver** . . . **Freddy Mertz** (still looking for **Ethel**) is alive and well at **Q99(WQMV) Jackson, MI** doing mornings and promotion director . . . **KKRC/Sioux Falls** promotes **Jim Schaefer** to Promotion Director . . . **Don Christy** ascends to Research Director from weekends at **WPFM/Panama City** . . . **Bill Pasha** has been named Music Coordinator at **WGUY/Bangor** . . . **WIBC/Indianapolis** loses **Bob Simpson** to afternoons at **KIMN/Denver** . . . **David Cole** is new to mornings at **94Rock(WAYU)/Lewiston, ME** . . . **Roy Harnish** exits the News Director chair at **WEBC/Duluth** for a slot out of radio, and **Marilyn Butler** takes over as news department head honcho.

A new staff lineup at **WKBW/Buffalo**: **Danny Neaverth** mornings, MD **Jon Summers** middays, **Tom Shannon** to afternoons from **CKLW/Detroit**, **Chuck Lakefield** nights, and **Trich Mattimore** overnights.

Bits

● **HITS-96/Pittsburgh** is holding the "\$96,000 Sweepstakes." The station is calling out names from the phone book and cards received. Listeners hearing their names have nine minutes and six seconds to win a minimum of \$1000 cash. PD **Cary Pall** reports at least one winner a day since the contest hit the air.

● **Q107/Washington** recently staged "Hot Tub Tuesday," which made a big splash with its listeners. The station, in conjunction with the Making Waves hot tub locations, offered free dips in the warm bubbling water between 3pm and 9pm that day at any of the three outlets. During the six-hour hot tub freebie, 1143 listeners took advantage of this relaxing promotion.



● **Y100/Miami** is cranking up the 1983 version of the "License To Win Promotion." The bumper sticker (pictured) is available at McDonald's and makes the driver displaying it eligible for a share of over \$50,000 in cash and prizes, plus the chance to claim the grand prize: the official pace car of the Budweiser Grand Prix of Miami, an RX-7, worth \$15,000.

● **KTFM/San Antonio** launches "KTFM-TV" on cable channel 29 with hosts PD **Joe Nasty** and **Art Garza**. The two will show video clips of hot acts and provide commentary and artist news to go along with the visuals. Interestingly enough, the show will air twice a day, seven days a week, at 6pm and midnight. Joe says the show will reach a large chunk of viewers, as 60% of the market is wired for cable.

● **WNFY/Daytona Beach** and **Sea & Ski** are presenting the **Beach Boys** in concert at **Dayton's Memorial Stadium** on April 2 for free. 15,000 seats will be available for an on-air giveaway or through participating merchants.

A Look Into The CHR Mailbag

Continued from Page 22

We've All Been There Before

This next letter doesn't concern formats or ratings; it concerns something many of us have faced in the past or will face in the future — unemployment. Please consider the thoughts of veteran broadcaster **Rich Robbin**.

RICH ROBBIN

Dear Joel:

I want to thank you for the time and effort in passing on information about openings to me from time to time. Most people forget the abject horror of being unemployed at age 39 after over 24 years in this business, only to sit back for five and a half months to face the untruths and lack of candor I've heard. It's disheartening.

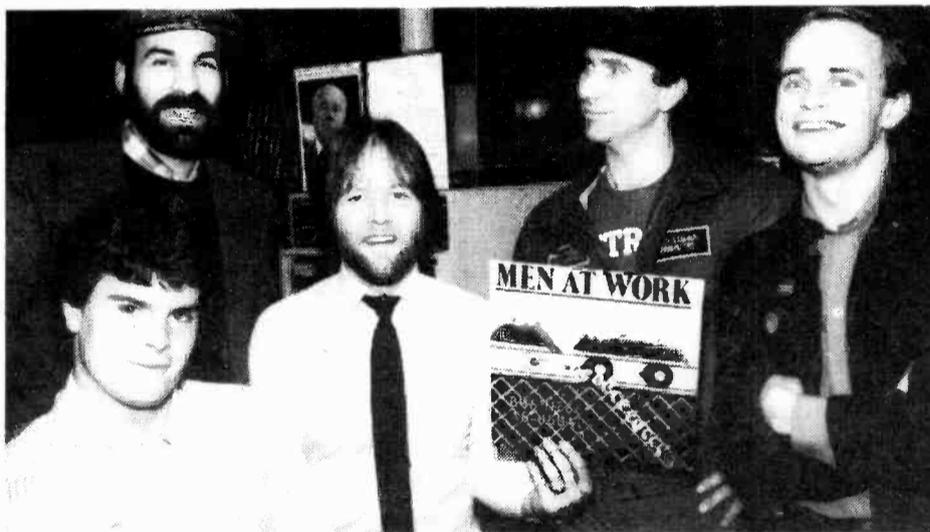
Let me share a recent experience with you. I've been jerked around by a couple of noteworthy stations in California for over two months about a job. I've been getting strung along with promises of interviews, callbacks, etc., and both jobs have just gone poof into thin air.

Many people forget (when they are working) what it's like to sit with no money (all of it having been exhausted through living expenses and job searching), getting phone calls from creditors, wondering how the next house payment is going to be made. To make matters even worse, it's hard to sell a house in this type of economic climate. All of this is made incredibly difficult by our "brothers" in the business who don't have the common decency to say, "Sorry, I can't use you" so you can go on searching out some other possibilities. Candor, man . . . a little straightforwardness and feeling for the other guy.

It would really be neat to see a hard-hitting editorial in the paper regarding stations who "play around" with unemployed people.

Thanks for your help and courtesy,
Rich Robbin

Rich, I don't think I could have said it any better than you did!



WE'RE WORKING MEN — With a Grammy under their belts, Columbia's *Men At Work* stopped into 94Q/Atlanta for a visit to continue promotion for their "Business As Usual" album. Shown (l-r) are Columbia rep **Alan Orem**, 94Q PD **Jim Morrison**, and a couple of the Men: **Colin Hay** and **Greg Ham**. Pictured in front is CBS College rep **Dan Venable**.



THE RED ROCKER ROCKS TEXAS — *Geffen* recording artist **Sammy Hagar**, also known as the "Red Rocker," recently completed the Texas leg of his tour and invited the folks from **KRIG/Odessa** to stop backstage for a visit. Pictured (l-r) are weekender **Jim Young**, midday personalities **Jim Scott** and **Kelli Montgomery**, Hagar, weekender **Susan Wise**, and Promotion Director/morning man **John Welch**.



LE ROUX AT HOME IN LOUISIANA — **KNOE-FM/Monroe, LA** played host to hometown favorites *Le Roux*, along with **BOC**, for a sellout concert. After the show, *Le Roux* entertained some of the **KNOE-FM** staff backstage. Shown (l-r) are group's **Jim Odom** and **Fergie Frederiken**, **KNOE-FM** personalities **Woolie Bullie** and MD **Sam Shea**, *Le Roux's* **Leon Medica**, the *Unknown Disc Jockey*, and group member **Tony Haselden**.

Station Profile



G100 (WKRQ-FM)/Mobile, AL

P.O. Box 160587
Mobile, AL 36616
(205) 479-5555

Owner: **Kenneth R. Giddens**
Rep: **Katz**

VP/GM: **Rocky Reich**
PD: **Jim Mahaney**
MD: **Scott Griffith**

99.9 mHz
100,000 watts

"**WKRQ-FM**, known to radio listeners as **G100**, has been the Gulf Coast's contemporary leader since March 1978 when it went live, putting FM in vogue for the first time in the area. With our massive signal, the station covers major portions of Alabama, Mississippi, and the Florida panhandle.

"Our mass-appeal format combines CHR music, both new and old, with the market's best-known personalities and such features as color radar weather, sports and traffic in-



Jim Mahaney **Scott Griffith**

formation. Our listeners can tune in for what they need to know, when they need to know it.

"The market's longest running contest is G100's 'Cash Call,' which has handed out over \$30,000 so far. We take such annual events as the 'Summer Beach Patrol' and make them special with great prizes and the chance to meet our jocks. G100 backs its programming year-round with big-budget promotions and support both on and off air. That way, listeners can constantly see and feel G100.

"We are very proud of our civic and charitable involvement, which goes far beyond public service time and announcements. Frequent public appearances by our airstaff and the co-sponsorship of such events as the March Of Dimes Walk-A-Thon annually brings 10,000 active walkers to the streets. G100 is known for being in on what happens and being totally involved with Mobile."

—**Scott Griffith**



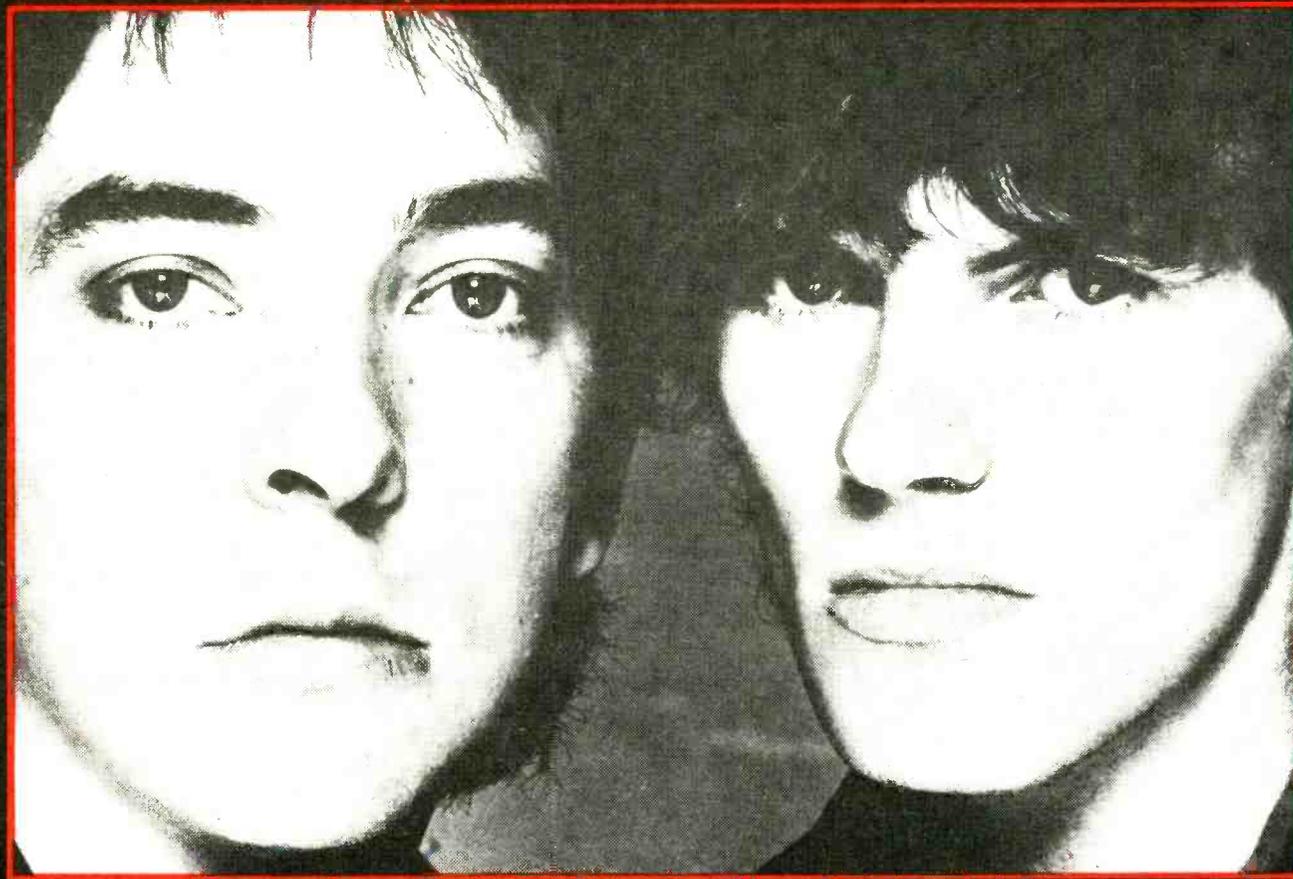
KIHNTINUED BACKSTAGE — **KREO/Santa Rosa** was involved with a **Greg Kihn Band** concert recently, and took some winners backstage to meet Greg and the band. Shown (l-r) are **Kihn**, a very happy winner, **KREO** afternoon rocker **Mark Todd**, and **Elektra-Asylum's Corey Connery**.

The Music Section

CHR's Most Accurate Music Information

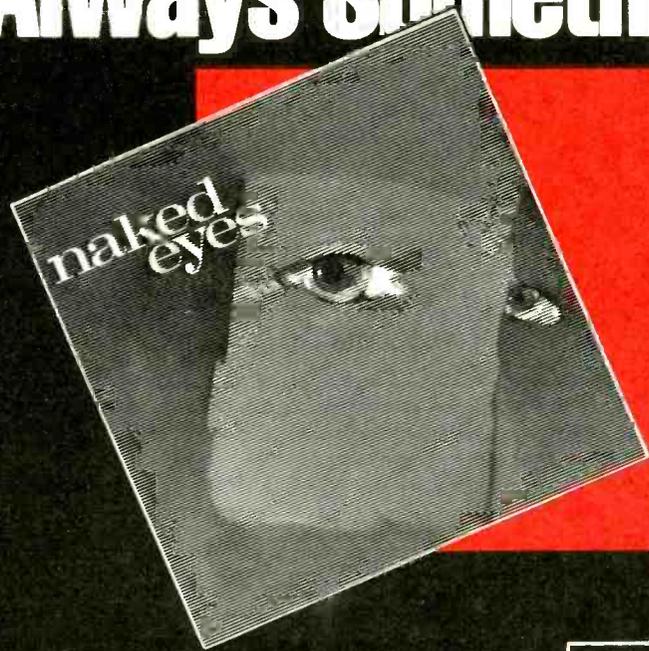
P1 Playlists . . . See Page 49
Adds & Hots . . . See Page 51
Parallels . . . See Page 53
New & Active . . . See Page 62

naked eyes



B-8155

"Always Something There To Remind Me"



**From the album,
Naked Eyes.** ST-17089

Produced by Tony Mansfield.

Management: Jeb Hart and Bob Hinkle—Kragen & Co.
New York.

CHR NEW & ACTIVE

This Weeks Adds:

97/22

KAFM
Z93
WHYT

Q106
KITY
B97

WBCY
WCSC
WNOK-FM

WEBC
KEYN-FM
WNAM

KQKQ
WFBG
WYKS

KNOE-FM
WAZY-FM
KRNA

KFMZ
KSLY
KBIM
KCDQ



Available on EMI America Records and High-Quality XDR Cassettes.

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ULTRAVOX

A WORLD CLASS ACT



"REAP THE
WILD WIND"

the sensational new single
from the album

QUARTET

CHR ACTION:

WXKS-FM
KEGL
WLOL-FM
KYUU
KMJK
WKFM
WKRZ-FM
WZZR

WJXQ
KYYX
KHYT
WACZ

WKHI
WJAD
WISE
WHSL

WGLF
WYKS
KKQV
Q101
KCBN
KBIM
KCDQ



Chrysalis
Records & Cassettes

the single VS4 42687
the album B6V 41394

Produced by George Martin

CALENDAR



BRAD MESSER

Some Company For Cynical Reporters

If Vietnam and Watergate didn't completely erase unquestioning public trust in official statements, Three Mile Island went a long way toward completing the rubout.

America's worst nuclear incident four years ago (3-28-79) didn't kill anyone or cause serious injuries, but the official statements to the various news media and the public at the time definitely left a widespread fallout of extreme skepticism.

"The experts, the people in the know," recalls Middletown, PA Mayor Robert Reed, "especially the owners of the plant, told some lies as far as I was concerned, dealing with the release of radiation."

Although the overheated reactor eventually cooled down, not all the people in the TMI area have. Sleeping pill use more than doubled and tranquilizer sales increased nearly 90%. The state's Epidemiology Director, Dr. George Tokuhata, reported infant death rates did not increase enough to be statistically significant, nor did overall cancer rates, but Mayor Reed says, "I have a tendency not to believe these people because all through the accident, the rumors and innuendoes and lies that came out . . . people have a tendency not to believe!"

The reactor is still out of commission. "They intended to restart Unit-1 a number of months ago," laments Reed, "and in rechecking the plant they found something like 40,000 corroded tubes. Now this was a very frightening thing to think that GPU was going to restart Unit-1 and then all of a sudden they found these corroded tubes, and what's on the people's minds at this point is, are there still some hidden problems? When they start the unit up again, will these problems crop up and will we be faced with another catastrophe?"

Pretty skeptical huh? Reporters can spend years developing the kind of pervasive suspicion that demands every "fact" be confirmed. What does it get us? We end up being typecast as cynics. But no longer lonely cynics: TMI obviously gave us a lot of company.

Three Mile Island

MONDAY, MARCH 28 — Three years ago today it looked as though the prime interest rate might keep climbing forever: in its 12th increase in three months, the prime rose to 19.5%. During the same week, the silver price collapsed to the \$10-an-ounce level, from its previous astronomical high of just over \$50.

The reactor overheated at Three Mile Island four years ago today.

Full moon tonight, and nothing romantic about the traditional name for this one: it's the full Worm Moon.

Rick Barry, the 1966 NBA rookie of the year, is 39. Country musician Charlie McCoy is 42. Political scientist Zbigniew Brzezinski is 55. Actor Dirk Bogarde is 62.

Things Go Better With

TUESDAY, MARCH 29 — The first batch of Coca-Cola was brewed 97 years ago today, allegedly in a vat over a fire in a backyard in Atlanta. John Pemberton created Coke as a hangover cure and headache remedy, advertising it as "a brain tonic and intellectual beverage."

The last American combat troops left Vietnam in 1972 (although we continued bombing Cambodia).

Niagara Falls completely stopped in 1848 when ice jams blocked the Niagara River.

Football pro Earl Campbell is 28. Basketball vet Walt "Clyde" Frazier is 38. Former first brother Billy Carter is 46. Pearl Bailey is 65.

Alaska Land: Two Cents An Acre

WEDNESDAY, MARCH 30 — Uncle Sam closed the deal to buy Alaska from the Soviet Union in 1867, amid criticism that America was paying an exorbitant price for land the nation didn't need in the first place. The purchase price of \$7.2 million in gold worked out to slightly less than two pennies per acre.

The pencil with an attached eraser was patented 125 years ago today.

Eric Clapton is 38. Warren Beatty is 45. Two successful painters were born on this date, Francisco de Goya (1746) and Vincent Van Gogh (1853).

Electric Lights Fool Chickens?

THURSDAY, MARCH 31 — When Wabash, IN became the first community to be lit by electric street lights on this date in 1880, some local pessimists were afraid the chickens would stop laying because they wouldn't know night from day. Old newspaper stories indicate the optimists speculated light at night would trick the corn into growing twice as tall.

Actor Gabe Kaplan is 38. Richard Chamberlain is 48. Shirley Jones is 49. Hockey legend Gordie Howe is 55. Labor organizer Cesar Chavez is 56. Others born on the 31st have included the first black world heavyweight boxing champ Jack Johnson (1878), and the chemist who discovered spectroscopy, Robert Bunsen (1811), for whom the laboratory Bunsen burner is named.

April Fools' Day

FRIDAY, APRIL 1 — On this April Fools' Day we begin the months known for "April showers that bring May flowers," but Frank Quinlan of the National Climatic Data Center notes, "April is *not* the month with the *most* precipitation in any region of the United States."

Tiros-1, the first weather satellite, went into orbit 23 years ago today in 1960.

Ali McGraw is 44. Debbie Reynolds is 51. Jane Powell is 54. *Tomorrow* (4-2) Leon Russell 42, Marvin Gaye 44, and Sir Alec Guinness 69. *Sunday* (4-3) Tony Orlando 39, Marsha Mason and Wayne Newton 41, and Marlon Brando and Doris Day 59.

BRING HOME A 6-PACK OF HIT MUSIC FROM



JARREAU "MORNIN'"

A/C CHART 21-13

BLACK CHART 15-6

ONE OF THE "MOST ADDED" CHR

WKBW 30-25	KBEQ add 38	WFLY add	KBFM add	WRQK deb 29	WGLF add
WBEN-FM deb 15	KIQQ on	WROR add	WTIX deb 32	WCSC add	KQIZ-FM add
WNYS add	KFI add	WPST add	WFMF add	WANS-FM add	Q101 add
WCAU-FM on	KNBQ add	WLAN-FM add	WJDX 29-26	WNOK-FM add	KVQL add
B104 add	KIMN add	Q106 deb 29	94TYX add	WRVQ add	KNOE-FM add
Z93 add	Q103 add	WKEE deb 40	WHHY-FM 30-27	KLIK add 26	KKLS add
94Q on	KZZP add	KTFM add	Y103 21-19	KMGK add	WSPT add
Y100 add	WKFM deb 30	KITY deb 40	CK101 add	KEYN-FM add	D93 add
WHYT add	WHFM deb 34	KITE 30-26	FM100 23-15	WNAM deb 28	KWTO-FM add
			KX104 add	WKDQ 30-27	KGHO add
			WOKI add	WKDD 28-23	KOZE add
			WQUT add	KO93 add 34	
				WXLK add	

Produced by JAY GRAYDON Associate Producer: TOM CANNING

ZZ TOP "GIMME ALL YOUR LOVIN'"

WPHD add	KITE add 27	WOKI on	KBBK add	WHSL add	99KG on
WCAU-FM add	KITY on	WCSC add	KSKD add	WFLB add	KDVV deb 33
KEGL deb 40	KZFM on	WSSX add	WJBQ deb 37	WPFM on	KBIM deb 40
WBBM-FM add 38	KBFM add	WVIC on	WIGY on	KKQV add	KCDQ on
KMJK on	KZZB add	WJXQ 31-27	OK100 add	KILE add	
WKFM on	KROK add	KMGK add	WERZ on	KQIZ-FM on	
WHFM add	WQID on	KZ93 add	WFBG on	Q101 on	
WRCK add	WABB-FM add	WNAM add	WZYQ add	KVOL on	
WKRZ-FM add	G100 on	WZPL on	Q104 add	KNOE-FM add	
WKEE add	WZYP add	WKDD add	WQLT on	KISR on	
KTFM deb 40	WSKZ on	KHOP add	WISE on	WBWB add	

Produced by BILL HAM



A Lone Wolf Production

JOHN ANDERSON "SWINGIN'"

79Q 2-1	WSFL 10-5	KIQQ on	WSEZ 22-13	WJBQ 35-15	KGHO add
Z93 1-1	WCIR 9-5	XTRA 22-21	WCSC 18-13	WACZ 30-22	KIST add
94Q 2-2	WQLT 3-3	WROR 31-25	WNVZ 26-17	WERZ add	KBIM 37-30
94 TYX 1-7	WAEV 3-1	WKEE add	KLIK add 31	13FEA add	KDZA add
KXX106 5-2	Z102 9-1	KTFM add 31	KMGK add	WZYQ deb 30	
WDOQ 1-1	WCGQ 1-1	KTSA 21-15	KRAV add	WFLB 8-6	
WNFY 9-1	WSPT 6-5	KITE add	WNAM deb 24	WGLF 19-11	
WBBQ 5-1	WCIL-FM 1-1	WFMF 21-17	WKDQ add	KILE 32-24	
KX104 1-1	PRO-FM on	WQID 14-8	KHOP deb 29	KKXL-FM 32-23	
WBCY 5-3	I95 22-18	BJ105 23-20	KJRB 20-17	KFYR 19-14	
	WHYT 19-18	WOKI 14-12	KBBK add	KDVV 16-14	

Produced by FRANK JONES with JOHN ANDERSON

GERARD McMAHON "COUNT ON ME"

KMJK add
WXKS-FM on
WKFM deb 40
KITY on
WBBQ on
WDCG add
WANS-FM add
KHOP add
KSKD add
KHYT on
WJBQ on
WIGY on
WERZ on
WHSL on
KVOL on
KBIM add
KCDQ add



Produced by GERARD McMAHON and MICHAEL OSTIN

PATTI AUSTIN "EVERY HOME SHOULD HAVE ONE"

WCAU-FM 40-30	KBBK deb 30
WLOL-FM 34-28	KSKD 40-37
KIQQ 34-30	KHYT deb 27
KFI add 39	KQMQ on
KFRC 39-36	KIKI on
KYUU add	WJBQ on
KMJK 38-36	WGUY on
Q103 on	WTSN add
WSPK 29-24	WERZ add
WHFM add	WQLT on
WROR add	WFLB deb 36
KROK on	KNOE-FM on
Y103 add 26	KENI add
WCSC on	KBIM on
WZZR on	KCDQ on

Produced by QUINCY JONES for



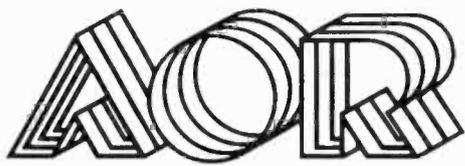
Manufactured and Distributed by Warner Bros. Records

MODERN ENGLISH "I MELT WITH YOU"

WCAU-FM	WCSC
WXKS-FM	WZZR
79Q	KMGK
KEGL	Z104
I95	KYYX
KMJK	WSQV
WHTT	WISE
WKRZ-FM	WHSL
KITY	WGLF
KSET-FM	KCBN



Produced and Engineered by HUGH JONES



JEFF GELB

Parikhal's Prognostications

One of the most popular AOR columns of 1981 detailed the predictions of John Parikhal of Joint Communications Inc., a Canadian-based research and consultation firm. The company does research for the Burkhardt/Abrams/Michaels/Douglas firm, along with work for other radio formats, TV stations, and record companies. Through focus groups, quantitative research surveys, attitudinal studies, and music testing, Parikhal has become an excellent barometer of public opinion on emerging cultural trends. In our last conversation in print, he correctly predicted trouble for stations relying on commercial-free programming, and wisely warned against improper uses of audience research. This time around, Parikhal tackles some of AOR radio's major current concerns, with surprising insights and predictions.

New Audiences, New Musical Styles

Certainly the primary topic on the mind of AOR programmers these days is modern rock: where did it come from, and how to react to it on the air. Parikhal offered this explanation for the origin of modern rock as a musical trend: "For the first time since World War II, the 12-17 cell is not a part of the 'baby boom.' They're looking for their own identities now, and that's one of the reasons why they're forming their own musical tastes. They're young enough that they have never heard or been influenced by the music of their older brothers and sisters. They may not find their own style and end up reverting to what was happening before, but they're certainly looking." Parikhal pointed out, however,



John Parikhal

"There's been an over-reaction to new music."

that modern rock is not just popular with teens. "It's popular to a huge demographic spread, from 12-34, but it's really a song-by-song situation.

"We can only go so long without something new in our culture. This is the culture of the hula hoop, the pet rock, and the mini-skirt. In music, it might be the Beatles, disco or Motown — we're always looking for something new. A lot of the new rock gives you something you haven't heard lately."

He continued, "Another reason for the growth in popularity of modern rock is because of the maturing of its bands; we no longer have the Sniveling Shits singing, 'Pee On Your Mother.' We now have bands writing popular songs that relate to people's lifestyles. For example, paranoia music seems very popular and relevant this year. The world is changing so fast, producing everything from new technologies to unemployment — these factors give birth to songs like 'Do You Really Want To Hurt Me,' or 'Who Can It Be Now.'

"TV will reshape radio programming . . . radio will have a hell of a problem reacting to it."

"The mainstream rock acts got into trouble because they became 'soundalike' bands. We were finding a lot of research results that showed people saying, 'This sounds like . . .' or, 'It's not bad.' When something sounds like something else you're in trouble, and when something is not bad that also means it's not good."

Heavy Metal Poisoning?

On the other hand, according to Parikhal, the emergence of modern rock does not mean the end of heavy metal. He explained, "My working definition of rock and roll has always been 'music to kill your parents by.' Once their parents like it, kids have to find something they don't like. Today's parents are smoking reefers, tooting cocaine, and listening to the Beatles. You can imagine how that goes over with a 15-year-old. That's why they go for the limits of outrage: Ozzy Osbourne biting the head off a dove; you know your mom and dad are never going to go for that, no matter what. The best heavy metal will still get airplay and sales.

"I think the '80s will be a reflection of the '60s' mods and rockers, with teens lining up on two sides: one for heavy metal, and one for the new music of groups like Soft Cell and Haircut One Hundred."

This could foreshadow trouble for the AORs that try to have it both ways musically, according to Parikhal. "The heavy metal long-hairs are very freaked out by what's happening; they find the music changing too quickly. These people can be integrated into new music so long as that music still includes the kind of driving guitar sound with which they're comfortable. In the meantime, we may see AOR split into two camps in the near future, one leaning more towards new music, the other toward traditional AOR, which will fragment the AOR audience even further."

The Dangers Of New Music

He warned, however, "There's been an over-reaction to new music. Although I think it's an important radio force, it's one that should be integrated into the music mix very carefully." That statement might seem odd for a researcher working with the Superstars stations, many of which recently switched to as much as 80% current product. "That's their decision," Parikhal said, "and we don't always agree on everything. I have the greatest respect for Lee Abrams, and it may work for him. It will probably bring in new listeners while losing others. It really depends on the market —

Future File: Promoting By Computer

No discussion of the future of radio would be complete without mentioning computers. In San Jose, KOME PD Les Tracy is already experiencing success tying-in computers to KOME promotions. He explains, "I have a microcomputer at home, and a device called a modem that allows me to dial a number on my phone and hook up my computer to another one through the phone lines. This gives me access to a number of computer 'bulletin boards' that enable computer users to leave free messages for others to access.

"A local computer store offers one of these bulletin board services. I dialed it one day and discovered that they'd put their own message on it, mentioning their sponsorship of the 'National Lampoon Radio Hour' on KOME. When I found out that this message was being read by about a thousand people over one weekend, I realized that the board was a great place to advertise various promotions. On a regular basis, I'm now putting in messages about upcoming KOME events. For example, I've put a message on there about our new music hour on Wednesday nights, and then invited the people who accessed that message to leave their requests for the new music hour on the board. The response has been incredible."

Les reflects, "Right now, about 4% of American homes have computers. It seems to me that, just as everyone now has a TV set, sooner or later everyone will own a home computer. It's going to be a whole new world, and we want to be part of it. These messages are just giving us a little head start."

80% new and 20% old may be exactly right for some markets, while others require slower integration of new music."

MTV And Rock Videos

TV exposure of rock videos is often credited as having given new music a gigantic shot in the arm, and Parikhal agrees, predicting, "TV will reshape radio programming. Between all the music-oriented shows, people will be exposed to a lot of new music they haven't seen or heard before. Radio will have a hell of a problem reacting to it. They can't add everything people are watching on MTV — how many tracks deep can they go on Adam Ant? The videos may look great, but you can't see the videos on the radio."

Rock videos will also affect the careers of those artists starring in them, according to Parikhal. "Take Culture Club as an example: we researched the band and found they had great appeal to 25+ listeners who real-

"My working definition of rock and roll has always been 'music to kill your parents by.'"

ly loved the music. Then they saw the band's video and freaked out; they couldn't quite deal with the band's image. After seeing the video, they assumed that 'Do You Really Want To Hurt Me' was an aberration, so they were no longer interested in buying the album. So, incorrect use of videos may hurt careers as much as good ones may help them."

Right And Wrong Research

Parikhal is also fearful of the harmful effects of what he termed misused research. "Cheap research is going to hurt. People reacting to incorrect research have already made some very bad programming errors. For instance, callout research, along with the growth of what I call 'copy-cat consultants,' has done a tremendous amount of damage to the gold lists of AOR stations, burning out these staple songs much faster than they should have been, because everyone ended up playing the same music. If you hear a song once every three weeks, that's one thing; if you hear it twice a day it can quickly burn out forever for you. Because these stations were using research that really wasn't very good, they ended up killing the goose that laid the golden egg; they burned out the oldies."

On the other hand, not all research is bad research; in fact, according to Parikhal, some research is imperative: "It's more

important to be right with new music choices than ever before. A lot of the music that tested well in callouts was acceptable because it wasn't threatening; it was kind of background-sounding. But some of this new music could hurt you, because it's part of a dance phenomenon. It makes research more important than ever, but callouts won't work, because those can't test new music. So we'll have to go back to the things that worked for us five years ago, which is a consensus of requests, singles sales, trades, call-back cards — those old tricks."

Also on the horizon, as Parikhal sees it, is non-music-oriented research. "Behavioral lifestyle research for sales departments will have huge potential over the next few years if it's used properly. More than ever, it's imperative to find out who's buying what. We use quantitative surveys to determine the lifestyle habits of our stations' listeners; for example, what clubs do they go to, what shopping malls do they frequent, etc. This information is useful on so many levels: sales, promotions, and music research, for starters."

Formats Of the Future

Looking ahead, Parikhal commented on the future of AOR radio. "There's only one thing worse than being behind the times, and that's being ahead of the times (by more than about 60 seconds, anyway). KROQ was ahead of its time for a long time. Eventually the times caught up with it. But people are forgetting that it took three years for KROQ to make its music familiar to listeners. You plop that format in the middle of nowhere, and nine times out of ten, people will say, 'Huh?' It's akin to the Disco format situation. I think some of the best elements of a KROQ format will work for everyone, but the rest of it you can just blow off."

"In Canada they rate 7+, so we get to see what 7-11 year-olds are doing. We've noted that 9-year-olds are into rock videos more than 29-year-olds are. So I think that hit-oriented AOR will really score well with pre-teens and teens, while 'semi-hit' AOR radio will score well 25+. One of the reasons high repeats work for teens is that they don't have a lot of money, and they do have a lot of time. They also have no gold universe. So they listen to radio a lot and create their history. When you get older, high repeats don't work as well. I believe 16-25 will become the core of the AOR station that chooses to integrate new music."

John Parikhal's record for correct predictions is solid, so his comments are of particular importance. Will John's predictions this year come true? As always, only time will tell . . .

STEVE MILLER — B A N D —

LIVING IN THE U.S.A.

B-5223

**MILLER'S MAGIC COMES ALIVE
WITH THIS PREMIER SINGLE**

**FROM THE ALBUM
THAT CAPTURES HIS GREATEST HITS IN CONCERT
STEVE MILLER BAND
LIVE!**

HIGH QUALITY
XDR
RECORDS

ON RECORDS AND HIGH QUALITY XDR CASSETTES

Capitol
RECORDS

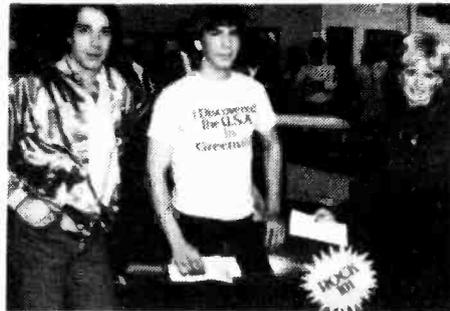
EVOLUTION

Rick Allison resigns as PD of WPLR/New Haven but retains his airshift; GM Chris Kampmeier assumes Acting PD title. Joining WPLR from WCCC/Hartford is Lich for nights, replacing Joe From Chicago who goes part-time . . . Tom Evans joins WQDR/Raleigh as PD . . . Mark McEwen exits mornings at WAPP/New York for airwork at WNEW-FM/New York . . . Paul Michaels exits as MD of WEZX/Scranton for airwork at WXCS/Hagerstown . . . Mark Thompson is upped to Promotions Director at WLPX/Milwaukee . . . New to late-nights at KWK/St. Louis is Jeff Cochran from WCKO/Miami, while Carole Cole exits KWK for freelance production Grace Urbaitis joins WAPP/New York from WCOZ/Boston as Promotions Director; John Lassman moves into the Asst. Promotions Director slot . . . Dave Walton returns to WKDF/Nashville from neighboring WJYN for afternoon drive . . . Geoff Babb joins WIMZ/Knoxville from WKDF for nights as Sherry Reed exits WIMZ . . . Jeff Anderson is new to KICT/Wichita for nights, and Steve Doocy joins KICT as morning show co-host . . . WQDR/Raleigh hires

Peter Delloro from WDBS/Durham for mornings . . . KILO/Colorado Springs appoints Greg Thomas as Promotions Director as Hazel Parker exits. New to KILO is Stu Smoke for overnights . . . Dave Dworkin joins KDWB-FM/Minneapolis for part-time airwork . . . Ted Edwards is appointed Asst. PD at KGB-FM/San Deigo.



I PLEDGE ALLEGIANCE... — The familiar image you see adorning a flagpole is enough to make any Cleveland rock and roller salute: it's a WMMS flag being flown on "Buzzard Day," declared recently by the Cleveland mayor after WMMS was voted radio station of the year by the readers of Rolling Stone.



COOKIN' CAMARO — To publicize WAIM/Greenville's change in calls to WCKN, the station held a contest that awarded its winner a specially emblazoned "Rock 101 Cookin' Camaro." Pictured at the presentation (l-r) are WCKN air personality Rick Woodell, winner, and unidentified promotion participant.



KILROY WAS THERE — Tommy Shaw of A&M's Styx was a recent interview guest at KMET/Los Angeles, where he entertained air personality Denise Westwood with some impromptu guitar picking and interview comments on the air about the band's latest album and concert tour.



BI/AMIN? — This intriguing lineup does not advertise a new wrinkle in AOR consultants, but shows (l-r) Lee Abrams, Lee Michaels, Randy Newman, and Jon Sinton partying together at the recent Superstars meeting in Orlando, where Newman personally introduced his latest WB album, "Trouble in Paradise," to client stations.

AOR Reporter Profile

KMJX/Little Rock
11300 Rodney Parham Rd.
Little Rock, AR 72212
(501) 224-6500

OWNERS: Coastal Communications Ltd.
GM: Dick Booth
PD: Tom Wood
MD: Sandi O'Connor
REP: Hillier, Newmark, Wechsler & Howard
FREQUENCY: 105.1
POWER: 100,000 watts

"Magic 105 understands our place in our listeners' lives. Of course, music is #1 in the station's sound, but a close second is our natural, timely, fun approach to being Little Rock's only rock and roll outlet. When people turn on Magic 105, they know whatever they hear will be geared to their lifestyles: the subjects the jocks talk about, the news we cover, the events we sponsor, and the music we play. Bringing the music and the stars up close and personal is a big part of how we've developed a consistent image for Magic 105. That consistency has paid off, in a five book trend 2.5-9.3 12+. Promotions would be impossible without the tremendous help of MD Sandi O'Connor and the record companies.

"Selection of current music is based largely on the idea of reflecting the tastes of the Little Rock listener, and turning them onto something new without trying to dictate their tastes. In these days of research, computers and consultants, we try not to lose sight of the people, and how their feelings influence what's hot in Little Rock. To put it simply, play what the people want to hear, and they'll listen to you. We give hot currents a high level of exposure, probably more than most AORs. I figure, if you're going to play it, play it! The format breathes enough now to allow for some spice with the meat and potatoes, like Beatles albums every Friday at noon, artist visits in the studio, and lots more.

"We've got Little Rock residents convinced that we're just like them; we're just on the radio."
—Tom Wood

COMING NEXT WEEK: Modern music — is it a boon, or the bane of AOR radio? Just when you think you've read everything there is to say about it, consultant John Sebastian enters an impassioned plea for AOR radio to temper its current enthusiasm for modern rock before it spells the format's doom — or so John fears. Read John's comments and new music advocate Lee Abrams's response next week.



DEXYS COME ON STRONG — Mercury/PolyGram's Dexys Midnight Runners recently headlined a concert in New York, after which the band was feted by local media. Pictured (l-r) are PolyGram Rock Dept. Senior VP Jerry Jaffe, band's Kevin Rowland, WLIR jock Nancy Abramson, WBAB MD Ralph Tortora, PolyGram's Sue DeBenedette and Linda Walker.



FIVE IN A ROW WINNER — Since October, KSJO/San Jose has promised listeners at least five songs in a row without commercials or \$5000 to the first listener who caught them in a shorter music set. The inevitable finally happened in January, making a local resident \$5000 richer. Pictured at the check presentation (l-r) are morning man Trevor Ley, winner, GM Jack Chunn, PD Baby Lee Roy (grimacing), Promotions Director Bob Jenkins.

UPDATE

WLUP/Chicago is making news: the station held a St. Patrick's Day party at a local club with special guest Jerry Mathers, who also played guest DJ on the station. Also, the Loop's MD, Sky Daniels, did an interview with Red Rider that was picked up by Capitol for distribution to AORs nationwide in a new press kit for the band . . . KLOS/Los Angeles aired an hourlong tribute to "the Beamer," B. Mitchel Reed, with interview segments spanning his long, multi-format radio career from co-workers and friends . . . To celebrate St. Patty's Day, WPLR/New Haven jocks showed up at a local mall to hand out green bagels (ugh!), while KFMG/Albuquerque gave out free green beer for 108 minutes (matching the station's frequency) at an area bar . . . WMMS/Cleveland tied in with the Cleveland Orchestra for a special series of concerts for high school students and young adults; air personality Denny Sanders hosted and narrated the performances . . . Some people will do anything for a buzz: KBCO/Boulder air personality Jesse Summers belted down continuous "kamikazes" on the air one recent night to drive home to listeners the effects of alcohol on speech and motor coordination. Speaking of motor

coordination, Summers did not drive himself home that night; another jock played chauffeur . . . The Southern Baptist Radio and TV Commission gave its prestigious Abe Lincoln Award to WQDR/Raleigh GM David Berry for his station's community commitment through a 32-part special series on Vietnam vets. That special also won a George Foster Peabody award in 1982 . . . KZEW/Dallas has been promotionally active, offering listeners customized logo stickers that include the name of a coming rock attraction, in the tradition of the KLOS rainbow bumper sticker. KZEW also held a high school petition drive that awarded the school submitting the most signatures with its own night at local club the Agora . . . A recent "Rockline" show featuring Journey's Ross Valeris and Jonathan Cain originated at KQAK/San Francisco . . . KGB/San Diego PD Larry Bruce, who does some consulting on the side, called with the good news that his CHR station in Melbourne, 3XY, showed up as the most listened-to radio station in Australia in that country's latest ratings results . . . WDHA/North Jersey, which recently debuted Compact Discs on the air, is now programming them regularly, having already aired CD product by Asia, Toto, and Roxy Music . . . Also in the technical realm, a number of Superstars client stations are now running a weekly program based on a concept created by KFOG/San Francisco, called "For Headphones Only." The show spotlights space music and modern rock; KFOG PD Dave Logan claims it's one of the station's most popular programs . . . KLOL/Houston held its own version of "Family Feud" with listeners at a local club. The winner received a \$101 gift certificate for dinner at an exclusive Houston restaurant . . . Battles of the bands: This venerable promotion is back, with WDIZ/Orlando's competition awarding studio time to the winning band, while KXGO/Arcata's benefitted the local recycling center, and also awarded the winning group with studio time and a tape presentation to Columbia A&R VP Terry Powell . . . Congratulations to WPYX/Albany morning team Bob Mason and Cliff Nash, who won the local "PM Magazine" competition for best morning DJs . . . Y95/Rockford celebrated Red Rider's local concert date by awarding a listener the opportunity to be "roadie for a day" with the band, collecting a \$95 paycheck in the process.

CONCERTS & CONVERSATIONS

PRESENTATIONS: Art In America by WRIF/Detroit for \$3 . . . Rank And File by KVRE/Santa Rosa for \$1.01 . . . Scandal by KISW/Seattle for \$3 . . . Taxi by KMET/Los Angeles for \$5.

BROADCASTS: Sammy Hagar on KQAK/San Francisco.

CONVERSATIONS: Greg Kihn on KILO/Colorado Springs . . . Vandenberg, Felony on WXCS/Hagerstown . . . Ozzy Osbourne, Aerosmith on WOUR/Utica . . . Rank And File on KVRE/Santa Rosa . . . Billy Squier on KISS/San Antonio . . . Bob Seger on WRIF/Detroit . . . X, Robert Hazard on WPLR/New Haven . . . Hall & Oates on Y95/Rockford . . . Loverboy, Headpins, Phil Collins on CHEZ-FM/Ottawa . . . Sammy Hagar on KSHE/St. Louis . . . Greg Kihn, Felony on KTYD/Santa Barbara . . . Members, Triumph, Taxi on KMGH/Bakersfield . . . Night Ranger on KUFO/Odessa . . . Tony Carey, Scandal on KSJO/San Jose . . . Berlin on WLPX/Milwaukee, WAAL/Binghamton, WILS/Lansing . . . Triumph on WZXY/Kingsport . . . John Hall on WOVE/Chattanooga . . . Hall & Oates on WIOT/Toledo . . . Triumph on WXKE/Ft. Wayne . . . Styx on WAPP/New York . . . Michael Bolton on WDHA/North Jersey . . . Thomas Dolby, English Beat on KROQ/Pasadena . . . Lene Lovich on WPLR/New Haven . . . Triumph, Molly Hatchet on WZXY/Kingsport . . . Members on WQBK/Albany . . . Randy Newman, Lene Lovich, Chubby Checker, Alvin Lee on CHEZ-FM/Ottawa . . . Berlin on WLVQ/Columbus . . . Berlin, Golden Earring on WMMS/Cleveland . . . Paul Barrere, Vandenberg, Marshall Tucker Band on WOAY/Beckley-Oak Hill . . . Thomas Dolby, Duran Duran, Bryan Adams, Styx, Red Rider on Q107/Toronto.

The Music Section

EXPANDED & UP TO DATE

AOR's Most Accurate
Music InformationStation Listings . . . See Page 45
Hot Tracks & 25+ Chart . . . See Page 59

Adult / Contemporary



JEFF GREEN

Top 25 Spring Match-Ups

The 1983 spring Arbitron is underway in 257 markets, but how can you follow the rating battles without a game program? Although nearly every market offers a serious challenge, here are brief summaries for A/C's 25 most competitive contests, listed in order by Arbitron market rank. All ratings are based on 25-49 adults, Monday-Sunday, 6am-midnight, MSA. A/C stations included here are those considered as market leaders within this specific demographic cell and time frame. Ladies and gentlemen, start your engines!

Legend: SB - Shares Behind
PB: Percentage Behind

Los Angeles	SB	PB
KHTZ	—	—
KOST	2.6	55%

KHTZ has a new challenger in KOST, which is entering its first spring book. Both FM full music outlets have good signals. Crosstown KNX-FM's recent switch from soft to harder AOR could throw extra come to both stations.

Chicago	SB	PB
WCLR	—	—
WFYR	0.4	7%

Under PD Jack Kelly, WFYR had an excellent fall book, but Dave Martin's WCLR is also ahead of its position 12 months ago. Of the top 20 market showdowns, this one is the closest.

San Francisco	SB	PB
KNBR	—	—
K-101	0.3	7%
KLHT	1.1	28%

KNBR will have Giants baseball to help this spring, while K-101 PD Mike Phillips has jockeyed his station to its second straight up book. Meanwhile, KLHT's fall ratings reached a 5-book high.

Philadelphia	SB	PB
WMGK	—	—
WIP	9.2	67%
WSNI	10.6	77%
WWSH	10.7	78%

WMGK's giant lead will be put to the test this spring, as WWSH enters its first full sweep, while WSNI gains the help of consultant Pete Salant. WMGK, however, is working on a 5-book high. WIP hopes the FM fragmentation will narrow that lead.

Detroit	SB	PB
WNIC	—	—
WMJC	0.5	8%
WOMC	1.2	18%
WCZY	1.8	25%

WNIC, which has held the Detroit A/C lead for the past four major sweeps (spring-fall), had a strong fall book, but WMJC's increase was even larger. WOMC and WCZY have both gained in the last two rating periods. This is the tightest 4-way battle in the major markets.

Boston	SB	PB
WBZ	—	—
WHDH	0.1	1%
WMJX	2.0	22%
WVBF	5.0	56%

WBZ and WHDH have been within 0.3 shares of each other for three consecutive books. Can full music WMJX break past these two full service giants? At press time, WVBF was considering new PD candidates as it attempts to tighten the race.

Washington, D.C.	SB	PB
WLTT	—	—
WMAL	0.3	5%
WASH	0.3	5%
WPGC	2.2	34%

WLTT has held the A/C lead for two books, but faces three formidable competitors. WASH, which under former PD Bob Hughes recorded its best book in three sweeps, now has the highly-regarded Bill Tanner at the wheel. WPGC has restructured its approach and enters its first spring book as an A/C. WMAL has stabilized after four down Arbitrons, leaving the market crown open to all challengers.

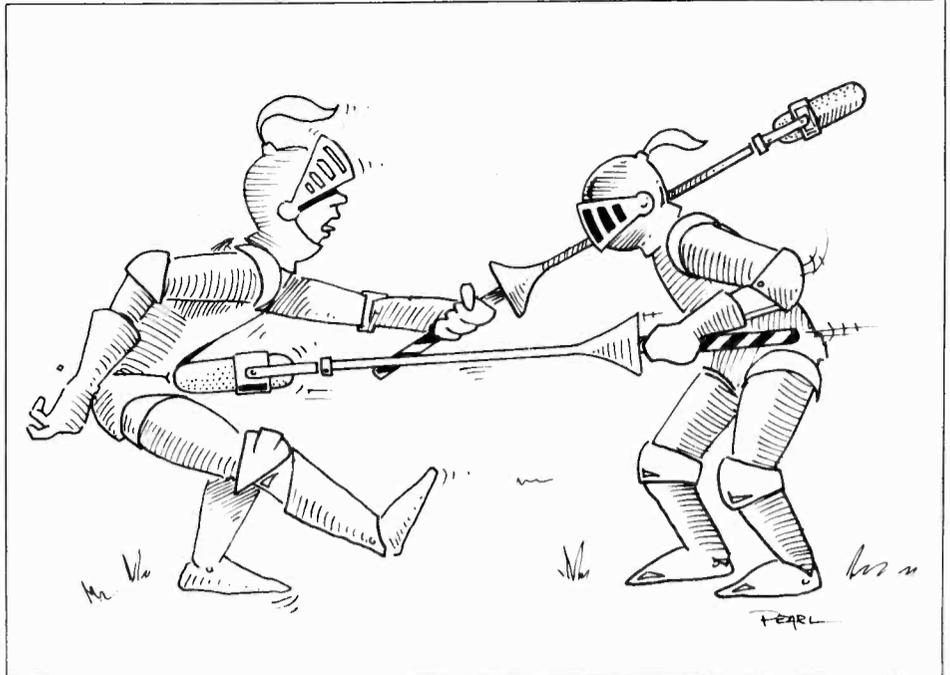
St. Louis	SB	PB
KS94	—	—
KYKY	4.3	41%
KXOK	5.5	52%
KADI	6.8	64%

The three FMs - KS94, KYKY, and KADI - all showed increases last fall. KS94 reached a 5-book high in one of the country's best performances. KYKY's unique rock-A/C blend earned the station its best book of the past five as well. Not to be outdone, KADI also reached a 5-book high, up sharply from a year ago. AM outlet KXOK traditionally has a good spring book, making this sweep the most interesting ever.



"Most stations think that when they get near the top of the ratings they should be extremely musically and promotionally conservative - I think that's bullshit. The secret is not to get overly conservative - it's to be overly competitive. We're going to continue to be aggressive toward the rest of the market. This is no time to be safe."

-Jay Cresswell, Assistant PD/MD, Y-97/Pittsburgh, commenting on his station's money giveaway and music sweep promotions, which are nearly identical to those being used by two competitors.



Pittsburgh	SB	PB
KDKA	—	—
WTAE	0.8	6%
WHYW-AM & FM (Y-97)	4.5	34%
WWWS (3WS)	5.6	42%

Y-97 is the hot newcomer, earning one of the fall's best A/C books. In two years, WTAE has narrowed the gap between itself and KDKA from 10 shares to less than one. KDKA's four-book down trend makes this a must book to protect its longtime dominance. 3WS has restructured its music, which could help against its expanded competition, including recently-repositioned WHTX.

Seattle	SB	PB
KOMO	—	—
KPLZ	1.2	20%
KIXI-FM	1.9	32%
KJR	2.1	36%

KOMO, which has had identical spring and fall numbers for two years, usually shows an increase in the spring. KPLZ, has had two straight improved books, while KIXI-FM showed a marked improvement in the fall. KJR is now using a shorter list in hopes of narrowing the gap in this fiercely competitive market.

Atlanta	SB	PB
WSB-FM	—	—
WSB	0.4	6%
WLTA	0.6	8%

In the closest three-way major market battle, WSB-FM will try to hold its newly-gained lead, while sister WSB continues to provide the full service alternative. Former leader WLTA has lost 46% of its quarter-hour share in one year, yet is still less than one share from the top.

San Diego	SB	PB
KFMB	—	—
KYXY	0.9	13%
KFMB-FM (B-100)	1.3	19%
KBZT	3.1	44%
KOGO	3.1	44%
KSDO-FM (KS-103)	3.2	46%

Padres baseball always helps KFMB, while sister B-100 had one of the best fall books in the country. Even with consecutive down books, KYXY, KBZT, and KOGO are right in the heat of the competition, while steady KS-103 will try to get back the dominating position it held less than two years ago.

Miami-Ft. Lauderdale	SB	PB
WWWL (Love-94)	—	—
WAXY	0.3	5%
WAIA	0.7	12%

These three 100 kw FMs couldn't be much closer! Love-94 had a big fall book to upset WAXY and WAIA, setting the stage for a head-on war this sweep.

Denver	SB	PB
KHOW	—	—
KPPL	0.1	2%

The closest two-station contest, bar none. Both stations have declined in two consecutive books, but things are different now. KHOW's new PD is station and market veteran Jim Heath, while KPPL has acquired popular Chuck Buell for mornings. It's full service against the music FM.

Phoenix	SB	PB
KOY	—	—
KKLT	1.3	18%
KOOL	1.3	18%
KOPA-FM	4.1	56%

All four stations went down last fall, and this race is now tighter than ever. Can KOY, behind veteran programmer Charlie Van Dyke, keep holding off three music FMs? A ratings increase in this market could spell victory for any contender.

Milwaukee	SB	PB
WISN	—	—
WZUU	3.9	34%
WMYX	5.0	43%
WTMJ	6.4	55%
WMGF	7.2	62%

Full service WISN scored one of the country's better fall books, and holds a sizable lead against improving WZUU, steady WMYX, and newcomer WMGF. WTMJ, which has declined three straight books, has taken the American League champion Brewers away from WISN, and that should make a significant improvement. A year ago, this race was extremely close - it looks to be again.

Continued on Page 32



"We have never done one single promotion on our station. We've never even given away a record album. Our whole approach is against it. We make a point of saying, 'No gimmicks, no games, no contests - just a lot of great music.' We'll keep doing that until it no longer works for us."

-Rick Cummings, PD, WENS/Indianapolis, discussing what he has planned following his station's upset of perennial A/C leader WIBC in 25-49 adults last fall.

A/C's Biggest Fall '82 Performances

Following are the top ratings improvements from last fall's **Arbitron**. Limited to those stations which increased three shares or more, this list ranks stations according to their percentage of growth from the spring '82 sweep. The second list shows those stations with the largest actual share increase.

(The figures are based on 25-49 adults, Mon-Sun, 6am-midnight, MSA.)

A/C's With Most Growth

	Percentage Increase
1. KLSI/Kansas City	1800%
2. WWWW/Toledo	284%
3. WHYW/Pittsburgh	211%
4. KQLH/Riverside, CA	182%
5. WBUF/Bufalo	164%
6. KBCN/Anchorage	152%
7. WEZS/Richmond	152%
8. KRLB/Lubbock	147%
9. KOIL/Omaha	117%
10. KFIM/EI Paso	113%
11. KFMB-FM/San Diego	111%
12. WMJI/Cleveland*	89%
13. WRMF/West Palm Beach	85%
14. KKPL/Spokane	72%
15. WSNY/Columbus	69%
16. WPXY/Rochester	67%
17. KLAZ/Little Rock	64%
18. WJIM-FM/Lansing	63%
19. WSYR-FM/Syracuse	55%
20. WING/Dayton	48%
21. WIS/Columbia, SC	46%
22. KSL/Salt Lake City	44%
23. KSD-FM/St. Louis	40%
23. WFBC-FM/Greenville, SC	40%
25. WISN/Milwaukee	38%
25. WFSM/Harrisburg	38%

A/C's Top Movers

	Share Increase
1. WRMF/West Palm Beach	9.8
2. WEZS/Richmond	9.1
3. KRLB/Lubbock	8.4
4. KLSI/Kansas City	6.8
5. KKPL/Spokane	6.7
6. WHYW/Pittsburgh	5.9
7. WMJI/Cleveland*	5.6
8. WWWW/Toledo	5.4
9. KFIM/EI Paso	5.1
10. KOIL/Omaha	4.8
11. WSNY/Columbus	4.7
12. KLAZ/Little Rock	4.4
13. WFBC-FM/Greenville, SC	4.3
14. WENS/Indianapolis	4.2
15. KSL/Salt Lake City	4.0
15. KQLH/Riverside, CA	4.0
17. WING/Dayton	3.8
18. WFSM/Harrisburg	3.7
19. WBUF/Bufalo	3.6
19. WTVN/Columbus	3.6
19. WFMK/Lansing	3.6
22. KBCN/Anchorage	3.5
23. WJIM-FM/Lansing	3.4
24. WPXY/Rochester	3.3
25. WISN/Milwaukee	3.2

* WMJI/Cleveland was measured summer-fall '82 because the summer sweep was the station's first book.

Top 25 Spring Match-Ups

Continued from Page 31

Cincinnati	SB	PB
WRRM (WARM-98)	—	—
WKRC	1.1	10%
WLLT (W-Lite)	4.9	44%
WLW	5.9	53%

WARM-98 is enjoying a 4-book high, while previous leader WKRC tries to regain the top spot. W-Lite has regrouped with new calls and a repositioned format under new PD C.C. Matthews, while recently-sold WLW will attempt to recover from a rough fall.

Kansas City	SB	PB
WHB	—	—
KLSI	0.7	9%
KUDL	1.1	14%
KMBZ	2.2	28%

Perennial leader WHB is facing a real battle against red-hot KLSI, which last fall improved its ratings better than any other A/C in the country. WHB has lost nearly six shares 25-49 over the past four books, but spring books have brought improved results. KUDL has been holding its own despite KLSI's presence, while KMBZ may or may not keep Royals baseball — a big variable which could change the picture significantly here.

Columbus	SB	PB
WTVN	—	—
WSNY	2.4	17%
WNCI	5.3	38%
WBNS	5.9	42%

Without Ohio State football, WTVN's lead is more vulnerable than the numbers indicate. In its first sweep, WSNY notched one of the fall's best performances. WNCI was

the market leader a year ago and will try to regain those listeners sampling WSNY's new sound. WBNS is always a threat in the spring.

Louisville	SB	PB
WHAS	—	—
WRKA	0.6	7%
WAVG	3.2	35%
WKJJ	3.6	40%
WJYL	6.8	75%

New WHAS PD Denny Nugent needs to stop his station's two-book decline to keep ahead of former leader WRKA, which fell sharply last fall. WAVG was up in its last book, however, and WKJJ scored its best book ever. New A/C WJYL will try to close the gap in its first spring sweep.

Salt Lake City	SB	PB
KSL	—	—
KALL	5.4	41%
KISN	7.9	60%
KDAB	8.1	61%
KALL-FM	8.1	61%
KLRZ	9.9	75%

No weak spots in this market. KALL-FM was the only station to dip in the fall book, as KLRZ held steady, and all others increased. Noteworthy was KSL's big improvement, one of the best of all fall efforts.

Toledo	SB	PB
WMHE	—	—
WWW (3WM)	2.7	27%
WSPD	3.4	34%

WMHE remains the market leader, despite its 4-book low last fall. Its decline came as no surprise, due to hot new competitor 3WM, which ranked #2 nationwide for highest percent of rating increase. Toledo's reissued book was particularly

hard on WSPD, which lost 2.5 shares from the final tally.

Richmond	SB	PB
WEZS	—	—
WRVA	1.1	7%

Both stations have impressive mid-teen shares in a secondary market battle between full service AM and FM music. WEZS overtook WRVA by a slight margin in its first book, making this sweep the one to determine the real Richmond leader.

Baton Rouge	SB	PB
WAFB	—	—
WJBO	2.1	28%
WLCS	2.1	28%

All three stations increased last fall. WAFB and WJBO rebounded after dipping a year ago, while WLCS strives to go up again in its second spring book.

For The Record

In last week's column, it was incorrectly stated that WOOD/Grand Rapids held a nine-share lead over competitor WJFM in 25-49 adults. The correct margin should have been 1.4 shares.

Station Profile



KVSF "AM 1260"/Santa Fe
 1718 W. Alameda St.
 Santa Fe, NM 87501
 (505) 982-4455
OWNER/GM: Alfred Sena
PD: Bill Dimas
MD: Jay Jaramillo
 1260 kHz
 5 kw

"We like to describe our sound as 'Information and Entertainment.' People can count on us to keep them up-to-date with news updates throughout the day. We've invested in a satellite dish to provide outstanding on-air sound quality from our NBC and RKO news networks. Political coverage, headed by News Director **Bob Barth** and commentator **Ernie Mills**, is syndicated to 26 stations in New Mexico. Our news department is the only one in America to capture four national AP Broadcast awards.

"Our jocks are encouraged to get involved in community events, which enables them to be topical on the air. They're bright, uptempo, and provide a flow through news, music, and commercials.

"KVSF is the city's oldest radio station (1935) and the third oldest in the state. Our music is in touch with Santa Fe's background. It's not unusual for a typical listener to like contemporary, R&B, country, and Latin-flavored music.

"Here's our lineup: 6-10am **Jay Jaramillo**; 10-3pm **Bill Dimas**; 3-7 **Janet Lyn**; 7-midnight **Al Randolph**; overnights **M.G. Kelley**; weekends **Bob Remington** and **The Panda**. Our Sports Director is **Carl Twibel**."

—Jay Jaramillo



IT'S A KNOCKOUT — WFTQ/Worcester staged a promotion to select two "ring-card" girls to parade around the ring between rounds of the recent prize fight between Marvin Hagler and Tony Sibson. Here's one of the models auditioning to appear on the nationally-telecast bout.



GREEN GIANT VISITS CHICAGO — WFYR/Chicago recently cosponsored the city's first annual Winter Festival. At one of the many events, 47 contestants built a wide variety of interesting snowsculptures. One sure to attract more attention than the average snowman was this arrangement of "snow peas." In a rare winter with virtually no snow, WFYR employed the help of a local ski resort's snow-making equipment to make Lincoln Park the only area in Chicago with any snow on the day of the event.

The Music Section

A/C'S Most Accurate Music Information

Adds & Hots . . . See Page 44
New & Active . . . See Page 58



CAROLYN PARKS

INDIANAPOLIS HAS NEW MARKET LEADER

Consistency Pays Off For WFMS In Fall Book

For a number of years Indianapolis's two Country stations, WIRE and WFMS, have seesawed within a share point of each other in the ratings games. That, however, changed following the fall Arbitron, when WFMS surged 7.9 to 12.5 12+, coming in almost five points ahead of WIRE and, incredibly, even knocking off longtime market leader WIBC for the top spot 12+. The station's 25-54 figures are equally impressive, almost an 18 share in that prime demo. When I discussed these tremendous gains with station PD Herb Allen, he credited the increase to a combination of consistency of air sound and a general shift away from AM to FM, especially in his market.

First No. 1 FM In Market

"WIBC was number one for nine years, and this is the first time we beat them," Herb remarked. "We're the first number one FM in the market. You know what's happening to AMs in market after market, and especially ours. I just read that Indianapolis is the third leading market as far as FM listening is concerned, behind, I think, Washington and Charlotte. Some 70% of the listening here is done on FM, so it's been a building process. Each book has shown more FM penetration in the market, and there are some very good FM stations here.

"Actually, we felt that we had been stronger than what Arbitron had been showing us for the last year or two. The way we got to be number one 12+ was the increased share in the 25-54 age group, which is what we always strived for anyhow, so it wasn't like we became number one in teenagers. We have been consistently up in that demo, so that didn't come as a surprise, but it was enough to push us over in the 12+ figure. However, that's an ego thing because what does 12+ really mean to Country? The consistency that we've had over the last year or two with our air sound and our people has finally paid off."



Herb Allen

Radio Cards Draw 65,000

I asked Herb if he had done anything out of the ordinary during the last book in advertising or promotions that could have heightened awareness of the station. "We did some billboard advertising," Herb responded, "but we didn't do any TV advertising at all, just stuff that we consistently do, such as bus benches and signs in shopping centers. However, we do have a radio card promotion that has done very well for us, with something like 65,000 people who have already applied for the card. They have to go to a sponsor, fill out an application, and mail it in to get the card, so it's not just a matter of picking it up

"Some 70% of the listening here is done on FM, so it's been a building process."



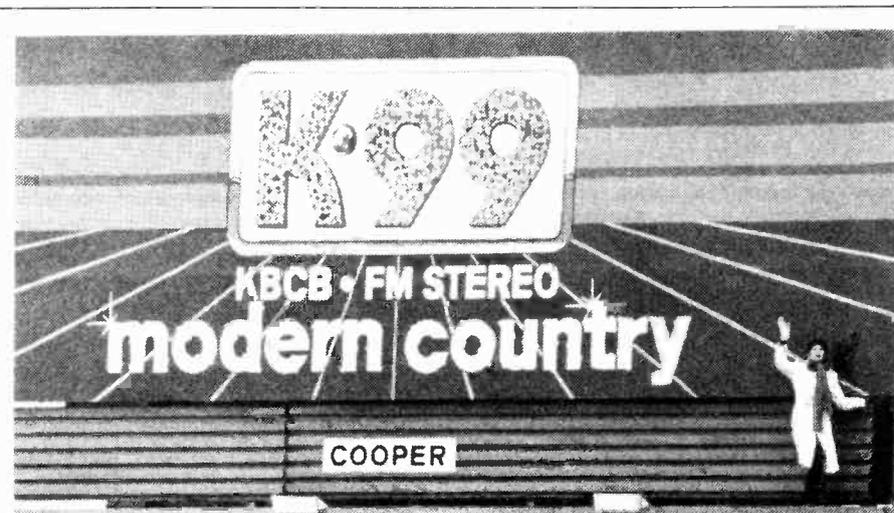
"Our personalities are the more human-type personalities who relate to the audience rather than just read off the last three songs you heard."

somewhere, either. Cardmembers get special benefits like 25¢ movies, free breakfasts, and things like that, which has certainly helped to build our awareness in the community. Other than the radio card we run very few games or contests.

"We did run Drake-Chenault's 'The History of Country Music' for four weekends in October, which I think helped, and we try to tie in with various charities for telethons and such to build community awareness. For instance, every year on the 4th of July we tie in with the JayCees to bring in a free show, which has now become the second biggest thing here in town besides the 500. We're big with the Children's Museum here and run a Haunted House at Halloween, plus our jocks all go out and speak at the local schools... that type of thing. We look for good community, family-oriented promotions."

Combining Personality And Music

Although the station does play three or four records in a row (except in morning drive), Herb does not consider the station a "Continuous Country" station. "I think we combine the best of both personality and music. Our personalities are the more human-type personalities who relate to the audience rather than just read off the last three songs you heard. Most of our people have been here for years in the same time periods, and they are really professionals. I'll tell you, of all the stations that I've programmed, I've never had a staff that cared more for what they were doing and believed in the radio station more. Take that consistency and the management that gives you the tools that you need (Susquehanna's been very good about that), and I think it just all came together."



SOME PEOPLE WILL DO ANYTHING FOR A JOB — When KBCB (K99)/Corpus Christi hit the airwaves on December 1, 1982, the station wanted to make sure everyone in town knew there was a brand-new FM Country in town, so it hit the streets with a big outdoor billboard campaign, strategically placing 21 of them throughout the coverage area. Sure, the billboards look attractive, but people have seen billboards, right? Well, to create even more audience awareness, K99's GM Gary Maricle decided to enlist the services of a young lady he knew who was unemployed at the time.

Shortly thereafter, Debbie Smith gamely climbed 40 feet into the air to wave to passers-by from the now "live" K99 billboard, doing her "airshow" on seven different days for between two and four hours each day. If you look closely, you can see Debbie hanging on and bundled up against the blustery winds (she also took some "extra special" hot chocolate up with her!) in the lower righthand corner. Debbie, who was known as Candy on the air, not only gave away prizes to people who stopped by but also caused at least ten fender-benders, and that was just on the first day. And what did Debbie get out of all this? Well, she's now Production/Promotion Director at the station, proving that some people will do most anything for a job!

Country Closeup

Movement

Jerry Reckard named GM of **WLLF & WKSJ/Mobile**... Two promotions to newly-created positions at **Mid America Media's** Indianapolis facilities, with **Alex Keddle** named Administration Director in addition to his Chief Engineer duties for **WIRE, WXTZ, and Network Indiana**. **WIRE** PD **Gary Havens** also assumes the new responsibilities of Program Research Director for Mid America... **Sonny Laguna** upped to Operations Manager and **Eric Simon** to PD at **KTXI/Harlingen, TX**... **Tom Pollard** now PD at **KIRX/Kirksville, MO** from similar position at **KKOY & KQSM/Chanute, KS**... **WCXI/Detroit** MD **Mark Thomas** leaves to take on Program Manager position at **WKMF/Flint**, and is replaced by **Ed Brown** (from **WTAC/Flint**), who will also be Asst. PD. **WKMF's** PD **Lee Phillips** departs for same position at **WROW-AM & FM/Albany**... **Wayne Campbell** promoted to Asst. PD/Promotion Mgr. for **WSIX-AM & FM/Nashville**... **Jay Butler** upped to MD at **WKIX/Raleigh**, where he'll also do the noon-4pm shift, replacing **Ron McKay**, who moves to mornings at sister station **WYYD**... **WDGY/Minneapolis's** Promotions/Music Asst. **Lucy Meyers** has exited and is looking, (612) 431-7766... There's a talent

search going on at **KUGN/Eugene**, which is looking for a local female (preferably married) resident to cohost the morning show... New morning cohost at **WRNL/Richmond** is **Garet Chester**, local comedian/impressionist, who joins **PD Mike Anderson** on the "Cap'n Mike & Chester" show... **Doug MacKinnon** joins **KJJY/Des Moines** for mornings from **KTFX/Tulsa**... **Wade Jessen** new Asst. MD at **KSOP-FM/Salt Lake City**... **WBZI/Xenia, OH's** new morning drive personality is **Dean Taylor**, replacing **Jack Daniels**, who leaves to become PD at Country station in London, OH... **Nancy Crocker** moves crosstown to the all-night show at **KSD** from MD at **WIL-AM & FM/St. Louis**... **Tom McKay** joins the **KKAL/Arroyo Grande, CA** staff for overnights from **KLOM/Lompoc, CA**, moving **Myke Kross** into the 6pm-mid shift... **Diane Richey** takes over the midday air slot at **WSIX/Nashville**... **Dale Turner** segues from **WSAI/Cincinnati** to **WMC/Memphis** as afternoon drive announcer and thanks everyone "for their kind support during my interim period, especially folks like **Bobby Kraig, John Marks, Stubby, Don Paul, Bill Catino, Frank Lefel, and Lee Shannon**."



Radio stations from across the United States and Canada came out to attend the 20th Century-Fox premiere of "Tough Enough," held recently in Houston. This Country version of "Rocky" will be made available for station premieres in selected markets, with a soundtrack album (featuring Mickey Gilley and T.G. Sheppard) set for an April release by Liberty. Pictured is just a sampling of the radio folks in attendance surrounding the movie's star Dennis Quaid (middle row, sixth from right).

Nashville This Week



SHARON ALLEN

Country music goes to Washington!

Some of country music's finest entertainers shared the "heart of America's music" with the nation's leaders at Constitution Hall this week. The event was taped for a CBS-TV special "Kraft Salutes the 25th Anniversary of the Country Music Association."

Ronald and Nancy Reagan attended the taping, as did many Washington dignitaries including: Vice President George Bush, Senate Minority Leader Robert Byrd, Senator Ted Kennedy and Senate Majority Leader Howard Baker.

Some of the entertainers were: Mickey Gilley, Carl Perkins, Willie Nelson, Loretta Lynn, the Oak Ridge Boys, Ray Stevens, Charlie Daniels, Tennessee Ernie Ford, Ronnie Milsap, Ray Charles, Jimmy Dean, Barbara Mandrell, Merle Travis, Glen Campbell, Minnie Pearl, and Grandpa Jones.

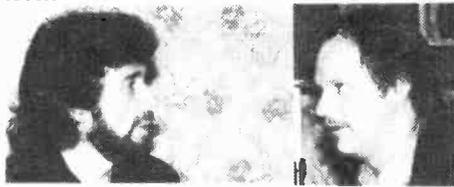
The show, to be aired April 13, and the party which followed, capped the CMA's silver anniversary celebration at the nation's capital.

BITS & PIECES: Don Williams just recorded an open-ended conversation about his music and his lifestyle that will be made available to radio in early April . . . Louise Mandrell completed taping her first television special, "Louise Mandrell - Diamonds, Gold & Platinum." Louise's guests were her sisters, Barbara and



Some of the principals on Louise Mandrell's first TV special "Louise Mandrell - Diamonds, Gold & Platinum" took time out from taping to clown around. Pictured (l-r) are Louise, Tony Orlando, Irlene Mandrell, and R.C. Bannon.

Irlene, Lee Greenwood, Jerry Reed, Janie Fricke, T.G. Sheppard, Jim Stafford, Danny Thomas, Johnny Rivers, Tony Orlando, Herve "Tattoo" Villechaize, and Nashville songwriter Dick Feller. Chet Atkins, Mel Tillis and Dallas Cowboys quarterback Danny White made cameo appearances. The show is one of Multimedia's "Country Comes Alive" series, nine country music-related specials scheduled for national syndication during 1983 . . . The Society of Illustrators selected Charlie Daniels Band's "Windows" album cover art for inclusion in its 25th Annual exhibition (March 16-April 13) at the Society's Museum of American Illustration Galleries in New York. Deb Mahalanobis illustrated the cover for Nashville's Bill



Scott Chapin of L.A.-based Creative Factor interviews Eddie Rabbitt for an upcoming radio special entitled "Radio Romance," which is also the title of Eddie's latest album. The two-hour special will air on approximately 150 stations in late March.

Barnes and Co. . . . Epic recording artist Ronnie McDowell is gearing up for a major three-week tour of the West and Southwest in April to deliver his latest album "Personally" . . . Viva Records owners Clint Eastwood and Snuff Garrett announced the signing of Ray Price. The initial single, "Willie, Write Me A Song," is scheduled for release on March 30 . . . Roy Clark will guest on the "Tonight Show" April 7 . . . T.G. Sheppard gets back to business after vacationing in Hawaii. He taped guest appearances on four TV shows: "Solid Gold," "Fantasy," "People Now," and the upcoming NBC two-hour Motown special. Then he sat down for an interview with TWA that will result in an hourlong special aboard all its flights in July and August . . . Lee Greenwood is recording another series of national radio commercials for McDonald's . . . Larry Gatlin and the Gatlin Brothers Band signed to star in a \$5 million marketing blitz for "Members Only," a fashion line of Europe Craft Imports, Inc. The TV/print/radio ad campaign will kick off in early spring. Larry Gatlin wrote and the group performs an original theme song for the 60-second radio spots. You'll see jackets from the line pictured on the cover of the Gatlin Brothers' current CBS LP "Sure Feels Like Love" . . . Eddie Rabbitt, who was scheduled to perform at the Houston Livestock Show & Rodeo, cancelled, but . . . just like a scene from an old time western . . . George Strait rode in to save the day. You remember years ago when performers like Roy Rogers and Gene Autry would ride around the arena on horses to shake hands with the crowd and sign autographs? Well, the custom has been abandoned lately because singers in this day and age tend to fall off their horses! Nowadays, they ride around in an open jeep - but not George Strait. He climbed into the saddle and began to gallop around the arena, as the fans went wild. You see, there's still a big demand for real cowboy country singers!



SCANNERS, BRITISH COLUMBIA STYLE - When CFFM and JC55 of Kamloops, BC heard that local Royal Inland Hospital needed one million dollars to purchase a body scanner for the hospital, the stations immediately surged into action by conducting the first ever "Scannerthon." At the close of the two-day fund-raising event, the stations had collected \$81,132.46 in money and pledges for the costly machine. Pictured in front of the scanner with the funds are (l-r) Operations Manager Rick Arnish, hospital executive John Forrester, and stations' Assistant Manager Trevor Harvey.

Station Profile

KRSY/Roswell, NM
P.O. Box 1981
Roswell, NM 88201
(505) 622-0290

Owner: Enchantment Broadcasting
Rep: Torbet

GM: Jim Clark
PD: Tony Lucero
MD/ND: Rob Lang

1230 khz
1000 watts

"KRSY has been providing the Pecos Valley with country music since 1961. 'Crazy Radio's continued success is due to its creative air personalities, local news and sports coverage and an extensive music library, going back to the late '40s.

"Because we're the only Country station in the market, we're able to play a larger selection of current music. Our current rotation is 110 songs, counting 20 recurrents and 20 carted LP cuts. Research has shown that Country is the most popular format in Roswell and that our audience tends to listen to the station for long periods of time. Our fastest rotation is five hours on current music, while LP cuts get played about once a day.

"We play about a 60/40 mix of currents to oldies. Our oldies library consists of nearly 2000 songs, broken down into five categories by age, which rotate about every two weeks.

"Being the only Country station in the market means we have to keep the older, more traditional country audience happy while also attracting younger listeners and more recent country converts."

Rob Lang



KRSY staffers include (back, l-r) PD Tony Lucero, Acct. Exec. Lana Cantrell, former receptionist Sue McClure, and GM Jim Clark; (kneeling, l-r) evening jock Steve "Along With You," midday personality Darryl James, and MD/ND Rob Lang. Not pictured are morning man "Buffalo Ron" Smith, overnigher Mike Larmore, and weekenders Hank Herral (a 45-year Country radio veteran who does a five-hour all oldies program on Saturday and Sunday mornings), Johnny Ray, Barbara T., "Flying Floyd" Lloyd, and Scott Campbell.



Country News

This Week's Guests:
RAY PRICE @
DAVID ALLAN COE

Call Pete Howard or John Peterson (213) 392-8743
228 Main St., Suite R Venice, CA. 90291

1983		APRIL
1-3	★	MAC DAVIS
8-10	★	VERN GOSDIN
15-17	★	ANNE MURRAY
22-24	★	DON WILLIAMS
29-5/1	★	MICHAEL MURPHEY

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The United Stations

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EASY LISTENING



GAIL MITCHELL

BM/Easy Listening: Both Alive And Well

Many have been quick to sound the death knell for Beautiful Music (R&R 2-4). But is the Beautiful Music format really on the wane? Or is it merely undergoing a natural evolution process: adjusting to the competition it faces on the FM band; jockeying for position between the popular Big Band and more vocal-oriented Easy Listening/Nostalgia formats? Or is it simply a matter of semantics?

In an effort to clarify the fine line between Beautiful Music and Easy Listening, I talked with five programmers/managers. Their views follow below:

Rob Edwards, VP/Programming Bonneville/California Division

Beautiful Music is largely a background, passive format. The format still has some life left — there's a place for a Beautiful Music station in virtually every market. I think the question now comes down to how much of an audience are they going to be able to hang onto as the years go by. That particular BM passive audience is a very aging audience.

On the other hand, Easy Listening is a very foreground, active format with a lot more texture and full-service material in the way of features, frequent news, traffic reports, weather, etc. I make a format distinction obviously between BM and EL, but I don't consider Classical, Big Band, or Nostalgia as EL:



Rob Edwards

"We knew two to three years ago that we would be facing the day where we'd have to bite the bullet and move ahead musically."

—Rob Edwards

EL radio will always have the instrumental base and these others have a high vocal content.

We've been working on a very foreground EL format that will have more vocal content. One of the features of this new format is that after a transitional period, there will be no group vocal covers anymore. I don't think BM stations of the passive variety can make this transition, unless they just try to work it through over a period of time. But as far as trying to just sandwich in some of it, it doesn't blend well.

We knew two to three years ago that we would be facing the day where we would have to bite the bullet and move ahead musically. I feel that this is the direction to go. It is evolution and revolution.

Ed Winton, Winton Communications

A Beautiful Music station is one that is primarily instrumental, aimed at the adult with an eight to ten spot per hour commercial load as well as brief, informative newscasts. Easy Listening could include a num-

ber of vocals per hour. I don't necessarily agree that Beautiful Music's popularity is declining. I think that many stations and syndicators are "playing" with the original BM concept and therefore they are diluting the format, coming head to head with other formats. When BM was first conceived, I don't think they had playing Lionel Richie and Willie Nelson in mind. Both are very good performers, both are very popular, but neither one, in my opinion, belongs in a BM format.

If they want to be a BM station, then they're going in the wrong direction with all of the vocals because they are heading into a competition not with a BM station but with the Easy Listening formats. We don't attempt to insert a popular tune by the original artist unless that tune fits into the format. When you forcefeed certain artists into any format, you're making a mistake. Let's take the Joe Cocker/Jennifer Warnes duet. Great song, big hit. It just doesn't fit into the format. Fortunately, in BM we can get in with an instrumental cover. Some of the records being played by syndicators are being played because they don't have the wherewithal to record custom music. They want to stay current, so they forcefeed the original into the format.

BM certainly has its place in the top 50 markets. There's a population base there strong enough to support a BM station that will always have good ratings, and in many of the top markets there's room for two BM stations and perhaps for even two BM stations and an Easy Listening station. And 35-64 is going to be the hot demo in the next couple of years; that's exactly where a BM station should be programming.

Christine Woodward, GM WVEZ/Louisville

There is always some part of the radio industry that's getting picked on. First it was AM and its demise, then it was Beautiful Music's turn. Part of what has happened in the past ten years is when BM first started as a format on the FM dial, it seemed to be the panacea for FM listenership. That's really all that was available. As more syndicators made more formats available and the baby boom children moved up in age and started bringing their listening habits with them, there started to be more competition for BM. Nostalgia and Big Band have hacked away at some of the older-end demos and good A/C-type formats have hacked away at the younger end. BM had had it so good for so long — we just didn't respond.

I think it took the



Christine Woodward

"We don't attempt to insert a popular tune by the original artist unless that tune fits into the format. When you forcefeed certain artists into any format, you're making a mistake."

—Ed Winton

"demise," the low part of the valley before someone really said, "Look, we need to do something." Nobody had taken the time, money, or effort to really study the format song by song, see what we're doing, what we had been doing, and what we need to do to stay competitive. I don't think there's a BM demise, but it's going to reach a segmented audience, serving a purpose for a particular type of person. More and more in every market there will be one good BM or Easy Listening station and they will do well. The days of two or three BM stations in a market are gone.

"What we're doing with the evolving research is securing our position."

—Christine Woodward

We are a Schulke station and have more single vocal content/original artists. It is by no means an attempt to leave BM behind. We are staying within all the format guidelines with news, commercial units per hour, less announcer talk. The music is a bit more contemporary and that's to pull up the younger end of the demo. What we're doing with the evolving research is securing our position.

Bill Clark, President/GM KABL-AM & FM/San Francisco

What you call it depends on whether you are talking semantics or substance. In terms of semantics Beautiful Music is just a convenient term for industry reference. Stations don't go on the air calling themselves A/C and CHR. They present themselves to the public differently from the way they present themselves to the industry. We've been selling ourselves to our listeners as Easy Listening for at least ten years, but by industry reference we've always termed ourselves BM.

People have been trying to marry BM and A/C for years with, I think, limited success. You can play all of the original versions of contemporary artists' vocal hits, but as long as the backbone of your station remains instrumental cover music, then I think the jury's out on how successful you're going to be selling that to an under-35 audience, or under-40, especially in the face of good competition from a soft rock station.

I am not going to put the knock on Jim Schulke, because if his stuff was so bad, I'd like to know why the hell so many people listened for so long. When KFOG dropped it here there were many people who were very upset — as far as they were concerned that radio station went out of business. Beauty is in the eyes of the beholder. I will never forget the time here we had a gentleman who wanted to know who the hell was that shrieking female voice ruining the beautiful song "Evergreen" — we were playing Barbra Streisand.

I'm not saying the format isn't going to evolve, because it has and it continues to evolve. The question is whether you play that music to the exclusion of everything

else, whether all the vocals you play have to be the original versions by contemporary artists.

Stephen Trivers, President Fairfield Broadcasting

I must say that maybe ten years ago the terms were interchangeable. But I would define Easy Listening as an honest-to-goodness radio station that does everything any other radio station does. By that I mean it has a good local news department, runs some business news, sports scores, gives weather, time, tells you what songs were played, has real live announcers that tell you their names, audience involvement (contests/promotions), and plays familiar, melodic tunes, including current songs by current artists.

The old-fashioned BM stations that were 100% instrumental, totally automated, had no announcers, no news, are a thing of the past. They began becoming extinct as soon as there was stereo competition in the market, regardless of the format. For a long time some of the practitioners of this art were successful because they were the only ones in stereo or the only ones who were limiting their commercials, the only ones who were sweeping their music. So, of course, it was easy for them to attract an audience without doing any of the other things that a radio station has to do to cope.

I find it particularly amusing to read articles by guys from some of the other Easy Listening or BM syndicators saying, "Oh, well, we've just discovered that we're going to play some solo vocals now and we've just discovered that we're going to have a news department." My stations and others have been programming in this vein for the past ten years. To me Easy Listening encompasses everything from an Al Ham to a Schulke or a Carson.



Stephen Trivers



Bill Clark



A PUZZLING PROMOTION — Last month WJIB/Boston staged a crossword puzzle contest, the winner of which received a trip to Disney's EPCOT Center courtesy of Delta Airlines. Standing before the 21,750 entries are (l-r) Delta's Dan Malloy, station GM Charles Pickering, and OM Donald Nutting.

Black Radio



WALT LOVE

WPLZ: Winning Through Sophistication

Throughout the South, you can find more Black and Urban-formatted stations than in any other part of the country so, once again I've called on a PD and MD from that area of the country to enlighten us about their station's current success. WPLZ, located in Petersburg, VA (near Richmond) registered a substantial move in the fall Arbitron — from 7.3 to a 10.6 share 12+.

WPLZ uses the TM 'Urban One' format, and TM Format Director Ken Nelson offers a testimonial to the station's success: "this format is a winner, and with the success of stations like WPLZ, it's going to have to be reckoned with." I had an enlightening conversation with Operations Manager Nick Allen and Music Director Hardy Jay, who explained their target audience, philosophy, and more.



Nick Allen

Nick started by giving me a rundown on the local standings of WPLZ's chief Richmond competitors. "WRAV, a 50,000-watt AM, is number one overall, an A/C format that went from 18.4 in spring '82 to 16.0 in the fall. WEZS-FM, another A/C, went 6.8-11.1. WRVQ, a rocker, went from 13.4 to 11. Then we had a 7.3-10.6. Our primary competition, WANT, an AM daytimer, moved 7.2-6.6.

"There is a new station that we seem to share audience with in our older demographics. WFTH, a new Gospel format on AM, was once known as WGOE, and they had an Oldies format at one time. Their last book showed a 1.8 share 12+, but since their format has changed they've pulled a 3.0. It appears that WPLZ is sharing older audience demos with WFTH."

Fine-Tuning Pays Off

I asked Nick what he thought turned things around for WPLZ this book. "I think it was more fine-tuning of our format than anything else. We targeted our music more specifically to an 18-35 year-old audience, and we found that when we did we skewed more and gained numbers. Personally, I feel that our increased visibility has made a significant difference. We did a huge promotion at the Richmond State Fairgrounds that started on the 1st of October. We featured Push, a local group from Petersburg, and they opened for Midnight Star. All the proceeds from this event went to sickle cell anemia.

"After that promotion, we went immediately into a card giveaway. We issued plastic numbered cards to our listeners,

For The Record

Last week we printed our annual "Expanded Record Promotion Checklist," and the calls have been coming in from everywhere, as you can imagine. We apologize to the folks at Elektra for the oversight of their jazz label musician not being listed under the Jazz category.

and when we called out their numbers on the air, they had the opportunity to win a big ticket item: color TVs, stereos, top-of-the-line ten-speed bikes, plus other things."

What about the power of the station and the size of the budget? "We're only a 3000-watt FM, which isn't very much power. That's one of the reasons we felt we needed a fairly large promotional budget to compete in the Richmond market. Our increased ratings came from a combination of good programming and visibility. Our visibility came from personal appearances, television spots, and bus cards on public transportation. The TV spot we did was a 30-second presentation. Our promotional budget isn't that large, but our management sees to it that we have what we need to be competitive in the Richmond market. We budget individual promotions."

Sophisticated Sound

At this juncture, Nick outlined the philosophy behind WPLZ's Urban format. "We went to this format two years ago, and it's been an instant success. We felt there was a void for an FM Black format which needed to be filled in the Richmond market, and we set about trying to fill it.

"WPLZ targeted an older demographic, 18-35, people who are making a good living and who enjoy black music. Not only have we reached the black listener, we've reached the crossover audience also."

—Nick Allen

Our format presentation is very sophisticated, and our jocks, at times, are high-profile. The key word is sophisticated. We felt the type of Black radio that was being offered to the audience here wasn't of high enough quality (socially or educationally). Therefore, WPLZ targeted an older demographic, 18-35, people who are making a good living and who enjoy black music. Not only have we reached the black listener, we've reached the crossover audience also."

Nick told me that the station's community involvement was quite versatile, from charity basketball games to benefit concerts. He also said its commercial load is 12 minutes in the two drivetime air shifts and 10 minutes during other hours.

Music Moods And Tempos

Hardy Jay, WPLZ's Music Director, is an 8-year radio veteran whose roots are deeply



WLTH WELCOMES SOS BAND — Prior to a concert appearance at the Gary, IN Genesis Center, members of Tabu/CBS group the SOS Band stopped by WLTH for an on-air interview. Pictured (l-r) are group's Sonny Killibrew and Mary Davis, WLTH air personality Bob Coleman, station's Wanda Gay, Music Director Dana Huskisson, and group's Jason Bryant.

embedded in the broadcasting industry. Hardy grew up in the business, as his father, Jimmy Lang, has done air work in the Savannah area for the last 35 years.

I asked Hardy to touch on some points about WPLZ's music selection. "The order in which our music is programmed is based on tempo or a flow. We try and create a mood for our audience that will keep them listening. People in our target demographics don't want to be boogied to death. When I'm choosing music I try and select it so that the music is evenly balanced. For example, if we have ten available openings for new pieces of music, the breakdown would go like this. I would pick five uptempo songs, and the remaining five would be part medium and part slow. Naturally, this would also depend on the popularity and quality of the individual songs.



Hardy Jay

"When selecting music we also make sure we include some jazz for flavor, because with the older demographics that we're seeking we need music that will transcend a number of age groups. I utilize trade publications as a guide in helping me. Another source of information that we use, before making these decisions, is store reports. Over the years I've maintained a good rapport with the local retailers, large stores, and the Moms & Pops."

Approximately how many pieces of music does Hardy average week to week? "Around 40 records in heavy and medium rotation. In light and extra categories, anywhere from 10 to 15 additional records. These could be album cuts or whatever. So our listeners get roughly 50 to 55 pieces of current music each week."

Music Mechanics

Hardy explained the mechanics of playing the music on the air under the TM format. "We use a combination of disc and tape reels. This makes our music sound quality much brighter. When using music from the tape reels, you must be very careful in handling them and when operating the tape equipment. It's all very sensitive.

"Depending on the length of the records and a light spot load, I would say we play 12-13 records per hour. On days when our spot load increases, the number would drop to around eight or nine pieces of music. Our continuous music sweeps help us tremendously during certain hours."

While a number of radio stations still use pieces of current music on locally-produced spots, Hardy voiced some very strong feelings on the subject. "I listen to a lot of music weekly for on-air programming to the public — popular music. At the same time, I listen to production music to give our locally-produced spots some class and

the large-market professional sound. We don't like to use current hit music for spots, unless it's a concert. I feel it's an insult to any listener who likes a particular song and wants to hear it in its entirety. If there's anything I don't like as a listener, it's hearing my favorite song behind a commercial — then I know I won't hear it at all. Each of our jocks selects his own production music, but I keep them supplied with a variety of music to fit any situation."

In closing Hardy offered these words: "As a music director, I am committed to giving the people what they want. I realize I must reflect the listeners' desires and not my own. We believe in the theory of 'Give them all of what they want and some of what they need.' I know we can't give all the people what they want — but we sure as hell can try!"

With the winning attitude these two gentlemen have, it's no wonder WPLZ has made such an impact in the Richmond area. Thanks to both of them for sharing their knowledge and thoughts with us.

STATION PROFILE

WKWM

WKWM

PO Box 828

Kentwood, MI 49508

(616) 676-1237

OWNER/GM: Richard Culpepper
STATION MGR./OPS. MGR./MD: Frank Grant
REP: Roberts Assoc.

1140 kHz

5000 watts

"On the air since September 1978, WKWM is the first and only station to regularly program a blend of contemporary rhythm & blues, jazz, gospel, and blues music to listeners in Grand Rapids and Western Michigan. The music reflects our commitment to play the best available music for young, old, and in-between.

"Syndicated programming also plays an important role in informing and entertaining our audience, with daily features from HUR Syndications produced by Howard University, the weekly show 'The Music Of Black America,' plus the controversial and highly respected Roy Wood, who gives 'One Black Man's Opinion' six days a week. For our listening audience in all facets of the radio broadcasting spectrum, we are the 'Sound Of The '80s.'"

—Frank Grant

The Music Section

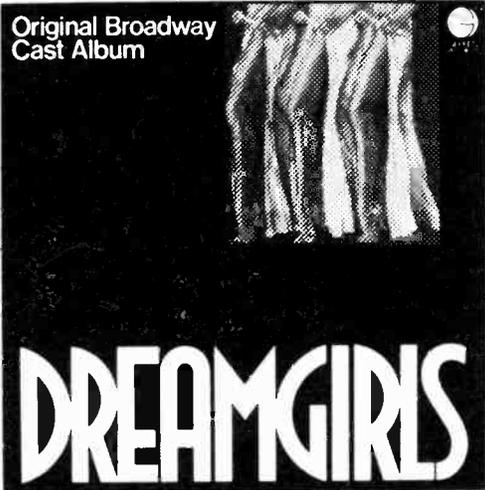
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Music Information

Adds & Hots ... See Page 42
New & Active ... See Page 56

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Manufactured by Warner Bros. Records

This Week In Music History

DAN FORMENTO

Eric Clapton Weds Patti

MONDAY, MARCH 28 — Ace rock guitarist Eric Clapton married Patti Boyd Harrison in Tucson on March 28, 1979. Patti, an actress and the ex-wife of former Beatle George Harrison, had long been the object of Clapton's admiration, as proved in 1970 when Eric on his then-group project Derek & the Dominos released "Layla," his love song to Mrs. Harrison. No hard feelings from George, though, as he and two other ex-Beatles (Ringo and Paul) not only attended the newlyweds' celebration party, but even jammed together there, touching off new rumors that a full Beatles reunion could be close at hand.

Selle Sues Bee Gees

TUESDAY, MARCH 29 — Amateur musician Ronald H. Selle filed suit in Chicago against the Bee Gees, on March 29, 1980, claiming that the pop trio had infringed on portions of his song, "Let It End," to write their hit "How Deep Is Your Love." Selle said he'd written his song while shaving one morning in 1975, and had it copywritten, though never published. He went on to say that he mailed 14 copies of it to various record and music publishers, and that the Bee Gees must have got one. To this allegation, the Bee Gees each issued separate denials, swearing that "How Deep Is Your Love" was written in 1977 while isolated in France. Selle would win the suit in February, 1983.

Willie Nelson Born

WEDNESDAY, March 30 — Willie Nelson, born March 30, 1933, in Fort Worth, is one of country music's living legends. Having penned several standards like "Crazy" and "Night Life" early on, it seemed that his career was headed into its twilight, when in the mid-1970s "The Red Headed Stranger," his first Columbia Records album, gave his career a shot in the arm. Regarded by many as the finest country concept record ever made, its success afforded Willie entree into films, and breathed new life into his simple Texas style of music.

EXTRA FACTS: Johnny Cash recorded "I Walk The Line," 1956.

Doobie Brothers Disband

THURSDAY, MARCH 31 — After twelve years of turning out scores of solid rock hits, the Doobie Brothers called it quits on March 31, 1982. Former Doobie guitarist Jeff Baxter cited solo careers as the cause of the dissolution. "The band was so focused on one person (Michael McDonald), that the balance became out of whack. And I think there were people in the band that felt that they wanted the music to change. But whatever their personal reasons, everybody said, 'Listen, we've had a wonderful thing. And instead of beating it into the ground, let's give it a nice legacy.'" The Doobies exited with four 1979 Grammys to their credit.

First Automatic Record Changer

FRIDAY, APRIL 1 — HMV ("His Masters Voice"), through its German branch Electrola, introduced the first automatic record changer on April 1, 1927, as part of its new radio-phonograph combination. "All you do is to seat yourself in your favorite chair at any distance from the radio loudspeaker and play any record you want, as many times as you want, and at any volume you desire." The ultimate goal of this project and of the industry as a whole was to develop longplaying records, which RCA Victor demonstrated four years later.

EXTRA FACTS: Beach Boys sue Capitol Records, 1969.

Music On TV

Stephanie Mills makes three appearances on "Search For Tomorrow" March 25 and 28 and April 1 . . . Laura Branigan, the Dazz Band, Dexys Midnight Runners, Roberta Flack, Robert John, Johnny Lee, and Randy Newman are on "Solid Gold" the week of March 25 . . . The Bangles and Sparks with Go-Go's guitarist Jane Wiedlin are on "American Bandstand" March 26 . . . Jose Feliciano guests on the annual "Easter Seals Telethon," hosted by Pat Boone, March 26 . . . Adam & the Ants appear in concert on MTV March 26 . . . Duran Duran's Simon LeBon and Nick Rhodes are guest VJs March 30 on MTV . . . Soap opera stars Stuart Damon, Erica Kane, and Susan Lucci feature songs from MCA's "Love In The Afternoon" LP on "Merv Griffin" March 31.

Atlanta superstation WTBS-TV is starting a late-night weekend video show called "Night Tracks," to air Saturday mornings midnight-6am and repeat Sunday mornings. Burkhardt/Abrams & Assoc. are consulting, and the series intends to take a more "middle of the road" posture than MTV on musical content.



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- **NUMBER ONE A/C: "Can't Smile Without You" — Barry Manilow (Arista) (2nd week)**
- **NUMBER ONE COUNTRY: "Mamas Don't Let Your Babies Grow Up To Be Cowboys" — Waylon & Willie (RCA) (5th week)**
- **NUMBER ONE LP: "Earth" — Jefferson Starship (Grunt / RCA)**

Marketplace

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Current Issue #36 features KFI/Lohman & Barkley, KCBQ/Charlie & Harrigan, KFRC/Bobby Ocean, KLOS/Frazier Smith, KYA/Gene Nelson, KROQ/Katie Manor, KS103/Ron Jordan, plus a quickie from Seattle's KYYX & KNBQ.

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Opportunities

Openings EAST

Comedy radio WJOK is accepting applications for future openings. T&R & salary requirements: Ron Lewis, 20201 Watkins Mill Rd., Gaithersburg, MD 20879. EOE M/F (3-25)

50,000 watt CHR needs morning drive capable of maintaining #1 ARB share. T&R: Jack Gillen, WKHI, Box 758, Ocean City, MD 21842. EOE M/F (3-25)

Help Wanted Management

Program Director-Operations Manager — Fulltime AM 25-40th market to do Air Shift MOR sound. Must be experienced with People, Promotion, Music especially Organization and Planning. Salary, plus Bonus on profitability. T&R: Radio & Records, 1930 Century Park West, #455, Los Angeles, CA 90067 EOE

WHAP/Hopewell, VA accepting applications for full & part-time announcers and sales. Minorities encouraged. T&R: Terry Weinacht, GM, Box 621, Hopewell, VA 23860. EOE M/F (3-25)

Adult/MORE station seeking personality announcer. T&R: WGMD-FM, Box 530, Rehoboth, DE 19971. EOE M/F (3-25)

Openings

Hot CHR looking for people who wish to advance with professional company. In CT, 30 minutes from Providence, 40 from Hartford. T&R: Box 232, Mystic, CT 96355. EOE M/F (3-25)

Rock 'N' Roll Personalities

Major Northeast market rock 'n' roll radio station looking for talented personalities. If you fit the bill send your tape and resume to Radio & Records, 1930 Century Park West, #462, Los Angeles, CA 90067.

WKBW Radio has an immediate opening for an experienced air personality. If you can "shine" within the context of a music format, rush T&R to Neil McGinley, PD, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. (3-18)

ND for community-oriented station. Major market sound. Local involvement a must. Shamrock Communications, Mike Galley, WTRR, Box 200, Westminster/Baltimore, MD 21157. EOE M/F (3-18)

Promotion Co-ordinator at WJLK in Central NJ. Radio & TV promotion experience a must. Send resume: Steve Rice, WJLK, Press Plaza, Ashbury, NJ 07712. EOE M/F (3-18)

Openings SOUTH

894-FM/WBZZ. Pittsburgh's legendary Contemporary FM is now accepting applications for evening entertainer. T&R: Steve Kingston, 1715 Grandview Ave., Pittsburgh, PA 15211. EOE M/F (3-18)

Hartford's 50,000 watt AOR searching for two talented drivetime entertaining personalities. T&R only: Bill Nosal, WCCC, 243 S. Whitney St., Hartford, CT 06105. EOE M/F (3-18)

Seeking professional news organizer for News/Talk KARN/Little Rock. Contact: Chuck Martin (501) 661-7521. (3-25)

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- Production Manager
- Maintenance Engineer

Send T&R to: WFLA, Blair Broadcasting Corporation of Florida, 801 East Jackson St., Tampa, FL 33602. EOE M/F

Morning personality for medium market A/C. PBP. Opportunities available. WRMT/Rocky Mountain, NC. Contact: Phil Valentine, (919) 442-8091. EOE M/F (3-25)

Openings

MOYL, future, #1 AM-medium market. T&R: Paul Lombardo, KQSA, 115 W. 1st St., San Angelo, TX 76903 or phone (915) 653-3389. (3-25)

News/sports person needed now. Excellent opportunity at AM & FM with great facilities. T&R: Jamie Wallace, WHBB, Box 1055, Selma, AL 36701. EOE M/F (3-25)

WSLQ looking for great pro rockers with production skills. T&R today to: Randy Culpepper, P.O. Box 5000, Montgomery, AL 36192. (3-25)

New 100kw Columbus, GA. Burkhardt/Abrams consulted station needs jocks. Tremendous opportunity. No beginners. T&R: Sandy Tharpe, P.O. Box 510, Manchester, GA 31816. No calls. (3-25)

Part-timers needed at WYNF/Tampa. Send T&R: Carey Curelop, 95YNF, 504 Reo St., Tampa, FL 33609. No calls. EOE M/F (3-25)

Morning man sought: FM sophisticated A/C in high-growth Florida market seeks intelligent morning announcer. Management opportunities possible. Knowledge of music/no hype humor is a must. Send T&R: Radio & Records, 1930 Century Park West, #463, Los Angeles, CA 90067.

WQSM-FM seeks air personality with strong production skills. 5 yrs. minimum experience. T&R: Terry Jordan, Q-98/Fayetteville, NC 28303. (3-18)

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Opportunities

Openings

WQXM-98ROCK/Tampa the fastest market in FL has fulltime and part-time openings. T&R: George Harris, Box 4809, Clearwater, FL 33518. EOE M/F (3-18)

Daytime air talent needed for market leading A/C. Medium market FM is looking for mature, stable people with production experience. Powerhouse station in a great city. Send a recent aircheck, and resume with references, we'll be in touch. T&R to Radio & Records, 1930 Century Park West, #459, Los Angeles, CA 90067.

#1 A/C station, medium market looking for witty morning drive with good production. T&R: Everett Watson, KTYL, Box 6367, Tyler, TX 75711. EOE M/F (3-18)

WBOP/Pensacola, FL has opening for Sales Manager. Wayne Coleman, (904) 438-7543. Black format. Prefer 2 yrs. experience. EOE M/F (3-18)

KEUN/Eunice needs Country evening personality. Good position for a trainable ambitious beginner. T&R: KEUN, Jim Cargille, PO Box 1049, Eunice, LA 70535. EOE M/F (3-4)

Experienced, motivated radio sales people wanted for WRNL-WRXL/Richmond, VA. AM is Country, FM is AOR. A Capitol Broadcasting Company, Inc. property. Write or call Claire Shaffner, WRNL/WRXL Radio, 7100 Bethlehem Road, Richmond, VA 23228. (804) 282-9731. (3-18)

PD/news anchor for New Orleans news leader, 1280 WGSO. Rush tape/credentials: Phil Zachary, 1440 Canal St., New Orleans, LA 70112. No calls. EOE M/F (3-11)

WQLT is accepting T&Rs for future openings. Production a must. Ralph Carroll, WQLT, PO Box 932, Florence, AL 35631. EOE M/F (3-11)

Q96-FM/Ft. Myers, FL now looking for morning news man. Great staff, superb facilities. T&R: Steve McLean, Q96 Blvd., Route 22, Ft. Myers, FL 33908. EOE M/F (3-11)

WANS-FM/Greenville-Spartanburg, 100,000 watt CHR looking to fill immediate fulltime position and part-time openings. Call Bill McCown (803) 224-3424. (3-4)

Openings

WJMI, Mississippi's #1 Black Urban station has fulltime opening. Females encouraged. Tape, resume and production sample: Carl Haynes, Box 3320, Jackson, MS 39207. No calls. EOE M/F (3-25)

Chicago metro A/C needs air talent with ability to do engineering maintenance on studio equipment. No beginners. T&R: Jim Holly, WZVN, Box 311, Lowell, IN 46356. EOE M/F (3-25)

Country WJEZ-FM/Chicago needs T&R's for possible weekends and vacation relief. John Charleston, PD, WJEZ, 180 N. Michigan Ave., Chicago, IL 60601. EOE M/F (3-25)

Wanted experienced announcer/production to work in beautiful NW Minnesota. T&R: Andy Lia, Box 746, Detroit, MI 56501. EOE M/F (3-25)

Midday Talk Host

Major radio facility in Medium Midwest market is looking for individual who is knowledgeable, relatable, and wishes to be involved in an informative, provocative and entertaining midday Talk Show. Write: Talk Host, 2700 Pine View Lane, Minneapolis, MN 55441.

Morning man needed in South Bend, good bucks for right personality. T&R: Kris Robbins, 15 COUNTRY, WNDU, Box 1616 South Bend, IN 46634. EOE M/F (3-25)

Young, aggressive, growth-oriented A/C AM seeks Program Manager/AM drive. Good money/advancement. Needs experience, maturity, strong production, competitiveness. T&R: Don Hoberg, KTYN, Box 637, Minot, ND 58701. EOE M/F (3-25)

KSAL is looking for **ND**. Rare opportunity with the top station. Send T&R with writing samples: Tom Mulligan, P.O. Box 180, Salina, KS 67401. (913) 823-3701. EOE M/F (3-25)

Dayton's Big Band/Oldies station looking for air talent to relate to music of the 30's through 60's and 35+ audience. Send T&R to: John Robertson, Operations Manager, WJAI, 100 E. Somers St., Eaton, OH 45320. (3-25)

Openings

Wanted yesterday. Morning personality who captures CHR audience, creative, friendly, positive. Materials to: Pat Moore, Box 2208, Kokomo, IN 46902. EOE M/F (3-25)

Sports announcer moves to major market. WHBY sports/PBP opening. T&R: Don Weir, Box 1519, Appleton, WI 54913. EOE M/F (3-18)

KKXL-FM/Grand Forks has immediate opening for news-person. Strong writing a must. T&R: Don Nordine, PO Box 997, Grand Forks, ND 58206. EOE M/F (3-18)

Good bucks, outstanding company has openings for two unique individuals. Midday air personality and Talk Show Host. Experience required. Mick Kjar, WDAY/Fargo, ND (701) 237-6500. (3-18)

ND needed for top-rated A/C CHR. J.P. DeSantis, Box 96, Saginaw, MI 48606. No calls please. EOE M/F (3-18)

Looking for **talented, mature air personality** with good track record. T&R: Air Personality, 2700 Pine View Lane, Minneapolis, MN 55441. EOE M/F (3-18)

Z92/Omaha's premiere AOR, has rare opening for 7-12pm. T&R: Greg Gillispie, 11128 John Galt Blvd., Omaha, NE 68137. EOE (3-18)

IMMEDIATE OPENING: Production with organizational skills/copywriting, liaison between jocks & sales staff. Production samples & resume: David Brewer, KATT-FM, Box 25787, Oklahoma City, OK 73125. EOE M/F (3-18)

WRMZ/Columbus looking for communicators for its three in a row Country format. No calls. T&R: PD, WRMZ, 310 S. High St., Columbus, OH 43215. EOE M/F (3-18)

Air "Personality"

Major radio facility in medium Midwest is looking for a mature, talented air personality with good track record. Salary commensurate with ability. Send T&R to: Air Personality, 2700 Pine View Lane, Minneapolis, MN 55441.

Wanted: **energetic personality** for morning news-oriented station using "unforgettable" music. T&R: Station Manager, WAYY, Box 47, Eau Claire, WI 54702. EOE M/F (3-18)

Openings

WQHK/Ft. Wayne, IN #1 Country, AM. Future openings all shifts. T&R: Phil Simon, Box 6000, Ft. Wayne, IN 46896. No calls please. EOE M/F (3-18)

Wanted: **creative production person**. Character voices valuable. Two yrs. experience. T&R: Station Manager, WAXX/WAYY, Box 47, Eau Claire, WI 54702. EOE M/F (3-18)

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WEST

KHYT/Tucson looking for DJs who are talented in production. T&R, photo & production sample: Sherman Cohen, Box 26040, Tucson, AZ 85762. EOE M/F (3-25)

Opportunities

Openings

KKAL/Country 1280 accepting T&R for weekend and fill-in shift. If you would describe yourself as having initiative send to Doug Vincent, Box 220, Arroyo Grande, CA 93420. EOE M/F (3-25)

Experienced announcer with some production ability required immediately. Send T&R: KPGA, 333 Five Cities Dr., Pismo Beach, CA 93449. No calls. EOE M/F (3-25)

KOLL-FM needs 12-3pm personality-oriented announcer. Grow with a good company. CHR format. T&R: Dave Kallaway, 311 1/2 S. Gillette Ave., Gillette, WY 82716. EOE M/F (3-25)

Wanted: Proven radio journalist who doesn't think creativity, entertainment, personality are dirty words. T&R: Greg Tatum, KOGO, 8665 Gibbs Dr., San Diego, CA 92123. EOE M/F (3-25)

AOR KOMA/San Jose looking for killer morning man. T&R: Les Tracy, 1245 S. Winchester Blvd., San Jose, CA 95128. No calls. EOE M/F (3-18)

All News/Talk station needs ND and a personality-oriented news host. T&R: Mark Murray, KNOR, Box 966, Colorado Springs, CO 80901. EOE M/F (3-18)

Wanted: Proven radio journalist who doesn't think creativity, entertainment, personality or dirty words. T&R: Greg Tatum, KOGO, 8665 Gibbs Dr., San Diego, CA 92123. (3-18)

News anchor/reporter, other half of morning team, bright, conversational dig for local info. T&R: Bob King, KEEP, Box 346, Twin Falls, ID 83301. No calls. EOE M/F (3-18)

Looking for experienced personality to fill immediate opening at top-rated Country station. T&R: KWIK, PO Box 998, Pocatello, ID 83201. EOE M/F (3-18)

Positions Sought

Looking for DJ position at CHR station. 27 years experience plus oldies catalogue for same. Will relocate. OOGIE CARSON, 612 Central St., Belzoni, MS 39038. (601) 247-1644. (3-25)

Worked at KSKI/Sun Valley, ID for 2 years, and now ready to work for you! A.T., News, sports. JOHN O'NEILL (213) 448-1767. (3-25)

Dominant college FM station manager looking for move to commercial radio in management. Talented, great worker, willing to relocate. Call PETE (804) 722-3208. (3-25)

Small to medium Midwest FM CHR or A/C. Looking for opportunity to continue polishing my skills. 2 1/2 years experience. CHRIS HANSEN (414) 739-3746. (3-25)

Nationally respected references, multi-talented hard worker. Great attitude, good production. Seeks CHR or A/C P2 air or P3 programming in East. ALAN (203) 347-7445. (3-25)

2 for the price of 2. PD/jock and female announcer for a small to medium market station that wants to sound better and make more money. Let's talk. JIM (715) 842-9431. (3-25)

I'm like a coke — the "real thing" — in CHR, A/C. If you have the time and the dime, please call RICK LEE (714) 527-3595 7-12noon. (3-25)

Tune in to talent. I'll talk, announce and make your listeners happy at entry level prices. Call the published writer PHEBE (201) 773-3492. (3-25)

Young DJ, enthusiastic and dedicated, looking for work. Any format. Will relocate. Call ASHLEY (212) 229-2094. (3-25)

Have you ever cued a record with gloves on? Frozen drivetime jock, excellent production needs warmer climate. Any format! Call CRAIG (201) 342-0659 or (201) 385-8421. (3-25)

TOM DANIELS, 8 years PD Superstars AOR, available now. Will consider all serious offers. (919) 722-0207. Worked with ABC INC., Taft Broadcasting, and Hearst Corp. (3-25)

British DJ, 5 years experience, great production seeks CHR, AOR, or A/C position. Available immediately. Call DON (405) 364-1107. (3-25)

BOB GILBERT seeks news position at West Coast station. Qualifications: B.A. Journalism and 5 years experience. Conversational delivery and solid interviewer. Act now! (213) 993-1909. (3-25)

Seeking career as sportscaster/newscaster, small-medium market. Small and large market experience. Syracuse University. Relocate. MIKE MOSTOW (301) 434-9301 or (301) 588-1444. (3-25)

4 year pro employed looking to step up. Good pipes, production. Prefer NE but will consider right offer. ANDY GORDON for T&R. (716) 664-4142. (3-25)

Talented, aggressive A/C-CHR personality, looking for new home. Medium FM preferred but will consider all. Presently Top 100. TOM (203) 846-4178. (3-25)

Morning personality looking. Country preferred. Top 50 only. (314) 668-8537.

JOHN SOMMERS, formerly with Transtar Radio Network, KRAQ/Denver. Call now and I'll be there in time for the spring ARB. (305) 267-8195 or (305) 269-3888. (3-25)

Experienced, award-winning DJ programmer seeks new position West Coast. Preferably L.A. 10 years at Radio One, BBC and major EURO stations. Contact MIKE (213) 992-1872. (3-25)

Dedicated professional, 10 years experience. Programming, news, production, announcing. Past four years CO medium market. Prefer Rocky Mountain, western SD or N.E. region. (303) 493-6830. (3-25)

Positions Sought

Hard working radio news professional seeks a larger market challenge. West/Southwest preferred, but will relocate. TOM (307) 266-5265. (3-25)

3 for the price of 1. Experienced DJ/ND with good engineering skills. For T&R call ED (312) 849-0742 or (312) 389-7045. (3-25)

Good tight airwork. Strong production. Multi-track production experience. BOBBY DEE seeks on-air position, A/C-CHR. (303) 632-4173. (3-25)

PETE MICHAELS, air talent/MD, WCAU-FM Hot Hits in Philly, ready for immediate employment. (215) 265-8140. (3-25)

Young AOR jock with very creative production and solid experience needs work. Call (419) 381-1095 evenings. (3-25)

1981 college grad seeks employment to work hard and progress. Experienced in Contry, A/C personality PBP, and news. NEIL ISAACS (616) 798-4613. (3-25)

Major market experience announcer/DJ, production work. Any music format, air shift. Will relocate anywhere. T&R: FL days (316) 225-6717, nights (316) 227-3151. (3-25)

Have tongue will travel: Bachelors Degree. Good copy, news writing, excellent production. Prefer South or Southwest. Want entry level. Call MIKE (309) 788-1935 or (309) 786-1265. (3-25)

Air talent with 4 years experience, good production seeking fulltime position in medium market. DON ELLIOTT (303) 351-0229. (3-25)

WANTED: Challenging news position or my real passion, Sports. B.A. in communications. 2 1/2 years professional radio. DAVE RODRIGUEZ (707) 224-9579. (3-25)

Announcer/PD spent the last 2 years in Kansas City. Looking for a new place to rock. For T&R call (816) 358-0238. (3-25)

RICK ALEXANDER, WKBO and formerly QV93/Harrisburg wants airshift and/or PD spot at CHR or A/C outlet. Call RICK (717) 534-1943. (3-25)

Sports reporter/PBP. Have led a station to state award. No value of local coverage: Degree, over 6 years experience. Will relocate anywhere. (703) 433-2093. (3-25)

British DJ with 4 years experience available now. Why not try someone that's a little different. NICK (415) 661-2827. (3-25)

The Doctors turn big headaches into big results! Creative CHR, A/C programming, promotion and two smooth professional airshifts can be yours. Call BRUCE (717) 244-4457. (3-25)

PD, team player. Production expert, people trainer, major market pro, small market programming expert. Promotions, news, talk, ain't bad lookin'. Seek PD, MD, small or medium market, air in major market. (517) 263-2479. (3-25)

AOR/Soft Rock announcer. 8+ years experience including medium market MD, automation/music programming. Some engineering. Letters of recommendation available. DON LORIN (503) 485-3124. (3-25)

15+ years experience, CHR, A/C; DJ/MD/PD. AM/FM formats. Dependable, good production. Greater Cincinnati. (513) 528-5793. (3-25)

Dynamite weekend personality at KNBA/Vallejo who's very funny and entertaining, looking to move up. Also great on news and sports! Contact: FRANK BUTERA (415) 223-1534. (3-25)

WLCV grad, degree. Broadcast grad, RRT, currently employed. Professional attitude, intelligent, potential. JANET LYNCH, 3743 Deep Dale, Louisville, KY 40207, (502) 895-5208 mornings, evenings, EST. Weekends. (3-25)

Husband/wife team. Looking for small/medium market progressive station, community involved, where we can develop our skills. JIM or BARB (715) 842-9431. (3-25)

Ms. Pac-man pro available to gobble up your medium major competition. Power packed with morning drive. Assistant PD, MD, copy, production. Call MANEATER (915) 692-9414. (3-25)

Major market experience. 4 years in AOR. Excellent jock, production, clever promotion and programming. Recently at WGRQ, give your station an edge. HAROLD (716) 461-3172. (3-25)

No short cuts. I eat and sleep news. Aggressive 3 year pro wants challenging position with Sunbelt station committed to news. Call KARL (304) 599-3083.

Dependable announcer, trained and hard working wants to join your radio staff. Will relocate. For T&R call FRED STEELE (414) 473-4031. (3-18)

PD seeks off-air PD slot. Currently MD with leading, prestigious A/C station in Top 5 market. Call MIKE (313) 588-8236. (3-18)

4 yr. pro employed. Looking to step up. Good pipes, production. Prefer NE but will consider right offer. ANDY GORDON for T&R. (716) 664-4142. (3-18)

Ranked 7th in 32 station Top 10 market (25-49); highest of all dayparts. Character, voice, brevity, wit. 8 yrs. experience. KEVIN (703) 281-3647. (3-18)

Conversational communicator. 5 yrs. broadcast experience. B.A. degree. Seeks better opportunity. Production wiz. Call JIM (602) 884-8171 (leave message). (3-18)

All I want is a chance. Sports/news anywhere. College graduate. 2 1/2 yrs. professional experience. DAVE RODRIGUEZ (707) 224-9579. (3-18)

Positions Sought

DJ with 2 yrs. experience looks for show in your market. All inquiries considered. PAUL (305) 431-6109. (3-18)

5 yrs. major market experience, all positions. Want PD or DJ gig in Oldies, MOR or CHR. All inquiries considered. Currently working Miami. KEITH (305) 271-1671. (3-18)

Southern CA only. Newsman extraordinaire. Straight/funny. Light or basic. Multi-award winner. 10 yrs. experience. Excellent reporter/anchor with sports knowledge. RICH (213) 894-9779. (3-18)

Stable, reliable former PD at KMED/Medford, OR, 5 yrs. experience seeks employment in larger market in OR, WA, any format. CHARLIE KIRK (503) 772-3480. (3-18)

Ambition is my middle name! Talented gal, only 21. Already have two major market stations to my credit, plus other helpful experience. Call "T.J." (314) 723-3375. (3-18)

Bright, talented, quick witted and informed Talk Show Host/ personality available. All subjects including sports. KENNY WILLIAMS 6-1am (805) 736-5656. (Great interviewer). (3-18)

1981 college grad seeks position to work hard and progress. Experienced in Country, A/C personality, PBP, and news. NEIL ISAACS (616) 798-4613. (3-18)

Greater Cincinnati, DJ-PD-MD. 15 yrs., dependable, production. CHR, A/C, Urban. Now! (513) 528-5793. (3-18)

Major market talent at a small market price! Experienced psychopath available immediately for personality A/C or CHR morning anywhere. WAYNE (502) 459-1481. (3-18)

2 yr. man with medium market experience looking for Southeastern gig. Call KEVIN (803) 524-3050. (3-18)

Morning personality DENNIS CANNON is looking. Formerly WKSW/Cleveland, WINN/Louisville. Majors only. (502) 425-5874. (3-18)

Available-Versatile, enthusiastic, hardworking radio person with B.A. in communications. Sales, air and computer experience. Call LAURA (603) 659-2856. For T&R. Will relocate. (3-18)

WLCV grad. Currently employed. Degree, RRT broadcast grad, professional attitude, intelligent, potential. JANET LYNCH, 3743 Deep Dale, Louisville, KY, (502) 895-5208 (mornings, evenings EST, weekends). (3-18)

Country-A/C former Country PD/MD available today. Dedicated. Formerly KTKT, KIKX, KCUB. Contact: BOB JONES (602) 889-6296. (3-18)

Experienced, creative, reliable, professional. Interested? Call TOM, days, (412) 234-4621 or evenings after 6:30pm (412) 441-4410. (3-18)

Major market talent looking for programming position with medium market or air talent position with major/medium market. BILL (703) 750-2267. (3-18)

RICK BECKETT morning drive at 50kw WAAY Radio accepting offers. Medium/major A/C's and CHR's. 13 yrs. experience. AM/PM drive slots only! (205) 881-7922. (3-18)

Willing jock with 1 yr. experience seeks any format will relocate. Call ASHLEY SCHARGE (212) 229-2094. (3-18)

North San Diego county community-minded Adult station looking for morning air talent/production. T&R: North Coast Media, 2521 1/2 S. Vista Way, #201, Carlsbad, CA 92008. EOE M/F (3-18)

Talented, aggressive A/C-CHR personality looking for new home. Medium FM's preferred but will consider all. Presently Top 100. TOM (203) 846-4178. (3-18)

Looking for a solid experienced news reporter? Call MIKE (614) 353-0189. More than 8 yrs. of professional experience in all facets of radio news. Prefer Northeast or FL. (3-18)

Award-winning major market assignment editor/reporter looking for growth opportunity can lead or contribute to your news department. 8 yrs. experience. TONY (313) 584-4959. (3-18)

10 yrs. experience; public affairs, broadcast standards, promotion, publicity. Strong, facile writer. Desire: take charge position in radio that offers opportunity for growth. (212) 757-8694. (3-18)

Superstar MD/former PD seeks medium to major market opening. Preferably as MD. Attended superstars convention in Orlando. 6 yrs. AOR experience. TONY (803) 762-1778. (3-18)

Top 10 market experience at WEAM/Washington D.C. (AOR, A/C) Major market experience at WLPL/Baltimore (CHR). BOB MOORE (301) 759-4777. (3-18)

News heavyweight. Former network TV-radio correspondent, multiple national awards, wants chain or major market ND position. Strong business skills. PAT CLAWSON (202) 546-5856. (3-18)

Eastern AOR, A/C stations: Looking for responsible, mature, experienced communicator? Call DAVE LeCLAIRE (803) 763-5582 or (803) 797-3050. (3-18)

7 yr. programming veteran looking for spring change. Mid-days or mornings plus PD, also 4 sports PBP. Midwest only, call PATRICK (419) 586-3076. (3-18)

Wanted: news or board shift in any size market east of the Mississippi and south of MI. 4 yrs. experience including automation. WADE (419) 943-2525. (3-18)

Warm-sounding talent with creative production would like to work. (419) 381-1095. (3-18)

Positions Sought

Experienced newsmen and DJ looking for small or middle market station. Any format. Will relocate. For T&R call (312) 849-0742 or (312) 389-7045. (3-18)

Dedicated professional. 10 yrs. experience. Programming, news, production, announcing. Past four yrs. college medium market. Prefer Rocky Mountain, Western SD or NE region. (303) 493-6830. (3-18)

Album rockers only need reply. Presently part-timer at Easy Listener, also at campus rocker. Seeking fulltime work anywhere. Broadcasting degree. DAVE (615) 865-5900. (3-18)

Changes

RADIO

Doug Cordier named an Account Executive for WCXI-AM & FM/Detroit, MI.

Brewster Allison appointed Local Sales Manager of WXAM/Charlottesville, VA.

Dan Carmean has been appointed Account Executive at KIIS-FM/KPRZ-AM/Los Angeles, CA, formerly with KHJ/Los Angeles, CA.

Jutta Christman appointed Account Executive at KIIS-FM/KPRZ-AM/Los Angeles, CA, formerly with KJOL/Los Angeles, CA.

Sharon Hamovitz joins WCBM/Owings Mills, MD as Account Executive, formerly with WPXI-TV/Pittsburgh, PA.

Kevin Donohue joins WCBM/Owings Mills, MD as Account Executive, formerly with WITH/Baltimore, MD.

Joey Aines appointed Account Executive at KFWB/Los Angeles, CA, formerly with Metro Network, Inc.

Andrea Cohen named Account Executive at KFWB/Los Angeles, CA.

Dwight Wallace appointed Account Executive at KFWB/Los Angeles, CA, formerly with KJLH/Los Angeles, CA.

Michael Bensson named Sports Director at WJL/Niagara Falls, NY.

Terry Van, Account Executive WDBO/Orlando, FL, promoted to Local Sales Manager.

Connie Pointer promoted to Sales Representative for the Mighty 690-AM and 91X-FM/San Diego, CA.

Miscellaneous

KGLH needs record service from all labels. Mostly pop rock hits. Call (702) 557-2327, 555 Sunset, Gerloch, NV 89412. (3-18)

Major FM needs Production Library Info beds/effects, send demos/catalogues to: Production Director, PO Box 2302, High Point, NC 27261. (3-18)

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

R&R Opportunities Advertising

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

Frequency Rates*		
1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

*Must run consecutive weeks.

Payable In Advance

Orders must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per week, plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday.

For Opportunities, call (213) 553-4330 or mail to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

DAVID BOWIE "Let's Dance"
 JARREAU "Mornin' "
 PRINCE "Little Red Corvette"
 RONNIE MILSAP "Stranger In My House"

TM A/C

MICHAEL JACKSON "Billie Jean"
 JARREAU "Mornin' "
 MAC McANALLY "Minimum Love"

TM Country

CRYSTAL GAYLE "Our Love Is On The Faultline"
 DAVID FRIZZELL & SHELLY WEST
 "Cajun Invitation"
 MICKEY GILLEY "Fool For Your Love"
 DAVID WILLS "Those Nights, These Days"
 EDDIE RABBITT "You Can't Run From Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

DAVID BOWIE "Let's Dance"
 SAMMY HAGAR "Never Give Up"
 ROBERT ELLIS ORRALL w/CARLENE CARTER
 "I Couldn't Say No"
 RONNIE MILSAP "Stranger In My House"

The A/C Format

PATTI AUSTIN "Every Home Should Have One"
 RONNIE MILSAP "Stranger In My House"
 PETER ALLEN "You Haven't Heard The Last Of Me"

Super-Country

DAVID ALLAN COE "The Ride"
 CONWAY TWITTY "We Had It All"
 T.G. SHEPPARD "Without You"
 DAVID FRIZZELL & SHELLY WEST
 "Cajun Invitation"
 CRYSTAL GAYLE "Our Love Is On The Faultline"
 MICHAEL MURPHEY "Love Affairs"
 EDDIE RABBITT "You Can't Run From Love"
 MICKEY GILLEY "Fool For Your Love"

Radio Arts

John Benedict (213) 841-0225

Country's Best

RONNIE MILSAP "Stranger In My House"
 MICHAEL MURPHEY "Love Affairs"
 GAIL DAVIES "Singing The Blues"
 EDDIE RABBITT "You Can't Run From Love"

The Entertainers

GARY PORTNOY "Where Everybody Knows Your Name"
 EDDIE RABBITT "You Can't Run From Love"
 DIONNE WARWICK "Take The Short Way Home"
 PATTI AUSTIN "Every Home Should Have One"

Sound 10

PATTI AUSTIN "Every Home Should Have One"
 EDDIE RABBITT "You Can't Run From Love"
 PETER ALLEN "You Haven't Heard The Last Of Me"
 GARY PORTNOY "Where Everybody Knows Your Name"

Concept Productions

Dick Wagner (916) 782-7754

Adult Rock

PATRICK SIMMONS "So Wrong"
 DAVID BOWIE "Let's Dance"
 JARREAU "Mornin' "
 DEF LEPPARD "Photograph"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

DAVID BOWIE "Let's Dance"
 JARREAU "Mornin' "
 RONNIE MILSAP "Stranger In My House"
 THOMPSON TWINS "Lies"

Contempo 300

RONNIE MILSAP "Stranger In My House"
 BRYAN ADAMS "Straight From The Heart"
 DEXYS MIDNIGHT RUNNERS "Come On Eileen"

Great American Country

LYNN ANDERSON "You Can't Lose What We . . ."
 JOE STAMPLEY "Finding You"
 GUS HARDIN "After The Last Goodbye"
 LOUISE MANDRELL "Save Me"
 EDDIE RABBITT "You Can't Run From Love"

Tanner Musical Spectrum

Kenny Bosak (901) 320-4433

Bright Blue A/C

PATTI AUSTIN "Every Home Should Have One"

Tanner Country

MEL TILLIS "In The Middle Of The Night"
 EMMYLOU HARRIS "I'm Movin' On"
 BOBBY BARE & LACY J. DALTON
 "It's A Dirty Job"
 GENE WATSON "You're Out Doing What I'm Here . . ."
 LEON EVERETTE "My Lady Loves . . ."

Red Satin Rock

PRINCE "Little Red Corvette"
 BRYAN ADAMS "Straight From The Heart"
 MAC McANALLY "Minimum Love"
 PATRICK SIMMONS "So Wrong"
 LAURA BRANIGAN "Solitaire"

Peters Productions, Inc.

Debbie Welsh (714) 565-8511

Country Lovin'

EDDIE RABBITT "You Can't Run From Love"
 RONNIE MILSAP "Stranger In My House"
 CRYSTAL GAYLE "Our Love Is On The Faultline"

The Great Ones

KENNY LOGGINS "Welcome To Heartlight"
 LOU RAWLS "Wind Beneath My Wings"
 MICHAEL McDONALD "Playin' By The Rules"
 RONNIE MILSAP "Stranger In My House"
 BERTIE HIGGINS "Toyko Joe"
 PATTI AUSTIN "Every Home Should Have One"

BPI

John Iles (800) 426-9082

Adult Contemporary

TOTO "I Won't Hold You Back"
 LOU RAWLS "Wind Beneath My Wings"

Country Living

GAIL DAVIES "Singing The Blues"
 DAVID FRIZZELL & SHELLY WEST
 "Cajun Invitation"
 PORTER WAGONER "This Cowboy's Hat"
 CRYSTAL GAYLE "Our Love Is On The Faultline"
 BIG AL DOWNING "It Takes Love"

Boardwalk Combines With DNA



Boardwalk Entertainment has signed DNA, a band headed by guitarist Rick Derringer and drummer Carmine Appice. The group's first album is due in late March. Pictured at the signing are (l-r) Boardwalk's Kathy Gerrity (foreground) and Andi Stevens, producer Spencer Proffer, Appice, Boardwalk Exec. VP/GM Bruce Bird (foreground), label's Shawn LeWinter, Derringer, and Boardwalk's Steve Brack.



MURPHY'S LAW AT WXYV — Eddie Murphy, star of the movie "48 Hours" and member of the "Saturday Night Live" team, took time to visit V-103/Baltimore. Eddie, leathered from head to toe, poses with Tim Watts (left), V-103's Program Director, and Bob Scott (right), station morning personality.



EW&F AT WBMX — Columbia's Earth Wind & Fire recently completed a promotional tour, visiting WBMX/Chicago along the way. Pictured are (l-r) Effective Music Management President and EW&F consultant Ron Ellison, group's Verdine White and Phillip Bailey, WBMX Music Director Marco Spoon, CBS's Frank Chaplin III, and group's Larry Dunn.



WWRL WELCOMES JUNIOR — MCA Records hosted a promotional luncheon in New York honoring Musical Youth. Pictured are WWRL's Cynthia Jeffers (left) and Junior of Musical Youth.



Regional Adds & Hots

Table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTEST, SOUTH, HOTTEST, WEST, HOTTEST. Lists artists and record labels for each region.

EAST
WQNA-FM Albany, NY
JOHN ANDERSON
WQNA-FM Albany, NY
JOHN ANDERSON

MIDWEST
WMAO Chicago, IL
WMAO Chicago, IL
WMAO Chicago, IL

SOUTH
WYMK-FM Baton Rouge, LA
WYMK-FM Baton Rouge, LA
WYMK-FM Baton Rouge, LA

WEST
WQEM/KJOT Boise, ID
WQEM/KJOT Boise, ID
WQEM/KJOT Boise, ID

WEST
WQEM/KJOT Boise, ID
WQEM/KJOT Boise, ID
WQEM/KJOT Boise, ID

WEST
WQEM/KJOT Boise, ID
WQEM/KJOT Boise, ID
WQEM/KJOT Boise, ID

Hottest Tracks:

"Scarlet Fever" (Liberty) KENNY ROGERS

142 Current Reports

The following stations did not report this week: KYNN-AM-FM/Omaha WPLO/Atlanta WGVM/Greenville

NOTE: WQIK-FM/Jacksonville has gone on automation and is no longer reporting.

COUNTRY ALBUMS

Cuts in bold type are receiving the heaviest airplay.

ALABAMA - The Closer You Get - (RCA) "The Closer You Get" "Lady Down On Love" "Dixie Boy" "Red River" "Alabama Sky" "Lovin' Man"

MERLE HAGGARD & WILLIE NELSON - Poncho & Lefty - (Epic) "Poncho And Lefty" "All The Soft Places To Fall" RONNIE McDOWELL - Personally - (Epic) "You're Gonna Ruin My Bad Reputation" "After You" "38 Special" "I Should've Lied" "Huggin' My Lady, Kissin' My Baby" "You Make My Day Pay Off (All Night Long)"

Most Requested: JOHN ANDERSON "Swingin'" (RCA) ALABAMA "Dixieland Delight" (RCA) SHELLY WEST "Jose Cuervo" (WB/Viva) OAK RIDGE BOYS "American Made (MCA)

REGIONAL AIR ACTIVITY

EXPANDED & UP TO DATE

EAST

MOST ADDED

- Pink Floyd (29)
- UBes (11)
- Krokus (10)
- Martin Briley (10)
- Roxy Music (9)

HOTTEST

- Def Leppard (39)
- Journey (38)
- Greg Kihn Band (32)
- Thomas Dolby (30)
- U2 (29)

Parallel One

CHUM-FM/Toronto (416) 925-6666

PD: ROSS DAVIES
MD: WAYNE WEBSTER

Hottest
THOMAS DOLBY
DAVID BOWIE
PINK FLOYD
STYX
BERLIN
JAM
CULTURE CLUB
DEF LEPPARD
MISSING PERSONS
ONE
DRIVERS
TOM PETTY & H.B.S.
THIN LIZZY
ROXY MUSIC
DURAN DURAN
BOB SEGER
QUET RIOT
INXS
NEIL YOUNG
GOLDEN EARRING
MARTIN & MUFFINS
BRYAN ADAMS
JOURNEY
A FLOCK OF SEAGULL
U2
PRETENDERS
DIRE STRAITS
NICK LONE
JOAN ARMATRADING
ERIC CLAPTON
D'IVINYLS
ULTRAVOX
RISIS
SOFT CELL
RAMONES
BLICK 182
ROCKETS
PETE SHELLEY
TENANTS
RED RIDER
THOMPSON TWINS
ROBERT HAZARD
BLANKET OF SECURITY
STRANGE ADVANCE
MARTHA & MUFFINS
CHILL WACK
DOUG & THE SLOGS
TUBES

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WBAB/Long Island (516) 587-1023

PD: BOB BUCHMANN
MD: RALPH TORTORA
FRANZOSI

Hottest
HEAD THUNDER
NIGHT RANGER
DURAN DURAN
JOURNEY (M)
DEF LEPPARD (M)
GREG KIHN BAND (M)
DEYS MIDNIGHT...
VAN DER BEEK
SCHENK
MICHAEL JACKSON
BOB SEGER (M)
PAT BENAERT (M)
THOMAS DOLBY
BERLIN (M)
ERIC CLAPTON (M)
TRUMP (M)
PHIL COLLINS (M)
MUSIC
MICHAEL BOLTON
DIRE STRAITS
HALL & OATES
JOURNEY
ART IN AMERICA
ROBERT HAZARD
BRYAN ADAMS
SIMPLE MINDS
MICHAEL SCHENKER G
PSYCHEDELIC FURS
REID RIDER
RAMONES
MOLLY HATCHET
MODERN ENGLISH
ULTRAVOX
SCANDAL
SIMPLE MINDS
CHAMP TRICK
PLANE P
THOMPSON TWINS
INXS
THIN LIZZY
STYX
TOM PETTY & H.B.S.
AGGRO
JIMMY NURELL
CALL
LOZ MOTTOS

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WVOE/Pittsburgh (412) 562-5900

PD: HOWIE CASTLE
MD: RON NENI

Hottest
DEF LEPPARD
REID RIDER
THOMAS DOLBY
ATF
JOURNEY
BRYAN ADAMS
ROBERT HAZARD
STYX
MEN AT WORK
MUSIC
GREG KIHN BAND
GARY MOORE
MUSIC
TRUMP
PLANE P
DURAN DURAN
PETE TONGHEND
MALL OF VOODOO
DEYS MIDNIGHT...
CALL
MODERN ENGLISH
MOLLY HATCHET
TUBES
INXS
JUN BUTCHER AXIS
PSYCHEDELIC FURS
CHRIS DEBURGH
THOMPSON TWINS
LE TRAVOX
BERLIN
TONY CARLY
MARTIN BRILEY
KROKUS
QUET RIOT
DURAN DURAN

W1YY/Baltimore (301) 889-0088

PD: CHUCK DUCOTEY
MD: TTY FORD

Hottest
JOURNEY
THOMPSON TWINS
RIC OCASER
JUN BUTCHER AXIS
JAM
MICK LONE
MICHAEL JACKSON
DAVID BOWIE
GREG KIHN BAND
ATF
DEF LEPPARD
DURAN DURAN
FRIDA
GREG KIHN BAND
PETE TONGHEND
NICK LONE
PETE SHELLEY
DAVE EDWARDS
DAVID BOWIE
ROBIN WILLIAMS
PRETENDERS
MUSIC
PLANE P
MUSIC
PRETENDERS
ULTRAVOX
FRIDA
DURAN DURAN
BILLY IDOL
D'IVINYLS
MUSIC
HOTTEST
INXS
FALCO
THOMAS DOLBY
GOLDEN EARRING
DIRE STRAITS
DEF LEPPARD (M)
JOURNEY (M)
BOB SEGER
QUET RIOT
INXS
NEIL YOUNG
GOLDEN EARRING
MARTHA & MUFFINS
BRYAN ADAMS
JOURNEY
A FLOCK OF SEAGULL
U2
PRETENDERS
DIRE STRAITS
NICK LONE
JOAN ARMATRADING
ERIC CLAPTON
D'IVINYLS
ULTRAVOX
RISIS
SOFT CELL
RAMONES
BLICK 182
ROCKETS
PETE SHELLEY
TENANTS
RED RIDER
THOMPSON TWINS
ROBERT HAZARD
BLANKET OF SECURITY
STRANGE ADVANCE
MARTHA & MUFFINS
CHILL WACK
DOUG & THE SLOGS
TUBES

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WOUR/Utica (315) 797-0803

PD: DALE EDWARDS
MD: TOM STARK

Hottest
TOM PETTY & H.B.S.
JOURNEY
STYX
ULTRAVOX
BRYAN ADAMS
GREG KIHN BAND
INXS
REID RIDER
CHRIS DEBURGH
PRETENDERS
RIC OCASER
BOB SEGER
ATF
MODERN ENGLISH
ROBERT ELLIS ORRAL
JOURNEY

WGRQ/Buffalo (716) 881-4555

PD: PAUL HEINE
MD: BILL WESTON

Hottest
DEF LEPPARD
U2
THOMAS DOLBY
JOURNEY
DEYS MIDNIGHT...
THOMPSON TWINS
RIC OCASER
JUN BUTCHER AXIS
JAM
MICK LONE
MICHAEL JACKSON
DAVID BOWIE
GREG KIHN BAND
ATF
DEF LEPPARD
DURAN DURAN
FRIDA
GREG KIHN BAND
PETE TONGHEND
NICK LONE
PETE SHELLEY
DAVE EDWARDS
DAVID BOWIE
ROBIN WILLIAMS
PRETENDERS
MUSIC
PLANE P
MUSIC
PRETENDERS
ULTRAVOX
FRIDA
DURAN DURAN
BILLY IDOL
D'IVINYLS
MUSIC
HOTTEST
INXS
FALCO
THOMAS DOLBY
GOLDEN EARRING
DIRE STRAITS
DEF LEPPARD (M)
JOURNEY (M)
BOB SEGER
QUET RIOT
INXS
NEIL YOUNG
GOLDEN EARRING
MARTHA & MUFFINS
BRYAN ADAMS
JOURNEY
A FLOCK OF SEAGULL
U2
PRETENDERS
DIRE STRAITS
NICK LONE
JOAN ARMATRADING
ERIC CLAPTON
D'IVINYLS
ULTRAVOX
RISIS
SOFT CELL
RAMONES
BLICK 182
ROCKETS
PETE SHELLEY
TENANTS
RED RIDER
THOMPSON TWINS
ROBERT HAZARD
BLANKET OF SECURITY
STRANGE ADVANCE
MARTHA & MUFFINS
CHILL WACK
DOUG & THE SLOGS
TUBES

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

Parallel Two

WOUR/Utica (315) 797-0803

PD: DALE EDWARDS
MD: TOM STARK

Hottest
TOM PETTY & H.B.S.
JOURNEY
STYX
ULTRAVOX
BRYAN ADAMS
GREG KIHN BAND
INXS
REID RIDER
CHRIS DEBURGH
PRETENDERS
RIC OCASER
BOB SEGER
ATF
MODERN ENGLISH
ROBERT ELLIS ORRAL
JOURNEY

WGRQ/Buffalo (716) 881-4555

PD: PAUL HEINE
MD: BILL WESTON

Hottest
DEF LEPPARD
U2
THOMAS DOLBY
JOURNEY
DEYS MIDNIGHT...
THOMPSON TWINS
RIC OCASER
JUN BUTCHER AXIS
JAM
MICK LONE
MICHAEL JACKSON
DAVID BOWIE
GREG KIHN BAND
ATF
DEF LEPPARD
DURAN DURAN
FRIDA
GREG KIHN BAND
PETE TONGHEND
NICK LONE
PETE SHELLEY
DAVE EDWARDS
DAVID BOWIE
ROBIN WILLIAMS
PRETENDERS
MUSIC
PLANE P
MUSIC
PRETENDERS
ULTRAVOX
FRIDA
DURAN DURAN
BILLY IDOL
D'IVINYLS
MUSIC
HOTTEST
INXS
FALCO
THOMAS DOLBY
GOLDEN EARRING
DIRE STRAITS
DEF LEPPARD (M)
JOURNEY (M)
BOB SEGER
QUET RIOT
INXS
NEIL YOUNG
GOLDEN EARRING
MARTHA & MUFFINS
BRYAN ADAMS
JOURNEY
A FLOCK OF SEAGULL
U2
PRETENDERS
DIRE STRAITS
NICK LONE
JOAN ARMATRADING
ERIC CLAPTON
D'IVINYLS
ULTRAVOX
RISIS
SOFT CELL
RAMONES
BLICK 182
ROCKETS
PETE SHELLEY
TENANTS
RED RIDER
THOMPSON TWINS
ROBERT HAZARD
BLANKET OF SECURITY
STRANGE ADVANCE
MARTHA & MUFFINS
CHILL WACK
DOUG & THE SLOGS
TUBES

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WAAJ/Binghamton (607) 772-8850

PD: JOHN CARTER

Hottest
JOURNEY
THOMPSON TWINS
RIC OCASER
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
DEYS MIDNIGHT...
THOMPSON TWINS
RIC OCASER
BOB SEGER
ATF
MODERN ENGLISH
ROBERT ELLIS ORRAL
JOURNEY

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

WZLW/Buffalo (716) 773-0098

PD: DINO MATELA

Hottest
BRYAN ADAMS
BOB SEGER
STYX
ZZ TOP
DEF LEPPARD
THOMAS DOLBY
JOURNEY
TOM PETTY & H.B.S.
GREG KIHN BAND
MUSIC
WALL OF VOODOO
INXS
MODERN ENGLISH
CALL
PLANE P
REID RIDER
ROBERT HAZARD
THOMAS DOLBY
ERIC CLAPTON
TRUMP
JAM
MICK LONE
BILLY IDOL

An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.

CITY PARADE - PLANNERS

WNYE 104 Buffalo

PD: Ray St. James
MD: P.J. Fox

- 1 MICHAEL JACKSON/Billie Jean
- 2 STYX/M... Roboto
- 3 JOURNEY/Separate Ways/Worlds
- 4 DEVS MIDNIGHT R/Come On Eileen
- 5 LIONEL RICHTIE/You Are
- 6 HALL & OATES/One On One
- 7 GREG KINN BAND/Jopardy
- 8 PRETENDERS/Back On The Chain...
- 9 DURAN DURAN/Hungry Like The Wolf
- 10 ROGERS & EASTON/We've Got Tonight
- 11 DEF LEPPARD/Photograph
- 12 FRIDA/I Know There's Something
- 13 TOM PETTY/Change Of Heart
- 14 THOMPSON TWINS/Lives
- 15 SYSTEM/You Are In My System
- 16 FARE/You're In Love With Me
- 17 MICHAEL JACKSON/Beat It
- 18 DEBARGE/Like It
- 19 CULTURE CLUB/Do You Really Want...
- 20 ODD/Whirly Girl
- 21 TOTOTI/Won't Hold You Back
- 22 DAN FOGLBERG/Make Love Stay
- 23 PATI/AUSTIN/Baby, Come To Me
- 24 ERIC CLAPTON/I've Got A Rock N' Roll
- 25 PHIL COLLINS/Don't Care Anymore
- 26 DEF LEPPARD/Photograph
- 27 CHRIS CROSS/At Right
- 28 JEFFERSON STARSHIP/Winds Of Change
- 29 RIC OCASER/Somebody To Grab For
- 30 ABC/Poison Arrow

Q107 Washington, D.C.

PD: Alan Burns
MD: Mary Taten

- 1 MICHAEL JACKSON/Billie Jean
- 2 STYX/M... Roboto
- 3 JOURNEY/Separate Ways/Worlds
- 4 DEVS MIDNIGHT R/Come On Eileen
- 5 LIONEL RICHTIE/You Are
- 6 HALL & OATES/One On One
- 7 GREG KINN BAND/Jopardy
- 8 PRETENDERS/Back On The Chain...
- 9 DURAN DURAN/Hungry Like The Wolf
- 10 ROGERS & EASTON/We've Got Tonight
- 11 DEF LEPPARD/Photograph
- 12 FRIDA/I Know There's Something
- 13 TOM PETTY/Change Of Heart
- 14 THOMPSON TWINS/Lives
- 15 SYSTEM/You Are In My System
- 16 FARE/You're In Love With Me
- 17 MICHAEL JACKSON/Beat It
- 18 DEBARGE/Like It
- 19 CULTURE CLUB/Do You Really Want...
- 20 ODD/Whirly Girl
- 21 TOTOTI/Won't Hold You Back
- 22 DAN FOGLBERG/Make Love Stay
- 23 PATI/AUSTIN/Baby, Come To Me
- 24 ERIC CLAPTON/I've Got A Rock N' Roll
- 25 PHIL COLLINS/Don't Care Anymore
- 26 DEF LEPPARD/Photograph
- 27 CHRIS CROSS/At Right
- 28 JEFFERSON STARSHIP/Winds Of Change
- 29 RIC OCASER/Somebody To Grab For
- 30 ABC/Poison Arrow

WGLT 100.1 Philadelphia

PD: Scott Walker
MD: Glenn Kalina

- 1 MICHAEL JACKSON/Billie Jean
- 2 DEVS MIDNIGHT R/Come On Eileen
- 3 GREG KINN BAND/Jopardy
- 4 THOMAS DOLBY/She Blinded Me With S...
- 5 CULTURE CLUB/Do You Really Want...
- 6 DEBARGE/Like It
- 7 DURAN DURAN/Hungry Like The Wolf
- 8 MICHAEL JACKSON/Beat It
- 9 LIONEL RICHTIE/You Are
- 10 JOURNEY/Separate Ways/Worlds
- 11 STEVIE NICK/You Are My Kind Of Girl
- 12 FRIDA/I Know There's Something
- 13 DIONNE WARWICK/Take The Short Way Ho
- 14 ERIC CLAPTON/I've Got A Rock N' Roll
- 15 HALL & OATES/One On One
- 16 DAN FOGLBERG/Make Love Stay
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

92 PROFM Providence

Operations Manager: Tom Cuddy

- 1 HALL & OATES/One On One
- 2 DEVS MIDNIGHT R/Come On Eileen
- 3 PRETENDERS/Back On The Chain...
- 4 AT/der Kommissar
- 5 LIONEL RICHTIE/You Are
- 6 DURAN DURAN/Hungry Like The Wolf
- 7 JOURNEY/Separate Ways/Worlds
- 8 MICHAEL JACKSON/Beat It
- 9 CHRIS CROSS/At Right
- 10 GREG KINN BAND/Jopardy
- 11 STEVIE NICK/You Are My Kind Of Girl
- 12 WEATHER GIRLS/Let's Raining Men
- 13 DIONNE WARWICK/Take The Short Way Ho
- 14 ERIC CLAPTON/I've Got A Rock N' Roll
- 15 FRIDA/I Know There's Something
- 16 HALL & OATES/One On One
- 17 DAN FOGLBERG/Make Love Stay
- 18 TOM PETTY/Change Of Heart
- 19 ROGERS & EASTON/We've Got Tonight
- 20 ERIC CLAPTON/I've Got A Rock N' Roll
- 21 ODD/Whirly Girl
- 22 TOTOTI/Won't Hold You Back
- 23 DEF LEPPARD/Photograph
- 24 CULTURE CLUB/Do You Really Want...
- 25 BOB SEGER/Even Now
- 26 DAN FOGLBERG/Make Love Stay
- 27 PATI/AUSTIN/Baby, Come To Me
- 28 DAN FOGLBERG/Make Love Stay
- 29 THOMAS DOLBY/She Blinded Me With S...
- 30 SUPERTRAMP/My Kind Of Lady

78.3 Houston

PD: John Lander
MD: Patty Hamilton

- 1 MICHAEL JACKSON/Billie Jean
- 2 LIONEL RICHTIE/You Are
- 3 JOURNEY/Separate Ways/Worlds
- 4 GOLDEN EARRING/Twilight Zone
- 5 DEVS MIDNIGHT R/Come On Eileen
- 6 CULTURE CLUB/Do You Really Want...
- 7 DURAN DURAN/Hungry Like The Wolf
- 8 PRETENDERS/Back On The Chain...
- 9 GREG KINN BAND/Jopardy
- 10 STEVIE NICK/You Are My Kind Of Girl
- 11 WEATHER GIRLS/Let's Raining Men
- 12 DIONNE WARWICK/Take The Short Way Ho
- 13 ERIC CLAPTON/I've Got A Rock N' Roll
- 14 FRIDA/I Know There's Something
- 15 HALL & OATES/One On One
- 16 DAN FOGLBERG/Make Love Stay
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

100 Miami

PD: Robert W. Walker
MD: Frank Amadeo

- 1 MICHAEL JACKSON/Billie Jean
- 2 LIONEL RICHTIE/You Are
- 3 JOURNEY/Separate Ways/Worlds
- 4 GOLDEN EARRING/Twilight Zone
- 5 DEVS MIDNIGHT R/Come On Eileen
- 6 CULTURE CLUB/Do You Really Want...
- 7 DURAN DURAN/Hungry Like The Wolf
- 8 PRETENDERS/Back On The Chain...
- 9 GREG KINN BAND/Jopardy
- 10 STEVIE NICK/You Are My Kind Of Girl
- 11 WEATHER GIRLS/Let's Raining Men
- 12 DIONNE WARWICK/Take The Short Way Ho
- 13 ERIC CLAPTON/I've Got A Rock N' Roll
- 14 FRIDA/I Know There's Something
- 15 HALL & OATES/One On One
- 16 DAN FOGLBERG/Make Love Stay
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

WWSB 104 Baltimore

PD: Jan Jeffries
Music Coord: Amy Kronthal

- 1 MICHAEL JACKSON/Billie Jean
- 2 DURAN DURAN/Hungry Like The Wolf
- 3 JOURNEY/Separate Ways/Worlds
- 4 PRETENDERS/Back On The Chain...
- 5 STYX/M... Roboto
- 6 CULTURE CLUB/Do You Really Want...
- 7 FRIDA/I Know There's Something
- 8 JOE JACKSON/Breaking Us In Two
- 9 LIONEL RICHTIE/You Are
- 10 DEVS MIDNIGHT R/Come On Eileen
- 11 MICHAEL JACKSON/Beat It
- 12 CHRIS CROSS/At Right
- 13 DAN FOGLBERG/Make Love Stay
- 14 PRINCE/Little Red Corvette
- 15 MEN AT WORK/Good Johnny
- 16 BRUNO MARS/Smiling Face with Heart
- 17 NAKED EYES/Always Something There
- 18 BRUNO MARS/Smiling Face with Heart
- 19 LAURA BRANIGAN/Solitaire
- 20 KENNY LOGGINS/Welcome To Heartlight
- 21 PATRICK SIMMONS/So Wrong
- 22 DAVID BOWIE/Let's Dance
- 23 AL JARREAU/Morin
- 24 BARRY MANILOW/Some Kind Of Friend
- 25 MAC MCANALLY/Minimum Love
- 26 ROBERT HAZARD/Escalator Of Life
- 27 ROBERT HAZARD/Escalator Of Life
- 28 ROBERT HAZARD/Escalator Of Life

WWSB 104 Baltimore

PD: Jan Jeffries
Music Coord: Amy Kronthal

- 1 MICHAEL JACKSON/Billie Jean
- 2 DURAN DURAN/Hungry Like The Wolf
- 3 JOURNEY/Separate Ways/Worlds
- 4 PRETENDERS/Back On The Chain...
- 5 STYX/M... Roboto
- 6 CULTURE CLUB/Do You Really Want...
- 7 FRIDA/I Know There's Something
- 8 JOE JACKSON/Breaking Us In Two
- 9 LIONEL RICHTIE/You Are
- 10 DEVS MIDNIGHT R/Come On Eileen
- 11 MICHAEL JACKSON/Beat It
- 12 CHRIS CROSS/At Right
- 13 DAN FOGLBERG/Make Love Stay
- 14 PRINCE/Little Red Corvette
- 15 MEN AT WORK/Good Johnny
- 16 BRUNO MARS/Smiling Face with Heart
- 17 NAKED EYES/Always Something There
- 18 BRUNO MARS/Smiling Face with Heart
- 19 LAURA BRANIGAN/Solitaire
- 20 KENNY LOGGINS/Welcome To Heartlight
- 21 PATRICK SIMMONS/So Wrong
- 22 DAVID BOWIE/Let's Dance
- 23 AL JARREAU/Morin
- 24 BARRY MANILOW/Some Kind Of Friend
- 25 MAC MCANALLY/Minimum Love
- 26 ROBERT HAZARD/Escalator Of Life
- 27 ROBERT HAZARD/Escalator Of Life
- 28 ROBERT HAZARD/Escalator Of Life

HitRadio 96 Pittsburgh

PD: Cary Pall
MD: Keith Abrams

- 1 MICHAEL JACKSON/Beat It
- 2 HALL & OATES/One On One
- 3 MICHAEL JACKSON/Billie Jean
- 4 DEVS MIDNIGHT R/Come On Eileen
- 5 CULTURE CLUB/Do You Really Want...
- 6 PRETENDERS/Back On The Chain...
- 7 STEVIE NICK/You Are My Kind Of Girl
- 8 DURAN DURAN/Hungry Like The Wolf
- 9 JOURNEY/Separate Ways/Worlds
- 10 GREG KINN BAND/Jopardy
- 11 STEVIE NICK/You Are My Kind Of Girl
- 12 FRIDA/I Know There's Something
- 13 DIONNE WARWICK/Take The Short Way Ho
- 14 ERIC CLAPTON/I've Got A Rock N' Roll
- 15 HALL & OATES/One On One
- 16 DAN FOGLBERG/Make Love Stay
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

WBEN-FM 102 Buffalo

PD: Bob Wood
MD: Roger Christian

- 1 MICHAEL JACKSON/Billie Jean
- 2 LIONEL RICHTIE/You Are
- 3 JOURNEY/Separate Ways/Worlds
- 4 HALL & OATES/One On One
- 5 DEVS MIDNIGHT R/Come On Eileen
- 6 STYX/M... Roboto
- 7 GREG KINN BAND/Jopardy
- 8 MICHAEL JACKSON/Beat It
- 9 THOMAS DOLBY/She Blinded Me With S...
- 10 THOMPSON TWINS/Lives
- 11 PHIL COLLINS/Don't Care Anymore
- 12 CULTURE CLUB/Do You Really Want...
- 13 TOTOTI/Won't Hold You Back
- 14 AL JARREAU/Morin
- 15 FRIDA/I Know There's Something
- 16 JOURNEY/Separate Ways/Worlds
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

WWSB 104 Baltimore

PD: Keith Isley
MD: Mark Shands

- 1 MICHAEL JACKSON/Billie Jean
- 2 LIONEL RICHTIE/You Are
- 3 JOURNEY/Separate Ways/Worlds
- 4 GOLDEN EARRING/Twilight Zone
- 5 DEVS MIDNIGHT R/Come On Eileen
- 6 CULTURE CLUB/Do You Really Want...
- 7 DURAN DURAN/Hungry Like The Wolf
- 8 PRETENDERS/Back On The Chain...
- 9 GREG KINN BAND/Jopardy
- 10 STEVIE NICK/You Are My Kind Of Girl
- 11 WEATHER GIRLS/Let's Raining Men
- 12 DIONNE WARWICK/Take The Short Way Ho
- 13 ERIC CLAPTON/I've Got A Rock N' Roll
- 14 FRIDA/I Know There's Something
- 15 HALL & OATES/One On One
- 16 DAN FOGLBERG/Make Love Stay
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

WWSB 104 Baltimore

PD: John Young
MD: Chris Thomas

- 1 JOHN ANDERSON/Swingin'
- 2 MICHAEL JACKSON/Billie Jean
- 3 JOURNEY/Separate Ways/Worlds
- 4 AT/der Kommissar
- 5 DEVS MIDNIGHT R/Come On Eileen
- 6 GOLDEN EARRING/Twilight Zone
- 7 STYX/M... Roboto
- 8 DEBARGE/Like It
- 9 CULTURE CLUB/Do You Really Want...
- 10 MEN AT WORK/Good Johnny
- 11 HALL & OATES/One On One
- 12 DURAN DURAN/Hungry Like The Wolf
- 13 PRINCE/Little Red Corvette
- 14 WEATHER GIRLS/Let's Raining Men
- 15 DEF LEPPARD/Photograph
- 16 THOMPSON TWINS/Lives
- 17 THOMAS DOLBY/She Blinded Me With S...
- 18 GREG KINN BAND/Jopardy
- 19 STEVIE NICK/You Are My Kind Of Girl
- 20 THOMPSON TWINS/Lives
- 21 DAN FOGLBERG/Make Love Stay
- 22 ODD/Whirly Girl
- 23 BOB SEGER/Even Now
- 24 MAC MCANALLY/Minimum Love
- 25 KENNY LOGGINS/Welcome To Heartlight
- 26 BRYAN ADAMS/Straight From The Hea
- 27 JOURNEY/Separate Ways/Worlds
- 28 PRINCE/Little Red Corvette
- 29 DEF LEPPARD/Photograph
- 30 NAKED EYES/Always Something There

WWSB 104 Baltimore

PD: Harv Moore
MD: John Picillo

- 1 JOURNEY/Separate Ways/Worlds
- 2 STYX/M... Roboto
- 3 GREG KINN BAND/Jopardy
- 4 PRETENDERS/Back On The Chain...
- 5 DEVS MIDNIGHT R/Come On Eileen
- 6 AT/der Kommissar
- 7 DEF LEPPARD/Photograph
- 8 PHIL COLLINS/Don't Care Anymore
- 9 ABC/Poison Arrow
- 10 FRIDA/I Know There's Something
- 11 TOM PETTY/Change Of Heart
- 12 DURAN DURAN/Hungry Like The Wolf
- 13 BOB SEGER/Even Now
- 14 ERIC CLAPTON/I've Got A Rock N' Roll
- 15 HALL & OATES/One On One
- 16 DAN FOGLBERG/Make Love Stay
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

WWSB 104 Baltimore

PD: Harv Moore
MD: John Picillo

- 1 JOURNEY/Separate Ways/Worlds
- 2 STYX/M... Roboto
- 3 GREG KINN BAND/Jopardy
- 4 PRETENDERS/Back On The Chain...
- 5 DEVS MIDNIGHT R/Come On Eileen
- 6 AT/der Kommissar
- 7 DEF LEPPARD/Photograph
- 8 PHIL COLLINS/Don't Care Anymore
- 9 ABC/Poison Arrow
- 10 FRIDA/I Know There's Something
- 11 TOM PETTY/Change Of Heart
- 12 DURAN DURAN/Hungry Like The Wolf
- 13 BOB SEGER/Even Now
- 14 ERIC CLAPTON/I've Got A Rock N' Roll
- 15 HALL & OATES/One On One
- 16 DAN FOGLBERG/Make Love Stay
- 17 DEF LEPPARD/Photograph
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 STEPHEN BISHOP/I Might Be You/Them
- 20 STEVIE NICK/You Are My Kind Of Girl
- 21 PRINCE/Little Red Corvette
- 22 DAN FOGLBERG/Make Love Stay
- 23 THOMPSON TWINS/Lives
- 24 TOM PETTY/Change Of Heart
- 25 ODD/Whirly Girl
- 26 J. SELLS BAND/Land Of A Thousand Da...
- 27 ADAM ANT/Dependate But Not Ser
- 28 KENNY LOGGINS/Welcome To Heartlight
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

1050 chum Toronto

PD: Jim Waters
MD: Brad Jones

- 1 MICHAEL JACKSON/Billie Jean
- 2 DURAN DURAN/Hungry Like The Wolf
- 3 STYX/M... Roboto
- 4 LIONEL RICHTIE/You Are
- 5 BANANARAMA/Shy Boy
- 6 HALL & OATES/One On One
- 7 CULTURE CLUB/Do You Really Want...
- 8 PRETENDERS/Back On The Chain...
- 9 SCANDAL/Love's Got A Line On
- 10 MICHAEL JACKSON/Beat It
- 11 THOMAS DOLBY/She Blinded Me With S...
- 12 ERIC CLAPTON/I've Got A Rock N' Roll
- 13 SHERIFF/When I'm With You
- 14 STRAY CATS/Stray Cat Strut
- 15 MICHAEL JACKSON/Beat It
- 16 ROGERS & EASTON/We've Got Tonight
- 17 FRIDA/I Know There's Something
- 18 BRYAN ADAMS/Guts Like A Knife
- 19 GUNS N' ROSES/Welcome To Jungle
- 20 MARVIN GAYE/Sexual Healing
- 21 STEVIE NICK/You Are My Kind Of Girl
- 22 TOM PETTY/Change Of Heart
- 23 BOB SEGER/Even Now
- 24 NAKED EYES/Always Something There
- 25 HUMAN LEAGUE/Mirror Man
- 26 DIANE VAMSI/You Really Got Me
- 27 HUMAN LEAGUE/Mirror Man
- 28 DAVID BOWIE/Let's Dance
- 29 BERLIN/Sex('n) A...
- 30 DON HENREY/I Can't Stand Still

WPKS-FM Kiss Boston

PD: Sonny Joe White
Music Coord: Geni Donaghey

- 1 HALL & OATES/One On One
- 2 JOURNEY/Separate Ways/Worlds
- 3 GREG KINN BAND/Jopardy
- 4 CULTURE CLUB/Do You Really Want...
- 5 STYX/M... Roboto
- 6 AT/der Kommissar
- 7 DEF LEPPARD/Photograph
- 8 PHIL COLLINS/Don't Care Anymore
- 9 ABC/Poison Arrow
- 10 JOE JACKSON/Breaking Us In Two
- 11 WALLS OF VOODOO/Mexican Radio
- 12 DEF LEPPARD/Photograph
- 13 THOMAS DOLBY/She Blinded Me With S...
- 14 DIONNE WARWICK/Take The Short Way Ho
- 15 PRINCE/Little Red Corvette
- 16 RIC OCASER/Somebody To Grab For
- 17 TOM PETTY/Change Of Heart
- 18 JEFFERSON STARSHIP/Winds Of Change
- 19 SYSTEM/You Are In My System
- 20 POINTER SISTERS/If You Wanna Get Bac...
- 21 PRINCE/Little Red Corvette
- 22 BOB SEGER/Even Now
- 23 HEAVEN 17/We're Not Gonna Take It
- 24 PRETENDERS/Back On The Chain...
- 25 BOB SEGER/Even Now
- 26 JOURNEY/Separate Ways/Worlds
- 27 PSYCHEDELIC FIRS/Love My Way
- 28 KASHIF/Just Got Love
- 29 AL JARREAU/Morin
- 30 FELONY/The Fanatic

WWSB 104 Baltimore

PD: Scott Shannon
MD: Pat McKay

- 1 MICHAEL JACKSON/Billie Jean
- 2 LIONEL RICHTIE/You Are
- 3 STYX/M... Roboto
- 4 STRAY CATS/Stray Cat Strut
- 5 JOURNEY/Separate Ways/Worlds
- 6 DURAN DURAN/Hungry Like The Wolf
- 7 GREG KINN BAND/Jopardy
- 8 CHRIS CROSS/At Right
- 9 HALL & OATES/One On One
- 10 ERIC CLAPTON/I've Got A Rock N' Roll
- 11 DEVS MIDNIGHT R/Come On Eileen
- 12 FRIDA/I Know There's Something
- 13 MEN AT WORK/Good Johnny
- 14 MEN AT WORK/Good Johnny
- 15 GOLDEN EARRING/Twilight Zone
- 16 ROGERS & EASTON/We've Got Tonight
- 17 MICHAEL JACKSON/Beat It
- 18 GREG KINN BAND/Jopardy
- 19 WEATHER GIRLS/Let's Raining Men
- 20 HALL & OATES/One On One
- 21 STEPHEN BISHOP/I Might Be You/Them
- 22 BOB SEGER/Even Now
- 23 PRINCE/Little Red Corvette
- 24 BOB SEGER/Even Now
- 25 NAKED EYES/Always Something There
- 26 DAVID BOWIE/Let's Dance
- 27 DEF LEPPARD/Photograph
- 28 TOTAL COLE/Let's Eat Cannibals
- 29 MICHAEL JACKSON/Beat It
- 30 STEVIE NICK/You Are My Kind Of Girl

92.1 WWSB 104 Dallas

Ops Mgr: John Shomby
Asst. PD/MD: Pete Thomson

- 1 HALL & OATES/One On One
- 2 DEVS MIDNIGHT R/Come On Eileen
- 3 GREG KINN BAND/Jopardy
- 4 MICHAEL JACKSON/Beat It
- 5 AT/der Kommissar
- 6 ERIC CLAPTON/I've Got A Rock N' Roll
- 7 KENNY LOGGINS/Welcome To Heartlight
- 8 JOE JACKSON/Breaking Us In Two
- 9 MEN AT WORK/Good Johnny
- 10 DAN FOGLBERG/Make Love Stay
- 11 TOTOTI/Won't Hold You Back
- 12 JOURNEY/Separate Ways/Worlds
- 13 THOMPSON TWINS/Lives
- 14 THOMAS DOLBY/She Blinded Me With S...
- 15 FRIDA/I Know There's Something
- 16 STEVIE NICK/You Are My Kind Of Girl
- 17 DEF LEPPARD/Photograph
- 18 PRETENDERS/Back On The Chain...
- 19 BARRY MANILOW/Some Kind Of Friend
- 20 ABC/Poison Arrow
- 21 STEPHEN BISHOP/I Might Be You/Them
- 22 DEF LEPPARD/Photograph
- 23 ODD/Whirly Girl
- 24 DAVID BOWIE/Let's Dance
- 25 VAN DER BEEK/Burning Heart

WWSB 104 Baltimore

PD: Steve Kingston
MD: Chuck Tyler

- 1 MICHAEL JACKSON/Beat It
- 2 HALL & OATES/One On One
- 3 STYX/M... Roboto
- 4 DURAN DURAN/Hungry Like The Wolf
- 5 JOURNEY/Separate Ways/Worlds
- 6 PRETENDERS/Back On The Chain...
- 7 ROGERS & EASTON/We've Got Tonight
- 8 PRETENDERS/Back On The Chain...
- 9 MEN AT WORK/Good Johnny
- 10 DEVS MIDNIGHT R/Come On Eileen
- 11 FRIDA/I Know There's Something
- 12 LIONEL RICHTIE/You Are
- 13 JOE JACKSON/Breaking Us In Two
- 14 AT/der Kommissar
- 15 GREG KINN BAND/Jopardy
- 16 FARE/You're In Love With Me
- 17 PRINCE/Little Red Corvette
- 18 MUSICAL YOU/Pass The Dutchie
- 19 CULTURE CLUB/Do You Really Want...
- 20 ABC/Poison Arrow
- 21 ERIC CLAPTON/I've Got A Rock N' Roll
- 22 DIONNE WARWICK/Take The Short Way Ho
- 23 DONNA SUMMERS/She Works In A Fab...
- 24 DAN FOGLBERG/Make Love Stay
- 25 TOM PETTY/Change Of Heart
- 26 DEBARGE/Like It
- 27 RED RIVER/When Love Takes Over
- 28 BOB SEGER/Even Now
- 29 HALL & OATES/One On One
- 30 NAKED EYES/Always Something There
- 31 DAVID BOWIE/Let's Dance
- 32 PHIL COLLINS/Don't Care Anymore

CFTR680 Toronto

PD: Sandy Sanderson
MD: Bob Saint

- 1 MICHAEL JACKSON/Billie Jean
- 2 DURAN DURAN/Hungry Like The Wolf
- 3 LIONEL RICHTIE/You Are
- 4 MARVIN GAYE/Sexual Healing
- 5 HALL & OATES/One On One
- 6 ROGERS & EASTON/We've Got Tonight
- 7 CULTURE CLUB/Do You Really Want...
- 8 STYX/M... Roboto
- 9 PATI/AUSTIN/Baby, Come To Me
- 10 PRETENDERS/Back On The Chain...
- 11 BRYAN ADAMS/Guts Like A Knife
- 12 HUMAN LEAGUE/Mirror Man
- 13 ERIC CLAPTON/I've Got A Rock N' Roll
- 14 FRIDA/I Know There's Something
- 15 BOB SEGER/Even Now
- 16 CHRIS CROSS/At Right
- 17 TONY BAXIL/Mickey
- 18 RAY PARKER JR./Bad Boy
- 19 SHERIFF/When I'm With You
- 20 MICHAEL JACKSON/Beat It
- 21 ODD/Whirly Girl
- 22 ODD/Whirly Girl
- 23 ODD/Whirly Girl
- 24 ODD/Whirly Girl
- 25 ODD/Whirly Girl
- 26 ODD/Whirly Girl
- 27 ODD/Whirly Girl
- 28 ODD/Whirly Girl
- 29 ODD/Whirly Girl
- 30 ODD/Whirly Girl

WNBC Radio 66 New York

PD: Kevin Metheny
Music Coord: Babette Stirling

- 1 DURAN DURAN/Hungry Like The Wolf
- 2 MICHAEL JACKSON/Beat It
- 3 CULT

WOL 98 Cleveland
 PD: Bob Travis
 MD: Tom Jeffries

WKQX Chicago
 PD: Randy Lane
 MD: Lorna Ozono

WLSW Chicago
 PD: Richard Lippincott
 MD: Steve Perun

WLSW Chicago
 PD: Buddy Scott
 MD: Dave Robbins

WLSW Chicago
 PD: Lee Malcolm
 MD: Bob Ransom

WLSW Chicago
 PD: Tac Hammer
 MD: Gregg Swedberg

WLSW Chicago
 PD: Richard Lippincott
 MD: Steve Perun

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 PD: Richard Lippincott
 MD: Steve Perun

WLSW Chicago
 PD: Buddy Scott
 MD: Dave Robbins

WLSW Chicago
 PD: Lee Malcolm
 MD: Bob Ransom

WLSW Chicago
 PD: Tac Hammer
 MD: Gregg Swedberg

WLSW Chicago
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 MD: Steve Perun

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 MD: Bob Ransom

WLSW Chicago
 PD: Tac Hammer
 MD: Gregg Swedberg

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 MD: Dave Robbins

WLSW Chicago
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 PD: Buddy Scott
 MD: Dave Robbins

WLSW Chicago
 PD: Lee Malcolm
 MD: Bob Ransom

WLSW Chicago
 PD: Tac Hammer
 MD: Gregg Swedberg

WLSW Chicago
 PD: Richard Lippincott
 MD: Steve Perun

(H) indicates one of the five "hottest" records on each Parallel One playlist.

EAST
Most Added Hottest

Duran Duran Styx
Ronnie Milsap M. Jackson "Beat"
Johnny

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added Hottest

Duran Duran M. Jackson "Billie"
Jarreau M. Jackson "Beat"
Ronnie Milsap Styx
Irene Cara

EAST

PARALLEL TWO

K104/Erie, PA

Bill Shannon
NEIL YOUNG
GAP BAND
CHRIS DEBURGH
AUTOMATIX
JOURNEY
Hottest:
STYX 1-1
JOURNEY 2-2
TRIUMPH 15-9
ROBBIE PATTON 16-12
TOTO 28-17

KC101/New Haven, CT

Danny Lyons
DURAN DURAN (dp)
Hottest:
MICHAEL JACKSON 1-1
STYX 10-5
GREG KINN BAND 12-7
MICHAEL JACKSON 19-11
DEBARGE 23-18

Q108/York, PA

Dan Steele
ATF
PRINCE
RONNIE MILSAP
NAKED EYES
Hottest:
MICHAEL JACKSON 2-1
DEXYS MIDNIGHT RU 9-4
STYX 15-8
FRIDA 14-9
GREG KINN BAND 25-16

WBUL/Long Island, NY

Bill Terry
BOB SEGER
TOTO
STEPHEN BISHOP
Hottest:
MICHAEL JACKSON 1-1
LIONEL RICHIE 6-4
ROGERS & EASTON 8-6
HALL & OATES 11-8
JOURNEY 13-10

WHFM/Rochester, NY

Kelly McCann
PATRICK SIMMONS
ROBERT ELLIS ORRA
SAMMY HAGAR (dp)
ZZ TOP (dp)
PATTI AUSTIN
RONNIE MILSAP
Hottest:
JOURNEY 4-3
DEXYS MIDNIGHT RU 6-4
ABC 14-6
OXO 17-10
KENNY LOGGINS 24-16

WKEH/Huntington, WV

Gary Miller
ZZ TOP (dp)
INXS (dp)
NIGHT RANGER (dp)
DURAN DURAN
WALL OF VOODOO (dp)
IRENE CARA
JOHN ANDERSON (dp)
Hottest:
JOURNEY 2-1
STYX 5-2
ERIC CLAPTON 4-3
GREG KINN BAND 6-4
TOM PETTY 10-5

WKFM/Syracuse, NY

John Carucci
BOB SEGER
DURAN DURAN
SAGA
EDDY GRANT
IRENE CARA
WALTER EGAN
NIGHT RANGER
INXS
ULTRAVOX
Hottest:
MICHAEL JACKSON 1-1
GREG KINN BAND 11-9
STEPHEN BISHOP 18-11
PHIL COLLINS 22-13
BARRY MANILOW 29-18

WKZZ-FM/Wake-Ren

Jim Rising
NIGHT RANGER
INXS
DURAN DURAN
ZZ TOP
IRENE CARA
RONNIE MILSAP
Hottest:
STYX 2-1
ATF 9-7
PRINCE 17-13
THOMAS DOLBY 36-21
BOB SEGER D-22

WLAN-FM/Lancaster, PA

Nicole
LAURA BRANIGAN
DURAN DURAN
AL JARREAU
BARRY MANILOW
RONNIE MILSAP
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 4-3
GREG KINN BAND 13-7
MICHAEL JACKSON 18-14
ROBERT HAZARD 24-17

WPSJ/Trenton, NJ

Tom Taylor
IRENE CARA
DURAN DURAN
AL JARREAU
RONNIE MILSAP
U2
Hottest:
DEXYS MIDNIGHT RU 3-1
HALL & OATES 4-2
GREG KINN BAND 8-5
MICHAEL JACKSON 15-11
THOMAS DOLBY 23-18

WRCK/Utica, NY

Jim Reitz
DURAN DURAN
ZZ TOP
THOMAS DOLBY
SAGA
WALTER EGAN
Hottest:
STYX 1-1
GREG KINN BAND 6-4
TOM PETTY 14-10
MICHAEL JACKSON 17-13
DEF LEPPARD 20-15

WSPK/Poughkeepsie, NY

Chris Leide
SAGA
RONNIE MILSAP
WALL OF VOODOO
CAMEON
Hottest:
JOURNEY 3-1
FRIDA 9-3
STYX 10-4
MICHAEL JACKSON 14-8
KENNY LOGGINS 24-17

WTIC-FM/Hartford, CT

Mike West
THOMAS DOLBY
TOTO
DAVID BOWIE
Hottest:
DEXYS MIDNIGHT RU 3-2
GREG KINN BAND 10-5
STYX 15-9
ATF 20-14
DEBARGE 22-15

WTRY/Albany, NY

Bill Cahill
RONNIE MILSAP
LAURA BRANIGAN
DURAN DURAN (dp)
Hottest:
STYX 1-1
MEN AT WORK 5-2
DEXYS MIDNIGHT RU 6-3
GREG KINN BAND 13-10
MICHAEL JACKSON 18-12

WYCR/Hanover, York, PA

J.J. Randolph
NIGHT RANGER
STEPHEN BISHOP
PRINCE
RONNIE MILSAP
DURAN DURAN
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 2-2
HALL & OATES 3-3
GREG KINN BAND 4-4
STYX 7-5

WROR/Boston, MA

Gary Berkowitz
FELONY
PATTI AUSTIN
BARRY MANILOW
DURAN DURAN
AL JARREAU
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 2-2
HALL & OATES 4-3
DURAN DURAN 5-4
STYX 8-5

WFLY/Albany, NY

Jack Lawrence
DURAN DURAN
AL JARREAU
PATRICK SIMMONS
Hottest:
DEXYS MIDNIGHT 4-1
JOURNEY 6-3
FRIDA 13-9
GREG KINN BAND 16-10
MICHAEL JACKSON 29-21

WHTT/Boston, MA

Peters/Dane
MODERN ENGLISH
ROBERT ELLIS ORRA
PATRICK SIMMONS
DEF LEPPARD
Hottest:
DEXYS MIDNIGHT RU 3-1
MICHAEL JACKSON 1-2
GREG KINN BAND 6-3
PRETENDERS 2-4
CULTURE CLUB 4-5

WJBL/Portland, ME

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJMI/Ocean City, MD

Jack Gillen
DURAN DURAN
RONNIE MILSAP
WALL OF VOODOO
WALTER EGAN
SCANDAL
ULTRAVOX
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 6-3
STYX 9-5
MICHAEL JACKSON 13-11
OXO 20-15

WJZZ-FM/Bellaire, OH

McKenzie
WALTER EGAN
STEPHEN BISHOP
MAC MCANALLY
DIRE STRAITS
DEBARGE
SAMMY HAGAR
Hottest:
JOURNEY 1-1
FIREFALL 12-3
MICHAEL JACKSON 25-10
TOTO 22-12
LINDA RONSTADT 30-19

WJZZ-FM/Bellaire, OH

Frank Bell
MODERN ENGLISH
NIGHT RANGER (dp)
SCANDAL
Hottest:
ERIC CLAPTON 2-1
STYX 3-2
MICHAEL JACKSON 6-5
GREG KINN BAND 8-6
DEXYS MIDNIGHT RU 12-9

WJZZ-FM/Bellaire, OH

Jim Sebastian
MAC MCANALLY
KENNY LOGGINS
BRYAN ADAMS
PATTI AUSTIN
JULIO IGLESIAS
Hottest:
MICHAEL JACKSON 1-1
LIONEL RICHIE 4-2
HALL & OATES 6-3
DEXYS MIDNIGHT RU 9-5
JOURNEY 11-6

WJZZ-FM/Bellaire, OH

Kamosabi Joe
STEVE MILLER BAND
WALTER EGAN
MICHAEL BOLTON
NIGHT RANGER
ZZ TOP
Hottest:
MICHAEL JACKSON 1-1
CHRIS CROSS 11-7
MICHAEL JACKSON 21-11
JOE JACKSON 17-14
DEF LEPPARD 22-17

WFBG/Altoona, PA

Tony Booth
STEVE MILLER BAND
JEFFREY OSBORNE (dp)
INXS
DURAN DURAN
NAKED EYES
BERTIE HIGGINS (dp)
TOMMY JAMES
Hottest:
MICHAEL JACKSON 1-1
HALL & OATES 2-2
GREG KINN BAND 5-4
STYX 10-7
MICHAEL JACKSON 15-8

WGUJ/Bangor, ME

Jim Randall
DURAN DURAN
DAVID BOWIE
WALL OF VOODOO
WALTER EGAN
STEPHEN BISHOP
PSYCHEDELIC FURS
Hottest:
HALL & OATES 4-1
STYX 9-3
MICHAEL JACKSON 11-4
THOMAS DOLBY 18-11
POINTNER SISTERS 27-19

WHEB/Portsmouth, NH

Rick Bean
BOB SEGER
THOMPSON TWINS
AL JARREAU
KENNY LOGGINS
ROBERT ELLIS ORRA
MAC MCANALLY
Hottest:
MICHAEL JACKSON 1-1
HALL & OATES 2-2
DEXYS MIDNIGHT RU 4-4

WIGY/Beth, ME

Scott Robbins
DAVID BOWIE
TUBES
SAMMY HAGAR
DURAN DURAN
SAGA
TOTO
Hottest:
FRIDA 2-1
GOLDEN EARRING 4-2
JOURNEY 6-3
STYX 8-7
MICHAEL JACKSON 14-10

WKZC/Chambersburg, PA

Williams/Scott
DURAN DURAN
RONNIE MILSAP
THOMAS DOLBY
AL JARREAU
WALTER EGAN
Hottest:
LIONEL RICHIE 1-1
HALL & OATES 6-3
STYX 11-6
JOURNEY 10-8
GREG KINN BAND 13-10

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

WJZZ-FM/Bellaire, OH

John Willis
PATRICK SIMMONS
LAURA BRANIGAN
SAMMY HAGAR
DURAN DURAN
SAGA
SCANDAL
RONNIE MILSAP
ANGELA BOFILL
NIGHT RANGER
MAC MCANALLY
CHAMPAGN
Hottest:
PATRICK SIMMONS A-1
HALL & OATES 4-3
MICHAEL JACKSON 10-4
DEXYS MIDNIGHT RU 15-6
JOHN ANDERSON 35-15

13FEA/Manchester, NH

Rick Ryder
MEN AT WORK
LAURA BRANIGAN
DEBARGE
JOHN ANDERSON
SCANDAL
POINTNER SISTERS
TOTO
Hottest:
HALL & OATES 3-1
STYX 9-12
TOM PETTY 18-13
MODERN ENGLISH 22-16
Q-FEEL 29-19

KTFM/San Antonio, TX

Joe Neasy
JOHN ANDERSON
DURAN DURAN
AL JARREAU
PLANET P
RONNIE MILSAP
WALTER EGAN
CHAMPAGN
WALL OF VOODOO
Hottest:
MICHAEL JACKSON D-1
GREG KINN BAND 10-5
PRINCE CLINTON 19-13
FRIDA 25-16
JOHN ANDERSON A-31

KTSa/San Antonio, TX

Frank Walsh
RONNIE MILSAP
BOB SEGER
FELONY
Hottest:
MICHAEL JACKSON 1-1
HALL & OATES 7-4
JOHN ANDERSON 1-1
MICHAEL JACKSON 16-11
JOHN ANDERSON 21-15

897/New Orleans, LA

Bazoo/Loustaau
DURAN DURAN
KENNY LOGGINS
NAKED EYES
IRENE CARA
Hottest:
HALL & OATES 8-6
GREG KINN BAND 13-9
ABC 15-12
YAZ 25-20

8105/Oroville, FL

Gary Mitchell
DIONNE WARWICK
THOMPSON TWINS
BRYAN ADAMS
PATRICK SIMMONS
Hottest:
JOURNEY 5-3
DEXYS MIDNIGHT RU 11-5
MEN AT WORK 14-11
MICHAEL JACKSON 17-12

KX106/Nashville, TN

Bryan Sargent
STEPHEN BISHOP
KENNY LOGGINS
PATRICK SIMMONS
AL JARREAU
RONNIE MILSAP
Hottest:
JOHN ANDERSON 1-1
JOURNEY 5-3
DEXYS MIDNIGHT RU 11-5
MEN AT WORK 14-11
MICHAEL JACKSON 17-12

KX106/Birmingham, AL

Steve Davis
LAURA BRANIGAN
PRINCE
IRENE CARA
LINDA RONSTADT
Hottest:
MICHAEL JACKSON 1-1
JOHN ANDERSON 5-2
HALL & OATES 4-3
DAN FOGELBERG 14-11
FIREFALL 15-12

KZFM/Corpus Christi, TX

Jackie Robbins
DURAN DURAN
NIGHT RANGER
SCANDAL
WALTER EGAN
BRYAN ADAMS
SAMMY HAGAR
Hottest:
STYX 1-1
JOURNEY 3-2
PRETENDERS 5-3
DEF LEPPARD 10-6
MICHAEL JACKSON 11-7

KZZB/Beaumont, TX

Murphy/Harrison
ZZ TOP
DEBARGE
PATRICK SIMMONS
NIGHT RANGER
Hottest:
JOURNEY 2-1
STYX 3-2
MICHAEL JACKSON 6-4
DEXYS MIDNIGHT RU 10-6
ABC 15-10

WBBB-FM/Mobile, AL

Blaine Kelley
DURAN DURAN
SAGA
ZZ TOP (dp)
PATRICK SIMMONS
WALL OF VOODOO
Hottest:
JOURNEY 3-1
STYX 7-2
GREG KINN BAND 9-5
ATF 13-11
MICHAEL JACKSON 16-12

WANS-FM/Greenville, SC

Rod Metz
DAVID BOWIE
BRYAN ADAMS
AL JARREAU
ROBERT HAZARD
INXS (dp)
GERARD MCMAHON (dp)
NIGHT RANGER (dp)
Hottest:
MICHAEL JACKSON 3-1
JOURNEY 4-2
STYX 7-3
DEXYS MIDNIGHT RU 12-5
GREG KINN BAND 13-7

KITY/San Antonio, TX

Michael Brandon
DURAN DURAN
NAKED EYES
MODERN ENGLISH
RANDY NEWMAN
IRENE CARA
NIGHT RANGER
Hottest:
LIONEL RICHIE 1-1
NIGHT RANGER 3-2
DEBARGE 4-4
JOURNEY 6-5
SMOKEY ROBINSON 7-7
THOMAS DOLBY 29-19

KKYK/Little Rock, AR

David Allen Ross
STYX
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
JOURNEY 7-3
HALL & OATES 6-5
PRETENDERS 12-11

KROK/Shreveport, LA

Gary Bennett
DEF LEPPARD (dp)
ROBBIE PATTON
ZZ TOP (dp)
SAMMY HAGAR
SAGA (dp)
RONNIE MILSAP
IRENE CARA
Hottest:
MICHAEL JACKSON 6-1
HALL & OATES 5-2
DAN FOGELBERG 8-4
THOMPSON TWINS 10-6
DURAN DURAN 13-9

KSET/FM/El Paso, TX

Cat Simon
TOTAL COELO
PLANET P
PRINCE
SAGA (dp)
RANGER (dp)
KENNY LOGGINS
Hottest:
CULTURE CLUB 1-1
STYX 9-12
TOM PETTY 18-13
MODERN ENGLISH 22-16
Q-FEEL 29-19

KTFM/San Antonio, TX

Joe Neasy
JOHN ANDERSON
DURAN DURAN
AL JARREAU
PLANET P
RONNIE MILSAP
WALTER EGAN
CHAMPAGN
WALL OF VOODOO
Hottest:
MICHAEL JACKSON D-1
GREG KINN BAND 10-5
PRINCE CLINTON 19-13
FRIDA 25-16
JOHN ANDERSON A-31

KTSa/San Antonio, TX

Frank Walsh
RONNIE MILSAP
BOB SEGER
FELONY
Hottest:
MICHAEL JACKSON 1-1
HALL & OATES 7-4
JOHN ANDERSON 1-1
MICHAEL JACKSON 16-11
JOHN ANDERSON 21-15

KX106/Nashville, TN

Bryan Sargent
STEPHEN BISHOP
KENNY LOGGINS
PATRICK SIMMONS
AL JARREAU
RONNIE MILSAP
Hottest:
JOHN ANDERSON 1-1
JOURNEY 5-3
DEXYS MIDNIGHT RU 11-5
MEN AT WORK 14-11
MICHAEL JACKSON 17-12

KX106/Birmingham, AL

Steve Davis
LAURA BRANIGAN
PRINCE
IRENE CARA
LINDA RONSTADT
Hottest:
MICHAEL JACKSON 1-1
JOHN ANDERSON 5-2
HALL & OATES 4-3
DAN FOGELBERG 14-11
FIREFALL 15-12

KZFM/Corpus Christi, TX

Jackie Robbins
DURAN DURAN
NIGHT RANGER
SCANDAL
WALTER EGAN
BRYAN ADAMS
SAMMY HAGAR
Hottest:
STYX 1-1
JOURNEY 3-2
PRETENDERS 5-3
DEF LEPPARD 10-6
MICHAEL JACKSON 11-7

KZZB/Beaumont, TX

Murphy/Harrison
ZZ TOP
DEBARGE
PATRICK SIMMONS
NIGHT RANGER
Hottest:
JOURNEY 2-1
STYX 3-2
MICHAEL JACKSON 6-4
DEXYS MIDNIGHT RU 10-6
ABC 15-10

WBBB-FM/Mobile, AL

Blaine Kelley
DURAN DURAN
SAGA
ZZ TOP (dp)
PATRICK SIMMONS
WALL OF VOODOO
Hottest:
JOURNEY 3-1
STYX 7-2
GREG KINN BAND 9-5
ATF 13-11
MICHAEL JACKSON 16-12

WANS-FM/Greenville, SC

Rod Metz
DAVID BOWIE
BRYAN ADAMS
AL JARREAU
ROBERT HAZARD
INXS (dp)
GERARD MCMAHON (dp)
NIGHT RANGER (dp)
Hottest:
MICHAEL JACKSON 3-1
JOURNEY 4-2
STYX 7-3
DEXYS MIDNIGHT RU 12-5
GREG KINN BAND 13-7

KITY/San Antonio, TX

Michael Brandon
DURAN DURAN
NAKED EYES
MODERN ENGLISH
RANDY NEWMAN
IRENE CARA
NIGHT RANGER
Hottest:
LIONEL RICHIE 1-1
NIGHT RANGER 3-2
DEBARGE 4-4
JOURNEY 6-5
SMOKEY ROBINSON 7-7
THOMAS DOLBY 29-19

KKYK/Little Rock, AR

David Allen Ross
STYX
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
JOURNEY 7-3
HALL & OATES 6-5
PRETENDERS 12-11

KROK/Shreveport, LA

Gary Bennett
DEF LEPPARD (dp)
ROBBIE PATTON
ZZ TOP (dp)
SAMMY HAGAR
SAGA (dp)
RONNIE MILSAP
IRENE CARA
Hottest:
MICHAEL JACKSON 6-1
HALL & OATES 5-2
DAN FOGELBERG 8-4
THOMPSON TWINS 10-6
DURAN DURAN 13-9

KX106/Nashville, TN

Bryan Sargent
STEPHEN BISHOP
KENNY LOGGINS
PATRICK SIMMONS
AL JARREAU
RONNIE MILSAP
Hottest:
JOHN ANDERSON 1-1
JOURNEY 5-3
DEXYS MIDNIGHT RU 11-5
MEN AT WORK 14-11
MICHAEL JACKSON 17-12

KX106/Birmingham, AL

</

MIDWEST
Most Added Hottest

David Bowie M. Jackson "Billie"
Ronnie Milsap Dexys Midnight...
Bryan Adams Styx

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

WEST
Most Added Hottest

Ronnie Milsap Greg Kihn Band
Duran Duran M. Jackson "Billie"
David Bowie Journey

MIDWEST
PARALLEL TWO

92X/Columbus, OH
Teri Nutter

TOTO
KENNY LOGGINS
BRYAN ADAMS
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 5-2
GREG KIHN BAND 15-9
DEXYS MIDNIGHT RU 21-15
FRIDA 22-17

KEYN-FM/Wichita, KS
Taylor/Pearman

BOB SEGER
PATRICK SIMMONS
THOMAS DOLBY (dp)
NAKED EYES
PSYCHEDELIC FURS (dp)
AL JARREAU
Hottest:
HALL & OATES 3-1
PRETENDERS 4-2
JOURNEY 6-3
DEXYS MIDNIGHT RU 8-6
GREG KIHN BAND 9-7

KLIK/Davenport, IA
Jim O'Hara

AL JARREAU
MICHAEL JACKSON
JOHN ANDERSON
Hottest:
HALL & OATES 2-1
STEPHEN BISHOP 10-4
BARRY MANILOW 16-10
TOTO 23-17
GREG KIHN BAND 27-22

KMGK/Des Moines, IA
Jim Roberts

LAURA BRANIGAN
SHERIFF (RA)
PSYCHEDELIC FURS
DEBARGE
JOHN ANDERSON
BRYAN ADAMS
BOB SEGER
PATRICK SIMMONS
DEF LEPPARD
RONNIE MILSAP
ZZ TOP
AL JARREAU
SAMMY HAGAR
DAVID BOWIE
Hottest:
HALL & OATES 12-1
STYX 5-3
JOURNEY 9-4
DEXYS MIDNIGHT RU D-5
OXO 20-14

KOFM/Oklahoma City, OK
Dave Duquesne

Hottest:
NEIL DIAMOND 2-1
ROGERS & EASTON 4-2
JOE JACKSON 12-7
PRETENDERS 19-13
KC & SUNSHINE BAN 22-15

KQKQ/Omaha, NB
Taylor/Evans

DAVID BOWIE
DURAN DURAN
RONNIE MILSAP
NAKED EYES
Hottest:
STYX 2-1
DEXYS MIDNIGHT RU 5-4
MICHAEL JACKSON 9-5
PRINCE 10-7
DEF LEPPARD 27-13

KRAV/Tulsa, OK
Gary Reynolds

JOHN ANDERSON (dp)
DEXYS MIDNIGHT RU
RONNIE MILSAP
Hottest:
MICHAEL JACKSON 1-1
ROGERS & EASTON 2-2
STEPHEN BISHOP 5-3
PRETENDERS 10-7
BARRY MANILOW 16-13

KZ93/Peoria, IL
Mark Maloney

KENNY LOGGINS
ZZ TOP
SAMMY HAGAR
Hottest:
JOURNEY 1-1
HALL & OATES 4-2
NIGHT RANGER 5-4
DEXYS MIDNIGHT RU 9-5
GREG KIHN BAND 11-8

US3/South Bend, IN
J.K. Dearing

STYX (dp)
DAN FOGELBERG
Hottest:
STYX A-1
JOURNEY 6-2
MICHAEL JACKSON 7-3
ROGERS & EASTON 8-7
ERIC CLAPTON 13-8

WEBC/Duluth, MN
Dick Johnson

RONNIE MILSAP
TOM PETTY
BOB SEGER
MAC MCANALLY
NAKED EYES
Hottest:
HALL & OATES 1-1
MICHAEL JACKSON 3-2
DEXYS MIDNIGHT RU 8-4
FRIDA 11-8
MICHAEL JACKSON 23-14

WGRD/Grand Rapids, MI
J.J. Duling

ATF
DURAN DURAN
THOMAS DOLBY
Hottest:
JOURNEY 5-1
HALL & OATES 7-2
DEXYS MIDNIGHT RU 9-6
PRETENDERS 4-10
MICHAEL JACKSON 27-21

WHOT/Youngstown, OH
Dick Thompson

Hottest:
MICHAEL JACKSON 1-1
DEXYS MIDNIGHT RU 6-6
GREG KIHN BAND 13-13
STYX 14-14
ATF 16-16

WJXQ/Jackson, MI
Ryan/Cheeks

PLANET P
DURAN DURAN
BOW WOW WOW (dp)
ALEX CALL (dp)
PATRICK SIMMONS (dp)
ULTRAVOX (dp)
WALTER EGAN (dp)
Hottest:
JOURNEY 1-1
ART IN AMERICA 13-12
BOB SEGER 23-16
SAMMY HAGAR 27-17
U2 28-21

WKAU/Appleton-Oshkosh
Rosa/Allen

TOTO
DAVID BOWIE
DURAN DURAN
PRINCE
RONNIE MILSAP
ALEX CALL (dp)
Hottest:
JOURNEY 1-1
GREG KIHN BAND 11-6
ATF 12-8
FRIDA 14-9
OXO 23-14

WKDD/Akron, OH
Matt Patrick

DAVID BOWIE
WALTER EGAN
ZZ TOP
FLEETWOOD MAC
PLANET P
Hottest:
DON HENLEY 2-1
GREG KIHN BAND 9-4
GOLDEN EARRING 13-8
TOTO 17-11
DEXYS MIDNIGHT RU 21-16

WKDQ/Evanston, IN
Hobbs/Payne

JOHN ANDERSON
LAURA BRANIGAN
Hottest:
LIONEL RICHIE 1-1
STEPHEN BISHOP 3-2
MICHAEL JACKSON 4-3
ERIC CLAPTON 8-7
MAC MCANALLY 23-17

WKFR/Kalamazoo, MI
Swart/Chapman

LAURA BRANIGAN
RONNIE MILSAP
BRYAN ADAMS
PATRICK SIMMONS
DAVID BOWIE
Hottest:
MICHAEL JACKSON 1-1
HALL & OATES 2-2
STYX 6-3
JOURNEY 5-4
ATF 17-12

WMEE/Fort Wayne, IN
Tony Richards

THOMPSON TWINS
THOMAS DOLBY
Hottest:
STYX 6-1
ATF 11-8
FRIDA 17-15
DIONNE WARWICK 21-17
DEF LEPPARD 27-21

WNAM/Appleton-Oshkosh
Chris Caine

BILLY JOEL
NAKED EYES
ZZ TOP (dp)
LOU RAWLS
RONNIE MILSAP
ROBERT ELLIS ORRA
Hottest:
MICHAEL JACKSON 1-1
DEXYS MIDNIGHT RU 2-2
PSYCHEDELIC FURS 17-9
KENNY LOGGINS 19-12
MICHAEL JACKSON 28-14

WVAP/Indianapolis, IN
Larry Mago

BOB SEGER
LAURA BRANIGAN
MAC MCANALLY
Hottest:
MICHAEL JACKSON 1-1
PRETENDERS 3-2
HALL & OATES 5-3
ERIC CLAPTON 7-6
TOTO 23-17

WVIC/East Lansing, MI
Mike Hayes

Hottest:
PAT BENATAR 1-1
GOLDEN EARRING 5-5
DURAN DURAN 10-10
DEXYS MIDNIGHT RU 15-15
GREG KIHN BAND 23-23

WYFM/Youngstown, OH
Jeff Tobin

TOTO
BRYAN ADAMS
PRINCE
Hottest:
MICHAEL JACKSON 3-1
JOURNEY 4-3
STYX 9-4
PRETENDERS 12-9
HALL & OATES 16-11

WZOK/Rockford, IL
Tim Fox

BOB SEGER
DIONNE WARWICK
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 2-2
STYX 3-3
HALL & OATES 6-4
DAN FOGELBERG 11-6

WZZR/Grand Rapids, MI
Don Schueller

SCANDAL
DURAN DURAN
NIGHT RANGER
SAGA
U2
Hottest:
MICHAEL JACKSON 1-1
DEXYS MIDNIGHT RU 9-2
YAZ 16-13
JEFFERSON STARSHI 20-17
SHERIFF 22-19

Z104/Madison, WI
Jonathan Little

TODD RUNDGREN
MAC MCANALLY
DURAN DURAN
FALCO
Hottest:
MICHAEL JACKSON 2-2
ATF 8-3
HALL & OATES 6-4
MICHAEL JACKSON 18-8

K107/Tulsa, OK
Phil Williams

LAURA BRANIGAN
ROBERT ELLIS ORRA
WALTER EGAN
RONNIE MILSAP
STRANGE ADVANCE
OXO
Hottest:
MICHAEL JACKSON 1-1
GREG KIHN BAND 15-10
FRIDA 20-11
DEXYS MIDNIGHT RU 21-12
TOTO 29-16

WZPL/Indianapolis, IN
Jay Stevens

BOB SEGER
WALL OF VOODOO
TOTO
NIGHT RANGER
LAURA BRANIGAN
Hottest:
JOURNEY 2-1
FRIDA 3-3
HALL & OATES 10-7
GOLDEN EARRING 11-10
PRETENDERS 12-11

PARALLEL THREE

99KG/Salina, KS
Denny Collier

BOB SEGER
BRYAN ADAMS
KENNY LOGGINS
SAMMY HAGAR
SYSTEM
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 4-3
STYX 12-5
GREG KIHN BAND 19-12
ATF 29-22

D93/Dubuque, IA
Steve Sesterhenn

AL JARREAU
RONNIE MILSAP
LOU RAWLS
DAVID BOWIE
ATF
Hottest:
LIONEL RICHIE 1-1
JOE JACKSON 5-2
HALL & OATES 6-3
SUPERTRAMP 7-4
MICHAEL JACKSON 9-5

KDVV/Topeka, KN
Tony Stewart

NIGHT RANGER
OXO
BARRY MANILOW
RONNIE MILSAP (dp)
DEF LEPPARD (dp)
Hottest:
MICHAEL JACKSON 2-1
STYX 3-2
EW&F 10-8
GREG KIHN BAND 13-9
KENNY LOGGINS 20-17

KFMZ/Columbia, MO
Steve Graziano

BRYAN ADAMS
DURAN DURAN
THOMPSON TWINS
DAVID BOWIE
NAKED EYES
Hottest:
DEXYS MIDNIGHT RU 1-1
ATF 8-2
RED RIDER 14-8
KENNY LOGGINS 16-9
DURAN DURAN A-20

KFYR/Bismarck, ND
Dan Brannan

BRYAN ADAMS
PRINCE
IRENE CARA
Hottest:
HALL & OATES 2-1
DURAN DURAN 10-5
MICHAEL JACKSON 13-7
JOHN ANDERSON 19-14
ABBA 20-16

KKLS/Rapid City, SD
Sherwin/Piper

TOTO
SAMMY HAGAR
BRYAN ADAMS
AL JARREAU
Hottest:
LIONEL RICHIE 1-1
PRETENDERS 6-4
STYX 7-6
GREG KIHN BAND 15-8
DEXYS MIDNIGHT RU 14-11

KKXL/Ford Grand Forks, ND
Don Nordine

PRINCE
PATRICK SIMMONS
BARRY MANILOW
DAVID BOWIE
Hottest:
MICHAEL JACKSON 1-1
STYX 2-2
DEXYS MIDNIGHT RU 6-3
MICHAEL JACKSON 10-5
GREG KIHN BAND 15-7

KQWB/Fargo, ND
Craig Roberts

KENNY LOGGINS
RONNIE MILSAP
BOB SEGER
Hottest:
MICHAEL JACKSON 1-1
ATF 11-7
DAN FOGELBERG 14-9
TOTO 21-11
STEPHEN BISHOP 22-12

KRNA/Iowa City, IA
Bart Goynshor

DIONNE WARWICK
BARRY MANILOW
LAURA BRANIGAN
BRYAN ADAMS
SPARKS & WIEDLIN
INXS (dp)
NAKED EYES (dp)
SAMMY HAGAR (dp)
Hottest:
MICHAEL JACKSON 1-1
STYX 3-2
DEXYS MIDNIGHT RU 6-4
HALL & OATES 8-6
MICHAEL JACKSON 11-7

KWTO-FM/Springfield, MO
Alexander/Hammond

BRYAN ADAMS
PATRICK SIMMONS
DEF LEPPARD (dp)
AL JARREAU (dp)
Hottest:
MICHAEL JACKSON 1-1
HALL & OATES 2-2
JOURNEY 5-3
DEXYS MIDNIGHT RU 7-5
STYX 9-6

KYTN/Grand Forks, ND
Tom Fricke

Hottest:
JOURNEY 1-1
MICHAEL JACKSON 5-5
TOTO 24-24
DEF LEPPARD 26-26
NIGHT RANGER 34-34

WAZY-FM/Lafayette, IN
Jim Stacy

DAVID BOWIE
PATRICK SIMMONS
NAKED EYES
Hottest:
STYX 2-1
JOURNEY 4-2
ATF 12-7
MEN AT WORK 20-10
OXO 26-19

WBWB/Bloomington, IN
John Heimann

TOTO
ZZ TOP (dp)
KENNY LOGGINS
SAMMY HAGAR
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 3-2
HALL & OATES 4-3
STYX 16-15
STEPHEN BISHOP 24-19

WCIL-FM/Carbondale, IL
Tony Waitekus

DAVID BOWIE
FIXX
LAURA BRANIGAN
CHAMPAIGN
ALABAMA (dp)
BOW WOW WOW
Hottest:
JOHN ANDERSON 1-1
MICHAEL JACKSON 3-2
MICHAEL JACKSON 10-3
HALL & OATES 14-7
DEXYS MIDNIGHT RU 11-8

WRKR/Racine, WI
Steve Warren

RONNIE MILSAP
LAURA BRANIGAN
GARY PORTNOY
THOMAS DOLBY
Hottest:
LIONEL RICHIE 1-1
MICHAEL JACKSON 4-2
STYX 8-3
DEXYS MIDNIGHT RU 7-5
MICHAEL JACKSON 18-13

WSPT/Stevens Point, WI
Fuhr/Tracy

PRINCE
DAVID BOWIE
RONNIE MILSAP
AL JARREAU
U2 (dp)
Hottest:
STYX 2-1
MICHAEL JACKSON 3-3
GOLDEN EARRING 5-4
JOHN ANDERSON 6-5
MICHAEL JACKSON 11-7

KFMW/Waterloo, IA
Drew Bentley

PHIL COLLINS
SAMMY HAGAR
DEF LEPPARD
TOTO
Hottest:
JOURNEY 1-1
DEXYS MIDNIGHT RU 5-2
STYX 3-3
HALL & OATES 8-4
GREG KIHN BAND 12-7

KKRC/Sioux Falls, SD
Greg Flaheer

GOLDEN EARRING
STEPHEN BISHOP (RA)
DAVID BOWIE
BARRY MANILOW
Hottest:
JOURNEY 2-1
MEN AT WORK 4-2
FRIDA 6-3
MICHAEL JACKSON 12-8
OXO 18-11

WEST
PARALLEL TWO

FM102/Sacramento, CA
Manders/Preston

MICHAEL JACKSON
GREG KIHN BAND
BARRY MANILOW
OXO
KENNY LOGGINS
MAC MCANALLY
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 11-3
CULTURE CLUB 2-4
CHRIS CROSS 3-5
STEPHEN BISHOP 16-8

K96/Provo, UT
Gentry/McCoy

STEPHEN BISHOP
DAVID BOWIE (dp)
BOB SEGER
RONNIE MILSAP
Hottest:
PRETENDERS 5-1
JOURNEY 9-4
DEXYS MIDNIGHT RU 13-8
GREG KIHN BAND 18-11
ATF 22-15

KBBK/Boise, ID
Bob Lee

JOHN ANDERSON
RONNIE MILSAP
DURAN DURAN
ZZ TOP
LOU RAWLS
EDDIE MONEY
Hottest:
DEXYS MIDNIGHT RU 2-1
PRETENDERS 4-3
ATF 8-6
STYX 12-8
STEPHEN BISHOP 16-12

KGGI/Riverside-S.Bern.
Steve O'Neil

PRINCE
GAP BAND
PRINCE
ANDRE CYMONE
BARRY MANILOW
DAWSON & DIGGS
SUNRIZE
PRINCE
SMOKEY ROBINSON
LOU RAWLS
Hottest:
MICHAEL JACKSON 21-2
DEBARGE 23-4
PRINCE A-13
GAP BAND A-15
ANDRE CYMONE A-23

KHOP/Modesto-Stockton
David Kraham

WALTER EGAN
ANGELA BOFILL
ZZ TOP (dp)
LAURA BRANIGAN
DURAN DURAN (dp)
GERARD MCMAHON
Hottest:
GREG KIHN BAND 3-1
STYX 5-4
MICHAEL JACKSON 16-9
ATF 18-10
BARRY MANILOW 30-22

KIDD/Monterey, CA
Brown/Carr

Hottest:
DURAN DURAN 1-1
EVELYN KING 2-2
MICHAEL JACKSON 3-3
GREG KIHN BAND 4-4
MEN AT WORK 10-10

KIKI/Honolulu, HI
Kong/Shishido

KRISTEN LEE
RONNIE MILSAP
SERGIO MENDES
PATRICK SIMMONS
IRENE CARA
Hottest:
RABBITT & GAYLE 1-1
MICHAEL JACKSON 2-2
STYX 3-3
ATF 11-7
STEPHEN BISHOP 28-18

KJRB/Spokane, WA
Suds Coleman

EDDIE RABBITT
JULIO IGLESIAS
AL JARREAU
ULTRAVOX
RONNIE MILSAP
Hottest:
MICHAEL JACKSON 1-1
JOURNEY 14-7
YAZ 11-8
ABC 13-11
BARRY MANILOW 19-13

KKFM/Colorado Springs
Chuck Finney

PATRICK SIMMONS
PHIL COLLINS
DAVID BOWIE
Hottest:
JOURNEY 1-1
LIONEL RICHIE 3-3
MICHAEL JACKSON 4-4
GREG KIHN BAND 7-6
BOB SEGER 15-9

KKXX/Bakersfield, CA
Squires/Marcus

RONNIE MILSAP
Hottest:
STYX 1-1
GREG KIHN BAND 3-2
ATF 6-3
YAZ 12-6
HALL & OATES 10-10

KLUC/Las Vegas, NV
Randy Lunquist

THOMPSON TWINS
LAURA BRANIGAN
DAVID BOWIE (dp)
ROBERT ELLIS ORRA
Hottest:
JOURNEY 1-1
PRETENDERS 4-2
GREG KIHN BAND 10-5
TOM PETTY 13-10
ATF 18-13

KO93/Modesto, CA
Ausham/Main

OXO
LAURA BRANIGAN
AL JARREAU
YAZ
Hottest:
MICHAEL JACKSON 1-1
GREG KIHN BAND 13-6
TOM PETTY 19-14
MICHAEL JACKSON 28-16
BARRY MANILOW 27-18

KOMQ/Honolulu, HI
Kimo Akane

TOTO
PATRICK SIMMONS
DAVID BOWIE
TOTAL COELO
RONNIE MILSAP
ROBERT ELLIS ORRA
IRENE CARA
PETER ALLEN
Hottest:
HALL & OATES 2-1
RABBITT & GAYLE 3-2
CHRIS CROSS 4-3
STYX 6-4
JOURNEY 12-6

KRO/Tucson, AZ
Zapoleoni/Norris

DEXYS MIDNIGHT RU
JOURNEY
Hottest:
HALL & OATES 1-1
LIONEL RICHIE 3-3
MICHAEL JACKSON 7-4
MICHAEL JACKSON 12-7
ERIC CLAPTON 18-11

KRSF/Salt Lake City, UT
Carlson/Moll

DEF LEPPARD
KENNY LOGGINS
STEPHEN BISHOP
Hottest:
MICHAEL JACKSON 1-1
STYX 6-2
MICHAEL JACKSON 8-5
GREG KIHN BAND 12-10
THOMPSON TWINS 16-12

KSKD/Salem, OR
Len E. Mitchell

DURAN DURAN
LAURA BRANIGAN
SCANDAL
RONNIE MILSAP
GERARD MCMAHON (dp)
ROBERT ELLIS ORRA (dp)
ZZ TOP (dp)
Hottest:
STYX 1-1
GREG KIHN BAND 16-10
DEF LEPPARD 30-22
DAVID BOWIE D-31
BOB SEGER D-32

KYNO-FM/Fresno, CA
John Lee Walker

IRENE CARA
DAVID BOWIE
JULIO IGLESIAS
Hottest:
MICHAEL JACKSON 1-1
VANITY 6 3-2
HALL & OATES 5-4
CULTURE CLUB 10-6
DEBARGE 12-8

KYYX/Seattle, WA
Elvin Ichiyama

SPARKS & WIEDLIN
DURAN DURAN
WALTER EGAN
PETER DINKIN
BOLLOCK BROTHERS
Hottest:
GREG KIHN BAND 2-1
DEXYS MIDNIGHT RU 4-3
ATF 10-4
ULTRAVOX 19-11
OXO 21-17

KHYT/Tucson, AZ
Sherman Cohen

THOMAS DOLBY
DEBARGE
AL JARREAU
ULTRAVOX
KID CREOLE
IRENE CARA
Hottest:
STYX 3-3
HALL & OATES 7-4
GREG KIHN BAND 6-5
BERLIN 16-12
ATF 27-15

KBIM/Roswell, NM
Herry Dierks

DEF LEPPARD (dp)
NAKED EYES
RONNIE MILSAP
TIXES
FOINTER SISTERS
DURAN

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

★ DENOTES FIRST WEEK IN PARALLELS.

228 Reports

(Bryan Adams continued)

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	44%	National Summary				
Reach	E 33%	M 21%	S 56%	W 19%			
Debut	51	Same	4	Down	0	Adds	25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters 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 On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts.

Add 25 — Total number of stations adding it this week.

188/4 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

AFTER THE FIRE
Der Kommissar (Epic)
LP: After The Fire

Regional	188/4	82%	National Summary				
Reach	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

STEPHEN BISHOP
It Might Be You... (WB)
LP: Soundtrack "Tootsie"

Regional	164/14	63%	National Summary				
Reach	E 60%	M 54%	S 88%	W 88%			
Debut	11	Same	3	Down	3	Adds	14

ABC
Poison Arrow (Mercury/PG)
LP: Lexicon Of Love

Regional	159/1	70%	National Summary				
Reach	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

11 82% National Summary

Regional	E 60%	M 54%	S 88%	W 88%			
Debut	159	Same	17	Down	2	Adds	4

17 70% National Summary

Regional	E 72%	M 54%	S 88%	W 71%			
Debut	25	Same	13	Down	1	Adds	3

PAT BENATAR
Little Too Late (Chrysalis)
LP: Get Nervous

Regional	71/0	31%	National Summary				
Reach	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

11 31% National Summary

Regional	E 27%	M 36%	S 38%	W 24%			
Debut	26	Same	26	Down	8	Adds	0

LAURA BRANIGAN
Solitare (Atlantic)
LP: Branigan 2

Regional	137/39	60%	National Summary				
Reach	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

12 60% National Summary

Regional	E 68%	M 54%	S 88%	W 56%			
Debut	43	Same	34	Down	0	Adds	39

CHRISTOPHER CROSS
All Right (WB)
LP: Another Page

Regional	162/0	71%	National Summary				
Reach	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%			
Debut	0	Same	24	Down	13	Adds	3

14 71% National Summary

Regional	E 44%	M 44%	S 44%	W 78%
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Black Radio

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

MELBA MOORE Underlove (Capitol)

76% of our reporting stations on it. Rotations: Heavy 9/0, Medium 20/1, Light 25/6, Extra Adds 2, Total Adds 9, WJLB, KACE, KDAY, KSOL, WATV, WANM, WTMP, WLTH, WLUM. Debuts at number 25 on the Black Radio Chart.

BAR-KAYS

She Talks To Me With Her Body (Mercury/PolyGram)

66% of our reporting stations on it. Rotations: Heavy 17/1, Medium 14/0, Light 15/6, Extra Adds 3, Total Adds 10, WXYV, WDIA, WBMX, WBLZ, WDMT, WATV, WJAX, WLTH, WVOI, KDIA. Debuts at number 23 on the Black Radio Chart.

LAKESIDE

Raid (Solar/Elektra)

61% of our reporting stations on it. Rotations: Heavy 6/1, Medium 13/5, Light 19/11, Extra Adds 7, Total Adds 24 including WXYV, K104-FM, WAIL-FM, WBMX, WZAK, WZEN-FM, XHRM, WKND, KNOW, WGIV, WANT, WAAA, WLTH. A Most Added Record. Debuts at number 30 on the Black Radio Chart.

NEW & ACTIVE

CHI-LITES "Bottom's Up" (Larc) 42/17

Rotations: Heavy 6/0, Medium 7/2, Light 26/12, Extra Adds 3, Total Adds 17 including WDIA, WEDR, KSOL, WATV, WJJS, WLTH, KDIA. Heavy: WAOK, KRNB, WHRK, WGCI, WZEN-FM, WLOU. Medium: WHUR, XHRM, KOKY, WWDM.

MICHAEL JACKSON "Beat It" (Epic) 41/8

Rotations: Heavy 17/2, Medium 12/1, Light 12/5, Extra Adds 0, Total Adds 8, WAMO, WDIA, XHRM, WATV, WPEG, WJAX, WTMP, WLTH. Heavy: WKYS, KMJQ, WAIL-FM, WBLZ, KACE, KPOP-FM. Medium: WXYV, KRNB, WDMT, WDRQ, WKWM. Debuts at number 27 on the Black Radio Chart.

PRINCE "Little Red Corvette" (WB) 40/5

Rotations: Heavy 14/0, Medium 15/0, Light 8/2, Extra Adds 3, Total Adds 5, WXYV, K104-FM, WPLZ, WANT, WDAO. Heavy: WAMO, WAIL-FM, WDMT, XHRM, WJAX, KPOP-FM. Medium: WDIA, WZAK, KSOL, WNHC, WENN.

RAY PARKER JR. "The People Next Door" (Arista) 36/8

Rotations: Heavy 9/0, Medium 12/1, Light 13/5, Extra Adds 2, Total Adds 8, WAOK, WDRQ, WNHC, WRDW, WOIC, WPDQ, WWW, KUKQ. Heavy: KMJQ, KRNB, WJMO, XHRM, WANM. Medium: WHUR, WDMT, WJMI, WVOL, WDAO.

CHERI "Working Girl" (21/PolyGram) 35/5

Rotations: Heavy 5/0, Medium 14/1, Light 14/2, Extra Adds 2, Total Adds 5, WXYV, WAIL-FM, KSOL, WATV, WPEG. Heavy: WAOK, WHRK, WBMX, KMJM, WZEN-FM. Medium: WJMO, XHRM, WRDW, WJAX, WWDM, WLTH.

ATTITUDE "We Got The Juice" (RFC/Atlantic) 34/5

Rotations: Heavy 13/0, Medium 12/0, Light 9/5, Extra Adds 0, Total Adds 5, WILD, WAOK, K104-FM, WDRQ, WTMP. Heavy: WEDR, WYLD-FM, KACE, WNHC, WPEG, WPLZ, WTLZ. Medium: WHUR, WDIA, WGPR, KSOL, KJCB.

DYNASTY "Check It Out" (Solar/Elektra) 33/2

Rotations: Heavy 5/0, Medium 18/0, Light 9/1, Extra Adds 1, Total Adds 2, KMJQ, WDRQ. Heavy: WEDR, WZEN-FM, KSOL, WRDW. Medium: WOOK, WCIN, KDAY, WGIV, WOIC, WPLZ, WAAA, WLTH.

MARCUS MILLER "Lovin' You" (WB) 32/0

Rotations: Heavy 1/0, Medium 18/0, Light 13/0, Extra Adds 0, Total Adds 0, Heavy: WWW, Medium: WAMO, WOOK, K104-FM, KRNB, WBMX, XHRM, KNOW, WPEG, WJAX, KJCB, WLOU, WWDM, WAAA, WLTH.

PEABO BRYSAN "Remember When (So Much In Love)" (Capitol) 31/10

Rotations: Heavy 1/0, Medium 11/2, Light 18/7, Extra Adds 1, Total Adds 10, WAOK, WHRK, WBMX, WJMO, WZAK, XHRM, KNOW, WANT, WKWM, WVOI. Heavy: KACE. Medium: WAMO, K104-FM, WOIC, KJCB, WWW, KPOP-FM.

PHILLIPPE WYNNNE "You Ain't Going Anywhere But Gone" (Sugar Hill) 29/3

Rotations: Heavy 3/0, Medium 8/0, Light 17/2, Extra Adds 1, Total Adds 3, WPEG, WOIC, WVOL. Heavy: KRNB, WAAA, KPOP-FM. Medium: WILD, WOOK, XHRM, WNOO, WKXI, WLOU, WLTH, KUKQ.

NONA HENDRYX "Keep It Confidential" (RCA) 28/9

Rotations: Heavy 2/0, Medium 10/2, Light 13/4, Extra Adds 3, Total Adds 9, WXYV, WGCI, WJPC, WZEN-FM, KACE, WOIC, WKWM, KDIA, KPOP-FM. Heavy: WWDM, KUKQ. Medium: WDAS, WHUR, KDAY, XHRM, WNHC, WAAA, WTLZ.

POINTER SISTERS "If You Wanna Get Back Your Lady" (Planet/RCA) 28/3

Rotations: Heavy 2/0, Medium 12/0, Light 12/2, Extra Adds 1, Total Adds 3, WANT, WTLZ, KDIA. Heavy: WAOK, WNHC. Medium: WILD, WJPC, MICHAEL, WGIV, WJAX, WPDQ, KOKY, WVOL, WLTH, WLUM, KUKQ, KPOP-FM.

NARADA MICHAEL WALDEN "Reach Out" (Atlantic) 27/20

Rotations: Heavy 0/0, Medium 5/2, Light 19/15, Extra Adds 3, Total Adds 20 including WXYV, WAMO, WDIA, WGCI, WDMT, WZAK, XHRM, WKND, WRDW, KOKY, WTOY, WTMP, WLUM. Medium: KRNB, WHRK, WANM.

LOU RAWLS "Wind Beneath My Wings" (Epic) 27/7

Rotations: Heavy 1/0, Medium 12/0, Light 13/6, Extra Adds 1, Total Adds 7, WDAS, KRNB, WDIA, XHRM, WGIV, WVOI, KUKQ. Heavy: WJPC. Medium: WOOK, WHRK, WGPR, WKXI, KOKY, WLUM, KPOP-FM.

GRACE JONES "Cry Now, Laugh Later" (Island/Atco) 27/4

Rotations: Heavy 9/0, Medium 8/0, Light 9/3, Extra Adds 1, Total Adds 4, WOOK, KRLY, WDRQ, WKWM. Heavy: WAOK, WZEN-FM, KACE, WOIC, KOKY, WANM, WAAA. Medium: WHUR, KMJQ, WJMI, WKXI, WDAO.

GEORGE DUKE "Reach Out (Part 1)" (Epic) 26/9

Rotations: Heavy 2/0, Medium 8/0, Light 14/7, Extra Adds 2, Total Adds 9, WDIA, WDMT, XHRM, WNHC, WJMI, WANT, WWDM, WVOI, KDIA. Heavy: WZAK, KUKQ. Medium: K104-FM, KSOL, KJCB, KOKY, WAAA.

SOUL SONIC FORCE "Looking For The Perfect Beat" (Tommy Boy) 25/1

Rotations: Heavy 8/0, Medium 6/0, Light 11/1, Extra Adds 0, Total Adds 1, KDIA. Heavy: WEDR, WNOO, WJMI, WPDQ, WVOL, WPLZ, WKWM, KPOP-FM. Medium: WJMO, XHRM, KSOL, WENN.

SIGNIFICANT ACTION

IMAGINATION "Changes" (MCA) 24/4

Rotations: Heavy 1/0, Medium 13/1, Light 9/2, Extra Adds 1, Total Adds 4, WEDR, WPDQ, WTOY, WDAO. Heavy: WTLZ. Medium: WAOK, KRNB, WJMO, KACE, XHRM, KSOL, WGIV, WKXI, KOKY, WVOL, WWDM, KUKQ.

SECRET WEAPON "DJ Man" (Prelude) 24/4

Rotations: Heavy 4/0, Medium 8/0, Light 11/3, Extra Adds 1, Total Adds 4, WXYV, WAOK, WDIA, WATV. Heavy: KRNB, WNOO, WLOU, WAAA. Medium: WAIL-FM, WJMO, KNOW, WJAX, KJCB, WWDM, WLTH, WWW.

CULTURE CLUB "Do You Really Want To Hurt Me" (Virgin/Epic) 24/1

Rotations: Heavy 10/0, Medium 9/1, Light 5/0, Extra Adds 0, Total Adds 1, WLTH. Heavy: WXYV, WDAS, WKYS, WOOK, WAIL-FM, WGCI, WDMT, KDAY, KSOL, WPDQ. Medium: WJPC, WBLZ, WCIN, WZAK, XHRM, WENN, WTMP, WKWM.

ARETHA FRANKLIN "This Is For Real" (Arista) 23/2

Rotations: Heavy 0/0, Medium 11/0, Light 11/1, Extra Adds 1, Total Adds 2, WDMT, WWW. Medium: K104-FM, WDIA, WDRQ, WJLB, WZEN-FM, WGIV, WNOO, WPLZ, WDAO, WLTH, WTLZ.

HIGH INERGY "He's A Pretender" (Gordy/Motown) 23/2

Rotations: Heavy 6/0, Medium 9/0, Light 7/1, Extra Adds 1, Total Adds 2, WXYV, WAAA. Heavy: WYLD-FM, KACE, KDAY, XHRM, WATV, WENN. Medium: WKYS, WHUR, WAOK, WDIA, KSOL, WLTH, WTLZ, WLUM, WWW.

GREG KIHN BAND "Jeopardy" (Beserkley/Elektra-Asylum) 23/1

Rotations: Heavy 6/0, Medium 10/0, Light 6/0, Extra Adds 1, Total Adds 1, WPLZ. Heavy: WILD, WHRK, WJPC, WZAK, WTMP, KPOP-FM. Medium: WXYV, WDAS, WOOK, WVEE, WBLZ, WDMT, XHRM, WPDQ, WTLZ, KUKQ.

GLADYS KNIGHT & THE PIPS "Save The Overtime (For Me)" (Columbia) 22/21

Rotations: Heavy 3/2, Medium 3/3, Light 9/9, Extra Adds 7, Total Adds 21, WRKS, WKYS, WHUR, WAOK, WVEE, KRLY, KRNB, WHRK, WYLD-FM, WBMX, WJPC, WJMO, WJLB, KDAY, WKND, WGIV, WKXI, KJCB, WVOL, WAAA, WTLZ. Heavy: KDIA.

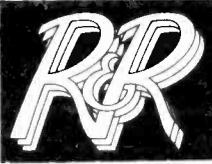
NEW EDITION "Candy Girl" (Streetwise) 22/12

Rotations: Heavy 9/4, Medium 4/1, Light 7/5, Extra Adds 2, Total Adds 12, KMJQ, WYLD-FM, WZAK, WKND, WNHC, WOIC, WJMI, WANM, WDAO, WKWM, WWW. Heavy: WILD, WRKS, K104-FM, WHRK, WAIL-FM. Medium: WDAS, WJLB, WWDM.

BLUE MAGIC "Magic #" (Mirage/Atco) 20/7

Rotations: Heavy 1/0, Medium 5/0, Light 11/4, Extra Adds 3, Total Adds 7, WILD, WAOK, WAIL-FM, WBMX, WBLZ, WKND, WRDW. Heavy: KACE. Medium: WVEE, KRNB, KOKY, WLTH, WTLZ.

Adds & Hots . . . See Page 42



NATIONAL AIRPLAY/30

March 25, 1983

Three Weeks	Two Weeks	Last Week	
14	9	4	1 WHISPERS/Tonight (Solar/Elektra)
9	6	2	2 KASHIF/Just Gotta Have You... (Arista)
4	4	3	3 GEORGE CLINTON/Atomic Dog (Capitol)
3	2	1	4 ANGELA BOFILL/Too Tough (Arista)
20	15	10	5 CHAMPAIGN/Try Again (Columbia)
-	25	15	6 JARREAU/Mornin' (WB)
11	10	8	7 O'BRYAN/I'm Freaky (Capitol)
1	1	7	8 MICHAEL JACKSON/Billie Jean (Epic)
17	17	11	9 STEVE ARRINGTON'S HALL OF FAME/Nobody Can Be You (Atlantic)
7	5	6	10 DAZZ BAND/On The One For Fun (Motown)
2	3	5	11 EARTH, WIND & FIRE/Fall In Love With Me (Columbia)
25	22	22	12 CLIFF DAWSON & RENEE DIGGS/Never Say I Do... (Boardwalk)
10	11	13	13 DARYL HALL & JOHN OATES/One On One (RCA)
22	14	14	14 INSTANT FUNK/No Stoppin' That Rockin' (Salsoul/RCA)
-	27	23	15 TYRONE BRUNSON/Sticky Situation (Believe In A Dream/CBS)
18	18	16	16 BETTY WRIGHT/She's Older Now (Epic)
24	24	17	17 GLENN JONES/I Am Somebody (RCA)
19	19	18	18 CON FUNK SHUN/Ms. Got-The-Body (Mercury/PolyGram)
15	12	19	19 SYSTEM/You Are In My System (Mirage/Atco)
-	-	27	20 TEMPTATIONS/Love On My Mind Tonight (Gordy/Motown)
6	7	9	21 LIONEL RICHIE/You Are (Motown)
30	29	25	22 KIDDO/Try My Loving (Gimme Just Enough) (A&M)
DEBUT	23	23	23 BAR-KAYS/She Talks To Me With Her Body (Mercury/PolyGram)
13	13	20	24 JANET JACKSON/Come Give Your Love To Me (A&M)
DEBUT	25	25	25 MELBA MOORE/Underlove (Capitol)
-	30	29	26 CHANGE/This Is Your Time (RFC/Atlantic)
DEBUT	27	27	27 MICHAEL JACKSON/Beat It (Epic)
-	-	30	28 FATBACK/The Girl Is Fine (So Fine) (Spring/PolyGram)
DEBUT	29	29	29 DIONNE WARWICK/Take The Short Way Home (Arista)
DEBUT	30	30	30 LAKESIDE/Raid (Solar/Elektra)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

MOST ADDED

- LAKESIDE (24)
- GLADYS KNIGHT & THE PIPS (21)
- NARADA MICHAEL WALDEN (20)
- ISLEY BROTHERS (17)
- CHI-LITES (17)
- NEW EDITION (12)

HOTTEST

- GEORGE CLINTON (46)
- MICHAEL JACKSON (38)
- EARTH, WIND & FIRE (20)
- DeBARGE (20)
- ANGELA BOFILL (19)
- O'BRYAN (14)

FONZI THORNTON "Beverly" (RCA) 20/7

Rotations: Heavy 3/1, Medium 7/0, Light 8/4, Extra Adds 2, Total Adds 7, KRLY, KRNB, WJMO, KDAY, WKXI, WAAA, WDAO. Heavy: WHRK, WWW. Medium: WVEE, WNHC, WATV, WENN, WGIV, WTLZ.

KOOL & THE GANG "Street Kids" (De-Lite/PolyGram) 20/2

Rotations: Heavy 3/0, Medium 6/0, Light 10/1, Extra Adds 2, KACE, WJAX. Heavy: WJMI, WKXI, KPOP-FM. Medium: WJMO, KMJM, WRDW, WWDM, WANM, WLTH.

BROTHERS JOHNSON "I'm Giving You All Of My Love" (A&M) 20/2

Rotations: Heavy 4/0, Medium 9/1, Light 7/1, Extra Adds 0, Total Adds 2, WAAA, WLTH. Heavy: WGCI, WJMI, WLUM, KPOP-FM. Medium: WXYV, WOOK, WYLD-FM, WJPC, WKXI, WANT, WTLZ, KUKQ.

EVELYN KING "Get Loose" (RCA) 20/1

Rotations: Heavy 1/0, Medium 11/1, Light 8/0, Extra Adds 0, Total Adds 1, WAMO. Heavy: WJPC. Medium: WAOK, WDRQ, WZEN-FM, WNHC, WPEG, WOIC, KJCB, WBLZ, WAAA.

YARBROUGH & PEOPLES "Feels So Good" (Total Experience/PGM) 19/8

Rotations: Heavy 0/0, Medium 7/1, Light 10/5, Extra Adds 2, Total Adds 8, WXYV, WJPC, WGPR, WKND, WPDQ, KJCB, WWW, KPOP-FM. Medium: KMJQ, KRLY, WHRK, WAIL-FM, KACE, WWDM.

DIANE RICHARDS "Listen To Your Heart" (Zoo York/CBS) 19/5

Rotations: Heavy 2/0, Medium 7/1, Light 7/1, Extra Adds 3, Total Adds 5, WDAS, WVEE, WEDR, WZEN-FM, WVOL. Heavy: WJMO. Medium: WNHC, WKXI, WWDM, WTLZ, WLUM.

WILLIAM BELL "Bad Time To Break Up" (Kat Family/CBS) 19/3

Rotations: Heavy 1/0, Medium 12/0, Light 5/2, Extra Adds 1, Total Adds 3, WATV, WOIC, WTMP. Heavy: WLUM. Medium: WAOK, WVEE, WBMX, WJMO, XHRM, WKND, WENN, WBLX, WLTH, WWW, KUKQ.

MTUME "Juicy Fruit" (Epic) 19/1

Rotations: Heavy 5/0, Medium 6/0, Light 7/0, Extra Adds 1, Total Adds 1, WJLB. Heavy: WHUR, WZAK, WATV, KJCB, WLUM. Medium: WDMT, WENN, WJMI, WVOL, WKWM, WWW.

STEPHANIE MILLS "You Can't Run From My Love" (Casablanca/PolyGram) 19/0

Rotations: Heavy 6/0, Medium 8/0, Light 5/0, Extra Adds 0, Total Adds 0, Heavy: WEDR, WATV, WENN, WANM, WAAA, KUKQ. Medium: WAMO, WOOK, KRLY, WGIV, KOKY, WPLZ, WLTH, WWW.

TRAMMPS "Up On The Hill" (Venture) 18/1

Rotations: Heavy 5/0, Medium 7/0, Light 5/0, Extra Adds 1, Total Adds 1, WDAO. Heavy: WHUR, WYLD-FM, WENN, WLOU, WANM. Medium: WAOK, WAIL-FM, WGPR, XHRM, WATV, WNOO, WLTH.

ISLEY BROTHERS "Between The Sheets" (T-Neck/CBS) 17/17

Rotations: Heavy 1/1, Medium 4/4, Light 8/8, Extra Adds 4, Total Adds 17, WILD, WRKS, WKYS, WHUR, K104-FM, KMJQ, WHRK, WGCI, WJPC, KDAY, WRDW, WJMI, WKXI, WPLZ, WANM, WAAA, WLTH.

CHAKA KHAN "Tearin' It Up" (WB) 17/8

Rotations: Heavy 3/0, Medium 4/0, Light 7/5, Extra Adds 3, Total Adds 8, WEDR, WGPR, WNHC, WGIV, WPDQ, WANM, WAAA, WTLZ. Heavy: KACE, WNOO, KUKQ. Medium: WRDW, KNOW, WATV, WOIC.

VISUAL "The Music Got Me" (Prelude) 17/5

Rotations: Heavy 1/0, Medium 2/1, Light 10/0, Extra Adds 4, Total Adds 5, WVEE, KRLY, WBMX, WPLZ, WTLZ. Heavy: WYLD-FM. Medium: WJPC.

CHOCOLATE MILK "Who's Getting It Now" (RCA) 17/2

Rotations: Heavy 2/0, Medium 7/0, Light 8/2, Extra Adds 0, Total Adds 2, KOKY, WLOU. Heavy: KJCB, KUKQ. Medium: WDIA, WZEN-FM, XHRM, WRDW, WATV, WNOO, WJAX.

TIME "Gigolos Get Lonely Too" (WB) 17/2

Rotations: Heavy 5/0, Medium 8/1, Light 4/1, Extra Adds 0, Total Adds 2, WPLZ, WANT. Heavy: WYLD-FM, WKND, KNOW, WPEG, WAAA. Medium: WILD, WAIL-FM, WNHC, WBLX, WANM, KUKQ.

GEORGE HOWARD "The Preacher" (Palo Alto) 17/1

Rotations: Heavy 0/0, Medium 6/0, Light 10/0, Extra Adds 1, Total Adds 1, WDAO. Medium: WHUR, WVEE, WNOO, KJCB, WKWM, KDIA.

LANIER & CO. "I Just Got To Have You" (Larc) 17/1

Rotations: Heavy 0/0, Medium 7/0, Light 8/1, Extra Adds 1, Total Adds 1, WKWM. Heavy: KRNB, WCIN. Medium: WAOK, WDIA, WHRK, WENN, WPDQ, WVOL, WLUM.

RODNEY FRANKLIN "That's The Way I Feel 'Bout You" (Columbia) 17/0

Rotations: Heavy 4/0, Medium 4/0, Light 9/0, Extra Adds 0, Total Adds 0, Heavy: WAMO, WJMO, WZAK. Medium: WJLB, KDAY, XHRM, WPLZ.

JACKIE MOORE "Holding Back" (Catawba) 16/3

Rotations: Heavy 0/0, Medium 4/0, Light 11/2, Extra Adds 1, Total Adds 3, WJAX, WWDM, WTLZ. Medium: WJPC, WNHC, WLTH.

S.O.S. BAND "Have It Your Way" (Tabu/CBS) 16/1

Rotations: Heavy 6/0, Medium 5/0, Light 5/1, Extra Adds 0, Total Adds 1, WPDQ. Heavy: K104-FM, WCIN, WJMO, WDAO, WTLZ. Medium: WILD, WAOK, XHRM, WLTH, WKWM.

BOHANNON "Make Your Body Move" (Compleat/PolyGram) 15/1

Rotations: Heavy 8/0, Medium 5/0, Light 1/0, Extra Adds 1, Total Adds 1, KRLY. Heavy: WAOK, WATV, WENN, WPEG, WOIC, KOKY, WLOU, WLUM. Medium: WOOK, WEDR, WTMP, WAAA, WWW.



BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

GENE WATSON

You're Out Doing What I'm Here Doing Without (MCA)

On 69% of reporting stations. National Summary: Up 27, Same 27, Down 0, Debuts 26, Adds 18. Moves 49-42 on the Country Chart.

VERN GOSDIN

If You're Gonna Do Me Wrong Do It Right (Compleat/PolyGram)

On 68% of reporting stations. National Summary: Up 58, Same 15, Down 0, Debuts 12, Adds 11. Moves 48-43 on the Country Chart.

CRYSTAL GAYLE

Our Love Is On The Faultline (Elektra)

On 64% of reporting stations. National Summary: Up 1, Same 6, down 0, Debuts 9, Adds 74. A Most Added Record. Debuts at number 44 on the Country Chart.

LEON EVERETTE

My Lady Loves Me (Just As I Am) (RCA)

On 61% of reporting stations. National Summary: Up 27, Same 31, Down 0, Debuts 17, Adds 12. Debuts at number 45 on the Country Chart.

MOST ADDED

- CRYSTAL GAYLE (74)
Our Love Is On The Faultline (Elektra)
- MICKEY GILLEY (65)
Fool For Your Love (Epic)
- RONNIE MILSAP (60)
Stranger In My House (RCA)
- MICHAEL MURPHEY (35)
Love Affairs (Liberty)
- EDDIE RABBITT (27)
You Can't Run From Love (Elektra)
- GAIL DAVIES (26)
Singing The Blues (WB)

HOTTEST

- ALABAMA (88)
Dixieland Delight (RCA)
- JOHN ANDERSON (58)
Swingin' (WB)
- OAK RIDGE BOYS (58)
American Made (MCA)
- KENNY ROGERS & SHEENA EASTON (49)
We've Got Tonight (Liberty)
- BELLAMY BROTHERS (39)
When I'm Away From You (Elektra/Curb)
- SHELLY WEST (34)
Jose Cuervo (WB/Viva)

NEW & ACTIVE

- GAIL DAVIES "Singing The Blues" (WB) 84/26
National Summary: Up 11, Same 27, Down 0, Debuts 20, Adds 26 including WGNA-FM, WAJR, WKYG, KXYL, WRJZ, KYYX, WSLR, WBCS-FM, WXCL, KFH, KYGO-FM, KVEG, KLAC, KSON-AM, KEEN. Debuts at number 49 on the Country Chart.
- MICHAEL MURPHEY "Love Affairs" (Liberty) 80/35
National Summary: Up 12, Same 23, Down 0, Debuts 10, Adds 35 including WFIL, WIXY, WEZL-FM, KIKK-FM, WLWI-FM, WNQE-AM, WTQR-FM; WKKQ-AM-FM, WFMS-FM, WIRE, WIL-AM-FM, KUZZ, KLZ, KYGO-FM, KMPS-AM-FM. Debuts at number 50 on the Country Chart.
- LLOYD DAVID FOSTER "Unfinished Business" (MCA) 78/9
National Summary: Up 39, Same 21, Down 0, Debuts 9, Adds 9, WOKQ, WIXY, WWOOD/WKZZ, WQYK-FM, WIRK-FM, WCXI-AM-FM, KIOV-FM, KRWQ-FM, KIGO, WSEN-AM-FM 42-39, KLVI 34-25, WEZL-FM 43-28, WMNI 37-32, KVOO 22-19, KSOP-FM 40-34.
- PORTER WAGONER "This Cowboy's Hat" (WB/Viva) 78/7
National Summary: Up 40, Same 24, Down 1, Debuts 6, Adds 7, KSSN, WMNI, WONE, WITL-FM, WTSO, WIL-AM-FM, KRAK, WGNA-FM 20-18, KHEY-AM 40-34, WQYK-FM 17-12, WIRK-FM 41-30, WCXI-AM-FM 39-34, KTPK-FM 17-16, KIK-FM 50-39, KRWQ-FM 17-10.
- RONNIE MILSAP "Stranger In My House" (RCA) 76/60
National Summary: Up 6, Same 7, Down 0, Debuts 3, Adds 60 including WHN, WEEP, KIX106, KIKK-FM, WCMS-FM, WRNL, WIRK-FM, WWWW-FM, WFMS-FM, WBCS-FM, WDG, KRST-FM, KLAC, KNEW, KSOP-FM.
- DAVID ALLAN COE "The Ride" (Columbia) 75/17
National Summary: Up 19, Same 24, Down 0, Debuts 15, Adds 17, WGNA-FM, KIX106, WDAK, KPLX-FM, KHEY-AM, WWOOD, WKZZ, KYYX, WRNL, WONE, WWWW-FM, KTPK-FM, KIK-FM, KUGN-FM, KRAK, KCKC, KEEN, WOKK.
- DAVID WILLS "Those Nights, These Days" (RCA) 73/7
National Summary: Up 18, Same 36, Down 0, Debuts 12, Adds 7, WGNA-FM, KSSN, WUSQ-FM, WSLR, WMNI, KFH, KEIN, WVAM 45-36, WIXL-FM 38-32, WSEN-AM-FM 34-28, WNQE-AM 45-42, WCMS-FM 45-39, WWWW 34-31, WXCL 49-46, KUZZ 38-34.
- BIG AL DOWNING "It Takes Love" (Team Entertainment) 71/3
National Summary: Up 45, Same 22, Down 0, Debuts 1, Adds 3, WWOOD/WKZZ, KCBJ, KIOV-FM, WXXW 40-31, WSEN-AM-FM 27-22, KSSN 47-42, WSM 27-22, KYYX 20-18, WQYK-FM 38-33, WIRK-FM 15-14, WHK 36-30, WCXI-AM-FM 18-16, KOMA 20-18, KSOP-FM 35-30, KEEN 28-22.
- YOUNGER BROTHERS "Somewhere Down The Line" (MCA) 70/6
National Summary: Up 31, Same 25, Down 0, Debuts 8, Adds 6, KLLL, WUSQ-FM, WMNI, WHBF, KNIX-FM, KWJJ, WVAM 25-19, KKYX 32-29, KRMD-AM-FM 23-18, KTTS-AM-FM 36-30, KFDDI-FM 50-44, KIK-FM 44-40, KRWQ-FM 25-13, KRAK 47-42, KGA 34-29.
- MICKEY GILLEY "Fool For Your Love" (Epic) 67/65
National Summary: Up 0, Same 0, Down 0, Debuts 2, Adds 65 including WPOC-FM, WPOR-FM, WMZQ-FM, KASE, WSIX-FM, WCMS-FM, WTQR-FM, WMAQ, WWWW, WWWW-FM, WIRE, KEBC-FM, KLZ, KLAC, KWJJ, KMPS-AM-FM.
- PHIL EVERLY "Who's Gonna Keep Me Warm" (Capitol) 63/5
National Summary: Up 32, Same 16, Down 1, Debuts 9, Adds 5, WSOC-FM, WSIX-FM, WITL-FM, KTPK-FM, KTOM, KIX106 25-18, WEZL-FM 19-17, WLWI-FM 18-12, WMAQ 24-18, WWWW 18-15, WWWW-FM 15-12, WFMS-FM 27-21, WXCL 16-13, KTTS-AM-FM 41-34, KGEM/KJOT 34-28.
- KAREN TAYLOR-GOOD "Tenderness Place" (Mesa) 55/5
National Summary: Up 21, Same 22, Down 0, Debuts 7, Adds 5, WOKQ, KIX106, WRNL, KTPK-FM, KSOP-FM, WGNA-FM 39-35, WBGW-FM 45-40, KXYL 46-43, WQYK-FM 34-29, WKKQ-AM-FM 29-25, KFDDI-FM 46-39, KRWQ-FM 26-20, KRAK 43-39, KEEN 34-28, KBBO 40-35.
- DAVID FRIZZELL & SHELLY WEST "Cajun Invitation" (WB/Viva) 46/15
National Summary: Up 7, Same 18, Down 0, Debuts 6, Adds 15, WKYG, WSOC-FM, KHEY-AM, WWOOD/WKZZ, WIRK-FM, WXCL, KTPK-FM, KVOO, KFDDI-FM, KYAK, KUUY, KKCS, KVEG, KEEN, KBBO.
- CONWAY TWITTY "We Had It All" (MCA) 44/20
National Summary: Up 4, Same 17, Down 0, Debuts 3, Adds 20 including WGNA-FM, WPOC-FM, WDAK, WBAP, WESC-AM-FM, WIRK-FM, WIRE, KFH, KGEM/KJOT, KUUY, KUGN-FM, KMAK, KTOM, WCMS-FM 46-40, WKKQ-AM-FM 49-39.
- MARTY ROBBINS "Change Of Heart" (Columbia) 44/12
National Summary: Up 7, Same 16, Down 0, Debuts 9, Adds 12, WSOC-FM, WRNL, WMNI, KWMT, WTSO, KEBC-FM, KTPK-FM, KVOO, KGEM/KJOT, KMAK, KVEG, KIGO, WSIX-FM 26-21, WKKQ-AM-FM 40-32, KRWQ-FM 43-31.

SIGNIFICANT ACTION

- JERRY LEE LEWIS "Come As You Were" (MCA) 40/6
National Summary: Up 12, Same 17, Down 0, Debuts 5, Adds 6, KHEY-AM, WWOOD/WKZZ, WXCL, KTPK-FM, KRSY, KIGO, WVAM 47-38, WIRK-FM 48-38, KTTS-AM-FM 50-42, KCKC 33-29.

Adds & Hots . . . See Page 43



NATIONAL AIRPLAY/50

March 25, 1983

Three Weeks
Two Weeks
Last Week

- | | | | | |
|-------|-------|-------|----|---|
| 4 | 3 | 2 | 1 | BELLAMY BROTHERS/When I'm Away... (Elektra/Curb) |
| 11 | 9 | 4 | 2 | ALABAMA/Dixieland Delight (RCA) |
| 9 | 7 | 6 | 3 | KENNY ROGERS & SHEENA EASTON/We've Got Tonight (Liberty) |
| 7 | 5 | 5 | 4 | JANIE FRICKE/You Don't Know Love (Columbia) |
| 10 | 8 | 7 | 5 | EARL THOMAS CONLEY/I Have Loved You, Girl (RCA) |
| 17 | 14 | 12 | 6 | JOHNNY LEE/Sounds Like Love (Full Moon/Asylum) |
| 12 | 10 | 8 | 7 | MERLE HAGGARD & WILLIE NELSON/Reasons To Quit (Epic) |
| 14 | 12 | 9 | 8 | ED BRUCE/My First Taste Of Texas (MCA) |
| 16 | 13 | 11 | 9 | HANK WILLIAMS JR./Gonna Go Huntin' Tonight (Elektra/Curb) |
| 3 | 1 | 1 | 10 | JOHN ANDERSON/Swingin' (WB) |
| 25 | 17 | 13 | 11 | OAK RIDGE BOYS/American Made (MCA) |
| 5 | 4 | 3 | 12 | GEORGE JONES/Shine On (Shine All Your Sweet Love) (Epic) |
| 24 | 19 | 15 | 13 | REBA McENTIRE/You're The First Time I've... (Mercury/PolyGram) |
| 18 | 15 | 14 | 14 | JERRY REED/Down On The Corner (RCA) |
| 26 | 21 | 18 | 15 | GEORGE STRAIT/Amarillo By Morning (MCA) |
| 28 | 24 | 20 | 16 | RONNIE McDOWELL/Personally (Epic) |
| 32 | 26 | 22 | 17 | B.J. THOMAS/Whatever Happened To Old... (Cleve. Int./Columbia) |
| 33 | 29 | 24 | 18 | SHELLY WEST/Jose Cuervo (WB/Viva) |
| 27 | 23 | 19 | 19 | GLEN CAMPBELL/I Love How You Love Me (Atlantic America) |
| 43 | 34 | 27 | 20 | JOHN CONLEE/Common Man (MCA) |
| 36 | 31 | 25 | 21 | LOUISE MANDRELL/Save Me (RCA) |
| 22 | 20 | 17 | 22 | LARRY GATLIN/Almost Called Her Baby By Mistake (Columbia) |
| 2 | 2 | 10 | 23 | RICKY SKAGGS/I Wouldn't Change You If I Could (Epic) |
| 34 | 30 | 26 | 24 | KAREN BROOKS/If That's What You're Thinking (WB) |
| 42 | 35 | 30 | 25 | GUS HARDIN/After The Last Goodbye (RCA) |
| 48 | 40 | 31 | 26 | CHARLEY PRIDE/More And More (RCA) |
| 46 | 36 | 29 | 27 | JOE STAMPLEY/Finding You (Epic) |
| 21 | 18 | 21 | 28 | BOB SEGER/Shame On The Moon (Capitol) |
| 45 | 38 | 32 | 29 | TOM JONES/Touch Me (I'll Be Your Fool Once More) (Mercury/PolyGram) |
| 6 | 6 | 16 | 30 | WHITES/Hangin' Around (Elektra/Curb) |
| - | 41 | 35 | 31 | ROSANNE CASH/It Hasn't Happened Yet (Columbia) |
| 49 | 43 | 34 | 32 | JOHNNY RODRIGUEZ/Foolin' (Epic) |
| - | 42 | 36 | 33 | MOE BANDY/I Still Love You In The Same Ol' Way (Columbia) |
| 1 | 11 | 23 | 34 | CONWAY TWITTY/The Rose (Elektra) |
| - | 48 | 41 | 35 | MERLE HAGGARD/You Take Me For Granted (Epic) |
| - | 49 | 40 | 36 | WAYLON JENNINGS/Lucille (RCA) |
| - | - | 42 | 37 | WILLIE NELSON/Little Old Fashioned Karma (Columbia) |
| 13 | 16 | 28 | 38 | TANYA TUCKER/Feel Right (Arista) |
| - | 50 | 43 | 39 | MEL TILLIS/In The Middle Of The Night (MCA) |
| - | - | 44 | 40 | EMMYLOU HARRIS/I'm Movin' On (WB) |
| - | - | 45 | 41 | BOBBY BARE & LACY J. DALTON/It's A Dirty Job (Columbia) |
| - | - | 49 | 42 | GENE WATSON/You're Out Doing What I'm Here Doing Without (MCA) |
| - | - | 48 | 43 | VERN GOSDIN/If You're Gonna Do Me Wrong... (Compleat/PolyGram) |
| DEBUT | DEBUT | DEBUT | 44 | CRYSTAL GAYLE/Our Love Is On The Faultline (Elektra) |
| 8 | 22 | 33 | 45 | LEON EVERETTE/My Lady Loves Me (Just As I Am) (RCA) |
| 15 | 25 | 37 | 46 | DON WILLIAMS/If Hollywood Don't Need You (MCA) |
| 20 | 27 | 38 | 47 | LEE GREENWOOD/Ain't No Trick (It Takes Magic) (MCA) |
| DEBUT | DEBUT | DEBUT | 48 | DOLLY PARTON & WILLIE NELSON/Everything's... (Monument) |
| DEBUT | DEBUT | DEBUT | 49 | GAIL DAVIES/Singing The Blues (WB) |
| DEBUT | DEBUT | DEBUT | 50 | MICHAEL MURPHEY/Love Affairs (Liberty) |

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate general continued upward movement.

- EDDIE RABBITT "You Can't Run From Love" (Elektra) 36/27
National Summary: Up 1, Same 3, Down 0, Debuts 5, Adds 27 including WYRK, WSEN-AM-FM, WCOS-AM-FM, WSIX-FM, WIRK-FM, WMAQ, WHK, WWWW, WCXI-AM-FM, WFMS-FM, KUZZ, KYGO-FM.
- McGUFFEY LANE "Doing It Right" (Atco) 34/8
National Summary: Up 3, Same 21, Down 0, Debuts 2, Adds 8, WSEN-AM-FM, WEZL-FM, KHEY-AM, KKYX, KTTS-AM-FM, KRWQ-FM, KUGR, KGA, WKYG 35-32, WONE 34-29.
- RONNIE DUNN "It's Written All Over Your Face" (Churchill) 30/4
National Summary: Up 7, Same 16, Down 0, Debuts 3, Adds 4, WSNO, WSEN-AM-FM, WNQE-AM, WIRK-FM, KHEY-AM 44-41, WLWI-FM 35-31, KYYX 33-31, KVOO 39-34, KFDDI-FM 34-32, KUZZ 34-29.
- EDDY ARNOLD "The Blues Don't Care Who's Got 'Em" (RCA) 30/3
National Summary: Up 6, Same 19, Down 0, Debuts 2, Adds 3, KHEY-AM, KUGN-FM, KRWQ-FM, WGNA-FM 42-37, KKYX 46-42, WAXX d-42, KTTS-AM-FM 45-37, KUZZ 43-37, KRAK 48-45, KMPS-AM-FM 35 29.
- JIM GLASER "You Got Me Running" (Noble Vision) 27/19
National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 19 including WYII, KIKK-FM, KRMD-AM-FM, WQYK-FM, WKKQ-AM-FM, WXCL, KFDDI-FM, KUUY, KMAK, KCCY-FM.
- PUMP BOYS & DINETTES "The Night Dolly Parton Was..." (CBS) 26/3
National Summary: Up 4, Same 18, Down 0, Debuts 1, Adds 3, WSNO, WRNL, KVOO, WGNA-FM 41-36, KIX106 on, WYNK-FM on, KHEY-AM on, KTTS-AM-FM 42-35, KEEN 29-24, KMPS-AM-FM on.
- BILL ANDERSON "Thank You Darling" (Southern Tracks) 24/3
National Summary: Up 8, Same 11, Down 0, Debuts 2, Adds 3, KRRV, KSSN, KKYX, WVAM 36-28, WEZL-FM 30-22, WLWI-FM 19-16, WSIX-FM 24-22, WIRK-FM 36-32, KVOO 47-40, KSOP-FM 30-27.
- MICKEY CLARK "She's Gone To L.A. Again" (Monument) 24/3
National Summary: Up 5, Same 14, Down 0, Debuts 2, Adds 3, WIXL-FM, KUUY, KRSY, WAMZ-FM 15-14, WCII 20-18, WOKK 40-38, WCMS-FM on, KWMT on, KNIX-FM d-40, KWJJ on.
- WILLIE NELSON & BRENDA LEE "You're Gonna Love Yourself" (Monument) 20/19
National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 19 including WBGW-FM, WLWI-FM, WSIX-FM, KKYX, WKKQ-AM-FM, KFGO, KTTS-AM-FM, KNIX-FM, KSOP-FM, Q105.
- MARTY ROBBINS "Life" (MCA) 18/7
National Summary: Up 0, Same 11, Down 0, Debuts 0, Adds 7, WXBQ-FM, WDAK, WESC-AM-FM, WAXX, KEBC-FM, KTPK-FM, KRWQ-FM, WKYG on, KTTS-AM-FM on, KNIX-FM on.
- T.G. SHEPPARD "Without You" (WB) 16/15
National Summary: Up 0, Same 0, Down 0, Debuts 1, Adds 15, WYRK, WDAK, WESC-AM-FM, WLWI-FM, WSIX-FM, KRMD-AM-FM, WIRK-FM, WHK, WWWW, WCXI-AM-FM, WKKQ-AM-FM, WCUZ-AM-FM, WDG, KIK-FM, WMC-AM.
- HAZARD "Love Letters" (WB/Viva) 16/6
National Summary: Up 2, Same 6, Down 0, Debuts 2, Adds 6, WBGW-FM, WSNO, WCMS-FM, KVOO, KVEG, KEEN, WSEN-AM-FM on, WLWI-FM on, KYAK d-29, KRWQ-FM 37-25.
- BILLY PARKER "Who Said Love Was Fair" (Soundwaves) 15/3
National Summary: Up 0, Same 12, Down 0, Debuts 0, Adds 3, KHEY-AM, WIRK-FM, KSO, WGNA-FM on, WWVA on, WLWI-FM on, KRMD-AM-FM on, KEBC-FM on, KFDDI-FM on, KGA on.
- NARVEL FELTS "Cry Baby" (Compleat/PolyGram) 14/5
National Summary: Up 2, Same 6, Down 0, Debuts 1, Adds 5, WVAM, WSNO, WEZL-FM, WOKK, KTTS-AM-FM, WYNK-FM 49-46, KLVI 40-36, KEBC-FM on, WXCL on, KSOP-FM on.

Adult/Contemporary

Continued from Back Page

BREAKERS

KENNY LOGGINS

Welcome To Heartlight (Columbia)

56% of our reporters on it. Rotations: Heavy 5/1, Medium 46/5, Light 28/10, Extra Adds 0, Total Adds 16, WFBR, WSB-FM, 97AIA, WFYR, KGW, WRIE, WWYZ, WAFB, KFIM, WAIV, KMBZ, KLTE, KBOI, WCPI, WGSV, WBOW. Debuts at number 25 on the A/C chart.

LINDA RONSTADT

Easy For You To Say (Asylum)

55% of our reporters on it. Rotations: Heavy 3/0, Medium 35/10, Light 37/12, Extra Adds 2, Total Adds 24 including WFBR, KPPL, KFMB, KEZR, WFSM, WHEN, WBT, WSLI, WRKA, 2WD, KRNT, WENS, KUDL, KBOI, KRDO, and 9 more. Debuts at number 28 on the A/C chart.

B.J. THOMAS

Whatever Happened To Old Fashioned Love (Cleveland International/Columbia)

52% of our reporters on it. Rotations: Heavy 12/0, Medium 36/3, Light 25/8, Extra Adds 0, Total Adds 11, WFBR, KHOW, WVLK, WMAZ, WTRX, KUGN, WCPI, WVBS, KWEB, WHNN, KRBS. Debuts at number 26 on the A/C chart.

NEW & ACTIVE

EDDIE RABBITT "You Can't Run From Love" (WB) 61/45

Rotations: Heavy 1/1, Medium 27/15, Light 29/25, Extra Adds 4, Total Adds 45 including WLTA, WSB, WSB-FM, WARM98, WHB, WCCO, KFMB, KNBR, WICC, WBEN, V100, WBT, WAAV, WVLK, WRVR, WEZS, WHBC, KRNT, WTRX, KOIL, WQUA, KBOI, KWAV, WAYV, WEIM, WTNV, WDEF, KFSB, KRNO, KISN, and 15 more.

PETER ALLEN "You Haven't Heard The Last Of Me" (Arista) 56/27

Rotations: Heavy 1/0, Medium 17/6, Light 37/20, Extra Adds 1, Total Adds 27, WARM98, WHB, KHOW, B100, KFMB, KPLZ, WICC, WGY, WSRZ, KRNT, WTRX, WQUA, KBOI, KUGN, KEX, WWNR, WKNE, WTNV, WCPI, WORG, WROV, WJBC, KCRG, KRLC, KRBS, KISN, KSRO. Heavy: WDEF. Medium: WCCO, WAEB.

PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 53/12

Rotations: Heavy 2/0, Medium 24/7, Light 27/5, Extra Adds 0, Total Adds 12, WMJI, WHB, WISN, KOY, KGW, WICC, WGY, WSRZ, KUDL, KBOI, WKZE-FM, WVBS. Heavy: WFMK, KUGN. Medium: WLTA, KPLZ, WISM-FM, KKUA, KUDO, KEX, WEIM, WTNV, WSKY, WLVA, KFSB, KFOR, WJON, KRLC, KRKK, KALE.

ROBBIE PATTON "Smiling Islands" (Atlantic) 49/8

Rotations: Heavy 7/0, Medium 20/3, Light 22/5, Extra Adds 0, Total Adds 8, WHB, KGW, B100, WRIE, KYKY, KRDO, KKPL, WKBR. Heavy: WISM-FM, WKNE, WCKQ, WGSV, WJON, KRLC, KALE. Medium: WCLR, WCCO, KNBR, KEZR, WMHE, KSL, WEIM, WTNV, WSKY, WVBS, KFOR, KWEB, KFQD, KRKK, KSRO.

RONNIE MILSAP "Stranger In My House" (RCA) 39/28

Rotations: Heavy 0/0, Medium 17/9, Light 18/15, Extra Adds 4, Total Adds 28, WSB-FM, KVIL, WHB, KNBR, WAEB, WICC, WGY, WAAV, WSLI, WQUE, WHBY, KRNT, KKUA, KWAV, WKZE-FM, WEIM, WTNV, WCPI, WSKY, WCHV, WGSV, WLVA, WORG, WVBS, KTWO, KRNO, KRBS, KSRO. Medium: WFBR, WFMK.

YAZ "Only You" (Sire/WB) 39/2

Rotations: Heavy 4/0, Medium 17/0, Light 18/2, Extra Adds 0, Total Adds 2, KKPL, WHNN. Heavy: KPLZ, WFMK, KUDO, WWNR. Medium: WSB, WCCO, B100, WHBC, KRNT, WMHE, KBOI, KWAV, WEIM, WTNV, WSKY, WCHV, KWEB, KTWO, KRLC, KRNO, KRKK.

PRETENDERS "Back On The Chain Gang" (Sire/WB) 35/2

Rotations: Heavy 8/0, Medium 17/0, Light 10/2, Extra Adds 0, Total Adds 2, WWYZ, WCHV. Heavy: WGY, KFIM, Y106, WZUU, KOIL, KYKY, WKBR, KCMQ. Medium: WTAE, WMJI, KGW, V100, WHEN, KEY103, WSRZ, WTRX, WOWO, WFMK, WISM-FM, KRDO, WAYV, WTNV, WSKY, WROV, WRVR.

MICHEL BERGER "Innocent Eyes" (Atlantic) 34/1

Rotations: Heavy 8/0, Medium 17/1, Light 9/0, Extra Adds 0, Total Adds 1, KRNT. Heavy: WSB, WARM98, WCCO, KSL, WKNE, WGSV, KCRG, KRLC. Medium: KFMB, WWYZ, WVLK, WMAZ, WHBY, WHBC, KMBZ, KEX, WWNR, WSKY, WCHV, WLVA, KVOX, KFOR, KRKK, KRBS.

LAURA BRANIGAN "Solitaire" (Atlantic) 31/15

Rotations: Heavy 2/0, Medium 8/4, Light 20/10, Extra Adds 1, Total Adds 15, WYNY, 97AIA, WISN, WICC, WHEN, WAFB, WSLI, KRDO, KS103, WWNR, WKNE, WKBR, WSKY, WCHV, WVBS. Heavy: WFBR, WGY. Medium: WISM-FM, WTNV, WCKQ, KALE.

SIGNIFICANT ACTION

GARY PORTNOY "Theme From 'Cheers' (Where Everybody Knows Your Name)" (Applause) 28/5

Rotations: Heavy 3/0, Medium 13/3, Light 12/2, Extra Adds 0, Total Adds 5, 610TVN, KEX, WAYV, WORG, KRBS. Heavy: KPLZ, WFMK, WMHE. Medium: WYNY, KGW, WHBC, KKPL, WTNV, WCKQ, WLVA, KFOR, KRLC, KALE.

DEXYS MIDNIGHT RUNNERS "Come On Eileen" (Mercury/PolyGram) 27/2

Rotations: Heavy 5/0, Medium 17/1, Light 5/1, Extra Adds 0, Total Adds 2, 55KRC, WSKY. Heavy: WAEB, WRIE, KFIM, Y106, KCMQ. Medium: WTAE, WICC, V100, WHEN, WHHY, WQUE, KRNT, WOWO, WFMK, KOIL, KYKY, KRDO, WAYV, WKBR, WTNV, KRKK.

BERTIE HIGGINS "Tokyo Joe" (Kat Family/CBS) 23/5

Rotations: Heavy 0/0, Medium 8/0, Light 15/5, Extra Adds 0, Total Adds 5, WWNR, WSKY, WLVA, WORG, KVOX. Medium: WLTA, WMAZ, WHBY, WISM-FM, KUDO, KRNO, KRKK.

ALABAMA "Dixieland Delight" (RCA) 22/4

Rotations: Heavy 6/0, Medium 9/2, Light 6/1, Extra Adds 1, Total Adds 4, KOY, KRNT, WKNE, KRBS. Heavy: WSB, WSGN, WBT, WAAV, WHHY, KRLC. Medium: WFBR, WCCO, WMAZ, WGSV, WLVA, WVBS, KWEB.

FLEETWOOD MAC "Oh Diane" (WB) 21/15

Rotations: Heavy 0/0, Medium 8/6, Light 13/9, Extra Adds 0, Total Adds 15, WFBR, B100, KFMB, KNBR, KEZR, WAAV, KUGN, KEX, KSL, WKZE-FM, WCKQ, WGSV, KCRG, KFSB, KRNO. Medium: WSKY, KRLC.

MICHAEL MURPHEY "Love Affairs" (Liberty) 20/4

Rotations: Heavy 0/0, Medium 8/0, Light 11/3, Extra Adds 1, Total Adds 4, KBOI, KKUA, WWNR, KFSB. Medium: WLTA, WCCO, WQUA, WEIM, WGSV, KCRG, KFOR, KVSF.

MAUREEN McDONALD "Twice Upon A Time" (Full Moon/WB) 19/9

Rotations: Heavy 0/0, Medium 1/0, Light 16/7, Extra Adds 2, Total Adds 9, KFMB, KMBZ, KKUA, WEIM, WCKQ, WVBS, KTWO, KRLC, KISN. Medium: WISM-FM.

MOST ADDED

EDDIE RABBITT (45)
You Can't Run From Love (WB)
RONNIE MILSAP (28)
Stranger In My House (RCA)
PETER ALLEN (27)
You Haven't Heard The Last... (Arista)
LINDA RONSTADT (24)
Easy For You To Say (Asylum)
LOU RAWLS (22)
Wind Beneath My Wings (Epic)
MAC McANALLY (21)
Minimum Love (Geffen)

HOTTEST

DARYL HALL & JOHN OATES (84)
One On One (RCA)
STEPHEN BISHOP (65)
It Might Be You... (WB)
DAN FOGELBERG (63)
Make Love Stay (Full Moon/Epic)
LIONEL RICHIE (59)
You Are (Motown)
MICHAEL JACKSON (57)
Billie Jean (Epic)
ERIC CLAPTON (51)
I've Got A Rock N' Roll Heart (WB)

JOHN ANDERSON "Swingin' " (WB) 19/6

Rotations: Heavy 2/0, Medium 9/2, Light 8/4, Extra Adds 0, Total Adds 6, GR55, B100, WEIM, WORG, KFQD, KALE. Heavy: WSGN, KRLC. Medium: V100, WBT, WAAV, WVLK, WAYV, WSKY, WCKQ.

ABBA "One Of Us" (Atlantic) 18/0

Rotations: Heavy 4/0, Medium 12/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WSB, WCCO, KSL, WJON. Medium: WTAE, WLTT, WLTA, KHOW, WHBY, WHBC, WCKQ, WGSV, KWEB, KFQD, KRLC, KRBS.

GEORGE FISCHOFF "Carnival Island" (Moss Music Group) 17/0

Rotations: Heavy 0/0, Medium 5/0, Light 12/0, Extra Adds 0, Total Adds 0. Medium: KRNT, KSL, WWNR, WKNE, WJON.

GARLAND JEFFREYS "What Does It Take (To Win Your Love)" (Epic) 16/4

Rotations: Heavy 2/0, Medium 4/0, Light 9/3, Extra Adds 1, Total Adds 4, WCCO, WAEB, WLVA, KFQD. Heavy: WFMK, KKUA. Medium: WAYV, WWNR, KRLC, KVSF.

LEE RITENOUR BAND with ERIC TAGG "Keep It Alive" (Elektra) 15/0

Rotations: Heavy 2/0, Medium 7/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WFMK, WWNR. Medium: WARM98, KPLZ, WISM-FM, WMHE, KUGN, KWAV, KFOR.

OAK RIDGE BOYS "American Made" (MCA) 14/2

Rotations: Heavy 2/0, Medium 8/2, Light 4/0, Extra Adds 0, Total Adds 2, KOY, KALE. Heavy: KFSB, KRLC. Medium: WSB, WCCO, KSL, WJBC, KFQD.

EARTH, WIND & FIRE "Fall In Love With Me" (Columbia) 14/0

Rotations: Heavy 1/0, Medium 10/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WFMK. Medium: WTAE, WLTT, WASH, WQUE, Y106, WTRX, WAYV, KCMQ, KFQD, KALE.

CHAMPAIGN "Try Again" (Columbia) 13/2

Rotations: Heavy 1/0, Medium 6/0, Light 6/2, Extra Adds 0, Total Adds 2, WSB-FM, WHNN. Heavy: WFMK. Medium: WLTA, WISM-FM, KKUA, WKNE, KFQD, KVSF.

FRIDA "I Know There's Something Going On" (Atlantic) 13/1

Rotations: Heavy 2/0, Medium 7/0, Light 4/1, Extra Adds 0, Total Adds 1, 55KRC. Heavy: KYKY, KCMQ. Medium: KPLZ, WHEN, KFIM, Y106, WKBR, WTNV, KRKK.

GREG KIHN BAND "Jeopardy" (Beserkley/Elektra-Asylum) 13/1

Rotations: Heavy 4/0, Medium 5/1, Light 5/1, Extra Adds 0, Total Adds 1, KCRG. Heavy: KFIM, Y106, WAYV, KCMQ. Medium: WZUU, KYKY, WKBR, KRKK.

BOB SEGER & THE SILVER BULLET BAND "Even Now" (Capitol) 10/2

Rotations: Heavy 1/0, Medium 5/1, Light 4/1, Extra Adds 0, Total Adds 2, WHEN, KOL. Heavy: WGY. Medium: WFBR, KYKY, WEIM, KCMQ.

ABC "Poison Arrow" (Mercury/PolyGram) 9/1

Rotations: Heavy 1/0, Medium 3/0, Light 5/1, Extra Adds 0, Total Adds 1, KRKK. Heavy: WAYV. Medium: KUDO, WKBR, KCMQ.

BRYAN ADAMS "Straight From The Heart" (A&M) 9/1

Rotations: Heavy 0/0, Medium 1/0, Light 8/1, Extra Adds 0, Total Adds 1, WFMK. Medium: WISM-FM.

OXO "Whirly Girl" (Geffen) 9/0

Rotations: Heavy 1/0, Medium 3/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WFMK. Medium: WFBR, WAYV, WCKQ.

DeBARGE "I Like It" (Gordy/Motown) 8/0

Rotations: Heavy 1/0, Medium 6/0, Light 1/0, Extra Adds 0, Total Adds 0. Heavy: WAYV. Medium: WASH, 97AIA, WMJI, B100, Y97, WCKQ.

AFTER THE FIRE "Der Kommissar" (Epic) 7/1

Rotations: Heavy 1/0, Medium 1/0, Light 5/1, Extra Adds 0, Total Adds 1, KPLZ. Heavy: KCMQ. Medium: Y106.

DREAMGIRLS "When I First Saw You" (Geffen) 7/1

Rotations: Heavy 0/0, Medium 2/0, Light 5/1, Extra Adds 0, Total Adds 1, WLTA. Medium: WDEF, KFOR.

MICHAEL JACKSON "Beat It" (Epic) 7/1

Rotations: Heavy 1/0, Medium 2/1, Light 4/0, Extra Adds 0, Total Adds 1, Y106. Heavy: KCMQ. Medium: KFIM.

HENRY MANCINI & HIS ORCHESTRA "The Thorn Birds Theme" (WB) 6/4

Rotations: Heavy 1/1, Medium 2/0, Light 0/0, Extra Adds 3, Total Adds 4, WHBY, WKNE, WDEF, KTWO. Medium: KSL, KFOR.

ROBERT ELLIS ORRALL with CARLENE CARTER "I Couldn't Say No" (RCA) 6/3

Rotations: Heavy 0/0, Medium 1/0, Light 4/2, Extra Adds 1, Total Adds 3, KKUA, WKZE-FM, KFQD. Medium: WEIM.

BELLAMY BROTHERS "When I'm Away From You" (Elektra/Curb) 6/1

Rotations: Heavy 1/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, WFMK. Heavy: KSL. Medium: KRNT, KUDO, KWEB.

JULIO IGLESIAS "Amor" (Columbia) 5/5

Rotations: Heavy 1/1, Medium 2/2, Light 2/2, Extra Adds 0, Total Adds 5, WCCO, KHOW, WHBC, WAYV, WDEF.

AMY KANTER "Hurt By Love" (Atlantic) 5/1

Rotations: Heavy 0/0, Medium 1/0, Light 4/1, Extra Adds 0, Total Adds 1, KFSB. Medium: WKNE.

STYX "Mr. Roboto" (A&M) 5/1

Rotations: Heavy 1/0, Medium 1/1, Light 3/0, Extra Adds 0, Total Adds 1, WTNV. Heavy: KCMQ.

A/C Adds & Hots . . . See Page 44

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

SIGNIFICANT ACTION is a quantitative listing of songs below the New & Active level. indicates one of this week's most added new releases.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.

AOR / HOT TRACKS

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)	Total	Heavy	Medium	Add	Total Adds
2	2	1	1	DEF LEPPARD/Photograph (Mercury/PolyGram)	151	139+	12-	0=	1+
1	1	2	2	JOURNEY/Separate Ways (Columbia)	131	120-	12+	0=	0=
17	8	4	3	U2/New Year's Day (Island/Atco)	143+	89+	53-	1-	5-
3	3	3	4	GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)	122-	98-	23+	1+	2+
-	29	12	5	PLANET P/Why Me? (Geffen)	134+	41+	85-	7+	10-
26	17	8	6	INXS/The One Thing (Atco)	138+	31+	102+	4=	5-
5	5	5	7	TRIUMPH/A World Of Fantasy (RCA)	111-	61-	49-	1+	1+
30	20	14	8	MODERN ENGLISH/I Melt With You (Sire/WB)	129+	34+	91-	2-	6-
8	7	7	9	RED RIDER/Human Race (Capitol)	107-	52-	53-	2+	3+
-	-	37	10	TUBES/She's A Beauty (Capitol)	137+	18+	82+	33-	74-
7	4	6	11	TONY CAREY/I Won't Be Home Tonight (Rocshire)	101-	54-	47+	0=	0=
15	12	13	12	JOURNEY/After The Fall (Columbia)	93-	62-	31-	0=	0=
21	15	16	13	AFTER THE FIRE/Der Kommissar (Epic)	99=	69=	28-	2+	4+
57	49	36	14	BRYAN ADAMS/Cuts Like A Knife (A&M)	87+	52+	34+	1+	4+
18	11	11	15	FIXX/Red Skies (MCA)	99-	39=	60-	0-	1-
16	14	17	16	DURAN DURAN/Rio (Capitol)	92-	57+	35-	0=	2+
32	27	19	17	THOMAS DOLBY/She Blinded Me With Science (Capitol)	92-	61+	31-	0=	2-
29	22	18	18	STYX/Cold War (A&M)	86-	54-	32-	0=	0-
12	10	15	19	DEXYS MIDNIGHT RUNNERS/Come On... (Mercury/PolyGram)	91-	61-	29+	1=	1=
37	28	21	20	ULTRAVOX/Reap The Wild Wind (Chrysalis)	104+	25+	77-	2=	7+
39	30	22	21	CALL/The Walls Came Down (Mercury/PolyGram)	103+	17+	82=	2-	6-
-	-	39	22	ZZ TOP/Gimme All Your Lovin (WB)	99+	27+	63+	8-	25-
11	9	9	23	BRYAN ADAMS/Take Me Back (A&M)	79-	48-	31-	0=	1+
49	35	26	24	MICHAEL BOLTON/Fools Game (Columbia)	95+	15+	76+	4-	10-
9	13	20	25	BOB SEGER.../Even Now (Capitol)	73-	48-	25+	0=	0=
4	6	10	26	STYX/Mr. Roboto (A&M)	75-	60-	15+	0=	0=
47	39	30	27	JON BUTCHER AXIS/Life Takes A Life (Polydor/PolyGram)	95+	12+	79+	2-	4-
58	43	35	28	CHRIS DeBURGH/Don't Pay The Ferryman (A&M)	93+	22+	65+	6+	9-
24	23	23	29	TOM PETTY.../Change Of Heart (Backstreet/MCA)	73-	51-	22-	0=	0-
45	38	33	30	THOMAS DOLBY/One Of Our Submarines... (Capitol)	68+	45+	22-	1+	4+
DEBUT	DEBUT	DEBUT	31	PINK FLOYD/Your Possible Past (Columbia)	81+	28+	27+	26+	77+
-	55	40	32	MOLLY HATCHET/Fall Of The Peacemakers (Epic)	79+	12+	64+	3+	7=
25	24	25	33	TRIUMPH/Never Surrender (RCA)	58-	33-	25-	0=	0=
6	16	24	34	RIC OCASEK/Something To Grab For (Geffen)	65-	26-	39-	0=	0=
14	21	27	35	GOLDEN EARRING/Twilight Zone (21/PolyGram)	57-	31-	26-	0=	0=
40	37	34	36	DEF LEPPARD/Rock! Rock! (Till You Drop) (Mercury/PolyGram)	59-	35-	24-	0=	0=
-	-	48	37	DAVID BOWIE/Let's Dance (EMI America)	68+	27+	32+	7-	19-
10	19	29	38	FRIDA/I Know There's Something Going On (Atlantic)	57-	34-	23-	0=	0-
DEBUT	DEBUT	DEBUT	39	PINK FLOYD/Final Cut (Columbia)	75+	22+	23+	30+	74+
43	44	42	40	ROBERT HAZARD/Escalator Of Life (RCA)	71+	10=	60+	1-	3-
20	26	31	41	BOB SEGER.../Roll Me Away (Capitol)	58-	29-	29-	0=	0=
DEBUT	DEBUT	DEBUT	42	BILLY IDOL/White Wedding (Chrysalis)	66+	12+	43+	9=	22=
36	36	38	43	BERLIN/Sex (I'm A...) (Geffen)	54-	26-	27-	0-	0-
50	57	50	44	STYX/Heavy Metal Poisoning (A&M)	47+	29-	18+	0=	0=
13	18	28	45	SCANDAL/Goodbye To You (Columbia)	47-	24-	23-	0=	0=
56	53	57	46	STYX/Double Life (A&M)	47+	21+	26+	0-	1=
DEBUT	DEBUT	DEBUT	47	DAVID BOWIE/Cat People (EMI America)	51+	17+	27+	4-	9-
59	56	53	48	NIGHT RANGER/Sing Me Away (Boardwalk)	47-	29+	18-	0=	2-
DEBUT	DEBUT	DEBUT	49	JOURNEY/Send Her My Love (Columbia)	52+	27+	25-	0=	1+
DEBUT	DEBUT	DEBUT	50	ZZ TOP/Got Me Under Pressure (WB)	48+	21+	22+	4-	12-
19	25	32	51	PRETENDERS/My City Was Gone (Sire/WB)	46-	22-	24-	0=	0=
54	50	47	52	BRYAN ADAMS/I'm Ready (A&M)	40-	31+	9-	0=	0-
52	48	51	53	BLANKET OF SECRECY/Say You Will (WB)	56-	6-	48-	2=	2=
DEBUT	DEBUT	DEBUT	54	U2/Sunday Bloody Sunday (Island/Atco)	43+	27+	16+	0-	2=
DEBUT	DEBUT	DEBUT	55	PATRICK SIMMONS/So Wrong (Elektra)	58+	5+	49+	4-	14-
DEBUT	DEBUT	DEBUT	56	DEF LEPPARD/Rock Of Ages (Mercury/PolyGram)	38+	26+	12-	0=	0=
DEBUT	DEBUT	DEBUT	57	GREG KIHN BAND/Fascination (Beserkley/Elektra-Asylum)	43+	18+	25+	0=	0=
53	54	56	58	RED RIDER/Power (Capitol)	38-	20-	18-	0=	0=
33	33	41	59	MEN AT WORK/Underground (Columbia)	44-	16-	28-	0=	0=
DEBUT	DEBUT	DEBUT	60	DIVINYLS/Boys In Town (Chrysalis)	49+	4=	43+	2+	7+

AOR / ALBUMS 25+

This chart compiles data from reporting stations with a majority of listeners aged 25-plus.

Last Week	Rank	Artist/Track (Label)	Total	Heavy	Medium	Add	Total Adds
1	1	ERIC CLAPTON Money & Cigarettes (WB)	151	139+	12-	0=	1+
	 "R&R" "Shape" "Everybody"					
2	2	GREG KIHN BAND Kihnspracy (Beserkley/E-A)	143+	89+	53-	1-	5-
	 "Jeopardy" "Tear"					
4	3	PETE TOWNSHEND Scoop (Atco)	122-	98-	23+	1+	2+
	 "Bargain" "Eyes" "Popular"					
3	4	BOB SEGER The Distance (Capitol)	134+	41+	85-	7+	10-
	 "Even Now" "Roll Away"					
6	5	JOURNEY Frontiers (Columbia)	138+	31+	102+	4=	5-
	 "Send" "Separate"					
5	6	TOM PETTY Long After Dark (Backstreet)	111-	61-	49-	1+	1+
	 "Change" "Lucky" "Life"					
15	7	NICK LOWE . The Abominable Showman (Columbia)	129+	34+	91-	2-	6-
	 "Eyes" "Wish"					
11	8	THOMAS DOLBY Blinded By Science (Capitol)	107-	52-	53-	2+	3+
	 "Blinded" "Submarines"					
DEBUT	9	PLANET P Planet P (Geffen)	137+	18+	82+	33-	74-
	 "Why Me?"					
8	10	PHIL COLLINS Hello, I Must Be Going! (Atlantic)	101-	54-	47+	0=	0=
	 "I Don't Care" "Walls" "Cannot"					
20	11	RED RIDER Neruda (Capitol)	93-	62-	31-	0=	0=
	 "Human Race"					
19	12	U2 War (Island/Atco)	99=	69=	28-	2+	4+
	 "New Year's Day" "Sunday"					
DEBUT	13	PINK FLOYD The Final Cut (Columbia)	87+	52+	34+	1+	4+
	 "Cut" "Past" "Dream"					
DEBUT	14	ROXY MUSIC High Road (WB)	99-	39=	60-	0-	1-
	 "Guy" "Hurricane" "Only Love"					
16	15	ULTRAVOX Quartet (Chrysalis)	92-	57+	35-	0=	2+
	 "Reap The Wild Wind"					
17	16	ROBERT ELLIS ORRALL Special Pain (RCA)	73-	48-	25+	0=	0=
	 "Couldn't" "Tell"					
12	17	DIRE STRAITS Twisting By The Pool (WB)	75-	60-	15+	0=	0=
	 "Twisting" "If"					
18	18	DURAN DURAN Rio (Capitol)	68+	45+	22-	1+	4+
	 "Rio" "Hungry"					
10	19	DEXYS Too-Rye-Ay (Mercury/PolyGram)	81+	28+	27+	26+	77+
	 "Come On Eileen"					
DEBUT	20	BRYAN ADAMS Cuts Like A Knife (A&M)	79+	12+	64+	3+	7=
	 "Straight" "Take"					

AOR ALBUMS — Compiles album airplay data from stations showing ratings strength 12-24. Includes four-week trend of chart action, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equal (=) airplay in each rotation compared to last week's figures. Records showing significant airplay growth are bulleted.

AOR / ALBUMS 25+ — Compiles album airplay data from stations showing ratings strength 25+. Includes two-week trend of chart action, plus cuts listed in order of airplay. Current singles are **BOLDED**. Records showing significant airplay growth are bulleted.

AOR BREAKERS — Those newer charting records that have reached 50% penetration of the week's reporting stations.

HOT TRACKS — Compiled from 12-24 stations, showcasing songs in configurations including LPs, EPs, and 45s. Includes four-week airplay trend. Also listed is present week's number of reports in all rotations, including total adds for all rotations. Symbols represent more (+), less (-), or equivalent (=) airplay activity in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

MOST ADDED, HOTTEST — National and regional listings by number of station reports (12-24's and 25+ combined). Includes songs in all configurations.

NEW & ACTIVE, SIGNIFICANT ACTION — Albums coming closest to charting on the Airplay/40 (12-24) chart. Rotational information displayed over a two-week period (last week in parentheses), including total reports, reports in each rotation, and adds in each rotation.

PARALLELS — Stations listed by market size and ratings success.

PLAYLISTS — Printed regionally by parallels. An 'a' preceding an artist's name indicates all mentions of that record are new to the playlist. An (A) or (M) after an artist's name shows that other tracks from that record can be found in those rotations. An artist's name with no abbreviations means all airplay of that artist is in listed rotation. An artist's name appears once per playlist, in the highest reported rotation. An asterisk (*) signifies a primary station in its parallel, denoting a station's competitive ratings strength.

SIGNIFICANT ACTION

- NAKED EYES/Naked Eyes (EMI America) "Always Something There To Remind Me" Total Reports: 33(25)/Total Adds: 17(5); Hots: 5(4)/Hot Adds: 1(0); Mediums: 22(18)/Medium Adds: 10(2); Extra Adds: 6(3).
- PRINCE/1999 (WB) "Little Red Corvette" Total Reports: 33(22)/Total Adds: 10(6); Hots: 7(3)/Hot Adds: 1(2); Mediums: 22(14)/Medium Adds: 5(0); Extra Adds: 4(4).
- ROXY MUSIC/High Road (WB) "Like A Hurricane" Total Reports: 32(13)/Total Adds: 21(12); Hots: 9(6)/Hot Adds: 1(5); Mediums: 10(1)/Medium Adds: 7(1); Extra Adds: 13(6).
- ROBERT ELLIS ORRALL/Special Pain (RCA) "I Couldn't Say No" Total Reports: 32(23)/Total Adds: 3(3); Hots: 4(1)/Hot Adds: 0(0); Mediums: 28(20)/Medium Adds: 3(1); Extra Adds: 0(2).
- LE ROUX/So Fired Up (RCA) "Carrie's Gone" Total Reports: 31(25)/Total Adds: 9(13); Hots: 4(2)/Hot Adds: 0(0); Mediums: 24(16)/Medium Adds: 6(6); Extra Adds: 3(7).
- DIRE STRAITS/Twisting By The Pool (WB) "Twisting By The Pool" Total Reports: 28(29)/Total Adds: 5(1); Hots: 8(11)/Hot Adds: 0(0); Mediums: 19(18)/Medium Adds: 4(1); Extra Adds: 1(0).
- KROKUS/Headhunter (Arista) "Screaming In The Night" Total Reports: 26(0)/Total Adds: 24(0); Hots: 0(0)/Hot Adds: 0(0); Mediums: 15(0)/Medium Adds: 13(0); Extra Adds: 11(0).
- DETROIT AUTOMATIX/Night Rider (MCA) "Just Keep Turnin' Me On" Total Reports: 25(23)/Total Adds: 12(13); Hots: 2(2)/Hot Adds: 0(2); Mediums: 14(11)/Medium Adds: 4(2); Extra Adds: 8(9).

- QUIET RIO/Metal Health (Parade/CBS) "Metal Health" Total Reports: 25(18)/Total Adds: 9(7); Hots: 3(3)/Hot Adds: 0(1); Mediums: 16(11)/Medium Adds: 3(2); Extra Adds: 6(4).
- FRANK ZAPPA/The Man From Utopia (Barking Pumpkin/CBS) "Cocaine Decisions" Total Reports: 24(16)/Total Adds: 15(14); Hots: 0(0)/Hot Adds: 0(0); Mediums: 11(6)/Medium Adds: 4(4); Extra Adds: 11(10).
- FELONY/The Fanatic (Rock & Roll/CBS) "The Fanatic" Total Reports: 23(23)/Total Adds: 2(3); Hots: 4(5)/Hot Adds: 0(0); Mediums: 16(14)/Medium Adds: 1(0); Extra Adds: 1(3).
- BOW WOW WOW/When The Going Gets Tough... (RCA) "Do You Wanna Hold Me" Total Reports: 20(17)/Total Adds: 5(4); Hots: 3(2)/Hot Adds: 1(0); Mediums: 15(13)/Medium Adds: 2(3); Extra Adds: 2(1).
- KING OF COMEDY/Various Artists (WB) "Steal The Night" Total Reports: 18(9)/Total Adds: 6(4); Hots: 6(6)/Hot Adds: 0(3); Mediums: 7(2)/Medium Adds: 2(0); Extra Adds: 4(1).
- MARTHA & MUFFINS/Danseparc (RCA) "Danseparc" Total Reports: 14(7)/Total Adds: 8(1); Hots: 3(4)/Hot Adds: 0(0); Mediums: 5(2)/Medium Adds: 2(0); Extra Adds: 6(1).
- MICHAEL SCHENKER GROUP/Assault Attack (Chrysalis) "Dancer" Total Reports: 14(17)/Total Adds: 1(2); Hots: 1(2)/Hot Adds: 0(0); Mediums: 12(13)/Medium Adds: 0(0); Extra Adds: 1(2).
- MARTY BALIN/Lucky (EMI America) "What Love Is" Total Reports: 11(12)/Total Adds: 1(1); Hots: 0(0)/Hot Adds: 0(0); Mediums: 10(12)/Medium Adds: 0(1); Extra Adds: 1(0).

Station Listings . . . See Page 45

AOR / ALBUMS

Continued From the Back Page

This chart compiles data from reporting stations with a majority of listeners aged 12-24.

Three Weeks	Two Weeks	Last Week	Weeks on Chart	Rank	Artist/Album (Label)	170 Reporters	Total Reports	Heavy Rotation	Medium Rotation	Adds	Total Adds All Rotations
1	1	1	1	1	1 JOURNEY/Frontiers (Columbia)	"Separate" (132) "Fall" (93) "Send" (52)	161	144	17+	0=	0=
2	2	2	2	2	2 DEF LEPPARD/Pyromania (Mercury/PolyGram)	"Photograph" (151) "Rock!" (59) "Ages" (38)	157	146+	11-	0=	1+
4	3	3	3	3	3 STYX/Kilroy Was Here (A&M)	"Cold War" (86) "Roboto" (75) "Heavy" (47)	150	101-	49+	0=	1+
5	4	4	4	4	4 GREG KIHN BAND/Kihnspiracy (Berserkley/Elektra-Asylum)	"Jeopardy" (122) "Fascination" (43) "Tear" (16)	151	110-	40+	1+	2=
7	5	5	5	5	5 BRYAN ADAMS/Cuts Like A Knife (A&M)	"Cuts" (87) "Take" (79) "Ready" (40)	150	91=	59-	0=	3+
20	11	9	9	6	6 U2/War (Island/Atco)	"New Year's Day" (143) "Sunday" (43)	148+	92+	54-	2-	6-
6	6	6	6	7	7 TRIUMPH/Never Surrender (RCA)	"World" (111) "Surrender" (58)	133-	74-	59-	0=	0=
9	8	7	7	8	8 RED RIDER/Neruda (Capitol)	"Human" (107) "Power" (38) "Light" (28)	129-	57-	70-	2+	3+
-	27	12	12	9	9 PLANET P/Planet P (Geffen)	"Why Me?" (134) "Static" (17)	141+	43+	90-	7+	9-
27	21	14	14	10	10 INXS/Shaboo Shoobah (Atco)	"The One Thing" (138)	138+	31+	102+	4-	5-
24	19	15	15	11	11 THOMAS DOLB • Blinded By Science (Capitol)	"Science" (92) "Submarines" (68)	109+	76+	32-	1+	4+
8	9	10	10	12	12 DURAN DURAN/Rio (Capitol)	"Rio" (92) "Hungry" (32)	108-	66-	42-	0=	2+
3	7	8	8	13	13 BOB SEGER.../The Distance (Capitol)	"Even" (73) "Roll" (58) "Boomtown" (21)	109-	63-	46-	0=	0=
31	24	19	19	14	14 MODERN ENGLISH/After The Snow (Sire/WB)	"I Melt With You" (129)	130+	34+	92-	2-	6-
DEBUT	12	10	11	15	15 TUBES/Outside Inside (Capitol)	"Beauty" (137)	139+	18+	83+	34-	76-
12	10	11	11	16	16 TONY CAREY/Tony Carey (Rocshire)	"Won't Be Home" (101)	104-	54-	50+	0=	0=
18	16	13	13	17	17 FIXX/Shattered Room (MCA)	"Red Skies" (99) "Stand Or Fall" (14)	105-	42-	63-	0-	1-
DEBUT	25	20	20	18	18 PINK FLOYD/The Final Cut (Columbia)	"Past" (81) "Cut" (75) "John" (27)	119+	36+	41+	42+	114+
13	13	16	16	19	19 AFTER THE FIRE/After The Fire (Epic)	"Der Kommissar" (99)	99=	69=	28-	2+	4+
35	30	23	23	20	20 TOM PETTY.../Long After Dark (Backstreet/MCA)	"Change" (73) "Lucky" (10)	90-	55-	35-	0=	0-
17	17	18	18	21	21 ULTRAVOX/Quartet (Chrysalis)	"Reap The Wild Wind" (104)	106+	26+	78-	2=	7+
39	31	25	25	22	22 DEXYS MIDNIGHT RUNNERS/Too-Rye-Ay (Mercury/PG)	"Come On Eileen" (91)	91-	61-	29=	1=	1=
-	34	26	26	23	23 CALL/Modern Romans (Mercury/PolyGram)	"Walls Came Down" (103)	103+	17+	82=	2-	6-
34	32	27	27	24	24 MICHAEL BOLTON/Michael Bolton (Columbia)	"Fools' Game" (95)	97-	16+	77+	4-	10-
14	14	17	17	25	25 JON BUTCHER AXIS/Jon Butcher Axis (Polydor/PG)	"Life" (95) "Words" (10)	102-	12+	85-	3-	5-
-	-	36	36	26	26 ERIC CLAPTON/Money & Cigarettes (WB)	"Heart" (45) "Down" (42) "Shape" (20)	91-	44-	47-	0=	1-
-	-	36	32	27	27 CHRIS DeBURGH/The Getaway (A&M)	"Don't Pay The Ferryman" (93)	94+	23+	65+	6+	9-
-	-	35	35	28	28 MOLLY HATCHET/No Guts . . . No Glory (Epic)	"Fall Of The Peacemakers" (79)	91+	14+	73-	3+	7-
29	29	30	30	29	29 PETE TOWNSHEND/Scoop (Atco)	"Bargain" (39) "Eyes" (31) "Squeezebox" (27)	92+	16+	67+	6-	18-
21	26	29	29	30	30 BERLIN/Pleasure Victim (Geffen)	"Sex" (54) "Masquerade" (22) "Metro" (16)	79-	29-	48-	1=	1-
16	15	21	21	31	31 SAMMY HAGAR/Three Lock Box (Geffen)	"Heroes" (23) "Never" (23) "Don't" (19)	66-	38-	27=	1+	2=
10	18	22	22	32	32 SCANDAL/Love's Got A Line On You (Columbia)	"Goodbye" (47) "Line" (33)	72-	31-	40-	1+	2+
26	28	33	33	33	33 RIC OCASEK/Beatitude (Geffen)	"Something To Grab For" (65)	69-	29-	40-	0=	0=
11	12	24	24	34	34 NIGHT RANGER/Dawn Patrol (Boardwalk)	"Sing" (47) "Don't" (26)	66-	40+	25-	1+	1-
36	38	38	38	35	35 MEN AT WORK/Business As Usual (Columbia)	"Underground" (44) "Johnny" (37)	68-	29-	39-	0=	0=
19	23	28	28	36	36 ROBERT HAZARD/Robert Hazard (RCA)	"Escalator" (71)	77+	10=	66+	1-	3-
15	22	31	31	37	37 GOLDEN EARRING/Cut (21/PolyGram)	"Twilight Zone" (57)	57-	31-	26-	0=	0=
22	25	34	34	38	38 FRIDA/Something's Going On (Atlantic)	"I Know There's Something Going On" (57)	57-	34-	23-	0=	0-
DEBUT	15	22	22	39	39 PHIL COLLINS/Hello, I Must Be Going! (Atlantic)	"Matter" (22) "China" (20) "Care" (19)	58-	29-	29-	0=	1+
DEBUT	15	22	22	40	40 BILLY IDOL/Billy Idol (Chrysalis)	"White Wedding" (66)	66+	12+	43+	9=	22=

BREAKERS

This data reflects reporting stations with a majority of listeners aged 12-24.

- TUBES**
Outside Inside (Capitol)
"Beauty." 82% of our reporters on it. Total reports: 139. Hot 18, Medium 83, Extra Adds 34, Total Adds 76. Debuts at number 15 on the AOR chart.
- PINK FLOYD**
The Final Cut (Columbia)
"Past" "Cut" "John." 70% of our reporters on it. Total reports: 119. Hot 36, Medium 41, Extra Adds 42, Total Adds 114. Debuts at number 18 on the AOR chart.
- CHRIS DeBURGH**
The Getaway (A&M)
"Pay." 55% of our reporters on it. Total reports: 94. Hot 23, Medium 65, Extra Adds 6, Total Adds 9. Moves 36-27 on the AOR chart.

NEW & ACTIVE

- MARTIN BRILEY/One Night W/A Stranger (Mercury/PolyGram)** "The Salt In My Tears"
Total Reports: 60(29)/Total Adds: 31(24); Hots: 3(2)/Hot Adds: 0(0); Mediums: 40(15)/Medium Adds: 16(12); Extra Adds: 15(12).
- GARY MOORE/Corridors Of Power (Mirage/Atco)** "Don't Take Me For A Loser"
Total Reports: 56(45)/Total Adds: 16(24); Hots: 7(5)/Hot Adds: 0(0); Mediums: 39(25)/Medium Adds: 9(11); Extra Adds: 7(13).
- BLANKET OF SECRECY/Ears Have Walls (WB)** "Say You Will"
Total Reports: 56(59)/Total Adds: 2(2); Hots: 6(7)/Hot Adds: 0(0); Mediums: 48(50)/Medium Adds: 0(0); Extra Adds: 2(2).
- DIVINYLS/Desperate (Chrysalis)** "Boys In Town"
Total Reports: 53(44)/Total Adds: 7(5); Hots: 5(5)/Hot Adds: 0(0); Mediums: 46(38)/Medium Adds: 5(4); Extra Adds: 2(1).
- ART IN AMERICA/Art In America (Pavillion/CBS)** "Art In America"
Total Reports: 52(65)/Total Adds: 2(1); Hots: 14(11)/Hot Adds: 0(0); Mediums: 37(54)/Medium Adds: 1(1); Extra Adds: 1(0).

More AOR Music Information See Page 59

MOST ADDED

All Stations

Pink Floyd	(126)
Tubes	(83)
Martin Briley	(32)
ZZ Top "Gimme"	(27)

HOTTEST

All Stations

Journey	(155)
Def Leppard	(149)
Greg Kihn Band	(126)
Styx	(105)
U2	(99)

New & Active Continued

- THOMPSON TWINS/Side Kicks (Arista)** "Lies"
Total Reports: 50(51)/Total Adds: 6(3); Hots: 15(14)/Hot Adds: 1(2); Mediums: 31(37)/Medium Adds: 1(1); Extra Adds: 4(0).
- NICK LOWE/The Abominable Showman (Columbia)** "Raging Eyes"
Total Reports: 46(40)/Total Adds: 10(15); Hots: 5(4)/Hot Adds: 0(0); Mediums: 32(26)/Medium Adds: 4(7); Extra Adds: 6(8).
- PAT BENATAR/Get Nervous (Chrysalis)** "Little Too Late"
Total Reports: 46(58)/Total Adds: 0(0); Hots: 21(28)/Hot Adds: 0(0); Mediums: 25(30)/Medium Adds: 0(0); Extra Adds: 0(0).
- STRANGE ADVANCE/Worlds Away (Capitol)** "She Controls Me"
Total Reports: 45(46)/Total Adds: 4(8); Hots: 6(5)/Hot Adds: 0(0); Mediums: 36(37)/Medium Adds: 3(4); Extra Adds: 1(4).
- MICHAEL JACKSON/Thriller (Epic)** "Beat It"
Total Reports: 43(35)/Total Adds: 8(6); Hots: 26(19)/Hot Adds: 1(2); Mediums: 14(14)/Medium Adds: 4(2); Extra Adds: 3(2).
- DURAN DURAN/Duran Duran (Capitol)** "Girls On Film"
Total Reports: 42(34)/Total Adds: 5(7); Hots: 14(7)/Hot Adds: 1(0); Mediums: 27(24)/Medium Adds: 3(4); Extra Adds: 1(3).
- HEAVEN 17/Heaven 17 (Arista)** "Let Me Go"
Total Reports: 40(39)/Total Adds: 3(5); Hots: 12(12)/Hot Adds: 0(0); Mediums: 26(23)/Medium Adds: 1(1); Extra Adds: 2(4).
- ALEX CALL/Alex Call (Arista)** "Just Another Saturday Night"
Total Reports: 39(31)/Total Adds: 8(10); Hots: 2(3)/Hot Adds: 0(1); Mediums: 32(20)/Medium Adds: 4(1); Extra Adds: 4(8).
- DUKE JUPITER/You Make It Look Easy (Coast-Coast/CBS)** "I'm Available"
Total Reports: 38(31)/Total Adds: 10(10); Hots: 5(5)/Hot Adds: 0(1); Mediums: 27(20)/Medium Adds: 4(3); Extra Adds: 6(6).
- RAMONES/Subterranean Jungle (Sire/WB)** "Little Bit O' Soul"
Total Reports: 37(32)/Total Adds: 7(7); Hots: 2(2)/Hot Adds: 0(0); Mediums: 30(24)/Medium Adds: 3(2); Extra Adds: 4(5).
- SIMPLE MINDS/New Gold Dream (A&M)** "Promised You A Miracle"
Total Reports: 35(35)/Total Adds: 3(4); Hots: 4(3)/Hot Adds: 1(0); Mediums: 29(30)/Medium Adds: 1(2); Extra Adds: 1(2).

**RADIO IS HOT ON THE TRACKS OF
MICHAEL BOLTON'S AOR BREAKER ALBUM**

MICHAEL BOLTON

LAST WEEK:

AOR BREAKERS.

THIS WEEK:

AOR ALBUMS 24

**AOR TRACKS
"Fools Game"**

24



Contemporary Hit Radio

Continued from Back Page

BREAKERS

DAVID BOWIE

Let's Dance (EMI America)

74% of our reporters on it. Moves: Up 4, Debuts 63, Same 45, Down 0, Adds 56 including WNYS, B104, WXKS-FM, 79Q, 94Q, WLOL-FM, WKTI, KYUU, KUBE. See Parallels, debuts at number 28 on the CHR chart.

BRYAN ADAMS

Straight From The Heart (A&M)

68% of our reporters on it. Moves: Up 46, Debuts 42, Same 38, Down 0, Adds 30 including WKBW, WNYS, WKQX, WHYT, XTRA, KZZP, WDOQ, KMGK. See Parallels, debuts at number 29 on the CHR chart.

PATRICK SIMMONS

So Wrong (Elektra)

67% of our reporters on it. Moves: Up 32, Debuts 41, Same 45, Down 0, Adds 34 including B104, CKGM, KAFM, WBBM-FM, WHYT, Q103, WHTT, KZZB, KIKI. See Parallels, debuts at number 30 on the CHR chart.

LAURA BRANIGAN

Solitaire (Atlantic)

60% of our reporters on it. Moves: Up 21, Debuts 43, Same 34, Down 0, Adds 39 including PRO-FM, 94Q, WBBM-FM, WKTI, KEARTH, KNBQ, KZZP. See Parallels, will debut next week on the CHR chart.

MAC McANALLY

Minimum Love (Geffen)

60% of our reporters on it. Moves: Up 69, Debuts 20, Same 34, Down 0, Adds 14 including WNBC, WKBW, KEARTH, WDCG, WEBC, Z104, FM102, WJBO. See Parallels, will debut next week on the CHR chart.

NEW & ACTIVE

MEN AT WORK "Be Good Johnny" (Columbia) 123/3

Moves: Up 68, Debuts 5, Same 37, Down 10, Adds 3, KRGV, WOKI, 13FEA, B94 10-8, B104 25-22, KBEQ 21-9, KEARTH 24-20, KMJK 7-5, KNBQ 17-12, WTRY 5-2, WDOQ 29-12, WKAU 9-7, WACZ 13-9.

DEF LEPPARD "Photograph" (Mercury/PolyGram) 117/18

Moves: Up 42, Debuts 27, Same 30, Down 0, Adds 18 including B94, WXKS-FM, Z93, Y100, Q105, KBEQ, KROK, WBBQ, KMGK, KRSP, WSGF, KFMW, KTWQ-FM, KDVV, KSLY.

THOMAS DOLBY "She Blinded Me With Science" (Capitol) 111/16

Moves: Up 57, Debuts 15, Same 22, Down 1, Adds 16 including WBBM-FM, WNYS, HITS96, KIIS-FM, Q103, KZZP, WRCK, WTX, WGRD, KEYN-FM, WMEE, KHYT, WIKZ, WJAD, WRKR.

RONNIE MILSAP "Stranger In My House" (RCA) 104/68

Moves: Up 4, Debuts 10, Same 22, Down 0, Adds 6B including WBBM-FM, KBEQ, KFI, KMJK, Q103, KZZP, WLAN-FM, WFMF, K107, K96, WJBO, Z102, KQWB, KTRS.

JARREAU "Mornin'" (WB) 104/51

Moves: Up 12, Debuts 16, Same 25, Down 0, Adds 51 including WNYS, B104, Z93, Y100, WHYT, KBEQ, KFI, KNBQ, KIMN, Q103, KZZP, WFMF, KJRB, WHEB, KKLS.

DURAN DURAN "Rio" (Capitol) 97/84

Moves: Up 1, Debuts 6, Same 6, Down 0, Adds 84 including WPHD, WCAU-FM, PRO-FM, CHUM, KAFM, KEGL, Z93, 94Q, WLOL-FM, KEARTH, KFI, XTRA, KNBQ, KIMN, G100.

NAKED EYES "Always Something There To Remind Me" (EMI America) 97/22

Moves: Up 21, Debuts 16, Same 38, Down 0, Adds 22 including KAFM, Z93, WHYT, Q106, KITY, B97, WCSC, WEBC, WNAM, WFBG, KNOE-FM, KFMZ, KSLY, KCDQ.

DeBARGE "I Like It" (Gordy/Motown) 90/10

Moves: Up 48, Debuts 5, Same 23, Down 4, Adds 10, CKGM, KZZB, WBCY, WDCG, KMGK, WERZ, 13FEA, WOMP-FM, KENI, WCAU-FM 11-6, Z93 12-9, WTX-FM 22-15, KC101 23-18, KYNO-FM 12-8.

PHIL COLLINS "I Don't Care Anymore" (Atlantic) 83/1

Moves: Up 42, Debuts 4, Same 28, Down 8, Adds 1, KKFM, WIGY 40-34, WBBM-FM 20-24, WHYT 40-32, WKFM 22-13, KROK 28-23, WRVQ 34-28, WKDD 18-13, WJBO 27-22, WERZ 19-15, WSGF 35-32, WPFM 30-35, KBIM 33-28, KDZA 40-34.

JOHN ANDERSON "Swingin'" (WB) 79/13

Moves: Up 40, Debuts 6, Same 17, Down 3, Adds 13, WKEE, KTFM, KITE, KIKI, KMGK, KRAV, WKDQ, KBBK, WERZ, 13FEA, KGHO, KIST, KDZA, 79Q 2-1, Z93 1-1.

PSYCHEDELIC FURS "Love My Way" (Columbia) 75/6

Moves: Up 28, Debuts 7, Same 33, Down 1, Adds 6, 79Q, 195, KIQQ, KMGK, KEYN-FM, WGUJ, WNBC 24-20, WCAU-FM 35-32, HITS96 32-27, KEGL 34-29, KNBQ 23-20, KZFM 19-15, KSET-FM 14-11, WNAM 17-9, WJBO 36-30.

ROBERT ELLIS ORRALL with CARLENE CARTER "I Couldn't Say No" (RCA) 65/22

Moves: Up 6, Debuts 8, Same 29, Down 0, Adds 22 including HITS 96, WHYT, KIQQ, KNBQ, WHFM, WOKI, WSEZ, K107, KQMG, WHEB, WCIR, WAEV, Q101, KGHO, KCDQ.

ROBERT HAZARD "Escalator Of Life" (RCA) 65/8

Moves: Up 14, Debuts 4, Same 39, Down 0, Adds 8, WTX, WQID, WANS-FM, WXLK, KQIZ-FM, Q101, KCBN, KOZE, WCAU-FM 16-13, WKFM 38-27, WPST 14-12, WLAN-FM 24-17, KSET-FM 21-17, WIKZ 34-29, KENI 40-36.

SAMMY HAGAR "Never Give Up" (Geffen) 62/26

Moves: Up 3, Debuts 10, Same 23, Down 0, Adds 26 including WPHD, KIQQ, KNBQ, WHFM, KZFM, KROK, G100, WQUT, WSEZ, KMGK, KZ93, WJBO, FM99, WBWB, 99KG.

ZZ TOP "Gimme All Your Lovin'" (WB) 59/31

Moves: Up 1, Debuts 5, Same 22, Down 0, Adds 31 including WPHD, WCAU-FM, WBBM-FM, WHFM, WKZR-FM, KITE, KROK, WZYP, WSSX, WKDD, KBBK, WZYQ, Q104, WHSL, KILE, W8WB.

GOLDEN EARRING "Twilight Zone" (21/PolyGram) 55/2

Moves: Up 32, Debuts 1, Same 9, Down 11, Adds 2, WLS, KKRC, 79Q 8-5, KAFM 31-21, 195 12-8, WLS-FM 14-8, WBBM-FM 13-9, KHTR 7-3, KFRC 14-9, KZFM 16-12, WDCG 21-10.

SIGNIFICANT ACTION

YAZ "Only You" (Sire/WB) 47/4

Moves: Up 24, Debuts 3, Same 16, Down 0, Adds 4, KCNR, WTX, KO93, WFLB, WLOL-FM 2-2, KBEQ 33-27, KMJK 9-8, WSPK 23-19, K104 26-21, KSET-FM 30-20, B97 25-20, Z104 28-15, KXXX 12-6, KJRB 11-8, WPFM 19-15.

WALL OF VOODOO "Mexican Radio" (IRS/A&M) 44/11

Moves: Up 10, Debuts 6, Same 17, Down 0, Adds 11, WCAU-FM, 195, WSPK, WKEE, KTFM, 94TYX, WABB-FM, WRVQ, WZPL, WGUJ, WKHI, B94 31-28, WHYT d-31, KITY 23-14, KCBN 22-17.

LOU RAWLS "Wind Beneath My Wings" (Epic) 42/13

Moves: Up 3, Debuts 3, Same 23, Down 0, Adds 13, KITE, WJDX, WNFY, WSFL, WSEZ, WNAM, KGGI, KBBK, WCIR, WAEV, WJAD, FM99, D93, Y100 on, KTFM 36-32.

BILLY JOEL "Goodnight Saigon" (Columbia) 42/3

Moves: Up 6, Debuts 8, Same 25, Down 0, Adds 3, WHYT, WNAM, KGHO, WBBM-FM 39-20, WPHD d-27, KFI d-38, WPST 29-21, WKZR-FM on, WSEZ 35-33, KSKD on, WKHI d-38, WYKS 30-27, KVOL d-39, WBWB d-37, KCDQ on.

More CHR Music Information See Page 49

MOST ADDED

DURAN DURAN (84)
Rio (Capitol)
RONNIE MILSAP (68)
Stranger In My House (RCA)
DAVID BOWIE (56)
Let's Dance (EMI America)
JARREAU (51)
Mornin' (WB)
LAURA BRANIGAN (39)
Solitaire (Atlantic)
IRENE CARA (35)
Flashdance... (Casablanca/PolyGram)

HOTTEST

MICHAEL JACKSON (112)
Billie Jean (Epic)
STYX (99)
Mr. Roboto (A&M)
JOURNEY (96)
Separate Ways (Worlds Apart) (Columbia)
GREG KIHN BAND (94)
Jeopardy (Beserkley/Elektra-Asylum)
MICHAEL JACKSON (91)
Beat It (Epic)
DEXYS MIDNIGHT RUNNERS (89)
Come On Eileen (Mercury/PolyGram)

INXS "The One Thing" (Atco) 41/17

Moves: Up 5, Debuts 3, Same 16, Down 0, Adds 17 including WNYS, WCAU-FM, WKFM, WKZR-FM, WKEE, WZYP, WBBQ, WSKZ, WOKI, WSSX, WFBG, WJAD, WFLB, WYKS, KBIM.

POINTER SISTERS "If You Wanna Get Back Your Lady" (Planet/RCA) 39/9

Moves: Up 10, Debuts 2, Same 18, Down 0, Adds 9, WHYT, KRGV, KBFM, WQID, WOKI, 13FEA, Q101, KENI, KBIM, KFRC d-39, KITE 25-20, KYNO-FM 19-13, KQMG 24-15, WGUJ 27-19, KQIZ-FM 28-25.

FELONY "The Fanatic" (Rock & Roll/CBS) 39/4

Moves: Up 10, Debuts 0, Same 23, Down 2, Adds 4, PRO-FM, KFRC, WROR, KTSA, WPHD on, WCAU-FM 29-21, KEGL 15-13, KHTR on, KBEQ on, KFI 37-34, KIMN on, KSET-FM 24-18, WOKI 34-31, WERZ 34-31, KBIM 32-27.

MISSING PERSONS "Walking In L.A." (Capitol) 38/1

Moves: Up 12, Debuts 1, Same 24, Down 0, Adds 1, WHYT, WPHD on, WCAU-FM 37-33, WXKS-FM on, KEARTH 16-14, KIIS-FM 28-23, KIQQ 20-15, WLAN-FM on, KITY 35-26, WDOQ 26-24, CK101 34-30, WNVZ 36-28, WZZR on, WHOT on, KHYT 21-17, WFBG on.

NIGHT RANGER "Sing Me Away" (Boardwalk) 37/24

Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 24 including KEGL, KNBQ, WKFM, WYCR, KZFM, KRGV, KZZB, WZZR, WZPL, WJBO, WZYQ, WFLB, KILE, KDVV, KCBN.

IRENE CARA "Flashdance... What A Feeling" (Casablanca/PolyGram) 35/35

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 35 including WCAU-FM, Z93, 94Q, Y100, KIQQ, KFI, WKFM, WKEE, WZYP, KHYT, KIKI, WJAD, WCGQ, KFYZ, KOZE.

ROBBIE PATTON "Smiling Islands" (Atlantic) 33/3

Moves: Up 19, Debuts 5, Same 6, Down 0, Adds 3, WKQX, KROK, KCDQ, KMJK 26-23, KNBQ 38-34, K104 16-12, Y103 16-13, KIKI 22-19, WCIR 30-19, WAEV 12-6, WPFM 32-22, KFMW 9-8.

TRIUMPH "A World Of Fantasy" (RCA) 33/1

Moves: Up 8, Debuts 2, Same 20, Down 2, Adds 1, KQIZ-FM, WBBM-FM 25-18, KEGL on, WRCK 25-21, K104 15-9, WOKI d-38, WSSX 11-10, WJXQ 5-3, WZPL on, KQMG on, OK100 17-8, WSQV 22-20, KVOL on, KFMW d-23, KFMZ 12-11.

SCANDAL "Love's Got A Line On You" (Columbia) 31/14

Moves: Up 3, Debuts 3, Same 11, Down 0, Adds 14, WLOL-FM, KYUU, KZFM, WZZR, KSKD, WJBO, 13FEA, WCIR, WKHI, WISE, WHSL, FM99, KKQV, Q107 d-23.

SAGA "Wind Him Up" (Portrait/CBS) 30/13

Moves: Up 2, Debuts 4, Same 11, Down 0, Adds 13, WLOL-FM, KIQQ, WSPK, WKFM, WRCK, KSET-FM, KROK, WABB-FM, WZZR, WJBO, WJAD, WHSL, WSSX 20-16.

PATTI AUSTIN "Every Home Should Have One" (Qwest/WB) 30/8

Moves: Up 7, Debuts 3, Same 12, Down 0, Adds 8, KFI, KYUU, WHFM, WROR, Y103, WTSN, WERZ, KENI, WCAU-FM 40-30, WLOL-FM 34-28, KIQQ 34-30, KFRC 39-36, WSPK 29-24, KBBK d-30, KSKD 40-37.

GAP BAND "Outstanding" (Total Experience/PGM) 29/5

Moves: Up 8, Debuts 6, Same 9, Down 1, Adds 5, XTRA, K104, OK100, 95XIL, WHYT 28-20, KEARTH d-23, KIQQ d-29, KFI 39-36, KTFM 30-27, KITY 25-15, WTX 26-20, WNFY 20-17, WJBO d-39, KVOL 37-30.

SYSTEM "You Are In My System" (Mirage/Atco) 29/3

Moves: Up 9, Debuts 5, Same 12, Down 0, Adds 3, WBBM-FM, WHYT, 99KG, WNYS 26-15, WCAU-FM 38-27, KIQQ d-28, KFI 36-33, KFRC 37-29, WKFM d-31, KTFM 28-21, KITE 24-17, KBFM 26-23, WTX 40-33, KYXX on, WGUJ 19-15, KVOL d-40.

JEFFREY OSBORNE "Eenie Meenie" (A&M) 27/1

Moves: Up 17, Debuts 1, Same 8, Down 0, Adds 1, WFBG, KROK 29-24, WJDX 19-15, KXX106 22-18, Y103 17-14, WRCK 29-24, WMEE on, WKDQ 20-16, KQMG d-37, KIKI 17-13, WJBO 40-36, 13FEA 29-25, KILE 22-20, KENI 38-31, KCDQ 35-30.

TONY CAREY "I Won't Be Home Tonight" (Rocshire) 26/2

Moves: Up 5, Debuts 3, Same 16, Down 0, Adds 2, KCBN, KCDQ, WNBC 29-2, KMJK on-dp, KNBQ d-40, WRCK on, WPST 34-30, WKZR-FM d-37, K104 on, WSKZ on, WCSC on, WSSX 16-14, WKDD on, WHSL 21-18.

WALTER EGAN "Fool Moon Fire" (Backstreet/MCA) 25/25

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 25 including WCAU-FM, KMJK, WKFM, WRCK, KTFM, KZFM, WSFL, WJXQ, K107, WKDD, KHOP, KYXX, WGUJ, WYKS, KGHO, KTRS.

CHAMPAIGN "Try Again" (Columbia) 25/12

Moves: Up 5, Debuts 4, Same 4, Down 0, Adds 12, Y100, KTFM, KITE, WBBQ, WNOK-FM, WJBO, WERZ, WAEV, WISE, KILE, WCIL-FM, KCDQ, Z93 d-19, KIQQ 30-27, FM100 30-21, Z102 34-24.

ULTRAVOX "Reap The Wild Wind" (Chrysalis) 23/8

Moves: Up 4, Debuts 2, Same 9, Down 0, Adds 8, KYUU, WKFM, WJXQ, KHYT, WKHI, WJAD, WGLF, KKQV, WXKS-FM on, KEGL 40-34, WLOL-FM 40-36, WZZR on, KYXX 19-11, Q101 on, KCDQ d-35.

DARYL HALL & JOHN OATES "Family Man" (RCA) 23/0

Moves: Up 7, Debuts 3, Same 12, Down 1, Adds 0, 79Q 15-14, KEGL on, K104 38-32, WDOQ 28-17, WNVZ 33-25, WZZR 6-3, KRQ 1-1, OK100 d-36, WERZ 24-18, 95XIL d-29, WXLK 10-4, WRKR on, WSPN on, KGHO d-39.

U2 "New Year's Day" (Island/Atco) 22/6

Moves: Up 4, Debuts 3, Same 9, Down 0, Adds 6, WCAU-FM, WPST, WSEZ, WZZR, WSPT, WBWB, WPHD d-29, KEGL 29-27, KMJK 29-26, WJXQ 28-21, KYXX 29-26, WHSL d-28, KFMZ d-22.

MODERN ENGLISH "I Melt With You" (Sire/WB) 20/6

Moves: Up 3, Debuts 3, Same 7, Down 1, Adds 6, WCAU-FM, WHTT, KITY, WSQV, WISE, WGLF, 79Q d-30, KMJK 18-15, WKZR-FM on, KSET-FM 22-16, WZZR 34-30, KMGK on, Z104 on, WHSL d-30, KCBN d-36.

LE ROUX "Carrie's Gone" (RCA) 20/0

Moves: Up 8, Debuts 1, Same 11, Down 0, Adds 0, WPHD on, KIQQ on, KNBQ on, KITY 27-19, KSET-FM on, KZZB 39-33, WTX 39-28, B97 26-23, KROK d-27, WFMF 16-12, WABB-FM on, WZZR on, WPFM 25-23, KNOE-FM 26-23, KBIM on.

PETER GODWIN "Images Of Heaven" (Polydor/PolyGram) 19/2

Moves: Up 2, Debuts 3, Same 12, Down 0, Adds 2, FM100, KYXX, WKZR-FM d-40, WJDX on, WOKI 37-34, WSSX on, WJXQ on-dp, WGUJ d-26, WIGY on, WHEB on, WERZ d-34, 13FEA on, WAEV on, WCGO 30-27, KVOL on.

FIXX "Red Skies" (MCA) 18/2

Moves: Up 4, Debuts 1, Same 11, Down 0, Adds 2, WPHD, WCIL-FM, KEGL 28-22, KMJK 23-21, WKFM on, KZFM on, WABB-FM on, WJXQ 21-18, WZPL on, KYXX 20-18, KBBK on, WGUJ on, WSQV on, WZYQ on, KCBN d-38.

KC & THE SUNSHINE BAND (with TERI DeSARIO) "Don't Run (Come Back To Me)" (Epic) 18/1

Moves: Up 10, Debuts 1, Same 6, Down 0, Adds 1, WJAD, Y100 on, K104 36-31, KTFM 27-24, KTSA on, WJDX 30-27, WSFL on, WSEZ on, KIKI 18-14, KOFM 22-18, KJRB 25-22, OK100 d-38, 95XIL 40-36, WAEV 29-27, KENI on.

GERARD McMAHON "Count On Me" (Full Moon/WB) 17/7

Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 7, KMJK, WDCG, WANS-FM, KHOP, KSKD, KBIM, KCDQ, WXKS-FM on, WKFM d-40, KITY on, WBBQ on, KHYT on, WJBO on, WIGY on, WERZ on.

BERLIN "Sex (I'm A...)" (Geffen) 16/1

Moves: Up 7, Debuts 0, Same 8, Down 0, Adds 1, CHUM, WPHD 25-24, 79Q 28-26, Y100 on, 195 24-20, WGLC 20-19, KZFM 24-21, KSET-FM 25-21, KYXX 9-9, KHYT 16-12, WHSL on-dp, FM99 on, WBWB on-dp, 99KG on-dp.

PLANET P "Why Me?" (Geffen) 15/9

Moves: Up 0, Debuts 3, Same 3, Down 0, Adds 9, WCAU-FM, KEGL, KTFM, WQID, WSEZ, WCSC, WJXQ, WKDD, WJAD, KMJK d-38, WTRY d-30, WACZ on-dp, WCIR on-dp, WHSL on-dp, KFMZ d-21.

DIRE STRAITS "Twisting By The Pool" (WB) 14/3

Moves: Up 3, Debuts 0, Same 8, Down 0, Adds 3, KNBQ, WOMP-FM, KSLY, CHUM 28-26, CKGM on, KMJK 34-32, WCSC on, Z104 23-17, WSQV on, WZYQ on, WHSL on-dp, KKLS on, WBWB on.

BERTIE HIGGINS "Tokyo Joe" (Kat Family/CBS) 14/3

Moves: Up 2, Debuts 0, Same 9, Down 0, Adds 3, WOKI, WFBG, KSLY, KTFM on, WCSC on, KIKI on, WOMP-FM 32-29, WQLT on, WFOX on, WXLK on, KILE on, KVOL on, KISR on.

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NATIONAL AIRPLAY

March 25, 1983



AOR / HOT TRACKS

Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
7	4	3	1 JOURNEY/Separate Ways (Worlds Apart) (Columbia)
2	1	1	2 MICHAEL JACKSON/Billie Jean (Epic)
6	3	2	3 DARYL HALL & JOHN OATES/One On One (RCA)
14	9	5	4 STYX/Mr. Roboto (A&M)
13	10	6	5 DEXYS MIDNIGHT RUNNERS/Come On Eileen (Mercury/P&G)
18	14	10	6 GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)
1	2	4	7 LIONEL RICHIE/You Are (Motown)
26	18	14	8 MICHAEL JACKSON/Beat It (Epic)
17	15	13	9 FRIDA/I Know There's Something Going On (Atlantic)
9	8	9	10 PRETENDERS/Back On The Chain Gang (Sire/WB)
25	19	16	11 AFTER THE FIRE/Der Kommissar (Epic)
11	11	11	12 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
5	6	7	13 DURAN DURAN/Hungry Like The Wolf (Capitol)
3	5	8	14 CHRISTOPHER CROSS/All Right (WB)
19	17	15	15 DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
4	7	12	16 CULTURE CLUB/Do You Really Want To Hurt Me (Virgin/Epic)
22	20	19	17 ABC/Poison Arrow (Mercury/PolyGram)
29	25	20	18 TOM PETTY.../Change Of Heart (Backstreet/MCA)
30	26	22	19 OXO/Whirly Girl (Geffen)
-	28	24	20 DIONNE WARWICK/Take The Short Way Home (Arista)
-	-	23	21 STEPHEN BISHOP/It Might Be You... (WB)
-	-	28	22 BOB SEGER.../Even Now (Capitol)
-	-	25	23 THOMPSON TWINS/Lies (Arista)
-	-	26	24 PRINCE/Little Red Corvette (WB)
-	-	29	25 TOTO/I Won't Hold You Back (Columbia)
-	-	30	26 KENNY LOGGINS/Welcome To Heartlight (Columbia)
DEBUT 27 BARRY MANILOW/Some Kind Of Friend (Arista)			
BREAKER 28 DAVID BOWIE/Let's Dance (EMI America)			
BREAKER 29 BRYAN ADAMS/Straight From The Heart (A&M)			
BREAKER 30 PATRICK SIMMONS/So Wrong (Elektra)			

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Adult / Contemporary

5	5	3	1 DAN FOGELBERG/Make Love Stay (Full Moon/Epic)
4	4	2	2 DARYL HALL & JOHN OATES/One On One (RCA)
6	6	5	3 STEPHEN BISHOP/It Might Be You... (WB)
1	1	1	4 LIONEL RICHIE/You Are (Motown)
11	8	6	5 ERIC CLAPTON/I've Got A Rock N' Roll Heart (WB)
2	2	4	6 CHRISTOPHER CROSS/All Right (WB)
16	11	9	7 DIONNE WARWICK/Take The Short Way Home (Arista)
3	3	8	8 K. ROGERS & S. EASTON/We've Got Tonight (Liberty)
18	15	10	9 BARRY MANILOW/Some Kind Of Friend (Arista)
8	7	7	10 JOE JACKSON/Breaking Us In Two (A&M)
13	12	11	11 MICHAEL JACKSON/Billie Jean (Epic)
-	26	17	12 TOTO/I Won't Hold You Back (Columbia)
-	24	21	13 JARREAU/Mornin' (WB)
21	18	15	14 KC & THE SUNSHINE BAND.../Don't Run... (Epic)
15	14	12	15 SUPERTRAMP/My Kind Of Lady (A&M)
20	19	18	16 DIANA ROSS/So Close (RCA)
25	21	20	17 JEFFREY OSBORNE/Eenie Meenie (A&M)
-	-	25	18 MAC McANALLY/Minimum Love (Geffen)
22	20	19	19 MELISSA MANCHESTER/Nice Girls (Arista)
9	10	14	20 BOB SEGER.../Shame On The Moon (Capitol)
7	9	13	21 NEIL DIAMOND/I'm Alive (Columbia)
10	13	16	22 CULTURE CLUB/Do You Really Want To Hurt Me (Virgin/Epic)
-	29	24	23 ALAN PARSONS PROJECT/Old & Wise (Arista)
-	-	27	24 LOU RAWLS/Wind Beneath My Wings (Epic)
BREAKER 25 KENNY LOGGINS/Welcome To Heartlight (Columbia)			
BREAKER 26 B.J. THOMAS/Whatever Happened To... (Cleve. Int./Columbia)			
14	16	22	27 DONNA SUMMER/The Woman In Me (Geffen)
BREAKER 28 LINDA RONSTADT/Easy For You To Say (Asylum)			
12	17	23	29 POCO/Shoot For The Moon (Atlantic)
17	23	28	30 KENNY LOGGINS/Heart To Heart (Columbia)

N&A Begins on Page 58

Three Weeks	Two Weeks	Last Week	
2	2	1	1 DEF LEPPARD/Photograph (Mercury/PolyGram)
1	1	2	2 JOURNEY/Separate Ways (Columbia)
17	8	4	3 U2/New Year's Day (Island/Atco)
3	3	3	4 GREG KIHN BAND/Jeopardy (Beserkley/Elektra-Asylum)
-	29	12	5 PLANET P/Why Me? (Geffen)
26	17	8	6 INXS/The One Thing (Atco)
5	5	5	7 TRIUMPH/A World Of Fantasy (RCA)
30	20	14	8 MODERN ENGLISH/I Melt With You (Sire/WB)
8	7	7	9 RED RIDER/Human Race (Capitol)
-	-	37	10 TUBES/She's A Beauty (Capitol)
7	4	6	11 TONY CAREY/I Won't Be Home Tonight (Rocshire)
15	12	13	12 JOURNEY/After The Fall (Columbia)
21	15	16	13 AFTER THE FIRE/Der Kommissar (Epic)
57	49	36	14 BRYAN ADAMS/Cuts Like A Knife (A&M)
18	11	11	15 FIXX/Red Skies (MCA)
16	14	17	16 DURAN DURAN/Rio (Capitol)
32	27	19	17 THOMAS DOLBY/She Blinded Me With Science (Capitol)
29	22	18	18 STYX/Cold War (A&M)
12	10	15	19 DEXYS MIDNIGHT RUNNERS/Come On... (Mercury/P&G)
37	28	21	20 ULTRAVOX/Reap The Wild Wind (Chrysalis)
39	30	22	21 CALL/The Walls Came Down (Mercury/PolyGram)
-	-	39	22 ZZ TOP/Gimme All Your Lovin' (WB)
11	9	9	23 BRYAN ADAMS/Take Me Back (A&M)
49	35	26	24 MICHAEL BOLTON/Fools Game (Columbia)
9	13	20	25 BOB SEGER.../Even Now (Capitol)
4	6	10	26 STYX/Mr. Roboto (A&M)
47	39	30	27 JON BUTCHER AXIS/Life Takes A Life (Polydor/PolyGram)
58	43	35	28 CHRIS DeBURGH/Don't Pay The Ferryman (A&M)
24	23	23	29 TOM PETTY.../Change Of Heart (Backstreet/MCA)
45	38	33	30 THOMAS DOLBY/One Of Our Submarines... (Capitol)

AOR / ALBUMS

1	1	1	1 JOURNEY/Frontiers (Columbia)
2	2	2	2 DEF LEPPARD/Pyromania (Mercury/PolyGram)
4	3	3	3 STYX/Kilroy Was Here (A&M)
5	4	4	4 GREG KIHN BAND/Kihnspiracy(Beserkley/Elektra-Asylum)
7	5	5	5 BRYAN ADAMS/Cuts Like A Knife (A&M)
20	11	9	6 U2/War (Island/Atco)
6	6	6	7 TRIUMPH/Never Surrender (RCA)
9	8	7	8 RED RIDER/Neruda (Capitol)
-	27	12	9 PLANET P/Planet P (Geffen)
27	21	14	10 INXS/Shabooh Shoobah (Atco)
24	19	15	11 THOMAS DOLBY/Blinded By Science (Capitol)
8	9	10	12 DURAN DURAN/Rio (Capitol)
3	7	8	13 BOB SEGER.../The Distance (Capitol)
31	24	19	14 MODERN ENGLISH/After The Snow (Sire/WB)
BREAKER 15 TUBES/Outside Inside (Capitol)			
12	10	11	16 TONY CAREY/Tony Carey (Rocshire)
18	16	13	17 FIXX/Shattered Room (MCA)
BREAKER 18 PINK FLOYD/The Final Cut (Columbia)			
25	20	20	19 AFTER THE FIRE/After The Fire (Epic)
13	13	16	20 TOM PETTY.../Long After Dark (Backstreet/MCA)
35	30	23	21 ULTRAVOX/Quartet (Chrysalis)
17	17	18	22 DEXYS MIDNIGHT RUNNERS/Too-Rye-Ay (Mercury/P&G)
39	31	25	23 CALL/Modern Romans (Mercury/PolyGram)
-	34	26	24 MICHAEL BOLTON/Michael Bolton (Columbia)
34	32	27	25 JON BUTCHER AXIS/Jon Butcher Axis (Polydor/P&G)
14	14	17	26 ERIC CLAPTON/Money & Cigarettes (WB)
BREAKER 27 CHRIS DeBURGH/The Getaway (A&M)			
-	36	32	28 MOLLY HATCHET/No Guts . . . No Glory (Epic)
-	-	35	29 PETE TOWNSHEND/Scoop (Atco)
29	29	30	30 BERLIN/Pleasure Victim (Geffen)
21	26	29	31 SAMMY HAGAR/Three Lock Box (Geffen)
16	15	21	32 SCANDAL/Love's Got A Line On You (Columbia)
10	18	22	33 RIC OCASEK/Beatitude (Geffen)
26	28	33	34 NIGHT RANGER/Dawn Patrol (Boardwalk)
11	12	24	35 MEN AT WORK/Business As Usual (Columbia)
36	38	38	36 ROBERT HAZARD/Robert Hazard (RCA)
19	23	28	37 GOLDEN EARRING/Cut (21/PolyGram)
15	22	31	38 FRIDA/Something's Going On (Atlantic)
22	25	34	39 PHIL COLLINS/Hello, I Must Be Going! (Atlantic)
DEBUT 40 BILLY IDOL/Billy Idol (Chrysalis)			

N&A Begins on Page 60