

I N S I D E:

RADIO-ONLY DEREGULATION MOVEMENT ON RISE

The NAB and NRBA are ready to join forces to push for deregulation of radio separately from television concerns. **Brad Woodward** collects the behind-the-scenes passion and compromise.

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PROGRAM EXCLUSIVITY AND THE SUBURBAN STATION

Reed Bunzel addresses a ticklish issue: what do exclusivity stipulations on network and syndicated programming mean for stations in umbrella markets? Station and program supplier executives air their concerns.

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STATION TRANSACTIONS IN HIGH GEAR

Noble's purchase of **KJOI/Los Angeles** for a cool \$18.5 million paces the week's transaction news. **KX104/Nashville** sells for \$6.5 million, **Katz** buys **WWLT/Atlanta** for \$5.5 million, and **WQIK/Jacksonville** sells for \$5 million.

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PEOPLE IN THE NEWS THIS WEEK

- **John Butler** VP/Operations for **Signal Media**
- **Chris Wheat** VP/GM at **WYNF/Tampa**
- **Dave Milner** GM at **KEX**
- **Jim Herron** PD at **KLTR**
- **Bob Galen Sr.** VP/GM for **Blair Research & Marketing**
- **Michael St. James** **WLZZ's** PD
- **Charles Slavik** GM at **KONO & KITY**
- **Dennis Winslow** OM, **Scott Robbins** PD at **WMGG**
- **Ross Allie KPKE** GSM
- **Carol Reilly** GSM at **WTRY & WPYX**

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"ECLECTIC" ADULT FORMATS: IN SEARCH OF OLDER DEMOS

AOR and A/C stations are looking for ways to broaden their appeal with segments of the 25+ demos. **Steve Feinstein** and A/C's **Ron Rodrigues** (guesting for **Jeff Green**) talk to **John Sebastian**, **Fred Jacobs**, and other pioneers in the "eclectic" format area.

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CHR's WATCHING THE FUTURE

Joel Denver places a CHR perspective on the future trend analyses of two key speakers at R&R's recent "Direction '84" seminars — "Megatrends" principal **Patricia Aburdene** and top researcher **John Parikhal**, and counsels that CHRs should stay one step ahead of the game in watching what's on the horizon.

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HOW MUCH SHOULD YOU SPEND ON PROMOTION & RESEARCH?

Jhan Hiber evaluates the needs of radio stations in these all-important areas and offers a considered opinion on the amount necessary for winning.

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Newsstand Price \$3.50



Barker Becomes WAYL & KKSS VP/GM

Longtime RKO management executive **Jim Barker** has been named VP/GM at **WAYL & KKSS/Minneapolis**. Barker succeeds former VP/GM **Alan Goodman**, who departed to become VP/GM at **WAVA/Washington** in early January. The appointment enables acting **WAYL & KKSS** GM **Peter Casella** to return to his duties as VP/GM of Entercom sister stations **WDSY & WEEP/Pittsburgh**.

Entercom President **Joe Field** said, "Jim's a person of tremendous accomplishment, experience, and integrity; he

comes very highly-regarded by all of his former associates, peers, and employers at RKO. We're just delighted to have him as a member of the Entercom management team. We looked long and hard to get an outstanding candidate, and we believe we've found one."

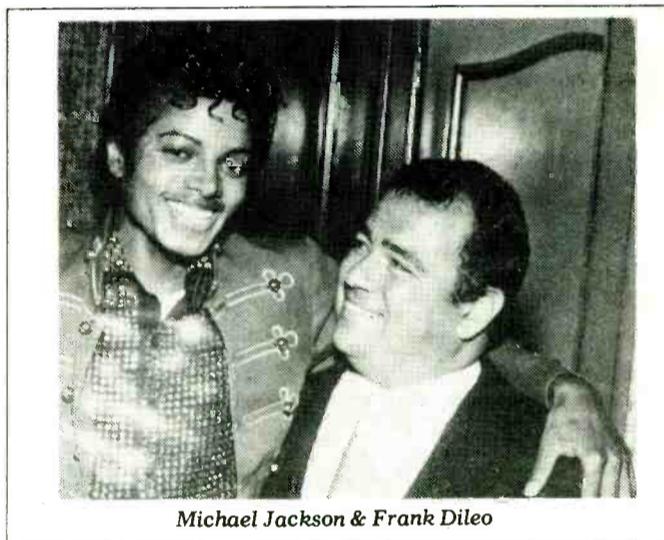
Barker joins Entercom after 24 years with RKO. He first spent over eight years as GSM at **WGMS/Washington**, next served another eight as GM of **RKO Radio Reps' Chicago** office, and finally seven years as GM at **WFYR/Chicago**, including the last four as VP/GM. He told R&R, "I'm very excited about the opportunities with this company and the competitive Twin Cities market. **KKSS** offers a lot of potential, and as the only Beautiful Music station in town, **WAYL** is expected to continue growing."

Dileo To Manage Michael Jackson

Frank Dileo, VP/National Promotion for **Epic/Portrait/Associated Labels**, ended months of speculation this week by announcing he has accepted an offer to become **Michael Jackson's** personal manager. Dileo will relocate to **Los Angeles** to form **Frank Dileo Artist Management** in mid-April, ending his five-year tenure at **E/P/A**.

Commenting on his selection of Dileo for career management, Jackson told R&R, "I've looked beyond my personal successes with **Epic** to other **E/P/A** acts who have benefitted from **Frank's** expertise, and I know in my heart this man can tackle anything. He is simply the best, and the best is what I always strive for."

Dileo, a 16-year music business veteran of **RCA**, **Bell** (now **Arista**), and **Monument Records**, said, "I'm very honored that **Michael** would ask



Michael Jackson & Frank Dileo

me to be his manager. I am confident that together we can take his career even farther both in music and movies. **Michael** is extremely bright and knowledgeable when it comes to business, and I'm really looking for-

ward to both working with him and learning from him. He wanted someone close to the street, and when you're 5' 2" like me, you're always close to the street. I couldn't be happier."

CBS Records Group President **Walter Yetnikoff** told R&R, "I'm very delighted that **Frank** and **Michael** have come to an association. **Michael** likes and trusts **Frank** a great deal, and **Frank** is extremely competent in getting things done. To be associated with an artist of **Michael's** stature is a rare opportunity for **Frank**, and I am delighted for both of them."

No replacement was immediately named for Dileo at **E/P/A**.

Cagle Resigns As KFRC PD

After nearly four years as Program Director of **RKO's KFRC/San Francisco**, **Gerry Cagle** resigned last week (3-23) to pursue other interests. A veteran programmer, whose credits include **WRKO/Boston**, **KCBQ/San Diego**, and **KHJ/Los Angeles**, Cagle explained his decision to R&R. "There are a number of things I want to do, and I've fulfilled a lot of my dreams and goals at **KFRC**. This station has maintained a sound of its own and a winning tradition in ratings, and I've been fortunate to have explored all avenues of that, including doing remote broadcasts while on the move."

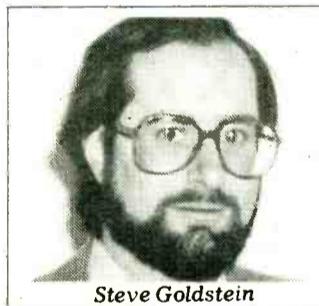
Cagle was quick to quiet widespread speculation that **RKO** consultant **Walt Sabo** had anything to do with his resignation, saying, "I worked with **Walt** just as I have with every other consultant in my broadcast career. There are a number of things, including radio consultation, that I'd like to do, CAGLE/See Page 28

Goldstein Appointed WOMC's New PD

Steve Goldstein has been named PD at **Metromedia's WOMC/Detroit**. Goldstein fills the vacancy left eight weeks ago when former PD **Lorna Ozmon** became PD at **WROR/Boston**.

WOMC VP/GM **Elaine Baker** commented, "Steve is a bright and talented programmer. We're happy to keep him here in **Detroit** and happy to have him on board here at **WOMC**."

Most recently, Goldstein served six months programming neighbor **WHYT**. Before that, he spent nearly two years as PD at **WTIC-FM/Hartford**, having previously worked two years as Assistant PD at



Steve Goldstein

WABC/New York. Goldstein told R&R, "Elaine Baker and I have spent considerable time together, and have some great plans in the works for **WOMC**. **Metromedia's** reaffirmed its interest in radio, and the future looks excellent."

MAJOR MOVE IMPENDING

Harte-Hanks Halts Trading

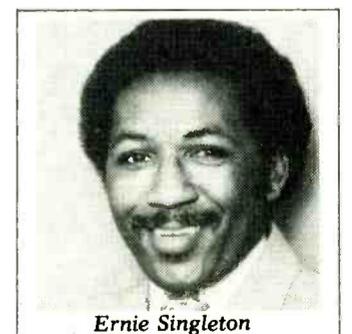
Broadcasting and newspaper chain **Harte-Hanks Communications** halted trading in its common shares Monday (3-26) at 2:20pm pending a significant announcement. Industry speculation centered around three possibilities: a leveraged buyout of stock by present management, a major acquisition, or another firm buying the company. No official word was available at R&R's press deadline.

Singleton Directs MCA Black Promotion

Ernie Singleton has been appointed National Director of **Black Music Promotion** for **MCA**. He joins the label from **PolyGram**, where he was National Director of **Black Music Marketing**.

In making the announcement, **MCA** VP/Black Music **Jheryl Busby** stated, "I am thrilled with the addition of **Ernie Singleton** to the **MCA** team. His intelligence, aggressiveness, and in-depth understanding of radio, records, and artists will be invaluable."

Before taking his **PolyGram** position, Singleton was Director of **Black Music Promotion** for **Casablanca**, and earlier worked



Ernie Singleton

in regional positions for **Casablanca**, **Mercury**, and **Fantasy**. He began his career in radio with programming and on-air work at **WBOK** and **WAIL/New Orleans** and **WPDQ/Jacksonville**.



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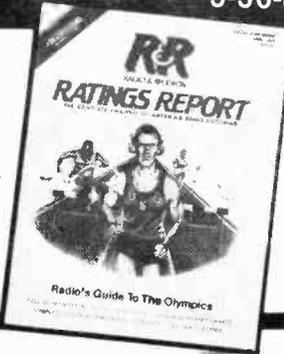
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R&R's Ratings Report — Shipping Gold

The industry's handiest ratings reference is ready to go — covering the top 100 markets' ratings figures and more information than ever. Mailing with your R&R next week.

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WINSLOW ADVANCES TO OM

Robbins Appointed WMGG Program/Promotion Manager

As previewed in R&R last week, WMGG (Magic 96)/Tampa Promotions Director Scott Robbins has been promoted to Manager/Programming & Promotion. Robbins replaces former PD Dennis Winslow, who was elevated to Operations Manager.

In making the appointment, WMGG President/GM Jon Pinch said, "It's WMGG's good fortune to be able to tap Scott's abilities. His drive, intelligence, and familiarity with Tampa radio bring an important perspective to our programming."

Robbins joined WMGG in 1979 when it was WOKF (96-Fever). Following the station's sale to Metroplex Communications, he was retained as OM, assisting in the station's evolution to WCKX (96KX). Robbins departed in 1982 to program crosstown WJYW (now WIQI), and returned to WMGG as Promotion Director last year. A

veteran broadcaster, his experience also includes WPIC/New York, WPRO/Providence, and several other Northeastern stations. Robbins told R&R, "With the arrival of our new morning man John Lanigan, Magic 96 is fast becoming the dominant force in adult radio in this area. There are some exceptional radio people in this market now, and I've had the opportunity to learn from their successes and failures. I have but one goal, and that is to make this station the winner."

Milner New KEX VP/GM

Dave Milner has transferred from his post as VP/GM of Taft's WDAE & WYNF/Tampa to new sister station KEX/Portland in the same capacity.

A ten-year Taft veteran, Milner joined the company as an Account Executive at WTVN/Columbus. He advanced to GSM at WTVN before being named GM at WYNF in 1980. Milner was promoted to VP/GM of WYNF in 1982, and added on similar duties for WDAE later that year.

Milner told R&R, "This is a beautiful part of the country, and I'm really excited about the change. The people are friendly, and I see a lot of opportunities for KEX. This is Taft's first 50kw AM station, and it really carries a good reputation here in the Northwest. Our company is committed to developing successful properties, and I'm glad to be here."

Slavik Takes GM Post At KONO & KITY

Charles Slavik has been appointed GM at KONO & KITY/San Antonio. Most recently, he served as GSM at Gulf Broadcast Group's WNDE & WFBQ/Indianapolis, after working his way up from Account Executive and later Local Sales Manager.

KONO & KITY President Jack Roth stated, "After extensive research into potential candidates to fill the position I've held for a number of years, the search was ended upon learning of Charles's superlative background. His innate ability in creating and developing a sound and professional sales organization was the key. Our organization looks forward to the oppor-

SLAVIK/See Page 28

KRLY Now A/C KLTR

Herron New PD, Schult Consults; KODA Injunction Attempt Fails

KRLY/Houston abruptly discontinued its "Love 94" Urban/Contemporary format last week for a "Lite Rock, Less Talk" A/C approach, adopting new call letters KLTR (K-Lite). Replacing exiting PD Steve Harris is veteran programmer Jim Herron, assisted by Dain Schult's Radioactivity consulting firm.

Explaining the format change, KLTR VP/GM John Hiatt commented, "Arbitron absolutely cannot seem to get a hold on ethnic sampling in this market, as our ratings kept fluctuating sharply. Steve Harris did a wonderful job programming this station; he's a very competent guy, and one of the nicest people I've ever met. But Steve's entire background is in Black and Urban radio, and it just became unacceptable for us to continue with Arbitron's inconsistency, even though it looks like we'll have a good winter book.

Our research indicated there was a substantial void for the new format, and we've seen success with it at our Gulf Broadcast Group sister station WLTT/Washing-

ton. We're already hearing the station on the streets, and it's really exciting to see the format happening so quickly."

KRLY/See Page 28

Taft Promotes Wheat To WYNF VP/GM

WKRC/Cincinnati GSM Chris Wheat has been promoted within Taft Broadcasting to VP/GM of AOR-formatted WYNF/Tampa. In taking the Tampa post, Wheat replaces Dave Milner, who shifted to KEX/Portland as VP/GM (see story this page). Wheat joined WKRC in 1979 as LSM from FM sister station WKRQ, where he was an Account Executive. He became GSM at WKRC three years ago.

Wheat told R&R, "I'm now representing a radio station that is in my demographic. I'm looking forward to working with all the good people here. I'm privileged to be inheriting a great staff from Dave Milner." Wheat took over at WYNF on Tuesday (3-27).

St. James Named PD At WLZZ

Michael St. James has been named PD at Malrite's WLZZ/Milwaukee, which recently switched from A/C to Country. St. James, who had been an air personality at sister FM WZUU, replaces Tom Carr, who stays on as air talent.

Program Operations Manager Steve Schram told R&R, "Michael's experienced background as an air talent and Country programmer was a key element that allowed us to fill this position from within our stations."

St. James, who programmed WMIL/Milwaukee before joining WZUU, commented to R&R, "WLZZ is committed to making an impact with this new product. We have the visibility of (morning man) Larry The Legend, the best signal in town for AM Country, and the talented resources of Malrite Communications behind us. I look forward to making WLZZ a winner."

Watts Resigns As WXYV PD

Longtime WXYV/Baltimore PD/afternoon personality Tim Watts has resigned to pursue outside interests. He had programmed the Urban station since August 1981. Music Director Mark Williams is now supervising the station's music operations.

"I wanted to broaden my horizons," Watts told R&R. "I was just sitting around, waiting for the 'right' time. I realized nobody was going to send me a card in the mail and say, 'Okay, the time is right.' I had to make my own decision to go ahead and look into other things that were in the industry. The station has been very good to me; it's very successful. But I couldn't investigate options and still do my job. I don't have any definite plans to announce right now. However, I don't intend to move too far from the industry."

TRANSACTIONS

Noble Acquires KJOI For \$18.5 Million

CCLA Communications, Inc. has agreed to sell KJOI/Los Angeles to Noble Broadcast Consultants, Inc. for a reported \$18.5 million. Included in the purchase price is a \$250,000 non-compete clause.

Beautiful Music-formatted KJOI is located at 98.7 mHz. San Diego-based Noble is headed by President John Lynch and owns XETRA-AM & FM/Tijuana. Noble officials were unavailable to comment on plans, if any, for call letter, format, or staff changes for KJOI.

JACOR Buys WQIK For \$5 Million

Rowland Broadcasting has sold WQIK-AM & FM/Jacksonville to JACOR Broadcasting of Florida for \$5 million, subject to FCC approval.

The AM broadcasts on 1320 kHz with 5kw. The FM has 100kw on 99.1 mHz and antenna height of 620 feet above average terrain.

JACOR Broadcasting is a subsidiary of JACOR Communications, Inc. The company is based in Cincinnati, and its President is Terry S. Jacobs. It also owns WTOW/Towson, MD; WKYG & WQAW/Parkersburg, WV; WVOI/Toledo; WTSJ/Cincinnati; and WURD/Georgetown, OH.

President of Rowland Broadcasting is Marshall W. Rowland, who also owns WIZY-AM & FM/Gordon, GA.

Blackburn & Co. brokered.

WWKX Sold To Group 3 For \$6.5 Million

WWKX/Nashville-Gallatin, TN owner/President Ron Bledsoe has announced the sale of the CHR outlet for \$6.5 million to Group 3 Broadcasting, a newly-formed, Atlanta-based firm. The sale is subject to FCC approval. Bledsoe, who bought WWKX in 1978, will consult the station for two years after the sale. Bledsoe's other station, WHIN/Nashville, is also for sale.

Group 3 principals include Bill Sumner, Jack Lease, and company President Gordon Smith, who told R&R, "There's an old saying that you don't fix something that's not broken. WWKX is an excellent station with a fabulous staff." Takeover is expected around June 1. WWKX operates at 104.5 mHz with 100kw ERP.

Katz Buys WWLT For \$5.5 Million

Katz Broadcasting has agreed to purchase WWLT/Gainesville, GA (Atlanta market) for \$5.5 million from John Jacobs and James Dunlap. Katz Broadcasting President Dick Ferguson commented, "We are very happy to acquire a radio station that serves the growing Atlanta market. From its new transmitter site north of Atlanta, WWLT provides a clear signal over the entire metropolitan area."

WWLT has 100kw at 106.7 mHz. Jacobs and Dunlap retain ownership of WDUN/Gainesville. Katz owns WZZK/Birmingham, WEZN/Bridgeport-New Haven, WDBO & WKWA/Orlando, WYYY/Syracuse, KWEN/Tulsa, and WFTQ & WAAF/Worcester.

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 Washington Bureau: 818 Connecticut Ave., NW, Suite 300, Washington, DC 20006, (202) 486-4960
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 National Sales Director: BARRY O'BRIEN
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 Account Executive: VIVIAN FUNN
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 Nashville Bureau: 1610 16th Avenue South, Nashville, TN 37212, (615) 292-8982, 292-8983
 Bureau Chief: SHARON ALLEN
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Washington Report



PACKWOOD BRIEFS BROADCASTERS — Presidents and executive directors of state broadcast associations were in Washington earlier this month for their annual conference hosted by NAB. The executives spent much of their time lobbying for deregulation on Capitol Hill. Senate Commerce Committee Chairman Bob Packwood (R-OR) turned the tables at one session, lobbying the broadcasters to get behind his Freedom of Expression Act, which would extend full First Amendment rights to radio and television.

FCC To Hear Radio Cocaine Case

The question of whether drug use affects a person's qualifications to be a broadcast licensee (R&R 3-23) will be considered by the full FCC. Alan Levin is appealing to the Commission last week's Review Board grant of an AM license in Dillon, CO. Dillon Broadcasting won, even though owner Robin Theobald was accused of using cocaine.

"I think the decision is disgraceful and sends the wrong message to broadcasters about their responsibilities as licensees," said Levin, one of two losing parties. He added, "We intend to remind the Commission of President Reagan's strong commitment in the fight against illegal drug use."

Meanwhile, Review Board member Norman Blumenthal issued a strong dissent in the Dillon case, citing "an unacceptable risk of potential irresponsibility." He accused the majority of taking a "duck dive" and shooting "itself in the . . . ah, decision."

The board discounted the cocaine issue because Theobald — who admitted using the drug once — was never charged under state or federal laws.

Four Stations Draw EEO Sanctions

KADE & KBCO/Boulder have been given 30 days to submit an updated version of their 10-point EEO programs to the FCC. Neither station has had a minority member on its staff in the past three years, despite being admonished for the same problem at their last renewals.

The Boulder stations will also be required to submit detailed EEO reports to the Commission annually for the next three years. That condition was also imposed on KDHL-AM & FM/Faribault, MN; WKYV/Vicksburg, MS; and WLVS/Germantown, TN. All of the stations were granted license renewals conditioned on their compliance with the EEO directives.

Twelve Win Seats On NAB Radio Board

In an election delayed several weeks by poor mail delivery, 12 broadcasters have been picked to serve two-year terms on the NAB Radio Board beginning in June. Losing incumbents were KDEN/Denver President Doug Stephens and KACE/Los Angeles President Willie Davis. They were beaten by KOGA-AM & FM/Ogallala, NE President/GM Ray Lockhart and KVEN/Ventura, CA President/GM Robert Fox, respectively.

Others elected to the 31-member board were WVOX & WRTN/New Rochelle, NY President Bill O'Shaughnessy; WFLS-AM & FM/Fredericksburg, VA Station Manager J. William Poole; WEGO & WPEG/Concord, NC VP/GM William Rollins; KHOM/Houma, LA President Ray Saadi; WTRC & WYEZ/Elkhart, IN President John Dille; KFSB & KDBQ/Joplin, MO Executive VP John David; KLEM & KZZL/LeMars, IA President/GM Paul Olson; KIXL & KHF1/Austin President/GM Dick Oppenheimer; KIML/Gillette, WY GM Roy Mapel; and KFWJ & KBBC/Lake Havasu City, AZ President Lee Shoblom.

NAB Says Trademarks Denied For Call Letters

In renewing its pitch for the FCC to resume its former role as arbiter of call letter disputes, NAB says the U.S. Patent and Trademark Office has reaffirmed a policy of not granting service mark registrations for broadcast call letters.

When it decided to make stations fight call sign battles in local courts, the Commission suggested that stations could protect themselves by getting service marks on their call signs. But NAB now contends "the inability of broadcasters to obtain a service mark destroys the foundation for the Commission's decision."

According to NAB, the decision was based "on the theory that a broadcaster has no proprietary right in call signs, as they may be revoked by the FCC and, upon loss of license, would revert to the Commission."

NAB concludes that a lawsuit against unfair competition and service mark infringement would be "dangerously uncertain" because of the policy.

NAB-NRBA "IN SYNC"

Radio-Only Deregulation Movement Support Builds

A new movement is underway in Washington this week to get a radio-only deregulation bill through Congress. NRBA began the push and it appears likely that NAB will become a full partner in the enterprise next week, reflecting a new spirit of cooperation between the two associations.

Meanwhile, the Telecommunications Subcommittee continues trying to write a consensus bill encompassing both radio and television. But it's now clear that NAB and NRBA will almost certainly oppose — and thus probably doom — any bill the subcommittee produces.

Here are the latest developments:

- Key members of the subcommittee met late Tuesday in yet another try at forging a radio-TV compromise. The opposing sides are said to be close to agreement.

- After a year of sitting on the sidelines, NRBA announced it will push for a radio-only bill. NAB's Executive Committee will discuss joining that effort next week.

- House Commerce Committee Chairman John Dingell (D-MI) told NAB to forget its idea of bypassing the subcommittee and taking up deregulation at the full committee level.

Ridding Radio Of TV "Albatross"

"Radio has been dragged along behind television's chariot," NRBA Sr. VP Abe Voron lamented. "Television has been an albatross around radio's neck all these years. Radio's interests have not only been sublimated, but cold-bloodedly used for television's interests. We hope now that's at an end."

Voron believes there's growing support on Capitol Hill for a radio-only approach. He reports "sympathetic" reactions from Sen. Packwood (R-OR) and Reps. Tauke (R-IA), Tauzin (D-LA), Broyhill (R-NC), and Leland (D-TX). However, Rep. Al Swift (D-WA) is thought to remain firmly behind the radio-TV legislative link.

NAB Fears Association Split

NAB Executive VP/Government Relations John Summers expressed the hope that NAB will work "in total sync with NRBA. The worst thing that could happen would be for us to have different positions and then get whipsawed on the Hill." But he warns there are "a lot of people who don't want" a radio-TV break.

NAB pulled out of talks with the Telecommunications Subcommittee several weeks ago when it became apparent the emerging bill would be unacceptable to the industry. NAB objects to provisions like tougher EEO standards and a "safety net" plan that would leave the door open to re-regulation of radio in the future if the marketplace fails to protect the public interest.

Dingell Scuttles Subcommittee Bypass

However, NAB's bid to fish in the friendlier waters of the full Commerce

Committee didn't work. Chairman John Dingell told Summers and NAB President Eddie Fritts in a meeting last week that he wants deregulation to go through the normal subcommittee process. Summers called the meeting "very cordial" and said Dingell's reaction was not unexpected.

Even if the Wirth subcommittee reports out a bill, Summers said NAB "most likely will go all out to defeat it." NRBA's Voron agreed the bill shaping up in the panel stands little chance of passing the Commerce Committee or the House without industry backing.

"Radio's interests have not only been sublimated, but cold-bloodedly used for television's interests."

—Abe Voron

The new willingness of NAB and NRBA to work together stems from a meeting in January at which they agreed to join lobbying forces whenever possible. Last year the two associations publicly traded bitter charges over their differences on both deregulation content and strategy.

Tough NAB-NRBA Talks Ahead

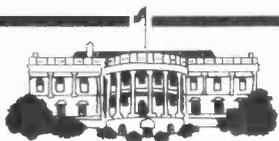
Although the two groups seem close to agreeing that a radio-only bill is needed, it may be far more difficult for them to agree on a single measure. NRBA still likes the idea of longterm license contracts in return for fees, while NAB has supported the Tauke-Tauzin plan to abolish comparative renewals and codify the FCC's deregulation of radio. Even if the groups can't ultimately endorse a single bill, Voron said he wants them to "coordinate" their efforts to avoid undercutting each other.

Also very much undecided are the timing and method of passing a radio-only deregulation bill. With Congress likely to adjourn early in this election year, there may not be enough time left in the present session. Besides trying to get a radio bill out of the Telecommunications Subcommittee, the pro-radio forces could try to circumvent the committee process by attempting to attach the bill to another measure on the House or Senate floor.

NRBA Comes Off Sidelines

For the past year NRBA sat by quietly, while NAB and the Wirth subcommittee tried to negotiate a deregulation compromise. It was never optimistic about those talks, NRBA said this week, but "we restrained our negative conviction and allowed the process of discussions and negotiations to continue in the hope that somehow, substantial deregulation legislation might evolve.

"That has not happened. The latest proposals that have come floating out of the subcommittee are further removed from what we consider deregulatory reality than were the original proposals. We have not been able to support them . . . Coupling radio and television legislation in one bill . . . has proven fatal to the interests of both . . . Once again, and this time conclusively, we hope, it has been proven that radio and television must be considered separate and independent of each other."



Washington Q&A

A reader in Washington inquired about the propriety of WWRC/Washington still using its longstanding former call letters, WRC, at all times except the legal hourly station ID.

A station spokesman says the arrangement is entirely legal — WRC is merely the station's slogan, no different from WRQX calling itself Q107. The FCC attorney/expert on call sign law (and lore) agrees that nothing is amiss. As long as the legal ID is in order, the Commission doesn't concern itself with slogans.

Any complaint about the matter would have to be filed in a local court, according to the expert, and probably the only party with standing to file such a suit would be WRC-TV/Washington. Of course, WWRC and WRC-TV are both owned by NBC, although the radio station is due to be sold shortly.

If you have a question our Washington Bureau can help answer, call Brad Woodward at (202) 466-4960 or write him at 818 Connecticut Ave. NW, Suite 300, Washington, DC 20006.

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Music Video Sales Surveyed

"Kids will collect music videos instead of records within five to ten years." That was one of the comment highlights in **Macey Lipman Marketing's** recent music video survey. Polling five major video chains, MLM found many predicting a "great" future for music video as long as the cost stays the same or is lowered (\$15-30). However, music video plays a negligible role in present video commerce. Dealers also felt there was a need for more selection variety, especially in heavy metal and jazz.

Other findings:

- Music video is a very small percentage of video sales, except for two: **Michael Jackson's** "Making Of Thriller" and **Duran Duran's** concert video.

- A small percentage of record stores carried music video

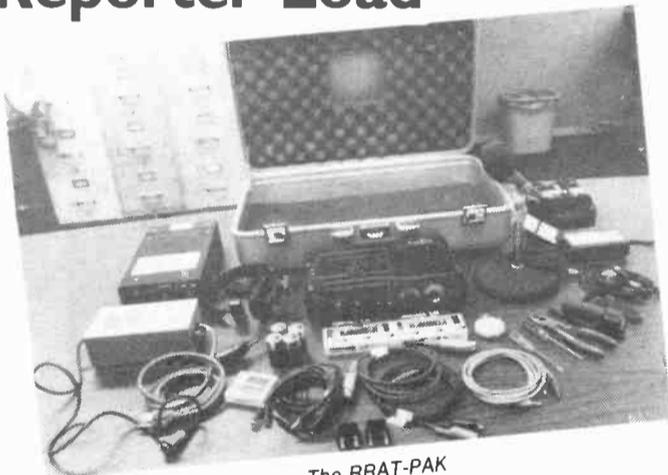
- It represents 5-10% of overall video sales and rentals among contacted stores

- Sales-to-rental ratio higher on music video (50-50) than feature films (25-75)

- There are more younger buyers from 15 years and under and more older purchasers from 35 +

Among the more interesting dealer suggestions was adding an extra cut or footage to the video that's not available to cable or network television. This idea parallels the occasional practice of featuring bonus cut(s) on audio cassettes.

RRAT-PAK Eases Reporter Load



The RRAT-PAK

Necessity is truly the mother of invention, as **NBC Radio News** correspondent **Alan Walden** discovered while covering Pope **John Paul II's** Central American visit. During that long trek he counted 12 takeoffs and landings in nine days plus as many, if not more, equipment setups and knockdowns. That left the equipment and Walden "brutalized." He wanted an easily transportable case that could house everything a single person would need to provide network news coverage of major events. Several months and trips later, he devised the "RRAT-PAK." Translated, it means Remote, Record, and Transmit.

Weighing in at only 35 pounds, the RRAT-PAK is a small aluminum Haliburton camera case that holds an amazing assortment of equipment essentials. The list ranges from a **Sony TC-5000** cassette recorder and **Shure SM-64L** microphone to a variety of tools and cables/connectors. Despite all it holds, Walden says the case can be packed and/or unpacked in five minutes flat. It can be carried by handle or shoulder strap and fits comfortably under an airplane seat. With this in tow, all a reporter needs is a telephone and a four-wire broadcast line.

RTNDA Stages Regional Conferences

The **Radio-Television News Directors Association (RTNDA)** has scheduled a series of regional conferences around the country during the next three months. Many of these meetings are being cosponsored by **UPI**, state **AP** broadcasters, the **Society of Professional Journalists**, or universities.

Meetings have been set for April 7, Orlando, Seattle; April 14, New Haven; April 27, Lawrence, KS; April 28, Syracuse; May 5, Kansas City, MO, Atlanta; May 12, Lancaster, PA; June 1, Dallas; June 29-30, Nashville. For locations and more information, call RTNDA at (202) 737-8657.

NAB/ABA Sponsor Legal Workshop



Prior to its annual convention, **NAB** is cosponsoring the two-day seminar, "Effectively Representing Broadcasters: A Practical Workshop For Lawyers." Slated for April 28-29 in Las Vegas, the workshop is being given in association with the **American Bar Association's** Forum Committee on Communications Law.

Specifically designed for radio and television station counsel, sessions will supply updates on legislation and **FCC** regulations. The relationship between local lawyers and local broadcasters, First Amendment problems in the newsroom, antitrust, and federal preemption versus state control will also be explored by such guests as **James McKinney**, Mass Media Bureau Chief, and **NAB Sr. VP/General Counsel Henry Baumann**. Commissioner **James Quello** is set as Sunday's luncheon speaker.

For more details contact NAB at (202) 293-3570.

Labor Force Shifts Projected By 1995

Worker Growth Rate Slowing;
Women To Number 47% Of Workforce

The growth rate of America's labor force is slowing. And the baby bust is the reason, according to **American Demographics**. Recent studies indicate the number of workers should grow by 21 million between 1982 and 1995. This represents a total of 131 million laborers or a 19% increase, as compared to the 29% gain in the '70s. The slow growth is attributed to the baby boom being absorbed into the job market, and the baby bust that follows is producing 3.5 million fewer workers aged 16-24.

Statistics also reveal important shifts in worker distribution by age. Since more young adults are combining school with parttime work, younger men are slightly more likely to be part of today's labor force than in 1970. But after age 24 that changes. More women are working, leaving men free to pursue an education, which markedly lowers their age group's participation in the working ranks. Early retirement has increased significantly among older males. Only 18% 65+ now remain working, as compared to 27% previously.

As for women, the story is reversed. All age groups to age 54 are more likely to be working than ten years ago. By 1995, over 80% of women 20-44 will be working or looking for work versus today's two-thirds. And in the next decade, women will make up almost half (47%) of the labor force.

TAX TIPS

Homing In On Home Office Deductions

April 15. That inevitable tax deadline is fast approaching. In case you're wondering what you can and can't deduct, there's good news on the home office front. Many taxpayers still qualify for this type of deduction. But two criteria must be met:

- **Principal business location** — home office must be the principal place where you conduct business or see clients; you probably won't qualify if you're provided with an office/supplies by your employer and still carry on a lot of business from your house.

- **Exclusive use** — That part of your home which is your principal place of business must only be used for that purpose; a den that doubles as an office doesn't qualify if it's also used for music listening or TV watching.

Those who don't fudge the truth and *actually* meet the above qualifications are then allowed to deduct a portion



(based on the office's square foot measurement) of their home maintenance expenses.

Platinum-Certified Credit

It used to be you didn't leave home without your *green* American Express card. Then a Gold Card counterpart was born. But for those whose cash flow extends beyond those confines, AE plans to issue another version to 500,000 of its best customers this summer — platinum.

Platinum card holders may have to pay \$250 for the honor. However,

that's only nickels and dimes compared to the exclusive benefits they'll receive: cash advances for as much as \$1000 at 1200 U.S. automatic tellers and check cashing privileges for up to \$10,000 at AE offices worldwide. There's just one small catch. To qualify, you must show charges of at least \$10,000 over the past year, as well as a prompt payment record.



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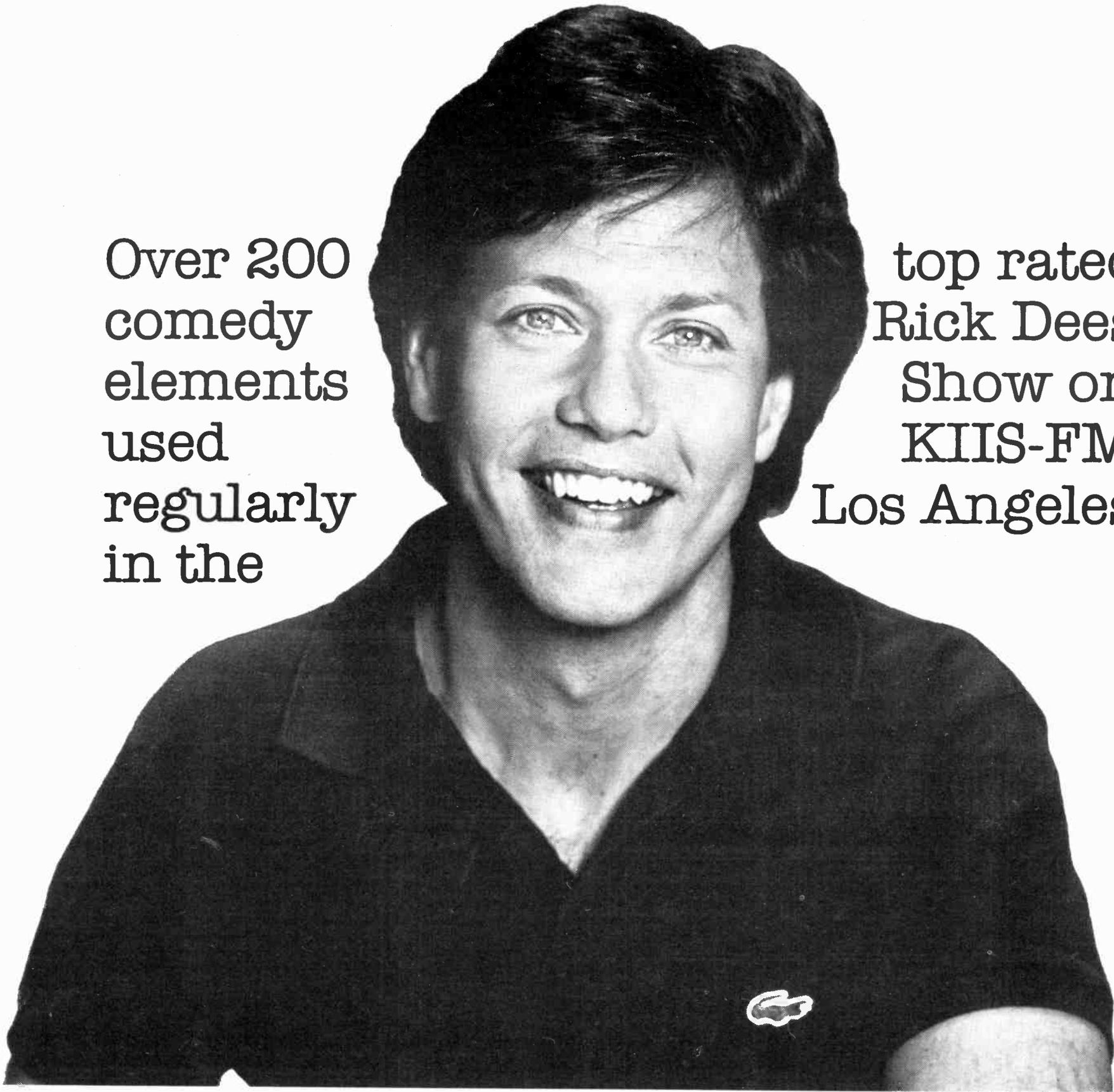
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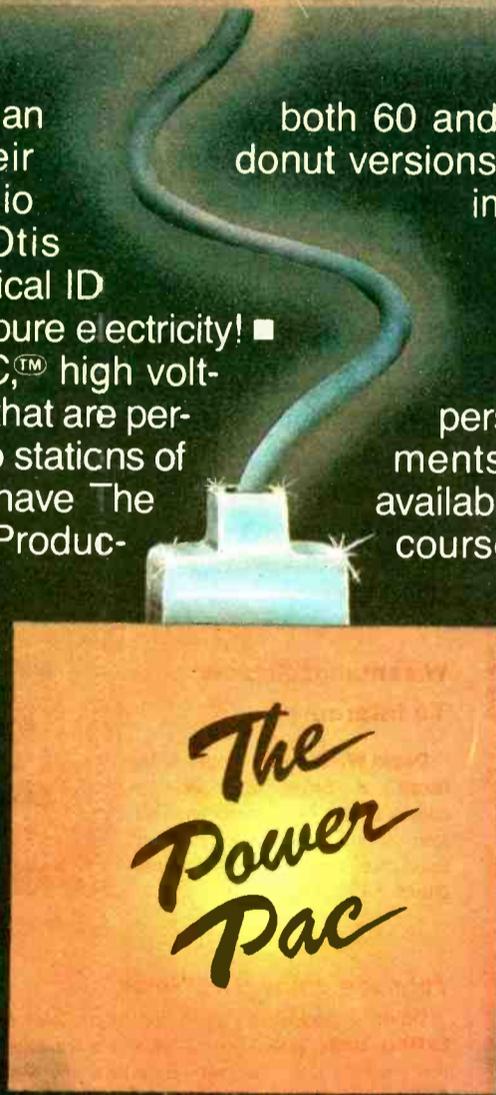
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both 60 and 30 second full-sing logo and donut versions that will integrate your power image into promotional requirements. Power news open and bumpers. And specialty AM and PM drive themes which can be customized for your personalities. ■ In addition, all elements in THE POWER PAC™ are available on an individual basis. ■ Of course, THE POWER PAC™ is just one of the 11 complete ID/Promotion packages produced by Otis Conner Productions that will build awareness and image for stations in any format. ■ From country to rock, you'll find the right image at the right price. ■ So give us a call at (214) 358-5500 and ask for our free POWER PAC™ demo. ■ We think it will turn you on, too.



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JHAN HIBER

How To Win With Research & Promotion

Winning isn't everything, but it usually beats the alternative. So how do you make or keep your station in the winning posture? At the recent R&R Direction '84 seminar I talked with a number of broadcasters about this challenge, suggesting that the proper use of research and promotion could provide the strategy and tools necessary to emerge victorious in the upcoming sweeps.

I thought that those of you who were unable to attend the excellent series of management-oriented sessions here might be interested in a capsule version of my talk. Pay attention — there will be a quiz, with the score to be determined in future ratings results.

Budget Properly

In order to have the tools vital to a winning effort, stations must first allocate the necessary dollars. Winning has its price whether it's pain in sports, anguish as an artist, or bottom-line decisions as a GM or PD. What price — or portion of your annual billings — should be set aside for research and promotion?

In doing homework for the Direction '84 seminar it seemed that an industry average for research budgets was about 5% of total billings, with another 5% of gross set aside for the promotion kitty. I would suggest that these amounts are minimums. There's no guarantee that if your station spends 10% of its billing on research and promotion it will be blessed by the ratings gods. However, one can almost guarantee that if your station is spending less than these amounts and a competitor is intelligently devoting these or more monies to the fray, they will likely win.

The Tool Kit

Let's say you are fortunate enough to have the dollars to work with. What then? Here are some suggestions about what tools those dollars should buy you:

Research

Your budget should buy you the following tools:

- *Salaries.* Perhaps for a fulltime research director to work with the sales and programming departments, to help break out books, to organize in-house research, and coordinate with outside research consultants/suppliers. This category may also include monies for part-timers who participate in callout or other in-house research efforts.

- *Ratings subscriptions.* Assuming you are in a market surveyed by either Arbitron or Birch, you have to pay for these services if you want to use their books for sales or management information.

- *Other research tools.* Can be in-

in setting up music research or can relate to outside items such as qualitative research/sales tools such as Simmons, Scarborough, etc.

- *Research studies.* Should be done at least once, preferably twice, annually. These perceptual X-rays keep your station up-to-date in terms of how the target audience feels about your station's image, music, advertising, DJs, and so on. Ongoing music research can be done in-house, but you'll probably want to use an objective outside expert when considering focus groups, telephone surveys, or mass music tests.

Promotion

Budget items should include:

- *Salaries.* Will probably cover full-time promotion director and perhaps parttime assistants who help with outside events.

"It seemed that an industry average for research budgets was about 5% of total billings, with another 5% of gross set aside for the promotion kitty."

- *On-air promotions.* If your marketing strategy calls for on-air events, the monies needed to make those happen successfully should come from this fund. May include items such as cash giveaways or may cover other aspects like trips, cars, concert or dinner tickets, etc. Many of these latter goodies can be traded so it's helpful to coordinate with the sales department here.

- *Outside promotions.* Can be a most helpful ingredient in the recipe for an excellent public image and may have ratings payoff if handled properly. Sponsoring community-oriented events (keyed by what your market research says is of interest to your target listeners) makes a station more human and humane. In a close competitive battle that edge can be the difference. Typical happenings might include helping a crime victim get reestablished, raising money for a worthy cause such as a children's burn center, or hosting a series of seminars on home improvement (in concert with sponsors, of course).

Week In Review

Mediation Hearing Set

John Dimling, Executive Director of the Electronic Media Rating Council, has announced the date of an upcoming mediation hearing involving Arbitron. Some stations in the San Francisco area have protested Arbitron's policy regarding call letter changes and how those changes are reported in the ratings books. Dimling told R&R that the EMRC panel, made up of five members from various trade groups, will hear the broadcaster and Arbitron arguments on April 12. The decision of the mediation body is expected soon thereafter, perhaps on the same day.

AudiScan Surveys Cars

No, it's not a survey of German imports. AudiScan is a Shreveport, LA-based concern that has entered the ratings arena. The AudiScan methodology harkens back to the approach of aiming electronic devices at cars in certain geographical areas, purporting to measure in-car listenership more effectively than other survey methods. The firm has already surveyed Austin, TX. Interested broadcasters can call AudiScan at (318) 425-4030.

Birch Hires, Shifts Personnel

Birch Radio is making several personnel moves aimed at bolstering its strength in Atlanta and Los Angeles. Barbara Blair has been hired from Arbitron to serve in Atlanta as Regional Manager of advertiser/agency sales. Radio sales rep Don Williams is moving from Florida to Atlanta where he will join Regional Manager Dan Griffin. Also, Rebecca Martinez is being transferred from Florida to the L.A. office and will serve as a station sales rep for the West Coast.

- *Sales promotions.* Often the bane of a programmer's existence, these need to be handled with care. Yet, there has to be a realization that the programming and sales sides need to have a team effort on this matter. Programming should cooperate where the promotion doesn't detract from the air product, while sales has to not be a patsy on the street and throw in on-air sales promotions when it might not be necessary to get the buy.

I'm reminded of a classic from one of my clients. An advertiser wanted to give away cases of excess Spam in order to sign up for a schedule to advertise other groceries his firm distributed. After some thought was given to the offer, the station agreed to give away the "food" but did so quietly. Whenever a listener won any other on-air promotion, he was also given Spam as an added gift (handed to him when he came to the station). This helped clear the merchant's inventory of the Spam, and the station kept him happy without harming its image.

Research + Promotion = Strategy

Once you've established worthwhile budgets and organized the proper tools within those budgets, you're ready to set your strategic plans. How might you approach that chore? I'd suggest the following steps:

1. Get the management team (GM, GSM, PD, Promotion Director) out of the station for a day or two to brainstorm. This group needs to build a consensus on three items — goals, resources, and timetable.

Discuss and agree on the station's goals (revenue levels, ratings scores, whatever). Commit the available monetary and personnel research to the cause.

Given the resources, set a timetable for achievement of the goals. For example, if the station is third in adults 25-54 and wants to be first — but has only

limited research/promo/advertising resources — then there has to be realization that the timeframe for success will not happen overnight.

2. Once the goals, resources, and timetable have been agreed upon, these items should be summarized into a one-page marketing plan. Specific strategies to fulfill this plan will vary from sweep to sweep, depending on what the research results show and on what the competition is doing.

3. A six-month calendar should be set up coordinating programming, promotional, and advertising events. Sales promotions should be factored in as well. To keep this calendar and the plans thereon current as well as keep communication misunderstandings to a

"Once the goals, resources, and timetable have been agreed upon, these items should be summarized into a one-page marketing plan."

weekly minimum, conduct management team meetings. At these sessions the calendar can be updated or revised depending on developments — both at the station and from the competition.

Given the above points and the merging of research/promotion into a cogent marketing plan agreed upon by the key management players, stations can win in the numbers. If you're not winning, perhaps you're not doing something I've outlined.

Remember also that I've just touched on the highlights of the Direction '84 seminar concerning this topic. There's much more to gearing up for ratings payoff. If you were at Direction '84 you know the whole story; if you weren't perhaps the points here will provide guidance.

Now go get 'em during the spring sweep!

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NETWORK AND STATION DILEMMA:

Exclusivity Yours

Creativity aside, the name of the radio game is \$\$\$\$\$ — the fight for sales, the plea-bargaining for budgets, the battle for ratings, and the bottom line at the end of the year. In the network arena it's the same story: go for the bucks. If a program is going to be successful, and if you're going to keep the advertiser satisfied, you need to get the top markets signed on the dotted line. Once the big stations are lined up, the advertiser smiles and the rest will fall into place like a line of dominoes.

One item of most importance to any station when signing a network or syndicator contract is the clause of exclusivity. For obvious reasons this guarantees that a certain station is the "official" outlet for a particular program or format within its market, a situation that is beneficial to both the broadcaster and the program supplier.

An age-old problem with large-market exclusivity is the plight of the fringe station, that suburban facility which finds itself inside the ADI of the major market stations, yet has no hope of competing with them. For these smaller stations the search for independent or network programming can often be a long and tedious one, and the idea of "exclusivity" is usually only a pipe-dream. When and if a top-notch program can be found, often it is the decision of the network — or the whim of the metro powerhouse — that determines whether the "smaller guy" has a shot at running it.

This week's column takes a look at three individual examples of this problem: WJLK-AM & FM/Asbury Park and WMTR & WDHA/Morristown, both New Jersey stations in the New York market, and KILE/Galveston, in the Houston-Galveston market. Also, to get the network/supplier point of view, I spoke with ABC, United Stations, Drake-Chenault, and RKO.

The Root Of The Problem

Dennis O'Mara, Program Director at WJLK, has run into the exclusivity problem



many times during the past few years, and told R&R of one recent example: "We were contracted with United Stations for 'The Great Sounds,' but WNEW in New York forbade us from carrying it. We were also kept from carrying the company's Dick Clark program, because we found out that once they got a New York station locked up, they didn't want us."

Robert McAllan, Director of Broadcasting at WJLK, recounted another situation. "We were running a syndicated format from Drake-Chenault since 1974, but guess who didn't get the 'History of Rock & Roll' from them? We've tried to get a lot of programs, only to find they've been put on New York stations, some of whose signals don't even get out this far."

McAllan claims that his station is 38 miles outside the heart of New York, and says that if the FCC's rules governing television syndication also were applied to radio, the problem would not exist — at least for him. "In TV you cannot sign a contract that allows a program to be aired exclusively more than 35 miles outside the center of the city of license. We would be outside that, as would be the large majority of stations."

One of the few programs the station has been able to share market exclusivity with

is ABC/Watermark's "American Top 40." While the show was initially difficult to procure, the station has been able to air it despite WPLJ/New York's broadcast of the program in exactly the same time slot. "We've been carrying the show since the days of cash," O'Mara says. "It was added to another station in our contiguous listening area — namely the ABC O&O — but we were able to keep it anyway. The only problem is with Arbitron — if someone writes "AT40" in their diary, it'll probably go to them."

The situation with "AT40" is somewhat different in Galveston, but the exclusivity dilemma itself is similar. Arbitron lists Houston-Galveston as one market, while the two cities are almost 50 miles apart. Until recently the signals from one did not penetrate into the other. According to Scott Taylor, Program Director at KILE, it was

The United Stations®

also recently that he ran into problems with AT40. "As an ABC affiliate we began running 'AT40' about a year and a half ago. At that time no other station in the market was airing the program. Then, about six months ago, KKBQ in Houston started running it. Since Arbitron rates Houston and Galveston as one market, this would be a violation of our contract with ABC, which states that no other station in the market could pick up the show during our agreement.

"We did not object, however, because we feel that Houston and Galveston are separate markets, just as they are listed in SRDS. However, a couple months ago ABC informed us that at the end of February we would lose the program, in favor of a station that is actually in another market. It is very hard to believe that ABC would treat one of their affiliates in this manner."

Just over 35 miles from New York, but in another direction than Asbury Park, WMTR & WDHA/Morristown and station President Peter Arnow have consistently run into similar problems. "We've had the RKO Concert Series and the 'Rolling Stone History of Rock & Roll' when no other New York station would carry either of them. When a New York station did pick one up, we had the show taken away. We've also had trouble joining the Source, because a New York station runs the programming in the middle of the night just to keep it out of the market. Of course, it is a two-edged sword, because it forces us to go more local and develop things on our own, and we've been very successful doing that. I just feel it is unfair competition we're up against. As long as the big stations insist on this exclusivity it's going to be a lifelong problem, and I can really only see it getting worse."

The Network Side

The job of the network is to market its product while maintaining good relations

Network Spots . . .

Syndication company M.J.I. Broadcasting is currently conducting a network/syndicator survey within the top 200 AOR markets. The goals of the survey are to identify the network role within this format, identify perceived strengths and weaknesses of program suppliers, and identify the most popular AOR syndicated programs . . . **Al Ham Productions** has developed an AM stereo package for its "Music Of Your Life" format, adapted to the **Kahn/Hazeltine** system of AM transmission . . . Radio program producer **EDR/Entertainment** has expanded its operations by opening an office in New York and by appointing representatives in Burbank . . . **Images Presentations Corp.** has introduced "Sports Notes," a new investigative sports feature built around interviews with sports figures and public officials . . . **Mutual Broadcasting** is preparing four 3-hour Country specials, plus its annual Memorial Day special "Triple." Scheduled performers include **John Denver, Lee Greenwood, Emmylou Harris, Willie Nelson, Waylon Jennings, George Jones, and Hank Williams, Jr.** Mutual has also scheduled a new debate program, beginning April 16, featuring Massachusetts Sena-

tor **Edward Kennedy** and Kansas Senator **Robert Dole** . . . "City Rhythms," a series of Urban Contemporary specials, debuts over the **ABC Youth Radio networks** on April 15 . . . **RKO Radio Networks** will broadcast "Baseball '84" during the week of April 2. The program highlights the winter trades, free agent drafts, minor league prospects, and pre-season records for both American and National League players . . . **Dallas-based Otis Conner Productions** is developing a new A/C-oriented countdown show titled "The Hot 30," hosted by **WWSH/Philadelphia's Bobby Rich** . . . **All Star Radio** has introduced a new comedy short feature, "Steve's Bank," which consists of 130 fully-produced commercials about a con man and his personal bank . . . **Leisure Market Radio** has just launched its new 24-hour "music for the rich" program format. Each month the network will reportedly switch one of its resort stations to the service, under the title "The Elegant Sound" . . . Program distributor **London Wavelength** has joined with **IRS Records** to promote the label's act the **Alarm**, complete with autographed copies of the group's first album and small travel alarm clocks.

with affiliate (or possible affiliate) stations. Station relations are an important factor in this area, as is securing the best overall position for each show's advertisers. Finding a middle ground between the center-city and the outlying "fringe" station can be a tricky balancing act, and every network affiliate representative is sensitive to the exclusivity problem.

Willard Lochridge, VP/ABC Youth Networks, is familiar with the situation in both Asbury Park and Galveston. "These are mostly exceptions to the rule," he explains. "There are a couple markets that are very complicated in this regard, such as the Orlando-Daytona Beach and Cleveland-Daytona area. What happened in the Galveston situation is that all the FMs went up on a gigantic stick, and there is no doubt now that the Houston FMs now serve Galveston, while the opposite is not true. If we have a problem with an overlap we try to resolve it, either internally or between the stations. If we can't do that we're forced to make a decision. In cases like these I am sympathetic, but there's not a whole lot we can do about it."

At United Stations, Executive VP/Marketing **Frank Murphy** says cases like these can be delicate. "You have to be a diplomat, you have to take the heat, and you have to weigh each case separately. There are no hard-and-fast rules, only guidelines. You have to take each individual case and review it separately. It depends on the signal, the power, whether it's directional or nondirectional, and you have to look at the terrain. Of course, from a network's point of view it is imperative to clear the best station in the metro in all top 100 markets. The station in Asbury Park is a classic



example. My only comment in that case is that we feel we are being well-served in the case of 'Rock, Roll, & Remember' by **WCBS-FM** in New York, and with 'The Great Sounds' by **WNEW**. That is our decision, because I have never let a major market station dictate, 'I don't want that little station to take it.'"

Drake-Chenault is equally sensitive to these situations. According to **Carol Holt**, VP/Radio Special Features, "Our exclusivity policy is city of license, and we roughly extend that 25-35 miles. In the format sales

area our policy is to go out 75 miles, because in formats you have to be more protective than in special programming. In syndication, especially with a barter deal, you need New York, and consequently you have to give the station what it feels comfortable with. Usually they'll ask for the TSA, which extends all over the place. This keeps the station in Asbury Park from airing 'History of Rock And Roll,' because it is a straight shot across the water from New York. In most instances we try to work with the larger station to coexist, because they're not competing for the same advertising dollar. Unfortunately there are a few situations like this that keep cropping up that have no simple solution."

RKO RADIO NETWORKS

Ken Harris, VP/Affiliate Services at RKO, has witnessed the problem from both sides of the fence, and understands the suburban stations' plight. "As you can imagine, it is very difficult to come up with any one single policy that's going to be universally fair. Our primary interest is in putting our programming on as many stations as is realistically possible, but in some markets this can become counterproductive by causing confusion to both advertisers and listeners. We do try to protect our stations so they can be reasonably assured of some exclusivity, and it does get to be a sticky issue. What we try to do is deal with each individual station on a case-by-case basis."

Whether network or fringe station, there is general concurrence that the situation is a sensitive issue, and that it is not going to simply go away. Wherever the network has the possibility of signing a major market powerhouse, the smaller operator will continue to anticipate the possibility of being excluded from carrying quality programming.

One footnote: a follow-up call to Scott Taylor at KILE revealed that the station is still receiving "American Top 40," even though the cutoff deadline has passed. Taylor told R&R, "We haven't called ABC to find out if they've changed their minds, but we're still getting the affidavits. I'm hoping they're going to keep sending it, and I don't really want to tip them off otherwise, but if they've made a mistake they're going to find out sooner or later."

Watch this column for further developments.

FLASHBACK. A-ONE-OF-A-KIND ROCK 'N' ROLL TIME MACHINE.

Flashback. Not just another "oldies" show. It re-creates the '60's and '70's with music, news clips, TV shows and commercial and comedy bits. All brought to life in a modular 3-hour program. Two hours of programming devoted to a theme such as "love" or "one-hit-wonders." One hour that looks at "this week in rock history." Three hours of truly visual radio designed to boost weekend shares. Call (212) 664-4193 today. Flashback. It dares to go where none have gone before.

**THE
SOURCE**

NBC Radio's Young Adult Network
Flashback is hosted by John DeBella.
Produced by Dan Formento/Radio Today.

Networks/Program Suppliers

MUSIC FEATURES

ABC

**Entertainment Net/
Silver Eagle:**

Earl Thomas Conley (April 21)
George Strait (April 28)

**Rock Net/Continuous History
Of Rock & Roll (R. Stone)**

Kinks/Rolling Stones/Who (April 22)

Rock Net/King Biscuit (DIR):

Billy Idol (April 15)

Clayton Webster

Rare Trax:

T. Rex (April 16)
Ronnie Lane (April 17)
Rod Stewart (April 18)
Saga (April 19-20)

Retro Rock:

Grace Slick/Motels (April 18)

Creative Radio Network

Country Music's Radio Magazine:

Leon Everett (April 14)
Janie Fricke (April 21)

Drake-Chenault

History of Rock & Roll:

Olivia Newton-John/Bruce Springsteen (April 16)
Paul Simon/Al Jarreau (April 17)
Three Dog Night/Supertramp (April 18)
Beatles/Association (April 19)
Rascals/Foreigner (April 20)

London Wavelength

BBC Rock Hour:

Gary Moore (April 15)

Mutual

Lee Arnold On A Country Road:

Lacy J. Dalton/Janie Fricke/Mel Tillis/Crystal Gayle/Lynn Anderson (April 7-8)

Narwood Productions

Country Closeup:

Joe Stampley (April 16)

Music Makers:

Les Paul (April 16)

NBC

The Source:

Night Ranger concert (April 13-15)
Moody Blues concert (April 20-22)

RKO Networks

Captured Live (PG Prod.):

Blue Oyster Cult (April 13-15)

Countdown America w/John

Leader (IS Inc.):

Bonnie Tyler (April 7-8)

Hot Ones:

The Cars (April 6-7)

Live From The Record Plant

(PG Prod):

The Go-Go's (April 8)

Solid Gold Saturday Night:

Sam Cooke (April 14)

Rolling Stone

Magazine Productions

Guest DJ:

Rick Wright (April 16)

"The Spirit" Productions

American Christian Countdown:

Glenn Garrett/Petra/Wendell Burton (April 7-8)

Strand Broadcast Services

Music & Memories:

The Ventures/Fabian (April 14-15)

United Stations

Dick Clark's Rock, Roll

& Remember:

Roberta Flack (April 13-15)

The Great Sounds:

Kitty Kallen (April 13-15)

Rick Dees' Weekly Top 40:

Matthew Wilder (April 13-15)

Solid Gold Country:

David Frizzell/Shelly West (April 13-15)

Weekly Country Music Countdown:

Michael Murphey (April 13-15)

Syndicate It

Music Of The City:

The Name Game (April 16)

Westwood One

The Countdown:

Johnny Mathis/S.O.S. Band (April 13-15)

Dr. Demento:

Answer and follow-up records (April 13-15)

Earth News:

Debra Winger/Jim Bridges/Howard Jones (April 16-20)

In Concert:

Big Country (April 9-15)

Live From Gilley's:

Razzy Bailey (April 9-15)

Off The Record:

Roger Daltrey/Pretenders (April 16-20)

Off The Record Specials:

Huey Lewis & The News (April 16-22)

Rock Album Countdown:

Van Halen/Alan Parsons (April 20-22)

Rock Chronicles:

Solo Flights (April 20-22)

Special Edition:

Dionne Warwick (April 16-22)

Star Trak Profiles:

Carly Simon (April 16-22)

Superstars Rock Concert:

Genesis (April 20-22)

PEOPLE

● **Ed Tobias** has been named News Editor of **AP Radio Network's** Broadcast News Center. In his new position Tobias will direct the daily news operations of the AP Radio and TV wires, as well as AP Network News.



Ed Tobias



Kate Ennis

Rosie Oakley

He formerly was the network's aerospace reporter, and has been News Director at both **WTOP** and **WASH** in Washington, DC. In a separate move, AP also named **Kate Ennis** and **Rosie Oakley** as new Broadcast Executives, responsible for marketing AP in three Southeastern states. Ennis has been a reporter for the **Washington Post**, and will represent Florida. Oakley previously worked at **WVOT-WXYY/Wilson, NC**, and she will be responsible for marketing AP in Alabama and Georgia.



THE GREAT SOUND OF VALE — Jerry Vale (l) was the featured guest at a recent taping of **United Stations' "The Great Sounds."** Vale, popular in the '50s and '60s for tunes such as "You Don't Know Me" and "Have You Looked Into Your Heart," was interviewed for the program by Exec. VP/Programming Ed Salamon.

NEWS & INFORMATION FEATURES

ABC

Rock Net:

"Lifelines" w/Bill Fantini: Crime prevention/taste psychologist/child restraints/dining out (week of April 2)

"Rocknotes" w/Pat St. John: Peter Wolf/Van Halen's album cover (week of April 1)

All Star Radio

Radio Hotline:

I was just thinking... (April 2)

Wrong number (April 3)

Listen to your mother (April 4)

Punk (April 5)

What a day (April 6)

Comedy Drop-Ins:

Teenage warehouse (April 2)

Das Love Boat (April 3)

Camera shop (April 4)

Believe it or else (April 5)

Big fat Donna (April 6)

Clayton Webster

Jack Carney Comedy Show:

Television (April 16)

Progressive Radio Net

Computer Program:

Break-ins/large micros/naming a company/computer link-ups/software by phone (week of April 2)

Laugh Machine:

Richard Pryor/Kip Adotta/Bill Cosby/Gallagher/Flip Wilson (week of April 2)

News Blimp:

Anti-terrorists/punk computers/power lunches/hot food/the personals (week of April 2)

Sound Advice:

Watts/distortion/hiss & hum/hum & rumble/sound frequencies (week of April 2)

Public Information Affiliates

PIA Public Affairs:

Karen Silkwood/Tom LaPorte (April 1)

Medscan w/ Frank Blair:

Chasing colds with exercise (April 2)

Sleeping with carbohydrates (April 3)

Living with cancer (April 4)

Electric silver technique (April 5)

Hot tubs & herpes (April 6)

Strand Broadcast Services

Something You Should Know:

Home safety (April 2)

Dream Symbols (April 3)

Budgeting (April 5)

Syndicate It

Radiorobics w/ Jayne Kennedy:

Exercising shoulders/arms/chest (April 2)

Exercises to do anywhere (April 9)

Westwood One

Brad Messer's Daybook:

Green giant (April 2)

Pony Express (April 3)

"Star Trek" cancelled (April 4)

Elihu Yale (April 5)

First LSD trip (April 6)

Playboy Advisor:

Circumcision/dating younger man/he lives with dad's former girlfriend/golden valve/committing to a relationship (week of April 2)

Spaces & Places:

Handling medical emergencies (week of April 2)

Tellin' It Like It Is:

Boxer Jack Johnson (week of April 2)

Waldenbooks Report:

Jerry Hopkins/Leni Zeiger/Dr. Seuss (week of April 2)



RADIO ROUNDUP — Bandleader Woody Herman visited the New York studios of Narwood Productions to tape a two-part special edition of "The Music Makers," in which he discussed his long career. Pictured are (l-r) Herman, WNEW/New York VP/GM Jack Thayer, Narwood President Ted LeVan, and "Music Makers" host Skitch Henderson.



MUTUAL PARTNERS — Mutual Broadcasting has announced that it will produce this year's Country Music Association Awards Show, which Kraft has agreed to sponsor. Present at the recent program announcement were (l-r) WHN's Joel Raab; CMA's Al Greenfield, Jo Walker Meador, and Ed Benson; J. Walter Thompson's Ron Kaatz; and Mutual's Dick Carr.

1984	April
6-8	★ MONKEES
13-15	★ ROBERTA FLACK
20-22	★ PETER, PAUL & MARY
27-29	★ PAUL REVERE & THE RAIDERS

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

Every weekend is Special on
DICK CLARK'S
Rock Roll & Remember
The United Stations®
 AMERICA'S TARGET RADIO NETWORKS

Management

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

Last time we discussed the importance of sales promotion by means of a ten-question quiz and a look at CBS network's promotion-oriented pre-television era. Chapter seven picks up at that point, outlining the ineffectiveness of many sales promotion managers — that is, for stations accorded the luxury of hiring one. From there, we move on to sales promotion budgets and talk about the "key player" on the manager's team, the sales manager.

This lady was chosen because of her experience with (choose one) (a) TV buying (b) outdoor (c) producing consumer advertising. Or all of the above. And because she works cheap.

She has little aptitude for or interest in writing a presentation for an auto parts retailer. Or putting together a brochure of success stories.

Recognition in her craft and rewards — e.g., a chance to go to a television station as promotion doyen — are in audience promotion, not in sales promotion.

It's Your Fault

The fault lies with you, not her. The fault lies with the Six Million Dollar Manager. His eyes would roll back in his head if an important retailer told him that he had no advertising budget to increase business and/or no one to do the promotion if he had a budget.

But isn't that the case with most stations among the Fabulous Four Hundred? Isn't the sales promotion line in your P & L tiny contrasted with audience promotion? Isn't it often an accounting device to have some place to dump a miscellany of sales-related expenses? Is there a person, even half-time, assigned to sales promotion?

You're not really to blame, as the psychiatrists tell us. You grew up warped.

Many of you are the spritual children of some of the 1950s Movers and Shakers of this business. They were not men for all seasons; they understood getting the numbers and on-the-air promotions. Their dicta included "Get the numbers and you'll get the business." (Still true — par-

tially true — today. But no truer than what must be the 1980s dictum of the Six Million Dollar Manager: "You don't need the largest number to do the largest business and make the largest profit.")

One thing no Mover and Shaker of the 1950s really understood was sales promotion. So many of you grew up without exposure to it, never had an opportunity to see its magic.

But it's not too late to learn. And you had better learn unless you are willing to pay the horrendously escalating price for remaining #1 in your audience classification — and have that constitute your sales promotion.

"The future of the Six Million Dollar Manager is more dependent on a large, local sales department than on almost any other element."

\$50,000 Sales Promotion Budget

For a station doing \$1.5-\$2 million, your budget for sales promotion can be as little as \$50,000 although that's tight.

"But that's three percent," you're shrieking. Yep. About half of what your average general merchandise retailer really pays for its sales promotion.

Of course, this is in addition to all that garbage you have been

dumping in the sales promotion account in your statement — like the present for the buyer and your Christmas cards and the posters you printed as merchandising for the soft drink account.

For a real \$50,000, you can buy a \$20,000 person and \$30,000 worth of tools. That won't buy you very many color brochures.

"No Mover and Shaker of the 1950s really understood sales promotion."

But it will buy you one of plus dozens of more mundane but equally effective, quick-printed items that will bring you 1000-1 as much business as they cost.

As with everything in this people-intensive business, where is the sales promotion manager who will turn out all this material? The one who will recognize, after some direction, what should be in the hands of the salesmen, what should be mailed, etc. Two suggestions:

(a) You have a salesperson who writes good presentations but that you have trouble getting out of the office, and who can't close a door? Maybe he or she can be retreated as a sales promotion manager.

(b) Some newspapers have good young promotion people who recognize that you have to be graying and arthritic before you make money at the paper. They have good training sometimes in the nuts-and-bolts of comparing media.

Avoid television promotion people. In fact, avoid anyone who has worked for more than a year with a television station. They won't stay in dowdy old Radio after they've seen Broad-waaay.

To sum up: I believe that the future of the Six Million Dollar

"Sales management is where stations are weakest."

Manager is more dependent on a large, local sales department than on almost any other element.

But I would rather link my future to a seven-person sales department with an effective one-person sales promotion department than a ten-person sales department without any sales promotion except that the manager and sales manager produce.

The key player on the Six Million Dollar Manager's team is the **The 1980s Model Sales Manager**

Here is the man or woman who must execute. The person on whom the top line depends to a greater degree than on any other single person.

The one who must produce the compounded 20% sales increase annually year after year so that there will be increasing ROI. And he must produce it regardless of slumping shares, recessions, sleet, or summer heat.

But, he or she may not be able to. Herb Tarlock of "WKR" lives!

Because sales management is where stations are weakest. This absolutely critical position in the five-year plan that must be executed to increase cash flow three times for a newly-acquired station is most often occupied by someone with pitifully little experience.

In many, many stations the sales manager is analogous to the first-year medical student who is handed a scalpel in the middle of the brain operation and told to finish the operation — one he had only watched from a distance previously.

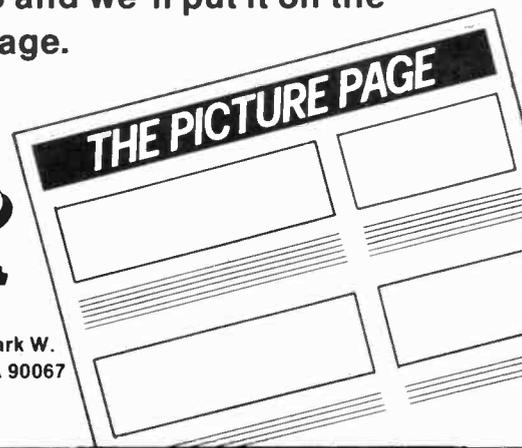
Sales managers are often chosen on the unreliable criteria that (a) they are the best salesperson and (b) if they are not given the job they will sullenly go off to work for the competition.

Because they are good with customers, able to sense what these people might do and what they think, because they can sit willingly and interminably with the drunks, remember birthdays and wedding anniversaries, quote straightfaced a reliable fact (they just made it up), because they are quicker than and often contemptuous of their fellow salespeople, because they perform the irreducible minimum of non-commissionable duties, we promote them to sales manager.

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

Picture Yourself In R&R.

If something's happening at your station or company — send R&R the photo and we'll put it on the Picture Page.



RADIO & RECORDS

1930 Century Park W.
Los Angeles, CA 90067
(213) 553-4330

1984	April
6-8	★ JERRY VALE
13-15	★ KITTY KALLEN
20-22	★ THE THREE SUNS
27-29	★ LES AND LARRY ELGART

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

Every weekend is Special on



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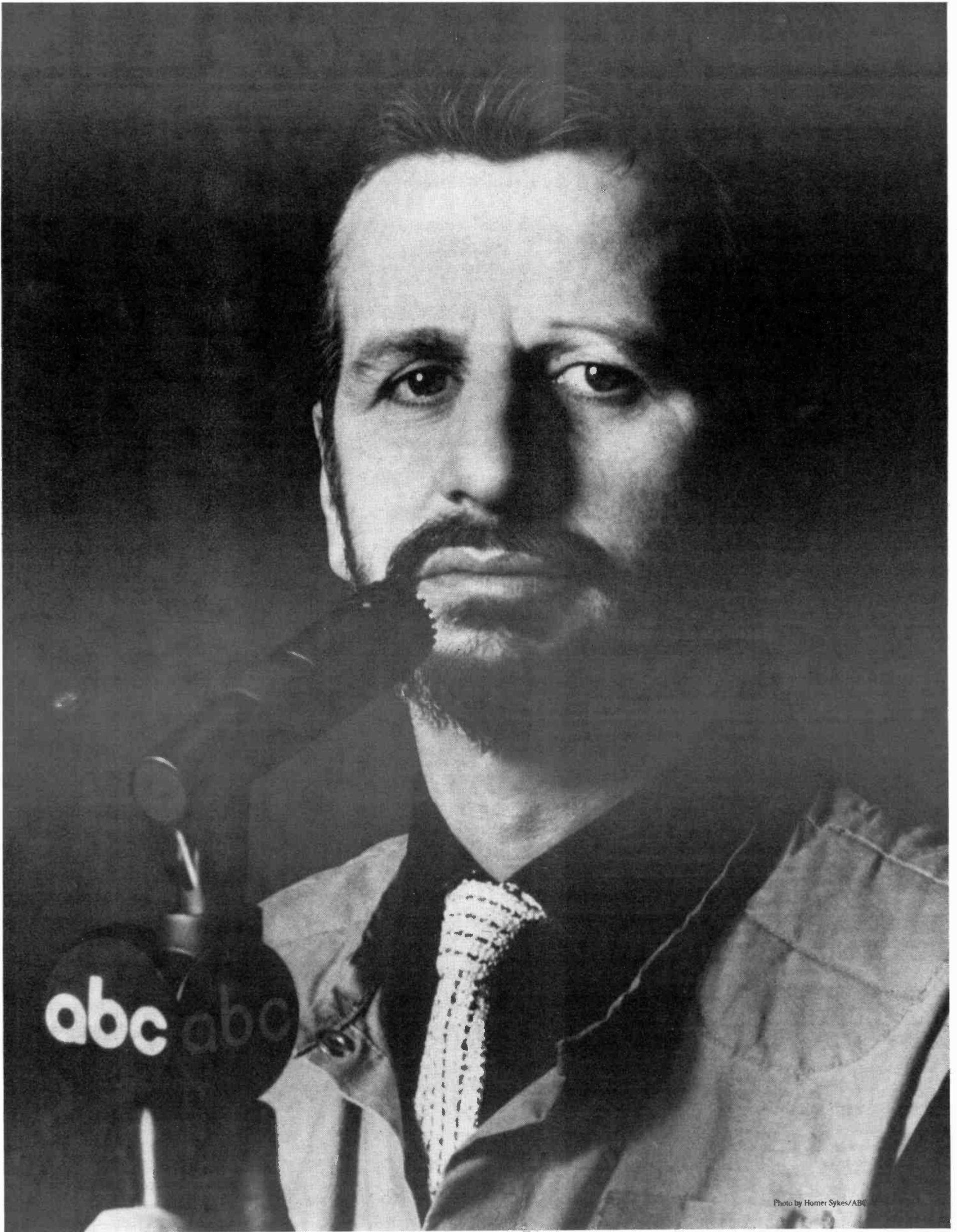


Photo by Homer Sykes/ABC

HISTORY REPEATS HIMSELF.

Ringo returns as DJ of the historic 25-week repeat command performance of Ringo's Yellow Submarine — A Voyage Through Beatles Magic.

The Sub sank all the competition on its first trip, capturing an audience of over 12 million adults.* Now it's ready to score again with audiences and advertisers starting May 5th.

Don't let history pass you by. Call Julie Eisenberg at (212) 887-5690.

The Return of The Yellow Submarine

Don't let history pass you by.



© 1981 ABC, Inc.
"Star In Motion"
© 1980 L.A. Olympic Committee

EXCLUSIVE RADIO BROADCASTERS OF THE 1984 SUMMER OLYMPICS



*Adults 18+, R.H. Bruskin Associates, Omnitel Survey and ABC Radio Network Research Estimates, October, 1983

Ringo's Yellow Submarine, Copyright © 1983, American Broadcasting Companies, Inc.

MCA Records presents

VAN STEPHENSON'S

NEW SINGLE

Modern Day Delilah

MCA 52366



ANDY ENGEL

PRODUCED BY

RICHARD LANDIS

WRITTEN BY

VAN STEPHENSON & JAN BUCKINGHAM

Featuring:

MIKE BAIRD / DENNIS BELFIELD

Drums

Bass

DAN HUFF / ALAN PASQUA

Guitar

Keyboards and Synthesizers

AND A CAST OF THOUSANDS

COMING SOON TO
YOUR RADIO STATION

From The Forthcoming Album "RIGHTEOUS ANGER"
MCA RECORDS MCA 5482

Street Talk



As **SUNCOM COMMUNICATIONS** took over **KWFM/TUCSON** from Sandusky last week, several personnel changes were announced. VP/GM Jim Hardy (sent there from Sandusky's KBPI/Denver a few weeks ago) and GSM Lee Dombrowski have exited. Steve Jacobs, Exec. VP/GM for SunCom's KCEE/Tucson, will now manage both KCEE & KWFM; KCEE Account Exec. Deanne Sheehan has become KWFM Sales Manager; and KWFM PD Jim Ray is now OM/PD of KWFM and OM of KCEE, where Bill Mortimer remains as PD.

Here's the latest from the **MUTUAL** front. Apparently stung by rampant leaks, the network is having employees sign forms on which they pledge not to disclose the network's business to outsiders. Don't bother asking us how we found out.

BRIAN KRYSZ is the new PD at **WYFE/ROCKFORD**, coming from the same post at **WGRQ/Bufalo**.

After a brief period as Station Manager, **ED SANDER** has been elevated to VP/GM at **WDAE/TAMPA**. Ed previously served as GSM at Taft sister station **WTVN/Columbus**.

WLAC-FM/Nashville PD **DAVE NICHOLS** has added the PD duties for News/Talk sister AM station **WLAC**. **BRIAN SARGENT**, former midday personality at crosstown **KX104**, has joined **WLAC-FM** for afternoons and MD duties.

Thanks to the FCC's breakup of clear-channel signals, a new AM outlet is coming to the Los Angeles area. **KWNK(K-Wink)/SIMI VALLEY** is scheduled to debut its A/C format May 1, operating with 1kw way down the dial at 670 kHz. The new PD is **JOHN CAMPBELL**, formerly of **KMEN & 99.1/Riverside, CA**.



Whodunit Dept: folks in Cincinnati are still trying to solve the mysterious "bugging" of **WKRC's** staff meeting at a local hotel a few days ago. PD Dave Mason told R&R that he found a line connected to the rostrum microphone, trailing out the window of their meeting room down the side of the building to a portable cassette recorder hidden in a garbage bag under some bushes. The police are investigating, and even the FBI may get involved, since such interception of wired communications ("electronic eavesdropping") is a federal offense.

KATZ BROADCASTING has shifted some key personnel around, moving **WFTQ/Worcester** PD **DAVID BERNSTEIN** to **WDBO/Orlando** as Operations Manager. **DON KELLY**, formerly of **WMAS/Springfield, MA**, is Bernstein's replacement as **WFTQ** PD. Additionally, **JULIE ELLIS** joins **WAAF & WFTQ** as National Sales Manager.

In South Florida's always exciting Miami- Ft. Lauderdale market, former **WSHE** PD

NEAL MIRSKY is the new PD at **WCKO**. Acting **WCKO** PD Brian Illes will stay on as Assistant PD.



John Cameron Swayze

Okay, here's this week's question: what takes a knockin' and keeps on rockin'? The answer is **Z100/NEW YORK**. The station's new TV spot, produced by Tour De Force, features none other than **JOHN CAMERON SWAYZE** delivering the "takes a knockin' and keeps on

rockin' " line after several radios (blaring the ubiquitous Z100) have been violently destroyed. Remind anyone of the old Timex ads? Congratulations. And, hats off to Z100 and Tour De Force for a very entertaining 30 seconds.

Speaking of TV campaigns, **WLS-AM & FM/CHICAGO** picked up a Golden Addy Award for its "Starters I, II, III" series featuring morning man **LARRY LUJACK**. The stations also won the Bronze Medal in the International Film & TV Festival of New York for the same spots.



SCOTT ALEXANDER has been promoted from MD to Programming & Music Coordinator at **KWK-AM & FM/ST. LOUIS**. He'll report directly to Station Manager Bob Burch, as well as continue his afternoon airshift.

WKZZ/LYNCHBURG, VA will drop its Country format next month for CHR, calling itself Z100. **RAY BENTLEY** from **WTOY/Roanoke** is the new GM for **WKZZ** and its still-Country AM sister **WWOD**. Mike Carroll is OM for both and Ben Peyton is consulting.

After four years at **KILE/GALVESTON**, PD **SCOTT TAYLOR** exits. He's replaced by **RAY FLORES**, who's been with the station off and on for a number of years.

WQSR/BALTIMORE PD **WAYLON RICHARDS** has left the station. He's looking for another programming position. Call him at (301) 249-6578.

WGCL/Cleveland has lost afternoon personality **DANCIN' DANNY WRIGHT** to **Q107/WASHINGTON**, unseating longtime afternoon driver Dave Thompson. It seems Alan Burns stuffed more dollar bills in Danny's pockets than his pockets would hold. As a result, **WGCL's** Bob Travis needs an afternoon replacement immediately.



Danny Wright

MORE STREET TALK/See Page 20

Have You Heard . . .

The *Odyssey File*

A Pursuit Of More Than Trivia!

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

4 SPRING BREAKERS



ROMANTICS "One In A Million"

ON MTV!

CHR BREAKERS 3/23/84

CHR CHART: **38** 161/21 67%



SLADE "Run Runaway"

ON MTV!
SING-ALONG
ROCK & ROLL!

CHR NEW & ACTIVE

One Of The
MOST ADDED

CBS ASSOC.
RECORDS

WXKS-FM
WBEN-FM
WPHD
PRO-FM
CHUM
Z93

Y100
WGCL
KIIS-FM
Q100
WNYS
K104

WLAN-FM
98PXY
Q92
WRCK
WHTF
WBBQ
WJZR
WZYP
WOKI

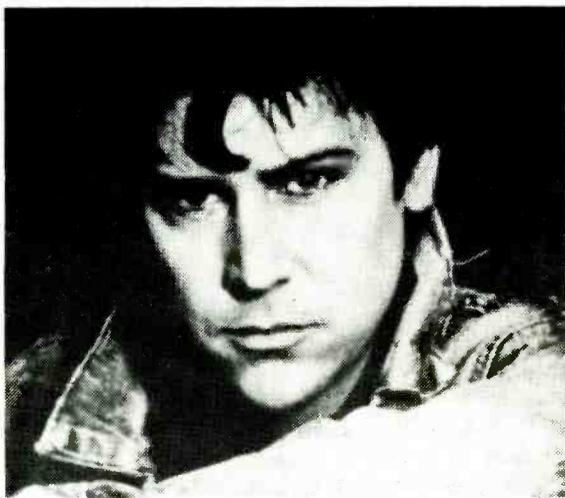
KTFM
WKDD
KMGK
WJXQ
Z104
WRKR
WRQN
KELI
WHOT-FM

13K
WQXR
KQMQ
KLUC
KSKD
WZON
WIGY
103CIR
WERZ

WZYQ
WQCM
OK100
WKHI
95XIL
WOMP-FM
WSQV
KQIZ-FM
Q104

WYKS
WPFM
WXLK
WIXV
Z102
WGLF
KKQV
WHSL
WBNQ

Y94
KRNA
WAZY-FM
KFMW
KCDQ
KTRS
KGHO
KZOZ
KIST



SHAKIN' STEVENS "I Cry Just A Little Bit"

**CHR
SIGNIFICANT ACTION**

WXKS-FM
CKOI
WKRZ-FM

WSFL
WZON
WERZ

WJBQ
WOMP-FM
KIST



CYNDI LAUPER "Time After Time"

ON YOUR DESK
THIS WEEK!

- The follow-up single to Cyndi's #1 record, "Girls Just Want To Have Fun"
- Watch for Cyndi's MTV WORLD PREMIERE VIDEO of "Time After Time" on Saturday, March 31st, 12 am EST



IRENE CARA



BREAKDANCE
Produced by **GIORGIO MORODER** 7-29328

CHR BREAKER
IRENE CARA
Breakdance (Network/Geffen)

75% of our reporters on it. Moves: Up 35, Debuts 52, Same 50, Down 0. Adds 42 including CFTR, 93FM, B97, WCZY, KOPA, KZZP, WTIC-FM. Complete airplay in Parallels.

**ONE OF THE CHR MOST ADDED
3 WEEKS IN A ROW!**

**FOURTH MOST ADDED
Black/Urban**

GRAMMY AWARD WINNER.
GOLDEN GLOBE AWARD WINNER
ACADEMY AWARD NOMINEE

**Watch Irene Cara Perform on the
Academy Awards TV Special April 9th.**

From The Geffen/Network
Album **WHAT A FEELIN'** GHS 4021



Personal Management
Selma Rubin

ON GEFLEN RECORDS & CASSETTES



Street Talk

Continued from Page 18

With the PD slots open at San Francisco CHR's KFRC (see Page 1) and KITS, it's down to a battle between KFRC consultant **WALT SABO** and Hot Hits consultant **MIKE JOSEPH** for the spring Arbitron.

JOHN CARUCCI, last PD at WKFM/Syracuse, has landed as Operations Manager/. morning personality at **WUUU (U102)/UTICA-ROME, NY**. The station is dropping its present A/C format in favor of CHR.

JOEY REYNOLDS is still ramblin'. This time he'll do a couple of days at Talk outlet **WGAR/Cleveland**, and then a month of mornings at **WHYT/Detroit**.

Former Columbia Records national promotion rep **CHUCK THAGARD** has joined **RKO HOME VIDEO** as National Sales Manager. Chuck, who was most recently with CBS/Fox Video as Western Zone Sales Manager, will work out of RKO Video's Encino, CA office.

 Davy Crockett has one: Dolly Parton does, too. But it looks like **ELVIS PRESLEY** won't have a section of highway named after him.

Officials say they cannot name the section of Interstate 40 that runs through Nashville after the late singer without violating both state and federal laws. Apparently the concept of naming highways after celebrities is okay; it's the choice of I-40 that presents the problem in this instance.

The CHR battle of Washington is getting very competitive. According to the latest (Feb/Mar) Birch figures, **WAVA** is the new 12+ leader, edging Q107 for the first time. **WASH** is third.

WOKK/MERIDIAN, MS PD **TOMMY HUTCHINSON** has been promoted to Operations Manager. **JESSICA JAMES** is the new PD.

CONSTANT COMMUNICATIONS, owner of **KDUK/Eugene**, has purchased an AM sister station, **KBDF**. The old News/Talk format and call letters have given way to a Country approach as **KYKN**. Brian Burns is now Operations Manager for both **KDUK & KYKN**.

KGIL/San Fernando (Los Angeles) has brought back "**SWEET DICK**" **WHITTINGTON** for mornings. Dick, last at **KHJ/Los Angeles**, displaces current **KGIL** morning host Jerry Bishop, who will now shift to middays as PD/midday man Mike Lundy comes off the air.



Charlie Van Dyke

In a somewhat unprecedented move, the CBS Owned FM Stations have hired veteran air personality (and super voice) **CHARLIE VAN DYKE** to be "the voice" of their seven stations. Group VP/GM Bob Hyland III said, "This is the first time CBS Owned FM Stations will have their IDs, promotional announcements, and events voiced by the same individual. We're thrilled that Charlie will be adding his signature touch, working with our local program directors to give our stations an even more exciting sound." Charlie will continue on staff at **KTAR/Phoenix**.

In the Salt Lake City area, **KCGL/CENTERVILLE** has discontinued its Spanish-Religion format for a "Modern Music" rock format.

Congratulations to **KWSS/San Jose** and **WESTERN CITIES** National PD **DAVE VAN STONE** and **KRQQ/Tucson** PD **GUY ZAPOLEON** on being named the company's "PDs Of The Year."



KFIV(AM)/MODESTO has dropped its A/C format for Country, changing calls to **KZUN**. **C.J. STONE**, PD of AOR-formatted **KFIV-FM**, assumes programming duties for both stations.

JIM MARTIN has been named PD at **WOAY/BECKLEY, WV**, and the station's changed from AOR to CHR.

Assistant PD/MD **GLORIA JOHNSON** has left **KGON/PORTLAND** after more than seven years. Assistant MD Inessa York becomes MD. Also leaving **KGON** is Dave Kanner, one-half of the morning team.

New RCA Records National Promotion Director **ED MASCOLO** will continue to reside in Nashville (contrary to what we told you last week). He'll have offices in both New York City and Nashville.

Congratulations to **KGAY/Salem, OR** MD **EDDIE EDWARDS** on joining the airstaff of **WMC/MEMPHIS** in afternoons.

WNAM/APPLETON-OSHKOSH is putting together an "Old Timer's Day" on June 17. All ex-**WNAM** employees should contact Perry Murphy by May 15. Also, **KGMO/JEFFERSON CITY, MO** is holding a 10th anniversary celebration at the end of April. Former jocks should call Tom Johnson at the station.

JOAN BERLIN has resigned as Promotion Director of **WAVA/Washington** to join Abramson & Associates, a DC advertising and public relations firm.

Longtime Los Angeles air personality **NANCY PLUM** is directing the promotion department this summer for Classical-formatted **KFAC-AM & FM/LOS ANGELES** while Promotion & Advertising Director Sheri Sadler is on maternity leave. Most recently broadcast consultant to Universal Pictures, Nancy continues on the counseling staff of



Mikel Hunter

Los Angeles Broadcasters. Former consultant and veteran programmer **MIKEL HUNTER** has been named Operations Director at "Modern Adult"-formatted **KMZQ/LAS VEGAS**.

STORK STOPS: Jam Creative Productions President **JONATHAN WOLFERT** and his wife Mary Lyn welcomed daughter Melissa (3-22) . . . **KSAN/San Francisco** personality **SHANNON O'BRIEN** and her husband Sam are the proud parents of Noelani Lenore (3-16) . . . **WB** VP/Publicity **BOB MERLIS** and his wife Judy celebrated the birth of their third son, Timothy (3-21) . . . PolyGram VP/Business Affairs West Coast **JEFF SYDNEY** and his wife Sharon had new son William Monroe (2-26).



You're looking at a man who could use some good news. The new AP Network News.

As Program Director, your job is to get and keep listeners. To do that you need good strategy, determination and the best tools to work with.

At AP Network News, we want to help. That's why we're generating an additional 24 dynamic, drive-time news updates each day. All free of commercial clearances.

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We've added these reports to our schedule of hourly newscasts, already available in 2½ and five minute versions.

Our new reports are short, and they're jammed with reliable information. You'd expect that from AP.

What's more, they add unmatched flexibility to your overall programming.

And AP Network News actually helps you keep listeners tuned to your station while keeping them tuned-in to the world.

There's more. AP Network

News has expanded its feature programming, from consumer affairs to computer news. It's information programming you and your audience will enjoy.

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So, if you can use some good news in your ratings battle, call Glenn Serafin at (202) 955-7200 for more information and our latest demo tape. He'll explain how AP means good news for your listeners—and good news for you at ratings time.



Associated Press Broadcast Services. Without a doubt.

On The Records



KEN BARNES

Getting The Cars Started

When the Cars cruised onto the music scene in 1978, it seemed as if they'd rolled in from nowhere with a fresh, completely-realized rock sound. But nobody (not even Rockwell) just *appears*, and the Cars are no exception.

About 12 years ago Ric Ocasek and Ben Orr teamed up in a trio called Milkwood. Their names were a bit longer back then, Ric going by the more formal Richard Ocasek and Ben signing on as Benjamin Orzechowski. On their one Paramount LP, Milkwood rambled to no coherent effect musically, and featured oblique Dylan-style lyrics ("You know you can reach me in the swirlin' mist of something left unsaid") that at times aren't a million miles away from current Cars words.

As a final footnote to Milkwood, credited with baritone and soprano sax plus horn arrangements is one Greg Hawks, who later added an "e" to his last name and became a component in the Cars as well.

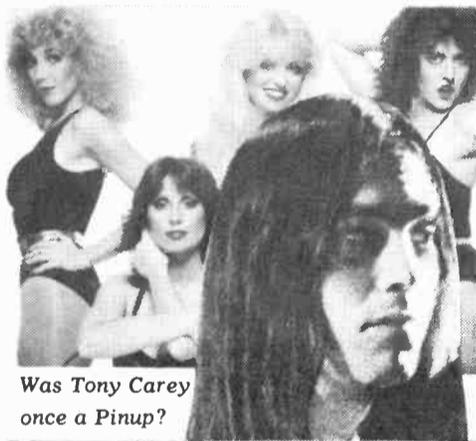
Precarious Existence

Tony Carey is solidly establishing himself as an AOR mainstream rocker, with his own two solo albums plus the Planet P Project. Earlier, he was materially involved in



Richard Ocasek (l) and Benjamin Orzechowski (c) before they got their driver's licenses

a quite different sort of project — the Pinups. The Pinups were a German-recorded American female quartet not known for their extensive wardrobes and singing a lightweight brand of pop, exemplified by their very minor hit "Song On The Radio" in 1982. Carey wrote not only that song but eight others on the group's sole album to date.



Was Tony Carey once a Pinup?

Twilley Roars Back

Early 1984 has been marked by some gratifying comebacks, from the Romantics to KC to Manfred Mann's Earth Band. One of the most notable is that of Dwight Twilley, whose only R&R Back Page appearance was in July 1975 when his very first record, "I'm On Fire," rose to No. 31. That success on Shelter Records gave him the jump on label-mate Tom Petty, whose group Mudcrutch's only single vanished shortly after release. A lean nine years ensued, however, for Twilley and his then-partner drummer/singer Phil Seymour. Seymour split to go solo and had a chart record in March 1981 with "Precious To Me." Meanwhile Twilley kept on with unsuccessful singles and albums on Arista and EMI America.



Twilley on fire

All that has changed with "Girls" going top 5 AOR and top 20 CHR, and it's fitting that Tom Petty should lend a hand (or, more accurately, a voice). And toward the end of "Girls," you can hear a vocal line that precisely echoes the melody of that first Twilley single — he hasn't forgotten, and it's nice to see radio hasn't either.



The Rolling Stones: dressed for success

Probing The Stones

(Part VII)

P.J. Proby before the split

By the end of 1964 in Britain, P.J. Proby may well have been just as hot as the Rolling Stones. But somehow it didn't stay that way.

P.J. Proby: One of the period's unforgettable characters, Proby was actually James Marcus Smith, and wrote a minor R&B hit by the Ribbons called "Ain't Gonna Kiss Ya." This was covered by the Searchers and gained him some British attention. His flamboyant UK TV appearances, ponytail, exaggerated gyrations, and a powerful voice that took standard songs to new heights while subtly mocking them at the same time (hear his staggering version of "Somewhere") mesmerized British audiences, and "Hold Me" and "Together" were big UK hits and small U.S. ones. Set to conquer the world, he instead cultivated a tendency toward acting difficult with promoters and press and splitting his pants in mid-gyrations. His career nosedived, although he did have a top 20 American hit in 1967 with "Niki Hoeky." After a 1968 album called "Three Week Hero," on which his backing band was three future members of Led Zepplin, he essentially fell silent, and except for scattered comeback sightings in L.A. and England, has become a phantom legend.

Rolling Stones: When they started in 1962-63, the Stones were a blues band mutating into an R&B band, and even when they began recording, almost all their repertoire was cover versions. On their first three U.S. albums (compiled from two British LPs and assorted EPs and singles), the Stones wrote a total of 10 songs (and two of those were instrumentals). The rest were songs by Chuck Berry, Marvin Gaye, Muddy Waters, Solomon Burke, Slim Harpo, Irma Thomas, Bo Diddley, and more.

On the other hand, they were writing songs for other people, and those were 180 degrees away from the tough blues of their own records. The best-known of these early Jagger-Richard compositions was "As Tears Go By" by Marianne Faithfull, and that's fairly typical of other ditties like "Shang A Doo Lang" by Adrienne Posta and "I'd Much Rather Be With The Girls" by Donna Lynn. The first original Stones single, "Tell Me" in mid-1964, was a big-production semi-ballad; the next, "Heart Of Stone," was a bluesier ballad; and not until 1965's "The Last Time" and "Satisfaction" did they hit the original rock & roll groove they became famous for.

Dennis Edwards, scoring on the Black/Urban chart with his first solo hit, sang with the Temptations from 1968 to last year, taking the gruff lead vocals on hits like "Cloud 9," "Psychedelic Shack," and "I Can't Get Next To You." Before joining the Tempts, he sang with a late edition of fellow Gordy/Motown artists the Contours.

Finally, a question for you historians out there: does anyone know if Dan Fogelberg was in a midsixties garage rock band called the Third Booth from Illinois?

Record News

Tony Banks of Genesis has landed the soundtrack plum of scoring the film "2010," sequel to "2001: A Space Odyssey." The movie is expected out in December . . . Columbia is planning an album of Olympics themes by the likes of Toto, Giorgio Moroder, Herbie Hancock, Burt Bacharach, Carole Bayer Sager, and more. So what are those '50s-'60s "Big Boy Pete"/"Western Movies" hitmakers the Olympics getting out of all this?

TV News

"Solid Gold" for the week of March 30 stars Sheena Easton, Eurythmics, Barry Manilow, Menudo, the Oak Ridge Boys, Re-Flex, and Dwight Twilley . . . KC and Madness are "American Bandstand"'s guests March 31 . . . The Pointer Sisters appear on "Soul Train" the weekend of March 31 . . . Melissa Manchester makes her dramatic TV debut on "Fame" April 30. She also performs two songs and cowrote the script . . . Eurythmics appear in a Showtime concert April 6.



ONE YEAR AGO TODAY

- RCA BUYS INTEREST IN ARISTA
- DWIGHT DOUGLAS NAMED PRESIDENT OF BIA/M/D
- JERRY SHARELL BECOMES SR. VP AT MCA
- BOB LAWRENCE NAMED VP/IGM AT WYNF/TAMPA
- #1 CHR: "Separate Ways" — Journey (Columbia) (2nd week)
- #1 A/C: "Make Love Stay" — Dan Fogelberg (Epic) (2nd week)
- #1 COUNTRY: "Dixieland Delight" — Alabama (RCA)
- #1 BLACK: "I Just Gotta Have You" — Kashif (Arista)
- #1 AOR TRACK: "Photograph" — Def Leppard (Mercury/PolyGram) (3rd week)
- #1 LP: "Pyromania" — Def Leppard (Mercury/PolyGram)

Note: Last week's Country #1 should have been credited to the Bellamy Brothers on WB/Curb.

FIVE YEARS AGO TODAY

- FRANK TENORE NAMED VP/IGM AT WHUE-AM & FM/BOSTON
- SAM WEAVER BECOMES PD AT WDIA/MEMPHIS
- BOB SCOTT NEW PD AT WOL/WASHINGTON
- #1 CHR: "What A Fool Believes" — Doobie Bros. (WB) (2nd week)
- #1 A/C: "Music Box Dancer" — Frank Mills (Polydor/PolyGram) (2nd week)
- #1 BLACK: "Got My Mind Made Up" — Instant Funk (Salsoul/RCA) (2nd week)
- #1 COUNTRY: "I Just Fall In Love Again" — Anne Murray (Capitol) (3rd week)
- #1 LP: "Minute By Minute" — Doobie Bros. (WB) (3rd week)

TEN YEARS AGO TODAY

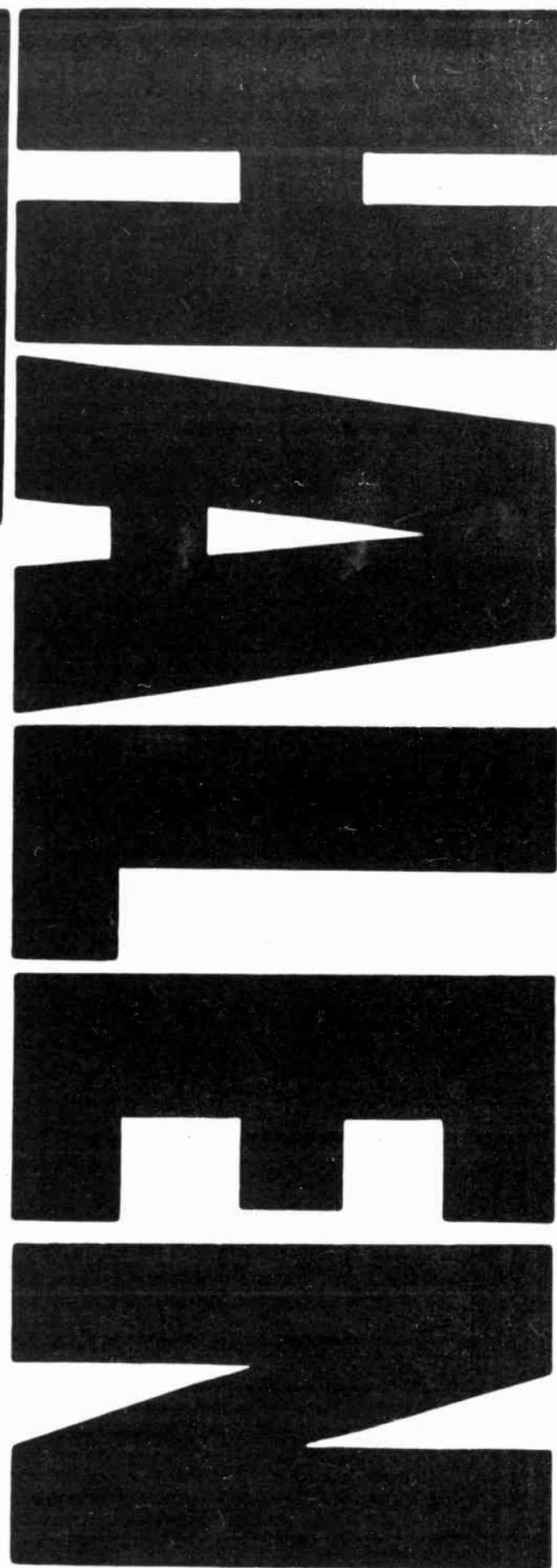
- BILL TODD NAMED PD AT WDAI/CHICAGO
- #1 CHR: "Bennie & The Jets" — Elton John (MCA) (2nd week)
- #1 A/C: "The Entertainer" — Marvin Hamlisch (MCA) (2nd week)
- #1 COUNTRY: "Magnolia Blossom" — Billy Crash Craddock (ABC)

WANES

“I’LL WAIT”

The second single from the triple platinum album

1984



Produced by Ted Templeman On Warner Bros. Cassettes & Records

Management: Noel Monk, Van Halen Productions



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Spandau Ballet



"Communication"

VS4 42770

Taken from the album "TRUE"

FV 41403

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| WHTF add | CFTR | WKHI |
| KSET-FM add | WVSR | 95XIL |
| KIKK add | WKEE | WJBQ |
| KMGK add | WJZR | WHEB |
| KBBK add | WOKI | WOMP-FM |
| KDON-FM add | KTFM | WFOX |
| WGUY add | WKDD | KKQV |
| 103CIR add | WJXQ | KCDQ |
| WTSN add | WRQN | KBIM |
| WCGQ add | WHOT-FM | KSLY |
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| KHTX add | KQMQ | |

Only 2 weeks out and already
on 52 R&R Reporters



Chrysalis
Records & Cassettes



Datebook

MONDAY, APRIL 2

Gaye's Day

With **Stacy Lattisaw**, **Johnny Gill**, and others, Washington DC is finally beginning to develop a pool of nationally-known talent. For years, indignant locals had to put up with the mistaken notion that DC's best-known native, **Marvin Gaye**, had been born and raised in Detroit. He was born in the District on this day in 1939. He came back to Washington from the Air Force and began singing with local doowop groups before forming the **Marquees** in 1957, finding a backer in **Bo Diddley** (who got them signed to **Okeh**) and putting out a couple of sides that were somewhat removed from Gaye's famous three-octave smoothness. The Detroit connection came a few years later when the **Marquees** became the new edition of **Harvey Fuqua's Moonglows** and Fuqua brought him to the attention of **Barry Gordy**.

Other birthdays: **Leon Russell** 1941, **Larry Coryell** 1943, **Keren Woodward** of **Bananarama** 1961.

TUESDAY, APRIL 3

Gay Day

1974 was probably the peak of radio's double-entendre mania. A look at **R&R** from this day shows **KHJ/Los Angeles** giving away \$50 and 100 prizes as "nickel" and "dime bags" and a **KEEL/Shreveport** contest spotlighting the "Closet Fairy," who gave away items from the prize closet. In a similar spirit, it was also the day that **MGM** released **Jim Stafford's** "My Girl Bill," in which the listener was left to wonder, until the last verse, whether there should be a comma in the title. The full-page ad that accompanied the release featured Stafford in drag outside a Hollywood candy store. Despite its subject matter, "Bill" went to #14 and established a chart precedent. Homosexuality could be hinted at in song lyrics . . . but only in novelties. Since then we've had the **Village People's** string of hits and more obscure gag records like "C.B. Savage" and "Johnny Are You Queer?". The latest controversy revolves around **Frankie Goes To Hollywood's** "Relax," which made it to #1 in the U.K. before the **BBC** decided it had unwholesome connotations.

Birthdays: **Jan Berry** 1941, ex-**Fairport Convention** leader **Richard Thompson** 1949.

WEDNESDAY, APRIL 4

Slade's Dave Hill Born

Dave Hill's 32nd birthday will probably be his best in quite some time. The **Slade** guitarist gets to celebrate the second in his group's string of British comeback hits, "Run Runaway," and — thanks, in part, to **Quiet Riot** — their best American AOR showing ever. The group's present good luck is far removed from seven years ago when, even in England, they were issuing LPs with only semi-derivative titles like "Whatever Happened To Slade." At that point, they'd been all over musically and imagewise, from working-class tough to glam-rock, from R&B-inspired stompers like "Noize" to slightly more reflective midtempo ballads. Hill's 32nd birthday, by the way, would make him about 14 when the group started.

Other Birthday: **Major Lance** 1941.



THURSDAY, APRIL 5

Agnetha Shakes Loose

There was an uneasy moment during **Abba's** first (and, to date, only) U.S. concert tour when **Bjorn Ulvaeus** introduced his ex-wife **Agnetha Faltskog** by assuring the audience that "despite our divorce, she's still as good as new." (The comment was actually an attempted play on an Abba song title.) At that time, despite Agnetha's Swedish TV and solo stardom and Frida's own successful past solo career in Sweden, the group's male half still had the reputation in America as being the entire brains of the group. In the two years since the group's last album, things have changed, with the two women releasing the solo records and — in a switch from Abba's usual success rate — having bigger successes in the U.S. than in Britain. Agnetha celebrates her 34th birthday today.

Other birthdays: **Eric Burdon** and **It's A Beautiful Day's David LaFlamme** 1941.

FRIDAY, APRIL 6

Ex-Okie Mellows Out

The singer who celebrates his 47th birthday today doesn't eat red meat anymore, and has written songs plugging solar energy and questioning Presidential promises. It's taken 15 years but **Merle Haggard** has pretty well transcended the right-wing label that "The Fighting Side Of Me" and "Okie From Muskogee" gave him. Haggard always maintained that "Okie" (and another one called "I'm A White Boy" that **Capitol** held until after he'd left) wasn't a personal statement . . . just reflections of what others thought. The "ultra-conservative" image was actually a transition between Haggard's semi-biographical drifter and ex-con songs ("Branded Man," "Mama Tried") and more philosophical stuff ("If We Can Make It Through December," "Are The Good Times Really Over").

Other birthday: **Michelle Phillips** 1944.

SATURDAY, APRIL 7

Sowing Birthday Oates

The slightly-less well-known half of **Hall & Oates**, **John Oates**, was born today in 1949. **Daryl Hall** is a bit more in the forefront, but musically they've been a team since the midsixties, when they recorded a single on Philadelphia's **Arctic** label as the **Temptones**. Generalizing a little, Oates has tended to write more rock-oriented material than his partner, one example being the current "Adult Education" hit, and another being "How Does It Feel To Be Back," the first single from their comeback album "Voices."

Other Birthdays: **Bobby Bare** 1935, **Billie Holiday** 1915, **Spencer Dryden** (ex-**Jefferson Airplane**) 1943.

SUNDAY, APRIL 8

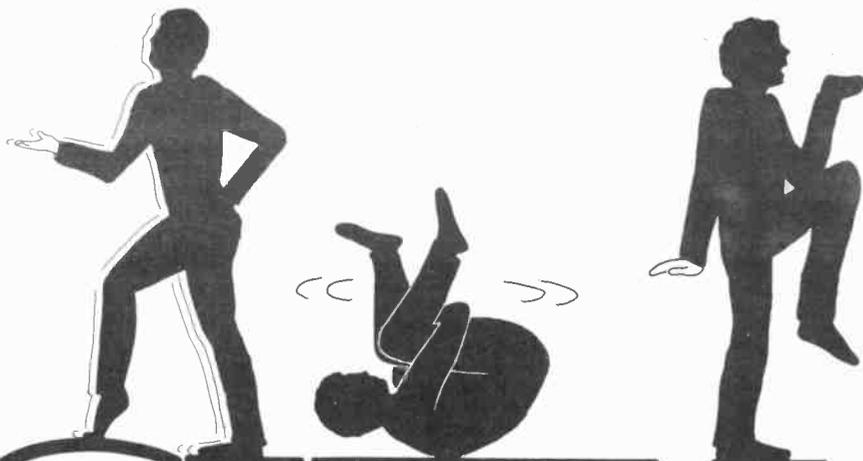
Love Hurts But Gold Heals

Eight years ago an obscure **Everly Brothers** LP track and **Roy Orbison** flip side became a gold record, thanks to Scottish hard-rockers **Nazareth**. Their version of "Love Hurts" became a hit in gradual stages, peaking at No. 6 in **R&R** 11 months after its initial British release. It also vanquished a competing version by **Jim Capaldi**, although Capaldi's rendition did better in the UK. Performing a tremulous ballad like "Love Hurts" might have been out of the ordinary for most hard-rock bands, but not for Nazareth, who earlier had the notion to rock up a **Joni Mitchell** song, "This Flight Tonight," and continue to make occasional experiments in different musical styles to this day.

Other Birthdays: **Asla's Steve Howe** 1947, **Grand Funk's Mel Schacher** 1950.

—Sean Ross

INTRODUCING



CITY RHYTHMS

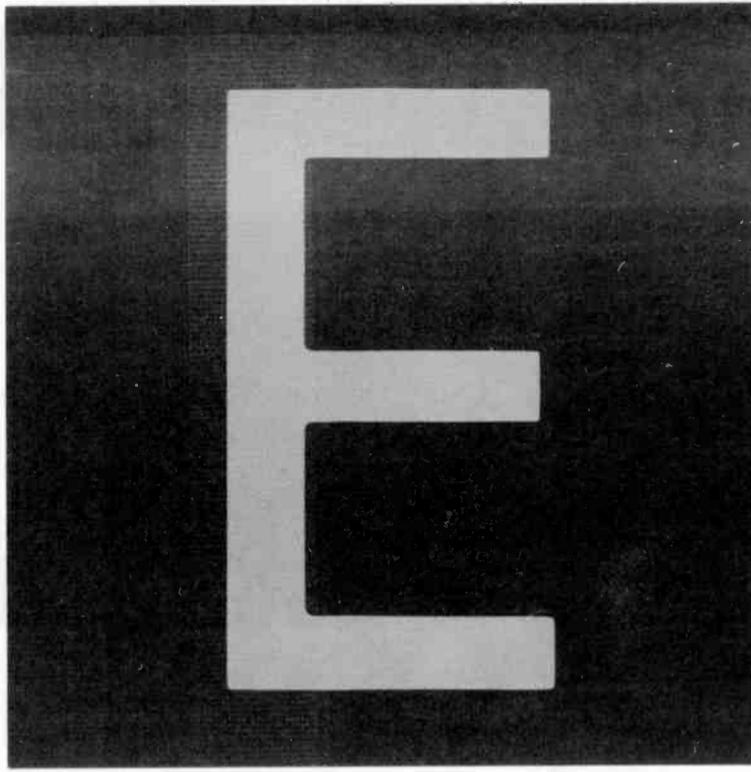
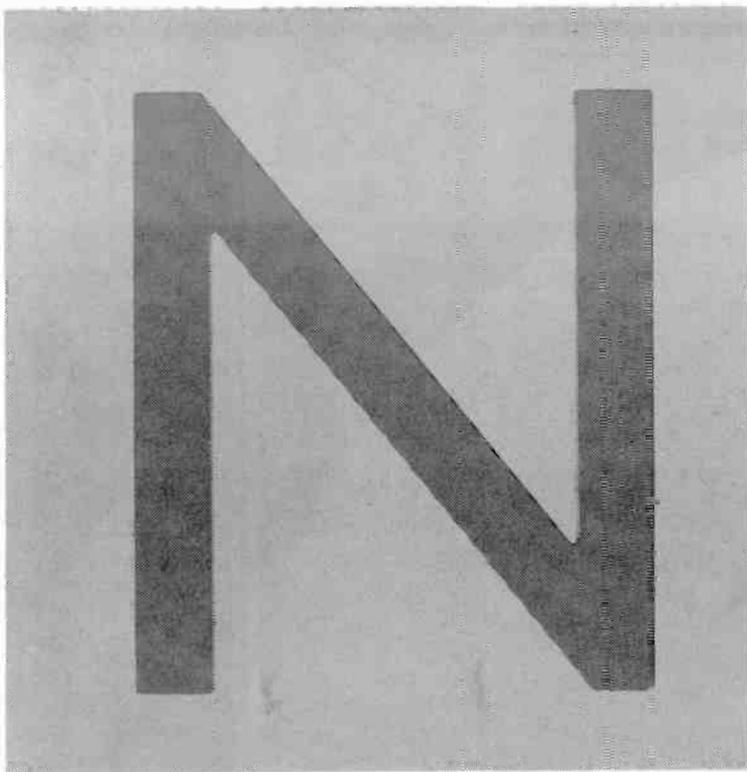
WITH FRANKIE CROCKER

IT CAPTURES THE BEAT OF THE STREET

Want Donna Summer and more of the hottest acts in urban contemporary music today? Get them on *City Rhythms*, a new series of six 90-minute specials hosted by Frankie Crocker, the man who's closest to the music and its stars. Frankie makes the magic happen on both sides of the mike because he stays at the cutting edge of today's music while capturing the artists in intimate conversation. *City Rhythms* breaks April 15 with special guest Donna Summer and runs monthly through September. For full information, call Julie Eisenberg at (212) 887-5690.

RADIabc
Networks

Produced by Inner City Broadcasting Sponsored in part by **AVON**
You're hot!



▲ Modern English

MODERN ENGLISH IS an international language, proven by the multi-format success of last year's "I Melt With You." Now the band gives voice to *Ricochet Days*, a Sire album of new material. The trans-continental pick is "Hands Across The Sea"—grabbing hold of AOR, CHR, MTV and video outlets.



XTC

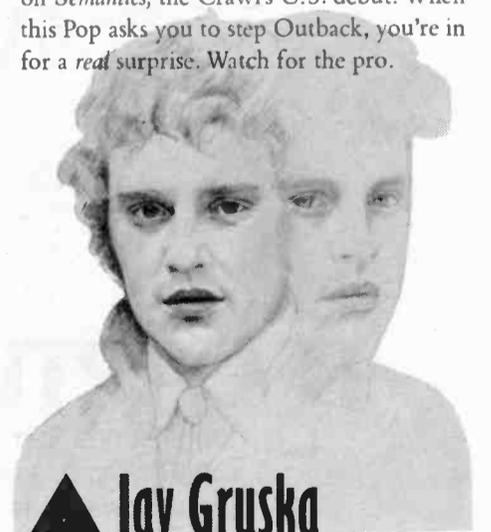
MUMMER IS OUT, "Wonderland" is on MTV, and Geffen is re-releasing the entire XTC catalog. "Making Plans For Nigel," "Generals And Majors," "Senses Working Overtime" and "Life Begins At The Hop" are cuts to be found on the albums *White Music*, *Go 2*, *Drums And Wires*, *Black Sea*, *English Settlement* and *Waxworks: Some Singles From 1977-1982*. Reciting the XTCs of musical history...

Steve Tibbetts

WHAT WAS THAT STEVE TIBBETTS ad doing on the AOR page? Why are programmers comparing Tibbetts to the masters of screaming, soulful electric guitar? And what's a self-recorded album doing in the ECM catalog? *Safe Journey* is the latest from this Twin Cities guitar virtuoso. Find out for yourself.

Australian Crawl

AUSTRALIAN CRAWL HAS EARNED four Top 5 albums and a No. 1 EP in its native land. Geffen assembles the band's best tracks on *Semantics*, the Crawl's U.S. debut. When this Pop asks you to step Outback, you're in for a *real* surprise. Watch for the pro.



▲ Jay Gruska

IN THE LAST YEAR, Jay Gruska has written tunes for Chicago, the Pointer Sisters, Jermaine Jackson, Peter Cetera and Janet Jackson—in addition to recording a solo LP. *Which One Of Us Is Me* matches Gruska with names like Lukather, Porcaro and Omartian, and tunes like "Desperate Eyes," "Tattoo" and "Take A Number." This is the stuff that hits are made of.

▲ The Style Council

PAUL WELLER LED THE JAM to Platinum status worldwide. Now Weller joins forces with Mick Talbot, formerly of Dexy's Midnight Runners, and together they comprise The Style Council. The Geffen debut LP is aptly titled *My Ever Changing Moods*—on it, the band displays a variety of styles, all of them soulful, melodic and airplay oriented. After two U.K. chart smashes, the first U.S. single is the title cut.

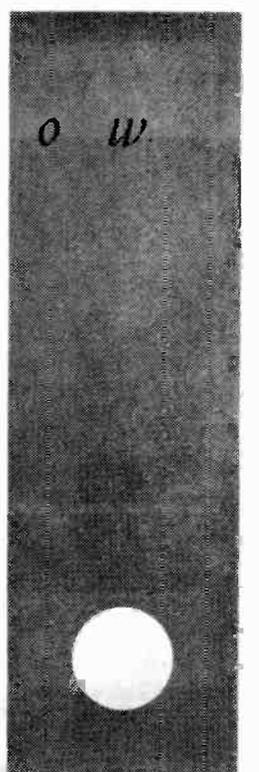
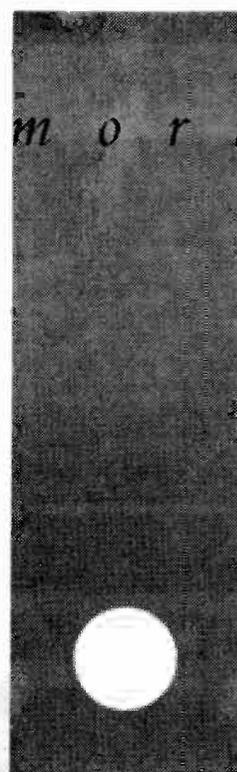
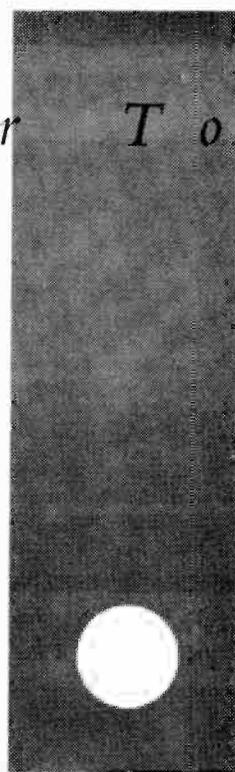
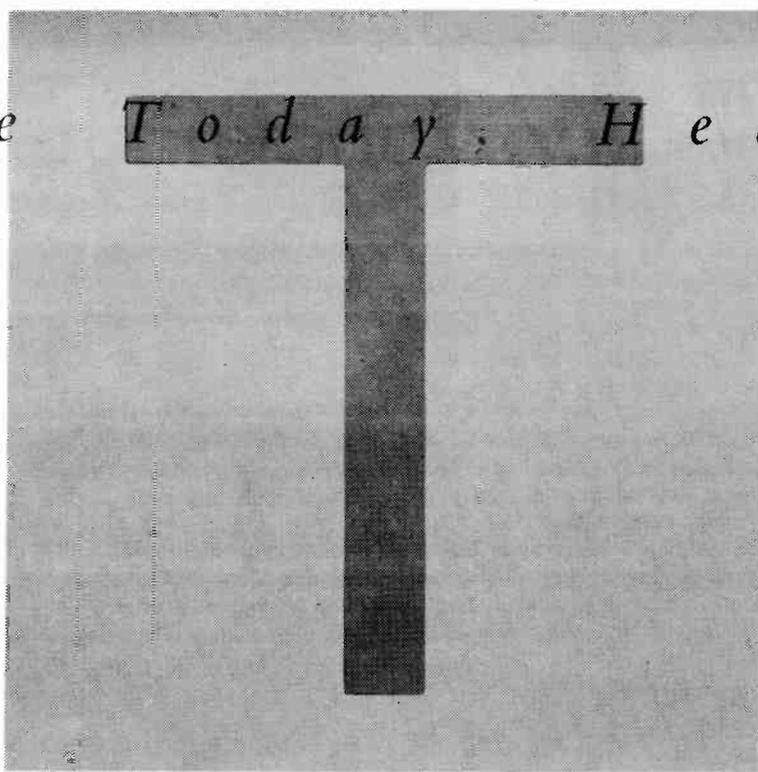
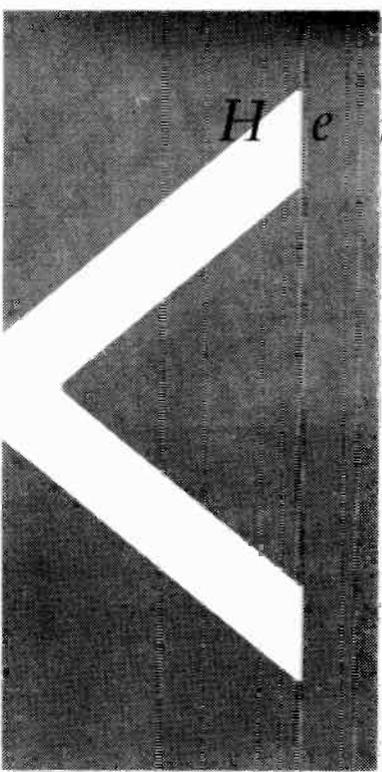
◁ The Smiths

THE ALBUM DEBUT of the year—#2 on the English charts! "Once in a blue haze a pop group surfaces wearing its art up its sleeve... a group that will have actual hits and actually be saying something with them." That's how *New Musical Express* announced its readers' choice for "Best New Act." Fronted by Morrissey, The Smiths bring intelligence and optimism to their self-titled Sire debut LP. A pro containing "What Difference Does It Make?," "This Charming Man" and "Reel Around The Fountain" is on your desk now.



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Here Today, Hear Tomorrow



▲ Wang Chung

AS WANG CHUNG PREPARES TO TOUR with The Romantics (April 2-April 23), "Dance Hall Days" climbs the AOR charts. "Don't Let Go" remains on MTV while a video of "Dance Hall Days" is in production. The "Dance Hall Days" 7" ships next week. Wang Chung: literally, it is the sound of a breaking band.



Echo And The Bunnymen

THE SOUND OF THE ECHO IS DEAFENING!
A sold-out U.S. tour. Record-setting sales of the 12" "Killing Moon." And the reverberations continue.

The Bunnymen's Royal Albert Hall concert airs next month on MTV. Their brilliant new Sire LP has just been delivered. Recorded in Paris with a full orchestral string section. *Ocean Rain*, coming April 30. NO ONE CAN STOP THE SOUND OF AN ECHO.



△ Madonna

DON'T SAY we didn't warn you. (See "Futures," *F&R*, Sept. 2 and Sept. 23, 1983) Madonna is a worldwide smash. Top 5 in England. The No. 1 Dance record in America. Top 10 on album and single charts. A global explosion. See her on MTV. Hear her 7" "Borderline." This is the woman who crosses all boundaries.

Video News ▶

"SLEEPLESS" IS NOW ON MTV. The new King Crimson video was directed by Mick Haggerty and C.D. Taylor (Hall And Oates, Go-Go's, English Beat) ¶ Paul Simon's new video (another Haggerty/Taylor project) is "Think Too Much." It's a "day in the life" of Simon, wandering through an English landscape that includes actress Koo Stark ¶ Also added to MTV is Berlin's "No More Words," supporting the group's CHR/AOR smash ¶ Van Halen, The Pretenders and Christine McVie all have projects underway ¶ Those responding to Chicago's video invitation to "Stay The Night" are advised to take a cab—massive automobile destruction is imminent ¶ WATCH MTV'S *CUTTING EDGE* FROM IRS, airing the last Sunday of every month at 8:30 p.m. PST. Upcoming guests include Echo And The Bunnymen, Specimen, Tom Tom Club and Madonna, with a special sneak preview of Lone Justice. (See *Rolling Stone*, March 29, 1984, p. 41)

In The Studio

PHIL COLLINS IS PRODUCING the new Eric Clapton album. The location? Montserrat in the West Indies. Donald "Duck" Dunn is among the players—it's rumored that Phil will also appear as a musician on the record. In Los Angeles, Michael Omartian is finishing his work as producer of the new Rod Stewart recording. Word has it that a sample of Rod's new music was heard at NARM.

Pop Quiz No. 1

Who's buried in Grant's Tomb?
What's a dump truck full of?

NEXT!!!

Siouxsie And The Banshees
Bopping With Pat Wilson



Westwood One Files For Public Stock Offering

Culver City-based programming network Westwood One last week filed a Registration Statement announcing its intention to make an initial public offering of one million shares of common stock. The estimated price per share will be between \$13 and \$15, thus generating between \$13 and \$15 million for the network.

The announcement, which had been anticipated for several weeks, indicated that 560,000 shares will be offered by the com-

pany, while the remaining 440,000 will be sold by Westwood One's two shareholders, President Norm Pattiz and Exec. VP/Chief Financial Officer Arthur Levine.

Levine told R&R, "We submitted our documents to the Securities Exchange Commission on March 16 and, given the four-to-six-week waiting period, stock should go on sale toward the end of April. The purpose for this public offering is to raise proceeds for the specific uses that are described in the prospectus, such as the expansion of our sales force and the development of new programming." According to the company's prospectus, these uses also include the development of the company's new satellite distribution system and the expansion of office and production facilities.

The prospectus also lists the seven Directors named to the company's Board, including five of its corporate officers. These include Pattiz (who will assume the title of Chairman of the Board), Levine, VP/Production Brian Heimerl, VP/Advertising Sales Ron Hartenbaum, and VP/Station Relations Thom Ferro. The other two Board members are former Elektra/Asylum Chairman Joe Smith and R&R founder Bob Wilson.

Underwriting for the public stock will be handled by Hambrecht & Quist in San Francisco.

Reilly New WTRY & WPYX GSM

Carol Reilly has been named General Sales Manager of WTRY & WPYX/Albany. Formerly Sales Manager at WABY & WWOM/Albany, Reilly first joined WWOM as an Account Executive in 1980.

Reilly told R&R, "I'm very excited about the possibilities of being at two stations like these. They are hugely successful in the market, and we expect to make them even more successful along the way."



Carol Reilly

Signal Promotes Butler

John Butler has been promoted to Vice President/Operations of Signal Media's Broadcast Division. Butler, who had been President of Signal Media of Oklahoma and GM of Signal's KELI-AM & FM/Tulsa, will now oversee all the company's radio properties from its Dallas headquarters.

In addition to the Tulsa stations, Signal owns KLRA/Little Rock and has contracted to purchase KAAV & KLPQ/Little Rock subject to the sale of KLRA. Signal Media President & Chairman Philip Jonsson said, "With (our) expansion in Little Rock and our progress in Tulsa, John's responsibilities will be to guide the development and insure the accomplishment of our longterm goals."

GALEN SR. VP/GM

Blair Radio Expands Marketing & Research

Blair Radio has restructured its Research & Marketing Department into a newly-expanded Marketing Services/Research division. Bob Galen, who had been Senior VP/Research & Marketing, becomes Senior VP/GM, Marketing Services/Research. He supervises four departments: Research, Marketing, Marketing Services, and Programming.

Research Manager/Spot Sales Lori Adelsberg moves up to Director of Research, while former Quantiplex Director of Marketing Bob Womack joins as Director of Marketing. Manager of Program-

ming & Consultation Chester Tart is promoted to Director of Programming, and Jean Gunning continues as Director of Marketing Information.

Commenting on the expansion, Blair Radio Exec. VP James O'Neill stated, "This new division was designed to make Blair's marketing and research support services the most comprehensive in the industry. Marketing Services/Research will offer maximum support to Blair's sales force and stations throughout the country."

Allie Named KPKE GSM

Ross Allie has been named GSM at Doubleday's KPKE/Denver, leaving a similar position at Group W's KOSI/Denver. He fills a vacancy created when Catherine Rubenstein moved crosstown to KLIR as GSM.

KPKE VP/GM Eric Stenberg remarked to R&R, "Ross and I have been talking for a while and I always thought he'd be a super salesperson for this station. His knowledge and experience in the market, combined with his accomplishments at KOSI, are tremendous gains for us."

Allie, who's also served as GSM at KJQY/San Diego and held various sales positions at KOWN/Escondido, CA, told R&R, "It took me a while to come to the decision to make the move from the number one station, which is heavy in adults, to a newly-formatted CHR station going for a younger demo. It's quite exciting, and I know this is going to work because the company is behind the station, the market, and the format. The programming staff is all together and now we're going to get the sales staff up to the same level of excellence."

Cagle

Continued from Page 1

as well as investigate a couple of computer projects which don't have broadcast applications. I'll be ready to announce something soon.

"Any success I've had at KFRC is due to the fabulous staff I've had to work with, and the wonderful friendship of (VP/GM) Pat Norman."

Norman told R&R, "I really admire Gerry for his choice in this matter. It's something we talked about some time ago. There comes a time when you need to try your hand at something different. He left me and KFRC in the best of shape. We sound great, Gerry's promotions are in place, and they're doing what they're supposed to do, so we're looking for an up book based on his plans."

Regarding reports of programming changes implemented by consultant Sabo, including a shortened playlist, Norman said, "The changes in the length of our list aren't anything new. It's varied in length many times over the years, and the changes are as exaggerated as people make them in their own heads. We adjust to the current competitive situation as any smart broadcaster would do."

"As far as a replacement for Gerry goes, I think KFRC is a very special place, so I'll take my time in selecting a new PD."

KRLY

Continued from Page 3

Regarding Herron's appointment, Hiatt continued, "The chemistry was instantaneous. Jim has a total handle on what needs to be done, and has been a terrific executor since he walked in the door. I might add that Dain Schult has been a great help."

Herron joins KLTR after several months operating his Herron & Associates consultancy. His programming background includes Washington, DC outlets WAVA and WXTR-FM, as well as a year as VP/Programming for Jeff Pollack Consultants. Herron told R&R, "John is a real gentleman, and I've been very impressed with Gulf. I'm thrilled to have the opportunity to work with such a talented group of people, including Dain Schult."

KLTR's debut of the "Lite Rock" term and "K-Lite" identifier was immediately delayed by a temporary restraining order requested from Beautiful Music neighbor KODA, which has been using a "Lite Music" slogan. Hiatt told R&R that KLTR was forced to suspend any "Lite" references for two days, after which a judge ruled that the "Lite" term was a generic descriptive term and could not be removed from the public domain.

BIG BAND TO CHR

WJAI Becomes WGTZ

Great Trails Broadcasting's Big Band-formatted WJAI/Dayton became WGTZ (Z93) Sunday (3-25), adopting a live CHR format under the consultancy of John Lund & Associates.

VP/GM Jack Porteous told R&R, "This is going to be fantastic. There are nine shares of our audience listening to Cincinnati radio for what's been missing here for the longest time. Initial phone reaction has been phenomenal, and there's also been a good deal of local newspaper coverage. I'm most happy with the reaction from those at the local advertising agencies, as this will combine nicely with our A/C efforts of AM sister station WING."

"With the exception of the morning show, the entire staff was retained, as all are young guys who've worked CHR before. They're all the right type of people to make this station happen. (Operations Manager/PD) John King is a very talented individual who will guide us in our new direction to a position of market leadership."

King, who also does the morning show, added, "The hole in this market was a mile wide for this format. WDJX was the last

station to play CHR music and the opportunity was too obvious to pass. We're live with a commercial-free first month on the air, playing 10,093 songs in a row." King described the station presentation as "personality-oriented in the morning, and more music-intensive throughout the day."

Slavik

Continued from Page 3

tunity of working with Charles, as he will be the catalyst for new heights and achievements."

Prior to WNDE & WFBQ, Slavik spent two years as Sales Manager at crosstown WIKS. He told R&R, "I am absolutely thrilled to have this opportunity. KONO and KITTY are two superb properties, and owner Jack Roth is a legendary Texas broadcaster. We're consulted by Dave Klemm, which is a no-lose proposition in itself. I'm looking forward to the challenge, and feel extremely fortunate to have been chosen to carry on the tradition of excellence with Jack and his fine staff. I'm also very thankful to Gulf for preparing me to accept the responsibility of my new position."

1984		April	
6-8	★	WILLIE NELSON	
13-15	★	DAVID FRIZZELL AND SHELLY WEST	
20-22	★	LARRY GATLIN & THE GATLIN BROTHERS BAND	
27-29	★	GAIL DAVIES	

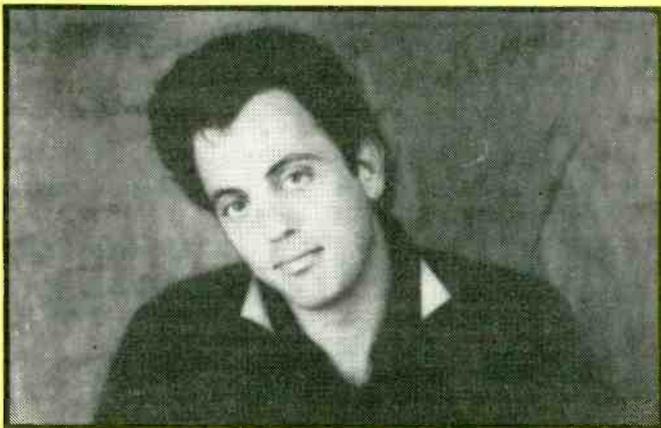
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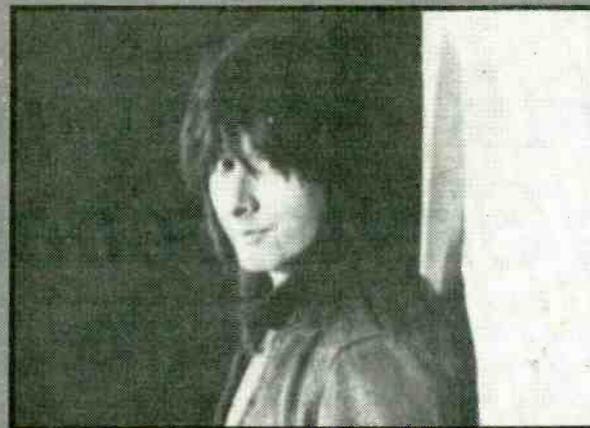
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4 CAST BREAKERS



BILLY JOEL

"THE LONGEST TIME"



STEVE PERRY

"OH SHERRIE"

CHR BREAKERS

BILLY JOEL

The Longest Time (Columbia)

73% of our reporters on it. Moves: Up 33, Debuts 57, Same 51, Down 0; Adds 35 including B104, WHTT, Z100, B94, WLOL-FM, KZZP, KS103. Complete airplay in Parallels.

CHR BREAKERS

STEVE PERRY

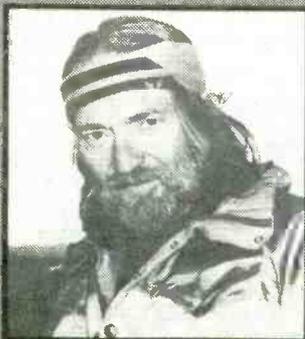
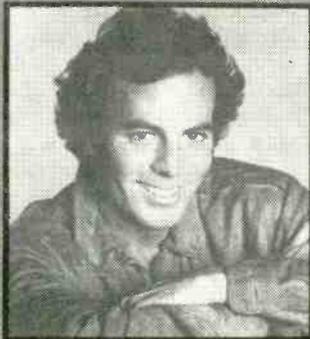
Oh Sherrie (Columbia)

63% of our reporters on it. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 151 including WXKS-FM, Q107, Q105, B96, KPKE, KMJK, KUBE. Complete airplay in Parallels.

AOR / HOT TRACKS

BREAKERS

#1 MOST ADDED-CHR



JULIO IGLESIAS & WILLIE NELSON

"TO ALL THE GIRLS I'VE LOVED BEFORE"



DAVID GILMOUR

"BLUE LIGHT"

CHR NEW & ACTIVE

- | | | | |
|---------------|-------------|------------|--------------|
| B104 25-19 | WCZY add | KTFM 1-1 | KITS on |
| WKBW 11 | WHYT add | KMGK add | KXX106 21-15 |
| WHTX deb 30 | WKTI 25-21 | Z104 add | KAMZ 22-17 |
| Q107 deb 30 | KIMN deb 24 | KMGX add | 94TYX 15-12 |
| WASH 33-14 | Q103 22-14 | KHYT 16-9 | KX104 24-17 |
| 94Q 6 | WKFM add | WTSN 20-9 | KLIK 23-11 |
| Z93 3 | WHTF 23-14 | Y94 add | KKXX 21-14 |
| 93FM 7-4 | WBBQ 6-5 | WSPT add | KO93 21-14 |
| I95 14-1 | WJZR add | KDVV add | KRQ deb 15 |
| Y100 9-4 | KSET-FM add | KGHO add | WFBG 21-14 |
| Q105 13-8 | WZYP add | WBLI on | WIKZ 17-14 |
| B96 add 35 | KRGV 3-1 | WCAU-FM on | Q104 17-11 |
| WLS add 12 | KITY 5-3 | KZZP 30-28 | WAEV 23-19 |
| WLS-FM add 12 | | | KCAQ 27-19 |

CHR SIGNIFICANT ACTION

- | | | |
|---------|---------|------|
| WPHD | WKDD | Q101 |
| WCAU-FM | WJXQ | KKQV |
| WGCL | WHOT-FM | WBNQ |
| WVSR | KQXR | 99KG |
| K104 | KQMQ | WSPT |
| WRCK | WIGY | KCDQ |
| WJZR | 103CIR | KOZE |
| WOKI | WERZ | KBIM |
| WFMI | OK100 | KZOZ |

Contemporary Hit Radio



JOEL DENVER

DIRECTION '84 OVERVIEW

CHR Rolls Up Its Shirtsleeves

Those programmers attending R&R's very first Shirtsleeve Seminar, "Direction '84" at L.A.'s Century Plaza hotel returned to their stations much enriched for the experience.

Among the many fine speakers, two especially captured my interest: Patricia Aburdene, contributor to John Naisbitt's book "Megatrends" and co-author of a forthcoming Naisbitt effort "Age Of The New;" and Joint Communications Research CEO John Parikhal, who, like Patricia, is involved with charting the future before it arrives. Interestingly, John disagrees with Patricia and "Megatrends" for a number of reasons, yet both reach many of the same conclusions. Read on to learn what both have to say about our futures.

CHR And High-Tech/High-Touch

During her lecture, Patricia continually described our society as becoming more and more "high-tech/high-touch." She explained, "As we grow more and more attached to computer screens and non-feeling electronic equipment (high-tech), there is the other side of us which longs for an increase in personal relationships (high-touch).



Patricia Aburdene

"Following those lines of behavior, we are moving back toward more traditional ways of life and personal values. In the areas of health we're smoking and drinking less, and exercising more. So much of our written correspondence arrives in form letters, computer sheets, and computer-generated address labels. Something as simple as an old-fashioned, handwritten note (personal or "high-touch" form of communication) helps counterbalance our high-tech world."

What has all of this to do with CHR radio? Plenty. CHR radio is the most mass appeal format, reflecting and monitoring the tastes of the active audience, which is generally a half-step ahead of the masses. I chatted with Patricia about what's going on with CHR and how it ties with her thoughts for our high-tech/high-touch society.

CHR Personality Radio

Patricia detailed how she felt all forms of communication would become

DIRECTION '84

more specialized, including radio. I explained that this had happened already, but noted that CHR in particular was getting a bit broader and less specialized than it had been in recent years. Regarding this supposed contradiction of overall trends in radio, Patricia reasoned, "It would seem that radio is a 'bellwether' or pioneer medium because of its immediacy. If what you're saying is happening to the degrees I think you mean it is, then radio has come full cycle. It's on the cutting edge of our society, not tagging along behind the other forms of electronic media."

I pointed out that while CHRs have found mass acceptance of their wider musical variety, at the same time they've been returning to the fun, personality presentation that thrived from the '60s through the late '70s. In some markets the CHR stations are the ones with the most active and well-known personalities. "Personality is a high-touch phenomenon. Radio listeners would like to be able to not only hear, but either see in person or form mentally an image of these personalities. We need to be able to relate to those we hear on the radio, and when the voice has a personality behind it, the process is easier."

Included in her own observations about radio was an increase in at-office listenership. "I'm constantly hearing people call in from their office to play a contest or participate in a talk show. Years ago this wouldn't have been tolerated." So why is it tolerated now? "There is a new direction in office ethics toward environmental freedom. Many in management think a less-structured environment pays off in greater productivity. For some, listening to the radio is part of that environment. In addition, this is the first generation of management to have grown up with TV. Many of us are quite used to thinking and working with some type of electronic media present."

CHR: Immediate High-Touch

We've established CHR radio is moving counter to other trends in electronic media because of its ability to provide high-touch feelings through personality and a wider variety of current and contemporary music. However, Patricia stressed the word *contemporary*. "If a station playing today's current music were to begin playing music of another era which had an incompatible sound, I'd have to believe the spectrum then had been widened too much, offering the chance for a narrower approach to once again become acceptable."

I explained that CHR did widen itself too much a few years back trying to become A/C. Patricia cautioned, "The biggest pitfall would be trying to become all things to all people. It's okay to be broad, but don't



John Parikhal talking with programmers about the future radio trends.

overextend your product. I think adults are more into rock music today than in years before because they grew up with it. This is really the first generation where parents and kids are listening to and enjoying the same music.

"You can get over-segmented," Patricia continued, "and perhaps this is what radio has been doing. Today's listeners want to have multiple options, and it seems as if CHR radio is giving listeners that multiple option on one or two stations in a market. We are a 'Baskin-Robbins' society and CHR radio fits this society's tastes."

Society On An Action Course

Regarding why CHR radio is doing so well, Patricia added, "I see our society on an action course for at least the next five years. This period is so much like the '60s in terms of the energy being generated by society. Things are on a very positive trend, and today's popular music fits right in with the way things are going."

"Today's music is also very high-tech in sound, which helps to define what's contemporary and what's not. To be palatable, music needs to have a certain texture to be easy to listen to. Continual doses of hard music won't work, but those selections which are up, positive, and melodic will continue to be the most popular music for a long time to come."

Parikhal Predicts

Those attending Direction '84 who heard John Parikhal speak were treated to the



John Parikhal

fastest-flying two-hour lecture/Q&A session I've ever attended. Much of what he talked about confirmed what we already know and addressed how that knowledge might influence the future.

He told a surprised audience, "The biggest threat to radio is not MTV. It's the cassette, as it's preempted radio's portability. The 25-34 cell has become filled with rockers who walk around listening to their favorite cassettes on Walkman units when they used to be listening to radio."

To this end he spoke of the continuing changes technology would have on formats. "The transistor radio really helped the Top 40 format by allowing teens to take control of the radio out of the hands of their parents. FM gave birth to progressive, now AOR radio, while in-car FM/cassette units have forced radio to play the hits again to compete, thus generating a resurgence in teen and young adult listening to CHR. America loves something new all the time.

MTV circumvented boring radio, AOR overreacted to the new medium, and CHR resurged."

MTV Is Not The Enemy

Most programmers look at any distraction in the media as direct competition, but just about everyone has finally admitted MTV's positive influence on orienting the public to new artists and textures of music. "It also provided the environment for the resurgence of CHR. MTV's audience in the 25-34 cell is growing rapidly." John suggested radio should get involved with MTV promotions or showing "the videos MTV won't play, such as some of the spicier versions of hits, or those that might not fit formatically."

The Edge Of The Baby Boom

There is a new baby boom on the way, but it won't begin to influence things for several years. So what about the current population bulge? "The leading edge of that boom is age 37, but the core of the baby boom is between 20 and 30 years of age," advised John. "This is the reason CHR and AOR formats are doing so well. Teens are beginning to establish their own identities, as witnessed by the growth in CHR, and you'll be able to target those upper demos with rock-oriented music."

"But a few years ago, CHR all but disappeared because advertisers wanted the 25+ demos. Advertising will dictate format strengths. The 25-34 cell is very important today, but today's 25-34s haven't softened up. To find out what any age cell is into, look to the past to see how it was shaped by events, and emotions."

How often is the audience turning over? "Every three years, 50% of the people in your target age cells change over or move to another demo; that is, over 16% of your audience may leave your station each year as its tastes change. What this means is the need for constant promotion to attract new listeners to your station. Stations can't become legends in their own minds. Older listeners don't switch around the dial as much as younger listeners, as they will listen out of habit — even if they're dissatisfied with the station."

John likened the choice a listener makes when turning on a particular station to one's mood and emotional state. "No one has loyalties to radio, so formats must fit moods. The daily mood of a listener is shaped by the day's pressures. Mood consistency is at the root of the success of any radio station. Programming is influenced by the seasons, as music is more uptempo in spring and summer."

Below is a list of the most common emotions, their environments or causes, and the format-type most likely to appeal to those moods.

- **Anger:** Repressed emotion, usually in women. AOR or uptempo CHR music is a good relief.

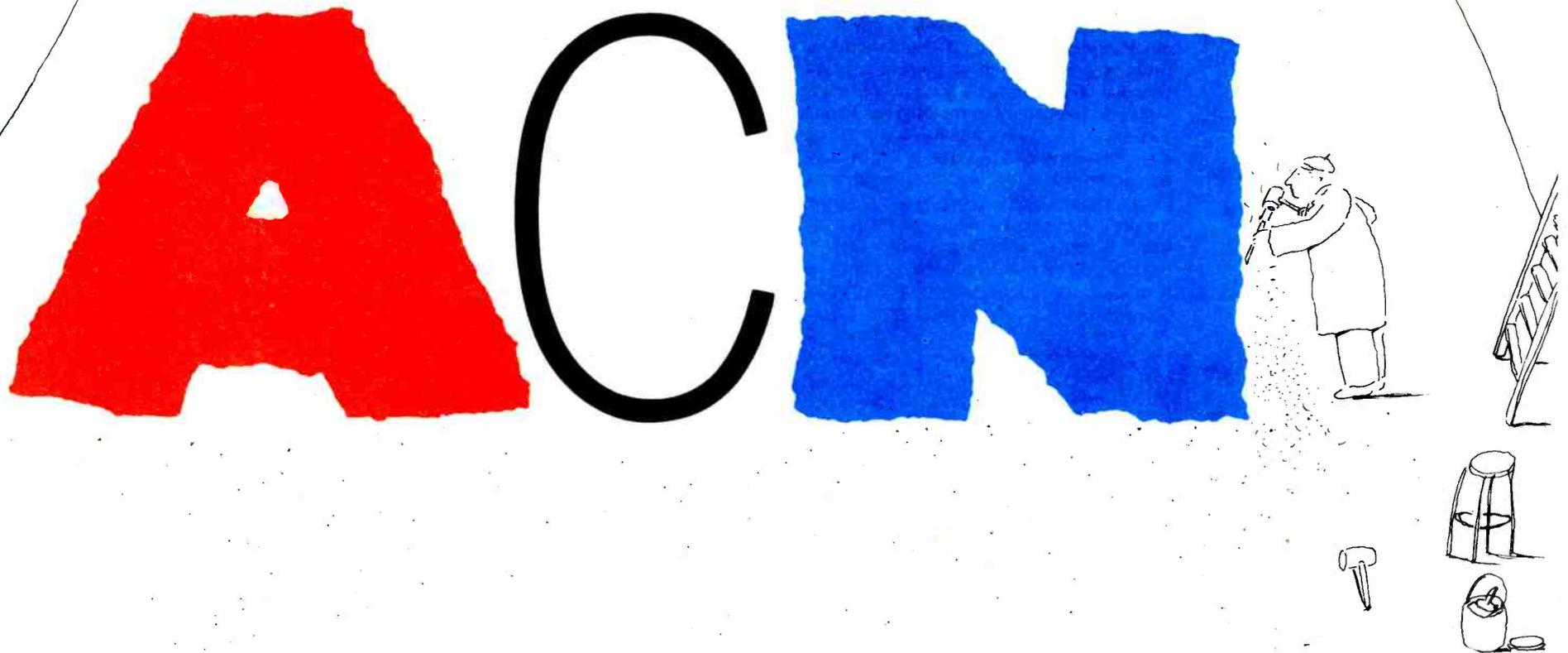
- **Sadness:** Crying, a release which men don't often use. Country music works best.

- **Loneliness:** Seeking companionship. DJs are the release, especially for women. Strengths here are A/C and Country. Also the "Love Song" and Religious formats work well.

- **Pressure/stress:** Exercise, or lower mental input. CHR for active release, or

Continued on Page 32

Radio's hottest new comedy service is here!



Who is A.C.N.? We're a new company with a fresh angle on radio comedy. Each week we write and produce a package of short-form features that are topical, funny, and carefully oriented towards the unique demands of morning radio. We look to create talk as well as laughs, and we're succeeding — our song parody "Breaking Up Is Hard On You" was both a national story and a best-selling single.

In less than 6 months, we've added 27 stations to our growing network and now we're ready for you!

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WCZY-FM/Detroit
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WWLT-FM/Atlanta
WWWE-AM/Cleveland
WIQI-FM/Tampa
KOPA-FM/Phoenix
WZPL-FM/Indianapolis
WTVN-AM/Columbus

WVOR-FM/Rochester
WZZK-FM/Birmingham
WDBO-AM & WWKA-FM/Orlando
WFYV-FM/Jacksonville
KWEN-FM/Tulsa
WAEB-AM/Allentown
WSYR-AM & WYYY-FM/Syracuse
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CHR Rolls Up Its Shirtsleeves

Continued from Page 30

Easy Listening, A/C or Oldies for relaxed release to forget the bad times.

- **Love:** Romantic setting. Soft rock or A/C.
- **Confusion:** Most people won't admit to this emotion. Talk radio is good here.
- **Mid-life crisis:** A need to reexamine the past, need to feel young. Oldies or CHR.
- **Unfocused energy:** Common with younger adults. CHR or Urban formats.
- **Worthlessness:** Women constantly interrupted by men. News/Talk.
- **Happiness:** A need to reinforce this feeling. CHR or Urban.

Format Of The Week Club

John went on to list the average potential market shares of each of the following formats:

- CHR, AOR, Urban: 20-30%
- News/Talk: 12-14%
- A/C: 18-26%
- Easy Listening: 8%
- Country: 6-20%
- Oldies: 3%

"What never ceases to amaze me," said John, "is the action/reaction process... the lemmings running for the cliff to whatever the hot format of the week is. Suddenly there are four stations in a market with one format. Nobody stops to think how the listener feels about making all of these decisions, so everybody says, 'Let's give away a million dollars, let's put a dirty guy on in the morning, let's do something nuts.' Because they've all rushed in (and in six months two of the stations have failed), someone somewhere says, 'Well, that format's dead.' My advice is to take your format and stick with it. You'll wear all the others down."

Predictions And Suggestions

As we've seen over the years, new specialty formats crop up now and again. John

predicted a possible format blending a lot of the old '60s AOR crossovers with a select few current titles for an "adult AOR" type of format. "Primarily, this may happen in the next 12-24 months. There may even be an offshoot focusing on oldies of the '70s as well, which have almost disappeared from the radio.

"Every radio station should be converting their library to compact disc as quickly as possible. The advantages include incredible sound quality, and that it's practically indestructible and easy to use. The overall effect is uncertain, but it will have an impact. Also, look for the laser disc to resurface in the form of the new interactive arcade games (e.g., "Dragon's Lair") and in education. The manufacturers are working triple-time to crank these out. Laser discs and CDs offer the most potential in future technology."

John then attacked a common PD/GM problem. "We seem to believe what we want to believe instead of what's really going on - sort of like assuming that adults like rock. Hopefully we've left this era behind. Hopefully we're also leaving the era of the 'One-Minute Manager.' I also think 'Megatrends' is wrong, since it uses newspapers as its source. Unfortunately, newspapers never predict anything. No one wants to challenge things in print, and the source material for these types of books look to the past to predict the future. Sure, people are moving west, but will they stay in California when the state runs out of water in 10 years?"

One of John's biggest areas of concentration is in the resources of the people around you. "People need to take a vacation to gain perspective. It makes a marked improvement in productivity. If you don't have time to take a vacation, then you don't have time to eat right, or exercise. If you got hit by a bus, then someone would have to take over

for you. Be prepared by having people around you who can do your job in an emergency.

"I would also recommend stations spend more money in the area of production. Generally, a production director is very creative and underpaid. A good commercial can generate listener response. Spend money on your people in this area and it will show. Foster the attitude of 'teamwork' within the station, and compensate your people for their effort. The old rule of the 'top dog getting all the bones' won't work anymore. The end result is the way the station sounds and how people react to it. Paying them well promotes teamwork and longevity."

Here's where John sees things in the future: "Look for more hype than ever before in the next year or so with nationalism increasing. People will continue to look for real feelings. Lots of people in their early 30s are now having kids, launching a new baby boom. There is a backlash against looking beautiful all the time - the 'Barbie Doll' syndrome. Cabbage Patch Dolls and E.T. are examples. People are tired of having to be beautiful because we're not all born beautiful. Songs that reflect real feelings - knowing that things are wrong, but with optimistic overtones - will be the most successful."

Editor's Comments

I think the overall attitude to have toward the future is to be open to it or be swept into the past. Attitudes and values are changing, and it's the active audience which will show us the way. CHR has correctly begun monitoring this segment of the audience again. For the foreseeable future, CHR will be in a position to reflect the tastes of the active end while herding along the masses, who remain a modest but correctly-paced half-step behind.

Motion

Rob Williams, morning news at KKHR/Los Angeles, is available at (818) 766-4867... **Jack Swart** fills the PD chair at WGRD/Grand Rapids, MI, leaving the PD position at WKFR/Kalamazoo, MI to **Rick Chapman**... **WBNQ/Bloomington, IL** welcomes Production Director **Ted Brown** from WIRL/Peoria... **Alan Sledge** adds Assistant Program Director to his midday/Music Director duties at **Q103/Denver**... **WDOQ/Daytona Beach** welcomes Operation Manager **Bob Brown** from **WMYK & B94/Pittsburgh**; **Dee Silvers** adds Music Director duties to his morning airshift, replacing **David Lee Michaels**, who exits to **WZUU/Milwaukee**.
After a 10-year absence from the airwaves, **Tom Moffatt** returns to mornings at **KIKI/Honolulu**... **Dr. Chris Evans** resigned **WHYT/Detroit** middays to complete law school... **KJJO/Minneapolis** promotes Assistant Program Director **Harry Anderson** to PD... For the record, **Stevie Brooks** a/k/a **Debbie Melvin** joins nights at **WMJY/Long Branch, NJ** from **Z100/New York**.

Bits

• **A Bit Of The Blarney.** **WAEV/Savannah** recently held its annual "Miss St. Patrick's Day" contest, and a lucky listener won a trip for two for a week in Ireland.

• **One Hit Worth \$1001.50.** **KPLZ/Seattle** recently gave away \$30,000 in six weeks. It began with the "K-PLUS Hit Song Of The Day": five times a day listeners won \$101.50 (frequency tie-in) for identifying the hit song played at 7:15am. The giveaway increased to ten times a day, and for one week each time the hit song was played the listener won \$1001.50. The end result was the "K-PLUS Hit Songs Of The Week," with listeners trying for five songs in a row and a grand prize of \$5000.



ZZ TOP KINDA FONDA MONTANA — Given ZZ Top's long association with motorcycles, it seemed appropriate that actor Peter Fonda should drop by when they played a recent concert in Billings. Gathered backstage are (l-r): KYVA/Billings MD Charlie Fox, Kathy Fox, Mrs. Fonda, ZZ Top's Billy Gibbons, KCDQ/Bozeman MD Greg Williams, WB's Greg Lee, ZZT's Dusty Hill, and Fonda.



NILS TAKES WONDERLAND TO NEW YORK — MCA recording artist Nils Lofgren recently welcomed friends backstage after his appearance at the Bottom Line in New York to chat about his current album "Wonderland." Shown here (l-r) are MTV's Director of Artist Relations Gail Sparrow, Nils, MCA's Regional Promotion Director Sammy Vargas, and WNBC's MD Babette Sterling.

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AOR



STEVE FEINSTEIN

25+ AOR, PART I

Making AOR Mean "Adult Oriented Rock"

There's a great George Carlin bit about phrases that are contradictions in terms, like "military intelligence" and "jumbo shrimp." As regards radio formats, "adult rock" might also be considered an oxymoron by some folks. After all, how many adults like rock music and listen to rock stations?

That answer depends on how you define your terms. If an "adult" is someone over the age of 25, as opposed to a "young adult" of 18-24, and "rock" means Rush, Motley Crue, Judas Priest, Van Halen and the like, then perhaps there aren't droves of adult rock lovers. But if your definition of rock is broader than just the hard-drivin' kickass variety, then "adult rock" may make some sense.

After all, there are certainly many of us old codgers over the age of 25 who still fancy a bit of rock 'n' roll, although as we grow older our personal tastes often begin to lean less towards rock of the headbanging and hellraising variety. Problem is, what radio station does an upper demo rock fan who grew up with AOR listen to these days? He may find most traditional AOR too metallic, CHR too repetitive and perhaps irritating in its presentation, and A/C too staid and bland.

There are some programmers who view this listener as disenfranchised, without a format to call his own. This week and next, we'll survey stations that attempt to cater to the 25+ AOR listener who has grown up and away from the format as it's generally done today. Notice that the three approaches we'll look at this week all take markedly different routes in serving this listener.



Sebastian's Fight To Ratify EOR

Last July, consultant John Sebastian announced his plans for a new format targeted to the 25-40 male rock listener. "Eclectic Oriented Rock" was conceived as an evolution of the AOR format, and would draw upon the best music from AOR, CHR, A/C, Urban, and Jazz stations.

Though Sebastian had a track record as a successful AOR programmer, clients did not beat down his door eager to give his new format a shot. WKGR/Ft. Pierce (formerly WIZD) was the world's only EOR station until earlier this month, when WGRX/Baltimore became the first Top 50 market outlet to sign up.



John Sebastian

Don't Let Me Be Misunderstood

Looking back, Sebastian acknowledges a number of factors that lead to some marketing problems. "People were scared by the term EOR, because of lack of understanding of just what 'eclectic' means. And because I chose to label it a new format in-

stead of just calling it an Adult AOR, that slowed it down, too. Also, it was so unique-sounding to people when they heard tapes and descriptions, they were wary and wanted to wait and see how the first takers did. Additionally, we had some troubles putting it all together in Florida, though it's sounding very good now."

There certainly may have been confusion of the word "eclectic" (from various sources) with "esoteric" (understood by or intended for only a chosen few). Eclectic may have translated as unfamiliar and obscure when Sebastian intended it to connote variety. Though EOR does play "a significant amount of music that is not played on very many stations, the vast majority of what's played on EOR is played on one format or another," he says. "Listeners have had to dial among many stations to get their tastes satisfied; nobody could hear it all on one station."

That variety he speaks of, with talk of Urban and jazz cuts, sounds almost like a throwback to the progressive era. John Sebastian... progressive? Given his reputation as a tight-listed AOR programmer, many of you may be saying, "Talk about a contradiction in terms!" The difference between them good ole days and now, says Sebastian, is that the progressives "played everything, and there was no research involved. We've taken the cream of the crop from the various formats, not just disparate records. There's a consistency in EOR's variety that derives from the high level of musicianship and production values."

Note Sebastian's concern with artistic values rather than song-to-song familiarity. "25-49 men are much more musically sophisticated and open-minded than people listening to other formats. It doesn't have to be a big Top 40 hit to be in this format. It has to have the sound we want, and the capability according to our gut to become a hit for 25-49 men. We'll find that out through our research after it's been on the air."

One intriguing aspect is that Sebastian is using his own judgment and ears to select the bulk of music he feels will appeal to the target. If putting on a body of untested music sounds like a radical departure for a guy known for his reliance on quantitative call-out data, Sebastian says it's no different than what he did at WCOZ/Boston initially. "About 50% of our original playlist had not been exposed at all or in recent years in the market. We were very unfamiliar to the Boston AOR audience. That's why we were so fresh-sounding. It's the same thing again. Whether or not the music has been exposed in the market in the past, we're going to give it a shot."

Delicious Demos

Don't think that Sebastian conceived this format so he could avoid the inconvenience of having to make tapes of all his favorite songs for at home listening. He's well aware "this demo (25-40 men) is the largest group in America, with the most money to spend,

KINK/Portland

fm 102

PD Rick Scott calls KINK/Portland a "mellow, adult album radio station. We play a broad selection of music, including album tracks that A/C's can't or won't touch."

Because KINK positioned itself as an alternative to the rest of the market, it's defined largely by the songs it won't play. Heavy crunch rock 'n' roll is out, and so is anything that "lends too much of a mainstream or rock flavoring. Michael Jackson, though highly successful, is too mainstream for us at this point. We think our listeners expect a little more sophisticated sound with a nice variety, not the same hits over and over again."

That sophisticated sound is typified by artists such as Randy Crawford, Jimmy Messina, Jimmy Buffett, Jackson Browne, Dan Fogelberg, Paul Simon, and Michael Franks.

While admitting that the KINK format "will not get huge 12+ numbers," Scott asserts that "we target 25-34 adults and evaluate our performance according to that."

No problem with getting its report card signed: KINK is #1 men and women 25-34, men 25-49 and 25-54, and #2 adults 25-49.

Can a new station come on the air with a sound like KINK's and do well, or is that 16-year legacy essential? Scott says, "I would like to think that a carefully-planned radio station with a lot of thought and care put into it could do well. It would need a tighter structure than KINK initially, and would not necessarily explode overnight. It takes patience."

"We're into our 16th year, and the station has been very consistent — doing what people expect from KINK. That consistency has paid off."

A typical hour of KINK music sounds like:

Midday:

Emerson, Lake, and Palmer *Lucky Man*
 Alan Parsons Project *Prime Time*
 Elton John *Come Down In Time*
 Ricki Lee Jones *Youngblood*
 Spyro Gyra *Song For The Rain*
 Jimmy Buffett *Son Of A Sailor*
 Randy Crawford *Bottom Line*
 Loggins And Messina *Sailin' The Wind*
 Manassas *It Doesn't Matter*
 Glenn Shorrock *Will You Stand?*
 Jackson Browne *Rock Me On The Water*
 Joan Armatrading *Warm Love*
 Al Stewart *Running Man*

PM drive:

Jimmy Buffett *Somewhere Over China*
 Gordon Lightfoot *Romance*
 Dan Fogelberg *Missing You*
 Heart *Pilot*
 Jimmy Messina *Seeing You For The First Time*
 Billy Joel *Get It Right The First Time*
 Robert Palmer *Every Kind Of People*
 Paul Simon *Renee And Georgette*
 Bill LaBounty *Never Gonna Look Back*
 Donald Fagen *New Frontier*
 Michael Franks *Tiger In The Rain*
 Fleetwood Mac *Sara*
 Kim Carnes *I Pretend*

STEREO 570 AM



Fred Jacobs's Good Time Rock 'N' Roll

"Graduate school for album rock listeners" is how consultant Fred Jacobs describes his Good Time Rock 'N' Roll format. The former WRIF/Detroit PD developed the format in conjunction with Tom Bender, PD at KRQX/Dallas, the AM of KZEW. (Jacobs worked for Bender at WRIF as Research Director, and then succeeded Bender in the PD chair at the ABC O&O.)

KRQX and WNOR-AM/Norfolk, also the sister AM of an AOR heavyweight, are Jacobs's initial clients. Dallas uses "Good Time Rock 'N' Roll" as a handle, while Norfolk calls itself "Classic Rock 'N' Roll."

The format was designed to capture the "Big Chill generation," says Jacobs, who sees it as

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and in the next 10-15 years they're going to get more powerful and influential just because of sheer quantity."

Isn't this demo being served already by A/C? Not to their hearts' content, according to Sebastian. "In most markets there isn't a station that has a great deal of loyalty or exclusive cume in the 25-49 men cell, which is out there wandering and ready for EOR. Focus groups show that they're listening to A/C or soft rock because it's the only thing vaguely palatable to them. The A/C stations have them strictly by default."

He doesn't see EOR as necessarily a specialty format with a low cume and high quarter hours, though he grants, "Cume growth will be slower than a lot of AORs or Hot Hits that have exploded. With proper promotion I think we can make substantial impact with 25-49 men in the first book, and certainly be a significant factor in the market by the second book."

Music Mix

Unlike many A/C programmers, Sebastian believes 25-49 men are still actively interested in new music, and says almost 50% of his music mix is current or recurrents. Their interest may have slowed down a bit, but only "because they haven't a format where they can hear their music on a consistent basis. They'll be loyal enough to the station so that you can nurture new music."

As EOR is an outgrowth of rock radio, it doesn't play A/C standard bearers such as Kenny Rogers, Barry Manilow, Barbara Streisand, and Neil Diamond. Most of the music is from the early '70s onward; he doesn't use many Top 40 oldies, British Invasion, or Motown hits from the '60s at the

moment, claiming that his research hasn't shown any compelling reason to do so. Beatles tunes start with the "Rubber Soul" album, which Sebastian feels marked a significant step for the band's artistry. He does a minimum of dayparting, because unlike AOR, the target audience is available in equal proportions throughout the day.

Not surprisingly, he's choosy on a song-to-song basis even with surefire artists. Police songs such as "Wrapped Around Your Finger" and "Spirits In The Material World" are fine, while "Message In A Bottle" is too "wavish" and "De Do Do Do" is too "bubblegum."

Steely Dan, Hall & Oates, Genesis, Fleetwood Mac, Alan Parsons, Doobie Brothers, and Yes are format staples. Lionel Richie and Kool And The Gang are on, and so are Michael Jackson's more textured songs like "Human Nature."

Presentation

WGRX PD Alan Lawson has his staff deliver the music in a mature, adult manner. "We don't hype. We project a respect for the listener, and communicate on a one-to-one level. We're not laid-back, but conversational."

A two-hour jazz show called "Jazz Focus" runs on Sunday nights. Information offerings include daily sports wrap-ups and financial reports in afternoon drive.



Alan Lawson

Continued on Page 35

Making AOR Mean "Adult Oriented Rock"

Continued from Page 34

Reaction

Lawson reports good listener response, with letters saying things like, "Love it . . . keep it up . . . don't change . . . you're a breath of fresh air . . . you're playing songs I've wondered why I haven't heard on the radio anymore."

Both Sebastian and Lawson agreed that it will be important to go back and find out



which artists received airplay on Baltimore AOR years ago and then were cut back when the format became modal. Lawson gave Little Feat as an example, mentioning that the station includes "Gringo" and "Time Loves A Hero" in its library.

Rotation

The fastest currents come up once every four hours, though Lawson hints that he may consider slowing it up a bit. Power oldies like Van Morrison's "Moondance" rotate approximately once every two and a half days.

Coverage

WGRX is in the process of obtaining a new tower site that will correct some coverage problems in Baltimore's inner city. As it is, Lawson says the station's signal is strong in the suburbs, where he expects the station will find much of the relatively upscale, affluent audience he hopes EOR will attract.

WGRX Aircheck

AM drive:

- Boz Scaggs Georgia
- Gino Vanelli I Just Wanna Stop
- Yes It Can Happen
- Lionel Richie Running With The Night
- Saga On The Loose
- Christine McVie Got A Hold On Me
- Firefall Strange Way
- Jethro Tull Living In The Past
- Robert Plant In The Mood
- Phil Collins In The Air Tonight
- Dan Fogelberg Language Of Love
- Steely Dan Rikki Don't Lose That Number

Middays:

- Jimmy Cliff We All Are One
- Supertramp Crazy
- Michael Jackson Human Nature
- John Klemmer Touch
- Hall & Oates Family Man
- Fleetwood Mac Rhiannon
- Al Jarreau We're In This Love Together
- Phil Collins Against All Odds
- Alan Parsons Project Breakdown
- Marvin Gaye What's Going On
- Christine McVie The Challenge

PM Drive:

- Van Morrison Moondance
- Who Eminence Front
- Passport Man In The Mirror
- Beatles Glass Onion
- Billy Joel Innocent Man
- Christine McVie Got A Hold On Me
- Doobie Brothers Livin' On The Fault Line
- Chicago Wishin' You Were Here
- David Gilmour Love On The Air
- Police Spirits In The Material World
- Stevie Nicks Nightbird
- Blue Oyster Cult Shooting Shark

Fred Jacobs's Good Time Rock 'N' Roll

Continued from Page 34

a response to "a lot of duplication across formats, with A/C's and CHR's adding upbeat rock material, and rock stations adding more mainstream pop material."

Since he feels there's a glut of stations playing the same hits, Jacobs plays no currents or recurrenents whatsoever. It's not that he feels that his target audience doesn't care for current music, but rather "as a point of differentiation and positioning, we didn't want to start off playing the same records everybody else is playing. We want to have a unique sound and be a very special place for people."

Yet he doesn't consider his an Oldies format, per se. "The Oldies philosophy is that if it was a hit, it gets played. We're more targeted, concentrating on songs that contributed significantly to the rock 'n' roll sound. We won't play weird novelty songs like Lorne Greene's "Ringo," the Singing Nun, or "Sukiyaki."

Most of the music is from the '60s, with some stretching back to the '50s and nothing newer than the mid-'70s. It includes everything from Buddy Holly to Motown hits to early Cat Stevens, Bad Company, and Yes. He works from a base of over 1000 titles, and shuffles his lists to avoid staleness.

"Most oldies stations have a goofy, Fonzi kind of sound. Ours isn't like that at all. It's up, but there's no shouting, echo chamber, or jingles. The presentation sounds like an AOR, presented by and for people in the baby boom generation."

The format plays primarily songs that were hit singles, with album tracks such as King Crimson's "The Court Of The Crimson King" and Iron Butterfly's "In A Gadda Da Vida" thrown in sparingly. "There's no attempt to be esoteric. We don't come at it from the standpoint that there is all this great music deep inside people's record collections that's been aching to get out over the years."

Results? Not too shabby. In its first book with the format installed and a new set of calls, KRQX beat the other two Gold stations in the market both 12+ and men 25-34.

Here's what an hour or two of "Good Time Rock 'N' Roll" sounds like:

AM drive:

- Allman Brothers Rambling Man
- Rascals People Got To Be Free
- Temptations My Girl
- Paul Simon Mother And Child Reunion
- Moody Blues Tuesday Afternoon
- Bobby Fuller Four I Fought The Law
- Crosby, Stills, & Nash Pre-Road Downs
- Gerry & The Pacemakers Don't Let The Sun Catch You Cryin'
- Guess Who Undun
- Paul Revere & The Raiders Him Or Me (What's It Gonna Be?)
- Beatles Please, Please Me
- Blues Image Ride Captain Ride

PM Drive:

- Joe Cocker The Letter
- Supremes Stop In The Name Of Love
- Animals House Of The Rising Sun
- Beatles I'm Looking Through You
- ELO Do Ya
- Youngbloods Get Together
- Neil Diamond Cherry Cherry
- Buddy Holly That'll Be The Day
- Jackson Browne Doctor My Eyes
- Turtles You Baby
- Sly & The Family Stone Dance To The Music
- Johnny Rivers Seventh Son
- Who Substitute
- Them Gloria
- Music Explosion Little Bit O' Soul

SEGUES

Ex-KSRR/Houston MD Rick Lambert goes to crosstown KLOL as Assistant PD/MD and for the 9am-1pm shift. Former Assistant PD/MD Linda Silk moves into the 1-4pm slot, and Johnny Goyen exits 9am-1pm . . . MD Gloria Johnson leaves KGON/Portland after seven and a half years. Assistant MD Inessa York is upped to MD . . . Midday jock Sylvia Almerito becomes MD at KNAC/Long Beach, replacing Mary Jo Godges, who retains her evening airshift.

Randy Miller joins KKCI/Kansas City for mornings from WROQ/Charlotte . . . Changes at KWFM/Tucson: Greg Austin comes aboard for mornings from KLSI/Kansas City, parttimer Mike Rapp is upped to Programming Assistant and will handle morning news, Paul DeWitt moves to mid-days and Chris Ryan switches to evenings, and parttimer Scott Richards is now on overnights . . . Shifting at WPYX/Albany: MD Andy Turco

moves into afternoons, Assistant PD Bob Welch changes to 6-10pm, Ernie James is shifted to 10pm-2am, and parttimer Dave Scholz takes over overnights . . . At WOOS/Canton, John Scott exits noon-4pm, Barb Scott is upped from overnights to take his place, Mike Flora goes from parttime to overnights, and PD Rick Singer and MD Andy Sanderbeck switch shifts, with Singer moving to 6-9am and Sanderbeck taking on 9am-noon . . . Scott McConnell exits KOME/San Jose mornings . . . Christina Kelly joins WHMD/Hammond for evenings . . . J. Walker joins WROQ/Charlotte for evenings.

Mimi Chen moves to KMEL/San Francisco weekends from the same at crosstown KSAN.

Mary Anne Mitchell at KZEW/Dallas is upped to Advertising And Promotion Assistant from Secretary/PR Assistant.



BALLOON BUSS — Tying in for Valentine's Day with the Nena hit, WBRU/Providence gave away a bouquet of "99 Red Balloons" filled with helium. Staffer Larry Herbst, in makeup, is pictured sweetening a winner's purse with a little smooch.



DERRINGER DRAWS — After a guitar clinic for KISW/Seattle listeners, Rick Derringer (at right) picks a winner for a contest in which prizes included a personally designed \$1300 guitar (on floor at right). KISW PD Gary Bryan is pictured holding the bag for Derringer.



KEZE KEYS UP FOR ZZ TOP — KEZE/Spokane geared up for a ZZ Top concert with a pre-party two days before the show. Among the fare were \$1.06 drinks including the "Eliminator" and "Tubesnake Boogie." From left, Warner Bros.' Sue Brett, the band's Billy Gibbons, MD Maureen Matthews, ZZ Top's Dusty Hill, and Andy Monday of KJRB, KEZE's sister AM.

Adult/ Contemporary



JEFF GREEN

In Search Of The Missing Men

For years, A/C radio's primary target has been the adult female listener. This is particularly true of the new generation of "Light," "Magic," and "Love" FM stations. But programmers are uncovering a huge, under-tapped market of 25-49 men, whose musical needs are apparently not being addressed by any one format. Considering the substantial revenue impact of that demo, R&R's Ron Rodrigues interviewed four broadcasters who are using music to attract more men.

All of the stations we looked at used unconventional mixes of music that have greater male appeal. At KKLTV/Anchorage, which posted a 100% gain in adult ratings, PD Chris Noble explained his station's new approach. "The best way I can describe the format is 'Eclectic Adult/Contemporary.' We use the sound of the music and its production values to determine if it's right for

us. We draw from a variety of sources, including CHR, A/C, some AOR, some Country, and light Jazz. Also included are vocalists who don't get much exposure in any format, such as Kenny Rankin, Michael Franks, and Joan Armatrading. Our music selection is not necessarily based on chart positioning."

When pressed about the exact requirements of an acceptable record, Chris responded, "If the number one song in the country sounded like it was recorded in a garage, it will not be on the air here. Most of the stuff by the Rolling Stones, for example, will not get played. I don't want that raw sound; I want music that is full, rich and well-orchestrated. I'm looking for music that is compatible with in-office listening, too."

Chris admits the concept sounds similar to John Sebastian's "EOR" (Eclectic-Oriented Rock) format, but he said his approach has been in the works for years. "I programmed a fulltime Jazz station here, and I would call KKLTV the exact opposite of that format. The Jazz station was instrumental-based with some vocals interspersed; the Eclectic format is vocal-based with some instrumentals. We're looking to hit an



Sebastian's "E" For "Eclectic Effort"

John Sebastian is best known for his AOR consulting business. He's also helped pilot successful stations such as KDWB/Minneapolis, KUPD/Phoenix, and WCOZ/Boston. Last year, John shed most of his AOR client stations to start a new, adult-oriented rock consultancy called EOR.

"It stands for 'Eclectic-Oriented Rock,' explained John. "By definition, eclectic means 'taken from several different sources.' This format borrows from many successful formats, taking the 'cream of the crop' music from A/C, CHR, AOR, and to some degree, Jazz. It requires the best-produced records and the finest-sounding songs to make it for this format.

"I came up with the format after hearing a great batch of good-sounding music that wasn't being played on one particular station. I knew there was a format that was wide open for that type of music presentation. More importantly," emphasized John, "EOR is designed for an ignored demographic: 25-49 year-old men. There's a hit format for every other group you can name except for them. It is the largest demo in most markets, and it's what most advertisers want. Women are getting cut up by a number of stations, but men in this age group are largely ignored from a music standpoint."

Right now the format is featured on WKGR/Ft. Pierce, FL and WGRX/Baltimore. Both stations use the "Gourmet Rock" slogan. Sebastian said the "newness" of the concept is what's keeping him from selling it to stations at a faster rate, but he's confident the pace will pick up once the results are in from his charter stations.

"I've conducted focus groups around the country to determine the validity of the format, and I have no doubt that they're ready for it. The question is when radio ownership is ready to give it to them." (For more detailed data on EOR, see Steve Feinstein's AOR column this week.)



John Sebastian

WHY MEN ARE A HOT TARGET

Looking For "Mr. Good Buy"

Should radio stations of any format shoot particularly towards men or women? The Radio Advertising Bureau's Ken Costa says "gender targeting" could cost you dollars.

Ken told R&R, "Outside of products that are used exclusively by one sex, such as cosmetics or women's clothing, it simply doesn't make sense to target most products towards one gender. For example, look at supermarket shopping. A third of all the customers that pass through the checkout stands are men, and that percentage is growing.

"There are several reasons for this:

- 1) Couples are getting married later, and men are shopping for themselves while single.
- 2) More wives are now working, leaving household responsibilities such as food shopping to be split between the couple.
- 3) Societal changes are forcing husbands to

take on some of the duties that were once thought to be 'a woman's job.' That includes food shopping.

"Even if it's the woman who's putting out the cash, there are many other decisions to be made before buying a product. Who decides where to shop? Who decides how much to spend? Who decides what color, fashion, or style? Who decides what technical features? When to make a purchase? In the case of food shopping, there isn't that multiple-decision process, but both parties are involved in the purchase of an overwhelming number of consumer products."

audience that has not been reached by either of the two A/C AMs or any of the FMs in our market."

Chris added that the advertising community has responded well to the new KKLTV. "Indeed, many of our retail accounts are playing the station in their stores."

San Diego Sound

In one of the country's most congested and popular A/C markets, KIFM MD Mark Zegan said his station had to find something different to stay competitive. It began with a late night all-jazz show. "It's called 'Lights Out San Diego.' The demand was so great and the ratings so promising that we slowly expanded the concept from two hours to its current six hours in the evening.

"A month ago, we began featuring a mix of A/C and Jazz during the rest of the day. Our format appeals to people who never thought they'd like jazz. We use commercially-popular artists such as David Sanborn and Spyro Gyra. We avoid the old jazz masters because they don't sound contemporary."

KIFM98

KIFM places one jazz track per hour in other parts of the day. The station usually runs it behind a power rotation current record. "But," adds Mark, "we'll sometimes mix up the clock a bit and put it elsewhere in the hour."

The station's biggest problem is marketing its new approach. Although KIFM attracts more adult men than women, the females tune in nearly twice as long as the males do. "We still have a mellow music image from our old days," Mark lamented, "but because of our longstanding licensing problems, the station's management has been reluctant to put too much money towards promotional efforts. Still, we never thought we could recycle listeners between the two approaches, yet we have. Selling the two concepts hasn't been a problem, either."

Muskegon Magic

WFMM/Muskegon, MI PD David Christian spotted a large hole for men in his market four months ago, so he customized his station to fit the opening. Like other male-oriented A/C's, "Magic 98" calls upon the music of several formats to compose its playlist. "We play a wide variety of music. Our repetition is slower than on the CHR stations, but we're not as soft as the A/C's."



David said he puts a great emphasis on the flow of the music, and selects components more by sound than by popularity. "We don't worry too much about the tempo of individual songs. We might start the hour with a slow Billy Joel, or put Linda Ronstadt's "What's New" in power rotation. But on balance, the station has a medium-tempo feel."

Tracking The Music Flow

Here's how an hour of music stacks up on each of the four music formats discussed in this week's column:

KKLV/Anchorage:

"Angry Eyes" — Loggins & Messina
"Thriller" — Michael Jackson
"One On One" — Hall & Oates
"With Your Love" — Jefferson Starship
"Let's Stay Together" — Tina Turner
"Groovin'" — Kenny Rankin
"Feelin' Alright" — Joe Cocker
"Heaven" — Joan Armatrading
"Touch" — Earth, Wind & Fire
"Bella Donna" — Stevie Nicks
"Man In The Mirror" — Passport
"I Feel The Earth Move" — Carole King
"Never Be The Same" — Christopher Cross
"A Night In New York" — Elbow Bones

KIFM/San Diego:

"If You Could Read My Mind" — Gordon Lightfoot
"Too Late To Turn Back Now" — Cornelius Bros. & Sister Rose
"You're Looking Like Love" — Bryson/Fleck
"Reflections" — Dan Siegel
"Sweet Dreams" — Air Supply
"True" — Spandau Ballet
"Your Baby Doesn't Love You" — Carpenters
"How Much I Feel" — Ambrosia
"Miss Me Blind" — Culture Club
"Love Will Find A Way" — Pablo Cruise
"Different Drum" — Linda Ronstadt
"Hello" — Lionel Richie
"Just Remember I Love You" — Firefall
"Helplessly Hoping" — Crosby, Stills, & Nash

John Sebastian's "EOR":

"What Can I Say" — Boz Scaggs
"Against All Odds" — Phil Collins
"This Is It" — Kenny Loggins
"Running With The Night" — Lionel Richie
"Shooting Shark" — Blue Oyster Cult
"Time Out Of Mind" — Steely Dan
"Real Love" — Doobie Brothers
"Pipeline" — Alan Parsons Project
"Ride Like The Wind" — Chris Cross
"Got A Hold On Me" — Christine McVie
"Man In The Mirror" — Passport
"I've Seen All Good People" — Yes

Magic 98/Muskegon, MI:

"Just The Way You Are" — Billy Joel
"Violet & Blue" — Stevie Nicks
"Loving Cup" — Dan Fogelberg
"Please Please Me" — Beatles
"Since I Fell For You" — Lenny Welch
"Against All Odds" — Phil Collins
"Never Gonna Let You Go" — Sergio Mendes
"While You See A Chance" — Steve Winwood
"Keeping Secrets" — Christine McVie
"Miss Me Blind" — Culture Club
"Easy Driver" — Kenny Loggins

AT **E/P/A** IT'S **A/C**ADEMIC:

SHAKIN' STEVENS
CYNDI LAUPER = 25+ RATINGS!

SHAKIN' STEVENS
"I Cry Just A Little Bit"

Adult / Contemporary
NEW & ACTIVE

SHAKIN' STEVENS "I Cry Just A Little Bit" (Epic) 50/27
 Rotations: Heavy 0/0, Medium 12/3, Light 35/21, Extra Adds 3, Total Adds 27, WSB-FM, B100, WICC, V100, WKGW,
 WAHR, WNAM, WING, WTRX, KOIL, WMHE, KBOI, KWAV, WNNR, WTKO, WKNE, WTNV, KORQ, WGSV, WKYX, WJBC, KWEB,
 WHNN, WBOV, KTWO, K99, KALE, Medium: WFBR, WCCO, KGW, WMAZ, WSKI, WCKO, WAGE, KQSW, KRBS.

WFBR
 WSB-FM
 WCCO

KGW
 B100
 WICC

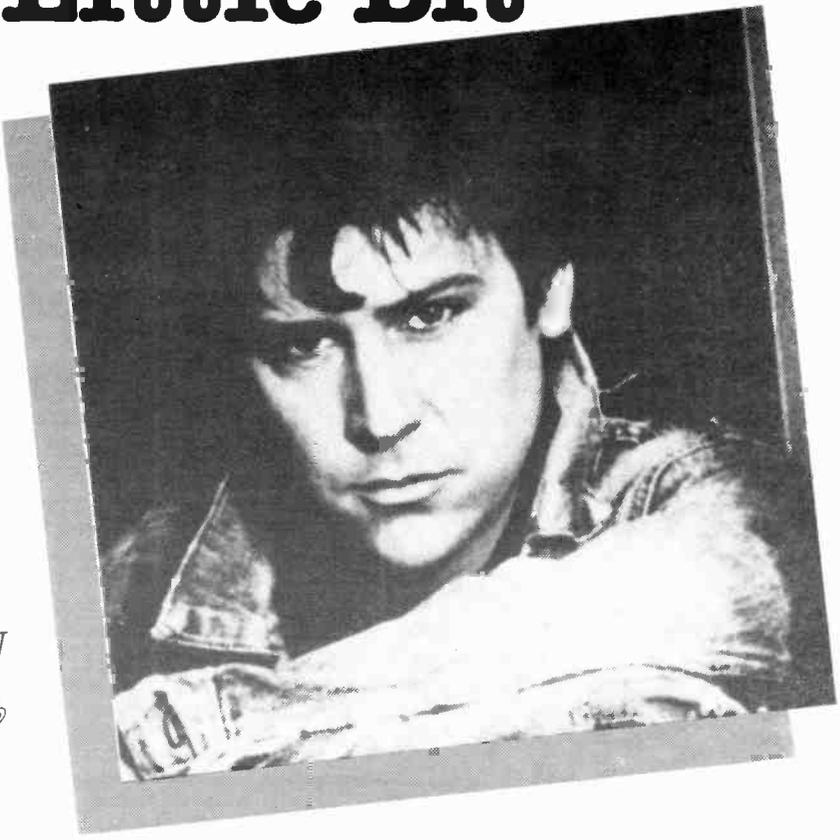
One Of The A/C
 MOST ADDED

V100
 WKGW
 WAHR
 WVLK
 WMAZ
 WAVE

WHBY
 WNAM
 WHBC
 WING
 WTRX
 WFMK

KOIL
 WMHE
 KBOI
 KPPL
 KWAV

Epic



CYNDI LAUPER
"Time After Time"

ON YOUR DESK
THIS WEEK

A *Portrait* Of A Special
 Lady Through A Very
 Special Song

Distributed by CBS Records



LON HELTON

K95FM No. 1 — KVOO No. 2

Toe-To-Toe In Tulsa

You are about to hear the tale of two of the most astounding radio success stories in recent years. These stories encompass a single market, but feature a pair of main characters who are as different as night and day. On one hand, you have the tried and true AM giant which has been knocking off would-be Davids for years. On the other hand, you have an FM station which, in less than three years, has become the number one 12+ station in town — without the AM being decimated.

What makes this even more amazing is that while most people know that KVOO/Tulsa is still doing extremely well, not many know the extraordinary feats of KWEN, or K95FM as it is more commonly known.

Twin Success Stories

Throughout the years, KVOO has been one of the most respected and highest-rated Country radio stations in the U.S. It has enjoyed shares in the 20s and has been consistently ranked among the market's top three outlets. As documented in these pages, many venerable AMs have taken a ratings beating when an FM came on the scene. Longtime KVOO PD Billy Parker has kept KVOO in its customary lofty position with programming that, while not exactly in line with the popular programming techniques of today, has nonetheless made KVOO the success story that it is.

Across town, Bob Backman joined K95FM from another Country station in Tulsa (KTFX) as GM three years ago, and together with PD Rob Ryan, quietly built a ratings killer. I figured it was about time everybody knew about the masterful job they've done.

radio listeners who at the time were dissatisfied with their radio alternatives. They were listening to tapes or watching TV. We found what they wanted was a contemporary sound to their country music. We went on the air aimed directly at women because they hold the purse strings of the family."

Looking at the fall '83 Arbitron, they seem to be right on target: K95FM is #1 in women 18+, 18-34, 18-49, 25-49, and 25-54. (KVOO is tied for #1 in women 35-64, with K95FM third).

A Female Consciousness

"What we do on the air," Rob said, "for the most part is consciously pointed at attracting women. During the day our music turns softer, with more love songs thrown in. We use either more male artists who have high female appeal or songs by female artists that are proven to be popular with female listeners. Besides skewing our music to women, the jock rap is also consciously targeted in their direction. We try to lean towards information that interests women in particular, and also present views about general information that might especially



KBRQ TO THE RESCUE — It all started with a giveaway of a ton of hay at KBRQ/Denver's booth at the National Western Stock Show. The winner of the hay agreed to donate it to feed starving wildlife in the Middle Park area of Colorado. During a KBRQ conversation with the Colorado Division of Wildlife, the CDW mentioned they also had 20 tons of hay which needed to be transported.

So, KBRQ personalities Jim Stricklan and Jon Lawrence went on the air asking for volunteers with pick-up trucks to help in the transportation. In less than one hour, over 30 volunteers called willing to help. Other offers included Pester Gas, which supplied fuel for the trucks, and Arby's, which provided fuel for the folks. Shown here are the more than 50 listeners who loaded, transported, and unloaded all that hay. Country listeners — and Country radio — come through again!

three bands. We also give away trips to see every USFL Outlaw away game, even though we don't carry the team. At the home games we sponsor tailgate parties. We get out there and shake the hands of listeners. We're constantly involved."

As a matter of fact, when I asked Rob about the ratings dip his station took in the spring '83 book, he said they directly attributed it to the fact that "we weren't getting out in public like we formerly did." The station was giving away prizes and promoting as usual, but they had cut back on jock appearances and related activities. During the fall sweep, they were "back out in force," he said.

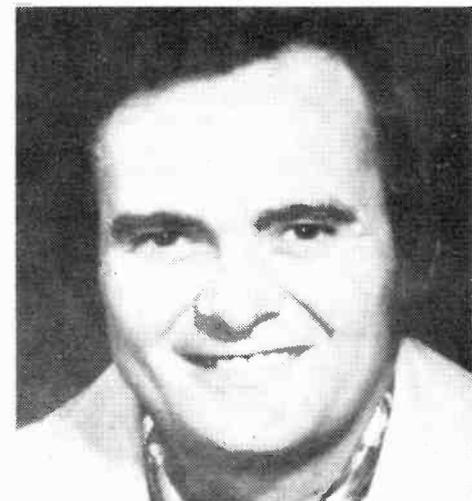
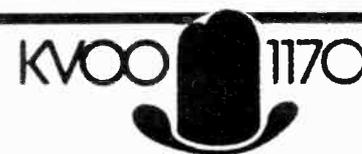
K95FM is one of the most promotionally-oriented stations — AM or FM — I have ever seen, not only in the quantity of things they do, but also in the quality. GM Bob Backman and crew come up with some very innovative stuff — both on the air and off. Recently, the station held the "K95FM Creative Thinking Workshop." It was a free seminar offered to clients and agency people to assist writers, artists, designers, account executives, media buyers, business owners, and anyone else who must solve problems daily.

A while back the station gave out K95FM buttons to ad agencies in Tulsa. Not long after, station staffers visited ad agencies handing out money to those wearing the buttons, with bonuses for those who were listening to the station. Another tremendously successful promotion — one that was singled out by the NRBA as the best audience/sales promotion in the U.S. last year — was their \$1,000,000 Miller High Life Fishing Classic where contestants, by catching properly tagged fish, could win all kinds of cash and prizes, with one fish worth \$1,000,000. Proceeds went to the Special Olympics and the U.S. Olympic Training Center.

The latter promotion seemed to be rather male-oriented for a female-targeted station. But Rob said, "That's true for the most part, but our on-the-air posture was that this was a family-oriented event. We had little fishing events for the kids and stuff for women to do if they just wanted to let their husbands go off fishing. We go out of our way to get involved with things families are into, including promotions with Sesame Street and the Ice Capades."

One of the primary reasons for the constant promotional effort is to stay ahead of the competition, which in this case is not only Country.

"Besides KVOO, we share a tremendous amount of audience with A/C KRAV. A lot of our music is the same as theirs, and we're 95 on the dial and they're 96. You can see we really need to shine in a particular area to be on top, and that area is promotion."



Billy Parker

"Real" Country

Describing KVOO, Billy said, "We are viewed in the marketplace as a real Country station. When I say 'real country,' I don't mean 'hard' or 'gutbucket' country, but as a station that not only plays the country hits and a ton of country gold, but also the new hits by the new artists."

"We're not a five-in-a-row station and never will be," continued Billy. "While country music is very important to us, we base our sound on music and information. We have an eight-person news department, which makes us the heaviest-manned station for information in the market."

Mastering The Mix

While music is important to both stations, it is in this area where the biggest difference lies. K95FM has a current list ranging from 30-40 records (depending on available product) with 700 or so in the oldie catalog. KVOO has a playlist of 70 records with a ton of oldies they rely on heavily.

Billy told me that the music mix on his station is two-thirds gold, leaning to a great degree on post-1971 oldies. He said familiarity is the key — playing the hits of Country radio — while not necessarily depending only on traditional-sounding oldies. If you have been doing your arithmetic as we've been going along, the next question is obvious: How do you fit in 70 currents when 67% of the records you play are oldies?

"We play a lot of the lesser-known artists between 7pm and 6am," replied Billy. "The rest of the day we heavily rotate the top 40 or 45 records on our list. The remaining records are exposed in the other dayparts and on weekends. Nobody can pick the hits all

Continued on Page 42

	12+			Tulsa ARB					
	F '82	Sp '83	F '83	Fall '83 Adult Rankings					
				18+	18-34	18-49	25-29	25-54	35-64
KVOO	13.5	12.0	11.8	2	5	5	4	3	1
K95FM	10.4	9.5	12.7	1	3	1	1	1	3



Rob Ryan

Rob began, "Our parent company, Katz, is extremely research-oriented, and an awful lot of that was done before we went on the air. The determination was made that there were a lot of potential female Country

interest the female listener."

I asked Rob if that meant they might stay away from particular artists when adding current product. "Not at all. The sound of each song is of primary importance. Who the artist is is not as important as what the song sounds like — it must sound like what we want the station to be or we don't play it."

To carry this a step further, I asked Rob what he does with "hit" songs that test much better with men than with women. He told me, "We don't stay away from those records, but they are rotated differently. Those songs won't get as much airplay during middays as they will at night."

K95FM is another "forefront" FM Country station that places a strong emphasis on the music but does not hide behind it. "We went on July 4, 1981," Rob began, "using a 'more music, less talk' position with air talent who had distinct on-air personalities. Personality is a very important part of our format."

Heavy Promotional Emphasis

"Another major element of the station, besides playing the music our audience tells us they want to hear, is a heavy emphasis on promotional activities. Last Labor Day we gave away 10,000 hot dogs at a park with

CONWAY TWILLEY

“Somebody’s Needin’
Somebody”

7-29308

40/39 25% **SIGNIFICANT ACTION**

From The New Album
‘BY HEART’

Produced by Dee Henry & Jimmy Bowen



SHIPS APRIL 16th

GARY MORRIS

“Between Two Fires”

7-29321

78/43 49% **NEW & ACTIVE**

From The New Album
‘FADED BLUE’

Produced by Jim Ed Norman



SHIPS APRIL 2nd

Call the Pinkard & Bowden Joke Line
1-800-R-E-Q-U-E-S-T. Be the first one in your market
to call the Warner Bros. Nashville office and repeat
what is on the tape to win a very special prize. Call
only on April 2nd.

Manufactured & Distributed by Warner Bros. Records



BREAKER Dancing The *Footloose* Way!

Step 1

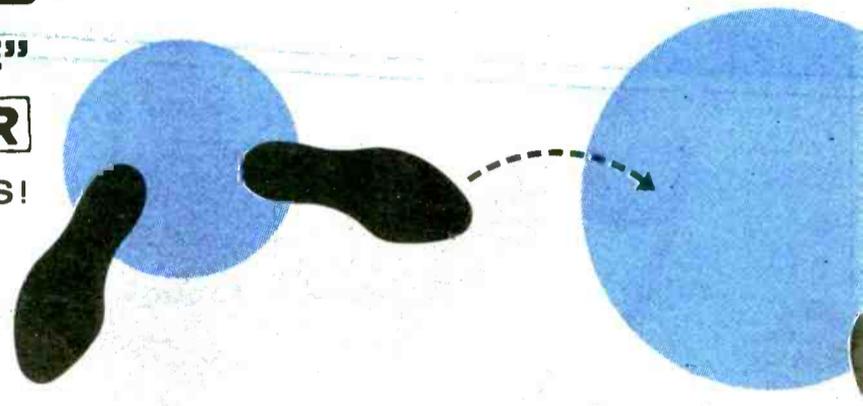


KENNY LOGGINS

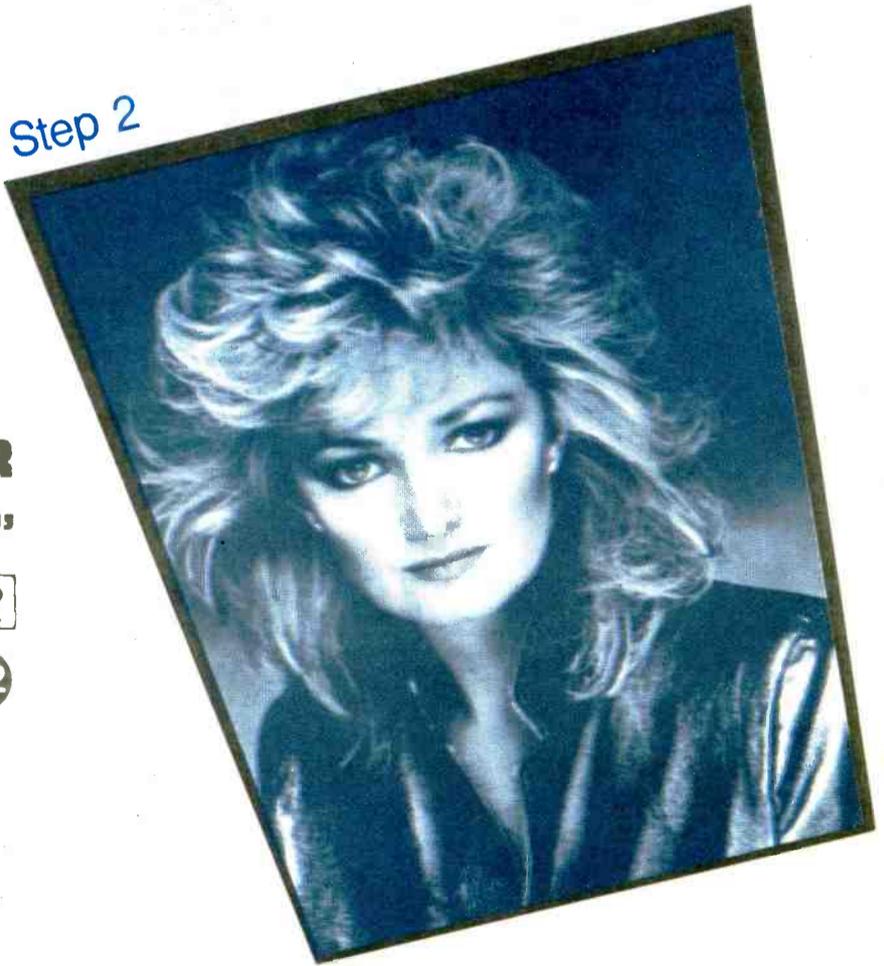
"FOOTLOOSE"

1/27/84 **BREAKER**

1 TWO WEEKS!



Step 2



BONNIE TYLER

"HOLDING OUR FOR A HERO"

3/23/84 **BREAKER**

32



Kick Up Your Heels To The
Movie Soundtrack Of The Year!

Step 3



SHALAMAR "DANCING IN THE SHEETS"

Black/Urban
BREAKER 3/9/84

CHR 123/37 51%

Step 4



DENIECE WILLIAMS

"LET'S HEAR IT FOR THE BOY"

COMING SOON! **BREAKER**

JUST RELEASED —
ALREADY
ONE OF THE CHR
MOST ADDED

ON COLUMBIA RECORDS



Nashville This Week



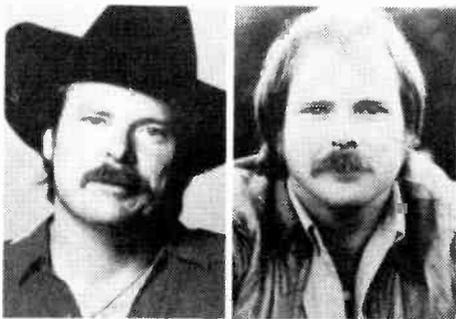
SHARON ALLEN

Facing The Bare Facts

When I ran into Dan Seals at the CRS he mentioned his mini-tour of Canada. Now picture this . . . me, with reporter's cap firmly in place, responding, "Hey, that's great. Did anything unusual or interesting happen while you were on tour?" Seals quickly replied, "I went to a strip show!" . . . I, with reporter's cap still on, though perhaps a little tilted by now, decided to pursue the subject (with your reading pleasure in mind, of course!).

While in Calgary, he stayed at a hotel featuring nightly entertainment by Miss Nude World, Miss Nude Canada, and a group of exotic dancers.

When Dan was invited to pose for some publicity photos with them he was literally "lost for words," but he quickly regained his composure and posed for a few "brief" shots. Not wanting to appear overdressed he did take off his hat.



Seals posing conservative—Seals posing risqué.

P.S. Sorry we couldn't run the original photos, but Paul Lovelace beat it to the photographer and bought all available copies.

Opryland Opens

What do Broadway, the movie "Stayin' Alive," the soap opera "Loving," and RCA Records have in common? All have direct ties to performers who have gotten some of their early professional training at Opryland.

Denise Drenzo (currently starring in Broadway's "Cats"), Cynthia Rhodes (who starred opposite John Travolta in "Stayin' Alive"), Perry Stephens (who stars in "Loving"), and RCA singer/songwriter Dean Dillon will return to the park for ceremonies on Saturday, March 31, launching Opryland's 13th season.

The opening day event, hosted by Porter Wagoner, is called "Opryland Stars Come Home."

For more information contact the Opryland Information Center, 2802 Opryland Dr., Nashville, TN 37214.

Hardin Throws A Mean Punch

This week Gus Hardin filmed her first music video, "I Pass." David Hogan, writer & director for the shoot, told R&R, "We had a real good stunt coordinator/stuntman from Los Angeles spend two days with Gus teaching her to throw a punch. She's a quick study. She can throw a punch like nobody's business." But things didn't go off without a hitch. The stuntman ended up with a swollen nose, and Gus took a few falls as well. The moral to this story is . . . if Gus Hardin ever tells you "I Pass," . . . believe it!

ACM Announces

Hosts for the 19th annual "Academy of Country Music Awards" special will be Mac Davis, Crystal Gayle, and Charley Pride.

The 1984 show will be telecast "live" from Knott's Berry Farm in Buena Park, CA, Monday, May 14, 9-11pm (EST) on the NBC Television Network. The special is a Dick Clark Company, Inc., production, with Gene Weed producing and directing.

Bits & Pieces: Dottie West just signed a five-year exclusive recording contract with Dallas-based Permian Records. Jerry Crutchfield (Lee Greenwood's producer) will produce West's first album for the label . . . Congratulations to Sylvia and new husband Tom Rutledge (guitarist in her band). They were wed March 3 . . . Charly McClain and Wayne Massey are planning a summer wedding . . . Fire destroyed the home of Helen (Carter) Jones, the eldest daughter of the late Mother Maybelle Carter, in Dickson, TN. The blaze destroyed family photos, historical documents, a 100-year-old fiddle, and a family mandolin. Helen was able to save her mother's original guitar, but damages were estimated at a million dollars . . .

Toe-To-Toe In Tulsa

Continued from Page 38

the time, so we let our audience do it by letting them hear as much of what's out there as possible. I keep in close contact with the jocks, who report on the feedback they're getting. If you stay in touch, it doesn't take long to find out what the audience really likes."

Many who think of KVOO in a more traditional light might be surprised to hear that Billy is playing one of the more un-traditional records around.

"We're playing the Julio Iglesias & Willie Nelson in heavy rotation. While some people look at us as being more traditional Country than that, this particular record doesn't scare me a bit. It would scare me if we didn't play it. I never say a record is 'too country' or 'too pop.' It all depends on the record and how it sounds; I look at these records with the mix in mind. I can't play three or four of these pop-sounding records in a row and hold my identity the way I want it, but I can play just about anything I want to, including Ernest Tubb, as long as the mix is right. You can't stay too set on any particular trend or type of record." Without the mix, anything is dangerous."

Acknowledging The Competition

Did KVOO make any dramatic changes when K95FM started coming on strong? "No, not really," said Billy. "We just stayed with what we do best and tried to do it even better. I wish K95 were anywhere else but Tulsa, as they are one of the finest-sounding FM Country stations I have ever heard. They are different from us, more of a jukebox with music that's more A/C than Country. They're good competition, but we treat them as if they were any other station in the market. You know it's 'beware,' but nothing really special. I respect them and I think we have a very good relationship on the street and in the clubs. They are FM, we're AM, and we both have great stations."

With both stations heavily into promotion, I asked Billy if there were ever any problems regarding who gets to appear where. Billy said, "I really feel when you have three good Country stations in a market, the concert promoters and record companies should stay away from getting the stations involved with jocks on stage and that kind of stuff. The people who come to the show don't want to see Billy Parker on stage to brag about KVOO. There are ways to tie in and promote things without hurting anybody's feelings."

Selling The Station

While KVOO is #1 12+, the numbers definitely skew older. We agreed this was partially a result of being on the AM band, and I asked Billy how sales were affected by this.

"Like all Country stations we sell 25+, but we really sell our station on proof of sales. We've been either first, second, or third in this market for years, but have never sold the station based on numbers alone. We must sell on the strength of what we can do for the advertiser. If we can sell cars for Ernie Miller Pontiac or shoes for The Shoe Gallery, then that is testimony — the selling point. Instead of using numbers, we peddle the fact that we can sell product."

Like Country stations of earlier vintage, Billy Parker's KVOO features a good amount of programming that cannot be heard on any other station in town. The weekend programming includes rodeo news, a bluegrass hour, some Gospel programming, and a square dance show that Billy says "gets more mail than anything else on the radio."

Editor's Notes

Isn't peaceful coexistence grand? Two totally different-sounding Tulsa radio stations not only serving the Country audience, but also attracting some new listeners. I doubt that it is coincidental that common threads of both the KVOO and K95FM success stories include promotion and personality.



Country News

Proudly Welcomes Two Members
of the "20+Share" Rating Club:

WWVA/Wheeling, WV &
KLAW-FM/Lawton, OK

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

YOU'RE IN FOR
A NICE
Surprise
ON RCA RECORDS & CASSETTES

KATHY MATTEA

"Someone Is Falling In Love"

*Kathy
Mattea*



DOUBLE

BREAKER!

BREAKER A/C

KHOW	WSKI	WAEB	KFSB	KMJJ
WFBR	WAYV	WKNE	WCIL	WVBS
WGY	WCHV	WOMC	KKJO	WFMY
WKGW	WRVA	B-100	KOIL	KCRG
WWDE	WHLY	KRBE	WVLK	WWWM
WMHE	WAGE	2WD	WCKQ	WGY
WAFB	WGSV	WTIC	WKYX	WOMC
KBOI	WSKY	WRVR	KRBE	WTRX
KISN	WHBY	KFQD	KUGN	WHNN
WWPA	WJBC	KWAV	KKUA	WAFB
WTKO	WNAM	KEY-103	KRSB	KHOW
WICC	WCCO	KEEZ	KFMB	KSL
WEIM	WJON	KFOR	WRIE	KORQ

42 *BREAKER COUNTRY*

WPTR	WYII	WTSO	WITL	WPAP	KRSY	KUUY
WGNA	WAJR	WMIL	WTOD	WKQS	KRRV	KBCQ
WSEN	WKYG	WGEE	WTVY	KSOP	KKAL	WAMZ
WOKQ	Q102	KFDI	WLWI	KKCS	KMAK	KTPK
WPOR	WUBE	KTTS	WESC	KIKK	KFRY	KVEG
WBGW	WIRE	WOW	WEZL	KKYX	KTOM	KEAN
WSNO	WFMS	KWMT	WSOC	KMML	KMPS	KJOT
WPKX	WMNI	WAXX	WTQR	KLLL	KGA	KEIN
WCMS	WONE	KFGO	WFNC	KYXX	KWJJ	WILQ
WRNL	WIXZ	KSO	WOKK	KRMD	KUGN	KCCY
WKZZ	WVAM	KECK	KLRA	WYNK	KRKT	
WXBQ	WTHI	KRRK	WGTO	KEBC	KRWQ	
WWVA	WXCL	WWJO	WQYK	KVOO	KGEM	
WCAO	WHBF	WWWV	WIRK	KRST	KIGO	

PolyGram *Country*



PolyGram Records™

Black/Urban Radio



WALT LOVE

Black Record Reference Guide

Over the last several months, there have been changes within the record label promotion staffs. To help make the job of updating your rolodex easier, I've compiled the annual edition of the "Black Record Reference Guide." Below you'll find a handy checklist of labels, promotion personnel, addresses, and phone numbers.



BEING THERE AT KJLH—James Ingram (l) stopped by KJLH/Los Angeles while promoting his "It's Your Night" LP and "Yah Mo B There" single. Shown with Ingram (l-r): KJLH PD Eric "Rico" Reed, WB's Steve Campfield and KJLH's Ron Amos.

A&M

Step Johnson, Pam Whitaker
1416 N. La Brea Avenue
Hollywood, CA 90028
(213) 469-2411

Allegiance Inc. Dauntless/HCRC

Michael Matthews
7525 Fountain Avenue
Hollywood, CA 90046
(213) 851-8852

Arista Inc. Jive

East
Richard Smith, Kenneth Reynolds
6 West 57th Street
New York, NY 10019
(212) 489-7400

West
Vaughn Thomas
8370 Wilshire Boulevard
Beverly Hills, CA 90211
(213) 655-9222

Atlantic Inc. Atco/Cotillon/Mirage/ Modern/Swan Song/etc.

East
Henry Allen, Hank Caldwell
75 Rockefeller Plaza
New York, NY 10019
(212) 484-8145

West
Marty Mack
9229 Sunset Boulevard, #710
Los Angeles, CA 90069
(213) 205-7450

Beantown
Tessil Collins
100 Massachusetts
Boston, MA 02115
(617) 262-5660

**Becket Inc. Sutra/Sunnyview/Dash
Sound Of New York/Native**
Adam Levy
1790 Broadway
New York, NY 10019
(212) 757-9880

**Capitol Inc. EMI America/Liberty
Rusty Moody/Ronnie Jones**
1750 N. Vine Street
Hollywood, CA 90028
(213) 462-6252

Chrysalis
Steve Brack
9255 Sunset Boulevard
Los Angeles, CA 90069
(213) 550-0171

Columbia
East
Vernon Slaughter
51 West 52nd Street
New York, NY 10019
(212) 975-4692

West
Doug Wilkins
1901 Century Park West
Los Angeles, CA 90067
(213) 556-4934

Crossroad

Bunky Sheppard
1680 N. Vine Street, Ste. 300
Los Angeles, CA 90028
(213) 461-0121

Elektra/Asylum Inc. Solar/Musician

East
Greg Peck
665 5th Avenue
New York, NY 10022
(212) 355-7610

West
Greg Peck/Junius Taylor
962 N. La Cienega Boulevard
Los Angeles, CA 90069
(213) 205-7400

Epic Inc. Portrait/T-Neck/Tabu, Pavillion/ Coast To Coast/Believe In A Dream/CIM/ & other assoc. labels

East
T.C. Thompkins
51 West 52nd Street
New York, NY 10019
(212) 975-5987

West
Maurice Warfield
1901 Century Park West
Los Angeles, CA 90067
(213) 556-4778

**Fantasy Inc. Milestone/Prestige/Stax/
Riverside/Galaxy**
Phil Jones
2600 10th & Parker
Berkeley, CA 94710
(415) 549-2500

Geffen
Johnny Barbis
9126 Sunset Boulevard
Los Angeles, CA 90069
(213) 278-9010

GRP
Bud Katzel
555 West 57th Street, Ste. 1228
New York, NY 10019
(212) 245-7033

Island Inc. Mango/Antilles
Ruben Rodriguez
14 East 4th Street
New York, NY 10012
(212) 355-6550

Malaco
P.O. Box 9287
Jackson, MS 39206

MCA
Jheryl Busby
70 Universal City
Universal City, CA 91608
(213) 508-4010

Megatone
Marty Blecman
2269 Market Street, Ste. 206
San Francisco, CA 94114
(415) 621-7475

Mirage

Bob Greenberg
9229 Sunset Boulevard, #707
Los Angeles, CA 90069
(213) 205-7480

Motown Inc. Tamla/Gordy
Tony Anderson
6255 Sunset Boulevard
Los Angeles, CA 90028
(213) 468-3500

Personal
Susan Feilich, Terry Lind
211 W. 56th
New York, NY 10019
(212) 246-5520

Philly World
Preston Marsett
2001 W. Moyamensing Ave.
Philadelphia, PA 19145
(215) 271-8645

**PolyGram Inc. Polydor/Casablanca/De-Lite/
Mercury/Phase II/RSO/Atlanta Artists**
East
Harold Childs
310 7th Avenue
New York, NY 10019
(212) 399-7033

West
Scott Brill
8335 Sunset Blvd.
Los Angeles, CA 90069
(213) 656-3003

Posse Inc. Spring/TVI/Pretty Pearl
Bill Spitalsky
161 West 54th Street
New York, NY 10019
(212) 581-5398

Prelude
Joey Bonner
200 West 57th Street
New York, NY 10019
(212) 974-0360

Prism
D. Joseph
1966 Broadway, Suite 47
New York, NY 10023
(212) 799-7300

Private I
Bill Craig
6255 Sunset Boulevard, #1126
Los Angeles, CA 90028
(213) 460-6325

Profile Inc. Promise
Manny Bella
250 West 57th Street
New York, NY 10017
(212) 582-3555

Quality
Patrick Spencer
161 West 54th Street, #1001
New York, NY 10019
(212) 246-4352

Red Label
Richard Tufo
980 N. Michigan, Ste. 1320
Chicago, IL 60611
(312) 337-8190

RCA Inc. Planet/Salsoul/Total Experience

East
Leroy Little
1133 Ave. of the Americas
New York, NY 10036
(212) 930-4306

West
Lygia Brown-Guy
6363 Sunset Boulevard, Ste. 608
Los Angeles, CA 90028
(213) 468-4058

Rocshire
William Staten
1240 N. Van Buren, Ste. 102
Anaheim, CA 92807
(714) 632-9452

Solar
Regina Griffey
9044 Melrose Avenue, #200
Los Angeles, CA 90069
(213) 461-0390

Streetwise/Partytime
Buddy Scott
7000 Boulevard East
Guttenberg, NJ 07093
(201) 854-7509

West
Warren Lanier Sr.
18425 Saticoy, #2
Reseda, CA 91335
(213) 705-7704

Streetwise/Partytime
Greg Riles
25 West 43rd Street
New York, NY 10036
(212) 382-1476

Sugarhill
Donna Jones
96 West Street
Englewood, NJ 07631
(201) 569-5170

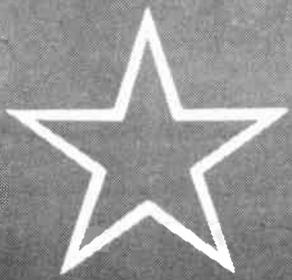
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Kenny G **“Hi, How Ya Doin’?”** AS1-9105

Kenny G is on the verge of a major breakthrough thanks to so many early believers and the skillful talents of Kashif. Check out the facts for yourself and then do it till it feels good with Kenny G's smash hit, "Hi, How Ya Doin'?" From the explosive new album, G Force.

R&R: 23*-18*/BB: 43*-40*

Out of the box on: WRKS, WKYS, WVOL, WBLs, WGPR, V-103, WVEE, WDAS, WUSL, WGCI, WHUR, WWIN, WAMO, WJMO, WZAK, WDMT, WDRQ, WBMX, WJPC, KATZ, WZEN, KPRS, WHRK, WAOK, WYLD, WAIL, KNOK, KDAY, WGFJ, KACE, XHRM, KDIA, KSOL, KUTE, KCOH, WANT, WEDR, WKXI, WOKJ, WANM, WENN, WGIV, WPEG, WLOU, WDJY, WBLK, WGOK, WVOI, KRNB, KJLH, WDIA, WEDR, WBLX, WJJS, WATV, WQKS, KOKA.



Angela Bofill **“Special Delivery”** AS1-9167

Angela Bofill has a sizzling hot package on her hands and neither rain nor sleet nor snow will stop this "Special Delivery," from going the distance. From her stunning album, Teaser.

BB: Debuts 87*-77*

Out of the box on: WBLs, WWIN, WAMO, WLOU, WGPR, WCHB, KATZ, KGBC, KPRS, WGIV, WENN, WTLC, WAIL, KYOK, KTSU, KACE, XHRM, KJLH, KMJQ, KUTE, KDAI, KDKO, KUKQ, WPOM, WDRQ, WCHB, WWDM, KCOH, WLLE, WUFO, WLOK, WNOO, WBMK, WLWV, WHAT, WILD, WYBC, WDKX, WDZZ, WWWS, WTQX, WPAL, KDAY, WATV, WGOK, WQMG, WEAL, WHYZ, WRDW, WNHC, KNOK, WQQK, WHRK, WBMX, WQBH, WVEE, WOIC, KHYS, WXYV, KOKA, WQKS, WAAA, WKXI.



Real To Reel **“Love Me Like This”** AS1-9156

Real To Reel gears up and puts their success on fast forward with the overwhelming reaction to their dazzling new single, "Love Me Like This." If you haven't hooked up to Real To Reel yet, you're already behind the times. Produced by Leon F. Sylvers III.

BB: 71*-68*

Out of the box on: WBMX, WDIA, WOKJ, WRAP, WUSL, WHAT, WCIN, KJLH, WBIL, WRXB, WGOK, WKWM, WDMT, WNJR, WDAS, WWIN, WZAK, WLOU, WDZZ, WRKS, KATZ, KMJM, KPRS, WBMK, WMAK, WAIL, KJCB, WXOK, KRLY, KNOW, KGFJ, KDAY, XHRM, WOIC, WAAA, WLOK, KTOY, WGCI, WPEG, WHYZ, WRXB, WYLD, KNOK, WZEN, WPAL, WEAL, KRNB, WNOO, WVOI, KMJQ, WLTH, WQKS, WAMO, WENN, WWDM, KDKO, WQBH, WPOM, WEAS, WSOK, WRAP, WBLs.

ARISTA

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Young**
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and Stay"

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PRO-FM 14-11
WGCL 13
WHYT 18-13
Q103 23-19
KZZP 15
KMJK 14
XTRA 17
KUBE 23-18
KNBQ 15

WNYS 18-8

K104 9-7

WKEE 15-12

98PXY 18-15

WQJD 17-13

WSSX 18-12

WJZR 21-15

WDCG add 19

WANS-FM 13-11

WOKI 11-8

WABB-FM 10-8

WHHY-FM 16-13

WRVQ 23-16

WKDD 13-10

K107 11-6

KLUC 10-7

KDON-FM 11

WGUY 9-6

Q104 8

WPFM 15-9

WXLK 6

WAEV 3

WHSL 8-6

WBNQ 16-8

KKLS-FM 13-8

KKRC 16-13

KGOT 9

KCDQ 8-6

KBIM 11-4



CALENDAR



BRAD MESSER

Beware Of Political Polls

This is the season during which much of the beef in newscasts consists of results of political polls, which have their own pitfalls for reporters.

Consider this hypothetical one-line survey report: "The latest Bazbo Poll of 500 registered voters shows Able ahead of Baker by seven percentage points, 53 to 46."

Problem. The wording ignores sampling error. A four-percent error would put Able's support between 49 and 57, and Baker's between 42 and 50, so statistically it is not impossible that Baker might actually lead Able 50 to 49. That's so close you could call it a dead heat, no?

No. According to Associated Press reporter Evans Witt, writing in the current *Washington Journalism Review*, "A rough rule of thumb is that unless the difference between the candidates is *twice* the sampling error, one should hedge the statement that one candidate leads the other."

We reporters are advised that we must

consider and report the source of any poll, being extremely wary of survey results from within campaigns. Newspeople are not without backup in critically evaluating surveys. Professional pollsters have established industry guidelines. The National Council on Public Polling, comprised of private as well as public pollsters, advises its members to "not remain silent if a client publicly releases and misrepresents a poll result."

George Gallup's Presidential election polls, with their alleged sampling error of one and one-half percent, haven't been wrong since indicating that Dewey would beat Truman in 1948. Not all survey firms can call 'em that close, and even statistically reliable surveys can be unwittingly misinterpreted at the rewrite desk.

Nowhere is the need for careful, balanced reporting (and probably an extra measure of skepticism) more important than in covering a political survey. A poll misinterpreted or misreported can become a shaft.

The Jolly White Giant

MONDAY, APRIL 2 — The Minnesota Valley Canning Company was created by 14 farmers in a meeting 81 years ago this evening (1903). Cannery employees nicknamed oversized English peas "green giants," and the nickname became a company logo in the 1920s. The first giant on the label was white. Eventually his skin was changed to green, and the trademark became so famous that the business changed its name to the Green Giant Company in 1950.

U.S. Mint established 1792. Human shot from circus cannon 1877. First commercial movie show house. Tom Talley's Electric Theater, opened in Los Angeles 1902.

Leon Russell 43. Marvin Gaye 45. Sir Alec Guinness 70.

Jesse James Shot Dead?

TUESDAY, APRIL 3 — The most famous of the 19th Century outlaws, Jesse James, was shot to death by a bounty hunter 102 years ago today (1882) for a \$10,000 reward. There is an active theory that contends the killing was a hoax intended to "take the heat off" James so he could retire, and the theory's supporters are convinced that he went into hiding and lived to be an old man.

A recent study at Oxford University concluded that this was the date Christ was crucified in the year AD33. Pony Express began 1860. U.S. prime rate hit 20% 1980.

Tony Orlando 40. Marsha Mason and Wayne Newton 42. Marlon Brando and Doris Day 60.

Navy's Flying Aircraft Carriers

WEDNESDAY, APRIL 4 — In the 1930s the U.S. Navy had two aircraft carriers that could fly, the huge dirigibles Akron and Macon. The 785-foot-long Akron carried five airplanes which were routinely launched and retrieved in flight by means of a skyhook dangling from the mother ship. The Navy lost interest in the expensive dirigibles after the Akron crashed into the Atlantic on this date in 1933, killing 73 people, including an Admiral.

President William Harrison died of pneumonia in 1841 after only a month in office. U.S. declared war against Germany 1917. 35th anniversary U.S.-European NATO Treaty signing 1949.

Tony Perkins 52. John Cameron Swayze 78. Arthur Murray 89.

Noah's Ark Hits Dry Land

THURSDAY, APRIL 5 — Some Biblical scholars believe this is the date that Noah's Ark finally touched land, in the mountains of Ararat, after the Great Flood . . . more than 2000 years before the time of Christ in the year 2348BC.

George Washington cast first presidential veto 1792. English physician Sir Joseph Lister, founder of modern anti-septic surgery, born 1827: Listerine was named for him.

Agnetha Faltskog of Abba 33. Eric Burdon and Michael Moriarty 43. Gale Storm 62. Gregory Peck 68. Bette Davis 76.

75th Ann'y North Pole Conquest

FRIDAY, APRIL 6 — The 75th anniversary of the first confirmed visit to the North Pole in 1909, by four Eskimo men, black explorer Matthew Henson, and expedition leader Robert Peary. The Arctic geography includes floating ice sheets about eight feet thick interrupted by open spans of water, and the average April temperature is around minus 30.

First LSD trip 1943.

Merle Haggard and Billy Dee Williams 47.

Tomorrow (4-7) Tony Dorsett 30, Francis Ford Coppola and David Frost 45. Jerry Brown 46. Bobby Bare 49. James Garner 56.

Sunday (4-8) John Havlick 44, John Gavin 49, former First Lady Betty Ford 66.

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For the past several weeks NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, and Massachusetts, to name just a few. Radio stations in more than 25 different states looking for announcers, programmers, news and sales people. We are receiving many job orders for females and minorities. These jobs are for small, medium & major markets. If you are looking to make a change, now is the time. NATIONAL the NATION'S LEADING RADIO PLACEMENT SERVICE places our registrants from coast to coast. For complete information, and registration form, enclose \$1.00 postage and handling to:
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Radio's most complete personality biweekly. Current artist **Bio & update, record facts, daily calendar/almanac, trivia, etc.** Send for sample on ALL AIRSHIRT READY! station letterhead:
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Current and Classic Airchecks!

Current issue #48 features KFI/Lohman & Barkley, NY's Z100, WNBC/Don Imus, WWDC/Greaseman, LA's KKHR, WABX/Paul Christy, WFYR/C.K. Cooper, Seattle's KPLZ, Portland's KKRZ, San Diego's new AOR Z90, plus KKFM/Scott Thrower. 90-minute cassette, \$5.50.

Special Issue #S-29 features NY, with WNBC/Howard Stern, WPLJ/Jim Kerr, the Z100 Morning Zoo, WAPP & WNEW-FM. Cassette, \$5.50.

Special Issue #S-30 is NY Part Two, with Urban WRKS, WBLS & WKTU, plus new A/C WLTW & WYNY/Dan Daniel. Cassette, \$5.50.

Classic Issue #C-41 features KHJ/Robert W. Morgan-1968, KIMN/Roger Barkley-1960, WWDC/Howard Stern-1982, KRLA/Jay Stevens-1971, KHJ/Machinegun Kelly-1975, plus Seattle-1974 with KING, KJR & KTAC. Cassette, \$10.50.

Write for info on our new VIDEO AIRCHECK series or subscription info.
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 Box 4408 — San Diego, CA 92104
 (619) 460-6104

Opportunities

Openings

EAST

Now accepting C&R for parttime openings for warm, reliable personality. Jay Scott, WRIC, Box 2072, Erie, PA 16512. EOE M/F (3-30)

Washington, D.C.'s new A/C. WEZR has rare drivetime opening. T&R: Chuck Tyler, 10380 Democracy Ln., Fairfax, VA 22030. EOE M/F (3-30)

Small market Country leader near ocean resort seeks on-air PD. Experienced only, career opportunity. T&R: Bill Prettyman, WICO, Box 909, Salisbury, MD 21801. EOE M/F (3-30)

Personalities with something worthwhile to say, fulltime opening. T&R: Steve Michaels, WLLH, Box 1400, Lowell, MA 01853. EOE M/F (3-30)

Need a ND, that understands radio is a speech rather than a print medium. T&R: Steve Michaels, WLLH, Box 1400, Lowell, MA 01853. EOE M/F (3-30)

WHEB

Box 120, Portsmouth, N.H. 03801

Anchor/reporter, WHEB AM, Portsmouth, NH is accepting applications for possible future openings. 2-3 years experienced required. T&R and writing samples. Blacks, Hispanics and other minorities encouraged. No calls. Send to: B. Phelan, ND, P.O. Box 120, Portsmouth, NH 03801.

Sunny Florida, full-service CBS A/C looking for 6-midnight jock. T&R: Larry Bessler, WMEL, Box 1318, Melbourne, FL 32935. EOE M/F (3-30)

WTRR/Baltimore, looking for air personalities. Full-service A/C, community oriented. Shamrock Communication. T&R: Mike Galley, Box 200, Westminster, MD 21157. EOE M/F (3-30)

B-94 FM

Night Rocker needed for kickin' ass on the Steele City's #1 FM. If you're a winner, so are we. Get your T&R now to: Dan Vallie, 1715 Grandview Ave., Pittsburgh, PA 15211. No calls. EOE M/F

Suburban Washington D.C., WPRW needs ND now. Cover VA's fastest growing county. Good stepping stone. T&R: Scott Gibb, Box 1460, Manassas, VA 22110. (703) 368-3100 EOE M/F (3-30)

WNLC looking for fill-in talk show host. T&R: Ron Ropiak, Box 1350, Norwalk, CT 06852. EOE M/F (3-30)

CONTEMPORARY LEADER

In Top 5 market about to have 2 very rare openings. Seeking exceptional personality and personality anchor. All replies in strictest confidence. Current employees aware of search. No beginners. Send to: Radio & Records, 1930 Century Park West, #655, Los Angeles, CA 90067. EOE M/F

50kw CHR resort killer needs 7-midnight & jock yesterday. New studios. T&R: Jack Sillen, WKHI, Box 758, Ocean City, MD 21842. EOE M/F (3-30)

Cape Cod AM/FM seeks MOR/BM announcers & newpeople for future. T&R: Frank Mitchell, Box 668, W. Yarmouth, MA 02673. EOE M/F (3-30)

Aggressive newperson needed, two years minimum, for full-service A/C on fringes of NYC. T&R: Vince Santarelli, WRNJ, Box 1000, Hackettstown, NJ 07840. No calls. EOE M/F (3-30)

Seek A/C communicator with copy & production abilities. T&R: Mike Bunn, WBEC, Box 958, Pittsfield, MA 01202. EOE M/F (3-30)

New York City Suburban FM

CHR station seeking on-air talent desiring entry to NYC market. Will pay top dollar for DJ with production/copywriting and/or engineering skills. T&R: Suite 500, 1619 Broadway, New York, NY 10019.

Experienced newperson needed by new FM in Concord NH. T&R: PD, WJYY FM, Box 422, Concord, NH 03301. EOE M/F (3-23)

SOUTH

KUOP/KATX has immediate openings for air personality/news. Good pay/benefits. T&R: Steve Coulter, Box 1420, Plainview, TX 79073. EOE M/F (3-30)

Openings

AM/FM searching for talented individuals with copywriting and or production skills. No beginners. T&R: WRBC, Box 938, N. Wilkesboro, NC 28659. EOE M/F (3-30)

We are expanding our news team. Seeking experienced broadcast journalists. T&R/writing sample: Mark Tudor, OM, WTQR, Box 3018, Winston-Salem, NC 27102. EOE M/F (3-30)

Z98 seeks creative personality. T&R: OM, KLAZ, 1501 N. University Suite 788, Little Rock, AR 72207. EOE M/F (3-30)

Public radio WTEB seeks ND & Promotion Director fulltime. Excellent salary & benefits. T&R: Stew Mones, Box 885, New Bern, NC 28560. EOE M/F (3-30)

Morning announcer for top Country station. Fine equipment & spacious studios. Excellent position & Prod. experience helpful. T&R: KBAP, 3306 Andrews Hwy., Midland TX 79703. (3-23)

WQIK needs good weekend help at Country station. Good pay. T&R: Brian Mitchell, Box 6999, Jacksonville, FL 32205. (3-23)

WCKN seeking afternoon announcer & production. T&R: Gary Jackson, OM, Box 650, Anderson, SC 29622. No calls. EOE M/F (3-23)

WROQ needs personality for night shift with high-energy & positive attitude. No screamers/calls. T&R: Jack Daniels, 400 Radio Rd., Charlotte, NC 28216. (3-23)

Immediate opening for parttime air talent in sunny Florida. T&R: Beau Raines, PD, WWWW (LOVE 94), 814 First St., Miami Beach, FL 33139. EOE M/F (3-23)

Creative morning entertainer needed for A/C. Rush T&R: Michael Adams, WAFB FM, Box 2671, Baton Rouge, LA 70821. (504) 383-9999 EOE M/F (2-23)

SW AOR looking for copywriter & production voice able to handle continuity. T&R: B/A/M/D, Jon Sinton, 6500 River Chase Circle E., Atlanta, GA 30328. EOE M/F (3-3)

Morning drive for progressive A/C reporter in SE FL. Creative, responsible + good prod. a must. T&R: Ross Block, WNGS, Box 669, W. Palm Beach, FL 33402. EOE M/F (3-23)

Isle 95 needs fulltime CHR personality. T&R: Jonathan Keyes, WJKC, Suite V-2, Caravelle Arcade, Christiansted, St. Croix., Virgin Is. 00820. (809) 773-0995 EOE M/F (3-23)

PRODUCTION DIRECTOR

Top 50 Sunbelt market, great voice and characters a plus. Duties include weekend airshift. Cassette samples/resume to: Radio & Records, 1930 Century Park West, #654, Los Angeles, CA 90067.

Needed yesterday, good newperson! T&R: ND, KYKZ, Box 999, Lake Charles, LA 70602. EOE M/F (3-23)

Creative copywriter/Production Director needed. Prefer experience. T&R: Tim Thomas, KIXS/KIIZ, Box 880, Killeen, TX 76540. EOE M/F (3-23)

MIDWEST

MAJOR MARKET

Midwest Adult FM needs major market adult talent. City's right, money's right. Send us your best: Radio & Records, 1930 Century Park West, #656, Los Angeles, CA 90067. EOE M/F

We're Building A Winning Team

Looking for a young, energetic, positive thinking communicator who understands how to be a personality in 10 seconds and wants to be part of a new team with a winning attitude. Respond to: Radio & Records, 1930 Century Park West, #646, Los Angeles, CA 90067.

Lansing's top A/C looking for top-notch air talent for prime opening. Great bucks! T&R: Jeff Davis, WFMK, Box 991, E. Lansing, MI 48823. EOE M/F (3-30)

Wheeling's top CHR seeks dedicated, enthusiastic radio entertainers. T&R: Dwayne Bonds, WOMP FM, Box 448, Bellaire, OH 43906. No calls. (3-30)

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Openings

NEWS DIRECTOR

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Rare ND opening. Need skills, ideas & background to lead 8-person team to continued dominance. Rush T&R: Kipper B. McGee, OM, KWLO/KFMW, Box 1330, Waterloo, IA 50704. EOE M/F (3-30)

News/sports reporter needed. T&R: WHBY, Box 1519, Appleton, WI 54193. EOE M/F (3-30)

Lifestyle news. AM drive news/ND. Creative, conversational, polished & mature voice. T&R/samples: Bobby Christian, KTCZ, 3701 Winnetka Ave. N., Minneapolis, MN 55427. EOE M/F (3-30)

TALK SHOW!!

Nationally respected, full-service A/C seeks dynamic Talk Show Host. Must be intelligent, thought-provoking, and capable of capturing a market's attention. Intense community involvement required, a humorous touch helpful. Join a great team in a growing, Midwest, Top 35 market. Blue chip facility. Excellent compensation. Tape & resume with references to: Radio & Records, 1930 Century Park West, #653, Los Angeles, CA 90067. An Equal Opportunity Employer

PD with outstanding production ability. T&R: Dewayne Jones, WDZ, 337 N. Water, Decatur, IL 62523. EOE M/F (3-30)

WHYT accepting resumes for parttime news talent. Conversational delivery a must. SE MI residents encouraged. Jim Chenevey, ND, Fisher Bldg., Detroit, MI 48202. (3-23)

Openings

KEYN FM & KOAM seeks qualified news anchor/reporter. T&R: Mark Elliot, 2829 N. Salina, Wichita, KS 67204. EOE M/F (3-23)

Immediate opening for night A/C talent. Minimum two years experience. T&R: Allen Strike, WTRC, Box 699, Elk Hart, IN 46515. EOE M/F (3-23)

14 WSAM seeks creative talent for drive position. Good production a must. Oldies. T&R: Dave Winston, PD, Box 1776, Saginaw, MI 48605. (3-23)

WEST

PRODUCTION WIZ NEEDED

To create motivating, stimulating commercials, promos, features for A/C leader. Strong creativity and originality. Ability to handle swing airshift also required. Samples and resume to Mike Runge, KALL, 312 East South Temple, Salt Lake City, UT 84111. EOE M/F

Radio Syndication Firm seeks reliable, self-motivated, L.A. based person for station clearance. Experience required. All replies confidential. Jim Brown Prods. (213) 392-8743. (3-30)

Wanted: air staff for A/C station to begin broadcasting in the L.A. area around May 1st. T&R: John Campbell, KWNK AM, 2136 Winifred, Simi Valley, CA 93063. EOE M/F (3-30)

Beautiful Napa Valley, California, 45 miles from San Francisco seeks production person who can do air-show. Half time writing production, half on-air. Send aircheck samples, your own production, cassette to: Tom Young, KVON Radio, P.O. Box 2250, Napa, CA 94558. EOE M/F

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If you think you're the person, send us a resume and tape (but don't call):

Bob Grossfeld, Operations Manager
KTAR Newsradio
 301 West Osborn
 Phoenix, AZ 85013

KTAR 620 AM

A Pulitzer Broadcasting Station

An Equal Opportunity Employer

Opportunities

Openings

Experienced jock wanted for small market Country station. Production a must. Females encouraged. T&R: Steve, Box J., Aztec, NM 87410. EOE M/F (3-30)

Radio reporter/anchor needed for AM/FM in southern CO. Must know sports. T&R: Rip Avina, KDZA/KZLO, Box 93, Pueblo, CO 81002. EOE M/F (3-30)

Wanted yesterday: ND able to deliver hard news with a human touch. Fast-growing A/C in OR. T&R: Ken Moultrie, KIQY, 743 Main St., Lebanon, OR 97355. EOE M/F (3-30)

K-DIG AM/K-104 needs drive personality. T&R: Dana Kott, Box 5066, San Bernardino, CA 92412. No calls. (3-30)

ROCKY MOUNTAIN A/C LEGEND

Needs entertaining, witty adult entertainer. Creative freedom encouraged. Top 50 market. Tape & resume to: Radio & Records, 1930 Century Park West, #659, Los Angeles, CA 90067. EOE M/F

Suburban Albuquerque modern Country FM needs jock, experienced or talented beginner. T&R: Vern Popp, Box 998, Beien, NM 87002. (505) 864-8400 (3-30)

Announcers/newspeople for Eugene's newest FM. Team oriented men/women sought. T&R: KZAM, Box 1123, Eugene OR 97440. EOE M/F (3-30)

KLKT Tahoe FM 100

Lake Tahoe's #1 FM A/C station has immediate opening for an experienced combination News/Sports Director. Send cassette, resume & writing samples to: Jim King, P.O. Box 6063, Incline Village, Lake Tahoe, NV 89450.

Make the central coast your home! Top CHR needs your personality & prod. T&R: Kirk Clatt, KDON FM, Box 81460, Salinas, CA 93912. EOE M/F (3-23)

Morning show talent search, various sized markets. T&R: Jeff Pollack Communications, 984 Monument St. Suite 204, Pacific Palisades, CA 90272. (3-23)

TRAFFIC DIRECTOR

Tired of the cold & snow? If you're a Traffic Director with computer experience, accounting backup, and understand sales types, maybe it's time for sunny California. Send resume & salary requirements to: Radio & Records, 1930 Century Park West, #647, Los Angeles, CA 90067.

A/C FM100 seeks full & parttime air talent for future openings. Experienced A/C & CHR only. T&R: Joel Gray, KLIR, Box 261150, Denver, CO 80226. EOE M/F (3-23)

News reporter/anchor needed for AOR FM in sunny SW market. T&R: Brad Behen, KWFM, 2100 North Silverbell Rd., Tucson, AZ 85745. EOE M/F (3-23)

Positions Sought

Five years in top 3 market & ready to rock in southern CA. DAVE COLE, taking first correct caller (213) 461-6275 (3-30)

English DJ, five years experience, major market in England. Energetic, hard working. Top CHR, A/C, AOR, MOR stations. JEFF KING: (213) 219-1377 (3-30)

10 years medium market. AOR, CHR, Country, MD, PD, research. Professional. Seek MD or PD. JOHN: (615) 929-0772 (3-30)

Texas-bred Country pro, wants to stay there. Great pipes, creative, vast music knowledge. Crunch-and-roll with JOHN LEE: (214) 885-8145 (3-30)

Phoenix, AZ. 4-track pro with own studio, five years experience seeks air-shift/production position. Decent money a must. BRUCE: (602) 941-5667 (3-30)

Veteran broadcaster now employed, seeks OM/PD/news with PBP, all major sports, MW or South. BUB MILLER: (615) 648-9585 (3-30)

Positions Sought

A/C pro sparks like a champion, no fouled plugs with me. Four years crunch-and-roll. JIMMY GRAY: (214) 885-8145 (3-30)

PAT MOORE, WNAP, WNDE, WZWZ, looking for IN, IL, OH, medium PD/air-shift. (317) 875-8343 Excellent track record. Let's talk! (3-30)

Experienced AM air personality now living in southern CA area. Strong pipes, good production/copywriting skills. DON JEFFREY for T&R: (213) 618-0687 (3-30)

WANT YOUR OWN "ZOO?"

Major market morning drive duo with perfect record (3-0) ready to go to bat on your team. Respond to: Radio & Records, 1930 Century Park West, #657, Los Angeles, CA 90067.

10 years experience, looking for opportunity to move from small to medium market. Good voice & production. RON SMITH: (606) 437-4051 (3-30)

DAVE MATTHEWS in the morning, KAAV/Little Rock, WHFM/Rochester, Y-100, Q-102/Daytona Beach, for medium/major market CHR (904) 237-4855 (3-30)

JOANNE's available. Just left V103/Atlanta 7-midnight after five years with highest numbers. Formerly Z93's Shanna. Want air/MD. (404) 872-0664 or (713) 778-1566 (3-30)

Killer nighttime CHR medium market communicator wants to make you station sizzle. Great numbers in competitive top 100 market CLIFF: (409) 769-2871 or 860-3385 (3-30)

San Diego AOR/CHR, check your desk for my T&R. GIL HERMANDEZ available now! (714) 770-4338 All offers considered. (3-30)

12 year veteran broadcaster, programmer in CHR, A/C, Urban, Jazz. JACK RANDALL: (414) 548-1866 (3-30)

Looking for on-air position with professional organization. Three years experience on-air/production/news. MIKE MARONEY: (716) 672-7884 (3-30)

RARE NYCAMDRIVES SUPERPERSONALITY

Ready for warm climate and exciting challenge and sharp station and good bucks. In that order.

Respond to: Radio & Records, 1930 Century Park West, #658, Los Angeles, CA 90067.

America's finest Jazz personality, seeking gig at major market outlet with straight-ahead, uncompromising format. RICHARD KILBOURNE: (203) 366-0000 (3-30)

Will go anywhere for first job. Success oriented, diverse background, B.A. degree, trained, warm personality. Mature, dependable, articulate. DARRELL: (219) 883-9337 (3-30)

Sportscaster with eight years experience, also top quality jock for all formats looking for place to settle. J.B.: (806) 359-1501 (3-30)

PAUL GREGORY, considering MW majors only. (502) 685-2991 (3-30)

Experienced announcer time & temperature to off the wall. Currently middays, experienced all drives. 1st ticket, ready now! SCOTT: (704) 687-2620, after 6 est (3-30)

Unemployment hurts. Experienced A/C, CHR jock seeks fulltime. CHRIS: (206) 357-6935 or (415) 652-4420 (3-30)

Positions Sought

10 YEAR PRO

Including WNAP & WFMS, Indianapolis seeks AM drive talk/music/full service, fun oriented, A/C personality show. Interested? Let's talk! John Dial, (317) 849-5533.

ROBIN LUSE MD at WFBQ, Production Director at KC103, WIKY, immediately available. Strong voice/production. Confident & ready to contribute. Let's talk. (317) 257-1206 (3-30)

KYTN/Grand Forks goes satellite, and an entire airstaff is available. Contact TOM FRICKE: (701) 772-7197 (3-30)

Can we talk? I'm an experienced AOR female personality looking for ideal rock spot. Real radio-active individual, music knowledge. TERRY DEE: (704) 254-8474 (3-30)

Chicago DJ seeks position MW area. Smooth delivery, versatile. For T&R, MARK NAPOLEON: (312) 824-5778 (3-30)

Bright, enthusiastic, professional with creative production skills. Looking for AOR or hybrid. JOHN: (419) 255-8709 (3-30)

DAN SPRINGFIELD, major market pro, seeking A/C home, mornings or middays. Currently in L.A. (213) 674-7774 (3-30)

OM/AM drive personality looking for small/medium. Seven years programming experience, 10 years total. First phone. Serious only. (207) 784-1531 or 375-8014 (3-30)

My station has been sold! Need a job yesterday. Versatile, three year pro. Programming/on-air. DAN: (317) 474-1410 (3-30)

10-2am cooker with 3 1/2 years experience looking for SE CHR gig. KEVIN: (805) 577-3023 (3-30)

A/C air personality looking for solid position in mid-atlantic states. Experienced with automation. BOB MORGAN: (717) 264-9692 (3-30)

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.

Morning Entertainer

A/C Pro who can deliver. A friendly, hard working, one-to-one personality communicator, with a strong voice, colorful style and plenty of humor. Currently in far West market (213) 306-8430

13 year pro wants medium/major CHR. Good pipes, production & maintenance experience. MIKE: (219) 365-5745 (3-30)

Attention all Urban stations: looking for a DJ that does more than sound good. Currently working in NYC. LANCE HAYES: (212) 993-0276 or (213) 344-7669 (3-30)

No more dots. Looking for stable adult radio stations with an orange spot on the road map. Strong production, friendly creative air work. JIM: (608) 325-2881 (3-30)

I wanna come back to radio. Been in West for three years. Seek MD/Production Director/on-air. 10 years experience with high numbers. RIC: (313) 729-6288 (3-30)

Mornings and More

Ratings and Revenue... this act delivers!! Dynamite AM Drive, programming know-how, innovative promotions. Available now to Aggressive A/C FM. Medium to major market. (609) 737-1421.

Ripe beginner with medium market experience seeks fulltime shift. Will relocate, any market. JIM: (313) 464-8092 (3-30)

Looking to get back in radio as air personality. Board & production experience. LESLIE SAUCIER: (406) 452-6654 (3-30)

Country, A/C personality seeks medium/major market position in SE. Seven years experience in all phases of radio. FCC general class. TERRY: (502) 845-4392 (3-30)

Serious inquiries. Morning personality pro & family looking for happy permanence in major/medium market in West/SW. FRED: (817) 939-0390. (3-30)

Sportscaster Seven year veteran seeks fulltime. B.A., strong production and PBP skills. Will relocate. RICHARD: (216) 321-1374 (3-30)

Positions Sought

Night owl looking for all night slot anywhere. Experienced in AOR/CHR. DAN: (312) 221-8412 (3-30)

Changes

RADIO

Lou Fernandez appointed Account Executive KSDO-KS103/San Diego from KJQY

Mary D. Rankin appointed Account Executive WAVA/Washington from WMZQ

Errol Rapkin appointed Account Executive WMGF/Milwaukee from WISN

Elaine Brown Whitley appointed Account Executive WLTW/New York

Catherine Wade appointed Account Executive KNX/Los Angeles

RECORDS

Holland Macdonald appointed Director of Design CBS Records Advertising & Design/New York

Marisa Sabounghi appointed Manager, Copyright Administration CBS Songs/New York

INDUSTRY

Andrew Uris appointed Account Executive Torbet Radio/Los Angeles from Western International Media

Janet Vullo appointed Computer Systems Coordinator Interep/New York from McGavren Guild Radio

MISCELLANEOUS

New progressive music publication starting. Need video & album reviewers/correspondents. Send self-addressed stamped envelope: JAM, 2739 Woodley Pl. NW, Washington, DC 20008. (3-30)

I'll pay Top \$\$\$\$ for Jazz LPs (10" & 12") in good condition from the 1950s-'60s. Please call (213) 651-1599 anytime. No reissues wanted. Leon Leavitt

WORL needs Jazz record service from all labels. Jerry Young, 2001 N. Murphy Dr., Orlando, FL 32806. (305) 298-5510 (3-30)

KWVK, new A/C in Los Angeles area seeks service from all labels. John Campbell, 2136 Winifred, Simi Valley, CA 93063. (3-30)

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

PAUL YOUNG "Come Back And Stay"
JAMES INGRAM "There's No Easy Way"
(You're Gonna Love Me Tonight)
MANHATTAN TRANSFER "Mystery"

Country Coast-To-Coast

VINCE GILL "Victim Of Life's Circumstances"
VERN GOSDIN "I Can Tell By The Way You Dance"
(You're Gonna Love Me Tonight)
GARY MORRIS "Between Two Fires"
GEORGE JONES
"You've Still Got A Place In My Heart"

Rock America

BON JOVI "Runaway"
BONNIE TYLER "Holding Out For A Hero"
ROMANTICS "One In A Million"
NIGHT RANGER "Sister Christian"
REAL LIFE "Catch Me, I'm Falling"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

TALK TALK "It's My Life"
REAL LIFE "Catch Me, I'm Falling"
BON JOVI "Runaway"
JOHN LENNON "I'm Steppin' Out"

TM Country

STEVE WARINER "Why Goodbye"
K. ROGERS & D. WEST "Together Again"
GARY MORRIS "Between Two Fires"
GENE WATSON "Forever Again"
VERN GOSDIN "I Can Tell By The Way You Dance"
(You're Gonna Love Me Tonight)
EXILE "I Don't Want To Be A Memory"
SYLVIA "Victims Of Goodbye"

BPI

John Iles (800) 426-9082

Adult Contemporary

TEMPTATIONS "Sail Away"
MANHATTAN TRANSFER "Mystery"
TRACEY ULLMAN "They Don't Know"

Country Living

KIERAN KANE "Dedicate"
LARRY GATLIN "Denver"
RICKY SKAGGS "Honey (Open That Door)"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

MERLE HAGGARD
"Someday When Things Are Good"
LARRY GATLIN "Denver"
GARY MORRIS "Between Two Fires"
JOE STAMPLEY "Brown Eyed Girl"

The Great Ones

PAUL SIMON "Think Too Much"
MANHATTAN TRANSFER "Mystery"
KATHY MATTEA "Someone Is Falling In Love"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

PRETENDERS "Show Me"
IRENE CARA "Breakdance"
REAL LIFE "Catch Me, I'm Falling"

Great American Country

EMMYLOU HARRIS "In Our Dreams"
GAIL DAVIES "Boys Like You"
EDDY RAVEN "I Got Mexico"

Century 21

Greg Stephens (214) 934-2121

The Z Format

REAL LIFE "Catch Me, I'm Falling"
SHALAMAR "Dancing In The Sheets"
MR. MISTER "Hunters Of The Night"
SCORPIONS "Rock You Like A Hurricane"
STEVE PERRY "Oh Sherrie"

The A/C Format

PAUL SIMON "Think Too Much"
KATHY MATTEA "Someone Is Falling In Love"
ELBOW BONES & RACKETEERS
"A Night In New York"
SHAKIN' STEVENS "I Cry Just A Little Bit"
SHEENA EASTON "Devil In A Fast Car"

Super-Country

ALABAMA "When We Make Love"
SYLVIA "Victims Of Goodbye"
STEVE WARINER "Why Goodbye"
EXILE "I Don't Want To Be A Memory"
GARY MORRIS "Between Two Fires"
GEORGE JONES
"You've Still Got A Place In My Heart"

Concept Productions

Dick Wagner (916) 782-7754

CHR

ROMANTICS "One In A Million"
SHALAMAR "Dancing In The Sheets"
STEVE PERRY "Oh Sherrie"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

TEMPTATIONS "Sail Away"
SHAKIN' STEVENS "I Cry Just A Little Bit"
ROCKWELL "Somebody's Watching Me"
PAUL SIMON "Think Too Much"
KENNY ROGERS "Eyes That See In The Dark"
DOLLY PARTON "Downtown"

Your Country

KIERAN KANE "Dedicate"
GUS HARDIN "I Pass"
SHELLY WEST "Now I Lay Me Down To Sleep"

Hit Rock

ROMANTICS "One In A Million"
BERLIN "No More Words"

Radio Arts

John Benedict (818) 841-0225

Country's Best

KATHY MATTEA "Someone Is Falling In Love"
EMMYLOU HARRIS "In My Dreams"
K. ROGERS & D. WEST "Together Again"
VERN GOSDIN "I Can Tell By The Way You Dance"
(You're Gonna Love Me Tonight)"

Soft Contemporary

M. McCOO & B. DAVIS JR. "I Believe In You & Me"
D. DRAPER & B. LAMB "Holdin' On To You"
PAUL SIMON "Think Too Much"
SHAKIN' STEVENS "I Cry Just A Little Bit"
TRACEY ULLMAN "They Don't Know"

Sound 10

PAUL SIMON "Think Too Much"
SHAKIN' STEVENS "I Cry Just A Little Bit"
D. DRAPER & B. LAMB "Holdin' On To You"

Transtar

Chick Watkins (303) 578-0700

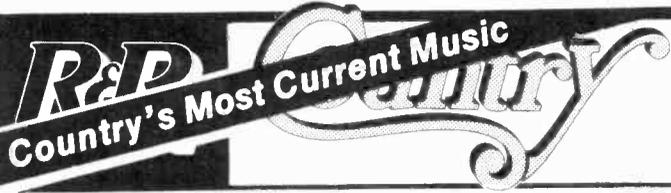
Adult Contemporary

LIONEL RICHIE "Hello"
PHIL COLLINS
"Against All Odds (Take A Look At Me Now)"

Country

Tom Casey 460-6383

MERLE HAGGARD
"Someday When Things Are Good"



NATIONAL AIRPLAY/50

March 30, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
11	7	2	1	BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	158/1	140	14	4
14	11	3	2	OAK RIDGE BOYS/I Guess It Never Hurts To Hurt Sometimes (MCA)	157/0	132	23	2
8	2	1	3	JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	157/0	134	18	5
10	8	4	4	GEORGE STRAIT/Right Or Wrong (MCA)	150/1	119	25	6
20	14	9	5	ATLANTA/Sweet Country Music (MCA)	156/0	110	39	7
9	6	5	6	MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	146/0	110	28	8
32	16	13	7	JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved Before (Col.)	154/2	98	53	3
7	4	7	8	DEBORAH ALLEN/I've Been Wrong Before (RCA)	147/1	97	37	13
19	15	12	9	JIM GLASER/If I Could Only Dance With You (Noble Vision)	148/0	86	48	14
23	18	15	10	CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	155/0	79	68	8
15	13	11	11	T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb)	138/1	72	51	15
21	17	14	12	LEON EVERETTE/I Could'a Had You (RCA)	147/0	82	52	13
22	19	16	13	MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	152/1	68	76	8
24	21	18	14	HANK WILLIAMS JR./Man Of Steel (WB/Curb)	148/2	63	69	16
5	3	6	15	EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	134/0	83	34	17
40	27	20	16	JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	154/4	31	104	19
35	28	25	17	WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	149/3	33	89	27
25	23	21	18	JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	119/2	38	57	24
31	25	22	19	MARK GRAY/Left Side Of The Bed (Columbia)	136/3	35	73	28
13	12	10	20	KENDALLS/Thank God For The Radio (Mercury/Pg)	134/0	79	31	24
36	30	26	21	RONNIE McDOWELL/I Dream Of Women Like You (Epic)	142/2	26	94	22
30	26	24	22	DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva)	131/1	36	74	21
3	1	8	23	JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	123/0	79	30	14
-	41	32	24	MERLE HAGGARD/Someday When Things Are Good (Epic)	144/18	18	78	48
37	31	28	25	GAIL DAVIES/Boys Like You (WB)	137/2	24	84	29
-	40	31	26	RICKY SKAGGS/Honey (Open That Door) (Epic)	145/14	20	78	47
39	33	29	27	RAZZY BAILEY/In The Midnight Hour (RCA)	130/2	23	88	19
42	34	30	28	DAN SEALS/God Must Be A Cowboy (Liberty)	136/4	16	86	34
-	43	34	29	EDDY RAVEN/I Got Mexico (RCA)	142/12	8	76	58
-	46	39	30	EMMYLOU HARRIS/In My Dreams (WB)	135/19	8	73	54
4	9	17	31	MICKEY GILLEY/You've Really Got A Hold On Me (Epic)	93/0	44	26	23
44	38	35	32	MOE BANDY/It Took A Lot Of Drinkin' (To Get That Woman Over Me) (Col.)	114/6	12	71	31
-	48	36	33	LARRY GATLIN & THE GATLIN BROS. BAND/Denver (Columbia)	130/17	9	66	55
-	47	38	34	REBA McENTIRE/Just A Little Love (MCA)	127/14	7	70	50
1	5	19	35	ALABAMA/Roll On (Eighteen Wheeler) (RCA)	81/0	32	31	18
-	50	43	36	DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	109/13	10	57	42
47	44	40	37	DAVID WILLS/Lady In Waiting (RCA)	100/5	8	63	29
33	29	27	38	JOE STAMPLEY/Brown Eyed Girl (Epic)	92/3	19	56	17
2	10	23	39	KENNY ROGERS/Buried Treasure (RCA)	78/0	28	30	20
-	-	49	40	LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	113/25	3	32	78
-	-	45	41	KIERAN KANE/Dedicate (WB)	106/17	2	35	69
-	-	48	42	KATHY MATTEA/Someone Is Falling In Love (Mercury/Pg)	96/11	3	40	53
-	-	46	43	MEL McDANIEL w/OKLAHOMA WIND/Where'd That Woman Go (Capitol)	84/3	5	41	38
DEBUT	44	44	44	VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/Pg)	95/34	0	31	64
DEBUT	45	45	45	KENNY ROGERS & DOTTIE WEST/Together Again (Liberty)	89/13	4	30	55
DEBUT	46	46	46	GEORGE JONES/You've Still Got A Place In My Heart (Epic)	74/49	5	19	50
17	22	33	47	JOHN ANDERSON/Let Somebody Else Drive (WB)	53/1	16	21	16
DEBUT	48	48	48	GUS HARDIN/I Pass (RCA)	85/7	1	35	49
DEBUT	49	49	49	GENE WATSON/Forever Again (MCA)	81/28	1	18	62
48	45	42	50	VINCE GILL/Victim Of Life's Circumstances (RCA)	71/3	4	38	29

MOST ADDED

- GEORGE JONES (49)
You've Still Got A Place In My Heart (Epic)
- STEVE WARINER (44)
Why Goodbye (RCA)
- GARY MORRIS (43)
Between Two Fires (WB)
- CONWAY TWITTY (39)
Somebody Needin' Somebody (WB)
- EXILE (36)
I Don't Want To Be A Memory (Epic)
- SYLVIA (35)
Victims Of Goodbye (RCA)
- DOLLY PARTON (35)
Downtown (RCA)
- VERN GOSDIN (34)
I Can Tell By The Way... (Compleat/Pg)
- CHARLY McCLAIN (34)
Band Of Gold (Columbia)
- GENE WATSON (28)
Forever Again (MCA)

HOTTEST

- JULIO IGLESIAS & WILLIE NELSON (86)
To All The Girls I've Loved Before (Col.)
- OAK RIDGE BOYS (80)
I Guess It Never Hurts To Hurt... (MCA)
- JOHNNY LEE with LANE BRODY (72)
Yellow Rose (Full Moon/WB)
- BARBARA MANDRELL (69)
Happy Birthday Dear Heartache (MCA)
- GEORGE STRAIT (57)
Right Or Wrong (MCA)
- ATLANTA (39)
Sweet Country Music (MCA)
- T.G. SHEPPARD with C. EASTWOOD (34)
Make My Day (WB/Curb)
- DEBORAH ALLEN (25)
I've Been Wrong Before (RCA)
- EARL THOMAS CONLEY (21)
Don't Make It Easy For Me (RCA)
- JIM GLASER (16)
If I Could Only Dance... (Noble Vision)

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

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, 3-26-84.

LOUISE MANDRELL

I'm Not Through Loving You Yet (RCA)

On 72% of reporting stations. Rotations: Heavy 3, Medium 32, Light 78, Total Adds 25 including WNYR, WSEN, WFNC, WSIX, KS100, WCXI, WOW, WHBF, WTOD, KYGO, KVEG, KWJJ, KCKC, KCBQ, KCUB. A Most Added Record. Moves 49-40 on the Country chart

KIERAN KANE Dedicate (WB)

On 67% of reporting stations. Rotations: Heavy 2, Medium 35, Light 69, Total Adds 17 including WKYG, WNYR, WYII, KLVI, WKLO, WESC, KSSN, WKIX, KECK, WBCS, WHBF, KTPK, KYGO, KVEG, KNIX. Moves 45-41 on the Country chart.

KATHY MATTEA

Someone Is Falling In Love (Mercury/PolyGram)

On 61% of reporting stations. Rotations: Heavy 3, Medium 40, Light 53, Total Adds 11, WXXW, WAMZ, WWWW, WCUZ, KIOV, KFDI, KKAL, KJOT, KVEG, KFTN, KCCY. Heavy: WLWI, KKYX, KRMD. Moves 48-42 on the Country chart.

VERN GOSDIN

I Can Tell By The Way You Dance (Compleat/PolyGram)

On 60% of reporting stations. Rotations: Heavy 0, Medium 31, Light 64, Total Adds 34 including WIXL, WPOR, KEAN, KPLX, WNOX, WMC, WUSQ, KJJY, WDG, WIL, K102, KGHL, KYGO, KFTN, KCUB. A Most Added Record. Debuts at number 44 on the Country chart.

VERN GOSDIN

"I Can Tell By The Way You Dance" CP122

Produced by Blake Mevis

44 BREAKERS

COMPLEAT RECORDS
Distributed by PolyGram Records



NEW & ACTIVE

KENNY ROGERS & DOTTIE WEST "Together Again" (Liberty) 89/13

Rotations: Heavy 4, Medium 30, Light 55, Total Adds 13, WPOR, WMZQ, WYII, WKZZ, WCMS, WSLR, WCUZ, WMIL, WHBF, WIL, KFDI, KVEG, KCUB. Heavy: WRKZ, CHOW, KSO. Debuts at number 45 on the Country chart.

GUS HARDIN "I Pass" (RCA) 85/7

Rotations: Heavy 1, Medium 35, Light 49, Total Adds 7, WGTO, WTVY, KSSN, KWMT, KECK, WHBF, WTOD. Heavy: WYNK. Medium: WAJR, WHOO, WXCL, KUZZ, KQIL, KTOM, KSOP. Debuts at number 48 on the Country chart.

GENE WATSON "Forever Again" (MCA) 81/28

Rotations: Heavy 1, Medium 18, Light 62, Total Adds 28 including WCAO, WRKZ, KRRV, WEZL, KHEY, WESC, WAMZ, WLWI, WMNI, WDAF, KOMA, WHBF, KUUY, KEIN, KCUB. Debuts at number 49 on the Country chart.

GARY MORRIS "Between Two Fires" (WB) 78/43

Rotations: Heavy 3, Medium 16, Light 59, Total Adds 43 including WVAM, WCAO, WBGW, WAJR, WPOR, WNYR, KRRV, KKYX, WUSQ, WUSN, KJOT.

ED HUNNICUTT "In Real Life" (MCA) 75/13

Rotations: Heavy 0, Medium 29, Light 46, Total Adds 13, WGNA, WIXL, KIX106, CHOW, WYII, WGTO, KSSN, WLWI, KYXX, WIRK, WGEE, KTRK, KRKT. Medium: WCXI, WOW.

GEORGE JONES "You've Still Got A Place In My Heart" (Epic) 74/49

Rotations: Heavy 5, Medium 19, Light 50, Total Adds 49 including WVAM, WIXY, WRKZ, WAJR, WNYR, KRRV, WNOX, WLWI, KKYX, KRMD, WONE, KSO, KRKT, KUZZ. Debuts at number 46 on the Country chart.

STEVE WARINER "Why Goodbye" (RCA) 69/44

Rotations: Heavy 1, Medium 15, Light 53, Total Adds 44 including WOKQ, KIX106, WILQ, WYNK, WAMZ, KISS-FM, WRNL, KKYX, WUSQ, WTQR, WAXX, KFDI, KUGN, KNIX, KGA.

REX ALLEN JR. "Sweet Rosanna" (Moon Shine) 63/1

Rotations: Heavy 3, Medium 18, Light 42, Total Adds 1, KIX106. Heavy: WTVY, KKYX, WWJO. Medium: WBGW, WSEN, WLWI, WIRK, WUSQ, KBMR, WKKQ, KFRY, Q92, KSOP.

SYLVIA "Victims Of Goodbye" (RCA) 61/35

Rotations: Heavy 0, Medium 16, Light 45, Total Adds 35 including WYRK, WMZQ, WYNK, WEZL, WSOC, WESC, WLWI, WCMS, WUSQ, KSO, WTHI, KVOO, KTOM, KSAN, KGA.

EXILE "I Don't Want To Be A Memory" (Epic) 56/36

Rotations: Heavy 1, Medium 17, Light 38, Total Adds 36 including WSNO, WAJR, KASE, WSOC, WESC, WMC, WRNL, KRMD, WTQR, WGEE, WTSO, WIL, KRKT, KUGN, KCKC.

DOLLY PARTON "Downtown" (RCA) 56/35

Rotations: Heavy 1, Medium 11, Light 44, Total Adds 35 including WCAO, WBGW, KIX106, WYNK, WESC, WSIX, WTQR, WONE, WWWW, WMIL, WOW, KVOC, KUGN, KRAK, KCUB.

MIKE CAMPBELL "One Sided Love Affair" (Columbia) 55/13

Rotations: Heavy 0, Medium 8, Light 47, Total Adds 13, KLL, KYXX, WIRK, WITL, WTSO, KTRK, KRKT, KAL, KMAK, KRSY, KCBQ, KCUB. Medium: WMC, KRMD, WMNI.

CHARLY McCLAIN "Band Of Gold" (Columbia) 47/34

Rotations: Heavy 1, Medium 8, Light 38, Total Adds 34 including WBGW, WMZQ, KASE, KHEY, WNOX, WLWI, KRMD, KSO, KFGO, KOMA, WOW, KTRK, KUGN, KCKC, KCUB.

CONWAY TWITTY "Somebody Needin' Somebody" (WB) 40/39

Rotations: Heavy 2, Medium 12, Light 26, Total Adds 39 including WPOC, WYRK, WMZQ, KASE, WSOC, WAMZ, WTQR, WWWW, K102, KMAK, KNIX, KWJJ.

WRIGHT BROTHERS "Southern Women" (Mercury/PolyGram) 35/9

Rotations: Heavy 0, Medium 4, Light 31, Total Adds 9, KIX106, WAMZ, KBMR, WHBF, KIOV, WTOD, KIK-FM, KWJJ, KRSY. Medium: WLWI, WIRE.

BANDANA "Better Our Hearts Should Bend" (WB) 33/24

Rotations: Heavy 0, Medium 5, Light 28, Total Adds 24 including WVAM, WBGW, KRRV, WEZL, WCMS, KRMD, WDGY, KVOO, KUUY, KCKC.

SIERRA "Branded Man" (Awesome) 31/2

Rotations: Heavy 0, Medium 6, Light 25, Total Adds 2, WITL, KTRK. Medium: CHOW, WHOO, KRMD, KBMR, Q92, KIGO.

TERRY GREGORY "Cowgirl In A Coupe DeVille" (Scotti Bros./CBS) 28/16

Rotations: Heavy 0, Medium 1, Light 27, Total Adds 16 including WGNA, WKYG, WMZQ, KRRV, KSSN, KRMD, KRRK, WAXX, KRSY, KSOP.

STEPHANIE WINSLOW "Baby Come To Me" (MCA/Curb) 27/14

Rotations: Heavy 0, Medium 3, Light 24, Total Adds 14 including WPOR, WSOC, KHEY, KLRA, KSO, WOW, KTRK, KUUY, KSOP, KGA.

MARIE OSMOND "Who's Counting" (RCA/Curb) 24/4

Rotations: Heavy 0, Medium 7, Light 17, Total Adds 4, WIXY, WIXL, WYII, KSSN. Medium: WBGW, WSNO, CHOW, KRRK, WWJO, KSOP.

DARRELL CLANTON "I'll Take As Much Of You As I Can" (Audiograph) 24/4

Rotations: Heavy 0, Medium 6, Light 18, Total Adds 4, WIXY, WLWI, KFGO, KGA. Medium: KMML, KKYX, KUZZ, KSOP, KIGO.

PINKARD & BOWDEN "Adventures In Parodies" (WB) 22/9

Rotations: Heavy 0, Medium 1, Light 21, Total Adds 9, WRKZ, WZZK, WTVY, WUSQ, KS100, WQHK, KQIL, Q92, KSOP.

JERRY LEE LEWIS "I Am What I Am" (MCA) 20/3

Rotations: Heavy 0, Medium 1, Light 19, Total Adds 3, KWMT, KTRK, Q92. Medium: WPTR. Light: WSNO, WKSJ, KSO, KFDI, KIK-FM, KQIL.

BILLIE JO SPEARS "Midnight Love" (Parliament) 18/5

Rotations: Heavy 0, Medium 1, Light 17, Total Adds 5, KHEY, WCMS, WITL, WTOD, Q92. Medium: KSOP. Light: WPTR, WLWI, KRMD.

RAY CHARLES "Do I Ever Cross Your Mind" (Columbia) 17/4

Rotations: Heavy 0, Medium 4, Light 13, Total Adds 4, WTVY, KKYX, KRWO, Q92. Medium: KLV1, WLWI, KFDI. Light: WSNO, KFGO, KEBC.

CON HUNLEY "Deep In The Arms Of Texas" (Prairie Dust) 17/1

Rotations: Heavy 1, Medium 4, Light 12, Total Adds 1, WSEN. Medium: WYNK, KBMR, KTTS, KFDI. Light: WGNA, KSSN, WOW, WTOD.

PENNY DeHAVEN "Friendly Game Of Hearts" (Main Street) 16/8

Rotations: Heavy 0, Medium 1, Light 15, Total Adds 8, WBGW, WKYG, KKYX, WIRK, KBMR, KFGO, Q92, KSOP. Medium: WGNA. Light: KRST.

ALABAMA "When We Make Love" (RCA) 14/8

Rotations: Heavy 2, Medium 3, Light 9, Total Adds 8, WBGW, KXYL, WRNL, WBCS, KUUY, Q92, KTOM, KSAN. Heavy: WMZQ, CHOW.

GARY STEWART "Hey, Bottle Of Whiskey" (Red Ash) 14/6

Rotations: Heavy 0, Medium 3, Light 11, Total Adds 6, KHEY, WIRK, WKKQ, WAXX, KFGO, KEBC. Medium: WESC, KSOP. Light: WLWI, KRKT.

KATIE McKINZIE "You'll Never Get To Heaven" (Poverty) 13/4

Rotations: Heavy 0, Medium 3, Light 10, Total Adds 4, WBGW, KRRV, WTVY, KKYX. Medium: KRKT, KIGO. Light: WKYG, KISS-FM, KSO.

NAT STUCKEY "One More Time" (Stargem) 10/4

Rotations: Heavy 0, Medium 1, Light 9, Total Adds 4, WSNO, KBMR, KQIL, KIGO. Medium: CHOW. Light: WKLO, KFDI, KRKT.

B.J. THOMAS "The Whole World's In Love When..." (Cleveland International/Columbia) 9/9

Rotations: Heavy 0, Medium 2, Light 7, Total Adds 9, WSNO, KEAN, WCXI, KIOV, K102, KRKT, KMAK, KRWO, KRSY.

J.C. CUNNINGHAM "Light Up" (Viva) 9/9

Rotations: Heavy 0, Medium 0, Light 9, Total Adds 9, WVAM, WBGW, WSNO, WKYG, KRRV, WOW, KQIL, KRSY, KIGO.

KENNY ROGERS "Eyes That See In The Dark" (RCA) 8/8

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 8, WRKZ, WKIX, KJOT, KUUY, KMAK, KRWO, Q92, KRSY.

SAMI JO COLE "Emotions" (WB) 8/3

Rotations: Heavy 0, Medium 0, Light 8, Total Adds 3, WSNO, KLL, KVOO. Light: KRMD, KEBC, KRKT, KQIL, KCKC.

SIGNIFICANT ACTION

CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men" (Curb/MCA) 44/11

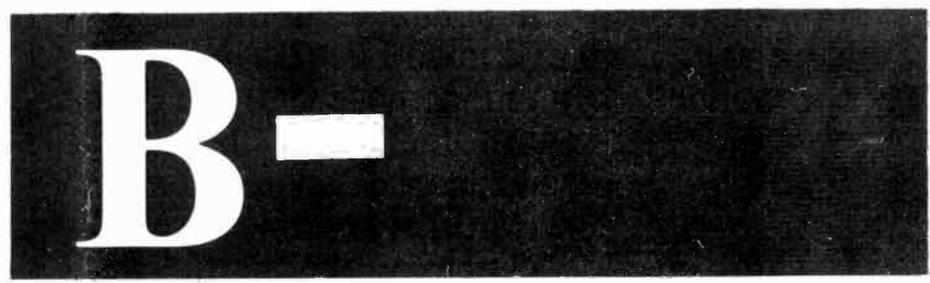
Rotations: Heavy 0, Medium 4, Light 40, Total Adds 11, WIXY, WKZZ, WUSQ, WAXX, KWMT, WHBF, KIOV, KTRK, KRKT, KIK-FM, KGHL.

SHELLY WEST "Now I Lay Me Down To Cheat" (Viva) 43/1

Rotations: Heavy 2, Medium 17, Light 24, Total Adds 1, KRKT. Heavy: CHOW, KSO. Medium: WRKZ, WEZL, WTVY, KSSN, KTTS, KKCS, KFRY.

MICKI FUHRMAN "I Bet You Never Thought I'd Go This Far" (MCA) 42/0

Rotations: Heavy 0, Medium 19, Light 23, Total Adds 0. Medium: WSNO, WYII, KRRV, KMML, WCMS, WUSQ, WOW, WHBF, KUZZ, KFRY.



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)	Jones Country
ALABAMA/Country Side Of Life (RCA)	Roll On
JIM GLASER/Woman, Woman (Noble Vision)	The Man In The Mirror
JUDDS/Blue Nun Cafe (RCA)	Wynonna And Naomi: The Judds
MEL McDANIEL/All Around The Water Tank (Capitol)	Naturally Country
ALABAMA/Food On Your Table (RCA)	Roll On
ALABAMA/If You're Gonna Play In Texas (RCA)	Roll On
JOHNNY LEE/The Fool (Full Moon/WB)	'Til The Bars Burn Down
ALABAMA/Fire In The Night (RCA)	Roll On
MEL McDANIEL/Come Early Morning (Capitol)	Naturally Country

1984 April

- 6-8 ★ ANNE MURRAY
- 13-15 ★ MICHAEL MARTIN MURPHEY
- 20-22 ★ JOHN ANDERSON
- 27-29 ★ RONNIE McDOWELL

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THE WEEKLY COUNTRY MUSIC COUNTDOWN

The United Stations®
AMERICA'S TARGET RADIO NETWORKS

Country's Most Current Music

Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, SOUTH, WEST. Lists artists like Steve Warner, Vern Gosdin, George Jones, and J. Lee with L. Brody.

Main grid of regional adds and hots for various stations across the country, including KLAN-AM/FM, WZLZ-FM, WESC-AM/FM, etc.

WEST section listing stations like KRAT Albany, OR; KXII Albany, OR; KXIV Albany, OR; and other regional stations with their respective adds and hots.

159 Reporters
143 Current Reports
The following station reported no change in rotation this week:
KFRY/Fresno
The following stations did not report this week and therefore their playlists were frozen:
WCOS/Columbia
WKSJ/Mobile
WPAK/Panama City
WQYK/Tampa
WSM/Nashville
KMML/Amarillo
KKCS/Colorado Springs
KMPS/Seattle
KSON/San Diego
WPTR/Albany
WVVA/Wheeling
WFMS/Indianapolis
WLLR/Davenport
KTTT/Springfield
The following station failed to report a new playlist for two consecutive weeks and was not used in this week's data:
KIKK/Houston

Adult / Contemporary

Continued from Back Page

BREAKERS

JOHNNY MATHIS with DENIECE WILLIAMS

Love Won't Let Me Wait (Columbia)

58% of our reporters on it. Rotations: Heavy 6/0, Medium 39/5, Light 29/8, Extra Adds 1, Total Adds 14, W101, WHB, WISN, KKL, WTIC, WKGW, WBT, WGOW, WING, KUGN, WTN, WHNN, KRNO, KISN. Debuts at number 29 on the A/C chart.

TEMPTATIONS

Sail Away (Gordy/Motown)

56% of our reporters on it. Rotations: Heavy 1/0, Medium 31/3, Light 40/11, Extra Adds 0, Total Adds 14, WFYR, WHB, WISN, B100, KBEST, KEZR, WAFB, 2WD, KSL, KKPL, WTKO, WPPA, KFQD, KRNO.

KATHY MATTEA

Someone Is Falling In Love (Mercury/PolyGram)

55% of our reporters on it. Rotations: Heavy 0/0, Medium 31/8, Light 40/7, Extra Adds 0, Total Adds 15, WSB-FM, KGW, WRIE, WTIC, KEY103, WBT, WRVR, WING, 3WM, KMJJ, KWAV, KIXI-FM, KKPL, WVBS, KCRG.

SERGIO MENDES

Olympia (A&M)

53% of our reporters on it. Rotations: Heavy 0/0, Medium 19/18, Light 44/42, Extra Adds 6, Total Adds 66 including WFBR, WSB-FM, W101, WFYR, WISN, WCCO, KGW, B100, KBEST, KFMB, WAEB, WICC, V100, WAHR, WVLC, and 51 more.

NEW & ACTIVE

SHAKIN' STEVENS "I Cry Just A Little Bit" (Epic) 50/27

Rotations: Heavy 0/0, Medium 12/3, Light 35/21, Extra Adds 3, Total Adds 27, WSB-FM, B100, WICC, V100, WKGW, WAHR, WNAM, WING, WTRX, KOIL, WMHE, KBOI, KWAV, WNNR, WTKO, WKNE, WTN, KORQ, WGSV, WKYX, WJBC, KWEB, WHNN, WBOW, KTWO, K99, KALE. Medium: WFBR, WCCO, KGW, WMAZ, WSKI, WCKQ, WAGE, KQSW, KRBS.

POINTER SISTERS "Automatic" (Planet/RCA) 50/5

Rotations: Heavy 10/0, Medium 31/3, Light 9/2, Extra Adds 0, Total Adds 5, WROR, WLAC-FM, 2WD, WAVE, WENS. Heavy: KVIL-FM, WQUE-FM, WFYR, WAEB, KRBE-FM, KUDO, WSKI, WCKQ, KEEZ, KRBS. Medium: WFBR, WTAE, 55KRC, KGW, B100, V100, WRIE, WKGW, KEY103, WMGN, KOIL, WMHE, KRAV, KMJJ, KFI, KWAV, WNNR, WEIM, WTN, WPPA, WSKY, WCHV, WKYX, WJON, WBOW, KFQD, K99, KQSW.

ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 48/1

Rotations: Heavy 0/0, Medium 30/0, Light 18/1, Extra Adds 0, Total Adds 1, WTRX. Medium: WPIX, KHOW, WICC, WTIC, WGY, WKGW, WBT, WMAZ, WRVA, WHBY, WHBC, KUGN, KSL, WNNR, WEIM, WKNE, WSKI, KORQ, WKYX, WCIL, KCRG, KEEZ, KWEB, WJON, KFQD, K99, KRNO, KQSW, KRBS.

PAUL YOUNG "Come Back And Stay" (Columbia) 37/2

Rotations: Heavy 6/0, Medium 23/1, Light 7/0, Extra Adds 1, Total Adds 2, KGW, WHNN. Heavy: WGY, KRBE-FM, WSKI, WPPA, WCHV, KRNO. Medium: WICC, KEY103, WMAZ, WNAM, WMGN, WMHE, KPPL, KUDO, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WTN, KORQ, WSKY, WCKQ, WKYX, WNGS, WCIL, WJON.

DOLLY PARTON "Downtown" (RCA) 34/34

Rotations: Heavy 0/0, Medium 12/12, Light 20/20, Extra Adds 2, Total Adds 34, WFBR, WBEN, WSB, WCCO, WICC, WAFB, WAHR, WMAZ, WTRX, WMHE, KIXI-FM, WNNR, WEIM, WTKO, WSKI, WTN, WPPA, KORQ, WCKQ, WCHV, WGSV, WAGW, WKYX, WJBC, WCIL, KEEZ, WJON, K99, KRBS, KISN, KALE, KVIL-FM, KTWO, WVLC.

NEW & ACTIVE includes songs reported by at least 30 of our A/C reporting stations. The two numbers following the artist/title (label) designation indicate how many A/C reporters are on the record this week and, of those, how many added it for the first time this week. A/C stations report their playlists by rotations (Heavy, Medium, Light, and Add). The two numbers following each rotational designation indicate how many stations have the record in that particular rotation and, of those, how many added it directly into that same rotation.

MOST ADDED

SERGIO MENDES (66)
Olympia (A&M)
DOLLY PARTON (34)
Downtown (RCA)
SHAKIN' STEVENS (27)
I Cry Just A Little Bit (Epic)
BILLY JOEL (20)
The Longest Time (Columbia)
KATHY MATTEA (15)
Someone Is Falling In Love (Mercury/PG)

4 Others Tied With 14 Adds Each

HOTTEST

LIONEL RICHIE (113)
Hello (Motown)
PHIL COLLINS (107)
Against All Odds (Take A Look...) (Atlantic)
STEPHEN BISHOP (51)
Unfaithfully Yours (One Love) (WB)
CHRISTINE McVIE (51)
Got A Hold On Me (WB)
JULIO IGLESIAS & WILLIE NELSON (48)
To All The Girls I've Loved Before (Col.)
EURYTHMICS (44)
Here Comes The Rain Again (RCA)

SIGNIFICANT ACTION

PAUL SIMON "Think Too Much" (WB) 25/11

Rotations: Heavy 0/0, Medium 6/1, Light 18/9, Extra Adds 1, Total Adds 11, WNAM, WENS, KBOI, WSKI, WAGE, WVBS, WJBC, KEEZ, KWEB, KTWO, KQSW. Medium: WMHE, KUGN, KIXI-FM, WCKQ, K99. Light: WAVE, WHBY, WKNE, KORQ, WSKY, WJON, KKJO.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 23/3

Rotations: Heavy 1/0, Medium 7/0, Light 15/3, Extra Adds 0, Total Adds 3, B100, V100, KFSB. Heavy: WPPA. Medium: KVIL-FM, WMHE, KUDO, KWAV, WSKY, WCHV, WKYX. Light: WQUE-FM, WVLC, WNAM, WNNR, WEIM, KORQ, WCKQ, WAGE, KEEZ, WJON, KQSW, KRBS.

ROCKWELL "Somebody's Watching Me" (Motown) 20/1

Rotations: Heavy 6/0, Medium 7/0, Light 7/1, Extra Adds 0, Total Adds 1, KRAV. Heavy: WGY, WMHE, KPPL, WPPA, WCKQ, WBOW. Medium: WFBR, WQUE-FM, WPJB, WTRX, WTN, WCHV, KEEZ. Light: V100, WKGW, KUDO, WAGE, WHNN, KRBS.

ATLANTIC STARR "More, More, More" (A&M) 17/8

Rotations: Heavy 0/0, Medium 1/1, Light 15/6, Extra Adds 1, Total Adds 8, WHBC, WTRX, WKNE, KORQ, WCHV, WJON, WBOW, K99. Light: WCCO, WAHR, WVLC, WEIM, WSKI, WCKQ, WAGE, KKJO, KRBS.

KENNY LOGGINS "Footloose" (Columbia) 16/1

Rotations: Heavy 8/0, Medium 5/0, Light 3/1, Extra Adds 0, Total Adds 1, KOIL. Heavy: WFBR, WQUE-FM, WAVE, KPPL, KUDO, WSKI, WPPA, WCKQ. Medium: WAEB, KMJJ, WTN, WCHV, KEEZ. Light: V100, WTRX.

KENNY G "Hi, How Ya Doin'?" (Arista) 15/14

Rotations: Heavy 0/0, Medium 2/1, Light 12/12, Extra Adds 1, Total Adds 14, WCCO, WAHR, WTRX, WNNR, WEIM, WSKI, WCKQ, WCHV, WGSV, WKYX, WCIL, KEEZ, KQSW, KRBS. Medium: KORQ.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 15/14

Rotations: Heavy 0/0, Medium 1/1, Light 13/12, Extra Adds 1, Total Adds 14, WFBR, WVLC, KIXI-FM, WNNR, WEIM, WSKI, WSKY, WCKQ, WCHV, WAGE, WCIL, KEEZ, WJON, KQSW. Light: KORQ.

PRETENDERS "Show Me" (Sire/WB) 15/2

Rotations: Heavy 0/0, Medium 4/0, Light 11/2, Extra Adds 0, Total Adds 2, V100, WENS. Medium: WAVE, WMGN, WSKI, WSKY. Light: WQUE-FM, KWAV, KORQ, WAGE, WKYX, KFQD, K99, KQSW, KRBS.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 14/0

Rotations: Heavy 6/0, Medium 5/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WQUE-FM, WGY, WAVE, WSKI, WPPA, WCHV. Medium: KVIL-FM, WMHE, KWAV, WSKY, KQSW. Light: WAEB, KUDO, KORQ.

BARBARA MANDRELL "Happy Birthday Dear Heartache" (MCA) 13/4

Rotations: Heavy 1/0, Medium 4/0, Light 7/3, Extra Adds 1, Total Adds 4, WHBY, KWEB, KTWO, KRBS. Heavy: KSL. Medium: WCCO, WMAZ, WEIM, WCIL. Light: WAHR, WNNR, WGSV, WJON.

CHAD STUART & JEREMY CLYDE "Bite The Bullet" (Rocshire) 12/3

Rotations: Heavy 0/0, Medium 3/0, Light 8/2, Extra Adds 1, Total Adds 3, WMHE, WCIL, KTWO. Medium: WISN, KUGN, KRBS. Light: WAEB, WEIM, WSKI, KEEZ, WJON, K99.

STACY LATTISAW & JOHNNY GILL "Perfect Combination" (Cotillion/Atco) 11/1

Rotations: Heavy 1/0, Medium 5/1, Light 5/0, Extra Adds 0, Total Adds 1, WMAZ. Heavy: 97A1A. Medium: WFBR, WPIX, WRVR. Light: WAEB, WAHR, WAGE, K99, KRBS.

MARILYN McCOO with BILLY DAVIS JR. "I Believe In You And Me" (RCA) 9/3

Rotations: Heavy 0/0, Medium 5/1, Light 4/2, Extra Adds 0, Total Adds 3, WRVA, WCKQ, WAGE. Medium: KUGN, KSL, KIXI-FM, KRBS. Light: KEEZ, WJON.

MADONNA "Borderline" (Sire/WB) 9/0

Rotations: Heavy 2/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: 97A1A, KUDO. Medium: WFBR, WPPA, KQSW. Light: KKUA, WAGE, WKYX, WJON.

UB40 "Red Red Wine" (Virgin/A&M) 8/3

Rotations: Heavy 0/0, Medium 6/2, Light 2/1, Extra Adds 0, Total Adds 3, WFBR, KEY103, KFI. Medium: B100, WAVE, WPPA, WSKY. Light: KEEZ.

MICHAEL JACKSON "The Lady In My Life" (Epic) 7/3

Rotations: Heavy 2/0, Medium 1/1, Light 4/2, Extra Adds 0, Total Adds 3, WPIX, WRMM, WARM98. Heavy: KOST, KFI. Light: WEZS, KKUA.

JOHN LENNON "I'm Stepping Out" (Polydor/PolyGram) 7/2

Rotations: Heavy 0/0, Medium 3/1, Light 4/1, Extra Adds 0, Total Adds 2, WKNE, WCHV. Medium: WAVE, KRBS. Light: WSKY, KEEZ, KQSW.

GARY PORTNOY "Theme From 'Cheers' (Where Everybody Knows Your Name)" (Earthtone) 7/0

Rotations: Heavy 1/0, Medium 4/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: KUGN. Medium: WMJI, B100, WMAZ, KFI. Light: WAHR, WNGS.

SHEENA EASTON "Devil In A Fast Car" (EMI America) 6/6

Rotations: Heavy 0/0, Medium 0/0, Light 6/6, Extra Adds 0, Total Adds 6, WTRX, WFMK, WSKY, WGSV, KKJO, KQSW.

BOB GULLEY "Still Thinking Of You" (Rogue) 6/4

Rotations: Heavy 0/0, Medium 1/1, Light 4/2, Extra Adds 1, Total Adds 4, WCCO, WRVA, WKYX, WCIL. Light: KKJO, KRBS.

OAK RIDGE BOYS "I Guess It Never Hurts To Hurt Sometimes" (MCA) 6/0

Rotations: Heavy 2/0, Medium 1/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WCCO, KSL. Medium: KRNT. Light: WAHR, WEIM, WJBC.

DON FELDER "Who Tonight" (Asylum) 5/5

Rotations: Heavy 0/0, Medium 0/0, Light 4/4, Extra Adds 1, Total Adds 5, WCCO, WMHE, WEIM, KEEZ, WJON.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.

A/C Regional Adds & Hots

EAST

Parallel One

WBRI/Baltimore

Andy Szulinski
UB40
SERGIO MENDES
DOLLY PARTON
MR. MISTER
NIK KERSHAW
Hottest:
Kenny Loggins
Lionel Richie
Phil Collins
Thompson Twins
Iglesias & Nelson

WROR/Boston

Lorna Ozmon
Bryson & Flack
Pointer Sisters
Eurythmics
Lionel Richie
Christine McVie
Phil Collins
Thompson Twins

WBEN/Bufalo

Roger Christian
Dolly Parton
DeBarge
Hottest:
none

QR55/Bufalo

Galuski/Langmyer
Billy Joel
Culture Club
Thompson Twins
Hottest:
Lionel Richie
Phil Collins
Eurythmics
Stephen Bishop
Iglesias & Nelson

WPX/New York

Alan Anderson
Jeffrey Osborne
Michael Jackson
Hottest:
Stephen Bishop
Phil Collins
Lionel Richie
Eurythmics
Iglesias & Nelson

Y97/Pittsburgh

Jay Cresswell
Jeffrey Osborne
Manhattan Transfe
James Ingram
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Iglesias & Nelson
Police

WTAE/Pittsburgh

Don Berns
Jeffrey Osborne
Tony Carey
James Ingram
Hottest:
Lionel Richie
Thompson Twins
Iglesias & Nelson
Phil Collins
Culture Club

WWSW (3WS)/Pittsburgh

Crowe/Waltz
Iglesias & Nelson
Billy Joel
Culture Club
Thompson Twins
Hottest:
Christine McVie
Lionel Richie
Eurythmics
Bryson & Flack
Phil Collins

WPRO/Providence

Tom Cuddy
Jeffrey Osborne
Billy Joel
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Iglesias & Nelson
James Ingram

WLTT/Washington, D.C.

Bob Cummings
none
Hottest:
Lionel Richie
Kenny Rogers
Christine McVie
Bryson & Flack
Phil Collins

Parallel Two

WAEB/Alentown

Neal Newman
Crystal Gayle
Dolly Parton
Hottest:
Stephen Bishop
Cyndi Lauper
Lionel Richie
Christine McVie
Culture Club

WCC/Bridgeport

Pantano/Broadbin
Dolly Parton
Sergio Mendes
Shakin' Stevens
Hottest:
Lionel Richie
Phil Collins
Iglesias & Nelson
Thompson Twins
Alan Parsons

V100/Charlotte, WV

Spence/Jarvis
Sergio Mendes
Kool & The Gang
Shakin' Stevens
James Ingram
Hottest:
Lionel Richie
Eurythmics
Thompson Twins
Tracey Ullman
Iglesias & Nelson
Lionel Richie

WRHE/erie

Ted Abbott
Michael Gore
Kathy Mattea
Hottest:
Phil Collins
Sheena Easton
Iglesias & Nelson
Christine McVie
Lionel Richie

MIDWEST

Parallel One

WCFM/Harrisburg

Bob Paiva
Alan Parsons
Jeffrey Osborne
Billy Joel
Hottest:
Lionel Richie
Eurythmics
Phil Collins
Iglesias & Nelson
Culture Club

WTIC/Hartford

Tom Barasanti
Alan Parsons
Johnny Mathis
Kathy Mattea
Hottest:
Lionel Richie
Iglesias & Nelson
Linda Ronstadt
Phil Collins
Michael Gore

WPJB/Providence

Tom Hunter
Alan Parsons
Jeffrey Osborne
Billy Joel
Manhattan Transfe
Hottest:
Lionel Richie
Phil Collins
Stephen Bishop
Iglesias & Nelson

WVOR/Rochester

Gary Smith
none
Hottest:
Sheena Easton
Lionel Richie
Kenny Rogers
Bryson & Flack
Christine McVie

WGY/Schenectady

Mike Neff
none
Hottest:
Phil Collins
Alan Parsons
Lionel Richie
DeBarge
Weird Al Yankovic

WKGW/Utica-Rome

Carpenter/Keller
Sergio Mendes
Shakin' Stevens
DeBarge
Johnny Mathis
Hottest:
Lionel Richie
Phil Collins
Eurythmics
Stephen Bishop
Iglesias & Nelson

Y97/Pittsburgh

Jay Cresswell
Jeffrey Osborne
Manhattan Transfe
James Ingram
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Iglesias & Nelson
Police

Parallel Three

WWNR/Beckley

Bailey/Shoa
Sergio Mendes
Shakin' Stevens
Nick Kershaw
Dolly Parton
Kenny G
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Eurythmics
Stephen Bishop

WEIM/Fitchburg

Jack Raymond
Sergio Mendes
Dolly Parton
Nick Kershaw
Don Felder
Tom Jones
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Iglesias & Nelson

WTKO/Ithaca

Wayne Flisk
Dolly Parton
Temptations
Shakin' Stevens
Sergio Mendes
Hottest:
Iglesias & Nelson
Phil Collins
Lionel Richie
Culture Club
Michael Gore

WKNE/Keene, NH

Howard Corday
Spinners
Atlantic Starr
Shakin' Stevens
Sergio Mendes
John Lennon
Hottest:
Lionel Richie
Johnny Mathis
Culture Club
Crystal Gayle
Stephen Bishop

WSKI/Montpelier, VT

Bruce Stebbins
Paul Simon
Nick Kershaw
Dolly Parton
Kenny G
Sergio Mendes
Hottest:
Stephen Bishop
Hall & Oates
Iglesias & Nelson
Pointer Sisters
Culture Club

WTVN/Waterstown, NY

Jay Donovan
Sergio Mendes
Johnny Mathis
Dolly Parton
Shakin' Stevens
Hottest:
Lionel Richie
Eurythmics
Thompson Twins
Tracey Ullman
Iglesias & Nelson
Lionel Richie
Stephen Bishop

Parallel Two

WHBY/Appleton

Rob Shannon
Sergio Mendes
Barbara Mandrell
Hottest:
Stephen Bishop
Phil Collins
Lionel Richie
Iglesias & Nelson
Culture Club

WNAM/Appleton-Oshkosh

Bennett/Colins
Shakin' Stevens
Paul Simon
Sergio Mendes
Hottest:
Christine McVie
Lionel Richie
Stephen Bishop
Culture Club
Alan Parsons

WEST

Parallel One

WCLR/Chicago

Gary Price
Crystal Gayle
Iglesias & Nelson
Hottest:
Lionel Richie
Alan Parsons
Lionel Richie
Eurythmics
Thompson Twins

WFYR/Chicago

John Wetherbee
Sergio Mendes
Manhattan Transfe
Temptations
James Ingram
Hottest:
Eurythmics
Phil Collins
Christine McVie
Pointer Sisters
Lionel Richie

55KRC/Cincinnati

Dave Mason
DeBarge
Hottest:
Lionel Richie
Phil Collins
Culture Club
Iglesias & Nelson

WARM88/Cincinnati

Mark Tipton
Thompson Twins
Michael Jackson
Hottest:
Lionel Richie
Christine McVie
Bryson & Flack
Stephen Bishop
Phil Collins

WLTFCleveland

Dunphy/Georgeson
Alan Parsons
Hottest:
Christine McVie
Paul McCartney
Genesis
Kenny Rogers
Bryson & Flack

WPMJ/Cleveland

Popovich/Ivers
Tracey Ullman
Billy Joel
Michael Gore
Manhattan Transfe
Hottest:
Christine McVie
Bryson & Flack
Eurythmics
Lionel Richie
Phil Collins

WOMC/Detroit

Barry Argenbright
Billy Joel
Tracey Ullman
Manhattan Transfe
Hottest:
Stephen Bishop
Christine McVie
Phil Collins
Lionel Richie

KUDL/Kansas City

Elaine Taylor
none
Hottest:
Sheena Easton
Lionel Richie
Phil Collins
Stephen Bishop
Thompson Twins
Iglesias & Nelson

WHB/Kansas City

Jeff Roberts
James Ingram
Johnny Mathis
Temptations
Hottest:
Christine McVie
Lionel Richie
Thompson Twins
Stephen Bishop
Phil Collins

WISN/Milwaukee

Murphy
Johnny Mathis
Temptations
Sergio Mendes
Hottest:
Lionel Richie
Phil Collins
Stephen Bishop
Iglesias & Nelson
Jimmy Buffett

WMYX/Milwaukee

Beth Fast
none
Hottest:
Lionel Richie
Phil Collins
Eurythmics
Stephen Bishop
Culture Club

WCCO/Minneapolis

Denny Long
Don Felder
Dolly Parton
Ebn-Ozn
Michael Gore
Kenny G
Bob Gully
Hottest:
none

KS94/St. Louis

Morgan/Watermann
Billy Joel
Jeffrey Osborne
Tracey Ullman
Hottest:
Culture Club
Iglesias & Nelson
Phil Collins

3WM/Toledo

King/Scollin
Eurythmics
Kathy Mattea
Iglesias & Nelson
James Ingram
Hottest:
Lionel Richie
Police
Christine McVie
Thompson Twins
Phil Collins

WHBY/Appleton

Rob Shannon
Sergio Mendes
Barbara Mandrell
Hottest:
Stephen Bishop
Phil Collins
Lionel Richie
Iglesias & Nelson
Culture Club

WNAM/Appleton-Oshkosh

Bennett/Colins
Shakin' Stevens
Paul Simon
Sergio Mendes
Hottest:
Christine McVie
Lionel Richie
Stephen Bishop
Culture Club
Alan Parsons

Parallel Three

WHBC/Canton

Mike Dorn
Atlantic Starr
Sergio Mendes
Hottest:
Lionel Richie
Stephen Bishop
Phil Collins
Alan Parsons
Iglesias & Nelson

WJBC/Bloomington, IL

Stew Salowitz
Paul Simon
Dolly Parton
Sergio Mendes
Shakin' Stevens
Hottest:
Iglesias & Nelson
Anne Murray
Lionel Richie
Stephen Bishop
Billy Joel

WCIL/Carbondale, IL

Matt McCann
Sergio Mendes
Dolly Parton
Spandau Ballet
Chad Stuart & Jer
Kenny G
Bob Gully
Hottest:
Stallone & Rhodes
Paul McCartney
Ray Parker Jr.
Christine McVie
Chris Cross

KCRG/Cedar Rapids, IA

Carl Mann
Kathy Mattea
Manhattan Transfe
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Thompson Twins

KRNT/Das Moines

Steve Gibbons
none
Hottest:
Kenny Rogers
Alan Parsons
Lionel Richie
Iglesias & Nelson
Phil Collins

WTRX/Flint

Burke/Wright
Sheena Easton
Dolly Parton
Atlantic Starr
Shakin' Stevens
Sergio Mendes
Kenny G
Hottest:
Lionel Richie
Phil Collins
Christine McVie
Eurythmics
Stephen Bishop

WENS/Indianapolis

Wheeler/Eagan
Prenders
Paul Simon
Pointer Sisters
Sergio Mendes
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Eurythmics
Iglesias & Nelson

WFMK/Lansing

Jeff Davis
Sergio Mendes
Sheena Easton
Hottest:
Lionel Richie
Phil Collins
Stephen Bishop
Thompson Twins
Iglesias & Nelson

WGMN/Madison

Bill Vancil
Tracey Ullman
Sergio Mendes
Crystal Gayle
DeBarge
Hottest:
Stephen Bishop
Lionel Richie
Thompson Twins
Phil Collins
Jeffrey Osborne

WLTE/Minneapolis

Paul Sebastian
Crystal Gayle
Michael Gore
Hottest:
Lionel Richie
Phil Collins
Tracey Ullman
Iglesias & Nelson
Phil Collins

KOIL/Omaha

Mason/Lundy
Shakin' Stevens
Cyndi Lauper
Kenny Loggins
Sergio Mendes
Hottest:
Lionel Richie
Phil Collins
Eurythmics
Stephen Bishop
Culture Club

KGW/Portland

Mitchler/Dix
Sergio Mendes
Kathy Mattea
Paul Young
Hottest:
Lionel Richie
Stephen Bishop
Eurythmics
Thompson Twins
Jeffrey Osborne

K108/Sacramento

Paul Mitchell
Culture Club
Hottest:
Genesis
Christine McVie
Sheena Easton
Lionel Richie
Kenny Rogers
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Phil Collins

KBEST/San Diego

Wagner/Haskins
Sergio Mendes
Temptations
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Alan Parsons

KFMB/San Diego

Mark Larson
Sergio Mendes
Hottest:
Lionel Richie
Bryson & Flack
Phil Collins
Eurythmics

B100/San Diego

McCartney/Knight
Kool & The Gang
Sergio Mendes
Temptations
Shakin' Stevens
Hottest:
Eurythmics
Christine McVie
Lionel Richie
Phil Collins

Parallel One

WJBC/Bloomington, IL

Stew Salowitz
Paul Simon
Dolly Parton
Sergio Mendes
Shakin' Stevens
Hottest:
Iglesias & Nelson
Anne Murray
Lionel Richie
Stephen Bishop
Billy Joel

WCIL/Carbondale, IL

Matt McCann
Sergio Mendes
Dolly Parton
Spandau Ballet
Chad Stuart & Jer
Kenny G
Bob Gully
Hottest:
Stallone & Rhodes
Paul McCartney
Ray Parker Jr.
Christine McVie
Chris Cross

KCRG/Cedar Rapids, IA

Carl Mann
Kathy Mattea
Manhattan Transfe
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Thompson Twins

KRNT/Das Moines

Steve Gibbons
none
Hottest:
Kenny Rogers
Alan Parsons
Lionel Richie
Iglesias & Nelson
Phil Collins

WTRX/Flint

Burke/Wright
Sheena Easton
Dolly Parton
Atlantic Starr
Shakin' Stevens
Sergio Mendes
Kenny G
Hottest:
Lionel Richie
Phil Collins
Christine McVie
Eurythmics
Stephen Bishop

WENS/Indianapolis

Wheeler/Eagan
Prenders
Paul Simon
Pointer Sisters
Sergio Mendes
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Eurythmics
Iglesias & Nelson

WFMK/Lansing

Jeff Davis
Sergio Mendes
Sheena Easton
Hottest:
Lionel Richie
Phil Collins
Stephen Bishop
Thompson Twins
Iglesias & Nelson

WGMN/Madison

Bill Vancil
Tracey Ullman
Sergio Mendes
Crystal Gayle
DeBarge
Hottest:
Stephen Bishop
Lionel Richie
Thompson Twins
Phil Collins
Jeffrey Osborne

WLTE/Minneapolis

Paul Sebastian
Crystal Gayle
Michael Gore
Hottest:
Lionel Richie
Phil Collins
Tracey Ullman
Iglesias & Nelson
Phil Collins

KOIL/Omaha

Mason/Lundy
Shakin' Stevens
Cyndi Lauper
Kenny Loggins
Sergio Mendes
Hottest:
Lionel Richie
Phil Collins
Eurythmics
Stephen Bishop
Culture Club

KGW/Portland

Mitchler/Dix
Sergio Mendes
Kathy Mattea
Paul Young
Hottest:
Lionel Richie
Stephen Bishop
Eurythmics
Thompson Twins
Jeffrey Osborne

K108/Sacramento

Paul Mitchell
Culture Club
Hottest:
Genesis
Christine McVie
Sheena Easton
Lionel Richie
Kenny Rogers
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Phil Collins

KBEST/San Diego

Wagner/Haskins
Sergio Mendes
Temptations
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Alan Parsons

KFMB/San Diego

Mark Larson
Sergio Mendes
Hottest:
Lionel Richie
Bryson & Flack
Phil Collins
Eurythmics

B100/San Diego

McCartney/Knight
Kool & The Gang
Sergio Mendes
Temptations
Shakin' Stevens
Hottest:
Eurythmics
Christine McVie
Lionel Richie
Phil Collins

Parallel Two

WJBC/Bloomington, IL

Stew Salowitz
Paul Simon
Dolly Parton
Sergio Mendes
Shakin' Stevens
Hottest:
Iglesias & Nelson
Anne Murray
Lionel Richie
Stephen Bishop
Billy Joel

WCIL/Carbondale, IL

Matt McCann
Sergio Mendes
Dolly Parton
Spandau Ballet
Chad Stuart & Jer
Kenny G
Bob Gully
Hottest:
Stallone & Rhodes
Paul McCartney
Ray Parker Jr.
Christine McVie
Chris Cross

KCRG/Cedar Rapids, IA

Carl Mann
Kathy Mattea
Manhattan Transfe
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Thompson Twins

KRNT/Das Moines

Steve Gibbons
none
Hottest:
Kenny Rogers
Alan Parsons
Lionel Richie
Iglesias & Nelson
Phil Collins

WTRX/Flint

Burke/Wright
Sheena Easton
Dolly Parton
Atlantic Starr
Shakin' Stevens
Sergio Mendes
Kenny G
Hottest:
Lionel Richie
Phil Collins
Christine McVie
Eurythmics
Stephen Bishop

WENS/Indianapolis

Wheeler/Eagan
Prenders
Paul Simon
Pointer Sisters
Sergio Mendes
Hottest:
Christine McVie
Lionel Richie
Phil Collins
Eurythmics
Iglesias & Nelson

WFMK/Lansing

Jeff Davis
Sergio Mendes
Sheena Easton
Hottest:
Lionel Richie
Phil Collins
Stephen Bishop
Thompson Twins
Iglesias & Nelson

WGMN/Madison

Bill Vancil
Tracey Ullman
Sergio Mendes
Crystal Gayle
DeBarge
Hottest:
Stephen Bishop
Lionel Richie
Thompson Twins
Phil Collins
Jeffrey Osborne

WLTE/Minneapolis

Paul Sebastian
Crystal Gayle
Michael Gore
Hottest:
Lionel Richie
Phil Collins
Tracey Ullman
Iglesias & Nelson
Phil Collins

KOIL/Omaha

Mason/Lundy
Shakin' Stevens
Cyndi Lauper
Kenny Loggins
Sergio Mendes
Hottest:
Lionel Richie
Phil Collins
Eurythmics
Stephen Bishop
Culture Club

KGW/Portland

Mitchler/Dix
Sergio Mendes
Kathy Mattea
Paul Young
Hottest:
Lionel Richie
Stephen Bishop
Eurythmics
Thompson Twins
Jeffrey Osborne

K108/Sacramento

Paul Mitchell
Culture Club
Hottest:
Genesis
Christine McVie
Sheena Easton
Lionel Richie
Kenny Rogers
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Phil Collins

KBEST/San Diego

Wagner/Haskins
Sergio Mendes
Temptations
Hottest:
Lionel Richie
Phil Collins
Thompson Twins
Alan Parsons

KFMB/San Diego

Mark Larson
Sergio Mendes
Hottest:
Lionel Richie
Bryson & Flack
Phil Collins
Eurythmics

B100/San Diego

McCartney/Knight
Kool & The Gang
Sergio Mendes
T

Black/Urban

BREAKERS®

"Breakers" are those newer records that have the greatest level of station activity on any given week.

BAR-KAYS

Freak Show On The Dance Floor (Mercury/PolyGram)

69% of our reporting stations on it. Rotations: Heavy 10/2, Medium 15/5, Light 25/11, Extra Adds 4, Total Adds 22, WAMO, WBMX, WZAK, WJLB, XHRM, WRDW, KNOW, Z93, WJAX, WPDQ, KJCB, WJJS, WBLX, WQOK, KHYS, WDAO, WLTH, WKWM, WVOI, KDKO, KUKQ, WGCI. A Most Added Record. Debuts at number 31 on the Black/Urban chart.

JAMES INGRAM

There's No Easy Way (Qwest/WB)

67% of our reporting stations on it. Rotations: Heavy 5/1, Medium 21/2, Light 22/6, Extra Adds 4, Total Adds 13, WWIN-FM, WXYV, KKDA-FM, KRNB, WDMT, WENN, Z93, WNOO, WQOK, KHYS, WKWM, KDIA. A Most Added Record. Debuts at number 37 on the Black/Urban chart.

SPINNERS

Right Or Wrong (Atlantic)

63% of our reporting stations on it. Rotations: Heavy 3/0, Medium 16/0, Light 27/8, Extra Adds 3, Total Adds 11, WEDR, WBLZ, WJMO, WJLB, KNOW, WJAX, WANT, KOKA, WLTH, WKWM, WVOI. Debuts at number 40 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.

"D" TRAIN "You're The Reason" (Prelude) 46/4

Rotations: Heavy 5/0, Medium 21/1, Light 19/2, Extra Adds 1, Total Adds 4, WAMO, WAOK, WNHC, WKWM. Heavy: KACE, WPEG, WLWV, WPLZ, WAAA. Medium: WILD, WDAS, WVEE, KKDA-FM, WDIA, WBMX, WJMO, WZAK, WZEN-FM, KDAY, KJLB, XHRM. Debuts at number 39 on the Black/Urban chart.

SHANNON "Give Me Tonight" (Mirage/Atco) 45/9

Rotations: Heavy 11/1, Medium 18/0, Light 15/7, Extra Adds 1, Total Adds 9, KJLB, WLOU, WQOK, WANT, KOKA, WVKO, WLTH, WTLC. Heavy: WRKS, WDJY, WEDR, WZEN-FM. Medium: WHUR, WDMT, WJMO, WDRQ, WGPR, WJLB, WNHC, KNOW, WMO. Moves 40-35 on the Black/Urban chart.

GEORGE CLINTON "Last Dance" (Capitol) 45/2

Rotations: Heavy 7/0, Medium 25/0, Light 12/1, Extra Adds 1, Total Adds 2, KMJQ, WGPR. Heavy: WDAS, WAOK, WGCI, WZEN-FM, WPDQ, KHYS. Medium: WILD, KRNB, WEDR, WCIN, XHRM, WKND, WNHC, WTOY, KOKA, WJMO, KDIA. Remains at number 36 with a bullet on the Black/Urban chart.

ANGELA BOFILL "Special Delivery" (Arista) 43/10

Rotations: Heavy 3/1, Medium 16/1, Light 21/5, Extra Adds 3, Total Adds 10, WXYV, WDAS, WVEE, WBMX, Z93, WOIC, WKXI, WANT, KOKA, WAAA. Heavy: KJLB, WNOO. Medium: KMJQ, WGPR, KACE, KDAY, XHRM, WRDW, WDAO, WWWW.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 42/1

Rotations: Heavy 13/0, Medium 19/1, Light 10/0, Extra Adds 0, Total Adds 1, WWIN-FM. Heavy: WDJY, WHRK, WBLZ, KSOL, WNHC, Z93, WPDQ, WBLX, KHYS, KOKA, WANM, WQKS, WVKO. Medium: WXYV, KMJQ, WDMT, WDRQ, XHRM, WPLZ, WLUM. Moves 35-34 on the Black/Urban chart.

SYSTEM "I Wanna Make You Feel Good" (Mirage/Atco) 41/3

Rotations: Heavy 10/0, Medium 19/2, Light 12/1, Extra Adds 0, Total Adds 3, KRNB, WBLX, KDKO. Heavy: WDAS, WAOK, WVEE, KDAY, KJLB, WKND, WRDW, WNOO, WANM, WWWW. Medium: KKDA-FM, WBLZ, WCIN, WDMT, WJMO, WENN, WPDQ. Debuts at number 38 on the Black/Urban chart.

PATTI LABELLE "Love, Need & Want You" (Philadelphia International/CBS) 40/8

Rotations: Heavy 7/0, Medium 18/2, Light 14/5, Extra Adds 1, Total Adds 8, WWIN-FM, WGCI, WDMT, WBLX, WDAO, WTLC, KDIA. Heavy: WHUR, WVEE, KMJM, KACE, KDAY, WATV, WAAA. Medium: WILD, WAOK, WDIA, KJLB, XHRM, WJMO.

BRYAN LOREN "Lollipop Luv" (Philly World) 40/5

Rotations: Heavy 16/1, Medium 13/1, Light 10/2, Extra Adds 1, Total Adds 5, WHUR, XHRM, KNOW, WPLZ, KHYS. Heavy: WDAS, WAMO, KRLY, WEDR, WYLD-FM, WDMT, WGPR, WJLB, KACE, WNHC. Medium: WXYV, KKDA-FM, WZEN-FM, WJAX, WJMO, WKWM. Moves 39-33 on the Black/Urban chart.

CENTRAL LINE "Time For Some Fun" (Mercury/PolyGram) 40/2

Rotations: Heavy 0/0, Medium 15/0, Light 24/1, Extra Adds 1, Total Adds 2, WHUR, WEDR. Medium: WWIN-FM, WBMX, WCIN, WJMO, WGPR, XHRM, WRDW, WENN, WNOO, WOIC, KJCB, WJLB, WLWV, WTLC, WWWW, KUKQ.

REAL TO REEL "Love Me Like This" (Arista) 37/6

Rotations: Heavy 3/0, Medium 15/1, Light 19/5, Extra Adds 0, Total Adds 6, WAMO, WDMT, WGPR, WENN, WJMO, WLTH. Heavy: WAIL-FM, KDAY, WAAA. Medium: KMJQ, KRLY, WZAK, KACE, KJLB, XHRM, KSOL, WKND, KNOW, WTLC, KUKQ.

CLOCKWORK "I'm Your Candy Girl" (Private I/CBS) 37/2

Rotations: Heavy 6/0, Medium 21/1, Light 10/1, Extra Adds 0, Total Adds 2, WDJY, WZAK. Heavy: WYLD-FM, Z93, WPEG, WOIC, KOKA, WTLC. Medium: WXYV, WILD, WAOK, WDIA, WEDR, WCIN, WJMO, WGPR, WZEN-FM, XHRM, WATV, KDKO.

MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 36/1

Rotations: Heavy 4/0, Medium 22/0, Light 10/1, Extra Adds 0, Total Adds 1, WLUM. Heavy: WZEN-FM, WKXI, KOKA. Medium: WDAS, WAMO, WHUR, WBLZ, WDMT, WJMO, WZAK, WDRQ, KSOL, WKND, WNHC, WPEG, WPLZ, WAAA, WLTH, KDIA.

CRUSADERS "New Moves" (MCA) 35/17

Rotations: Heavy 1/1, Medium 7/2, Light 28/13, Extra Adds 1, Total Adds 17, WXYV, WILD, WGCI, XHRM, WRDW, KNOW, WATV, WENN, WGIV, WJAX, KHYS, WANM, WAAA, WDAO, WLTH, WKWM, KUKQ. Medium: WAOK, WPDQ, KOKA.

O'BRYAN "Lovelite" (Capitol) 34/21

Rotations: Heavy 2/1, Medium 6/1, Light 22/15, Extra Adds 4, Total Adds 21 including WHUR, WAOK, WVEE, WEDR, WMBX, WCIN, WDMT, WJMO, WDRQ, WGPR, KJLB, XHRM, KNOW, WNOO, WDAO, WTLC. Heavy: KDAY. Medium: WDAS, KACE, WLWV, WKWM.

PIECES OF A DREAM "It's Time For Love" (Elektra) 34/5

Rotations: Heavy 2/0, Medium 15/3, Light 17/2, Extra Adds 0, Total Adds 5, WWIN-FM, WAMO, XHRM, WQMG, WJAX. Heavy: KACE, KHYS. Medium: WCIN, WJMO, WZEN-FM, KJLB, WKND, Z93, WGIV, WNOO, WBLX, WPLZ, WDAO, WLTH.

WES PHILLIPS "Sucker For A Pretty Face" (Quality) 33/5

Rotations: Heavy 1/0, Medium 13/0, Light 16/2, Extra Adds 3, Total Adds 5, KACE, WPEG, WQMG, WJJS, WAAA. Heavy: WTLC. Medium: WDAS, WJMO, WDRQ, WGPR, WJLB, XHRM, WNHC, WENN, WKXI, KHYS, KOKA, WJMO, WWWW.

HOWARD JOHNSON "Let This Dream Be Real" (A&M) 33/1

Rotations: Heavy 3/0, Medium 7/0, Light 22/0, Extra Adds 1, Total Adds 1, KMJQ. Heavy: KMJQ. Heavy: WLWV, KOKA, KUKQ. Medium: WAOK, XHRM, WPEG, WNOO, WAAA, WLTH.

NONA HENDRYX "I Sweat (Going Through The Motions)" (RCA) 32/9

Rotations: Heavy 1/0, Medium 5/0, Light 24/7, Extra Adds 2, Total Adds 9, WEDR, WDMT, KDAY, WATV, WGIV, WQMG, WJAX, WDAO, KUKQ. Heavy: WAOK. Medium: WDIA, KNOW, Z93, WBLX, KOKA.

NEWCLEUS "Jam On It" (Sunnyview) 31/7

Rotations: Heavy 3/0, Medium 10/1, Light 17/5, Extra Adds 1, Total Adds 7, KMJM, KDAY, KJLB, XHRM, WATV, WAAA, WKWM. Heavy: WDAS, WZEN-FM, WJMI. Medium: KMJQ, WEDR, WBMX, WDMT, WZAK, WENN, Z93, WPDQ, WPLZ.

AFRIKA BAMBAATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 31/1

Rotations: Heavy 2/0, Medium 15/0, Light 14/1, Extra Adds 0, Total Adds 1, WVEE. Heavy: WEDR, WPDQ. Medium: WDAS, WJMO, WZAK, WGPR, WJLB, WZEN-FM, XHRM, WPEG, WKXI, WAAA, WKWM, WTLC, WWWW, KUKQ.

PETER BROWN "They Only Come Out At Night" (Columbia) 29/4

Rotations: Heavy 3/0, Medium 8/0, Light 19/3, Extra Adds 1, Total Adds 4, WDJY, KJLB, WPEG, WJMO. Heavy: WAOK, WVEE, WGCI. Medium: WEDR, WBMX, WRDW, WGIV, WBLX, WLTH.

RODNEY FRANKLIN "Stay On In The Groove" (Columbia) 29/2

Rotations: Heavy 1/0, Medium 15/1, Light 13/1, Extra Adds 0, Total Adds 2, WWIN-FM, XHRM. Heavy: KJLB. Medium: WILD, WCIN, WJMO, KACE, WKND, WRDW, Z93, WNOO, WOIC, WBLX, WPLZ, KOKA, WDAO, KDIA.

MOST ADDED®

BAR-KAYS (22)
Freak Show On The Dance... (Mercury/PG)
O'BRYAN (21)
Lovelite (Capitol)
CRUSADERS (17)
New Moves (MCA)
IRENE CARA (14)
Breakdance (Network/Geffen)
JAMES INGRAM (13)
There's No Easy Way (Qwest/WB)

HOTTEST

CAMEO (43)
She's Strange (Atlanta Artists/PolyGram)
ROCKWELL (43)
Somebody's Watching Me (Motown)
BOBBY WOMACK & PATTI LABELLE (42)
Love Has Finally Come... (Beverly Glen)
LAID BACK (29)
White Horse (Sire/WB)
D. EDWARDS featuring S. GARRET (27)
Don't Look Any Further (Motown)

WORLD PREMIERE "Share The Night" (Dauntless/Allegiance) 26/2

Rotations: Heavy 2/0, Medium 6/0, Light 18/2, Extra Adds 0, Total Adds 2, WAMO, WHUR. Heavy: WDAS, WTLC. Medium: WAOK, WEDR, WENN, WPDQ, WPLZ, KUKQ.

SIGNIFICANT ACTION

IRENE CARA "Breakdance" (Network/Geffen) 24/14

Rotations: Heavy 0/0, Medium 8/4, Light 14/8, Extra Adds 2, Total Adds 14, WAOK, WDIA, WYLD-FM, WCIN, WNHC, Z93, WGIV, WPEG, WKXI, KOKA, WVKO, WTLC, KDKO, KDIA. Medium: WOIC, WQMG, WANM, WLUM.

SHIRLEY BROWN "Leave The Bridges Standing" (Sound Town/Allegiance) 23/6

Rotations: Heavy 2/0, Medium 6/0, Light 14/5, Extra Adds 1, Total Adds 6, WXYV, WILD, WGCI, WATV, WENN, KOKA. Heavy: WDIA, WBMX. Medium: KRNB, WEDR, KJLB, WPEG, WKXI, WLTH.

DAVY DMX "One For The Treble (Fresh)" (Tuff City/CBS) 23/4

Rotations: Heavy 1/0, Medium 7/1, Light 14/2, Extra Adds 1, Total Adds 4, WXYV, WDIA, WCIN, WZAK. Heavy: WRKS. Medium: WATV, WPDQ, WLOU, KOKA, WKWM, WTLC.

KLEER "Next Time It's For Real" (Atlantic) 22/1

Rotations: Heavy 1/0, Medium 11/0, Light 10/1, Extra Adds 0, Total Adds 1, KOKA. Heavy: WJMO. Medium: WWIN-FM, WHUR, KKDA-FM, WDMT, WZAK, WKND, Z93, WNOO, WOIC, WLTH, WWWW.

STEVE ARRINGTON'S HALL OF FAME "15 Rounds" (Atlantic) 21/4

Rotations: Heavy 1/0, Medium 7/2, Light 12/1, Extra Adds 1, Total Adds 4, XHRM, Z93, WLOU, WJJS. Heavy: KDAY. Medium: WJMO, WZAK, WGIV, WOIC, WTLC.

CITISPEAK featuring JEANNE HARRIS "I Don't Need Your Handouts" (Partytime/Streetwise) 21/1

Rotations: Heavy 1/0, Medium 4/0, Light 15/0, Extra Adds 1, Total Adds 1, WXYV. Heavy: KOKA. Medium: WDAS, WDIA, WEDR, WENN.

KIM FIELDS "Dear Michael" (Critique/Quality) 20/8

Rotations: Heavy 3/0, Medium 5/1, Light 8/3, Extra Adds 4, Total Adds 8, WAOK, KKDA-FM, KRNB, WGPR, WJLB, WKXI, WJJS, WTLC. Heavy: WILD, KDAY, WATV. Medium: WDRQ, WENN, WQOK, WANM.

DAYTON "The Sound Of Music" (Capitol) 20/3

Rotations: Heavy 3/0, Medium 11/0, Light 6/3, Extra Adds 0, Total Adds 3, WHRK, WQMG, WLOU. Heavy: WLWV, WAAA, WDAO. Medium: WBLZ, WDMT, WJMO, WZAK, WZEN-FM, WNOO, WBLX, KHYS, WKWM, WWWW.

RICH CASON & GALACTIC ORCHESTRA "Street Symphony" (Private I/CBS) 19/6

Rotations: Heavy 0/0, Medium 3/0, Light 14/4, Extra Adds 2, Total Adds 6, WEDR, WGPR, KDAY, KJLB, WPDQ, WANM. Medium: WAOK, WATV, KOKA.

DAVID SANBORN "I Told U So" (WB) 18/3

Rotations: Heavy 1/0, Medium 11/0, Light 16/1, Extra Adds 0, Total Adds 3, WWIN-FM, WLTH, KDIA. Heavy: WAMO. Medium: WXYV, WHUR, WVEE, WJMO, WRDW, WBLX, WAAA.

DR. JOHN "Jet Set" (Clean Cuts) 18/1

Rotations: Heavy 1/0, Medium 11/0, Light 16/1, Extra Adds 0, Total Adds 1, WVEE. Heavy: Z93. Medium: KOKA.

FRESH 3 MC'S "Fresh" (Profile) 17/3

Rotations: Heavy 1/0, Medium 5/0, Light 11/3, Extra Adds 0, Total Adds 3, WAMO, WZAK, KJLB. Heavy: WRKS. Medium: WDAS, WEDR, WLOU, WJMO, WAAA.

VAN HALEN "Jump" (WB) 17/1

Rotations: Heavy 6/1, Medium 3/0, Light 8/0, Extra Adds 0, Total Adds 1, WTOY. Heavy: WDJY, Z93, WQMG, WJMO. Medium: WHRK, KACE, WLUM.

EURYTHMICS "Here Comes The Rain Again" (RCA) 17/1

Rotations: Heavy 8/0, Medium 8/1, Light 4/1, Extra Adds 0, Total Adds 1, WDRQ. Heavy: WDJY, KSOL, Z93, WQMG, WJAX, KOKA, WQKS, KDIA. Medium: WHUR, WAIL-FM, WBLZ, WLUM, KDKO.

JEFF LORBER "In The Heat Of The Night" (Arista) 16/5

Rotations: Heavy 5/0, Medium 5/0, Light 8/3, Extra Adds 2, Total Adds 5, WWIN-FM, WDJY, WDRQ, KACE, WPEG. Heavy: WRDW. Medium: WYLD-FM, WNOO, WOIC, WLWV, KUKQ.

CYNDI LAUPER "Girls Just Want To Have Fun" (Portrait/CBS) 16/2

Rotations: Heavy 7/1, Medium 5/0, Light 4/1, Extra Adds 0, Total Adds 2, WLWV, KDIA. Heavy: WRKS, Z93, WQMG, WJAX, WQOK, WLUM. Medium: WDJY, WHUR, WHRK, WDMT, KDKO.

RONNIE McNEIR "Come Be With Me" (Capitol) 15/4

Rotations: Heavy 0/0, Medium 4/1, Light 10/2, Extra Adds 1, Total Adds 4, WWIN-FM, WAOK, WKXI. Medium: WILD, WOIC, KOKA.

T-CONNECTION "Take It To The Limit" (Capitol) 15/3

Rotations: Heavy 0/0, Medium 4/0, Light 11/3, Extra Adds 0, Total Adds 3, WDAS, WQMG, WDAO. Medium: KKDA-FM, WNOO, WOIC, KJCB.

LENNY WILLIAMS "Always" (Rocshire) 14/7

Rotations: Heavy 0/0, Medium 5/0, Light 12/7, Extra Adds 0, Total Adds 7, WWIN-FM, WHUR, WJMO, WGPR, WPDQ, WANM, WLTH. Medium: KKDA-FM, KJLB.

MADONNA "Borderline" (Sire/WB) 13/4

Rotations: Heavy 1/0, Medium 7/2, Light 4/1, Extra Adds 1, Total Adds 4, WRKS, WDJY, WLUM, KDKO. Heavy: WLWV. Medium: KSOL, WKND, WQMG, WQKS, KUKQ.

PLANET PATROL "It Wouldn't Have Made Any Difference" (Tommy Boy) 13/3

Rotations: Heavy 0/0, Medium 4/0, Light 7/1, Extra Adds 2, Total Adds 3, WXYV, KKDA-FM, KUKQ. Medium: Z93, WLTH, WWWW.

STEEL PULSE "Steppin' Out" (Elektra) 13/1

Rotations: Heavy 2/0, Medium 4/0, Light 7/1, Extra Adds 0, Total Adds 1, WVKO. Heavy: WGCI, WNOO. Medium: WBMX, WKND, KJCB, WLTH.

GAP BAND "Not Guilty" (Passport) 13/1

Rotations: Heavy 0/0, Medium 5/0, Light 8/1, Extra Adds 0, Total Adds 1, WYLD-FM. Medium: WAOK, WEDR, WATV, WJMI, KOKA.

CHANGE "Change Of Heart" (RFC/Antalctic) 12/11

Rotations: Heavy 0/0, Medium 3/2, Light 5/5, Extra Adds 4, Total Adds 11, WILD, WAOK, WVEE, WCIN, WDRQ, WOC, WJJS, WPLZ, WTLC, KDIA, KUKQ.

CATCH "Get On Freak" (Variety International) 12/4

Rotations: Heavy 3/0, Medium 1/0, Light 7/3, Extra Adds 1, Total Adds 4, WDAS, KDAY, WKXI, WAAA. Heavy: KKDA-FM, KJLB, KUKQ. Medium: WPEG.

KWICK "Too Lonely To Be Alone" (Capitol) 12/2

Rotations: Heavy 3/0, Medium 7/0, Light 2/2, Extra Adds 0, Total Adds 2, WNOO, WKXI. Heavy: KRNB, WDIA, WATV. Medium: KKDA-FM, WHRK, WZAK, WGPR, WENN, KJCB, WAAA.

R.J.'S LATEST ARRIVAL "Shackles" (Quality) 11/10

Rotations: Heavy 0/0, Medium 0/0, Light 10/9, Extra Adds 1, Total Adds 10, WZEN-FM, WRDW, WENN, WKXI, KJCB, WJJS, KOKA, WANM, WDAO, WTLC.

GAP BAND "I'm Ready (If You're Ready)" (Total Experience) 11/6

Rotations: Heavy 0/0, Medium 4/2, Light 7/4, Extra Adds 0, Total Adds 6, WWIN-FM, WILD, WRDW, KJCB, WDAO, KUKQ. Medium: WHRK, WOIC.

JENNIFER HOLLIDAY "Just For A While" (Geffen) 11/1

Rotations: Heavy 1/0, Medium 3/0, Light 7/1, Extra Adds 0, Total Adds 1, WJAX. Heavy: WANM. Medium: WHUR, XHRM, WGIV.

STANLEY CLARKE "Are You Ready?" (Epic) 11/1

Rotations: Heavy 0/0, Medium 2/0, Light 9/1, Extra Adds 0, Total Adds 1, WDAO. Medium: WPEG, WTLC.

FREESTYLE "Freestyle Express" (Sunnyview) 11/0

Rotations: Heavy 2/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, WENN. Medium: WZEN-FM, WATV, Z93, WLOU.

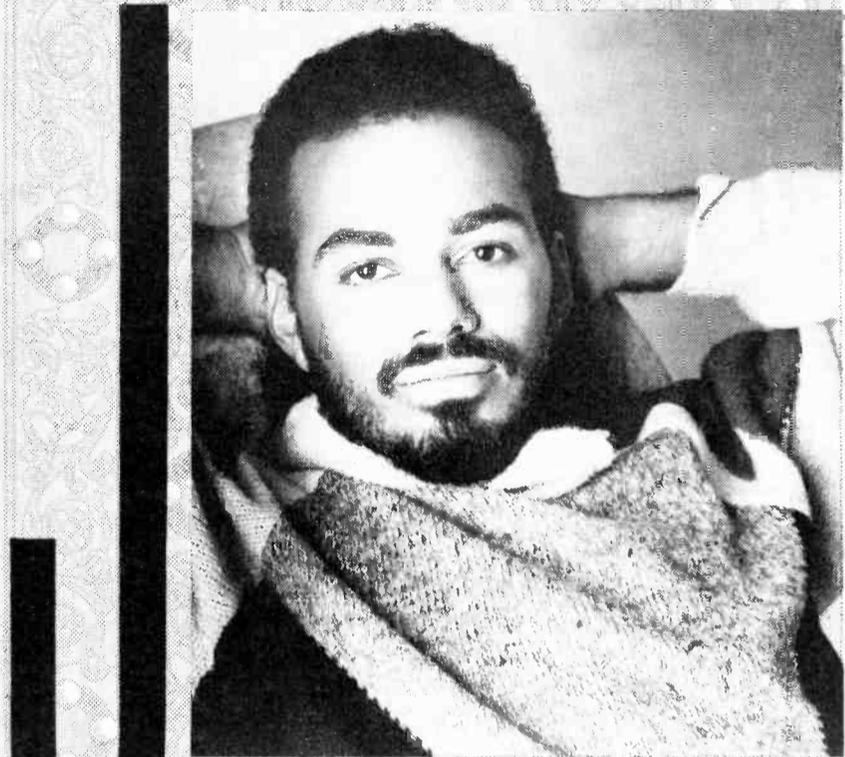
ANNE LeSEAR "Take Him Back (Taxi)" (Sound Town/Allegiance) 10/2

Rotations: Heavy 0/0, Medium 3/0, Light 7/2, Extra Adds 0, Total Adds 2, WGPR, WTLC. Medium: WPEG, WKWM, WWWW.

NUMONICS "Sexy Child" (Hodisk) 10/1

Rotations: Heavy 1/0, Medium 1/0, Light 8/1, Extra Adds 0, Total Adds 1, KRNB. Heavy: WYLD-FM. Medium: WENN.

They Keep The Music Playing



J
U **A M E S**
I N G R A M

**"THERE'S
NO
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WAY"** 7-29316

THE NEW SINGLE FROM THE QWEST ALBUM
IT'S YOUR NIGHT 1/4-23970

PRODUCED BY QUINCY JONES FOR



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A T T I
A U S T I N

**"RHYTHM
OF
THE
STREET"** 7-29305

THE SECOND SINGLE FROM THE QWEST ALBUM
PATTI AUSTIN 1/4-23974

PRODUCED BY NARADA MICHAEL WALDEN, DAVID PACK, CLIF
MAGNESS, GLEN BALLARD, OLLIE E. BROWN AND QUINCY JONES
EXECUTIVE PRODUCERS: QUINCY JONES AND ED ECKSTINE FOR



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Black/Urban

Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WJW/Washington, DC
Dan O'Neil

WJW/Baltimore
Keith Newman

DEBARGE
EMOTIONS
CLOCKWORK
MADONNA
JEFFREY OSBORNE
GAP BAND
DEBARGE
EMOTIONS
ONE WAY
DENNIS EDWARDS
BARBARA MITCHELL
CASPAR
PATTI LABELLE
JAMES INGRAM
RONNIE MCNEIR
MANHATTAN TRANSFE
DEELE
EVELYN KING
PIECES OF A DREAM
HALL & OATES
O'BRYAN
PENN AVENUE BOYS
RODNEY FRANKLIN
JEFF LORBER
LENNY WILLIAMS
PATTI AUSTIN
CAMO
DAVID SANBORN
EARL KLUGH
WOMACK & LABELLE
DAMARIS
Hottest:
ROCKWELL
POINTER SISTERS
WOMACK & LABELLE
MELBA MOORE
TINA TURNER

WXYV/Baltimore
Mark Williams

LADY D
JAMES INGRAM
CITISPEAK
SHIRLEY BROWN
HOMI & JARVIS
FLANEY PATROL
CRUSADERS
DAVY DMX
ANGELA BOFILL
TROUBLE FUNK
RICHELLE
Hottest:
KOOL & THE GANG
LATTISAW & GILL
WOMACK & LABELLE
PATTI AUSTIN
MELBA MOORE

WILD/Boston
Eliot R.C. Smith

GAP BAND
SHIRLEY BROWN
ONI
CHANGE
EVELYN KING
CRUSADERS
Hottest:
ROCKWELL
WOMACK & LABELLE
FUNKSHUN
DREAMBOY
MELBA MOORE

WAMO/Pittsburgh
J.C. Floyd

REAL TO REEL
PIECES OF A DREAM
D TRAIN
COLONEL ABRAMS
BAR-KAYS
FRESH 3 MC'S
WORLD PREMIERE
Hottest:
DENNIS EDWARDS
CAMO
DEBARGE
ROCKWELL

SOUTH

WATV/Birmingham
Ron January

WVOK/Atlanta
Larry Tinsley

IRENE CARA
O'BRYAN
KIM FIELDS
FOUR TOPS
PATTI AUSTIN
ANITA BAKER
CHANGE
RONNIE MCNEIR
D TRAIN
Hottest:
ROCKWELL
LIONEL RICHELLE
WOMACK & LABELLE
TINA TURNER

WVEE/Atlanta
Scotty Andrews

EVELYN KING
O'BRYAN
ANGELA BOFILL
ONE WAY
KENNY JAMES
CHANGE
ALISHA
PHIL COLLINS
ZENA DEJONAY
MATSURARA
SOUL SONIC FORCE
DR. JOHN
Hottest:
DREAMBOY
FUNKSHUN
THOMPSON TWINS
HOWARD JONES
JAMES INGRAM
ANGELA BOFILL
STEVE ARRINGTON'S
IRENE CARA
Hottest:
LUTHER VANDROSS
CAMO
CYNDI LAUPER
WOMACK & LABELLE
LAD BACK

WRDW/Augusta
Teddy Black

LIONEL RICHELLE
GAP BAND
FAMILY BROWN
MARILYN SCOTT
RJ'S LATEST ARRIV
BAR-KAYS
PATTI AUSTIN
CRUSADERS
Hottest:
ROCKWELL
CAMO
WOMACK & LABELLE
BOBBY KING
BOBBY NUNN

KNOW/Austin
Selby Edwards

CRUSADERS
BREAK MACHINE
BRYAN LOREN
O'BRYAN
YARBROUGH & PEOP
BAR-KAYS
SPINNERS
Hottest:
ROCKWELL
MELBA MOORE
CULTURE CLUB
STARPOINT
DENNIS EDWARDS

WJMO/Cleveland
Rod See

PATTI AUSTIN
SPINNERS
ALISHA
LENNY WILLIAMS
O'BRYAN
MALEMAN
JON ST. JAMES
BUNNY SIGLER
Hottest:
LATTISAW & GILL
WOMACK & LABELLE
CAMO
DENNIS EDWARDS
ATLANTIC STARR
LIONEL RICHELLE

WVZO/Columbus
Lyles/Jones

LUTHER VANDROSS
DENICE WILLIAMS
IRENE CARA
SHANNON
JEFF LORBER
SHALAMAR
STEEL PULSE
Hottest:
LAD BACK
DENNIS EDWARDS
ROCKWELL
DEBARGE
CAMO

WDAO/Dayton
Lankford Stephens

PATTI LABELLE
GAP BAND
T-CONNECTION
BAR-KAYS
O'BRYAN
JENNY BURTON
NONA HENDRYX
STANLEY CLARKE
RJ'S LATEST ARRIV
CRUSADERS
Hottest:
WOMACK & LABELLE
DENNIS EDWARDS
CAMO
DEBARGE

WNOO/Chattanooga

FRANK ST. JAMES

JAMES INGRAM
ONE WAY
O'BRYAN
KWICK
PATTI AUSTIN
Hottest:
CAMO
WOMACK & LABELLE
ATLANTIC STARR

WJMI/Jackson
Carl Haynes

TEMPTATIONS
BOBBY RUSH
Hottest:
DREAMBOY
ROCKWELL
RUN D.M.C.
MICHAEL JACKSON
WEIRD AL YANKOVIC

WOCJ/Columbia
Mickey Arnold

WRCKIN' CREW
TRINA MARIE
FOUR TOPS
ANGELA BOFILL
CHANGE
Hottest:
DEELE
KOOL & THE GANG
CAMO
DENNIS EDWARDS

KKDA-FM/Dallas
Terri Avery

COMATEENS
KIM FIELDS
JAMES INGRAM
PIANET PATROL
LIONEL RICHELLE
P. FUNK ALL-STARS
Hottest:
BREAK MACHINE
FUNKSHUN
LUTHER VANDROSS
CAMO
TEENA MARIE
CATCH

WQMG/Greensboro
Shelly Bynum

ONE WAY
WES PHILLIPS
DAYTON
T-CONNECTION
BOBBY NUNN
UB40
NONA HENDRYX
HUMAN BODY
PIECES OF A DREAM
Hottest:
JEFFREY OSBORNE
ATLANTIC STARR
THOMPSON TWINS
CULTURE CLUB
LAD BACK

KMJG/Houston
Jim Snowden

CON FUNK SHUN
DENNIS EDWARDS
WOMACK & LABELLE

WPEG/Charlotte
Mike Rossi

IRENE CARA
WES PHILLIPS
JEFFREY OSBORNE
ROSE ROYCE
MILLIE JACKSON
ZENA DEJONAY
JEFF LORBER
REAL TO REEL
Hottest:
DENNIS EDWARDS
CAMO
LUTHER VANDROSS
ATLANTIC STARR
LIONEL RICHELLE

KJCB/Lafayette

BEATRICE EVANS

RJ'S LATEST ARRIV
BAR-KAYS
GAP BAND
CAMO
LAD BACK
ROCKWELL
SHANNON
WOMACK & LABELLE

WLOU/Louisville
Neal O'Rea

DEELE
SHANNON
DEBARGE
EMOTIONS
KENNY G
STEVE ARRINGTON'S
DAYTON
Hottest:
POINTER SISTERS
WOMACK & LABELLE
TINA TURNER
ROCKWELL
ATLANTIC STARR

WJJS/Lynchburg
Lad Goins

STEVE ARRINGTON'S
KIM FIELDS
CHANGE
RJ'S LATEST ARRIV
WES PHILLIPS
KENNY G
Hottest:
ROCKWELL
MICHAEL JACKSON
CHERYL LYNN
CAMO
WOMACK & LABELLE

WJAX/Jacksonville
Steve Fox

O'BRYAN
BAR-KAYS
SPINNERS
NONA HENDRYX
TEMPTATIONS
PIECES OF A DREAM
JENNIFER HOLLIDAY
CRUSADERS
Hottest:
LAD BACK
ART OF NOISE
CULTURE CLUB
CYNDI LAUPER

WPDQ/Jacksonville
Marc Little

LENNY WILLIAMS
BAR-KAYS
MALEMAN
O'BRYAN
RICH CASON
INNER LIFE
TINA TURNER
WOMACK & LABELLE
CAMO
POINTER SISTERS

WHRK/Memphis
Ron Atkins

P. FUNK ALL-STARS
BREAK MACHINE
DAYTON
Hottest:
ROCKWELL
DENNIS EDWARDS
CULTURE CLUB
LAD BACK
LIONEL RICHELLE

WDAI/Memphis
Bobby O'Jay

STARPOINT
ONE WAY
IRENE CARA
ROSE ROYCE
DAVY DMX
Hottest:
WOMACK & LABELLE
DENNIS EDWARDS
KWICK
ROCKWELL
DELLS

WVMI/Milwaukee
Mark Driscoll

GO GO'S
MADONNA
JOHNNY MATHIS
MIDNIGHT STAR
Hottest:
LIONEL RICHELLE
DEBARGE
LATTISAW & GILL
CAMO
LAD BACK

WWSW/Saginaw
Karmil Crockett

none
Hottest:
CAMO
CAMO
CAPTAIN ROCK
DEBARGE
TINA TURNER

KMJMS/Louis
Ron Atkins

MARY JANE GIRLS
NEWCLUES
Hottest:
ROCKWELL
J. BLACKFOOT
WOMACK & LABELLE
CAMO
LATTISAW & GILL

WZEN-FM/St. Louis
Rod King

SHALAMAR
TEENA MARIE
PATTI AUSTIN
RJ'S LATEST ARRIV
O'BRYAN
JENNY BURTON
Hottest:
LAD BACK
J. BLACKFOOT
GEORGE CLINTON
CAMO
DENNIS EDWARDS

WVOI/Toledo
Max Myrick

BAR-KAYS
MANHATTAN TRANSFE
SPINNERS
Hottest:
ROCKWELL
LAD BACK
WOMACK & LABELLE
PATTI AUSTIN
CULTURE CLUB

WPLZ/Petersburg

MARK JAY

O'BRYAN
CHANGE
TEENA MARIE
BRYAN LOREN
Hottest:
WOMACK & LABELLE
LAD BACK
ART OF NOISE
D TRAIN
DEBARGE

KHYS/Port Arthur
Mark Petry

BRYAN LOREN
JAMES INGRAM
CRUSADERS
BAR-KAYS
Hottest:
LAD BACK
ROCKWELL
WOMACK & LABELLE
DEBARGE

WBLK/Mobile
Michael J. Alexander

LAD BACK
BILLY GRIFFIN
STEVE ARRINGTON'S
BAR-KAYS
SYSTEM
CRU-LIFES
STARPOINT
TEENA MARIE
C.L. BLAST
LISA DANIELLE
PATTI LABELLE
Hottest:
none

WLVW/Moncks Corn
Ron Pinckney

XENA
CARL ANDERSON
BREAK MACHINE
Hottest:
ROCKWELL
MICHAEL JACKSON
DENNIS EDWARDS

WTOY/Roanoke
Riley Wynn

DEELE
ONE WAY
TEMPTATIONS
YARBROUGH & PEOP
VAN HALEN
Hottest:
ROCKWELL
WOMACK & LABELLE
CAMO
ATLANTIC STARR
IMAGINATION

KOKA/Shreveport
B.S. Davis

RJ'S LATEST ARRIV
IRENE CARA
ANGELA BOFILL
SHIRLEY BROWN
KLEER
SPINNERS
SHANNON
IRT
Hottest:
ROCKWELL
ATLANTIC STARR
SOS BAND
POINTER SISTERS
PATTI AUSTIN

WVWM/Sumptner
Kevin Flemming

PETER BROWN
BREAK MACHINE
TIMMY THOMAS
REAL TO REEL
ROSE ROYCE
PATTI AUSTIN
Hottest:
CAMO
LUTHER VANDROSS
SOS BAND
BAR-KAYS
CULTURE CLUB

WANN/Tallahassee

JOE BULLARD

BUNNY SIGLER
CRUSADERS
LENNY WILLIAMS
RICH CASON
RJ'S LATEST ARRIV
PATTI AUSTIN
O'BRYAN
Hottest:
LAD BACK
POINTER SISTERS
WOMACK & LABELLE
GLADYS KNIGHT
LIONEL RICHELLE

WOKS/Williamsburg
Steve Crumblay

ART OF NOISE
Hottest:
POINTER SISTERS
ROCKWELL
LAD BACK
SHALAMAR
ART OF NOISE

WAAA/Winston-Salem
Joe Jackson

PATTI AUSTIN
WES PHILLIPS
MALEMAN
CRUSADERS
ANGELA BOFILL
NEWCLUES
BREAK MACHINE
Hottest:
WOMACK & LABELLE
CAMO
ROCKWELL
DENNIS EDWARDS
LATTISAW & GILL

KJHL/Los Angeles
J.B. Stone/Rico

SHANNON
JEFFREY OSBORNE
NEWCLUES
PETER BROWN
P. FUNK ALL-STARS
ANITA BAKER
O'BRYAN
FRESH 3 MC'S
EARONS
RICH CASON
BARBARA MITCHELL
DOUBLE VISION
Hottest:
WOMACK & LABELLE
CAMO
PATTI AUSTIN
ATLANTIC STARR

KSOL/San Mateo
Bernie Moody

none
Hottest:
MICHAEL JACKSON
LAD BACK
WOMACK & LABELLE
CAMO
ROCKWELL

KACE/Los Angeles

MILLER/WIGGINS

CHI-LITES
DEELE
WES PHILLIPS
JEFF LORBER
NEW WORLD
MATSURARA
Hottest:
LUTHER VANDROSS
WOMACK & LABELLE
PATTI LABELLE
LAD BACK
DENNIS EDWARDS

KUDY/Los Angeles
Jack Patterson

YARBROUGH & PEOP
BAR-KAYS
TRINNA
CHANGE
TEMPTATIONS
NEWCLUES
CRUSADERS
NONA HENDRYX
PLANET PATROL
HUMAN BODY
LEON SYLVERS III
DEBARGE
MAXINE WATTA
Hottest:
LAD BACK
LEON SYLVERS III
LIONEL RICHELLE
CATCH
LATTISAW & GILL
TYRONE BRUNSON

XHRM/San Diego
Duff Lindsey

BRYAN LOREN
NEWCLUES
CRUSADERS
RODNEY FRANKLIN
PIECES OF A DREAM
O'BRYAN
BAR-KAYS
STEVE ARRINGTON'S
Hottest:
CAMO
ROCKWELL
WOMACK & LABELLE
MELBA MOORE
TINA TURNER

WEST

KDGO/Englewood
Carlos Lendo

LUTHER VANDROSS
BAR-KAYS
ONE WAY
MADONNA
SYSTEM
IRENE CARA
HOTTEST:
ROCKWELL
TINA TURNER

WYLD-FM/New Orleans
Brute Bailey

IRENE CARA
RICHELLE
JULES SHEAR
GAP BAND
Hottest:
CAMO
CAMO
CAPTAIN ROCK
DEBARGE
TINA TURNER

**78 Reporters
73 Current Reports**
The following stations reported no change in rotation this week:
WKND/Hartford
WWSW/Saginaw
KRLY/Houston
WAIL-FM/New Orleans
KSOL/San Mateo
*(J) Indicates Jazz Reporter

MIDWEST

WGCI/Chicago
Richard Pague

WILLIE WALKER
DAVY DMX
IRENE CARA
O'BRYAN
MALEMAN
CHANGE
HUMAN BODY
Hottest:
SHIRLEY BROWN
TANIA MARIA
HOTTEST:
ROCKWELL
LAD BACK
POINTER SISTERS
MICHAEL JACKSON
DENNIS EDWARDS

WZAK/Cleveland
Lynn Tolliver

BAR-KAYS
CULTURE CLUB
SHALAMAR
DAVY DMX
WEIRD AL YANKOVIC
JOCELYN
FRESH 3 MC'S
CLOCKWORK
KERR
Hottest:
LAD BACK
J. BLACKFOOT
DENNIS EDWARDS
CAMO
LUTHER VANDROSS
PUMPKIN

WMTZ/Cleveland
Kelly/Daen

NONA HENDRYX
O'BRYAN
JAMES INGRAM
TINA TURNER
PATTI LABELLE
COLONEL ABRAMS
REAL TO REEL
DENICE WILLIAMS
Hottest:
ART OF NOISE
CAMO
DENNIS EDWARDS
DEBARGE
LUTHER VANDROSS

WJMO/Cleveland

ROD SEE

PATTI AUSTIN
SPINNERS
ALISHA
LENNY WILLIAMS
O'BRYAN
MALEMAN
JON ST. JAMES
BUNNY SIGLER
Hottest:
LATTISAW & GILL
WOMACK & LABELLE
CAMO
DENNIS EDWARDS
ATLANTIC STARR
LIONEL RICHELLE

WVZO/Columbus
Lyles/Jones

LUTHER VANDROSS
DENICE WILLIAMS
IRENE CARA
SHANNON
JEFF LORBER
SHALAMAR
STEEL PULSE
Hottest:
LAD BACK
DENNIS EDWARDS
ROCKWELL
DEBARGE
CAMO

WDAO/Dayton
Lankford Stephens

PATTI LABELLE
GAP BAND
T-CONNECTION
BAR-KAYS
O'BRYAN
JENNY BURTON
NONA HENDRYX
STANLEY CLARKE
RJ'S LATEST ARRIV
CRUSADERS
Hottest:
WOMACK & LABELLE
DENNIS EDWARDS
CAMO
DEBARGE
ROCKWELL

WLTH/Gary

DANA HUSKISSON

CRUSADERS
DAVID SANBORN
SHANNON
BOBBY KING
SPINNERS
KEVIN KEYS
LEON SYLVERS III
REAL TO REEL
BAR-KAYS
Hottest:
LENNY WILLIAMS
LAD BACK
DENNIS EDWARDS
LUTHER VANDROSS
WOMACK & LABELLE
ART OF NOISE

WVWM/Grand Rapids
Frank Grant

CHANGE
TEENA MARIE
EURYTHMICS
JEFF LORBER
JOHNNY MATHIS
ANNE LESEAR
PATTI LABELLE
KC
JENNY BURTON
Hottest:
WOMACK & LABELLE
CAMO
PATTI AUSTIN
ART OF NOISE
LAD BACK

WWSW/Saginaw

Karmil Crockett

none
Hottest:
CAMO
CAMO
CAPTAIN ROCK
DEBARGE
TINA TURNER

KMJMS/Louis
Ron Atkins

MARY JANE GIRLS
NEWCLUES
Hottest:
ROCKWELL
J. BLACKFOOT
WOMACK & LABELLE
CAMO
LATTISAW & GILL

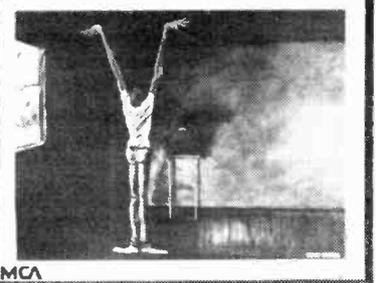
WZEN-FM/St. Louis
Rod King

SHALAMAR
TEENA MARIE
PATTI AUSTIN
RJ'S LATEST ARRIV
O'BRYAN
JENNY BURTON
Hottest:
LAD BACK
J. BLACKFOOT
GEORGE CLINTON
CAMO
DENNIS EDWARDS

WVOI/Toledo
Max Myrick

BAR-KAYS
MANHATTAN TRANSFE
SPINNERS
Hottest:
ROCKWELL
LAD BACK
WOMACK & LABELLE
PATTI AUSTIN
CULTURE CLUB

**CRUSADERS
GHETTO BLASTER**



"Ghetto Blaster"
47th album from the premier JAZZ group in America...

THE CRUSADERS
MCA RECORDS • Delivering the Music of the 80's

**JAZZ RADIO
NATIONAL AIRPLAY/30**

March 30, 1984

1	1	TANIA MARIA/Love Explosion (Concord/Picante)
2	2	EARL KLUGH/Wishful Thinking (Capitol)
3	3	PHIL UPCHURCH/Name Of The Game (Jam)
4	4	KENNY G/G Force (Arista)
5	5	DAVID SANBORN/Backstreet (WB)
6	6	PIECES OF A DREAM/Imagine This (Elektra)
7	7	RODNEY FRANKLIN/Marathon (Columbia)
8	8	DAVE VALENTIN/Flute Juice (GRP)
9	9	ALIVE/City Life (Alive)
10	10	JEFF LORBER/In The Heat Of The Night (Arista)
11	11	LEE RITENOUR/On The Line (Musician/Elektra)
12	12	SADAO WATANABE/Fill Up The Night (Musician/Elektra)
13	13	JACK McDUFF/Lift Every Voice & Sing (Jam)
14	14	DAVE PIKE/Moon Bird (Muse)
23	15	WEATHER REPORT/Domino Theory (Columbia)
22	16	BLUE SKY/Blue Sky (C.T.)
17	17	RICHELLE COLE/Alto Annie's Theme (Palo Alto)
15	18	JIMMY SMITH/Keep On Comin' (Musician/Elektra)
26	19	JIMMY PONDER/Down Here On The Ground (Milestone)
21	20	L. SUBRAMANIAM/Indian Express (Milestone)
16	21	ANDY NARELL/Light In Your Eyes (Hip Pocket)
18	22	STEVE NARAHARA/Sierra (Pausa)
19	23	WILBUR NILES/Thrust (Montage)
DEBUT	24	PASSPORT/Man In The Mirror (Atlantic)
25	25	MICHAEL FRANKS/Passionfruit (WB)
27	26	GRANT GEISSMAN/Put away Childish Toys (Pausa)
DEBUT	27	WILLIS JACKSON f/Groove Holmes/Ya Understand Me? (Muse)
28	28	MONTY ALEXANDER-CLAYTON-HAMILTON/Reunion In Europe (Concord)
29	29	VICTOR FELDMAN TRIO/To Chopin With Love (Palo Alto)
30	30	LARRY VUCKOVICH w/JON HENDRICKS/Cast Your Fate (Palo Alto)

JAZZ REPORTING STATIONS: WYBC/New Haven, Art Russell; KSAX/Dallas-Ft. Worth, Willie Cuiton; WMGI/Gainesville, FL, Bill Harman; WLOQ/Orlando, Paul Gerardi; WBBY/Columbus, OH, Zoot Strider; WNOP/Cincinnati, Geoffrey Nimmo; WJZZ/Detroit, John Hill; KKGQ/Los Angeles, Cal Milner; KJAZ/San Francisco, Bob Parlocha; KJZZ/Seattle, Carol Handley.

THE **SOUND** IS A TRADITION, THE
TEMPTATIONS!!!

ARE "**BACK TO BASICS**"—THEIR NEW L.P.
PRODUCED BY THE LEGENDARY
NORMAN WHITFIELD

SUPERGROUP, A LIVING LEGEND OF QUALITY & ARTISTRY

"**SAIL AWAY**"

TEMPTATIONS'
SMASH NEW SINGLE

32 BLACK/URBAN

ADULT CONTEMPORARY BREAKER

ROCKWELL

"SOMEBODY'S WATCHING ME"

4 #1 FOR 5 WEEKS

DENNIS EDWARDS

"DON'T LOOK ANY FURTHER"

2

DeBARGE

"LOVE ME IN A SPECIAL WAY"

5

LIONEL RICHIE

"HELLO"

9

MOTOWN DELIVERS
ALWAYS HAS
ALWAYS WILL!!!



1984 Motown Record Corporation



AOR / ALBUMS

March 30, 1984

174 Reporters

Three Weeks Last
Weeks Weeks Week

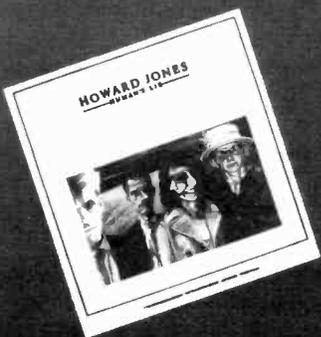
Total Hot Medium Adds All
Reports Rotation Rotation Rotations

—	—	1	1	CARS/Heartbeat City (Elektra)
9	3	2	2	AGAINST ALL ODDS/Soundtrack (Atlantic)
1	1	3	3	VAN HALEN/1984 (WB)
5	4	4	4	YES/90125 (Atco)
10	9	7	5	SCORPIONS/Love At First Sting (Mercury/PG)
7	8	6	6	PRETENDERS/Learning To Crawl (Sire/WB)
13	10	10	7	ALAN PARSONS PROJECT/Ammonia Avenue (Arista)
—	15	14	8	TONY CAREY/Some Tough City (MCA)
8	7	8	9	DWIGHT TWILLEY/Jungle (EMI America)
16	13	12	10	DAVID GILMOUR/About Face (Columbia)
2	2	5	11	FOOTLOOSE/Soundtrack (Columbia)
14	12	13	12	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
25	21	16	13	THOMPSON TWINS/Into The Gap (Arista)
28	22	19	14	NIGHT RANGER/Midnight Madness (Camel/MCA)
3	6	11	15	MANFRED MANN'S EARTH.../Somewhere In... (Arista)
—	—	20	16	HARD TO HOLD/Soundtrack (RCA)
4	5	9	17	DAN FOGELBERG/Windows & Walls (Full Moon/Epic)
—	31	25	18	HAGAR/SCHON/AARONSON/SHRIEVE/Through... (Geffen)
21	20	22	19	WANG CHUNG/Points On The Curve (Geffen)
18	17	18	20	BON JOVI/Bon Jovi (Mercury/PG)
11	14	17	21	QUEEN/The Works (Capitol)
6	11	15	22	CHRISTINE McVIE/Christine McVie (WB)
30	27	26	23	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PG)
—	—	31	24	SLADE/Keep Your Hands Off My Power.. (CBS Assoc.)
31	29	28	25	BILLY RANKIN/Growin' Up Too Fast (A&M)
12	16	21	26	38 SPECIAL/Tour De Force (A&M)
19	19	23	27	ROGER DALTRY/Parting Should Be Painless (Atlantic)
38	34	37	28	ALARM/Declaration (IRS/A&M)
—	—	39	29	GO-GO's/Talk Show (IRS/A&M)
40	35	36	30	ROMANTICS/In Heat (Nemperor/CBS)
15	18	24	31	APRIL WINE/Animal Grace (Capitol)
DEBUT	—	—	32	JOE JACKSON/Body And Soul (A&M)
DEBUT	—	—	33	BERLIN/Love Life (Geffen)
—	40	35	34	HOWARD JONES/Human's Lib (Elektra)
24	26	30	35	JUDAS PRIEST/Defenders Of The Faith (Columbia)
27	28	34	36	DARYL HALL & JOHN OATES/Rock 'N Soul Part 1 (RCA)
—	—	40	37	MISSING PERSONS/Rhyme & Reason (Capitol)
20	23	27	38	EURYTHMICS/Touch (RCA)
17	24	29	39	GENESIS/Genesis (Atlantic)
DEBUT	—	—	40	ICICLE WORKS/Icicle Works (Arista)

"Think" (168)	"Magic" (104)	"Hello" (60)	174+	155+	19-	2-
"Against" (155)	"Violet" (90)	"Walk" (22)	169+	148+	20-	4=
"Wait" (144)	"Panama" (105)	"Jump" (53)	160-	141+	19-	1-
"Leave" (146)	"Changes" (24)	"Happen" (19)	154+	124+	30-	6+
"Hurricane" (148)	"Nights" (41)	"Leaving" (18)	149+	113+	36-	2+
"Show Me" (139)	"Time" (61)	"Middle" (19)	159-	94+	64-	6-
"Prime" (116)	"Answer" (92)	"Let Me" (15)	162+	78+	83-	3=
"A Fine Fine Day" (153)			156+	73+	81-	7-
"Girls" (135)	"Little Bit" (14)		145-	84=	60-	1-
"Lovers" (100)	"Murder" (77)	"Blue" (44)	151+	69+	81-	6+
"Footloose" (122)	"Girl" (23)	"Almost" (12)	132-	110-	22+	0=
"R&R" (118)	"Drug" (31)	"Walking" (21)	142+	66+	75-	8-
"Hold Me Now" (124)	"Doctor!" (17)		129+	99+	30-	5-
"Sister Christian" (127)			130+	64+	64-	9-
"Runner" (109)			115-	82-	33+	3+
"Love Somebody" (126)			127+	60+	67-	4-
"Language" (94)	"Gone" (43)		110-	76-	34+	0-
"Top" (86)	"Missing" (46)	"Whiter" (42)	128+	35+	89+	13-
"Dance Hall Days" (109)	"Don't Let Go" (21)		122+	40=	80+	9+
"Runaway" (112)			113-	36-	77-	2=
"Radio" (50)	"Tear" (44)	"Hammer" (35)	108-	49-	58-	5-
"Million" (51)	"Got A Hold" (46)	"Love" (38)	111-	46-	65+	3-
"Authority Song" (102)			107+	40+	67+	14+
"Run Runaway" (95)	"My Oh My" (47)		118+	16+	96+	20-
"Baby Come Back" (99)	"Rip It Up" (11)		107+	9=	95+	11+
"One Time" (59)	"Back Where" (42)		93-	35-	57-	5-
"Walking" (87)			91-	19-	71-	2=
"Sixty Eight Guns" (82)			94+	14+	75+	10+
"Head Over Heels" (85)			87+	21+	65=	6-
"One In A Million" (85)			89+	13-	74+	12+
"This Could Be" (68)	"Sons" (13)		74-	28-	46-	1=
"You Can't Get What" (86)			90+	14+	59+	38-
"No More Words" (70)	"Touch" (17)		84+	16=	57+	17-
"What Is Love?" (56)	"New Song" (25)		81-	15-	63+	9-
"Some Heads" (37)	"Rock Hard" (34)		73-	16+	57-	1-
"Adult Education" (63)			63-	41-	21-	2+
"Give" (74)			80+	17+	58+	8-
"Here Comes" (55)	"Who's That Girl?" (11)		63-	43-	20-	0-
"Illegal Alien" (29)	"Home" (25)	"Just" (12)	56-	25-	30-	1+
"Whisper To A Scream" (76)			76+	6+	64+	16-

"WHAT IS LOVE?"

The AOR hit and brand-new single from The Human's Lib Album



HOWARD JONES



Produced by Rupert Hine, except "New Song" produced by Colin Thurston. Available worldwide on Elektra Music Cassettes and Records.

©1984 Elektra/Asylum Records, A Division of Warner Communications Inc.

BREAKERS

ALARM Declaration (IRS/A&M)

54% of our reporters on it. 94/10, including adds at KISS, WLWQ, KMOD, KSMB, WCPZ. Moves 37-28 on the Albums chart.

JOE JACKSON Body And Soul (A&M)

52% of our reporters on it. 90/38, including adds at WMMR, WDVE, KLOL, WHCN, WEZX, WAAF, WZXR, WDIZ, WOOS, WTUE, WLAV, KATT, KEZO, WIOT, KZEL. Debuts at #32 on the Albums chart.

GO-GO'S Talk Show (IRS/A&M)

50% of our reporters on it. 87/6, including adds at WCCC, WOOS, WWCT, WYFE. Moves 39-29 on the Albums chart.

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.



NBC Radio's Young Adult Network

eURYTHMICS

CONCERT SIMULCAST



Sweet dreams are made of this. Eurythmics. In concert. Simulcast exclusively on The Source and Showtime. Plus a pre-concert profile hosted by Source Rock Reporter Rona Elliot. A Zoetrope Ltd./MRS Enterprises Inc. Production for RCA Video Productions Inc. Don't miss it.

SHOWTIME 

Broadcast Saturday, March 31

5:45 PM Eastern

4:45 PM Central

6:45 PM Mountain

5:45 PM Pacific

Sponsored in part by Honda Motorcycles.

Three Must-Listen Rockers Arriving Next Week

1 FACE TO FACE

Includes "Out Of My Hands" And "10-9-8"
Early Believers Include KTXQ & WBCN

"UP THE CREEK" 2

The soundtrack that rocks your boat with tracks by Cheap Trick, Heart, Kick Axe, Ian Hunter, Beach Boys, Shooting Star, Danny Spanos, Randy Bishop

Produced by Spencer Proffer

CBS Records

3 ORION THE HUNTER

"So You Ran" "Dreamin'" "12"

Three Rockin' Reasons To Check Your Mail From EPA

DISTRIBUTED BY CBS RECORDS

AOR / ALBUMS

MOST ADDED

DIRE STRAITS (51)
Alchemy (WB)
JOE JACKSON (38)
Body And Soul (A&M)
SLADE (20)
Keep Your Hands Off My... (CBS Associated)
KING CRIMSON (19)
Three Of A Perfect Pair (WB)
BERLIN (17)
Love Life (Geffen)
STYLE COUNCIL (17)
My Ever Changing Moods (Geffen)
ICICLE WORKS (16)
Icicle Works (Arista)

MOST HOTS

CARS (155)
Heartbeat City (Elektra)
AGAINST ALL ODDS (148)
Soundtrack (Atlantic)
VAN HALEN (141)
1984 (WB)
YES (124)
90125 (Atco)
SCORPIONS (113)
Love At First Sting (Polydor/PolyGram)
FOOTLOOSE (110)
Soundtrack (Columbia)

NEW & ACTIVE

MODERN ENGLISH/Ricochet Days (Sire/WB) 70/1 (72/7)

Adds: WBAB. Hots: 9 WLIR, CHUM-FM, KBCO, KROQ, 91X, KQAK, WDEK, KTCL, KTYD. Mediums: 59 include WDVE, KUPD, KFOG, WPYX, WCMF, WAQY, KNCN, WLVQ, WTUE, WLAV, KKDJ, KLPX, KWFM.

MR. MISTER/I Wear The Face (RCA) 64/8 (61/16)

Adds: KLOS, KQAK, WAQX, WXKE, KATT, KWXL, WRKI, WWWV. Hots: 3 WOUR, KNCN, KWFM. Mediums: 56 include WDVE, WEBN, WMMS, WRIF, KBCO, KBPI, KMET, WCMF, WAQY, WIMZ, KQDS, WLAV, KKDJ, KFIV-FM.

MI-SEX/Where Do They Go? (Epic) 63/5 (63/11)

Adds: WRIF, KOLA, KRQR, WOOS, KFMQ. Hots: 4 include CHUM-FM, KBPI, CITI-FM. Mediums: 56 include WDVE, KTXQ, WMMS, WQFM, KBCO, KLOS, KGB, WAQY, KNCN, KLAQ, WFYV, WIMZ, KFBQ, KEZO, WWCT, KMOD, KWFM.

DIRE STRAITS/Alchemy (WB) 55/51 (2/1)

Adds include WGRO, WHJY, WKLS, WSHE, KINK, KQAK, WQBK, WAAL, WDHA, WOUR, WAPI, WKTM, WKQQ, WQDR, KQDS, WWCK, WXKE, KFMG, KWXL. Hots: 6 WMMR, WCKO, K97, KFOG, WLAV, KTCL. Mediums: 23 include WYSP, WYNF, CHEZ-FM.

JASON & THE SCORCHERS/Fervor (EMI America) 53/4 (54/6)

Adds: KTXQ, KROQ, KMBQ, KSMB. Hots: 0. Mediums: 50 include WYSP, WNOR, KKCI, KYYS, WDHA, WAQX, WOUR, WKLC, KLB, WAPI, WKTM, WROQ, WOVE, WIBA, KLPX.

SANDY STEWART/Cat Dancer (Modern/Atco) 51/3 (48/5)

Adds: KMOD, WMGM, KOZZ. Hots: 6 include WYNF, WQBK, WPDH, KLB, WCPZ. Mediums: 43 include WCKO, WSHE, KMEL, WAAL, WCCC, WDHA, WAQX, WOUR, KRIX, WZXY, KMJX, WRXL, KQDS, WWCT, KIDO.

RAVYNS/Ravyns (RDM/MCA) 49/7 (43/13)

Adds: WEZX, KRIX, WKTN, KLAQ, KEZE, KFMQ, KFMX. Hots: 3 WIYY, KRCK, WCMF. Mediums: 41 include WHJY, KGB, KZOK, WPDH, WKLC, KLB, KNCN, WZXY, WTKX, WXKE, KLPX, KWFM.

PAUL YOUNG/No Parlez (Columbia) 48/4 (43/1)

Adds: WMET, KNCN, KWFM, WGIR. Hots: 25 include WBCN, WBAB, WLIR, KEGL, WMMS, KBCO, KBPI, K97, KQAK. Mediums: 22 include WMMR, WLUP, WEBN.

TALK TALK/It's My Life (EMI America) 47/12 (36/13)

Adds include KEGL, KUPD, WCMF, WKLC, KLB, WIMZ, WKZL, KGGO, WLAV, KILO. Hots: 2 91X, WPDH. Mediums: 35 include WBAB, WLIR, WSHE, KBCO, KROQ, KCAL, KQAK.

RATT/Out Of The Cellar (Atlantic) 36/4 (29/5)

Adds: KYYS, WIMZ, KQDS, KWFM. Hots: 5 include KLOS, KSJO, KISW. Mediums: 27 include WDVE, KTXQ, KZEW, WRIF, WQFM, KBPI, KMET, KUPD, KRCK, KGB, KRQR, KZOK.

STYLE COUNCIL/My Ever Changing Moods (Geffen) 35/17 (20/20)

Adds include WBAB, WLUP, WMMS. Hots: 5 include WLIR, KBCO. Mediums: 19 include CHUM-FM, WCKO, KROQ, KINK, 91X.

KING CRIMSON/Three Of A Perfect Pair (WB) 34/19 (22/20)

Adds include WBAB, WMMR, WDVE, WKLS, WSHE, KSJO. Hots: 2 WLIR, KTCL. Mediums: 22 include CHUM-FM, KBCO, KROQ, KFOG, KQAK.

REAL LIFE/Heartland (Curb/MCA) 31/10 (23/3)

Adds include WBAB, KEGL, KBPI, KCAL. Hots: 5 include WBCN, KKCI, K97. Mediums: 23 include WEBN, WSKS, WMMS, KROQ, KQAK.

SAXON/Crusader (Carrere/CBS) 30/4 (33/5)

Adds: KGB, WDHA, WLVQ, WYER. Hots: 7 include WSKS, KRCK, KSJO, KISW, KZOK. Mediums: 20 include CHUM-FM, KTXQ, KZEW, WQFM.

SIMPLE MINDS/Sparkle In The Rain (Virgin/A&M) 30/0 (29/3)

Adds: 0. Hots: 11 include WLIR, CHOM-FM, CHUM-FM, KBCO, KROQ, 91X, KQAK. Mediums: 19 include WBCN, Q107, WCKO, KMET, KCAL, CFOX.

CHAMELEONS U.K./Script Of The Bridge (MCA) 17/4 (11/6)

Adds: KIDQ, KUFO, WDEK, KSQY. Hots: 1 WLIR. Mediums: 10 include CHUM-FM, WCKO, KBCO, KROQ, KQAK.

LOOK/Everybody's Acting (Fantasy) 13/4 (11/3)

Adds: KBCO, KMEL, WDEK, KSPN. Hots: 1 WRIF. Mediums: 9 include WLLZ, WQFM, WWCK, WLAV, WIOT.

PLATINUM BLONDE/Platinum Blonde (Columbia) 11/3 (11/5)

Adds: WCKO, KLPX, KSQY. Hots: 2 Q107, CFOX. Mediums: 7 include CHUM-FM, CHEZ-FM, WIMZ, CITI-FM.

LAURIE ANDERSON/Mister Heartbreak (WB) 10/1 (9/0)

Adds: KROQ. Hots: 1 WLIR. Mediums: 8 include CHUM-FM, KBCO, 91X, KQAK.

DEMON/The Plague (Atlantic) 10/1 (8/2)

Adds: KLPX. Hots: 2 KNCN, KUFO. Mediums: 8 include WMMS, WQFM, WCMF, KLAQ, KISS, KILO, KSMB.

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.

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

BREAKERS

Three Weeks	Two Weeks	Last Week	174 Reporters	Total	Hot	Medium	Total Adds
4	1	1	1 CARS/You Might Think (Elektra)	168+	151+	17-	0-
6	2	2	2 PHIL COLLINS/Against All Odds (Atlantic)	155-	139+	16-	2=
7	6	3	3 SCORPIONS/...Like A Hurricane (Mercury/PG)	148+	112+	36-	1+
12	9	7	4 YES/Leave It (Atco)	146+	112+	33-	6+
10	8	8	5 VAN HALEN/I'll Wait (WB)	144+	111+	31-	4+
21	11	10	6 TONY CAREY/A Fine Fine Day (MCA)	153+	72+	79-	6-
5	7	5	7 DWIGHT TWILLEY/Girls (EMI America)	135-	82-	52-	1-
43	23	11	8 PRETENDERS/Show Me (Sire/WB)	139+	80+	57-	8-
2	3	4	9 KENNY LOGGINS/Footloose (Columbia)	122-	106-	16+	0=
24	14	12	10 THOMPSON TWINS/Hold Me Now (Arista)	124+	95+	29-	5-
42	27	18	11 NIGHT RANGER/Sister Christian (Camel/MCA)	127+	61+	63-	11-
1	5	9	12 MANFRED MANN'S EARTH.../Runner (Arista)	109-	80-	29+	1+
30	24	14	13 RICK SPRINGFIELD/Love Somebody (RCA)	126+	59+	67-	4-
44	26	20	14 HUEY LEWIS & THE NEWS/The Heart... (Chrysalis)	118+	47+	68=	9-
11	10	13	15 VAN HALEN/Panama (WB)	105-	62-	43-	0-
DEBUT			16 STEVE PERRY/Oh Sherrie (Columbia)	129+	42+	56+	121+
23	18	17	17 ALAN PARSONS PROJECT/Prime Time (Arista)	116+	48+	67-	2-
16	12	16	18 BON JOVI/Runaway (Mercury/PG)	112-	34-	78-	2+
-	-	29	19 CARS/Magic (Elektra)	104+	49+	54+	23-
3	4	6	20 DAN FOGELBERG/The Language Of... (Full Moon/Epic)	94-	67-	27+	0=
19	13	15	21 DAVID GILMOUR/All Lovers Are... (Columbia)	100-	45=	54-	1=
29	29	23	22 WANG CHUNG/Dance Hall Days (Geffen)	109+	34+	73+	9+
45	34	24	23 JOHN COUGAR.../Authority Song (Riva/PG)	102+	39+	63+	14+
46	32	27	24 ALAN PARSONS PROJECT/Don't Answer Me (Arista)	92+	45+	46-	4+
-	43	34	25 STEVIE NICKS/Violet And Blue (Atlantic)	90+	36+	52+	10-
38	35	26	26 BILLY RANKIN/Baby Come Back (A&M)	99+	9=	87+	11+
-	48	35	27 HAGAR/SCHON/AARONSON/SHRIEVE/Top Of...(Geffen)	86+	22+	62+	6-
-	-	51	28 SLADE/Run Runaway (CBS Associated)	95+	13+	76+	19-
17	16	19	29 ROGER DALTREY/Walking In My Sleep(Atlantic)	87-	19-	67-	2=
-	55	41	30 DAVID GILMOUR/Murder (Columbia)	77+	30+	47+	9-
-	47	38	31 GO-GO's/Head Over Heels (IRS/A&M)	85+	20+	64+	6-
-	45	43	32 ROMANTICS/One In A Million (Nemperor/CBS)	85+	13+	70+	12+
13	19	21	33 PRETENDERS/Time The Avenger (Sire/WB)	61-	37-	24-	1-
50	38	40	34 ALARM/Sixty Eight Guns (IRS/A&M)	82+	14+	64+	7+
14	15	22	35 APRIL WINE/This Could Be The Right One (Capitol)	68-	25-	43-	1+
26	28	33	36 DARYL HALL & JOHN OATES/Adult Education (RCA)	63-	40-	22-	2+
DEBUT			37 JOE JACKSON/You Can't Get... (A&M)	86+	12+	57+	38-
55	44	44	38 MISSING PERSONS/Give (Capitol)	74+	15+	56+	6-
-	-	49	39 CARS/Hello Again (Elektra)	60+	28+	30+	9-
-	-	56	40 ICICLE WORKS/Whisper To A Scream (Arista)	76+	6+	64+	16-
18	21	25	41 EURYTHMICS/Here Comes The Rain Again (RCA)	55-	37-	18-	0-
8	22	32	42 VAN HALEN/Jump (WB)	53-	36-	17-	0=
-	-	54	43 BERLIN/No More Words (Geffen)	70+	12-	49+	14=
22	25	31	44 GOLDEN EARRING/When The Lady Smiles (21/PG)	64-	9-	55-	0=
59	51	48	45 MODERN ENGLISH/Hands Across The Sea (Sire/WB)	68-	9+	57-	1-
-	59	53	46 CHEAP TRICK/Up The Creek (Pasha/CBS)	68+	3+	62+	6-
DEBUT			47 38 SPECIAL/One Time For Old Times (A&M)	59+	16+	42+	6-
37	36	37	48 JON BUTCHER AXIS/Don't Say Goodnight (Polydor/PG)	62-	6-	56-	1+
47	42	47	49 THOMAS DOLBY/Hyperactive (Capitol)	52-	17+	35-	0-
9	17	28	50 CHRISTINE McVIE/Got A Hold On Me (WB)	46-	28-	18-	0=
-	-	57	51 MI-SEX/Castaway (Epic)	58+	4+	51=	5-
25	31	36	52 QUEEN/Radio Ga-Ga (Capitol)	50-	25-	24-	1=
28	33	39	53 CHRISTINE McVIE/One In A Million (WB)	51-	14-	37-	0-
15	20	30	54 38 SPECIAL/Back Where You Belong (A&M)	42-	24-	18-	0=
-	-	60	55 MR. MISTER/Hunters Of The Night (RCA)	62+	3+	54+	8-
DEBUT			56 DAVID GILMOUR/Blue Light (Columbia)	44+	27+	17-	3+
DEBUT			57 HOWARD JONES/What Is Love? (Elektra)	56+	4-	49+	9-
DEBUT			58 PAUL YOUNG/Come Back & Stay (Columbia)	45+	24+	20-	4+
DEBUT			59 SCORPIONS/Big City Nights (Mercury/PG)	41+	17+	24+	8=
51	49	46	60 QUEEN/Tear It Up (Capitol)	44-	22-	21-	2-

STEVE PERRY Oh Sherrie (Columbia)

74% of our reporters on it. 129/121, including adds at WIYY, WBAB, WMMR, WYSP, WDVE, KTXQ, KZEW, KLOL, WMET, WEBN, WSKS, WLLZ, WRIF, KSHE, KLOS, KMET, KZAP, KGB. Debuts at #16 on the Hot Tracks chart.

CARS Magic (Elektra)

60% of our reporters on it. 104/23, including adds at KLOL, WYFN, WQFM, WZZO, WAQX, KKDJ, KPOI, KOMP, KRSP. Moves 29-19 on the Hot Tracks chart.

SLADE Run Runaway (CBS Associated)

55% of our reporters on it. 95/19, including adds at KLOL, KGON, KOLA, KMEL, KOME, WCCC, WKQQ, KOMP. Moves 51-28 on the Hot Tracks chart.

ALAN PARSONS PROJECT Don't Answer Me (Arista)

53% of our reporters on it. 92/4, with adds at KLOL, KROY, KCAL, WROQ. Moves 27-24 on the Hot Tracks chart.

STEVIE NICKS Violet And Blue (Atlantic)

52% of our reporters on it. 90/10, including adds at WGRQ, KGB, WAAF, KEZO, WIOT, KOMP, KREM. Moves 34-25 on the Hot Tracks chart.

NEW & ACTIVE

PAT TRAVERS "Killer" (Polydor/PolyGram) 55/45 (9/8)

Adds include WIYY, KTXQ, WRIF, KLOS, KGON, KRCK, KGB, WCMF, WEZX, WAQX, WAAF, WFYV, WFBQ, KATT, KMOD, KFMG, KZEL, KFIV-FM, KLPX, KWFM. Hots: 1 WTKX. Mediums: 36 include KZEW, WNOR, WYFN, KMET, KZAP, WDIZ, WAPL, KWXL.

JASON & SCORCHERS "Absolutely..." (EMI America) 52/4 (54/6)

Adds: KTXQ, KROQ, KMBQ, KSMB. Hots: 0. Mediums: 49 include WBAB, WYSP, WKLS, WNOR, KKCI, KYYS, KMEL, KRQR, KLAQ, WLAV.

INXS "Original Sin" (Atco) 51/20 (39/34)

Adds include WBCN, KMEL, WCCC, KNCN, WLAV, KKDJ. Hots: 4 WLIR, CHUM-FM, WQBK, WPDH. Mediums: 35 include WMMR, WYSP, KBCO, KMET, WAQY, WIMZ, WLVO, KATT, WIOT.

SLADE "My Oh My" (CBS Associated) 47/9 (49/14)

Adds: WSHE, WYFN, WSKS, WRXL, WKZL, KFIV-FM, KLPZ. Hots: 8 include WMMS, KISW, WLAV, KILO. Mediums: 36 include WAPP, WDVE, WMET, WLLZ, KKCI, KYYS, KBPI, KMET, WAPL, WFBQ.

TALK TALK "It's My Life" (EMI America) 46/12 (35/13)

Adds include KUPD, WCMF, WKLC, KLBJ, WIMZ, WKZL, KGGO, WLAV, KILO. Hots: 2 91X, WPDH. Mediums: 34 include KBCO, KROQ, WKTW, WROQ, WOVE, WZXY, WTKX, WQDR, WLVO, WKKE, KWFM.

HAGAR, SCHON, AARONSON & SHRIEVE "Missing..." (Geffen) 46/6 (32/9)

Adds: WOUR, WFYV, WRXL, KKDJ, KWHL, KFMF. Hots: 13 include KGON, KMEL, KNCN, KLAQ, WLAV, KMOD, KLO, KEZE. Mediums: 33 include WDVE, WNOR, WLLZ, KZAP, WPYX, WLVO, WXL, WTUE, KEZO, KFIV-FM.

RAVYNS "Don't Leave Me This Way" (RDM/MCA) 44/5 (39/11)

Adds: WEZX, KRIX, WKTW, KFMX, KFMQ. Hots: 3 WIYY, KRCK, WCMF. Mediums: 37 include WBAB, WHJY, KGB, KZOK, WZZO, KNCN, WIMZ, WLVO, KATT, WIOT, KFMG, KILO, KWFM.

SANDY STEWART "Saddest Victory" (Modern/Atco) 43/3 (40/5)

Adds: KMOD, WMGM, KOZZ. Hots: 6 include WYFN, WQBK, WPDH, KLB, WCPZ. Mediums: 35 include WMMS, KBCO, WDIZ, WLVO, KGGO, WLAV, WWCT, KILO.

HAGAR, SCHON, AARONSON & SHRIEVE "Whiter Shade..." (Geffen) 42/5 (33/11)

Adds: KRCK, KMJX, KXZL, KLPX, WRKI. Hots: 13 include KUPD, KGON, KMEL, KRQR, WAPL, WLAV, KILO. Mediums: 26 include WNOR, WYFN, WLUP, WMMS, WRIF, KSHE, WEZX, KLAQ, WZXR, WDIZ, WWCK, KFMG, KEZE.

CHRISTINE McVIE "Love Will Show Us How" (WB) 38/6 (29/6)

Adds: WBAB, WKLS, WLUP, KMET, WCKN, WYER. Hots: 14 include WYFN, WTKX, KFMG, KILO. Mediums: 23 include WQFM, KZOK, WZXR, WRXL, KISS, KATT, WWCT, KEZE.

QUEEN "Hammer To Fall" (Capitol) 35/2 (33/4)

Adds: KOME, WLRN. Hots: 11 include WBAB, WAPP, WRIF, KSHE, KMEL, WAAF. Mediums: 23 include WYSP, WDVE, WYFN, WMET, WEBN, WSKS, WLLZ, KKCI, KBPI, KMET, KFOG, KRQR, WAPL, WIOT, KILO.

STYLE COUNCIL "My Ever Changing..." (Geffen) 34/17 (18/18)

Adds include WLUP, WMMS, WZZO, WIMZ, WKQQ, WWCT, KKDJ. Hots: 5 WLIR, KBCO, WQBK, KSPN, KTCL. Mediums: 18 include KROQ, 91X, WROQ, WQDR.

JUDAS PRIEST "Rock Hard, Ride Free" (Columbia) 34/1 (35/4)

Adds: KFMG. Hots: 5 KLOS, WLAV, KZEL, KKDJ, WBLM. Mediums: 29 include WIYY, KZEW, KLOL, WYFN, WLLZ, WQFM, KZAP, KGB, WPYX, WFYV, WZXR, WTUE, WWCK, WIOT, KOMP, KEZE.

VAN HALEN "Drop Dead Legs" (WB) 33/1 (32/4)

Adds: KLPX. Hots: 18 include WIYY, KTXQ, WHCN, WFYV, WDIZ, WLVO, WIOT, KKDJ. Mediums: 15 include KZEW, KZAP, WPYX, WZXR, WFBQ, KZEL, KOMP.

FRANKE & THE KNOCKOUTS "Outrageous" (Camel/MCA) 32/10 (25/14)

Adds: WNOR, KSJO, WAAL, WROQ, WXKE, KATT, WRUF, WIOB, WBYG, KZOO. Hots: 1 KIDQ. Mediums: 26 include KZEW, WYFN, WQFM, KRCK, KGB, WOVE, KLAQ, KISS, KFMG, KWXL, KILO, KFIV-FM, KEZE.

KING CRIMSON "Sleepless" (WB) 31/18 (20/18)

Adds include WMMR, WDVE, WKLS, WSHE, WOUR, WDRZ, KEZO, WIOT. Hots: 1 WLIR. Mediums: 21 include KROQ, KFOG, KQAK, WPDH, WFYV, WQDR.

RATT "Round And Round" (Atlantic) 30/4 (24/4)

Adds: KYYS, WIMZ, KQDS, KWFM. Hots: 4 KLOS, KISW, KNCN, KLPX. Mediums: 22 include KZEW, WRIF, KBPI, KMET, KGB, WCCC, KLAQ, KILO, KKDJ.

DIRE STRAITS "Sultans Of Swing" (WB) 28/25 (0/0)

Adds include WMMR, KFOG, KMEL, WOUR, WAAF, WXKE, KKDJ. Hots: 1 K97. Mediums: 12 include WYFN, WXL.

CYNDI LAUPER "Time After Time" (Portrait/CBS) 28/5 (25/5)

Adds: KEGL, WZZO, WAAL, KLAQ, WMGM. Hots: 8 include WLIR, WYSP, WMMS, KBCO, KCAL, WDHA, CHEZ-FM. Mediums: 18 include WNEW-FM, WMMR, WLUP, WTPA, WHCN.

REAL LIFE "Catch Me I'm Falling" (Curb/MCA) 26/10 (15/3)

Adds include WBAB, KEGL, KBPI, KCAL, WZXY, WKQQ, KKDJ, KSMB, KSPN. Hots: 2 WBCN, KUFO. Mediums: 21 include WEBN, WSKS, WMMS, KREM.

CULTURE CLUB "Miss Me Blind" (Virgin/Epic) 26/2 (24/3)

Adds: WBYG, KSQY. Hots: 16 include WBCN, WLUP, WZZO, WIMZ, KPOI. Mediums: 8 include KBPI, 91X, WAAL, WDHA, WCKN.

DIRE STRAITS "Solid Rock" (WB) 24/22 (2/1)

Adds include WNEW-FM, WMMR, WHJY, KFOG, KMEL, KQAK, WCMF, WIMZ, WWCK, KILO, KZEL. Hots: 1 WLAV. Mediums: 13 include WYSP, CHEZ-FM.

TED NUGENT "Draw The Line" (Atlantic) 21/6 (16/10)

Adds: KRCK, KZAP, WFYV, KMJX, KIDQ, KEZE. Hots: 1 WLLZ. Mediums: 19 include WMMR, WYSP, WHJY, WYFN, KRQR, KSJO, WAQY, KRIX, KLAQ, WTKX, KISS, KQDS.

SAXON "Just Let Me Rock" (Carrere/CBS) 21/4 (21/3)

Adds: KGB, WDHA, WLVO, WYER. Hots: 6 WSKS, KRCK, KFMG, KLPX. Mediums: 12 include KTXQ, KNCN, KLAQ, KISS, WXL, KWFM.

ZZ TOP "Legs" (WB) 20/1 (19/2)

Adds: KGB. Hots: 5 KZEW, K97, KLOS, KOME, KZOK. Mediums: 14 include WMMS, KBPI, KMET, KRCK, KSJO, KISW, WZXY, WTKX, KICT, KILO.

MOST ADDED

- STEVE PERRY (121)
Oh Sherrie (Columbia)
- PAT TRAVERS (45)
Killer (Polydor/PolyGram)
- JOE JACKSON (38)
You Can't Get What You Want (A&M)
- DIRE STRAITS (25)
Sultans Of Swing (WB)
- CARS (23)
Magic (Elektra)
- DIRE STRAITS (22)
Solid Rock (WB)
- INXS (20)
Original Sin (Atco)

MOST HOTS

- CARS (151)
You Might Think (Elektra)
- PHIL COLLINS (139)
Against All Odds (Atlantic)
- YES (112)
Leave It (Atco)
- SCORPIONS (112)
Rock You Like A Hurricane (Mercury/PG)
- VAN HALEN (111)
I'll Wait (WB)
- KENNY LOGGINS (106)
Footloose (Columbia)



MIDWEST (continued)

WRIF/Detroit (313) 827-9505

BOB VAN HALEN... FOOTLOOSE (M)...

WQFM/Milwaukee (414) 276-2040

BOB RAINBOW... VAN HALEN... MICHAEL SCHENKER G...

WKSJ/Cincinnati (513) 868-3696

BOB NIGHT RANGER (M)... NIGHT RANGER (M)...

WWCT/Peoria (309) 674-2000

BOB NIGHT RANGER (M)... NIGHT RANGER (M)...

WWCK/Flint (414) 734-9226

BOB DAN FOULGEB... NIGHT RANGER (M)...

WAPL/Appleton (414) 734-9226

BOB VAN HALEN... NIGHT RANGER (M)...

WIBA/Madison (608) 274-5450

BOB VAN HALEN... NIGHT RANGER (M)...

KOWB/Fargo (701) 236-7900

BOB HANFRED MANN... NIGHT RANGER (M)...

WCPZ/Sandusky (419) 625-1010

BOB NIGHT RANGER... NIGHT RANGER (M)...

WDEK/DeKalb (714) 825-9952

BOB NIGHT RANGER... NIGHT RANGER (M)...

KOLA/San Bernardino (714) 825-9952

BOB NIGHT RANGER... NIGHT RANGER (M)...

WLUP/Chicago (312) 440-5270

BOB NIGHT RANGER... NIGHT RANGER (M)...

WLVQ/Columbus (614) 224-1271

BOB VAN HALEN... NIGHT RANGER (M)...

WYYS/Kansas City (816) 753-4567

BOB NIGHT RANGER... NIGHT RANGER (M)...

WVOT/Toledo (419) 248-3377

BOB NIGHT RANGER... NIGHT RANGER (M)...

WXP/Davenport (319) 326-2541

BOB NIGHT RANGER... NIGHT RANGER (M)...

WVAV/Grand Rapids (616) 456-5461

BOB NIGHT RANGER... NIGHT RANGER (M)...

WBYG/Kankakee (815) 939-4541

BOB NIGHT RANGER... NIGHT RANGER (M)...

WVQB/Ann Arbor (313) 662-2881

BOB NIGHT RANGER... NIGHT RANGER (M)...

KKRQ/Iowa City (319) 354-9500

BOB NIGHT RANGER... NIGHT RANGER (M)...

KQAK/San Francisco (415) 474-9100

BOB NIGHT RANGER... NIGHT RANGER (M)...

KSHE/St. Louis (314) 842-1111

BOB NIGHT RANGER... NIGHT RANGER (M)...

KORS/Minneapolis (612) 545-5601

BOB NIGHT RANGER... NIGHT RANGER (M)...

WEBN/Cincinnati (513) 871-8500

BOB NIGHT RANGER... NIGHT RANGER (M)...

KATT/Oklahoma City (405) 848-0100

BOB NIGHT RANGER... NIGHT RANGER (M)...

KGGO/Des Moines (515) 265-6181

BOB NIGHT RANGER... NIGHT RANGER (M)...

WXE/Elkhart, Wayne (219) 484-0580

BOB NIGHT RANGER... NIGHT RANGER (M)...

KQDS/Duluth (612) 728-6421

BOB NIGHT RANGER... NIGHT RANGER (M)...

KSQY/Rapid City (605) 578-3533

BOB NIGHT RANGER... NIGHT RANGER (M)...

KROO/Pasadena (213) 578-0830

BOB NIGHT RANGER... NIGHT RANGER (M)...

KINK/Portland (503) 226-5080

BOB NIGHT RANGER... NIGHT RANGER (M)...

KRQR/San Francisco (415) 765-4097

BOB NIGHT RANGER... NIGHT RANGER (M)...

WXRT/Chicago (312) 777-1700

BOB NIGHT RANGER... NIGHT RANGER (M)...

KMOD/Tulsa (918) 664-2810

BOB NIGHT RANGER... NIGHT RANGER (M)...

WVOT/Toledo (419) 248-3377

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WVOT/Toledo (419) 248-3377

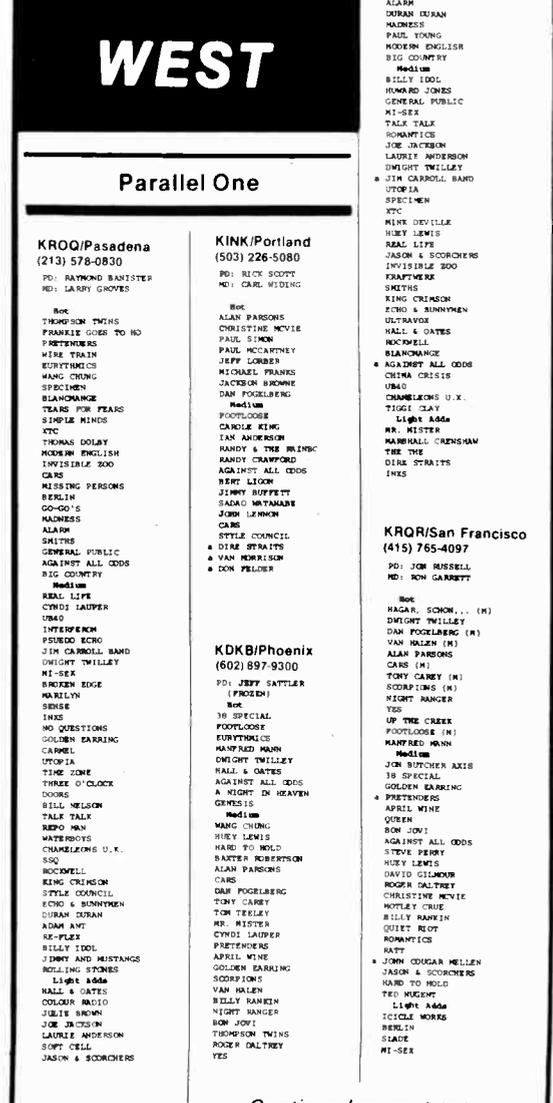
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BOB NIGHT RANGER... NIGHT RANGER (M)...

WVOT/Toledo (419) 248-3377

BOB NIGHT RANGER... NIGHT RANGER (M)...



DE BARGE

"Love Me In A Special Way"

A THREE FORMAT HIT FOR YOUR UP & COMING BOOK

CHR
SIGNIFICANT ACTION

A/C BREAKERS

A/C CHART: **30**
BLACK/URBAN: **9 TO 5**

WCAU-FM add	WASH add 31-28	KXSS 38-30	KCPX-FM
WHTX add 28	Y100 add 22-19	KDVV 36-29	KHYT
WGCL add	B97 23-20	WNVZ	103CIR
KC101 add	WHYT deb 24	FM102	WKHI
WPST add	KBEQ 11-11	WMAR	WISE
WJZR add	WTIC-FM 29-27	WKEE	WFOX
WNOK-FM add	KXX106 deb 28	KSET-FM 25-23	KILE
Z98 add	WOKI deb 39	WANS-FM	Q101
WGUY add	KITY 37-32	KTFM	WAEV
WERZ add	KROK deb 35	WRQN	KCAQ
KHTX add	13K deb 39	KBBK	
KSLY add	KO93 36-33	KMGX	
B94 30-27	KHOP 33-25	KIKI	



THE TEMPTATIONS

"Sail Away"

CHR
SIGNIFICANT ACTION

Black/Urban Chart: **32**

94Q	WOKI	WJAD
B97	WSFL	WFOX
K104	KTFM	Q101
KAMZ	KROK	WIXV
WANS-FM	OK100	KTRS



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WEST

Continued from Page 69

KFRC 610

San Francisco
MD: Lanette Abraham

- 1 KENNY LOGGINS/Footloose
- 2 THOMPSON TWINS/Hold Me Now
- 3 HUEY LEWIS & NEWS/I Want A New Drug
- 4 RHYTHMICKS/Here Comes The Rain A
- 5 WEIRD AL YANKOVIC/Eat It
- 6 BILLY IDOL/Rebel Yell
- 7 ROCKWELL/Somebody's Watching Me
- 8 VAN HALEN/Jump
- 9 DAN FOGLERBERG/The Language Of Love
- 10 POINTER SISTERS/Automatic
- 11 HALL & OATES/Adult Education
- 12 CULTURE CLUB/Miss Me Blind
- 13 LIONEL RICHIE/Hello
- 14 HUEY LEWIS & NEWS/I Want A New Drug
- 15 TRACY ULLMAN/They Don't Know
- 16 RICK SPRINGFIELD/Love Somebody
- 17 VAN HALEN/Jump
- 18 HUEY LEWIS & NEWS/I Want A New Drug
- 19 IRENE CARA/Breakdance

ADDS NONE

KWOD 105

Sacramento
PD: Tom Chase
MD: Mr. Ed

- 1 KENNY LOGGINS/Footloose
- 2 PHIL COLLINS/Against All Odds
- 3 CYNDI LAUPER/Girls Just Want To Be
- 4 RHYTHMICKS/Here Comes The Rain A
- 5 HALL & OATES/Adult Education
- 6 CULTURE CLUB/Miss Me Blind
- 7 POINTER SISTERS/Automatic
- 8 CHRISTINE MCVIE/Got A Hold On Me
- 9 THOMPSON TWINS/Hold Me Now
- 10 LIONEL RICHIE/Hello
- 11 HUEY LEWIS & NEWS/I Want A New Drug
- 12 DAN FOGLERBERG/The Language Of Love
- 13 ROCKWELL/Somebody's Watching Me
- 14 VAN HALEN/Jump
- 15 WEIRD AL YANKOVIC/Eat It
- 16 TRACY ULLMAN/They Don't Know
- 17 3B SPECIAL/Back Where You Belong
- 18 YES/Leave It Up
- 19 RICK SPRINGFIELD/Love Somebody
- 20 ADAM ANT/Strip
- 21 CARB/You Might Think
- 22 MICHAEL JACKSON/Thriller
- 23 HANFRED HANN/Runner
- 24 DURAN DURAN/New Moon On Monday
- 25 GO GO'S/Head Over Heels
- 26 BILLY IDOL/Rebel Yell
- 27 DWIGHT TWILLEY/Girls
- 28 BONNIE TYLER/Holding Out For A Her
- 29 IRENE CARA/Breakdance
- 30 GENESIS/Illegal Alien

ADDS PRETENDERS/Show Me
BERLIN/No More Words
ROMANTICS/One In A Million
DENISE WILLIAMS/Let's Hear It For The
BRYAN ADAMS/Heaven

ON QUEEN/Radio Ga Ga
HOWARD JONES/New Song
ALAN PARSONS/Don't Answer Me
JOHN COUGAR/Authority Song
UB40/Red Red Wine

Hot Hits in 105 KITS

San Francisco

- 1 VAN HALEN/Jump
- 2 MENA/99 Luftballons/99 Red
- 3 CYNDI LAUPER/Girls Just Want To Be
- 4 ROCKWELL/Somebody's Watching Me
- 5 MICHAEL JACKSON/Thriller
- 6 KENNY LOGGINS/Footloose
- 7 RHYTHMICKS/Here Comes The Rain A
- 8 WEIRD AL YANKOVIC/Eat It
- 9 HUEY LEWIS & NEWS/I Want A New Drug
- 10 DURAN DURAN/New Moon On Monday
- 11 POINTER SISTERS/Automatic
- 12 CULTURE CLUB/Miss Me Blind
- 13 PHIL COLLINS/Against All Odds
- 14 SHARON/Let The Music Play
- 15 THOMPSON TWINS/Hold Me Now
- 16 LIONEL RICHIE/Hello
- 17 CULTURE CLUB/Karma Chameleon
- 18 POLICE/Wrapped Around Your F
- 19 RE-FILEX/The Politics Of Danci
- 20 CARB/You Might Think
- 21 BERLIN/No More Words
- 22 DWIGHT TWILLEY/Girls
- 23 HALL & OATES/Adult Education
- 24 LAID BACK/White Horse
- 25 ADAM ANT/Strip
- 26 SCORPIONS/Rock You Like A Hurri
- 27 THOMAS DOLBY/Supersensitive
- 28 MISSING PERSONS/Give
- 29 JOHN LENNON/Nobody Told Me
- 30 UB40/Red Red Wine

ADDS 20, 21, 26, 28
GO GO'S/Head Over Heels
MATTHEW WILDER/The Kid's American
BONNIE TYLER/Holding Out For A Her
BILLY JOEL/The Longest Time
NIGHT RANGER/Sister Christian
ROGER DALTRY/Walking In My Sleep

ON BILLY IDOL/Rebel Yell
CHRISTINE MCVIE/Got A Hold On Me
ROMANTICS/Talking In Your Sleep
TINA TURNER/Let's Stay Together
DREZ BAND/Joystick
MADONNA/Borderline
YES/Owner Of A Lonely Hea
RICK SPRINGFIELD/Love Somebody
PAUL YOUNG/Come Back And Stay
KC/Give It Up
IGLESIA & NELSON/To All The Girls I'
YES/Leave It
3B SPECIAL/Back Where You Belong
HANFRED HANN/Runner
TRACY ULLMAN/They Don't Know

KS 103FM

San Diego

PD: Dave Parks
MD: Mike Preston

- 1 KENNY LOGGINS/Footloose
- 2 THOMPSON TWINS/Hold Me Now
- 3 HUEY LEWIS & NEWS/I Want A New Drug
- 4 RHYTHMICKS/Here Comes The Rain A
- 5 WEIRD AL YANKOVIC/Eat It
- 6 BILLY IDOL/Rebel Yell
- 7 ROCKWELL/Somebody's Watching Me
- 8 VAN HALEN/Jump
- 9 DAN FOGLERBERG/The Language Of Love
- 10 POINTER SISTERS/Automatic
- 11 HALL & OATES/Adult Education
- 12 CULTURE CLUB/Miss Me Blind
- 13 LIONEL RICHIE/Hello
- 14 UB40/Red Red Wine
- 15 CYNDI LAUPER/Girls Just Want To Be
- 16 PHIL COLLINS/Against All Odds
- 17 MENA/99 Luftballons/99 Red
- 18 DREZ BAND/Joystick
- 19 CHRISTINE MCVIE/Got A Hold On Me
- 20 RE-FILEX/The Politics Of Danci
- 21 MICHAEL JACKSON/Thriller
- 22 HOWARD JONES/New Song
- 23 KOOL & THE GANG/Tonight
- 24 PAUL YOUNG/Come Back And Stay
- 25 ONJ/Livin' In Desperate
- 26 RICK SPRINGFIELD/Love Somebody
- 27 DWIGHT TWILLEY/Girls
- 28 TRACY ULLMAN/They Don't Know
- 29 BONNIE TYLER/Holding Out For A Her
- 30 MATTHEW WILDER/The Kid's American
- 31 PRETENDERS/Show Me
- 32 ALAN PARSONS/Don't Answer Me
- 33 CARB/You Might Think
- 34 GENESIS/Illegal Alien
- 35 MADONNA/Borderline
- 36 YES/Leave It
- 37 GO GO'S/Head Over Heels
- 38 BERLIN/No More Words
- 39 IRENE CARA/Breakdance
- 40 LAID BACK/White Horse

ADDS STEVE PERRY/Oh Sherrie
TALK TALK/It's My Life
NIGHT RANGER/Sister Christian
BILLY JOEL/The Longest Time
REAL LIFE/Catch Me, I'm Falling
ROMANTICS/One In A Million

ON TONY CAREY/A Fine Fine Day
SHALANAR/Dancing In The Sheets

KWSS 94.5FM

San Jose

PD: Dave Van Stone
MD: Robin Kipps

- 1 KENNY LOGGINS/Footloose
- 2 VAN HALEN/Jump
- 3 CHRISTINE MCVIE/Got A Hold On Me
- 4 RHYTHMICKS/Here Comes The Rain A
- 5 HALL & OATES/Adult Education
- 6 PHIL COLLINS/Against All Odds
- 7 THOMPSON TWINS/Hold Me Now
- 8 CULTURE CLUB/Miss Me Blind
- 9 LIONEL RICHIE/Hello
- 10 ROCKWELL/Somebody's Watching Me
- 11 POINTER SISTERS/Automatic
- 12 DAN FOGLERBERG/The Language Of Love
- 13 RICK SPRINGFIELD/Love Somebody
- 14 HUEY LEWIS & NEWS/I Want A New Drug
- 15 DWIGHT TWILLEY/Girls
- 16 3B SPECIAL/Back Where You Belong
- 17 CARB/You Might Think
- 18 ONJ/Livin' In Desperate
- 19 JOHN LENNON/Nobody Told Me
- 20 POLICE/Wrapped Around Your F
- 21 DURAN DURAN/New Moon On Monday
- 22 HANFRED HANN/Runner
- 23 GENESIS/Illegal Alien
- 24 ADAM ANT/Strip
- 25 UB40/Red Red Wine
- 26 PAUL YOUNG/Come Back And Stay
- 27 YES/Leave It
- 28 ALAN PARSONS/Don't Answer Me
- 29 GO GO'S/Head Over Heels
- 30 JOHN COUGAR/Authority Song

ADDS STEVE PERRY/Oh Sherrie
MATTHEW WILDER/The Kid's American
TALK TALK/It's My Life
KOOL & THE GANG/Tonight

ON QUEEN/Radio Ga Ga
BERLIN/No More Words
TONY CAREY/A Fine Fine Day
NIGHT RANGER/Sister Christian
MR. HISTER/Hunters of the Night

Magic 107.1

Denver

PD: Doug Erikson
MD: Gloria Avila

- 1 KENNY LOGGINS/Footloose
- 2 VAN HALEN/Jump
- 3 ROCKWELL/Somebody's Watching Me
- 4 PHIL COLLINS/Against All Odds
- 5 CYNDI LAUPER/Girls Just Want To Be
- 6 HUEY LEWIS & NEWS/I Want A New Drug
- 7 HALL & OATES/Adult Education
- 8 CULTURE CLUB/Miss Me Blind
- 9 THOMPSON TWINS/Hold Me Now
- 10 LIONEL RICHIE/Hello
- 11 RHYTHMICKS/Here Comes The Rain A
- 12 POINTER SISTERS/Automatic
- 13 KC/Give It Up
- 14 DAN FOGLERBERG/The Language Of Love
- 15 CHRISTINE MCVIE/Got A Hold On Me
- 16 RICK SPRINGFIELD/Love Somebody
- 17 TRACY ULLMAN/They Don't Know
- 18 WEIRD AL YANKOVIC/Eat It
- 19 ALAN PARSONS/Don't Answer Me
- 20 CARB/You Might Think
- 21 MENA/99 Luftballons/99 Red
- 22 MICHAEL JACKSON/Thriller
- 23 BILLY JOEL/The Longest Time
- 24 IGLESIA & NELSON/To All The Girls I'
- 25 CULTURE CLUB/Karma Chameleon
- 26 JOHN LENNON/Nobody Told Me
- 27 YES/Leave It
- 28 BONNIE TYLER/Holding Out For A Her
- 29 PAUL YOUNG/Come Back And Stay
- 30 KOOL & THE GANG/Tonight
- 31 TONY CAREY/A Fine Fine Day
- 32 JOHN COUGAR/Authority Song
- 33 QUEEN/Radio Ga Ga
- 34 PRETENDERS/Show Me
- 35 MATTHEW WILDER/The Kid's American
- 36 BERLIN/No More Words
- 37 BOB JOVI/Runaway
- 38 GO GO'S/Head Over Heels
- 39 IRENE CARA/Breakdance
- 40 NIGHT RANGER/Sister Christian

ADDS REAL LIFE/Catch Me, I'm Falling
STEVE PERRY/Oh Sherrie
MADONNA/Borderline
MR. HISTER/Hunters of the Night
GENESIS/Illegal Alien

ON TALK TALK/It's My Life

KOPA

FM 100.7 • AM 1440

Phoenix PD: Reggie Blackwell
MD: Art Morales

- 1 ROCKWELL/Somebody's Watching Me
- 2 VAN HALEN/Jump
- 3 HUEY LEWIS & NEWS/I Want A New Drug
- 4 KENNY LOGGINS/Footloose
- 5 CYNDI LAUPER/Girls Just Want To Be
- 6 RHYTHMICKS/Here Comes The Rain A
- 7 CHRISTINE MCVIE/Got A Hold On Me
- 8 POINTER SISTERS/Automatic
- 9 MENA/99 Luftballons/99 Red
- 10 SHARON/Let The Music Play
- 11 DAN FOGLERBERG/The Language Of Love
- 12 HALL & OATES/Adult Education
- 13 THOMPSON TWINS/Hold Me Now
- 14 DURAN DURAN/New Moon On Monday
- 15 TINA TURNER/Let's Stay Together
- 16 POLICE/Wrapped Around Your F
- 17 CULTURE CLUB/Miss Me Blind
- 18 LIONEL RICHIE/Hello
- 19 KC/Give It Up
- 20 HANFRED HANN/Runner
- 21 HOWARD JONES/New Song
- 22 PHIL COLLINS/Against All Odds
- 23 ONJ/Livin' In Desperate
- 24 RICK SPRINGFIELD/Love Somebody
- 25 KOOL & THE GANG/Tonight
- 26 BILLY JOEL/The Longest Time
- 27 YES/Leave It
- 28 3B SPECIAL/Back Where You Belong
- 29 DWIGHT TWILLEY/Girls
- 30 ALAN PARSONS/Don't Answer Me

ADDS STEVE PERRY/Oh Sherrie
IRENE CARA/Breakdance
SHALANAR/Dancing In The Sheets
TRACY ULLMAN/They Don't Know

ON BERLIN/No More Words
WEIRD AL YANKOVIC/Eat It
PAUL YOUNG/Come Back And Stay

KPKE

Denver

PD: Tim Fox
Asst. PD: Mark Bolke

- 1 KENNY LOGGINS/Footloose
- 2 ROCKWELL/Somebody's Watching Me
- 3 CHRISTINE MCVIE/Got A Hold On Me
- 4 DAN FOGLERBERG/The Language Of Love
- 5 CYNDI LAUPER/Girls Just Want To Be
- 6 BRYAN ADAMS/Heaven
- 7 LIONEL RICHIE/Hello
- 8 POINTER SISTERS/Automatic
- 9 3B SPECIAL/Back Where You Belong
- 10 PHIL COLLINS/Against All Odds
- 11 KC/Give It Up
- 12 DENISE WILLIAMS/Let's Hear It For The
- 13 HALL & OATES/Adult Education
- 14 VAN HALEN/Jump
- 15 HOWARD JONES/New Song
- 16 RICK SPRINGFIELD/Love Somebody
- 17 HUEY LEWIS & NEWS/I Want A New Drug
- 18 ALAN PARSONS/Don't Answer Me
- 19 KENNY LOGGINS/I'm Free/Heaven Help
- 20 DWIGHT TWILLEY/Girls
- 21 CARB/You Might Think
- 22 HANFRED HANN/Runner
- 23 THOMPSON TWINS/Hold Me Now
- 24 MENA/99 Luftballons/99 Red
- 25 POLICE/Wrapped Around Your F
- 26 SCORPIONS/Rock You Like A Hurri
- 27 SHARON/Let The Music Play
- 28 STEVE PERRY/Oh Sherrie
- 29 LIONEL RICHIE/Running With The High
- 30 CULTURE CLUB/Miss Me Blind

ADDS 28, 30
PAUL YOUNG/Come Back And Stay
JOHN COUGAR/Authority Song

ON YES/Leave It
VAN HALEN/I'll Wait
BERLIN/No More Words
BOB JOVI/Runaway

Magic 107.1

Portland

PD: Jon Barry
MD: Steve Naganuma

- 1 KENNY LOGGINS/Footloose
- 2 PHIL COLLINS/Against All Odds
- 3 RHYTHMICKS/Here Comes The Rain A
- 4 ROCKWELL/Somebody's Watching Me
- 5 HALL & OATES/Adult Education
- 6 CULTURE CLUB/Miss Me Blind
- 7 VAN HALEN/Jump
- 8 THOMPSON TWINS/Hold Me Now
- 9 POINTER SISTERS/Automatic
- 10 LIONEL RICHIE/Hello
- 11 CHRISTINE MCVIE/Got A Hold On Me
- 12 DAN FOGLERBERG/The Language Of Love
- 13 HUEY LEWIS & NEWS/I Want A New Drug
- 14 PAUL YOUNG/Come Back And Stay
- 15 RICK SPRINGFIELD/Love Somebody
- 16 QUEEN/Radio Ga Ga
- 17 DWIGHT TWILLEY/Girls
- 18 HANFRED HANN/Runner
- 19 TRACY ULLMAN/They Don't Know
- 20 3B SPECIAL/Back Where You Belong
- 21 CYNDI LAUPER/Girls Just Want To Be
- 22 KOOL & THE GANG/Tonight
- 23 YES/Leave It
- 24 CARB/You Might Think
- 25 DURAN DURAN/New Moon On Monday
- 26 HOWARD JONES/New Song
- 27 MATTHEW WILDER/The Kid's American
- 28 SPANDAU BALLET/Communication
- 29 KC/Give It Up
- 30 JOHN COUGAR/Authority Song
- 31 GO GO'S/Head Over Heels
- 32 MADONNA/Borderline
- 33 ALAN PARSONS/Don't Answer Me
- 34 UB40/Red Red Wine
- 35 TONY CAREY/A Fine Fine Day
- 36 PRETENDERS/Show Me
- 37 BERLIN/No More Words
- 38 BILLY JOEL/The Longest Time
- 39 ROMANTICS/One In A Million
- 40 IRENE CARA/Breakdance

ADDS STEVE PERRY/Oh Sherrie
SERGIO MENDES/Impia
SHALANAR/Dancing In The Sheets
JOHN LENNON/I'm Stepping Out

ON GENESIS/Illegal Alien

EAST
Most Added Hottest

Steve Perry
Deniece Williams
Slade

Kenny Loggins
Phil Collins
Lionel Richie

CHR ADDS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added Hottest

Steve Perry
Deniece Williams
Slade
Laid Back

Kenny Loggins
Phil Collins
Lionel Richie

EAST
PARALLEL TWO

WFLY/Albany, NY
Clark/Lawrence
DENISE WILLIAMS
STEVE PERRY
LAD BACK
SERGIO MENDES
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 2-2
POINTERS SISTERS 7-3
HALL & OATES 8-4
RICK SPRINGFIELD 16-12

Q100/Allentown, PA
Dillon/Freeman
ROMANTICS
BONNIE TYLER
SLADE
IRENE CARA
JOHN LENNON
NIGHT RANGER
Hottest:
KENNY LOGGINS 1-1
WEIRD AL YANKOVIC 14-4
POINTERS SISTERS 12-6
CULTURE CLUB 16-8
PHIL COLLINS 20-12

WMAR/Baltimore, MD
Wimmer/Payne
NIGHT RANGER
DENISE WILLIAMS
TONY CAREY
LAD BACK
REAL LIFE
Hottest:
KENNY LOGGINS 3-1
PHIL COLLINS 14-6
LIONEL RICIE 9-7
WEIRD AL YANKOVIC 15-9
IGLESIAS & NELSON D-28

WNYB/Buffalo, NY
BHTod
FRANKIE GOES TO H
SLADE
TALK TALK
STEVE PERRY
SHALAMAR
Hottest:
POINTERS SISTERS 3-2
PHIL COLLINS 6-4
WEIRD AL YANKOVIC 7-5
THOMPSON TWINS 16-1
LIONEL RICIE 29-14

WVBR/Charleston, WV
Bailey/Larson
SANDY STEWART
SHERENA EASTON
SHALAMAR
MR. MISTER
STYLE COUNCIL
NIK KERSHAW
Hottest:
KENNY LOGGINS 1-1
CULTURE CLUB 14-9
RICK SPRINGFIELD 25-19
LAD BACK 38-26
PRETENDERS 40-31

K104/Erie, PA
SM Shannon
STEVE PERRY
SERGIO MENDES
DOLLY PARTON
DAVID GILMOUR
SLADE
DENISE WILLIAMS
MISSING PERSONS
BOY LEWIS & NEWS
Hottest:
KENNY LOGGINS 2-1
BONNIE TYLER 3-3
ROLLING STONES 4-4
CYNDI LAUPER 10-5
BOB JOVI 14-9

WYCR/Hanover-York, PA
Mark Richy
STEVE PERRY
SERGIO MENDES
TALK TALK
SPANDAU BALLET
MISSING PERSONS
NIGHT RANGER (dp)
REAL LIFE
Hottest:
KENNY LOGGINS 1-1
CULTURE CLUB 10-4
LIONEL RICIE 17-7
PHIL COLLINS 25-14
RICK SPRINGFIELD 29-17

WTC-FM/Hartford, CT
Mike West
IRENE CARA
BILLY JOEL
DENISE WILLIAMS
Hottest:
PHIL COLLINS 2-1
KENNY LOGGINS 1-2
LIONEL RICIE 10-3
TRACY ULLMAN 17-13
CARS 23-16

WKHE/Huntington, WV
Gary Miller
SCORPIONS (dp)
LAD BACK (dp)
SHANNON
STEVE PERRY
DOLLY PARTON (dp)
SERGIO MENDES (dp)
STYLE COUNCIL
Hottest:
KENNY LOGGINS 2-1
ROCKWELL 1-2
CHRISTINE MCVIE 5-4
POINTERS SISTERS 6-5
CULTURE CLUB 8-6

WLAN-FM/Lancaster, PA
Todd Halliday
STEVE PERRY
SLADE (dp)
SHERENA EASTON
DOLLY PARTON (dp)
DENISE WILLIAMS
SPANDAU BALLET
JOSIE COTTON
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 7-4
CULTURE CLUB 9-6
PHIL COLLINS 18-8
LIONEL RICIE 20-12

KC101/New Haven, CT
Stef Rybak
STEVE PERRY
DEBARGE
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
LIONEL RICIE 4-3
WEIRD AL YANKOVIC 15-7
DENISE WILLIAMS D-20

FM108/Philadelphia, PA
Rich/Tiller
TALK TALK
REAL LIFE
STEVE PERRY
DENISE WILLIAMS
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 13-5
LIONEL RICIE 11-6
CULTURE CLUB 10-9
THOMPSON TWINS 12-10

WHPK/Poughkeepsie, NY
Chris Leide
SHANNON
GENESIS
TALK TALK
REAL LIFE
BILLY RANKIN
PRETENDERS
CAMO
NIGHT RANGER
JOHN LENNON
Hottest:
KENNY LOGGINS 2-1
HALL & OATES 10-5
CULTURE CLUB 13-6
PHIL COLLINS 18-7
BRYAN ADAMS 20-16

Q82/Rochester, NY
Jay Stevens
PRETENDERS
NIGHT RANGER (dp)
SLADE (dp)
Hottest:
KENNY LOGGINS 2-1
BRYAN ADAMS 3-3
DAN FOGELBERG 9-4
ROCKWELL 4-4
PHIL COLLINS 18-12

SPXY/Rochester, NY
Tom Mitchell
STEVE PERRY
TALK TALK
SHALAMAR
SLADE
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 5-2
WEIRD AL YANKOVIC 4-3
LIONEL RICIE 20-8
THOMPSON TWINS 14-9

WQFM/Schenectady, NY
Tom Parker
STEVE PERRY
IRENE CARA
BILLY JOEL
BILLY RANKIN
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 4-2
HALL & OATES 5-3
THOMPSON TWINS 10-7
LIONEL RICIE 16-10

WKFM/Syracuse, NY
Wayne Summers
STEVE PERRY
MR. MISTER
IGLESIAS & NELSON
STYLE COUNCIL
SCORPIONS
NIK KERSHAW
Hottest:
KENNY LOGGINS 1-1
QUEN 4-4
HALL & OATES 12-6
ALAN PARSONS 23-18
CULTURE CLUB 31-20

WRET/Trenton, NJ
Tom Taylor
DEBARGE
SERGIO MENDES
STEVE PERRY
REAL LIFE
DENISE WILLIAMS
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 11-4
LIONEL RICIE 13-5
THOMPSON TWINS 16-12
CULTURE CLUB 20-15

WRCK/Utica, NY
Jim Reitz
STEVE PERRY
SPANDAU BALLET
SANDY STEWART
FRANKIE GOES TO H
DAVID GILMOUR
STYLE COUNCIL
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 8-2
HALL & OATES 14-7
IGLESIAS & NELSON 20-9

WKRF-FM/Wilkes-Barre
Jim Reising
STEVE PERRY
STYLE COUNCIL
ROMANTICS
SHANNON
FRANKIE GOES TO H
SPANDAU BALLET
Hottest:
THOMPSON TWINS 4-3
RICK SPRINGFIELD 12-8
LIONEL RICIE 18-9
NIGHT RANGER 38-13

WHTF/York, PA
Montone/Sarzynski
none
DENISE WILLIAMS
JOSIE COTTON
REAL LIFE
SPANDAU BALLET
STEVE PERRY
SHANNON
IRENE CARA
Hottest:
WEIRD AL YANKOVIC 9-4
PHIL COLLINS 14-7
THOMPSON TWINS 19-13
IGLESIAS & NELSON 23-14
SCORPIONS 39-19

Q106/York, PA
Mark McKenzie
ALAN PARSONS
QUEEN
MATTHEW WILDER
NIGHT RANGER
Hottest:
KENNY LOGGINS 5-1
POINTERS SISTERS 6-4
HALL & OATES 9-5
PHIL COLLINS 15-7
LIONEL RICIE 22-14

PARALLEL THREE
WFBG/Altoona, PA
Tony Booth
STEVE PERRY
FRANKIE GOES TO H
JOHN LENNON
SHERENA EASTON
SERGIO MENDES
Hottest:
KENNY LOGGINS 1-1
LIONEL RICIE 12-5
THOMPSON TWINS 20-13
IGLESIAS & NELSON 21-14
DWIGHT TWILLEY 28-20

WQUY/Bangor, ME
Jim Randall
LIONEL RICIE
STEVE PERRY
CAMO
SHANNON
JOHN LENNON
SPANDAU BALLET
DEBARGE
FRANKIE GOES TO H
IRENE CARA
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 4-2
CULTURE CLUB 11-4
THOMPSON TWINS 16-8
PHIL COLLINS 26-10

WZON/Bangor, ME
Michael O'Hara
STEVE PERRY
Kenny Loggins 2-1
BRYAN ADAMS 3-3
DAN FOGELBERG 9-4
ROCKWELL 4-4
PHIL COLLINS 18-12

SPXY/Rochester, NY
Tom Mitchell
STEVE PERRY
TALK TALK
SHALAMAR
SLADE
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 9-8
THOMPSON TWINS 10-7
LIONEL RICIE 27-19
WEIRD AL YANKOVIC 26-23

WQYI/Beth, ME
Scott Robbins
STEVE PERRY
NIGHT RANGER
JOHN LENNON
SLADE
SHALAMAR
DAVID GILMOUR
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 8-5
THOMPSON TWINS 9-7
WEIRD AL YANKOVIC 15-9
RICK SPRINGFIELD 27-14

103CIR/Backley, WV
Bob Spencer
JOSIE COTTON
DAVID GILMOUR
DON FELDER
MR. MISTER (dp)
SLADE (dp)
SPANDAU BALLET
STEVE PERRY
TALK TALK
Hottest:
KENNY LOGGINS 1-1
HALL & OATES 2-2
PHIL COLLINS 11-4
CULTURE CLUB 17-7
IGLESIAS & NELSON 35-21

WIKZ/Chambersburg, PA
Matthew/Alexander
IRENE CARA
STEVE PERRY
TALK TALK
NIGHT RANGER
MR. MISTER
BILLY RANKIN
SHALAMAR
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 9-2
LIONEL RICIE 13-5
THOMPSON TWINS 16-12
CULTURE CLUB 20-15

WTBN/Dover, NH
Jim Sebastian
STEVE PERRY
IRENE CARA
JOHN LENNON
SPANDAU BALLET
MADONNA (dp)
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 8-3
HALL & OATES 14-7
PHIL COLLINS 10-6
HALL & OATES 14-7
IGLESIAS & NELSON 20-9

WERZ/Exeter, NH
Scott MacKay
STEVE PERRY
CAMO
DEBARGE
MODERN ENGLISH
SHAKIN' STEVENS
JOHN LENNON
FRANKIE GOES TO H
BILLY RANKIN
Hottest:
KENNY LOGGINS 1-1
CULTURE CLUB 7-2
THOMPSON TWINS 11-7
PHIL COLLINS 14-9
Kool & The Gang 19-14

WZYQ/Frederick, MD
Kemoabi Joe
none
Hottest:
KENNY LOGGINS 1-1
LIONEL RICIE 11-3
PHIL COLLINS 18-5
THOMPSON TWINS 23-13
MANFRED MANN 30-22

WOCM/Hagerstown, MD
Will Kauffman
SERGIO MENDES
DENISE WILLIAMS
STEVE PERRY
LAD BACK (dp)
TALK TALK
SCORPIONS (dp)
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 7-3
POINTERS SISTERS 6-5
THOMPSON TWINS 13-9
LIONEL RICIE 17-11

OK100/Theca, NY
Bill Weston
SERGIO MENDES
STEVE PERRY
DOLLY PARTON
DAVID GILMOUR
SLADE
DENISE WILLIAMS
HUEY LEWIS & NEWS
MISSING PERSONS
TEMPTATIONS
Hottest:
KENNY LOGGINS 1-1
VAN HALEN 2-2
PHIL COLLINS 10-3
BONNIE TYLER 13-4
ROLLING STONES 8-5

13FEA/Manchester, NH
Rick Ryder
none
Hottest:
MICHAEL JACKSON 1-1
CYNDI LAUPER 3-3
WIT KERSHAW
CHRISTINE MCVIE 6-6
CULTURE CLUB 8-8

WKHM/Ocean City, MD
Jack Gillen
DENISE WILLIAMS
MODERN ENGLISH
SLADE (dp)
WIT KERSHAW
STEVE PERRY
Hottest:
KENNY LOGGINS 2-1
POINTERS SISTERS 8-3
PHIL COLLINS 11-5
LIONEL RICIE 17-9

WSSX/Charleston, SC
Phillips/Allen
STEVE PERRY
LAD BACK
TALK TALK
SCORPIONS
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 2-2
HALL & OATES 6-3
PHIL COLLINS 11-5
LIONEL RICIE 17-9

WJBO/Portland, ME
Phoenix/O'Neil
DENISE WILLIAMS
STYLE COUNCIL
CON PUNK SHUN
STEVE PERRY
GINO SOCCIO
NIK KERSHAW
SHAKIN' STEVENS
MR. MISTER
FRANKIE GOES TO H
SHANNON
JOHN LENNON
Hottest:
KENNY LOGGINS 1-1
WEIRD AL YANKOVIC 2-2
PHIL COLLINS 7-3
THOMPSON TWINS 37-6
LIONEL RICIE 22-9

WJZR/Charlotte, NC
Chrysler/Radford
JOHN COUGAR
BERLIN
IRENE CARA
IGLESIAS & NELSON
DEBARGE
SLADE
ROMANTICS
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 3-3
PHIL COLLINS 10-4
POINTERS SISTERS 8-5
HALL & OATES 9-6

WJZZ/Chattanooga
Jeff Blake
ROMANTICS
STEVE PERRY
PRETENDERS
BONNIE TYLER
SERGIO MENDES
Hottest:
KENNY LOGGINS 1-1
HALL & OATES 6-2
PHIL COLLINS 10-4
POINTERS SISTERS 8-5
HALL & OATES 9-6

WNOK-FM/Columbia, SC
Peter Wolfe
JEFFREY OSBORNE
DEBARGE
REAL LIFE
GOLDEN EARRING
J. BIRD
Hottest:
CHRISTINE MCVIE 3-1
KENNY LOGGINS 4-2
PAUL YOUNG 12-23
RICK SPRINGFIELD 30-28
NIGHT RANGER 34-30
CARS 11-6
THOMPSON TWINS 14-12

WZLD/Columbia, SC
Chuck Finley
none
Hottest:
VAN HALEN 1-1
HUEY LEWIS & NEWS 2-2
CULTURE CLUB 14-14
PHIL COLLINS 15-15
RICK SPRINGFIELD 28-28

KITE/Corpus Christi, TX
Ron Chase
LAD BACK
BILLY JOEL (dp)
FRANKIE GOES TO H
Hottest:
38 SPECIAL 3-1
CARS 12-8
RICK SPRINGFIELD 13-9
TONY CARL 18-12
NIGHT RANGER 25-13

WDOQ/Daytona Beach, FL
Brown/Silvers
none
Hottest:
CYNDI LAUPER 1-1
KENNY LOGGINS 3-3
PHIL COLLINS 4-4
LIONEL RICIE 15-15

WDFM/Baton Rouge
Rice/Ahyan
BILLY JOEL
DENISE WILLIAMS
Hottest:
KENNY LOGGINS 2-1
POINTERS SISTERS 4-3
PHIL COLLINS 11-5
LIONEL RICIE 12-6
CULTURE CLUB 15-9

KZZB/Beaumont, TX
Murphy/Harrison
STEVE PERRY
JOHN LENNON
SCORPIONS
JEFFREY OSBORNE
LAD BACK
Hottest:
KENNY LOGGINS 1-1
THOMPSON TWINS 6-2
HALL & OATES 11-4
PHIL COLLINS 12-6
LIONEL RICIE 19-9
GO GO'S 34-30
GENESIS D-40

WQID/Biloxi, MS
Mickey Coulter
BONNIE TYLER
TALK TALK
ROMANTICS
NIK KERSHAW
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 11-3
CULTURE CLUB 8-4
LIONEL RICIE 15-7
WEIRD AL YANKOVIC 23-16

KXX108/Birmingham, AL
Kevin McCarthy
STEVE PERRY
LAD BACK
TALK TALK
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 2-2
HALL & OATES 6-3
PHIL COLLINS 11-5
LIONEL RICIE 17-9

WSSX/Charleston, SC
Phillips/Allen
STEVE PERRY
LAD BACK
TALK TALK
SCORPIONS
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 2-2
HALL & OATES 6-3
PHIL COLLINS 11-5
LIONEL RICIE 17-9

WANS-FM/Greenville, SC
Rod Metts
SHALAMAR
TEMPTATIONS
STEVE PERRY
MADONNA
BILLY RANKIN
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 7-2
CULTURE CLUB 12-5
LIONEL RICIE 14-9

WZYP/Huntsville, AL
Scott Mitchell
STEVE PERRY
SERGIO MENDES
LAD BACK
IGLESIAS & NELSON
FRANKIE GOES TO H
SLADE
Hottest:
KENNY LOGGINS 1-1
LIONEL RICIE 10-5
PHIL COLLINS 13-6
QUEN D-16
CARS 27-18

BTYY/Jackson, MS
Jim Chick
JOHN LENNON
JEFFREY OSBORNE
BILLY JOEL (dp)
DOROTHY MOORE
Hottest:
KENNY LOGGINS 1-1
VAN HALEN 2-2
EURYTHMICS 3-3
LIONEL RICIE 6-4
PHIL COLLINS 28-14

WGUT/Johnson City, TN
Rod Hampton
BILLY JOEL
YES
SERGIO MENDES
BONNIE TYLER
Hottest:
KENNY LOGGINS 5-1
ROCKWELL 14-8
HALL & OATES 24-17
POINTERS SISTERS 29-22
LIONEL RICIE 36-30

WOKU/Knoxville, TN
Gary Adkins
LAD BACK
SERGIO MENDES
STEVE PERRY
SLADE
DENISE WILLIAMS
KID GLOVE
TEMPTATIONS
Hottest:
KENNY LOGGINS 2-1
BOB JOVI 10-3
DWIGHT TWILLEY 12-4
PHIL COLLINS 18-7
TRACY ULLMAN 23-19

WFMI/Lexington, KY
Fox/Mosley
ROMANTICS
STEVE PERRY
FRANKIE GOES TO H
LAD BACK
DOLLY PARTON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 9-3
SHALAMAR 19-14

KITY/San Antonio, TX
Frank Walsh
PAUL YOUNG
STEVE PERRY
TALK TALK
TALK TALK
IRENE CARA
SCORPIONS
SHANNON
HOWARD JOSHOP
HOWARD JOSHOP
Hottest:
KENNY LOGGINS 2-1
IGLESIAS & NELSON 5-3
PHIL COLLINS 14-9
CULTURE CLUB 22-12

KTFM/San Antonio, TX
Thorman/Hasty
SLADE (dp)
JAMIE INGRAM
TEMPTATIONS
SHERENA EASTON
CAMO (dp)
JOSIE COTTON
SERGIO MENDES
Hottest:
IGLESIAS & NELSON 1-1
KENNY LOGGINS 3-2
DENISE WILLIAMS 14-10
PHIL COLLINS 18-12
EURYTHMICS 22-17

KAMZEI Paso, TX
Bob West
RICK SPRINGFIELD
TEMPTATIONS
JAMES INGRAM
CARS (dp)
BERLIN
Hottest:
ROCKWELL 2-1
LIONEL RICIE 3-3
PHIL COLLINS 12-5
POINTERS SISTERS 11-7
CULTURE CLUB 10-8

KSET-FM/E Paso, TX
Cat Simon
QUEN
IGLESIAS & NELSON (dp)
TALK TALK
SPANDAU BALLET
FRANKIE GOES TO H
Hottest:
ROCKWELL 3-1
THOMPSON TWINS 6-3
LIONEL RICIE 10-8
POINTERS SISTERS 11-9
PHIL COLLINS 12-10

WRQK/Greensboro, NC
Jones/Conrad
STEVE PERRY
MICHAEL GORE
TALK TALK
DENISE WILLIAMS
BERLIN
Hottest:
KENNY LOGGINS 3-1
LIONEL RICIE 5-3
POINTERS SISTERS 6-5
THOMPSON TWINS 7-6
CULTURE CLUB 23-15

WANS-FM/Greenville, SC
Rod Metts
SHALAMAR
TEMPTATIONS
STEVE PERRY
MADONNA
BILLY RANKIN
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 7-2
CULTURE CLUB 12-5
LIONEL RICIE 14-9

WZYP/Huntsville, AL
Scott Mitchell
STEVE PERRY
SERGIO MENDES
LAD BACK
IGLESIAS & NELSON
FRANKIE GOES TO H
SLADE
Hottest:
KENNY LOGGINS 1-1
LIONEL RICIE 10-5
PHIL COLLINS 13-6
QUEN D-16
CARS 27-18

WBLF/New Bern, NC
John Pecos
BERLIN
STYLE COUNCIL
STEVE PERRY
IRENE CARA
MADONNA
SHAKIN' STEVENS
Hottest:
KENNY LOGGINS 2-1
LIONEL RICIE 13-10
POINTERS SISTERS 16-12
THOMPSON TWINS 26-13
Kool & The Gang 21-18

WRNO/New Orleans, LA
Castello/Watkins
NIGHT RANGER
MR. MISTER
STEVE PERRY
SCORPIONS (dp)
Hottest:
KENNY LOGGINS 3-1
PHIL COLLINS 6-3
THOMPSON TWINS 20-10
CARS 29-15

BJ106/Orlando, FL
Gary Mitchell
ALAN PARSONS
PRETENDERS
RICK SPRINGFIELD
CARS
Hottest:
KENNY LOGGINS 1-1
HALL & OATES 7-4
POINTERS SISTERS 10-6
DWIGHT TWILLEY 12-4
JOHN COUGAR 26-22

WRVQ/Richmond, VA
Bob McNeil
CARS
ROMANTICS
BONNIE TYLER
DENISE WILLIAMS
MANFRED MANN
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 4-2
PHIL COLLINS 9-3
SHALAMAR 19-14

KITY/San Antonio, TX
Frank Walsh
PAUL YOUNG
STEVE PERRY
TALK TALK
TALK TALK
IRENE CARA
SCORPIONS
SHANNON
HOWARD JOSHOP
HOWARD JOSHOP
Hottest:
KENNY LOGGINS 2-1
IGLESIAS & NELSON 5-3
PHIL COLLINS 14-9
CULTURE CLUB 22-12

KTFM/San Antonio, TX
Thorman/Hasty
SLADE (dp)
JAMIE INGRAM
TEMPTATIONS
SHERENA EASTON
CAMO (dp)
JOSIE COTTON
SERGIO MENDES
Hottest:
IGLESIAS & NELSON 1-1
KENNY LOGGINS 3-2
DENISE WILLIAMS 14-10
PHIL COLLINS 18-12
EURYTHMICS 22-17

G100/Mobile, AL
Scott Griffith
ROMANTICS
PRETENDERS
REAL LIFE
STEVE PERRY
IRENE CARA
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 2-2
CULTURE CLUB 12-5
PHIL COLLINS 18-6
UB40 16-14

WHYY-FM/Montgomery
Mark St. John
STEVE PERRY
SERGIO MENDES
Hottest:
KENNY LOGGINS 1-1
LIONEL RICIE 2-2
PHIL COLLINS 4-3
CULTURE CLUB 13-7
HALL & OATES 15-10

KBFM/McAllen-Brownsville, TX
Williams/deHaro
SHALAMAR
STEVE PERRY
IRENE CARA
NIGHT RANGER (dp)
TALK TALK
BILLY JOEL
MR. MISTER
REAL LIFE
JEFFREY OSBORNE (dp)
Hottest:
KENNY LOGGINS 5-1
PHIL COLLINS 26-5
UB40 11-6
38 SPECIAL 16-9
LIONEL RICIE 18-12

KRGV/McAllen-Brownsville
Bob Perry
IRENE CARA
EURYTHMICS
NIGHT RANGER
MIDNIGHT STAR
NIK KERSHAW
TALK TALK
Hottest:
IGLESIAS & NELSON 3-1
VAN HALEN 1-2
KENNY LOGGINS 20-4
POINTERS SISTERS 10-5
MIDNIGHT STAR D-30

KX104/Nashville, TN
St. John/Cook
STEVE PERRY
SERGIO MENDES
LAD BACK
IGLESIAS & NELSON
FRANKIE GOES TO H
SLADE
Hottest:
KENNY LOGGINS 1-1
LIONEL RICIE 10-5
PHIL COLLINS 13-6
QUEN D-16
CARS 27-18

WJAD/Bainbridge, GA
Eliot/Osborne
BILLY JOEL
STEVE PERRY
DOLLY PARTON
DENISE WILLIAMS (dp)
STYLE COUNCIL (dp)
TEMPTATIONS (dp)
Hottest:
KENNY LOGGINS 2-1
PHIL COLLINS 16-12
THOMPSON TWINS 26-13
Kool & The Gang 21-18

WQCC/Richmond, GA
Ralph Carroll
IRENE CARA
STEVE PERRY
SPANDAU BALLET
NIK KERSHAW
SERGIO MENDES
SCORPIONS
Hottest:
ROCKWELL 3-1
KENNY LOGGINS 8-5
HALL & OATES 9-7
CULTURE CLUB 11-9
PHIL COLLINS 21-16

K18R/Ft. Smith, AR
Rick Hayes
TALK TALK
JOHN LENNON
BILLY JOEL
NIK KERSHAW
JEFFREY OSBORNE
Hottest:
KENNY LOGGINS 3-1
VAN HALEN 1-3
THOMPSON TWINS 5-4
PHIL COLLINS 11-9
HALL & OATES 10-6

Q104/Gadsden, AL
Gather/Davis
SCORPIONS
BILLY RANKIN (dp)
DENISE WILLIAMS
STEVE PERRY
DOLLY PARTON (dp)
SLADE (dp)
Hottest:
KENNY LOGGINS 2-1
PHIL COLLINS 5-3
CULTURE CLUB 11-4
LIONEL RICIE 13-5
LAD BACK 16-7

WFOX/Gainesville, GA
Alan Du Preez
STEVE PERRY (dp)
VAN HALEN (dp)
SLADE (dp)
JOHN LENNON (dp)
BILLY JOEL
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 10-2
HALL & OATES 8-4
THOMPSON TWINS 9-5
POINTERS SISTERS 11-6

KROK/Sheveport, LA
Hayden/Stewart
JAMES INGRAM
TEMPTATIONS
SERGIO MENDES
MICHAEL GORE
STEVE PERRY
TALK TALK
STYLE COUNCIL
DOLLY PARTON
GENESIS
Hottest:
KENNY LOGGINS 1-1
HALL & OATES 5-3
POINTERS SISTERS 7-4
CULTURE CLUB 12-6
PHIL COLLINS 20-10

Z88/Tampa, FL
Steve Davis
IRENE CARA
STEVE PERRY
DEBARGE
LAD BACK
Hottest:
KENNY LOGGINS 1-1
BUEY LEWIS & NEWS 5-4
THOMPSON TWINS 11-7
POINTERS SISTERS 19-11
DENISE WILLIAMS D-20

WBEZ/Winston-Salem
Steve Finnegan
THOMPSON TWINS
Hottest:
ROCKWELL 2-1
KENNY LOGGINS 7-3
EURYTHMICS 13-8
POINTERS SISTERS 14-10
CHRISTINE MCVIE 17-14

PARALLEL THREE
KQ12-FM/Amarillo, TX
Garry O'Neal
TALK TALK
BILLY RANKIN
LAD BACK
SLADE
GOLDEN EARRING
STEVE PERRY
MR. MISTER
REAL LIFE
BILLY JOEL
Hottest:
KENNY LOGGINS 2-1
PHIL COLLINS 13-3
HALL & OATES 5-4
CULTURE CLUB 12-8
LIONEL RICIE 20-14

WISB/Ashville, NC
John Stevens
CAMO
NIK KERSHAW
STEVE PERRY
Hottest:
KENNY LOGGINS 1-1
LIONEL RICIE 4-3
PHIL COLLINS 6-6
POINTERS SISTERS 8-7
LAD BACK 12-9

WJAX/Bainbridge, GA
Eliot/Osborne
BILLY JOEL
STEVE PERRY
DOLLY PARTON
DENISE WILLIAMS (dp)
STYLE COUNCIL (dp)
TEMPTATIONS (dp)
Hottest:
KENNY LOGGINS 2-1
PHIL COLLINS 12-2
CULTURE CLUB 18-6
ROCKWELL 1-7
WQCC/Richie 25-9

K18R/Ft. Smith, AR
Rick Hayes
TALK TALK
JOHN LENNON
BILLY JOEL
NIK KERSHAW
JEFFREY OSBORNE
Hottest:
KENNY LOGGINS 3-1
VAN HALEN 1-3
THOMPSON TWINS 5-4
PHIL COLLINS 11-9
HALL & OATES 10-6

Q104/Gadsden, AL
Gather/Davis
SCORPIONS
BILLY RANKIN (dp)
DENISE WILLIAMS
STEVE PERRY
DOLLY PARTON (dp)
SLADE (dp)
Hottest:
KENNY LOGGINS 2-1
PHIL COLLINS 5-3
CULTURE CLUB 11-4
LIONEL RICIE 13-5
LAD BACK 16-7

WFOX/Gainesville, GA
Alan Du Preez
STEVE PERRY (dp)
VAN HALEN (dp)
SLADE (dp)
JOHN LENNON (dp)
BILLY JOEL
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 10-2
HALL & OATES 8-4
THOMPSON TWINS 9-5
POINTERS SISTERS 11-6

KILE/Beveston, TX
Ray Flores
STEVE PERRY
SHALAMAR
JOHN LENNON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 14-7
LIONEL RICIE 20-17
WEIRD AL YANKOVIC 24-21
DWIGHT TWILLEY 26-22

KTDY/Lafayette, LA
Greg Stevens
JOHN LENNON
REAL LIFE
SHALAMAR
SERGIO MENDES
Hottest:
KENNY LOGGINS 1-1
EURYTHMICS 3-2
POINTERS SISTERS 9-3
THOMPSON TWINS 10-7
PHIL COLLINS 18-8

Q101/Meridian, MS
Tom Kelley
CARS
SHANNON
JOHN LENNON
STEVE PERRY
Hottest:
HALL & OATES 1-1
EURYTHMICS 3-2
KENNY LOGGINS 7-3
PHIL COLLINS 11-4
CARS D-22

KNOE-FM/Morroe, LA
Rhymes/Bhas
STEVE PERRY
SHALAMAR
TALK TALK
LAD BACK
MISSING PERSONS
Hottest:
KENNY LOGGINS 1-1
HALL & OATES 4-1
PHIL COLLINS 11-4
POINTERS SISTERS 7-5
CULTURE CLUB 12-6

WPFM/Panama City, FL
Scott Owens
SLADE
JOSIE COTTON
STEVE PERRY
STYLE COUNCIL
JOHN LENNON
LAD BACK
SCORPIONS (dp)
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 4-2
PHIL COLLINS 8-3
THOMPSON TWINS 9-5
ADM ANT 17-13

WXLK/Roseoke, VA
Don O'Shea
DOLLY PARTON
SLADE
TALK TALK
SCORPIONS (dp)
Hottest:
LIONEL RICIE 4-1
CHRISTINE MCVIE 2-2
DAN FOGELBERG 3-3
ROCKWELL 6-4
PHIL COLLINS 14-8

WAEV/Savannah, GA
J.D. North
DENISE WILLIAMS
MATTHEW WILDER
NIGHT RANGER
LAD BACK (dp)
Hottest:
KENNY LOGGINS 3-1
THOMPSON TWINS 10-7
HALL & OATES 11-8
PHIL COLLINS 12-0
CULTURE CLUB 13-10

W1XV/Savannah, GA
J.P. Hunter
STEVE PERRY
REAL LIFE
SERGIO MENDES
DENISE WILLIAMS
SLADE
HUEY LEWIS & NEWS
Hottest:
RENO & NELSON 7-1
KENNY LOGGINS 3-7
PHIL COLLINS 20-10
LIONEL RICIE 24-16

Z102/Savannah, GA
Williams/Sommers
BERLIN
SLADE
DENISE WILLIAMS
SHALAMAR
Hottest:
KENNY LOGGINS 1-1
POINTERS SISTERS 8-4
LIONEL RICIE 13-7
THOMPSON TWINS 24-16
MICHAEL JACKSON D-30

WGLF/Tallahassee, FL
Bill Thomas
BONNIE TYLER
JAMES INGRAM
TALK TALK (dp)
LAD BACK (dp)
SLADE
Hottest:
POINTERS SISTERS 5-1
CULTURE CLUB 8-3
PHIL COLLINS 11-7
PAUL YOUNG 19-16
SHALAMAR 22-17

KQKV/Wichita Falls, TX
Chuck Beck
JOHN LENNON
STEVE PERRY
SHANNON
DAVID GILMOUR
FRANKIE GOES TO H
Hottest:
THOMPSON TWINS 1-1
LIONEL RICIE 13-7
PHIL COLLINS 11-5
POINTERS SISTERS 12-7
IRENE CARA 25-11

WHSW/Wilmington, NC
Foster/Patrick

PARALLELS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence. This parallel may also contain some major market stations that do not qualify for parallel one status.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence. This parallel may contain some secondary market stations that do not qualify for parallel two status.

240 Reports

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	44%		
Reach	53	Up 51		
E 33%	M 21%	S 56%	W 19%	
Debut	20	Same 4	Down 0	Adds 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds

44% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary
Up 31 — Number of stations moving it up on the charts

Debuts 20 — Number of stations debuting the song this week

Same 24 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 25 — Total number of stations adding it this week

B

BERLIN
"No More Words" (Geffen)
LP: Love Life

Regional	181/24	75%		
Reach	80	Down 0		
E 70%	M 64%	S 70%	W 88%	
Debut	61	Same 53	Down 0	Adds 24

P1

P2

P3

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P14

P15

P16

(Bon Jovi continued)

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	44%		
Reach	53	Up 51		
E 33%	M 21%	S 56%	W 19%	
Debut	20	Same 4	Down 0	Adds 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds

44% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary
Up 31 — Number of stations moving it up on the charts

Debuts 20 — Number of stations debuting the song this week

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Down 0 — Number of stations moving it down on their charts

Adds 25 — Total number of stations adding it this week

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"No More Words" (Geffen)
LP: Love Life

Regional	181/24	75%		
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Debut	61	Same 53	Down 0	Adds 24

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P16

(Tony Carey continued)

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song

Regional	100/25	44%		
Reach	53	Up 51		
E 33%	M 21%	S 56%	W 19%	
Debut	20	Same 4	Down 0	Adds 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 25 new adds

44% — Percentage of this weeks reporters playing it

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P13

P14

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P18

P19

P20

CULTURE CLUB

Miss Me Blind (Virgin/Epic)
LP: Colour By Numbers

Regional	235/2	98%		
Reach	984	Down 0		
E 98%	M 95%	S 98%	W 98%	
Debut	25	Same 2	Down 0	Adds 2

EXAMPLE

235/2 — 235 CHR reporting stations on it this week including 2 new adds

98% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary
Up 25 — Number of stations moving it up on the charts

Debuts 2 — Number of stations debuting the song this week

Same 2 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 2 — Total number of stations adding it this week

B

BERLIN
"No More Words" (Geffen)
LP: Love Life

Regional	181/24	75%		
Reach	80	Down 0		
E 70%	M 64%	S 70%	W 88%	
Debut	61	Same 53	Down 0	Adds 24

P1

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P18

P19

P20

P21

P22

(Eurythmics continued)

HERB ALPERT
"The Lonely Bull" (A&M)
LP: The Lonely Bull

Regional	112/17	47%		
Reach	57	Down 0		
E 57%	M 57%	S 57%	W 57%	
Debut	17	Same 0	Down 0	Adds 0

EXAMPLE

112/17 — 112 CHR reporting stations on it this week including 17 new adds

47% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary
Up 17 — Number of stations moving it up on the charts

Debuts 17 — Number of stations debuting the song this week

Same 0 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 0 — Total number of stations adding it this week

B

BERLIN
"No More Words" (Geffen)
LP: Love Life

Regional	181/24	75%		
Reach	80	Down 0		
E 70%	M 64%	S 70%	W 88%	
Debut	61	Same 53	Down 0	Adds 24

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P18

P19

P20

P21

P22

D. HALL & J. OATES

Adult Education (RCA)
LP: Rock 'N Soul Part 1

Regional	227/1	95%		
Reach	958	Down 0		
E 95%	M 94%	S 95%	W 94%	
Debut	1	Same 0	Down 0	Adds 1

EXAMPLE

227/1 — 227 CHR reporting stations on it this week including 1 new add

95% — Percentage of this weeks reporters playing it

Regional Reach — Percentage of reporters playing the song within each region

National Summary
Up 1 — Number of stations moving it up on the charts

Debuts 1 — Number of stations debuting the song this week

Same 0 — Number of stations reporting no movement this week (On to On, Add to On, 31-31, etc.)

Down 0 — Number of stations moving it down on their charts

Adds 1 — Total number of stations adding it this week

B

BERLIN
"No More Words" (Geffen)
LP: Love Life

Regional	181/24	75%		
Reach	80	Down 0		
E 70%	M 64%	S 70%	W 88%	
Debut	61	Same 53	Down 0	Adds 24

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P14

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P16

P17

P18

P19

P20

P21

P22

(Billy Joel continued)

Regional Summary for Billy Joel's 'Uptown Special' (181/87). Includes station call letters and signal strength indicators for various regions like South, Midwest, West, East, and North.

(John Lennon continued)

Regional Summary for John Lennon's 'Milk and Honey' (181/87). Includes station call letters and signal strength indicators for various regions.

JOHN COUGAR MELLENCAMP Authority Song (A&M)

Regional Summary for John Cougar Mellencamp's 'Authority Song' (181/87). Includes station call letters and signal strength indicators.

JEFFREY OSBORNE We're Going All The Way (A&M)

Regional Summary for Jeffrey Osborne's 'We're Going All The Way' (105/111). Includes station call letters and signal strength indicators.

(Steve Perry continued)

Regional Summary for Steve Perry's 'Stay With Me Tonight' (105/111). Includes station call letters and signal strength indicators.

KOOL & THE GANG Tonight (De-Lite/PolyGram)

Regional Summary for Koool & The Gang's 'Tonight' (183/10). Includes station call letters and signal strength indicators.

KENNY LOGGINS Footloose (Columbia)

Regional Summary for Kenny Loggins' 'Footloose' (237/0). Includes station call letters and signal strength indicators.

MR. MISTER Hunters Of The Night (RCA)

Regional Summary for Mr. Mister's 'Hunters Of The Night' (90/18). Includes station call letters and signal strength indicators.

ALAN PARSONS PROJECT Don't Answer Me (Arista)

Regional Summary for Alan Parsons Project's 'Don't Answer Me' (207/7). Includes station call letters and signal strength indicators.

POINTER SISTERS Automatic (Planet/RCA)

Regional Summary for Pointer Sisters' 'Automatic' (211/2). Includes station call letters and signal strength indicators.

QUEEN Radio Ga Ga (Capitol)

Regional Summary for Queen's 'Radio Ga Ga' (183/2). Includes station call letters and signal strength indicators.

LAID BACK White Horse (Sire/WB)

Regional Summary for Laid Back's 'White Horse' (79/30). Includes station call letters and signal strength indicators.

MADONNA Borderline (Sire/WB)

Regional Summary for Madonna's 'Borderline' (144/10). Includes station call letters and signal strength indicators.

NIGHT RANGER Sister Christian (MCA)

Regional Summary for Night Ranger's 'Sister Christian' (157/27). Includes station call letters and signal strength indicators.

STEVE PERRY Oh Sherrie (Columbia)

Regional Summary for Steve Perry's 'Oh Sherrie' (152/151). Includes station call letters and signal strength indicators.

PRETENDERS Show Me (Sire/WB)

Regional Summary for Pretenders' 'Show Me' (190/18). Includes station call letters and signal strength indicators.

BILLY RANKIN Baby Come Back (A&M)

Regional Summary for Billy Rankin's 'Baby Come Back' (82/12). Includes station call letters and signal strength indicators.

JOHN LENNON I'm Stepping Out (Polydor/PG)

Regional Summary for John Lennon's 'I'm Stepping Out' (78/38). Includes station call letters and signal strength indicators.

REAL LIFE Catch Me I'm Falling (Curb/MCA)

Regional Summary for Real Life's 'Catch Me I'm Falling' (139/37). Includes station call letters and signal strength indicators.

STEVE PERRY Oh Sherrie (Columbia)

Regional Summary for Steve Perry's 'Oh Sherrie' (152/151). Includes station call letters and signal strength indicators.

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Regional Summary for Steve Perry's 'Oh Sherrie' (152/151). Includes station call letters and signal strength indicators.

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Regional Summary for Real Life's 'Catch Me I'm Falling' (139/37). Includes station call letters and signal strength indicators.

LIONEL RICHIE
Hello (Motown)
LP: Can't Slow Down
Regional: 226/5 94% National Summary

SHALAMAR
Dancing In The... (Columbia)
LP: Soundtrack Footloose
Regional: 123/37 51% National Summary

ROMANTICS
One In A Million (Nemperor/CBS)
LP: In Heat
Regional: 181/21 67% National Summary

SPANDAU BALLET
Communication (Chrysalis)
LP: True
Regional: 52/18 22% National Summary

SCORPIONS
Rock You Like A... (Mercury/PG)
LP: Love At First Sting
Regional: 80/30 33% National Summary

RIK SPRINGFIELD
Love Somebody (RCA)
LP: Soundtrack Hard To Hold
Regional: 223/7 93% National Summary

TRACY ULLMAN
They Don't Know (MCA)
LP: You Broke My Heart In 17 Places
Regional: 204/5 85% National Summary

"WEIRD AL" YANKOVIC
Eat It (Roll 'N' Roll/CBS)
LP: In 3-D
Regional: 158/2 68% National Summary

PAUL YOUNG
Come Back And Stay (Columbia)
LP: No Parlez
Regional: 188/3 78% National Summary

DENICE WILLIAMS
Let's Hear It For The... (Columbia)
LP: Soundtrack Footloose
Regional: 74/48 31% National Summary

THOMPSON TWINS
Hold Me Now (Arista)
LP: Into The Gap
Regional: 240/8 100% National Summary

BONNIE TYLER
Holding Out For A Hero (Columbia)
LP: Soundtrack Footloose
Regional: 164/18 68% National Summary

MATTHEW WILDER
The Kid's... (Private/ICBS)
LP: I Don't Speak The Language
Regional: 163/7 68% National Summary

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LP: I Don't Speak The Language
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Regional: 74/48 31% National Summary

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PARALLELS

SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

A

BRYAN ADAMS
Heaven (A&M)
LP: Soundtrack A Night In Heaven

P1	WEST	WJXQ 20-20 2299 10-20 KZ93 3-3
EAST	P2	WEST
CKGM on	KPKR 6-6 KMOD a	KRQ 26-13
SOUTH	EAST	P3
KAFM 2-2 93PM 5-3 195 on	K104 8-8 WSPK 20-16 Q92 3-3 WRRZFM 2-1 WHTF 15-12	EAST
MIDWEST	SOUTH	WIXV 6-2
Q102 on WBYT on KBEQ 8-8 WKTI d-30 KDWBFM 3-3 WLOLPM 19-28	WJZR on	MIDWEST
	MIDWEST	KMQ d-37 KXSS d-33
	WEST	WEST

D

DEBARGE
Love Me In A... (Gordy/Motown)
LP: In A Special Way

P1	WEST	WCAUPM a B94 30-27 WHTX a-28 WASH 31-28
EAST	SOUTH	P3
WMAR on WTICFM 29-27 WKEE on KCI01 a WPSY a	KXX106 d-28 WJZR a WNOKFM a KSETFM 25-23 WANSFM on WOKI d-39 KITY 37-32 KTFM on KROK d-35 Z98 a	EAST
SOUTH	MIDWEST	WEST
WYU a 103CIR on WERZ a WKHI on	WISE on WFOJ on FILE on Q101 on WAEV on	SOUTH
MIDWEST	WEST	MIDWEST
WGCL a WBYT d-24 KBEO 11-11	WRQN on	KXSS 38-30 KDVV 36-29
WEST	WEST	WEST
FM102 on	13K d-39 KBBK on KMK on KIKI on KO93 36-33 KROP 33-25	FCAQ on KHTX a KSLY a
P2	EAST	

I

JAMES INGRAM
There's No Easy Way (WB)
LP: It's Your Night

P1	EAST	P3
EAST	KCI01 on	103CIR 30-19
SOUTH	SOUTH	SOUTH
WASH 29-26	KAMZ a WRQK d-37 KTFM a KROK a-37	WPPM on WGLF a Y94 a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	KBBK on KIKI 39-29 KO93 35-32	KCDQ 38-35

S

SHANNON
Give Me Tonight (Mirage/Atlantic)
LP: Let The Music Play

P1	EAST	P3
EAST	WTICFM 33-29 WKEE a FM106 37-24 WSPK a WRRZFM a WHTF a	WFBG on WGUZ a WERZ on 13FEA on WJBO a
SOUTH	SOUTH	SOUTH
WKSFM a WBLI a WFLJ 27-22 2100 17-17 WCAUPM a	WJZR a WNOKFM on KSETFM on WANSFM on KITY a	WJAD on Q101 a WCLP d-30 KRQV a
MIDWEST	MIDWEST	MIDWEST
93FM a-30 195 9-2 Y100 21-11 WNVZ 10-24	WEST	WEST
WEST	KMGX on KYNCFM 16-16	99KG on
P2	WEST	WEST
WFLY on WVSR on	KGOT a KCDQ a KCAQ d-30 KSLY a KQZ a KSKD a	WEST

B

STEPHEN BISHOP
Unfaithfully Yours (WB)

P1	P2	P3
EAST	EAST	EAST
WPHD on WCAUPM a CHUM on	WVSR a WLANFM a	103CIR on
SOUTH	SOUTH	SOUTH
WNVZ on	WVSR 39-35 WSPK on KITY a KROK on	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
	KXSS 34-28 KWTOPM on	

E

SHEENA EASTON
Devil In A Fast... (EMI America)
LP: Best Kept Secret

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM a CHUM on	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

K

NIK KERSHAW
Wouldn't It Be Good (MCA)

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM a CHUM on	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

MIDNIGHT STAR
No Parking (On...)' (Solar/Elektra)
LP: No Parking On The Dance Floor

P1	P2	P3
EAST	EAST	EAST
WKSFM d-38	WNOKFM 13-11 WZLD 23-23 WBBFM d-28 KRQV a-30 KITY 7-5	WOMPFM on
SOUTH	SOUTH	SOUTH
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
FM102 17-12	KMGX on KYNCFM 16-16	WCLIFM 18-17 KCAQ 21-22

MISSING PERSONS
Give (Capitol)
LP: Rhyme & Reason

P1	EAST	P3
EAST	WVSR 36-35 K104 a WYCR a WRCK on WHTF on	WGUZ on WIGY on OK100 a 13FEA on WSQV on
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM on	KHFI a KITE 34-30 KSETFM on WOKI on WPMI on KROK on	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

SANDY STEWART
Saddest Victory (Modern/Atco)
LP: Cat Dancer

P1	P2	P3
EAST	EAST	EAST
WPHD a	WVSR a K104 on WRCK a	OK100 on 95XIL on
SOUTH	SOUTH	SOUTH
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
	WVSR a K104 on WRCK a	WIXV on WBSL a

C

CAMEO
She's Strange (Atlanta Artists/PG)
LP: She's Strange

P1	P2	P3
EAST	EAST	EAST
WKSFM on WPLJ a-25	KTFM a	WGUZ a WERZ a
SOUTH	SOUTH	SOUTH
I95 on WNVZ 36-23	MIDWEST	WISE a
MIDWEST	WEST	MIDWEST
WEST	13K a KMGX a KYNCFM a-25 KBIM a	WEST
FM102 a	WEST	KCAQ d-29 KBIM a

F

FRANKIE GOES TO HOLLYWOOD
Relax (Island/Atco)

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM a CHUM on	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

L

S. LATTISAW & J. GILL
Perfect... (Cotillion/Atco)
LP: Perfect Combination

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM a CHUM on	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

MODERN ENGLISH
Hands Across The Sea (Sire/WB)
LP: Ricochet Days

P1	EAST	P3
EAST	WVSR on WRCK on	WGUZ on WIGY on OK100 a 13FEA on WSQV on
SOUTH	SOUTH	SOUTH
WPHD on	KHFI a KITE 34-30 KSETFM on WOKI on WPMI on KROK on	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

STYLE COUNCIL
My Ever Changing... (Geffen)
LP: My Ever Changing Moods

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD a	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

G

JOSIE COTTON
Jimmy Loves Maryann (Elektra)
LP: From The Hip

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD a	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

G

DAVID GILMOUR
Blue Light (Columbia)
LP: About Face

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM a	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

M

SERGIO MENDES
Olympia (A&M)
LP: Confetti

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM a CHUM on	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

DOLLY PARTON
Downtown (RCA)
LP: The Great Pretender

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD on WCAUPM a CHUM on	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

TEMPTATIONS
Sail Away (Gordy/Motown)
LP: Back To Basics

P1	EAST	P3
EAST	WVSR a WLANFM a	WFBG a
SOUTH	SOUTH	SOUTH
WPHD a 94Q a-28 897 a	KTFM a	WJBO a
MIDWEST	MIDWEST	MIDWEST
WEST	WEST	WEST
P2	WVSR a WLANFM a	KCDQ a

AIRTM

"IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544

NATIONAL AIRPLAY
March 30, 1984 THE BACK PAGE
Contemporary Hit Radio



Three Two Last
Weeks Weeks Weeks

- 3 2 1 **1** KENNY LOGGINS/Footloose (Columbia)
- 21 11 5 **2** PHIL COLLINS/Against All Odds (Take A Look At Me...) (Atlantic)
- 16 12 8 **3** CULTURE CLUB/Miss Me Blind (Virgin/Epic)
- 6 4 4 **4** EURYTHMICS/Here Comes The Rain Again (RCA)
- 12 8 6 **5** DARYL HALL & JOHN OATES/Adult Education (RCA)
- 2 3 3 **6** ROCKWELL/Somebody's Watching Me (Motown)
- 17 13 11 **7** THOMPSON TWINS/Hold Me Now (Arista)
- 27 19 14 **8** LIONEL RICHIE/Hello (Motown)
- 14 10 7 **9** POINTER SISTERS/Automatic (Planet/RCA)
- 1 1 2 **10** VAN HALEN/Jump (WB)
- 5 6 9 **11** HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
- 8 7 10 **12** CHRISTINE McVIE/Got A Hold On Me (WB)
- 4 5 12 **13** CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
- 11 9 13 **14** DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
- 30 21 **15** RICK SPRINGFIELD/Love Somebody (RCA)
- 29 24 20 **16** DWIGHT TWILLEY/Girls (EMI America)
- 37 27 **17** CARS/You Might Think (Elektra)
- 23 20 18 **18** PAUL YOUNG/Come Back And Stay (Columbia)
- 33 29 23 **19** TRACEY ULLMAN/They Don't Know (MCA)
- 39 25 19 **20** "WEIRD AL" YANKOVIC/Eat It (Rock & Roll/CBS)
- 20 18 16 **21** MANFRED MANN'S EARTH BAND/Runner (Arista)
- 30 26 22 **22** QUEEN/Radio Ga Ga (Capitol)
- 40 33 29 **23** YES/Leave It (Atco)
- 40 33 **24** ALAN PARSONS PROJECT/Don't Answer Me (Arista)
- 38 32 **25** KOOL & THE GANG/Tonight (De-Lite/PG)
- 15 14 15 **26** 38 SPECIAL/Back Where You Belong (A&M)
- 7 15 17 **27** NENA/99 Luftballons (99 Red Balloons) (Epic)
- - 38 **28** GO-GO'S/Head Over Heels (IRS/A&M)
- - 40 **29** JOHN COUGAR MELLENCAMP/Authority Song (Riva/PG)
- 39 34 **30** MATTHEW WILDER/The Kid's American (Private I/CBS)
- 38 31 30 **31** UB40/Red Red Wine (Virgin/A&M)
- - 37 **32** BONNIE TYLER/Holding Out For A Hero (Columbia)
- 19 21 28 **33** KC/Give It Up (Meca)
- 24 22 25 **34** HOWARD JONES/New Song (Elektra)
- - 39 **35** TONY CAREY/A Fine Fine Day (MCA)
- 9 16 24 **36** MICHAEL JACKSON/Thriller (Epic)
- 37** J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
- 38** ROMANTICS/One In A Million (Nemperor/CBS)
- 39** PRETENDERS/Show Me (Sire/WB)
- 40** BERLIN/No More Words (Geffen)

JUDGEMENT DAY

The day when the decision is made to stop pursuing a project could be referred to as *Judgement Day*. But, what if 50% or more of radio never heard the record? Has judgement day arrived without sound judgement? Have you based your decision on a little input when all you really had was very little impact? Are you sure that radio listened to your record, or just listened to your visibility? **AIR** is concerned.

Concerned that most projects go away almost as fast as they arrive, without the kind of feedback that only **AIR** can provide; 215 of radio's best minds listening to your product with 430 of radio's Best Ears. Within 10 days you receive a report detailing radio's perceived potential of that product. That perception has been accurate 94% of the time.

Don't let Judgement Day arrive without sound judgement. **AIR** delivers the EARS and in spite of what you may think, it *still* All Starts With Listening.

AIR . . . The only research of its kind available to the industry. Call Alan Smith at (301) 964-5544. We guarantee a fair hearing *before* Judgement Day.

WEEK
16

AIR Response Records

WEEK
16

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 6 PM, Wednesday, April 4, 1984.

#	TITLE	ARTIST	LABEL
2172	RELAX	FRANKIE GOES TO HOLLYWOOD	ISLAND
2173	SELF CONTROL	LAURA BRANIGAN	ATLANTIC
2174	CASTAWAY	MI-SEX	EPIC
2175	OH SHERRIE	STEVE PERRY	COLUMBIA
2176	SAIL AWAY	THE TEMPTATIONS	GORDY/MOTOWN

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Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

BON JOVI

Runaway (Mercury/PolyGram)

62% of our reporters on it. Moves: Up 58, Debuts 29, Same 53, Down 0, Adds 9 including WBLI, 93FM, KHTR, KZZP, KNBQ, WSPK, Z104. Complete airplay in Parallels.

BREAKERS

IRENE CARA

Breakdance (Network/Geffen)

75% of our reporters on it. Moves: Up 35, Debuts 52, Same 50, Down 0, Adds 42 including CFTR, 93FM, B97, WCZY, KOPA, KZZP, WTIC-FM. Complete airplay in Parallels.

BILLY JOEL

The Longest Time (Columbia)

73% of our reporters on it. Moves: Up 33, Debuts 57, Same 51, Down 0, Adds 35 including B104, WHTT, Z100, B94, WLOL-FM, KZZP, KS103. Complete airplay in Parallels.

NIGHT RANGER

Sister Christian (Camel/MCA)

65% of our reporters on it. Moves: Up 32, Debuts 32, Same 66, Down 0, Adds 27 including WHTX, KAFM, KDWB-FM, KS103, KITS, Q106, WMEE. Complete airplay in Parallels.

STEVE PERRY

Oh Sherrie (Columbia)

63% of our reporters on it. Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 151 including WXKS-FM, Q107, Q105, B96, KPKE, KMJK, KUBE. Complete airplay in Parallels.

MADONNA

Borderline (Sire/WB)

60% of our reporters on it. Moves: Up 58, Debuts 37, Same 39, Down 0, Adds 10 including WPLJ, KIMN, XTRA, KNBQ, KHFI, KEYN-FM, WTSN. Complete airplay in Parallels.

NEW & ACTIVE

- TALK TALK "It's My Life" (EMI America) 140/48**
Moves: Up 4, Debuts 21, Same 67, Down 0, Adds 48 including WBEN-FM, PRO-FM, KBEQ, Q103, KWSS, WNYS, 98PX, WBCY, KRGV, KROK, KIKI, K107, K093, WZON, KCMQ.
- REAL LIFE "Catch Me, I'm Falling" (Curb/MCA) 139/37**
Moves: Up 11, Debuts 30, Same 61, Down 0, Adds 37 including WHTT, WBLI, WGCL, KIMN, KZZP, KS103, XTRA, WYCR, WNOK-FM, WKAU, 92X, WVIC, KLUC, KTDY, KGHO.
- SHALAMAR "Dancing In The Sheets" (Columbia) 123/37**
Moves: Up 36, Debuts 23, Same 27, Down 0, Adds 37 including B104, WBLI, KAFM, B96, WCZY, WHYT, KBEQ, Q103, KOPA, KMJK, FM102, 98PX, WDCG, KMGX, Y94.
- GENESIS "Illegal Alien" (Atlantic) 122/19**
Moves: Up 33, Debuts 16, Same 54, Down 0, Adds 19 including B96, KIMN, WSPK, KHFI, WDCG, KROK, KKF, KLUC, WZON, WOMP-FM, WFOX, WHSL, 99KG, KKRC, KTRS.
- JULIO IGLESIAS & WILLIE NELSON "To All The Girls I've Loved Before" (Columbia) 112/17**
Moves: Up 58, Debuts 12, Same 25, Down 0, Adds 17 including B96, WLS, WLS-FM, WCZY, WHYT, WKFM, WJZR, KSET-FM, WZYP, KMGK, KMGX, WSPT, KDVV, KGHO, KHTX. See Parallels, debuts at number 37 on the CHR chart.
- JEFFREY OSBORNE "We're Going All The Way" (A&M) 105/11**
Moves: Up 37, Debuts 13, Same 44, Down 0, Adds 11, B94, PRO-FM, KBEQ, KZZB, WBCY, WNOK-FM, 94TYX, KBFM, KHYT, KISR, Q101, WXKS-FM 33-23, WTIC-FM 32-28, WRQK 27-19, WOKI 21-17.
- MR. MISTER "Hunters Of The Night" (RCA) 90/18**
Moves: Up 8, Debuts 12, Same 52, Down 0, Adds 18 including WXKS-FM, KIMN, WVSR, WKFM, KBFM, WRNO, K107, KDON-FM, KRQ, KTKT, WIKZ, KQIZ-FM, KCMQ, KSLY.
- BILLY RANKIN "Baby Come Back" (A&M) 82/18**
Moves: Up 19, Debuts 6, Same 45, Down 0, Adds 12, WSPK, WGF, WANS-FM, WVIC, Z104, K107, KKF, WIKZ, WERZ, KQIZ-FM, Q104, KRNA, K104 25-17, KBBK 12-9, 95XIL 31-26.
- SCORPIONS "Rock You Like A Hurricane" (Mercury/PolyGram) 80/30**
Moves: Up 16, Debuts 14, Same 20, Down 0, Adds 30 including CHUM, Q105, WKTI, KIIS-FM, KITS, WKFM, KZZB, KX104, KQMQ, KRSP, WZON, Q104, WBNQ, KCAQ.
- LAI D BACK "White Horse" (Sire/WB) 79/30**
Moves: Up 16, Debuts 15, Same 17, Down 1, Adds 30 including B104, B94, WASH, Z93, XTRA, WKEE, KXX106, WSSX, Z98, WHOT-FM, WQCM, KNOE-FM, WGLF, KCMQ, KGOT.
- JOHN LENNON "I'm Stepping Out" (Polydor/PolyGram) 78/39**
Moves: Up 3, Debuts 5, Same 31, Down 0, Adds 39 including WBEN-FM, WCAU-FM, KMJK, Q100, WSPK, KZZB, 94TYX, KIKI, WHOT-FM, 13K, KHYT, KTKT, WERZ, KTDY, KBIM.
- DENIECE WILLIAMS "Let's Hear It For The Boy" (Columbia) 74/49**
Moves: Up 10, Debuts 10, Same 5, Down 0, Adds 49 including B104, WBLI, WHTX, Q107, WASH, 94Q, Z93, 93FM, Y100, B97, B96, WHYT, KIIS-FM, KWOD, KUBE.

MOST ADDED

STEVE PERRY (151)
Oh Sherrie (Columbia)
DENIECE WILLIAMS (49)
Let's Hear It For The Boy (Columbia)
TALK TALK (48)
It's My Life (EMI America)
SLADE (45)
Run Runaway (CBS Associated)
IRENE CARA (42)
Breakdance (Network/Geffen)
JOHN LENNON (39)
I'm Stepping Out (Polydor/PolyGram)

HOTTEST

KENNY LOGGINS (214)
Footloose (Columbia)
PHIL COLLINS (202)
Against All Odds (Atlantic)
LIONEL RICHIE (125)
Hello (Motown)
CULTURE CLUB (95)
Miss Me Blind (Virgin/Epic)
THOMPSON TWINS (89)
Hold Me Now (Arista)
POINTER SISTERS (60)
Automatic (Planet/RCA)

- SLADE "Run Runaway" (CBS Associated) 66/45**
Moves: Up 0, Debuts 5, Same 16, Down 0, Adds 45 including WXKS-FM, WBEN-FM, PRO-FM, CHUM, Z93, Y100, KIIS-FM, Q100, K104, WZYP, WOKI, KELI, KLUC, WIXV, KTRS.
- ROGER DALTRY "Walking In My Sleep" (Atlantic) 53/2**
Moves: Up 13, Debuts 1, Same 37, Down 0, Adds 2, KITS, K093, WXKS-FM 35-30, Q103 on, FM106 34-33, KITE 27-25, KTRY 33-31, WJXQ 34-33, WGUY 38-35, 95XIL 29-25, WJBQ 16-14, KISR 32-26, WIXV 32-29, KFRX 28-27, KDZA 34-33.
- SPANDAU BALLET "Communication" (Chrysalis) 52/18**
Moves: Up 2, Debuts 2, Same 30, Down 0, Adds 18 including WCAU-FM, WYCR, WLAN-FM, WRCK, WKRZ-FM, WHTF, KSET-FM, KIKI, KMGK, KBBK, KDON-FM, WTSN, WBWB, WAZY-FM, KHTX.

SIGNIFICANT ACTION

- DeBARGE "Lov8 Me In A Special Way" (Gordy/Motown) 49/12**
Moves: Up 11, Debuts 5, Same 21, Down 0, Adds 12, WCAU-FM, WHTX, WGCL, KC101, WPST, WJZR, WNOK-FM, WGUY, WERZ, KHTX, KSLY, Y100 22-19, B97 23-20, WHYT d-24.
- SHANNON "Give Me Tonight" (Mirage/Atco) 46/21**
Moves: Up 5, Debuts 4, Same 15, Down 1, Adds 21 including WXKS-FM, WBLI, WCAU-FM, 93FM, WKEE, WSPK, WKRZ-FM, WHTF, WJZR, KITY, WKDD, KELI, WJBQ, KKQV, KIST.
- NIK KERSHAW "Wouldn't It Be Good" (MCA) 39/19**
Moves: Up 0, Debuts 0, Same 20, Down 0, Adds 19 including WCAU-FM, Q103, WVSR, WKFM, WQID, WFMI, KRGV, WKDD, KIKI, KMGX, KSKD, WKHI, WISE, KFRX, KCDQ.
- SERGIO MENDES "Olympia" (A&M) 33/31**
Moves: Up 0, Debuts 1, Same 1, Down 0, Adds 31 including WXKS-FM, WHTX, WASH, B97, KMJK, WFLY, WYCR, WPST, WSKZ, WQUT, WHHY-FM, KROK, WHOT-FM, KQMQ, KCPX-FM.
- MISSING PERSONS "Give" (Capitol) 33/7**
Moves: Up 2, Debuts 1, Same 23, Down 0, Adds 7, KIIS-FM, KITS, K104, WYCR, KHFI, OK100, KNOE-FM, WPHD on, WCAU-FM on, WGCL on, WVSR 36-35, KITE 34-30, KQMQ d-38.
- FRANKIE GOES TO HOLLYWOOD "Relax" (Island) 31/19**
Moves: Up 1, Debuts 4, Same 7, Down 0, Adds 19 including WPHD, CKGM, WCAU-FM, WNYS, WKRZ-FM, KITE, KSET-FM, WZYP, WRKR, WRQN, KQXR, KDON-FM, KRQ, WFBG, KKQV.
- DAVID GILMOUR "Blue Light" (Columbia) 27/13**
Moves: Up 0, Debuts 0, Same 14, Down 0, Adds 13, WCAU-FM, WGCL, K104, WRCK, WFMI, KQXR, KQMQ, WIGY, 103CIR, OK100, Q101, KKQV, KBIM, WPHD on, WJZR on.
- JOSIE COTTON "Jimmy Loves Maryann" (Elektra) 27/8**
Moves: Up 1, Debuts 2, Same 16, Down 0, Adds 8, WPHD, WLAN-FM, WHTF, KTFM, 103CIR, WOMP-FM, WPFM, KIST, WYCR d-40, WKFM on, WKRZ-FM 40-38, KBBK d-40.
- BRYAN ADAMS "Heaven" (A&M) 25/1**
Moves: Up 6, Debuts 3, Same 13, Down 2, Adds 1, KWOD, CKGM on, 93FM 5-3, I95 on, WKTI d-30, WSPK 20-16, WKRZ-FM 2-1, WHTF 15-12, KRQ 26-13, WIXV 6-2, KCMQ d-37, KXSS d-33.
- STYLE COUNCIL "My Ever Changing Moods" (Geffen) 21/20**
Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 20 including WPHD, FM102, WVSR, WKEE, WLAN-FM, WKFM, WRCK, WKRZ-FM, WBCY, WSFL, KROK, WRQN, KELI, WHOT-FM, KHTX.
- MODERN ENGLISH "Hands Across The Sea" (Sire/WB) 20/3**
Moves: Up 0, Debuts 2, Same 15, Down 0, Adds 3, WERZ, WKHI, KCAQ, WPHD on, WVSR on, WRCK on, KSET-FM d-30, Z104 d-40, 13Kon.
- DOLLY PARTON "Downtown" (RCA) 16/16**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16 including K104, WKEE, WLAN-FM, WBBQ, WFMI, KROK, WHOT-FM, KSKD, OK100, WOMP-FM, WJAD, Q104, WXLK, KFYR, KCDQ.
- TEMP TATIONS "Sail Away" (Gordy/Motown) 15/12**
Moves: Up 0, Debuts 0, Same 3, Down 0, Adds 12, 94Q, B97, KAMZ, WANS-FM, WOKI, KTFM, KROK, OK100, WJAD, WFOX, Q101, KTRS, K104 on, WIXV on.
- CAMEO "She's Strange" (Atlanta Artists/PolyGram) 15/11**
Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 11, WPLJ, FM102, KTFM, 13K, KMGX, KYNO-FM, KQMQ, WGUY, WERZ, WISE, KBIM, WXKS-FM on, I95 on, WNVZ 36-23, KCAQ d-29.
- JAMES INGRAM "There's No Easy Way" (Qwest/WB) 14/5**
Moves: Up 5, Debuts 1, Same 3, Down 0, Adds 5, KAMZ, KTFM, KROK, WGLF, WASH 29-26, KC101 on, WRQK d-37, KIKI 39-29, K093 35-32, 103CIR 30-19, KCDQ 38-35.
- SHEENA EASTON "Oevil In A Fast Car" (EMI America) 13/13**
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 13 including WVSR, WLAN-FM, KTFM, WKDD, WRQN, WHOT-FM, KSKD, KCPX-FM, KHYT, WFBG, 99KG, WSPT, KCDQ.
- MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 12/1**
Moves: Up 4, Debuts 2, Same 4, Down 1, Adds 1, KRGV, WXKS-FM d-38, FM102 17-12, WNOK-FM 13-11, WABB-FM d-28, KITY 7-5, KMGX on, WCIL-FM 18-17.
- STEPHEN BISHOP "Unfaithfully Yours (One Love)" (WB) 11/1**
Moves: Up 3, Debuts 0, Same 7, Down 0, Adds 1, KITY, WNVZ on, WRQK 39-35, WSFL on, KROK on, KIKI 24-18, KXSS 34-28.
- SANDY STEWART "The Saddest Victory" (Modern/Atco) 10/6**
Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 6, WPHD, WVSR, WRCK, WHOT-FM, KSKD, WHSL, K104 on, 95XIL on, WIXV on.
- STACY LATTISAW & JOHNNY GILL "Perfect Combination" (Cotillion/Atco) 10/1**
Moves: Up 5, Debuts 0, Same 4, Down 0, Adds 1, Z100, WPLJ 19-18, WASH 19-16, Y100 11-8, WNVZ on, WMAR 27-25, WPST 33-21, KMGX on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

® MCA RECORDS

DELIVERING THE MUSIC OF THE 80'S



NIGHT RANGER "SISTER CHRISTIAN"



AOR TRACKS: 11
AOR ALBUMS: 14

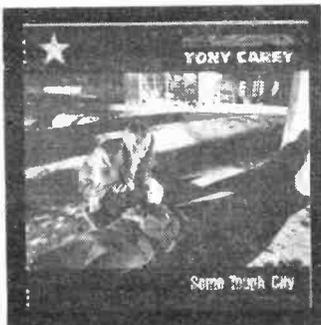
CHR BREAKERS

THIS WEEK!

AOR/HOT TRACKS

BREAKERS.

3/9/84



TONY CAREY "A FINE, FINE DAY"

CHR BREAKERS

3/16/84

CHR 35

AOR TRACKS: 6
AOR ALBUMS: 8

AOR/HOT TRACKS
BREAKERS.

3/9/84

AOR/ALBUMS
BREAKERS.

3/16/84



TRACEY ULLMAN "THEY DON'T KNOW"

STP records

CHR 19

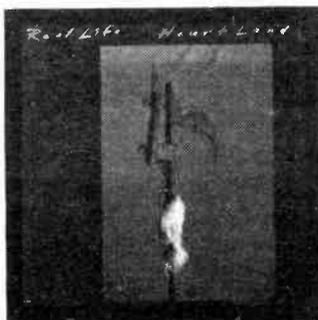
A/C 15

A/C BREAKERS

3/9/84

CHR BREAKERS

2/24/84



REAL LIFE "CATCH ME I'M FALLING"



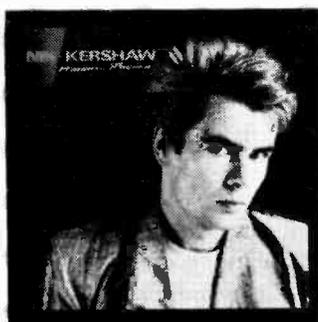
CURB RECORDS

#2

NEW & ACTIVE ✓

NEXT WEEK'S

BREAKERS.



NIK KERSHAW "WOULDN'T IT BE GOOD"

39/19 Soon To Be

BREAKERS.

All New Artists From
The New MCA



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Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
3	2	1	1	KENNY LOGGINS /Footloose (Columbia)
21	11	5	2	PHIL COLLINS /Against All Odds (Take A Look At Me...) (Atlantic)
16	12	8	3	CULTURE CLUB /Miss Me Blind (Virgin/Epic)
6	4	4	4	EURYTHMICS /Here Comes The Rain Again (RCA)
12	8	6	5	DARYL HALL & JOHN OATES /Adult Education (RCA)
2	3	3	6	ROCKWELL /Somebody's Watching Me (Motown)
17	13	11	7	THOMPSON TWINS /Hold Me Now (Arista)
27	19	14	8	LIONEL RICHIE /Hello (Motown)
14	10	7	9	POINTER SISTERS /Automatic (Planet/RCA)
1	1	2	10	VAN HALEN /Jump (WB)
5	6	9	11	HUEY LEWIS & THE NEWS /I Want A New Drug (Chrysalis)
8	7	10	12	CHRISTINE McVIE /Got A Hold On Me (WB)
4	5	12	13	CYNDI LAUPER /Girls Just Want To Have Fun (Portrait/CBS)
11	9	13	14	DAN FOGELBERG /The Language Of Love (Full Moon/Epic)
-	30	21	15	RICK SPRINGFIELD /Love Somebody (RCA)
29	24	20	16	DWIGHT TWILLEY /Girls (EMI America)
-	37	27	17	CARS /You Might Think (Elektra)
23	20	18	18	PAUL YOUNG /Come Back And Stay (Columbia)
33	29	23	19	TRACEY ULLMAN /They Don't Know (MCA)
39	25	19	20	"WEIRD AL" YANKOVIC /Eat It (Rock & Roll/CBS)
20	18	16	21	MANFRED MANN'S EARTH BAND /Runner (Arista)
30	26	22	22	QUEEN /Radio Ga Ga (Capitol)
40	33	29	23	YES /Leave It (Atco)
-	40	33	24	ALAN PARSONS PROJECT /Don't Answer Me (Arista)
-	38	32	25	KOOL & THE GANG /Tonight (De-Lite/PG)
15	14	15	26	38 SPECIAL /Back Where You Belong (A&M)
7	15	17	27	NENA /99 Luftballons (99 Red Balloons) (Epic)
-	-	38	28	GO-GO'S /Head Over Heels (IRS/A&M)
-	-	40	29	JOHN COUGAR MELLENCAMP /Authority Song (Riva/PG)
-	39	34	30	MATTHEW WILDER /The Kid's American (Private I/CBS)
38	31	30	31	UB40 /Red Red Wine (Virgin/A&M)
-	-	37	32	BONNIE TYLER /Holding Out For A Hero (Columbia)
19	21	28	33	KC /Give It Up (Meca)
24	22	25	34	HOWARD JONES /New Song (Elektra)
-	-	39	35	TONY CAREY /A Fine Fine Day (MCA)
9	16	24	36	MICHAEL JACKSON /Thriller (Epic)
DEBUT			37	J. IGLESIAS & W. NELSON /To All The Girls I've Loved... (Col.)
DEBUT			38	ROMANTICS /One In A Million (Nemperor/CBS)
DEBUT			39	PRETENDERS /Show Me (Sire/WB)
DEBUT			40	BERLIN /No More Words (Geffen)

N&A Begins on Page 78

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
3	2	1	1	LIONEL RICHIE /Hello (Motown)
10	3	3	2	PHIL COLLINS /Against All Odds (Take A Look...) (Atlantic)
1	1	2	3	CHRISTINE McVIE /Got A Hold On Me (WB)
12	7	4	4	STEPHEN BISHOP /Unfaithfully Yours (One Love) (WB)
9	6	5	5	EURYTHMICS /Here Comes The Rain Again (RCA)
25	15	7	6	J. IGLESIAS & W. NELSON /To All The Girls I've Loved... (Col.)
18	12	9	7	THOMPSON TWINS /Hold Me Now (Arista)
28	19	11	8	ALAN PARSONS PROJECT /Don't Answer Me (Arista)
30	23	16	9	JEFFREY OSBORNE /We're Going All The Way (A&M)
29	20	12	10	CULTURE CLUB /Miss Me Blind (Virgin/Epic)
4	5	6	11	P. BRYSON/R. FLACK /You're Looking Like Love To Me (Capitol)
-	-	21	12	BILLY JOEL /The Longest Time (Columbia)
13	10	10	13	ANNE MURRAY /That's Not The Way (It's S'posed...) (Capitol)
-	29	22	14	MICHAEL GORE /Theme From "Terms Of Endearment" (Capitol)
-	28	23	15	TRACEY ULLMAN /They Don't Know (MCA)
2	4	8	16	KENNY ROGERS /This Woman (RCA)
15	14	13	17	JIMMY BUFFETT /Brown Eyed Girl (MCA)
23	18	18	18	L. RONSTADT & N. RIDDLE .../I've Got A Crush... (Asylum)
-	-	26	19	JAMES INGRAM /There's No Easy Way (Qwest/WB)
5	8	14	20	PAUL McCARTNEY /So Bad (Columbia)
6	13	20	21	SHEENA EASTON /Almost Over You (EMI America)
11	11	15	22	DAN FOGELBERG /The Language Of Love (Full Moon/Epic)
-	-	27	23	MANHATTAN TRANSFER /Mystery (Atlantic)
-	-	30	24	CRYSTAL GAYLE /I Don't Want To Lose Your Love (WB)
-	-	25	25	BARRY MANILOW /You're Looking Hot Tonight (Arista)
7	9	19	26	POLICE /Wrapped Around Your Finger (A&M)
22	17	17	27	CLIFF RICHARD /Donna (EMI America)
8	16	24	28	GENESIS /That's All (Atlantic)
BREAKER			29	J. MATHIS with D. WILLIAMS /Love Won't Let Me... (Columbia)
DEBUT			30	DEBARGE /Love Me In A Special Way (Gordy/Motown)

N&A Begins on Page 54

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
4	1	1	1	CARS /You Might Think (Elektra)
6	2	2	2	PHIL COLLINS /Against All Odds (Atlantic)
7	6	3	3	SCORPIONS /...Like A Hurricane (Mercury/PG)
12	9	7	4	YES /Leave It (Atco)
10	8	8	5	VAN HALEN /I'll Wait (WB)
21	11	10	6	TONY CAREY /A Fine Fine Day (MCA)
5	7	5	7	DWIGHT TWILLEY /Girls (EMI America)
43	23	11	8	PRETENDERS /Show Me (Sire/WB)
2	3	4	9	KENNY LOGGINS /Footloose (Columbia)
24	14	12	10	THOMPSON TWINS /Hold Me Now (Arista)
42	27	18	11	NIGHT RANGER /Sister Christian (Camel/MCA)
1	5	9	12	MANFRED MANN'S EARTH .../Runner (Arista)
30	24	14	13	RICK SPRINGFIELD /Love Somebody (RCA)
44	26	20	14	HUEY LEWIS & THE NEWS /The Heart... (Chrysalis)
11	10	13	15	VAN HALEN /Panama (WB)
BREAKER			16	STEVE PERRY /Oh Sherrie (Columbia)
23	18	17	17	ALAN PARSONS PROJECT /Prime Time (Arista)
16	12	16	18	BON JOVI /Runaway (Mercury/PG)
BREAKER			19	CARS /Magic (Elektra)
3	4	6	20	DAN FOGELBERG /The Language Of... (Full Moon/Epic)
19	13	15	21	DAVID GILMOUR /All Lovers Are... (Columbia)
29	29	23	22	WANG CHUNG /Dance Hall Days (Geffen)
45	34	24	23	JOHN COUGAR .../Authority Song (Riva/PG)
BREAKER			24	ALAN PARSONS PROJECT /Don't Answer Me (Arista)
BREAKER			25	STEVIE NICKS /Violet And Blue (Atlantic)
38	35	26	26	BILLY RANKIN /Baby Come Back (A&M)
-	48	35	27	HAGAR, SCHON, AARONSON, SHRIEVE /Top... (Geffen)
BREAKER			28	SLADE /Run Runaway (CBS Associated)
17	16	19	29	ROGER DALTREY /Walking In My Sleep (Atlantic)
-	55	41	30	DAVID GILMOUR /Murder (Columbia)

Complete Tracks Chart on Page 83

Black/Urban

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
3	3	1	1	CAMEO /She's Strange (Atlanta Artists/PG)
8	6	4	2	D. EDWARDS f/S. GARRET /Don't Look Any... (Motown)
2	2	2	3	B. WOMACK & P. LABELLE /Love Has... (Beverly Glen)
1	1	3	4	ROCKWELL /Somebody's Watching Me (Motown)
15	13	9	5	DeBARGE /Love Me In A Special Way (Gordy/Motown)
16	12	8	6	LAI D BACK /White Horse (Sire/WB)
10	8	5	7	KOOL & THE GANG /Tonight (De-Lite/PG)
9	9	6	8	S. LATTISAW & J. GILL /Perfect... (Cotillion/Atco)
27	16	13	9	LIONEL RICHIE /Hello (Motown)
18	15	12	10	STARPOINT /It's All Yours (Elektra)
11	10	7	11	ATLANTIC STARR /More, More, More (A&M)
25	18	16	12	LUTHER VANDROSS /Superstar/Until You... (Epic)
6	11	11	13	POINTER SISTERS /Automatic (Planet/RCA)
34	26	20	14	EVELYN "CHAMPAGNE" KING /Shake Down (RCA)
31	20	17	15	ART OF NOISE /Beat Box (Island)
38	22	19	16	JEFFREY OSBORNE /We're Going All The Way (A&M)
24	19	18	17	S.O.S. BAND /For Your Love (Tabu/CBS)
33	23	23	18	KENNY G /Hi, How Ya Doin'? (Arista)
5	5	10	19	TINA TURNER /Let's Stay Together (Capitol)
-	-	31	20	YARBROUGH & PEOPLES /Don't Waste... (Total Exp.)
28	27	21	21	CON FUNK SHUN /Don't Let Your... (Mercury/PG)
26	24	22	22	J. MATHIS w/D. WILLIAMS /Love Won't Let... (Columbia)
-	35	27	23	CULTURE CLUB /Miss Me Blind (Virgin/Epic)
37	29	26	24	SHALAMAR /Dancing In The Sheets (Columbia)
-	33	25	25	EMOTIONS /You're The One (Red Label)
-	-	37	26	ONE WAY /Lady You Are (MCA)
4	4	15	27	MELBA MOORE /Livin' For Your Love (Capitol)
-	36	30	28	CHI-LITES /Stop What You're Doing (Private I/CBS)
7	7	14	29	PATTI AUSTIN /It's Gonna Be Special (Qwest/WB)
-	-	38	30	DEELE /Just My Luck (Solar/Elektra)
BREAKER			31	BAR-KAYS /Freak Show On... (Mercury/PG)
-	-	34	32	TEMPTATIONS /Sail Away (Gordy/Motown)
-	39	39	33	BRYAN LOREN /Lollipop Luv (Philly World)
-	40	35	34	HALL & OATES /Adult Education (RCA)
-	-	40	35	SHANNON /Give Me Tonight (Mirage/Atco)
-	37	36	36	GEORGE CLINTON /Last Dance (Capitol)
BREAKER			37	JAMES INGRAM /There's No Easy Way (Qwest/WB)
DEBUT			38	SYSTEM /I Wanna Make You Feel Good (Mirage/Atco)
DEBUT			39	"D" TRAIN /You're The Reason (Prelude)
BREAKER			40	SPINNERS /Right Or Wrong (Atlantic)

N&A Begins on Page 56