

I N S I D E:

NETWORKS FOR THE '80s

Reed Bunzel launches his first Networks/Program Suppliers column by asking top executives in the field their definitions of a network today. Their differing responses make for an interesting clash of ideas.

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WHAT'S HAPPENING WITH DOCKET 80-90?

It's coming about more gradually than expected, but those thousands of new low-power FMs are going to happen. **Brad Woodward** provides an update on the situation.

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RATINGS & RESEARCH AT RAB

Jhan Hiber provides a timely overview of the recent RAB Managing Sales Conference, with special attention to the new Arbitron and Birch developments arising at the meeting.

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PEOPLE IN THE NEWS THIS WEEK

- **Peter Napoliello** heads Chrysalis AOR
- **Daniel Glass** oversees CHR, Urban at Chrysalis
- **Peter Lembo, Nancy Glucksman** take new Chrysalis posts
- **Dennis Collins** VP/GM at WLYF & WGBS
- **Beau Raines** PD for WWWL
- **Jay Clark** WGAR PD
- **Frank Hanel** PD at KKCI-AM & FM
- **Vicki Hodgson** PD at KQRS
- **Tim Montgomery** WHIO-AM & FM GM
- **John King** OM at WING & WJAI

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WTAE GAINS ADULT CROWN IN PITTSBURGH

WTAE won the title for top adult station over perennial leader KDKA last book, and Program Administrator **Mark Roberts** tells **Jeff Green** how "tweaking" the right demos did the trick.

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CHR'S SEATTLE BATTLE

Four CHRs are fighting it out in Seattle, and **Joel Denver** hears positioning statements from all four PDs.

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NBC'S TALKNET NETS AUDIENCES

Brad Woodward speaks with NBC's **Dick Penn** and **Maurice Tunick** about the success of the network's Talknet national talk show approach.

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COUNTRY CHANGES COMING

R&R's expanded Street Talk column sorts out the Nashville news following **Jimmy Bowen's** resignation as head of WB's country operation.

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Newsstand Price \$3.50

R&R

RADIO & RECORDS

RADIORADIO, RKO-2, ABC-DIRECTION UP

New Nets Gain In Latest RADAR Ratings Results

Three of the industry's newest networks showed the biggest gains in RADAR audience estimates released this week. Among persons 12+, CBS RadioRadio grew most dramatically (28%) in listeners per average commercial, followed by RKO-2 (12%) and ABC-Direction (11%).

Suffering the sharpest drops were ABC-Entertainment (-17%), ABC-Contemporary (-11), RKO-1 (-9%), and Sheridan (-9%). The nation's top network in average audience per commercial continues to be ABC-Information (1.7 million). NBC remains the leader in total audience per week (28.5

million). Compiled by Statistical Research of Westfield, NJ, the estimates show that 144 million Americans, or 76% of the 12+ population, listen to network radio each week. For the first time, the figures reflect 48 weeks of measurement (November 1982 through October 1983), up from 32 previously.

Castle Appointed KBPI PD

Howie Castle has been named PD at KBPI/Denver, following the recent resignation of **Phil Strider**. Castle was PD at WDVE/Pittsburgh until resigning last month. Earlier, he programmed WSYR/Syracuse, WABB-FM/Mobile, WIFE/Indianapolis, and WLCY/Tampa.



Howie Castle

KBPI VP/GM **Jim Hardy** commented to R&R, "With the tradition and heritage that KBPI has in the market, I think

we'll be able to carry it to new heights. I'm excited about Howie being here, and we're getting ready to go to work."

WMMR GM Smith Moves To WIP

After four years as VP/GM at Metromedia's WMMR/Philadelphia, **Hal Smith** has transferred to the GM post at AM sister station WIP. Smith fills the vacancy left when former VP/GM **Bill Dallmann** retired at the end of last year.

Metromedia Radio Executive VP **Vicki Callahan** commented, "We knew immediately we wanted Hal to run WIP, and we're excited about getting him. It was difficult for Hal to leave WMMR, as he'd helped build that station into one of the top rockers in America. Knowing his experience as an AM programmer and his knowledge of the market and the stations themselves, we had all the confidence that Hal would be the one to bring WIP back to where it belongs. We felt it was a natural move."

Prior to WMMR, Smith served four years as VP/GM at SMITH/See Page 34

Castle told R&R, "I'm very happy to be in Denver, working with KBPI and Sandusky Broadcasting. It's a booming market and a fast-growing company, and I'm excited to be a part of it."

RETAINS WZPL GM POST

Wolt To Manage WLLT

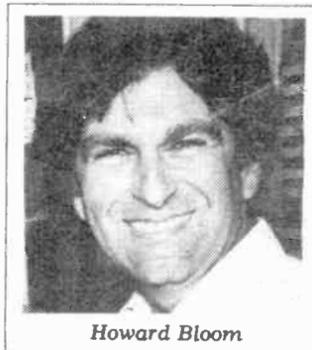
H & W Communications Vice Chairman and WZPL/Indianapolis GM **Kenneth Wolt** has assumed the GM duties at sister station WLLT (W-Lite)/Cincinnati in addition to his present responsibilities. Wolt replaces former GM **Tim Montgomery**, who departed to become GM at WHIO-AM & FM/Dayton (see story Page 34).

Wolt, who worked in Cincinnati ten years ago as PD and air personality at WLW, commented, "The company is delighted with the progress made by W-Lite in the past year, and we intend to see it grow even further. My coming to Cincinnati

KMET's Bloom Adds KLAC VP/GM Duties

Howard Bloom, VP/GM at Metromedia's KMET/Los Angeles since mid-1979, has assumed the additional duties of VP/GM for AM sister KLAC. He replaces **Al Brady Law**, who departed to manage WFLA-AM & FM/Tampa.

Bloom, an 18-year Metromedia veteran, told R&R, "I started in radio at KLAC, and it's nice to be back. Our intention at KLAC is to honor the great heritage of country music and to serve our longtime loyal listeners with the best programming possible. We intend to remain Country, and we are



Howard Bloom

proud of it." Bloom added that news, traffic, and sports (including broadcasts of the L.A. Lakers, the newly-signed L.A. Express football team, auto racing, and sports news from market fixture **Jim Healy**) would continue to play an important part in KLAC's presentation.

Commenting on KLAC's PD vacancy, Bloom said, "A lot of very qualified people have called me about the PD job. When that position is filled, we intend that PD to be here for quite a while."

Redo Upped To WLTW PD

WLTW/New York morning personality **Phil Redo** was promoted to PD. Redo fills the vacancy left three weeks ago when former PD **Dene Hallam** exited following the station's format/call letter change from Country WKHK to an "easy" A/C approach.

WLTW GM **George Wolfson** told R&R, "Phil is really going to rise to the challenge. I was thrilled that we had somebody on staff who was ready to step into the position, and the reaction from the entire staff has been extremely positive. Since we made the big changes, Phil's grabbed control of things internally by capably executing what we wanted to do; his initiative essentially earned him the job. Phil's got a solid background in A/C, and is a bright, articulate guy. He's ready for the big time."

Redo joined WLTW nine months ago for weekends/relief and moved to mornings when the format change occurred. He previously spent three years as an air personality at WROR/Boston. Before that, Redo worked as Assistant PD at KLIF/Dallas, after serving two years as PD at WLOM/Cape Cod. Redo said, "It's been a couple of years since I've been in a programming position, and I must say it's a tremendous honor... I'm really very pleased. We're very committed to this format, and look forward to duplicating the success we've achieved at our sister station WLAK/Chicago."

Redo, who will take himself off the air, added that his first responsibility is to find a replacement for the morning show.



Ken Wolt

ti does not signify a dissatisfaction with prior management so much as a normal progression of the company since my arrival in 1982. There will be no on-air changes, as none are necessary."

PHOTO BY JIM WILSON

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Those of us at The Research Group would like very much to join with your station team to help you develop better strategies for improved success...higher ratings and higher profits. Because of prior exclusive commitments, however, we are not always available. If you would like to learn about our availability — on a confidential basis — please just call or write to request an availability report for each of The Research Group services in your particular market. We'd be happy to provide it.

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Whatever Happened To The Dave Clark Five?

This and other equally crucial questions are explored this week as Ken Barnes starts a series on the British Invasion stars of 20 years' past. And in Datebook, Sean Ross provides data on Pat Benatar & Neil Giraldo, Flo Ballard of the Supremes, and Murray the K.

BRITISH INVASION 20TH ANNIVERSARY



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Collins Promoted To VP/GM At WGBS & WLYF

Dennis Collins has been promoted from General Sales Manager to Vice President/General Manager at Jefferson Pilot stations WGBS & WLYF/Miami.



Dennis Collins

Regarding his new position, Collins told R&R, "My predecessor, Dan DiLoreta, left us with a very solid structure here - excellent department heads and a real strong staff of people. I'm very fortunate to have stepped into a very good situation, and we intend to build it and make it even better."

Collins, who joined WGBS & WLYF three years ago, previously spent 12 years with Cox Broadcasting as GSM of WWSH/Philadelphia.

Hodgson Upped To KQRS PD

Vicki Hodgson has been promoted from Assistant PD to PD at KQRS/Minneapolis. Hodgson had been serving as acting PD since the recent departure of Doug Sorenson.

KQRS VP/GM Mike Henderson told R&R, "I'm delighted to help further Vicki's career here at KQRS. She has performed admirably as Assistant PD and as acting PD while I conducted my search. After talking to many fine candidates, it became apparent that the best person to carry on the AOR heritage that KQRS has maintained for 15 years was doing the job at present."

Hodgson, a 13-year radio veteran who joined KQRS in 1981 as Promotion Director, told R&R, "I'm very excited at the prospect of programming KQRS, and would like to thank Mike and Hudson Broadcasting for their confidence in me. With the majority of area stations programming A/C or CHR, KQRS can truly bill itself as the Twin Cities' only rock & roll station targeted to the baby boom 18-34 audience. It's great to be an exclusive format in the market." Before joining KQRS, Hodgson worked at crosstown KDWB as well as KDKB and KRIZ/Phoenix.

Chrysalis Restructures Promotion Department

Napoliello Heads AOR; Glass Oversees CHR, Urban

Chrysalis Records has restructured its promotion department, with Peter Napoliello joining the company as Director/AOR & Video Promotion and Daniel Glass upped to National Director of Promotion, supervising CHR and Urban Contemporary radio

"Chrysalis is working toward a very team-oriented concept, with a strong home office reinforcing what our field staff is doing. I think it's going to be great."

Napoliello, who was formerly a label manager at JEM Records and Director of



Peter Napoliello



Daniel Glass



Jerry Lembo



Nancy Glucksman

and club promotion. Senior Director of Promotion Eric Heckman has exited the label.

In addition to the Napoliello and Glass appointments, former independent promotion executive Jerry Lembo has been named Director of Promotion, reporting to Glass; while Nancy Glucksman has been promoted to Manager/AOR & Video Promotion, reporting to Napoliello. Napoliello and Glass in turn report to VP/Merchandising & Sales Vince Pellegrino.

Commenting on Napoliello's appointment, Chrysalis President Jack Craig told R&R, "What we were looking for was an individual with experience working with a smaller label, someone used to the kind of focused concentration we place on our artists' records. Peter arrived with all of those qualifications and more." On Glass, Craig stated, "Since Daniel joined Chrysalis in the third quarter of 1983, he has shown an exceptional understanding of music and promotion. It was a natural progression for him to take on the increased responsibilities."

Glass, who had been Director/New Music Marketing for Chrysalis, told R&R,

Promotion for Pavillion, commented, "It's an honor as well as a privilege to work for Chrysalis. They have an incomparable track record and a very competent staff. I feel confident that 1984 will be a very prosperous year for both myself and Chrysalis."

Hanel Becomes PD At KKCI-AM & FM

WBBM-FM(B96)/Chicago Production Director/weekend personality Frank Hanel has been named Program Director at AOR-formatted KKCI-AM & FM/Kansas City. When he joins the stations on February 25, he'll be filling the vacancy created by Dave Popovich's move to WMJI/Cleveland last month.

KKCI-AM & FM VP/GM John Beck Jr. told R&R, "This guy has some amazing references... all of them say the same things - highest recommendation, very dependable, conscientious, detail-oriented. He communicates his ideas well and is a great motivator."

Hanel, whose experience includes WKKX/Pittsburgh (now WHTX), KOZE/Lewiston, and KJRB/Spokane, commented to R&R, "It's an incredible opportunity for me. John Beck and (part-owner) Dick Lam are great people, and I'm really excited."

Beck also indicated the stations have retained the services of consultant Jeff Pollack.

Raines Named Love-94 PD

After two years as PD at KWK-AM & FM/St. Louis, Beau Raines has resigned in order to accept the PD post at WWWL (Love 94)/Miami, beginning February 27. Raines replaces former PD Michael Dalfonzo, who has departed the station for other opportunities.

In making the appointment, WBBM & WWWL VP/GM Dean Goodman said, "Beau's worked in this market before, and has a good feel for South Florida. We're really excited to have him working with our air staff as well as in programming."

Before becoming PD at KWK-AM & FM, Raines served two years at the stations handling mornings and production. His programming background includes stints at WMJX/Miami, WZZP/Cleveland, WPEZ/Pittsburgh, and WJBQ/Portland, ME. Raines told R&R, "My four years with Doubleday have been very rewarding. We've brought KWK back as St. Louis's number one music station, and with that goal accomplished, I'm really excited about returning to a market I'm already familiar with. Offers like this one don't come down the pike too often. I know Dean Goodman will be giving me all the tools I need to win, and I'm also looking forward to working with (consultant) Pete Salant, who's an old friend. I'm sure together we can establish Love-94 as South Florida's dominant A/C station."

No replacement for Raines was named at KWK.

WGAR Sets Clark As PD

Jay Clark has been appointed PD at WGAR/Cleveland. Clark fills the vacancy left last month when former PD John Lanigan departed to handle mornings at WMGG/Tampa.

WGAR & WKSX GM Harold Hinson stated, "Jay was one of a number of excellent candidates we had for the job, but with his experience and maturity stood head and shoulders above the rest. Jay has big shoes to fill, but we expect him to do one hell of a job."

Clark, who spent the last eight months assembling a group of broadcast investors, previously worked three years as Operations Director at WABC/New York. Prior to that, he spent three and a half years as VP/Operations of WTIC-AM & FM/Hartford, having formerly served eight years in various on-air and management capacities at WPRO-AM & FM/Providence. Clark told R&R, "I'm very, very happy to be joining WGAR and (owner) Nationwide Communications, which is a fine company. Harold Hinson and I share the same views, and I'm looking forward to getting my hands back into programming."

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R&R Takes President's Holiday

In observance of President's Day, R&R's offices will be closed on Monday, February 20. Our Los Angeles, Nashville, and Washington, DC locations will be open for business as usual on Tuesday, February 21.

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Washington Report

EEO Feud Snags House Deregulation Talks

The failure of NAB and Rep. Mickey Leland (D-TX) to agree on equal employment opportunity (EEO) standards for radio and television is now threatening a deregulation bill in the House. Leland insists on using the standards written into a cable television bill last year. Those are somewhat stiffer than rules now imposed on the broadcast industry by the FCC.

For stations with five to ten employees, Leland wants women and minorities hired in numbers equalling 50% of their total representation in the local workforce. That percentage would apply to the overall payroll, and separately to the upper four job categories. Stations with 11 or more employees would have to meet a 60% standard. Stations with fewer than five employees would be exempt, as they are now under FCC rules.

Those figures compare to current FCC standards for stations in the 5-10 employee range of 50% for their overall workforce, but only 25% in the upper four categories. Those with more than 10 workers now must meet a 50% standard in both categories.

A meeting between NAB officials and a Leland aide yielded no progress last week. Since all sides acknowledge NAB has the lobbying power to kill a deregulation bill it opposes, reaching an EEO compromise acceptable to both sides is considered critical.

WHBI/Newark License Fray Features 27 Hopefuls

One of the most complicated cases in radio licensing history officially got underway this week when the FCC designated a hearing to choose from among 27 applications for the FM license lost by WHBI/Newark (105.9 MHz).

To get into the running, principals of several applicants or their relatives have pledged to give up other radio holdings or titles if they win the WHBI license. City Broadcasting's Daniel Robinson would divest his interest in WNJR/Newark; Jeri Warrick-Crisman of United Broadcasting Associates would give up her holdings in WNJR; Kevin Cox, husband of Jersey City Broadcasting's (JCBC) Emily Cox, would relinquish his title as VP/Sales, NBC Radio Networks; John Patt, husband of JCBC's Donna Patt, would divest his interest in Patt Productions.

The Commission turned down WDHA/Dover, NJ's petition to deny all 27 applications on grounds the new station, by being less than 40 miles from WDHA, will be illegally short-spaced. The FCC said there's no problem, since the winner won't be allowed to beam more than WHBI's existing power in the direction of WDHA or any of five other short-spaced stations.

Threat Of Obscene Campaign Ads Irks Sen. Denton

Even though Hustler publisher Larry Flynt dropped his quixotic presidential campaign in December, his threat to air obscene campaign ads is still reverberating through Washington. Last week Sen. Jeremiah Denton (R-AL) introduced the Broadcasters Protection Act of 1984 (S. 2241), which would specifically give stations the right not to air pornographic campaign commercials.

Denton offered his bill even though FCC Chairman Mark Fowler has already taken broadcasters off the hook. In a recent letter to Rep. Tom Luken (D-OH), he ruled that the federal law against censoring campaign ads doesn't require stations to air commercials they consider obscene.

Kahn Introduces AM Stereo Motorola-Zapper

Leonard Kahn is offering a new product he says will "more than neutralize" any advantage Motorola gets from having Delco Motorola-only sets installed in Buicks and other GM cars. Kahn is selling a converter that will allow the sets to pick up all four AM stereo systems on the market. After conversion, the sets would automatically pick up Kahn, Magnavox, and Harris, while listeners would have to throw a switch to receive Motorola AM stereo.

Kahn is marketing the gizmos, for \$6.50 apiece in quantities of a thousand or more, to non-Motorola AM stereo stations as contest giveaways. He says three of the first five stations contacted took him up on the offer. The converters will be available in a few months and can be installed by "anybody who can install a sparkplug."

In a letter informing Motorola Chairman Robert Galvin of the new device, Kahn warned that Motorola may be engaging in some "anti-competitive" marketing techniques. He told R&R he was referring to "inaccurate advertising" and "predatory pricing."

NAB Cites FM Translator Abuses

In a letter to FCC Chairman Mark Fowler, NAB says it is aware of several instances of FM translators that violate Commission rules. NAB President Eddie Fritts asked that the FCC issue a statement clarifying its rules, or even ask Congress to fine-tune the Communications Act with regard to translators.

Fritts said NAB knows of translators that exceed the 30-second per hour cap on local program origination, receive satellite or microwave feeds (off-air pickup is required), or improperly get funds from the originating station. And he praised the Commission for returning large numbers of translator applications for which no permission was obtained to use the proposed transmitter site or to rebroadcast the originating station's signal.

"I would welcome the opportunity to discuss these matters with you at your convenience," Fritts told Fowler. "These are important issues and we trust that the Commission shares the concerns expressed by NAB and its Radio Board of Directors." Audio Services Division Chief Larry Eads, who says FM translator applications have levelled off recently, indicated a public notice as suggested by NAB is under consideration.

ALF Sets Up Libel Resource Center

The American Legal Foundation (ALF) is trying to make it easier for "media victims" to sue for libel. The conservative Washington-based watchdog group is creating a Libel Prosecution Research Center, expected to be fully operational in August.

The center will offer referrals to attorneys skilled in libel law, information on state and federal libel laws, law review articles, books and treatises on libel and defamation, and a "resource bank of briefs, complaints and other pleadings filed in well-known libel cases to assist the prosecution of reprehensible media conduct."

Free legal help will be given "to any deserving media victim." ALF General Counsel Michael McDonald said the writers of the Constitution didn't intend "to create a privileged and totally unaccountable news industry. The right of each individual to the protection of his or her own reputation from unjustified invasion and malicious attack is fundamental."

1200 NEW FMs

Docket 80-90 FM Floodgates Open In March

Here's an update for those who've been wondering "whatever happened to Docket 80-90?" The FCC's massive plan for 1000 or more new FM stations was adopted last May, but little has been heard of it since.

Initially, the FCC eyed autumn 1983 as the deadline to release an "omnibus rule-making" proposing 600 sites for new stations. Now Assistant Policy & Rules Chief Marty Blumenthal says the list should be issued in March. The result could be about 1200 new FM stations on the air within five or six years, up 33% from today's 3540 commercial FMs. Most of the newcomers will be in communities of 10,000 or less, but some will be in middle markets, and a few may even be in large cities.

Bracing For A Flood

Why has Docket 80-90 been delayed? Terrified at the thought of a replay of its low-power TV nightmare, the Commission has been carefully gearing up to handle thousands of FM drop-in applications. To help avoid giant backlogs, it persuaded Congress to authorize \$566,000 and 23 extra employees.

And Blumenthal says the extra time was needed to develop a special computer program. "I think it's going to work beautifully," he forecasts, adding that the \$50,000 cost and six-month delay will ultimately pay for themselves in far speedier allocation of the new channels.

First the Commission must dispose of petitions for reconsideration by NAB, NRBA, and other groups. They protested the decree that existing Class C's must upgrade to at least 100 kw and 984 feet of antenna height within three years, or face downgrading to a lower class. That matter will probably be handled just before the FCC votes on the omnibus rulemaking — maybe at the same meeting. If the upgrading provision isn't changed, the three-year clock will begin ticking when the rulemaking is released in March.

Daytimer Preference Possible

In addition to between 400 and 600 proposed drop-in sites, the rulemaking will also ask for comments on what, if any, preference should be given to daytimers when licenses are granted for the new channels. The drop-in sites, now being finalized, will be based on 3000 communities identified several years ago as needing first or additional radio service. Lists were provided by groups such as the Daytime Broadcasters Association, National Black Media Coalition and National Public Radio.

Up To 7000 Counterproposals

Once the rulemaking is issued, broadcasters will have 30 to 60 days to file counterproposals if they think a station should go somewhere besides the site chosen by the FCC. Although he says it's hard to predict, Blumenthal is bracing for up to 7000 counterproposals.

During the comment period, anyone who intends to apply for one of the listed channels should notify the FCC of their interest by letter. Blumenthal says channels in which no interest is expressed will be dropped from the final list.

After a brief reply comment period, the FCC will begin making final decisions on where to put the stations. Top priority will go to giving communities their first radio service of any kind, followed by those getting their second service but their first local station. Then "other public interest factors" will come into play, such as minority service, public radio, and nighttime service for daytimers.

Blumenthal expects the locations to be finalized "before the end of the year," but isn't sure yet how applications will be handled. He says they'll definitely be staggered somehow to avoid a processing overload. In fact, 18 of the 23 new slots went to the Audio Services Division for processing, compared to only four positions to help Policy & Rules allocate channels.

Also, when the omnibus list is completed late this year, the Commission will begin accepting proposals for channel allocations not included. This will give broadcasters the first chance, under their own initiative, to take advantage of the new Docket 80-90 rules, such as squeezing Class A stations onto channels previously reserved for larger Class B and C outlets. It's this process which, over a period of years, could push the drop-in total to 1200 or higher.

Surprising Downgrade Requests

Blumenthal says one unexpected, and surprising, result of Docket 80-90 has been a significant number of applications from Class C stations seeking to downgrade to a lower classification, with smaller power and antenna height limits. These stations are now short-spaced, and downgrading would permit them to move closer to a major city, sacrificing total coverage area for a better signal over a key area.



Joint NAB-NRBA Convention Okayed

Meeting in San Diego last week, NRBA's Board of Directors approved combining the association's annual convention with NAB's Radio Programming Conference. Since NAB's Board has already given its assent, the two groups now begin working out details of how to divide up organization of "The Radio Convention," September 16-19 at the Bonaventure Hotel in Los Angeles. The NRBA Board is inviting participation by record companies, through hospitality suites and exhibits.

Also given the go-ahead was creation by NRBA of a "Radio Sales University," in which volunteer radio sales professionals will teach two or three-day seminars on college campuses around the country. A committee was appointed to come up with a curriculum within 60 days. The low-cost seminars will be aimed at sales beginners, college students interested in radio sales careers, and college instructors who wish to stay current.

Pictured in San Diego last week are members of the NRBA Executive Committee: KWOA/Worthington, MN President Jim Wychor; NRBA Chairman Bill Clark, KABL/San Francisco President; NRBA President Bernie Mann, President/Mann Media; NRBA Immediate Past President Sis Kaplan, President/WAYS & WROQ/Charlotte, NC; Bob Duffy, President/Christal Co. and Duffy Broadcasting; Ted Dorf, GM, WGAY/Washington; and Larry Keene, President/GM, WWOC/Avalon, NJ.

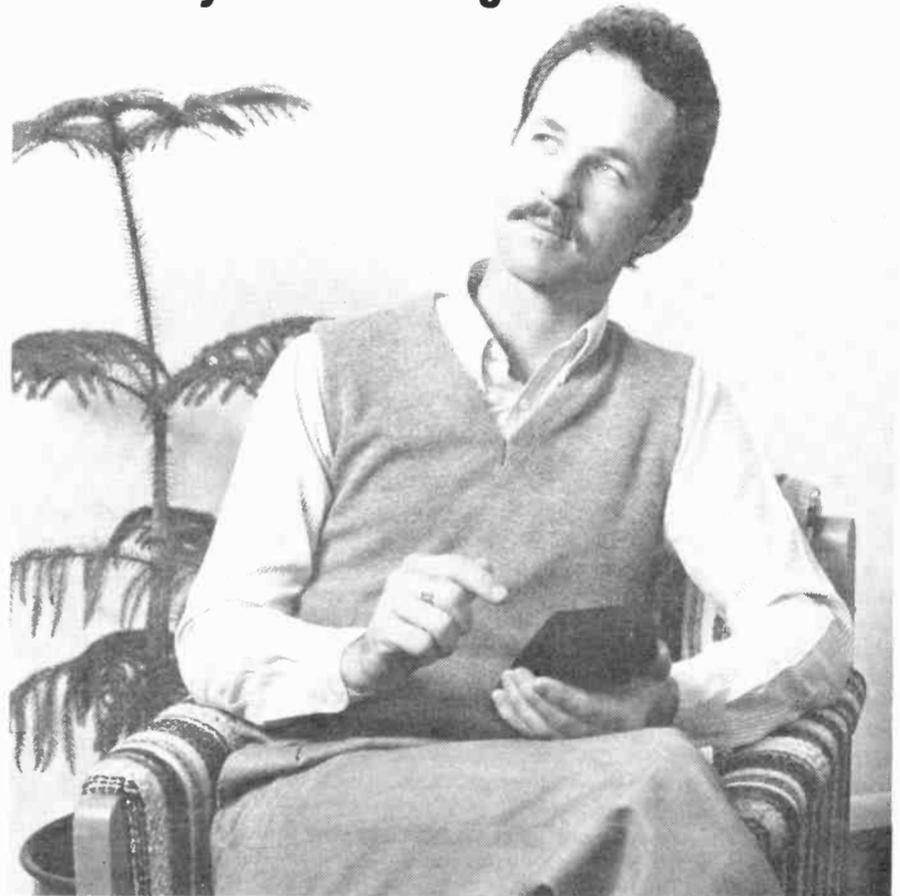
How would you rather research your music ?

By: "Testing" Listeners Tolerance?



"Conventional" Music Test

By: Measuring the Music



EARS Music Research

Ever noticed that when other research companies talk about "testing" your music, with an auditorium group, its just that: a test? "Typical" listeners are asked to do something very "untypical" - - score hundreds of songs on paper test forms - - just like in school. Remember how that felt?

At last, a system has been developed to *measure* (not test) your listener's attitudes toward your playlist and oldies library in a more natural way, with a patented technology available only with FMR's exclusive EARS Music Research. Now with wireless hand-held units, listeners respond to your music, the way they listen to your station --electronically.

Research is only as good and meaningful as the design and input. Any one can play songs and have people answer hundreds of questions in a Conventional Music Test. But is this really the way to spend thousands of dollars - - testing music - - in an unnatural way? We know it is not. And we think you'll agree - - when you consider this, and the many other limitations of Conventional Music Tests.

Since the development of and application of EARS Music Studies beginning in late 1982, projects have been conducted - -exclusively for FMR clients across the country - - with actionable and successful results in each case. And not only were more songs measured more realistically, the data was available almost instantly - - the day after the sessions, in most studies.

**How much does superior research like this cost?
Less than most Conventional Music Tests.**

For more Information on superior music and marketing research, contact:

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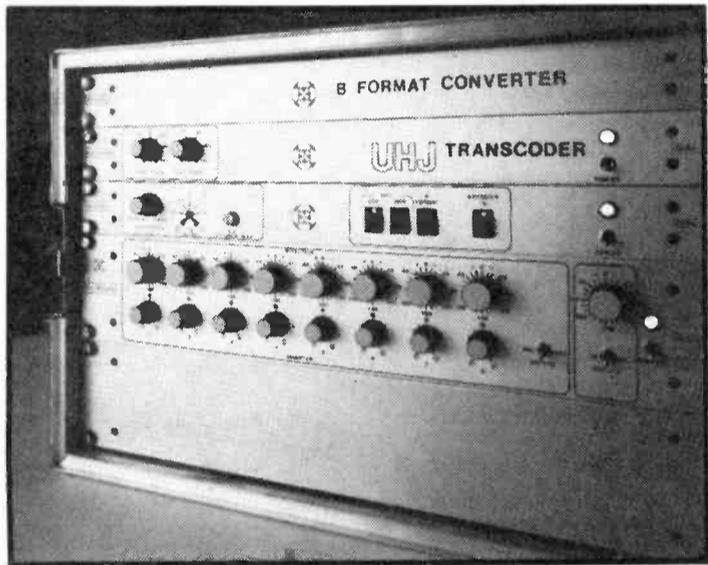
FMR Associates, Inc.

6408 E. Tanque Verde Road • Tucson, Arizona 85715



Adding Depth To Your Station

First "Ambisonic" Mastering System Debuted



Broadcasters have always been required to work their "theatre-of-the-mind" skills especially hard when it comes to matters of depth-perception. Now, a Bremerton, Washington-based company has introduced a mastering system which it says will allow existing studios to mix, and broadcasters to transmit, stereo and mono-compatible holistic sound.

Audio + Design Recording says its Ambisonics mastering system encodes directional sound information at recording time and decodes "an illusion of the intended directional effect" in the listening room. Depth information is placed on three channels, with height information added on an optional fourth channel. Ambisonics' system consists of four rack-mount units that can be used, in various combinations, to retrofit recording studios and transmitters.

Other ambisonic equipment presently available includes the **Soundfield Microphone**, which encodes existing sound into the ambisonic format, and a variety of consumer decoders from other manufacturers.

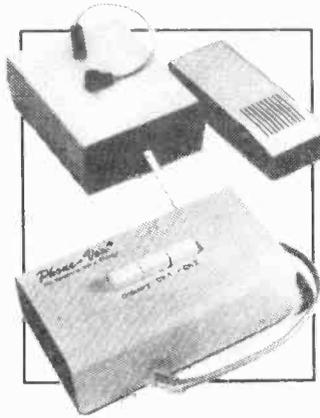
"Ambisonics" was developed in the early-'70s by a team of British researchers. As early as a year ago, the **BBC** produced a radio drama using the system but was only able to broadcast it in derived stereo. (Much in the way a holistic sequence was shot for "Logan's Run" but only shown in 2-D.) Licensee **Audio + Design** is the first manufacturer to make the system commonly available.

Sparkomatic Markets Cassette For Imports

Among the new line of electronic tuned radio cassette players introduced by the **Sparkomatic Corp.** of Pennsylvania is the company's first unit specifically designed for import cars. The "DIN-E-size" shaftless construction of the model SR 325 makes it particularly suited to European and Japanese autos, and the drop-in

design allows easy installation. The system also features digital, computerized station memory for up to five AM and five FM stations, auto seek and scan tuning, loudness control, and a frequency response of 20mHz-20kHz with 40 watts of power. It will retail for \$230.

Use Your Phone For Espionage



Promising to "turn your phone into James Bond," a New York company has developed a machine that allows the user to manipulate his voice on phone calls. **New Horizons'** "Telephone Voice Changer" changes both the tone and timber of the user's voice and provides two distinct telephone voices in addition to the user's own. Besides providing invaluable assistance to the jobhunter — either in getting past secretaries or sounding bigger-voiced for prospective bosses — the voice-changer is potentially useful to jocks and newscasters who do remotes and are constantly rendered adenoidal by phone-lines. The device retails for \$129.95 and more info is available from **New Horizons** at (800) 453-9600.

LAS VEGAS, APRIL 28 - MAY 1

NAB Expands Annual Engineering Conference

Radio station engineers have a lot more incentive this year to attend the **Engineering Conference** that runs simultaneously with **NAB's** annual convention in Las Vegas. NAB has added an extra day of sessions and doubled (to 92) the number of technical papers to be delivered. The new Saturday sessions begin April 28 and the conference wraps up on Wednesday, May 1.

About 30 radio panels have been scheduled, on topics such as AM stereo, live music production, digital sound, sports production, talk and interview production, audio processing, multi FM antennas, STL's, radio allocations, subcarriers for paging, data transmission and utility load management, AM field measurements by air, improving FM stereo coverage, microprocessors in transmitters, spectrum management.

Other highlights include a luncheon address by FCC Mass Media Bureau Chief **Jim McKinney** and presentation of the 1984 Engineering Achievement Award to WPIX/New York Director/Engineering **Otis Freeman**. For details contact the NAB Engineering Department at (202) 293-3557.

DESPITE PROGRAMMING REALIGNMENT

25+ Demo Dominates Ad Requests

Although programmers are starting to notice younger listeners again, a recent study of advertisers found that adults in the 25-54 age bracket still dominated advertiser requests in 1983. The **Katz Radio** study found that 40% of avail-requests were for those listeners, compared to 35% of advertiser requests in 1982.

The second most-in-demand listeners were those 18-49, who held at 17% from last year. 18-34 and 18-49 listeners were each requested by 10% of those advertisers specifying

preferred demos. Only three percent of Katz clients requested all listeners over 18. The report doesn't list requests for 12-17 year-old listeners.

Among other results: 78 percent of advertiser requests were for 60-second spots. An average of six markets were used in 1983 campaigns as opposed to five last year. 6am-7pm was the most requested schedule. And the average number of weeks-per-campaign was five; when year-round advertisers were factored out, it was four weeks.

PACED BY FOURTH QUARTER GAINS

CBS & Cox Report Strong 1983

Citing strong gains in the last quarter of 1983, two media-based conglomerates, **CBS** and **Cox Communications**, reported significant fiscal improvements over the previous year's income.

CBS announced a 69% increase in net income and a 26% rise in income from continuing operations over 1983. In the last quarter, the rise becomes even more dramatic with a 42% rise in income from continuing operations and a 107% improvement in net income.

The success of **Michael Jackson** undoubtedly contributed to the company's success, as the corporate improvements were paced by a tripling of **CBS Records Group** profit in the fourth quarter and a fivefold increase to more than \$109 million in revenue during 1983.

Improvements for the **CBS Broadcast Group** were less spectacular. In

1983, the division posted revenue and profit gains of 10 percent and 8 percent respectively. In the fourth quarter, the group posted an 18 percent rise in revenues and a 34 percent profit-gain.

Meanwhile, **Cox** reported 19 percent gains in both revenue and net-income for 1983. In the fourth quarter, net income increased by 41 percent over the previous year. In the broadcasting divisions, operating income increased by 15 percent and revenue by 7 percent. Despite the success of broadcasting and cable operations, the **Cox** unit posting the sharpest gain was its automobile auction division.

Knowing Who Your Friends Aren't

It used to be that smugness, and especially the overestimation of your value to others, was just considered a sign of individual flakiness. Now, a researcher has hypothesized the condition of "pronoia" or "delusions of admiration," and blames organizational politics for the situation.

Sociologist **Fred Goldner** says that an overabundance of office diplomacy — and not individual pathology — has led to workers feeling too secure in their jobs. Negative appraisals, he says, are usually expressed too ambiguously or couched in positive support. The pronoia is the worker who can't distinguish between neutral or negative information and positive expressions of support.

Goldner alleges that all the "pronoias" he's observed to date have been male. He postulates that women are both less secure in their positions in the workplace and more sensitive to social signals than men.

Limiting Your Limiter Size



San Francisco based **Orban Associates** has introduced streamlined versions of its 422A/424A compressor/limiter series. The new 412A-mono/414A-stereo units feature user-adjustable compression-ratio and attack and release time, along with input and output attenuators. They also feature threshold controls, gain-reduction meters, and LEDs that the company promises make the units novice-operable. Feedback-control mechanisms for the device are adopted from the company's Optimod 8100A broadcast processor. The 412A retails for \$425; its stereo counterpart sells for \$799. Further details are available from Orban at (415) 957-1067.

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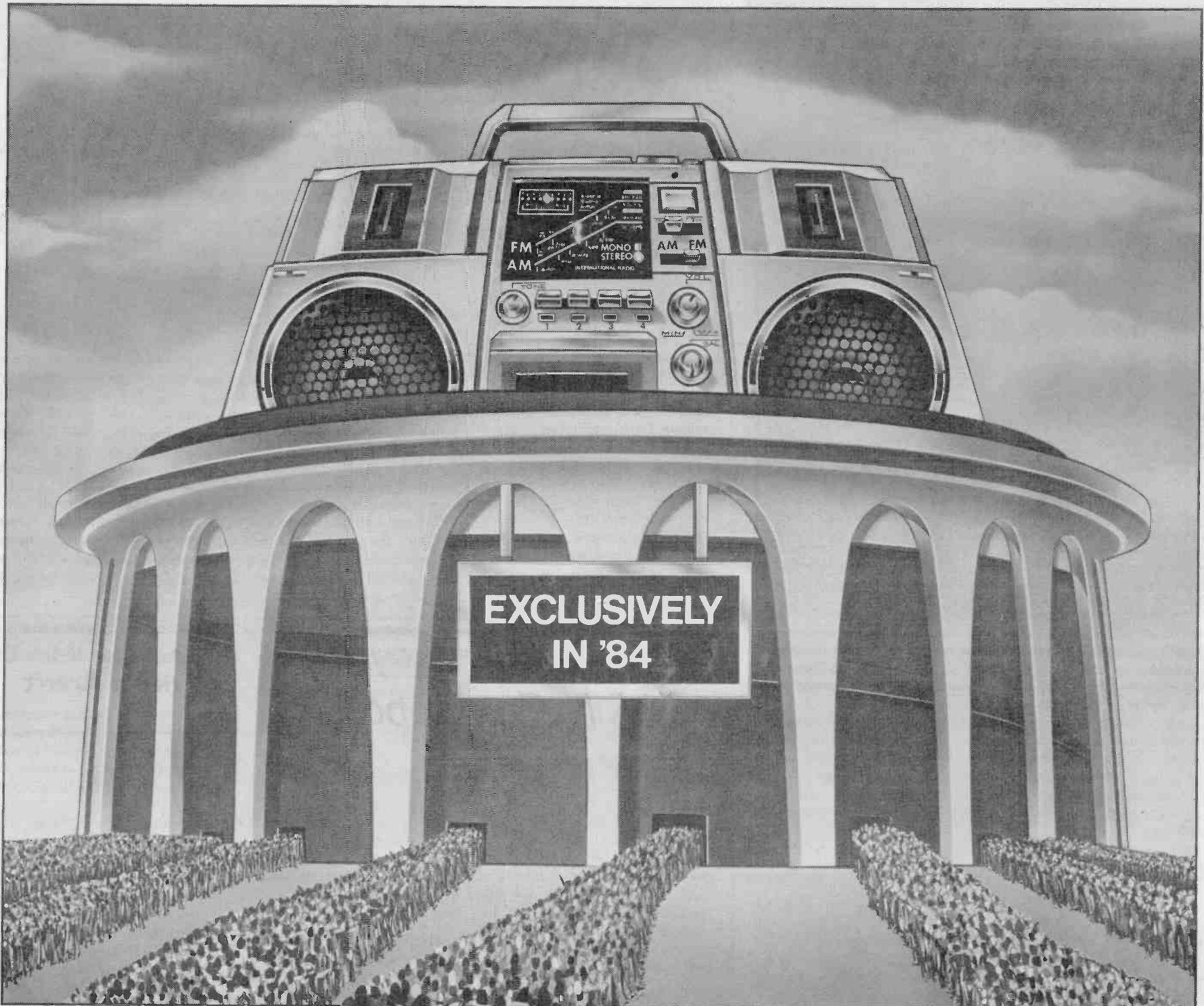


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We'll bring you JOHN COUGAR MELLENCAMP from his upcoming U.S. tour on over 400 great radio stations... exclusively!

*For the biggest events in radio it's WESTWOOD ONE...and only!
Phone (213) 204-5000 Telex: 4720374*

WESTWOOD ONE

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Kennedy Cuts For A&M



Former *Mother's Finest* lead vocalist Joyce Kennedy (c) has been signed by A&M. Kennedy is seen here looking over some charts for her solo debut with (l-r): producer and duet partner Jeffrey Osborne and A&M principal Herb Alpert.

Firefall's Mirror On New York



To promote their recent Atlantic LP, "Mirror of the World," Firefall recently played two shows at New York's Bottom Line. Shown backstage are (l-r standing): Atlantic Exec. VP/GM Dave Glew, Firefall's Steve Hadjopoulos, Chuck Kirkpatrick, John Sambataro, Scott Kirkpatrick and Bob Gaffney; (l-r seated): Atlantic Senior VP Vince Faraci and the band's Jock Bartley.

Official Muzak Of The Olympics



Muzak has been named Official Supplier of Programmed Music Services to the 1984 Summer Olympics. Making the announcement are (l-r) Group W Radio President Richard H. Harris and Muzak President Tony Hirsh.



For the Best in a TRAVELING BILLBOARD® (Bumper Strip or Window Label) call Byron Crecelius, person to person, COLLECT 314-423-4411.

Pro:Motions

Flambo Promotes Two

At **Flambo Broadcasting's KWPC & KFMH/Muscatine**, **Steve Bridges** has been advanced to VP/Operations. He'd been PD for the two stations since 1973. Additionally, **Lynn Schneider** has been elevated to VP/Sales. She's been Sales Manager for the combo since last August and was formerly Sales Manager in the Cedar Rapids office of **KRNA/Iowa City**.

Baumstein Merchandises Chrysalis

Ken Baumstein has been upped to National Director/Merchandising at **Chrysalis Records**. He joined the company last year after serving as a product manager at **RCA Records**.



Ken Baumstein

New Nightmare National Directors

Nightmare, Inc. has appointed **Babs Stock** National Director/Marketing. She was most recently National Retail Promotional Coordinator at **Image Marketing/Vision Management**. Also, **Kevin Kennedy** is named National Director/Publicity, coming from **Jensen Communications**, where he was Director/National Tour Publicity.

WAPI Ups Fingerman

Cathy Fingerman has been promoted to Local Sales Manager at **WAPI/Birmingham**. She came to the station last September after two years as an Account Executive at **WNOE-AM & FM/New Orleans**. Her career also includes stints at **Grey Advertising** and **Earle Palmer Brown Advertising**.



Cathy Fingerman

Johnson VP At CBS Songs

At **CBS Songs**, **David Johnson** has been tapped as VP/Business Affairs. He joined the company in 1975 and served in a variety of legal positions until becoming Director of Business Affairs for **CBS Cable**.



David Johnson

Lancey Joins Gross

Scott Lancey, known in radio as **Scott Michaels**, has joined Rochester-based broadcast advertising/TV production company **Herb Gross & Co.** as an Account Executive. He most recently worked at **WPXY/Rochester**, having previously served as PD at **WWWT/Binghamton, NY**.

MCA Takes Valk For Publicity

Katie Valk has joined **MCA Records** as Director/East Coast Publicity & Artist Development. She comes to the label from the PR firm of **Solters/Roskin/Friedman**, where she worked as an Account Executive.



Katie Valk

Tombers Forms Consultancy

Mat Tombers, formerly Advertising Manager at **ABC/Watermark**, has formed his own consulting company. Called **The Tombers Group**, the firm will work with entertainment-related companies in marketing, advertising & publicity. The address is 2000 W. Magnolia Blvd., #206, Burbank, CA 91506. (818) 841-1940.

Gang Invades Radio City



Kool & the Gang visited New York recently on behalf of their current single and LP. Gathered together at Radio City are (l-r): PolyGram Sr. VP Harold Childs, agent Norby Walters, PolyGram VP Tommy Young and Exec. VP Mel Liberman, Robert "Kool" Bell, PolyGram President Guenter Hensler, and PolyGram's Jerome Gasper and Dennis Gordon.

MCA Links With WEA International



MCA and WEA International celebrated their recent pact for WEA to distribute MCA product in all territories except North America, Britain & Ireland. Pictured in Los Angeles are (l-r) standing: MCA's Christy Hill, WEA Int'l VP Siegfried Loch, MCA Int'l. President Lou Cook, WEA Int'l President Nesuhi Ertegun, MCA President Irv Azoff, MCA Exec. VP Myron Roth, WEA Int'l Exec. VP Phil Rose, WEA Int'l Sr. VP Keith Bruce; front (l-r) MCA Exec. VP Richard Palmese and WEA Senior VP Ken Cooper.

RKO  RADIOSHOWS



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RECORD PLANT
RECORDING STUDIOS. L.A.

WITH
CHRISTINE McVIE

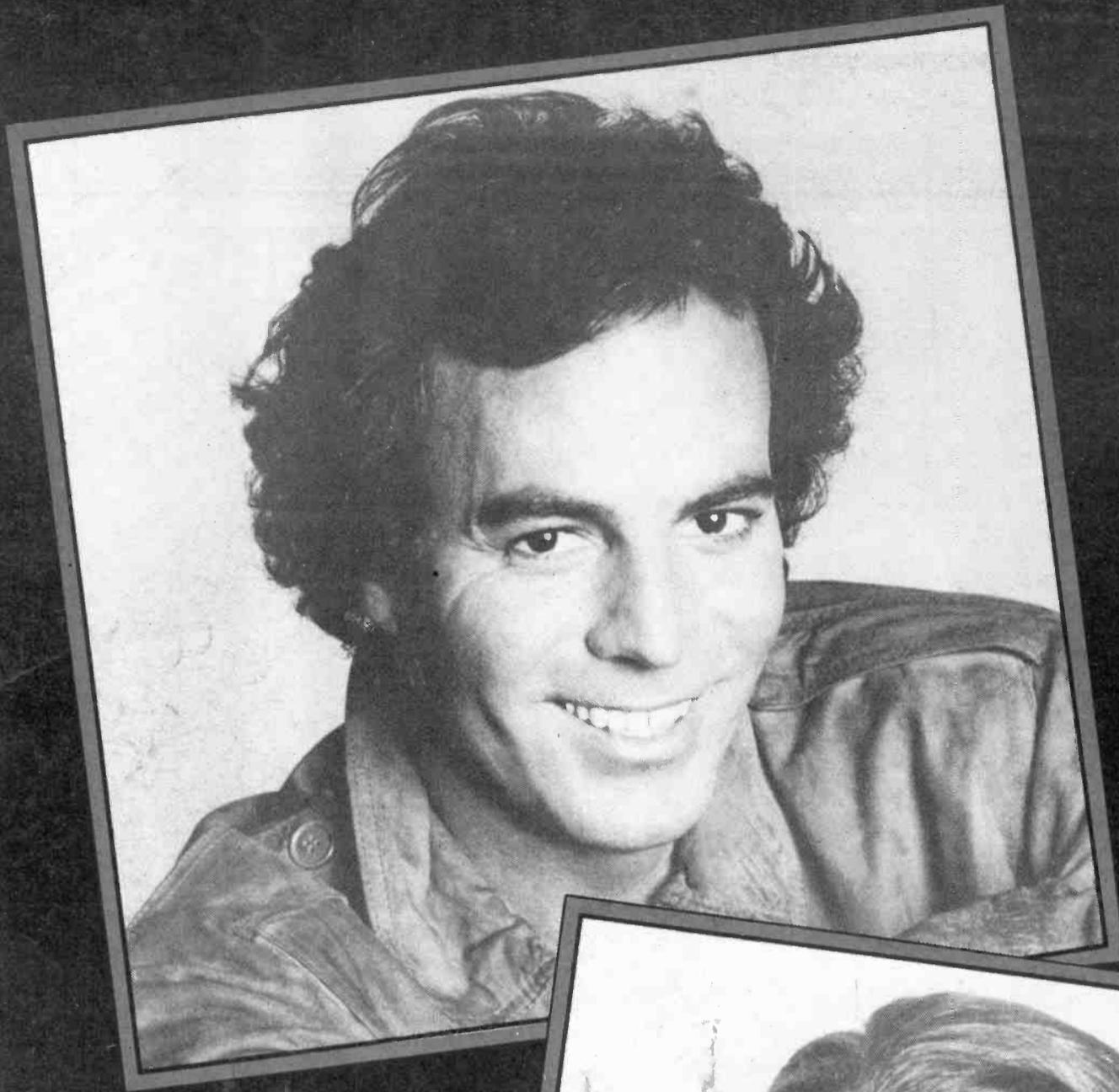
Your listeners are the stars every Sunday night at 11:00PM (EST) for an hour of music and toll-free call-in conversation.

February 19th. That's when Fleetwood Mac's Christine McVie shares the inside story on her outstanding new solo album including her hot hit "Got A Hold On Me."

Hosted LIVE, in stereo, by Jo Interrante.
Produced by Patrick Griffith Productions, Inc. for RKO.

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RELEASE!**

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**&
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NELSON

“TO ALL THE

GIRLS

“I’VE LOVED BEFORE”

COLUMBIA RECORDS



5 FOR THE HEART:

Country Chart 21

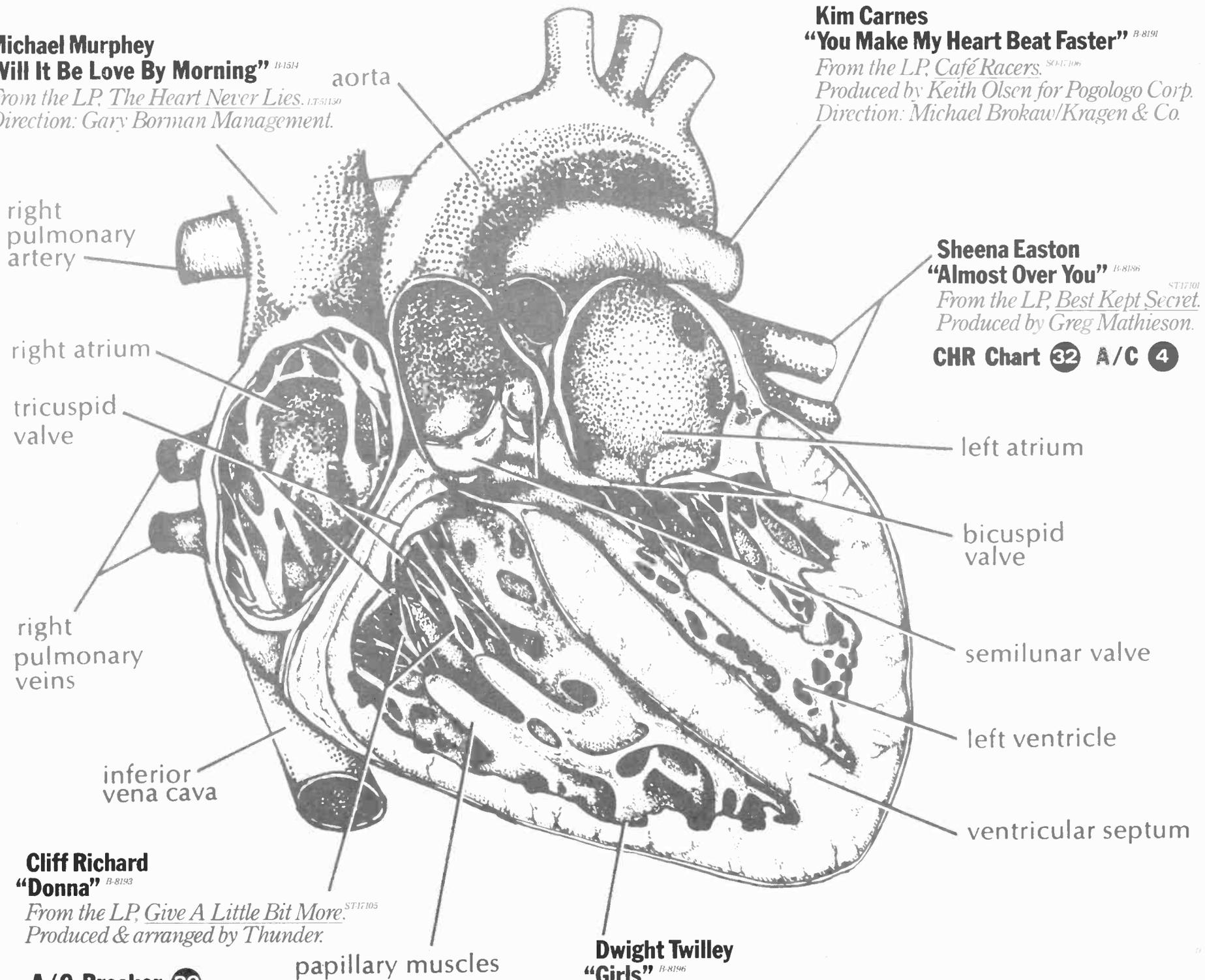
Michael Murphey
"Will It Be Love By Morning" ^{B-1514}
From the LP, *The Heart Never Lies*. ^{1.T-51130}
Direction: Gary Borman Management.

79 CHR Reporters

Kim Carnes
"You Make My Heart Beat Faster" ^{B-8191}
From the LP, *Café Racers*. ^{SO-17106}
Produced by Keith Olsen for Pogologo Corp.
Direction: Michael Brokaw/Kragen & Co.

Sheena Easton
"Almost Over You" ^{B-8186}
From the LP, *Best Kept Secret*. ^{ST-17101}
Produced by Greg Mathieson.

CHR Chart 32 A/C 4



Cliff Richard
"Donna" ^{B-8193}
From the LP, *Give A Little Bit More*. ^{ST-17105}
Produced & arranged by Thunder.

A/C Breaker 30

Dwight Twilley
"Girls" ^{B-8196}
From the LP, *Jungle*. ^{ST-17107}
Produced by Mark Smith & Noah Shark (with John Hug).

CHR Breaker — AOR: LP 11 Track 9

Heartbeats available on EMI America/Liberty Records and High-Quality XDR® Cassettes.





RAB Conference: An Overview

Having just returned (and recuperated) from the fourth annual RAB Managing Sales Conference, I thought those of you who couldn't attend would appreciate an overview of the goings-on there. A number of ratings and research-related items were sprinkled throughout the agenda, so let me hit the high spots for you.

First, however, my overall impressions of this gathering. Feedback I received was most positive on the quality of the conference, most saying it was the best yet. That's quite a compliment to **Bill Stakelin** and **Wayne Cornils**, the new leadership at the RAB who came in midterm this year for the MSC's planning. Wayne is already building a file on the get-together for next year, and I know he's planning to outdo the fine meeting that that just took place. Now, if he can just do something about the meeting rooms that resembled sweat boxes, all will be well.

Arbitron: Target AID

In its presentation, Arbitron reviewed the range of its sales-related services, concentrating on "Target AID." Hoping to build usage of its AID (Arbitron Information on Demand) computer system, Arbitron executives **Bill Livek** and **Rip Ridgeway** showed examples of how ratings estimates could be cross-tabbed to provide additional ammo for sales efforts.

Representatives from **WBCN/Boston** and **WHO/Des Moines** spoke about how they went a step beyond using only the quantitative numbers and sold the quality of their audiences as well. An AOR station like WBCN can use the ClusterPlus or PRIZM qualitative/product usage info to dispel potential negatives that might otherwise undermine a sales pitch. All in all, the presentation was meant to show how use of Arbitron numbers and the outside qualitative services available could result in bigger revenues.



A sidelight issue arose, namely Arbitrends. This new monthly rolling average report product was briefly mentioned in the Arbitron presentation. However, I'd heard that the already delayed debut of Arbitrends, which had been pushed back to March, had been postponed one more time. I asked Livek about this and was told that yes, Arbitrends had been delayed for an indefinite amount of time.

Those of you wondering if this Arbitrends delay means a possible cancellation of its start-up can be assured that the rolling monthlies indeed will appear. In fact, Arbitron officials told me privately that they have already received a satisfactory amount of orders for the new service and are just waiting to get the computer bugs out before putting it on-line.

BirchScan "Live"

One of the more significant aspects of the RAB conference was the turnout at the **Birch Radio** presentation. For all the questions one hears about whether or not Birch is usable as a sales tool, there was a tremendous showing for the Birch spiel — about double the Arbitron session's come.

One of the highlights of the Birch gathering was an on-line demonstration of the firm's "electronic ratings book," BirchScan. This marriage between the Tapscan computer analysis system and the Birch radio data was

Week In Review

Blair Study Covers DJ Patter

A Frank Magid study on behalf of the Blair rep firm garnered some interesting tidbits about the nature of DJ conversations. Of the 800 surveyed nationally, 82% wanted the DJ to offer "things you can talk with others about." Being amusing and talking about news events rated well too, but when it came to having DJs express their own opinions, the "enjoy" score was a relatively low 59%.

Birch Adds Markets

Birch Radio is moving to add several new monthly/quarterly markets to its roster. The Quad Cities and Montgomery, AL markets came aboard last month. Wichita was started this month, with Charleston, SC and Las Vegas to get underway in March. These additions bring Birch's survey total to almost 250 markets, including 90 surveyed monthly/quarterly.

shown on a large-screen projector, giving station sales execs the opportunity to see how quickly the BirchScan product could help a sales situation.

Besides rankers, cost-per-thousand and cost-per-point calculations, and the usual ratings juggling, Birch spokesmen pointed up how revenue projections and inventory control could easily be done using the system. The bottom line, I sense, is that with many Arbitron renewals coming due soon — and with the rate hikes often involved — many stations were mulling over how useful Birch might be as a sales tool. Time will tell how they answered that question.

35-64, A Year Later

Maurie Webster delivered a presentation showing the progress being made in selling the 35-64 story to advertisers. According to Webster, over 200 stations, nets, and reps have, over the last year, signed up to support the effort to provide more sales rationales for this older demo, resulting in scores of presentations to advertisers on the worth of the 35+ crowd.

"The highest per capita income in America is among adults 55-64."

Webster stated that one key finding being pointed out to advertisers is that "the highest per capita income in America is among adults 55-64." He called this group the "most wealthy undiscovered marketing target in America" and suggested that 25-34 demos be replaced by the inclusion of 55-64 in some buys.

Webster also mused that there may one day — not too far away — be a new demo reported in the ratings. How about 65-74? It may just happen as our nation grays over the next two decades.

Computers Are Coming

A session given twice had to do with making decisions on how to add the right computer to your operation. **Ken Maness**, VP/GM of **WJCW & WQUT/Johnson City, TN**, took the audience through the steps a station management team needs to consider when mulling over computer options.

Among the items that a station should review are which departments have current needs, and how much growth is anticipated in demand. What if the PD suddenly wants a music research system, or wants to tie into AID or BirchScan? What hardware makes the most sense? (IBM PC compatible seemed to be a popular choice). And so on.

After the presentation, the conventioners were free to talk to software suppliers and have some hands-on access to various systems, such as Tapscan. This approach helped to bring home the "user-friendly" (the computer speaks English, in other words) nature of today's computer options. The end result of this panel was to say to broadcasters that the computer age is coming — so now's the time to seriously examine your options and needs.

As you can gather from this overview there was much of research interest available at the RAB conference. If you weren't there, hope this helps catch you up. And hope to see you at the fifth Managing Sales Conference next year!

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Management Tools
For The Program Director

March 15-17, 1984

Century Plaza Hotel, Los Angeles

The time is right to bring a small group of top programmers together for a new kind of information exchange... a thought-provoking, intensive seminar.

The group will be learning from the highest quality professionals in a range of subjects that affect the everyday business life of a program director.

This seminar is designed to help today's PD continue to grow and meet the unique challenges of the future.

- How To Manage The Creative Ego
- Age Of The New
- Identifying Programming Trends
- Recruitment
- Skills For Success
- Budgeting For Research And Promotion
- Case Study Solution
- Relating To The Egos Around You
- Management Training And Organization
- Venture Capital
- What Makes A Champion
- Everything You Always Wanted To Know About Buying A Station But Were Afraid To Ask
- Listening Skills
- Where Is Cable Going In Relation To Radio

See the complete agenda and registration details on page 21 of this issue

Participation will be limited to 400

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RATINGS REPORT

Fall '83 Quarterly Results

ARBITRON RADIO Youngstown

WKBN-FM Adds Three, Surges Into First; WQXK Rises To Double Digits; WYFM Slips

	Spring '83	Fall '83
WKBN-FM (Easy)	9.9	12.8
WBBW (N/T)	10.9	11.2
WQXK (Ctry)	8.0	10.2
WYFM (CHR)	10.7	9.1
WKBN (AC)	8.2	7.4
WSRD (AOR)	8.0	7.2
WFMJ (AC)	6.3	6.5
WHOT (CHR)	6.9	6.0
WMMS (AOR)	4.0	3.4
WRRO (AC)	2.3	2.9

ARBITRON RADIO Las Vegas

KOMP Holds Onto First; KLUC, KXTZ Slip From Double Digits; KORK Moves Into Contention

	Spring '83	Fall '83
KOMP (AOR)	12.6	11.3
KLUC (CHR)	11.7	9.8
KXTZ (Easy)	10.4	9.0
KFMS (Ctry)	7.8	8.4
KORK (Easy)	4.5	7.1
KDWN (Talk)	5.2	5.4
KEER (Easy)	5.4	5.2
KRAM (Ctry)	3.9	5.0
KLAV (CHR)	3.9	3.9
KENO (AC)	2.0	3.7

ARBITRON RADIO Wilmington, DE

WJBR-FM Rebounds, Cops Close Second; WSTW Slips, Clings To Lead; WAMS Makes Healthy Move

	Spring '83	Fall '83
WSTW (CHR)	9.8	9.4
WJBR-FM (BM)	8.0	9.3
WDEL (AC)	8.6	8.9
WMMR (AOR)	7.9	6.9
WAMS (Ctry)	3.9	5.0
WCAU-FM (CHR)	4.3	4.7
WYSP (AOR)	4.5	4.0
WUSL (Urbn)	4.3	3.8
WDSD (Ctry)	4.1	3.7
WDAS-FM (Urbn)	2.5	3.4

ARBITRON RADIO Tucson

KCUB Stable, Takes First; KJYK Slips To Second; KLPX, KAIR, KGVY Get Boosts

	Spring '83	Fall '83
KCUB (Ctry)	11.2	11.0
KJYK (Easy)	11.9	9.7
KRQQ (CHR)	9.3	9.4
KWFM (AOR)	10.1	8.7
KLPX (AOR)	6.7	8.4
KAIR (AC)	4.3	7.3
KCEE (AC)	6.0	5.1
KGVY (BBnd)	3.5	5.1
KXEW (Span)	5.6	4.5
KHYT (CHR)	6.0	4.4

ARBITRON RADIO Austin

KASE Extends Lead; KHFI, KLBj-FM Softer; KPEZ Up Three, KEYI Rises

	Spring '83	Fall '83
KASE (Ctry)	16.2	16.1
KHFI (CHR)	15.5	13.6
KLBj-FM (AOR)	11.3	9.9
KPEZ (Easy)	4.9	7.8
KEYI (AC)	5.6	7.3
KVET (Ctry)	5.3	6.8
KMMM (Span)	3.4	5.4
KLBj (N/T)	6.0	4.3
KOKE (AC)	1.8	4.5
KNOW (Urbn)	5.1	3.8

ARBITRON RADIO Greenville-Spartanburg

WESC Loses Two, Still Tops; WANS Climbs, Nears Double Digits; WSSL, WSPA-FM Softer

	Spring '83	Fall '83
WESC-FM (Ctry)	13.1	11.1
WFBC-FM (AC)	10.4	10.2
WANS (CHR)	7.7	9.9
WHYZ (Urbn)	8.2	8.9
WSSL (Ctry)	10.3	8.6
WSPA-FM (BM)	9.1	7.9
WCKN (CHR)	6.9	7.7
WASC (Blk)	4.2	5.2
WORD (AC)	2.7	3.8
WESC (Ctry)	3.4	3.7

ARBITRON RADIO Fresno

KKDJ Level, Still Sets Pace; KYNO-FM Maintains Runner-up Status; KMJ, KKNU, KFYE Rebound; KMGX Halved

	Spring '83	Fall '83
KKDJ (AOR)	10.9	10.9
KYNO-FM (CHR)	9.0	9.4
KMJ (AC)	8.0	9.0
KKNU (BM)	6.0	7.1
KFYE (AC)	5.7	6.7
KFIG (AC)	6.1	5.1
KMAK (Ctry)	4.7	4.7
KGST (Span)	3.6	4.2
KMGX (CHR)	7.9	3.8
KBOS (AOR)	3.4	3.3

ARBITRON RADIO Omaha

KFAB Enjoys Usual Fine Fall Book; KQKQ, KEZO Suffer Slippage; KESY Rebounds

	Spring '83	Fall '83
KFAB (AC)	24.0	27.4
KQKQ (CHR)	17.1	14.3
KEZO (AOR)	12.2	9.8
KGOR (AC)	7.9	7.3
KESY (BM)	5.2	7.0
WOW (Ctry)	6.2	5.7
KOIL (AC)	5.0	4.7
WOW-FM (Ctry)	3.4	4.5
KYNN (Ctry)	3.0	2.7
KOOO (BBnd)	3.2	2.0

ARBITRON RADIO Raleigh

WPTF Adds Three, Widens Lead; WDCG, WRAL Improve, Hold 2-3 Spots; WQDR, WYYD Slip

	Spring '83	Fall '83
WPTF (AC)	12.1	15.2
WDCG (CHR)	11.0	11.9
WRAL (AC)	8.9	9.8
WQDR (AOR)	9.7	7.9
WYYD (AC)	8.8	6.5
WDUR (Blk)	4.6	5.4
WKIX (Ctry)	4.4	4.1
WLLE (Blk)	4.5	3.8
WSES (Blk)	—	2.6
WDNC (AC)	2.5	2.5
WPCM (Ctry)	2.9	2.5

Format Legend

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

ALAN PARSONS PROJECT



ALBUM PREVIEW. LIVE

FROM ABBEY ROAD STUDIOS IN LONDON

A Source exclusive.
Live via satellite
from Abbey Road
Studios in London.
Alan Parsons
and partner
Eric Woolfson
host a very special
preview of their
soon-to-be-released album,

"Ammonia Avenue,"
on Arista Records.
Brand new music.
"Prime Time."
"Let Me Go Home."
"Don't Answer Me."
"Dancing On
A Highwire."
And more.

Broadcast February 23
10 PM Eastern
9 PM Central
8 PM Mountain
7 PM Pacific

Sponsored in part
by The U.S. Navy
and Budweiser.

THE
SOURCE
NBC Radio's Young Adult Network

NETWORKS

PROGRAM SUPPLIERS



REED BUNZEL

What Is A Network?

Up till now February 17 has been remembered (at least by music aficionados) as Gene Pitney's birthday. Today he is 43. Today also marks the debut of R&R's new Networks (and Program Suppliers) column. The purpose of this regular weekly feature is to establish and maintain communication among networks, programmers, management, advertisers, and everyone else who has a sublime curiosity or intense interest in network radio.

During television's salad days, network radio sank into deep hibernation. While advertisers poured millions of bucks into "My Mother The Car" and "Me And The Chimp," very little new ground was broken in the radio industry. Advertisers were enchanted with the little electronic box, and shunned Marconi's marvelous invention. Then a light appeared at the end of the tunnel: radio was cheaper than television, it could target specific audiences, and it was more common than indoor plumbing. Suddenly network radio was back, and stations were bombarded with myriad features to fill out their programming schedules. It seemed that anybody with access to a printing press printed up business cards and went into business.

Chances are that virtually every commercial radio station will this year be contacted by a program supplier, syndicator,

"A network is a company that is in the business of distributing advertiser-supported programs on a national basis."

—Art Kriemelman

or network. Each one will claim to have the program that will increase those quarter-hours, build come, and shrink the PD's peptic ulcer. The question of what is or is not a network is not of paramount importance when the ratings diaries are sent out, but in order to establish the ground rules of this column, it is important to take a close look at just what qualifies a company as a network.

In Search of a Definition

Depending on which programming directory you look at today, there exist between 100 and 1000 different programming suppliers servicing American radio stations. Some produce one program distributed to a handful of outlets, while others have affiliate lists of thousands. Some claim to be networks, some call themselves distributors, while others prefer the term syndicator. It all depends on the person you speak with. I decided to go directly to the source.

The Radio Network Association, based in New York, was established in 1982 to represent the radio network industry. Art Kriemelman, RNA President, explained to R&R the association's official definition of just what qualifies a program supplier as a network. "A network is a company that is in the business of distributing advertiser-supported programs on a national basis. This is far better than the old 'Webster's Dictionary' definition that a network had to be interconnected by wire or landline, since a good number of nets are now connected by satellite."

The association goes on to further delineate three different classifications of networks. Kriemelman continued, "First, you have the standard networks — those with fulltime affiliates — such as ABC, CBS, NBC, RKO, and so forth. Then you have the format networks, which offer a complete comprehensive sound from between four and 24 hours of programming a day. There are also the program networks, companies which previously would have qualified as syndicators but are advertiser-supported. These breakdowns make good sense, and are a far better indication of what makes up a network."

Norm Pattiz, President of Westwood One and a member of the association, agrees with the definition in principle but not necessarily in substance. "Any programming that is supplied to stations on a national basis and is sponsored by national sponsors is networked," he concurred. "But speaking as a member of the Board of Directors, I believe their classifications of networks are as outmoded as a Model T. As far as I'm concerned, if you supply programs nationally, whether by satellite, landline, disc, or tape, you are a network. Whether you're standard, format, or program, you're still a network."

Another association member, RKO President Tom Burchill, added, "Network radio is changing, the competition is changing,

Westwood One Secures Exclusive Spanish-Language Olympic Rights

Westwood One's newly-formed Spanish Marketing Division has secured the exclusive rights to broadcast Spanish-language coverage of the 1984 Summer Olympic games live-via-satellite from Los Angeles. This programming will be offered to Spanish-language stations throughout the continental United States.

Norm Pattiz, President of Westwood One, told R&R, "We couldn't ask for a better property to kick off our new Spanish division. Obviously this will be a mammoth undertaking, and we couldn't be more delighted."

The events included in Westwood One's projected lineup include sports which are traditionally popular in the Hispanic community — such as baseball, soccer, and boxing. "We'll be doing live coverage of many different events," Pattiz said, "but we haven't yet determined which ones. That will be determined by who is competing where and which countries are in what. We'll be providing pre-Olympic features 90 days prior to the games, as well as live coverage and color reports while the Olympics are in progress."

To present the live Spanish-language Olympic coverage the network is assembling a major support team of bilingual writers, producers, engineers, and air talent. "Westwood One is making a major investment in personnel and technical support," Pattiz concluded. "We're aiming to make this the most comprehensive coverage of a sports meet ever presented on Spanish radio."

and the concepts of networks are changing. The definition of a network is any entity which supplies advertising-supported programming to stations by some electronic means, for close-to-simultaneous broadcasting. A standard definition of what a network really is is probably the best way to get a handle on it."

Why Use A Network?

While it can generally be agreed that networks supply stations with programs on a national, regular, and barter basis, Nick Verbitsky, President of the United Stations, continued, "A network ultimately provides programming services that a local station cannot do for itself. That program has to be national in scope, and it has to be of such a quality that the stations simply do not have the capability to provide. Networks can provide the specials, the features, and the concerts on a regular basis that a radio station could only do once a year if an artist happened to come through town."

R&R caught up with ABC at the Olympics in Sarajevo — via Ma Bell, of course. Bob Benson, VP/Sr. Executive, ABC Radio Network, considered the functions of a net-

work, and said, "A network is an organization that does for an individual station the things it would like to be able to do if it had the time, money, and manpower. There are a number of different types of networks, and as time passes and they mature into what they're doing, the industry itself will decide whether it wants to call them networks, or create a new term, or refer to them as syndicators."

Ted LeVan, President of Narwood Productions, believes there is a distinct difference between the larger networks and

"A network ultimately provides programming services that a local station cannot do for itself."

—Nick Verbitsky

the independent organizations. He told R&R, "The difference between the so-called wired networks — ABC, NBC, Mutual, RKO — is that they each have a lineup of affiliates. If you're an advertiser, what you see is what you get. However, in that situation you might get some coverage that you don't want because your product or service is not available in that market. This is where a tailormade, or unwired, network is important. With an unwired network an advertiser can get precisely what he wants and does not pay for something he doesn't need."

Where Now?

The title of this weekly column is "Networks," with a subhead of "Program Suppliers." Ostensibly it will deal with anything and everything that has to do with network activities in the radio industry. But, having arrived at a consensus definition of networks that does not include cash-oriented suppliers or syndicators, it is important to point out that I will not restrict this feature to advertising-supported companies or programs. The purpose of having a dialogue between program suppliers and radio stations is to expand and/or increase the interaction between the two. Whether a company is a network, a syndicator, a distributor, or a producer, it can — and will be — covered in this column.

So — having taken a look at various definitions and perceived functions of radio networks, this feature will forge ahead: to seek out new frontiers, to explore new worlds, and go where no man has gone before. See you next week . . . and every week.



1984: Election Year Coverage

The New Hampshire presidential primary — just over two weeks away — officially kicks off the 1984 political sweepstakes. Periodically throughout the year, this column will inform you of network coverage of special election-year events, including primaries, conventions, caucuses, and conventions.

Coming Up

● **CBS News** will provide comprehensive coverage of the Iowa Democratic and Republican Caucuses on Monday, February 20. Correspondent **Chris Glenn** will anchor seven special broadcasts, which include CBS News estimates of candidate preferences. Reporter **Jackie Judd** will also contribute to the special reports, in addition to providing summaries for "News-On-The-Hour" broadcasts.

● **CBS News** will also broadcast live coverage of the Democratic candidates' debate organized by the **League of Women Voters**, scheduled for February 23 in Manchester, NH. Reporter **Judy Miller** has been named to anchor the network's coverage. The debate itself is to be moderated by **ABC** correspondent **Barbara Walters**.

● The **Sheridan Broadcasting Network** and the **National Christian Network** will be sponsoring a Democratic presidential debate Saturday, March 3. The 90-minute debate, to originate in the television studios of **NCN** in Cocoa, FL, will focus on issues affecting minorities.

**“Men are treating women
better now.
Women are treating
men worse.”**

**“Sex is
good medicine.”**

**“It’s not American workers
who are unproductive.
It’s American bosses.”**

**Nick Alexander.
A very uncommon commentator.**

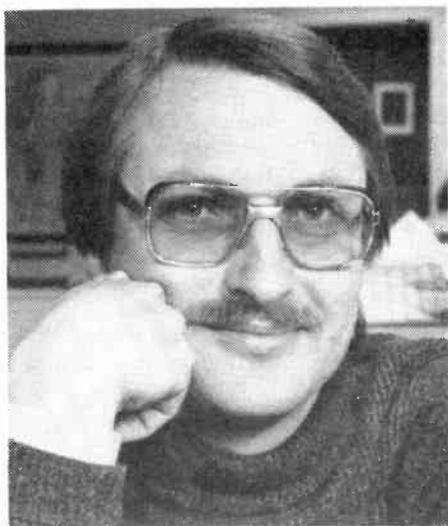


Photo: Mike Fuller/ABC

Nick Alexander thinks it's O.K. for a news commentator to be anything except dull. So sometimes he's serious, sometimes half-serious, and sometimes bananas. That's why young adults get involved in what he says.

His shows air 4 times daily, with 90 seconds of witty, wide-open comment on everything from surgical transplants through talking flowers to world affairs. If you think comment has to be commonplace, you haven't heard Nick. Call Julie Eisenberg at (212) 887-5690.



Networks/Program Suppliers

MUSIC FEATURES

ABC

Contemporary Net/ Spotlight Special:

The Rolling Stones (March 18)

Rock Net/Continuous History of Rock and Roll:

The Fans w/Rush, Pink Floyd, The Who (March 4)
More Heavy Metal w/Judas Priest, AC/DC (March 11)

Clayton Webster

Country Calendar:

Dolly Parton (March 5)
Ricky Skaggs (March 6)
Vern Gosdin (March 7)
Charlie Rich (March 8)
Steve Wariner (March 9)
Crystal Gayle (March 10)
Jimmy Fortune (March 11)

Rare Trax:

The Box (March 5)
Jeff Beck (March 6)
Christine McVie (March 7)
Fleetwood Mac (March 8)
Procol Harum (March 9)

Retro Rock:

Roger Daltry (March 5)

DIR Broadcasting

King Biscuit Flower Hour:

Dokken/Girlschool (February 26)

London Wavelength

Rock Over London:

Michael Caine (March 4)
Wang Chung (March 11)
Frankie Goes To Hollywood (March 18)

Narwood Productions

Country Closeup:

Ray Charles (March 5)

Music Makers:

George Shearing (March 5)

NBC

Source:

Huey Lewis concert (March 2-4)
Saga concert (March 9-11)

RKO Networks

Captured Live (PG Productions):

Night Ranger (March 3)
Zebra (March 10)
Fleetwood Mac (March 17)

Countdown America w/John

Leader (IS Inc.):

Sheena Easton (February 18-19)
Huey Lewis and the News (February 25-26)

Solid Gold Saturday Night (Dick Bartley):

Petula Clark (March 3)
The Who (March 10)

Rolling Stone Magazine Prod.

Guest DJ:

Grace Slick (March 5)
Ozzy Osbourne (March 12)

Spirit Productions

American Christian Countdown w/Jim Chanell:

Solvi Larsen/Glad (February 25-26)
Sheree Sanders (March 3-4)

Syndicate It, Inc.

Music Of Black America:

Cheryl Lynn (March 5)



PERSONALITY CLASH — While Epic recording artists The Clash were in Los Angeles — playing to SRO audiences — group member Joe Strummer stopped by to tape a Rockline segment with program host Bob Coburn. Standing (l-r) are Coburn, Rockline staffer Christina Anthony, associate producer Rachel Perkoff, Strummer, Rockline producer Cindy Tollin, and Clash aide Kosmo Vinyl.



CROSS COUNTRY LIVE — Grammy-winner Christopher Cross (l) was the featured guest on RKO/PG Production's "Live From The Record Plant" earlier this month. He talked with listeners via a toll-free phone line, then met backstage with co-hosts Father Guido Sarducci and Jo Interrante (r).



IN THE MINK — Atlantic recording artist Wally DeVille of Mink Deville recently appeared on NBC's Source, where he discussed the group's new album "Where Angels Fear To Tread." Flanking DeVille at NBC studios in New York are the Source's Rona Elliot and Chuck Schwartz.

United Stations

Dick Clark's Rock, Roll & Remember:

A Jackie Wilson Tribute (March 4)

The Great Sounds:

Mel Torme (March 4)

Rick Dees' Weekly Top 40:

Madonna (March 2-4)

Solid Gold Country:

Mickey Gilley (March 4)

Weekly Country Music Countdown:

Barbara Mandrell (March 4)

Westwood One

Dr. Demento:

A capella music (March 2-4)

Earth News:

Van Halen/actress Lauren Hutton (March 5-9)

Live From Gilley's:

Tammy Wynette (March 5-11)

Off The Record:

Manfred Mann's Earth Band/Ozzy Osbourne/
The Romantics (February 27-March 2)
38 Special/Judas Priest/Don Felder (March 5-9)

Off The Record Specials:

Genesis (February 27-March 4)

Rock Chronicles:

Inside the music business (March 2-4)
Guitar bands (March 9-11)

Special Edition:

James Ingram (March 5-11)
Patti Labelle (March 12-18)

Superstars Rock Concert:

Loverboy (March 9-11)

NEWS & INFORMATION FEATURES

ABC

The ABC Health Test:

Bruce Jenner (February 20-24)

Direction Net:

Let's Cope w/Laura Schlessinger: second guessing/
drinking/losing your temper
(week of February 20)

Talkradio:

The Owen Spann Show: young people abroad/pro-
crastination/pets (week of February 20)
The Michael Jackson Show: the music industry/civil
war/Megatrends (week of February 20)

CBS

Winter Olympics special: weekday and weekend
reports (February 18-19)

Clayton Webster

Jack Carney Comedy Show:

Eating Out (March 5)

Mutual

Live broadcast coverage of '84 Winter Olympics
(through February 19)

Narwood Productions

Minding Your Business:

Electronic protection devices (February 20)
Maternity Leave (February 21)
New S.E.C rules/health programs (February 22)
Thatched roofs (February 23)
Tactographs/leasing your wardrobe (February 24)

Progressive Radio Net

Computer Program:

Computer stores/computer maintenance/writing
programs (week of February 20)

Laugh Machine:

Bob Hope/Rich Little/Steve Martin/Bill Cosby (week
of February 20)

News Blimp:

Fast bikes/drunken drivers/celeb look-alikes/truth in
advertising (week of February 20)

Sound Advice:

Disc recording/digital processing/time delays/tricky
timing (week of February 20)

Radio Entertainment Network

The Olympic Minute:

Lost valley is found (February 20)
Sleeping giant awakens (February 21)
Little joke/big hoax (February 22)
Doctors decry overtraining (February 23)
British bobbies boot Yanks (February 24)

Strand Broadcast Services

Something You Should Know:

Eye care myths (February 20)
Barriers to success (February 22)

Westwood One

Brad Messer's Daybook:

Vaccines/Washington Monument/Blondie/Two
Jima/IBM (February 20-24)

Playboy Advisor:

Exercising/12-year-old alcoholic/his girl beats
him/anabolic steroids/testing for THC
(February 20-24)

Spaces & Places:

Dear Diary (February 20-24)

Tellin' It Like It Was:

Underground railroad founder Harriet Tubman
(February 20-24)



FUN IN THE US — RCA recording artist Deborah Allen recently visited the United Stations for an interview with network VP Ed Salamon and a guest appearance on "The Weekly Country Music Countdown." Pictured (l-r) are Salamon, Allen, and "Countdown" host Chris Charles.

PEOPLE

● **United Stations** has added two new producers to the staff of its "Solid Gold Country" program. **Doug Hall**, currently the producer of the network's "The Great Sounds," will be the new Associate Producer of the country program. Hall has been with United Stations for the past year, coming from **Billboard**, where he worked for five years after that magazine purchased his broadcast industry newsletter, "Hall Radio Report." **Len Siegfried** joins the network as Technical Producer of "Solid Gold Country," and has worked previously at **WHN/New York** where he conducted music research, and at New York's **Museum of Broad- ing**.

● **Joe Madden** has joined "Wall Street Up-Date" as the new daily host of the daily stock market report. He comes to the program from **WYSP/**

Philadelphia where he spent three years as a popular radio personality.

● **RKO Radio Sales** has appointed **Vincent Morgan** to the position of Account Executive in its New York sales office. Morgan joins RKO from **Eastman Cable Representatives**, and has also worked with **Branham Newspaper Sales, Wm. Esty, and AC&R**.

● **Progressive Radio Network** has announced two new additions to its staff. **Cindy Grogan** joins the net as a writer/editor, and was most recently with the Public Relations Department at **Adelphi University**. **Ken Kassoff** comes to PRN as a producer, a position he will fill while maintaining his weekly duties as producer/host of "The Beatles Show" at **WDHA/Dover, NJ**. Kassoff also has worked at **WGLI/Babylon** and **WNYT/Old Westbury, NY**.

W

WESTWOOD ONE

DR. DEMENTO

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

GOING FOR THE GOLD

MADNESS

Keep Moving

In this issue of  you have received the next hit by Madness, "The Sun and the Rain" 7-29350
Look for the new album by Madness *Keep Moving* on your desk GHS 4022 February 20th.

CAN YOU PASS THE MADNESS TEST?

Keep Moving

Is This the

- (a) London Transport
- (b) Fat Lip
- (c) Recording Contract

Wings Of A Dove (A Celebratory Song)

Is It the

- (a) Flying Sax Player
- (b) Last Rites
- (c) Crow's Posterlor

The Sun And The Rain

Could You

- (a) Walk On Water
- (b) Hear The Sun
- (c) Testify

Brand New Beat

Is It

- (a) Double Glazing
- (b) Cold Bath In Eton
- (c) A Size 12 Boot

March Of The Gherkins

This Is done

- (a) On a Day In the Life of a Flu Germ
- (b) After Large V.A.T.'s
- (c) In Strict Private

Michael Caine

Was It a

- (a) Meeting In a Car
- (b) Sack of Judas Gold
- (c) Rendezvous

Produced by
Clive Langer & Alan Winstanley
Management
Matthew Sztumpf, London

Prospects

Sounds Like

- (a) Trip to Poland
- (b) All the Steps are Paved with Gold
- (c) An Orchestra, Times 3 Rock

Victoria Gardens

Do You

- (a) Pay as You Enter
- (b) Pellet Your Swans
- (c) Say Thanks to Mr. Sussquatch

Samantha

Is She

- (a) Warm Pillow
- (b) The Theme Music From Eraserhead
- (c) A Heavy Sleeper

One Better Day

Is It

- (a) A Lover's Concerto
- (b) A Break From Fosters
- (c) An American Washing-Up Liquid

Give Me A Reason

It's Just a

- (a) Mother & Child Reunion
- (b) House of Mirrors
- (c) A Picnic In the Woods

Turning Blue

Could be

- (a) The Colder My Toes—Tiddly Pom Slang
- (b) A Poke In the Eye (American)
- (c) We've Never Had It so Good

Look for Madness performing live on the following television shows in February, March and April...

Solid Gold
Rock Palace
Rock of the 80's
American Bandstand

...and watch  feature their latest hit video, "The Sun and the Rain"

Management

Getting To Know Your Friendly Headhunter — by Gary Kaplan

What do Viacom, Golden West, NPR, RAB, Mutual, Shamrock, and many major record labels have in common? All have retained search firms to fill key executive positions. Furthermore, they are examples within our industry that attest to the growing use of executive recruiters — or, as they have come to be known, headhunters.

In recent years, the executive search process has developed into a major vehicle for professional job changes. Search firms, though, have not yet secured the strong foothold in radio that they have in other media. However, the trend is continuing to grow. And, without trying to appear self-serving, there are clear benefits for radio executives to make themselves known to recruiters.

First of all, other radio or broadcasting jobs may exist of which you are not aware. Believe it or not, everyone in radio doesn't know everyone in radio. Then there's the other side of the coin — non-broadcasting positions. That is where the executive search business has undergone its most dramatic change. Given the economic and political climate, business has become very complicated. Chief executives riding the business rollercoaster can't afford to rely strictly on the old-boy network any more. The focus today is on qualifications, not on whether the executive is an old crony or a friend of a friend.

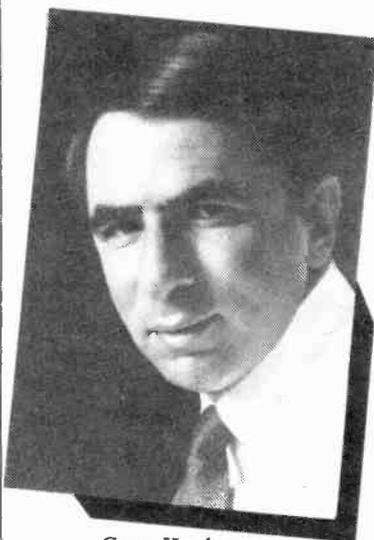
As a result many non-traditional areas are opening up, with search firms looking at potential candidates for more than just the obvious. Who's to say a radio executive's next job change *must* be in radio? While a radio executive wound up with the RAB presidency, the same was not the case at NPR. Conversely, the last president of a major cable service was a former radio executive with outstanding broadcasting credentials and no prior cable experience.

Basic Definitions

Whether you're contemplating a job/career change, bouncing back from a bout with philosophical differences, or have been approached confidentially about a position with another company, you should know one thing. Executive search firms and employment agencies are not the same. Simply stated, executive recruiters are engaged by client companies to objectively assist them in their search for a qualified executive to fill a specific position. They are clearly consultants to corporate management, with their fees and expenses paid by those client companies. Headhunters do not double as talent agents. They represent the client organization, not the candidate.

Employment agencies are licensed by the state and are generally retained on a nonexclusive

basis. Their work is twofold: helping employers find applicants for openings and helping persons market themselves. Fees may be paid by one or both parties, only upon a successful placement. Beware of agencies that call requesting a resume they can forward to a client, yet profess they don't need to meet you. A good search firm will never forward your resume until you have been interviewed.



Gary Kaplan

Visibility

Recruiters usually follow a three-stage process — outlining the executive characteristics the client desires, finding three to six people who come closest to that profile, and attempting to secure the individual their client eventually selects. Not only are the prospective candidate's paper credentials examined, so is his ability to fit in with the client's existing staff and surroundings. An executive search firm's main resource is its research department, which compiles and updates lists of upwardly mobile professionals, gleaned from a variety of areas (i.e., Wall St. Journal, Fortune, directories, etc.).

Before you reach the interview stage with a recruiter, you must first be noticed or recommended. And since a growing number of executive positions are being filled by search firms, visibility is definitely a significant factor in capturing a headhunter's attention. In fact, the more visible you are within your industry, there's a 50% chance that your name is among the thousands housed in the search firm's data banks.

One means of flagging down a recruiter is mailing in a resume.

As a rule, your resume shouldn't exceed two pages. One mistake many make is submitting what amounts to a dissertation or tome. No executive recruiter has really got the time to sit and read voluminous data. Most recruiters review resumes briefly, scanning for salient information. The resumes should also be accompanied by a cover letter. Addressing it to the search organization in general won't quite get your resume the same mileage. If you're looking for personal attention, make certain the resume is directed to a key recruiter (partner) in the firm. Non-directed, over-the-transom mail-ins usually wind up in the firm's research department — if it has one — or worse, in the "round file."

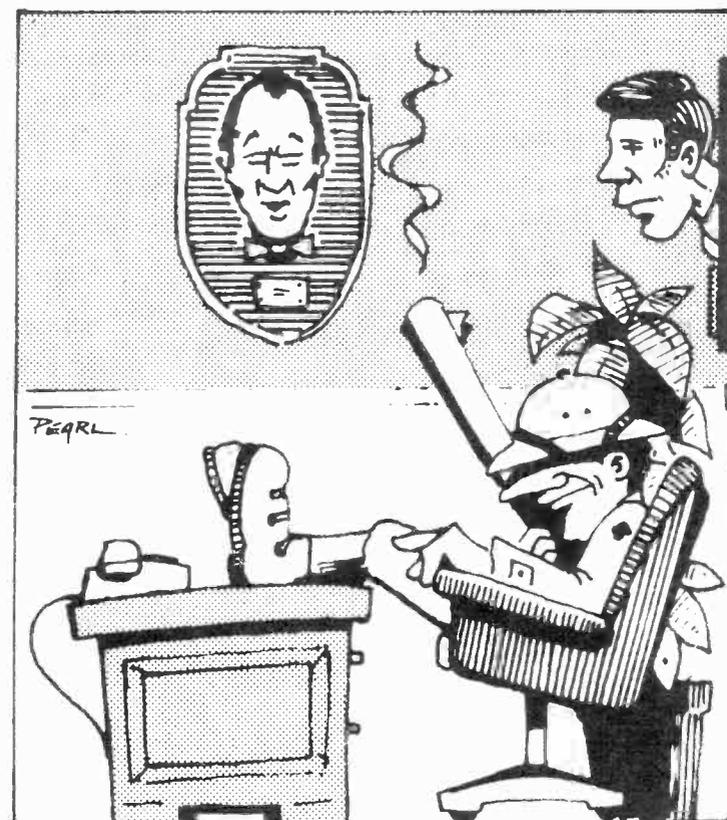
Resumes, though, do not necessarily guarantee visibility. Another effective method is getting acquainted with one or two headhunters. This can take several forms: intervention of a mutual friend, phoning to request a visit, stating in the cover letter your intention to call and set up a meeting. The best route to follow is meeting them at conferences, trade shows, and speeches. Recruiters are apt to be more receptive, since they are usually looking to meet people at these types of functions.

What doesn't work is calling a search professional every two weeks in an effort to get him to do something for you. Such pressure tends to annoy and casts a negative light on you as a potential candidate. It's in the headhunter's best interests to put you together with a job, but if he doesn't have one, he can't do it. You can't draw blood from a stone.

Do not misunderstand. It's not that the search professional doesn't want to meet you. Granted, his business basically revolves around meeting and talking with executives. However, he is also responsible for maintaining regular contact with clients (whether or not there's an active search) and developing new business. Looking at that you can see a recruiter's time is at a premium. So, in your conversations, be brief and to the point.

Other ways of transforming from invisible to visible include:

- Become listed in radio or business publications, industry directories
- Become known as a good source. If you receive a call about a job not suited to you, be as helpful as you can and offer sound suggestions. Then when you need help, call the recruiter for his thoughts
- Remain in contact with peers, who may in turn recommend you when they're called



- Become active in the community and business associations; chair a committee or be named a board member

- Write articles, make speeches, get mentioned in the trade press, be successful in your current job.

There's also one important thing to remember. The best time to contact a recruiter is when you don't need him. Unfortunately, in business as in life, the more your services appear unobtainable, the more desirable you become. It's assumed as well that the more available you are, the less attractive you are compared to your well-placed colleagues.

Reaction

So now you've attracted attention to yourself. The phone rings one day and the caller identifies himself as a recruiter. How should you react? First, close the door. At this point, the headhunter wants to accomplish two things — verify your identification and arrange a meeting if you're interested in the job. There's everything to gain and nothing to lose by investing five or ten minutes toward building a longterm relationship with an individual who can truly benefit you. First impressions do count, as you might end up filed in his data bank. You may be busy or have no particular interest in the job, yet that does not give you an excuse to be rude. Establish a positive rapport.

If you are busy, the situation should be handled politely: "That sounds interesting, but it's inconvenient for me to talk right now. Why don't we get together and chat about it?" On his part, the calling recruiter should first introduce himself and his firm, then ask if it's convenient for you to speak. If he doesn't ask, you take the initiative. In case you do not recognize the search firm's name, you might want to check out the recruiter and make certain the call is legitimate (prank calls and competitive curiosity are part of everyday business) before talking at any great length. And if you're aggressively looking for a job, be sure to make yourself accessible. Many recruiters complain about home phones that ring and ring with no answer. To circumvent that problem, invest in a telephone answering device or

contract with a local answering service.

Be mindful that a skilled headhunter can determine whether a candidate is worth seeing in 15-30 minutes. So your conduct is a key element. Though a client's identity won't be revealed over the phone, the potential candidate can ask basic questions revolving around salary, relocation, title, and job duties. Should you survive the cut and earn the opportunity to meet the recruiter in person, treat the session as if it were the employer interviewing you. This means dressing appropriately, being punctual, not overstaying your welcome, expressing yourself articulately, and describing your qualifications in a comprehensive but brief manner.

Cream Of The Crop

Executive search firms do indeed benefit the employer, by providing a detailed survey of the marketplace. Ideally, he's hiring an executive from the cream of the crop. By the same token, employees reap advantages as well. As the number of businesses enlisting the aid of these search firms grows, so do the underrated and overlooked professionals' chances of being discovered.

Again, qualified talent is a valuable asset. On the other hand, company fear of losing key personnel is steadily increasing. Thus, executive treatment considerably improves to offset this fear.

An executive recruiter may be instrumental in helping you find a job. However, that isn't his primary objective. He locates executives for positions, not the other way around. Don't sit around waiting for something to happen; make yourself visible. And when your friendly headhunter does call, behave in a professional and helpful manner. Your principal goal is to win his confidence. It may not lead to your being hired for that particular job. But who knows what opportunity might be presented the next time around?

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

Radio & Records
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DIRECTION '84

Management Tools For The Program Director

THURSDAY

Morning

Registration

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

Midday

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

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

Evening

Cocktail Party.

Case study team meetings and solution planning.

FRIDAY

Morning

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

Midday

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

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

Evening

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

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Century Plaza Hotel,
Los Angeles

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SATURDAY

Morning

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



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Street Talk

Jimmy Bowen has resigned as head of WB's Nashville operation, and although there was some doubt at first, his resignation has been accepted. Will he become President of MCA/Nashville as the widespread rumors



Jimmy Bowen say? We should know the answer to that one shortly. Meanwhile, back at WB, speculation that most of Bowen's staff would exit along with him is *not* true. While the titles have yet to be sorted out, look for producer **Jim Ed Norman** to head WB's Nashville Operation. Also, VP/Promotion **Nick Hunter**, who just signed a new three-year deal, will figure prominently in the realignment. Finally, a new rumor this week says Bowen will hire one of country music's top independent promotion men as his righthand man once the new label affiliation is finalized.

Steve Goldstein has left the Program Director's post at **WHYT/Detroit**. Saying he was "unable to come to terms with management in a variety of areas," Steve opted to take his leave. The former **WTIC-FM/Hartford** programmer can be contacted at (313) 855-3750.

Mike Carta, PD of **WIL-AM & FM/St. Louis** for the past five years, has accepted the Operations Manager position at **KVET & KASE/Austin**. No new PD was named for WIL, but Mike will be assisting in the selection of his own replacement before he joins the Austin stations on March 5.

Happy 50th Anniversary to **WNEW/New York!** The station celebrated the half-century mark with a giant gala at the Felt Forum Monday night (2-13). **Vic Damone, Margaret**



Whiting, Tony Bennett, Mel Torme, and Peggy Lee performed for a giant crowd of station supporters. Also, WNEW's first 50 years have been chronicled in a book, "Where The Melody Lingers On," which the station is marketing with all profits going to the National ALS Foundation.

Street Talk has learned that former **WPLR/New Haven** GM **Chris Kampmeier** will be named PD at the new Phoenix A/C outlet **KLZI**. The station is presently Spanish-formatted **KNNN**. The format and PD changes are expected next month, and **FairWest** will be involved in the programming.

Curt Hansen is the new PD at **WEBC/Westport, NY**. Curt tells us the signal covers a majority of the suburban NYC area and much of Connecticut. The format is CHR.

The new PD at **KXZL/San Antonio** is **Ray St. James**, who was most recently PD at **WNYS/Buffalo**.

WBZZ(B94)/Pittsburgh PD **Steve Kingston**, who recently became part-owner of **KSRD/Lincoln**, is now looking for a solid programmer for his Nebraska station. The call letters are changing to **KZKX**, and the format will be Country.



WFIL/Philadelphia has brought **Dan Donovan** back from **KSTP-FM(KS95)/Minneapolis** to handle morning drive. Dan was one of Philadelphia's most popular "Boss Jocks" in the early days of WFIL's rock era. He returned to the City of Brotherly Love on Valentine's Day.

WQBK/Albany PD/morning host **Tom Leykis** will exit the frozen North for a shot at the sunshine of South Florida. Tom's accepted the 8pm-12midnight shift at **WNWS/Miami**. No immediate replacement at WQBK.

KEEL/Shreveport morning man **Larry Ryan** has been promoted to PD. Larry, who served 13 years as KEEL PD in the past, is in need of record service from all labels.

After just two weeks as PD, **Denny Alexander** has left **WKWK-FM/Wheeling**, with former **WBUT & WLER/Butler, PA** Operations Manager **Bill Davis** in as new PD.

KQIZ-FM/Amarillo PD **Ron Chase** moves to the PD slot at **KITE/Corpus Christi**. Back in Amarillo, morning man **Garry O'Neal** takes over the PD duties.

After 15 years with **WNAP/Indianapolis** as both a personality and PD, **Cris Conner** has resigned. He's seeking another programming post immediately. Contact him at (317) 842-0404.

KTRH/Houston lost one of its most colorful personalities last week. **John Breen**, sports commentator and co-host of the afternoon talk show "Sportsbeat," died of cancer at the age of 77. He had been with KTRH since 1976.

KSDO-FM(KS103)/San Diego has signed a three-year deal with **Mike Joseph** for the rights to use the term "Hot Hits." However, Mike is *not* consulting the station. This deal mirrors the one fellow **Gannett** station **KIIS/Los Angeles** made with the consultant, which in effect protects those cities from a Joseph-Hot Hits incursion.

WINX/Washington has announced it has switched to the "Star Format." Featuring "a blend of adult/contemporary, soft rock, and country music," WINX is calling itself "The Star." WINX PD **Bob Appel** is putting it all together.

Street Talk continued on Page 26

YOU ARE RADIO

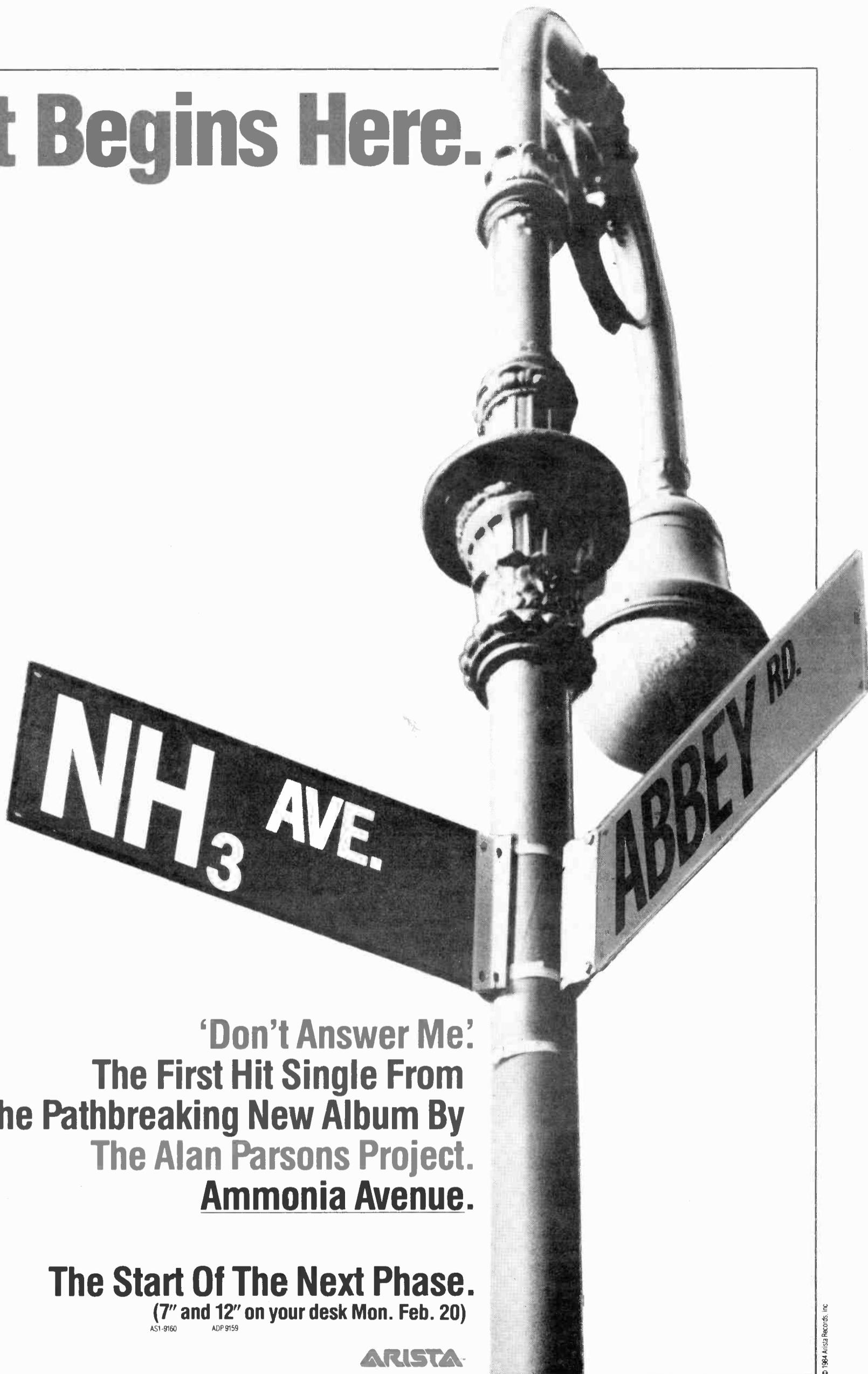
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Street Talk

Continued from Page 24

You almost need a scorecard to keep track of the competitive situation in Houston AOR radio. **Michelle Robinson-Sayre** exited the **KLOL** PD post. Also leaving at the same time was Michelle's husband and afternoon personality **Colonel St. James**, who relocated his **KLOL** show to **KSRR**. To make room for the Colonel at **KSRR**, **Michael Stevens** came off the air to become Assistant PD/MD, replacing departing MD **John Roberts**. No word yet on future locations for Robinson-Sayre or Roberts.

Former **KEZO/Omaha** GM **Jim Eddens** has been appointed GM at **KICT/Wichita**.



Despite speculation that sportscaster **Jack Buck** was about to get a divorce from the **CBS Radio Network**, the **KMOX/St.**

Louis Sports Director has signed to do most of the net's NFL football and major league baseball for 1984. His big complaint — too much travel — has been solved by giving up his CBS-TV assignments, plus Sunday and Thursday football games on radio.

CKLW/Detroit released its morning team this week, as **Ryan & Company** relinquished wakeup duty at the 50kw outlet. The team, made up of (former **Dick Purtan** partner) **Tom Ryan** and **Tom Delisle**, did not announce any immediate future plans, but the station did, bringing in a new duo consisting of former **WCWA/Toledo** morning personality **Paul W. Smith** and a former **CKLW** staffer, returning from Ottawa, **Erin Davis**.

Ex-**WBAB/Long Island** talk show host **Joel Martin** has filed a \$218,000 lawsuit against the station and its owners. The suit, filed on behalf of Martin and his wife **Christina**, who produced his show, claims his August 1983 firing was in violation of a signed employment agreement with the station. Martin, who had been with the station since 1972, also claims his reputation has suffered and he's been unable to find work as a result.



Was that **WHTZ(Z100)/New York** PD and Zoo Crew Captain **Scott Shannon** on Milwaukee's newest CHR last week (2-9)? Our Midwest moles say yes. Not only did Scott guest-jock on fellow **Malrite** station **WZUU(Z95)**, he gave away about \$800 bucks in his one fast-paced afternoon drive appearance.

This year's "Valentine's Day Massacre" occurred at **KKRZ/Portland**, where four air talents were cut loose. **Hoyt Smith**, **Uncle Don Wright**, **Scott Drake**, and **Randy Scott** were released prior to the station's takeover by **Taft**. Morning man **Michael O'Brien** remains, and the other shifts are being temporarily covered by parttimers.

Superpower **WJFM/Grand Rapids** has promoted midday personality **David Murray** to Operations Director.

The Salt Lake City metro has another A/C outlet, as **KABE** became **KUUT** last month under new PD **Dennis Elliott**. Broadcasting from Orem, the station is calling itself "Utah's Stereo 107.5."

At **KUDO/Las Vegas**, midday man **Bill Bauman** has been Upped to PD, and moves his show to afternoons. Former PD/afternoon man **Craig Parsons** completes the circle by filling the midday vacancy.

Dave Winston has been promoted from the overnight show at **WSAM/Saginaw** to Program Director. He replaces former PD **Scott Fredricks**, who travels to **WKLH/Lansing** as an air personality. Winston will also handle afternoons on **WSAM**.

While in Saginaw, **WHNN** co-Assistant PD **Ken Carson** has been elevated to PD. Former PD **Joe DeSantis** will remain at the station.

WJQS/Jackson, MS switched formats from Country to Gospel this week (2-13), changing calls at the same time to **WOAD**. The format flip coincided with new owner **John Pembroke** taking over. Country PD **David Haley** will leave the station soon for a gig with **Moonshine Records** in Nashville. His replacement will be **Danny Gilmore** from **WOKJ/Jackson**.



Call letter action at the **FCC**. The Commission has set aside the grant of **KUSA** to **KPRZ/Los Angeles**, which retains its current calls. Effective March 19, the **KUSA** handle has been assigned to **KSD/St. Louis**.

WSNI(AM)/Philadelphia became **WPGR** on February 13.

KVAR/San Antonio has applied to become **KXET**.

Because it can't have the same calls as **WRC-TV** after a forthcoming ownership change, **WRC/Washington** applied to change to **WRRC**, then rescinded the request.

Former **WPLJ/New York** 10pm-2am jock **Marc Coppola** is available. His number is (212) 427-1090.

WIZM/La Crosse, WI flipped the big switch last week (2-7), turning off the automation in favor of an all-live version of its CHR format. **Tom Grier** is PD; **Lee Hart** handles music.

Dana Michaels has exited **KYUU/San Francisco** in an apparent "economic cutback," but she's ready for her next opportunity. The former 8pm-12midnight personality can be reached at (415) 930-7255.



Vicki Leben

We're glad to hear that **Motown's Vicki Leben** is back at work after recovering from a serious eye operation which kept her at home for several weeks.

Former **KIST/Santa Barbara** co-owner and GM **Patt Wardlaw** has returned to the station after a three-year sabbatical. A group of investors purchased the outlet recently from **Marty Ross** and installed Wardlaw as GM. **Jim Olerich** from **KNX/Los Angeles** was named GSM.

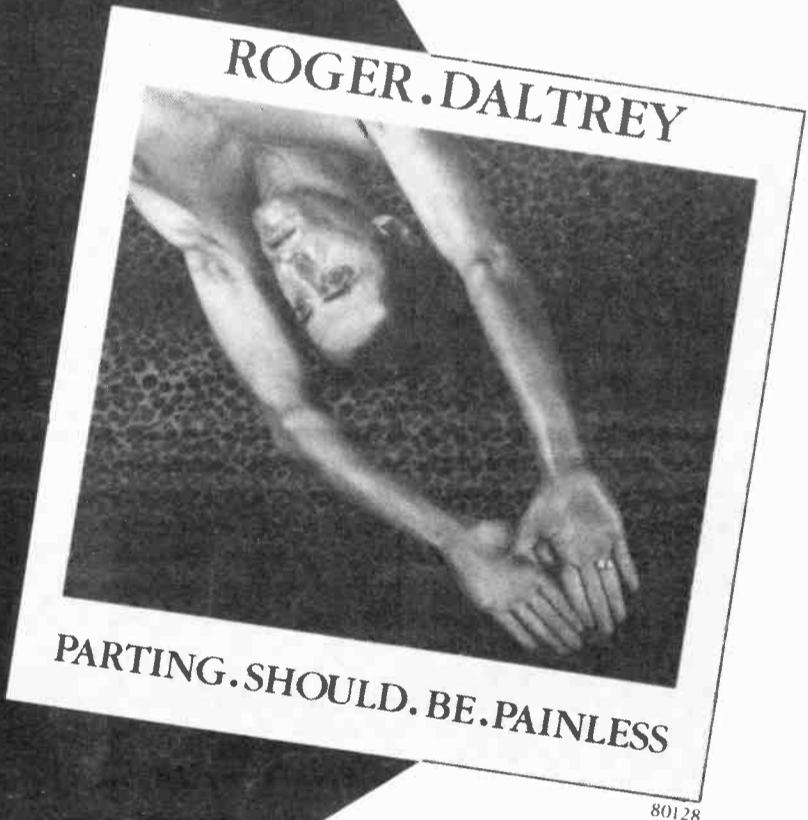
Congratulations to **KABC/Los Angeles** Assistant PD **Michael Fox** and his bride-to-be **Linda Heinmiller**. The couple will be married Sunday (2-19) in Los Angeles.

Stork Stops: **WOUR/Utica** MD **Tom Starr** and his wife **Ann** welcomed **Zachary Leonard Ferris Starr** on February 11.

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On The Records



KEN BARNES

The Original Invaders: Where Are They Now?

As you've probably noticed already, you're going to be bombarded with Beatles reminiscences for some time to come, as the 20th anniversary of their American conquest is celebrated everywhere. Since you'll be getting all the Beatles trivia you need elsewhere (plus a little here from time to time), I thought I'd provide a little supplemental info on the other English hitmakers who made up the British Invasion 20 years ago and contributed to the evolution of the music. So for the next several weeks I'll spotlight the singing sensations of '64-'66, with updates on their current pursuits where applicable.

Animals: Hit in mid-1964 with the electrified folk standard "House Of The Rising Sun." Evolved from R&B covers ("Boom Boom," "Don't Let Me Be Misunderstood") to protest ("We've Gotta Get Out Of This Place," "It's My Life") to flower power ("Monterey," "San Franciscan Nights"). Major shakeup in 1966 left singer Eric Burdon only survivor; group (including guitarist Andy Summers, now of Police) broke up in 1970. Original lineup reformed temporarily in 1977 and

Manfred's Runner Mystery



Manfred Mann in their denim period

In the year of the British Invasion's 20th anniversary, one of the original invaders is back with a hit. For 21 years there's been a group with **Manfred Mann's** name on it (at least, his show name; his real name is **Michael Lubowitz**), and in summer 1964 the original Manfred Mann had their first hit with "Do Wah Diddy Diddy" (originally done by the **Exciters** earlier that year).

The singer then was **Paul Jones**, who earlier played in bands with the **Rolling Stones** and later became an actor. Personnel changes were constant, as keyboardist Mann formed **Manfred Mann's Chapter III** in 1968 and **Manfred Mann's Earth Band** in 1970. Their last hit was "Blinded By The Light" in late 1976, although singer **Chris Thompson** had a couple of hits with his other band **Night** plus the recent A/C hit "All The Right Moves" with **Jennifer Warnes**.

One odd thing about the current hit, "Runner." It's the same song previously recorded by its author **Ian Thomas**, **Shella**, and most recently the **Boys Band**. But the Mann version credits the song to one **Mark Cain** instead of Thomas. It's a mystery of sorts



Dave Clark 5

throne until the Stones came into prominence. Continued recording until the early '70s. Singer **Mike Smith** had a solo career in the UK subsequently, while drummer **Clark** owns, among other holdings, the rights to England's top '60s TV rock show, "Ready Steady Go," which he has begun selling in the video market.

Petula Clark: A star in France and England for almost a decade before Americans first heard her with "Down-

Chad & Jeremy, then and now

Chad & Jeremy: Best known for "Yesterday's Gone" and "A Summer Song" in 1964, **Chad Stuart** and **Jeremy Clyde** did a bit of acting and some interesting social commentary LPs in the latter part of the '60s before splitting. Now they've reunited, with an album out recently.

Reintroducing The Beatles

Capitol is reissuing the first American Beatles hit, "I Want To Hold Your Hand," 20 years and a month or so after it first exploded. The move stems from a campaign of **EMI** in Britain, which reissued the first UK single "Love Me Do" in 1982 20 years after its first appearance. "Love Me Do" scored top five British success (better than it did the first time around), but **Capitol's** American release went unnoticed, and forestalled any American reissues until now. In England, "Please Please Me," "From Me To You," "She Loves You," and "I Want To Hold Your Hand" were released in 20th anniversary sequence, resulting in a gradually diminishing amount of impact for each record. The U.S. "Hand" reissue features the original picture sleeve, original record number, and original label design — but one thing is different: in 1964 there weren't one-sided Beatles promotional copies.

Record News

Sound Tracks For Soundtracks: It's rare to find a film these days that *doesn't* have a contemporary various-artists soundtrack, as moviemakers remain convinced a few timely and trendy tunes broaden a movie's appeal. Latest entrant: the "Against All Odds" soundtrack, which besides the title track by **Phil Collins** has new material by **Stevie Nicks**, **Big Country**, **Peter Gabriel**, **Kid Creole**, and **Collins's Genesis** partner **Mike Rutherford** . . . Reports out of New York say the latest '60s band to reform is the **Rascals** .

TV News

Cyndi Lauper guests on the "New Show" Feb. 17 . . . The **Pretenders** are interviewed on "Friday Night Videos" Feb. 17 . . . "Solid Gold" for the week of Feb. 17 stars **Culture Club**, **Rick James & Smokey Robinson**, **Cyndi Lauper**, **Barry Manilow**, **Eddie Rabbitt**, **Grace Slick**, and **Rick Springfield** . . . **Laura Branigan** is on "Entertainment Tonight" Feb. 17 . . . The **Flxx** appear on "Saturday Night Live" Feb. 18 . . . "Super Night Of Rock 'N' Roll" on NBC Feb. 20 stars **Chuck Berry**, **James Brown**, the **Hollies**, **Jefferson Starship**, **Martha Reeves**, the **Temptations**, and **Frankie Valli & the Four Seasons** . . . **Shannon** guests on "Merv Griffin" Feb. 21 .



Animals then and now;

Pet Clark then

again in 1983, with a studio album out last year and a live LP still possibly to come, although they broke up again after their American tour.

Cilla Black: Friend of the Beatles and former cloakroom attendant at Liverpool's famous Cavern Club. **Brian Epstein** changed her name from **Priscilla White** and she hit in 1964 with "You're My World." Continued to have British hits throughout the '60s and is still a popular middle-of-the-road performer and TV personality.

Dave Clark Five: With more hits than any British group but the Beatles from 1964-66, starting with "Glad All Over," they were the chief pretenders to the Fab Four's

town" in late 1964, Clark ran up a three-year string of hits including "I Know A Place," "My Love," and "Don't Sleep In The Subway." She made a movie ("Finian's Rainbow") in the '60s and still performs from Las Vegas to London.

Spencer Davis Group: Started in 1963 but didn't have a big American hit until the dawn of 1967 with "Gimme Some Lovin'," by which time singer **Stevie Winwood** was already planning to leave to form **Traffic**. Winwood of course recently attained solo stardom, while leader/guitarist **Davis** worked in A&R and promotion, produced records, and continued recording. **Stevie's** brother **Muff** is a CBS International A&R VP.



ONE YEAR AGO TODAY

- **RON JONES** UPPED TO VP/GM AT WHK/CLEVELAND
- **BOBBY HATRIK** CONSULTS DOUBLEDAY AGAIN
- **MIKE ELLIOT** NAMED PD AT WIOD/MIAMI
- **BILL ADKINS** BECOMES PD AT WDIA/MEMPHIS
- **NUMBER ONE CHR:** "Do You Really Want To Hurt Me" — Culture Club (Virgin/Epic)
- **NUMBER ONE A/C:** "You Are" — Lionel Richie (Motown) (3rd week)
- **NUMBER ONE COUNTRY:** "If Hollywood Don't Need You" — Don Williams (MCA)
- **NUMBER ONE BLACK:** "Billie Jean" — Michael Jackson (Epic) (4th week)
- **NUMBER ONE AOR TRACK:** "Separate Ways" — Journey (Columbia) (2nd week)
- **NUMBER ONE LP:** "Frontiers" — Journey (Columbia)

FIVE YEARS AGO TODAY

- **DAN MASON** NAMED GM AT KTSA & KTFM/SAN ANTONIO
- **JON SCOTT** BECOMES VP AT CAPRICORN
- **JOHN BETANCOURT** NAMED NATIONAL DISCO RADIO PROMOTION MANAGER AT CASABLANCA
- **NUMBER ONE CHR:** "Da Ya Think I'm Sexy" — Rod Stewart (WB)(4th week)
- **NUMBER ONE A/C:** "Somewhere In The Night" — Barry Manilow (Arista)
- **NUMBER ONE BLACK:** "Bustin' Loose" — Chuck Brown & Soul Searchers (Source/MCA) (2nd week)
- **NUMBER ONE COUNTRY:** "Every Which Way But Loose" — Eddie Rabbitt (Elektra)
- **NUMBER ONE LP:** "Dire Straits" — Dire Straits (WB)

TEN YEARS AGO TODAY

- **MEL PHILLIPS** NAMED PD AT KQV/PITTSBURGH
- **PAUL KIRBY** APPOINTED PD AT WRKO/BOSTON
- **NUMBER ONE CHR:** "Seasons In The Sun" — Terry Jacks (Bell) (2nd week)
- **NUMBER ONE COUNTRY:** "World Of Make Believe" — Bill Anderson (MCA)

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Eddie Money

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February 19

"Where's the Party??" On King Biscuit, of course, where we captured Eddie Money's SRO Show live at the Veterans Memorial Theatre in Columbus, Ohio. Eddie got the party going with his no-nonsense American Rock & Roll including Two Tickets to Paradise, Baby Hold On, Where's the Party and The Big Crash.

Don't miss Eddie Money February 19 on the King Biscuit Flower Hour on over 250 of America's best rock stations via the ABC Rock Radio Network.



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"FLASHES"

TIGGI CLAY



- | | | |
|---------|---------|---------|
| WPHD | KITY | WJBQ |
| WCAU-FM | 13K | Q101 |
| WGCL | KHOP | WGLF |
| WVSR | KDON-FM | WBWB |
| K104 | WFBG | WAZY-FM |
| WRCK | WGUY | KFMW |
| WBBQ | WIGY | 99KG |
| WANS-FM | WERZ | KGOT |
| G100 | OK100 | KCDQ |
| KTFM | | KBIM |



"JOYSTICK"

DAZZ BAND



- | | | |
|---------|---------|--------|
| WXKS-FM | WRVQ | KHYT |
| WCAU-FM | KITY | WGUY |
| WHTX | KTFM | 103CIR |
| FM102 | Z98 | WZYQ |
| XTRA | KJ103 | WISE |
| KFRC | 13K | WCGQ |
| WMAR | KQXR | WPFM |
| WJZR | KMGX | Z102 |
| WNOK-FM | KYNO-FM | KKQV |
| WZLD | KIKI | KCAQ |
| WRQK | | KSLY |
| 94TYX | | KZOZ |
| WOKI | | KIST |



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Datebook

MONDAY, FEBRUARY 20

Anniversary For Pat & Neil

A lot of **Pat Benatar**'s life is written on her album covers. On "In The Heat Of The Night," she thanks "D.B., for his patience, love, endless support and knowing when to say no." D.B. was presumably Pat's first husband **Dennis**, from whom she was already estranged when her first LP hit. By the follow-up, "Crimes Of Passion," Pat's new love interest, producer/guitarist/keyboard player **Neil Geraldo**, was referenced, "Special thanks . . . for all the heart and hard-work on the production of this record, I love you." After more than two years as the hot couple of the rock tabloids, Pat & Neil were married in Hawaii on this day in 1982. On the album that followed, "Get Nervous," "Spyder" Neil was thanked for "three of the craziest, most enjoyable months of my life . . . and a very special album."

Birthday wishes today to **J Gells**, born in 1946.

TUESDAY, FEBRUARY 21

The Fifth "Who"

It's commonly held that the **Beatles** were at least partially responsible for **WABC/New York**'s rise in prominence. But the DJ most often associated with the group worked for their competition, **WINS**. **Murray "The K" Kaufman** was, in many ways, **Alan Freed**'s successor, both as the city's top rock jock and as an impresario. He staged massive rock shows at Brooklyn's Fox Theatre, among others, and was responsible for bringing the **Who** and **Cream** to America for their first shows. Kaufman, who also worked for New York's **WMCA** and **WOR-FM** (which he left when the station adopted the **Drake** format), and **WWDC/Washington**, was also the first host of "Soundtrack Of The '60s" before a running battle with cancer forced him to quit. He died on this day in 1982.

WEDNESDAY, FEBRUARY 22

Florence Ballard Dies

From the "life imitating art" department: years before "Dreamgirls," there was a film called "Sparkle" based far more loosely on the **Supremes** legend. **Irene Cara** played the younger lead who finally achieves solo stardom; Detroit R&B veteran **Lonette McKee** played the older singer who leaves the group and, shortly thereafter, dies broke and desolate. Written and filmed during 1974-75, "Sparkle" was released in spring 1976, only a few weeks after original **Supremes** lead **Florence Ballard** had died on this day, allegedly of coronary thrombosis. When **Diana Ross** was given above-the-group-name billing in 1967, Ballard went solo and cut a couple of singles for **ABC** — including a remake of "Goin' Out Of My Head" — that sounded more like **Dionne Warwick** than her old group. In 1971, she sued **Motown**, unsuccessfully, for back royalties claiming that she'd been forced out of the group. The 32-year-old singer and her three kids had been living on public relief for some time up until her death.

Birthdays: **Ranking Roger**, formerly of the **English Beat** (now with **General Public**), 1961.



THURSDAY, FEBRUARY 23

Pop Psychology

British rocker **Howard Jones** has two-tone white and orange hair, two top-five singles in his homeland, no backing band (except for a mime who dances on stage when he performs), and his 29th birthday today. Jones went through a number of stylistic changes before coming up with his sparse onstage presentation and lyrics on positive thought. (Examples from his forthcoming first LP include the title track, "Human's Lib," and "Don't Always Look At The Rain.") In the U.K., Jones has become a major media figure, fueled, in part, by allegations from his ex-songwriting partner, who alleges that he also served as Howard's guru. (Jones declines comment.)

Birthdays: **Johnny Winter** 1944, **Poco's Rusty Young** 1946, **David Sylvian**, formerly of **Japan**, 1958.

FRIDAY, FEBRUARY 24

Proby Overexposed In UK

On this day in 1965, **P.J. Proby**, born **James Marcus Smith** in Houston, becomes one in a long line of artists (or records) banned by the **BBC**, after a series of British onstage incidents in which his velvet trousers split open. Three days later, despite being unplayable and unbookable, he returns with "I Apologize" and goes to #11. Although one theory holds that the pants-ripping incidents — which fit right in with Proby's other on-stage histrionics — destroyed his career, the singer remained "visible" in the UK through 1971, when he starred in the rock opera version of "Othello." The exposure also may have helped Proby get his first, and only, hit in his homeland with "Niki Hoeky" in early 1967.

SATURDAY, FEBRUARY 25

Please Release Me

For those Americans who were early **Beatles** fans, February is actually the 21st anniversary of the group's American debut. On this day in 1963 — probably not tying in with **George Harrison**'s 20th birthday — Chicago R&B label **Vee Jay** tries to diversify by releasing the group's first American single, "Please Please Me"/"Ask Me Why," credited to the **Beatles**. The single does become a hit but not for another year, after Beatlemania kicks in.

In another significant release on this date, the **Rolling Stones** issue "The Last Time" and "Play With Fire" in the UK five weeks after their trip to Hollywood, where the two sides were cut.

SUNDAY, FEBRUARY 26

Baptism By (Ring Of) Fire

Ex-broadcasting student **Johnny Cash** was born in Kingsland, AR on this day in 1932 to Southern Baptist sharecropping parents. After songs like "Ring Of Fire," which were almost reports from the edge, Cash nearly killed himself with drugs and alcohol in the mid-'60s, used religion to bring himself back, and continued to report on mankind from a somewhat modified perspective. Cash's material has varied considerably both stylistically and idealistically, with protest songs like "What Is Truth" and novelties including "One Piece At A Time" and **Shel Silverstein**'s "Boa Constrictor." He was also one of the first to cover a **Bob Dylan** song, cutting "It Ain't Me Babe" in 1964, and the first major country artist to release a Springsteen song ("Johnny 99") as a single (although **Emmylou Harris** had long been covering Springsteen on albums.) In recent years, he's been produced both by **Rodney Crowell**, who's married to his daughter **Rosanne**, and **Nick Lowe**, husband of his stepdaughter **Carlene Carter**.

Another veteran, **Fats Domino**, was born this day in 1928. And **Canned Heat** leader **Bob Hite** would have been 39 today.

COLUMBIA'S
Got A New Slant
On PROGRAMMING

PAUL YOUNG

“Come Back And Stay”

173/31

72%

CHR BREAKERS!

BONNIETYLER

“Holding Out For A Hero”

More Hit Music From **“FOOTLOOSE”**

CHR NEW & ACTIVE

WPHD
 CKOI
 WCAU-FM
 WHTX
 CFTR
 WGCL
 WVSR
 K104

WYCR
 WKEE
 WLAN-FM
 WSPK
 WKRZ-FM
 KSET-FM
 WRQK
 WOKI

WRNO
 WKDD
 WJXQ
 WRKR
 WRQN
 WHOT-FM
 KQM
 KSKD

KDON-FM
 KRQ
 103CIR
 WZYQ
 WQCM
 OK100
 WKHI
 95XIL
 WOMP-FM

WISE
 WJAD
 KILE
 KTDY
 WXLK
 WAEV
 WHSL
 WBNQ
 KYTN

KXSS
 KGOT
 KCDQ
 KOZE
 KDZA
 KCBN
 KBIM
 KZOZ

FIRST WEEK OUT!

EDDIE MONEY

“Club Michelle”

Super Hot New Mix!

CHR SIGNIFICANT ACTION

WPHD
 Q103
 K104
 WRCK
 WOKI
 KRGV

WGRD
 WZPL
 WJXQ
 Z104
 WRQN
 WHOT-FM

13K
 KBBK
 KQM
 KHOP
 WFBG
 WERZ

OK100
 WKHI
 95XIL
 KILE
 Q101
 WXLK

KKQV
 WBNQ
 KYTN
 KZOZ

FIRST WEEK OUT -
 28 STATIONS!

MIDNIGHT OIL

“Power And The Passion”

WPHD

KELI

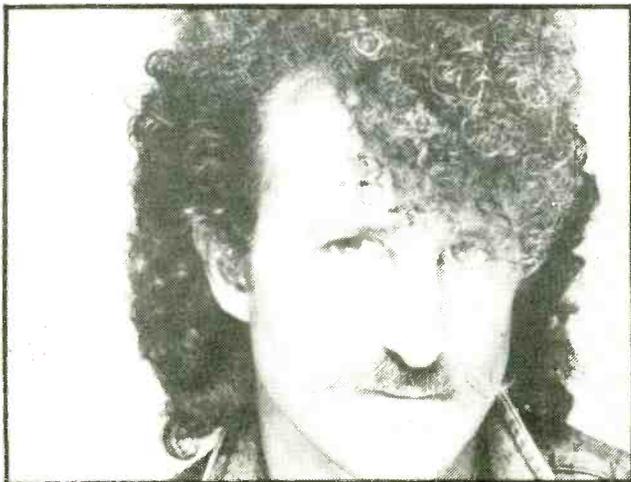
WERZ

WOMP-FM

Sounds Like No Other Record
 That You've Ever Heard!



HOT--E/P/A--HOT--E/P/A--HOT



MATTHEW WILDER
"The Kid's American"

CHR NEW & ACTIVE 86/52

One Of The
MOST ADDED

Added This Week

- | | | | | | |
|---------|---------|---------|---------|---------|------|
| WCAU-FM | KITE | WRQN | WQCM | KKQV | KZOZ |
| WHTX | KAMZ | KIKI | 13FEA | WBNQ | KIST |
| FM102 | WRQK | KO93 | WJBQ | WBWB | |
| WMAR | WZYP | KDON-FM | WOMP-FM | Y94 | |
| WYCR | WHHY-FM | KRQ | KISR | WAZY-FM | |
| WKEE | KITY | WIGY | Q104 | KWTO-FM | |
| FM106 | KIK | 103CIR | WYKS | KTRS | |
| WKFM | KMGK | WIKZ | KTDY | KDZA | |
| WKRZ-FM | WEBC | WERZ | WXLK | KBIM | |
| WZLD | WKFR | WZYQ | WGLF | KSLY | |



OZZY
"So Tired"

FIRST WEEK OUT

YOU WON'T BELIEVE YOUR EARS!

- | | |
|---------|------|
| WSPK | WRNO |
| WHTF | WJXQ |
| KSET-FM | KGHD |



SURVIVOR

"I Never Stopped Loving You"

CHR
SIGNIFICANT ACTION

- | | | |
|---------|------|---------|
| WVSR | WZPL | WERZ |
| WGFM | WJXQ | Q101 |
| WHTF | KIKI | WBNQ |
| WANS-FM | WIGY | KKLS-FM |
| | | KHTX |
| | | KZOZ |



"Miss Me Blind" CULTURE

E/P/A--HOT--E/P/A--HOT--E/P



On MTV

ADAM ANT
"Strip"

CHR NEW & ACTIVE

69/20

"This record is a phenomenon, and is appealing to all young adult demographics. This week's jump is 16-10!" Steve Kingston — B94/Pittsburgh

"'Strip' is #1 request after three days airplay and very strong 18-34. This is not just a teen record." Tom Mitchell — WPXY/Rochester

WXKS-FM add	Z93 add 25	WNYS 37-32	KJ103 7	KKQV 20-16
WPHD 35-29	WNVZ 27-20	WKEE 34-29	WRKR 5-4	KCAQ 24-20
Z100 on	Q105 on	KZZB 36-26	KELI 8-7	KCBN 12-10
WCAU-FM on	WKTU add	WOKI 19-15	KQXR 15	KZOZ 39-32
B94 16-10	KIIS-FM add	WKDQ 29-22	KQMQ 40-28	
94Q 26-18	XTRA add	WGRD 31-26	WIKZ 30-25	



ROMANTICS
"One In A Million"

CHR
SIGNIFICANT ACTION

37 Adds Out Of The Box:

WPHD	KZZB	WKFR	KHYT	KISR	KOZE
WHYT	WNOK-FM	Z104	KRQ	KTDY	KZOZ
XTRA	WOKI	KELI	WZYQ	Q101	
WFLY	WHHY-FM	13K	WKHI	WXLK	
WVSR	KRGV	KBBK	WOMP-FM	KKQV	
WPST	WKDD	KMGX	WSQV	KYTN	
WRCK	WGRD	KQMQ	WJAD	KCDQ	



PATTI LABELLE
"If Only You Knew"

CHR NEW & ACTIVE

B104 20-15	Q107 add 30	KITS add	KAMZ 21-19	KHYT 26-24
WXKS-FM 27-23	WASH 22-19	WMAR 24-21	WANS-FM 31-26	WGUY deb 34
WPLJ 12	Z93 8-6	WNYS 13	94TYX 24-15	WIGY add
Z100 7	I95 15-8	WTIC-FM 28-21	KX104 19-17	WFOX 30-24
WCAU-FM 35	Y100 15-13	FM106 35-30	WSFL 27-20	Q101 23-14
B94 29-25	WNVZ 22	WBBQ 10	WZPL add	Z102 9-6
PRO-FM add	KIIS-FM 34	KXX106 23-19	WRKR add	KCAQ deb 30
			KIKI add	
			KQMQ 33-25	
			KEARTH 26	



CLUB

ON YOUR DESK NEXT WEEK



Distributed by CBS Records

WING & WJAI Up King To Operations Manager

John King, Operations Manager at A/C outlet WING/Dayton, has been advanced to OM for both WING and Nostalgia-formatted FM sister station WJAI. WJAI PD John Robertson will now report to King.

WING & WJAI VP/GM Jack Porteous noted, "John was very instrumental in executing many successful changes on WING. He's just done an outstanding job, and I've been so pleased with what John's been able to accomplish that there's every reason to believe he can also make improve-

ments on the FM. John's a big plus to this organization, and deserves the chance."

King told R&R, "John Robertson will still be in charge day-to-day, as he does a great job of implementing ideas into the operations. I'll be there to help put a little extra spark in the format. I'm very happy the management has this kind of confidence in me. It's quite an honor having the opportunity to work with an institution such as WING, as well as the challenge of making WJAI equally successful."

WHIO-AM & FM Set Montgomery As GM

WLLT/Cincinnati GM Tim Montgomery had departed to become GM at Cox Communications' WHIO-AM & FM/Dayton. Montgomery replaces former VP/GM Ron Kempff, who resigned at the end of 1983 to enter broadcast ownership.

Cox Communications Executive VP/Radio Jim Wesley stated, "Tim's been an outstanding radio sales executive for years, and his time as GM at WLLT has added programming and promotional experience to his background. We consider Tim to be the perfect choice for this position."

Montgomery joined WLLT as acting GM just over two years ago, and spent the last 18 months as

GM. He previously worked two years as National Sales Manager for WXKS-AM & FM/Boston. Prior to that, he served almost nine years as GSM at crosstown WBCN. Montgomery told R&R, "I'm very excited about joining WHIO-AM & FM. Cox is one of the best broad-

cast companies in the business, and at this point in my career, it's going to be a great experience working for these two fine properties."

Replacing Montgomery at WLLT is Ken Wolt (see story Page 1).

Smith

Continued from Page 1

KNEW/San Francisco after four years as PD at KLAC/Los Angeles. His background also includes three years in promotion for Capitol Records. Smith told R&R, "Because my background included adult-oriented radio on AM, the company felt I

could do the job. WIP has a long history of being one of the top radio stations in the country, and I feel gratified and humble that Metromedia has the faith in me to carry on that position."

No replacement for Smith at WMMR has been named yet, but a decision is expected within the next two weeks.

Beverly Visits Namesake Theatre



Frankie Beverly & Maze were visited by labelmate Melba Moore and a number of top Capitol personnel following the group's recent four-night stand at L.A.'s Beverly Theatre. Pictured (l-r rear) Capitol VP Varnell Johnson, Maze's Sam Porter, Capitol VP Bruce Wendell, and Capitol's Ronnie Jones; (l-r front) Capitol VP Don Grierson, Moore, Beverly, Capitol VP Walter Lee, and Capitol's Rusty Moody and Heinz Hein.

RADAR

Continued from Page 1

to changes in affiliate counts and program clearances for individual networks, rather than overall shifts in the radio listening marketplace. As Schiavone put it, "The networks have to look inward on this one."

An RKO spokesperson said the book shows RKO-1's "dominance" among teens and young adults, plus continued strong growth for RKO-2. ABC says its weekly audience now totals 101 million, or 54% of the 12+ population. ABC also had five of the top ten programs, three of them hosted by Paul Harvey.

Average Audience Per Commercial By Demo (Top 5)

Audience (in thousands) % Gain Or Loss

Teens (12-17)

RKO-1	315	-7
ABC-R	274	+5
ABC-C	234	-8
ABC-FM	232	-17
Source	204	-6

18-34

Source	872	-4
RKO-1	839	-8
ABC-R	690	+8
ABC-C	679	-16
ABC-FM	653	-14

18-49

RKO-1	1033	-9
Source	970	-5
ABC-C	924	-14
ABC-E	902	-1
NBC	850	-5

25-54

ABC-E	961	+5
ABC-I	898	+1
NBC	786	-11
RKO-1	693	-3
CBS	635	+2

Average Audience Per Commercial (12+)

Network	Audience (in thousands)	% Gain Or Loss
ABC-I	1705	-2
NBC	1612	-3
ABC-E	1603	-1
RKO-1	1456	-9
CBS	1361	+6
ABC-C	1346	-11
Source	1243	-5
Mutual	1091	-2
ABC-R	1068	+3
ABC-FM	1054	-17
RKO-2	932	+12
RadioRadio	826	+28
ABC-D	711	+11
Sheridan	669	-9
National Black	602	+4

Cume Audience Per Week (12+)

Network	Audience (in thousands)	% Gain Or Loss
NBC	28,503	no change
ABC-I	25,918	+2
CBS	25,091	+2
ABC-C	25,075	-6
ABC-E	22,471	+1
RKO-1	20,533	-4
Mutual	20,156	+7
Source	17,662	-5
ABC-R	16,389	+1
ABC-FM	14,907	+3
RadioRadio	14,835	+11
RKO-2	13,979	+12
ABC-D	11,669	+3
Sheridan	9128	+1
National Black	7499	-5

Gold Mountain Cites Sights



Members of the Sights confer with officials at Gold Mountain Records on the marketing of their new LP. Seen (l-r) are: GM President Danny Goldberg, Sights' Jerry Weber and Brian Goff, manager Jeff Greenberg, band members Chrys Shaw & Stephen Richardson, Gold Mountain Exec. VP Burt Stein, and the label's Bennett Kaufman.

Live Trash In New York



Southside Johnny & the Jukes were at New York's Ritz promoting their Mirage debut "Trash It Up." Shown backstage (l-r): Atlantic's Nick Maria and Senior VP Mel Lewinter, manager David Sonenberg, Southside Johnny, Mirage President Jerry Greenberg, and Jukes' Billy Rush.

Picture Yourself In R&R

Send your station photos to Ken Barnes, Radio & Records, 1930 Century Park West, Los Angeles, Ca 90067.

THE PICTURE PAGES

Real Life On The Board



Members of Australian group Real Life dropped by MCA offices in L.A. to see how "Send Me An Angel" was doing in America. Shown with a list of stations playing their single are (l-r): Real Life's Richard Zatorsky, David Sterry, and Alan Johnson, MCA Executive VP Richard Palmese, and Real Life's Danny Simcic.

Isleys 25th Record Year



CBS Records threw a party at its West Coast offices to celebrate the Isley Brothers' 25th anniversary as a recording act. Pictured (l-r): CBS Senior VP Larkin Arnold, Ronnie Isley, artist Teena Marie, E/P/A's Maurice Warfield, the O'Jays' Sammy Strain, and E/P/A VP Larry Douglas.

Waysted On The Way



Chrysalis President Jack Craigo visited label artists Waysted at the studio in London as they recorded their debut LP "Vices." Pictured (l-r) back row: group's Fin, Paul Raymond, and Ronnie Kayfield. Front row: Manticore Management's Steve Barnett, Craigo, Waysted's Pete Way and Frank Noon, and Chrysalis UK's Doug D'Arcy.

LRB Net-works Seattle



In Seattle to support their latest LP, "The Net," members of the Little River Band were greeted backstage at the Paramount Theatre by label personnel and other friends. Pictured (l-r) standing: Capitol's George Nunes, LRB's John Farnham, Major Distributors' Monica Moore, Albatross Productions' Cathy Harker, Capitol's Stan Foreman, LRB's Steve Housden, and Capitol's Steve Morgan. Seated are the band's Wayne Nelson and David Hirschfelder.

Pendergrass Visits Krasnow



New Elektra artist Teddy Pendergrass (c) left Philadelphia for the first time in more than a year to be among the label artists honoring label Chairman Bob Krasnow at the 1983 AMC Humanitarian Award Dinner in New York. Shown flanking Pendergrass are Krasnow (l) and manager Shep Gordon.

PolyGram Grabs Bootee



Duke Bootee, known for his work with Grandmaster Flash & the Furious Five, has signed worldwide with PolyGram. Signing on the deal are (l-r): PolyGram Senior VP Harold Childs, Bootee, manager Bob Schwaid, and PolyGram's Jerome Gasper.

Breaks Dance In New York



When the Breaks played the Ritz, RCA staffers came backstage to congratulate the group on their first New York engagement. Pictured backstage (l-r) back row: Breaksmen Russ Caudill and Tom Ward, and RCA's Steve Stoff and Bob Catania; (l-r) front row: RCA's Susan Wax, group members Pat Taylor, Rob Caudill and Suzanne Jerome-Taylor, RCA's Phil Quartararo, Mike Vallone, and Alan Wolmark.

Bare Trees In Belize



When Columbia's Bobby Bare (c) toured Central America, he stopped by Radio Belize for an interview. Pictured with Bare are Radio Belize's Rene Villanueva and Jim McFadzean.

THE PICTURE PAGES

Radio Encounters Pointers



Following a recent performance at Carnegie Hall, the Pointer Sisters and some friends headed to the Cafe Carnegie for post-concert festivities. Shown (l-r): RCA's John Boulos, WPLJ/New York MD Lisa Tonacchi, June, Ruth, and Anita Pointer, WKTU/New York's G. Keith Alexander, and WPIX/New York MD Wendy Silvershein.

AC/DC "Switch" Hits Meadowlands



Captured backstage at Meadowlands Arena, where AC/DC was touring behind its "Flick Of The Switch" LP, are (l-r): Atlantic Senior VP Vince Faraci, AC/DC's Angus Young and Brian Johnson, Atlantic VP Perry Cooper, group's Malcolm Young, Simon Wright, and Cliff Williams, Atlantic Exec. VP/GM Dave Glew, and label's Donna Kreiss.

Flashdance Five Times Platinum



Top brass at PolyGram Canada recently presented PolyGram USA President Guenter Hensler with a quintuple platinum award for Canadian sales of the "Flashdance" soundtrack. The album has since gone seven times platinum. Pictured (l-r): PG Canada's Ken Graydon and Michael Theriault, VP Bob Ansell, Exec. VP/GM Dieter Radecki, Hensler, PG Canada Exec. VP Wingolf Mielke, President Peter Erdmann, and VP Leo DaSilva.

Babylon Warriors Make American Music



Los Angeles-based reggae group Babylon Warriors have signed a multi-album pact with the American Music label. Shown at the signing are (l-r): the label's Lindsay Feldman, Warrior Jymi Graham, label's Robbie Randall, Babylonians Lem Vaughn & Patrick Barrow, American Music's Milt Wilson (seated), the group's attorney Neville Johnson, producer Karl Pitterson, and the band's Harrington Trapp.

ASCAP Salutes Rogers's "Love"



ASCAP recently presented Kenny Rogers and Lion's Mate Music with its "Most Performed Song Of The Year" award for "Love Will Turn You Around" shown are (l-r) ASCAP's Merlin Littlefield, Rogers, Connie Bradley, and ASCAP President Hal David.

Butler Signs To Capitol



Veteran L.A. songwriter/vocalist Rosemary Butler recently joined Capitol with an LP, "Rose," just released. Shown getting ready to start work on the new album are (l-r standing) engineer David Cole and production coordinator Robin Loggie; (l-r seated) Capitol VP Don Grierson, Butler, and producer Peter Bernstein.

Boyce Turns Compleat Blue



Jesse Boyce has been signed to Compleat Records with a first single, "Bluer Than Blue," recently released. Shown firming up the deal are (l-r): Screen-Gems/Colgems-EMI GM Charlie Feldman, Compleat President Charles Fach, Boyce, and producer Brent Maher.

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'The Call That Gets It All'

R&R

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RADIO & RECORDS

CALENDAR



BRAD MESSER

Two Views Of Airwave Use

Here are excerpts from two letters responding to a recent column about mystery radio stations. The first deals with unlicensed (and still unexplained) shortwave stations which endlessly broadcast the same letter of the alphabet in Morse Code:

Steven Dahlman writes from KMGK in Des Moines that he has been a "hardcore ham radio operator" in the past, and confirms that mystery radio stations "are nothing new. It is generally understood that this is a way intelligence agencies communicate with their field agents. Most are probably not too terribly exciting, routine messages from embassies, for example. These transmissions are all over the HF bands. My own theory is that an individual in the intelligence community will be told to listen to a certain frequency during a certain time period. If he hears a K he goes by one set of instructions. Another letter (and there are all sorts of letters and numbers used) means other instructions. It would be a legal nightmare to license every shortwave broadcaster. It's an international medium. Picking up strange signals from faraway places is what makes it all exciting!"

Thanks, Steven. We're still awaiting a non-

conjectural explanation of those mystery stations.

The second letter addresses the subject of misuse of the airwaves in general:

Jack Hayes of Hayes Broadcasting Companies in San Diego writes that "we are licensees of several UHF business band and GRMS repeater stations in the Reno/Lake Tahoe area. I probably speak for many when I say if we didn't police our own frequencies, nobody would. During the past four or five years, anybody with the price of a radio in his pocket can use damn near any frequency they want without any real fear of getting caught or, if they are, prosecuted. The amateur radio frequencies are the same, too. There was a story just before the end of 1983 about a ham operator in San Diego who ran an illegal facility for over a year before getting a slap on the wrist from the FCC. The language is also something to behold, and I'm no prude!"

Yeah, Jack, ten-four on that! Anyone wanting a quick education in the latest twists in American obscenities has only to switch on a CB radio. Has a Citizens Band license ever been jerked?

MONDAY, FEBRUARY 20 — In 1905 the US Supreme Court ruled that states have the right to enact laws requiring medical vaccinations. Today children are routinely vaccinated against diseases, including diphtheria, polio, tetanus, measles, and mumps. The Public Health Service says smallpox immunization is no longer necessary because the disease has been eradicated, but military personnel continue to receive smallpox shots because of concern about its possible use as a biological warfare agent.

John Glenn became the first American to orbit Earth in 1962. President Nixon arrived in China to reestablish diplomatic relations in 1972.

George Washington's birthday observed. Spring a month away.

Patty Hearst 30. J. Geils 38. Sandy Duncan 38. Sidney Poitier 57. Enzo Ferrari (founded Ferrari car company 1940) 86.

TUESDAY, FEBRUARY 21 — Three years ago today a \$25 million lawsuit was settled in favor of residents who had evacuated the area around Three Mile Island, PA in March of 1979, when radioactive gasses were escaping and some people feared a meltdown. Randy King of the TMI Public Interest Resource Center in Harrisburg says, "The accident really is still going on. They currently estimate it's going to take maybe another six to eight years and a billion dollars to clean up Unit Two."

The Washington Monument (begun 1848) was dedicated in 1885.

Texas lawyer/politician/teacher Barbara Jordan 48. Fashion designer Hubert Givenchy 57. Humorist Erma Bombeck 57.

THURSDAY, FEBRUARY 23 — The most famous photograph of World War II was Joe Rosenthal's shot of six US Marines raising the Stars and Stripes on Mount Suribachi on Iwo Jima island. That Pulitzer Prize photo was taken 39 years ago today (1945), five days into the 24-day battle. The Marines killed all but 100 of the approximately 23,000 Japanese defenders.

America banned Chinese opium imports in 1887. The Rotary Club was founded in 1905.

Ed "Too Tall" Jones 33. Peter Fonda 45.

FRIDAY, FEBRUARY 24 — Wilhelm Grimm was born 198 years ago today (1786). In 1815 he and his brother Jacob published "Grimms Fairy Tales," including Snow White, Little Red Riding Hood, Goldilocks, and Sleeping Beauty. They didn't create those tales. They collected them from oral and written sources. The story of Cinderella, for example, appears in a Chinese manuscript that is nearly a thousand years old.

The US launched the first rocket into space in 1941. Uncle Sam's international radio operation, the Voice of America, began broadcasting in 1942.

James Farentino 46. Barbara Lawrence 54. Mark Lane 57.

Tomorrow (2-25) George Harrison 41. Former US tennis champ Bobby Riggs 66.

Sunday (2-26) Johnny Cash 52, Fats Domino 56, Jackie Gleason 68.

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KUBE, KNBQ, KPLZ & KYYX

A Big CHR Battle In Seattle

When you mention Seattle, most people think first of rain, and lots of it. Fortunately, Seattle also boasts considerable beauty, the Space Needle, and unlimited outdoor activities. But within our business, Seattle is becoming famous for its high caliber of radio, particularly the CHR arena.

Just a few months ago, only KUBE and KNBQ were striving for top CHR honors. Now there are four CHR challengers, with KPLZ and KYYX reverting recently from other formats. Current CHR leader KUBE moved up 5.5 to 5.8, while KNBQ rose a full share, 3.4 to 4.4. Both stations are sitting at their highest 12+ shares to date. In switching formats from A/C to CHR, KPLZ suffered a 3.0-1.7 decline, while KYYX dropped 2.0-1.7. But the story is far from over, as KPLZ and KYYX are geared up for the winter book and the all-important spring sweep.

Six-year market veteran Bob Case recently took over as KUBE's PD when former programmer Charlie Brown decided to concentrate on his morning show. Bob's playlist is the most conservative in Seattle. "In CHR, your bread and butter is the power rotation — maybe ten titles turning over every two and a half to three hours. I don't know how everyone else fits 35-40 songs into regular rotations."



Bob Case

KUBE's Conservative Approach To The Hits

I pointed out that many stations prefer a larger number of current hits instead of burned-out oldies. While he agreed with that philosophy, Bob added, "When I play something, I want it to be heard. I'm not up for rotating records that play only once a day or once a week, because lunar rotations don't make it. Since I believe in playing a record 24 hours a day in a serious rotation, it's got to be a hit."



What's A Hit?

While KUBE is generally a conservative station, Bob has occasionally jumped out ahead of the pack. "We were very early on Nena's '99 Red Balloons.' It's already been number one for us, and the rest of the country is now following. If we feel it's a hit record with mass appeal, then we'll really bang it hard."

Bob uses retail sales as his main research barometer to determine the hits. "When I see something cross the counter at enough locations, report after report, I know there's something going on. I just don't believe strongly in passive research."

Because KUBE concentrates on adult shares, Bob views A/C-formatted KLSY as his main 18+ competition. "They are a 25-49 station, and we want to have a decent slice of that pie as well. Teens are not the primary target; they're the cream. While they do help us get some business, I'm looking for those 18-34 female adults. KLSY has chopped off our top end, so we're careful about what we play."

"There are zillions of adults out there that are tired of namby-pamby music and love rock and roll." —Bob Case

If that's the case, then why is KUBE playing Van Halen and Quiet Riot? Bob responded, "There are zillions of adults tired of namby-pamby music who love rock. The trick is to play hit rock and roll. I've got no problems with Duran Duran, Yes, or any other hit record. The one thing all these rockers have in common is a melody. You can sing along with them, and that's a major reason why they're hits."

The Human Touch

Speaking in broader terms of KUBE's appeal, Bob said, "The key to KUBE is that we're more human than all the others. We're tuned into the reality of what people are thinking."

"It's like the 'Z-100' touch. When the movie 'The Big Chill' came out, Scott Shannon played 'You Can't Always Get What You Want' by the Stones, which was very prominent in the film. It brought home the movie's reality and relatability. TV shows like 'Cheers' and 'Hill Street Blues' also have that touch. Radio often misses the boat in this area, and for me, ideas like this make the difference."

Promotions

Bob explained his lack of faith in TV as an advertising medium for radio. "You must have the right commercial or you'll waste a lot of money. What does work for us is a spot we used which told the audience to 'tune in tomorrow for \$1000 Thursdays.' We didn't go very deep with the buy, but we realized tons of results."

"I believe much more in billboards. While bumper stickers apply as moving billboards, we're not currently using them. This past fall, we also staged a game called 'Fast Tracks,' playing three two-second segments of hit songs. The jackpot started at \$93; each hour incorrect guesses added \$100. Some jackpots climbed into the thousands."

A Look Over The Shoulder

Discussing the CHR competition, Bob said, "KNBQ is one of the most well-programmed stations I've ever heard. They're tuned in with the 12-24 demos, using the right music and great-sounding jocks. KNBQ is close to us, but losing PD Gary Bryan to KISW has to hurt them eventually. New PD Sean Lynch is doing a great job too, but his station sounds different."

"Over at KPLZ, Jeff King has a red-hot, well-produced sound. They're very different-sounding than us, so I look for them to squeeze us a bit in the lower end. KYYX is programming a hybrid mix of the CHR hits blended with choice modern rock selections with a CHR approach. At KUBE

Continued on Page 40

NEW CHR REPORTERS

R&R's Parallel Structure — A Review

After a careful examination of the fall Arbitron, we've revised our list of CHR reporters. This review takes place twice a year after the results of the fall and spring Arbitron sweeps.

To recap our standard procedure, stations selected to report to R&R are the most influential CHR stations within their markets, and are ranked by Parallel. Stations in markets of 1,000,000 or more in the metro (as determined by Arbitron) may qualify as Parallel Ones. Reporters in markets below a million but greater than 200,000 are P-2s, and those below 200,000 are P-3s.

Reporter candidates within individual markets are then evaluated by R&R's entire Editorial Board for market dominance as measured by 12+ Arbitron share, since CHR is essentially a 12-34 format. The resulting Parallel structure is designed to illustrate the current competitive climate in each market in a clear and simple fashion. For example, in markets with more than one reporter in the same Parallel, all such stations are competitive in ratings. Any market, regardless of size, may have as many reporters as the market can support so long as the 12+ ratings are competitive. Buffalo is a good example of a market with a number of stations clustered together in ratings, as you can see in the following four-book trend.

WPHD	2.7 - 4.8 - 5.7 - 5.5
WBEN-FM	8.3 - 5.7 - 6.1 - 5.4
WKBW	9.7 - 5.2 - 7.2 - 5.1
WNYS	0 - 4.8 - 4.0 - 3.4

Two books ago the four CHRs were bunched within a share of each other (4.8-5.7). All four were thus accorded P-1 status. The next book, WKBW pulled ahead to an extent, but more important, WNYS fell clearly behind. However, R&R policy gives a station leeway to allow for possible ratings wobbles, extraordinary promotion efforts by competitors, acts of God, or other factors before we reduce its Parallel status, so all four stations remained in P-1. This past fall, the top three were bunched together even more tightly, while WNYS dropped again, remaining significantly below its competition, so it was offered P-2 status.

Reporters in P-1 markets which are not format-dominant, but do exert significant influence, like WNYS, are given P-2 status until they become competitive with the format market leader and regain P-1 status (one good book will do it). As another example, here's a four-book trend for Los Angeles.

KIIS-FM	4.7 - 6.0 - 7.6 - 8.1
KIQQ	2.6 - 2.5 - 2.7 - 2.6
KEARTH	3.5 - 3.0 - 3.3 - 2.6

As you can see, KIIS-FM has increased to more than triple the 12+ share of KIQQ and KEARTH, so that keeping KIIS's competition equivalent in value would be unfair to KIIS. Therefore, KIQQ and KEARTH were offered P-2 status to demonstrate the difference between their market impact and that of the dominant CHR in their market. Similarly, in New Orleans, CHR leader B97 has a 12.5 share, so new reporter WRNO with a 6.5 share was offered P-2. In Baltimore, B104 is dominant with a 6.8, while new reporter WMAR is a P-2 with a 2.8 share. Tampa is yet another example; Q105 has an 11.7, while newcomer Z98 scores a 4.9 share and a P-2 reporter slot.

With our built-in benefit-of-the-doubt provisions and objective appraisal based solely on ratings performance in a station's specific market, we continue to offer the most balanced and accurate music information from the most successful stations in North America.

Below are the new R&R CHR reporting stations.

<p>P-1 East</p> <p>CKOI/Montreal PD: Bob Beauchamp MD: Guy Brouillard</p>	<p>P-1 South</p> <p>WNVZ/Norfolk PD: Jeff Morgan</p>	<p>P-1 Midwest</p> <p>WCZY/Detroit PD: Lee Douglas MD: Gary Kling</p>	<p>P-1 West</p> <p>KPKE/Denver PD: Tim Fox Asst. PD: Mark Boika</p>
<p>WASH FM97</p> <p>WASH/Washington PD: Bill Tanner MD: Colleen Cassidy</p>	<p>P-2 East</p> <p>Q92/Rochester, NY PD: Jay Stevens MD: Mark Andrus</p>	<p>KDWB/FM101</p> <p>KDWB-FM/Minneapolis PD: Dave Hamilton Asst. PD: Chris Koshio</p>	<p>KS 103 FM</p> <p>KS103/San Diego PD: Dave Parks MD: Mike Preston</p>
<p>WAVA 105</p> <p>WAVA/Washington PD: Randy Kabrich</p>	<p>WMAR FM 106</p> <p>Hot Hits!</p> <p>WMAR/Baltimore, MD PD: Gary Franklin MD: Jim Payne</p>	<p>P-2 West</p> <p>KTKT/Tucson, AZ PD: Bobby Rivers MD: Ed Alexander</p>	<p>FM 102</p> <p>FM102/Sacramento PD: Rick Gillette MD: Chris Collins</p>
<p>P-2 Midwest</p> <p>WAHC/Appleton-Oshkosh, WI PD: Chrle Caine</p>	<p>FM 106 (WWSH)</p> <p>/Philadelphia, PA PD: Bobby Rich MD: Art Tiller</p>	<p>13K KLYD-AM 1350</p> <p>13K(KLYD)/Bakersfield, CA PD: Rick Simon</p>	<p>KWOD 106</p> <p>KWOD/Sacramento PD: Tom Chase MD: Mr. Ed</p>
<p>KELI AM/FM</p> <p>KELI/Tulsa, OK PD: Mel Myers MD: Dave Michaels</p>	<p>Q2 Rock</p> <p>WHTF/York, PA PD: Joe Montlone MD: Michael Sarzynski</p>	<p>Q94</p> <p>KQXR/Bakersfield, CA PD: Bob Harlow</p>	<p>P-2 South</p> <p>Z98(WZNE)/Tampa, FL PD: Steve Davis</p>
<p>Total CHR Reporters: 242</p>	<p>P-3 West</p> <p>KHTX/Reno, NV PD: John Chommie</p>	<p>99 FM KCPX</p> <p>KCPX-FM/Salt Lake City, UT PD: Gary Waldron</p>	<p>WRNO fm 100</p> <p>WRNO/New Orleans, LA PD: Mike Costello MD: Wayne Watkins</p>
<p>* Note: These stations up from P-2.</p>	<p>KCAQ(Q105)/Oxnard-Ventura, CA PD: Brian Thomas MD: Famous Amos</p>	<p>KDON-FM/Salinas-Monterey, CA PD: Jennifer Thomas MD: Kirk Clatt</p>	<p>Z100 WJZR</p> <p>WJZR/Charlotte, NC PD: Bob Chrysler MD: Van Radford</p>



JEFFREY



**A CAREER GOING FIRST CLASS.
IN ALL DIRECTIONS.**

"PLANE LOVE" (SP-12089)

Just certified the biggest 12-inch-only single in Radio & Records chart history. His current smash.

"WE'RE GOING ALL THE WAY" (AM-2618)

Simultaneous first-week add action at CHR, A/C and Black/Urban radio. Well on the road to becoming his fourth consecutive Breaker from his album **STAY WITH ME TONIGHT** (SP-4940)

Produced by George Duke for George Duke Enterprises.
"PLANE LOVE" remix by Larry Levan

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OSBORNE

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A Big CHR Battle In Seattle

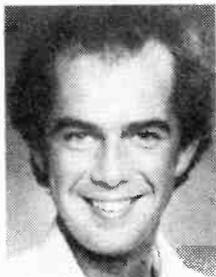
Continued from Page 38

we keep our promise of being a music-intensive radio station. We are now coming into our own, so I feel we'll stay on top no matter what goes down."

KNBQ

KNBQ's Sean Lynch

When Gary Bryan left KNBQ for KISW six months ago, Sean Lynch was promoted to fill the PD vacancy at KNBQ. Sean, a six-year market veteran himself (including a stint at KYYX under then-PD, now-GM Pat O'Day), talked about KNBQ's success despite its Tacoma location. "Tacoma is about 30 miles from Seattle, and we're making a bigger dent on the overall market than any other Tacoma station has been able to do. The only drawback is our signal. While it's improved dramatically over the past year, we're still looking to correct a couple of weak spots in Seattle. Other PDs have commented that they're glad our coverage has a few holes in it, which I consider a lefthanded compliment.



Sean Lynch

"We're now sitting with the highest shares we've ever had, and that's because KNBQ has become even more aggressive than when Gary was here. We're the 'rebel' in the market, but not in the sense of an AOR station. KNBQ is a fun, young, hungry group. We've got the underdog attitude, and people have taken us to heart because of it. We tell 'em we're going for it, so come on along and help us. Thankfully they do."

Hit Radio Confusion

Sean is aware that despite his gains, KNBQ must beat KUBE, not to mention a couple of hungry stations on his own tail. "Listeners perceive KUBE as complacent and a bit smug. Musically, they're very late. In fact," he quipped, "K-Tel puts a song on an album before they add it.

"KNBQ is a fun, young, hungry group, working together. We've got the underdog attitude and people have taken us to heart because of it. We tell 'em we're going for it, so come on along and help us. Thankfully they do."

—Sean Lynch

KPLZ hasn't been a factor yet, and according to our research, they aren't kicking in. They've positioned themselves after us with the 'Hit Radio' slogan we've been using for over a year. It confuses their listeners and is a compliment to us. Personally, I'd like to see KPLZ do better, so we can have some more one-to-one competition.

"KYYX moving back to CHR should make the battle even more interesting. They don't have a ton of money, but they have an awesome signal. I really respect their PD Van Johnson because of his professionalism and creativity."

Promotionally speaking, Sean observed that KNBQ hasn't spent much in pursuit of higher ratings. "We ran the 'Name Game' and spent about \$4000. But KUBE spent a lot of money, and so did KPLZ, with minimal impact. We didn't want to get into a spending war. KPLZ and KUBE were trying to outtype each other, and somewhere the listeners got lost in it."

A Human Approach

"Our promotions tend to be more personal. We recently put together a fight song for the Seattle Seahawks using Peter Schilling's 'Major Tom,' which garnered us a lot of TV coverage. We're currently giving away diamond rings in conjunction with A&M and the Police hit 'Wrapped Around Your Finger.' We're also going to do a Valentine's Day party.

"In this market we take an overall, longterm look at promotions because we're now getting three books a year. My Promotion Director Chris Grim handles all of the details. Thankfully, (GM) Jack Bankson, and (Operations Manager) Don Hoffman are excellent radio men who understand the value of promotion. They've both helped me to learn a lot about the business side of radio as well.

"We're beating KUBE in the Birch, and we're looking for it to start translating into Arbitron. Sure, we all talk of winning, but there is a sense of camaraderie among the PDs in this market; we even socialize together from time to time. Believe me, KNBQ is out to win, but we can do it with a smile and a good word for everyone. KNBQ is building a CHR legacy, and we're here for the long haul."

Seattle's Hit Radio K-PLUS FM 101.5

KPLZ's Jeff King

KPLZ PD Jeff King explained that his station returned to CHR from A/C before the fall sweep because "that's where the most available growth was. Golden West Executive VP Bill Ward and VP/GM Shannon Sweatte were most supportive of this change."

Running fewer than 200 oldies, Jeff revealed, "I'm only hitting one of these an hour, so that rotation turns over every eight days or so. The oldies are selected to be compatible with today's music." He warned, "Anyone playing oldies has to be careful. Don't fall into the trap of playing all your favorites from when you were a jock."

Fitting Into The Market

As a recent format convert, Jeff next addressed his positioning against his competition. "We've held true to our original gameplan: to make the market realize that we are where the excitement is. We hit the air calling ourselves 'Seattle's Hit Radio.' While KNBQ also uses the 'Hit Radio' slogan, it's a Tacoma station even with its dual market identity.

"We're not trying to confuse anyone or ride on KNBQ's coattails, as they've done a really good job. We're just stressing the Seattle end of the Hit Radio idea. People here are conscious of the difference between the two towns. If anything, what confusion there is will work in our favor."

Promotion Twists

"Among our promotions are customized pocket-sized calendars for every high school in the metro. We printed 95,000 for the fall, and another 95,000 are on the way this spring. It's a multifolded piece with football and basketball schedules, plus a list of phone numbers a teenager might frequently call, including our request line. In addition, we've got about 200 buscards throughout the area. About 20% of them are upside down, which does get reaction."

Jeff described interesting twists KPLZ employs on its cash contests. "Every time our 'Hit Song of the Day' is played, it's worth \$101.50 (frequency tie-in). We've escalated the contest by playing the song five times a day, then ten times a day, working up to a \$500 value, and capping it off at a value of \$5000.

"We've held true to our original gameplan: to make the market realize that we are where the excitement is."

—Jeff King

"Now we're into the 'Phrase Of The Day' contest, using the same idea. Today's phrase might be 'Hit After Hit After Hit on 101.5, KPLUS-FM.' The next day it might be 'Hit Music Is The Plus On 101.5, KPLUS-FM.' Every time we say the phrase between 7:15am and midnight, the 10th caller wins \$101.50 in cash. On Fridays, if the caller can repeat all five phrases of the week, we double the dough. Hearing someone repeat five slogans in a row shows me people are paying attention.

"Currently we're doing a promotion called 'Lunch Box Rocks,' cosponsoring free concerts at high schools during lunchtime with the band that's already scheduled to perform that weekend at the school. It's like a teaser for the concert itself, which almost insures a sellout. We had 15 of these scheduled before we hit the air with the idea, and now we've got 100 dates signed up between now and June."

Taking a realistic look at his own position, Jeff said, "We're sitting at a 1.7 share, but that was more of a start-up book than anything else. In our research, I've swung our cross-cume patterns to where they should be, so we'll begin to see growth in the following books. We're right near KISW and KZOK on the dial, and it's important that we share with them. KUBE is at the other end and KNBQ is in the middle.

"I'm not sure if the winter book will be a turnaround for KYYX, since they're still playing a lot of modern music. KUBE is as steady as a rock, as it's marketed so well; beating them won't be easy. We're concentrating on the active end of the audience with fundamental basics I know will work. KPLZ wants to force the hand of the competition, and we're going to do it."

KYYX 96.5 FM

KYYX's Van Johnson

Coming to KYYX from the PD slot at KMGN/Bakersfield, Van Johnson took over as PD at KYYX last April. At the time it was a CHR-type "Rock Of The '80s" station under consultant Rick Carroll. Shortly thereafter, the music became less mass appeal and KYYX began pursuing an AOR audience.

"We soon discovered it was time to return to our roots again, and get back to CHR basics," admitted Van. "We're still featuring some selected modern cuts which helps to distinguish our sound from everyone else's. Musically we're back on track, and we still use Rick's input for the modern edge we're maintaining. We're keying in on the hits, and we're not being timid about adding them, as KYYX has been a music leader for a longtime."



Van Johnson

When asked if he felt the CHR pie was big enough for four CHRs, Van replied, "All four stations are doing something different within CHR. If we all remain true to our identities and stay on track, then there's no reason why we can't do well. CHR is very healthy because of the great music available, and I think it's healthy for the city to have this many varieties of CHR from about Pat and what he means to this radio

KYYX Takes Aim

Everyone has to have a target, and Van looks at KNBQ and KPLZ as his main competitors, "since all three of us are aggressive musically. I also have to put in a plug for my air staff, as our jocks are going to be a deciding difference. All of them are young and energetic performers who are learning the market. Hiring former KISW morning man John Langon after his short stay at KMET/Los Angeles was a major coup for us. He's an extremely funny man and will give KUBE a real run for it.

"I'm looking to promote our station better; however, my first priority is to take care of the music and the air talent. It makes no sense to promote your product until it's perfect, but we're well on our way. For the future, we are examining some spectacular promotional vehicles to attract some renewed attention to our efforts."

"CHR is very healthy because of the great music available, and I think it's healthy for the city to have this many varieties of CHR from which to choose."

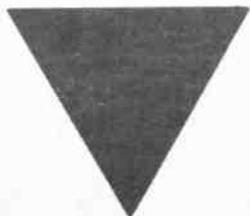
—Van Johnson

While knowing he's got a long way to go, Van gave other reasons for his confidence. "Our Birch numbers are up again and that's a great sign of things to come. With our new owners Madison Park Broadcasting we have funding, and with Pat O'Day remaining as our GM, I look for things to turn around. I can't say enough about Pat and what he means to this radio station. This man knows the city like no one else, and in working closely with him, I've come to understand the market much better. He's feeling very good about our direction, and if he believes we're back on track, then I can't help but feel the same way. KYYX will be one of the great comeback stories of 1984."

Motion

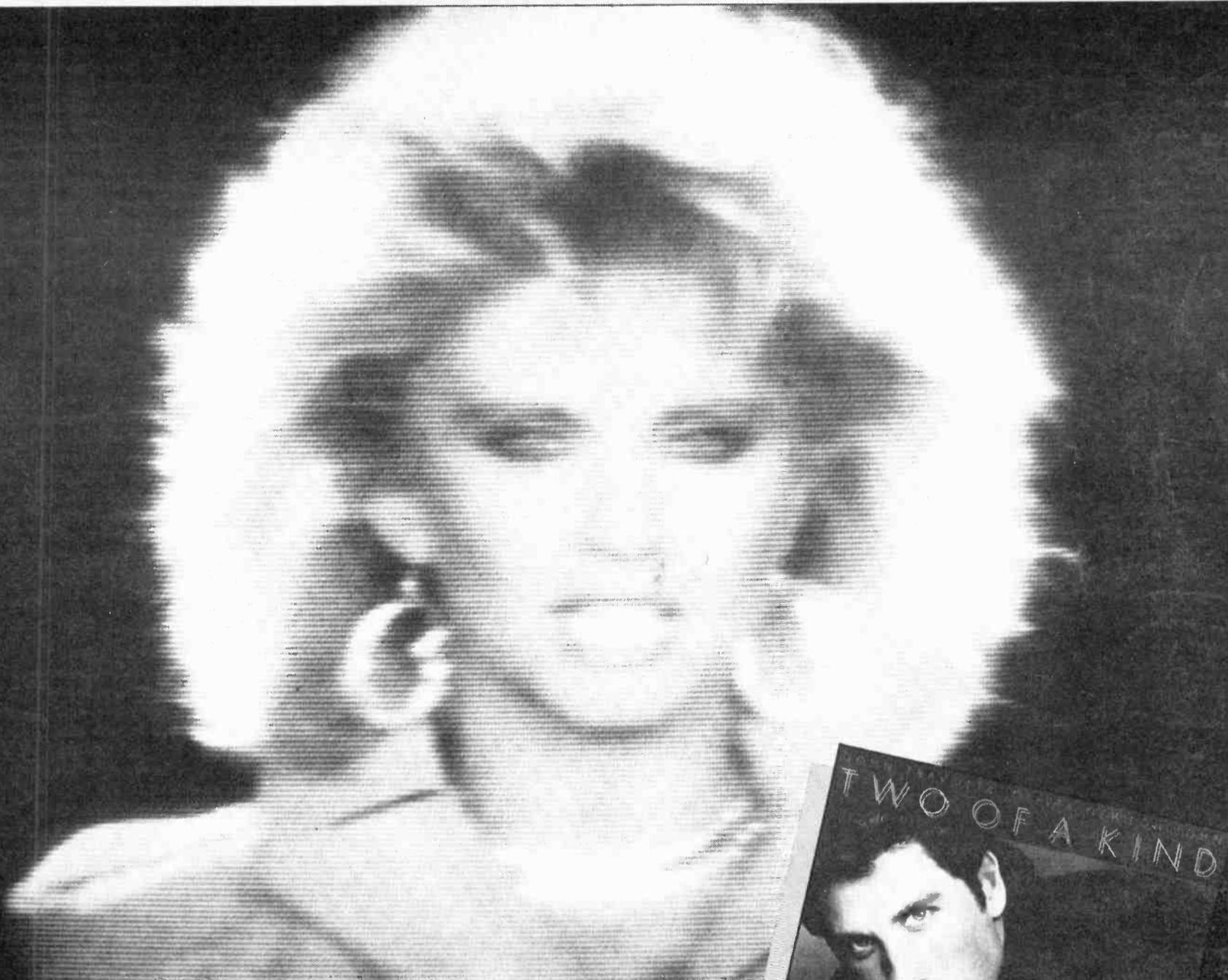
KKHR/Los Angeles noon-3pm host **Christopher Lance** has pulled a tough assignment as host of the "Miss L.A. Pageant" on March 29 . . . "Fast" **Jimi Roberts** joins **WPLJ/New York** for a weekend shift from **WMJY/Long Branch, NJ** . . . **KKFM/Colorado Springs** promotes **Dave Ryan** to Assistant PD/MD . . . **Diane Burr** exits **WGAR** to become News Director at **WGCL/Cleveland** . . . **Terri McCormick** joins **WTWR-FM/Monroe, MI** for middays.

WKBW/Buffalo PD **Sandy Beach** returns to the air in afternoons, and moves **Tom Shannon** to middays . . . **David Wayne** joins **KAFM/Dallas** for weekends, while remaining in middays at **KIKM/Sherman, TX** fulltime . . . **Bob Schuman** returns to CHR, moving from **WROR/Boston** to News Director at **Z93/Atlanta** . . . **Kim Allen** segues to News Director at **WFMI/Lexington** from cross-town **WWKY** . . . Former **WMAR/Baltimore** jock **Chris Stevens** returns to **WEBC/Duluth** in middays, replacing **Dave Comstock**, who leaves for **WCVS/Springfield, IL** . . . **WHYT/Detroit** gets its first female rocker in **Karen Cullen** from **WILS/Lansing** . . . **Greg Cook** moves from part-time at **KUBE/Seattle** to crosstown **KJR**, while **Cary Bates** steps from **KPUG/Bellingham, WA** to weekends at **KUBE**.

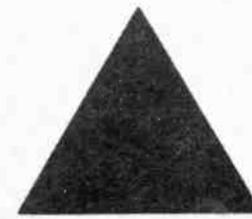
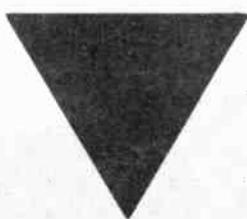


LIVIN' IN DESPERATE TIMES

MCA-52341



THE SECOND **CHR BREAKER**
FROM THE ALBUM "TWO OF A KIND" MCA-6127



MCA RECORDS

MANAGEMENT: ROGER DAVIES

CHR PICTURE PAGE



ONE MILLION DOLLARS AND MANY PIZZAS LATER — KUAD/Windsor, CO helped Show Biz Pizza raise over \$1 million for the Larimer County United Way. Pictured (l-r) are morning man Greg Bennett and Pizzaman Billy Bob.



DID I REALLY DO THAT? — Famed DJ Wolfman Jack has been written up in the new trivia book "60s." With his return to KRLA/Los Angeles, the station decided to use the book to test their listener's knowledge. Trivia contests were held at various clubs around town, and the winning team of three won \$1110 (frequency tie-in) each.



KENNY LOGGINS GETS LUCKY IN LAS VEGAS — KLUC/Las Vegas was proud to be a part of the recent "Caesars Palace Concert Under the Stars Series," featuring such artists as the Beach Boys, George Benson, Chicago, and Kenny Loggins. Shown (l-r) are Assistant PD Mike O'Brian, Loggins, and KLUC's Carly Roberts.



JUST STOPPED IN FOR A QUICK BITE — KEARTH/Los Angeles morning man Dean Goss stopped in for a quick feeding of Corky, the world's oldest killer whale in captivity, during a recent KEARTH-sponsored day at Marineland. Shown here are KEARTH listeners and morning man Goss along with Corky.



THEY HEARD WHAT RICK DEES SAID! — It seems that the Cabbage Patch Kids all listen to Rick Dees on KIIS-FM/Los Angeles, and when they heard that KIIS listeners were in real need they dropped by to help Rick out. A special day was set aside for the adoption of the dolls. Shown here are Rick and his Cabbage Patch fans.



KJ103 GIVES THANKSGIVING DINNER TO A PILGRIM — KJ103/Oklahoma City asked listeners to write in 25 words or less why they should have "Dinner On The Mayflower." The winner was (believe it or not) Anne Pilgrim, a freshman at Oklahoma State University who was unable to spend Thanksgiving at her San Diego home. The Mayflower was of course a moving van complete with gourmet chef. Shown here (l-r) are KJ103 PD Dan Wilson, Mayflower owner Venice Yeager, winner Anne Pilgrim, Anne's cousin, and Mayflower's Gordon Masters.



WHAT'S 5740 POUNDS, 246 INCHES LONG, AND 90 INCHES WIDE? — Shown here is the world's largest car, the Mohs Ostentatione Opera Sedan. Riding in the car (l-r) are WRKR/Milwaukee's James Butler Gilles and Geoff Davis (now WZOK/Rockford PD) in the annual Milwaukee Christmas parade.

Go Ahead "MAKE MY DAY"

7-29343

The New Single By T.G. Sheppard with Clint Eastwood

Produced by Jim Ed Norman for JEN Productions



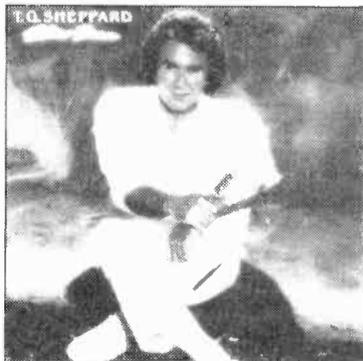
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WNYS on
WVSR on
WKEE add
WSPK add
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WZLD add
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WFMI add
KITY add
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WHOT-FM on
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KYNO-FM on
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KSKD 37-29
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KXSS on
99KG on
KWTO-FM on
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KGHO on
KCBN deb 37
KBIM on
KSLY on
KIST deb 36

T.G. Sheppard SLOW BURN

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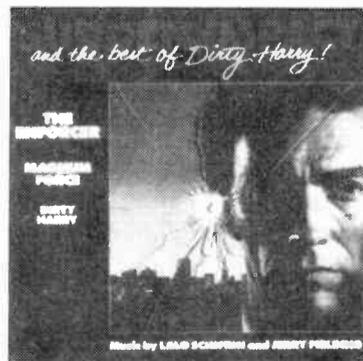
Now includes The Single "Make My Day"
With Production by Jim Ed Norman and Buddy Killen
On Warner/Curb Records and Cassettes



SUDDEN IMPACT And The Best Of Dirty Harry!

1/4-23990

Featuring The Best Music From
The Dirty Harry Films
An Eastwood-Garrett Music Production
On Viva Records and Cassettes

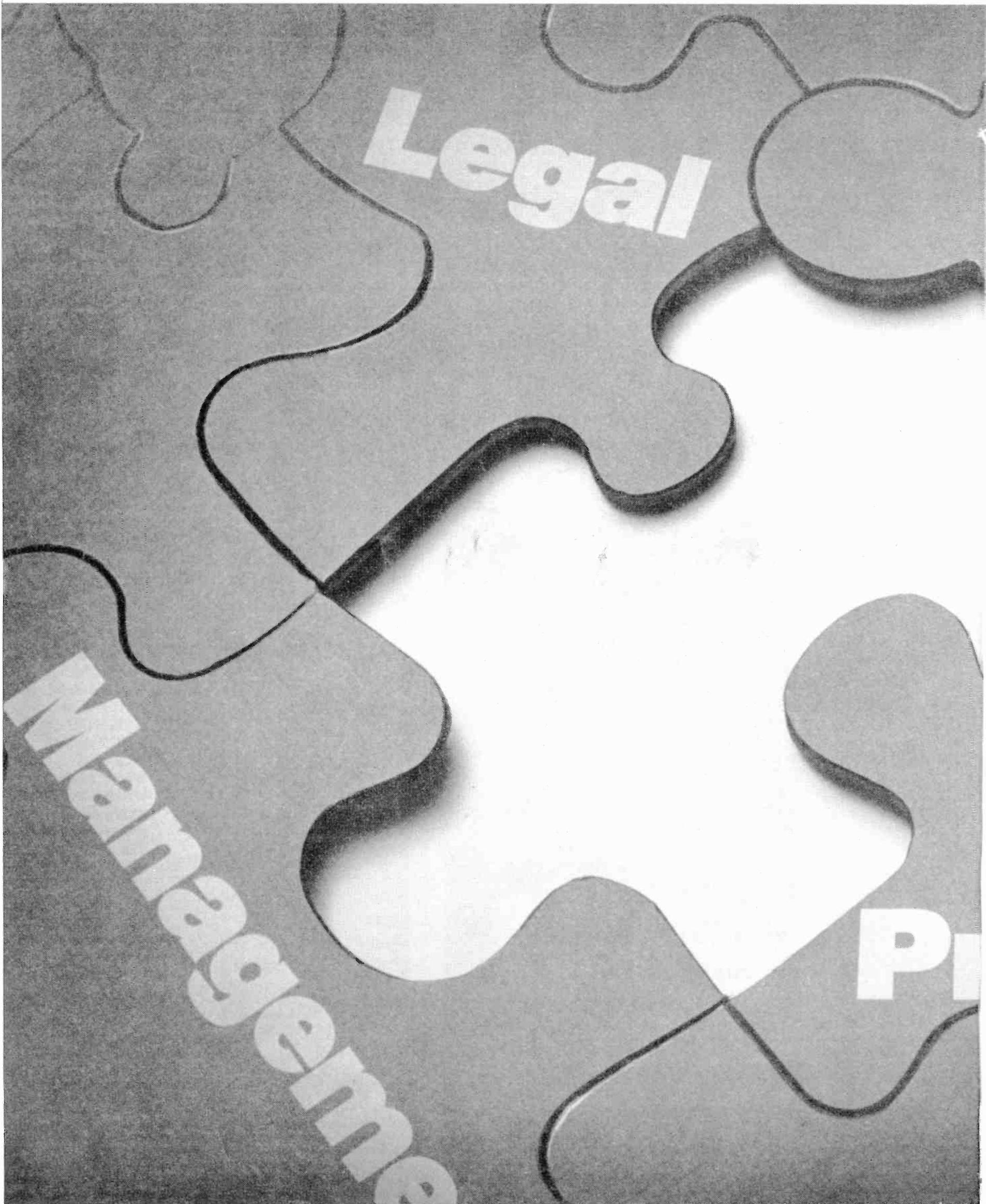


When They Say HIT They're Not Kidding.

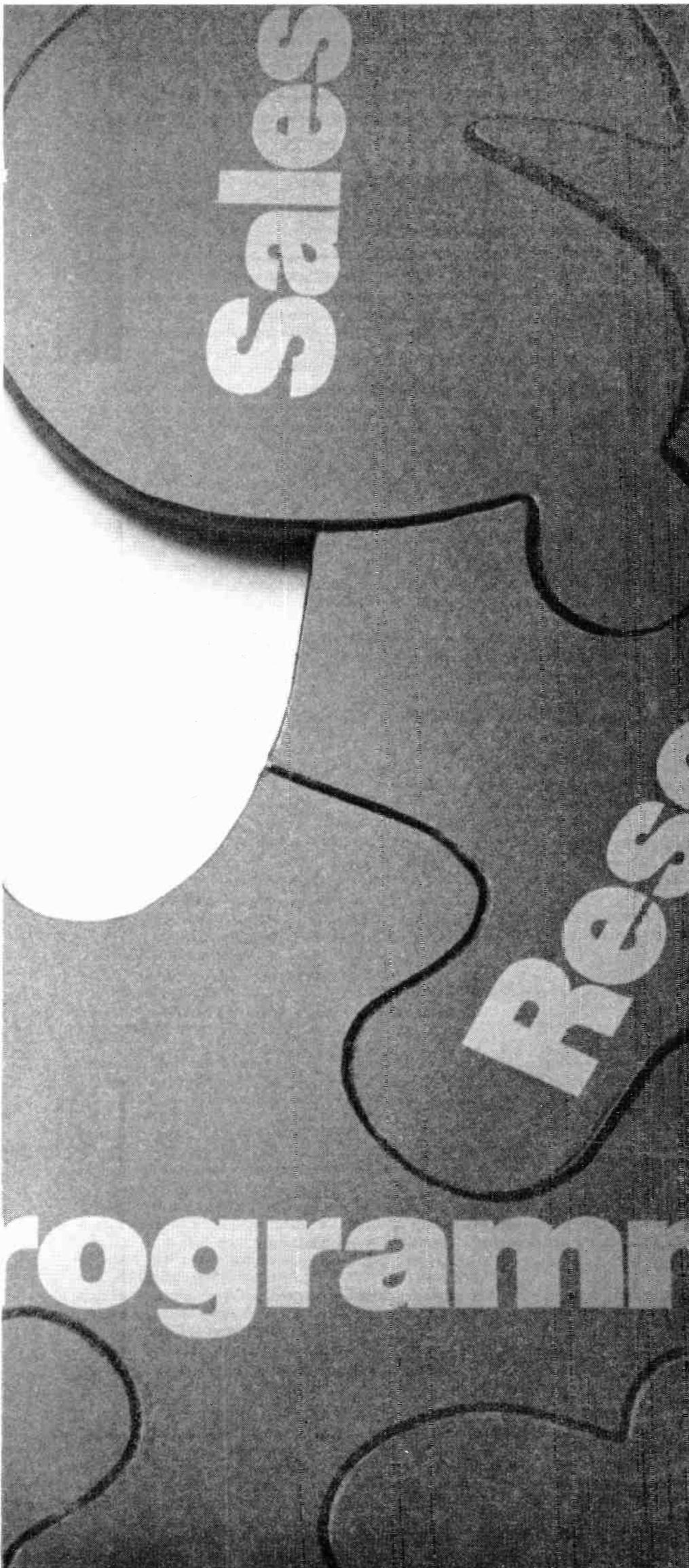


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165 South Union, Suite 606, Denver, Colorado 80228

AOR



STEVE FEINSTEIN

FORMAT CHECKUP, PART 3

AOR Success Sketches

Onwards, as we check out the fall book and present more good news stories from the AOR front. Rather than focus only on well-chronicled major markets, we'll travel the highways and byways of our fair country and seek out some of the quieter successes.

WZZO/Allentown

WZZO is the #2 station in All-American Allentown, moving 10.1 to 11.3 in 12+, solidly ahead of CHR WQQQ's 8.2. The station regained its position as #1 in men 18+, and had its strongest showing with women to date.

To get his ratings to move up vertically, PD Tom Kelly got a bit more horizontal musically. "At first, we thought we'd have problems playing things like Michael Jackson and Lionel Richie. But we ran into no negative response on either of them. Why avoid great records that are proven successes with our demographic, 18-34?"

His research told him that "people don't feel as strongly about old Led Zeppelin and Rolling Stones. It's not a case of not liking them any more, it's just that they've heard them on the radio so much. They're up for a change, and are into the more up and alive music."

Looks as if Kelly is one programmer who wasn't confused by Lee Abrams's suggestion last year to play 80% new and 20% old. He says he plays 70% current music, 20% recurrences, and 10% old. The fastest any old record comes up is once every four days.

Kelly shies away from using "rock" as an identifier. He has "a feeling the term doesn't sit well with 18-34s. To them, rock means Ozzy Osbourne and Motley Crue. I don't want to paint a picture somebody may not like."

WZZO's recent coverage in the press was an asset, Kelly feels. The station played Def Leppard in soccer, with Kelly skydiving down to the field with the game ball in hand. Check the British single of Leppard's "Foolin'"/"Too Late The Hero" for shots of the band wearing Z-95 jerseys.

When "The Day After" was to be televised on a Sunday, WZZO did a "Day Before" feature on Saturday, airing listeners' thoughts on what they would do the day before an imminent nuclear holocaust. It received local coverage, and was picked up by newswires and USA Today.

Many programmers will pay lip service to the importance of listening to the audience. Kelly takes it one step further — he puts listeners on the air, usually a dozen or so per day, whether it's contest winners or just comments on what's in the news. "If a listener has something great to say, we tape them and air it. New York and Philadelphia stations get into the market, and we've got to give Allentown people a reason to listen to their own station. So we focus both on what they like and what they say. If they call New York or Philly stations, they're not even going to get through on the request lines."

The only station that stands between WZZO and the #1 slot is a Beautiful Music outlet, and Kelly has plans to change that. "We're going wipe out their cume by doing a marathon for people over the age of 55, after telling them the Surgeon General has changed his mind about smoking."

KATT/Oklahoma City

Oklahoma City makes me think of two things: the line in "Route 66" that says "Oklahoma City, lookin' oh so pretty," and that it's time that the word is spread about the phenomenal AOR station in the market. Check this out, brothers and sisters: KATT is #1 overall with a 14.2, and tops in men 18+, 18-24, 25-34, 18-34, 18-49, women 18-24, 18-34, adults 18-34, 18-49, and teens.

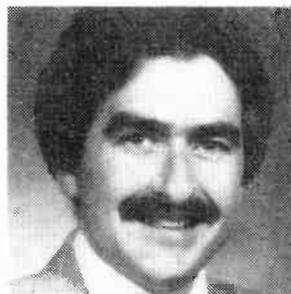
With those kind of results, it's no wonder former PD Dave Brewer was tabbed by consultant Jeff Pollack after the book to join his team of radio doctors. KATT works "because it's not a one-dimensional radio station," offers Brewer. "The CHR in the market, although its music was on target and the jocks were pretty good, was pretty much just a music type of station. We didn't let just the music do the talking all the time."

KATT made only a few musical adjustments for the book, such as dayparting sledgehammer headbangers like Ozzy Osbourne and Motley Crue strictly after 7pm. It steered clear of CHR crossovers, going only as far to the right to include softer tunes such as Journey's "Faithfully."

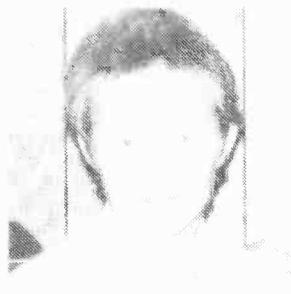
Its efforts were directed more toward adding extra dimensions through promotional activity aimed at maximum visibility. Brewer's strategy was to be a hybrid promotionally; to *broadbase with promotions rather than music*. "We tried to hit the whole 18-34 spectrum with our



Randy Rose



Dave Brewer



Tom Kelly

promotions instead of just focusing on the 18-22 year-old male."

Part of the game plan was blocking the CHR competition by jumping on promotions that it might do. An Imagination Test put listeners on-air to describe what they would do if they were given \$3000. Over the course of five weeks, five winners got the chance to realize their wildest fantasies, including a woman who chose to drop \$3000 worth of five-dollar bills over a mall from a hot-air balloon. The stunt drew a crowd in the thousands. Other vehicles for visibility included a locally-produced weekly TV show and simulcasting "Friday Night Videos."

"You always got the impression that on the KATT, there was always something going on. If you wanted to be a part of Oklahoma, you had to listen to the KATT," says Brewer. Remotes from an Arts Festival and a Liferide system to drive home drunks contributed to that image, as did

Off The Beaten Track

A trip to ye olde neighborhood record shoppe often yields some unexpected delights. You may discover a number of items you've never been serviced with, including the flip sides of singles that don't make it onto albums, 12-inchers with extended versions or different mixes, and imports with tunes that haven't been released stateside.

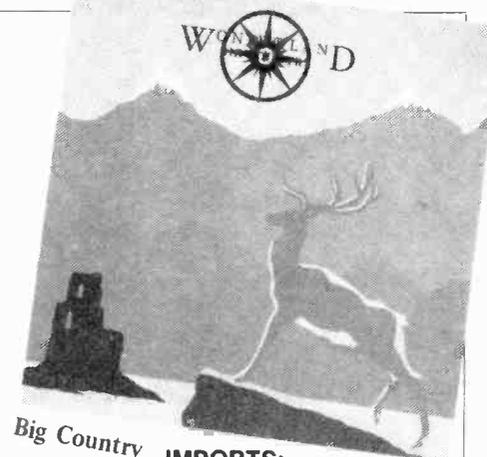
Here's some potentially nifty numbers. The italicized titles are the ones you may want to check out. Let me know when you've found hidden gems you've discovered, and I'll pass them on. Thanks to Mike Cooper of Video Music Services for his help.

DOMESTIC 45s:

Adam Ant Strip/*Yours, Yours, Yours*
Big Country Fields Of Fire/*Angle Park*
Culture Club Church.../*Mystery Boy*
Billy Joel An Innocent Man/*I'll Cry Instead* (live)
Cyndi Lauper Girls.../*Right Track Wrong Time*
Motels Remember The Nights/*Killing Time*
Ozzy Osbourne Bark At The Moon/*Spiders*
Police Wrapped.../*Tea In The Sahara* (live)
Queen Radio Ga-Ga/*I Go Crazy*
Real Life Send Me.../*Like A Gun*
Re-Flex Politics.../*Flex It!*
Rolling Stones She Was Hot/*Think I'm Going Mad*
Wang Chung Don't Let Go/*There Is A Nation*

DOMESTIC 12-inchers

Eurythmics Here Comes.../*This City Never Sleeps* (live)
Yes Owner Of A Lonely Heart "Red & Blue" Dance Remix



Big Country IMPORTS:

Big Country Wonderland/Giant
Big Country Harvest Home/Balcony/Flag Of Nations
Big Country Fields Of Fire (alternate mix)
Big Country In A Big Country (alternate mix)
Clarence Clemons Savin' Up/Summer On Signal Hill (instrumental written and produced by Bruce Springsteen)
Culture Club Victims/Colour By Numbers/Romance Revisited
Echo And The Bunnymen The Killing Moon
Genesis That's All/Firth Of Fifth (live)
Howard Jones New Song (extended)
Howard Jones Hide And Seek/Taote Ching
Howard Jones What Is Love
Madness Michael Caine/If You Think There's Something
Simple Minds Waterfront/Hunter And The Hunter (live)
Simple Minds Speed Your Love To Me/Bass Line
Style Council My Ever Changing Moods
Style Council A Solid Bond In Your Heart
Talk Talk It's My Life/Does Caroline Know?
Ultravox One Small Day
Wire Train Chamber Of Hellos/Personne Jamais/Mr. Soul

frequent appearances by the station's mascot, the "Katt." The friendly feline would sometimes show up at a shopping mall and distribute carnations to hundreds of women at a time. One night, the Katt walked into a restaurant and picked up the tab for close to 200 people. "It was very expensive," admits Brewer, "but people in Oklahoma are still talking about it."

"You can let the music do the talking and have a pretty good radio station," Brewer says. "But the station that goes one step beyond is definitely going to win in the end." Those are words frequently mouthed by programmers, but rarely acted upon with the thoroughness of KATT.

still have a lot of life. We pull from the CHR's but without playing the Michael Jacksons.

"We didn't really change much with the trends. New wave looked like it was going to be the thing last year; now it looks like CHR is the latest thing. PDs seem to feel like they're going to miss the boat if they don't play crossovers.

"I want to pull as many listeners from CHR as I can, but I'm not going to take the Michael Jackson or Lionel Richie route. I know a good portion of our audience likes them, but we're very sensitive about our AOR image, and I don't think either one of them would do very much for it."

Rose said the Eurythmics and Real Life are "as close to CHR crossovers as we get, and even those songs make me wonder sometimes. Putting them on the air wasn't an easy decision. We'll listen to them and see how they feel on the station."

KCPX dropped AOR in the summer, leaving KRSP the lone AOR in the market. Why was KRSP the survivor, given KCPX's longer tenure as an AOR? From the beginning, Rose had felt his station was "tighter, fresher, and more consistent. They played three times as many cuts as we did."

For a long time, that wasn't enough — KRSP has been AOR only since 1978, and faced the challenge of KCPX's hipper image. Rose overcame that with a little help from across the street when KCPX "undermined its own image by playing so much new wave last year. We updated our music to avoid becoming dinosaur radio, but still stuck to our guns and stayed rock-oriented. We weren't going for a quick fix."

Now that the station's 12-24 base is firm, he hopes to garner upper demos by *subtracting* music instead of adding to the playlist. "Instead of adding Elton John or Linda Ronstadt, we'll take out Ozzy cuts." He feels he's afforded this leeway because "a real headbanger has only us or his tapes as choices. Why cater to these people when the occasional Scorpions track is enough to satisfy their headbanger diet?"

KRSP uses "We like to rock" as an imaging statement once an hour. Apparently Salt Lake City concurs.

THERE'S NO LOOKING BACK!

BILLY RANKIN
GROWIN' UP TOO FAST

SP-6-4977

CONTAINS THE FAST BREAKING SINGLE

"BABY COME BACK"

AM 2613

PRODUCED BY JOHN RYAN

ON A&M RECORDS AND CASSETTES

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RADIO ACTIVITY

• **Police Pranks:** There's probably no band whose name lends itself better to promotional shenanigans than the Police. The morning team at WAQX/Syracuse locked itself in a record store "jail" and handed out keys, with the person whose key opened the door receiving a pair of choice seats to the band's gig . . . WOUR/Utica had contestants fill out "Police Report" ballots at record stores to win a variety of goodies. Grand prize included backstage passes and the winner's 10 Most Wanted albums.

But the big story, folks, is the veritable Police state that has erupted in Cincinnati. Our story began when WEBN copped all 16,000 tickets to the band's appearance at the Coliseum. WEBN gave away 500 tickets on the air, awarded the entire front row to one listener, and sold the rest by mail order. It was no sweat selling out the tickets in a single day, but crosstown stations have been laying on the heat in their efforts to undermine WEBN's exclusivity.

WSKS and CHR Q102 both gave away tickets in pricy super-box suites, which are sold on a year-round basis separately from the tickets available to the general public. Q102 airs a barb that says, "At Q102, we don't sell concert tickets, we give them away," and reportedly has a jingle of "The Frog Is Dead." (The Frog is WEBN's mascot.)

WEBN gave away some of its tickets through a Police trivia quiz, which 'SKS spoofed in its own recorded promos: "We make it easy for you to win tickets to the Police. There's no stupid games to play." WSKS rented scoreboards outside and inside the hall, and sponsored a banner promotion at the show, offering \$96 to the five top banners that mention WSKS. WSKS distributed flyers in the parking lot reminding concertgoers to tune in for a concert-replay after the show. WEBN had its own banner hanging behind the stage, and tossed WEBN concert balloons during intermission.

WEBN chose to take the high road in the midst of all the on-air hijinks, and made no allusions to its competitors. GM Frank Wood reckons that background listeners may very well think they're listening to your competitor when they hear you mention its call letters on your own air.

• **Duran Duran Promotions Promotions:** A "Duran Duran Dream Date" didn't net two WHMD/Hammond listeners a night with Roger or Andy, but instead a 110-mile chauffeured limo ride to the band's Valentine's Day concert in Baton Rouge. The station also threw in dinner, roses, chocolates (probably the Le Bon Bon variety), and a diamond gold pendant and set of earrings

for the lucky femme . . . KDKB/Phoenix came up with a sweetheart of an idea, too. Five listeners who sent the most creative Valentine cards to Duran Duran in care of the station got to hear the band's sound-check, decorate its dressing room with all the cards received, and go backstage after the show.

• **Life At The Loop:** John Landecker at WLUP/Chicago is smartly capitalizing on the popularity of Trivial Pursuit. Listeners who call with correct answers for questions taken from the board game are awarded prizes, including copies of the game . . . The Loop threw a John Belushi Film Festival, with proceeds distributed to Chi-town charitable organizations the late actor supported. After the flicks, listeners repaired to US Blues, a bar that houses Blues Brothers memorabilia from the defunct New York bar once owned by Belushi and Dan Aykroyd . . . While we're getting Loopy, here's a fun fact to know and tell your friends — the station has two request line numbers that both correspond to words: 591-ROCK and 591-ROLL.

• **WZZO/Allentown** had a "No Men At Work Weekend" last year, and now we hear of a "No Michael Jackson Weekend" at WLWQ/Columbus recently. Guess it's a practice run for around Grammy time . . . 'LVQ purchased all the tickets for the first date on the Yes tour, March 1 in Columbus. One day's worth of mail reportedly brought enough ticket requests from listeners to sell three times as many ducats as were available.

• **KOZZ/Reno** is yet another AOR using the time-honored but still potent Ticket Upgrade promotion. Listeners sitting in the nosebleed sections at concerts are awarded better seats for sporting the station's call letters . . . WDIZ/Orlando is looking for recorded birthday wishes from artists for its upcoming 13th anniversary, and KGON/Portland needs the same for its 10th. KFMX/Lubbock has reached its not-so-terrible three-year stage, and WFBQ/Indianapolis just celebrated its sixth anniversary on Valentine's Day, the same day WOUR played love songs by request all day . . . WIOT/Toledo's morning team is just returning from accompanying two listeners on a 12-day "Great Escape" trip to Australia . . . KKCI/Kansas City gave away a Les Paul guitar autographed by Mike Rutherford in conjunction with a Genesis appearance . . . WKQQ/Lexington is using custom IDs with the unique tones of Ken Nordine, known for his surrealistic Levis spots and "Word Jazz" albums. And how are things in your town?



A FLOCK OF FEATHERED FRIENDS — NBC Headquarters in New York was witness to a most unusual mating — a buzzard and a peacock — when affiliate WMMS/Cleveland opted to continue its association with the Source network. On hand for the contract renewal signing were (seated l-r) Walt Tiburski VP/GM of WMMS, and Meredith Woodyard, VP/GM for the Source; joined by (standing l-r) Bill Smith, WMMS GSM; Nancy Cook, Source Director Of Affiliate Relations; and Gaye Ramstrom, WMMS National Sales Manager.

SEGUES

Drexel DeFord becomes PD at WYER/Mt. Carmel, IL as Paul Viton exits.

Don Morrison is acting PD at WKTM/Charleston . . . Pete Lerwill is upped to MD at WZEW/Mobile, where Steve Anthony continues as OM/PD . . . Christa Lane is tabbed as MD at WIBA/Madison . . . Mike Belanger steps down as MD of WIQB/Ann Arbor. PD Les Cook will handle the music . . . Kurt Brown steps down as MD of WXCS/Hagerstown to sell cable, with Paul Michaels appointed to the post . . . Beth Rosengard has B.R.A.S.H.ly relocated her independent record promoting to 7831 Beverly Blvd., L.A., CA 90036. Her new phone number is (213) 930-1336.

Steven G. Smith is upped to Director Of Advertising and Promotion at KLOS/Los Angeles . . . Jeff Blouse is KRQR/San Francisco's new Director Of Marketing . . .

Allan Skagg exits mornings at KAZY/Denver . . . Lynn Kratz rejoins WMMR/Philadelphia for overnights from WIOQ/Philadelphia . . . Pam Wolf moves from KCAL/San Bernardino to 91X/San Diego for nights . . . Dave Ardman is upped from weekends to mornings at WQBK/Albany, replacing Mark McGovern . . . Nina Jones is new to mornings at WBLM/Lewiston-Portland from WABK/Augusta . . . Paul Nelson, late of WMET/Chicago, will be handling overnights when WGRX/Baltimore signs on by March 1.

AOR Reporter Profile

WOOS/Canton, Ohio
P.O. Box 9217
Canton, OH 44711
(216) 492-5630
Owner: Kimochl, Inc.
GM: Robert Kassl
PD: Rick Singer
MD: Andy Sanderbeck
Rep: Eastman
106.9 27,500 watts
"Goodrock 107"

"FM 107 had been an automated Top 40 station for years, but several other FMs in the area had changed formats to Top 40 and the effect was eroding the station's position. So after convincing management to take the plunge, on December 31, 1982, Goodrock 107 took to the air with live AOR.

"We feel the key to our success is our programming philosophy that people listen for the music. The jocks, news, features, and anything other than music are secondary. The jocks are well known locally, and have personality, but through a tightly-controlled delivery.

"We're in the rock 'n' roll heartland, and no matter what trends come and go, the backbone of our sound remains the solid rock bands that gave AOR its success in the '70s. We progress with the new sounds, but only the cream of the crop.

"Promotionally, we don't clutter the air sound. Emphasis is placed on off-air promotions that we can promo quickly and get back to the music. Our listener appreciation day drew over 6000 people and our birthday party in December had listeners standing in line for hours to join the celebration at a local nightclub."

—Rick Singer, PD

(WOOS is a new R&R Reporter)



ONE FROM THE HEART — When Heart played the North Jersey area recently, WDHA/Dover gave away Nancy Wilson's Ovation guitar. Pictured are (l-r) Heart's Howard Leese, winner, Nancy Wilson, WDHA GM Bob Linder.



WBYG GETS JUMPED — The joint was jumpin' at WBYG/Kankakee's Christmas party, as Jump 'N The Saddle shuffled on in to provide the music. The band is pictured in the top row, standing behind the station's (from left) Ken Zyer, MD Christie Kayhill, Jim Murphy, Rick Johns, and PD Bill Taylor.

AOR Picture Page



L.A. CULTURAL OUTING — The social event of the season for radio & record heavies was an excursion to L.A.'s Olympic Auditorium to witness a 20-man Battle Royale tag team wrestling extravaganza. Picture, if you will, a gigantic grope session with such luminaries of the wrestling world as Iron Sheik, Sgt. Slaughter, Andre The Giant, Ivan Putski . . . 20 of these mesomorphic marvels in the same ring at the same time. (It's said that earthquake alerts were sounded in the vicinity of the auditorium.) The evening's fun continued with a trip to see Female Mud Wrasslin' at the world-famous Club Tropicana in fabulous West Hollywood. Pictured above are some 30 heavyweights, including staffers from KROQ/Pasadena, KLOS/Los Angeles, KCAL/San Bernardino, the Global Satellite Network, and PolyGram, A&M, Rocshire, Capitol, and MCA Records. The evening's organizer, independent promoter Kenny Ryback, is seen kneeling (second from left) next to a young woman who acted as hostess on the bus ride between the two cultural meccas. See what you miss by not living in Los Angeles?



KISW GETS THE GOLD — KISW/Seattle received gold records from Quiet Riot when the band appeared in town. Standing from left are jocks Jim Arnold and Robin Erickson, MD Steve Slaton, the band's Frankie Banali, Kevin Dubrow, Carlos Carazo, consultant Beau Phillips, Epic's Debi Lipetz. Kneeling is Quiet Riot's Rudy Sarzo.



TWO AT THE 'ZEW FOR FIVE — To celebrate the fifth anniversary of its morning team, LaBella and Rody, KZEW/Dallas gave the duo a catered breakfast at the studio, served by PD Andy Lockridge. From left, the station's Mike Rhyner, Lockridge, John Rody, and John LaBella.



BOWLING FOR DOLLARS — WRKI/Bridgeport's co-sponsorship of Bowl For Kids Sake raised over \$25,000 for the local Big Brothers/Big Sisters chapter. Station VP/GM John Fullam (center) accepts the Volunteer Of The Year Award from organization members.



LOS LOBOS PLAYS FOR THE PEOPLE — Pictured after a KMET reduced-price People's Concert with Los Lobos are (l-r) KMET's Billy Juggs, band members David Hidalgo, Louie Perez, Cesar Rosas, the Blasters' Steve Berlin (co-producer of Los Lobos' " . . . And A Time To Dance" LP), and the band's Conrad Lozano.



NUGENT PENETRATES AOR — The Motor City was the spot for a penetrating preview of Ted Nugent's new Atlantic album "Penetration." Pictured in the back row are (l-r) Detroit rep Ron Counts, Associate AOR Director David Fleischman, WLLZ/Detroit Promotions Director Mike Isabella, Nugent, WLLZ Assistant PD Jim Pemberton, vocalist Brian Howe, WLLZ PD Joe Urbiel, label A&R rep Richard Steinberg, and WMMS/Cleveland MD Kid Leo. Kneeling in front are (l-r) WLLZ's Steven Segal (nee Clean), WLLZ MD Doug Podell, and Atlantic Associate AOR Director Danny Buch.



AND MAY THE BEST BARK WIN — KGON/Portland's "Bark At The Moon" promotion had contestants barking into a Bark-O-Meter (decibel meter), with the loudest barker winning a video disc player and 25 runners-up nabbing Ozzy Osbourne T-shirts. From left, the winner and KGON PD Dave Van Dyke.



SUPERSTARS WINED AND DINED — Journey's management company hosted a winery tour and dinner for the PDs and MDs attending the Burkhardt/Abrams Superstars Programming Convention in San Francisco. From left, Nightmare, Inc. President Herbie Herbert, Lee Abrams, and CBS VP/Promotion Ray Anderson.



CABBAGE PATCH KIDNAP CAPER — The morning team at KISS/San Antonio kidnapped ten Cabbage Patch dolls, but avoided prosecution by using "just cause" defense. They auctioned off the dolls and donated the proceeds to the local Ronald MacDonald house. From left, Steven O. Sellers and PD Greg Stevens.



HEART PLAYS THE HITS AT KGB — KGB truly became a station of the stars when members of Heart stopped by to play guest DJs. From left, afternoon driver Jim McInnes and the band's Ann Wilson and Howard Leese.

Adult / Contemporary



JEFF GREEN

"LONGTERM UPSET"

WTAE Topples KDKA In Pittsburgh

"It was the first book in a long time where we got what we deserved. That may sound cocky, but we knew eventually things would come our way."

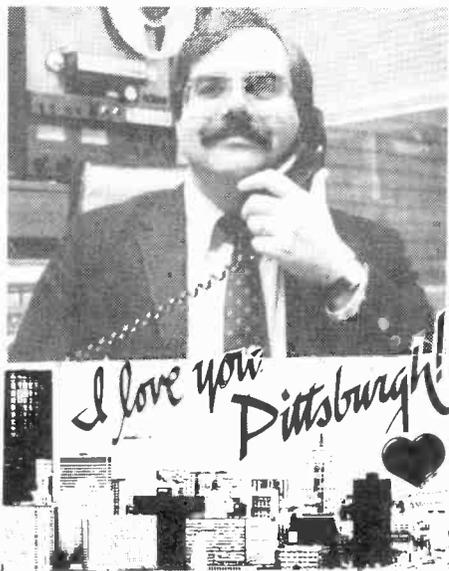
So says Mark Roberts, Program Administrator for WTAE/Pittsburgh, which accomplished what many thought could never be done: beat perennial leader KDKA in adults. But in the fall '83 Arbitron sweep, WTAE jumped two shares ahead of KDKA in the prime adult demographics, becoming the market's leading A/C outlet for the first time (average quarter-hour share of 25-49 adults, Monday-Sunday, 6am-midnight, MSA).

Mark pointed out the "upset" had actually been developing over several years. "The big story has been KDKA's downfall," he explained, referring to the fact that KDKA hasn't increased its 25-49 share for the last seven sweeps. "We've outprogrammed KDKA for many years now," declared Mark. "What's happening is that their 25-49 and 25-54 listeners have been aging into the 55+ and 65+ categories. Meanwhile, our numbers have stayed right in the heart of the prime adult demo core. Our audience isn't getting older."

Tweaking The Prime Demos

Why is this? Mark said, "'Tweaking' is the key; that is, paying attention to what the people want, and modifying to match the times. We try to get as much information in the door as we can, through formal research as well as through general contact with the people."

"For example, ten years ago we were playing a lot of songs from the '50s and early '60s, while today the bulk of the oldies are



from the '70s. Consequently, WTAE sounds nothing like it did ten years ago, and in fact, doesn't even sound a whole lot like it did five years back. We also tweak the news to keep reflecting the interests of the people in our core demographics. In general, we try to maintain this specific target emphasis in everything we do."

Every Little Bit Helps

Was 'TAE's football coverage of the Pittsburgh Steelers and Pitt Panthers the main reason for beating KDKA? Mark says no; the ratings results support his position, as WTAE's growth over the previous spring was minimal, and considerably smaller than in previous spring-fall comparisons. Mark observed, "The Steelers are always a factor in the fall, and every little bit helps, but they are not what finally put us into the position we're in."

Morning Maintenance

WTAE's new morning man is Jack Bogut, who joined the station from mornings at KDKA. How much of an impact did he make on the ratings? "He certainly was part of the reason we went up again," said Mark, "but any major change like that

Progress

Maggie Day appointed Advertising & Promotion Coordinator at WYNY/New York ... WKNY/Kingston names Sam Mason News Director ... Ed Coury joins 3WM & WOHO/Toledo as News Director, while Mike Donofrio is named to handle promotions and publicity ... WPIX/New York welcomes Myrlam Lopez as Research Director ... Mike Zarek is the new programming assistant at WJYO/Orlando ... Former Creative Factor producer Randy West is now Production Director at KMGG/Los Angeles ... Joining WTAE/Pittsburgh as news anchor is Alexandria Chaklos, while Steve Hammill comes aboard for parttime news work ... KFMB/San Diego advances news staffer Brian Drummy to Assistant News Director ... Bill Grady appointed News Director at WHB/Kansas City, while Gilbert Shaplo is named news/traffic reporter ... Gini Alexander is the new KOY/Phoenix Special Projects Coor-

Local ratings race: KDKA leads by wide margin...again.

The Fall Arbitron ratings information for Pittsburgh shows some surprises and some accuracy in earlier predictions. Once again, KDKA Radio is rated first of all of the Pittsburgh radio stations who were surveyed during this important rating period. John Cigna's morning program had more than 2 1/2 times the audience of the next closest station, with a 23.1 share of the audience. Jack Bogut, who switched from KDKA to WTAE, was in second place with a 9.1 share, improving the previous WTAE audience by less than half a point.

Local ratings race: WTAE and WHTX make significant gains ... again.

KDKA didn't tell the whole story! The fall Arbitron radio ratings information for Pittsburgh show some surprises and some accuracy in earlier predictions. For the first time ever, 1250/WTAE Radio is rated first in adults 25 to 54 years of age for the total week. WHTX, HitRadio 96, made dramatic increases in adults 25 to 54 and, 6 to 10 a.m., the O'Brien and Garry Show on WHTX is now Pittsburgh's third most listened to morning show. It's true that KDKA has a 23.4 share of the audience 6 to 10 a.m. (followed by WTAE's 9.1 and WHTX's 7.0). The show is the third most listened to morning program by adults 25-54. The station in adults 25-54 for the total week improved from 10th place to 5th place. In overall ratings KDKA has fallen consistently over the past eight ratings reports from a high of 25.6 in the spring of 1981 to their current 15.9 (that's a 38% decrease in just 2 1/2 years). WTAE, meanwhile, has been Pittsburgh's most stable station and has actually increased audience over the past 2 1/2 years. The 1983 format change of WHTX has increased the station's total audience 81%.

Who's Beating Who?

Determining the ratings winner all depends on which numbers you're talking about, but competitive station advertising has indeed come to Pittsburgh's radio wars. At left is a KDKA ad that recently ran in the Pittsburgh papers; at right is the WTAE & WHTX "answer" ad which appeared three days later.

LISTENER'S CHOICE

A Look At The Winners

takes a period of time to develop. This market is very slow to react to change, but we can see growth just based on input from the audience and reaction on the street. Our hope was that Jack would initially maintain or slightly improve the audience that (former morning team, now at sister station WHTX) O'Brien & Garry had. And in fact, Jack did that."

Team Support

Mark compared the consistent effort of the entire station staff to a "Swiss watch," and acknowledged the contributions of WTAE & WHTX VP/GM Ted Atkins. "Ted's been here since '73, and like me, has a pretty good idea of this town's history and what goes on here. Some think 'TAE' stands for Ted Atkins Enterprises, since he's been a strong force in everything we've done. Ted's the first GM I've ever worked for who was a PD himself, and that background allows you to discuss things in a rational manner. While we don't always agree, we're aware that each other knows what he's talking about. It's not necessary to teach each other the basics, and that's a real advantage."

Facing Competition

In addition to beating KDKA, WTAE has also fended off competition from two strong FM A/C outlets, Y97 (WHYW) and 3WS (WWSW). Mark credited WTAE and KDKA's combined longtime strength in part for AM's dominance. "With both stations pulling serious numbers for many years, FMs haven't been as highly-rated as they might be in other markets." Affirming

his point that success of the magnitude of 'TAE takes years, Mark said, "Any AM operator wanting to change formats to attract adults must realize he'll have to bite the bullet for a long time; in a market with any real competition, I'd say at least five years. He must prepare for lousy ratings, no profit, or just a marginal operation which builds gradually until it gets where he wants it to be. You can't put a radio station like this on the air in 90 days."

While some failing AM PDs blame increasing influence from FM A/Cs for their own weak ratings, Mark sets that blame right back on the shoulders of the programmer. "If you are the best station at whatever it is you do, people will find you, regardless of what frequency band you're on. I've never subscribed to the notion that being on AM is a handicap. It is if you're not as good as the guys on FM."

Station Profile

1250/wtae

MORE THAN JUST A RADIO STATION!
400 Ardmore Blvd.
Pittsburgh, PA 15230
(412) 731-1250
Owner: Hearst Corporation
Rep: Katz
VP/GM: Ted Atkins
Program Administrator: Mark Roberts
MD: Don Berns
1250 kHz
5 kw

"WTAE is an Adult/Contemporary AM radio station with emphasis on personalities, news, sports, and total information. "From Jack Bogut in the morning to 'Night Time America,' the WTAE Air Force combines a personal approach with humor and plenty of timely information. Pittsburghers think of our personalities as members of the family. "Musically, WTAE offers a careful blend of the top hits of today and yesterday aimed at the 25-54 year-old, utilizing weekly callout research. "WTAE keeps listeners updated throughout the day when major news stories are breaking. The ABC Entertainment network and the RKO II network are major sources for information. We also offer comprehensive weather and air traffic reports. WTAE is the flagship station for the Pittsburgh Steelers and University of Pittsburgh football and basketball. "1250/WTAE is recognized across the country as a major radio voice in Western Pennsylvania. WTAE is one of only two Pittsburgh radio stations to have maintained consistency in audience acceptance, ratings, format, and image during the past eight years. This consistency is also spelled believability!"



Lover's Leap

WYNY/New York late-night sex talk host Dr. Ruth Westheimer's just wild about Harry; that is, 'NYN's VP/GM Harry Durando. The occasion for the hug was the station's party to celebrate his appointment.

A/C Picture Page

Fun & Games



AND WHERE DO YOU COME FROM? — WDRB-FM/Hartford morning personality Jerry Kristofer interviews a real clown of a candidate while hosting the city's first "live" Dating Game at a "Singles Expo" co-sponsored by the station.



DANCING FOR DOLLARS — WDMC/Detroit helped raise \$1500 to benefit handicapped youngsters at the local Institute for Children by staging a "Solid Gold Dance Party." Close to 1000 listeners attended, featuring many talented dancers. WDMC personality Jim Davis (right) served as one of the official hosts, seen here with "Celebrity DJ" (RKO's "Solid Gold Saturday Night" host) Dick Bartley (left).



A CHARITABLE ACT — During Lionel Richie's appearance in Pittsburgh, he took the time to help promote Y97's "Save Our Boroughs" program. Presenting Lionel with a commemorative shirt is PD Jay Cresswell.



WIN A YEAR FREE AND "KLIR" — That was the slogan in KLIR/Denver's contest, which gave finalists a key that could open the way to a year in a luxury townhome. An '84 Nissan Stanza served as an alternate prize. Congratulating the winner is PD Joel Grey.



KNOCK AROUND THE CLOCK — KKJO/St. Joseph, MO midday personality Ron Shannon (rear left) and sister KSFT morning personality Tim Austin (rear right) stepped into the ring to mudwrestle with the Chicago Knockers women's team. The ladies were in town performing at a local arena, and invited the air talents down for a roll in the mud.



A LITTLE BIT OF SOAP — CHOK/Sarnia, Ontario presented "Soaps Alive," a promotion featuring several popular daytime serial stars. Two shows attracted over 2000 listeners, who had their questions answered and picked up autographs. Front: Robin Thomas ("Another World"), CHOK Promotion Manager Dave Curtis, and Candice Early ("All My Children"). Back: CHOK's Peter Henderson and Rick Burrows.



EMINENTLY QUALIFIED—As part of the local Western Fair, CKSL/London was on hand to greet the 30,000 fairgoers. Afternoon personality Dick Joseph had the enviable task of interviewing the twelve lovely finalists of the Miss London Pageant. For you armchair judges, Dick's the one on the left.



CONDOS FOR COLAS — WAXY/Ft. Lauderdale cosponsored a promotion which awarded a \$55,000 condo to a lucky listener who purchased a can of Pepsi-Cola to help support a local Crime Stoppers program. Each purchase entitled the listener to an entry form for the condo drawing. Shown surprising the winner at his door is (from left) a TV cameraman, condo developer, winner, and WAXY PD Rick Shaw.



WRAPPED AROUND YOUR FINGERS — WIP/Philadelphia Program Manager Cary Pahlglan (left) finds his hands safely in the huge grip of new Philadelphia Eagles color commentator and former offensive tackle Stan Walters (center). Walters joins WIP Sports Director/PBP man Merrill Reese (right) for this year's broadcasts.



LON HELTON

CRS DECISION TIME

To Seminar Or Not To Seminar

Whatsamatter, Bunky, seminar time got you down? You say you've been putting off asking the GM for a few hundred bucks to go to this year's Country Radio Seminar because you're worried he'll take it out of your parttime budget and you'll have to do midnight to six on Saturday for the next six months? Does the thought of asking the boss for airfare and registration fees conjure images of your begging Sister Mary Elizabeth to lighten up with the "ruler on the knuckles" routine? Are you afraid the two-day loss of your divine guidance will cause the radio station to slide into the nearest rat-hole? Well . . .

Get up off your chair, stick out your chest, march right into the big guy's office, throw this page onto that big oak desk and — ask him if he wouldn't like to go to the seminar with you. (After all, one does want a job to return to, doesn't one?)

Seriously, right here, in just these next few paragraphs, I will provide you with everything you've ever wanted to know about the Country Radio Seminar so you'll have enough information to shoot holes in every possible argument as to why you should stay home and redo your music rotation system.

But seriously, although I did try that once before, I want to convince you as well as your GM that it is more costly for you not to attend the CRS than it ever could be for you to attend — unless, of course, your peccadillos border on the mechanically bizarre — in which case you might want to take your VISA to the Tom-Cat Lounge.

The Country Radio Seminar is by far and away the most information-packed, educationally-oriented radio seminar in existence. Perusing the first printing of the complete agenda, you can see that panels are scheduled from 9am to 6pm Friday and 9am to 5:30pm Saturday. The names on those panels are the movers and shakers of today's radio scene — not just the Country radio scene — although even qualifying it in terms of "radio" alone is limiting the true scope of the range of people involved. Many of the panelists and speakers represent sociological, psychological, and behavioral disciplines, providing you with a greater overall knowledge of the audience you are playing to.

Country Radio Seminar

March 1-3, Opryland Hotel

For more information, call

(615) 327-4488

This is more important today than ever before in the history of Country radio. No longer are you competing only with the other Country station(s) in your market; you are in a fight for your life with every other adult-targeted radio station. As a whole, the pop/rock-formatted stations have spent more time and money learning to understand — and attract — that adult demo than most Country stations have even thought about. It doesn't take a rocket scientist to realize the format base is eroding and the only way to stop that erosion is to make your Country station sound every bit as good — or better — than every other station in your market. As the title of



the kickoff panel says, "The Days Of 'Country vs. Country' May Be Over . . . Stand By For Country Against The World."

As anyone who has ever been there will attest, this is a working seminar. Look over the agenda with your GM. I'll bet you dollars to doughnuts you will find at least a few panels that will interest you both. Sales, programming, engineering, promotion — it's all here — I hope you will be, too.

This brings me to one other point: the worth of any programming conference or seminar and its relative importance to your career.

Even though I made light of it, in these days of budget cuts and cutbacks, seminars and the like are among the first to go. However, I have to believe that if you are serious about broadcasting as career, there are times when you are going to have to bite the bullet, decide which one you want to go to, and foot the bill yourself. You may even have to take some vacation days and attend on your own time. Many of the conferences arrange special deals on airfare and special rates with the host hotel. And, of course, whatever you spend is tax-deductible. Look at it positively and make a vacation out of it with Uncle Sam picking up part of the tab.

These gatherings bring together a tremendous amount of very talented radio people. The knowledge obtained comes not only through the format panels but also from just standing around in suites or the hotel bar and talking about the thing we all love the most: radio. Also, never underestimate the importance of being seen. We all know this is a people business and how important it is to make contacts. What better place than a seminar with many of the top folks in your field attending? Just you being there shows that you want to learn and have a desire to make yourself a better broadcaster. I realize the costs involved, but can you really afford not to attend? It is truly an investment in your career. The dates are March 1-3 at the Opryland Hotel in Nashville. Call Nashville Express Travel at (800) 824-1457 for information on airfare discounts; call Frank Mull or Susan Roberts at the CRS offices for more information. Their number is (615)327-4488. See you there!

Country Radio Seminar XV Agenda

The only major difference in the seminar agenda this year is that not all panels will run exactly an hour. Having attended the Country Radio Seminar for a number of years, and having served on the agenda committee for the last couple, the one area I have heard veteran seminar goers voice a bit of displeasure about has been the amount of time given to Q & A between panelists and audience. This year's agenda committee, under Chairman **Charlie Cook**, has addressed that problem by extending the usual panel time from one hour to an hour and a half in cases where the subject matter warrants the extra time. Also, an hour of time at the very end of the seminar has been set aside specifically for answers to your questions by the assembled braintrust. Here's your chance to ask the best in the business for their input into your station!

Friday, March 2

7:45-8:45am You and Agri-Business: Outstanding In Your Field

7:45-8:45am It's 7:45am — Do You Know Where Your Engineer Is? . . . Engineers are Creative People Too

9:00-10:30am Don't Tell Me It's Impossible 'Til After I've Done It

10-11:15am The Days Of Country vs. Country May Be Over: Stand By For Country Against The World . . . How To Win The War From The Strategy Room To The Trenches

11:15-12:30pm Management . . . Did You Do Your Homework? . . . Hands-On Workshop Designed To Give Basic Situations On How To Win At Your Station

12:30-1pm Lunch

2-3pm Outside Programming: The Long & Short Of It . . . Why You Want It And How To Sell It

2-3pm Pricing Your Station For Profit . . . Structuring Your Rate Card To Maximize Sales And Profits

3-4pm Inside Promotion For Outside Results

3-4pm Rep Rap: An Annual Forum Focusing On The Relationship Between Stations And Reps

4:30-6pm Records '84: Shootout On Music Row . . . When Does Promotion End And Undue Pressure Begin?

Saturday, March 3

8-9:30am How To Talk To The Press While Keeping Your Foot Out Of Your Mouth . . . Getting The Most Of Publicity And Making The Most Of Interviews

9:30-11am Smile . . . You're On Candid Focus Group . . . Video Presentation And Analysis Of Actual Focus Groups

11-12:30pm Strategies For Successful People Management . . . Yourself Included

12:30-2pm Wrangler Presentation And Lunch

2-3pm She & He: A Management Workshop On Men & Women Working Together

2-3pm Small Markets/Big Bucks: Success Stories

3-4:30pm Making A Spectacle Of Yourself: Outside Promotion

3-4:30pm FCC/Legal: Up-To-The-Minute Discussion On Issues Relating To All Sizes Of Markets

4:30-5:30pm The Programming Jungle . . . A Lively Q & A Session — Your Last Chance To Take Home Answers To Your Programming Questions

4:30-5:30pm The Radio Sales Doctor . . . You Bring The Questions And We'll Have The Answers

The strength of any seminar is dependent upon the quality of its panelists and once again the agenda committee has done an outstanding job of getting top people from outside — as well as inside — radio. Many of the top PDs in the nation will be there moderating and participating in the panels. Here are just some of the folks appearing on panels this year:

Jhan Hiber, Consultant and Ratings & Research Editor for **Radio & Records**
Glenn Kummerow, Katz Radio
Pam Lontos, Pam Lontos, Inc.
E. Alvin Davis, consultant
Randy Michaels, PD, **WLW/Cincinnati**
Michael Bader, a founder of **MCI Corp.**
Lee Masters, owner of **KLOZ/EI Paso** and **WAVG/Louisville**
Ray Sasser, Station Manager, **WTQR/Winston-Salem**
Beth Sheahan, News/Public Affairs Director, **WPLO & WVEE/Atlanta**
Jay Albright, **Drake-Chenault**
Ed Salamon, **United Stations**
Tom Rounds, **Watermark**
Joe Somerset, consultant

Terry Moss, **LA Air Force**
Dale Pon, media consultant
Erica Farber, VP/GM **Interop**
John Boden, **Blair**
Bill Burton, **Eastman**
Barbara Crooks, **SELCOM**
Ralph Guild, **McGavren/Guild**
Peter Moore, **Torbet**
Ken Swetz, **Katz**
Bruce Adelman, **Warner Bros.**
Elma Greer, the **Gavin Report**
Lon Helton, **Radio & Records**
Don Kamerer, **Billboard**
Carolyn Parks, independent promotion
Jim Sharp, **Cashbox**
Jim Tice, PD **WCOS/Columbia**
Rollye Bornstein, **Billboard**
Susan Storms, **WHN/New York**
Susan Hackney, **Susan Hackney & Associates PR**
Jeri Lynn Burgdoff, **Media Images**
Gerry Cagle, PD, **KFRC/San Francisco**
Jim Weitzman, of the law firm **Shrinsky, Weitzman, & Eisen**

Nashville This Week



SHARON ALLEN

Trumpeting Fan Fair

Fan Fair will take place this year on June 4-10 at the Tennessee State Fairgrounds in Nashville. And the cosponsors, the Country Music Association (CMA) and the Grand Ole Opry, are making plans for the event's continued growth. Remember two years ago they moved from the Municipal Auditorium to the Fair Grounds in order to provide more room for the growing number of registrants. Good planning. There were 17,000 last year. This year they will add two thousand seats to the grandstand and increase the number of concert hours from 25 (last year) to 30. They've already received over 200 applications for exhibit booth space.

Registration at \$55 per person includes: daily admittance to the fairgrounds, concerts, three "chuckwagon" lunches, parking, the All American Country Games (entertainer competitions to benefit the Special Olympics), the Country Music Hall of Fame, Opryland USA, and the historic Ryman Auditorium. You can obtain registration forms and information by writing to: Fan Fair, 2804 Opryland Drive, Nashville, TN 37214.

Chet To The Rescue

Merle Haggard was in the studio recently recording Burt Bacharach's "The Women I Have Loved." He and his musicians ran into trouble with the turn



Chet Atkins

around. Try as they might, they couldn't get it. Someone jokingly said, "Go call Chet." So Merle did. Chet Atkins received the message while he was at Opryland (accepting Frets Magazine's top awards for Country, blues, and jazz guitar). The message was simple. "Come over here when you get through." Chet obligingly stopped by the studio . . . In about three minutes he figured it out, went inside, laid down the track . . . Said Merle with a gleam in his eye, "I thought he'd-n-e-v-e-r get it."

Calamity Lane



Lane Brody

Lane Brody recently discovered that accidents also occur at country music video tapings. She and Johnny Lee were on location (Ray Pennington's ranch) shooting a video of their current single "Yellow Rose." One of the scenes called for Johnny to take a stage punch. As he fell back his elbow caught her in the ribs. Tough to tell which was worse . . . the "ribbing" she got or the "ribbing" she gave Johnny.

Kenny Rogers's current single "Buried Treasure" uses the talents of two groups of brothers; one groups from rock'n roll, one from country. The Gibb Brothers wrote, published, and (Barry) helped produce the song. The Gatlin Brothers sing the harmonies . . . And, at the recent Kenny Rogers concert in California, when he asked fans to bring canned food to aid in the fight on world hunger, fans donated over five tons of foodstuffs.

Kendalls Make A Clean Break

If you ever need to break out of a concert, you might ask the Kendalls for advice. They are now experienced. It happened at the San Antonio River Festival, where they were the last act on the bill. They packed up, got ready to leave and found they (band, bus, equipment, etc.) were locked behind a 12-foot high gate. Whoever had the key had already gone home. So out came the hacksaw . . . next stop, Austin.

* * *

Norma Jean, Tammy Wynette, and Dolly Parton have something in common regarding their careers. Porter Wagoner helped launch them. And now Porter has a new act he's presenting, a 6-piece, all-female band. He introduced them on Valentine's Day over TNN's "Nashville Now," and will soon release a single with them where they perform together on the A-side, "Alive & Well" (the ladies perform on their own on the flip side). One problem . . . the band doesn't have a name yet. So they plan to conduct a "name-the-band contest" over the Music Country Network, beginning the first of March. First prize — a trip for two to Nashville to stay at the Opryland Hotel and go to the Grand Ole Opry.

* * *

BITS & PIECES: Lee Greenwood's Trick Band recently added a new drummer, Lee's son Marc Greenwood. In addition, Mickey Olsen, playing second keyboard, will round out the band to six members . . . David Frizzell will join the cast of WTBS-TV daytime soap "The Catlins" with a talking/singing role. He will play the featured performer at the "Lucky Seven," a local honky tonk in the story line. His first on-air appearance will be between March 12 and April 6 . . . The Osmond Brothers credit Andy Williams with giving them their big start. (They were regulars on his TV show in 1962.) This year, March 20-25, they will perform together again at the Fox Theatre in St. Louis. It will be the first time in 15 years . . . For the third consecutive year, Alabama will headline the Salem Spirit Concert Series, sponsored by R.J. Reynolds Tobacco. The 1984 tour will cover more than 120 cities nationwide. Juice Newton, participating for the second year, will join the group for 30 of the shows . . . Leona Williams's maiden name??? Helton. P.S.: no relation to Lon . . . The Kendalls just cut 87 radio IDs, "Thank God for _____," naming the call letters for 87 different stations.

Just thought you'd like to know!



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MANAGEMENT:

STRATEGIES FOR SUCCESSFUL PEOPLE MANAGEMENT — MANAGEMENT . . . DID YOU DO YOUR HOMEWORK? — SHE & HE . . . A MANAGEMENT WORKSHOP ON MEN & WOMEN WORKING TOGETHER. — IT'S 7:45 AM . . . DO YOU KNOW WHERE YOUR ENGINEER IS? — FCC/LEGAL

SALES:

PRICING YOUR STATION FOR PROFIT — REP RAP — FEATURING JOHN BODEN, BILL BURTON, BARBARA CROOKS, RALPH GUILD, PETER MOORE, KEN SWETZ — SMALL MARKETS/BIG BUCKS

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Black/Urban Radio



WALT LOVE

THE BAY AREA'S SOUL

KSOL—San Francisco's #1 Music Station

For the past two years, KSOL/San Francisco had been holding on by its fingernails while numerous Bay Area competitors have chipped away at its solid foothold. However, the infusion of a slightly altered approach to the format has given KSOL new life.



RUN D.M.C. DROPS BY KISS — D.M.C., leader of Profile group Run D.M.C., along with Jam Master Jay (the DJ who's the subject of a recent song by the group), stopped by WRKS (Kiss)/New York for an on-air interview with the station's Charlie Berger. From left, D.M.C., Berger, Profile's Manny Bella, WRKS's Mary Thomas, Jay, and a friend of the group.



Ken Shubat



play a lot of black product. We also had some loss to KITS, the Hot Hits station. It's obvious we can't dominate among CHR stations, but we did feel we could get some of our listeners back."

Improving Target Strength

Bernie continued, "By playing a lot of CHR crossover music to flavor our sound, we became more acceptable as an Urban station. The radio AIDS study shows us winning back Hispanics and Caucasians from the other contemporary outlets. What

could complement our format. Because we have listeners who automatically compare us with stations such as KFRC and KYUU, we had to raise our level of concentration and professionalism. It's obvious we're in a general market ballgame, and therefore we have to compete on their level."

Those staff changes are still continuing. Bernie said, "We've just hired Leslie Stovall for mornings from KDIA. She previously worked at KBLX and has an outstanding reputation in this area."



Marvin Robinson



Leslie Stovall



Marcos Gutierrez



Lee Perkins



Doug Lee



Sheila Robinson



Elenor Curry

In the fall '83 Arbitron, KSOL scored its best ratings in some time, climbing 3.6-4.7 (12+ Monday-Sunday, Metro Survey Area). This performance was even stronger than improvements registered by Black/Urban competitors KDIA (1.8-2.1) and KBLX (2.4-2.7).

What's so different about the present KSOL? Operations Manager Bernie Moody explained, "KSOL has been soft in the ratings for the past 18 months. Consequently, we reassessed our situation and decided to reposition ourselves musically to be more of an Urban station."

CHR Music Sensitivity

"We've become more sensitive to CHR artists. We previously stayed away from those artists even though they would have fit in well with our music mix. Now we've taken the initiative to air music by artists such as Culture Club, Matthew Wilder, and the Fixx. Our present mix is 80% black artists and 20% pop product."

Moody detailed what led to the musical adjustments. "Through Arbitron's AIDS studies, we learned we'd been losing 18-34 year-old white females to CHR stations like KFRC and KYUU. Both of these stations

makes this such a great book for us is the fact that it shows us also expanding our black base audience. Just as important, all the returning listeners were in our 18-34 target demographics, carried by our number one 18-34 female position. In addition, our 18-49 cells were terrific."

Competing On A Professional Level

Bernie noted some personnel changes. "We didn't get an entire new air staff, but the changes we did make were for the best and we did get results. We brought in some very bright, professional personalities who

Know Your Market

When asked for advice to those programming Black/Urban stations who didn't have the success KSOL had this time, Bernie offered, "The main thing is to really know your market and competitors. I listen to my challengers so I'll know what they're doing. That is very important. Once you're abreast of what's taking place in your market, find that niche which sets you apart from every other station. You must be better than the other guys . . . you've got to be unique!"

As a solid Urban/Contemporary station, KSOL has begun to make its point.



LINDSAY MEETS CON FUNK SHUN — XHRM/San Diego MD Duff Lindsay was among the well-wishers who visited Con Funk Shun backstage after a recent performance at L.A.'s Beverly Theatre. From left (back), manager Tony Sobel, CFS's Karle Fuller, Polygram VP Jerome Gaspar, band members Louis McCall, Michael Cooper and Fenton Pilate, and Polygram's Dan Pine. From left (front), CFS's Cedric Martin & Paul Harrell, Polygram's Scott Brill, and Lindsay.



HOT TRIPS TO COOL CLIMES — WNOU (New-98)/Willimantic, CT recently hooked up with a local Wendy's Restaurant to give away "Great Escape Weekends," sending a grand-prize winner skiing in New Hampshire. Shown (l-r) with the registration box are PD Earl Boston, Wendy's GM Bruce Peters, and a Wendy's employee.

All of radio is saying "She's Strange"
...and we LIKE it!



C A M E O

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27

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In the past year, hundreds and hundreds of radio stations, from every State in the Union, in every size market, contacted NATIONAL with job orders. So far, this year, we are even busier. To help fill these openings, NATIONAL is in constant need of announcers, news people, programmers and salespeople. NATIONAL, the Nations leading radio placement service, places from Coast to Coast. If you are seriously seeking to "move up," don't wait, contact NATIONAL now. For complete information, including brochure and registration form, enclose \$1.00 postage and handling to:

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Payable in advance. Orders must be typewritten and accompanied by check. One-inch minimum; additional space up to six inches available in increments of one-inch. Rates for R&R Marketplace (per inch):

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Hilarious 30-90 sec. comedy bits — 25 pages per month delivered to your mouth. For sample & info on FREE book of 100 Funny Commercials, write **HYPE INK** . . . Box 69581 . . . LA, CA 90069

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Opportunities

Openings

EAST

WRCN needs personalities. Present format not important. Hampton's resort area. T&R: Box 666, Riverhead, NY 11901. Or call Barry Grant, (516) 727-1570. EOE M/F (2-17)

50kw CHR in northern New England has 1 or 2 fulltime openings. T&R: Ken Silva, 221 Washington St., Claremont, NH 03743. No calls. EOE M/F (2-17)

Suburban NYC A/C needs smooth midday personality with good production. T&R: WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (2-17)

Utica/Rome NY's most listened-to station. 50kw WRCK needs overnight rocker. Rush T&R: Jim Reitz, Box 781, Utica, NY 13503. EOE M/F (2-17)

NATIONAL BROADCAST TALENT COORDINATORS needs announcer, sales & newpeople, male/female for immediate openings. For registration form, enclose \$2.00. Box 20551, Birmingham, AL 35216. (2-17)

Organized, aggressive Promotion Director for WINE(WRKL), A/C & AOR. Resume: Buzz Knight, Housatonic Valley Broadcasting, Box 11, Brookfield, CT 06804. No calls. EOE M/F (2-17)

ND needed for AM/FM stations in beautiful college community home of Penn State. T&R: Joe Trimarchi, GM, WMHA/WXLR, Box 888, State College, PA 16804. (2-17)

WRCK/Utica-Rome needs an all-night rocker. T&R: Jim Reitz, Box 781, Utica, NY 13503. EOE M/F (2-10)

WHCN needs weekend announcers & parttime newperson. T&R: Daniel Francis Hayden, WHCN, 1039 Asylum Av., Hartford, CT 06105. EOE M/F (2-10)

FM97 has openings for AM & PM drive. T&R: Mel Edwards, 252 N. Queen St., Lancaster, PA 17603. No beginners please. (2-10)

ND needed. 24-hour A/C station. Need to handle staff responsibilities. T&R: Joe Trimarchi, Box 888, State College, PA 16801. (2-10)

WRTK/Rochester's Country Magic seeks warm, enthusiastic personality. Pipes, wit & relatability a must. T&R: Scott McLeod, 560 French Rd., Rochester, NY 14618. EOE M/F (2-10)

Market-leader MOR WGAN has a rare opening for overnight board operator/production/on-air. T&R: Peter Falconi, OM, Box 10139, Portland, ME 04104. EOE M/F (2-10)

WECK/Buffalo seeks T&R from newpeople for future expansion. Contact Bruce Allen, ND, 2900 Genesee St., Buffalo, NY 14225. EOE (2-10)

Openings

Suburban NYC A/C needs smooth midday personality with good production. T&R: WJDM, 9 Caldwell Pl., Elizabeth, NJ 07201. EOE M/F (2-10)

Talk show host. Medium market experience preferred. Females encouraged. T&R: Talk Show, Box 17422, W. Hartford, CT 06117. EOE M/F (2-10)

Top 10 Major Market Operation

Needs production wizard to add finishing touches to a Contemporary Radio Leader. If you've got magic fingers and great mke techniques, we'd love to hear from you. Outside agency work also very possible. **All** replies strictly confidential. Send samples and resumes to: Radio & Records, 1930 Century Park West, #634, Los Angeles, CA 90067. EOE M/F

Fulltime air talent for CHR-A/C in NY college town. T&R: Joe Moss, WZOZ-FM, Box 1030, Oneonta, NY 13820. EOE M/F (2-10)

Deimmarva's hottest radio station OC-104 has night opening. T&R: Dave Allan, PD, Box 1850, Montego Bay Str., Ocean City, MD 21842. EOE M/F (2-10)

SOUTH

PD/morning announcer wanted for Louisville, KY AM station. Adult music format. T&R: Tom Duffy, Rose Broadcasting, 4431 Rock Island, Rd., Ft. Lauderdale, FL 33319. EOE M/F (2-17)

Needed: AM news anchor who doesn't eat, breathe & sleep local news. Just one of the best anchors in the country. T&R: Marty Reising, ND, Box 898, Corpus Christi, TX 78403. EOE M/F (2-17)

KEZB (B94) seeks PM drive air talent. CHR format, no screamers please. Rush T&R: Ron Haney, 2501 N. Mesa #9400, El Paso, TX 79902. (915) 533-9400. EOE M/F (2-17)

Openings

Adult, personable PM drive communicator at Jacksonville A/C. Good production. T&R: Mike Fuszner, WIVY, 3100 University #302, Jacksonville, FL 32216. EOE M/F (2-17)

PD needed for eastern NC CHR AM. Prefer experience. Includes airshift. T&R: Dick Oakley, WVOT, Box 2528, Wilson NC 27893. EOE M/F (2-17)

Q102, Shenandoah Valley's hottest station has parttime Country openings. T&R: Steve McNee, Q102, Box 2869, Winchester, VA 22601. EOE M/F (2-17)

KHBO-FM/Amarillo-Canyon A/C has openings for warm personalities with good production. T&R: Tim Butler, Box 956, Canyon, TX 79015. EOE M/F (2-17)

Looking for PD, SE, Reports to OM. Must be great detail person. Possible airshift. T&R, photo: Bob Elliott, Burkhardt-Abrams, 600 River Chase Cir., Atlanta, GA 30328. EOE (2-17)

FM-96 WQVV Morning Show Entertainer

After 4 years our morning personality is leaving. It'll be tough to fill his shoes. Can YOU do it? Entertaining/humor essential. Top notch production a must. No time and temp types, please. Four years minimum experience. Live and work on beautiful coastal Florida. Tape, resume and salary requirements to Bill James, WOVV, P.O. Box 3032, Ft. Pierce, FL 33448. EOE M/F

KTAM needs newperson. Females encouraged. T&R: Greg Moses, ND, Box 3069, Bryan, TX 77805. (409) 779-1240. (2-10)

Need Sports Director for small market AM/FM. Reporting, PB, air work, production. T&R: Billy Shelton, Box 1478, Borger, TX 79007. EOE M/F (2-10)

New Texas CHR FM/AM seeks news anchor with natural delivery, ability to relate. Send T&R: Barry Michaels, KNIN/KGTM, Box 787, Wichita Falls, TX 76307. EOE M/F (2-10)

WMJJ/Birmingham's Magic 96 has a rare opening. If you're a mature A/C communicator, send cassette and resume to Bill Thomas, Program Manager, Suite 600, 530 Beacon Parkway West, Birmingham, AL 35209. EOE

A Capitol Broadcasting Corporation Station

Night killer needed immediately. Plus, female newperson for morning team. All personalities Nashville CHR FM. Jim Zippo, WKOS, Box 1175, Murfreesboro, TN 37133. EOE M/F (2-10)

Class C Modern Country in college market needs late night announcer/communicator. T&R: Manager, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (2-10)

Market leader! FM A/C needs evening personality. Minorities encouraged. T&R: Jim Robertson, WRVR, 5904 Ridgeway Pkwy., Memphis, TN 38119. No calls. (2-10)

Q104 now accepting T&R for immediate fulltime opening. Roger Gaither, Box 108, Gadsden, AL 35902. EOE M/F (2-10)

50kw AM Country needs parttime talent. T&R: Carl Morgan, 4740 Radio Rd., Montgomery, AL 36116. (2-10)

Immediate opening for bright, personable announcer. Production a must. T&R: KLSR, Mike Roden, Box 400, Memphis, TX 79245. EOE (2-10)

Central Texas AM/FM has immediate openings. T&R, photo: Scott K. Smith, Box 280, Brownwood, TX 76804. No calls. EOE M/F (2-10)

Openings

WAFB-FM has immediate overnight A/C opening. T&R: Michael Adams, Box 2671, Baton Rouge, LA 70821. EOE M/F (2-10)

Now accepting T&R for future production & airstaff openings. Russ Morley, WRMF, Box 189, W. Palm Beach, FL 33402. EOE (2-10)

NEWS DIRECTOR

Top 50 FM looking for strong delivery and people manager. Great facilities and stable company. Tapes and resume in confidence to: Radio & Records, 1930 Century Park West, #633, Los Angeles, CA 90067. EOE

CHR FM needs midday or evening personality. Creative, good voice. T&R: Neal McNeal, 4740 Radio Rd., Montgomery, AL 36116. EOE M/F (2-10)

Wanted: AM personality for Florida capital city rocker. Topical, creative, conversational & enthusiastic. Rush T&R: Jeff Michaels, D103, Box 12337, Tallahassee, FL 32317. (2-10)

MORNING DRIVE

Growing CHR in major southern market is seeking a bright, friendly, creative and entertaining morning talent. We offer tremendous growth potential in a winning atmosphere. Salary negotiable and confidentiality assured. Send to: Radio & Records, 1930 Century Park West, #630, Los Angeles, CA 90067. EOE

Needed yesterday! Clever morning man for good bucks for WIXV/Savannah. T&R: Bill Shannon, group PD, K104, Box 1184, Erie, PA 16512. Call (814) 452-2041. EOE M/F (2-10)

MIDWEST

N/T 1210 WAVI now accepting T&R from qualified talk hosts. Steve Hall, OM, WAVI, 1400 Cincinnati St., Dayton, OH 45408. EOE M/F (2-17)

Future openings for airshifts at A/C KRBA. T&R: Roger Shannon, PD, 104 S. Emporia, Wichita, KS 67202. EOE M/F (2-17)

RADIO HELP WANTED ANNOUNCERS

MAJOR MIDWEST CHR LEADER is seeking Fun and Entertaining morning personality with a proven track record and a "CREATIVE MIND/STRONG VOICE" Production "WIZ." Must be a team player. Send tape and resume to: Radio & Records, 1930 Century Park West, #632, Los Angeles, CA 90067. EOE

Experienced GM for 5kw AM/100kw FM in the Upper Peninsula of Michigan. Must be strong in sales. Call nights: (517) 321-1763. (2-17)

PLEASE NOTE:

You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

The RKO Radio Networks . . .

. . . is expanding "NIGHT TIME AMERICA" and is looking for a major market caliber AC/CHR personality who believes in overnight radio. Good phones a must. Send T&R to:

RKORADIO NETWORKS

Programming Dept.
1440 Broadway
New York, NY 10018

No calls please.

EOE M/F/H/Vets

Opportunities

Openings

Central Ohio FM needs one professional for air talent, production, news. T&R: Scott Friedman, WNKO-FM, Box 1057, Newark, OH 43055. EOE M/F (2-17)

TOP RATED 100,000-WATT FM CHR
Is looking for a newsman/personality/second banana to join our morning show. Must be off beat and able to deliver bizarre stories in an entertaining manner. Rush tape and resume to: Radio & Records, 1930 Century Park West, #628, Los Angeles, CA 90067.

KQAM needs DJ/PD with oldies experience. Contact Ken Clifford, 2829 Salina, Wichita, KS 67204. EOE M/F (2-17)

1430 KTYN

Production specialist creative copy a must! This position will include the designing of ad campaigns and working hand in hand with our sales staff and clients. Excellent pay and benefits. State-of-the-art facilities. Station located in beautiful college town with excellent schools and recreations areas. T&R to Bob Simmons, Program Manager, KTYN, Box 637, Minot, ND 58701.

OUTSTANDING OPPORTUNITY!

Midwestern medium market personality A/C needs warm, adult communicator for morning drive. If you can tie into the community and relate to 30+, we want to hear from you! Excellent pay/benefits. T&R to: Radio & Records, 1930 Century Park West, #627, Los Angeles, CA 90067. EOE M/F

Rare opening at WJFM for stable, mature AM drive A/C professional. T&R: 280 Ann St., NW, Grand Rapids, MI 49504. No calls. EOE M/F (2-17)

Stuart Broadcasting needs A/C OM. Also CHR announcer. T&R: Orv Koch, Box 80209, Lincoln, NE 68501. EOE M/F (2-17)

News Director Medium Market

Locating, writing, broadcasting news and directing small news staff at a leading, progressive and solid station. Enthusiasm, several years experience and stable job history required; News Director and larger market experience preferred. EOE M/F. Doug Whitman, KIX-104, PO Box 1104, Fayetteville, AR 72702.

KZ93/Peoria seeks upbeat AM drive CHR personality with good production. Good \$\$\$/benefits. T&R: Keith Edwards, 3131 N. University Av., Peoria, IL 60604. No calls. EOE M/F (2-10)

Country WIL AM has immediate opening for creative AM drive personality. C&W experience not necessary. T&R: Mike Carta, 300 N. Tucker Rd., St. Louis, MO 63101. EOE (2-10)

THE BEST WANTS THE BEST!

Major Midwest Powerhouse is accepting tapes for and entertaining personality who knows how to have fun! If you are ready to perform on a major market state-of-the-art facility, we're ready to listen to you. Tapes & resumes only to: P.O. Box 41459, Chicago, IL 60641. An Equal Opportunity Employer.

Openings

KODY is looking for a fulltime combo announcer/engineer. T&R: Steve King, 308 W. 4th St., N. Platte, NE 69101. Call (308) 532-3344. EOE M/F (2-10)

WHO/Des Moines is looking for a PD. 50kw clear channel News & Information station. T&R: Mr. Thompson, WHO, 1801 Grand Ave., Des Moines, IA 50308. EOE M/F (2-10)

Wanted: Traffic Director for major market FM. Columbine 34136 experience a must. Resume: Lee Zapis, 1729 Superior, Cleveland, OH 44114. (2-10)

Wanted, experienced radio reporter. Strong on-air & on street with good writing skills. Competitive market. Fox River Valley, WI. WHBY, Appleton, WI 54913. EOE (2-10)

Immediate opening for ND. T&R: J.P. DeSantis, WHNN, Box 96, Saginaw, MI 48606. EOE M/F (2-10)

WEST

KUDO-FM has future A/C openings. T&R: Bill Bauman, Tropicana Country Club, 66 E. Tropicana, Las Vegas, NV 89109. No calls. (2-17)

MORNING ENTERTAINER

Canada's first AOR is looking for entertainment in the mornings. Must be street smart and know what promotion and marketing is all about. Cassette and resume to: Don Shafer, CFOX/FM, 1006 Richard Street, Vancouver, BC V6B 1S8. EOE M/F (A division of Moffat Communications LTD)

KWAV seeks air talent for possible future openings. A/C format. Pros only. T&R: Box 1391, Monterey, CA 93940. EOE M/F (2-17)

Alaska's newest Country taking T&R for immediate openings. Steve Chapman, PD, KTNX, 1549 E. Tudor Rd., Anchorage, AK 99507. EOE M/F (2-17)

INCREASE YOUR INCOME

Progress to Management. Air or production person with sales experience needed. Southwest small market leader will guarantee the right person minimum 18K. Three years experience in commercial radio needed for consideration. Send to: Radio & Records, 1930 Century Park West, #629, Los Angeles, CA 90067.

KMGG needs an AM drive personality. We are looking for a top-line talent & will pay what it takes. Jeff Salgo, 6430 Sunset Bl. #418, Los Angeles, CA 90028. EOE M/F (2-17)

Experienced production & PM drive with solid organization. CHR format. Contact Roy Williams, KJOY, Box Y, Stockton, CA 95201. (209) 948-5569. EOE M/F (2-17)

NEWS DIRECTOR. MAJOR MARKET AM-FM

Radio's best broadcast group seeks take charge individual to assign staff duties, critique department performance, co-anchor morning news. Good writing, editing ability, and credible delivery a must. Excellent salary/benefits and growth opportunities for the right person.

Send tape, resume, picture & references to: Radio & Records, 1930 Century Park West, #631, Los Angeles, CA 90067. EOE

NSBA Productions has immediate opening for Nat'l. Sales Director. Sales exp. required. Resume: 2210 Wilshire Bl., #602, Santa Monica, CA. 90403 or (213) 306-8009. EOE (2-10)

KBLQ would love to hear from CHR-A/C personalities for key daytime shift. T&R: Wayne Richards, Box 3369, Logan, UT 84321. EOE M/F (2-10)

Openings

WE WANT WINNERS!

Western Cities Broadcasting is a young growing company that looks for winners! If you want to work with a company that's "Career Oriented" and not just another "Job," then we need to talk. I am looking for program and news directors, air talent & news people for future openings in our markets. Send tape, resume, programming profile to: Dave Van Stone, VP/Programming Western Cities Broadcasting, PO Box 9686, San Jose, CA. 95157. EOE M/F. No Calls Please.



Live the good life in Southern Colorado. KSLV/Monte Vista needs DJ/Engineer for brief board shift & assist in FM station construction. Todd Roberts, (303) 852-3581. EOE (2-10)

Experienced Adult Contemporary air talent wanted for Salt Lake City, Class C FM. Group operation. Send cassette, resume and desired salary to: KUUT, 5282 S. 320 W., Suite D272, Salt Lake City, UT 84107. EOE M/F

KCPX seeks AM drive air talent. Active off-air promotion a must. T&R: Gary Waldron, 1760 Fremont Dr., Salt Lake City, UT 84104. EOE M/F (2-10)

Northwest AOR seeks parttime air talent. T&R: Jon Robbins, ROCK 106, Box 8007, Spokane, WA 99203. No calls. EOE M/F (2-10)

PD WANTED!

\$50 REWARD for information leading to employment of new Program Director for KPNW AM-FM, Eugene, Oregon. Enjoy the best in living and working conditions with good pay and employee benefit program. If you are ready to help direct the destiny of a giant 50-thousand watt AM and 100-thousand watt FM station contact Dave Woodward, Vice President and General Manager, P.O. Box 1120, Eugene, Oregon 97440. (503) 485-1120. All applications held in strict confidence. EOE M/F

Country AM seeks conversational personality. New equipment, good base salary. Females encouraged. T&R: Scott Bird, KOJO, Box 818, Laramie, WY 82070. (2-10)

KZOZ is accepting T&R for possible future fulltime positions. 2 yrs. experience. Don Potter, Box 220, Arroyo Grande, CA 93420. No calls. EOE M/F (2-10)

WE ARE GROWING!

Emmis Broadcasting, stations in Indianapolis, Minneapolis, St. Louis, Los Angeles is looking for air talent in all Contemporary Music formats. Tapes & Resumes to: Rick Cummings, WENS, 2255 North Hawthorne Lane, Indianapolis, IN 46218. NO CALLS

COUNTRY PROGRAM DIRECTOR

For Top 25 market/Southern California. Solid experience in their format and ability to deal with on-air personalities required. Send resume and references to: Radio & Records, 1930 Century Park West, #626, Los Angeles, CA 90067.

Openings

Play CHR & have fun in the mountains. 80kw FM in Laramie seeking jocks, all shifts for future. T&R: Rocky Roberts, KIOZ, Box 818, Laramie, WY 82070. EOE M/F (2-10)

A/C air talent, evenings, KFEL. T&R: Tom Johnson, Box 40, Pocatello, ID 83204. EOE M/F (2-10)



Team Up With Talk Radio

KGO Talk Radio, Northern California's #1 rated radio station, is actively seeking two top line professionals.

News Anchor/Reporter

We're looking for the self-motivated news professional who can apply his or her intuitive news talents, strong writing skills and smooth, personable on-air delivery to anchor our news format. A natural ability to research, interview and coordinate the varied aspects of a news show is essential.

Sports Reporter

An immediate opening exists for the ambitious, energetic on-air sportscaster who has a thorough understanding of sports, both on and off the field. Your experience in play-by-play reporting of major college and/or professional football or basketball is desired.

If your qualifications match our requirements, send your resume with tape to:

**ROBERT EDENS
ABC-PERSONNEL
277 GOLDEN GATE AVE.
SAN FRANCISCO, CA 94102**

Equal Opportunity Employer M/F/H/V

No phone calls, please

KZOK seeks major market nighttime wacko who lives Rock & Roll. T&R: Rick Shannon, KZOK, 1426 5th Av., Seattle, WA 98101. (2-10)

NSBA Productions seeks an experienced Executive Secretary. Organizational & communication skills necessary. Resume: Jeff Levy, 2210 Wilshire Bl., #602, Santa Monica, Ca 90403. EOE M/F (2-10)

Newsperson for KOLL, Gillette, WY. Get a chance to work with a killer staff. Dave Kallaway (307) 682-5101. EOE M/F (2-10)

KBAD-KATK seeks a bilingual announcer. Experience desired. Box 70, Carlsbad, NM 88220. (2-10)



Burns Media's MANAGEMENT ACCESS NETWORK is looking for Hot FM CHR night time personality...

Must be Hip to today's music. Top 50 market. Send T&R to: Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604. EOE M/F

LAS VEGAS. Good bucks for good newsperson needed yesterday. T&R: Doug Shane, KVEG, 1555 E. Flamingo, Suite 435. Las Vegas, NV 89109. No calls. EOE M/F (2-10)

KSTN seeks high energy weekend air talent. Exceptional beginner welcome. T&R: Bob O'Neil, 2171 Ralph Av., Stockton, CA 95206. No calls. EOE M/F (2-10)

KOLT, a brand new FM Easy Listening station now accepting T&R for future. T&R: Dave Beneke, OM, 341 E. E. St., #180, Casper, WY 82601. EOE (2-10)

ND needed by fast-growing company for 100kw Country giant. T&R: PD, KPCQ, Powell, WY 82435. EOE M/F (2-10)

Opportunities

Positions Sought

MIKE BUTTS, 14 yr. major market drivetime pro. KIQQ, KCBO, KDWB, KIMN, KXOK, KPPL, WTIC. Marketable, community-involved. Call (303) 444-5600 or 694-3324. (2-17)

Experienced PD looking for small, medium station that needs good help. Works well with inexperienced talent. SHAWN (206) 282-3765. (2-17)

Give me a chance to NUKE your competition! DC101, WKLS, WQXM, 95YNF. AOR preferred. Available now. RICK ANDERSON (813) 595-6584. (2-17)

OK, it's time to pull off the gloves & get down to brass knuckles. Small market A/C, CHR jock wants to move up. Hardworking team player, any shift. (415) 652-4420. CHRIS (2-17)

Indiana personality seeks new challenge. Prefer A/C personality, drive shift. Call JOHN DIAL (317) 849-5533. (2-17)

Top share PM drive latest book. Open to new & interesting AOR/CHR challenges/opportunities. MARK LYONS (805) 528-6449. (2-17)

Ambitious, experienced announcer seeking fulltime position with your station in a small/medium market. Will relocate. DEAN SEVERANCE (517) 872-5445. (2-17)

MD, experienced CHR & A/C. Willing to learn more from good PD. On-air, with little chance to move up. GARY (609) 387-4067, before 4pm, EST. (2-17)

JOB ONE
Is ratings and revenue!!!!
This act delivers dynamite AM Drive, programming know-how, innovative promotions. Available now to aggressive AC/FM. Medium to major market. (609) 737-1421.

3 yr. pro seeks secondary/medium market break. Will consider small market with opportunity in programming. A/C, CHR, AOR. Will travel. JOE (904) 786-7577. (2-17)

Talented & energetic A/C DJ seeking air shift. Pittsburgh or NE desired. Excellent production. Call MARK at (703) 986-0898 after 4pm. (2-17)

Radio person with 5 yrs. experience, 4 yrs. at current position seeking a move up. Prefer medium market. Will relocate. Call weekdays (509) 525-4103. RANDY (2-17)

I want position as a programmer's assistant/researcher. Currently working with well-known Arbitron diary service. Leave message (301) 484-8615. (2-17)

Insane announcer. Dependable, hardworking, good pipes, stable. Call for T&R - CHR. Prefer within 50 miles of Chicago. TONY IMBURGIA (312) 442-1198. (2-17)

Tired of super wimps? Mad dog for hire. The one & only original. CHR or AOR. DAVE MACHEN (414) 233-8371. (2-17)

Mature, creative production director with sales experience looking for first PD job. Well-versed in music, sales & promotions. TED (816) 233-0904. (2-17)

Country-A/C communicator seeks middays or nights in Southern medium or major market. Production, programming & management experience. TERRY (502) 845-4392. (2-17)

Funding cuts cause award winning ND to seek new locations. JON KENT (205) 533-9330. 1016 Parklane, Huntsville, AL 35805. (2-17)

Experienced news/sports journalist with well-rounded college education. Excellent production & announcing skills. Good talk, PBP. HOWELL PEISER (615) 352-0444. (2-17)

Aggressive, energetic idea man seeks position in Florida or SE. Experience as MD, creative ear-catching production is just the beginning. DOUB (314) 335-2983. (2-17)

Graduate of broadcasting school. Go anywhere, any format. Wants sales also. PBP, copywriting, production, available immediately. Call BOB (319) 355-4212. (2-17)

Experienced concert promoter with some radio seeks programming, promotion, or A&R position. SF Bay Area preferred. TOM (415) 841-5066. (2-17)

Will go anywhere for first job. Success-oriented, diverse background. BA degree, trained, warm personality. Mature, dependable, creative, articulate. DARRELL (219) 883-9337. (2-17)

25 yr. major market veteran wants to PD your Country FM. Washington, Oregon, California. Available now if not sooner. BOB CHASE (612) 441-5739. (2-17)

TONY CLEVELAND, formerly of WZAK & WJMO is off his one year vacation and is now available. For T&R call (216) 341-0211. (2-17)

STEVE HIMBER, MD & on-air PBP experience. Available now for weekends at Southern CA CHR-A/C. Fulltime in May. (213) 365-9159 or 368-4403. (2-17)

6 yr. pro, AOR, A/C, CHR, strong production. Good knowledge of music, one-to-one communication only. Prefer East, New England. Call CHRIS (503) 223-7235. (2-17)

KMEL, WLUP, WMET, WLLZ, 97 Rock/Houston. Wild Bill Scott (415) 479-4873. (2-17)

13 yr. pro with major market experience. Good pipes, attitude, & production. 110% team player. Wants medium or major market. Call anytime. MICHAEL (219) 365-5745. (2-17)

Energetic jock, also 2 yrs. experience in PBP. Willing to relocate. I'm no superstar, I'm a hard worker. DAVE (412) 731-9444. (2-17)

Positions Sought

Personality morning man, excellent with phones & promotion. AOR, CHR, Top-30 markets. BILL (612) 541-1344. (2-17)

Ripe beginner with medium market experience seeks fulltime any market. BA Broadcasting, creative, dedicated. Will relocate. JIM (313) 464-8092 mornings. (2-17)

News announcer seeking job. Will relocate. Indiana preferred. Dependable, good references. Interviewing, reporting sports. BILL (219) 874-8285. (2-17)

Hardworking newscaster. Strong anchor. Solid reporter. 6 yrs. experience, 3 as medium market ND. Prefer MW. JEFF (815) 663-9173. (2-17)

Mature minority morning pro personality. Seeks permanent residence in top-100 market, small market PD. Call before 11am. FRED (817) 939-0390. (2-17)

Top-50 morning man with humor, phones, involvement & superb 25-54 ARB's. Interested? (502) 425-5874. (2-17)

Cold weather, AM drive are killing me. Warm friendly 17 yr. pro wants same type station & city to stay. (417) 623-6402. (2-17)

Attention Wisconsin. Seeking production, PD, MD spot. Good pipes, excellent air & references. Country preferred. JD (208) 343-8422. (2-17)

Announcer. '80 specs grad. 3 yrs. as on-air, 1 in mornings. Programming & production director experience. JIM (313) 791-7519. (2-17)

3 yr. pro in AOR, A/C & Adult album formats. Promotion, music, sports background. Looking for jock or PBP. Currently signing. Call MARK (303) 476-4798. (2-17)

S.F. personality looking. Station sold, all gone. Good ratings record including talk & news. Major CA cities only. JERRY (415) 479-1207. (2-10)

Entire AOR staff available! Automation replacing us March 1st. SCOTT PAULSEN, JO ROBINSON, GEORGE ALLEN, THOM ROBINSON, DR. DAN. (304) 522-9400. (2-10)

Genuinely warm & reliable. 6 yrs. Want top-10 market or at least close, in the East or . . . Family man. Call TONY DEE (801) 466-9654. (2-10)

A/C FM with will to win in AM drive. This act is for you. Medium or major markets only. Call (609) 737-1421 after 5. (2-10)

Personality looking. Love production and know four track. CHR, medium SW markets preferred. SEAN McCULLUGH (409) 696-6678. (2-10)

FRANK FOSTER, currently at 896 in Chicago looking now to program a hot CHR. Strong research, music background. (312) 337-2487. (2-10)

Marketing degree, good pipes & production. 3 yrs. experience seeks small or medium market. Will relocate. STU (313) 653-2935. (2-10)

Programmer with great track record. Excellent references, available immediately. Former PRO-FM, WVBF, WDOQ, WFBQ. Let's talk. ALAN (317) 251-1119. (2-10)

Now is the time to make your move. Seeking PD or MD position. I'm serious about my work. Black, 6 yrs. experience, excellent production. RON FOLKS (803) 754-1187. (2-10)

Organized, knowledgeable. Experienced in news, PBP, production. Seeking West Coast position. WARREN JACOBS (415) 538-2749. (2-10)

Voices, jingles, airshift too. They can be available. 10-yr. pro. CHR, A/C, Country. SCOTT (605) 886-5747, 9:30-6. (2-10)

5 yr. dedicated pro anxious to be a part of a winning CHR team. Call KIT, days (419) 586-5133, nights 586-6702. (2-10)

Chicago DJ seeks position in Midwest area. Smooth delivery, versatile. Call for T&R. MARK NAPOLEON (312) 824-5778. (2-10)

Black male newperson with some DJ experience looking for work. Contact STEVE (713) 493-0256. (2-10)

Successful-proven ratings winners (2) seeking medium FM Country or A/C. The right bucks get us both. (919) 595-2069 after 6p. (2-10)

10 yr. pro with major market drive experience. Extensive Country music knowledge. Creative voices, strong production/copy. Seeking CA opening. JOHN (503) 626-2559. (2-10)

Morning Show
A/C pro who can deliver! A strong, colorful, hard working personality with plenty of humor and friendly one-to-one communication. Currently in West. Call (415) 586-5830 or (213) 306-8430.

13 years CHR, A/C seeking AM or PM drive. WMAK, WSGN, B104, Q105. John Leeder. (301) 922-1985. (2-10)

Two funny LA pros. Bob Morgan & Boyd R. Britton team up to inform and tease your morning audience. (619) 243-7608. (2-10)

AOR middays/MD with 10 yrs. on-air experience seeks medium or major market. For T&R: SIGH MORRISON (409) 892-1078. (2-10)

I'm looking for a morning show. Wide background in production, news & sports. 10 yrs. experience. Call JOE (308) 224-6786. (2-10)

Positions Sought

T.J. BYERS, 20 yr. veteran. KCEE, WIBC, WNDE, WIFE seeks drive position. Prefer West or SW. (602) 299-8388. (2-10)

You can call me creative, dedicated, A/C-CHR, major market, but just call me. BYRON (414) 633-5501. (2-10)

ND/Anchor. Great voice, strong writing skills, features, interviews, lifestyle reporting. 10 yrs. experience. DON (615) 842-1188. (2-10)

Promotions pro. 5 yrs. experience in CHR, AOR. Insightful & talented, great references. Willing to relocate. PEGGY WEINSTEIN, Box 10386, San Jose, CA 95157. (408) 923-4901. (2-10)

San Diego KWVE goes satellite & I go south. GIL HERNANDEZ. (714) 770-4338. AOR, CHR, daytime, nighttime, anytime. (2-10)

Available now. 7 1/2 yr. announcer/MD wants a station with a future. CHR or A/C FM in NY, NJ or CT. STEVE (914) 331-0354 or 336-8920. (2-10)

THE "VOICE" OF KFRC

"Marvelous" Mark McKay... KFRC PM Drive/Asst. PD... WRKO PD... seeks new major market CHR or A/C challenge. (415) 332-8639.

Dependable team player seeks change. A/C, Country. (607) 729-1068 after 3. (2-10)

After a year's leave of senses, I want back in radio. Strong on-air or news. No small markets. (417) 831-7655 mornings & evenings. (2-10)

Major market announcer with 3 yrs. experience would like A/C or CHR announcer. 1st class license, Assoc. Degree Electronics. JESS BROOKS (901) 398-1656. (2-10)

Station changed ownership, but I wasn't part of the deal. Strong air, production & sales background. CHR, AOR, A/C, will relocate. Call TIM BROUGH at (717) 374-5115 or 1155. (2-10)

15+ years experience, CHR, A/C, Urban, Country, DJ, MD, PD, OM. AM/FM formats, production, dependable. Greater Cincinnati. (513) 528-5793. (2-10)

Talented midwest duo looking to relocate at once in a medium market. CHR, A/C, Country. DAVE or JERRY (414) 654-1342 or 694-3181. (2-10)

PROGRAMMING PRO

CHR or A/C. Programmed WNVZ, Norfolk to best book in station's history! Also worked at Q105, Q94, WIBG and KSD. 12 year pro. Worked for and trained by the best!

STEVE KELLY (804) 425-7355

Have truck, will travel. Reporter, anchor, talk host seeks stable position. ED (206) 523-4495. (2-10)

Laid-back personality jock seeks late nights/weekends. AOR, Jazz, Oldies background. Classical or talk OK. Strong production & continuity. JERRY (312) 960-1815. (2-10)

Great pipes, extensive knowledge of music, willing to go anywhere in Midwest, East or West. Currently in Chicago market. Call GREG MERRITY (312) 761-8674. (2-10)

Major market midday personality & MD seeks medium or major CHR or A/C. Call for T&R, ARB. STEVE (619) 475-4743. (2-10)

Saturday midday man at KNBA/Vallejo still looking for major market gig. For the best airwave man, call FRANK BUTERA at (415) 223-1534 while he's still hot to go! (2-10)

Recent female broadcast grad. Good voice, read & attitude. Seeks news or jock opening in S.W. Michigan market. Hardworking & talented. CAROLYN (616) 968-8125, anytime. (2-10)

Country-A/C personality in Lexington, KY; Knoxville, TN; & Louisville markets. Seeks midday or evenings in Southeast. TERRY (502) 845-4392. (2-10)

11 yrs. experience in AOR, CHR, Country as MD, PD, ND. Some research. Seeking MD or PD with solid company. Prefer Southeast. JOHN (615) 929-0772. (2-10)

Personality radio dead? Not while I live! CHR, AOR. 5 yrs. experience, any shift. Anywhere but LA. JOHN (213) 342-1248. 9a PST. (2-10)

A warm witty mature morning pro looking for residence in top-50 or medium/small PD. FRED (817) 939-0390. (2-10)

Black announcer with DJ & news experience looking for work. Call JOHN (305) 299-0476. (2-10)

Need to grow fulltime with top-50 winning rocker to support radio habit. Experience includes WTUE, WSKS & hard working attitude. Try me. JOHN (513) 439-5924. (2-10)

Positions Sought

Can't afford to work parttime anymore. 5 yrs. experience PBP, any format but talk. (406) 453-5817. LEE VEROY (2-10)

Billboard Award Winner

Billboard AOR personality Of The Year for Small Markets seeks career opportunity. Presently Asst. PD at "Superstars" outlet. Over 7 years experience on-air; programming; production; promotions. BSC. Stable one-on-one communicator. MARK LAPIDUS (919) 347-1836.

Lively female personality (WVAP, WMET, WLS-FM) seeks uptempo CHR with innovative approach. SLIM (312) 777-6054. (2-10)

15 yr. broadcast pro seeking position with stable but progressive operation. Contemporary Country or A/C. Willing to work for rewards. (504) 927-9259. (2-10)

Southern CA/south coast sportscaster seeks minor league baseball PBP position for 84 season. TOM (818) 241-3814 or (805) 964-3483. (2-10)

JIM KINNEY, top jock #'s WEVE/Dayton & WMAD/Madison. MD reputation among the best. Raised all categories first book as WMAD PD. (215) 482-5448. (2-10)

Changes

RADIO

Jim Underwood named Sales Rep/Announcer at WSWA/Harrisonburg, VA.

Norman Van Lier named to Sales Staff at KLSY/Bellvue, WA.

Janet Kowalczyk joins KYW/Philadelphia as Account Executive.

Peter Bloom joins the sales staff at RKO Radio Networks/New York.

INDUSTRY

Denis Coleman appointed Director of Clearance & Station Relations for Katz Sports/New York.

Mary Briskey-McDaniel promoted to Production Manager at the Street Pulse Group/New York.

Gregory Sunkel appointed Account Executive at Weiss & Powell, Inc. Radio Sales/Chicago.

Dates appearing at the end of each listing signify first week listed.

R&R Opportunities Advertising

Radio & Records provides **free** listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listings by phone on **Wednesday, Thursday & Friday 9am-5pm (PST)**.

Deadline

To appear in the following week's issue, we must receive your ad by **Thursday 12 noon (PST)** prior to issue date.

Display Advertising

Display: \$20 per inch per week (maximum 35 words per inch). Includes **border and logo**.

Blind Box: \$35 per inch per week (maximum 35 words per inch). \$20 for **border, box number, \$15 for postage/handling**.

Payable In Advance

Display & Blind Box advertising orders must be typewritten or printed and accompanied by check mailed to our office in **advance**.

For Opportunities, call (213) 553-4330 (Wednesday, Thursday, or Friday only) or mail to: Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

EURYTHMICS "Here Comes The Rain Again"
THOMPSON TWINS "Hold Me Now"
JIMMY BUFFETT "Brown Eyed Girl"

Country Coast-To-Coast

JOHNNY LEE w/LANE BRODY "Yellow Rose"
TOM JONES "I've Been Rained On Too"
JOHNNY RODRIGUEZ "Too Late To Go Home"
OSMOND BROTHERS
"Where Does An Angel Go When She Cries"
T.G. SHEPPARD w/CLINT EASTWOOD
"Make My Day"

Rock America

OLIVIA NEWTON-JOHN
"(Livin' In) Desperate Times"
THOMPSON TWINS "Hold Me Now"
WANG CHUNG "Don't Let Go"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

DWIGHT TWILLEY "Girls"
HALL & OATES "Adult Education"
WANG CHUNG "Don't Let Go"
QUEEN "Radio Ga Ga"
MATTHEW WILDER "The Kid's American"

TM Country

HANK WILLIAMS, JR. "Man Of Steel"
BARBARA MANDRELL
"Happy Birthday Dear Heartache"

BPI

John Iles (800) 426-9082

Adult Contemporary

DONNA SUMMER
"Love Has A Mind Of Its Own"
JIMMY BUFFETT "Brown Eyed Girl"

Country Living

JOE STAMPLEY "Brown Eyed Girl"
ATLANTA "Sweet Country Music"
BARBARA MANDRELL
"Happy Birthday Dear Heartache"

Radio Arts

John Benedict (818) 841-0225

Country's Best

HANK WILLIAMS JR. "Man Of Steel"
McCLAIN & GILLEY "Candy Man"

Soft Contemporary

LINDA RONSTADT w/NELSON RIDDLE ORCH.
"I've Got A Crush On You"
LIONEL RICHIE "Hello"
AMERICAN COMEDY NETWORK
"Breaking Up Is Hard On You"

Sound 10

LIONEL RICHIE "Hello"
STEPHEN BISHOP "Unfaithfully Yours (One Love)"
T.G. SHEPPARD w/CLINT EASTWOOD
"Make My Day"
AMERICAN COMEDY NETWORK
"Breaking Up Is Hard On You"
MATTHEW WILDER "The Kid's American"
LINDA RONSTADT w/NELSON RIDDLE ORCH.
"I've Got A Crush On You"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

PAUL YOUNG "Come Back And Stay"
HALL & OATES "Adult Education"
HOWARD JONES "New Song"
DWIGHT TWILLEY "Girls"
QUEEN "Radio Ga Ga"

Contempo 300

POINTER SISTERS "Automatic"
LIONEL RICHIE "Hello"

Great American Country

ATLANTA "Sweet Country Music"
BARBARA MANDRELL
"Happy Birthday Dear Heartache"
JOHNNY LEE w/LANE BRODY "Yellow Rose"

Century 21

Greg Stephens (214) 934-2121

The Z Format

MATTHEW WILDER "The Kid's American"
ROGER DALTRY "Walking In My Sleep"
PHIL COLLINS "Against All Odds"

The A/C Format

LINDA RONSTADT w/NELSON RIDDLE ORCHESTRA
"I've Got A Crush On You"
THOMPSON TWINS "Hold Me Now"

Super-Country

ATLANTA "Sweet Country Music"
MOE BANDY
"It Took A Lot Of Drinkin' (To Get That Woman...)"
CRYSTAL GAYLE "I Don't Want To Lose Your Love"
RONNIE McDOWELL "I Dream Of Women Like You"
OAK RIDGE BOYS
"I Guess It Never Hurts To Hurt Sometimes"
T.G. SHEPPARD w/CLINT EASTWOOD
"Make My Day"
JOE STAMPLEY "Brown Eyed Girl"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

CLIFF RICHARD "Donna"
THOMPSON TWINS "Hold Me Now"
LINDA RONSTADT w/NELSON RIDDLE ORCH.
"I've Got A Crush On You"
AMERICAN COMEDY NETWORK
"Breaking Up Is Hard On You"
BARBRA STRIESAND "Papa Can You Hear Me"
HOMI & JARVIS "I'm In Love Again"
TG SHEPPARD w/CLINT EASTWOOD
"Make My Day"
MODERN ROMANCE
"Just My Imagination (Running Away With Me)"

Your Country

BARBARA MANDRELL
"Happy Birthday Dear Heartache"
ATLANTA "Sweet Country Music"
GEORGE STRAIT "Right Or Wrong"
BILLIE JO SPEARS "Midnight Blue"

Hit Rock

HALL & OATES "Adult Education"
HOWARD JONES "New Song"
TINA TURNER "Let's Stay Together"

RCA's McCoo Review



RCA recently sponsored a listening party for West Coast media groups to promote Marilyn McCoo's new "Solid Gold" LP. Hanging out with McCoo (second from right): RCA Division VP Paul Atkinson, manager Sarah Boyers, and RCA's Don Wardell.



WSB-FM COURTS LISTENERS — Tennis is popular in Atlanta, so response was great to WSB-FM's tennis trivia contest. Besides tennis wear and warm-up suits, winners won chances to fly to New York for the U.S. Open. From left, midday personality John Kelly, four winners, and Program Manager Donna Brake.



FOOD, GLORIOUS FOOD — With a tight economy in mind, 1290 WIRL/Peoria ran a promotion with a very practical prize: \$1290 in groceries. From left, store manager, winner, and WIRL morning man Gene Konrad.

Peters Productions, Inc.

Debbie Weish (619) 565-8511

Country Lovin'

JUDDS "Had A Dream (For The Heart)"
RAZZY BAILEY "In The Midnight Hour"
KENDALLS "Thank God For The Radio"
McCLAIN & GILLEY "Candy Man"

The Great Ones

CLIFF RICHARD "Donna"
MICHAEL JACKSON "Thriller"

Concept Productions

Dick Wagner (916) 782-7754

CHR

HALL & OATES "Adult Education"
THOMPSON TWINS "Hold Me Now"
QUEEN "Radio Ga Ga"
DWIGHT TWILLEY "Girls"
PHIL COLLINS "Against All Odds (Take A Look...)"

R&R Country's Most Current Music

NATIONAL AIRPLAY/50

February 17, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
10	5	1	1 ALABAMA/Roll On (Eighteen Wheeler) (RCA)	155/0	136	18	1
7	4	2	2 LEE GREENWOOD/Going Going Gone (MCA)	151/1	123	24	4
9	6	4	3 STEVE WARINER/Lonely Women Make Good Lovers (RCA)	149/2	120	21	8
15	11	5	4 KENNY ROGERS/Buried Treasure (RCA)	155/1	112	38	5
11	9	6	5 EXILE/Woke Up In Love (Epic)	152/1	115	27	10
8	7	7	6 SYLVIA/I Never Quite Got Back (From Loving You) (RCA)	149/0	104	33	12
16	15	11	7 DOLLY PARTON/Save The Last Dance For Me (RCA)	150/2	99	42	9
24	16	13	8 JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	154/0	83	62	9
13	12	10	9 STATLER BROTHERS/Elizabeth (Mercury/PG)	144/2	101	31	12
17	14	12	10 MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	149/0	78	66	5
1	1	3	11 DON WILLIAMS/Stay Young (MCA)	134/0	82	31	21
19	17	14	12 CONWAY TWITTY/Three Times A Lady (WB)	145/1	61	68	16
4	3	8	13 B.J. THOMAS/Two Car Garage (Clev.Int/Col)	127/0	75	31	21
26	22	17	14 WHITES/Give Me Back That Old Familiar Feeling (WB/Curb)	147/2	62	62	23
23	19	16	15 WILLIE NELSON/Without A Song (Columbia)	134/0	60	54	20
27	23	20	16 EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	149/4	57	78	14
29	24	21	17 L. ANDERSON & G. MORRIS/You're Welcome To Tonight (Permian)	141/4	48	80	13
22	21	19	18 REBA McENTIRE/There Ain't No Future (Mercury/PG)	138/1	59	61	18
21	20	18	19 RAY CHARLES & GEORGE JONES/We Didn't See A Thing (Columbia)	132/3	62	54	16
28	25	22	20 JUDDS/Had A Dream (For The Heart) (RCA/Curb)	141/1	43	72	26
34	31	25	21 MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	150/3	28	92	30
35	32	27	22 DEBORAH ALLEN/I've Been Wrong Before (RCA)	147/2	27	91	29
31	29	26	23 JOHN ANDERSON/Let Somebody Else Drive (WB)	132/5	39	68	25
3	2	9	24 RICKY SKAGGS/Don't Cheat In Our Hometown (Epic)	111/0	69	18	24
33	30	28	25 KENDALLS/Thank God For The Radio (Mercury/PG)	141/4	28	77	36
50	39	30	26 JOHNNY LEE WITH LANE BRODY/Yellow Rose (Full Moon/WB)	139/10	18	79	42
-	43	34	27 GEORGE STRAIT/Right Or Wrong (MCA)	143/17	16	80	47
36	33	31	28 TOM JONES/I've Been Rained On, Too (Mercury/PG)	118/4	31	62	25
18	18	23	29 EDDIE RABBITT/Nothing Like Falling In Love (WB)	111/2	38	55	18
42	38	33	30 JIM GLASER/If I Could Only Dance With You (Noble Vision)	136/5	15	80	41
-	-	37	31 BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	138/32	10	57	71
45	40	35	32 LEON EVERETTE/I Could'a Had You (RCA)	134/8	12	71	51
46	42	36	33 JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	112/8	4	64	44
6	10	15	34 GARY MORRIS/Why Lady Why (WB)	98/1	36	40	22
-	-	39	35 ATLANTA/Sweet Country Music (MCA)	129/29	8	55	66
37	34	32	36 BILL MEDLEY/Till Your Memory's Gone (RCA)	96/1	13	62	21
-	45	40	37 DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva)	114/13	4	53	57
-	-	49	38 T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb)	115/45	7	51	57
-	44	41	39 MARK GRAY/Left Side Of The Bed (Columbia)	106/8	5	51	50
-	-	44	40 HANK WILLIAMS JR./Man Of Steel (WB/Curb)	115/21	2	50	63
-	46	43	41 OSMOND BROTHERS/Where Does An Angel Go When She Cries (WB/Curb)	86/8	4	41	41
2	8	24	42 MERLE HAGGARD/That's The Way Love Goes (Epic)	74/0	25	31	18
DEBUT	43	43	43 OAK RIDGE BOYS/I Guess It Never Hurts To Hurt Sometimes (MCA)	103/69	5	28	70
49	47	46	44 STEPHANIE WINSLOW/Dancin' With The Devil (Curb/MCA)	76/1	3	39	34
DEBUT	45	45	45 MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	96/35	3	36	57
-	50	48	46 BURRITO BROTHERS/Almost Saturday Night (Curb/MCA)	83/4	1	35	47
DEBUT	47	47	47 CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	87/62	3	25	59
5	13	29	48 ED BRUCE/After All (MCA)	55/0	13	24	18
DEBUT	49	49	49 JOE STAMPLEY/Brown Eyed Girl (Epic)	84/16	1	32	51
DEBUT	50	50	50 ANNE MURRAY/That's Not The Way (It's S'posed To Be) (Capitol)	69/7	5	29	35

MOST ADDED

- OAK RIDGE BOYS (69)
- I Guess It Never Hurts To Hurt... (MCA)
- CRYSTAL GAYLE (62)
- I Don't Wanna Lose Your Love (WB)
- T.G. SHEPPARD with C. EASTWOOD (45)
- Make My Day (WB/Curb)
- GAIL DAVIES (36)
- Boys Like You (WB)
- MICKEY GILLEY & CHARLY McCLAIN (35)
- Candy Man (Epic)
- BARBARA MANDRELL (32)
- Happy Birthday Dear Heartache (MCA)
- WAYLON JENNINGS (32)
- I May Be Used (But Baby I Ain't...) (RCA)
- RONNIE McDOWELL (32)
- I Dream Of Women Like You (Epic)
- RAZZY BAILEY (30)
- In The Midnight Hour (RCA)

HOTTEST

- ALABAMA (103)
- Roll On (Eighteen Wheeler) (RCA)
- KENNY ROGERS (55)
- Buried Treasure (RCA)
- EXILE (54)
- Woke Up In Love (Epic)
- STEVE WARINER (40)
- Lonely Women Make Good Lovers (RCA)
- LEE GREENWOOD (38)
- Going Going Gone (MCA)
- STATLER BROTHERS (34)
- Elizabeth (Mercury/PolyGram)
- DOLLY PARTON (26)
- Save The Last Dance For Me (RCA)
- JANIE FRICKE (23)
- Let's Stop Talkin' About It (Columbia)
- SYLVIA (23)
- I Never Quite Got Back... (RCA)

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of Country reporters adding the song this week or noting that the song is among their five hottest.

BREAKERS

T.G. SHEPPARD with CLINT EASTWOOD

Make My Day (WB/Curb)

On 74% of reporting stations. Rotations: Heavy 7, Medium 51, Light 57, Total Adds 45 including WPOC, WNYR, WZZK, KPLX, KIKK, WNOX, WSIX, WUSN, WHK, WDAF, WHBF, KUZZ, KYGO, KVEG, KMPS. A Most Added Record. Moves 49-38 on the Country chart.

OAK RIDGE BOYS

I Guess It Never Hurts To Hurt Sometimes (MCA)

On 66% of reporting stations. Rotations: Heavy 5, Medium 28, Light 70, Total Adds 69 including WXXW, WNYR, KASE, WYNK, WSOC, KIKK, WMC, WKSJ, KS100, WFMS, WDAF, WMIL, WIL, KLZ, KUGN, KSOP, KSAN. A Most Added Record. Debuts at number 43 on the Country chart.

MICKEY GILLEY & CHARLY McCLAIN

Candy Man (Epic)

On 62% of reporting stations. Rotations: Heavy 3, Medium 36, Light 57, Total Adds 35 including WPOC, WHN, WMZQ, KASE, WKIX, WQYK, WTQR, WMNI, WFMS, WTHI, KVOO, KLZ, KNIX, KSAN. A Most Added Record. Debuts at number 45 on the Country chart.

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 2-13-84.

NEW & ACTIVE includes songs reported by at least 30% of our Country reporting stations. The two numbers following the artist/title (label) designation indicate how many Country reporters are on the record this week and, of those, how many added it for the first time this week. Country stations report their playlists by rotations (Heavy, Medium, and Light). The two numbers following each rotational designation indicates how many stations have the record in that particular rotation.

DID YOU KNOW THAT CMA:

...Conducts an annual survey of all licensed radio stations to determine the amount of Country Music programmed daily, and compiles a comprehensive list of all of those stations?



For information on joining, write to:
Country Music Association
 P. O. Box 22299-R
 Nashville, TN 37202



NEW & ACTIVE

- CRYSTAL GAYLE "I Don't Wanna Lose Your Love" (WB) 87/62**
Rotations: Heavy 3, Medium 25, Light 59, Total Adds 62 including WHN, WNYR, KIX106, WSOC, WCOS, WAMZ, WMC, WKSJ, WTQR, WHK, WFMS, WMIL, KFDI, KLZ, KSON. Debuts at number 47 on the Country chart.
- JOE STAMPLEY "Brown Eyed Girl" (Epic) 84/16**
Rotations: Heavy 1, Medium 32, Light 51, Total Adds 16, WCAO, WMZQ, CHOW, KIKK, WNOX, KSSN, WKMF, WDAF, WMIL, WWJO, WIL, WTOD, KKAL, KKCS, KRWQ, KFTN. Debuts at number 49 on the Country chart.
- VINCE GILL "Victim Of Life's Circumstances" (RCA) 70/14**
Rotations: Heavy 0, Medium 15, Light 55, Total Adds 14, WPOR, WWVA, KMML, KLLL, WOKK, WMNI, WONE, KWMT, WDAF, WHBF, KIOV, KTPK, KRKT, KTOM. Medium: WTVY, WAMZ, WMC, WLWI, KFDI, KMPS.
- ANNE MURRAY "That's Not The Way (It's S'posed To Be)" (Capitol) 69/7**
Rotations: Heavy 5, Medium 29, Light 35, Extra Adds 7, WOKQ, KLLL, WONE, WKMF, WIRE, KFRY, KFTN. Heavy: WXKW, KASE, KLVI, KIKK, WHOO. Medium: KIX106, WZZK, WKIX, WCUZ, KLAC. Debuts at number 50 on the Country chart.
- RAZZY BAILEY "In The Midnight Hour" (RCA) 65/30**
Rotations: Heavy 2, Medium 11, Light 52, Total Adds 30 including WBGW, WSOC, WESC, KIKK, WOKK, WKQS, WUSQ, KCJB, WHBF, WTOD, KUUY, KMAK, KCKC, KGA.
- MOE BANDY "It Took A Lot Of Drinkin' (To Get That Woman Over Me)" (Columbia) 63/21**
Rotations: Heavy 0, Medium 18, Light 45, Total Adds 21 including CHOW, WYNN, WESC, WMC, WTQR, WDAF, KXXY, WTOD, KKCS, KWJJ.
- BILLIE JO SPEARS "Midnight Blue" (Parliament) 63/7**
Rotations: Heavy 5, Medium 24, Light 34, Total Adds 7, WSNO, WPOR, KIX106, WFNC, KSSN, KRST, KLZ. Heavy: WGNA, WPTR, KKYX, KRMD, KSO. Medium: WLWI, WHBF, KTPK, KUZZ.
- GAIL DAVIES "Boys Like You" (WB) 62/36**
Rotations: Heavy 0, Medium 11, Light 51, Total Adds 36 including WXKW, WILQ, KMML, WSOC, KHEY, WUSQ, WUBE, WAXX, WGEE, KTTS, KFDI, KMAK, KCKC, KSON, KMPS.
- LARRY WILLOUGHBY "Building Bridges" (Atlantic America) 62/8**
Rotations: Heavy 1, Medium 20, Light 41, Total Adds 8, CHOW, WSOC, WQYK, WMNI, KWMT, KRKT, KKCS, KMPS. Heavy: WTVY. Medium: WBGW, WAJR, KRMD, WCXI, KRSY.
- MAC DAVID "Most Of All" (Casablanca/PolyGram) 57/9**
Rotations: Heavy 0, Medium 20, Light 37, Total Adds 9, WCAO, WSNO, WPOR, WESC, KSSN, WTOD, KJOT, KUUY, KNIX. Medium: WPOC, KLVI, WONE, KTTS.
- JAN GRAY "Bad Night For Good Girls" (Jamex) 56/6**
Rotations: Heavy 0, Medium 17, Light 39, Total Adds 6, CHOW, KEAN, WESC, KLLL, WIRK, KCJB. Medium: WPTR, WSEN, KRMD, KRKT.
- DAVID WILLS "Lady In Waiting" (RCA) 52/10**
Rotations: Heavy 0, Medium 12, Light 40, Total Adds 10, WKYG, WEZL, KHEY, WKZZ, KRRK, WFMS, KTTS, KVOO, KRKT, KQIL. Medium: WVAM, WGTQ, KUZZ.
- RONNIE McDOWELL "I Dream Of Women Like You" (Epic) 51/32**
Rotations: Heavy 1, Medium 13, Light 37, Total Adds 32 including WVAM, WFNC, WESC, WKQS, WKKQ, KTTS, KUZZ, KNIX, KTOM, KMPS, KGA. Heavy: WAMZ.
- DAN SEALS "God Must Be A Cowboy" (Liberty) 50/26**
Rotations: Heavy 0, Medium 10, Light 40, Total Adds 26 including WKYG, WPOR, WSEN, WWVA, WYNN, KXYL, WPAP, WIRK, KTTS, KVOO, KFRY, KWJJ, KSOP. Medium: WKQS, WHOO, KFDI, KUZZ, KTOM.

SIGNIFICANT ACTION

- MARGO SMITH "Please Tell Him I Said Hello" (Moon Shine) 41/1**
Rotations: Heavy 0, Medium 12, Light 29, Total Adds 1, CHOW. Medium: WGNA, KMML, KKYX, WXCL, WWJO, KQIL. Light: WCAO, WESC, WIRK, WIL, KGA.
- KATHY MATTEA "Someone Is Falling In Love" (Mercury/PolyGram) 39/16**
Rotations: Heavy 0, Medium 6, Light 33, Total Adds 16 including WAJR, WKYG, KHEY, WUSQ, WHBF, KTTS, KRST, KRWQ, KGA. Medium: WSEN, WLVI, WXCL.
- MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 37/9**
Rotations: Heavy 1, Medium 5, Light 31, Total Adds 9, WCAO, KHEY, WPAP, KRRK, WAXX, KFGO, WHBF, KUGN, KMAK. Heavy: WXCL.
- JIM STAFFORD "Little Bits And Pieces" (Columbia) 35/2**
Rotations: Heavy 2, Medium 14, Light 19, Total Adds 2, WOKQ, CHOW. Heavy: WWVA, KIKK. Medium: WKKQ, WTHI, KQIL, KEIN, KCCY.
- BIG AL DOWNING "The Best Of Families" (Team Entertainment) 34/2**
Rotations: Heavy 0, Medium 11, Light 23, Total Adds 2, WFNC, KIGO. Medium: WPTR, WEZL, Q92. Medium: WIXY, WRNL, WIRK, KOMA, WHBF.

- WAYLON JENNINGS "I May Be Used (But Baby I Ain't Used Up)" (RCA) 32/32**
Rotations: Heavy 1, Medium 9, Light 22, Total Adds 32 including WSNO, WYII, KEAN, WTVY, WAMZ, WTQR, KSO, WCXI, KTPK, KRKT, KMAK, KWJJ, KSOP. Heavy: KASE.
- RAY STEVENS "My Dad" (Mercury/PolyGram) 24/2**
Rotations: Heavy 0, Medium 6, Light 18, Total Adds 2, WTQR, WTOD. Medium: WYII, WKQS. Light: WLWI, WIRK, WUSQ, KSOP.
- STEVE CLARK "That It's All Over Feeling (All Over Again)" (Mercury/PolyGram) 22/4**
Rotations: Heavy 0, Medium 6, Light 16, Total Adds 4, KLRA, KUGN, KRWQ, KSOP. Medium: WKLO, KFDI, KRKT, KUZZ. Light: WBGW, WKYG, KRRV, KSO.
- JIMMY BUFFETT "Brown Eyed Girl" (MCA) 22/0**
Rotations: Heavy 1, Medium 9, Light 12, Total Adds 0. Heavy: WHOO. Medium: WPTR, WAJR, KLLL, WKSJ, KSON, KIGO. Light: WUSQ, WTSO, KFRY.
- VICTORIA SHAW "Break My Heart" (MPB) 21/4**
Rotations: Heavy 0, Medium 4, Light 17, Total Adds 4, WKYG, WILQ, KHEY, WUSN. Medium: WAJR, KIOV, KTOM. Light: WHN, WUSQ, K102, KKCS.
- PINKARD & BOWDEN "Adventures In Parodies" (WB) 19/16**
Rotations: Heavy 0, Medium 0, Light 19, Total Adds 16 including WPTR, WCAO, WSEN, WUSN, WAXX, KWMT, KRST, KQIL, KGA, KIGO. Light: WKYG, WMC, KTOM.
- FAMILY BROWN "Repeat After Me" (RCA) 19/13**
Rotations: Heavy 0, Medium 3, Light 16, Total Adds 13, WVAM, WSEN, WYII, KRRV, WPAP, WKKQ, KFGO, WTSO, KYAK, KQIL, KSOP, KMPS, KIGO.
- JOHNNY LEE "Say When" (Full Moon/WB) 18/1**
Rotations: Heavy 3, Medium 6, Light 9, Total Adds 1, WKZZ. Heavy: KPLX, WOW, KCCY. Medium: KASE, WKMF, KIK-FM. Light: WOKQ, KLVI, KRSY.
- CHANTILLY "Baby's Walkin'" (F&L) 15/0**
Rotations: Heavy 0, Medium 9, Light 12, Total Adds 0. Medium: WIRK, KSO, WHBF. Light: WSEN, WUSQ, WOW, KVOO, KFDI, KRWO, KSOP.
- WICKLINE "Ski Bumpus" (Cascade Mountain) 14/0**
Rotations: Heavy 0, Medium 3, Light 11, Total Adds 0. Medium: WONE, KIK-FM. Light: WQYK, WUSQ, WOW, WHBF, KWJJ, KMPS, KGA.
- DAVID ROGERS "I Am A Country Song" (Mr. Music) 12/4**
Rotations: Heavy 0, Medium 2, Light 10, Total Adds 4, KFGO, WHBF, KTTS, KVOO. Medium: WGNA, KBMR. Light: WSEN, KRMD, KFDI.
- KATY MOFFATT "Reynosa" (Permian) 11/2**
Rotations: Heavy 0, Medium 0, Light 11, Total Adds 2, KRWO, Q92. Light: WSEN, KYXX, WUSQ, WAXX, KEBC, KSOP.
- VINCE HATFIELD "Can't Get To You From Here" (F&L) 11/0**
Rotations: Heavy 0, Medium 1, Light 10, Total Adds 0. Medium: WXCL. Light: WIXY, WKYG, WSEN, WUSQ, KRWO, Q92, KIGO.
- TONY JOE WHITE "We Belong Together" (Columbia) 10/3**
Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, KFGO, KVOO, KUUY. Medium: WSEN, KMML. Light: WVAM, WEZL, KRMD.
- MAINES BROTHERS BAND "You Are A Miracle" (Mercury/PolyGram) 10/2**
Rotations: Heavy 1, Medium 3, Light 6, Total Adds 2, KRKT, KSOP. Heavy: KLLL. Medium: KMML. Light: WYII, KXYL, KEBC, KVOO, Q92.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
GEORGE JONES/Radio Lover (Epic)	<i>Jones Country</i>
ALABAMA/If You're Gonna Play In Texas (RCA)	<i>Roll On</i>
ALABAMA/The End Of The Lyin' (RCA)	<i>Roll On</i>
ALABAMA/I'm Not That Way Anymore (RCA)	<i>Roll On</i>
ALABAMA/Food On Your Table (RCA)	<i>Roll On</i>
HANK WILLIAMS JR./Lovesick Blues (WB/Curb)	<i>Man Of Steel</i>
EXILE/Take Me To The River (Epic)	<i>Exile</i>
RICKY SKAGGS/Honey (Open That Door) (Epic)	<i>Don't Cheat In Our Hometown</i>
DOLLY PARTON/We'll Sing In The Sunshine (RCA)	<i>The Great Pretender</i>
DOLLY PARTON/I Can't Help Myself (RCA)	<i>The Great Pretender</i>
EXILE/Red Dancing Shoes (Epic)	<i>Exile</i>
RICKY SKAGGS/Uncle Pen (Epic)	<i>Don't Cheat In Our Hometown</i>
JUDDS/Blue Nun Cafe (RCA)	<i>Wynonna And Naomi: The Judds</i>
DOLLY PARTON/Downtown (RCA)	<i>The Great Pretender</i>



1-23958

PRODUCED BY JIMMY BOWEN

CRYSTAL GAYLE

"I DON'T WANNA LOSE YOUR LOVE" 7-29356

FROM THE ALBUM 'CAGE THE SONGBIRD'
MOST ADDED 47



MANUFACTURED & DISTRIBUTED BY WARNER BROS. RECORDS

Columbia Records Invites You To The Hit Parade



BILLY GRIFFIN

Black/Urban

"Serious" Black/Urban Chart: **36**

BREAKERS



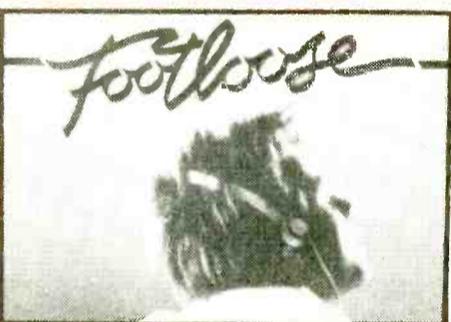
GLADYS KNIGHT & THE PIPS

"When You're Far Away"

Black/Urban

WAOK	WDMT	KJLH	WJMI	WLVW	
WVEE	WJMO	WNHC	WKXI	KOKA	
WYLD-FM	WZAK	WPEG	WJAX	WANM	WVOI
WCIN	KDAY	WOIC	WBLX	WDAO	KDIA

CHR SIGNIFICANT ACTION



SHALAMAR

Black/Urban

"Dancing In The Sheets"

CHR SIGNIFICANT ACTION

From The Soundtrack Album "FOOTLOOSE"

WXYV	KRLY	KACE	WPEG	WJAX	WLVW	WWDM
WDAS	WYLD-FM	KDAY	WJMI	KJCB	WMAK	WLTH
WAOK	WJMO	WRDW	WKXI	WBLX	KOKA	WWWS



JOHNNY MATHIS WITH DENIECE WILLIAMS

"Love Won't Let Me Wait"

Black/Urban

CHR SIGNIFICANT ACTION

WDAS	WAIL-FM	WJMO	KJLH	WKXI	KOKA
WAOK	WGCI	WZEN-FM	WPEG	WPDQ	KUKQ
WDIA	WCIN	KACE	WOIC	WBLX	



DAMARIS

Black/Urban

"What About My Love?"

CHR SIGNIFICANT ACTION

WILD	WGCI	WPDQ	WWDM
WRKS	WRDW	KJCB	WAAA
WBMX	WNOO	WLVW	

ON YOUR DESK THIS WEEK

"Stay On In The Groove"

BY RODNEY FRANKLIN



Country's Most Current Music Regional Adds & Hots

EAST		MIDWEST		SOUTH		WEST	
MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST	MOST ADDED	HOTTEST
Crystal Gayle (WB) Oak Ridge Boys (MCA)	Alabama (RCA) Exile (Epic)	Oak Ridge Boys (MCA) Crystal Gayle (WB) T.G. Sheppard with C. Eastwood (WB/Curb)	Alabama (29) Kenny Rogers (RCA)	Crystal Gayle (WB) Oak Ridge Boys (MCA)	Alabama (RCA) Mercury/PG Kenny Rogers (RCA)	Oak Ridge Boys (MCA) Waylon Jennings (RCA)	Alabama (RCA) Exile (Epic)

EAST		MIDWEST		SOUTH		WEST	
WQNA-FM Albany, NY	JUDS TOM JONES PINKARD & BOWDEN ATLANTA SHEPPARD/EASTWOOD LEON EVERETTE OAK RIDGE BOYS BARBARA HANDELL OAK RIDGE BOYS ROD RISHARD JERRY LEE DEBORAH ALLEN MICHAEL MURPHY GEORGE STRAIT ATLANTA	WXLQ Newton, NJ	WQMG Washington, D.C.	WQXR Albany, NY	WQNY Parkersburg, WV	WQAM Altoona, PA	WQOC-FM Baltimore, MD
WQNY Parkersburg, WV	WQAM Altoona, PA	WQOC-FM Baltimore, MD					

159 Reporters
141 Current Reports

The following stations reported frozen playlists this week:

KKXX/San Antonio
KEIN/Great Falls
KIK-FM/Anaheim

The following stations did not report new playlists for two consecutive weeks and were not used in this week's data:

WCMS/Norfolk
KRAK/Sacramento
WYRK/Bufalo
KECK/Lincoln

WJQS/Jackson is no longer a reporting station.

Black/Urban

BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

CAMEO

She's Strange (Atlanta Artists/PolyGram)

82% of our reporting stations on it. Rotations: Heavy 5/1, Medium 29/8, Light 23/3, Extra Adds 4, Total Adds 26 including WILD, WDAS, WAMO, KRLY, WDIA, WEDR, WYLD-FM, WGCI, WJMO, KACE, WKND, WRDW, WATV, WGIV, WPEG, WJAX, WVKO, KDIA. A Most Added Record. Debuts at number 26 on the Black/Urban chart.

ATLANTIC STARR

More, More, More (A&M)

73% of our reporting stations on it. Rotations: Heavy 10/1, Medium 18/2, Light 23/6, Extra Adds 3, Total Adds 12, WDAS, WEDR, WBMX, KNOW, WGIV, WJAX, WLOU, WBLX, WMAK, WTOY, KOKA, WWDM. Moves 38-31 on the Black/Urban chart.

KOOL & THE GANG

Tonight (De-Lite/PolyGram)

68% of our reporting stations on it. Rotations: Heavy 7/2, Medium 20/7, Light 18/3, Extra Adds 5, Total Adds 17, KMJQ, KRLY, WBMX, WGCI, WDMT, WZEN-FM, XHRM, WRDW, KNOW, WGIV, WPEG, WJMI, WLOU, WMAK, KHYS, WDAO, KDKO. A Most Added record. Debuts at number 33 on the Black/Urban chart.

STACY LATTISAW & JOHNNY GILL

Perfect Combination (Cotillion/Atco)

66% of our reporting stations on it. Rotations: Heavy 1/0, Medium 14/5, Light 30/17, Extra Adds 4, Total Adds 26, including WILD, WRKS, WAMO, WVEE, KRLY, KRNB, WDIA, WEDR, WBMX, WGCI, WBLZ, WZAK, WZEN-FM, XHRM, WRDW, WDAO, WLTH, KUKQ. A Most Added record. Debuts at number 40 on the Black/Urban chart.

BILLY GRIFFIN

Serious (Columbia)

65% of our reporting stations on it. Rotations: 4/0, Medium 21/2, Light 21/2, Extra Adds 2, Total Adds 6, WAMO, WVEE, KRNB, WBMX, WPLZ, KHYS. Heavy: WYLD-FM, KDAY, WRDW, KDKO. Debuts at number 36 on the Black/Urban chart.

NEW & ACTIVE

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100 25) indicate how many of our reporters are on the record this week (100) and of those how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts held it the same (on to on, add to on, 31-31 etc.), moved it down on their charts, or Added it this week. indicated one of this week's most added new songs.

- **DENNIS EDWARDS featuring SIEDAH GARRET "Don't Look Any Further" (Motown) 39/7**
Rotations: Heavy 7/0, Medium 18/1, Light 11/3, Extra Adds 3, Total Adds 7, WAIL-FM, WDMT, WJMO, KACE, XHRM, WMAK, WVOI. Heavy: WDAS, WHRK, WZAK, WPLZ. Medium: WILD, KKDA-FM, WBMX, KDAY.
- STARPOINT "It's All Yours" (Elektra) 36/13**
Rotations: Heavy 2/1, Medium 12/2, Light 20/8, Extra Adds 2, Total Adds 13 including WVEE, WEDR, WBMX, WZAK, WZEN-FM, KNOW, WGIV, WDAO. Heavy: KACE, WLOU. Medium: WILD, WOOK, WAOK, KJLH, WJAX, WLTH.
- TOM BROWNE "Cruisin'" (Arista) 35/2**
Rotations: Heavy 6/0, Medium 14/0, Light 15/2, Extra Adds 0, Total Adds 2, WDMT, WWDM. Heavy: WHUR, WCIN, WNOO, WBLX, WPLZ, WWWS. Medium: WVEE, KRNB, WHRK, XDRQ, WZEN-FM, KDAY, XHRM, WKND, WNHC, WLOU.
- **TYRONE DAVIS "Let Me Be Your Pacifier" (Ocean Front) 33/3**
Rotations: Heavy 8/0, Medium 15/0, Light 10/3, Extra Adds 0, Total Adds 3, WPDQ, WJJS, WLTH. Heavy: KRNB, WJMO, WOIC, WKXI, KJCB, KOKA, WANM, WTLC. Medium: WVEE, WHRK, WEDR, KACE, WPLZ, KUKQ. (Last week this record was inadvertently omitted. It should have been listed with 30/3.)
- S.O.S. BAND "For Your Love" (Tabu/CBS) 32/9**
Rotations: Heavy 3/0, Medium 15/3, Light 13/5, Extra Adds 1, Total Adds 9, WHUR, KKDA-FM, WEDR, WAIL-FM, WDMT, WZAK, WZEN-FM, KDAY, KDIA. Heavy: KMJM, WRDW, WWDM. Medium: WDAS, WAOK, KJLH, WNOO, WPDQ, WANM, WDAO.
- MALCOLM McLAREN "World Famous" (Island/Atco) 32/5**
Rotations: Heavy 3/0, Medium 15/0, Light 14/5, Extra Adds 0, Total Adds 5, WILD, WHRK, WZEN-FM, WRDW, WGIV. Heavy: WAIL-FM, WYLD-FM, WPDQ. Medium: WXYV, WRKS, WDAS, WVEE, WEDR, WDMT, WGR, KOKA, WTLC.
- **CON FUNK SHUN "Don't Let Your Love Grow Cold" (Mercury/PolyGram) 30/13**
Rotations: Heavy 1/0, Medium 16/4, Light 11/7, Extra Adds 2, Total Adds 13, WAOK, WDIA, WAIL-FM, WYLD-FM, WZAK, KNOW, WATV, WPDQ, WPLZ, WANM, WDAO, KDKO, KUKQ. Heavy: WAMO, Medium: WJMO, KDAY, KJLH, WNOO, WWWS.
- BOBBY NUNN "Hangin' Out At The Mall" (Motown) 30/0**
Rotations: Heavy 12/0, Medium 7/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, WEDR, WBMX, WGCI, WJMO, WZEN-FM, XHRM, WATV, WENN, WKXI, WAAA, WLTH. Medium: WHRK, WZAK, KJLH, WJAX, KUKQ.
- **PEABO BRYSON "D.C. Cab" (MCA) 29/2**
Rotations: Heavy 0/0, Medium 10/0, Light 18/1, Extra Adds 1, Total Adds 2, KRNB, WPEG. Medium: WDAS, KKDA-FM, WJLB, WZEN-FM, KDAY, XHRM, KNOW, WBLX, WANM, WWWS.
- LAI D BACK "White Horse" (Sire/WB) 28/9**
Rotations: Heavy 8/1, Medium 5/1, Light 12/4, Extra Adds 3, Total Adds 9, WXYV, KRLY, WDIA, KACE, WRDW, WJJS, WLWV, WLTH, WKWM. Heavy: WILD, WDAS, WHRK, WGCI, WDRQ, WJLB. Medium: KDAY, WOIC, WWWS.

SIGNIFICANT ACTION

- YES "Owner Of A Lonely Heart" (Atco) 24/3**
Rotations: Heavy 8/0, Medium 8/0, Light 7/2, Extra Adds 1, Total Adds 3, KACE, WRDW, WANT. Heavy: WDAS, WVEE, KRLY, KRNB, WGCI, WKWM, WLUM, WWWS. Medium: KKDA-FM, KMJQ, WHRK, WBLZ, WGR, XHRM.
- RAY PARKER JR. "Woman Out Of Control" (Arista) 23/4**
Rotations: Heavy 2/0, Medium 12/2, Light 9/2, Extra Adds 0, Total Adds 4, WAIL-FM, WZEN-FM, XHRM, KNOW. Heavy: WAMO, KDAY. Medium: KMJQ, WZAK, WNOO, WJMI, WLWV, WDAO, WLTH, WWWS, KUKQ.
- GLADYS KNIGHT & THE PIPS "When You're Far Away" (Columbia) 22/11**
Rotations: Heavy 0/0, Medium 7/2, Light 13/7, Extra Adds 2, Total Adds 11, WAOK, WVEE, WYLD-FM, WCIN, WJMO, WZAK, KJLH, WKXI, WLWV, KOKA, WDAO. Heavy: KDAY, WOIC, WJMI, KDIA.
- **KENNY G "Hi, How Ya Doin'?" (Arista) 22/6**
Rotations: Heavy 0/0, Medium 14/2, Light 8/4, Extra Adds 0, Total Adds 6, WDAS, WAIL-FM, WATV, WNOO, WKWM, KDIA. Medium: WRKS, WGCI, WDMT, WJLB, XHRM, WBLX, WWDM, WTLC, WVOI, KUKQ.
- MAZE featuring FRANKIE BEVERLY "I Wanna Thank You" (Capitol) 22/4**
Rotations: Heavy 4/0, Medium 11/1, Light 6/2, Extra Adds 1, Total Adds 4, WILD, KRNB, KACE, XHRM. Heavy: KJLH, WATV, WKXI, WANM. Medium: WVEE, KRLY, WENN, WNOO, WWDM, WDAO.
- ZAPP "Spend My Whole Life" (WB) 22/0**
Rotations: Heavy 8/0, Medium 8/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, WDIA, WATV, WENN, WGIV, WJMI, WBLX, WLWV. Medium: XHRM, WNOO, KJCB, WLTH, WTLC, KUKQ.
- SHALAMAR "Dancing In The Sheets" (Columbia) 21/10**
Rotations: Heavy 0/0, Medium 8/1, Light 10/6, Extra Adds 3, Total Adds 10, WXYV, WPEG, WJMI, WJAX, WBLX, WLWV, WMAK, WWDM, WLTH, WWWS. Medium: WDAS, WAOK, KACE, KDAY, WRDW, WKXI, KOKA.
- ART OF NOISE "Beat Box" (Island/Atco) 21/4**
Rotations: Heavy 4/1, Medium 7/0, Light 9/2, Extra Adds 1, Total Adds 4, WVEE, WYLD-FM, WPEG, WLUM. Heavy: WRKS, WDMT, WZAK. Medium: WXYV, WDAS, WOOK, KKDA-FM, KACE, WPDQ.

MOST ADDED

- CAMEO (26)**
She's Strange (Atlanta Artists/PolyGram)
- STACY LATTISAW & JOHNNY GILL (26)**
Perfect Combination (Cotillion/Atco)
- KOOL & THE GANG (17)**
Tonight (De-Lite/PolyGram)
- JOHNNY MATHIS w/D. WILLIAMS (16)**
Love Won't Let Me Wait (Columbia)

HOTTEST

- PATTI LABELLE (37)**
If Only You Knew (Phil. Int./CBS)
- ROCKWELL (32)**
Somebody's Watching Me (Motown)
- CHERYL LYNN (30)**
Encore (Columbia)
- J. INGRAM w/M. McDONALD (22)**
Yah Mo B There (Qwest/WB)
- J. BLACKFOOT (20)**
Taxi (Sound Town/Allegiance)

- HOTBOX "Do You Wanna Lover" (Polydor/PolyGram) 21/3**
Rotations: Heavy 0/0, Medium 8/1, Light 12/1, Extra Adds 1, Total Adds 3, WZEN-FM, XHRM, WPEG. Medium: WHRK, WNHC, WRDW, WLWV, WWDM, WWWS.
- GEORGE KRANZ "Trommeltanz (Din Daa Daa)" (Personal) 21/1**
Rotations: Heavy 1/0, Medium 9/1, Light 11/0, Extra Adds 0, Total Adds 1, WLUM. Heavy: WDAS. Medium: WAOK, WGCI, WNHC, WENN, WKXI, WAAA.
- MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 20/10**
Rotations: Heavy 6/2, Medium 3/2, Light 10/5, Extra Adds 1, Total Adds 10, WBLZ, KDAY, WNOO, WOIC, WJAX, WPDQ, WWDM, WANM, WDAO, KUKQ. Heavy: WZAK, WZEN-FM, WRDW, WBLX. Medium: WHRK.
- ENCHANTMENT "Don't Fight The Feeling" (Columbia) 20/2**
Rotations: Heavy 2/0, Medium 13/1, Light 5/1, Extra Adds 0, Total Adds 2, WDIA, KHYS. Heavy: WYLD-FM, WWWS. Medium: WILD, WAOK, WJMO, WZAK, WGR, WGIV, WDAO, KDKO.
- ROCKERS REVENGE "There Goes My Heart" (Streetwise) 19/1**
Rotations: Heavy 0/0, Medium 5/0, Light 14/1, Extra Adds 0, Total Adds 1, WVEE. Medium: WDAS, KJLH, WATV, WKXI, KOKA.
- BARBARA MASON "Another Man" (West End) 19/0**
Rotations: Heavy 7/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WRKS, WDAS, WEDR, WZEN-FM, WNHC, WBLX, WANM. Medium: WILD, WOOK, WDMT, WDRQ, WGR, KDAY, WWWS.
- **SYLVESTER "Too Late" (Megatone) 18/2**
Rotations: Heavy 1/0, Medium 6/1, Light 11/1, Extra Adds 0, Total Adds 2, KRNB, KOKA. Heavy: WTLC. Medium: WEDR, WJMO, WPEG, WWDM, WWWS.
- ASHFORD & SIMPSON "I'm Not That Tough" (Capitol) 18/1**
Rotations: Heavy 0/0, Medium 7/0, Light 11/1, Extra Adds 0, Total Adds 1, WKWM. Medium: WZAK, WGIV, KJCB, WLWV, WPLZ, WANT, WWWS.
- SHALAMAR "You Can Count On Me" (Solar/Elektra) 18/1**
Rotations: Heavy 3/0, Medium 11/0, Light 3/0, Extra Adds 1, Total Adds 1, WAOK. Heavy: WZEN-FM, WLWV, WANM. Medium: WILD, WVEE, WJMO, WZAK, KMJM, WGIV, WNOO, KDIA.
- **JOHNNY MATHIS with DENEICE WILLIAMS "Love Won't Let Me Wait" (Columbia) 17/16**
Rotations: Heavy 0/0, Medium 2/2, Light 10/9, Extra Adds 5, Total Adds 16, WDAS, WAOK, WDIA, WAIL-FM, WGCI, WJMO, WZEN-FM, KACE, KJLH, WPEG, WOIC, WKXI, WPDQ, WBLX, KOKA, KUKQ.
- **CURTIS HAIRSTON "We All Are One" (Spring) 17/5**
Rotations: Heavy 0/0, Medium 4/1, Light 12/3, Extra Adds 1, Total Adds 5, WILD, WOOK, KKDA-FM, KRNB, WDMT. Medium: WDAS, WVEE, WLTH.
- **WORLD PREMIERE "Share The Night" (Easy Street) 17/3**
Rotations: Heavy 1/0, Medium 4/0, Light 10/1, Extra Adds 2, Total Adds 3, WPEG, WOIC, KUKQ. Heavy: WNHC. Medium: WDAS, WVEE, WHRK, WPDQ.
- LILLO THOMAS "Just My Imagination (Running Away With Me)" (Capitol) 17/2**
Rotations: Heavy 1/0, Medium 11/0, Light 5/2, Extra Adds 0, Total Adds 2, WJAX, WVOI. Heavy: WNOO. Medium: WRKS, WAMO, WJMO, WZAK, KNOW, WPDQ, KJCB, WLWV, WPLZ, KHYS, WDAO.
- ALFIE SILAS "Be Yourself" (RCA) 16/7**
Rotations: Heavy 0/0, Medium 3/2, Light 13/5, Extra Adds 0, Total Adds 7, WHRK, XHRM, WATV, WGIV, WNOO, WLTH, WWWS. Medium: WTLC.
- BRYAN LOREN "Lollipop Luv" (Philly World) 15/3**
Rotations: Heavy 1/0, Medium 3/0, Light 10/2, Extra Adds 1, Total Adds 3, WJMO, KJLH, WKWM. Heavy: WZAK. Medium: KKDA-FM, WEDR, WWWS.
- MTUME "Green Light" (Epic) 15/0**
Rotations: Heavy 6/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WAOK, WATV, WPEG, WKXI, KOKA, WTLC. Medium: WCIN, WNHC, WENN, WPDQ, WAAA, WDAO.
- TEDDY PENDERGRASS "I Want My Baby Back" (Philadelphia International/CBS) 15/0**
Rotations: Heavy 6/0, Medium 7/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KRNB, WZEN-FM, WGIV, WPDQ, WBLX, KOKA. Medium: WXYV, WGR, KMJM, WKND, WNHC, WAAA, WLTH.
- **TEMPTATIONS "Sail Away" (Gordy/Motown) 14/7**
Rotations: Heavy 1/0, Medium 3/0, Light 9/6, Extra Adds 1, Total Adds 7, WXYV, WDAS, WGCI, WNOO, WDAO, WLTH, WTLC. Heavy: WVEE. Medium: WOIC, WBLX, KDKO.
- ROMANTICS "Talking In Your Sleep" (Nemperor/CBS) 14/4**
Rotations: Heavy 3/0, Medium 6/1, Light 4/2, Extra Adds 1, Total Adds 4, WHUR, KACE, XHRM, WANT. Heavy: WVEE, WHRK, WLUM. Medium: WGCI, WBLX, WDRQ, KMJM, KUKQ.
- CULTURE CLUB "Karma Chameleon" (Virgin/Epic) 14/1**
Rotations: Heavy 9/0, Medium 3/0, Light 2/1, Extra Adds 0, Total Adds 1, WANT. Heavy: WRKS, WOOK, WHUR, WVEE, WHRK, WGCI, KSOL, KOKA, WLUM. Medium: WBLZ, WBLX, KUKQ.
- **HOMI & JARVIS "I'm In Love Again" (GRP) 13/3**
Rotations: Heavy 0/0, Medium 3/0, Light 9/2, Extra Adds 1, Total Adds 3, WBMX, KJLH, WKWM. Medium: WDMT, WJMO, WWWS.
- JIMMY CLIFF "We All Are One" (Columbia) 13/3**
Rotations: Heavy 1/0, Medium 3/0, Light 9/3, Extra Adds 0, Total Adds 3, WCIN, WGIV, WDAO. Heavy: KJLH. Medium: WILD, WKND, KOKA.
- ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 13/1**
Rotations: Heavy 1/0, Medium 6/0, Light 5/0, Extra Adds 1, Total Adds 1, WJMO. Heavy: WTLC. Medium: WAOK, WENN, WNOO, WPLZ, KOKA, WWDM.
- MALCOLM X with KEITH LeBLANC "No Sell Out" (Tommy Boy) 13/0**
Rotations: Heavy 1/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WTLC. Medium: WDAS, WCIN, WJMO, WZAK, WKXI, WWWS.
- **CLOCK WORK "I'm Your Candy Girl" (Private I/CBS) 12/10**
Rotations: Heavy 1/1, Medium 1/0, Light 8/7, Extra Adds 2, Total Adds 10, WAOK, WEDR, WYLD-FM, WCIN, WPEG, WPDQ, WLOU, WTLC, WWWS, KDIA. Medium: KOKA.
- AFRIKA BAMBAATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 12/5**
Rotations: Heavy 1/0, Medium 1/0, Light 9/4, Extra Adds 1, Total Adds 5, WRKS, WZEN-FM, WWDM, WTLC, KUKQ. Heavy: KDAY. Medium: WHRK.
- STEEL PULSE "Steppin' Out" (Elektra) 12/3**
Rotations: Heavy 1/0, Medium 3/2, Light 8/1, Extra Adds 0, Total Adds 3, WHRK, WGCI, WLTH. Heavy: WNOO. Medium: WJMI.
- E.P.M. "Trudy" (Cotillion/Atco) 12/0**
Rotations: Heavy 0/0, Medium 3/0, Light 9/0, Extra Adds 0, Total Adds 0. Medium: WATV, WANM, WTLC.
- GEORGE CLINTON "Last Dance" (Capitol) 11/9**
Rotations: Heavy 0/0, Medium 5/3, Light 4/4, Extra Adds 2, Total Adds 9, WDAS, WAOK, KRNB, WGCI, WZAK, KDAY, WRDW, WOIC, WLWV. Medium: WHRK, KJCB.
- KRAFTWERK "Tour De France" (WB) 11/3**
Rotations: Heavy 2/0, Medium 5/2, Light 4/1, Extra Adds 0, Total Adds 3, WVEE, WOIC, WJMI. Heavy: KDAY, WPDQ. Medium: KACE, XHRM, WNOO.
- **WES PHILLIPS "Sucker For A Pretty Face" (Quality) 11/2**
Rotations: Heavy 1/0, Medium 3/0, Light 6/1, Extra Adds 1, Total Adds 2, WXYV, WVEE. Heavy: WANM. Medium: WZEN-FM, WNHC, WOIC.
- DAMARIS "What About My Love?" (Columbia) 11/0**
Rotations: Heavy 2/0, Medium 2/0, Light 7/0, Extra Adds 0, Total Adds 0. Heavy: WRDW, WLWV. Medium: WGCI, WNOO.
- OUTPUT "Move For Me" (Tuff City/CBS) 10/5**
Rotations: Heavy 1/1, Medium 0/0, Light 9/4, Extra Adds 0, Total Adds 5, WATV, WKXI, WLOU, WJJS, WLWV.
- **FREESTYLE "Freestyle Express" (Sunnyview) 10/4**
Rotations: Heavy 1/0, Medium 1/1, Light 7/2, Extra Adds 1, Total Adds 4, WXYV, WAMO, WZAK, WJAX. Heavy: WEDR.
- MARILYN SCOTT "10 x 10" (Mercury/PolyGram) 10/4**
Rotations: Heavy 0/0, Medium 1/0, Light 8/3, Extra Adds 1, Total Adds 4, WAOK, WZAK, KJLH, WTLC. Medium: XHRM.
- GRANDMASTER FLASH & MELLE MEL "Jesse" (Sugar Hill) 10/3**
Rotations: Heavy 3/0, Medium 2/1, Light 5/2, Extra Adds 0, Total Adds 3, KJLH, WNOO, WJJS. Heavy: WBMX, WZEN-FM, WLTH. Medium: XHRM.
- **SUN "Dance, Let's Shake It Tonight" (Air City) 10/2**
Rotations: Heavy 3/0, Medium 2/0, Light 5/2, Extra Adds 0, Total Adds 2, WEDR, WWDM. Heavy: WBMX, WCIN, WDAO. Medium: WDIA, WKWM.
- SKYY "Married Man" (Salsoul/RCA) 10/1**
Rotations: Heavy 0/0, Medium 2/0, Light 8/1, Extra Adds 0, Total Adds 1, WDAO. Medium: WLWV, WLTH.

Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WXVY/Baltimore
Tim Watts

TORCH SONG
RODNEY FRANKLIN
FREESTYLE
BARBARA MITCHELL
LADY BACK
WES PHILLIPS
SHALAMAR
TEMPTATIONS
HOTTEST:
WOMACK & LABELLE
PATTI LABELLE
STEVE ARRINGTON'S
TINA TURNER
MAJOR HARRIS

WILD/Boston
Elroy R.C. Smith

DXP
LATTISAW & GILL
CURTIS HAIRSTON
MAZE
MALCOLM MCLAREN
CAMBO
HOTTEST:
CHERYL LYNN
PATTI LABELLE
RUN D.M.C.
D TRAIN
J. BLACKFOOT

WKND/Hartford
Jordan McLean

PATTI AUSTIN
CAMBO
HOTTEST:
CHERYL LYNN
JAMES INGRAM
LIONEL RICHIE
DREAMBOY
POINTER SISTERS

WNHC/New Haven
James Jordan

none
HOTTEST:
CHERYL LYNN
PATTI LABELLE
JENNIFER HOLLIDAY
EVELYN KING
BARBARA MASON

WRKS/New York
Mayo/Quarantone

LATTISAW & GILL
SOUL SONIC PORCE
HOTTEST:
PATTI LABELLE
BARBARA MASON
MELBA MOORE
RUN D.M.C.
ART OF NOISE

MIDWEST

WGCI/Chicago
Richard Pegue

COOL & THE GANG
STEEL PULSE
JOHNNY MATSIS
RUFUS & CHAKA
CAMBO
LATTISAW & GILL
GEORGE CLINTON
TEMPTATIONS
SADAO WATANABE
KEITH & DARRELL
HOTTEST:
PATTI LABELLE
LADY BACK
CHERYL LYNN
CULTURE CLUB
NEW EDITION

WBMX/Chicago
Lee Michaels

ATLANTIC STARR
TINA TURNER
POINTER SISTERS
BILLY GRIFFIN
STARPOINT
LUTHER VANDROSS
COOL & THE GANG
LATTISAW & GILL
HOMI & JARVIS
HOTTEST:
D TRAIN
LIONEL RICHIE
JENNY BURTON
DAZZ BAND
JAMES INGRAM

WBLZ/Cincinnati
Brian Castle

LATTISAW & GILL
RUFUS & CHAKA
MIDNIGHT STAR
HOTTEST:
LIONEL RICHIE
SHANNON
DAZZ BAND
PATTI LABELLE
JAMES INGRAM

WAS/Philadelphia

Joe Tamburro

CAMBO
GEORGE CLINTON
KENNY G
TEMPTATIONS
KEITH & DARRELL
ATLANTIC STARR
JOHNNY MATSIS
SYSTEM
CITISPEAK
HOTTEST:
POINTER SISTERS
MICHAEL JACKSON
ROCKWELL
DENNIS EDWARDS
WOMACK & LABELLE

WMOJ/Pittsburgh
J.C. Floyd

BILLY GRIFFIN
LATTISAW & GILL
CAMBO
FREESTYLE
MAJOR HARRIS
HOTTEST:
POINTER SISTERS
JAMES INGRAM
JEFFREY OSBORNE
EWF
LIONEL RICHIE

WQOK/Washington, DC
John Turk

CURTIS HAIRSTON
PIPE DREAM
PATTI AUSTIN
STEVE ARRINGTON'S
HOTTEST:
LIONEL RICHIE
JAMES INGRAM
PIECES OF A DREAM
JEFFREY OSBORNE
TINA TURNER

WHUR/Washington, DC
Libby Lawson

RON BANKS
ROMANTICS
SOS BAND
KLEER
RARE ESSENCE
HOTTEST:
SHANNON
CHERYL LYNN
LIONEL RICHIE
PATTI LABELLE
POINTER SISTERS

WCIN/Cincinnati

Sid Kennedy

CLOCK WORK
GLADYS KNIGHT
CARL ANDERSON
JIMMY CLIFF
FREDDIE HUBBARD
HOTTEST:
JAMES INGRAM
PATTI LABELLE
BRYSON & FLACK
LIONEL RICHIE
ROCKWELL

WZAK/Cleveland
Lynn Tolliver

GEORGE CLINTON
CON FUNK SHUN
LATTISAW & GILL
STARPOINT
WOMACK & LABELLE
CON FUNK SHUN
GLADYS KNIGHT
FREESTYLE
HUMAN BODY
DIONNE WARWICK
MARILYN SCOTT
HOTTEST:
MICHAEL JACKSON
PATTI LABELLE
LIONEL RICHIE
DAZZ BAND
J. BLACKFOOT

WJMO/Cleveland
Rod See

DENNIS EDWARDS
ELBOW BONES & RAC
BRYAN LOREN
CAMBO
GLADYS KNIGHT
JOHNNY MATSIS
HOTTEST:
J. BLACKFOOT
ROCKWELL
MELBA MOORE

WDMT/Cleveland
Kelly Dean

DENNIS EDWARDS
CURTIS HAIRSTON
COOL & THE GANG
WOMACK & LABELLE
HOTTEST:
SOS BAND
SHANNON
RUN D.M.C.
JEFFREY OSBORNE
MELBA MOORE
JAMES INGRAM

SOUTH

WAOK/Atlanta
Larry Tinsley

JOHNNY MATSIS
SHALAMAR
CLOCK WORK
GEORGE CLINTON
GLADYS KNIGHT
MARILYN SCOTT
CITISPEAK
HOTTEST:
POINTER SISTERS
MICHAEL JACKSON
CON FUNK SHUN
DAZZ BAND
LIONEL RICHIE
STEVE ARRINGTON'S

WVEE/Atlanta
Scotty Andrews

MARY JANE GIRLS
SYSTEM
LISA
KRAFTWERK
GLADYS KNIGHT
TORCH SONG
KIM CARNES
ROCKERS REVENGE
BARRY MANLOW
WES PHILLIPS
LATTISAW & GILL
HALL & OATES
BILLY GRIFFIN
STARPOINT
WOMACK & LABELLE
ART OF NOISE
HOTTEST:
J. BLACKFOOT
ROCKWELL
MICHAEL JACKSON
TINA TURNER
ROCKWELL

WATV/Birmingham
Ron January

CAMBO
G.T.
CON FUNK SHUN
KENNY G
ALFIE SILAS
HOTTEST:
SKOOL BOYZ
GREEN III
LATTISAW & GILL
HOTTEST:
LIONEL RICHIE
JENNIFER HOLLIDAY
PATTI LABELLE
DREAMBOY

WVCO/Columbus

Lyles/Jones

WOMACK & LABELLE
RUFUS & CHAKA
CAMBO
HOTTEST:
JAMES INGRAM
CHERYL LYNN
ROCKWELL
D TRAIN
J. BLACKFOOT

WDAO/Dayton
Lankford Stephens

MICHAEL JACKSON
MIDNIGHT STAR
CAMBO
CON FUNK SHUN
GLADYS KNIGHT
COOL & THE GANG
STARPOINT
LATTISAW & GILL
CON FUNK SHUN
DAVY DMX
COMMODORES
JIMMY CLIFF
GIPT OF DREAMS
DENISE LASALLE
SKYY
NEW WORLD
HOTTEST:
J. BLACKFOOT
CHERYL LYNN
PATTI LABELLE
JAMES INGRAM
SHANNON

WGRD/Detroit
Joe Spencer

none
HOTTEST:
PATTI LABELLE
CHERYL LYNN
J. BLACKFOOT
ROCKWELL
MELBA MOORE

WJLB/Detroit
James Alexander

none
HOTTEST:
ROCKWELL
PLANET PATROL
TWILIGHT 22
JENNY BURTON
DEELE
HOTTEST:
SOS BAND
SHANNON
RUN D.M.C.
JEFFREY OSBORNE
MELBA MOORE
JAMES INGRAM

WDRQ/Detroit

Tony Gray

none
HOTTEST:
DAZZ BAND
DEBARGE
JENNY BURTON
LADY BACK
ROCKWELL

WRDW/Augusta

Teddy Black

DAYTON
LATTISAW & GILL
COOL & THE GANG
CAMBO
LARRY WJ
JEFFREY OSBORNE
ZENA DEJONAY
MILLIE JACKSON
LADY BACK
CARL ANDERSON
CENTRAL LINE
MALCOLM MCLAREN
YES
HOTTEST:
PATTI LABELLE
MICHAEL JACKSON
DAZZ BAND
POINTER SISTERS
ROCKWELL

KNOW/Austin
Sally Edwards

STARPOINT
FURYTIMICS
ATLANTIC STARR
CON FUNK SHUN
COOL & THE GANG
DIONNE WARWICK
RAY PARKER JR.
HOTTEST:
PIECES OF A DREAM
DAZZ BAND
DONNA SUMMER
ANITA BAKER
CHERYL LYNN

WATV/Birmingham
Ron January

CAMBO
G.T.
CON FUNK SHUN
KENNY G
ALFIE SILAS
HOTTEST:
SKOOL BOYZ
GREEN III
LATTISAW & GILL
HOTTEST:
LIONEL RICHIE
JENNIFER HOLLIDAY
PATTI LABELLE
DREAMBOY

WLTH/Gary

Dana Huskisson

CAMBO
LADY BACK
TEMPTATIONS
LATTISAW & GILL
ALFIE SILAS
SHALAMAR
TYRONE DAVIS
STEEL PULSE
WILLIE CLAYTON
HOTTEST:
LIONEL RICHIE
JENNIFER HOLLIDAY
PATTI LABELLE
DREAMBOY

WKWM/Grand Rapids
Frank Grant

LADY BACK
ANNE LESEAR
ASHFORD & SIMPSON
KENNY G
HOMI & JARVIS
BRYAN LOREN
RUFUS & CHAKA
POLICE
HOTTEST:
DEELE
DAZZ BAND
RUN D.M.C.
DENNIS EDWARDS
LADY BACK

WTLN/Indianapolis
Jay Johnson

STARPOINT
MARILYN SCOTT
SOUL SONIC PORCE
NEW GUYS ON THE B
TORCH SONG
CLOCK WORK
CITISPEAK
TEMPTATIONS
FRANKIE GOES TO H
JOYCE THORNE
HOTTEST:
CHERYL LYNN
DISCO FOUR
RUN D.M.C.
ROCKWELL
SHALAMAR

WLUM/Milwaukee
Mark Driscoll

ART OF NOISE
GEORGE KRANZ
RUN D.M.C.
JEFFREY OSBORNE
WEST STREET MOB
LISA
HOWARD JONES
MANFRED MANN
HOTTEST:
ROCKWELL
YES
VAN HALEN
PATTI LABELLE
ART OF NOISE

WVVO/Toledo

Max Myrick

STARPOINT
TYRONE BRUNSON
DEELS
LILLO THOMAS
DENNIS EDWARDS
CAMBO
LATTISAW & GILL
HOTTEST:
CHERYL LYNN
J. BLACKFOOT
RUN D.M.C.
JAMES INGRAM
ROCKWELL

WENN/Birmingham

Michael Star

none
HOTTEST:
PATTI LABELLE
JAMES INGRAM
SHANNON
DAZZ BAND
D TRAIN
HOTTEST:
WOMACK & LABELLE
COOL & THE GANG
JEFFREY OSBORNE
ATLANTIC STARR
IMAGINATION
ALFIE SILAS
STARPOINT
CAMBO
JIMMY CLIFF
LATTISAW & GILL
MALCOLM MCLAREN
HOTTEST:
CHERYL LYNN
RUN D.M.C.

WPEG/Charlotte
Hal Harrill

WOMACK & LABELLE
COOL & THE GANG
JEFFREY OSBORNE
ATLANTIC STARR
IMAGINATION
ALFIE SILAS
STARPOINT
CAMBO
JIMMY CLIFF
LATTISAW & GILL
MALCOLM MCLAREN
HOTTEST:
CHERYL LYNN
RUN D.M.C.

WJMI/Jackson
Tommy Marshall

DREAMBOY
PATTI AUSTIN
OUTPUT
CARL ANDERSON
GLADYS KNIGHT
JOHNNY MATSIS
HOTTEST:
CHERYL LYNN
JAMES INGRAM
GRANDMIXER D.ST.
RUN D.M.C.
BOBBY NUNN

WVVO/Toledo

Max Myrick

STARPOINT
TYRONE BRUNSON
DEELS
LILLO THOMAS
DENNIS EDWARDS
CAMBO
LATTISAW & GILL
HOTTEST:
CHERYL LYNN
J. BLACKFOOT
RUN D.M.C.
JAMES INGRAM
ROCKWELL

WZEN-FM/St. Louis
Rod King

DEBARGE
LATTISAW & GILL
SOUL SONIC PORCE
RAY PARKER JR.
MARY JANE GIRLS
JOHNNY MATSIS
STARPOINT
HOTBOY
SOS BAND
HOTTEST:
TEENA MARIE
D TRAIN
RUN D.M.C.
ROCKWELL
BARBARA MASON

WVVO/Toledo
Max Myrick

STARPOINT
TYRONE BRUNSON
DEELS
LILLO THOMAS
DENNIS EDWARDS
CAMBO
LATTISAW & GILL
HOTTEST:
CHERYL LYNN
J. BLACKFOOT
RUN D.M.C.
JAMES INGRAM
ROCKWELL

WJAX/Jacksonville
Steve Fox

SHALAMAR
FREESTYLE
MIDNIGHT STAR
CAMBO
ATLANTIC STARR
DAVY DMX
LILLO THOMAS
DIONNE WARWICK
HOTTEST:
TWO SISTERS
JENNY BURTON
ROCKWELL
DREAMBOY
PATTI LABELLE

WNOO/Chattanooga

Frank St. James

CAMBO
GRANDMASTER FLASH
DEELE
KENNY G
CENTRAL LINE
STARPOINT
DAYTON
LARRY WJ
MIDNIGHT STAR
LESEAR
MARY JANE GIRLS
TEMPTATIONS
ALFIE SILAS
LATTISAW & GILL
HOTTEST:
JAMES INGRAM
J. BLACKFOOT
RUN D.M.C.
D TRAIN
STEEL PULSE

WOIC/Columbia
Mickey Arnold

MIDNIGHT STAR
KRAFTWERK
STARPOINT
JOHNNY MATSIS
GEORGE CLINTON
MELBA MOORE
WORLD PREMIERE
DAYTON
ANNE LESEAR
HOTTEST:
ROCKWELL
SHANNON
PATTI LABELLE
CHERYL LYNN
TWILIGHT 22
RUN D.M.C.
JAMES INGRAM

KKDA-FM/Dallas
Terri Avery

WOMACK & LABELLE
TEENA MARIE
SOS BAND
OEBLE
CURTIS HAIRSTON
HOTTEST:
DREAMBOY
DAZZ BAND
MICHAEL JACKSON
LUTHER VANDROSS
RUFUS & CHAKA

KRNB-FM/Memphis

Sherry Bacon

GEORGE CLINTON
DAVY DMX
WILLIE CLAYTON
BILLY GRIFFIN
MAZE
LATTISAW & GILL
SYLVESTER
PEABO BRYSON
MISS LOUISIANNE
CURTIS HAIRSTON
HOTTEST:
DREAMBOY
YES
PATTI LABELLE
ROCKWELL
RUN D.M.C.

WJMI/Jackson
Tommy Marshall

DREAMBOY
PATTI AUSTIN
OUTPUT
CARL ANDERSON
GLADYS KNIGHT
JOHNNY MATSIS
HOTTEST:
CHERYL LYNN
JAMES INGRAM
GRANDMIXER D.ST.
RUN D.M.C.
BOBBY NUNN

WJMI/Jackson
Tommy Marshall

DREAMBOY
PATTI AUSTIN
OUTPUT
CARL ANDERSON
GLADYS KNIGHT
JOHNNY MATSIS
HOTTEST:
CHERYL LYNN
JAMES INGRAM
GRANDMIXER D.ST.
RUN D.M.C.
BOBBY NUNN

WJAX/Jacksonville
Steve Fox

SHALAMAR
FREESTYLE
MIDNIGHT STAR
CAMBO
ATLANTIC STARR
DAVY DMX
LILLO THOMAS
DIONNE WARWICK
HOTTEST:
TWO SISTERS
JENNY BURTON
ROCKWELL
DREAMBOY
PATTI LABELLE

WPDQ/Jacksonville

Marc Little

TYRONE DAVIS
CON FUNK SHUN
KLEER
TONI BASIL
CLOCK WORK
JOHNNY MATSIS
MIDNIGHT STAR
HOTTEST:
J. BLACKFOOT
MICHAEL JACKSON
RUN D.M.C.
PATTI LABELLE
DREAMBOY

KJCB/Lafayette
Beatrice Evans

none
HOTTEST:
SHANNON
CHERYL LYNN
DREAMBOY
DAZZ BAND
PATTI LABELLE

WLOU/Louisville
Neal O'Rea

ATLANTIC STARR
OUTPUT
COOL & THE GANG
CLOCK WORK
STARPOINT
LATTISAW & GILL
HOTTEST:
PATTI LABELLE
CHERYL LYNN
TWILIGHT 22
RUN D.M.C.
JAMES INGRAM

WJWS/Saginaw

Kermit Crockett

LARRY DAVIS
PATTI AUSTIN
ANNE LESEAR
WOMACK & LABELLE
LATTISAW & GILL
TARA
SHALAMAR
ALFIE SILAS
SYSTEM
CLOCK WORK
HOTTEST:
MICHAEL JACKSON
POINTER SISTERS
CHERYL LYNN
LIONEL RICHIE
YES

WJMI/Jackson
Tommy Marshall

DREAMBOY
PATTI AUSTIN
OUTPUT
CARL ANDERSON
GLADYS KNIGHT
JOHNNY MATSIS
HOTTEST:
CHERYL LYNN
JAMES INGRAM
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WJMI/Jackson
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BOBBY NUNN

WJAX/Jacksonville
Steve Fox

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DAVY DMX
LILLO THOMAS
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HOTTEST:
TWO SISTERS
JENNY BURTON
ROCKWELL
DREAMBOY
PATTI LABELLE

WVWA/Charlotte

Hal Harrill

WOMACK & LABELLE
COOL & THE GANG
JEFFREY OSBORNE
ATLANTIC STARR
IMAGINATION
ALFIE SILAS
STARPOINT
CAMBO
JIMMY CLIFF
LATTISAW & GILL
MALCOLM MCLAREN
HOTTEST:
CHERYL LYNN
RUN D.M.C.

WVVO/Toledo
Max Myrick

STARPOINT
TYRONE BRUNSON
DEELS
LILLO THOMAS
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BOBBY NUNN

WJMI/Jackson
Tommy Marshall

DREAMBOY
PATTI AUSTIN
OUTPUT
CARL ANDERSON

Adult/Contemporary

Continued from Back Page

BREAKERS

EURYTHMICS

Here Comes The Rain Again (RCA)

59% of our reporters on it. Rotations: Heavy 4/0, Medium 44/9, Light 27/9, Extra Adds 0, Total Adds 18, WROR, WOMC, WMYX, KGW, B100, KEZR, KEY103, WAFB, WGOW, WAHR, WRKA, KOIL, KPPL, KFI, KFSB, KWEB, KKJO, KISN. Debuts at number 27 on the A/C chart.

THOMPSON TWINS

Hold Me Now (Arista)

56% of our reporters on it. Rotations: Heavy 1/0, Medium 25/2, Light 44/13, Extra Adds 1, Total Adds 16, WSB-FM, 97AIA, WQUE-FM, WFYR, WHB, KEY103, WAFB, WMJJ, WGOW, WIVY, WHBY, WING, WENS, KKUA, KUDO, KCRG.

LINDA RONSTADT & NELSON RIDDLE ORCHESTRA

I've Got A Crush On You (Asylum)

55% of our reporters on it. Rotations: Heavy 2/1, Medium 37/9, Light 29/12, Extra Adds 2, Total Adds 24 including WPRO, 97AIA, 55KRC, WOMC, WHB, WISN, WMYX, KOY, KGW, B100, KFMB, WTIC, WGY, WVLC, WSRZ, and 9 more. Debuts at number 29 on the A/C chart.

CLIFF RICHARD

Donna (EMI America)

55% of our reporters on it. Rotations: Heavy 0/0, Medium 47/4, Light 23/6, Extra Adds 0, Total Adds 10, WHB, WISN, B100, KEZR, WAFB, WING, 3WM, KUGN, WTNY, WWSA. Debuts at number 30 on the A/C chart.

STEPHEN BISHOP

Unfaithfully Yours (One Love) (WB)

52% of our reporters on it. Rotations: Heavy 1/0, Medium 27/21, Light 36/34, Extra Adds 2, Total Adds 57 including WFBR, WBEN, WLTT, 97AIA, KHOW, KGW, B100, KBEST, KFMB, WMJJ, WBT, WAHR, WNAM, WHBC, WTRX, and 42 more.

NEW & ACTIVE

MICHAEL JACKSON "Thriller" (Epic) 62/8

Rotations: Heavy 24/1, Medium 28/1, Light 10/6, Extra Adds 0, Total Adds 8, WZZP, KHOW, KKL, WRIE, WIVY, WTRX, WFMK, KORQ. Heavy: WFBR, 3WS, WTAE, WAXY, WMJJ, KEZR, WAEB, WGY, WSRZ, WMGN, KRAV, KMJJ, K108, WSKI, WTNY, WWSA, WCKQ, KVIC, WCIL, WHNN, KRNO, KQSW, KRSB. Medium: WQUE-FM, WFYR, 55KRC, KGW, B100, KBEST, WPJB, WVLC, WRKA, 2WD, WNAM, WENS, KOIL, KBOI, KFI, KWAV, WWSN, WSKY, WCHV, WVBS, KEEZ, WJON, KFQD, KTWO, KISN. Moves 27-26 on the A/C chart.

EARTH, WIND & FIRE "Touch" (Columbia) 53/3

Rotations: Heavy 0/0, Medium 27/1, Light 25/2, Extra Adds 0, Total Adds 3, WGY, WLAC-FM, 2WD. Medium: KUDL, KHOW, KGW, WPJB, WMAZ, WSRZ, KKUA, WWSN, WEIM, WKNE, WSKI, WTNY, KORQ, WSKY, WCKQ, WAGE, WCIL, KFSB, WJON, WBOW, K99, KRNO, KQSW, KRSB, KALE.

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 39/15

Rotations: Heavy 2/0, Medium 11/5, Light 26/10, Extra Adds 0, Total Adds 15, WICC, WPJB, WKGW, WMAZ, WRVA, WHBY, WING, KRNT, KOIL, KBOI, WWSN, WCKQ, KWEB, KRNO, KALE. Heavy: WFBR, WAHR. Medium: KHOW, KGW, KKUA, WEIM, WSKI, WCIL.

BARBRA STREISAND "Papa Can You Hear Me" (Columbia) 39/12

Rotations: Heavy 2/0, Medium 16/3, Light 21/9, Extra Adds 0, Total Adds 12, WHB, KGW, WKGW, WRVA, WHBY, KBOI, WGSV, WVBS, KCRG, WHNN, KQSW, KALE. Heavy: WBEN, WCCO. Medium: WISN, WRIE, WMAZ, WHBC, KUGN, KSL, WEIN, WKNE, WSKI, WJON, KFQD, KRSB.

JEFFREY OSBORNE "We're Going All The Way" (A&M) 38/36

Rotations: Heavy 0/0, Medium 10/8, Light 26/26, Extra Adds 2, Total Adds 36, WFBR, WCCO, KGW, WAHR, WVLC, WRVA, WHBY, WHBC, WTRX, WFMK, WMGN, KKUA, KWAV, KSL, WWSN, WEIM, WKNE, WSKI, WWSA, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, KVIC, WCIL, KFSB, WJON, KKJO, WBOW, KFQD, KTWO, K99, KQSW, KRSB, KISN.

MELISSA MANCHESTER "I Don't Care What The People Say" (Arista) 34/0

Rotations: Heavy 2/0, Medium 16/0, Light 16/0, Extra Adds 0, Total Adds 0. Heavy: WKNE, KALE. Medium: KHOW, KOST, KGW, WGY, WVLC, WWSN, KORQ, WCKQ, WCHV, WAGE, WCIL, KFSB, KWEB, K99, KRNO, KRSB.

PHIL COLLINS "Against All Odds (Take A Look At Me Now)" (Atlantic) 33/33

Rotations: Heavy 0/0, Medium 9/9, Light 24/24, Extra Adds 0, Total Adds 33, WFBR, 97AIA, WQUE-FM, WFYR, WCCO, WAHR, WVLC, WRVR, WSRZ, WHBY, WMGN, KUDO, KWAV, WEIM, WTKO, WKNE, WSKI, WTNY, WSKY, WCKQ, WCHV, WGSV, WAGE, KVIC, WNGS, WCIL, KWEB, WHNN, KKJO, WBOW, KQSW, KRSB, KALE.

SIGNIFICANT ACTION

PAUL YOUNG "Come Back And Stay" (Columbia) 28/8

Rotations: Heavy 1/0, Medium 11/2, Light 15/5, Extra Adds 1, Total Adds 8, WQUE-FM, WMAZ, WNAM, WWSN, WCIL, KFQD, KTWO, KALE. Heavy: WGY. Medium: WCCO, KWAV, WSKI, KORQ, WSKY, WCKQ, WCHV, KKJO, KRSB. Light: WAHR, WTRX, WEIM, WKNE, WWSA, KFSB, KEEZ, WHNN, WBOW, KQSW.

HOMI & JARVIS "I'm In Love Again" (GRP) 28/4

Rotations: Heavy 1/0, Medium 8/1, Light 18/2, Extra Adds 1, Total Adds 4, KUDL, WFSM, WFMK, KTWO. Heavy: WCCO. Medium: KOST, WRVA, WSKI, WAGE, WCIL, KEEZ, KRSB. Light: WFBR, WAHR, WHBY, WHBC, WENS, KOIL, KBOI, WTKO, WSKY, WCKQ, WCHV, KVIC, WNGS, WJBC, WJON, KQSW.

AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique/Quality) 28/3

Rotations: Heavy 1/0, Medium 7/0, Light 19/2, Extra Adds 1, Total Adds 3, KFMB, WFSM, KBOI. Heavy: WAEB. Medium: KS94, WRVA, KRNT, KFI, WSKI, WSKI, KRNO. Light: WBEN, WISN, V100, WKGW, KEY103, WHBY, WING, WTRX, WENS, KOIL, KKUA, WJBC, KEEZ, KWEB, WHNN, WJON, KTWO.

LIONEL RICHIE "Hello" (Motown) 27/11

Rotations: Heavy 4/0, Medium 10/3, Light 12/7, Extra Adds 1, Total Adds 11, WFYR, WGY, WBT, WRKA, WHHY, WEZS, WSRZ, WSKI, WSKY, KTWO, K99. Heavy: WAXY, 97AIA, KOST, KFI. Medium: B100, WKGW, WMAZ, WLTE, WCKQ, WGSV, WAGE. Light: WQUE-FM, WVLC, WWSN, WNGS, WBOW.

MODERN ROMANCE "Just My Imagination" (Atlantic) 25/0

Rotations: Heavy 0/0, Medium 10/0, Light 15/0, Extra Adds 0, Total Adds 0. Medium: WCCO, WMAZ, WHBC, KUGN, KSL, WEIM, WSKI, WCHV, K99, KRSB. Light: WFBR, WAHR, WHBY, WTRX, KKPL, WKNE, WWSA, WGSV, WAGE, WNGS, KEEZ, WJON, KFQD, KQSW, KALE.

MOST ADDED

- STEPHEN BISHOP (57)
Unfaithfully Yours (One Love) (WB)
- JEFFREY OSBORNE (36)
We're Going All The Way (A&M)
- PHIL COLLINS (33)
Against All Odds (Take A Look...) (Atlantic)
- L. RONSTADT & N. RIDDLE ORCHES. (24)
I've Got A Crush On You (Asylum)
- CRYSTAL GAYLE (21)
I Don't Want To Lose Your Love (WB)
- EURYTHMICS (18)
Here Comes The Rain Again (RCA)

HOTTEST

- BILLY JOEL (74)
An Innocent Man (Columbia)
- KENNY ROGERS (63)
This Woman (RCA)
- GENESIS (59)
That's All (Atlantic)
- PAUL McCARTNEY (50)
So Bad (Columbia)
- SHEENA EASTON (42)
Almost Over You (EMI America)

CRYSTAL GAYLE "I Don't Want To Lose Your Love" (WB) 24/21
Rotations: Heavy 1/1, Medium 7/4, Light 16/16, Extra Adds 0, Total Adds 21, WCCO, WAHR, WHBC, WTRX, KUGN, KKUA, KSL, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WCIL, KFSB, KWEB, WBOW, KFQD, K99, KRSB. Medium: WMAZ, WAGE, KVIC.

POINTER SISTERS "Automatic" (Planet/RCA) 21/3
Rotations: Heavy 0/0, Medium 14/0, Light 7/3, Extra Adds 0, Total Adds 3, WTRX, KMJJ, KRNO. Medium: WFBR, KVIL-FM, WMGN, KUDO, WEIM, WSKI, WWSA, KORQ, WCKQ, WCHV, KEEZ, KQSW, KRSB, KALE.

GEORGE FISCHOFF "Boogie Piano Man" (Reward/CBS) 18/8
Rotations: Heavy 0/0, Medium 1/0, Light 15/6, Extra Adds 2, Total Adds 8, KUGN, WCKQ, KFSB, WJON, KKJO, WBOW, K99, KRSB. Medium: WCCO. Light: WAHR, WHBC, WTRX, KPPL, WEIM, WKNE, WJBC, WCIL, KTWO.

MINOR DETAIL "Take It Again" (Polydor/PolyGram) 16/2
Rotations: Heavy 0/0, Medium 2/1, Light 14/1, Extra Adds 0, Total Adds 2, WHBC, KVIC. Medium: WAGE. Light: WCCO, WAHR, WEIM, WSKI, WCKQ, WCHV, WCIL, KFSB, KEEZ, WBOW, K99, KQSW, KRSB.

NENA "99 Luftballons (99 Red Balloons)" (Epic) 15/3
Rotations: Heavy 4/0, Medium 6/1, Light 5/2, Extra Adds 0, Total Adds 3, WSRZ, KFSB, WHNN. Heavy: WAXY, 97AIA, WAEB, WCHV. Medium: WROR, WFYR, WMJJ, WTNY, KEEZ. Light: KPPL, KMJJ.

JOHNNY MATHIS "Love Won't Let Me Wait" (Columbia) 14/10
Rotations: Heavy 0/0, Medium 3/2, Light 10/8, Extra Adds 0, Total Adds 10, WFBR, WBEN, WSB-FM, 97AIA, WCCO, WHBY, WMGN, KKUA, WEIM, KRSB. Heavy: WRIE. Medium: WFSM. Light: WHBC, KKJO.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 14/7
Rotations: Heavy 0/0, Medium 9/3, Light 5/3, Extra Adds 0, Total Adds 7, WQUE-FM, WAEB, WGY, 2WD, WSKI, WSKY, KVIC. Medium: KVIL-FM, KWAV, WWSA, WCHV, KQSW. Light: KEEZ, KRNO.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 13/4
Rotations: Heavy 2/0, Medium 4/1, Light 7/3, Extra Adds 0, Total Adds 4, W101, WRVR, WEZS, WNGS. Heavy: 97AIA, KFI. Medium: WCLR, KOST, WSKY. Light: Y97, WSB-FM, WHHY, WHBC.

STARBUCK "Another Beat Of My Heart" (AVI/MCA) 12/5
Rotations: Heavy 0/0, Medium 1/0, Light 10/4, Extra Adds 1, Total Adds 5, WWSN, KORQ, WCIL, KFQD, KTWO. Medium: WHHY. Light: WAHR, WTRX, WCKQ, WCHV, WGSV, KFSB.

JIMMY CLIFF "We All Are One" (Columbia) 12/1
Rotations: Heavy 0/0, Medium 4/0, Light 8/1, Extra Adds 0, Total Adds 1, WCCO. Medium: KHOW, WSRZ, KKUA, WAGE. Light: 2WD, WEIM, WCKQ, WCHV, KTWO, KQSW, KRSB.

HOWARD JONES "New Song" (Elektra) 12/1
Rotations: Heavy 0/0, Medium 7/0, Light 5/1, Extra Adds 0, Total Adds 1, KUDO. Medium: 97AIA, WCCO, WHHY, WMGN, WSKI, WSKY, WCKQ. Light: WEIM, WWSA, KEEZ, KRSB.

MAC DAVIS "Most Of All" (Casablanca/PolyGram) 11/6
Rotations: Heavy 1/0, Medium 4/1, Light 4/3, Extra Adds 2, Total Adds 6, KOY, WICC, WVLC, WLAC-FM, KRNT, KWEB. Heavy: WRVA. Medium: KVIL-FM, WCCO, WEIM. Light: WSKY.

DeBARGE "Love Me In A Special Way" (Motown) 10/9
Rotations: Heavy 0/0, Medium 4/3, Light 6/6, Extra Adds 0, Total Adds 9, WAHR, WKNE, WWSA, KORQ, WCKQ, WAGE, KVIC, WCIL, KRSB. Medium: WMAZ.

GARY PORTNOY "Theme From 'Cheers' (Where Everybody Knows Your Name)" (Earthtone) 10/5
Rotations: Heavy 1/0, Medium 5/1, Light 5/4, Extra Adds 0, Total Adds 5, WTAE, KBEST, WAHR, KUGN, WNGS. Medium: WROR, WCCO, WFSM, WEIM. Light: WJON.

OLIVIA NEWTON-JOHN "(Livin' In) Desperate Times" (MCA) 10/4
Rotations: Heavy 0/0, Medium 2/2, Light 8/2, Extra Adds 0, Total Adds 4, WAEB, WGY, WTKO, WWSA. Light: 97AIA, WQUE-FM, V100, WKNE, KORQ, KQSW.

ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 10/3
Rotations: Heavy 0/0, Medium 3/0, Light 6/2, Extra Adds 1, Total Adds 3, WKGW, WJON, K99. Medium: WCCO, WRVA, KRNT. Light: WICC, WHBY, KORQ, WAGE.

KC "Give It Up" (Meca) 10/0
Rotations: Heavy 2/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: KFI, WWSA. Medium: WQUE-FM, WZZP, WHHY, WSKI, KEEZ. Light: V100, WNAM, WTRX.

KENNY LOGGINS "Footloose" (Columbia) 9/2
Rotations: Heavy 1/0, Medium 7/1, Light 1/1, Extra Adds 0, Total Adds 2, WEIM, WTNY. Heavy: WQUE-FM. Medium: WFBR, WPJB, WSRZ, KMJJ, WSKI, WWSA.

TINA TURNER "Let's Stay Together" (Capitol) 9/0
Rotations: Heavy 1/0, Medium 2/0, Light 6/0, Extra Adds 0, Total Adds 0. Heavy: WGY. Medium: WFBR, 97AIA. Light: WQUE-FM, KEY103, WHHY, KWAV, WEIM, KVIC.

JOHN DENVER "World Games" (RCA) 8/6
Rotations: Heavy 0/0, Medium 3/1, Light 5/5, Extra Adds 0, Total Adds 6, WCCO, KFMB, WRVA, WSKY, KRNO, KALE. Medium: KVIL-FM, WMAZ.

ROCKWELL "Somebody's Watching Me" (Motown) 8/0
Rotations: Heavy 1/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WGY. Medium: WFBR, WQUE-FM, WWSA. Light: 97AIA, V100, WSKY, KEEZ.

MOODY BLUES "Running Water" (Polydor/PolyGram) 7/6
Rotations: Heavy 0/0, Medium 0/0, Light 7/6, Extra Adds 0, Total Adds 6, WCCO, WEIM, WCHV, WAGE, WBOW, KRSB. Light: WSRZ.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 7/5
Rotations: Heavy 0/0, Medium 0/0, Light 7/5, Extra Adds 0, Total Adds 5, WTKO, WCHV, WAGE, WJON. Light: WSKY, KFSB.

B.J. THOMAS "Two Car Garage" (Cleveland International/Epic) 7/2
Rotations: Heavy 1/0, Medium 4/2, Light 2/0, Extra Adds 0, Total Adds 2, KOY, WMAZ. Heavy: KSL. Medium: WSB, KRNT. Light: WAHR, WGSV.

VICTORIA SHAW "Break My Heart" (MPB) 7/1
Rotations: Heavy 0/0, Medium 1/0, Light 6/1, Extra Adds 0, Total Adds 1, WTRX. Medium: WTKO. Light: WCCO, WWSA, WAGE, KFSB, KFQD.

(J.) BIRD "(You're) That Song" (Bermuda Dunes) 7/0
Rotations: Heavy 1/0, Medium 1/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WCCO. Medium: KSL. Light: WAHR, WEIM, WSKI, WCIL, KFQD.

ALABAMA "Roll On (Eighteen Wheeler)" (RCA) 6/2
Rotations: Heavy 0/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, WBEN, WEIM. Medium: WBT, WHHY. Light: WAHR, WGSV.

MATTHEW WILDER "The Kid's American" (Private I/CBS) 6/1
Rotations: Heavy 0/0, Medium 3/0, Light 3/1, Extra Adds 0, Total Adds 1, WSKI. Medium: WCCO, WCHV, KFSB. Light: WTAE, KEEZ.

SHALAMAR "You Can Count On Me" (Solar/Elektra) 6/0
Rotations: Heavy 0/0, Medium 2/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WPIX, WEIM. Light: WOMC, KWAV, WVBS, WHNN.

STACY LATTISAW & JOHNNY GILL "Perfect Combination" (Atlantic) 5/2
Rotations: Heavy 0/0, Medium 2/0, Light 3/2, Extra Adds 0, Total Adds 2, WCHV, KRSB. Medium: WFBR, WPIX. Light: WAGE.

A/C Regional Adds & Hots

EAST Parallel One

WFBR/Baltimore
Andy Szulinski
PHIL COLLINS
STEPHEN BISHOP
JOHNNY MATHIS
JEFFREY OSBORNE
Hottest:
MICHAEL JACKSON
BILLY JOEL
KENNY ROGERS
JOHN LENNON
JAMES INGRAM

WROR/Boston
Lorne Ozmon
JAMES INGRAM
EURYTHMICS
Hottest:
NENA
ELTON JOHN
BILLY JOEL
KOO & THE GANG
CULTURE CLUB

WBEN/Bufalo
Roger Christian
STEPHEN BISHOP
ALABAMA
JOHNNY MATHIS
Hottest:
CHRISTINE MCVIE
BILLY JOEL
CHRIS CROSS
KENNY ROGERS
KOO & THE GANG

GR55/Bufalo
Joe Galuski
DAN FOGELBERG
Hottest:
BILLY JOEL
PAUL MCCARTNEY
KENNY ROGERS
GENESIS
CHRISTINE MCVIE

WPX/New York
Alan Anderson
none
Hottest:
CULTURE CLUB
KENNY ROGERS
BILLY JOEL
GENESIS
CHRISTINE MCVIE

Y97/Pittsburgh
Jay Cresswell
none
Hottest:
BILLY JOEL
JAMES INGRAM
KOO & THE GANG
PAUL MCCARTNEY
DOLLY PARTON

WTAE/Pittsburgh
Don Berns
GARY PORTNOY
ANNE MURRAY
JIMMY BUFFETT
Hottest:
BILLY JOEL
KOO & THE GANG
JOHN LENNON
MICHAEL JACKSON
CULTURE CLUB

WWSW (3WS)/Pittsburgh
Crows/Wetzel
CHRISTINE MCVIE
PAUL MCCARTNEY
JAMES INGRAM
SHEENA EASTON
Hottest:
CULTURE CLUB
RAY PARKER JR.
MICHAEL JACKSON
LIONEL RICHIE
KOO & THE GANG

WPRO/Providence
Tom Cuddy
LINDA RONSTADT
Hottest:
SHEENA EASTON
BILLY JOEL
JAMES INGRAM
JOHN LENNON
CHRISTINE MCVIE

WLTY/Washington, D.C.
Bob Cummings
DAN FOGELBERG
JIMMY BUFFETT
STEPHEN BISHOP
Hottest:
GENESIS
LIONEL RICHIE
BILLY JOEL
PAUL MCCARTNEY
CHRIS CROSS

Parallel Two
WAEB/Allentown
Neal Newman
ONJ
DAN FOGELBERG
CARPENTERS
LANI HALL
HALL & OATES
Hottest:
JOHN LENNON
GENESIS
VAN HALEN
MICHAEL JACKSON
DURAN DURAN

WICC/Bridgeport
Paniano/Broadoin
MAC DAVIS
T.G. SHEPPARD
Hottest:
BILLY JOEL
PAUL MCCARTNEY
GENESIS
CHRISTINE MCVIE
JOHN LENNON

V100/Charleston, WV
Spence/Jarvis
none
Hottest:
PAUL MCCARTNEY
KENNY ROGERS
BILLY JOEL
JAMES INGRAM
GENESIS

WRIE/Erie
Ted Abbott
SHEENA EASTON
MICHAEL JACKSON
Hottest:
CULTURE CLUB
DEBARGE
BILLY JOEL
ELTON JOHN
ONJ & TRAVOLTA

WSFM/Harrisburg

Bob Paiva
DONNA SUMMER
MICHAEL SEMBELLO
STEPHEN BISHOP
HOMI & JARVIS
AMERICAN COMEDY N
Hottest:
BILLY JOEL
CHRIS CROSS
KENNY ROGERS
GENESIS
CHRISTINE MCVIE

WTIC/Hartford
Ginny Jesonka
LINDA RONSTADT
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
DOLLY PARTON

WPJB/Providence
Tom Hunter
MICHAEL SEMBELLO
JIMMY BUFFETT
T.G. SHEPPARD
Hottest:
BILLY JOEL
KENNY ROGERS
CHRISTINE MCVIE
JAMES INGRAM
BRYSON & FLACK

WVOR/Rochester
Gary Smith
DOLLY PARTON
STALLONE & RHODES
BRYSON & FLACK
Hottest:
CHRIS CROSS
CULTURE CLUB
LIONEL RICHIE
GENESIS
KOO & THE GANG

WGJ/Schenectady
Walter Frit
STEPHEN BISHOP
HALL & OATES
ONJ
LIONEL RICHIE
Hottest:
LINDA RONSTADT
TINA TURNER
DAN FOGELBERG
MICHAEL JACKSON
POLICE
KENNY ROGERS

WKGW/Utica-Rome
Carpenter/Keller
BARBARA STREISAND
T.G. SHEPPARD
STEPHEN BISHOP
ELBOW BONES & RAC
Hottest:
BILLY JOEL
KENNY ROGERS
SHEENA EASTON
JOHN LENNON

WEIM/Hitchburg
Jack Raymond
JEFFREY OSBORNE
ALABAMA
JOHNNY MATHIS
PHIL COLLINS
STEPHEN BISHOP
CRYSTAL GAYLE
MOODY BLUES
Hottest:
CULTURE CLUB
BILLY JOEL
KENNY ROGERS
GENESIS
POLICE

WTKO/Hatfield
Wayne Flak
KOO & THE GANG
STEPHEN BISHOP
ONJ
PHIL COLLINS
ROSEMARY BUTLER
Hottest:
GENESIS
KENNY ROGERS
SHEENA EASTON
BRYSON & FLACK
CHRISTINE MCVIE

WKNE/Keene, NH
Howard Corday
DEBARGE
PHIL COLLINS
STEPHEN BISHOP
JEFFREY OSBORNE
CRYSTAL GAYLE
Hottest:
JOHN LENNON
ANNE MURRAY
PETER ALLEN
KENNY ROGERS
LANI HALL

WICC/Bridgeport
Paniano/Broadoin
MAC DAVIS
T.G. SHEPPARD
Hottest:
BILLY JOEL
PAUL MCCARTNEY
GENESIS
CHRISTINE MCVIE
JOHN LENNON

V100/Charleston, WV
Spence/Jarvis
none
Hottest:
PAUL MCCARTNEY
KENNY ROGERS
BILLY JOEL
JAMES INGRAM
GENESIS

WRIE/Erie
Ted Abbott
SHEENA EASTON
MICHAEL JACKSON
Hottest:
CULTURE CLUB
DEBARGE
BILLY JOEL
ELTON JOHN
ONJ & TRAVOLTA

WTKO/Hatfield
Wayne Flak
KOO & THE GANG
STEPHEN BISHOP
ONJ
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ROSEMARY BUTLER
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LANI HALL

WTKO/Hatfield
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KOO & THE GANG
STEPHEN BISHOP
ONJ
PHIL COLLINS
ROSEMARY BUTLER
Hottest:
GENESIS
KENNY ROGERS
SHEENA EASTON
BRYSON & FLACK
CHRISTINE MCVIE

MIDWEST Parallel One

WCLR/Chicago
Gary Price
none
Hottest:
CHRISTINE MCVIE
KOO & THE GANG
CULTURE CLUB
POLICE
JOHN LENNON
SHEENA EASTON
MICHAEL JACKSON
NENA

WFYR/Chicago
John Werthabe
LIONEL RICHIE
PHIL COLLINS
THOMPSON TWINS
Hottest:
POLICE
JOHN LENNON
SHEENA EASTON
MICHAEL JACKSON
NENA

WARM88/Cincinnati
Mark Tipton
DAN FOGELBERG
CHRIS CROSS
JIMMY BUFFETT
CARPENTERS
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS

WQJ/Cincinnati
Walter Frit
STEPHEN BISHOP
HALL & OATES
ONJ
LIONEL RICHIE
Hottest:
LINDA RONSTADT
TINA TURNER
DAN FOGELBERG
MICHAEL JACKSON
POLICE
KENNY ROGERS

WKGW/Utica-Rome
Carpenter/Keller
BARBARA STREISAND
T.G. SHEPPARD
STEPHEN BISHOP
ELBOW BONES & RAC
Hottest:
BILLY JOEL
KENNY ROGERS
SHEENA EASTON
JOHN LENNON

WEIM/Hitchburg
Jack Raymond
JEFFREY OSBORNE
ALABAMA
JOHNNY MATHIS
PHIL COLLINS
STEPHEN BISHOP
CRYSTAL GAYLE
MOODY BLUES
Hottest:
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BILLY JOEL
KENNY ROGERS
GENESIS
POLICE

WTKO/Hatfield
Wayne Flak
KOO & THE GANG
STEPHEN BISHOP
ONJ
PHIL COLLINS
ROSEMARY BUTLER
Hottest:
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KENNY ROGERS
SHEENA EASTON
BRYSON & FLACK
CHRISTINE MCVIE

WKNE/Keene, NH
Howard Corday
DEBARGE
PHIL COLLINS
STEPHEN BISHOP
JEFFREY OSBORNE
CRYSTAL GAYLE
Hottest:
JOHN LENNON
ANNE MURRAY
PETER ALLEN
KENNY ROGERS
LANI HALL

WICC/Bridgeport
Paniano/Broadoin
MAC DAVIS
T.G. SHEPPARD
Hottest:
BILLY JOEL
PAUL MCCARTNEY
GENESIS
CHRISTINE MCVIE
JOHN LENNON

V100/Charleston, WV
Spence/Jarvis
none
Hottest:
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KENNY ROGERS
BILLY JOEL
JAMES INGRAM
GENESIS

WRIE/Erie
Ted Abbott
SHEENA EASTON
MICHAEL JACKSON
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BILLY JOEL
ELTON JOHN
ONJ & TRAVOLTA

WTKO/Hatfield
Wayne Flak
KOO & THE GANG
STEPHEN BISHOP
ONJ
PHIL COLLINS
ROSEMARY BUTLER
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KENNY ROGERS
SHEENA EASTON
BRYSON & FLACK
CHRISTINE MCVIE

WKNE/Keene, NH
Howard Corday
DEBARGE
PHIL COLLINS
STEPHEN BISHOP
JEFFREY OSBORNE
CRYSTAL GAYLE
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LANI HALL

WTKO/Hatfield
Wayne Flak
KOO & THE GANG
STEPHEN BISHOP
ONJ
PHIL COLLINS
ROSEMARY BUTLER
Hottest:
GENESIS
KENNY ROGERS
SHEENA EASTON
BRYSON & FLACK
CHRISTINE MCVIE

WKNE/Keene, NH
Howard Corday
DEBARGE
PHIL COLLINS
STEPHEN BISHOP
JEFFREY OSBORNE
CRYSTAL GAYLE
Hottest:
JOHN LENNON
ANNE MURRAY
PETER ALLEN
KENNY ROGERS
LANI HALL

WNAM/Appleton-Oshkosh

Bennett/Collins
LINDA RONSTADT
STEPHEN BISHOP
PAUL YOUNG
Hottest:
CULTURE CLUB
CHRIS CROSS
BILLY JOEL
DAN FOGELBERG
MICHAEL JACKSON

WHBC/Canton
Mike Dorn
STEPHEN BISHOP
MINOR DETAIL
JEFFREY OSBORNE
CRYSTAL GAYLE
Hottest:
BILLY JOEL
SHEENA EASTON
CHRISTINE MCVIE
GENESIS
PAUL MCCARTNEY
CHRIS CROSS
BILLY JOEL

WJON/St. Cloud, MN
Diem/Scott
GEORGE FISCHOFF
JEFFREY OSBORNE
STEPHEN BISHOP
KOO & THE GANG
ELBOW BONES & RAC
Hottest:
CHRIS CROSS
GENESIS
KENNY ROGERS
JOHN LENNON
DAN FOGELBERG
BILLY JOEL

KJJO/St. Joseph, MO
Bj O'Brin
STEPHEN BISHOP
JEFFREY OSBORNE
EURYTHMICS
PHIL COLLINS
ROMANTICS
GEORGE FISCHOFF
Hottest:
KOO & THE GANG
JAMES INGRAM
GENESIS
KENNY ROGERS
BILLY JOEL
GENESIS

KBFI/Joplin, MO
Don Carpenter
LINDA RONSTADT
EURYTHMICS
ROMANTICS
STEPHEN BISHOP
NENA
JEFFREY OSBORNE
GEORGE FISCHOFF
Hottest:
CULTURE CLUB
CULTURE CLUB
T.G. SHEPPARD
BILLY JOEL
KENNY ROGERS

KEEZ/Mankato, MN
Sue LaFond
none
Hottest:
BILLY JOEL
PAUL MCCARTNEY
LIONEL RICHIE
JOHN LENNON
CHRISTINE MCVIE

KWEB/Rochester, MN
Al Axelson
T.G. SHEPPARD
LIONEL RICHIE
STEPHEN BISHOP
EURYTHMICS
CRYSTAL GAYLE
MAC DAVIS
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WTRX/Finlay
Burke/Wright
MICHAEL JACKSON
POINTER SISTERS
STEPHEN BISHOP
JEFFREY OSBORNE
CRYSTAL GAYLE
VICTORIA SHAW
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WENS/Indianapolis
Wheeler/Eagan
LINDA RONSTADT
STEPHEN BISHOP
THOMPSON TWINS
Hottest:
BILLY JOEL
KOO & THE GANG
BILLY JOEL
GENESIS
PAUL MCCARTNEY
MICHAEL JACKSON

WFM/Lansing
Jeff Davis
MICHAEL JACKSON
JEFFREY OSBORNE
HOMI & JARVIS
VICTORIA SHAW
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WGMN/Madison
Bill Vancil
PHIL COLLINS
ANNE MURRAY
JEFFREY OSBORNE
STEPHEN BISHOP
JOHNNY MATHIS
MANHATTAN TRANSFER
Hottest:
LIONEL RICHIE
GENESIS
JAMES INGRAM
BRYSON & FLACK
CHRISTINE MCVIE

WISN/Milwaukee
Harria/Murphy
DAN FOGELBERG
CLIFF RICHARD
LINDA RONSTADT
Hottest:
BILLY JOEL
PAUL MCCARTNEY
SHEENA EASTON
KENNY ROGERS
DOLLY PARTON

WMTV/Minnneapolis
Paul Sebastian
DAN FOGELBERG
Hottest:
JOHN LENNON
GENESIS
CHRIS CROSS
SHEENA EASTON
LIONEL RICHIE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WCIL/Carbondale, IL

Matt McCann
LINDA RONSTADT
STEPHEN BISHOP
PAUL YOUNG
Hottest:
CULTURE CLUB
CHRIS CROSS
BILLY JOEL
DAN FOGELBERG
MICHAEL JACKSON

KCRG/Cedar Rapids, IA
Carl Mann
THOMPSON TWINS
STEPHEN BISHOP
BARBARA STREISAND
Hottest:
LIONEL RICHIE
KOO & THE GANG
SHEENA EASTON
POLICE
MICHAEL JACKSON

KFSB/Joplin, MO
Don Carpenter
LINDA RONSTADT
EURYTHMICS
ROMANTICS
STEPHEN BISHOP
NENA
JEFFREY OSBORNE
GEORGE FISCHOFF
Hottest:
CULTURE CLUB
CULTURE CLUB
T.G. SHEPPARD
BILLY JOEL
KENNY ROGERS

KEEZ/Mankato, MN
Sue LaFond
none
Hottest:
BILLY JOEL
PAUL MCCARTNEY
LIONEL RICHIE
JOHN LENNON
CHRISTINE MCVIE

KWEB/Rochester, MN
Al Axelson
T.G. SHEPPARD
LIONEL RICHIE
STEPHEN BISHOP
EURYTHMICS
CRYSTAL GAYLE
MAC DAVIS
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WTRX/Finlay
Burke/Wright
MICHAEL JACKSON
POINTER SISTERS
STEPHEN BISHOP
JEFFREY OSBORNE
CRYSTAL GAYLE
VICTORIA SHAW
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WENS/Indianapolis
Wheeler/Eagan
LINDA RONSTADT
STEPHEN BISHOP
THOMPSON TWINS
Hottest:
BILLY JOEL
KOO & THE GANG
BILLY JOEL
GENESIS
PAUL MCCARTNEY
MICHAEL JACKSON

WFM/Lansing
Jeff Davis
MICHAEL JACKSON
JEFFREY OSBORNE
HOMI & JARVIS
VICTORIA SHAW
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WGMN/Madison
Bill Vancil
PHIL COLLINS
ANNE MURRAY
JEFFREY OSBORNE
STEPHEN BISHOP
JOHNNY MATHIS
MANHATTAN TRANSFER
Hottest:
LIONEL RICHIE
GENESIS
JAMES INGRAM
BRYSON & FLACK
CHRISTINE MCVIE

WISN/Milwaukee
Harria/Murphy
DAN FOGELBERG
CLIFF RICHARD
LINDA RONSTADT
Hottest:
BILLY JOEL
PAUL MCCARTNEY
SHEENA EASTON
KENNY ROGERS
DOLLY PARTON

WMTV/Minnneapolis
Paul Sebastian
DAN FOGELBERG
Hottest:
JOHN LENNON
GENESIS
CHRIS CROSS
SHEENA EASTON
LIONEL RICHIE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WHNN/Saginaw

Guy Perry
NENA
BARBARA STREISAND
PHIL COLLINS
Hottest:
MICHAEL JACKSON
CHRIS CROSS
BILLY JOEL
GENESIS
PAUL MCCARTNEY
JOHN LENNON

WJON/St. Cloud, MN
Diem/Scott
GEORGE FISCHOFF
JEFFREY OSBORNE
STEPHEN BISHOP
KOO & THE GANG
ELBOW BONES & RAC
Hottest:
CHRIS CROSS
GENESIS
KENNY ROGERS
JOHN LENNON
DAN FOGELBERG
BILLY JOEL

KJJO/St. Joseph, MO
Bj O'Brin
STEPHEN BISHOP
JEFFREY OSBORNE
EURYTHMICS
PHIL COLLINS
ROMANTICS
GEORGE FISCHOFF
Hottest:
KOO & THE GANG
JAMES INGRAM
GENESIS
KENNY ROGERS
BILLY JOEL
GENESIS

KBFI/Joplin, MO
Don Carpenter
LINDA RONSTADT
EURYTHMICS
ROMANTICS
STEPHEN BISHOP
NENA
JEFFREY OSBORNE
GEORGE FISCHOFF
Hottest:
CULTURE CLUB
CULTURE CLUB
T.G. SHEPPARD
BILLY JOEL
KENNY ROGERS

KEEZ/Mankato, MN
Sue LaFond
none
Hottest:
BILLY JOEL
PAUL MCCARTNEY
LIONEL RICHIE
JOHN LENNON
CHRISTINE MCVIE

KWEB/Rochester, MN
Al Axelson
T.G. SHEPPARD
LIONEL RICHIE
STEPHEN BISHOP
EURYTHMICS
CRYSTAL GAYLE
MAC DAVIS
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WTRX/Finlay
Burke/Wright
MICHAEL JACKSON
POINTER SISTERS
STEPHEN BISHOP
JEFFREY OSBORNE
CRYSTAL GAYLE
VICTORIA SHAW
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WENS/Indianapolis
Wheeler/Eagan
LINDA RONSTADT
STEPHEN BISHOP
THOMPSON TWINS
Hottest:
BILLY JOEL
KOO & THE GANG
BILLY JOEL
GENESIS
PAUL MCCARTNEY
MICHAEL JACKSON

WFM/Lansing
Jeff Davis
MICHAEL JACKSON
JEFFREY OSBORNE
HOMI & JARVIS
VICTORIA SHAW
Hottest:
BILLY JOEL
SHEENA EASTON
PAUL MCCARTNEY
KENNY ROGERS
CHRISTINE MCVIE

WGMN/Madison
Bill Vancil
PHIL COLLINS
ANNE MURRAY
JEFFREY OSBORNE
STEPHEN BISHOP
JOHNNY MATHIS
MANHATTAN TRANSFER
Hottest:
LIONEL RICHIE
GENESIS
JAMES INGRAM
BRYSON & FLACK
CHRISTINE MCVIE

WISN/Milwaukee
Harria/Murphy
DAN FOGELBERG
CLIFF RICHARD
LINDA RONSTADT
Hottest:
BILLY JOEL
PAUL MCCARTNEY
SHEENA EASTON
KENNY ROGERS
DOLLY PARTON

WMTV/Minnneapolis
Paul Sebastian
DAN FOGELBERG
Hottest:
JOHN LENNON
GENESIS
CHRIS CROSS
SHEENA EASTON
LIONEL RICHIE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

WKOI/Omaha
Mason/Lundy
HIT 'N RUN
EURYTHMICS
LINDA RONSTADT
T.G. SHEPPARD
Hottest:
JAMES INGRAM
KENNY ROGERS
DOLLY PARTON
CHRISTINE MCVIE
POLICE

SOUTH Parallel One

WRMM/Atlanta
Montiel/Wyrostok
JIMMY BUFFETT
CARPENTERS
JOHN LENNON
Hottest:
SHEENA EASTON
BILLY JOEL
PAUL MCCARTNEY
CHRIS CROSS
BRYSON & FLACK

WBSA/Atlanta
Greg Picciano
none
Hottest:
KOO & THE GANG
SHEENA EASTON
GENESIS
JOHN LENNON
LANI HALL

WSB-FM/Atlanta
Donna Brake
JIMMY BUFFETT
DONNA SUMMER
PATTI LABELLE
THOMPSON TWINS
Hottest:
SHEENA EASTON
CULTURE CLUB
JOHN LENNON
GENESIS
KENNY ROGERS

KVIL/Dallas-Ft. Worth
Chuck Rhodes
none
Hottest:
CULTURE CLUB
KOO & THE GANG
LIONEL RICHIE
CHRIS CROSS
BILLY JOEL

WXYF/Ft. Lauderdale
Shaw/Lee
CYNDI LAUPER
JEFFREY OSBORNE
MICHAEL JACKSON
BILLY JOEL
NENA
GENESIS
LIONEL RICHIE

K-108/Sacramento
Paul Mitchell
SHEENA EASTON
PAUL MCCARTNEY
CHRISTINE MCVIE
Hottest:
KOO & THE GANG
BILLY JOEL
CHRIS CROSS
MICHAEL JACKSON

KSL/Salt Lake City
George Lemich
JEFFREY OSBORNE
STEPHEN BISHOP
CRYSTAL GAYLE
OAR RIDGE BOYS
Hottest:
SHEENA EASTON
KENNY ROGERS
CHRIS CROSS
CHRISTINE MCVIE
PAUL MCCARTNEY

KKPL/Spokane
Ric Morgan
CHRISTINE MCVIE
Hottest:
BILLY JOEL
CULTURE CLUB
CULTURE CLUB

KCEE/Tucson
Bill Mortimer
none
Hottest:
CULTURE CLUB
LIONEL RICHIE
BILLY JOEL
SHEENA EASTON
KOO & THE GANG

KFQD/Anchorage, AK
Mark Lewis
CRYSTAL GAYLE
JEFFREY OSBORNE
DAN FOGELBERG
STEPHEN BISHOP
STARBUCK
Hottest:
BILLY JOEL
KOO & THE GANG
BILLY JOEL
PAUL MCCARTNEY
CHRIS CROSS

KTWO/Casper
John Leader
LIONEL RICHIE
STEPHEN BISHOP
PAUL YOUNG
JEFFREY OSBORNE
HOMI & JARVIS
STARBUCK
Hottest:
JAMES INGRAM
CHRISTINE MCVIE
POLICE
MICHAEL SEMBELLO

K99/Great Falls
Steve Keller
LIONEL RICHIE
CRYSTAL GAYLE
ELBOW BONES & RAC
GEORGE FISCHOFF
Hottest:
KENNY ROGERS
CHRISTINE MCVIE
BILLY JOEL
ANNE MURRAY
MICHAEL JACKSON



AOR / ALBUMS

February 17, 1984

177 REPORTERS

Three Weeks Last
Weeks Weeks Week

Total Heavy Medium Total
Reports Rotation Rotation Adds All
Rotations

1	1	1	1	VAN HALEN/1984 (WB)
2	2	2	2	PRETENDERS/Learning To Crawl (Sire/WB)
5	3	3	3	J. LENNON & Y. ONO/Milk And Honey (Polydor/PG)
4	5	4	4	YES/90125 (Atco)
23	12	9	5	FOOTLOOSE/Soundtrack (Columbia)
12	8	7	6	MANFRED MANN'S EARTH.../Somewhere In... (Arista)
6	6	6	7	38 SPECIAL/Tour De Force (A&M)
-	11	8	8	CHRISTINE McVIE/Christine McVie (WB)
3	4	5	9	GENESIS/Genesis (Atlantic)
-	24	15	10	DAN FOGELBERG/Windows & Walls (Full Moon/Epic)
27	21	14	11	DWIGHT TWILLEY/Jungle (EMI America)
16	14	11	12	A NIGHT IN HEAVEN/Soundtrack (A&M)
9	9	10	13	DURAN DURAN/Seven And The Ragged Tiger (Capitol)
20	19	17	14	EURHYTHMICS/Touch (RCA)
11	13	16	15	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
15	15	18	16	MOTLEY CRUE/Shout At The Devil (Elektra)
7	7	12	17	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)
18	18	19	18	JUDAS PRIEST/Defenders Of The Faith (Columbia)
DEBUT ▶				
31	27	22	19	QUEEN/The Works (Capitol)
33	25	21	20	BON JOVI/Bon Jovi (Mercury/PG)
8	10	13	21	TED NUGENT/Penetrator (Atlantic)
30	29	28	22	ROLLING STONES/Undercover (RS/Atco)
13	17	20	23	ACCEPT/Balls To The Wall (Portrait/CBS)
-	36	30	24	OZZY OSBOURNE/Bark At The Moon (CBS Associated)
26	26	26	25	WANG CHUNG/Points On The Curve (Geffen)
17	23	25	26	UTOPIA/Oblivion (Passport)
DEBUT ▶				
14	20	23	27	NIGHT RANGER/Midnight Madness (Camel/MCA)
-	-	36	28	GOLDEN EARRING/N.E.W.S. (21/PG)
19	22	24	29	BILLY IDOL/Rebel Yell (Chrysalis)
37	32	29	30	DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)
22	28	31	31	REAL LIFE/Heartland (Curb/MCA)
DEBUT ▶				
36	33	34	32	CYNDI LAUPER/She's So Unusual (Portrait/CBS)
39	35	32	33	ROMANTICS/In Heat (Nemperor/CBS)
25	30	33	34	BILLY RANKIN/Growin' Up Too Fast (A&M)
DEBUT ▶				
10	16	27	35	POLICE/Synchronicity (A&M)
24	31	35	36	HYTS/Hyts (Gold Mountain/A&M)
DEBUT ▶				
25	30	33	37	RE-FLEX/The Politics Of Dancing (Capitol)
10	16	27	38	JON BUTCHER AXIS/Stare At The Sun (Polydor/PG)
24	31	35	39	TWO OF A KIND/Soundtrack (MCA)
24	31	35	40	BLUE OYSTER CULT/The Revolution By Night (Columbia)

"Jump" (161)	"Panama" (126)	"Wait" (116)	167+	165+	2-	0=
"Middle" (143)	"Time" (114)	"Thumbelina" (25)	166+	146-	20+	2+
"Nobody" (162)	"Stepping" (69)	"Borrowed" (21)	166=	143-	23+	0-
"Happen" (92)	"Leave" (85)	"Changes" (61)	161-	113-	47+	5+
"Footloose" (152)	"Girl" (83)	"Paradise" (14)	164+	112+	50-	6-
"Runner" (165)	"Demolition" (13)		165+	105+	60-	3-
"Back Where" (137)	"If I'd" (32)	"One Time" (11)	147-	113-	34-	1=
"Got A Hold" (130)	"Million" (83)	"Love Will" (17)	153=	105+	47-	3-
"Home" (79)	"That's All" (55)	"Alien" (53)	148-	98-	49+	7+
"Language" (147)	"Gone" (45)		153+	72+	80-	8-
"Girls" (157)	"Little Bit" (10)		160+	50+	109-	6-
"Heaven" (125)			125-	87+	38-	3-
"New Moon" (115)	"Reflex" (13)	"Union" (12)	121-	77-	44=	0-
"Here Comes" (117)			120=	71+	48-	3-
"Drug" (81)	"R&R" (32)	"Walking" (24)	111-	65-	46+	4-
"Looks" (103)	"Shout" (47)		119-	47-	72-	0-
"Play Guitar" (60)	"Authority" (49)	"Pink" (45)	118-	49-	69+	6=
"Some Heads" (112)	"Freewheel" (12)	"Duty" (11)	119-	43+	74-	2-
"Radio Ga-Ga" (114)	"Tear" (28)	"Passing" (11)	132+	30+	81+	48-
"Runaway" (121)			125+	19+	104+	7-
"Tied Up In Love" (121)			127+	15+	110+	5+
"She Was Hot" (93)	"Tough" (16)	"Blood" (12)	103-	53-	50-	2+
"Balls To The Wall" (101)			103+	11+	88+	8+
"Bark" (60)	"Rebel" (41)	"So Tired" (22)	90-	27-	62-	5+
"Dance Hall Days" (76)	"Don't Let Go" (42)		106+	20+	77+	21-
"Crybaby" (95)			99+	22+	76+	3=
"Rumours" (58)	"America" (26)	"Sister" (12)	82-	32+	49-	2+
"When The Lady Smiles" (99)			103+	9+	80+	31+
"Rebel Yell" (58)	"Blue Highway" (23)	"Flesh" (8)	77-	29-	45-	8+
"Adult Education" (78)			80+	21+	52+	20-
"Send Me An Angel" (75)			75-	24-	51-	0-
"Girls" (60)	"Time" (11)		66-	32+	34-	0-
"Talking" (29)	"Million" (23)	"Rock" (16)	63=	19=	40-	10+
"Baby Come Back" (61)			75+	3+	62+	26-
"Wrapped" (46)			51-	28+	22-	2-
"Backstabbers" (64)			64-	9-	55-	1-
"Politics" (51)			55-	19=	35-	4+
"Don't Say Goodnight" (64)			67+	4+	47+	36-
"Ask The Lonely" (44)			45-	18-	27-	0=
"Shooting Shark" (28)	"Take Me Away" (16)		37-	15-	22-	0=

CHART EXTRAS

HEADPINS
Line Of Fire (Solid Gold/MCA)

BREAKERS

QUEEN
The Works (Capitol)

75% of our reporters on it. 132/48, including adds on WIYY, WYNF, WSKS, WLLZ, KWK, KBPI, KLOS, KMET, KRQR. Debuts at #19 on the Albums chart.

WANG CHUNG
Points On The Curve (Geffen)

60% of our reporters on it. 106/21, including adds on DC101, KBPI, WCCC, WAPI, WFYV, WTUE, KIDQ. Moves 30-25 on the Albums chart.

GOLDEN EARRING
N.E.W.S. (21/PolyGram)

58% of our reporters on it. 103/31, including adds on WHJY, WKLS, KQRS, KOLA, KOME, KSJO, WTPA, WLAV, KFMG. Debuts at #28 on the Albums chart.

WHISPER-WHISPER

EMI AMERICA

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REACTION!

Five Great Reasons To Play The Headpins 12"

1 KCB MD Ted Edwards:
"We've been on 'Mine All Mine' since November, and it continues to perform well for us. With that kind of a track record, 'Mine All Mine' is a sure shot for anyone."

2 WQFM PD Lee Arnold:
"As good as 'Just One More Time' did for us, 'Feel It (Feel My Body)' is doing even better. Darby is one of the few killer female rock and rollers out there, with a powerful band behind her. Don't miss this one!"



3 KLAQ PD Arin Michaels:
"Ever since we started playing 'Mine All Mine,' the album took off in both listener response and sales — the album is #11 in local sales this week."

4 WDVE MD Ron Nenni:
" 'Mine All Mine' became a top five request item within one week. After seeing the crowd sing along with the song during the group's recent concert here, I'm convinced it's a hit."

5 Q107 MD Samantha Taylor:
" 'Feel It (Feel My Body)' took off incredibly for us. It's a sizzling hot track, and one of the most requested songs we're playing."

Five Great Reasons 12 Big Inches — 2 Killer Cuts

"Mine All Mine"
"Feel It (Feel My Body)"

HEADPINS



Solid Gold Records

Distributed by MCA Distribution Corporation

AOR / ALBUMS

MOST ADDED ©

QUEEN (48)
The Works (Capitol)
JON BUTCHER AXIS (36)
Stare At The Sun (Polydor/PolyGram)
GOLDEN EARRING (31)
N.E.W.S. (21/PolyGram)
BILLY RANKIN (26)
Growin' Up Too Fast (A&M)
WANG CHUNG (21)
Points On The Curve (Geffen)
DARYL HALL & JOHN OATES (20)
Rock 'N Soul Part 1 (RCA)

MOST HOTS

VAN HALEN (165)
1984 (WB)
PRETENDERS (146)
Learning To Crawl (Sire/WB)
JOHN LENNON & YOKO ONO (143)
Milk And Honey (Polydor/PolyGram)
YES (113)
90125 (Atco)
38 SPECIAL (113)
Tour De Force (A&M)
FOOTLOOSE (112)
Soundtrack (Columbia)

NEW & ACTIVE

WIRE TRAIN/In A Chamber (415/Columbia) 42/7 (40/3)
Adds: WKLC, KLAQ, WYFE, KWXL, KWFM, WIQB, KSPN. Hots: 8 KBCO, KROQ, 91X, KQAK, WPDH, KFMF, KTCL, KTYD. Mediums: 28 include WBCN, WDVE, WMMS, KFOG, KMEL, WAAF, WCKN.

BAXTER ROBERTSON/Panorama View (RCA) 41/4 (44/4)
Adds include WLLZ, KOME, WFYV. Hots: 5 include KBPI. Mediums: 36 include WDVE, WHJY, WMET, KSHE, WPLR, WKZL, WWCT, KLPX.

PAUL YOUNG/No Parlez (Columbia) 34/4 (29/6)
Adds include WCKN, KMBQ, WLAV. Hots: 5 include WXRT, WMMS. Mediums: 28 include WBCN, WRXT, WBAB, KEGL, WLUP, KBCO, KMEL, KQAK.

ROCKWELL/Somebody's Watching Me (Motown) 32/14 (18/11)
Adds include KCAL, WQBK, WKTM. Hots: 8 include WLIR, WMMS, 91X. Mediums: 16 including WBCN, WLUP, WMET, WXRT, KWK.

JASON & THE SCORCHERS/Fervor (EMI America) 31/13 (24/13)
Adds include WKLS, WPDH, WCKN, WZXR, WKZL, WAPL. Hots: 0. Mediums: 26 include WBCN, WRXT, WCKO, WXRT.

MICHAEL SCHENKER GROUP/Built To Destroy (Chrysalis) 29/4 (29/6)
Adds include KZEW, KLOL. Hots: 2 KZOK, CITI-FM. Mediums: 25 include WBAB, WYNF, WQFM, KSHE, KGON, KRCK, KOME, KSJO, KISW.

KIND/Pain And Pleasure (360) 29/3 (31/7)
Adds include WRXT, KMEL. Hots: 4 include WSKS, WQFM, KSJO. Mediums: 22 include WSHE, WYNF, WLUP, WXRT, KBCO, KRCK, KGB, KZOK.

MINK DEVILLE/Where Angels Fear To Tread (Atlantic) 28/2 (26/4)
Adds include WYMX. Hots: 3 WNEW-FM, WXRT, KBCO. Mediums: 24 include WRXT, WBAB, WAPP, WHJY, WLUP, KKCI, KSHE, KROQ, 91X, KQAK.

MI-SEX/Where Do They Go? (Epic) 24/16 (11/7)
Adds include WRXT, Q107, KSHE, KCAL, KQAK. Hots: 4 include CHUM-FM, KBCO. Mediums: 11 include WCKO, WSKS.

ROBERT HAZARD/Wing Of Fire (RCA) 22/2 (28/14)
Adds include WSCY. Hots: 2 WMGM, KTYD. Mediums: 18 include WRXT, WMMR, WYSP, KBCO, KROQ, KCAL.

SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 20/3 (23/8)
Adds include WLIR, Q107. Hots: 9 include CHOM-FM, KBCO, KROQ, 91X, KQAK. Mediums: 10 include WRXT, WCKO, WXRT, KFOG, CFOX.

EXPRESSION/The Expression (A&M) 20/2 (18/6)
Adds include WSHE. Hots: 2 include KBCO. Mediums: 18 include WBCN, WRXT, CHOM-FM, CHUM-FM, DC101, WXRT, KROQ, KUPD, KFOG, KQAK.

DEAR ENEMY/Ransom Note (Capitol) 15/4 (15/3)
Adds include KBCO. Hots: 1 CHUM-FM. Mediums: 12 include WXRT, WMMS.

UB40/Labour Of Love (Virgin/A&M) 15/2 (15/3)
Adds include WRXT. Hots: 10 include WBCN, WCKO, WMMS, K97, KROQ, 91X. Mediums: 4 include WBAB, KQAK.

XTC/Mummer (Geffen) 14/1 (14/6)
Adds: WMGM. Hots: 5 include WXRT, KROQ. Mediums: 9 include WBAB, WLIR, KBCO, 91X, KQAK.

COUP/Coup De Grace (A&M) 13/1 (15/7)
Adds: WTUE. Hots: 0. Mediums: 13 include WRXT, WQFM, KMEL.

TSUNAMI/Tsunami (Enigma) 13/0 (13/0)
Adds: 0 Hots: 1 KZOK. Mediums: 12 include WYNF, WQFM, KSHE, KRCK, KGB, KRQR, KSJO.

SHRAPNEL/Shrapnel (Elektra) 11/5 (14/12)
Adds include KRQR, KXZL, KMOD, KFIV-FM. Hots: 0. Mediums: 6 include WPDH, KLAQ, WQMF, WZXR, KILO.

AOR ALBUMS — Compiles album airplay data from all reporting stations. Includes four-week trend of chart movement, plus cuts listed numerically by airplay. Current singles are **BOLDED**. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

CHART EXTRAS — Records that have fallen off the chart but continue to receive substantial airplay.

AOR BREAKERS — Records that are in a reported rotation on at least 50% of reporting stations. Total reports/total adds information listed; for example, 100/50 means 100 total station reports and, of those, 50 added it this week.

R&R AOR /HOT TRACKS

Three Weeks	Two Weeks	Last Week	177 REPORTERS	Total	Heavy	Medium	Total Adds
1	1	1	1 VAN HALEN/Jump (WB)	161	158	3	0
3	2	2	2 JOHN LENNON/Nobody Told Me (Polydor/Pg)	162	142	20	0
11	5	5	3 MANFRED MANN'S EARTH.../Runner (Arista)	165	105	60	3
2	3	3	4 PRETENDERS/Middle Of The Road (Sire/WB)	143	129	14	0
28	11	6	5 KENNY LOGGINS/Footloose (Columbia)	152	106	45	4
5	4	4	6 38 SPECIAL/Back Where You Belong (A&M)	137	105	32	1
22	12	7	7 CHRISTINE McVIE/Got A Hold On Me (WB)	130	99	31	1
-	27	15	8 DAN FOGELBERG/The Language Of... (FM/Epic)	147	69	77	7
34	19	12	9 DWIGHT TWILLEY/Girls (EMI America)	157	49	107	5
15	8	9	10 BRYAN ADAMS/Heaven (A&M)	125	87	38	3
10	7	10	11 VAN HALEN/Panama (WB)	126	72	54	0
8	6	8	12 DURAN DURAN/New Moon On Monday (Capitol)	115	76	39	0
25	23	18	13 VAN HALEN/I'll Wait (WB)	116	59	57	5
24	18	14	14 EURYTHMICS/Here Comes The Rain Again (RCA)	117	68	48	2
20	15	16	15 PRETENDERS/Time The Avenger (Sire/WB)	114	60	54	2
-	34	20	16 APRIL WINE/This Could Be The Right One (Capitol)	135	29	102	8
29	24	19	17 JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)	112	41	69	2
16	16	17	18 MOTLEY CRUE/Looks That Kill (Elektra)	103	40	63	0
44	32	23	19 BON JOVI/Runaway (Mercury/Pg)	121	18	101	7
43	25	22	20 TED NUGENT/Tied Up In Love (Atlantic)	121	14	105	6
9	13	13	21 YES/It Can Happen (Atco)	92	60	31	1
-	-	37	22 QUEEN/Radio Ga-Ga (Capitol)	114	30	66	33
7	9	11	23 ROLLING STONES/She Was Hot (RS/Atco)	93	48	45	1
13	14	21	24 HUEY LEWIS & THE NEWS/I Want... (Chrysalis)	81	56	25	2
36	33	31	25 ACCEPT/Balls To The Wall (Portrait/CBS)	101	11	87	7
57	38	33	26 YES/Leave It (Atco)	85	49	36	7
37	35	29	27 GENESIS/Home By The Sea (Atlantic)	79	41	37	5
-	-	38	28 ROGER DALTRY/Walking In My Sleep (Atlantic)	109	13	83	28
33	30	30	29 UTOPIA/Crybaby (Passport)	95	21	73	3
-	59	42	30 CHRISTINE McVIE/One In A Million (WB)	83	34	48	8
-	-	41	31 SAMMY HAGAR/The Girl Gets Around (Columbia)	83	24	56	13
-	56	44	32 GOLDEN EARRING/When The Lady... (21/Pg)	99	9	78	28
19	26	26	33 YES/Changes (Atco)	61	43	18	0
-	54	45	34 NENA/99 Luftballons (99 Red Balloons) (Epic)	69	36	31	12
50	39	35	35 JOHN LENNON/I'm Stepping Out (Polydor/Pg)	69	32	37	2
23	21	25	36 REAL LIFE/Send Me An Angel (Curb/MCA)	75	24	51	0
-	-	53	37 D. HALL & J. OATES/Adult Education (RCA)	78	20	51	20
DEBUT			38 PHIL COLLINS/Against All Odds (Atlantic)	84	9	49	80
-	60	54	39 WANG CHUNG/Dance Hall Days (Geffen)	76	15	56	14
53	42	40	40 CYNDI LAUPER/Girls Just Want... (Portrait/CBS)	60	30	30	0
4	10	24	41 GENESIS/That's All (Atlantic)	55	38	17	0
DEBUT			42 GENESIS/Illegal Alien (Atlantic)	53	29	23	7
27	28	34	43 JOHN COUGAR MELLENCAMP/Play... (Riva/Pg)	60	23	37	0
17	29	36	44 OZZY OSBOURNE/Bark At The... (CBS Assoc.)	60	20	40	1
32	36	39	45 NIGHT RANGER/Rumours In The Air (Camel/MCA)	58	20	37	1
14	22	27	46 BILLY IDOL/Rebel Yell (Chrysalis)	58	22	36	0
-	-	60	47 THOMPSON TWINS/Hold Me Now (Arista)	63	12	40	14
58	49	49	48 HOWARD JONES/New Song (Elektra)	65	11	51	8
49	43	43	49 HYTS/Backstabbers (Gold Mountain/A&M)	64	9	55	1
DEBUT			50 BILLY RANKIN/Baby Come Back (A&M)	61	1	52	22
52	47	50	51 POLICE/Wrapped Around Your Finger (A&M)	46	26	19	2
42	44	47	52 VAN HALEN/Hot For Teacher (WB)	47	23	24	0
DEBUT			53 JOHN COUGAR.../Authority Song (Riva/Pg)	49	20	29	6
31	37	48	54 RE-FLEX/The Politics Of Dancing (Capitol)	51	17	34	2
56	55	52	55 MOTLEY CRUE/Shout At The... (Elektra)	47	17	30	0
6	17	28	56 JOURNEY/Ask The Lonely (MCA)	44	18	26	0
DEBUT			57 JON BUTCHER AXIS/Don't Say... (Polydor/Pg)	64	4	44	33
12	20	32	58 JOHN COUGAR MELLENCAMP/Pink... (Riva/Pg)	45	20	25	1
18	31	46	59 YES/Owner Of A Lonely Heart (Atco)	38	25	13	0
DEBUT			60 THOMAS DOLBY/Hyperactive (Capitol)	51	12	23	37

CHART EXTRAS

No tracks qualified as Chart Extras this week.

BREAKERS

ROGER DALTRY

Walking In My Sleep (Atlantic)

62% of our reporters on it. 109/28, including adds on WBAB, WQFM, KISW, WQMF, KXZL, KICT, KRSP. Moves 38-28 on the Tracks chart.

GOLDEN EARRING

When The Lady Smiles (21/PolyGram)

56% of our reporters on it. 99/28, including adds on CHUM-FM, KSRR, KQRS, KDKB, WZZO, WCMF, WXKE, KFMG. Moves 44-32 on the Tracks chart.

NEW & ACTIVE

- DAN FOGELBERG "Gone Too Far" (Full Moon/Epic) 45/5 (35/9)**
 Adds: WZZO, WFYV, WLAV, KIDQ, WBLM. Hots: 11 include WYNF, WPYX, WKTU, WDIZ. Mediums: 34 include KYYS, KSHE, KFOG.
- WANG CHUNG "Don't Let Go" (Geffen) 42/7 (33/10)**
 Adds: KEGL, KBPI, KRQR, WAPI, KMBQ, KGGO. Hots: 8 include CHUM-FM, KQAK, WAQX, WBYG, KSPN, KFMF, KTCL. Mediums: 30 include WBAB, WMMS, WAAL, WOVE, KLAQ, WLVO, KWFM.
- BAXTER ROBERTSON "Silver Strand" (RCA) 41/4 (43/4)**
 Adds: WLLZ, KBPI, KOME, WFYV. Hots: 5 include KBCO, KSPN, KAWY, KYTD. Mediums: 36 include WDVE, WMET, KSHE, KGB, WPLR, WQMF, WLAV, KFMG.
- DAVID GILMOUR "All Lovers Are Deranged" (Columbia) 40/39 (0/0)**
 Adds include WNEW-FM, KISW, WDHA, KLAQ, WWCK, KWFM. Hots: 1 KILO. Mediums: 26 include WMMR, WYSP, WOVE, KZEW, KLOS, WCMF, WLVO, WIOT.
- ALARM "Sixty Eight Guns" (IRS/A&M) 37/20 (31/30)**
 Adds include KYYS, WIMZ. Hots: 2 WLIR, KTCL. Mediums: 23 include WBAB, CHUM-FM, WXRT, KBCO, KROQ, WPDH, KQDS, KLPX.
- GREAT WHITE "Stick It" (EMI America) 35/10 (28/17)**
 Adds include WHJY, KGB, KSJO, WKLC, WLVO. Hots: 0. Mediums: 30 include WIYY, WDVE, WQFM, KSHE, KLOS, KMET, KISW, WXLX, KFMG, KEZE.
- PAUL YOUNG "Come Back & Stay" (Columbia) 34/4 (29/6)**
 Adds: WCKN, KMBQ, WLAV, WIQB. Hots: 5 WXRT, WMMS, WTKX, KFMF. Mediums: 28 include WBCN, WBAB, KBCO, WHCN, WKDF, KFIV-FM.
- ROCKWELL "Somebody's Watching Me" (Motown) 32/14 (18/11)**
 Adds include KCAL, WKTU, KNCN, KWXL. Hots: 8 include WLIR, WMMS, WROQ, WIMZ, KMBQ. Mediums: 16 include WBCN, WMET, WXRT, KWK, WZZO, WYMX.
- HUEY LEWIS & THE NEWS "The Heart Of Rock..." (Chrysalis) 32/8 (19/2)**
 Adds include KEGL, KSRR, WMMS, KDKB, KGB, WQMF. Hots: 11 include WRIF, KFOG, WCMF, WAAF, WLVO, WXLX. Mediums: 20 include WDVE, WPLR, KMBQ, KICT, KWFM.
- JASON & SCORCHERS "Absolutely..." (EMI America) 31/13 (23/12)**
 Adds include WKLS, WPDH, WCKN, WZXR, WKZL, WAPL. Hots: 0. Mediums: 26 include WBCN, WXRT, WROQ, WKDF, KFIV-FM.
- ROLLING STONES "Think I'm Going Mad" (Atlantic) 30/24 (1/0)**
 Adds include WMMS, KBCO. Hots: 8 include WXRT, KSHE, WWCT, KMOD. Mediums: 17 include WYSP, KZEW, KLOL, KINK, KRQR, WDHA, WOUR, WQDR.
- WIRE TRAIN "Chamber Of Hellos" (415/Columbia) 29/5 (28/2)**
 Adds: WKLC, KLAQ, WYFE, KWXL, KWFM. Hots: 7 include KBCO, WPDH. Mediums: 18 include WBCN, WCKO, WSHE, WCKN, KMOD.
- QUEEN "Tear It Up" (Capitol) 28/24 (3/2)**
 Adds include KZEW, KSHE. Hots: 6 WMMR, WHCN, WPDH, WTKX, WAPL, KFMX. Mediums: 17 include WKLS, WLLZ, KLOS, KMET.
- KIND "I've Got You" (360) 26/3 (28/7)**
 Adds: WRXT, KMEL, WMGM. Hots: 4 include WSKS, WQFM, KSJO. Mediums: 19 include WYNF, WLUP, KRCK, KGB, WXLX, WXKE, KILO.
- MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 25/2 (23/4)**
 Adds: WYMX, KFMQ. Hots: 3 WNEW-FM, WXRT, KBCO. Mediums: 21 include WBAB, WAPP, WLUP, KKCI, KSHE.
- PRETENDERS "Thumbelina" (Sire/WB) 25/0 (26/1)**
 Adds: 0. Hots: 19 include WNEW-FM, WXRT, WMMS, KSHE, KMET, KPOI. Mediums: 6 include KGB, WAAF, KWXL.
- HUEY LEWIS & THE NEWS "Walking On A Thin..." (Chrysalis) 24/3 (26/7)**
 Adds: WDHA, CHEZ-FM, KFIV-FM. Hots: 7 include KZEW, KOME, WYMX, WLRS, WQMF, WRUF. Mediums: 16 include KRQR, WPLR, KISS, KATT.
- BILLY IDOL "Blue Highway" (Chrysalis) 23/10 (11/2)**
 Adds include WYSP, KFMG, KKDJ, KLPX. Hots: 9 include WDVE, WRIF, KSHE, KMET, KMEL, WPDH. Mediums: 11 include KRQR, WAQX, KISS.
- ROMANTICS "One In A Million" (Nemperor/CBS) 23/8 (15/2)**
 Adds: WHJY, WSRR, KSHE, KCAL, WWCK, KATT, KMOD, WRUF. Hots: 4 include KLOS. Mediums: 15 include WDVE, WYNF, WSKS, KUPD, WCMF, KLAQ.
- MR. MISTER "Hunters Of The Night" (RCA) 22/21 (0/0)**
 Adds include WXRT, WMMS, KBCO, WOVE, KLAQ. Hots: 0. Mediums: 8 include WDVE, KCAL, KISS.
- OZZY OSBOURNE "So Tired" (CBS Associated) 22/6 (15/1)**
 Adds include WAAL, KFMG, KIDQ, KWFM. Hots: 2 KYYS, WQAY. Mediums: 18 include WYNF, WAQX, WAPI, KICT.
- SANDY STEWART "Saddest Victory" (Modern/Atco) 21/9 (15/15)**
 Adds include WMMS, WDHA, WWCT. Hots: 2 WCPZ, KSPN. Mediums: 13 include WRXT, KLOL, KBCO, WPDH, WOUR, WTUE, KIDQ.
- EDDIE MONEY "Club Michelle" (Columbia) 20/7 (11/1)**
 Adds: WBAB, KBCO, WDHA, WQMF, KUFO, WIQB, WBYG. Hots: 4 KMEL, KRQR, KMOD, KFMF. Mediums: 11 include KKCI, KSJO, KATT.
- MICHAEL SCHENKER GROUP "I'm Gonna Make..." (Chrysalis) 20/3 (19/3)**
 Adds include KZEW, KLOL. Hots: 1 CITI-FM. Mediums: 18 include WBAB, WYNF, KSHE, KGON, WPYX, WCMF, KISS, WIOT, KFMG.
- ZZ TOP "Legs" (WB) 19/4 (14/3)**
 Adds: KMOD, KFIV-FM, WDEK, KFMF. Hots: 6 K97, KGON, KRCK, KISW, KFMG, KEZE. Mediums: 11 include Q107, KLOS, WROQ, KZEL, KKDJ.
- RAINBOW "Let You Go" (Mercury/PolyGram) 19/2 (17/3)**
 Adds: WPYX, KUFO. Hots: 3 WLLZ, WRIF, KSHE. Mediums: 15 include WIYY, WDVE, WDIZ, KATT.

NEW & ACTIVE — Records building in airplay and coming closest to charting for the first time. Numbers indicate total reports/total adds for this week and last; for example, 40/20 means 40 total station reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that have more than 10 adds this week.

MOST ADDED

- PHIL COLLINS (80)
Against All Odds (Atlantic)
- DAVID GILMOUR (39)
All Lovers Are... (Columbia)
- THOMAS DOLBY (37)
Hyperactive (Capitol)
- JON BUTCHER AXIS (33)
Don't Say Goodnight (Polydor/PolyGram)
- QUEEN (33)
Radio Ga-Ga (Capitol)
- ROGER DALTRY (28)
Walking In My Sleep (Atlantic)
- GOLDEN EARRING (28)
When The Lady Smiles (21/PolyGram)

MOST HOTS

- VAN HALEN (158)
Jump (WB)
- JOHN LENNON (142)
Nobody Told Me (Polydor/PolyGram)
- PRETENDERS (129)
Middle Of The Road (Sire/WB)
- FOOTLOOSE (106)
Footloose (Columbia)
- 38 SPECIAL (105)
Back Where You Belong (A&M)
- MANFRED MANN'S EARTH BAND (105)
Runner (Arista)



WEST (continued)

KMEL/San Francisco (415) 391-9400
PO: JACK BELVER
NO: GREG MITCHELL

KBCO/Boulder (303) 444-5600
PO: JOHN BRADLEY
NO: DOUG CLIFTON

KCAL/San Bernardino (714) 825-5020
PO: JIM JAMES
NO: MIKE STEWART

KGB-FM/San Diego (619) 292-1300
PO: LARRY BRUCE
ASST. PO: TED EDWARDS

KFV-FM/Modesto (209) 527-8100
PO: C.J. STONE

KFWM/Tucson (602) 748-2400
PO: JIM RAY
NO: RICK ALLEN

KFMI/Modesto (209) 527-8100
PO: C.J. STONE

KROQ/Sacramento (916) 441-4950
PO: DENNIS NEVILL

Parallel Two

KRSP/Salt Lake City (801) 282-5541
PO: RANDY ROSE
NO: BARRY TELL

Parallel Three

KAWY/Casper (307) 235-1515
PO: JEFF PETERS

The following stations failed to report this week and therefore their lists were frozen:

KLBJ/Austin
KTXQ/Dallas
WBBQ/Cincinnati
WKQQ/Lexington
WNOR/Norfolk
WRXL/Richmond

The following stations reported their lists frozen this week:

KMJX/Little Rock
WAQY/Syracuse
WZXY/Kingsport

Coming In March...



Now Featuring THE TOP 100 Markets!

By popular request, R&R's 1984 Ratings Reports will include results for the TOP 100 markets.

Volume I, featuring the Fall '83 results, is coming in March.

610 KFRC

San Francisco
PD: Gerry Cagle
MD: Lynette Abraham

- H 2 1 NENA/99 Luftballons(99 Red
- H 4 2 VAN HALEN/Jump
- H 10 3 ROCKWELL/Somebody's Watching M
- H 5 4 CYNDI LAUPER/Girls Just Want To Ha
- 5 MICHAEL JACKSON/Thriller
- 6 RUBY LEWIS & NEWS/I Want A New Drug
- 7 POLICE/Wrapped Around Your F
- 8 SHANNON/Let The Music Play
- 15 9 POINTER SISTERS/Automatic
- 6 10 YES/Owner Of A Lonely Hea
- 13 11 DEELE/Body Talk
- H 23 12 DURAN DURAN/New Moon On Monday
- 22 13 EURYTHMICS/Here Comes The Rain A
- 22 14 DAVE NAVO/Joystick
- 21 15 CRAID/bad Red Wine
- 11 16 CULTURE CLUB/Karma Chameleon
- 9 17 ROMANTICS/Talking In Your Sleep
- 12 18 GENESIS/That's All
- 25 19 TINA TURNER/Let's Stay Together
- 16 20 ELTON JOHN/I Guess That's Why Th
- 10 21 LIONEL RICHIE/Running With The Nigh
- A 22 JOHN LENNON/Nobody Told Me
- 30 23 CHRISTINE MCVIE/Got A Hold On Me
- 24 MUSICAL YOUTH/She's Trouble
- 17 25 STEVIE NICKS/If I'm Not The One
- 19 26 REAL LIFE/Send Me An Angel
- 24 27 RAY PARKER JR./I Still Can't Get Ove
- 26 28 38 SPECIAL/If I'd Seen The One
- 27 29 KOOL & THE GANG/Joanna
- 28 30 JOHN COUGAR/Pink Houses
- 31 31 SHALAMAR/Deadline U.S.A.
- 29 32 JAMES INGRAM/Yah No B There
- 33 33 BILLY JOEL/An Innocent Man
- A 34 KENNY LOGGINS/Footloose
- A 35 DWIGHT TWILLEY/Girls
- 35 36 ONY/Twist Of Fate
- 36 37 DEBARGE/Time Will Reveal
- 37 38 MCCARTNEY & JACKS/Say Say Say
- 38 39 HALL & OATES/Stay It Isn't So
- 39 40 MADONNA/Holiday

ADDS 22, 34, 35
HALL & OATES/Adult Education

ON KENNY ROGERS/This Woman

KWOD 106

Sacramento
PD: Tom Chase
MD: Mr. Ed

- H 1 1 MICHAEL JACKSON/Thriller
- H 5 2 VAN HALEN/Jump
- H 3 3 NENA/99 Luftballons(99 Red
- H 6 4 POLICE/Wrapped Around Your F
- 2 5 GENESIS/That's All
- 7 6 BILLY JOEL/An Innocent Man
- H 10 7 JOHN LENNON/Nobody Told Me
- 4 8 KOOL & THE GANG/Joanna
- 9 9 CHRIS CROSS/Think Of Laura
- H 17 10 SHANNON/Let The Music Play
- 11 11 CULTURE CLUB/Karma Chameleon
- 12 12 PRETENDERS/Middle Of The Road
- 15 13 JAMES INGRAM/Yah No B There
- 19 14 DURAN DURAN/New Moon On Monday
- 15 15 KENNY LOGGINS/Footloose
- 16 16 CYNDI LAUPER/Girls Just Want To Ha
- 17 17 PAUL MCCARTNEY/So Bad
- 24 18 RUBY LEWIS & NEWS/I Want A New Drug
- 28 19 ROCKWELL/Somebody's Watching M
- 15 20 RAY PARKER JR./I Still Can't Get Ove
- 21 21 EURYTHMICS/Here Comes The Rain A
- 22 22 MADONNA/Holiday
- 12 23 JOHN COUGAR/Pink Houses
- 27 24 EURYTHMICS/Here Comes The Rain A
- 20 25 YES/Owner Of A Lonely Hea
- 16 26 ELTON JOHN/I Guess That's Why Th
- 29 27 SHERENA EASTON/Almost Over You
- 30 28 MANFRED MANN/Runner
- 0 29 DAN FOGELBERG/The Language Of Love
- D 30 HALL & OATES/Adult Education

ADDS NONE
ON RE-FLEX/The Politics Of Danci
JACKSON BROWN/For A Rocker
KENNY ROGERS/This Woman
38 SPECIAL/Back Where You Belong
WANG CHUNG/Don't Let Go
ROLLING STONES/She Was Not

Hot Hits in 105 KITS

San Francisco
PD: Jeff Hunter

- H 3 1 CULTURE CLUB/Karma Chameleon
- 1 2 ROMANTICS/Talking In Your Sleep
- 2 3 YES/Owner Of A Lonely Hea
- 4 4 VAN HALEN/Jump
- 5 5 MATTHEW WILDER/Break My Stride
- N 10 6 CYNDI LAUPER/Girls Just Want To Ha
- H 14 7 NENA/99 Luftballons(99 Red
- 8 8 KOOL & THE GANG/Joanna
- N 18 9 LIONEL RICHIE/Running With The Nigh
- H 11 10 SHANNON/Let The Music Play
- 12 11 DURAN DURAN/New Moon On Monday
- 6 12 MADONNA/Holiday
- 22 13 GENESIS/That's All
- 26 14 ROCKWELL/Somebody's Watching M
- 13 15 ELTON JOHN/I Guess That's Why Th
- 7 16 MCCARTNEY & JACKS/Say Say Say
- 17 17 DURAN DURAN/Union Of The Snake
- 21 18 PAUL MCCARTNEY/So Bad
- 16 19 EURYTHMICS/Here Comes The Rain A
- 23 20 JOHN LENNON/Nobody Told Me
- 35 21 MICHAEL JACKSON/Thriller
- 15 22 ONY/Twist Of Fate
- 27 23 RUBY LEWIS & NEWS/I Want A New Drug
- 19 24 PRETENDERS/Middle Of The Road
- 25 25 DEBARGE/Time Will Reveal
- 9 26 JUMP 'N THE SADDL/The Curly Shuffle
- D 27 REAL LIFE/Send Me An Angel
- 24 28 POLICE/Wrapped Around Your F
- D 29 JAMES INGRAM/Yah No B There
- 31 30 ROGERS & PARTON/Islands In The Stream
- 32 31 CHRIS CROSS/Think Of Laura
- 34 32 TWILIGHT 22/Electric Kingdom
- 39 33 RAY PARKER JR./I Still Can't Get Ove
- D 34 JOHN COUGAR/Pink Houses
- 16 35 LIONEL RICHIE/All Night Long(All Ni
- 0 36 HALL & OATES/Say It Isn't So
- A 37 JACKSON BROWN/For A Rocker
- 40 38 BILLY JOEL/An Innocent Man
- D 39 CHRISTINE MCVIE/Got A Hold On Me
- A 40 HOWARD JONES/New Song

ADDS 37, 40
EIM CANNES/You Make My Heart Bea
MUSICAL YOUTH/She's Trouble
KENNY LOGGINS/Footloose
SHERENA EASTON/Almost Over You
DAN FOGELBERG/The Language Of Love
PAUL YOUNG/Come Back And Stay
PATTI LABELLE/If Only You Knew
BRYSON & FLACK/You're Looking Like L
DOLLY PARTON/Save The Last Dance F

ON IRENE CARA/The Dream(Hold On To
QUIET RIOT/Bang Your Head(Metal
POINTER SISTERS/Automatic
BILLY IDOL/Rebel Yell
RE-FLEX/The Politics Of Danci
KENNY ROGERS/This Woman
KC/Give It Up

KS 103 FM

San Diego
PD: Dave Parks
MD: Mike Preston

- H 1 1 MICHAEL JACKSON/Thriller
- H 2 2 VAN HALEN/Jump
- 3 3 SHANNON/Let The Music Play
- H 7 4 CYNDI LAUPER/Girls Just Want To Ha
- 3 5 KOOL & THE GANG/Joanna
- 2 6 CULTURE CLUB/Karma Chameleon
- 5 7 ROMANTICS/Talking In Your Sleep
- 15 8 BILLY JOEL/An Innocent Man
- 11 9 JEFFREY OSBORNE/Stay With Me Tonight
- 19 10 NENA/99 Luftballons(99 Red
- 14 11 PRETENDERS/Middle Of The Road
- 10 12 LIONEL RICHIE/Running With The Nigh
- 8 13 YES/Owner Of A Lonely Hea
- 9 14 ELTON JOHN/I Guess That's Why Th
- 20 15 POLICE/Wrapped Around Your F
- 16 16 JOHN COUGAR/Pink Houses
- 12 17 MADONNA/Holiday
- H 30 18 ROCKWELL/Somebody's Watching M
- 22 19 JAMES INGRAM/Yah No B There
- 25 20 JOHN LENNON/Nobody Told Me
- 27 21 RUBY LEWIS & NEWS/I Want A New Drug
- 13 22 CHRIS CROSS/Think Of Laura
- 26 23 RE-FLEX/The Politics Of Danci
- H 31 24 EURYTHMICS/Here Comes The Rain A
- 33 25 QUIET RIOT/Bang Your Head(Metal
- 34 26 DURAN DURAN/New Moon On Monday
- 17 27 KENNY LOGGINS/Footloose
- 24 28 RAY PARKER JR./I Still Can't Get Ove
- A 29 KC/Give It Up
- 35 30 KENNY ROGERS/This Woman
- 29 31 ONY/Twist Of Fate
- D 32 DAN FOGELBERG/The Language Of Love
- 38 33 CHRISTINE MCVIE/Got A Hold On Me
- 32 34 PAUL MCCARTNEY/So Bad
- D 35 38 SPECIAL/Back Where You Belong
- D 36 SHERENA EASTON/Almost Over You
- 39 37 MANFRED MANN/Runner
- A 38 POINTER SISTERS/Automatic
- D 39 HOWARD JONES/New Song
- D 40 MATTHEW WILDER/The Kid's American

ADDS 29, 38
HALL & OATES/Adult Education
DWIGHT TWILLEY/Girls
WANG CHUNG/Don't Let Go
TINA TURNER/Let's Stay Together
QUEEN/Radio Ga Ga

ON AMERICAN COMEDY N/Breaking In Is Hard

KWSS 94.5 FM

San Jose
PD: Dave Van Stone
MD: Robin Kipps

- H 1 1 CHRIS CROSS/Think Of Laura
- H 2 2 VAN HALEN/Jump
- 3 3 GENESIS/That's All
- 4 4 NENA/99 Luftballons(99 Red
- 7 5 MICHAEL JACKSON/Thriller
- H 10 6 POLICE/Wrapped Around Your F
- 3 7 LIONEL RICHIE/Running With The Nigh
- 4 8 KOOL & THE GANG/Joanna
- 13 9 DURAN DURAN/New Moon On Monday
- H 16 10 RUBY LEWIS & NEWS/I Want A New Drug
- 15 11 BILLY JOEL/An Innocent Man
- 14 12 JAMES INGRAM/Yah No B There
- 17 13 CYNDI LAUPER/Girls Just Want To Ha
- 19 14 JOHN LENNON/Nobody Told Me
- H 20 15 KENNY LOGGINS/Footloose
- 16 16 RAY PARKER JR./I Still Can't Get Ove
- 9 17 JOHN COUGAR/Pink Houses
- 22 18 CHRISTINE MCVIE/Got A Hold On Me
- 21 19 SHANNON/Let The Music Play
- 23 20 EURYTHMICS/Here Comes The Rain A
- 11 21 YES/Owner Of A Lonely Hea
- 25 22 PAUL MCCARTNEY/So Bad
- 27 23 DAN FOGELBERG/The Language Of Love
- 26 24 KENNY ROGERS/This Woman
- 12 25 ROMANTICS/Talking In Your Sleep
- 24 26 REAL LIFE/Send Me An Angel
- 29 27 HALL & OATES/Adult Education
- 30 28 RE-FLEX/The Politics Of Danci
- 18 29 STEVIE NICKS/Nightbird
- D 30 ROCKWELL/Somebody's Watching M

ADDS ONY/Livin' In Desperate
THOMPSON TWINS/Hold Me Now
QUEEN/Radio Ga Ga

ON 38 SPECIAL/Back Where You Belong
MANFRED MANN/Runner
HOWARD JONES/New Song
TINA TURNER/Let's Stay Together
PAUL YOUNG/Come Back And Stay
POINTER SISTERS/Automatic

Magic 107 FM

Portland
PD: Jon Barry
MD: Steve Naganuma

- H 2 1 MICHAEL JACKSON/Thriller
- H 3 2 VAN HALEN/Jump
- 3 3 GENESIS/That's All
- 4 4 POLICE/Wrapped Around Your F
- 5 5 BILLY JOEL/An Innocent Man
- H 11 6 NENA/99 Luftballons(99 Red
- 4 7 CULTURE CLUB/Karma Chameleon
- 14 8 JOHN LENNON/Nobody Told Me
- H 16 9 CYNDI LAUPER/Girls Just Want To Ha
- 10 10 PRETENDERS/Middle Of The Road
- H 18 11 RUBY LEWIS & NEWS/I Want A New Drug
- 15 12 DURAN DURAN/New Moon On Monday
- 5 13 CHRIS CROSS/Think Of Laura
- 29 14 ROCKWELL/Somebody's Watching M
- 7 15 KOOL & THE GANG/Joanna
- 20 16 JAMES INGRAM/Yah No B There
- 19 17 SHANNON/Let The Music Play
- 22 18 CHRISTINE MCVIE/Got A Hold On Me
- 26 19 KENNY LOGGINS/Footloose
- 21 20 QUIET RIOT/Bang Your Head(Metal
- 12 21 PAUL MCCARTNEY/So Bad
- 25 22 KENNY ROGERS/This Woman
- 28 23 EURYTHMICS/Here Comes The Rain A
- 9 24 LIONEL RICHIE/Running With The Nigh
- 23 25 IRENE CARA/The Dream(Hold On To
- 33 26 38 SPECIAL/Back Where You Belong
- 13 27 JOHN COUGAR/Pink Houses
- 34 28 DAN FOGELBERG/The Language Of Love
- 32 29 KC/Give It Up
- 17 30 RAY PARKER JR./I Still Can't Get Ove
- 35 31 ROLLING STONES/She Was Not
- D 32 HALL & OATES/Adult Education
- 31 33 STAY CATS/Look At That Cadillac
- 38 34 POINTER SISTERS/Automatic
- 39 35 MANFRED MANN/Runner
- 30 36 MUSICAL YOUTH/She's Trouble
- D 37 THOMPSON TWINS/Hold Me Now
- D 38 PAUL YOUNG/Come Back And Stay
- 27 39 MADONNA/Holiday
- D 40 DWIGHT TWILLEY/Girls

ADDS RE-FLEX/The Politics Of Danci
PHIL COLLINS/Against All Odds
ONY/Livin' In Desperate
WANG CHUNG/Don't Let Go
QUEEN/Radio Ga Ga
KOOL & THE GANG/Tonight

ON T.G. SHEPPARD/Make My Day
BILLY IDOL/Rebel Yell

KOPA Phoenix

PD: Reggie Blackwell
MD: Art Morales

- H 2 1 GENESIS/That's All
- 4 2 ROMANTICS/Talking In Your Sleep
- 5 3 LIONEL RICHIE/Running With The Nigh
- H 7 4 RAY PARKER JR./I Still Can't Get Ove
- H 9 5 NENA/99 Luftballons(99 Red
- 6 6 MICHAEL JACKSON/Thriller
- 1 7 MATTHEW WILDER/Break My Stride
- 11 8 MADONNA/Holiday
- 12 9 CHRIS CROSS/Think Of Laura
- H 14 10 BILLY JOEL/An Innocent Man
- 5 11 CULTURE CLUB/Karma Chameleon
- 15 12 JOHN COUGAR/Pink Houses
- 13 13 KOOL & THE GANG/Joanna
- 17 14 POLICE/Wrapped Around Your F
- 18 15 RUBY LEWIS & NEWS/I Want A New Drug
- 19 16 PAUL MCCARTNEY/So Bad
- H 21 17 VAN HALEN/Jump
- 20 18 DURAN DURAN/New Moon On Monday
- 22 19 KENNY ROGERS/This Woman
- 23 20 SHANNON/Let The Music Play
- 8 21 YES/Owner Of A Lonely Hea
- 24 22 CYNDI LAUPER/Girls Just Want To Ha
- 25 23 JOHN LENNON/Nobody Told Me
- 26 24 JAMES INGRAM/Yah No B There
- D 25 ROCKWELL/Somebody's Watching M
- 29 26 EURYTHMICS/Here Comes The Rain A
- D 27 CHRISTINE MCVIE/Got A Hold On Me
- 10 28 ELTON JOHN/I Guess That's Why Th
- D 29 POINTER SISTERS/Automatic
- D 30 DAN FOGELBERG/The Language Of Love

ADDS TINA TURNER/Let's Stay Together
SHERENA EASTON/Almost Over You
MANFRED MANN/Runner
HALL & OATES/Adult Education
HOWARD JONES/New Song

ON KENNY LOGGINS/Footloose

KPKE Denver

PD: Tim Fox
Asst. PD: Mark Bolke

- H 1 1 LIONEL RICHIE/Running With The Nigh
- H 2 2 MICHAEL JACKSON/Thriller
- H 6 3 VAN HALEN/Jump
- H 8 4 RUBY LEWIS & NEWS/I Want A New Drug
- H 5 5 KENNY LOGGINS/Footloose
- 3 6 GENESIS/That's All
- 4 7 RAY PARKER JR./I Still Can't Get Ove
- 13 8 NENA/99 Luftballons(99 Red
- 12 9 SHANNON/Let The Music Play
- 5 10 ALAN PARSONS/Break My Stride
- 11 11 ROMANTICS/Talking In Your Sleep
- 14 12 BRYAN ADAMS/Heaven
- 9 13 KOOL & THE GANG/Joanna
- 19 14 DAN FOGELBERG/The Language Of Love
- 25 15 ROCKWELL/Somebody's Watching M
- 21 16 REAL LIFE/Send Me An Angel
- 10 17 JAMES INGRAM/Yah No B There
- 18 18 HOWARD JONES/New Song
- 15 19 CHRIS CROSS/Think Of Laura
- 17 20 MATTHEW WILDER/Break My Stride
- 22 21 POLICE/Wrapped Around Your F
- 16 22 BILLY JOEL/An Innocent Man
- 24 23 KENNY ROGERS/This Woman
- 26 24 RE-FLEX/The Politics Of Danci
- 27 25 CYNDI LAUPER/Girls Just Want To Ha
- 30 26 HALL & OATES/Adult Education
- 20 27 38 SPECIAL/If I'd Seen The One
- D 28 CHRISTINE MCVIE/Got A Hold On Me
- D 29 POINTER SISTERS/Automatic
- D 30 NOVELL/Remember The Nights

ADDS WANG CHUNG/Don't Let Go

ON DON FELDER/bad Girls
JACKSON BROWN/For A Rocker

JUSTICE DENVER

PD: Doug Erikson
MD: Gloria Avila

- H 1 1 MICHAEL JACKSON/Thriller
- H 2 2 VAN HALEN/Jump
- H 3 3 CULTURE CLUB/Karma Chameleon
- H 5 4 CHRIS CROSS/Think Of Laura
- H 7 5 KOOL & THE GANG/Joanna
- 4 6 GENESIS/That's All
- 6 7 YES/Owner Of A Lonely Hea
- 9 8 POLICE/Wrapped Around Your F
- 10 9 NENA/99 Luftballons(99 Red
- 10 10 BILLY JOEL/An Innocent Man
- 16 11 JOHN LENNON/Nobody Told Me
- 17 12 CYNDI LAUPER/Girls Just Want To Ha
- 14 13 PRETENDERS/Middle Of The Road
- 8 14 LIONEL RICHIE/Running With The Nigh
- 15 15 ROMANTICS/Talking In Your Sleep
- 12 16 JOHN COUGAR/Pink Houses
- 11 17 ELTON JOHN/I Guess That's Why Th
- 21 18 SHANNON/Let The Music Play
- 22 19 RUBY LEWIS & NEWS/I Want A New Drug
- 20 20 MADONNA/Holiday
- 24 21 EURYTHMICS/Here Comes The Rain A
- 26 22 CHRISTINE MCVIE/Got A Hold On Me
- 25 23 DURAN DURAN/New Moon On Monday
- 27 24 JAMES INGRAM/Yah No B There
- 23 25 RAY PARKER JR./I Still Can't Get Ove
- 29 26 KENNY LOGGINS/Footloose
- 18 27 PAUL MCCARTNEY/So Bad
- 19 28 MATTHEW WILDER/Break My Stride
- 32 29 DAN FOGELBERG/The Language Of Love
- A 30 ROCKWELL/Somebody's Watching M
- 35 31 RE-FLEX/The Politics Of Danci
- 34 32 KENNY ROGERS/This Woman
- 28 33 HALL & OATES/Say It Isn't So
- A 34 POINTER SISTERS/Automatic
- 37 35 MANFRED MANN/Runner
- 36 36 JACKSON BROWN/For A Rocker
- D 37 HALL & OATES/Adult Education
- 39 38 SHERENA EASTON/Almost Over You
- 40 39 PAUL YOUNG/Come Back And Stay
- D 40 38 SPECIAL/Back Where You Belong

ADDS 30, 34
DWIGHT TWILLEY/Girls
FRANK ULLMAN/They Don't Know

ON ONY/Livin' In Desperate
BIG COUNTRY/Fields Of Fire

EAST
Most Added Hottest

Phil Collins
Queen
Dwight Twilley
Van Halen
Michael Jackson
Nena

CHRADS & 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

Tracey Ullman
Dwight Twilley
Phil Collins
Van Halen
Michael Jackson
Nena

EAST

PARALLEL TWO

WFLY/Albany, NY
Jack Lawrence

PHIL COLLINS
ROGER DALTRY
MOTLEY CRUE
ROMANTICS
ANDY FRASER
Hottest:
VAN HALEN 10-1
POLICE 5-3
MICHAEL JACKSON 6-4
HUEY LEWIS & NEWS 16-8
CYNDI LAUPER 12-9

Q100/Allentown, PA
Dillon/Freeman

RE-FLEX
KC
PADI YOUNG
THOMPSON TWINS
WANG CHUNG
Hottest:
VAN HALEN 2-1
MICHAEL JACKSON 1-2
NENA 16-6
CYNDI LAUPER 18-11

WMAR/Baltimore, MD
Franklin/Payne

HALL & OATES
SWF
QUEEN
DWIGHT TWILLEY
MOTLEY CRUE
LAWTISAW & GILL
DAZZ BAND
Hottest:
NENA 2-1
VAN HALEN 3-3
CYNDI LAUPER 6-4
MICHAEL JACKSON 14-5
HUEY LEWIS & NEWS 19-13

WNYS/Bufalo, NY
Bill Tod

HOWARD JONES
QUEEN
MOTLEY CRUE
PHIL COLLINS
UB40
Hottest:
VAN HALEN 1-1
NENA 2-2
CYNDI LAUPER 21-11
EURYTHMICS 25-16
ROCKWELL 30-18

WVSR/Charleston, WV
Bailey/Larson

QUEEN
PHIL COLLINS
TRACEY ULLMAN
ROMANTICS
TIGGI CLAY
SURVIVOR
JON ST. JAMES
Hottest:
SHANNON 1-1
VAN HALEN 11-4
CYNDI LAUPER 15-7
POLICE 12-9
ROCKWELL 33-25

K104/Erie, PA
Bill Shannon

BON JOVI
PHIL COLLINS
ANDY FRASER
DWIGHT TWILLEY
WANG CHUNG
Hottest:
NENA 1-1
GENESIS 3-2
YES 4-3
MICHAEL JACKSON 5-4
VAN HALEN 9-5

WYCR/Hanover, PA
Mark Richards

QUEEN
BON JOVI
ROOL & THE GANG
PHIL COLLINS
JEFFREY OSBORNE
MATTHEW WILDER
TRACEY ULLMAN
Hottest:
VAN HALEN 1-1
MICHAEL JACKSON 6-2
CYNDI LAUPER 10-3
NENA 17-10
ROCKWELL 23-17

WTIC-FM/Hartford, CT
Mike West

CULTURE CLUB
SHALAMAR
Hottest:
MICHAEL JACKSON 2-1
VAN HALEN 4-2
HUEY LEWIS & NEWS 12-6
ROCKWELL 14-10
DURAN DURAN 18-11

WKEE/Huntington, WV
Gary Miller

MATTHEW WILDER
BETTE MIDLER (dp)
BONNIE TYLER
MOTLEY CRUE (dp)
T.G. SHEPPARD (dp)
Hottest:
MICHAEL JACKSON 1-1
VAN HALEN 5-2
CYNDI LAUPER 3-3
PAUL MCCARTNEY 4-4
NENA 8-5

WLAN-FM/Lancaster, PA
Todd Heikley

KC
PHIL COLLINS
ROOL & THE GANG
WANG CHUNG
BON JOVI
CHAD STUART & JER
Hottest:
MICHAEL JACKSON 1-1
SHEENA EASTON 10-6
NENA 17-9
JOHN LENNON 19-10

KC101/New Haven, CT
Stef Rybak

LIONEL RICHIE
QUEEN
CULTURE CLUB
PHIL COLLINS
Hottest:
VAN HALEN 1-1
MICHAEL JACKSON 2-2
NENA 21-4
ROCKWELL 12-6
HUEY LEWIS & NEWS 23-11

FM106/Philadelphia, PA
Rich/Tiller

MATTHEW WILDER
MANFRED MANN
TRACEY ULLMAN
DWIGHT TWILLEY
Hottest:
MICHAEL JACKSON 1-1
CYNDI LAUPER 2-2
ROCKWELL 5-4
VAN HALEN 7-5
POINTER SISTERS 18-14
NENA 12-6

WBPK/Poughkeepsie, NY
Chris Laida

BONNIE TYLER
BILLY IDOL (dp)
T.G. SHEPPARD (dp)
PATTI AUSTIN
OZZY OSBOURNE
PHIL COLLINS
Hottest:
MICHAEL JACKSON 2-1
VAN HALEN 5-3
EURYTHMICS 15-7
ROCKWELL 18-8
CHRISTINE MCVIE 21-12

SBPX/Rochester, NY
Tom Mitchell

PHIL COLLINS
QUEEN
HOWARD JONES
UB40
MOTLEY CRUE
Hottest:
VAN HALEN 2-1
NENA 3-2
CYNDI LAUPER 8-3
ROCKWELL 26-8
EURYTHMICS 24-12

WGFM/Schenectady, NY
Tom Parker

RE-FLEX
WANG CHUNG
QUEEN
PHIL COLLINS
DWIGHT TWILLEY
Hottest:
VAN HALEN 3-1
POLICE 2-4
NENA 4-4
CYNDI LAUPER 9-5
HUEY LEWIS & NEWS 15-8

WKFM/Syracuse, NY
Steve O'Brien

HALL & OATES
HOWARD JONES
DWIGHT TWILLEY
QUEEN
MOTLEY CRUE (dp)
MATTHEW WILDER
TRACEY ULLMAN
Hottest:
VAN HALEN 1-1
NENA 12-5
CYNDI LAUPER 16-8
HUEY LEWIS & NEWS 17-1

WPST/Trenton, NJ
Tom Taylor

BON JOVI
PHIL COLLINS
ROOL & THE GANG
ROMANTICS
DWIGHT TWILLEY
Hottest:
VAN HALEN 4-1
CYNDI LAUPER 20-9
POLICE 21-10
KENNY LOGGINS 33-26
ROCKWELL 38-31

WRCK/Utica, NY
Jim Reitz

ROMANTICS
ROGER DALTRY
EDDIE MONEY
BON JOVI
ANDY FRASER
TRACEY ULLMAN
Hottest:
VAN HALEN 1-1
HUEY LEWIS & NEWS 4-3
MICHAEL JACKSON 5-2
POLICE 6-5
NENA 17-12

WKRZ-FM/Wilkes-Barre
Jim Reitz

ROMANTICS
ROGER DALTRY
EDDIE MONEY
BON JOVI
ANDY FRASER
TRACEY ULLMAN
Hottest:
VAN HALEN 1-1
CYNDI LAUPER 9-5
NENA 12-7
MICHAEL JACKSON 13-8
POINTER SISTERS 31-15

WHTF/York, PA
Montone/Serzynski

THOMPSON TWINS
OSZY OSBOURNE
BON JOVI
QUEEN
DWIGHT TWILLEY
TRACEY ULLMAN
Hottest:
VAN HALEN 2-1
CYNDI LAUPER 6-4
HUEY LEWIS & NEWS 10-5
NENA 13-6
ROCKWELL 27-16

WQCM/Hagerstown, MD
Will Kauffman

PHIL COLLINS
ANDY FRASER
DWIGHT TWILLEY
WANG CHUNG
QUEEN
BON JOVI (dp)
BONNIE TYLER
Hottest:
MICHAEL JACKSON 3-1
VAN HALEN 4-2
NENA 7-3
CYNDI LAUPER 15-9
ROCKWELL 29-16

Q106/York, PA
Dan Steele

DWIGHT TWILLEY
UB40
RE-FLEX
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 5-2
POLICE 14-5
VAN HALEN 15-7
NENA 18-10

PARALLEL THREE

WFBG/Altoona, PA
Tony Booth
HALL & OATES
ROLLING STONES
EDDIE MONEY
Hottest:
ROOL & THE GANG
JEFFREY OSBORNE
PHIL COLLINS
TRACEY ULLMAN
Hottest:
QUIET RIOT 2-1
VAN HALEN 11-6
SHANNON 19-11
JOHN LENNON 17-12
HUEY LEWIS & NEWS 22-14

WGUY/Bangor, ME
Jim Randall

BETTE MIDLER
LAID BACK
DAZZ BAND
APRIL WINE
TRACEY ULLMAN
ROOL & THE GANG
TIGGI CLAY
Hottest:
MICHAEL JACKSON 1-1
VAN HALEN 5-2
NENA 24-10
HUEY LEWIS & NEWS 15-10
ROCKWELL 25-13

WZON/Bangor, ME
Michael O'Hara

ADAM ANT
ONJ
PHIL COLLINS
TRACEY ULLMAN
Hottest:
VAN HALEN 10-1
MICHAEL JACKSON 9-3
CYNDI LAUPER 12-8
NENA 23-14
JOHN LENNON 25-15

WIGY/Beth, ME
Scott Robbins

MATTHEW WILDER
PATTI LABELLE
ADAM ANT
BON JOVI
THOMAS DOLBY
TRACEY ULLMAN
Hottest:
MICHAEL JACKSON 1-1
VAN HALEN 3-2
NENA 7-6
JOHN LENNON 12-9
RE-FLEX 15-13

103CIR/Beckley, WV
Bob Spencer

PHIL COLLINS
DAZZ BAND (dp)
ONJ
JEFFREY OSBORNE
QUEEN
DWIGHT TWILLEY
MATTHEW WILDER
Hottest:
MICHAEL JACKSON 8-1
NENA 4-3
SHANNON 5-4
VAN HALEN 15-5
POLICE 18-9

WIKZ/Chambersburg, PA
Matthew Alexander

THOMPSON TWINS
DWIGHT TWILLEY
ROLLING STONES
MATTHEW WILDER
APRIL WINE
Hottest:
VAN HALEN 4-3
CYNDI LAUPER 11-6
HUEY LEWIS & NEWS 15-7
KENNY LOGGINS 31-14

WTSN/Dover, NH
Jim Sebastian

RE-FLEX
PHIL COLLINS
ONJ
DWIGHT TWILLEY
T.G. SHEPPARD (dp)
PAUL YOUNG
THOMPSON TWINS
Hottest:
VAN HALEN 3-1
MICHAEL JACKSON 5-2
CYNDI LAUPER 15-6
BILLY JOEL 12-8
NENA 18-9

WERZ/Exeter, NH
Scott MacKay

HALL & OATES
ROLLING STONES
TRACEY ULLMAN
EDDIE MONEY
BON JOVI
THOMAS DOLBY
MIDNIGHT OIL (dp)
JON ST. JAMES (dp)
MATTHEW WILDER
ANDY FRASER
Hottest:
MICHAEL JACKSON 12-1
VAN HALEN 10-2
AMERICAN COMEDY N 15-10
JOHN LENNON 22-15

WZYQ/Frederick, MD
Kemosabi Joe

ROMANTICS
WANG CHUNG
MICHAEL JACKSON 13-8
MATTHEW WILDER
RE-FLEX
GOLDEN EARRING
Hottest:
VAN HALEN 2-1
CYNDI LAUPER 6-4
HUEY LEWIS & NEWS 10-5
NENA 13-6
ROCKWELL 27-16

WQCM/Hagerstown, MD
Will Kauffman

PHIL COLLINS
ANDY FRASER
DWIGHT TWILLEY
WANG CHUNG
QUEEN
BON JOVI (dp)
BONNIE TYLER
Hottest:
MICHAEL JACKSON 3-1
VAN HALEN 4-2
NENA 7-3
CYNDI LAUPER 15-9
ROCKWELL 29-16

OK100/Ithaca, NY
Bill Weston

ADAM ANT
PHIL COLLINS
ANDY FRASER
DWIGHT TWILLEY
WANG CHUNG
BON JOVI
Hottest:
MICHAEL JACKSON 5-1
VAN HALEN 7-5
DURAN DURAN 15-8
PAUL YOUNG 20-16
THOMPSON TWINS D-31

KZZB/Beaumont, TX
Murphy/Harrison

HALL & OATES
PHIL COLLINS
TRACEY ULLMAN
ANDY FRASER
ROMANTICS
Hottest:
VAN HALEN 5-1
NENA 4-2
DURAN DURAN 19-14
ROCKWELL 28-17
ADAM ANT 36-26

13FEA/Manchester, NH
Rick Ryder

QUEEN
HALL & OATES
THE GANG
KOOOL & THE GANG
MATTHEW WILDER
Hottest:
CULTURE CLUB 1-1
MICHAEL JACKSON 3-2
VAN HALEN 10-5
BILLY JOEL 11-6
NENA 24-10

WKHI/Ocean City, MD
Jack Gillen

ROGER DALTRY
T.G. SHEPPARD
EDDIE MONEY
PHIL COLLINS
ROMANTICS
Hottest:
MICHAEL JACKSON 2-1
VAN HALEN 5-2
NENA 11-5
JOHN LENNON 17-7
CYNDI LAUPER 18-9
NENA 23-14

98XIU/Parkersburg, WV
Paul DeMille

MANFRED MANN
BON JOVI
PHIL COLLINS
ADAM ANT
WANG CHUNG
Hottest:
MICHAEL JACKSON 1-1
BILLY JOEL 2-2
VAN HALEN 6-4
NENA 7-6
POLICE 11-10

WJBO/Portland, ME
Phoenix/O'Neil

HUEY LEWIS & NEWS
B.E. TAYLOR GROUP
TRACEY ULLMAN
TIGGI CLAY
KOOOL & THE GANG
PHIL COLLINS
JEFFREY OSBORNE
MATTHEW WILDER
JON ST. JAMES
Hottest:
VAN HALEN 1-1
CYNDI LAUPER 5-3
JOHN LENNON 17-7
RE-FLEX 18-8
ROCKWELL 37-16

WHEB/Portsmouth
Rick Bean

PHIL COLLINS
BON JOVI
DWIGHT TWILLEY
THOMPSON TWINS
BIG COUNTRY
ROGER DALTRY
WANG CHUNG
Hottest:
VAN HALEN 1-1
JOHN LENNON 7-2
MICHAEL JACKSON 12-3
HUEY LEWIS & NEWS 10-5
EURYTHMICS 17-13

WOMP-FM/Wheeling, WV
Dwayne Bonds

QUEEN
MATTHEW WILDER
BONNIE TYLER
ROMANTICS
MIDNIGHT OIL
Hottest:
VAN HALEN 3-1
MICHAEL JACKSON 10-2
JOHN LENNON 4-3
SHANNON 13-6
CYNDI LAUPER 16-9

WSGQ/Williamsport, PA
Frank Bell

PHIL COLLINS
ROMANTICS
APRIL WINE
Hottest:
VAN HALEN 1-1
HUEY LEWIS & NEWS 5-2
JOHN LENNON 8-5
EURYTHMICS 12-7
KENNY LOGGINS 14-9

WZLD/Columbia, SC
Chuck Finley

ROLLING STONES
HALL & OATES
CHERYL LINN
MATTHEW WILDER
BON JOVI
MIDNIGHT STAR
JEFFREY OSBORNE
T.G. SHEPPARD
TRACEY ULLMAN
Hottest:
VAN HALEN 2-1
MICHAEL JACKSON 4-2
POLICE 17-10
NENA 6-5
CYNDI LAUPER 8-6
HUEY LEWIS & NEWS 15-12

WNOK-FM/Columbia, SC
Peter Wolff

PATTI AUSTIN
ROMANTICS
DWIGHT TWILLEY
QUEEN
RUFUS & CHAKA
RAY PARKER JR.
Hottest:
LIONEL RICHIE 4-1
MICHAEL JACKSON 16-8
POLICE 17-10
VAN HALEN 20-11
HALL & OATES D-31
DURAN DURAN 31-23

WZL/Columbia, SC
Chuck Finley

ROLLING STONES
HALL & OATES
CHERYL LINN
MATTHEW WILDER
BON JOVI
MIDNIGHT STAR
JEFFREY OSBORNE
T.G. SHEPPARD
TRACEY ULLMAN
Hottest:
VAN HALEN 2-1
MICHAEL JACKSON 4-2
POLICE 17-10
NENA 6-5
CYNDI LAUPER 8-6
HUEY LEWIS & NEWS 15-12

WZL/Columbia, SC
Chuck Finley

ROLLING STONES
HALL & OATES
CHERYL LINN
MATTHEW WILDER
BON JOVI
MIDNIGHT STAR
JEFFREY OSBORNE
T.G. SHEPPARD
TRACEY ULLMAN
Hottest:
VAN HALEN 2-1
MICHAEL JACKSON 4-2
POLICE 17-10
NENA 6-5
CYNDI LAUPER 8-6
HUEY LEWIS & NEWS 15-12

WZL/Columbia, SC
Chuck Finley

ROLLING STONES
HALL & OATES
CHERYL LINN
MATTHEW WILDER
BON JOVI
MIDNIGHT STAR
JEFFREY OSBORNE
T.G. SHEPPARD
TRACEY ULLMAN
Hottest:
VAN HALEN 2-1
MICHAEL JACKSON 4-2
POLICE 17-10
NENA 6-5
CYNDI LAUPER 8-6
HUEY LEWIS & NEWS 15-12

WQID/Biloxi, MS
Mickey Coulter

ONJ
38 SPECIAL
CULTURE CLUB
THOMPSON TWINS
PAUL YOUNG
WANG CHUNG
RE-FLEX
Hottest:
MICHAEL JACKSON 1-1
VAN HALEN 7-3
JAMES INGRAM 8-5
HUEY LEWIS & NEWS 19-15
KENNY LOGGINS 18-16

KXX106/Birmingham, AL
Kevin McCarthy

ONJ
KC
ADAM ANT
KIM CARNES
Hottest:
MICHAEL JACKSON 1-1
NENA 11-5
SHANNON 17-7
CYNDI LAUPER 25-14

WSSX/Charleston, WV
Bill Martin

UB40
QUEEN
PHIL COLLINS
Hottest:
VAN HALEN 1-1
HUEY LEWIS & NEWS 4-2
CHRISTINE MCVIE 9-3
NENA 11-4
JAMES INGRAM 15-9

WBCY/Charlotte, NC
Bob Kagan

PHIL COLLINS
THOMPSON TWINS
ADAM ANT (dp)
DWIGHT TWILLEY
THOMAS DOLBY
Hottest:
VAN HALEN 2-1
CYNDI LAUPER 6-4
HUEY LEWIS & NEWS 10-5
JOHN LENNON 17-9
KENNY LOGGINS 18-12

WJZR/Charlotte, NC
Chrysler/Redford

HALL & OATES
ONJ
RE-FLEX
THOMPSON TWINS
DWIGHT TWILLEY
QUEEN
MOTLEY CRUE
Hottest:
VAN HALEN 4-1
POLICE 8-5
NENA 14-8
CYNDI LAUPER 18-9

WZYP/Huntsville, AL
Scott Mitchell

PHIL COLLINS
KOOOL & THE GANG
APRIL WINE
B.E. TAYLOR GROUP
MATTHEW WILDER
ROMANTICS
VAN HALEN 1-1
MICHAEL JACKSON 7-2
SHANNON 5-5
NENA 11-8
KENNY ROGERS 14-11

MTYX/Jackson, MS
Jim Chick

KC
LIONEL RICHIE
PAUL YOUNG
DAZZ BAND (dp)
BILLY IDOL (dp)
BIG COUNTRY (dp)
Hottest:
VAN HALEN 8-1
CULTURE CLUB 7-2
BILLY JOEL 12-3
JAMES INGRAM 22-11
POLICE 23-12

WQU7/Johnson City, TN
Rod Hampton

ROCKWELL
CYNDI LAUPER
MOTLEY CRUE (dp)
Hottest:
CULTURE CLUB 9-1
POLICE 19-12
VAN HALEN 21-13
IRENE CARA 28-18
DURAN DURAN 31-23

WOKI/Knoxville, TN
Gary Adkins

PHIL COLLINS
KOOOL & THE GANG
BON JOVI
DWIGHT TWILLEY
EDDIE MONEY
HALL & OATES
THOMAS DOLBY
TRACEY ULLMAN
Hottest:
VAN HALEN 2-1
MICHAEL JACKSON 3-1
NENA 7-3
VAN HALEN 9-6
KENNY ROGERS 17-14
MICHAEL JACKSON 35-16

WFMI/Lexington, KY
Fox/Mooley

HALL & OATES
THOMPSON TWINS
KC
DWIGHT TWILLEY
MATTHEW WILDER
HOWARD JONES
ADAM ANT
APRIL WINE
Hottest:
MICHAEL JACKSON 2-1
VAN HALEN 15-5
CYNDI LAUPER 17-14
HUEY LEWIS & NEWS 20-14
DURAN DURAN 22-19

WDOQ/Daytona Beach, FL
Ralph Wimmer

WANG CHUNG
PHIL COLLINS
UB40
Hottest:
NENA 5-1
VAN HALEN 2-2
CYNDI LAUPER 25-17
EURYTHMICS 32-24
ROCKWELL 40-30

WDCG/Durham-Raleigh, NC
Rick Freeman

POINTNER SISTERS
KC
WANG CHUNG
PAUL YOUNG
Hottest:
MICHAEL JACKSON 2-1
VAN HALEN 5-2
CYNDI LAUPER 10-6
POLICE 13-8
NENA 15-9

KAMZ/EI Paso, TX
Bob West

HALL & OATES
THOMPSON TWINS
MATTHEW WILDER
PAUL YOUNG
DWIGHT TWILLEY
Hottest:
MICHAEL JACKSON 1-1
CULTURE CLUB 2-2
VAN HALEN 12-3
SHALAMAR 8-6
BILLY JOEL 18-8

KSET-FM/EI Paso, TX
Cat Simon

CYNDI LAUPER
POINTER SISTERS
BONNIE TYLER
BON JOVI
JON ST. JAMES
OZZY OSBOURNE
Hottest:
CULTURE CLUB 2-1
VAN HALEN 7-4
SHANNON 17-7
EURYTHMICS 19-12
ROCKWELL 21-16

WRQJ/Greensboro, NC
Jones/Conrad

MATTHEW WILDER
EXILE
PATTI AUSTIN
KC
BONNIE TYLER
BETTE MIDLER (dp)
JEFFREY OSBORNE
DWIGHT TWILLEY (dp)
HOWARD JONES
Hottest:
MICHAEL JACKSON 3-1
VAN HALEN 4-3
POLICE 8-5
KENNY ROGERS 18-9
CHRISTINE MCVIE 24-14

WANB-FM/Greenville, SC
Rod Metz

PHIL COLLINS
QUEEN
ROGER DALTRY
TRACEY ULLMAN
Hottest:
MICHAEL JACKSON 1-1
VAN HALEN 9-4
POLICE 8-5
NENA 14-8
CYNDI LAUPER 18-9

WZYP/Huntsville, AL
Scott Mitchell

PHIL COLLINS
KOOOL & THE GANG
APRIL WINE
B.E. TAYLOR GROUP
MATTHEW WILDER
ROMANTICS
VAN HALEN 1-1
MICHAEL JACKSON 7-2
SHANNON 5-5
NENA 11-8
KENNY ROGERS 14-11

MTYX/Jackson, MS
Jim Chick

KC
LIONEL RICHIE
PAUL YOUNG
DAZZ BAND (dp)
BILLY IDOL (dp)
BIG COUNTRY (dp)
Hottest:
VAN HALEN 8-1
CULTURE CLUB 7-2
BILLY JOEL 12-3
JAMES INGRAM 22-11
POLICE 23-12

WQU7/Johnson City, TN
Rod Hampton

ROCKWELL
CYNDI LAUPER
MOTLEY CRUE (dp)
Hot

MIDWEST Most Added Hottest

Hall & Oates Phil Collins Dwight Twilley Queen Van Halen Michael Jackson Nena

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

Dwight Twilley Kool & The Gang Tracey Ullman Van Halen Michael Jackson Cyndi Lauper

MIDWEST PARALLEL TWO

WKDD/Akron, OH Matt Patrick QUEEN ROGER DALTRY BONNIE TYLER UB40 (dp) TRACEY ULLMAN ROMANTICS Hottest: MICHAEL JACKSON 2-1 VAN HALEN 4-3 JOHN LENNON 11-6 CYNDI LAUPER 14-10 ROCKWELL 29-22

WAHC/Appleton-Oshkosh, WI Chris Caine POINTER SISTERS HALL & OATES PAUL YOUNG Hottest: VAN HALEN 1-1 HUEY LEWIS & NEWS 5-3 KENNY LOGGINS 9-6 LIONEL RICHIE 17-11 APRIL WINE 27-19

WKAU/Appleton-Oshkosh, WI Ron Ross THOMPSON TWINS HALL & OATES DWIGHT TWILLEY ONJ UB40 (dp) ROLLING STONES (dp) QUEEN (dp) Hottest: MICHAEL JACKSON 3-1 VAN HALEN 5-2 NENA 14-5 CYNDI LAUPER 15-8 DURAN DURAN 19-13

92X/Columbus, OH Joel Cella none Hottest: VAN HALEN 2-1 HUEY LEWIS & NEWS 8-5 CYNDI LAUPER 11-7 NENA 21-14 EURYTHMICS 23-18

KIHK/Davenport, IA Jim O'Hara 38 SPECIAL (dp) MATTHEW WILDER APRIL WINE TRACEY ULLMAN Hottest: MICHAEL JACKSON 7-1 VAN HALEN 15-7 SHEENA EASTON 17-12 NENA 19-14 KENNY LOGGINS 28-23

KMGK/Des Moines, IA Al Brock QUEEN DWIGHT TWILLEY MATTHEW WILDER UB40 Hottest: MICHAEL JACKSON 3-1 VAN HALEN 5-2 POLICE 17-7 NENA 13-8 SHANNON 22-13

WEEC/Duluth Dick Johnson 38 SPECIAL (dp) THOMPSON TWINS KENNY LOGGINS (dp) FC MATTHEW WILDER ROCKWELL (dp) Hottest: MICHAEL JACKSON 2-1 JOHN LENNON 8-3 POLICE 6-4 VAN HALEN 10-5 NENA 11-6

WKDQ/Evansville, IN Hobbs/Payne MANFRED MANN BIG COUNTRY (dp) BILLY IDOL (dp) PAUL YOUNG (dp) HOWARD JONES (dp) T.G. SHEPPARD (dp) Hottest: MICHAEL JACKSON 1-1 VAN HALEN 5-2 NENA 7-3 POLICE 10-5 JOHN LENNON 15-7

WSTO/Evansville, IN Chris Taylor BILLY JOEL HUEY LEWIS & NEWS DAN FOGELBERG Hottest: MICHAEL JACKSON 1-1 VAN HALEN 10-2 CYNDI LAUPER 7-5 NENA 27-10 JOHN LENNON 21-15

WMEE/Ft. Wayne, IN Tony Richards HALL & OATES DWIGHT TWILLEY QUEEN WANG CHUNG Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 NENA 10-3 CYNDI LAUPER 19-9 ROCKWELL 29-19

WGRD/Grand Rapids, MI J.J. Duling PHIL COLLINS ROMANTICS THOMAS DOLBY EDDIE MONEY ROLLING STONES Hottest: VAN HALEN 2-1 HUEY LEWIS & NEWS 1-2 NENA 3-8 EURYTHMICS 14-9 KENNY LOGGINS 18-10

WZPL/Indianapolis, IN Hoffmann/Browning T.G. SHEPPARD PATTI LABELLE KOOL & THE GANG EDDIE MONEY BETTE MIDLER Hottest: VAN HALEN 3-2 NENA 17-8 CYNDI LAUPER 15-10 SHANNON 16-11 EURYTHMICS 24-15

WJXQ/Jackson, MI Ryan/Cheeks EDDIE MONEY BON JOVI PHIL COLLINS OZZY OSBOURNE JACQUI BROOKS (dp) BONNIE TYLER (dp) ANDY FRASER (dp) GOLDEN EARRING (dp) Hottest: VAN HALEN 1-1 HUEY LEWIS & NEWS 5-3 KENNY LOGGINS 9-6 LIONEL RICHIE 17-11 APRIL WINE 27-19

WKFR/Kalamazoo, MI Swart/Chapman MATTHEW WILDER (dp) ROMANTICS (dp) THOMPSON TWINS PHIL COLLINS Hottest: MICHAEL JACKSON 3-1 NENA 4-2 VAN HALEN 6-3 JOHN LENNON 10-6 POLICE 14-7

ZZ99/Kansas City Mike Benson ADAM ANT (dp) MOTLEY CRUE (dp) BILLY IDOL (dp) Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 NENA 5-5 CYNDI LAUPER 8-8 ROCKWELL 25-25

WVIC/Lansing, MI Reed/Kittredge PAUL YOUNG WANG CHUNG HALL & OATES ROLLING STONES HOWARD JONES Hottest: VAN HALEN 4-2 POLICE 5-3 PAUL MCCARTNEY 12-8 JAMES INGRAM 17-11

Z104/Madison, WI Little/Hudson PHIL COLLINS ROMANTICS EDDIE MONEY TINA TURNER Hottest: MICHAEL JACKSON 4-1 VAN HALEN 3-2 ROCKWELL 28-5 CYNDI LAUPER 18-7 POLICE 15-8

KJ103/Oklahoma City, OK Dan Wilson none Hottest: VAN HALEN 1-1 HUEY LEWIS & NEWS 4-4 SHANNON 8-8 CYNDI LAUPER 9-9 KENNY LOGGINS 10-10

KQKQ/Omaha, NE Taylor/Deane QUEEN PAUL YOUNG KOOL & THE GANG DWIGHT TWILLEY Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 NENA 7-4 ROCKWELL 15-6 CYNDI LAUPER 16-7

KZ93/Peoria, IL Edwards/Maloney EURYTHMICS HALL & OATES 38 SPECIAL RE-FLEX Hottest: GENESIS 1-1 MICHAEL JACKSON 2-2 RAY PARKER JR. 3-3 LIONEL RICHIE 8-4 VAN HALEN 14-5

WRKR/Racine-Milwaukee Pat Martin PATTI LABELLE BONNIE TYLER TRACEY ULLMAN LAID BACK PHIL COLLINS Hottest: VAN HALEN 1-1 MICHAEL JACKSON 2-2 CYNDI LAUPER 3-3 ROCKWELL 17-8 KENNY LOGGINS 19-13

WZOK/Rockford, IL Geoff Davis none Hottest: 38 SPECIAL 1-1 ROMANTICS 3-3 GENESIS 4-4 CULTURE CLUB 5-5 PETER SCHILLING 7-7

US3/South Bend, IN J.K. Deering DAN FOGELBERG KENNY ROGERS Hottest: VAN HALEN 4-1 ELTON JOHN 5-4 NENA 9-8 CYNDI LAUPER 13-9 MICHAEL JACKSON 18-13

WRQN/Toledo Buck McWilliams BONNIE TYLER EDDIE MONEY MATTHEW WILDER KOOL & THE GANG BON JOVI Hottest: MICHAEL JACKSON 1-1 VAN HALEN 4-2 POLICE 11-3 NENA 17-6 CYNDI LAUPER 21-12

KAYI/Tulsa, OK Phil Williams none Hottest: LIONEL RICHIE 1-1 PRETENDERS 2-2 BILLY JOEL 3-3 MICHAEL JACKSON 6-6 VAN HALEN 8-8

KELI/Tulsa, OK Myers/Michaels DWIGHT TWILLEY PHIL COLLINS TRACEY ULLMAN TINA TURNER ROMANTICS Hottest: VAN HALEN 4-2 CYNDI LAUPER 2-3 ROCKWELL 19-11 DURAN DURAN 14-12 KENNY LOGGINS 16-13

KEYN-FM/Wichita, KS Taylor/Pearman ROCKWELL DWIGHT TWILLEY T.G. SHEPPARD (dp) Hottest: MICHAEL JACKSON 6-1 KENNY LOGGINS 14-2 JOHN COUGAR 8-6 CHRISTINE MCVIE 10-7

WHOT/Youngstown Dick Thompson none Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 NENA 5-5 CYNDI LAUPER 8-8 ROCKWELL 25-25

WVFM/Youngstown Jeff Tobin none Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 NENA 5-5 CYNDI LAUPER 8-8 ROCKWELL 25-25

KFYR/Bismarck, ND Brannen/Hardt HALL & OATES KENNY LOGGINS HOWARD JONES TRACEY ULLMAN Hottest: VAN HALEN 2-1 MICHAEL JACKSON 1-2 NENA 6-4 CYNDI LAUPER 7-5 SHEENA EASTON 17-10 POLICE 14-5

WBNQ/Bloomington, IL Justin/Robbins HALL & OATES MATTHEW WILDER BONNIE TYLER SURVIVOR (dp) EDDIE MONEY (dp) Hottest: NENA 1-1 MICHAEL JACKSON 2-2 VAN HALEN 3-3 POLICE 4-4 PRETENDERS 5-5

WBWB/Bloomington, IN John Heimann QUEEN T.G. SHEPPARD PHIL COLLINS MATTHEW WILDER BON JOVI (dp) ANDY FRASER (dp) TRACEY ULLMAN (dp) Hottest: VAN HALEN 9-1 MICHAEL JACKSON 20-11 HUEY LEWIS & NEWS 22-14 RE-FLEX 35-26 DAN FOGELBERG 40-31

WCIL-FM/Carbondale, IL Tony Waitkus HALL & OATES THOMPSON TWINS PAUL YOUNG ROLLING STONES (dp) LAID BACK (dp) MANFRED MANN Hottest: MICHAEL JACKSON 2-1 NENA 3-2 KENNY LOGGINS 14-8 POLICE 27-15 ROCKWELL D-18

KCMQ/Columbia, MO Dave McCormick THOMPSON TWINS DWIGHT TWILLEY QUEEN PHIL COLLINS Hottest: VAN HALEN 5-1 MICHAEL JACKSON 2-2 CYNDI LAUPER 21-7 JOHN LENNON 17-8 HUEY LEWIS & NEWS 26-17

KWTO-FM/Springfield, MO Bob Hammond KIM CARNES ANDY FRASER MATTHEW WILDER PHIL COLLINS Hottest: MICHAEL JACKSON 6-1 VAN HALEN 12-6 PRETENDERS 11-7 NENA 17-11 HUEY LEWIS & NEWS 16-12

Y84/Fargo, ND Collins/Anderson DWIGHT TWILLEY QUEEN APRIL WINE MATTHEW WILDER T.G. SHEPPARD PHIL COLLINS Hottest: MICHAEL JACKSON 4-1 VAN HALEN 6-2 NENA 8-5 JOHN LENNON 10-7 ROCKWELL 32-21

KKXL-FM/Grand Forks, ND Don Nordine HALL & OATES POINTER SISTERS WANG CHUNG Hottest: VAN HALEN 2-1 MICHAEL JACKSON 1-2 NENA 8-5 CYNDI LAUPER 16-7 HUEY LEWIS & NEWS 23-17

KYTN/Grand Forks, ND Tom Fricke QUEEN BONNIE TYLER PHIL COLLINS ROMANTICS ANDY FRASER BON JOVI Hottest: VAN HALEN 1-1 HUEY LEWIS & NEWS 4-2 CYNDI LAUPER 5-3 MOTLEY CRUE 20-10 KENNY LOGGINS 21-13

KRNA/Iowa City, IA Bart Goyshor THOMPSON TWINS QUEEN PHIL COLLINS UB40 Hottest: MICHAEL JACKSON 1-1 PRETENDERS 2-2 POLICE 8-3 NENA 10-5 VAN HALEN 14-7

WAZY-FM/Lafayette, IN Stacy/Sparrow KOOL & THE GANG BILLY IDOL ADAM ANT MATTHEW WILDER JEFFREY OSBORNE Hottest: MICHAEL JACKSON 6-1 VAN HALEN 7-2 NENA 16-7 HUEY LEWIS & NEWS 19-10 ROCKWELL 27-15

KFRX/Lincoln Tracy Johnson none Hottest: DWIGHT TWILLEY TRACEY ULLMAN BILLY IDOL (dp) PHIL COLLINS WANG CHUNG Hottest: MICHAEL JACKSON 3-1 VAN HALEN 5-2 NENA 9-4 POLICE 10-5 CYNDI LAUPER 24-16

KXSS/Lincoln, NE Tim Kelly CYNDI LAUPER BONNIE TYLER Hottest: MICHAEL JACKSON 16-1 NENA 7-3 SHANNON 6-4 POLICE 14-5 MICHAEL JACKSON 12-5 CHRISTINE MCVIE 22-15 NENA 25-16

99KX/Salina, KS Denny Collier PAUL YOUNG TRACEY ULLMAN HALL & OATES UB40 BON JOVI ANDY FRASER Hottest: MICHAEL JACKSON 1-1 POLICE 22-11 HUEY LEWIS & NEWS 25-16 KENNY LOGGINS 26-17 CYNDI LAUPER 32-20

KKRC/Sioux Falls Dan Kieley HALL & OATES RE-FLEX WANG CHUNG ONJ POINTER SISTERS SHEENA EASTON (dp) Hottest: VAN HALEN 3-1 BILLY JOEL 5-3 JOHN LENNON 11-6 NENA 14-7 SHANNON 15-13

KKRC/Sioux Falls Dan Kieley HALL & OATES RE-FLEX WANG CHUNG ONJ POINTER SISTERS SHEENA EASTON (dp) Hottest: VAN HALEN 3-1 BILLY JOEL 5-3 JOHN LENNON 11-6 NENA 14-7 SHANNON 15-13

KWTO-FM/Springfield, MO Bob Hammond KIM CARNES ANDY FRASER MATTHEW WILDER PHIL COLLINS Hottest: MICHAEL JACKSON 6-1 VAN HALEN 12-6 PRETENDERS 11-7 NENA 17-11 HUEY LEWIS & NEWS 16-12

WSPT/Stevens Point Bouley/Tracy KC THOMPSON TWINS HOWARD JONES BON JOVI (dp) APRIL WINE (dp) KIM CARNES (dp) Hottest: MICHAEL JACKSON 1-1 VAN HALEN 5-2 NENA 4-3 HUEY LEWIS & NEWS 17-11 EURYTHMICS 22-16

KDVI/Topeka, KS Tony Stewart PAUL YOUNG UB40 TRACEY ULLMAN PHIL COLLINS T.G. SHEPPARD (dp) Hottest: NENA 4-1 VAN HALEN 3-3 CYNDI LAUPER 12-7 JOHN LENNON 13-9 ROCKWELL 22-13

KFMW/Waterloo Kipper/McGee none Hottest: CULTURE CLUB 1-1 POLICE 7-7 CYNDI LAUPER 14-14 CHRISTINE MCVIE 21-21 EURYTHMICS 31-31

13K/Bakersfield, CA Rick Simon DAZZ BAND SHEENA EASTON DWIGHT TWILLEY THOMAS DOLBY KOOL & THE GANG TIGGI CLAY WANG CHUNG JEFFREY OSBORNE PAUL YOUNG ROMANTICS Hottest: VAN HALEN 1-1 ROCKWELL 23-3 NENA 26-6 JAMES INGRAM 15-10 EURYTHMICS 30-22

KKXX/Bakersfield, CA Squires/Kemper CULTURE CLUB PHIL COLLINS THOMPSON TWINS ADAM ANT (dp) KOOL & THE GANG Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 NENA 3-3 CYNDI LAUPER 6-4 SHANNON 14-6

KQXR/Bakersfield, CA Bob Harlow DAZZ BAND QUEEN TRACEY ULLMAN THOMAS DOLBY KOOL & THE GANG ANDY FRASER BON JOVI (dp) Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 NENA 15-3 JOHN LENNON 10-6 VAN HALEN 17-7 ROCKWELL 39-22

KHOP/Mojoesto-Stockton David Kraham UB40 THOMAS DOLBY WANG CHUNG EDDIE MONEY SHANNON Hottest: MICHAEL JACKSON 1-1 NENA 15-3 JOHN LENNON 10-6 VAN HALEN 17-7 ROCKWELL 39-22

K96/Provo, UT Gentry/Greer ROCKWELL HALL & OATES HOWARD JONES TRACEY ULLMAN PAUL YOUNG WANG CHUNG Hottest: MICHAEL JACKSON 1-1 NENA 3-2 VAN HALEN 9-3 KOOL & THE GANG 6-5 DURAN DURAN 19-8

KKSK/Salem, OR Len E. Mitchell THOMAS DOLBY KOOL & THE GANG TRACEY ULLMAN (dp) TED NUGENT (dp) ROGER DALTRY (dp) LAID BACK (dp) Hottest: MICHAEL JACKSON 1-1 NENA 2-2 VAN HALEN 3-3 CYNDI LAUPER 4-4 HUEY LEWIS & NEWS 12-5

KKFM/Colorado Springs, CO Finney/Ryan ROCKWELL SHANNON DWIGHT TWILLEY PAUL YOUNG TRACEY ULLMAN HALL & OATES Hottest: MICHAEL JACKSON 1-1 VAN HALEN 4-2 CHRIS CROSS 10-6 EURYTHMICS 19-8 NENA 20-14

KMGX/Fresno, CA Carey Edwards ONJ DWIGHT TWILLEY (dp) ROMANTICS PHIL COLLINS KOOL & THE GANG Hottest: CYNDI LAUPER 1-1 MICHAEL JACKSON 2-2 VAN HALEN 5-3 ROCKWELL 8-5 QUIET RIOT 18-7

KDON-FM/Salinas-Monterey, CA Thomas/Cliatt ROCKWELL MANFRED MANN ONJ DWIGHT TWILLEY WANG CHUNG MATTHEW WILDER UB40 TRACEY ULLMAN TINA TURNER T.G. SHEPPARD (dp) BETTE MIDLER (dp) TIGGI CLAY (dp) BONNIE TYLER (dp) Hottest: VAN HALEN 1-1 NENA 2-2 CYNDI LAUPER 12-5 KENNY LOGGINS 16-9 HALL & OATES 33-15

KYNO-FM/Fresno Walker/Davis KIM CARNES HALL & OATES Hottest: NENA 5-1 SHANNON 4-3 CYNDI LAUPER 8-4 VAN HALEN 10-5 JAMES INGRAM 7-6

KIKI/Honolulu, HI Kong/Shishido ROCKWELL MATTHEW WILDER JEFFREY OSBORNE EARL KLUUGH ONJ SHALAMAR SURVIVOR JOHN DENVER PATTI LABELLE Hottest: CULTURE CLUB 1-1 YES 2-2 MICHAEL JACKSON 16-5 VAN HALEN 13-7 MADONNA 14-11

KQMQ/Honolulu, HI Kimo Akane HALL & OATES KOOL & THE GANG ROMANTICS EDDIE MONEY TRACEY ULLMAN ANDY FRASER PHIL COLLINS Hottest: CULTURE CLUB 4-1 NENA 2-2 SOS BAND 7-3 POLICE 9-5 MICHAEL JACKSON 18-7

KLUC/Las Vegas, NV Dave Anthony HALL & OATES APRIL WINE KOOL & THE GANG THOMAS DOLBY TRACEY ULLMAN TIGGI CLAY WANG CHUNG JEFFREY OSBORNE PAUL YOUNG ROMANTICS Hottest: MICHAEL JACKSON 4-2 NENA 6-4 KENNY LOGGINS 27-14 RE-FLEX 22-16

KRTH/Los Angeles, CA Bob Hamilton none Hottest: CYNDI LAUPER 1-1 VAN HALEN 2-2 MICHAEL JACKSON 3-3 PRETENDERS 8-8 ROCKWELL 10-10

K093/Modesto, CA Ausham/Main KENNY LOGGINS MANFRED MANN MATTHEW WILDER PHIL COLLINS Hottest: VAN HALEN 1-1 NENA 12-4 ROCKWELL 25-18 EURYTHMICS 24-19 DAN FOGELBERG 34-27

KHOP/Mojoesto-Stockton David Kraham UB40 THOMAS DOLBY WANG CHUNG EDDIE MONEY SHANNON Hottest: MICHAEL JACKSON 1-1 NENA 15-3 JOHN LENNON 10-6 VAN HALEN 17-7 ROCKWELL 39-22

K96/Provo, UT Gentry/Greer ROCKWELL HALL & OATES HOWARD JONES TRACEY ULLMAN PAUL YOUNG WANG CHUNG Hottest: MICHAEL JACKSON 1-1 NENA 3-2 VAN HALEN 9-3 KOOL & THE GANG 6-5 DURAN DURAN 19-8

KKSK/Salem, OR Len E. Mitchell THOMAS DOLBY KOOL & THE GANG TRACEY ULLMAN (dp) TED NUGENT (dp) ROGER DALTRY (dp) LAID BACK (dp) Hottest: MICHAEL JACKSON 1-1 NENA 2-2 VAN HALEN 3-3 CYNDI LAUPER 4-4 HUEY LEWIS & NEWS 12-5

KKFM/Colorado Springs, CO Finney/Ryan ROCKWELL SHANNON DWIGHT TWILLEY PAUL YOUNG TRACEY ULLMAN HALL & OATES Hottest: MICHAEL JACKSON 1-1 VAN HALEN 4-2 CHRIS CROSS 10-6 EURYTHMICS 19-8 NENA 20-14

KMGX/Fresno, CA Carey Edwards ONJ DWIGHT TWILLEY (dp) ROMANTICS PHIL COLLINS KOOL & THE GANG Hottest: CYNDI LAUPER 1-1 MICHAEL JACKSON 2-2 VAN HALEN 5-3 ROCKWELL 8-5 QUIET RIOT 18-7

KDON-FM/Salinas-Monterey, CA Thomas/Cliatt ROCKWELL MANFRED MANN ONJ DWIGHT TWILLEY WANG CHUNG MATTHEW WILDER UB40 TRACEY ULLMAN TINA TURNER T.G. SHEPPARD (dp) BETTE MIDLER (dp) TIGGI CLAY (dp) BONNIE TYLER (dp) Hottest: VAN HALEN 1-1 NENA 2-2 CYNDI LAUPER 12-5 KENNY LOGGINS 16-9 HALL & OATES 33-15

KCPX-FM/Salt Lake City, UT Gary Waldron HALL & OATES QUEEN TRACEY ULLMAN APRIL WINE KOOL & THE GANG DWIGHT TWILLEY WANG CHUNG THOMAS DOLBY Hottest: MICHAEL JACKSON 2-1 CULTURE CLUB 1-2 NENA 4-3 VAN HALEN 5-4 CYNDI LAUPER 10-5

KRSP/Salt Lake City, UT Carlson/Moll HALL & OATES WANG CHUNG THOMPSON TWINS PAUL YOUNG QUEEN BIG COUNTRY Hottest: MICHAEL JACKSON 1-1 CULTURE CLUB 2-2 NENA 8-4 VAN HALEN 10-5 ROCKWELL 31-20

KHYT/Tucson Sherman Cohen CULTURE CLUB SHALAMAR BETTE MIDLER KOOL & THE GANG ROMANTICS TRACEY ULLMAN DWIGHT TWILLEY Hottest: MICHAEL JACKSON 2-1 SHANNON 7-3 ELTON JOHN 6-4 VAN HALEN 1-5 ROCKWELL 17-7

KROT/Tucson, AZ Zapoleon/Norris ROMANTICS BETTE MIDLER BONNIE TYLER MATTHEW WILDER T.G. SHEPPARD (dp) Hottest: VAN HALEN 3-1 JOHN COUGAR 6-3 ROCKWELL 26-10 HUEY LEWIS & NEWS 21-13 EURYTHMICS 22-17

KTKT/Tucson, AZ Rivers/Alexander KENNY ROGERS 38 SPECIAL HALL & OATES WANG CHUNG LIONEL RICHIE KIM CARNES BIG COUNTRY (dp) Hottest: NENA 2-2 VAN HALEN 3-3 CYNDI LAUPER 16-9 SHANNON 15-10 ROCKWELL 34-26

KGOT/Anchorage, AK Kay Taylor DWIGHT TWILLEY QUEEN TRACEY ULLMAN ROGER DALTRY BONNIE TYLER Hottest: VAN HALEN 2-1 HUEY LEWIS & NEWS 7-5 CYNDI LAUPER 8-6 ROCKWELL 17-7 KENNY LOGGINS 24-15

KYYA/BHings, MT Charlie Fox DWIGHT TWILLEY HOWARD JONES THOMPSON TWINS PAUL YOUNG TRACEY ULLMAN Hottest: VAN HALEN 3-1 NENA 6-2 MICHAEL JACKSON 11-3 POLICE 13-9 HUEY LEWIS & NEWS 29-20

KCDQ/Bozeman Greg Williams PHIL COLLINS ROGER DALTRY ROMANTICS KOOL & THE GANG BON JOVI TRACEY ULLMAN THOMAS DOLBY Hottest: VAN HALEN 1-1 MICHAEL JACKSON 2-2 PRETENDERS 3-3 BILLY JOEL 4-4 JAMES INGRAM 6-5

KTRS/Casper, WY Cody/Lane ONJ KOOL & THE GANG MATTHEW WILDER RE-FLEX (dp) Hottest: MICHAEL JACKSON 2-1 POLICE 5-2 VAN HALEN 7-3 EURYTHMICS 24-13 CYNDI LAUPER 23-14

KKAZ/Chesapeake John Ramsey RE-FLEX HALL & OATES HOWARD JONES Hottest: MICHAEL JACKSON 2-1 VAN HALEN 5-2 POLICE 8-4 NENA 12-6 CYNDI LAUPER 21-10

KGHO/Hoquiam, WA Steve Larson ROCKWELL PHIL COLLINS TRACEY ULLMAN OZZY OSBOURNE Hottest: MICHAEL JACKSON 1-1 VAN HALEN 5-3 POLICE 6-5 CYNDI LAUPER 9-6 HUEY LEWIS & NEWS 21-15

KOZE/Lewiston, ID Jay McCall HOWARD JONES QUEEN KOOL & THE GANG PHIL COLLINS ROMANTICS BONNIE TYLER Hottest: VAN HALEN 2-1 CHRISTINE MCVIE 15-6 KENNY LOGGINS 20-10 JOHN LENNON 22-12 38 SPECIAL 24-15

KCAQ/Oxnard-Ventura, CA Thomas/Amos CULTURE CLUB KC KOOL & THE GANG Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 CYNDI LAUPER 3-3 LIONEL RICHIE 7-4 ROCKWELL 11-5

KDZA/Pueblo, CO Rip Avina HALL & OATES BONNIE TYLER ROGER DALTRY KOOL & THE GANG B.E. TAYLOR GROUP MATTHEW WILDER JEFFREY OSBORNE Hottest: MICHAEL JACKSON 4-1 VAN HALEN 12-4 POLICE 11-10 NENA 19-12 CYNDI LAUPER 20-14

KCBN/Reno, NV Jim O'Neal HALL & OATES DWIGHT TWILLEY BONNIE TYLER UB40 Hottest: MICHAEL JACKSON 5-1 VAN HALEN 7-2 CYNDI LAUPER 6-3 NENA 15-7 ROCKWELL 28-21

KHTX/Reno, NV John Chomble WANG CHUNG MANFRED MANN PHIL COLLINS ROGER DALTRY SURVIVOR (dp) Hottest: GENESIS 2-1 PRETENDERS 3-2 MICHAEL JACKSON 8-3 VAN HALEN 12-7 POLICE 10-9

KBIM/Rosewell, NM Harry Dierks QUEEN TIGGI CLAY MATTHEW WILDER BONNIE TYLER KOOL & THE GANG PHIL COLLINS Hottest: BILLY JOEL 1-1 MICHAEL JACKSON 3-3 VAN HALEN 4-4 SHANNON 10-7 ROCKWELL 40-21

KSly/San Luis Obispo Tom Walsh HALL & OATES DWIGHT TWILLEY QUEEN MATTHEW WILDER THOMAS DOLBY DAZZ BAND Hottest: MICHAEL JACKSON 1-1 HUEY LEWIS & NEWS 11-6 JOHN LENNON 15-8 JAMES INGRAM 14-12 ROCKWELL 36-16

KZQZ/San Luis Obispo, CA Don Potter BON JOVI KOOL & THE GANG EDDIE MONEY THOMAS DOLBY ROMANTICS MATTHEW WILDER ANDY FRASER DAZZ BAND Hottest: MICHAEL JACKSON 1-1 VAN HALEN 2-2 HUEY LEWIS & NEWS 3-3 JOHN LENNON 13-5 CYNDI LAUPER 16-6

KIST/Santa Barbara, CA Dick Williams TRACEY ULLMAN MATTHEW WILDER DWIGHT TWILLEY DAZZ BAND APRIL WINE KOOL & THE GANG Hottest: MICHAEL JACKSON 1-1 VAN HALEN 3-2 JAMES INGRAM 12-6 CYNDI LAUPER 14-7 HUEY LEWIS & NEWS 21-11

241 TOTAL CHR REPORTERS

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

241 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song. Regional Reach 100/25 44% National Summary Up 51

EXAMPLE 100/25 - 100 CHR reporting stations on this week including 25 new adds. 44% - Percentage of this weeks reporters playing it.

ADAM ANT Strip (Epic) LP: Strip. Regional Reach 69/20 29% National Summary Up 21

PHIL COLLINS Against All Odds... (Atlantic) LP: Soundtrack Against All Odds. Regional Reach 78/76 32% National Summary Up 0

APRIL WINE This Could Be... (Capitol) LP: Animal Grace. Regional Reach 79/13 33% National Summary Up 13

KIM CARNES You Make My... (EMI America) LP: Cafe Racers. Regional Reach 79/9 33% National Summary Up 24

BIG COUNTRY Fields... (Mercury/PolyGram) LP: The Crossing. Regional Reach 108/8 45% National Summary Up 20

DURAN DURAN New Moon On... (Capitol) LP: Seven And The Ragged Tiger. Regional Reach 222/1 82% National Summary Up 195

JACKSON BROWNE For A Rocker (Asylum) LP: Lawyers In Love. Regional Reach 117/2 49% National Summary Up 61

SHEENA EASTON Almost Over... (EMI America) LP: Best Kept Secret. Regional Reach 164/6 68% National Summary Up 115

KIM CARNES You Make My... (EMI America) LP: Cafe Racers. Regional Reach 79/9 33% National Summary Up 24

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PHIL COLLINS Against All Odds... (Atlantic) LP: Soundtrack Against All Odds. Regional Reach 78/76 32% National Summary Up 0

EURYTHMICS Here Comes The Rain Again (RCA) LP: Touch. Regional Reach 230/6 95% National Summary Up 9

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KIM CARNES You Make My... (EMI America) LP: Cafe Racers. Regional Reach 79/9 33% National Summary Up 24

D. HALL & J. OATES Adult Education (RCA) LP: Rock 'N Soul Part 1. Regional Reach 216/84 89% National Summary Up 14

EURYTHMICS Here Comes The Rain Again (RCA) LP: Touch. Regional Reach 230/6 95% National Summary Up 9

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(Billy Joel continued)

HOWARD JONES New Song (Elektra) 144/18 60% National Summary

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

(John Lennon continued)

PATTI LABELLE If Only You... (Phila. Inter./CBS) LP: I'm In Love Again

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

(John Lennon continued)

HUEY LEWIS & THE NEWS I Want A New Drug (Chrysalis) LP: Sports

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

(Betty Midler continued)

MANFRED MANN'S EARTH BAND Runner (Arista) LP: Somewhere In Afrika

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

(Betty Midler continued)

MOTLEY CRUE Shout At The Devil (Elektra) LP: Shout At The Devil

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

(Olivia Newton-John continued)

OLIVIA NEWTON-JOHN (Livin' In) Desperate... (MCA) LP: Soundtrack Two Of A Kind

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

Regional Reach S 364 D 84 M 203 ADDS 18

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AIRTM

"IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

ACTIVES IN RADIO

NORTHEAST

KEITH ABRAMS WHTX
DENNY ALEXANDER WOKW
RICK ALEXANDER WIKZ
DALE ANDREWS WFBR
CHRIS BAILEY WAFB
JOHN BARAB WAYV
RICK BEAN WHER
MARIE BONACCI CNS
JOHN CARUCCI WFPM
COLLEEN CASSIDY WASH
BOBBY CHRISTIAN CNS
ROGER CHRISTIAN WREN
MARC W. CRONIN WFHM
DAVE DEAN WFGX
ANGELA FERRAILO RKO
GARY FRANKLIN WMAK
JEFF FREEMAN WQQQ
JACK GILLEN WKHI
WILL KAUFFMAN WQCH
BRUCE KELLY WBZZ
STEVE KINGSTON WBFM
CHARLIE LAKE WKFM
CHUCK LAKEFIELD WFLY
JACK LAWRENCE WFLY
BARRY LUCHKOWEC RKO
SCOTT MacKAY WERZ
JIM MARTIN WDAY
BILL MATTHEWS WIKZ
BILL McCREATH WVAQ
BOB McNEIL WRUG
TOM MITCHELL WPHD
HARV MOORE WDOZ
JOE MOSS WZON
MICHAEL O'HARA WKLK
DON O'SHEA WHTX
CARY PALL WMAK
JIM PAYNE WJBO
BRIAN PHOENIX WPHD
JOHN PICCILLO WRCK
JIM REITZ WQSR
WAYLON RICHARDS WIGY
SCOTT ROBERTS WUKC
PAUL ROBERTS CFTR
BOB SAINT WHTZ
SCOTT SHANNON WCKK
BILL SHANNON WCCK
BOB SPENCER WQIA
DAN STEELE WQXA
DON TANDLER WHTF
TOM TAYLOR WFST
BILL TERRY WBLI

HENRY Van DEN HOOGEN CFTR
PAGE BEAL WHYW
LARRY WACHS WBLI
GARRY WALL WTIC
DOUG WELLIEN WXTU
MIKE WEST WTIC
JEFF WHITEHEAD WFHG

SOUTHEAST

CHRIS ANDREWS WZYF
SKIP BISHOP WFPM
AL BROCK WBGH
LARRY CANNON WFLR
RALPH CARROLL WCGO
STEVE DAVIS WZNE
LEO DAVIS WQEN
KENNY DAVIS WNEJ
SKIP ELIOT WJAD
DAVE FOSTER WWSL
LESLEY FRAM WABB
ROGER GAITHER WQEN
DAVE HARGROVE WAAY
J.J. HEMINGWAY WQED
J.P. HUNTER WSGF
J.J. JACKSON WQXI
ELLEN R. JAFFE WAXY
BOB KAGHAN WBCY
STEVE KELLY WNUZ
SCOTT KERR WFLA
KENNY LEE WAXY
MICHAEL W. LOWE WCRS
BILL MARTIN W9SX
SCOTT MATEER WTYX
KEVIN MCCARTNEY WKXX
JEFF MCCARTNEY WQXT
CHRIS MILLER WIOI
GARY MITCHELL WBJW
SCOTT MITCHELL WZYP
JIM MORRISON WQYF
J.D. NORTH WAEV
JOHN PATRICK WWSL
LOU PATRICK WYKS
BILL PIPPS WMPZ
JERRY ROGERS WZAT
MARK ST. JOHN WHYY
DAVE SCOTT WIVY
MARK SHANDS WJNZ
RANDI SOMMERS WZAT
BRUCE STEVENS WBBQ

CHRIS THOMAS WZGC
SHANNON WEST WMPZ
RAY WILLIAMS WZAT
RALPH WIMMER WDOG
DAVE WRIGHT WBJW
JOHN YOJNG WZGC

SOUTH

GARY ADKINS WOKI
NICK BAZOO B97
JOHN BETTS KIXY
CHRIS BLAKE WSKZ
CHRIS BRYAN WBUK
DAVE DUQUESNE KDFM
CHARLIE FOX WFMI
TOM FRICKE KYTN
ROGER GARRETT KRFI
JAY GLASS KRJQ
JIM GOLDEN WKJJ
PATTY HAMILTON KKBB
ROB HAMPTON WQUT
RICHARD HARKER CNS
RICK HAYES KISR
JOHN LAYDER KKKB
MARK MCCAIN KKVK
JOHN MICHAELS WKDQ
CHIP MOSLEY WFMI
ERIC PAGE WSKZ
RON PAYNE WKDQ
PHILIP R. RANKIN KVUL
GARY W. REYNOLDS KKAV
LARRY RHYMES KNOE
MICHAEL ST. JOHN WKXX
JOHN SPOMBY KAFM
PETER STEWART KR0K
SCOTT TAYLOR NILE
CHRIS TAYLOR WSTO
DOMINIC TESTA KFMM
PETE THOMPSON KAFM
BILL THORMAN KTFM
ED VOLFMAN KHFI
FRANK WALSH KITY
WAYNE WATKINS WRNO
DAN WILSON KJYO

MIDWEST

MICHAEL AINGER CNS
SCOTT ALEXANDER KWK

RICH ALLEN WGBF
CINDY BARTON KBUZ
JACK BELL KYZA
MIKE BENSON KZZC
JAY BOULEY W5FT
DOUG BURTON WILS
PAUL CHRISTY WABX
DENNIS D. COLLIER KSKG
JERRY DEAN KKKQ
J.B. DEARING WNDU
J.J. DULING WGRU
TOM EVANS WZZP
BILL FLINT CNS
BRADLEY FUHR WZZP
PETER J. GEORGESON KRNA
BART A. GOYNSHOR WL0L
TAC HAMMER WUTO
BOB HAMMOND WBBW
JOHN HEIMANN WBBW
JACK HICKS WZEE
MATT HUDSON KWK
JOHN HUGHINSON WBCB
DICK JOHNSON KFRX
TRACY JOHNSON WABX
CARRIE KANKA KXSS
TIM KELLY WK0X
KURT KELLY KKKC
DAN KIELEY WVIC
KIT KIGGREDGE KVEN
DOUG KOHN KDWB
CHRIS KOSHIOL WITZ
GENE KUNTZ KYTN
GREG MAGNUSON WQCL
MARK MAROLI KREQ
PAT McKAY WK0X
CHUCK MORGAN KXKL
DON NORDINE KIIH
GYNNY O'HARA KDWB
LORRIN PALAGI KEYN
DAN PEARMAN KNL
ROGER PIPER WME
KEVAN RABAT WUL
TONY RICHARDS KRLS
DAN SEEMAN WLOL
RANDY SHERWYN WBYN
GREGG SWEDBERG KKKQ
DON ERIC TAYLOR W5FT
JAY TAYLOR CNS
DIANE TRACY WCIL
KATIE VANPEY CNS
TONY WAITEKUS CNS
STEVE WARREN CNS
PAUL WESTBY KELO

WEST

GLORIA AVILA-PEREZ KIMN
RIP AVINA K0ZA
JON BARRY KMJK
TODD CAVANAH KTAG
SHERMAN COHEN KHYY
SUDB COLEMAN KZOK
GARY CUMMINGS KRPL
JEFF DAVIS KYNO
DOUG DERDD KQXR
JIM DONOVAN KTRS
DOUG ERICKSON KIMN
ERIC GESSNER KATA
STEVE GODDARD KZZP
STEVE GRAZIANO KFMQ
DAVID GROSSMAN KRTH
GARY GUTHRIE K0FA
GEINA HORTON KSKS
TOM HUBBRAD KKUS
JEFF HUNTER KITS
TOM HUTYLER KUBE
ELVIN ICHIYAMA CNS
KIMO KAIUWAILANI K0MQ
KAMASAMI KONG KIKI
KIMBERLEE A. LARRABE KENI
STEVE LARSON KGH0
CAROL LARSON KYXX
BOB LAURENCE CNS
FRED N. LEEHUIS KATI
JEFF LUCIFER KSD0
SCOTT MARCUS KATA
BILL McBRIDE KTRS
LILIA MILLER K0MA
ART MORORALES K0FA
KELLY MORRIS KR0Q
JAMES O'NEAL K0BM
STEVE PAOLI KSKS
DON POTTER KZUZ
MIKE PRESTON KSD0
BILL RICHARDS KRED
MIKE SCHAEFER KITS
ROB SHERWOOD KIAC
MICHAEL T. SHISHIDO KINI
BRIAN THOMAS KCAQ
PAUL THOMPSON KTAC
JOHN LEE WALKER KYNO
GREG WILLIAMS KCDQ
GUY ZAPOLEAN KR00

Listening Pays Off

It will pay off for one of those listed above as it did for Bruce Stevens, the winner of a Mercedes Benz 380SL, grand prize for competition #1. It pays off for the record industry because radio listens to your record. Make sure your important project is heard. Call Alan Smith at (301) 964-5544

WEEK 10

AIR Response Records

WEEK 10

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, February 22, 1984.

#	TITLE	ARTIST	LABEL
2143	BORDERLINE	MADONNA	SIRE/WB
2144	HOLDING OUT FOR A HERO	BONNIE TYLER	COLUMIA
2145	FLASHES	TIGGI CLAY	MOROCCO/MOTOWN
2146	HEAVEN (FROM 'NIGHT IN HEAVEN' SOUNDTRACK)	BRIAN ADAMS	A&M

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Contemporary Hit Radio

Continued from Back Page

BREAKERS

THOMPSON TWINS Hold Me Now (Arista)

73% of our reporters on it. Moves: Up 23, Debuts 50, Same 61, Down 0, Adds 42 including CKOI, I95, Y100, KBEQ, KIIS-FM, FM102, KNBQ. Complete airplay in Parallels.

PAUL YOUNG Come Back And Stay (Columbia)

72% of our reporters on it. Moves: Up 50, Debuts 44, Same 48, Down 0, Adds 31 including CKGM, 94Q, WCZY, WHYT, KITS, KNBQ, 13K. Complete airplay in Parallels.

DWIGHT TWILLEY Girls (EMI America)

65% of our reporters on it. Moves: Up 5, Debuts 23, Same 56, Down 0, Adds 72 including B104, WBEN-FM, Q105, KHTR, KIMN, KS103, KFRC. Complete airplay in Parallels.

OLIVIA NEWTON-JOHN (Livin' In) Desperate Times (MCA)

64% of our reporters on it. Moves: Up 32, Debuts 49, Same 51, Down 0, Adds 23 including WHTT, KAFM, WNVZ, WCZY, KHTR, KMJK, KWSS. Complete airplay in Parallels.

WANG CHUNG Don't Let Go (Geffen)

64% of our reporters on it. Moves: Up 19, Debuts 27, Same 67, Down 0, Adds 41 including WHTT, WBEN-FM, PRO-FM, KHTR, KPKE, Q103, KS103. Complete airplay in Parallels.

KC Give It Up (Meca)

62% of our reporters on it. Moves: Up 90, Debuts 14, Same 18, Down 11, Adds 16 including WKBW, Y100, B96, WHYT, KS103, XTRA, KXX106. See Parallels, moves 33-28 on the CHR chart.

HOWARD JONES New Song (Elektra)

60% of our reporters on it. Moves: Up 71, Debuts 15, Same 39, Down 1, Adds 18 including WCZY, KOPA, KITS, WNYS, WVIC, K96, KFVR. See Parallels, debuts at number 40 on the CHR chart.

NEW & ACTIVE

QUEEN "Radio Ga Ga" (Capitol) 141/63

Moves: Up 3, Debuts 28, Same 47, Down 0, Adds 63 including WBEN-FM, WBLI, CKGM, CKOI, WHTX, PRO-FM, Z93, KAFM, 93FM, WGCL, KHTR, Q103, KZZP, KS103, KNBQ.

ROLLING STONES "She Was Hot" (Rolling Stones/Atco) 138/14

Moves: Up 57, Debuts 18, Same 49, Down 0, Adds 14, WXKS-FM, WCZY, WHYT, WZLD, KBFM, BJ105, WKAU, WVIC, WFBG, WIKZ, WERZ, WCGQ, KILE, WCIL-FM, KBEQ 20-16.

TINA TURNER "Let's Stay Together" (Capitol) 128/11

Moves: Up 69, Debuts 10, Same 38, Down 0, Adds 11, WHTT, WASH, WCZY, KOPA, KS103, KRGV, KITY, Z104, KELI, KDON-FM, Z102, WXKS-FM 26-20, Z93 15-7, I95 7-5, KFRC 25-19.

UB40 "Red Red Wine" (Virgin/A&M) 123/21

Moves: Up 31, Debuts 18, Same 53, Down 0, Adds 21 including WPHD, I95, WGCL, Q103, WNYS, 98PXY, KBFM, WKDD, WKAU, KMGK, 13K, KHOP, KDON-FM, 99KG, KCBN.

JACKSON BROWNE "For A Rocker" (Asylum) 117/2

Moves: Up 61, Debuts 5, Same 44, Down 5, Adds 2, KITS, WERZ, WCAU-FM d-25, Q102 17-13, KNBQ 23-20, WFLY 35-28, WKEE 38-32, WGFN 34-30, KHFI 25-18, KZZB 23-18, WOKI 20-17, WRNO 38-34, WKHI 37-33, WSPT 31-27, KGOT 16-13.

BIG COUNTRY "Fields Of Fire" (Mercury/PolyGram) 108/8

Moves: Up 20, Debuts 12, Same 68, Down 0, Adds 8, WCZY, KHFI, 94TYX, KTFM, WKDQ, KRSP, KTKT, WHEB, WHTF 39-35, WZYP 40-37, WFMI 39-36, KSKD 40-34, WZYQ 39-28, WBNQ 29-25, KCDQ 35-31.

MATTHEW WILDER "The Kid's American" (Private I/CBS) 86/52

Moves: Up 3, Debuts 7, Same 24, Down 0, Adds 52 including WCAU-FM, WHTX, FM102, WMAR, FM106, KAMZ, KITY, KMGK, WRQN, KRQ, WZYQ, KTDY, WBNQ, KWTO-FM, KBIM.

BILLY IDOL "Rebel Yell" (Chrysalis) 85/11

Moves: Up 32, Debuts 11, Same 30, Down 1, Adds 11, CKGM, WNVZ, WSPK, 94TYX, WABB-FM, WKDQ, Z299, WJAD, KISR, WAZY-FM, KFRX, CFTR 13-7, CHUM 15-9, KHTR 25-18, XTRA 24-14.

APRIL WINE "This Could Be The Right One" (Capitol) 79/13

Moves: Up 0, Debuts 5, Same 53, Down 0, Adds 13, KITE, WZYP, KRQK, KIJK, KLUC, KCPX-FM, WGUY, WIKZ, WSOQ, Y94, KKL5-FM, WSPT, KIST, WBEN-FM 40-34, WJXQ 27-19.

KIM CARNES "You Make My Heart Beat Faster (And That's All That...)" (EMI America) 79/9

Moves: Up 24, Debuts 6, Same 38, Down 2, Adds 9, CKOI, Z93, KITS, KHFI, KXX106, KYNO-FM, KTKT, KWTO-FM, WSPT, KRQK 33-30, WKDD 19-14, KO93 35-31, WGUY 31-28, KCDQ 25-22, KIST 26-20.

PHIL COLLINS "Against All Odds (Take A Look At Me Now)" (Atlantic) 76/76

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 76 including B104, WBEN-FM, WPHD, WCAU-FM, B94, PRO-FM, B97, WKTI, KMJK, KC101, WOKI, Z104, KMGX, 103CIR, KNOE-FM.

TRACEY ULLMAN "They Don't Know" (MCA) 73/63

Moves: Up 0, Debuts 3, Same 5, Down 0, Adds 65 including WPHD, Z100, PRO-FM, 94Q, Z93, B97, Q105, KIMN, FM102, FM106, KIJK, KLUC, WJBO, Q104, KFVR.

MOST ADDED

PHIL COLLINS (76)
Against All Odds (Take A Look...) (Atlantic)
DWIGHT TWILLEY (72)
Girls (EMI America)
TRACEY ULLMAN (65)
They Don't Know (MCA)
DARYL HALL & JOHN OATES (64)
Adult Education (RCA)
QUEEN (63)
Radio Ga Ga (Capitol)
MATTHEW WILDER (52)
The Kid's American (Private I/CBS)

HOTTEST

VAN HALEN (217)
Jump (WB)
MICHAEL JACKSON (160)
Thriller (Epic)
NENA (141)
99 Luftballons (99 Red Balloons) (Epic)
CYNDI LAUPER (117)
Girls Just Want To Have Fun (Portrait/CBS)
ROCKWELL (80)
Somebody's Watching Me (Motown)
HUEY LEWIS & THE NEWS (60)
I Want A New Drug (Chrysalis)

ADAM ANT "Strip" (Epic) 69/20

Moves: Up 22, Debuts 5, Same 22, Down 0, Adds 20 including WXKS-FM, Z93, WKTI, KIIS-FM, XTRA, WBBQ, KXX106, KX104, Z299, KKKX, WZON, WIGY, 95XIL, WCGQ, WAZY-FM.

PATTI LABELLE "If Only You Knew" (Philadelphia International/CBS) 59/7

Moves: Up 23, Debuts 2, Same 25, Down 2, Adds 7, PRO-FM, KITS, WZPL, WRKR, KIKI, WIGY, B104 20-15, WASH 22-19, I95 15-8, WTIC-FM 28-21, 94TYX 24-15, KQMQ 33-25, Q101 23-14, Z102 9-6.

MOTLEY CRUE "Looks That Kill" (Elektra) 58/10

Moves: Up 21, Debuts 5, Same 22, Down 0, Adds 10, WGCL, WFLY, WNYS, WKEE, 98PXY, WKFM, WJZR, WQUT, KX104, Z299, B96 26-22, XTRA d-31, WLAN-FM 15-8, WRKR 10-7, KKKX 23-17.

T.G. SHEPPARD with CLINT EASTWOOD "Make My Day" (WB/Curb) 56/19

Moves: Up 4, Debuts 8, Same 25, Down 0, Adds 19 including WKBW, PRO-FM, Q105, WKEE, WSPK, WZLD, WFMI, KITY, KEYN-FM, KDON-FM, KRQ, WTSN, WGLF, Y94.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 52/50

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 50 including WHTT, WXKS-FM, Z93, KBEQ, KMJK, WLAN-FM, WHHY-FM, WZPL, WRQN, KMGX, KSKD, 13FEA, KILE, KKQV, KOZE.

BETTE MIDLER "Beast Of Burden" (Atlantic) 51/12

Moves: Up 8, Debuts 1, Same 30, Down 0, Adds 12, WGCL, WKEE, KHFI, WRQK, KTFM, KRQK, WZPL, KDON-FM, KHHT, KRQ, WGUY, KILE, K104 34-24, KBBK 22-19, WIXV 38-32.

BONNIE TYLER "Holding Out For A Hero" (Columbia) 50/31

Moves: Up 0, Debuts 5, Same 14, Down 0, Adds 31 including CKOI, WCAU-FM, WHTX, CFTR, WGCL, WKEE, WKRZ-FM, WRQK, WKDD, WRKR, KDON-FM, WQCM, WJAD, KYTN, KCBN.

SIGNIFICANT ACTION

BLUE OYSTER CULT "Shooting Shark" (Columbia) 39/1

Moves: Up 7, Debuts 2, Same 29, Down 0, Adds 1, WLQ-FM, WHTT on, WHTF 34-32, WOKI on, WRKR 35-31, WIGY 37-35, OK100 24-21, 95XIL 33-29, WIXV on, KYTN on, KOZE 27-25.

ROGER DALTRY "Walking In My Sleep" (Atlantic) 38/16

Moves: Up 1, Debuts 3, Same 18, Down 0, Adds 16 including WPHD, WFLY, WRCK, WANS-FM, KRQK, WKDD, KBBK, KSKD, WKHI, WJAD, KILE, KGOT, KCDQ, KDZA, KHTX.

ROMANTICS "One In A Million" (Nemperor/CBS) 37/37

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 37 including WPHD, WHYT, XTRA, WFLY, WPST, KZZB, WOKI, WHHY-FM, WGRD, Z104, KELI, 13K, KMGX, WXLK, KCDQ.

DAZZ BAND "Joystick" (Motown) 37/16

Moves: Up 5, Debuts 3, Same 13, Down 0, Adds 16 including WCAU-FM, WHTX, I95, FM102, WMAR, 94TYX, Z98, 13K, KRQR, WGUY, 103CIR, WCGQ, KKQV, KSLY, KZ0Z.

B.E. TAYLOR GROUP "Vitamin L" (Sweet City/MCA) 37/3

Moves: Up 11, Debuts 3, Same 16, Down 0, Adds 3, WZYP, WJBO, KDZA, WHTT 26-24, WXKS-FM 25-22, PRO-FM d-30, KZZB 26-19, WKDD 20-15, KELI 12-8, WGUY 28-23.

BON JOVI "Runaway" (Mercury/PolyGram) 33/31

Moves: Up 0, Debuts 0, Same 2, Down 0, Adds 31 including WPHD, K104, WYCR, WKRZ-FM, WHTF, WZLD, KSET-FM, WOKI, WRQN, KRQR, WIGY, WZYQ, KKQV, WSPT, KCDQ.

JEFFREY OSBORNE "We're Going All The Way" (A&M) 30/19

Moves: Up 0, Debuts 0, Same 11, Down 0, Adds 19 including WXKS-FM, 94Q, WYCR, WZLD, WRQK, WFMI, WSFL, KTFM, 13K, KIKI, 103CIR, WJBO, WISE, WAEV, WAZY-FM.

TIGGI CLAY "Flashes" (Morocco/Motown) 29/13

Moves: Up 0, Debuts 0, Same 16, Down 0, Adds 13, WGCL, WVSR, KTFM, 13K, KDON-FM, WGUY, WJBO, Q101, KBIM, WPHD on, WCAU-FM on.

EDDIE MONEY "Club Michelle" (Columbia) 28/22

Moves: Up 0, Debuts 1, Same 5, Down 0, Adds 22 including Q103, WRCK, WOKI, KRGV, WGRD, WZPL, WJXQ, Z104, WRQN, WHOT-FM, KBBK, KQMQ, KHOP, KKQV, WBNQ.

THOMAS DOLBY "Hyperactive" (Capitol) 26/22

Moves: Up 0, Debuts 1, Same 3, Down 0, Adds 22 including WBCY, WSKZ, WOKI, WGRD, 13K, KRQR, KLUC, KHOP, KSKD, KCPX-FM, WCGQ, KISR, WPFM, KCDQ, KSLY.

AMERICAN COMEDY NETWORK "Breaking Up Is Hard On You" (Critique/Quality) 25/0

Moves: Up 11, Debuts 1, Same 13, Down 0, Adds 0, WXKS-FM 28-25, B97 12-8, WKFM 36-30, Z104 31-25, WGUY 34-24, WZON 38-33, WERZ 15-10, WJBO 31-28, WISE d-38, Z102 16-11.

PATTI AUSTIN "It's Gonna Be Special" (Qwest/WB) 24/4

Moves: Up 2, Debuts 3, Same 15, Down 0, Adds 4, Y100, WSPK, WNOK-FM, WRQK, WGCL 28-23, FM102 d-29, FM106 29-27, KAMZ d-27, KTFM on, KTRS d-39.

JACQUI BROOKES "Lost Without Your Love" (MCA) 23/1

Moves: Up 1, Debuts 1, Same 20, Down 0, Adds 1, WJXQ, WPHD on, WRCK on, KAMZ on-dp, WOKI on, WFMI on, KQMQ on, WIGY on, WKHI d-39, WJBO 38-35, WGLF on.

LIONEL RICHIE "Hello" (Motown) 22/9

Moves: Up 7, Debuts 1, Same 4, Down 1, Adds 9, B94, WHTX, KAFM, KC101, 94TYX, Z98, KTKT, WFOX, WGLF, WASH 33-29, I95 11-10, Y100 12-6, FM100 36-27, KTFM 13-6, KCAQ 7-4.

ANDY FRASER "Do You Love Me" (Island/Atco) 21/20

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 20 including WPHD, WFLY, K104, WRCK, KZZB, WFMI, WJXQ, WHOT-FM, KRQR, KBBK, KQMQ, WQCM, OK100, KKQV, KWTO-FM.

MINK DEVILLE "Each Word's A Beat Of My Heart" (Atlantic) 21/0

Moves: Up 1, Debuts 0, Same 20, Down 0, Adds 0, WRCK on, WOKI on, WKDD on-dp, KELI on, WGUY on, WJBO 28-25, WOMP-FM on, WPFM on, KOZE on, KHTX on-dp.

CHERYL LYNN "Encore" (Columbia) 19/3

Moves: Up 4, Debuts 2, Same 9, Down 1, Adds 3, WASH, WZLD, WHOT-FM, WXKS-FM 36-34, WPLJ 18-15, I95 on, WMAR 38-28, KYNO-FM 35-29, KQMQ d-39, WGUY d-35.

BRYAN ADAMS "Heaven" (A&M) 17/1

Moves: Up 8, Debuts 2, Same 6, Down 0, Adds 1, WKRZ-FM, KAFM 27-19, KDWB-FM 3-3, WLQ-FM 18-9, KPKE 14-12, K104 37-31, WJXQ 36-27, KZ93 28-25, WIXV 37-34, KYTN d-34.

CULTURE CLUB "Miss Me Blind" (Virgin/Epic) 16/9

Moves: Up 3, Debuts 3, Same 1, Down 0, Adds 9, WXKS-FM, Z100, WCZY, KBEQ, KC101, WQID, KKKX, KHHT, KCAQ, B97 24-19, WKTI d-29, FM106 33-31, WHTF d-39, 13K d-33, 13FEA 29-25.

SURVIVOR "I Never Stopped Loving You" (Scotti Bros./CBS) 14/5

Moves: Up 1, Debuts 1, Same 7, Down 0, Adds 5, WVSR, WHTF, KIKI, WBNQ, KHTX, WGFN 37-36, WANS-FM on, WZPL on, Q101 d-39, KKL5-FM on.

TED NUGENT "Tied Up In Love" (Atlantic) 13/1

Moves: Up 1, Debuts 0, Same 11, Down 0, Adds 1, KSKD, WPHD on, K104 on, WRCK on-dp, WJXQ 29-26, WFBG on, WZYQ on, 95XIL on-dp, WBNQ on-dp, KYTN on.

TONI BASIL "Over My Head" (Chrysalis) 12/0

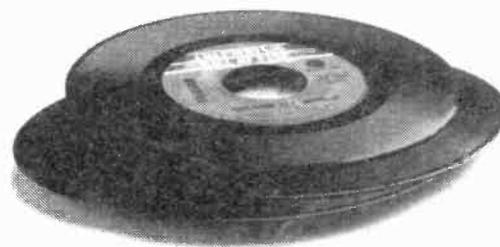
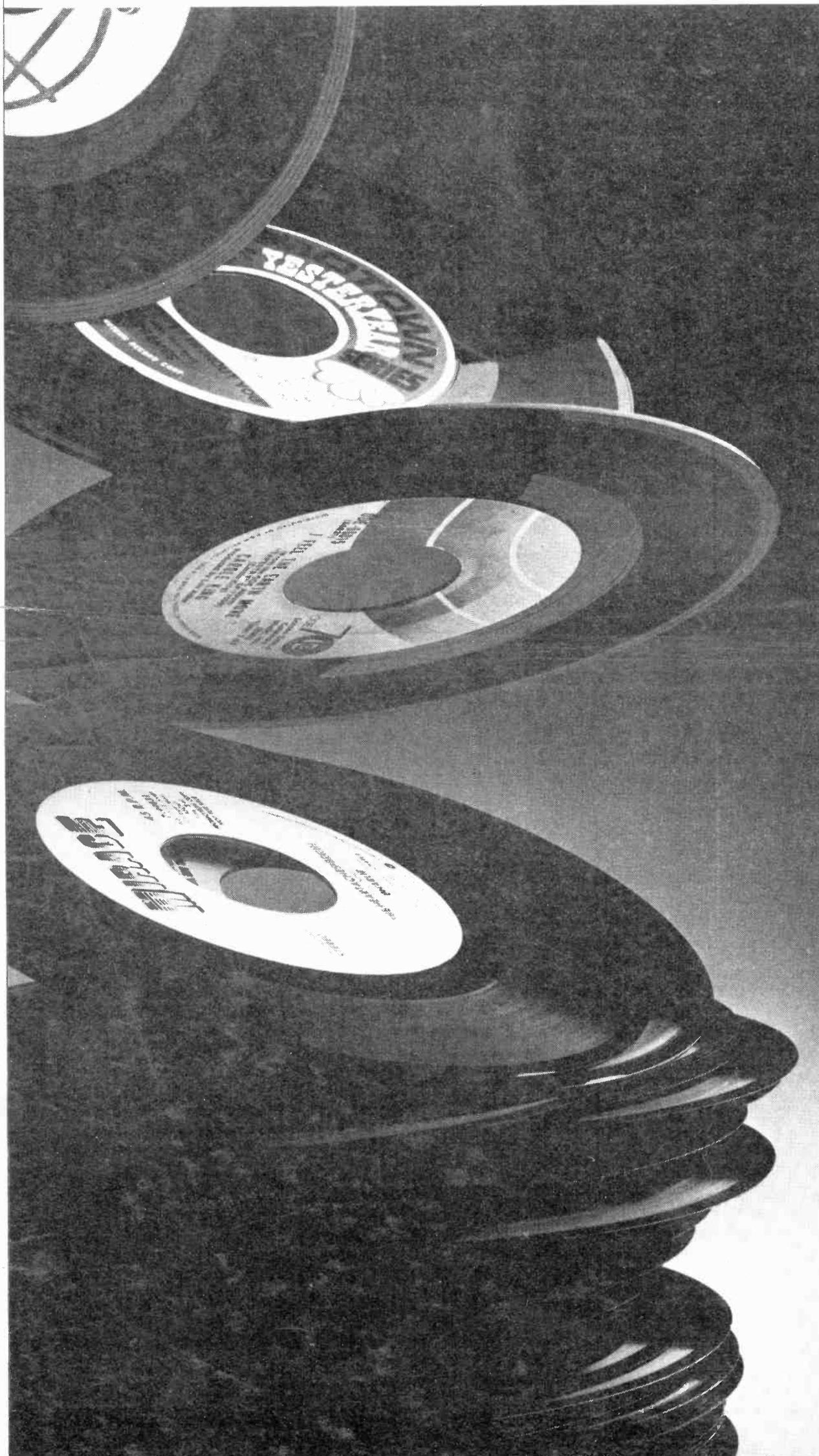
Moves: Up 2, Debuts 1, Same 9, Down 0, Adds 0, WHTT 36-36, CKOI 26-25, CHUM on, I95 17-16, WFLY d-31, WZLD on, KHHT on, OK100 17-17, WJBO on, WIXV on.

DEELE "Body Talk" (Solar/Elektra) 11/0

Moves: Up 6, Debuts 1, Same 3, Down 1, Adds 0, Y100 5-5, WNVZ d-33, Q102 12-9, FM102 21-15, KFRC 13-11, WRVQ 28-26, KITY 8-4, WKDQ on, KMGX on, KCAQ 8-6.

More CHR Music Information See Page 76

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Through **SURREY**'s new A & O auditorium-mode music test, you'll be able to determine listeners favorites and most familiar songs, as well as those they're least tired of hearing. In-depth information will highlight station preference, cuming behavior and life-style characteristics of these listeners.

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Your results, which can be received in as short as two weeks following testing, will be presented in two parts. In the opening ALPHA phase, you'll be supplied six separate listings of all titles tested, broken down by male, female and combined scores, with three listings displayed alphabetically by title and the remaining three ranked by score. In the ranked-song segment, overall ratings will be color-coded to indicate the strength of each song's preference.

In the concluding OMEGA phase, each title will be broken down by response categories, crosstabulated with various demo groups, their listening habits and other desired information. These categories will be determined by the client with as many as twelve categories allowed per title.

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165 South Union, Suite 606, Denver, Colorado 80228



Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
11	4	2	1 VAN HALEN/Jump (WB)
8	3	1	2 MICHAEL JACKSON/Thriller (Epic)
18	13	6	3 NENA/99 Luftballons (99 Red Balloons) (Epic)
14	9	5	4 POLICE/Wrapped Around Your Finger (A&M)
25	17	8	5 CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
1	1	3	6 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
23	15	9	7 JOHN LENNON/Nobody Told Me (Polydor/PG)
2	2	4	8 GENESIS/That's All (Atlantic)
19	16	12	9 SHANNON/Let The Music Play (Mirage/Atco)
12	10	7	10 BILLY JOEL/An Innocent Man (Columbia)
31	26	17	11 HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
28	24	16	12 DURAN DURAN/New Moon On Monday (Capitol)
-	30	24	13 EURYTHMICS/Here Comes The Rain Again (RCA)
21	19	15	14 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
-	39	25	15 ROCKWELL/Somebody's Watching Me (Motown)
40	28	23	16 CHRISTINE McVIE/Got A Hold On Me (WB)
16	14	13	17 PRETENDERS/Middle Of The Road (Sire/WB)
4	5	10	18 LIONEL RICHIE/Running With The Night (Motown)
-	34	26	19 KENNY LOGGINS/Footloose (Columbia)
6	6	11	20 CHRISTOPHER CROSS/Think Of Laura (WB)
7	7	14	21 KOOL & THE GANG/Joanna (De-Lite/PG)
3	8	19	22 YES/Owner Of A Lonely Heart (Atco)
20	18	18	23 PAUL McCARTNEY/So Bad (Columbia)
39	33	28	24 KENNY ROGERS/This Woman (RCA)
-	-	35	25 DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
5	11	21	26 ROMANTICS/Talking In Your Sleep (Nemperor/CBS)
9	12	20	27 JOHN COUGAR MELLENCAMP/Pink Houses (Riva/PG)
BREAKER			28 KC/Give It Up (Meca)
10	20	22	29 RAY PARKER JR./I Still Can't Get Over Loving... (Arista)
-	-	37	30 POINTER SISTERS/Automatic (Planet/RCA)
35	29	27	31 QUIET RIOT/Bang Your Head (Metal Health) (Pasha/CBS)
-	38	36	32 SHEENA EASTON/Almost Over You (EMI America)
13	21	29	33 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
DEBUT			34 DARYL HALL & JOHN OATES/Adult Education (RCA)
-	-	38	35 RE-FLEX/The Politics Of Dancing (Capitol)
-	-	39	36 MANFRED MANN'S EARTH BAND/Runner (Arista)
-	-	40	37 38 SPECIAL/Back Where You Belong (A&M)
15	22	31	38 MATTHEW WILDER/Break My Stride (Private I/CBS)
26	27	30	39 REAL LIFE/Send Me An Angel (Curb/MCA)
BREAKER			40 HOWARD JONES/New Song (Elektra)

N&A Begins on Page 86

Adult / Contemporary

9	7	3	1 KENNY ROGERS/This Woman (RCA)
10	6	2	2 PAUL McCARTNEY/So Bad (Columbia)
4	1	1	3 BILLY JOEL/An Innocent Man (Columbia)
8	8	6	4 SHEENA EASTON/Almost Over You (EMI America)
26	18	10	5 CHRISTINE McVIE/Got A Hold On Me (WB)
12	10	7	6 GENESIS/That's All (Atlantic)
3	3	4	7 CHRISTOPHER CROSS/Think Of Laura (WB)
1	2	5	8 KOOL & THE GANG/Joanna (De-Lite/PG)
14	12	11	9 J. INGRAM with M. McDONALD/Yah Mo B There (Qwest/WB)
20	15	12	10 P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol)
5	5	9	11 LIONEL RICHIE/Running With The Night (Motown)
2	4	8	12 CULTURE CLUB/Karma Chameleon (Virgin/Epic)
21	18	15	13 POLICE/Wrapped Around Your Finger (A&M)
25	22	18	14 JOHN LENNON/Nobody Told Me (Polydor/PG)
28	24	20	15 DONNA SUMMER/Love Has A Mind Of Its Own (Mercury/PG)
16	13	13	16 DOLLY PARTON/Save The Last Dance For Me (RCA)
7	9	14	17 RAY PARKER JR./I Still Can't Get Over Loving You (Arista)
-	28	23	18 DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
30	25	21	19 LANI HALL/Send In The Clowns (A&M)
6	11	16	20 ELTON JOHN/I Guess That's Why They Call It The Blues (Geffen)
22	20	19	21 F. STALLONE & C. RHODES/I'm Never Gonna Give... (RSO/PG)
-	30	24	22 MICHAEL SEMBELLO/Talk (WB)
-	-	25	23 CARPENTERS/Your Baby Doesn't Love You Anymore (A&M)
-	-	30	24 ANNE MURRAY/That's Not The Way (It's S'posed...) (Capitol)
-	-	29	25 JIMMY BUFFETT/Brown Eyed Girl (MCA)
-	-	27	26 MICHAEL JACKSON/Thriller (Epic)
BREAKER			27 EURYTHMICS/Here Comes The Rain Again (RCA)
11	17	22	28 O. NEWTON-JOHN & J. TRAVOLTA/Take A Chance (MCA)
BREAKER			29 L. RONSTADT & N. RIDDLE.../I've Got A Crush... (Asylum)
BREAKER			30 CLIFF RICHARD/Donna (EMI America)

N&A Begins on Page 67

Three Weeks	Two Weeks	Last Week	
1	1	1	1 VAN HALEN/Jump (WB)
3	2	2	2 JOHN LENNON/Nobody Told Me (Polydor/PG)
11	5	5	3 MANFRED MANN'S EARTH.../Runner (Arista)
2	3	3	4 PRETENDERS/Middle Of The Road (Sire/WB)
28	11	6	5 KENNY LOGGINS/Footloose (Columbia)
5	4	4	6 38 SPECIAL/Back Where You Belong (A&M)
22	12	7	7 CHRISTINE McVIE/Got A Hold On Me (WB)
-	27	15	8 DAN FOGELBERG/The Language Of... (FM/Epic)
34	19	12	9 DWIGHT TWILLEY/Girls (EMI America)
15	8	9	10 BRYAN ADAMS/Heaven (A&M)
10	7	10	11 VAN HALEN/Panama (WB)
8	6	8	12 DURAN DURAN/New Moon On Monday (Capitol)
25	23	18	13 VAN HALEN/I'll Wait (WB)
24	18	14	14 EURYTHMICS/Here Comes The Rain Again (RCA)
20	15	16	15 PRETENDERS/Time The Avenger (Sire/WB)
-	34	20	16 APRIL WINE/This Could Be The Right One (Capitol)
29	24	19	17 JUDAS PRIEST/Some Heads Are Gonna Roll (Columbia)
16	16	17	18 MOTLEY CRUE/Looks That Kill (Elektra)
44	32	23	19 BON JOVI/Runaway (Mercury/PG)
43	25	22	20 TED NUGENT/Tied Up In Love (Atlantic)
9	13	13	21 YES/It Can Happen (Atco)
-	-	37	22 QUEEN/Radio Ga-Ga (Capitol)
7	9	11	23 ROLLING STONES/She Was Hot (RS/Atco)
13	14	21	24 HUEY LEWIS & THE NEWS/I Want... (Chrysalis)
36	33	31	25 ACCEPT/Balls To The Wall (Portrait/CBS)
57	38	33	26 YES/Leave It (Atco)
37	35	29	27 GENESIS/Home By The Sea (Atlantic)
BREAKER			28 ROGER DALTRY/Walking In My Sleep (Atlantic)
33	30	30	29 UTOPIA/Crybaby (Passport)
-	59	42	30 CHRISTINE McVIE/One In A Million (WB)

Complete Tracks Chart on Page 71

Black/Urban

33	10	4	1 ROCKWELL/Somebody's Watching... (Motown)
3	2	1	2 CHERYL LYNN/Encore (Columbia)
14	11	7	3 JEFFREY OSBORNE/Plane Love (A&M)
2	1	2	4 J. INGRAM w/M. McDONALD/Yah Mo B... (Qwest/WB)
-	17	14	5 POINTER SISTERS/Automatic (Planet/RCA)
1	3	3	6 PATTI LABELLE/If Only You Knew (Phil. Int./CBS)
27	14	11	7 MELBA MOORE/Livin' For Your Love (Capitol)
11	8	8	8 J. BLACKFOOT/Taxi (Sound Town/Allegiance)
39	23	17	9 TINA TURNER/Let's Stay Together (Capitol)
29	20	16	10 EARTH, WIND & FIRE/Touch (Columbia)
9	6	6	11 DAZZ BAND/Joystick (Motown)
20	13	13	12 RUN D.M.C./Hard Times (Profile)
-	26	20	13 MICHAEL JACKSON/Thriller (Epic)
16	15	15	14 DREAMBOY/Don't Go (Qwest/WB)
-	-	31	15 B. WOMACK & P. LABELLE/Love Has... (Beverly Glen)
5	4	5	16 LIONEL RICHIE/Running With The Night (Motown)
31	22	18	17 JENNY BURTON/Remember What You Like (Atlantic)
4	5	9	18 "D" TRAIN/Something's On Your Mind (Prelude)
-	34	26	19 TYRONE BRUNSON/Fresh (Believe Drm/CBS)
-	-	32	20 PATTI AUSTIN/It's Gonna Be Special (Qwest/WB)
-	28	24	21 SHALAMAR/Deadline U.S.A. (MCA)
-	35	28	22 THE DELLS/You Just Can't Walk Away (Private I/CBS)
19	19	19	23 ANITA BAKER/You're The Best... (Beverly Glen)
13	12	12	24 PIECES OF A DREAM/Fo-Fi-Fo (Elektra)
34	25	25	25 P. BRYSON/R. FLACK/You're Looking Like... (Capitol)
38	29	27	26 STEVE ARRINGTON'S.../Hump To The Bump (Atlantic)
BREAKER			27 CAMEO/She's Strange (Atl. Art./PG)
-	39	29	28 IMAGINATION/This Means War... (Elektra)
-	-	33	29 RUFUS & CHAKA KHAN/One Million Kisses (WB)
7	7	10	30 EVELYN "CHAMPAGNE" KING/Action (RCA)
BREAKER			31 ATLANTIC STARR/More, More, More (A&M)
6	9	22	32 SHANNON/Let The Music Play (Mirage/Atco)
BREAKER			33 KOOL & THE GANG/Tonight (De-Lite/PG)
-	-	35	34 DIONNE WARWICK/Got A Date (Arista)
21	21	21	35 MUSICAL YOUTH/She's Trouble (MCA)
BREAKER			36 BILLY GRIFFIN/Serious (Columbia)
36	36	34	37 TEENA MARIE/Midnight Magnet (Epic)
-	40	36	38 INDEEP/The Record Keeps Spinning (Sound of N. Y.)
-	-	39	39 BOBBY NUNN/Hangin' Out At The Mall (Motown)
BREAKER			40 S. LATTISAW & J. GILL/Perfect... (Cotillion/Atco)

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