

I N S I D E:

A TRIBUTE TO MARVIN GAYE

Marvin Gaye dominated three decades of pop music before his untimely shooting death April 1. The sad circumstances are recounted and Ken Barnes and Gail Mitchell share some memories.



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FCC EASES SCA WORRIES

FMs using their SCAs can now boost their main channel loudness up to 110%, and the FCC hopes stations will no longer fear they'll lose their competitive volume when they make use of their SCAs.

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PEOPLE IN THE NEWS THIS WEEK

- Nick Hunter, Vic Faraci Sr. VPs at WB/Nashville
- Tim Davidson KING's VP/GM
- Ed Sander to become WSUN VP/GM
- David Hosley PD at WINZ
- Jon Kirksey upped at EIP/A
- Tim Williams WPLP GM
- Craig Fleshman GM at WJRB & WJKZ
- J.D. Black OM, Melvin Jones PD at KRNB
- Neal Mirsky PD for WCKO
- Terry Schmidt VP/GM at KBUG & KCPX

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A/C'S OFF TO THE RACES

Jeff Green handicaps the hottest ratings races for major market A/C's, with figures and capsule analysis.

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L.A. BLACK RADIO — WHO WILL WIN?

No Black or Urban station in Los Angeles can seem to rise above the three-share mark. In the first of a two-part series, Walt Love attempts to unravel the mystery in the No. 2 market. This week: KJLH and KACE.

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RECURRENT EVENTS IN CHR

Joel Denver and several astute programmers examine the proper use and rotation of recurrences in the modern-day CHR format.

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HIDDEN METHODS OF ATTRACTING ADULTS TO AOR

Steve Feinstein takes a look at low-profile WIOQ/Philadelphia, which has quietly evolved a reliable system for gaining and keeping adult listeners.

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SEVEN UPPED TO PRESIDENT/GM

Cap Cities Advances Radio VP/GMs

In restructuring within Capital Cities Broadcasting, all seven radio VP/GMs have been elevated to President/GM.

Capital Cities President/Broadcasting Division Joe Dougherty commented, "This change in title is in recognition of their meaningful and significant service to their respective stations and the communities which they serve, as well as Capital Cities."

The promoted executives are Ron Paneratz, WJR & WHYT/Detroit; Warren Potash, WBAP & KSCS/Dallas-Ft. Worth; Aaron Daniels, WPRO-AM & FM/Providence; Vern Ore, KZLA-AM & FM/Los Angeles;

Frank Woodbeck, WKBW/Buffalo; Norm Schrutt, WKHX/Atlanta; and Fred Weinhaus, WPAT-AM & FM/New York.

Sampson Raised To WXYV PD

Roy Sampson has been promoted to PD of WXYV (V103)/Baltimore. He succeeds Tim Watts, who resigned last week to pursue outside interests. In addition to his new duties, Sampson will also double as afternoon drive host.

"I am fortunate and pleased we were able to promote someone from our staff into that position," WCAO & V103 VP/GM Bob Abernethy told R&R. "Roy has a strong background, and he's shown a lot of leadership qualities over the time I've known him. I think he's going to be a very strong programmer." When asked about any future station changes, Abernethy added, "We've been successful for quite a few years in this market and feel we've got a pretty successful formula going. We may look at some areas of adjustment, but certainly nothing that would be an earthshaking move."

Sampson is a two-year station staffer, most recently serving as an announcer. Prior to joining V103, he was Music Director for the Sheridan broadcast group.

R&R's Editorial Team Realigned

R&R President & Publisher Dwight Case has announced four promotions within the newspaper's editorial staff. Ken Barnes has become a Vice President of the company and will continue to oversee the publication as VP & Editor. Additionally, Adult/Contemporary Editor Jeff Green has been upped to Managing Editor; News Editor and Easy Listening Editor Gail Mitchell has become Executive Editor; and Associate Editor Ron Rodrigues is now Adult/Contemporary Editor.

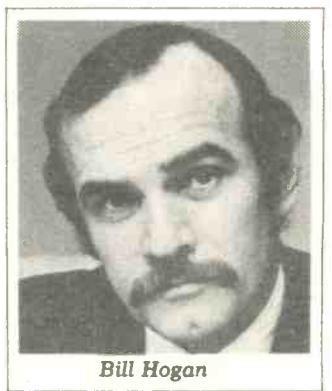
In announcing the promotions, Case said, "When excellent growth is enjoyed, it becomes critical to find the right people to help that growth sustain. All of us at R&R are really happy that the 'right people' were inside our company! We're all 'just plain proud' of

RKO Nets Name Hogan President

RKO Radio Division Executive VP Bill Hogan has been named to succeed Tom Burchill as President of the RKO Radio Networks. A 15-year industry veteran, Hogan first joined RKO in 1979 as VP/GM of RKO Radio Sales, later becoming President of the rep firm. He joined the corporate staff as Exec. VP last year.

Commenting on his new assignment, which he begins immediately, Hogan said, "I'm absolutely delighted with this new opportunity that RKO has given me. I'm proud of the corporate support that the nets have received since their inception in 1979, and the commitment that is there for the future. The networks are in a strong competitive position in the network radio arena, and I welcome the personal challenge to lead the division into new areas of growth and expansion."

RKO Radio Division President Bob Williamson, who announced Hogan's appointment, said, "We are very pleased that



Bill Hogan

we were able to fill this important position with someone from within our own organization. Bill's extensive radio knowledge, marketing experience, and administrative skills make him the perfect choice to maintain and enhance the extraordinary growth rate of the network division."

Burchill, President of the networks since their birth, resigned three weeks ago to become CEO of the Hearst-ABC-Viacom Entertainment System, a cable TV venture.



Pictured (l-r): R&R's Managing Editor Jeff Green, VP & Editor Ken Barnes, Executive Editor Gail Mitchell, and A/C Editor Ron Rodrigues

Ken, Jeff, Gail, and Ron."

Barnes, an original R&R staffer in 1973, became News Editor in 1977. He was then promoted to Executive Editor in 1980, and became the publication's Editor in 1983. Green joined R&R in 1981 as A/C Editor from his post as Director of Marketing & Promotion for Pacific Arts Video Records. Mitchell became an Associate Editor at R&R in

1979, and served as the publication's News/Talk Editor from 1980-82. She became News Editor at R&R/See Page 38

WAGO Bows CHR Format

Ending market speculation over its format choice, Cox Broadcasting's WAGO(G106)/Chicago (formerly WXFM) debuted its personality-oriented CHR format Monday (4-2) after signing the station's former Jazz format off the air Friday (3-30).

WAGO VP/GM Marc Morgan told R&R, "I'm really pleased with how we sound. (PD) Jan Jeffries really deserves to be in the spotlight for getting us up and running in such a short period of time. This is his baby."

Jeffries, noting he was now programming the Windy City's fifth CHR outlet, said, "This is probably the most competitive CHR market in the country; however, I think we'll carve out our own niche with results beginning to show in the summer book, owing to our late start before the spring Arbitron."

Describing WAGO's sound, Jeffries told R&R, "We're a mass appeal CHR, not unlike

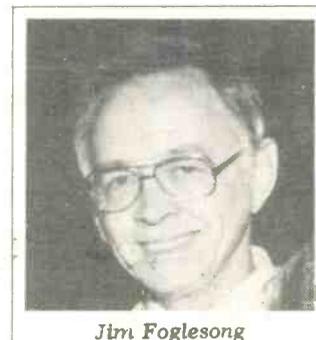
WAGO/See Page 38

Foglesong Heads Capitol/EMI Country

Jim Foglesong, who recently exited as President of MCA's Nashville division, has been appointed President/Country & Western Division for Capitol/EMI America Records.

Based in Nashville, Foglesong will assume full national responsibility for all country activities for the labels, reporting to Capitol President Jim Mazza. As part of the appointment, Foglesong will be elected to the board of directors for both Capitol Records and Screen-Gems-EMI Music.

EMI Music Worldwide Chairman/CEO Bhaskar Menon commented, "I look forward with excitement to the many contributions which he will make to enhancing our companies' rich heritage and com-



Jim Foglesong

mitment to country music."

A 33-year industry veteran, Foglesong served as Country Division President for ABC and President of Dot Records. His background also includes seven years as a producer for RCA, as well as 13 years in various capacities at Columbia.

R&R Expands Jazz

R&R is expanding its Jazz radio reporter list, with more extensive coverage of up-and-coming records and station adds-and-hots lists. More music information you can use, starting next week.



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WB/Nashville Ups Hunter, Faraci

In promotions within Warner Brothers' Nashville division, VPs Nick Hunter and Vic Faraci have been elevated to Senior VP positions. Hunter becomes Sr. VP/Promotion & Sales, while Faraci assumes the post of Sr. VP/Marketing.

Warner Bros. Chairman Mo Ostin commented, "I am happy to announce the promotion of these two seasoned professionals. Both Nick and Vic have proven track records unmatched by many industry peers."



Nick Hunter



Vic Faraci

After joining the Elektra staff in 1981, Hunter became VP of the Nashville division following the Elektra/WB merger in 1983. He previously worked as head of promotion for the country music departments at MCA,

Marvin Gaye Fatally Shot

Marvin Gaye, a premier vocalist, composer, and performer for over 25 years, died Sunday (4-1) of two gunshots to the chest. His father, Marvin Gaye Sr., was booked on suspicion of murder; the two had reportedly been arguing at the elder Gaye's L.A. home just before the shooting. Gaye was 44, and would have been 45 on April 2.

Gaye was Motown's top male solo artist throughout the sixties, scoring a consistent string of hits topped by 1968's "I Heard It Through The Grapevine." His "What's Going On" in 1971 was a landmark social commentary album. Leaving Motown in 1982, he returned on Columbia with a massive hit, "Sexual Healing," exploring in typically frank fashion one of



Marvin Gaye
GAYE/See Page 32

Williams New WPLP GM

Guy Gannett Broadcasting took possession of News/Talk WPLP/Tampa (Pinellas Park) on Monday (4-2), immediately installing Timothy Williams as General Manager. Williams moves up from the group's WINZ/Miami, where he was General Sales Manager.

"I'm delighted," Williams told R&R. "It's nice that the company has made such a commitment to the state of Florida. We also own WINZ in Miami and WRKT in Orlando. The company recognizes Florida as a tremendous growth area, and Tampa as one of the leading markets in the state."

Williams says WPLP's N/T format will

WILLIAMS/See Page 32

Fleshman To WJRB & WJKZ

Craig Fleshman has been selected as GM at WJRB & WJKZ/Nashville. He replaces former GM Mike Smiley, who remains with the station in a parttime sales capacity.

Fleshman joins WJRB & WJKZ from the Local Sales Manager's post at KLUV/Dallas. He previously worked in Dallas at the William Meeks ad agency after a term as Account Executive for KLIF.

Fleshman told R&R, "GM slots in the top 50 markets don't come open very often and when they do, it's great when they're in situations with a tremendous amount of potential. I feel fortunate to be part of a fine chain like Mack Sanders Broadcasting. My background has included everything from jocking to copywriting, all of which will come in handy with my duties here. The station sounds very good, the people here are great, and we are going to work very hard at realizing the full potential of this radio station."

KING Appoints Davidson VP/GM

After five years as GM at KING-FM/Seattle, Tim Davidson has been appointed VP/GM for AM News sister station KING. He succeeds former GM Edith Hilliard, who departed to pursue personal business ventures.

King Broadcasting VP/Radio Jim Kime said, "Davidson's appointment is a reflection of his service and contribution while managing KING-FM. Eighteen months ago, KING changed to a News and Information format, and we are sure Tim's management experience and enthusiasm for a challenge will aid him with this new opportunity."

Davidson joined KING-FM as an Account Executive in 1978, and became GM the following year. "KING has made a lot of improvements, particularly in the last six to nine months, and all the research indicates there is enough demand for the product. I plan no immediate changes, as the company is 100% behind the format. Jim Kime has seen me through both good and bad times at KING-FM, and I feel I have a

lot of support upstairs. This position is a big challenge and increase in responsibility for me; I don't think I'm going to be bored!"

No replacement for Davidson at KING-FM has been named yet.

Sander Slated As WSUN's New VP/GM

Ed Sander, who is serving as VP/GM at WDAE/Tampa until the FCC approves its sale to Gannett (see separate story), will transfer to Taft's crosstown property WSUN as VP/GM when its acquisition from Plough is completed later this spring. Upon the ownership change, present WSUN VP/GM Don Hibbitts will depart.

Sander, a 17-year company veteran, joined WDAE in January as Station Manager after several years as Local Sales Manager and GSM at Taft's WTVN/Columbus. He told R&R, "I'm excited to be in Tampa because it's really growing. This is a challenging market from a standpoint of how it's geographically laid out. Our new signal covers most of the state, and that's a real opportunity for Taft and WSUN. To be part of it is going to be a lot of fun."

Sander added that no format change is planned.

Kirksey Moves Up At E/P/A

Jon Kirksey has been promoted from Epic/Portrait/Associated Labels Associate Director of Album Promotion/West Coast to Director of Album Promotion. He will remain on the West Coast and will report to National AOR Promotion Director Bill Bennett.

Bennett commented to R&R, "Besides being a great promotion man and a pillar of strength for our local guys, Jon whips up a legendary barbecued shrimp. I consider myself fortunate to have him on the staff, and to have him as a friend."

Kirksey is a 23-year record veteran who previously worked at Reprise, Capitol, MGM, and A&M. He told R&R, "I'm real excited because it's going to expand my duties and enable me to be involved in new areas. I'm in my 11th year with Epic, and this is my third promotion in the last year and a half. It feels great to be a part of management now."



Jon Kirksey

STAFF

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 Vice President & Editor: KEN BARNES
 Senior Editor: JOHN LEADER
 Art Director: RICHARD ZUMWALT
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Playboy, and Atlantic Records.

A 25-year company veteran, Faraci started the WEA offices in Chicago before moving to Los Angeles as Executive VP/Marketing. Like Hunter, he joined Warner Bros. following the '83 merger.

WINZ Names Hosley As PD

WINZ/Miami has tapped University of Florida professor David Hosley to fill the Program Director vacancy created by the recent departure of Dave Ryder.

Besides being an associate professor of broadcasting for the past two and a half years, Hosley has been Director/News & Public Affairs for the school's two commercial radio stations, WRUF-AM & FM/Gainesville. He previously spent nearly ten years in the news department at KCBS/San Francisco, and also worked at WCBS/New York.

HOSLEY/See Page 32

TRANSACTIONS

Gannett Buys WDAE, Primetime From Taft

Gannett Broadcasting has agreed in principle to purchase WDAE/Tampa from Taft Broadcasting for an undisclosed amount. The transaction is subject to the negotiation of a definitive agreement and FCC approval. Before takeover can occur, the FCC must also approve of Taft's acquisition of AM neighbor WSUN from Plough.

The WDAE transaction includes Taft's "Primetime" nostalgia format syndication unit now in use at 28 stations, including flagship WDAE.

WJQI/Tampa President/GM and Gannett Radio Division VP/Programming Jay Cook is expected to assume the WDAE GM duties when the transaction is completed.

Operating with 5kw at 1250 kHz, WDAE will become the 14th radio property for Gannett, which already owns WJQI, KPRZ & KIIS/Los Angeles, KSDD-AM & FM/San Diego, WLQV & WCZY/Detroit, WGCI-AM & FM/Chicago, WWWE & WDOK/Cleveland, and KUSA & KSD/St. Louis.

Taft also owns WYNF/Tampa, WKRC & WKRQ/Cincinnati, WTVN & WLVI/Columbus, WDAF & KYYS/Kansas City, WDVE/Pittsburgh, and KEX & KKRZ/Portland. Taft is in the process of selling WGR & WGRQ/Bufalo (see below).

Taft To Sell WGR & WGRQ For \$5.5 Million

R&R has learned that Taft Broadcasting has reached an agreement in principle to sell WGR & WGRQ/Bufalo to CRB Broadcasting for \$5.5 million cash, pending negotiation of a definitive agreement and FCC approval. Following that, takeover is expected to occur around July 1.

A/C WGR operates with 5kw at 550 kHz, while AOR WGRQ carries 12.6kw on 96.9 MHz at 890 feet.

CRB, which is headed by principal Ed Rogoff, also owns WAEB & WXKW/Allentown. Taft retains ownership of ten major and medium market properties, and is in the process of buying WSUN/Tampa from Plough (see separate story).

The transaction was brokered by R.C. Crisler. TRANSACTIONS/See Page 32

Washington Report

NAB-NRBA Report Smooth Joint Convention Planning

Executives and convention committee members from NRBA and NAB met in Chicago Monday to start working out the nuts and bolts of how the two associations will stage the Radio Convention in Los Angeles in September. Both sides reported a very cordial and productive atmosphere, with one participant commenting, "You'd never know we were dealing with people from two separate associations."

After an overall session, the broadcasters broke into groups to begin planning sessions in specific areas such as management, sales, and programming. There are signs of compromise on both sides. NRBA has agreed to NAB's tradition of bringing in major entertainment, although the question of a concert vs. a banquet is still under debate. And NAB has agreed to the idea, first advanced by NRBA, of inviting participation in the convention by the record industry.

New Manager Deserts KTTL

Despite a signed contract under which he was to take over management of KTTL/Dodge City, KS, John Carlson failed to take over the troubled station as scheduled this week. A former employee of KIUL/Garden City, KS, Carlson had approached KTTL owners Charles and Nellie Babbs, who agreed to let him take a shot at operating the station. But apparently due to advertiser wariness and lack of capital, Carlson backed out of the deal.

Meanwhile, the FCC is expected to issue a hearing designation order shortly, throwing KTTL into a comparative renewal battle with a local group that was outraged by the station's attacks on blacks and Jews. Observers are eagerly awaiting the order, anxious to see how the FCC, which wants to abandon all content controls, will handle the issue of KTTL's inflammatory broadcasts.

FCC Tosses Out 807 FM Translator Applications

Failure to properly obtain permission to rebroadcast the signals of proposed originating stations has resulted in the return of 807 FM translator applications to E. Kaye Johnson as "unacceptable for filing."

The FCC found that, rather than getting each station's specific permission, Edward M. Johnson & Associates sent a mass mailing to stations asking them to sign and return a form if they wished to be listed for translator retransmission. The Commission said this indirect process didn't meet its requirement that translator operators get "express" permission from originating stations.

In addition, the FCC said many of the applications were defective because the station to be rebroadcast was much too far away from the proposed translator to permit the required off-air pickup. E. Kaye Johnson is the sister of Edward M. Johnson, who first filed the applications in his own name. He has since sold his consulting firm.

First Step In Overhaul Of Ownership Rules

The FCC last week made the first of what could be a series of changes in its broadcast ownership rules. It began by revising its so-called "attribution" rules. Those determine how much — and what type — of ownership a person or group must have in a station before the outlet counts for purposes of ownership rules like the 7-7-7 limit.

One major change was to raise the basic benchmark for attribution from 1% to 5%.

That means, for instance, an entity could own 4% each in dozens of stations without triggering the 7-7-7 rule. The Commission also raised the benchmark for "passive" investors (mutual funds, insurance companies, etc.) to 10% and ruled that non-voting stock and limited partnership interests don't count at all.

Five Bay Area Stations Cleared On Referendum ID Charge

The FCC has dismissed complaints against five San Francisco stations accused of failing to properly identify the sponsor of ads opposing last November's referendum to limit smoking in San Francisco workplaces. An anti-smoking group accused KABL-AM & FM, KOIT, KYA, and KLHT of failing to identify the tobacco industry as the sponsor of spots placed by pro-smoking San Franciscans Against Government Intrusion (SFAGI).

The FCC said the stations acted properly in identifying SFAGI as the sponsor because, while funded by cigarette interests, the group was totally independent of the tobacco industry and retained absolute editorial control of its ads.

NPR Claims Its House Is "In Order"

National Public Radio President Douglas Bennet told the Senate Communications Subcommittee last week that the network, which was nearly driven off the air by a \$10 million debt last year, now has its "financial house in order." He added, "We feel confident that NPR can maintain current services throughout fiscal year 1984 with the balanced budget we have in place."

The public broadcasting bill the committee is considering would give NPR \$53 million in 1987, \$57 million in 1988, and \$61 million in 1989. That includes an increase of about \$50,000 for each of the 269 member stations. Bennet testified the increase "can make the difference between mere survival, which is the present pattern in many communities, and being able, for example, to hire a small staff to cover local public affairs."

Other Key Developments:

- Opposing factions on the House Telecommunications Subcommittee were meeting again on Tuesday (4-3) amid reports that a broadcast deregulation compromise was near. Meanwhile, NAB and NRBA were said to be waiting for the subcommittee process to run its course before launching a drive for a radio-only bill.

- The FCC has ruled that a May 3 broadcast debate between North Carolina Senate rivals Gov. Jim Hunt and Sen. Jesse Helms is exempt from the equal time rule, even though the two men won't officially be opponents until after the state's May 8 primary.

- NRBA is about to launch a nationwide AM stereo survey, with plans to announce the results sometime in May.

- The full FCC has affirmed the Review Board's grant of renewal to Spanish-formatted WOJO/Chicago (Evanston) over a competing application by Genesis Broadcasting.

- An FCC law judge has granted Orange County Broadcasting Corp. a license for a new AM on 830 kHz in Orange, CA. The judge denied three competing applications and a request by KUDE/Oceanside to move to the channel.

- The FCC/Auxiliary Services Branch has consolidated at 1200 19th St. NW, Room 329, Washington, DC 20554. Phone (202) 634-6307.

FM SCA Users Allowed To Boost Main Channel Loudness

Reacting to industry fears that use of FM subcarriers hurts main channel loudness, the FCC voted last week to let stations increase modulation to offset any signal weakness.

"Hopefully, stations that previously were reluctant to provide SCA services because they thought they would harm their main channel stereo competitive position will now be less reluctant to enter the subcarrier business," FCC Policy & Rules Division attorney John Reiser told R&R.

Effective immediately, stereo stations are now free to increase modulation by 50% of the injection level of their subcarriers, for a maximum of 110%. For instance, a station utilizing a single 10% subcarrier can boost modulation to 105%. Using two such SCAs would enable a station to go up to the full 110% modulation.

Interference Fears Allayed

The FCC was criticized for not including the provision in its sweeping deregulation of FM SCAs a year ago. At the time it was worried about the possible effect on adjacent channel interference. Group W, NAB and NPR petitioned for the modulation increase, and the Commission was clearly satisfied by joint NAB-NPR studies showing no interference problems.

Jerry LeBow, President of Technical Marketing Consultants of Valhalla, NY,

said he was "delighted" with the ruling. His clients include the Ari-Blaupunkt SCA traffic report system. LeBow doesn't believe loudness was ever a real problem, but thinks the ruling "assures the program directors that use of subcarriers will not inversely affect their loudness and thus their competitiveness."

"Inaudible" Loudness Loss

"We are extremely pleased," commented Group W Director/Radio Engineering Harrison Klein, who also thinks loudness concerns were unfounded. He says the new rule should reduce any loss to a level "which is, by any reasonable definition, totally inaudible." According to Klein, Group W, which owns Muzak, has had many FM operators cite the loudness issue in refusing to lease SCAs.

Another major issue affecting the use of FM subcarriers is expected to go before the Commission as soon as next week. Favorable action is expected on petitions asking the agency to block state public utilities commissions from regulating SCA paging services.

Daytimer Relief Debated Before Goldwater Subcommittee

Daytime-only broadcasters made a strong new pitch for extended hours to the Senate Communications Subcommittee this week. But they found powerful opposition arrayed against them, including clear channel broadcasters, the Association for Broadcast Engineering Standards (ABES), and, on many points, FCC Mass Media Bureau Chief Jim McKinney.

The debate took place in Washington Tuesday (4-3) at a hearing on the "Equity to Daytime Radio Broadcasters Act" (S. 880), introduced by Sen. Larry Pressler (R-SD). The bill would guarantee daytimers two hours of airtime both pre-sunrise and post-sunset, as long as no objectionable interference was created to another AM's groundwave signal. That would effectively end skywave protection during those four hours. Pressler will conduct a field hearing on the bill in Sioux Falls, SD on April 14.

Opponents were caught off guard last June when S. 880 passed the Senate Commerce Committee with little notice, but they are clearly geared up to fight this latest daytimer effort. Even though the bill has cleared the committee process, a hearing was needed "to take another look at this issue" in light of last fall's FCC daytimer relief, subcommittee Chairman Barry Goldwater (R-AZ) said Tuesday.

CB's More Powerful Than Daytimers

The FCC's grant of extended hour power levels as low as 1.4 watts was attacked by Jim Wychor, President of KWOA/Worthington, MN and of the Daytime Broadcasters Association (DBA). "In many cases, these commercial stations are expected by the FCC to provide a local service with less power than a CB radio," he testified. "The FCC did attempt to alleviate the daytime broadcaster's plight, but in fact, in most cases, simply laced the straitjacket tighter."

McKinney said at its April 11 meeting the Commission will reconsider the daytimer action. He hinted it will "significantly increase the permissible power levels." But he warned that S. 880 goes too far because it would end skywave protection for clear channel stations two hours pre-sunrise and post-sunset.

McKinney Backs Skywave Protection

"We must be careful . . . We are rapidly approaching the point where gains for some can be achieved only at the expense of others," McKinney told the panel. Pointing out that over half of the U.S. land area depends on skywave signals at night, he added, "It appears strongly desirable that some protection be provided to skywave, as well as to groundwave service."

Even though his group includes AMs of all types, ABES Executive Director Wally Johnson came out against S. 880, saying, "The relative need of the public for skywave reception services clearly outweighs the limited need for extended hours operations by daytime-only stations."

Also voicing that view was KSL/Salt Lake City VP/GM Thomas Glade, President of Clear Channel Broadcasting Service (CCBS). Class I-A clear channel skywaves serve 26 million Americans "who live in and travel through a vast radio desert," he testified. "Intolerable interference would result from daytimers broadcasting at greater power for longer periods of time than authorized by the FCC."

The solution for daytimers is FM, Glade asserted. "Of the approximately 2300 daytime stations, over 1000 have co-owned FM stations and many others have unused FM assignments available to them."

KPRE/Paris, TX President/GM Gene Sudduth asked that daytimers not be forced to divest their AMs if they win FM licenses in the same community. He told of getting an FM channel assigned to Paris, only to face four competing applicants from as far away as Florida and California. If they "were sincerely interested in our specific market, why did they not risk the time, effort and expense involved in the petitioning process?" he asked.

RKO  RADIOSHOWS



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On April 15th, The Romantics discuss how they drove the 60's "Motor City" sound into the 80's.

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

For radio's hottest, most promotable program call 212-764-6702.



Sales Management School Planned

The **Radio Advertising Bureau** will hold its fourth annual Sales Management School at Philadelphia-based Wharton School of Business, June 18-21. The four-day course, billed as "the most intensive professional training program in radio," explores sales and management issues. Attendance is strictly limited to 50 participants. They must be sales managers (or GMs in direct command of sales functions) and be recommended by their supervisors. Tuition totals \$1290. More information is available by calling the RAB Member Services Division at (800) 232-3131.

Book Provides Guide To Radio Market Economics

As we all know, economic factors can spell either success or failure for radio broadcasters. "Duncan's Radio Market Guide" offers an economic tour of 170 major radio markets, as a "first step" toward promoting understanding of a specific market.

Two pages are devoted to the individual market writeups. Outlined therein are revenue history and projections from 1978-1988, population and demographic estimates, a five-year growth rate, commerce and industry, colleges and universities, market radio conditions (largest ad agencies, largest local radio accounts, large lo-

DUNCAN'S RADIO MARKET GUIDE



Featuring American Radio

cal accounts which use radio poorly), competitive media, and miscellaneous comments.

This guide is meant to serve as a companion volume to **Jim Duncan's "American Radio"** series; both are published by **Duncan Media Enterprises**. Direct inquiries to (616) 342-1356.

A Vested Interest In Music

Despite their popularity, portable stereo units are deemed hazardous by some. Why? Because the headphones make the wearer totally oblivious to outside sound. New Hope, PA resident **Michael Waldron** hopes to eliminate that danger with his new line of musical vests. The \$80 zip-front winter vests feature a built-in FM radio and speakers, and come in gray, black, or blue. Waldron told **Wireless Flash** he plans to bow both a **Buck Rogers**-styled jogging vest for the summer season, and also a \$50 music jogger vest for runners.

Havana New Pop Haven?

Better known as the home of **Fidel Castro** and those famous cigars, Havana is now opening its doors to American rock artists. Reportedly, Havana radio outlets have begun airing U.S. pop music. What makes this so noteworthy? Well, it's the first time that's happened in almost 20 years. Observers speculate **Radio Marti** prompted the musical turn of events, with Cuba hoping to keep listeners from tuning in the American propaganda facility. Based in Washington, DC, Radio Marti starts transmitting from the Florida Keys this summer.

Radio Listener Lifestyles Probed, Pt. I

A/C "Most Listened To" Format; Country Comes In Second

Radio listeners and their lifestyles in relation to radio formats are the subject of nine research reports from **Hillier, Newmark, Wechsler & Howard**. Prepared by Director of Research **Elaine Pappas**, seven of the reports cover radio's major formats (A/C, CHR, AOR, Country & Western (as the firm still calls it), Black/Urban, Beautiful Music, Classical), while the remaining two examine the delivery potential of middays and profile women listeners.

Adult/Contemporary headed the "most listened to" list, followed by Country & Western, CHR/Rock, Beautiful Music, and AOR/Progressive. From that point, individual format research includes listenership percentages compared to other formats, demographic appeal by sex/age, occupation, buying styles, income, and listeners' self-concept.



Elaine Pappas

Below follow highlights from the A/C and Country & Western studies:

- A/C**
- More than 34 million adults 18+ (20.9% of total U.S. adults 18+) listen to the format on daily basis, M-F, 6am-midnight
 - Breaking down 18+ listeners, 47.6% are men; 52.4% women
 - 56.1% of A/C listening audience are household heads
 - 57.4% fall in the coveted 25-54 demo; more than two-thirds are 18-49 adults
 - Earn \$40,000 or more annually
 - 25.2% of professionals/managers are listeners
 - 23% of 18+ listeners are brand-loyal
- Country & Western**
- More than 28 million 18+ adults (17.3% of U.S. total) listen to this format
 - 51.6% are men, 48.4% women
 - 61% are heads of households
 - Two-thirds are adults 18-49; 60.8% are 25-54
 - Make \$20,000 or more per year
 - 16.3% of professionals/managers are listeners

The reports average 15 pages, complemented by diagrams that clearly describe the specific findings. Copies of the 1983 listener profiles are available by calling **Patti Fahn** at (212) 832-8900. It's \$25 for the first copy, \$10 for each additional copy. Further findings for the other formats will be featured in this section next week.

Employee Benefits On The Rise

Next time the boss says you've got it made, take heed. He just might be right. A U.S. Chamber of Commerce poll found that 1507 companies shelled out \$510 billion for employee fringe benefits in 1982. That breaks down to an average \$7187 (\$138 a week) per worker, as compared to \$6627 in 1981. Currently at many employees' disposal are dental plans, profit-sharing, short and longterm disability insurance, and day care. More working mothers, escalating health care costs, increased worker demand, and use of benefits as a hiring trump card are credited with spurting the growth. According to a **USA Today** article, Chamber officials foresee employer benefit expenditures topping \$600 billion this year.

Injecting Realism Into Reference Letters

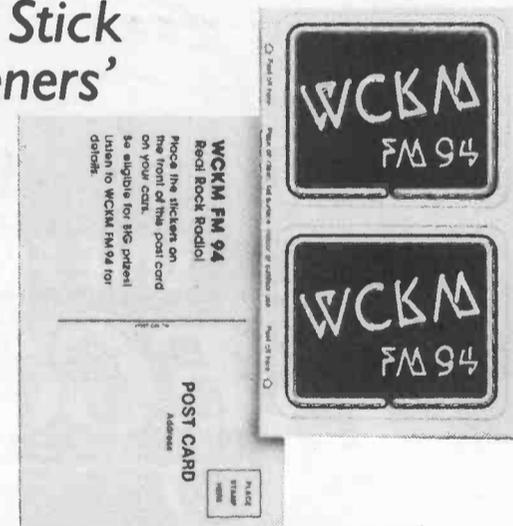
Next time you ask your GM or PD for a glowing letter of recommendation, bear in mind that too much flattery may get you nowhere. Or so says Pennsylvania State University's **Stephen Knouse**, who suggests in **Psychology Today** that adding a touch of honesty, in the form of at least one less-than-favorable comment, could be more effective.

Knouse composed eight versions of a recommendation letter for a college management major, sending them to personnel directors at various companies. The version most successful in getting the person "hired" included the unfavorable statement "tends to be aloof and arrogant at times" among other comments that specifically addressed his activities and scholastic achievements. Those reference letters praising the applicant in general terms were less effective ("shows good organizational skills") than those

which mentioned specific accomplishments ("has effectively reorganized our sales office").

The results of this test, Knouse cautions, don't warrant across-the-board generalizations. But he theorizes that the unfavorable comment may have given the job candidate a more realistic quality, lending credibility to the rest of the letter.

Mailable Decals Stick In Listeners' Minds



Gill-line's "Post-Cals" are self-sticking vinyl decals that combine the best of two worlds — direct mail and station logo stickers. A station advertises itself and promotes listening, while concurrently directing those efforts at members of its target audience.

The vinyl decal front is backed by a postcard that can be custom-imprinted or left blank. Decals may be printed in any standard color; backing sheet copy is printed in black. Minimum quantity is 250, with price covering art preparation charges. Call (213) 828-7533 for more details.

Rock Video Violence Measured

TV violence — commissioned studies lay claim to its adverse affects. Joining the fray are rock videos. According to research conducted by the **Canadian Coalition Against Violent Entertainment**, an hour's worth of videos depicted an average of 18 violent acts. And sexual violence appeared in 35% of the videos. Bearing in mind these findings, the coalition judged rock videos as more violent than primetime television.



ROCK CHRONICLES

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



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.

A two-minute NewsWatch highlights breaking news at the bottom of the hour. Our 60 second NewsMinute features the top stories at two minutes before the hour.

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.

Best of all, our increased service comes without an increase in cost.

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.

DIRECTION '84

CASSETTE ORDER FORM

General Sessions:

- KEYNOTE**
Patricia Aburdene "Age of the New" \$19.95
- SPECIAL SESSION**
Dr. Charles Garfield "What Makes a Champion" Peak Performance \$19.95
- Paul Bortz "Where Cable is Going in Relation to Radio"** \$19.95

Workshops:

- SPECIAL TWO CASSETTE WORKSHOP**
Dr. Sharon Crain "Relating to the Egos Around You" \$28.95
- Robert Mahlman & Art DeVesco**
"Everything You Wanted to Know About Buying a Station/Venture Capital" \$19.95
- SPECIAL TWO CASSETTE WORKSHOP**
John Parikh "Identifying Programming Trends" \$28.95
- SPECIAL TWO CASSETTE WORKSHOP**
Gary Kaplan "Recruitment/How To Interview" \$28.95
- Jhan Hiber "Budgeting for Research and Promotion"** \$19.95
- Dr. Adele Scheele "Skills for Successful Time Management"** \$10.95
- SPECIAL THREE CASSETTE PROGRAM**
Dr. Elliott Ross "Listening Skills" General session/workshop \$19.95

If you order a complete seminar set for \$217.50, we'll include a "Direction '84" notebook which includes additional print material, useful exercises and the case study outline. You'll also receive the case study solution cassette as a bonus. Please check tapes desired.

Number of tapes ordered _____

Total amount enclosed _____

Mastercard and Visa accepted:



Mastercard: _____

Expiration date: _____ Interbank # _____

VISA: _____

Expiration date: _____

Make checks payable to: **RADIO & RECORDS**

NAME _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please allow 3-6 weeks for delivery. California residents add 6½% sales tax.

R&R

RADIO & RECORDS

1930 Century Park West, Los Angeles, CA 90067

Pro:Motions

Azrak, Sharp Named WB/Nashville VPs



Janice Azrak



Martha Sharp

At Warner Brothers' Nashville division, **Janice Azrak** has been named VP/Press & Artist Development. She had previously been National Director/Public Relations for the division and had worked in various PR capacities at **Elektra** before the WEA Nashville reorganization. Also, **Martha Sharp** has been promoted to VP/A&R. She is a veteran songwriter, having written **Bobby Vee's** "Come Back When You Grow Up" and **Sandy Posey's** "Born A Woman."

Wenner Joins NBC Radio Press

Jamie Wenner joins **NBC** as Administrator/Radio Press. A PR consultant since 1980, Wenner has also worked as a Creative Associate with the **Television Bureau of Advertising**, and PR/Public Service Coordinator at **WHN/New York**. Wenner will handle press relations activities for **NBC Radio**, its three networks, and eight radio O&O's.



Jamie Wenner

Nilsen Advances In CBS A&R Administration

Tom Nilsen has become Director/A&R Administration-East Coast at **CBS Records**. He's been with the label since 1979, most recently as Associate Director/A&R Administration. For three years before that, he was a Senior Auditor at **Touche Ross & Co.**



Tom Nilsen

Swindel New Island VP

Jim Swindel has been appointed VP/National Sales Manager at **Island**. He joins the label from **A&M**, where he served six years as Marketing Coordinator. Swindel also worked in sales for **MCA** and **PolyGram**.



Jim Swindel

Banks Directs CBS/Nashville Artist Development

Debbie Banks has been upped to Director/Artist Development at **CBS Records** in Nashville. She's been with the company since 1982 as Manager, E/P/A Press & Public Information. She also did PR work for Nashville's **Network Ink, Inc.** and performed a variety of duties for Cleveland's **Agora Club**.



Debbie Banks

Diamond Forms Consultancy

Veteran programmer/announcer **Dave Diamond** has announced the formation of **Dave Diamond, Ltd.** making available two new formats, "Power Radio" and "Adult Hits." Diamond has been Professor of Mass Communications at Iowa's **Buena Vista College** for two years. He was previously at **KFI/Los Angeles**. Diamond can be reached at (712) 749-2115.

Golden Boy Records Formed

E.J. Gurren Music principal **Eddie Guren** and **Louis Edelman** of **Apropos Productions** have formed **Golden Boy Records**. The label will be distributed by **Quality Records** in North America with initial product already released by Detroit artist **R.J.'s Latest Arrival**. The new company can be contacted at (213) 980-7501.

Lomax Administrates Permian Publishing

Dallas-based **Permian Records** has just named **Maryann Lomax** to administrate two new publishing companies, **Banjo Man Music** (BMI) and **Saratoga Trunk Music** (ASCAP), in cooperation with **MCA Music**. Formerly of **Tom Collins Music** in Nashville, Lomax will also write for **Saratoga Trunk Music**.



IN SEARCH OF THE HIDDEN CAR — **KKBQ/Houston**, in conjunction with **Lone Star Ford**, recently gave away a \$20,000 **DeLorean** automobile. Listeners were given clues regarding the auto's location, and the first to show up at the station with the auto serial number won. Shown here receiving his keys from Ford Sales Manager **Van Middleton** is winner **Robert Hill**.

DIRECTION '84

*Was Right On Target...
But Don't Take Our Word For It...*

Here's what some of the participants had to say:

**"Great seminar...
keep attendance small!"**

Tom Barsanti, WTIC/Hartford

**"Well worth the money. I look forward
to coming back next year."**

Mike Evans, KGEO/Bakersfield

**"An excellent idea. Well run.
Excellent materials. Keep doing them."**

Jack Beach, United Stations

**"The bringing in of people from outside
the broadcast spectrum provided for a
great learning experience."**

Larry Daniels, KNIX/Phoenix

**"Terrific sessions. The kind of thing
you don't get at NAB."**

Sandy Sanderson, CFTR/Toronto

*If you missed **DIRECTION '84** . . . you haven't missed it all!
R&R, in cooperation with Mobicotape, has recorded all the sessions.*

Fill out the order form on the adjacent page.

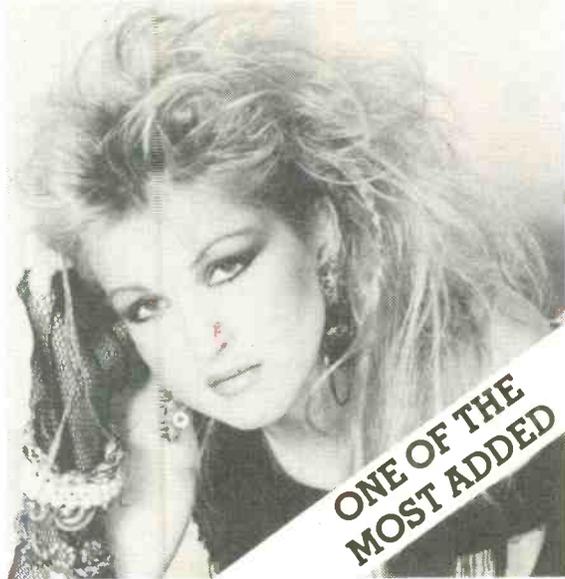
Make sure you're a part of **DIRECTION '84 II**

September 15 & 16, 1984 in Los Angeles.

R&R
RADIO & RECORDS

The Direction series from R&R. . . you can't get anything like this!

No Matter How



ONE OF THE MOST ADDED

CYNDI LAUPER "Time After Time"

ON MTV

FIRST WEEK: 129/126 54%

B104	CKOI	PRO-FM	93FM	Q105	WLLOL-FM	KS103
WXKS-FM	WCAU-FM	Q107	I95	WGCL	KIIS-FM	KFRC
WPHD	B94	94Q	Y100	KBEQ	KZZP	WASH
WBLI	WHTX	Z93	B97	WKTJ	FM102	WAVA

A/C ACTION: 31/29

Portrait



SLADE "Run Runaway"

ON MTV

110/44 46%

Added This Week At:

CBS ASSOC. RECORDS

AOR ALBUMS: 16

AOR TRACKS: 15

WHTT	Q105	WVSR	WSSX	KBFM	KKXX	WJBQ	KKXL-FM	
WBLI	B96	WKKE	WBCY	KX104	KDON-FM	WISE	WSPT	KCAQ
WCAU-FM	KS103	WSPK	WNOK-FM	KITY	KCPX-FM	WJAD	KDVV	WHTX
CFTR	XTRA	WGFM	KITE	WMEE	KRSP	KNOE-FM	KGOT	KBIM
93FM	WFLY	WPST	WABB-FM	ZZ99	WGUY	WBWB	KOZE	KSLY



LUTHER VANDROSS "Superstar (Don't You Remember...)"

BLACK/URBAN: 12 to 8

Now Crossing To CHR!

Epic

NENA

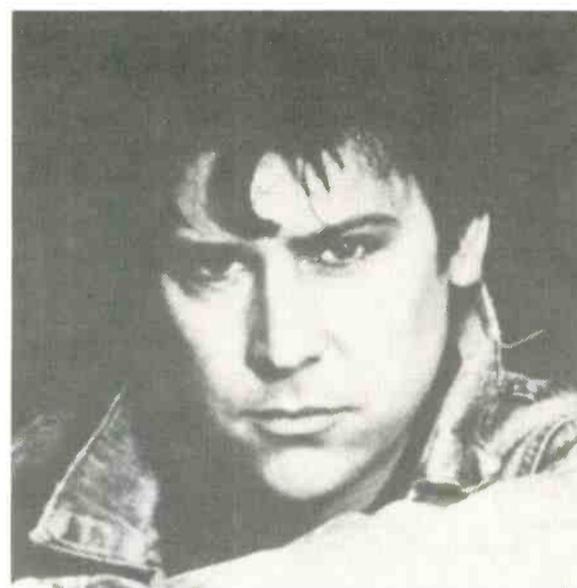
Nena's Follow-up To Their #1 Single

E/P/A's Got MORE Than

You Slice It...

SHAKIN' STEVENS "I Cry Just A Little Bit"

A/C **BREAKERS** 69/20 +.11 AVG. MOVE!



WXKS-FM	WSFL	WJBO
WKBW	WRQN	WOMP-FM
CKOI	WHOT-FM	WJAD
WKRZ-FM	WZON	KZOZ
	WERZ	KIST

CHR
SIGNIFICANT ACTION

ON MTV

MI-SEX "Castaway"



AOR ALBUMS: **NEW & ACTIVE**

AOR TRACKS: #54

Now On Over 100 AOR STATIONS!



JUST OUT!

CHEAP TRICK "Up The Creek"

Title Song From The New Hit Movie
"Up The Creek"

Now On Over 120 AOR STATIONS!

AOR TRACKS: #48



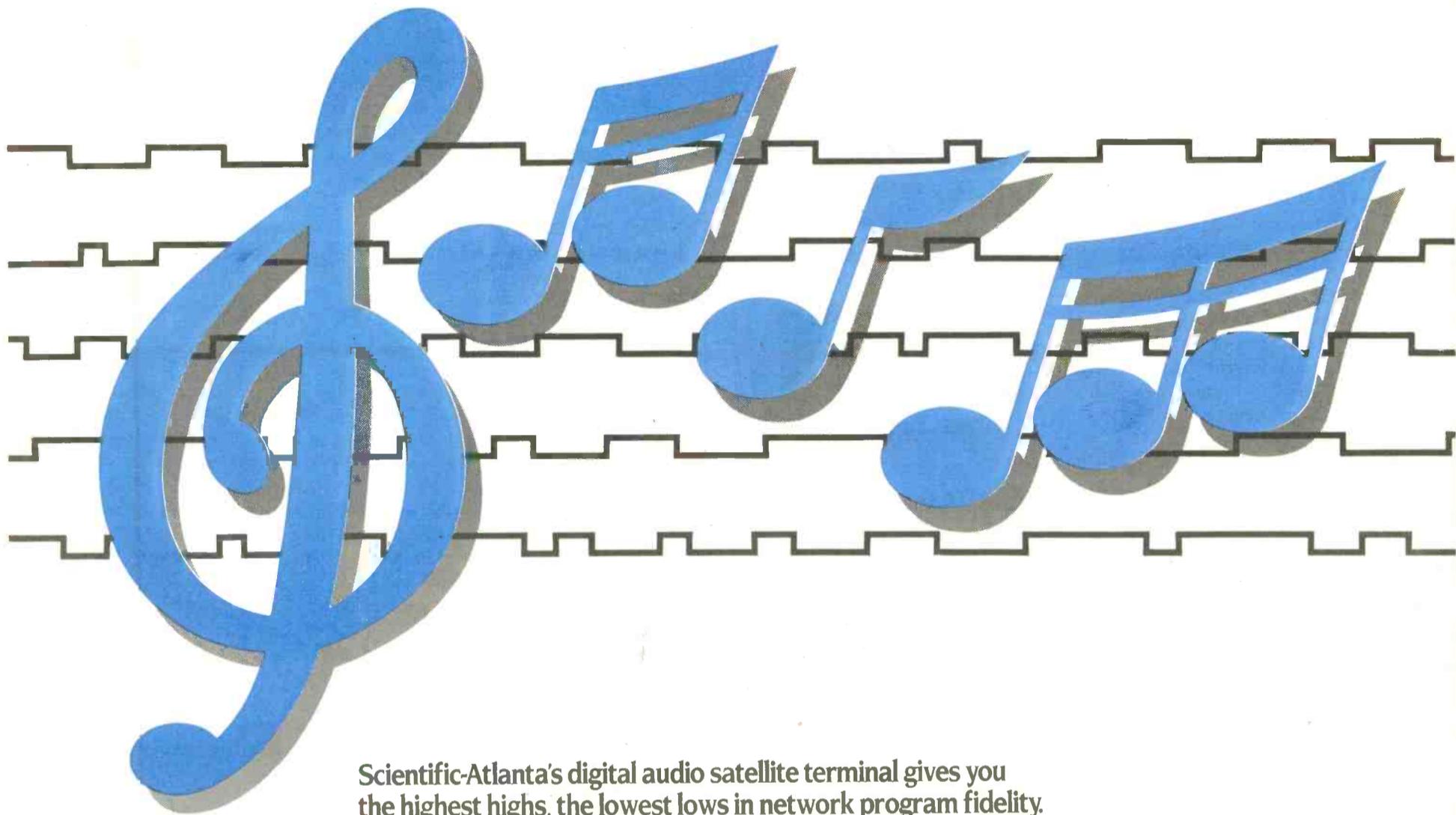
"Just A Dream"

"99 Red Balloons" – On Your Desk This Week!

Its Share Of The Pie!

Distributed by
CBS Records

SOUNDS YOU'VE NEVER HEARD BEFORE.



Scientific-Atlanta's digital audio satellite terminal gives you the highest highs, the lowest lows in network program fidelity.

Scientific-Atlanta brings you the first major advance in network radio program delivery since there were network radio programs to deliver: the digital audio satellite terminal.

Listen to the crisp, clean signal quality featuring 80 dB of dynamic range and a full 24 dBm peak signal level. And then notice the low distortion characteristics—less than .3% THD. We make it sound like the program is originating in your own studio.

Our new digital audio

terminal also offers fast set-up and long-term reliability. Plus ease of operation: you can make a program change with a simple flip of a switch.

Once you hear the dramatic difference of digital satellite distribution, you'll be introduced to a quality of sound you've never known before. Find out more right now by contacting P. Michael Kelly. The new digital audio terminal from Scientific-Atlanta—the choice of four of America's leading radio networks.

**Scientific
Atlanta**



Scientific-Atlanta Telecommunications, Digital Audio Marketing, 3845 Pleasantdale Road, Atlanta, GA 30340/(404) 449-2381

See Us At NAB Booth 1017.



JHAN HIBER

Using Computers: An Operational Perspective

Crash . . . dump . . . floppy disc . . . No, these aren't sound effects from a "Superman" movie; they are computer terms you'd better become familiar with. As broadcasting moves into the computer age with a vengeance, this column offers some food for thought on how to become familiar with not only the terms but the logistics of making computers work for you.

Two weeks ago I interviewed a GM for his perspective on what is needed — and what steps to take before wading into the computer usage pond. This week I talked to one of the country's brightest research directors to glean his thoughts on how the computer helps the research, programming, and sales operations at a station.

My guest this week is **Mike Mallace**, Research Director at KNIX-AM & FM/Phoenix, a Buck Owens Broadcasting station.

R&R: *Once the GM has given the go-ahead to delve into the realm of computers and how they might help the sales and programming departments, how should a staffer charged with the responsibility proceed?*

MM: I think the first thing to do is get a handle on what your software needs are going to be. Are you going to be doing breakouts for the sales department, or are you just concerned about in-house research and working with the programming effort? Once you've determined that, you can examine which of the three software choices makes the most sense for your station.

R&R: *What are those three software options?*

MM: Depending on your needs and talents you can choose software off the shelf, you can hire an outside program-



mer to develop some customized software, or you can write your own, time permitting.

Programming Research

R&R: *What are some of the functions stations might consider with their in-house computers?*

MM: Several programming-related items come to mind. They can develop, as we have, a weekly index that tracks the station's position on a weekly basis. We were doing this even before Birch came into the market. We trend the data for 20 weeks at a time, with breakouts by demo, and the computer has certainly been a big part of making that happen.

Q&A

A programmer recently wondered, "If a diarykeeper lists my station in two listening segments not in the same quarter-hour, does that listener contribute twice to my total cume?"

Not really. Once a person has listened to a station for at least one uninterrupted five-minute period in a quarter-hour surveyed by Arbitron, he/she is added to the station's total cume count. While the person would add to the cume of each relevant quarter-hour in which he listened, he wouldn't have his cume value duplicated.

Week In Review

Council Reaffirms Opposition To Arbitrends

Ed Giller, Chairman of the Arbitron Radio Advisory Council, told R&R, the recent meeting between that body and the leadership of Arbitron was highlighted by discussions concerning Arbitrends. According to Giller, GM at WFBC/Altoona, "We recognize Arbitron's right to proceed with Arbitrends (the three-month rolling averages soon to debut). However, with the six new members of the Council we felt it was time to reaffirm our unanimous opposition to Arbitrends." Giller stated that "Arbitron told us that to date they have only 15 signed clients for Arbitrends, out of the 300 subscribers on the 23 affected markets."

Birch Meets GOALS, Corrects Miami

In what Birch Radio founder Tom Birch called "a very good and informative series of meetings," he and other Birch executives met last week with the RAB GOALS Committee. Birch updated GOALS on the ratings firm's methodology and procedures. Birch told R&R, "There still remain a great many questions about our new cume projections. Only time, and comparisons to Arbitron, will tell how our efforts work out."

In an unrelated matter, Birch's South Florida subscribers saw the December/January report pulled (and received rebates accordingly) owing to mistaken handling of the survey. A field director (who has since been released) handled the heavily Hispanic area without hiring any bilingual interviewers, thus affecting the caliber of responses.

R&R: *What other applications might there be?*

MM: Music research on a weekly basis is tallied, rated, and analyzed. We use both phone-out and mail systems, then compute the data in-house.

R&R: *Any other advice for in-house research departments regarding computer considerations?*

MM: Every research department in the country should have an electronic spreadsheet system. I know it has saved me hours and hours on various projects, and I am sure programmers and researchers out there would appreciate that benefit.

Sales-Oriented Research

R&R: *Do you also have a system that helps break out the books when they arrive?*

MM: Yes, we timeshare on the Marketron system to breakout some numbers, and we've recently gotten equipment to receive Arbitrends when they come on-line.

R&R: *Are there other ways sales departments can benefit from computer usage?*

MM: I think so, based on your experience. For example, we've integrated the computer in the sales department so that it can spit out several types of documents. Now we handle account lists, correspondence, form letters, etc. by using the word processor capability of the machine. It's really worked well so far.

Equipment Overview

R&R: *What equipment do you have in-house?*

MM: For the strict research functions (primarily programming) we have the Northstar Advantage system and its support gear. Besides handling the music research capability and the ratings indices, it also offers word processor and electronic spreadsheet

features too. For the sales department we've gotten the IBM/PC and its supporting equipment, giving us the option to tie into Arbitrends later.

R&R: *What kind of outlay does a station need to make in order to do the job well?*

MM: We have about \$8000 worth of equipment, but I've got some real Cadillacs here. If stations need to spend or do less they could get started for \$1000 or so.

R&R: *Finally, what parting words of wisdom would you like to leave the readers with?*

"Depending on your needs and talents you can choose software off the shelf, you can hire an outside programmer to develop some customized software, or you can write your own, time permitting."

MM: My only advice is to be real careful when you get underway. Define your software needs, decide which of the three options you'll use to develop the necessary software, then shop around carefully for hardware. There are deals to be had, so don't just fall for the first salesman you talk to.

R&R: *But even with the shopping around it's still worth getting into the world of computers?*

MM: Oh yes. We feel it offers a competitive edge, and stations need all of those they can find.

Amen to that, Mike. And here's hoping the columns featuring Mike and Ken Maness, GM of WJCW & WQUT/Johnson City, TN, help those of you tentatively looking at the blizzard of computer choices make some intelligent decisions.

Enjoy the brave new world of 1984!

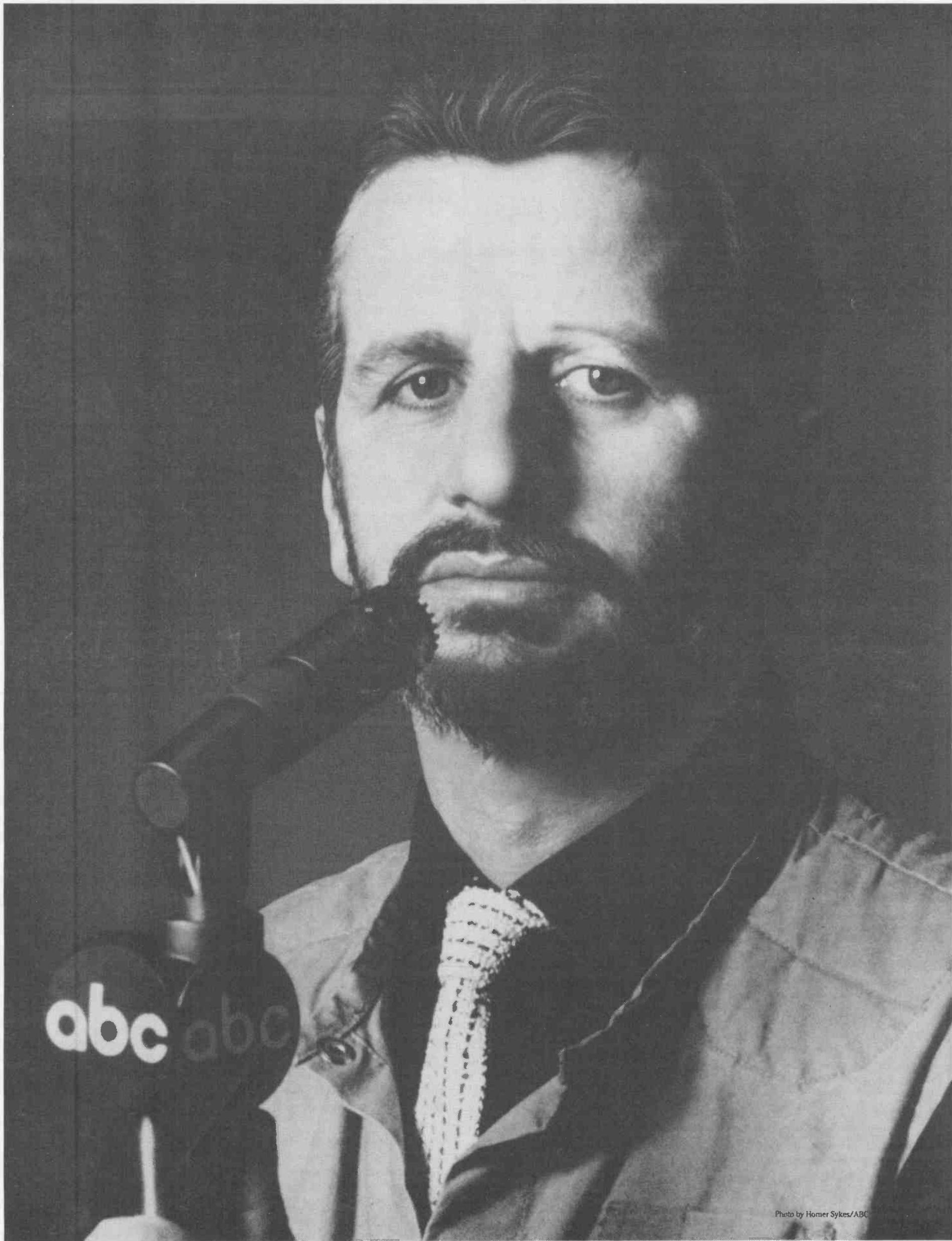


Photo by Homer Sykes/ABC

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.

NETWORKS

PROGRAM SUPPLIERS



REED BUNZEL

HOORAY FOR HOLLYWOOD

Radio Goes To The Movies

Dateline: Hollywood. The sleek, black limos pull up in front of thousands of cheering fans. The Stars climb out, mink and fox coats draped around the shoulders, ostentatious jewels flashing as the paparazzi click their cameras. Searchlights pierce through the night sky, the music swells, a hush falls over the crowd. The nominees are announced . . . and the envelope, please . . .

This Monday night (4-9) marks the 56th annual Academy Awards presentation, and once again it will draw a worldwide viewing audience of hundreds of millions. In keeping with the spirit of the Oscars, and as a timely tie-in with the film industry's big night, this week's column focuses on program suppliers who work with the movie companies to produce movie-oriented programming which promotes films and the industry in general. Featured this week: Riches, Rubinstein, and Radio and Draper & Hampton, both located in the Los Angeles area.

The Audio Movie Kit

Riches & Rubinstein, a partnership formed by Peter Riches and Peter Rubinstein, has been involved in movie promotion for a number of years. They got involved with radio during the summer of 1981 when the company arranged with Warner Brothers to promote the international and domestic release of "Superman II." The two companies had discussed a similar promotion two years earlier when the original "Superman" premiered, but the idea was temporarily shelved. However, when the studio was preparing to release the sequel, the plan resurfaced and Warner Brothers gave the go-ahead to produce a radio special that would promote the further adventures of the Man Of Steel.

The challenge with any promotional special of this type is to design it so it won't sound like a 60-minute advertisement. Rubinstein told R&R, "We realized we would have a touchy line to walk in producing this radio show. We had to satisfy the film company and let them know we were publicizing their picture, yet we didn't want to give the station something that sounded like a big promotional hype. We had to find something that satisfied the promotional aspect, while also getting airplay."

The company looked for a specific structure for the special that could get the word



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across, yet be entertaining and non-hype as well. Rubinstein explained, "In this case the history of Superman — from the early days through the TV series — turned out to be a great hook. We worked through all that, and by the last 15 minutes the audience was ready to hear about the sequel, so we hit 'em hard with 'Superman II.'" The special was a great success, and Riches & Rubinstein embarked on a string of radio-movie ventures. These included the films "Heavy Metal," "Neighbors," and "Pennies From Heaven."

The following summer the company produced a ten-part package, featuring "Star Trek II," "E.T.," "Tron," and "Officer And A Gentleman." "We had the ten biggest movies of the summer of 1982," Rubinstein continued. "It was really successful, and

Network Spots . . .

Los Angeles Dodgers manager Tommy Lasorda will present a manager's eye view of the national pastime as host of "Lasorda At Large," a new daily baseball feature for Mutual Broadcasting, scheduled to debut Monday (4-9). The network is also preparing for the start of the NBA Playoffs, which are slated to begin April 16 and carry through the championship series in May . . . Narwood Productions is producing and distributing PSAs endorsing the sale of special gold and silver Olympic coins, minted by the U.S. Treasury and designed to benefit America's Olympic hopefuls . . . NBC's Mike Maus will anchor the network's "Decision '84" coverage of the Pennsylvania primary from Philadelphia on April 10. Additional coverage will also be provided the morning after the primary . . . Global Satellite Network has debuted "Power Cuts," a nationwide music

program featuring the country's top current releases, as well as interviews, show biz news, and lifestyle reports . . . A new network for preteens and their parents, the Children's Radio Network, is scheduled to premiere July 4 on AM stations. Programming will feature musical and educational material targeted especially for children . . . ABC Radio Network Sports has scheduled exclusive live coverage of the Kentucky Derby from Louisville on May 5 and the Preakness Stakes, from Baltimore, on May 19. ABC Sports commentator Don Chevrier will anchor both events, and will be joined by Dan Lovett and Fred Manfra, who will provide color commentary on the sporting events . . . "The Best Years," hosted by Helen Hayes and produced by Gladney Communications, recently celebrated its fifth anniversary on the air.

Screen Scenes



Ron Reagan, son of President Ronald Reagan, is scheduled to make his broadcasting debut as host of "Screen Scenes" on NBC, the Source. The program, a one-minute feature presented daily on the network, will focus on the world of motion pictures through reviews, observations, and interviews.

Reagan, who will present his premiere broadcast from this year's Academy Awards presentation in Los Angeles, says, "I grew up in Los Angeles — the perfect place to be if you love movies — and, like so many of my generation, I have found that movies are a terrific source of entertainment, fantasy, and discovery. And, while I can't boast of having a Ph.D. in film criticism, if they gave out degrees for movie-watching, I'd surely qualify."

Movie News



Planning on seeing "Romancing The Stone," "Splash," "Ice Pirates," or "Footloose," but want to know "thumbs up or thumbs down?" Just spend sixty seconds (which is about how long it takes to say "Greystoke — The Legend of Tarzan — Lord of the Apes") with Chicago Sun Times film critic Roger Ebert on the ABC FM Network and you'll learn all about the latest box-office smashes or dogs.

"Movie News" has been airing on the network since April 1982. It is :60 in length, with a :30 sponsored spot, and consists primarily of reviews of the latest film releases. According to Corinne Baldassano, Director/Programming for the FM Network, "The reviews are much along the same lines as what Roger does on TV. They are generally irreverent, and he'll quickly tell you if he hates or loves the movie to death. Occasionally he will do a foreign film if it has mass appeal, but usually he sticks to features that our audience is likely to be interested in."

we did a few more at the end of the year. Then last year we took a good look at what we were doing. We were working with Universal at the time, and went to them with the recommendation that we revamp the entire idea of the one-hour special so it no longer existed as such. We felt that block programming might be perceived by the stations as confining, and difficult both demographically and formatically, so we were looking for something new."

What the company arrived at was the "Audio Movie Kit." These kits would be comprised of open-ended and produced clips and interviews, to be used as each station wanted. "We designed these kits to give each station flexibility in its format and programming. If they want to use an interview in their news, they can. If they have an entertainment feature, the clips are perfect for that. Likewise, if the station is doing a tie-in for the film's release, they can work the pieces into their promotions. They can even put it all together and produce a one-hour special — whatever the station sees fit."

"What we're trying to do is impart anecdotes, information, and trivia about a film. These sorts of things stick in a person's memory, and ultimately get them in to see a movie. When a station uses one of our kits, it has the effect of a one-minute commercial without the listener even knowing it."

What sort of use do stations actually find for these movie kits? WBSB/Baltimore Promotion Manager John Pavlos commented, "They are excellent support material for movie promotions. We do 90% of the movie premieres in this market, and every time I get a call about one of the audio kits, I encourage them to send it to me, because it always comes in handy. The kits have always been very well done, and I can only rave about them."

Jeff Hillery, morning news anchor at KHJ/Los Angeles, finds the material useful in his newscasts. "Today it is a bit difficult to get interviews with movie stars. I'd like to get an interview with Sylvester Stallone, for instance, but he doesn't go around and do that sort of thing, so these kits provide what I otherwise couldn't get. What I like is the variety of material on the discs. I take bits and pieces from the open-ended interviews, chop 'em up, write my own stuff, add some music or sound clips from the movie, and it usually sounds pretty good. I use them in the news, presenting them as sidebar stories. I think they're great."

The Two-Hour Music Special

Draper & Hampton, based in Encino, CA, a partnership between Ken Draper and Jim Hampton, takes a different approach in its

movie-studio tie-ins. Instead of featuring aspects of the particular film being promoted, the company produces music specials designed to attract the target audience sought by the movie studio. In this respect the company acts as an ad hoc, or unwired, network.

"We're not really syndicators in the strictest sense of the word," Hampton told R&R. "We're a creative company that has the ability to syndicate. What we do is go out and custom-create a network for an advertiser — in this case the movie companies — so the sponsor has input into what they're getting. If a studio is opening a picture in only 63 markets, we will clear only those markets they want."

The first special the company produced for movie studio sponsorship was "We're An American Band," developed for Warner Brothers. "We came up with a show that we felt would attract the target audience," Hampton said. "The studio wanted a certain demographic, and we felt we could appeal to that demo with this type of special. Some companies are doing shows that talk about the movie, but it is our feeling that this type of program can be very limiting. First, most radio stations are looking for music, not specials with non-music material. What we're trying to do is marry what has worked in radio for so long — the music special — and tie it in with the audience the movie company is looking for."

Other films D&H has promoted through these music specials include "Police Academy," "Hotel New Hampshire," and "Cheech and Chong's The Corsican Brothers." "What we give the station is a two-hour special, comprised of two 52-minute hours. This includes all of the commercials for the national advertiser, so the station has roughly eight minutes of local air to coordinate with a non-competitive sponsor."

Getting movie companies to believe in radio has not been an easy proposition, Hampton said. "They're just not used to planning that far ahead. The movie business is well-planned and timely, but often it is last-minute. To come in and prepare a program 60 days in advance has been a bit difficult for them, but once they begin to realize how efficient and inexpensive radio is compared with television, they find it is the perfect medium to reach their target audience."

So . . . stock up on your favorite popcorn, raisinettes, goobers, sit back, and enjoy the Oscars. If you need more food (for thought), try this: all five movies nominated for best picture this year begin with the letter "T." Can you name them?

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MUSIC FEATURES

ABC Entertainment Net/Silver Eagle:

George Strait (April 28)
Rock Net/Continuous History Of Rock & Roll (R. Stone)
 The story behind the song (April 29)

Clayton Webster Country Calendar:

George Strait (April 23)
 Richard Sterban (April 24)
 David Willis (April 25)
 Sylvia (April 26)
 Charley Pride (April 27)
 John Conlee (April 28)
 Duane Allen (April 29)

Rare Trax:

Loverboy/AC-DC/Phil Ochs (week of April 23)

Retro Rock:

Grace Slick/Motels (week of April 23)

Creative Radio Network Country Music's Radio Magazine:

Janie Fricke (April 21)
 David Willis (April 28)

Drake-Chenault

History of Rock & Roll:

Fleetwood Mac/Paul Revere & The Raiders (April 23)
 Men At Work/Sonny & Cher (April 24)
 Genesis/Alabama/Motown (April 25)
 Beatles/Roger Daltrey (April 26)
 Chuck Berry/Stars with hits (April 27)

Global Satellite Network Rockline:

Scorpions (April 23)

Lee Bailey Productions

Radioscope:
 Rockwell/Yes/Jimmosines to the stars (April 22)

London Wavelength

BBC Rock Hour:

Wang Chung/China Crisis (April 22)

Narwood Productions

Country Closeup:

Stalter Brothers (April 23)

Music Makers:

Jimmy Dorsey trivia (April 23)

NBC

The Source:

Moody Blues concert (April 20-22)
 David Gilmour profile (April 27-29)

PIA (Program Services Group)

Rare & Scratchy Rock & Roll:

James Bond rock connection (April 20-22)

RKO Networks

Captured Live (PG Prod.):

Saga (April 20-22)

Countdown America w/

John Leader (IS Inc.):
 Rick Springfield (April 15-16)

Live From The Record Plant (PG Prod.):

The Romantics (April 15)

Solid Gold Saturday Night:

Top 40 in living color (April 21)

Rolling Stone Magazine Productions

Guest DJ:

Dwight Twilley (April 23)

Strand Broadcast Services

Music & Memories:

David Gates & Bread (April 21-22)

United Stations

Dick Clark's Rock, Roll & Remember:

Peter, Paul & Mary (April 20-22)

The Great Sounds:

The Three Suns (April 20-22)

Rick Dees' Weekly Top 40:

Pointer Sisters (April 20-22)

Solid Gold Country:

Larry Gatlin & The Gatlin Brothers (April 20-22)

Weekly Country Music Countdown:

John Anderson (April 20-22)

Syndicate It

Music Of The City:

The L.A. Sound w/Deniece Williams (April 23)

Westwood One

The Countdown:

Angela Bofill/The Bar-Kays (April 20-22)

Dr. Demento:

Easter salute (April 20-22)

Earth News:

Thompson Twins/"Romancing the Stone" (April 23-27)

In Concert:

Christine McVie (April 16-22)

Live From Gilley's:

The Whites (April 16-22)

Off The Record:

Alan Parsons/Huey Lewis/Thompson Twins (April 23-27)

Off The Record Specials:

Ted Nugent (April 30-May 6)

Rock Album Countdown:

Thompson Twins/Tony Carey (April 27-29)

Rock Chronicles:

The Kid Are Alright (April 27-29)

Special Edition:

The Dazz Band (April 23-29)

Superstars Rock Concert:

Genesis (April 20-22)

NEWS & INFORMATION FEATURES

ABC

Rock Net:

"Lifelines" w/Bill Fantini: Retiring young/Museum of Broadcasting/high school pot abuse (week of April 9)

Clayton Webster

Jack Carney Comedy Show:

Psychiatry (week of April 23)

Sporting News Report:

Sparty Anderson/Mike Milbury/Willie T. Ribbs (week of April 23)

Narwood Productions

Minding Your Business:

Franchising pawn brokers (April 9)
 IBM: Big blue thinks green (April 10)
 IRS Commissioner Egger (April 11)
 Memorex and DMA (April 12)
 NCR thinks small (April 13)

NBC

Newsline Extra:

Blackboard battleground (April 9)
 Easter week (April 16)

Progressive Radio Net

Computer Program:

PCs on planes/computer windows/computer literacy/why program? (week of April 9)

Laugh Machine:

Steve Martin/Rodney Dangerfield/Bob Newhart/Tom Lehrer/Robert Klein (week of April 9)

News Blimp:

Gender-benders/crack-down on liquor candy/farm stress/cheating on record charts (week of April 9)

Sound Advice:

Testing a stereo/stereo shopping/the best bass/

midrange sound/testing for highs (week of April 9)

Public Information Affiliates

PIA Public Affairs:

Evolution of the law (April 8)

Medscan w/ Frank Blair:

Driving w/ hangovers (April 9)
 Dangers of pipe smoke (April 10)
 Vitamin D: The right amount (April 11)
 Warm up your muscles first (April 12)
 Having a smart wife (April 13)

Strand Broadcast Services

Something You Should Know:

Be your own man (April 9)
 Stress at work (April 11-12)

Syndicate It

Radiorobics w/ Jayne Kennedy:

Exercises to do anywhere (April 9)
 Yoga (April 16)

Westwood One

Brad Messer's Daybook:

Colorado cannibal/Jackie Robinson/full moon madness (week of April 9)

Playboy Advisor:

Cottage cheese thighs/pierced rings not for ears/ man suffers from boredom/she talks too much/ keeping affair secret from girlfriend (week of April 9)

Spaces & Places:

Holistic medicine (week of April 9)

Tellin' It Like It Was:

Nick & Edna Stewart (week of April 9)

Waldenbooks Report:

Michael Medved/TV movies (week of April 9)

PEOPLE



● **United Stations** has named **Bob "Bart" Bartolomeo** an Affiliate Relations representative. He will work with potential affiliate stations west of the Mississippi River, and will report to **Ruth Presslaff**, Director/Affiliate Relations, in the Washington, DC office. Bartolomeo has worked as an air personality at **KQC/Pittsburgh**, **WVAM/Altoona**, and **WMAJ-WXLR** and **WGMR-FM**, both in State College, PA.

● **Mark Day** has been appointed Midwest Sales Manager at **Mutual**, and will be headquartered in Chicago. He comes to the network from **WMAQ/Chicago**, where he was an account executive and sports specialist for sales. Prior to that he was in radio sales for **RKO Radio** and the **Christal Company**.

● **NBC** has appointed **Jamie Wenner** as Administrator/Radio Press. She will report to **Dom Giofre**, Corporate Press Manager, and will be responsible for handling day-to-day press relations for the NBC Radio Division, its three networks, and eight radio stations. She began her broadcasting career at **WHN/New York**, and was a creative associate with the **Television Bureau of Advertising**.

● **IS Inc.** has named **Karen Abramson** Production Coordinator at the radio production company's Mill Valley, CA headquarters. She comes to the firm from **KRE-KBLX/Berkeley**, where she was Program Coordinator and weekend air talent.

● Veteran air personality **Charlie Van Dyke** has been retained as a voice for the CBS-owned FM Stations. Currently heard on **KTAR/Phoenix**, Van Dyke's career spans 22 years and includes work at **WRKO/Boston**, **WLS/Chicago**, **KHJ/Los Angeles**, **KFRC/San Francisco**, and **CKLW/Windsor**.

● **Jaime Jarrin** has been selected to anchor **Westwood One's** production team for the network's Hispanic coverage of the 1984 Olympic Games in Los Angeles. He will direct Westwood One's production efforts, and will serve as the principal voice talent for the live, daily coverage. Jarrin is news/sports PD at **KTNQ-KLVE/Los Angeles**, and is the Spanish-language voice for the Los Angeles Dodgers.



● **Len Boardman**, formerly with **Eastman Radio** in Los Angeles, has joined **Drake-Chenault** as a Regional Manager. He has worked with the company before, and his 15 years' sales experience includes work at **KSRF/Santa Monica**.



PRIEST CONFERENCE — ABC Rock Network listeners got several pointers during a recent live news conference with Judas Priest. Pictured during the event are (l-r) WNEW/New York's Dan Carlisle, WYYY/Baltimore's Kelly Saunders, Priest member Glenn Tipton, WHJY/Providence's Ted Utz, and Priest members K.K. Downing and Rob Halford (hiding behind the book).



F.I.S.T. — While at the offices of DIR in New York, Billy Idol agreed to give a lesson in demonstrating a pleasant demeanor. While in town he also discussed his upcoming recording for King Biscuit, which was recorded at the Hollywood Palladium earlier this month. Present for the lesson were (l-r) DIR's Bob Meyowitz, Idol, DIR's Peter Kauff, and Peter Napoleone of Chrysalis.



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but it leads to good business relationships.

This year, Don McGovern (KMPC), Larry Wexler (WPEN/WMGK), John Lynch (XTRA), Jay Hoker (Belo Broadcasting), Barry Bruce (WNOW/WQXA), John Coulter (WLUP), Kim Colebrook (WERE/WGCL) and Marilyn Simmons-Myman (WCMQ, not pictured) will be talking to each other. And they'll be talking to us, like Board members have since 1981.

At Major Market Radio, we're sure of one thing....good people business is good business.



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Sales

TWENTY KEY POINTS FOR THE PROFESSIONAL

The Sales Pro's Checklist

By Barbara Crooks

The Sales pro . . .

1. Continually works to improve himself as a person, continually strives to learn everything about the radio business, and is a "sponge" for increasing his or her knowledge.

2. Is well-organized, whether this trait had to be self-taught or came naturally.

3. Writes out a weekly and a daily plan of action — understanding that such a plan is a guideline which will be interrupted but without which, much time will be lost.



Barbara Crooks

4. Keeps records of every account action with as complete competitive information as possible, and reviews them regularly for ideas, problems, etc.

5. Is virtually always in the office well before office hours and, more than not, after office hours.

6. Always plans to arrive, and does, well before scheduled meetings at office or agency.

7. Always returns agency phone calls the same day from the office, or home, or no later than the next morning.

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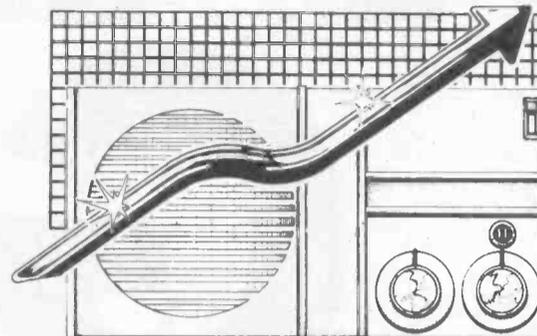
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Media Planners' Radio Attitudes Surveyed

Two-thirds of ad agency media planners look at radio as a frequency medium, according to a **Torbet Radio** study, which uncovered several other attitudes of interest to the radio community. 29% of the media planners saw radio as both a reach and frequency medium, while 5% think of reach first.



As a natural matter of interest to Torbet, the study covered rep communication methods. 47% polled said the most effective way a rep could convey new information was person-to-person. Having the station GM along was next (17%), followed by mail (10%), airchecks (10%), phone (8%), and bringing a station personality along (4%).

In the same vein, 54% of the media planners said they would just as soon not work directly with a station. Only 22% would rather work with a station than its rep, while 24% would work with the station if the rep proved ineffective. In a conversely-stated question, 70% said they preferred to work with the rep.

Reasons For Radio

72% have recommended a radio-only plan for clients. Reasons included most effective with limited budget, flexibility and frequency, right medium for target and message, and ability to reach elusive audiences. The 28% who have not advocated radio-only plans cited belief in media combinations, need for visuals, and no requests. In addition, 82% said they had recommended reducing print or TV dollars to add radio to a media plan.

On the subject of excluding various formats from a radio plan, reasons cited by the planners included subjective personal judgment, client dictates, wrong demos or psychographics, and unsuitable commercial environment for product.

Finally, the planners were surveyed on personal radio tastes. They averaged 3½ hours of daily listening, right on the money with the national average (3 hours, 24 minutes). AOR was their favorite format (20%), followed by A/C at 18%, Classical 13%, CHR/Top 40 10%, News or News/Talk 9%, Country 7%, MOR 6%, Black/Urban 3%, and Jazz 3%. 

8. Reads everything that crosses the desk each day and files it, personally, for the most part.

9. Is never afraid to make or admit mistakes.

10. Always challenges buyers and agencies on their buying criteria, if it does not make sense.

11. Always leaves research statistics to the end of a verbal or written presentation.

12. Always pushes for highest rates possible and still makes a sale.

13. Always thinks about each account opportunity, and what it will take to get an order.

14. Always recommends what a buyer should buy in the market to achieve the buyer's goal, if possible.

15. Always asks questions, and probes for more than simple statistical buying criteria.

16. Is persistent in following up on a pending buy, and does not wait for a buyer to call.

17. Regularly alerts management as to ideas, problems, and thoughts that can help the company and other people in it.

18. Considers his/her thoughts about the company important, transmits them, and expects replies.

19. Has personal pride in own efforts and expects others to take it in theirs.

20. Continually works at making better use of the time available to do the job well.

Roger Ebert Wants To Go To Work As Your Local Movie Critic.



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Your listeners are heavy movie-goers. And movie audiences really respond to what award-winning critic Roger Ebert says. His "Movienews" is a fast-paced look at the latest films and the stars who make them. With sixty seconds of refreshing candor each weekday, Roger has captured the loyalties of radio audiences coast to coast. For more on the best movie feature on radio today, call Gloria Briggs at (212) 887-5583.



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Street Talk

It's all over the Detroit papers that **CKJY/WINDSOR** will switch calls to **CFXX** ("The Fox") and formats from Big Band to CHR. Billboards are up all over the area proclaiming "The Fox Is Coming," and the target date appears to be this weekend. Street Talk couldn't get the station to comment, which may have something to do with the CRTC's pending decision on just such a format shift for the outlet. Stay tuned, and bet the house that this is *finally* going to happen.



And then there were three... after almost three years at the helm, **KYUU/SAN FRANCISCO PD MIKE NOVAK** has become the third Bay Area programmer to depart in as many weeks. Citing strictly personal reasons, Mike's off for a bit of fishing, but he'll bite when the right bait comes along. Contact Mike at (415) 572-7110. Meanwhile, **KYUU VP/GM John Hayes Jr.** is on the hunt for Mike's replacement.

Broadcasters in S.F. are wondering if **RKO consultant WALT SABO** has his eyes on **K101/SAN FRANCISCO PD MIKE PHILLIPS** for the PD chair at **KFRC**. It seems Mike and Walt know each other well from their NBC days, and considering K101's performance under Mike, this rumor might have some substance. Couple that with the fact that K101 afternoon personality **CHUCK BROWNING** announced he's joining **KFRC** in the same shift, and the Phillips rumor gets even hotter.

And before we leave the Bay Area, **MIKE JOSEPH** informs us that his one-year consultation agreement with **KITS/SAN FRANCISCO** expired on March 1. This is standard procedure for Mike, who is about to announce a new client station in Minneapolis-St. Paul. No call letters or format yet, but it won't be long now.

And just one more thing — Mike Joseph has licensed yet another station to use his **HOT HITS** phrase. As of April 1, **KMJK/PORTLAND** will call itself Hot Hits without the benefit of Mr. Joseph's consultation services.



Sonny Melendrez includes a year at **KFI** and eight years at **KMPC**.

As the FCC approved **Emmis Broadcasting's** takeover of **KMGG/LOS ANGELES** from Century last week, the station announced L.A. radio veteran **SONNY MELENDREZ** as its new morning personality. Sonny's background

includes a year at **KFI** and eight years at **KMPC**. In a real surprise move this week, **LEE ARNOLD** is no longer PD of **WQFM/MILWAUKEE**. Lee can be reached at (414) 332-9315. Station MD Andy Bloom is serving as interim PD.



Two prominent personalities are on sick call this week: **KABC/LOS ANGELES** and **ABC TALKRADIO** host **MICHAEL JACKSON** has been hospitalized in Los Angeles after suffering a "mild cardiac incident." He's expected to be out of action for four to six weeks, but should recover completely. "A diverse lineup of guest hosts" will fill Michael's daily slot, according to **KABC PD Wally Sherwin**.

After his show last Wednesday (3-28), **KIX-106/WASHINGTON's** outspoken morning personality **GARY D.** entered Washington Hospital Center, where he underwent double heart-bypass surgery. He's reported in good condition.

Can it be true? Will the highly successful **KHTR/ST. LOUIS** soon have some direct CHR competition? Since its birth as a CHR, **KHTR** has had the Hitradio venue all to itself (and loved it), but that's about to change.

JIM SOTET, former Director of Album Promotion for PolyGram, is now VP/Promotion for **BRONZE AMERICA**, a label distributed through Island.

New 1-4pm talk host at **WOAI/SAN ANTONIO** is **DON COLSON**, who moves across town from **KBUC**, where he was News Director. He fills the air slot, but not the PD position, vacated when Pat Rodgers went to **WTMJ/Milwaukee** as PD.

WWWL (Love 94)/MIAMI has changed call letters to, appropriately enough, **WLVE**.



Drew Wilder

WHYN-AM & FM/SPRINGFIELD, MA has tapped **DREW WILDER** as Operations Manager/Program Director for the stations. Drew had been PD of **WNLK/Norwalk, CT** and **WLAD/Danbury, CT** and also worked at **WELI/New Haven**.

When **WABX/Detroit** switched call letters to **WCLS**, who got the **WABX** call letters? Michigan News/Talk neighbor **WSDM/CLAIRE**.

WOLF/SYRACUSE has become **WAQX(AM)**, and is simulcasting **WAQX-FM's** AOR format in AM and PM drive. The former Oldies/Urban AM is now AOR in the non-simulcast dayparts as well.

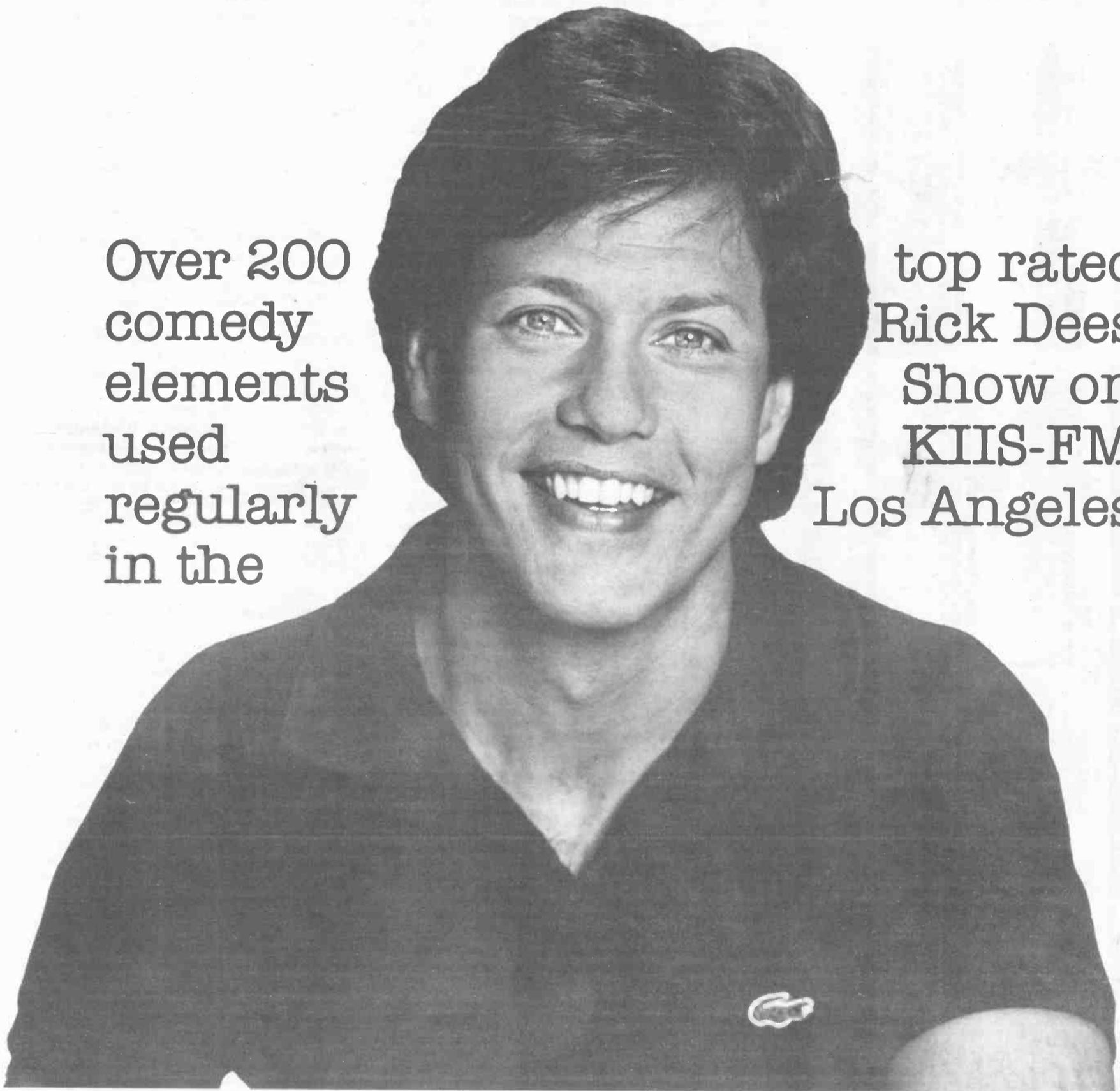


WGAR/CLEVELAND PD Jay Clark tells us **STEVE "BOOM BOOM" CANNON** has returned for middays after a brief stay at **KMOX/St. Louis**. Apparently Steve got homesick, but Jay insisted that before rehiring him that listeners be given the chance to vote on whether he should be given back his show! The "yes" phone lines blew out, and coupled with a positive "premonition" from the Amazing Kreskin, Jay made a good thing even better.

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The Friday Morning Quarterback-Album Report/Bill Hard
STYLE COUNCIL, "MY EVER CHANGING MOODS," GEFEN... You gotta love those records that come with exotic credentials that you just *know* will get that all-important multi-format push...

WMMR, PHILADELPHIA, PA., M.D.-ERIN RILEY:
 Style Council, Style Council, Style Council. What class!

WLUP, CHICAGO, IL M.D.-BILL EVANS:
 Real fast phone calls... Style Council is as much an image move for us as a good music move, and it's strong on both counts.

XTRA-FM (91-X), SAN DIEGO, CA., M.D.-MAD MAX:
 This is a major record for us. We've only had it in rotation for two weeks, and response is unbelievable. This adds a classy sound to the format.

WYSP, PHILADELPHIA, PA., M.D.-MARK DI DIA:
 What a pleasure to add the Style Council. Play it now or be forced to play it later.

The Album Network, #4 New Action Albums/Steve Smith
 Album Network Best New Song - The Style Council/"My Ever Changing Moods" is far and away the airplay leader.

WYNE, TAMPA, FLA., M.D.-RON DIAZ:
 "Moods" is my personal favorite song out there. A time lapse master-piece that makes me want to graze in the grass, skip school, play pool, and act real cool!

WXRT, CHICAGO, IL., M.D.-JOHN MRVOS:
 The Style Council is a real winner. With its Philly soul and Motown overtures, it fits right into our programming mode.

THE ALBUM:

My Ever Changing Moods GHS 4029

Produced by Peter Wilson and Paul Weller
 For Solid Bond Productions Ltd.

THE SINGLE:

"My Ever Changing Moods" 7-29359

Management: Solid Bond Studios, London

THE SINGLES:

"My Ever Changing Moods" 7-29359

Management: Solid Bond Studios, London

Street Talk

Continued from Page 22

The new GM at **WHGI & WYMX/AUGUSTA, GA** is **DAVID VANTREASE**, who was upped from GSM of WYMX. He replaces previous owner/GM Mills Fitzner, who recently sold the station. The AM is Religious; the FM is AOR now, but will switch to CHR shortly.



Rather than hire a new PD now, **WLUM/MILWAUKEE** has promoted MD **SUSIE AUSTIN** to Acting PD through the end of the spring book.

Former WAEB/Allentown PD **MIKE CHAPMAN** is the new PD at **WKIX/RALEIGH**.

WAYNE SUMMERS, middays at **WKFM/SYRACUSE**, has been promoted to PD, replacing Steve O'Brien, who stays on as morning man/Production Director.

BRAD FUHR, most recently PD at WILS/Lansing and WSPT/Stevens Point, is now PD at **WOSH/OSHKOSH, WI**.

New **B104/BALTIMORE** PD **STEVE KINGSTON** is looking for the hottest morning act in the country. Singles, teams, whatever... money is no object if the act is the right one!

A first for Baltimore radio? So says **WYST-AM & FM**, as the combo began simulcasting weekday mornings. The crew includes Gary Mercer, Piper Anne, Scott Harris, and Lyn Starr.

WRKR/RACINE-MILWAUKEE pulled a major April Fool's spoof on the market. The station staged on the scene coverage of the Husher, WI "First Annual Fools' Parade," which of course did not exist. Plenty of folks were apparently fooled, driving around the burg (pop. 50) looking for the festivities.



Ever hear those great production pieces on **WBEN/BUFFALO**? Well, WBEN's ace Production Director **MICHAEL JETTER** is heading to Titusville, Florida as the new morning man for **WAMT**. That's great news for Michael (and WAMT), but cruddy news for WBEN VP/Programming Bob Wood, who is now seeking Mike's replacement.

3WS/PITTSBURGH Assistant MD **RAY WEITZEL** has been elevated to MD. Ray continues his duties as Public Service Director.

FRAN MORLEY is the new MD at **WSIX/NASHVILLE**, and moves from evenings to middays on the air.

DOUG SHULL, formerly VP/GM of WRMF & WJNO/West Palm Beach, has purchased **WFOY-AM & FM/St. AUGUSTINE, FL** and tapped WNGS/West Palm Beach morning man **RANDY MARSH** (who previously worked with Doug at WRMF) as Operations Manager for the two stations. WFOY is full service A/C, and WFOY-FM will become CHR-formatted WUVU.

Veteran broadcaster and comedy service writer **STU WRIGHT** has been named PD at MOYL outlet **WSGA/SAVANNAH**.

Get-well wishes to **KCBN/RENO** PD **JIM O'NEAL**. He's out of action, recuperating from surgery.

As we told you last week, **Q107/WASHINGTON** has hired Dancin' Danny Wright for afternoons, which effectively puts current four-year afternooner **DAVE THOMSON** on the beach. Even though the station is hanging on to Dave for a while, he's actively seeking a morning or afternoon gig in a comparable major market. Simply call (301) 869-6595.

Another strong personality on the loose, as **WWSW/PITTSBURGH** four-year midday veteran **GEORGE HART** is now available. He can be reached at (412) 339-8722.

KGGI/RIVERSIDE PD **JOHN VOLPE** is out, but anxious to get back to work in programming or as an MD. Call John at (714) 887-9978.

After two months and one misunderstanding with **WZOK/ROCKFORD**, afternoon man **TOMM RIVERS** is looking. The former WBBM-FM/Chicago morning personality can be reached at (815) 229-7052 or (312) 328-3833.



STORK STOPS: KOIT/SAN FRANCISCO midday announcer **MARK DONAHUE** and wife Vicki are parents of their first child, Megan Elizabeth, born March 14... **WHB/KANSAS CITY** midday man **KRIS KAYE** and his wife Glynda have a new daughter, Andrea Laine, born last week... **KHJ/LOS ANGELES** morning news anchor **JEFF HILLERY** and his wife Carol have taken delivery of brand new daughter Kristin Carol... **WMET/CHICAGO** Assistant PD **JOHN LARSON** and his wife Kendra had a baby boy, Kyle Arthur Landis (3-19)...

Chi-Lites Rock Chi



Private I Records recently held a listening party in Chicago for its two veteran hometown acts, the Dells and the Chi-Lites. Pictured (l-r): Chi-Lites leader Eugene Record and wife, unidentified guest, Private I Vice Chairman Bill Craig and Chairman Joe Isgro, Chi-Lites Marshall and Robert "Squirrel" Lester, and Fletcher Music's Emmett Smith.

40

TOP 40 SATELLITE SURVEY

WITH DAN INGRAM

ABOUT TO BLAST OFF!

April 20 is launch day for CBS RADIORADIO's electrifying new three-hour countUP show, TOP 40 SATELLITE SURVEY.

Something different in Contemporary Hit Radio, TOP 40 SATELLITE SURVEY features:

- Dan Ingram
- the nation's hottest hits
- unique station involvement
- state-of-the-art production and delivery.*

No wonder station clearances continue to grow. Here are a few of the many:

WQBK-FM Albany/Schenectady, WHTT-FM Boston, WBBM-FM Chicago, WCZY-FM Detroit, WTIC-FM Hartford, WOKI-FM Knoxville, KKHR-FM Los Angeles, WHTZ-FM New York, WCAU-FM Philadelphia, WPXY-FM Rochester, KHTR-FM St. Louis and WNTQ-FM Syracuse.

Be on board for the blast-off in your market. For details call Susan Jacobi at (212) 975-6917.



THE YOUNG ADULT NETWORK
WITH THE CBS DIFFERENCE!

*TOP 40 SATELLITE SURVEY will be delivered by satellite or high quality disc for stations using them.

TALK-TALK

"IT'S MY LIFE" B-8195

"IT'S MY LIFE" B-8195

BREAKER

CHR

BREAKER

CHR



HOT TRACKS DEBUT 47



HOT TRACKS DEBUT 47

ST-17113

ST-17113

From the LP, IT'S MY LIFE. From the LP, IT'S MY LIFE.

Produced by Tim Friese-Greene. Produced by Tim Friese-Greene. Available on EMI America Records & High-Quality XDR® Cassettes. Available on EMI America Records & High-Quality XDR® Cassettes.



On The Records



KEN BARNES

The Magnificent Marvin Gaye

Marvin Gaye, alone among his contemporaries, dominated three decades of popular music, playing a key role in determining the direction of pop and black music in the '60s, '70s, and '80s. As a singer, he was unmatched, shifting easily from silky-smooth balladry to gritty raw soul to dazzling flights of interpretive artistry. As a stylistic model, he was the epitome of cool, from his sharp-suited sixties image to the eccentric but still commanding figure of recent days.

And as a songwriter, Gaye ranged as widely as any contemporary composer. There were the solid dance grooves of "Hitch Hike" and "Dancing In The Streets" (which he co-wrote for Martha & the Vandellas, who had earlier made their Motown bow backing him up on his first hit, "Stubborn Kind Of Fellow"). His "What's Going On" album in 1971 was a searching examination of political and ecological concerns. And "Let's Get It On" and, later, "Sexual Healing" were almost hymnlike testaments to the joys and curative powers of sex.

Marquees & Moonglows

Born in Washington, DC and trained to sing in the church, Gaye was in a mid-'50s vocal group called the Rainbows, along with future soul stars Don Covay and Billy Stewart. He later joined the Marquees, who became proteges of blues great Bo Diddley and recorded for Okeh Records. Next, he



The early stylish image

The Hits Of Marvin Gaye

Year	Title	Position *	Year	Title	Position *
1962	Stubborn Kind Of Fellow	41	1968	I Heard It Through The Grapevine	1
1963	Hitch Hike	35	1968	Good Lovin' Ain't Easy To Come By (w/T. Terrell)	37
1963	Pride And Joy	10	1969	Too Busy Thinking About My Baby	4
1963	Can I Get A Witness	20	1969	That's The Way Love Is	8
1964	You're A Wonderful One	16	1970	How Can I Forget	34
1964	Once Upon A Time (w/Mary Wells)	23	1970	The End Of Our Road	34
1964	What's The Matter With You Baby (w/M. Wells)	21	1971	What's Going On	1
1964	Try It Baby	17	1971	Mercy Mercy Me (The Ecology)	4
1964	Baby Don't You Do It	27	1971	Inner City Blues	7
1965	How Sweet It Is	7	1973	Trouble Man	7
1965	I'll Be Doggone	9	1973	Let's Get It On	5
1965	Pretty Little Baby	22	1973	You're A Special Part Of Me (w/Diana Ross)	13
1965	Ain't That Peculiar	9	1973	Come Get To This	19
1966	One More Heartache	26	1974	My Mistake (w/D. Ross)	19
1966	Take This Heart Of Mine	38	1976	I Want You	35
1967	It Takes Two (w/Kim Weston)	28	1977	Got To Give It Up	11
1967	Ain't No Mountain High Enough (w/Tammi Terrell)	20	1983	Sexual Healing	6
1967	Your Unchanging Love	33			
1967	Your Precious Love (w/T. Terrell)	5			
1968	If I Could Build My Whole World Around You (w/T. Terrell)	14			
1968	You	32			
1968	Ain't Nothing Like The Real Thing (w/T. Terrell)	8			
1968	You're All I Need To Get By (w/T. Terrell)	7			
1968	Chained	33			
1968	Keep On Lovin' Me Honey (w/T. Terrell)	24			

* Positions averaged from Cash Box and Billboard until advent of R&R

In addition to writing many of his own hits, Gaye also cowrote "Dancing In The Street" for Martha & the Vandellas; "Beechwood 4-5789" for the Marvellettes; two hits, "Baby I'm For Real" and "The Belis," by the Originals; and the recent UK No. 1 "Wherever I Lay My Hat" by Paul Young.

Saying Goodbye To A Friend

By Gail Mitchell

Sunday was a made-to-order California day. Sun shining, people smiling, enjoying life. I recall the strains of "Sexual Healing" wafting through the car and remarking that Marvin still sounded good after all these years. Then the startling news: Marvin Gaye dead at 44.



Later I sat reminiscing with friends. We didn't dwell on his troubled past or tragic death. Instead, we traded favorite Gaye titles back and forth. "How Sweet It Is," "Pride And Joy," "Your Precious Love," "I Heard It Through The Grapevine," "Distant Lover," "What's Going On," "Got To Give It Up" rang out above the knowing laughter and the "give me five" slaps. I'm sure you remember, too. What about those street corner singalongs? And a party wasn't a party without old friends Marvin, Smokey, and the Tempts. Marvin's oochs were always guaranteed to get things jumpin'. Yes, all the memories came rushing back.

"I needed someone to understand my ups and downs, and there you were." Marvin conveyed understanding through his music, appealing to both men and women. Females found Marvin sensitive, compassionate, yet strong. To males he was the embodiment of cool, stylish sophistication, who proved you weren't any less macho for showing your true feelings. Love won or love lost, social commentary, personal reflections. Sung in falsetto, rough, or softly crooning tones — but always with feeling. Marvin was like everyone else, an everyday person dealing with life's many changes. The only difference was he recorded his feelings and shared them with us.

We hung in with him through the bad times, knowing Marvin had more to say. "I got too much music in me. The public realizes this," he once remarked. Not afraid to try something new, Marvin bounced back, first with "Got To Give It Up," later with "Sexual Healing" plus last year's moving interpretation of the national anthem. He'd returned from a self-imposed exile, ready to tackle life again head on. And we welcomed him, glad that he was indeed back.

But now Marvin's gone. So what's going on? The rich musical legacy he left behind. Marvin said he started singing because "it made me feel good." Well, it keeps making us feel good too, Marvin. Thanks — and goodbye old friend.



An early record appearance

were already past their "Sincerely" and "Ten Commandments Of Love" prime. Gaye sang lead on one of their releases, "Mama Loucie."

Through Fuqua he met the Motown family, and entered the organization as a session drummer, playing on early records by the Miracles and others. Convincing Berry Gordy Jr. he could sing, Gaye made three singles in 1961-62, none successful. But "Stubborn Kind Of Fellow" in late 1962 broke through, and Gaye refined its raw R&B approach with bigger hits like "Pride And Joy," the near-gospel "Can I Get A Witness," and "You're A Wonderful One."

met Detroit R&B fixture Harvey Fuqua and joined up in a latter-day edition of Fuqua's famed doowop group the Moonglows, who

Continued on Page 28



ONE YEAR AGO TODAY

- BOB GOULD NAMED GM AT WMET/CHICAGO
- CHUCK MORGAN BECOMES PD AT WKQX/CHICAGO
- RICK SCARRY NEW PD AT KHJ/LOS ANGELES
- JOSE MENENDEZ, DON ELLIS, LARRY GALLAGHER UPPED AT RCA
- DINO BARBIS NAMED VP AT BACKSTREET
- #1 CHR: "Jeopardy" — Greg Kihn Band (Beserkley/E-A)
- #1 A/C: "It Might Be You" — Stephen Bishop (WB)
- #1 COUNTRY: "Dixieland Delight" — Alabama (RCA) (2nd week)
- #1 BLACK: "I Just Gotta Have You" — Kashif (Arista) (2nd week)
- #1 AOR TRACK: "Photograph" — Def Leppard (Mercury/PolyGram) (4th week)
- #1 LP: "Pyromania" — Def Leppard (Mercury/PolyGram) (2nd week)

FIVE YEARS AGO TODAY

- MONTE LANG NAMED VP/RADIO OPERATIONS FOR AMATURO GROUP
- DON IENNER BECOMES VP/PROMOTION AT MILLENNIUM
- JHAN HIBER JOINS R&R AS RATINGS EDITOR
- NEIL PORTNOW NAMED SR. VP FOR 20TH CENTURY FOX RECORDS
- #1 CHR: "What A Fool Believes" — Doobie Bros. (WB) (3rd week)
- #1 A/C: "Music Box Dancer" — Frank Mills (Polydor/PolyGram) (3rd week)
- #1 BLACK: "He's The Greatest Dancer" — Sister Sledge (Cotillion/Atco) (3rd week)
- #1 COUNTRY: "All I Ever Need Is You" — Kenny Rogers & Dottie West (UA)
- #1 LP: "Desolation Angels" — Bad Company (Swan Song/Atco)

TEN YEARS AGO TODAY

- ALAN MITCHELL NAMED PD AT WIND/CHICAGO
- ROGER SKOLNIK NEW PD AT KDKA/PITTSBURGH
- #1 CHR: "Hooked On A Feeling" — Blue Swede (EMI)
- #1 A/C: "TSOP" — MFSB (Philadelphia International/CBS)
- #1 COUNTRY: "A Very Special Love Song" — Charlie Rich (Epic)

The Magnificent Marvin Gaye

Continued from Page 27

Explorations And Duets

In late 1964 "How Sweet It Is" became Gaye's biggest hit to date and added a new, midtempo, broader-appeal style to his arsenal. He was also refining a tough rock-oriented sound on "Baby Don't You Do It" — later covered by the Who and the Band — "Ain't That Peculiar," "One More Heartache," "Take This Heart Of Mine," and the remarkable "I'll Be Doggone," which assimilated the British Invasion's guitar innovations into the Motown sound. In addition, he did albums of standards, Broadway tunes, and Nat Cole songs, further establishing his versatility.



Duetting the public's appetite

Also in 1964, Gaye was teamed up with Mary Wells, the first in a series of duet partners. The double-sided hit "What's The Matter With You Baby"/"Once Upon A Time" helped establish the R&B male/female duet tradition (still strong today) and paved the way for Gaye duet hits with Kim Weston ("It Takes Two"), Diana Ross ("My Mistake"), and most memorably, Tammi Terrell. Gaye had ten hits with Terrell, including "Ain't No Mountain High Enough," "Ain't Nothing Like The Real Thing," and "Your Precious Love"; tragically, she died in his arms onstage in 1970, from a brain tumor.

While the spotlight was on Gaye's duet hits, his solo momentum slowed (he released just three singles between mid-1966 and the end of 1968). Then he delivered a streamlined, taut rendition of a song Gladys Knight & the Pips had hit with a year previous, "I Heard It Through The Grapevine," and it soared to the top of the charts, becoming one of Motown's alltime best-sellers.

In 1971 Gaye completed his concept album "What's Going On," and its political commentary and ethereal sound reportedly caused Motown to consider rejecting it.

Once issued, however, it put Gaye, along with Curtis Mayfield and Sly Stone, in the vanguard of black musical activism. If "Mercy Mercy Me (The Ecology)" was a bit contrived, "Inner City Blues" and the LP's title track were eloquent and elegant expressions of discontent.

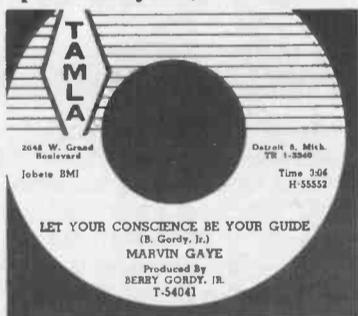


Gaye's first solo lead vocal

Gaye applied the same lyricism to erotic matters with "Let's Get It On" in 1973, "You Sure Love To Ball" in 1974, and "I Want You" the next year. His last big Motown hit was the live "Got To Give It Up" in 1977, which became a Black radio classic in its full-length version.

Ego Tripping And Healing

A confused artistic period ensued for Gaye, summed up by the titles of two of his nonhit singles, "Ego Tripping Out" and "Funky Space Reincarnation." Owing alimony to his ex-wife, Berry Gordy's sister Anna, he recorded a double album, assigned the royalties to her, and called it "Here, My Dear." Tax problems forced him to relocate to Europe, where he recorded his last Motown album, "In Our Lifetime." Motown remixed it, Gaye became upset, and began negotiations to leave the label, resulting in his signing with Columbia in 1982. (However, he remained on cordial enough terms with his alma mater to appear on the "Motown 25" TV special last year.)



The first Motown release, 1961

His first Columbia release, "Sexual Healing," displayed a new melodic grace and maturity that promised great things to come, and it was the smash comeback hit he needed as well. He also gained attention for a highly personalized version of the "Star Spangled Banner" delivered before an NBA playoff game, and made a generally triumphant return to live performance in 1983.

Now one of the greatest singers of the past 20 years is gone. The magnificence of his musical legacy is a consolation, but the promise of further greatness that won't now be kept makes his death more upsetting. Marvin Gaye was our pride and joy, and we'll miss him.

R&R

Datebook

MONDAY, APRIL 9

Ochs Marching Again

On this day in 1976, folksinger Phil Ochs hanged himself at his sister's Long Island home. Ochs was still singing, on-and-off, despite throat damage which he felt critically impaired his vocal ability. But he'd stopped composing, reportedly because he felt there wasn't much to write about anymore. Outside the folk scene, Ochs was best known for Joan Baez's midchart "There But For Fortune" and a couple of classic antiwar anthems, one satirical ("Draft Dodger Rag") and one straight ("I Ain't Marchin' Anymore.") One of the most often-heard regrets about Ochs's life is that he gave up too soon; if he'd been around for the '80s, his friends say, he would've found plenty to write about.

Also born today: Carl Perkins 1932 or 1933.

TUESDAY, APRIL 10

Cole Attacked In Birmingham

In James Baldwin's novel, "Just Above My Head," there's a scene where one of the members of a black gospel group — singing at a Birmingham church surrounded by a lynch mob — disappears suddenly and is never seen again. Some real-life illustrations of the city's racial climate at the time are equally chilling. On this day in 1956, Nat King Cole was attacked, onstage, by segregationists at Birmingham's Municipal Hall. Two days later, an announcer in Charlotte denounced the attack on the air and was reportedly fired "for taking an unauthorized stand on a controversial issue."

Birthday: Eddie Hazel, guitarist on many of the Parliament/Funkadelic records, 1950.

WEDNESDAY, APRIL 11

Van Halen #1 - Might As Well Jump

To paraphrase Billy Idol, April 11 is a nice day for a rock wedding. Following in the proud tradition of other rocker/movie-star marriages like Peter Wolf and Faye Dunaway, Eddie Van Halen and "One Day At A Time" star Valerie Bertinelli were married in Los Angeles on this day three years ago. Shortly thereafter, Bertinelli told interviewers that her husband's wild rock & roll image was undeserved. Unlike the band's front man, David Lee Roth, (who reportedly used to look over his shoulder in high school to see how many girls were following him), Eddie was quiet, more interested in practicing his guitar than wild partying. As the Van Halen-Bertinellis celebrate their third anniversary, the klieg lights on the marriage have finally been turned down... somewhat.

Birthday: Big Country's Stuart Adamson 1958.



THURSDAY, APRIL 12

Hancock Rockits To The Top

Chicago-born jazz musician Herbie Hancock, who celebrates his 44th birthday today, tried to hit the mainstream in a normal fashion. A couple of years ago, he followed the lead of George Duke, George Benson and others and began issuing soft-funk singles with vocals. Songs like "I Thought It Was You" were moderate hits here (and top 20 in the UK) but it wasn't until one of Hancock's records was scratched that he finally broke through. The Grammy-winning "Rockit," which featured the scratching of DJ Grandmixer D.St., wasn't without precedent. Ten years before, Hancock had his first R&B hit with another jazz/funk hybrid called "Chameleon." And it was Miles Davis, credited with virtually inventing electric fusion, who brought Hancock to prominence as the keyboard player on "Bitches Brew." Hancock also shares one distinction with Jimmy Page; Hancock did the soundtrack for Charles Bronson's "Death Wish." Page made his scoring debut on the sequel.

Birthdays: John Kay 1944, Pat Travers 1954.

FRIDAY, APRIL 13

Van Halen #2 - Might As Well Drop

Another Van Halen anniversary today... one they might not be too fond of remembering. After years playing their local Pasadena area and lesser Sunset Strip clubs, the members of VH suddenly found themselves in 1979 as an arena-headliner. The group's AOR-hit only status was about to be spread across the board (their first top ten single, "Dance The Night Away," was released at roughly this time), and there was a lot of "will the second LP equal the first" pressure on the band. So it's probably not surprising that five days into the group's 1979 tour, David Lee Roth collapsed from exhaustion onstage in Spokane. (It wasn't, however, Friday the 13th that year.)

Birthdays: Al Green 1946, Jimmy Destri of Blondie 1954, Peabo Bryson 1951 and Louis Johnson (better known in tandem with brother George) 1955.

SATURDAY, APRIL 14

Loretta Defends Her Titles

It's been about nine months since Loretta Lynn's last single and we need her back. Other country artists are trying to uphold the format's tradition of great titles (Shelly West's "Now I Lay Me Down To Cheat," Waylon Jennings's "I May Be Used (But Baby I Ain't Used Up)" and so forth). But nobody's quite come up with anything on the level of Lynn's "Lyn", Cheatin', Woman Chasin', Honky-Tonkin', Whisky Drinkin' You," which took up a lot of room on the country page around this time last year, or "Out Of My Head And Back In My Bed." Lynn celebrates her 49th birthday today. "Coal Miner's Daughter" has made the details of her life well known to the public. Normally, late spring would be time for another duet with Conway Twitty, but those were interrupted in 1981 (after "Lovin' What Your Lovin' Does To Me") when he moved from MCA to E/A (now WB).

Those who read "Fast Times At Ridgmont High" know already, but today is also Ritchie Blackmore's 39th birthday.

SUNDAY, APRIL 15

Edmunds In The "Information" Age

Welsh-born Dave Edmunds, who celebrates his 40th birthday today, seems to be rock & roll's leading exchange student. After spending three years teamed up with Nick Lowe in Rockpile (the group was named after an earlier Edmunds album), Edmunds's subsequent solo work showed a lot of Lowe's lyrical quirkiness. And Lowe's last two albums suddenly contained large amounts of rockability. The same thing happened when ELO's Jeff Lynne produced Edmunds's recent "Information" album. "Slippin' Away," Edmunds's first chart single in 13 years, was full of synths and reverb. A month later, ELO released "Rock & Roll Is King" and then the even more overtly Edmunds-inspired "Four Little Diamonds." Despite the efforts of others to give him a top ten record, (Elvis Costello and Bruce Springsteen had both tried before Lynne), Edmunds seems to be doing best as a hit donor, having produced the last Stray Cats LP along with the group's first album, which comprised half of their American debut.

A couple of birthdays that sound like they should be connected: Roy Clark 1942, Allan Clarke of the Hollies 1942.

—Sean Ross



NBC Radio's Young Adult Network

NIGHT RANGER IN CONCERT



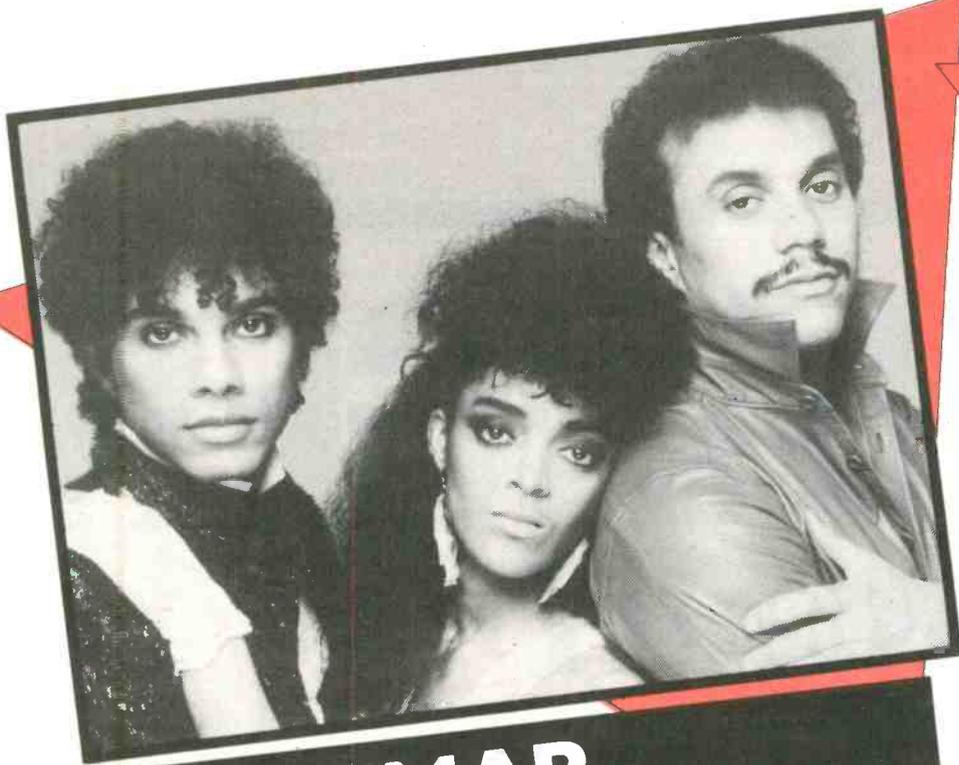
A touch of madness. Night Ranger in concert. Hear their thunderous rockers. "(You Can Still) Rock In America." "Rumours In The Air." Plus, "Let Him Run" and their latest single, "Sister Christian." And more. Hard driving rock 'n' rollers. Night Ranger. Exclusively on The Source. Produced by EDR Entertainment.



Broadcast the weekend
of April 13-15

Sponsored in part by
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THESE NUMBERS SO



SHALAMAR

"DANCING IN THE SHEETS"

CHR BREAKERS

149/27 62%

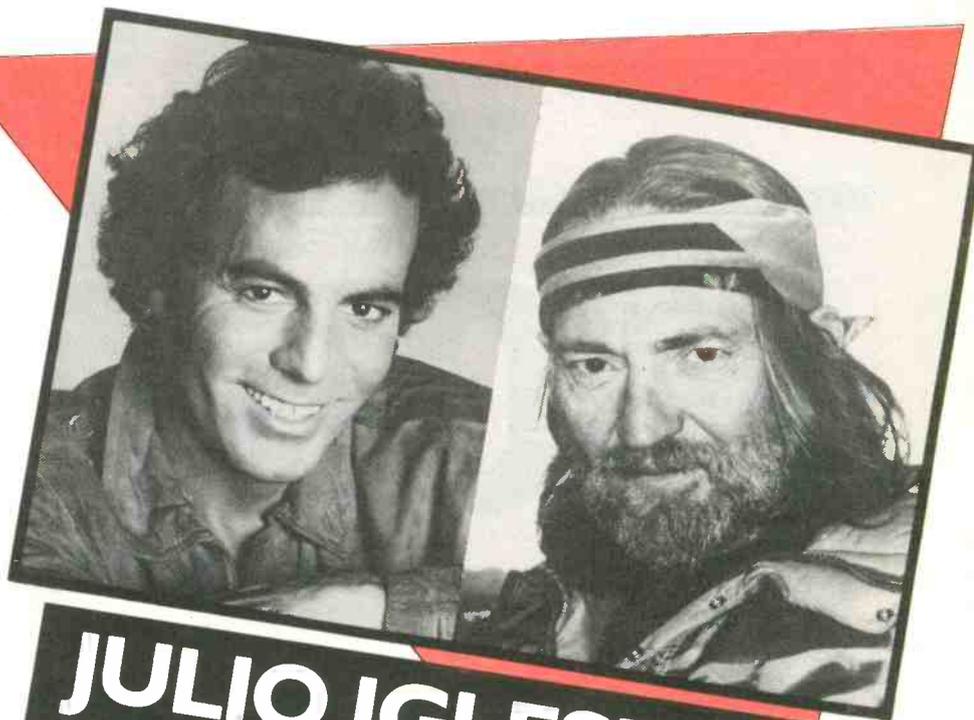
Black/Urban Chart: **24** to **19**

B94 15-9
Y100 12-11
B97 18-10
WGCL 8-6
KC101 12-9
FM106 14-10
WKRZ-FM 15-12
WBBQ 18-9
WKDD 11-8
WQCM 13-9
Q104 17-11
B104 26-18
WXKS-FM 35-23
WCAU-FM 33-26
WHTX 26-15
Q107 26-22
WASH 18
94Q deb 29
Z93 33-29
KAFM deb 20
B96 36-31
WCZY deb 37
WHYT deb 29
KIIS-FM 30-25
KOPA deb 30
KMJK deb 39

KS103 deb 36
XTRA 27-22
K104 30-25
WPST 40-35
KZZB 24-19
WSSX 25-17
94TYX 24-20
WHHY-FM 22-13
KX104 19-13
Z98 17-12
KQKQ 27-21
WRKR 29-21
WHOT-FM 31-23
KQXR 37-25
KYNO-FM 23-15
KQMQ 15-14
KLUC 20-17
WERZ 39-33
WCGQ 40-30
WFOX 31-25
WIXV 28-21
WGLF 17-14
KKQV 34-21
KCDQ 38-30
KZOZ 35-28
KIST 35-28

Added This Week:

WHTT
KITS
WYCR
WTIC-FM
WLAN-FM
WQID
WBCY
KITE
WDOQ
KAMZ
G100
KROK
WKDQ
ZZ99
KEYN-FM
KKFM
K96
KCPX-FM
WZON
KQIZ-FM
WCIL-FM
KRNA
99KG
WSPT
KFMW
KKAZ



JULIO IGLESIAS & WILLIE NELSON

"TO ALL THE GIRLS I'VE LOVED BEFORE"

CHR NEW & ACTIVE

137/25 57%!

Hots: 15%

A/C Chart: **3**

Top 10:

WKBW 5-3
95Q 6-4
Z93 3-3
93FM 4-3
I95 1-1
Y100 4-3
Q105 8-6
WLS 12-6
WLS-FM 12-6
Q103 14-10
WHTF 14-7
WBBQ 5-4
KRGV 1-2
KITY 3-2
KTFM 1-1
K11K 11-7
KO93 14-5
KHYT 9-2
KRQ 15-8
WFBG 14-7
WIKZ 14-6
WTSN 9-7
Q104 11-6
KCAQ 19-10

Major Moves:

B105 19-15
WHTX 30-17
B96 35-24

KIMN 24-15
KFRC add 13
KITS deb 11
WLAN-FM 31-24
KC101 22-16
WFMF 24-19
WDOQ 34-24
KAMZ 17-12
WANS-FM 30-23
WOKI 24-20
KBFM 26-22
WSFL 20-14
Z98 24-15
WEBC 26-20
KQKQ 33-26
WRKR 24-16
KKXX 14-11
KQMQ 26-21
KHOP 38-21
KTKT 32-25
WZON 25-19
WKHI 31-20
WISE 33-26
WJAD 34-29
KTDY 40-33

WXLK 25-17
WAEV 19-11
KXSS 25-20
KYA 25-20
KIST 20-16

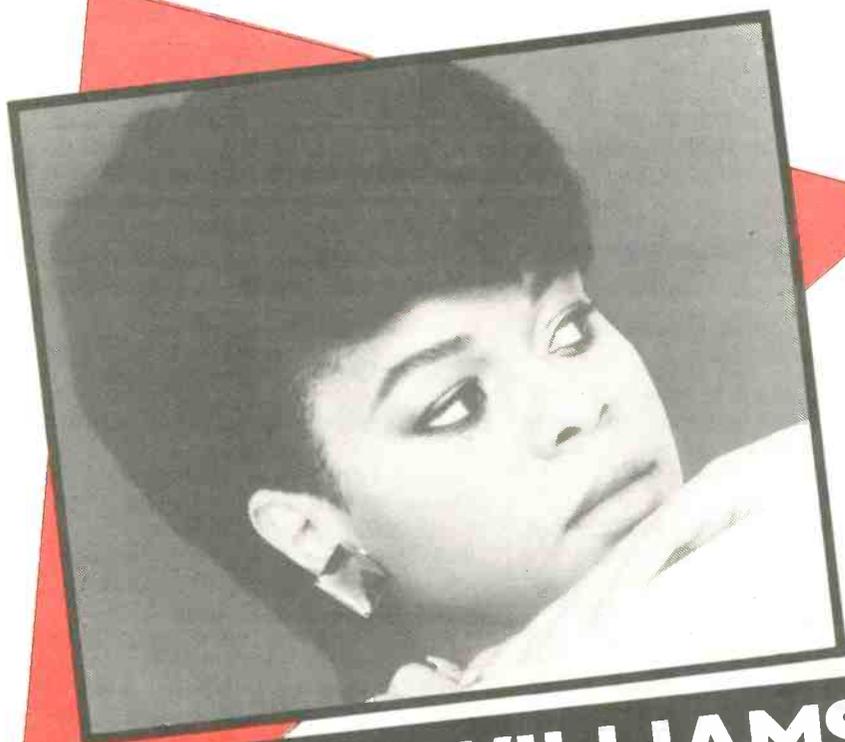
Added This Week:

WXKS-FM
B97
KPKE
FM102
KS103
Q100
WYCR
WSPK
WKRZ-FM
Q106
KHFI
WQID
WBCY
WABB-FM
WAHC
WKDQ
KEYN-FM
WIGY
WERZ
WCIL-FM
KCMQ
WAZY-FM
KOZE



COLUMBIA MEANS ~~GOOD~~ GREAT

UND ~~GOOD~~ GREAT!



DENIECE WILLIAMS
 "LET'S HEAR IT FOR THE BOY"

CHR BREAKERS

187/113 78%

ONE OF THE
 MOST ADDED

Black/Urban SIGNIFICANT ACTION

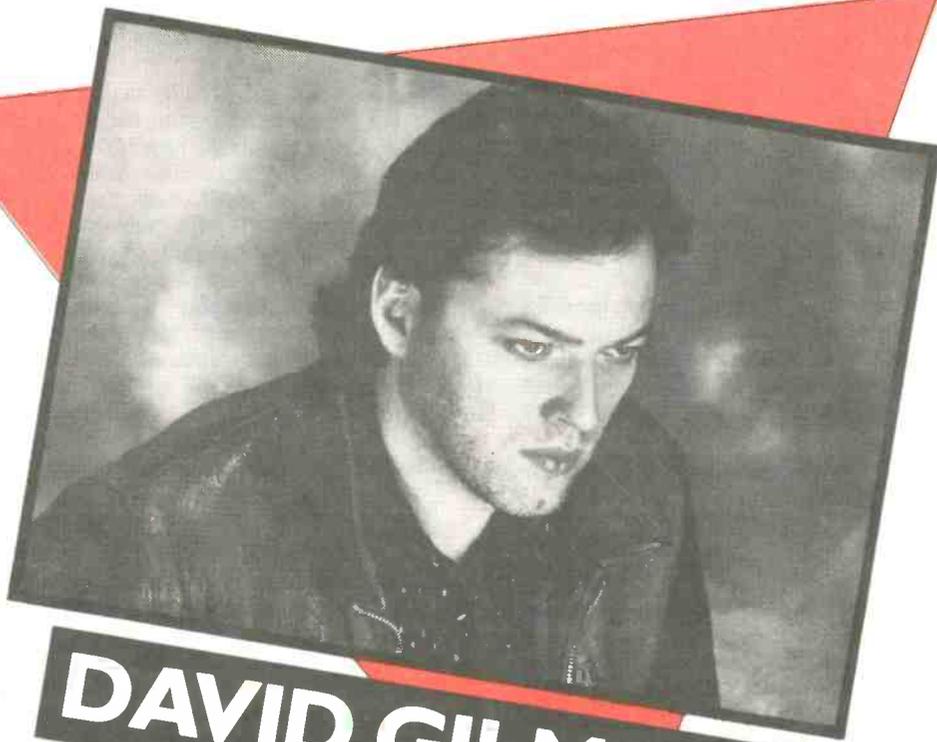
Major Moves:

B104 25-21
 Z100 deb 30
 Q107 deb 28
 WAVA 30-15
 94Q 30-26
 Z93 24-20
 KAFM 13-6
 195 deb 10
 Y100 25-16
 B97 24-12
 B96 38-21
 WHYT deb 27
 KBEQ 16-11
 WKT1 25-13
 KPKE 12-10
 KIIS-FM deb 37
 FM102 19-15
 KWOD deb 26

KFRC add 11
 KUBE deb 26
 KC101 20-13
 FM106 40-26
 WHTF 37-32
 WBCY 29-14
 KX104 deb 19
 KITY 20-12
 KTFM 10-8
 Z98 20-10
 WKDQ 17-8
 WSTO 28-18
 Z104 35-21
 WRKR 39-29
 KMGX 25-16
 KYNO-FM 17-13
 KCPX-FM 30-20
 KFRX 30-16
 KXSS 34-25

Added This Week:

WXKS-FM
 WBEN-FM
 WCAU-FM
 B94
 PRO-FM
 Q105
 Q102
 WGCL
 WCZY
 KHTR
 KIMN
 Q103
 KOPA
 KZZP
 KMJK
 XTRA
 KWSS
 KNBQ



DAVID GILMOUR
 "BLUE LIGHT"

CHR SIGNIFICANT ACTION

48/21

AOR Albums:

13

WPHD
 WGCL
 Q103
 WNYS
 WVSR
 K104
 98PXY
 WKFM
 WRCK
 WKRZ-FM
 WHTF
 WJZR
 WOKI
 WFMI
 KRGV
 WRNO

WKDD
 KMGK
 WJXQ
 WHOT-FM
 KQXR
 KBBK
 KQMQ
 KLUC
 KSKD
 KHYT
 WFBG
 WGUY
 WIGY
 103CIR
 WERZ
 OK100

13FEA
 95XIL
 WJBQ
 WCGQ
 KTDY
 Q101
 WIXV
 KKQV
 WBNQ
 99KG
 WSPT
 KCDQ
 KOZE
 KHTX
 KBIM
 KZOZ

BUSINESS TO YOUR BOTTOM LINE!

JONES MOVES UP TO PD

Black Becomes New KRNB OM

J.D. Black has joined KRNB/Memphis as Operations Manager and morning talent, following the departure of Floyd Blackwell. One of his first official acts was appointing previous morning man Melvin Jones as PD/PM drive host. Former PD Cheryl Bacon remains as evening personality.

Prior to joining KRNB, Black supervised music operations for rock-formatted KBOX/Little Rock. Outlining the steps that led to his joining KRNB, Black said, "I heard there was an opening and initiated the proper action. Before I knew it, the folks were asking me to come over here for an interview. From that came the position." Commenting on Jones's appointment, Black remarked, "I moved him into pro-

gramming because I felt he would be a better asset there. We also moved him to PM drive because that's where he had phenomenal numbers at crosstown WLOK."

Jones has worked at KRNB for the last 18 months. His 14-year broadcasting career includes a PD stint at WLOK, plus MD positions with WIGO/Atlanta and WERD/Jacksonville. "I feel great about the appointment," he told R&R. "I'd like to thank J.D. Black for having the faith to entrust me with this position. We're going to bring excitement back to Memphis radio, using some of the contemporary hit formulas within an Urban/Black format. We won in the marketplace before, and we look forward to winning again."

Hosley

Continued from Page 3

"We've had a pretty staid, conservative all-News delivery," Hosley commented. "We're going to be injecting more personality into our product." An immediate move will be the addition of a Saturday 10am-2pm show by talk host Neil Rogers, recently acquired from market rival WNWS after a legal battle. Rogers will continue to do his weeknight show, as well.

Hosley said other plans include expansion of all-News programming on Sunday mornings, more use of sound, and a greater sense of immediacy in newscasts. "We're going to try to get people to think of what's happening right now," he told R&R. Newscasts will also be written more frequently by the anchors who deliver them, and newscasts will be encouraged to show a "sense of humor," although WINZ definitely "will not be happy talk," according to Hosley.

Gaye

Continued from Page 3

his favorite topics, human love.

His personal life was marred by two divorces, large-scale tax problems, and a temporary exile from the U.S., but he had returned to live performance in 1983 and his career was on a strong upswing.

Public services were held for Gaye in Burbank Wednesday (4-4), while a private service followed Thursday (4-5). An in-depth appreciation of the singer can be found in the On The Records column on Page 27.

Williams

Continued from Page 3

be continued, although he believes the station has been "underprogrammed, underpromoted and underdeveloped" in many areas. "We intend to bring it up to speed," he commented.

A major effort will go into an immediate attempt to win FCC permission to improve WPLP's signal by changing tower sites and increasing power, a move that could nearly double the station's coverage area.

Other key personnel at WPLP retain their positions: Jeff Brooks, Program Director; Don Richards, News Director; Paul Tappin, Local Sales Manager. Williams, who reports to Guy Gannett Executive VP Robert Gilbertson, will handle national sales duties.

TRANSACTIONS

Joyner Buys WLOE & WSRQ

Carolina-Virginia Broadcasting Co. has sold WLOE & WSRQ/Eden, NC to A. Thomas Joyner for \$1 million, subject to FCC approval.

WLOE operates on 1490 kHz with 1kw days and 250 watts at night. WSRQ has 27kw on 94.5 mHz and antenna height of 96 feet above average terrain.

Mary Ann S. Bohl is President of Carolina-Virginia Broadcasting, which has no other broadcast interests. Joyner recently sold WISP & WQDW/Kinston, NC.

Blackburn & Co. brokered.

Keymarket Picks Up WRUS & WAKQ

Keymarket Communications of Kentucky has purchased WRUS & WAKQ/Russellville, KY for \$1,325,000, pending FCC approval.

WAKQ broadcasts on 101.1 mHz with 100kw and antenna height of 510 feet above average terrain. WRUS is a 500-watt daytimer on 610 kHz.

Lon Sosh, President of Sosh Broadcasting, has no other properties. Paul Rothfus, President of Keymarket, has interests in WJDX & WMSI/Jackson, MS; WIZK & WIGL/Orangeburg, SC; WSSL-AM & FM/Greenville-Gray Court, SC; WTGI/Hammond, LA; and two stations in Tuscaloosa, AL.

Blackburn & Co. brokered.

Mirsky Set As WCKO PD

After two years' absence from broadcasting, Neal Mirsky has been appointed PD at WCKO/Ft. Lauderdale. Mirsky fills the vacancy left in January by the departure of Mark Taylor. Interim PD Brian Illes has been named Assistant PD; Ruby Cheeks remains MD.

An 11-year broadcast veteran, Mirsky's background includes a term as Operations Manager for Miami AOR competitor WSHE and AM sister station WSRF, as well as programming stints at WQXM/Tampa and WDIZ/Orlando. Most recently, he served as Coordinating Producer for MTV, and as a video consultant in England.

Rose Broadcasting Chairman John O'Neil commented, "My



Neal Mirsky

salesmen tell me the reaction on the street is marvelous — that's the most important thing. Neal's worked for the direct competition (WSHE) and he knows them. He has excellent music sense and will tighten us up. I'm very happy with Neal and I'm glad he's with us."

Mirsky told R&R, "There's nothing like two years out of radio to give you a fresh perspective. After a while you tend to forget how normal people think and use radio and music. WCKO is a real good little rock station. WSHE seems to have gone a little more upper demographic, and there seems to be a void, so we're going to rock. Two years ago when I left this market, I really didn't have a lot of respect for WCKO, but now they're really sounding good. The station is basically on the right track, and I'm really pleased. There'll be some adjustments, but I'm not anticipating any changes in musical direction or staff."

Harte-Hanks Going Private

Corporate executives and directors of Harte-Hanks Communications, Inc. confirmed speculation last week (3-28) by announcing plans to take the company private via a leveraged buyout. It is estimated the group headed by Chairman Huston Harte, President/CEO Bob Marbut, Director Edward Harte, Director Andrew Shelton, and Exec. VP Larry Franklin already controls about 40% of Harte-Hanks's common stock. The buyout proposal would pay shareholders \$28 in cash plus a bond with a face value of \$10. The subordinated debenture bonds would pay 15% interest beginning December 31, 1989.

The executive group indicated it wanted to take the company pri-

vate because "the value of the company is just higher than is reflected in the marketplace." The buyout would also enable the company to pursue future business avenues without having to keep shareholders happy through consistent quarterly-earnings growth.

Harte-Hanks is a communications conglomerate which owns newspapers, direct mail marketing operations, cable TV systems, and television stations. Its radio outlets are WSGN/Birmingham, KKBQ-AM & FM/Houston, KOY & KQYT/Phoenix, WRBQ-AM & FM/Tampa, and WRVA & WRVQ/Richmond. Harte-Hanks also owns the R&R Companies, including Radio & Records.

BE A
STEP AHEAD
OF THE
COMPETITION...

SYNDICATE IT offers a daily two minute radio program featuring Olympic hopefuls from this year's Games in Los Angeles

May 14th through August 10th

OLYMPIC DREAMS

For Market Exclusivity
CALL TONI JONES AT (412) 391-3000

SYNDICATE IT, INC.

L A I D B A C K " W H I T E H O R S E " A S U R E B E T .

94 CHR Reporters With This Week's Adds And Hots Moves

B104 deb 27
WXKS-FM 20-12
WPHD add
B94 30-24
PRO-FM 30-24
WAVA add
B97 add
B96 add 39
WHYT 30-26
KIIS-FM 15-14
FM102 25-17
KS103 40-29

WFLY deb 35
WVSR 26-16
WTIC-FM 24-19
FM106 add 30
WBBQ 37-21
KZZB deb 38
WBCY add
WNOK-FM 39-32
WZLD 35-26
KSET-FM deb 28
WZYP deb 35
WOKI deb 35

WFMI deb 38
WHHY-FM 35-20
KX104 deb 23
KITV 25-20
Z98 deb 30
KMGK add
WKDQ add
KQKQ add
WRQN add
WHOT-FM deb 38
13K 14-7
KKXX 27-23

KQXR 28-7
KBBK deb 37
KKFM add
KMGX add
KQM 37-26
KLUC 19-16
KRSP add
WGUY 27-23
WERZ 37-35
95XIL add
WISE 9-3
WJAD 27-25

WCGQ deb 38
Q104 7-2
Q101 deb 36
Z102 add
WGLF deb 27
KKQV 29-11
WBWB deb 37
WCIL-FM 5-4
WAZY-FM add
KCDQ 36-33
KGHO add
KCAQ 14-9
KDZA add

PRODUCED BY LAID BACK AND THE 7 DWARFS.  MANAGEMENT: WENNICK BROS.

On Sire Records and Cassettes. Marketed by Warner Bros. Records Inc. © 1984 Warner Bros. Records Inc.

Recurrents

Continued from Page 34

stay in recurrents for a long time; I think they're the backbone of the radio station. They're the most familiar titles on the station next to current powers. I never take them out of recurrents until the sound or group are dated, and/or it's burned out. If a

"When you've got a hot artist like Michael Jackson with six recurrents and one current out there, it's easy to play one of them an hour, which could really burn out the artist's image. Make sure to put in some kind of time restriction for repeating selections by the same artist."

—Paul DeMille

group is still hot in 1984 and one of its records from a year or two ago is still hot, it will stay in recurrents. The key is the sound ... it must sound like 1984. We look at things on a record-by-record basis, not by a set date to determine when it's too old.

"The tighter the rotation, the more quickly they turn over, so you've got to be more careful with your selections and your timing. If people go only in chronological order to put records into recurrents or recurrents into oldies, they're going to run into trouble. The key is to get the most mileage out of each record when it's a current, recurrent, and then an oldie. There are no set rules to make these decisions, so you should rely on your guts in combination with some research."

• **Holding Down The Fort:** WQHK & WMEE/Fort Wayne, IN recently ended a 28-½ hour radiothon to raise funds for the failing historic Fort Wayne. \$51,000 was pledged by listeners and businesses. State representatives have honored the sister stations, and Fort Wayne will reopen thanks to them.

• **Uncle Sam Can't Have You:** KMGZ/Lawton, OK is informing listeners of ways to save on their income tax. A 90-second feature airing mornings and afternoons

called "Tax Breaks" gives tips on tax forms.

• **"Yes" Is The Answer:** KCMQ/Columbia, MO recently held a simple contest to promote the recent Yes single and an upcoming concert. Listeners were asked "Are You The Owner Of A Lonely Heart?" Anyone who called in to say "Yes" became one of 97 (frequency tie-in) eligible for the grand prize drawing and received the new Yes album. The grand prize winner and guest were flown to Kansas City for dinner, limoed to the show, provided hotel accom-

modations, and invited to the backstage party.

• **Once Every Four Years:** KUBE/Seattle held a special birthday party for "Members Only." Listeners who were born on February 29th and thus celebrate their birthdays only on Leap Years were invited to the station to meet air personalities and have a party. Driver's licenses or birth certificates were required. The party was co-sponsored by Dr. Pepper and Members Only Outerwear, who provided refreshments and presents. In a separate promotion, KUBE recently hosted the 1984 Special Olympics Dance Marathon. Participants danced for 24 hours with pledges for every hour they danced. Prizes were awarded every hour and included trips to Hawaii, Mexico, San Francisco, plus a Chevy Van. Proceeds from the dance marathon went to help the mentally handicapped.

• **Can You Say "Kash-Stash?"** KRTH/Los Angeles recently began a new money contest giveaway of between \$2000 and \$5000 for the correct answer to the amount in the "K-Earth 101 Kash Stash." Morning man Dean Goss announces a different dollar amount each day.

• **Come As You Are!** 94QID/Biloxi, MS decided to find out if its listeners were as "Sharp Dressed" as the ZZ Top song details. Listeners called in to describe what they were wearing to win ZZ Top concert-packs, tickets, albums, and a tour jacket.

• **The WPLJ 95ers.** WPLJ/New York challenged TV's popular soap "One Life To Live" to a basketball game to benefit the World Hunger Year. The lineup included WPLJ's Director of Research "coach" Walter Mysholowsky, game host Bill Ayres, and air personalities Jim Kerr, J.J. Kennedy, Peter Bush, and "Fast" Jimi Roberts.

Motion

Steve Reynolds is out at WMAS/Springfield and is available at (413) 534-7772 ... WKZZ/Lynchburg, VA has dropped Country in favor of a Hot Hits-type CHR format under Operations Manager Mike Carroll ... Larry Dalton exits WMAR/Baltimore to join the morning team at WXLK/Roanoke, VA ... Chris St. John goes to nights at WDCG/Raleigh-Durham from WZYQ/Frederick, MD ... WHYT/Detroit takes on Scott Sherwood for middays and J.J. Walker nights, both from KBEQ/Kansas City, and Steve Kelly in overnights from WNVZ/Norfolk ... And while we're at WNVZ, Greg South is promoted to MD ... Exiting WSTO/Evansville is Angela Allen, moving across town to WKDQ, and Paul Gregory to WNAP/Indianapolis ... KHTR/St. Louis welcomes afternoon man Steve York from Q107/Washington.

WHSL/Wilmington, NC ups MD John Patrick to PD, replacing Dave Foster, who's now at WYMX/Augusta, GA ... At WNBC/New York, Janice Penino is named Manager Advertising & Promotion and Donna Fiducia joins as copter traffic reporter for afternoons ... Carolyn Barnes exits KHOK/Holsington, KS for nights at KLZR/Lawrence, KS ... Thanks to the wonderful world

of syndication, KWSS/San Jose's "Kelly & Kline" show can now be heard on sister station KMJJ/Las Vegas ... Jay Stone exits KC101/New Haven ... Sports announcer Rich Marotta debuts his afternoon sports program on KRLA/Los Angeles ... WPLJ/New York welcomes Cleo Rowe to overnights from crosstown WBLB.

At Q107/Washington the new Production Director is Dan Alexander, last at WZYQ/Norfolk. Also, Richard O. Meham is upped to Sales Manager and additions to the sales staff include Carole Eagleson; Scott Kiddoo from WNAV & WLOM/Annapolis; Sherri DePaola from WPRW/Manassas, VA; and Assistant Research Director Jeff Johnson ... Bob Leonard named new PD at WBWB/Bloomington ... Jay Sorenson joins middays at WPST/Trenton from WOBM/Toms River-Lakewood, NJ ... A new lineup at KMGZ/Lawton, OK includes mornings with Perry Smith, midday host Lance Bailey, afternoon driver Jim Heyward from KTRN/Wichita Falls, night-rocker Andy Savage, and overnights with Lynda Reynolds. Exiting KMGZ for KAYI/Tulsa is Larry Grant. Congratulations go out to KMGZ's Lance Bailey and wife Lisa on the birth of Thomas Ryan.



EXCUSE ME, ARE YOU READING THIS PAPER — KRTH/Los Angeles recently hammed it up with David Brenner about his debut MCA album "Excuse Me Are You Reading That Paper." Pictured (l-r) are MCA promotion's Billy Brill, KRTH News Director Mary Lyons, Brenner, and morning personality Dean Goss.



AGAINST ANY AND ALL ODDS — WBNQ/Bloomington, IL recently welcomed Atlantic recording artists Genesis to Illinois State University to kick off the group's North American tour. Pictured backstage (l-r) are WBNQ's Lisa Georgis, Scott Laughlin, a puzzled Phil Collins of Genesis, WBNQ's Aaron C., and Atlantic's Rick Sudakoff.



SKIING WITH YOGURT? — KFI & KOST/Los Angeles and KITS/San Francisco promoted this year's "Yoplait Ski Club" at Heavenly Valley. The ski club has 60,000 club cards in circulation, and cardholders qualified for free discounts on skiing equipment and accommodations, as well as free ski trips. The grand prizes were a TWA getaway for two to Italy and a 1984 Buick Wildcat Quatro. Shown at the ski race (l-r) are Yoplait Sales Manager Gary Phillips, KITS Promotion Director Linda Fink, KITS' Promotion Director Kim Kelly, winner Larry Geiser, KITS PD Jeff Hunter, and Ski Club creator/President of KITS Productions Don Janklow.



ON THE AIR, IN THE AIR — WKDQ/Evansville, IN morning man Scott Chase was more than happy to broadcast live 70 feet above ground because he was sitting in a Corvette from local sponsor Kenny Kent Chevrolet. Pictured serving his community is Scott and his Corvette.



You Need Self Control

Laura Branigan's Got It

Get "Self Control" the first single 7-89676

Also available on 12" 0-86954

Presenting
"Self Control" the new album 80147

Beyond an incredible voice
and talent, it takes "Self Control"
to make a truly great performer.

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



On Atlantic Records and Cassettes

1984 Atlantic Recording Corp. © A Warner Communications Co.

ABC Reagan Shooting Tape Jars Pittsburgh

When the report on an assassination attempt on President Reagan came down the ABC special events channel last Wednesday morning (3-28), the alert news staff at WTKN/Pittsburgh, which always monitors the line, got it on the air immediately. But after a few seconds the report began to sound eerily familiar and was yanked instantly.

A quick check with ABC indicated that it was, indeed, a reread of the network's coverage of the 1981 Reagan shooting. "They fed it down the special events channel with no disclaimer," said WTKN VP/GM Diane Sutter. She estimates the tape aired for about 20 seconds and, because of an immediate disclaimer, prompted only "one or two calls" from listeners. Of ABC she says, "They were very good about assuming responsibility for it."

ABC VP/Radio News Peter Flannery said, to his knowledge, WTKN was the only station that aired the library tape, which was being fed by telephone to WTAN/Clearwater, FL for a special report on the third anniversary of the shooting. ABC News is several months away from taking up residence in its new satellite studios, he explained, and a patching mixup led to what is every newperson's nightmare. In the

CUMMINGS, WALDRON OUT

KBUG & KCPX Promote Schmidt To VP/GM

In a management change at Price Broadcasting's KBUG & KCPX/Salt Lake City, VP/GM Bruce Cummings and PD Gary Waldron have exited. Replacing Cummings as VP/GM of both stations is KCPX Sales Manager Terry Schmidt.

Price VP/Finance Martin Peterson commented on Schmidt's appointment: "Terry has an excellent background. We feel very good about the skills he'll bring to the job. He has all the experience necessary to make both stations real winners." Peterson would not comment on the departures of Cummings and Waldron.

Schmidt, who had been GSM at KISN & KLUB/Salt Lake City and KIFM/San Diego before joining KCPX, told R&R, "I think it was just time for a bit of a change in order to build a new team with some fresh blood, nothing more. I've not named any new PDs as yet, but KBUG afternoon per-

wake of the incident, he said patching procedures have been tightened and all tape is now being billboarded in advance to make its identity clear.

Ironically, Sutter said WTKN began monitoring the channel on ABC's advice. "Yes," Flannery glumly concurred. "Unfortunately they listened to what we told them in this case."

Katz Buys Christal, RKO Reps

As widely anticipated, Katz Communications has completed a major expansion of its radio rep operations by purchasing Christal Radio and RKO Radio Sales. The company has formed the Katz Radio Group, incorporating its own rep firm, Katz Radio, plus Christal and RKO (now renamed Republic Radio). No prices were disclosed.

Katz Radio President Ken Swetz heads the Katz Radio Group, also retaining his present title. Christal Chairman/CEO Bob Duffy and President/COO Charlie Colombo retain their positions, while RKO Radio Sales President Jerry Kelly stays on as President of Republic.

sonality Danny Mitchell and KCPX personality Randy Lundquist are serving as interim PDs. For myself, I'm obviously very excited about this new position as it's something I've been working toward for years. There are some excellent people here, and with the format restructuring over the past few months the priority is to stabilize the staff and assure everyone about their futures."

Waldron, a 15-year veteran of the stations, told R&R, "This came as a pretty big surprise to me. I thought things were moving along well. It's really a shame because the latest Birch figures looked up for both stations. All I was told was the new GM didn't like me, and that was it. I'm planning to stay in the market, but I'm not sure what Bruce will do." Cummings was not available for comment.

WAGO

Continued from Page 1

what we did at B104/Baltimore (Jeffries's previous station), but a bit more up, and certainly more personality-oriented." Jeffries, who will handle a short midday airshift, also indicated he had aggressive promotional plans for the station. The on-air staff includes former B104 morning personalities Pat Reilly and Wally Hindes, and night jock Beau Richards (also from B104). Other new WAGO jocks are John Garcia (KMJQ/Houston), Scott O'Brien (KVIL/Dallas), and Mike MacDonald.

CALENDAR



BRAD MESSER

Full Moon Make You Loony?

If you've spent much time in mobile news units chasing ambulances and fire trucks, or put in a few years as a copshop reporter, you may be among the millions of people who are convinced that the full moon makes strange things happen.

Not only in our country but among cultures all around the world, people are convinced that the lunar influence creates lunacy, increases the murder rate, causes a high incidence of suicide, fills the maternity wards, and so on.

Dr. Paul Kurtz, the Buffalo University philosophy professor who is Chairman of the "Committee for the Scientific Investigation of Claims of the Paranormal," says "because of this widespread belief, a number of scientists have looked into that to see whether there's a correlation. I hate to be a spoilsport, but unfortunately there doesn't seem to be conclusive evidence that there is a correlation."

According to Dr. Kurtz, major studies reveal no changes in murder or suicide rates and no surges in births.

As for the belief that a full moon makes people act strange, he says, "There have been studies of psychiatric emergency visits and they have not indicated a correlation. You have to look at thousands of cases, and this is what scientists have done."

After years of serious professional study, scientists have overwhelmingly concluded that "moon madness," a worldwide belief, is simply a "human tribal myth."

The CSICOP organization is headquartered in Buffalo, New York, and can be reached at (716) 834-3222. Among its approximately forty fellows are Isaac Asimov, Milbourne Christopher, Paul MacCready, James Oberg, and Carl Sagan.

Camping With The Colorado Cannibal

MONDAY, APRIL 9 — Six gold prospectors went into the Colorado mountains in the winter of 1874 and were stranded by heavy snow. Two months later, on April 9, their guide Al Packer emerged from the hills by himself, carrying some of their personal effects and telling conflicting stories. An investigation proved Packer had killed the other five and survived the winter by cannibalizing their bodies, crimes for which he served 17 years behind bars.

Civil War ended 1865. TV Guide began 1953. Original 7 U.S. astronauts named 1959. Houston Astrodome opened 1965. Michael Learned 45. Carl "Blue Suede Shoes" Perkins 52. Hugh Hefner 58.

Inventor Sold Safety Pin Cheap

TUESDAY, APRIL 10 — The simple safety pin was patented 135 years ago today (1849) by New York inventor Walter Hunt, who sold the rights to his multi-million-dollar device for a measly \$400.

In 1866 Henry Berg formed the American Society for the Prevention of Cruelty to Animals, after seeing a man beating a horse and learning there was no law against animal abuse.

The passenger liner "Titanic" sailed from England in 1912; five days out it hit an iceberg and more than 1500 people died. Don Meredith 46. Omar Sharif 52. Chuck Connors 63. Harry Morgan 69.

Abe Lincoln's Last Speech

WEDNESDAY, APRIL 11 — Two days after the end of the Civil War, President Abe Lincoln made an optimistic speech about rebuilding the South and getting the nation moving forward. That oration on this date in 1865 turned out to be his last public speech; he was assassinated three days later.

Jack Roosevelt Robinson became the first black baseball player in the modern big leagues in 1947.

Five years ago today President Carter announced oil price decontrol. Regular gas was selling for 86 cents a gallon.

Joel Grey 42. Ethel Kennedy 57. Oleg Cassini 71.

Baseball Gets Face-Saving Device

THURSDAY, APRIL 12 — In a Harvard game on this date in 1877, the first baseball catcher's mask was introduced. Until the mask, catchers had worn rubber mouthpieces which prevented fast balls from scattering their teeth like a handful of Chiclets, but offered no protection to their eyes, noses, and ears.

Civil War began 1861 with 34-hour battle at Ft. Sumter, South Carolina, in which no one was killed on either side. Bill Haley & the Comets recorded "Shake, Rattle & Roll" 1954. Russia launched 1st spaceman 1961. USA space shuttle "Columbia" 1st orbital mission 1981.

David Cassidy 33. Herbie Hancock 44. Tiny Tim 52. Jane Withers 58. Ann Miller 61.

England To Inventor: Make A Death Ray!

FRIDAY, APRIL 13 — Birthdate of scientist Robert Watson-Watt in 1892. When England became nervous about Adolf Hitler's military buildup in the 1930s, Watson-Watt was asked whether he could invent a superweapon for Britain, specifically a Death Ray. His experiments quickly revealed that power requirements prevented construction of a Death Ray, but his research indicated that ordinary radio waves could be used for long-range detection of airplanes and ships, and in three months Watson-Watt perfected radar.

Sidney Poitier first black "Best Actor" Academy Award winner (for "Lilies Of The Field") 1964. USA 200-mile fishing limit 1976.

Fidel Castro 58. Atheist Madalyn Murray O'Hair 65. Howard Keel 65.

Tomorrow (4-14) Pete Rose and Julie Christie 43, Frank Serpico 48, Loretta Lynn 49, Rod Steiger 59.

Sunday (4-15) Elizabeth Montgomery and Roy Clark 51.

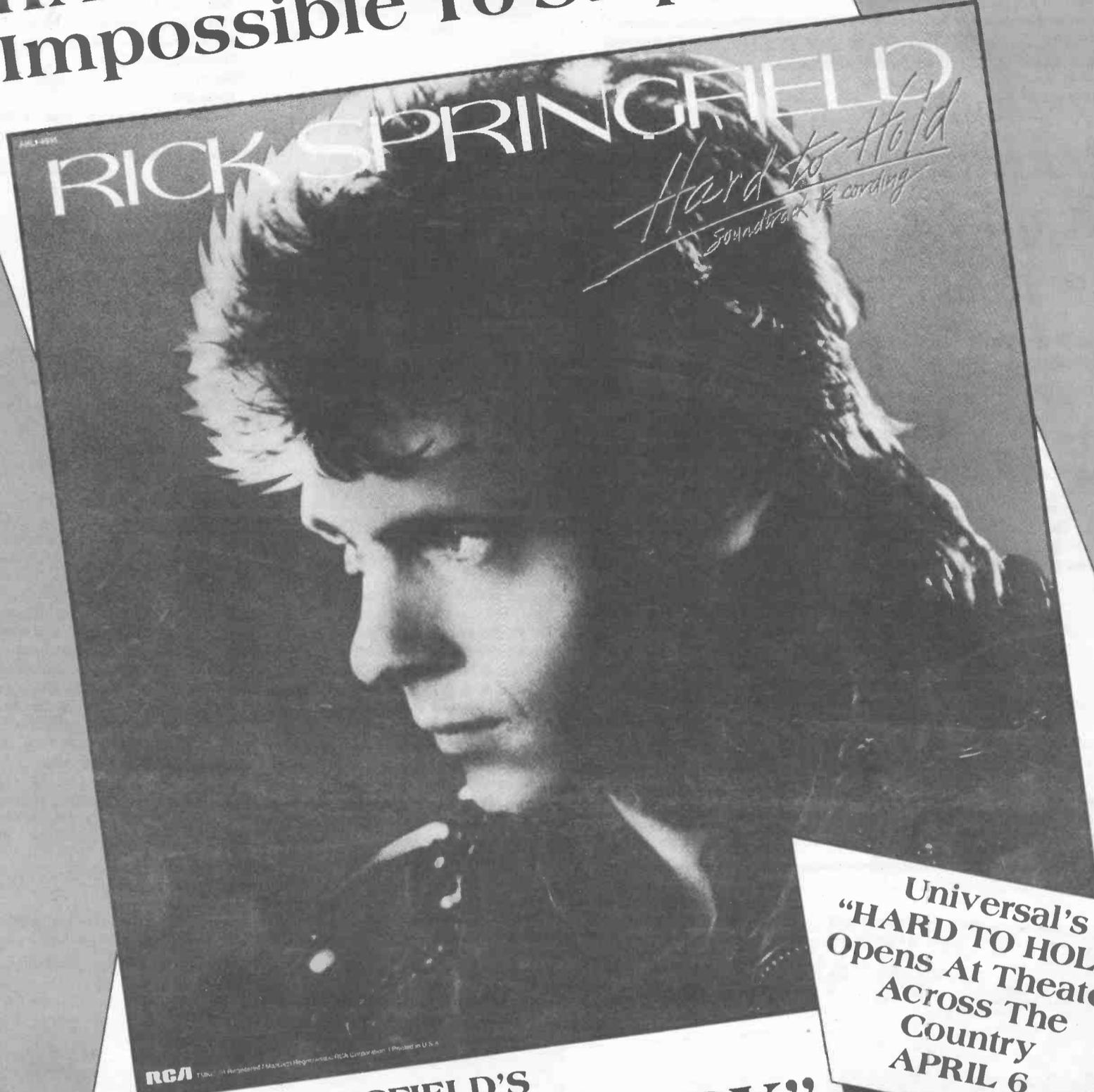
R&R

Continued from Page 1

tor in 1981 and took on the additional responsibilities of Easy Listening Editor in 1982, a duty she'll continue as Executive Editor. Rodrigues exited his own RapidData computer systems company last year to join R&R. His radio experience includes KIDD/Monterey, where he was Operations Director, and a stint as MD of KMPC/Los Angeles.

All four promotions became effective April 2.

**"HARD TO HOLD"
Impossible To Stop!**



**Universal's
"HARD TO HOLD"
Opens At Theaters
Across The
Country
APRIL 6**

**RICK SPRINGFIELD'S
"LOVE SOMEBODY"**

B104 15-11
WXKS-FM 28-18
WCAU-FM 18-15
B94 9-5
PRO-FM 9-7
94Q 18-15
Z93 15-12
KAFM 12-8
B97 8-3
Q105 23-16
B96 25-19
WKTI 15-11
KDWB-FM 11-8
KHTR 11-9

WLOL-FM 9-8
Q103 11-7
KZZP 19-12
KMJK 15-9
FM102 24-18
KWOD 19-12
KS103 26-18
XTRA 20-12
KFRC 10-6
KWSS 13-10
KNBQ 21-14
WSPK 23-10
WQID 15-8
WBCY 19-8
KITE 9-1
WFMI 21-9

WHHY-FM 14-6
92X 10-9
WEBC 16-10
WGRD 10-7
WJXQ 4-3
WRKR 18-10
WRQN 11-9
K107 12-8
KELI 15-7
KEYN-FM 13-7
WHOT-FM 14-9
13K 20-10
KQXR 18-10
KKFM 8-6
KHOP 18-10
K96 7-2
KCPX-FM 16-8

CHR Chart: 9

AOR Tracks: 12

AOR Albums: 14

**Now On Over
150 AOR Stations!**

Management & Direction:
Dana Miller and Barry Gross
for Major Way Management

RCA



STEVE FEINSTEIN

25 + AOR, PART II

WIOQ/Philadelphia: Best-Kept Secret In The Biz

Most people I call to interview are eager to talk, particularly when it's to discuss their success story. After all, who doesn't like to toot his own horn and expound his theories on programming, politics, and religion?

Imagine my surprise when WIOQ/Philadelphia PD Alex DeMers demurred. I thought he'd jump at a forum to shed some light on how he's been able to capture these primo demos in a market with two strong AORs and the original Hot Hits station (WCAU-FM) on one side of him, and the original Greater Media Magic station (WMGK) on the other:

25-34 Men:	#1
35-44 Men:	#2
25-49 Men:	#1
25-54 Men:	#1
25-34 Women:	#2

Turns out that DeMers and GM Don Pettibone prefer to keep their secrets to themselves and take a pass on publicity. They don't report to any trade papers, are rarely profiled in the trade press, and hence their distinctive blend of music and person-

alities remains a mystery to the industry at large.

In fact, it's difficult to even put a format label on WIOQ. Because it was once an AOR, it continues to be tagged as such, though the sound is smoother than cross-town AOR stalwarts WMMR and WYSP. 'IOQ plays some A/C music. Yet it rocks far more and its presentation is jauntier than most A/Cs.

Whatever you call WIOQ — Adult Oriented Rock, an AOR and A/C hybrid — what really counts is the numbers, which prove it's carved out a niche in listeners' hearts. Take a look at the sample hours of music (see accompanying box) and arrive at your own appellation.

History

A little background here. About four years ago, WIOQ found itself third in a three-way AOR race. It had the shortest tenure as an AOR in the market, and going



Music Monitor

PM Drive:

- Thompson Twins *Hold Me Now*
- Men At Work *Overkill*
- Hall & Oates *She's Gone*
- Jeffrey Osborne *Stay With Me Tonight*
- Toto *Hold The Line*
- Paul Young *Come Back & Stay*
- Supertramp *Take The Long Way Home*
- Fleetwood Mac *Sara*
- Glenn Frey *I Found Somebody*
- Pretenders *Show Me*
- Buffalo Springfield *For What It's Worth*
- Duran Duran *New Moon On Monday*
- Bob Seger *Still The Same*

Evening:

- Steely Dan *Peg*
- Michael Sembello *Rainbow's End*
- Rod Stewart *You're In My Heart*
- Culture Club *It's A Miracle*
- John Lennon *Nobody Told Me*
- ABC *All Of My Heart*
- Queen *Radio Ga-Ga*
- Stevie Nicks *Bella Donna*
- Pointer Sisters *Automatic*
- Toto 99
- Kenny Loggins *Keep The Fire Burnin'*
- Paul Young *Come Back And Stay*
- Van Morrison *Wavelength*
- Todd Rundgren *Love Is The Answer*

AM Drive:

- Rockwell *Somebody's Watching Me*
- Stevie Nicks *Stand Back*
- Eurythmics *Here Comes The Rain Again*
- Doobie Brothers *Takin' It To The Streets*
- Pretenders *Show Me*
- Nena 99 *Luftballoons*
- Hall & Oates *You've Lost That Lovin' Feelin'*
- Dan Fogelberg *Language Of Love*
- Beatles *For No One*
- Michael Jackson *Thriller*

head to head with 'MMR and 'YSP on their own turf was yielding nothing but headaches.

Instead of competing on the other fellows' terms, 'IOQ repositioned itself as an alternative to the hard rockin' AORs. As AOR became more modal and shed artists without a rock 'n' roll edge, WIOQ tried to fashion itself as a refuge for people who grew up listening to AOR but felt as though they had outgrown the format. That upper end was being shut out of AOR by its boogie-till-you puke mentality, but on the other hand wasn't ready for a diet of Barry Manilow and Anne Murray on A/C.

Not only was AOR's increased narrow-casting opening up a hole for an adult-rock format in certain markets, but the 25-34 cell was getting fatter due to the aging of the population. That meant a disenfranchised

audience in a demo that was becoming increasingly attractive to advertisers.

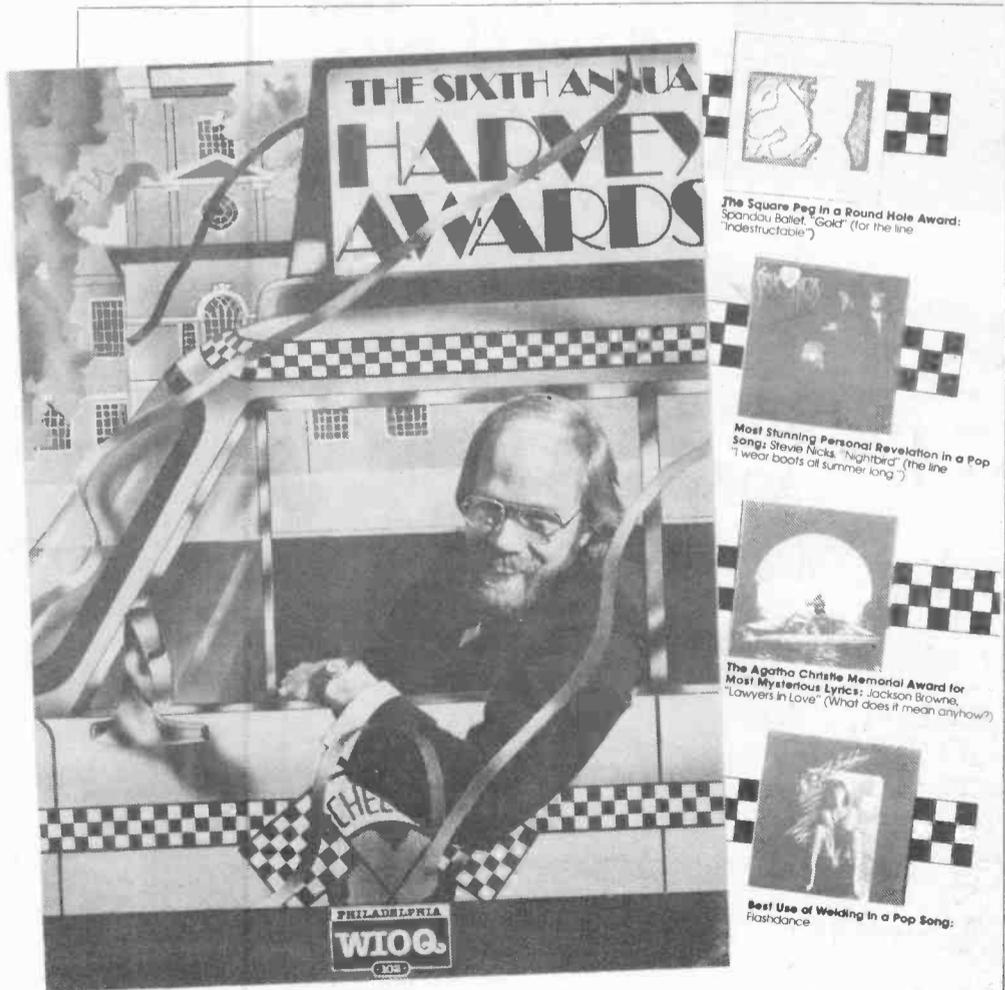
Evolution

WIOQ didn't become a different animal overnight; rockers like Led Zeppelin and Van Halen, deemed irritating to upper demos, left the library incrementally. That made more room for emphasis artists such as Jackson Browne, the Doobie Brothers, Beatles, Little Feat, and Steely Dan.

WIOQ was not a soft rock station with mellow-er-than-thou presentation and wall-to-wall acoustic balladeers. It's always had a spunkier, less polished approach. Some weepy, plaintive ballads were there, but so were Motown oldies and British Invasion hits.

The station was not a whiz-bang success immediately, either on-air or in the ratings.

Continued on Page 42

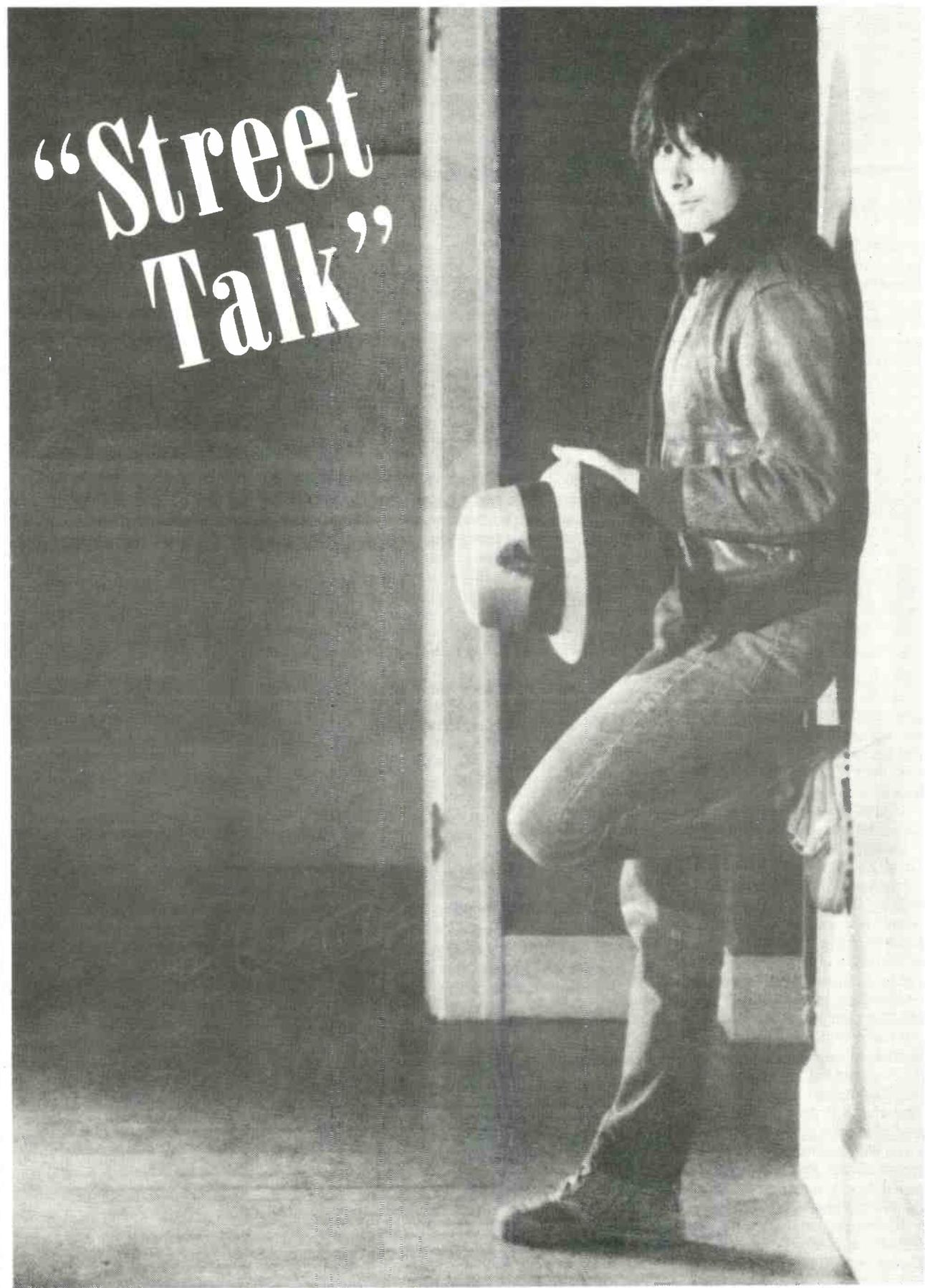


IN ONE MAN'S OPINION — Rarely do the individuals honored show up to receive their awards, but Harvey continues to give out the Harvey Awards, his answer to the Grammys. A few of the tongue-in-cheek awards are listed above. Copies are distributed in area 7-Eleven stores.



SEND ME SOME GLOVIN' — One morning, Harvey (pictured above) was pondering why Michael Jackson wears only one glove. He solicited ideas from listeners, with the consensus being that the poor little rich boy simply couldn't afford a complete pair of gloves. The only charitable thing to do was to take up a collection for Michael, with listeners donating that one glove that you always keep after you've lost the other one, hoping that someday you'll find the missing one. Hundreds of solitary gloves poured in, ranging from a proctologist's glove to a black leather motorcycle glove. All the gloves were mailed to Michael c/o Epic Records, and the station awaits a response, preferably handwritten.

STEVE PERRY



"Street
Talk"

His
first
solo
release,
featuring
the
AOR/CHR
FIRST
WEEK
BREAKER
"Oh
Sherrie,"
and
much
more!



SEGUES

Michael J. Pappas assumes ownership of KZEL/Eugene from Jaymar Communications. The station's Dave Numme is appointed MD . . . Angela Wright is named MD at KXZL/San Antonio . . . KWFMTucson's new phone number is (602) 623-7556.

John Langan, late of KMET/Los Angeles and KISW/Seattle morning shows, has returned to Seattle for afternoons at KZOK, which now has teams in the mornings and afternoons. The new lineup at KZOK looks like this:
5:30-9am: Rick Shannon & Suds Coleman

9am-1pm: Connie Cole

1-3pm: PD Phil Strider

3-7pm: John Posey & John Langan

7pm-mid: MD Craig Martin

Mid-5:30am: Mike Colvin

Gary Mandino is upped to WDIZ/Orlando middays from weekends . . . KQRS/Minneapolis moves

Lori Stephens to evenings from part-time.

Bernie Lucas has handled promotions for WLPX/Milwaukee, WLUP/Chicago, and KTXQ/Dallas, and now comes aboard WIYY/Baltimore as Director Of Marketing And Advertising. Also, Mitchell Dahne is upped from Promotions Assistant to replace Maria Milhelm as Promotions Manager, and Chris Emery joins for parttime.

Hannah Storm joins KSRR/Houston as sports reporter from KNCN/Corpus Christi.

Former WSKS/Cincinnati PD Mike McConnell returns to the station for airwork after a stint at WSHE/Miami. His wife, Mary Kuzan, does evenings at 'SKS.

Former KFMG/Albuquerque PD Bill Stambaugh goes to crosstown KWXL for sales.

WIOQ/Philadelphia: Best-Kept Secret In The Biz

Continued from Page 40

It went through growing pains as the format evolved its own identity. Management gave it room to grow, not expecting huge numbers overnight. They realized the age group to which the station was attempting to appeal would not flock to the station immediately, being less fickle than younger listeners. But once the age group arrived it would have a good deal of loyalty.

Harvey In The Morning

The station also tweaked its presentation to include off-the-wall features, particularly on its morning show with Harvey. As befits an upper demo approach, his sense of humor is gentle, almost folksy, rather than outrageous or salacious. He's more likely to poke fun at himself than lampoon others.

Early on he developed a feature called "Harvey's Almanac," where he reads weird, offbeat news. Stories are usually punctuated with a clever aside or recorded comedy bit that amplifies the news item. The feature proved so popular that when it was pushed back to 9am from its original 8:45am slot, a flood of protests followed. People complained that they were forced to be late for work while they waited in their cars for the Almanac, which has since returned to its earlier period.

It's now an annual tradition for Harvey to broadcast his show on Groundhog's Day from Punxsutawney, PA. He reports live on the scene if Punxsutawney Phil the groundhog sees his shadow, providing a gauge for whether or not six more weeks of winter are still to come.

Harvey's visibility is further aided and abetted by a weekly Harvey's Almanac spot on the local edition of "Evening Magazine."

His numbers came home to roost in the fall book, where he was the number one morning man on a music station. His 12+ share was the highest in the city after all-News outlet KYW.

Local Links

Programming that features music from other eras gives the station a strong sense of history and establishes a bond with the audience's roots. The "Friday Flashback" is a four-hour dance party broadcast live from a local club every week. The show focuses on rock and soul oldies from the '60s, while a "Saturday Night Dance Party," also broadcast live, features doo-wop, rhythm and blues, and disco from the '50s through the '80s.

Sunday morning includes a solid hour of Beatles music with MD Helen Leicht on "Breakfast With The Beatles." The "Sunday Night Alternative" showcases artists from the progressive years, such as vintage Jethro Tull, Elton John, Al Stewart, and Renaissance. The show is hosted by market vet Ed Sciaky, who introduced many of the acts on Philadelphia radio.

Leicht also does a "Lite Lunch" feature during her noon hour weekdays where she plays an hour of music on a thematic topic, ranging from romance to weather. Wednesday night is Ladies Night, when the station plays requests by and for women.

The station also makes it a point to hook up with key Philadelphia institutions. Weather forecasts are supplied by the venerable Franklin Institute, and a recent Friday Night Flashback dance party originated from the Philadelphia Museum Of Art.

So What's It All About?

WIOQ, John Sebastian's EOR, KINK/Portland, and Fred Jacobs's Good Time Rock 'N' Roll are only a few of the approaches that use AOR as a stepping-off point for getting 25+ numbers. WXRT/Chicago, WMMS/Cleveland, WBCN/Boston, and KBCO/Boulder are among a number of AORs that are still eclectic after all these years, and bringing in better upper demos than ever. Lee Abrams's Superstars 2 format at KFOG/San Francisco has had encouraging numbers, given the hyper-fragmented AOR battle in the market.

These approaches seem to yield ratings results over the long haul, rather than after one commercial-free sweep. They need a longterm commitment from management that is willing to look further down the road than the next sweep. Many of their programmers would tell you that they're demanding to execute on a day-by-day basis, requiring more nurturing and creative skills than more traditional deliveries.

Shooting for upper demos by taking a more sophisticated, less fundamentally rock 'n' roll approach isn't the only road to success, either. By no means is using a new-fangled format creation the only way to deliver 25+ numbers. Witness the many traditionally-positioned AORs that gather 25+ numbers quite nicely, thank you: WQFM/Milwaukee, WDVE/Pittsburgh, WPYX/Albany, KGB/San Diego, WIYY/Baltimore, and WEBN/Cincinnati are among them. Next week, we'll talk with programmers at mainstream AORs such as these and see how they maintain balanced 18-34 numbers.

RADIO ACTIVITY

Not-So-Trivial Promotion: KKRQ/Iowa City has moved quickly to send listeners to a Trivial Pursuits Tournament weekend April 28-29 at Chicago's Hyatt Regency Hotel. Weekend packages go for \$100 and provide lodging, a copy of the game, and a regulation tournament. During the competition new questions expected to be included in the forthcoming Genus Two edition will be unveiled. Representatives from the game's American manufacturer, Selchow & Righter, will be present. And if the weekend goes well, it's hoped that the promotion will be rolled out nationally to other Hyatt locations.

Slots for the Chicago tourney are going quickly. Contact the hotel's Nancy Ruth at (302) 565-4243 if you're interested in sending a listener.

If you have any creative ideas for Trivial Pursuits promotions, John Moore at Pez-zano And Company, the PR firm for the American manufacturers, may be interested. Because the game is such a hot item, he's been inundated with requests for promotions. But he's selectively accepting proposals at (212) 929-4300.

* * *

Contesting: According to VP/GM Rick Lee, KMEL is the "San Francisco radio station that delivers the beef." So listeners are being asked to describe in 25 words or less just why KMEL has the beef. The meatiest essay nets its author a live, 1000 lb. steer on the hoof.

CJME/Regina's Prize Challenge offered a Hawaiian vacation to a listener who came up with the most offbeat stunt. The winner was an engaged couple who agreed to tie the knot in front of thousands at a local shopping center. The mall matrimony produced a receiving line also in the thousands and presumably made returning all those duplicate gifts more convenient.

The grand prize winner in an Ozzy Osbourne promotion at KLOS/Los Angeles receives, among other things, the opportunity to become blood brothers with the Madman himself. The winner and Ozzy will actually prick their fingers and become f(r)iends for life. A blood test for rabies might be advisable here.

* * *

Doggedly Meeting With Danger: Henry "The Bull" DelToro, half of the morning crew at WNOR/Norfolk, recently spent four days at a local animal shelter. Seems he was "arrested" by the local SPCA warden for continually playing a "Puppy Livers" takeoff of ZZ Top's "TV Dinners." Bond was set at \$10,099. Donation bowls, one to "set the Bull free" and another to "keep the Bull in," were placed outside the cage. Contributions from local merchants and listeners over the four days enabled the Bull to meet bond, and the SPCA's building fund became richer by over \$10,000. Appropriately, the money will go toward the construction of a new Puppy Wing.

* * *

Just Sign Right Here On The Dotted Line: When the winning band in WBCN/Boston's Rock 'n' Roll Rumble talent contest inked a contract with Epic Records, the signing ceremony was carried live on 'BCN's air. Members of the band, Til Tuesday, plus Epic's Dick Wingate and Lennie Collins at-

tended the March 15th pacting, which coincided with WBCN's 16th anniversary.

* * *

Program Note: WSKS/Cincinnati morning team Marty Bender and Ed Fingers didn't speak a word during their show on March 29. Instead, they grunted and moaned while on mike, offering listeners the opportunity to do the same by phone. Time checks and weather were supplied by telephone service recordings. Finally, at 9:30 they called the "Disk Jockey Crisis Line" and got lessons on how to regain their speaking abilities from someone who was a dead ringer for a popular personality at a CHR competitor. The shenanigans, along with airing jazzy ECM music in place of rock 'n' roll, were the wild and wacky duo's way of creating a buzz on the first day of the spring ARB.

* * *

Production Tip: After reading the article on Creative Production Wizards, WKLS/Atlanta Production Director Steve Mitchell suggests a handy dandy device called the Thompson Vocal Eliminator to remove vocals from records for song parodies. For details, call the manufacturer at (404) 493-1258.

It's also been noted by KLOS/Los Angeles engineer Steve Crowley that you'd want to take a record 180 degrees out of phase, rather than 360 degrees as the article stated, in order to get the vocals to cancel. Going 360 degrees wouldn't alter the recording at all.

* * *

Rock To Riches: The winner in the Miller High Life talent search, coordinated by Starstream Communications, is 24 Karat, who represented WAPI/Birmingham. Over 30,000 tapes were submitted to the 62 radio stations that participated in the nationwide promotion. Along with \$25,000 worth of equipment, 24 Karat's booty includes a single expected to be released on MCA this summer.

* * *

Odds 'N' Sods: KATT/Oklahoma City's "Katt World" lifestyle fair drew close to 80,000 people . . . WCMF/Rochester has upped its power from 20,000 to 50,000 watts . . . KMET/Los Angeles's latest on-air slogan is "The Rock 'N' Roll Channel" . . . KROQ/Pasadena jocks are video visible these days, with Rodney Bingenheimer hosting a half-hour profile of producer Phil Spector on the local PBS affiliate. Richard Blade does the chores for "Video Beat," a weekly Saturday morning dance program, and "Video One," a daily music video show airing 5-6pm . . . CHOM-FM/Montreal is yet another station that has pulled off an All CD Weekend . . . KZEW/Dallas runs a half-hour program Sunday mornings called "The ZOO's Computer Magazine." Hosted by station newsman John Rody, the show is designed to make people more comfortable with computers, and is sponsored by an area computer retailer . . . A WMET/Chicago program on anorexia nervosa copped the station an award from the Chicago Area Broadcast Public Affairs Association . . . Booked for appearances during a week of live-from-London broadcasts with WNEF-FM's Scott Muni are Pete Townshend, Elton John, Steve Winwood, and Roger Daltrey.

WHY WAIT 'TILL APRIL 15th TO TAKE CARE OF THE I.R.S.

INTERNATIONAL RECORD SYNDICATE, INC.



LAST WEEK:

AOR

BREAKERS

ALARM
Declaration (IRS)

54% of our reporters on it. 94/10, including adds at KISS, WLVO, KMOD, KSMB, WCPZ. Moves 37-28 on the Albums chart.

GO-GO'S
Talk Show (IRS)

50% of our reporters on it. 87/6, including adds at WCCC, WOOS, WWCT, WYFE. Moves 39-29 on the Albums chart.

THIS WEEK:

ALARM
Declaration (IRS)

LP 27
"Sixty Eight Guns" 32

GO-GO'S
"Talk Show (IRS)

LP 29
"Head Over Heels" 30

BREAKERS

CHR Chart 28-22

ADD 'EM NOW... AVOID PENALTY.

THANKS IF ALREADY FILED!

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Adult/ Contemporary



JEFF GREEN

CLOSEUPS OF CLOSE CONTESTS

Spring '84 Diary Derby



The 1984 spring Arbitron is underway across the country, and this week offers a look at important races in the top 20 markets.

Keep in mind that all comments and references to ratings refer to average quarter-hour shares of 25-49 adults, Monday-Sunday 6am-midnight, MSA. May this be your best book ever!

(figures listed are shares behind leader)

New York

WYNY	...
WPIX	0.5

WPIX's "Love Songs" concept has increased seven of the past eight sweeps; 'PIX PD Alan Anderson is closer than ever to WYNY. Leading PD Rick Torcasso must arrange to improve adult numbers, which are at a three-year low. 'YNY is using only a handful of current records.

Los Angeles

KOST	...
KHTZ	0.2
KMGG	0.2
KFI	0.7

Progress

Thirteen-year WDBO/Orlando morning personality Perry Moore signs a three-year contract



Perry Moore

with owner Katz Broadcasting ... Former KACY/Ventura, CA talent Jeff Randall joins KMGG/Los Angeles for weekends ... Steve Sever and Robert Willis are new air talents for KRLB-FM/Lubbock ... Cliff Jackson takes over as AM drive host at CJBK/London, Ontario ... Nancy Gallos moves from weekends to overnights at WLTE/Minneapolis ... Jay Scott exits mornings at KRAV/Tulsa to pursue personal interests. Replacing him is afternoon man Charlie Der-ek. Phil Williams now handles PM drive duties ... At WMGN/Madison, Johnny Marks moves in from WZOK/Rockford, while Jim Reed joins from across the hall at WISM ... Barry Kilgore named to handle early middays at KRBE-FM/Houston ... 3WM/Toledo appoints Steve Brodie to mornings ... Jon Miller has signed on for another three years as the voice of the Baltimore Orioles on WFBR ... New lineup at KLOK-FM/San Francisco: Buddy Hatton, mornings; Leo LaPorte, middays; Mark Lennartz afternoons; Brian Nobles, evenings; Gary Quanchi, weekends; Carl Haerberle, News Director; Jim Belles and Janice Wright, news anchors.

Keep in mind that CHR KIIS has a big lead over the A/C's in 25-49 adults. At one time the only A/C in town, KHTZ sounds as if it's returning from a CHR flavoring to a more conventional A/C position. That could help KHTZ, now at an eight-book low, score its first increase in a year. This is KFI's first spring sweep as an A/C, while sister FM and first-time leader KOST hopes to better its sturdy fall showing. Dark horse KMGG, which has come from nowhere with PD Jeff Salgo, has new owner Emmis Broadcasting to assist in its effort for a third straight increase.

Chicago

WCLR	...
WFYR	0.7
WLAK	1.0

Under new PD Lee DeYoung, WCLR will attempt to plug its slow three-book leak. Unlike other RKO stations, WFYR has not cut back its playlist, perhaps because PD Jack Kelly is on a two-book improvement roll, with ratings at a one-year high. There's a lot of talk about WLAK's "Love Songs" format, and there should be: WLAK improved nearly 50% last fall, and another 1.5 increase would perch it atop the FM competition.

San Francisco

K101	...
KNBR	0.8
KLOK	2.7
KEZR	3.0
KSFO	3.1
KTIM	3.7
KLOK-FM	debut

KLOK-FM PD Bill Weaver and OM Rick Sadle are hoping their "Build Your Own Radio Station" concept will indeed build audience. KLOK-FM gives K101 its first taste of FM competition since KYUU switched to CHR. Using the "Love Songs" concept, PD Mike Phillips has helped K101 return to the top for the first time in seven sweeps. KNBR and KSFO are both at ten-book lows; KNBR will get help from Giants baseball, while KSFO has a new owner in King Broadcasting. San Jose outlets KEZR and KLOK continue to fragment S.F. from the south, while Marin County's KTIM has a new hybrid A/C mix to gain inroads from the north.

Detroit

WMJC	...
WNIC	2.6
WOMC	4.0
CKLW	6.5
WCLS	debut

Still a highly-competitive arena, it's not as tight here as it's been at other times. While WMJC triumphed with perhaps its best book ever last fall, WNIC fell to its low-



SMOKE GETS IN YOUR ... NOSE — Noxious diesel fumes from emergency generators keeping CJFM/Montreal on the air after a fire broke out in the studios left the air personalities light-headed. Here's midday man Ric Peterson taking an oxygen break between album cuts!

est ratings in two years with a third straight decline. New WOMC PD Steve Goldstein's out to reverse his station's five-book low. Newcomer WCLS (formerly WABX) will test its wings this sweep, while CKLW competes as the only AM in the pack.

Boston

WHDH	...
WBZ	0.4
WMJX	2.0
WROR	2.0
WVBF	2.3
WSSH	2.8
WCOZ	5.1

This market is extremely tight, with seven stations in the running. WHDH and WBZ are both coming off strong fall books, leaving four of the five FM contenders neck-and-neck. Only WCOZ is playing more than a few currents. WMJX is at a seven-sweep valley; new WROR PD Lorna Ozmon will try to duplicate 'ROR's fine fall sweep; WVBF and WSSH attempt to insure their declines were strictly temporary.

Washington

WLTT	...
WMAL	0.7
WPGC-AM & FM	1.9
WEZR	3.6

Still in the lead, WLTT must deal with its lowest ratings since the winter of '81, while full-service WMAL faces its smallest share in ten sweeps. WPGC has remained stable, and WEZR will try to improve again in its first A/C spring book.

Miami-Ft. Lauderdale

97AIA	...
WWJF	0.3
WAXY	1.4
WWWL	1.6
WIOD	2.5
WEZI	2.6

In a ferocious six-way war, 97AIA is enjoying a six-sweep high; WWJF and WIOD are also peaking. WAXY had a very rough fall, and has trimmed its playlist to fewer than ten songs. Former leader WWWL dipped from second to fourth, but has new PD Beau Raines to help rebuild. New entry WEZI debuted nicely last autumn, and like Washington sister WEZR, expects to tighten the race further in its initial spring sweep.

Pittsburgh

WTAE	...
KDKA	2.0
Y97(WHYW)	3.1
3WS (WWSW)	3.9

WTAE is still celebrating its first taste of victory; across town, the question is if KDKA will ever recover after seven straight books of non-growth. Y97 posted a nice gain last fall, whereas 3WS suffered the most of the top four. New ownership there could make a big difference.

Seattle

KOMO	...
KLSY	1.4
KJR	1.8
KIXI-FM	2.1
KEZX	2.7
KSPL	4.4
KTAC	4.7
KYYX	debut

Full service KOMO ended a four-book erosion trend last fall, widening its lead over the pack. KLSY, KJR (with returning PD Tracy Mitchell), KEZX and KIXI-FM are solid contenders hungry to end KOMO's longtime dominance. KIXI-FM is the only A/C among the top four playing a substantial proportion of current material.

Atlanta

WRMM	...
WSB-FM	0.6
WSB	1.7
WWLT	5.1

Using a new "Warm" image, WRMM (formerly WLTA) stopped its rapid decline to rebound into the lead. Former leader WSB-FM had its first taste of defeat, and this spring may have to help carry the ball for WSB, which lost Braves baseball. Suburban WWLT was just sold to Katz, and with a \$5.5 million price tag, the rookie A/C looks to become a serious competitor.

San Diego

KBZT	...
B100	0.1
KYXY	0.5
KFMB	0.6
KIFM	2.6
KLZZ	debut

There's no predicting this photo-finish market! New leader KBZT is on an impressive four-book improvement streak. B100 has remained consistently strong, whereas KYXY is at a four-sweep low. KFMB plans to rebound to its usual spring lead with Padres baseball, while jazz-A/C KIFM holds a steady course. Keep an eye on George Johns's KLZZ (formerly KPRI), the newest entry in this six-way free-for-all.





Where's The Beef ??

This week's headline has nothing to do with the column, but since everybody else is saying it, I figured I might as well get it in before it's burned out. Besides, if it's good enough for Walter Mondale . . .

Now that I think about it, Clara Peller's famous line *did* get your attention — and isn't getting noticed one of your station's primary objectives? (Pretty smooth transi-

tion, huh?) This week, let's focus on various activities being utilized to improve one's visibility in the market.

Move Over, Poor Richard



Here's a promotion designed to enhance the image of a station, put some extra bucks into the coffers, and also provide a service to the community and listeners: By committing a certain amount of dollars to the station, advertisers received a space in the KSSN/Little Rock Almanac, along with the right to distribute the booklets. The almanac is full of interesting facts and tidbits concerning life in Little Rock and Arkansas. It also serves as a nice tool to promote the station and KSSN staff.

Stoudt Hearted WEEP



Suffice it to say the people of Pittsburgh weren't too happy when longtime Steeler backup quarterback Cliff Stoudt left to sign a big-dollar deal with the USFL Birmingham Stallions. There was a tremendous amount of attention focused on his return to town when the Stallions met the Pittsburgh Maulers before a sellout crowd at Three Rivers Stadium. WEEP, sensing a chance to capitalize on all the hoopla, invented "WEEP For Stoudt" pennants. A week prior to the game, the station held its "WEEP For Cliff Stoudt/Pittsburgh Maulers Pep Rally" at a local shopping mall. Thousands turned out for a remote broadcast featuring a band, the Mauler cheerleaders, and the opportunity to pick up one of the 2000 pennants handed out. The day of the game WEEP held a tailgate party, at which it gave away 10,000 more pennants!

Not only did WEEP get local TV coverage and articles in the Pittsburgh Press, it was mentioned in Sports Illustrated. Nice shot for PD Bill White and the gang at WEEP!

Have You Heard?

Some changes at my ol' alma mater WMAQ/Chicago, as Nancy Turner, evening personality for the past six years, moves to afternoons. Afternoon jock Jim Tyler moves to middays with Terry Stevens segueing from middays to evenings . . . Another 'MAQ alum, Dennis Day, is now doing middays at WHK/Cleveland . . . The Great Northwest is a tad saner now that KGAY/Salem, OR MD and personality Eddie Edwards has packed up and gone off to do afternoons at WMC/Memphis. PD Les Acree has already started installing padding in the control room . . . The search for a partner willing to work with Tim Williams at KVET/Austin is over. The station has coerced Besty Britton from KELT/Harlingen, TX to get up early and babysit Tim . . . A change of ownership at WDDT/Greenville, MS produces some changes, as OM Charlie Ross moves up to GM and MD Johnny Ross goes to PD . . . Chip Arledge, formerly with WMNI & WRMZ/Columbus, OH, is now doing afternoons at KSMN/Mason City, IA . . . Jack Carey has made the trip from boss to hoss in Davenport as he leaves KSTT for mornings at WLLR . . . J. Michael Libby, OD for KKEZ/Fort Dodge, is now the OD for KWMT. Dale Eichor

remains as midday jock and MD . . . Don DeFesi has left his weekend position at KRAK/Sacramento to become PD at KVYN/Napa, CA . . . The new all-night jock at WUSQ/Winchester is Mike McCoy, coming from WYII/Williamsport . . . Just aboard for middays at KBMR/Blismarck is Deb Spring . . . The WGNA/Albany lineup has PD Chris Warren in mornings followed by Walt Adams, Chet Good, John Hart, Rocky Shannon, and C-K . . . The WDRM/Decatur, AL airstaff has Jerri Wayne wakin' 'em up, with Searcy Hall, Scott Adams, Steve 'Dallas' Lovig, and Dav Allen rounding out the day. Part-timers include Mike Anthony, Calvin Lee and Chris Galnes . . . Mark Bliviano, GSM at KS100/Cleveland, has assumed additional duties as National Sales Manager for both KS100 and sister station WGAR . . . News news: Evan Carl is now the ND and morning anchor at WMZQ/Washington, DC . . . Miit Radford joins KYAK/Anchorage as ND . . . Two new(s) voices on KFDI/Wichita are Klrk Longhofer and Pat Peterson, and Doug Larsen has joined the WOW/Omaha news department . . . And, when you hear something good, don't keep it to yourself! Always feel free to call and tell me what it is you have heard!

Picture This

ACCEPT NO SUBSTITUTES!

The REAL Shotgun Mike Kurtis
Rockin' the Country
Afternoons at 3 on
96AM FM102
WHYL

TOTALLY SERIOUS

Lee Crawford
Mornings 6-10 on
96AM FM102
WHYL

Creativity where the mundane usually exists is a key to getting attention. Like a lot of stations, **WHYL/Leesburg, FL** publishes a hit list. But **WHYL** is also able to provide a smile for the reader while getting the station message across. Now, if they can just get the GM in that donkey suit . . .

Give what you can to someone, it may be better than you think.

WCUZ

GIFT CATALOG
CITY OF GRAND RAPIDS
COMMUNITY ENRICHMENT GROUP

A Grand (Rapids) Gift

Michigan has been especially hard hit by the recession of recent years. The City of Grand Rapids Community Enrichment Group endeavored to raise funds for many of the cultural and leisure-entertainment programs suffering cutbacks during the lean times. A "Gift Catalog" was published, featuring many of the projects in need of donations. WCUZ-AM & FM served as underwriter for the catalog, paying the publication costs. What better way to get attention than helping the community you serve?

Is It Willie — Or Memorex?

WCAO/Baltimore has added a unique element to its personal-appearance promotions. Ed Poplin, a Willie lookalike who gets involved in WCAO's promotions and community events. Staffers tell me he creates quite a stir wherever he goes, especially since he sounds a lot like Willie when he sings! His WCAO debut put him before 5000 folks at Baltimore's Inner Harbor Mardi Gras parade, providing autographs and posing for photos. If anyone knows the whereabouts of a Waylon lookalike . . .

Ed Poplin

Which Door Do You Want?

WIL-AM & FM/St. Louis tied in with the 18th annual St. Louis Variety Club Telethon benefiting crippled children. The stations broadcast interviews with many entertainers, and promoted Margo Smith's and Rex Allen, Jr.'s concerts while asking for donations at the door. The fundraiser, which was open to the public, raised more than \$1,000,000! Shown during the Telethon are host Monty Hall with Rex, Jr.

Nashville This Week



SHARON ALLEN

So You Want To Visit The Opry

If you've ever been in Nashville for a few days and thought about going to the Grand Ole Opry but didn't, because everyone knows tickets are "impossible to come by," then you should know that tickets are not always difficult to obtain.

The trick to obtaining tickets is to know the sales system, because schedules and procedures for purchasing tickets never vary.

There are at least three performances of the Opry every weekend - two on Saturday night and one on Friday night. A Saturday matinee is scheduled when the Opryland theme park is open (late March to early November). Sunday matinees are offered from mid-June to mid-August. Friday matinees are offered from early July to mid-August, and a second Friday night show is performed from early May through October.

Reserved seat tickets are available only through the mail and must be ordered well in advance. General admission tickets go on sale every Tuesday for that weekend's show and are sold first-come, first-served at the Grand Ole Opry ticket office.

Another, less sure, method of getting Opry tickets is to obtain unclaimed or canceled tickets. These are available a half-hour before showtime at the Opry ticket office.

Inquiries should be addressed to Grand Ole Opry Ticket Information, 2802 Opryland Dr., Nashville, TN 37214.

During the summer months there is yet another way to see the Opry stars. Opryland offers the Opry Star Concerts, a series presented Monday through Thursday from mid-June to mid-August.

Admission to television tapings is almost always free, and when shows are taped inside Opryland, those shows are part of the entertainment that park guests can enjoy. "Nashville Now," "New Country," and several other TNN shows are produced before live studio audiences.

When ticketing is required, they're usually distributed free at Opryland's Special Tickets Booth or at the Hospitality Center inside the park.

Mattea Material

On a recent radio tour through Texas, Kansas, and Oklahoma Kathy Mattea stopped at KFDI/Wichita and ended up spending a grand total of three hours on both the AM and FM. Doing what? Pickin' & singin'.

Someone asked Kathy if she knew how to play guitar and when she said she did, they pulled one out of the back room for her to use. During the interview Kathy took requests over the air and talked about the difference between (having been a demo singer) the demo and the final product. Did you know Kathy did the original demo for Conway Twitty's "We Did But Now We

Don't" and Charly McClain's "Sentimental Ole You?"

T.G. Comments On "Make My Day"

"It happened so fast... They sent me this song and I didn't really care for it at first, but I believe in Jim Ed Norman, my producer, so I knew he could do something with the song. We went into the studio three days later... and I knew then that it would be something that radio could have fun with. Now everywhere I go it's 'Hey, T.G., Make My Day.'"



T.G. and Clint making their "Day."

The Wright Brothers have a new look... They replaced their identical suits and wide-brimmed hats with a natural relaxed contemporary image. In addition to their "new look," the Wright Brothers are with a



Wright Brothers flying again.

new label, Mercury/PolyGram; new producers, Mike Daniel and Jim Dowell; and there's even a new member, John Wesley McDowell III. John played on two of the Wrights' early independent LPs (in the

mid-'70s), but officially rejoined the group at the beginning of 1984.

Bobby Young Promotions, Inc. moved this week. Their new address is: 1506 Church St., Suite 5, Nashville, TN 37203. You can contact Bobby or Doug Block at (615) 329-0545.



Gary Morris shows Sharon Allen you never outgrow your need for elk.

Gary Morris treated members of the Warner Brothers staff and friends to a lunch he prepared: his own special recipe for chili made with elk meat (which he acquired this hunting season in Colorado). I proposed. He declined. Oh well, the chili was great!

★ ★ ★

BITS & PIECES: Loretta Lynn plans to write a sequel to "Coal Miner's Daughter." The second book will contain "some things that should have been written in her first"... Alabama's third annual June Jam char-

ity and fundraiser (scheduled for June 9 in Fort Payne, AL) will feature Alabama, Janie Fricke, and Lee Greenwood... Do you recognize the female backup on Butch Baker's new PolyGram single "Torture"? Right - Emmylou Harris... Norma Jean, Porter Wagoner's original female vocalist, just released her first album, "Pretty Miss



Emmylou & Butch:
This is "torture?"

Norma Jean," after being away from the music business for over a decade... A new half-hour concert series, "New Country," will spotlight one country music artist per show beginning in March on the TNN cable channel. Each show will coincide with a record label's release date of an artist's new album... When the park is open weekdays in the summer months and Friday in May and September, TNN cable's "Nashville Now" will be part of the entertainment package available to Opryland guests. Just thought you'd like to know!



ONE OF BALTIMORE'S BEST - Having raised over \$80,000 for the Johns Hopkins Children's Center in past years, WPOC/Baltimore was nominated by the center for a special award given by the "Baltimore Is Best" committee. Noting the station's contribution to the city, the group gave WPOC a special Silver Award. WPOC GM David Fuellhart (l) accepted the award from Baltimore Mayor William Schaefer for the station's "noteworthy promotion of Baltimore City."



XXX & OOs - WIXZ/Pittsburgh ran a "Big Smooch" contest over Valentine's Day in which listeners received prizes by calling in when they heard the "Big Smooch" on the air. Shown (l-r) are MD Jack Seckel, winner Georgine DeUnger, and PD Melanie Valosen.



SUPER SINGIN' - The WMZQ/Washington, DC morning team recently teamed up with Washington Redskins right guard Mark May for a pre-Superbowl rendition of "In The Bowl Again." Shown during their "session" are (l-r) Mark May with WMZQ staffers Mary Ball, Evan Carl, and Jim London. Suffice it to say the song did better for 'MZQ than the 'Skins did on game day.



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Black/Urban Radio



WALT LOVE

The Battle For Los Angeles

Los Angeles has at least 80 radio stations vying for a place in the market, striving to become one of the "premium" top ten stations.

Five Black/Urban music-oriented stations compete for L.A. metro ratings, but only KGFJ is actually licensed to the city itself; all the others are suburban. KACE is in Inglewood, KDAY's in Santa Monica, KJLH belongs to Compton, and KUTE 102 can be found in Glendale.

Combined, these competitors have only seemed to achieve minimal success. Here's how Black/Urban-formatted stations fared in the fall '83 Arbitron:

KJLH	1.7 - 2.4
KUTE	2.1 - 2.1
KACE	1.2 - 1.6
KKGO	1.2 - 1.4
KDAY	1.0 - 1.3
KGFJ	1.2 - 1.0

Two notes to consider here: Arbitron's ethnic weighting was 13.0% for the black population, and 26.7% for Hispanics. In the ratings listed above, I included KKGO, which has a 24-hour Jazz format, and KUTE, whose management maintains it's not a Black or Urban format, although its "Quiet Storm" approach falls in that category.

KJLH, KACE, KGFJ, and KDAY were willing to talk about what they're doing, as well as share thoughts about the format in this market. This will be a two-part series, featuring the FM stations this week and the AMs next week.

My first interview was with KJLH VP/GM J.B. Stone, who comes from the programming ranks, with a background in Black and CHR radio. Having been an air talent and PD, J.B. leans towards solid programming as his cornerstone of experience.

No "Top Five" Black/Urban L.A. Station

Stone started by answering my question about why no Black/Urban formatted station has cracked the ranks of the top five



J.B. Stone

stations in Los Angeles. "Among the main reasons, from an FM point of view, are the obvious incidences of low power and poor frequencies. Also, maybe we've spent so much of our time competing among ourselves that we have failed to step out there and compete in the mainstream general market arena. That's what we're attempting to do here at KJLH. I've studied a lot of Japanese business tactics and theory, and one of the main things they teach is that you must look for longterm solutions, not short-



term antidotes which just relieve the problem temporarily. After WWII the Japanese restructured, stuck to their initial approach, and now they've got it!"

J.B. continued, "We've started making our move into the general market arena, and when our technical problems have been cleared up, we'll do even better. We are starting to see some improvements in certain demographics; in some areas we're in the top ten. We feel if we keep on the correct path, this station will become even more competitive in the future."

Why Have Jingles?

On the subject of jingles, J.B. said, "Our package came from TM Productions in Dallas, and I think we've got a good one."

"We've started making our move into the general market arena, and when our technical problems have been cleared up, we'll do even better." —J.B. Stone

WYLD-FM/New Orleans is the number one station in its market and uses the same package. Since I come out of the programming end of broadcasting, I feel jingles are important, and looked for a jingle package that would help us redefine our image. We also wanted a package with some energy, one which would also help people identify with what they were listening to. Our PD Eric 'Rico' Reed and I decided to stop all unnecessary talk and include jingles into the flow of our programming. This package has done that for us."

Promotions: Necessary Or Not?

As far as promotions are concerned on Black/Urban radio in Los Angeles, KJLH has clearly become the leader. During the fall book, this station gave away a home and a "Hollywood Cadillac" (Rolls-Royce). Now get this: for the spring book, the station is giving away a trip to the south of France, a 1984 Corvette, and a Ferrari! I asked Stone if the name of the game for Black/Urban radio in L.A. had become "Big Promotions." "Well, it's certainly one of the variables. Some stations are promotionally-oriented, others are not. Actually, it's what works for you."

"KIIS-FM is the perfect blueprint in this market with its 'Hot Hits' CHR format. They didn't just walk on the map overnight; they had to work on their image to attract the masses, and they've done a good job. This all goes back to the old Gordon McLendon theory that 'image is with you when nothing else is with you.' We've got to believe that we're a real radio station in order to convince the masses that we are just that — not just some people over here playing music for a small segment of the city's populace."

- J.B. Stone comments on the positioning of a Black/Urban station in the top five in the L.A. market.
- Low power and poor frequencies blamed for poor success of Black/Urban format.
- Operations Manager Jones comments on searching for new talent.
- KACE PD Miller thinks a Black/Urban format can be successful in L.A. with proper appeal.
- Shearer gives his thoughts about promotions.

I asked J.B. about the effectiveness of his on-air personalities and news personnel. "Our people have been a tremendous asset to our current success. They all took direction, executed, and got the job done. I told them all that management was going to give them the necessary tools that others working for Black/Urban stations in this market may not have had in the past. Consequently, we expected them to kick ass and win. All we want them to do is win!"

The Operations Manager's Viewpoint

I also spoke with KJLH Operations Manager & Chief Engineer Willie Jones about KJLH's signal problems, as I've wondered if there's anything that could be done



Willie Jones

to help the situation. "It's important to note that years ago, when frequencies were being assigned, we as black people were not included in the process at all. When we were finally brought into the system, we had to accept what was being offered: low-power stations with poor frequencies. This was really unfair, since all the best frequencies had been given away to the grandfather stations. This situation compares with the great land rush that we were not invited to participate in, either."

Jones continued, "The FCC is working on a rule called the 'AB Regulation,' which possibly will allow the low-power stations to increase power or tower height. It's sorely needed, and I hope they'll come up with something technical that will allow us to get into the ballgame."

Discussing the situation of no Black/Urban stations ranked in the top five, Willie said, "Again, for most of the Black/Urban stations in this market, the signal problem is the big key. Not to pick on anyone, but take KUTE 102. Their tower is on top of Mount Wilson (5800 feet) and they cover the area nicely. If we could get up that high, we wouldn't have any problem covering any area south to San Diego and north to the city of Ventura and parts of Ventura County. We're working on getting approval to move our tower, and we hope the FCC will permit us to do so eventually."

Searching For New Talent

KJLH has been advertising for young, energetic air personalities, and I asked Willie why it was openly doing this. Didn't he think it would be demoralizing to the present staff? Willie replied, "We wanted to identify and locate the best young, energetic talent we could find in the country, so if we needed people in a hurry, we'd know where and how to find them. To

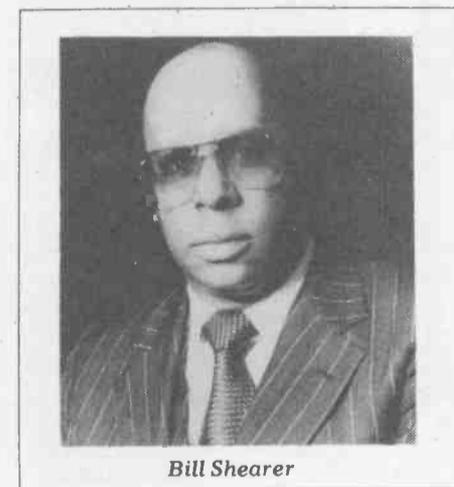
be honest, out of all the tapes we've received, we have only found three or four people who can really read well and know the basics of good radio. If you didn't know, we have our own broadcasting consultancy firm, Stone & Jones Radio Consultants, and we need to know where to find good people; that's another reason we ran an ad. We hope to be participating in at least four projects within the next 90 days. Let me make it clear: we were not looking to knock all the people here at KJLH out of the box, or anything like that. It's good business to have your hands on good people — they're hard to find."

KJLH has begun to reap the benefits of flexing its muscles outside the black community, and in all fairness, it has done an outstanding job. The winter books are due soon, but let's see how KJLH does in this spring Arbitron. We certainly wish it the best.



The KACE Thoughts

FM KACE has the same signal problems as other Black/Urban stations in L.A., but I feel its geographical location, which is in the city of L.A., but the community of Watts, has helped its influence in the black community to some degree.



Bill Shearer

I asked PD Alonzo Miller why there is no big Black/Urban ratings winner in Los Angeles. "There are two obvious reasons. First, five stations are after the same audience. Second, with so many signals in this area, to be in the top five one must have audience diversification — you need the masses to do well. I think it's possible for a Black/Urban station to rank in the top five, but several factors come into play. The main ones are having a good signal and the ability to find the proper appeal which will capture the ears of the masses... to tune into the pulse of the city. I do feel that a Black/Urban format could be successful with the masses in Los Angeles."

KACE Promotions

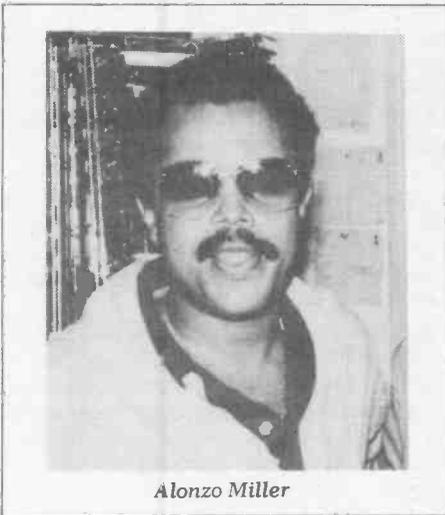
Promotions on Black radio in the L.A.

Continued on Page 48

The Battle For Los Angeles

Continued from Page 47

market at one time were minimal; that's not the case anymore. I've wondered if the name of the game has become on-air promotions. Alonzo replied, "I don't know if we as Black stations started it, or if it was KIIS-FM. I think promotions are a 'follow-the-leader' type situation. We don't have big dollars for promotions, so we believe in giving away a number of small prizes to please a lot of people, rather than giving away one large prize to one person. We feel that more is accomplished by pleasing a larger number of people."



Alonzo Miller

Jingles

Jingles are a positive with most programmers, but KACE doesn't use any. Why? "Jingles just aren't in our budget. The other Black/Urban stations here are using them, but I come from the school of 'Don't do what your competitors are doing.' We believe in using the opposite of what everyone else is doing, so we can stand out. Being different gives us a chance to be noticed by the public."

The Management's Perspective

KACE VP/GM Bill Shearer pointed out, "Traditionally, with the exception of KGFJ years ago, no one has ever dominated with a Black music format in this city. It's not often that any of the Black/Urban stations are able to go above a 2.5 or 3.0 share. When you're trying to cover a two or three-county area, you need to have a strong signal. With Class A signals, meaning 3 kw max, you just can't cover all the spots necessary. We do a good job of covering L.A. proper and parts of Orange County, but we do miss the 'deep' (San Fernando) Valley."

Black/Urban Radio

Bill continued, "Because of the signal situation, no one owns the market. We here in L.A. live in an environment where there is a lot of diversification among blacks. For example, in Atlanta or Birmingham, blacks

"I think it's possible for a Black/Urban station to rank in the top 5, but several factors come into play. The main ones are having a good signal and the ability to find the proper appeal which will capture the ears of the masses."
—Alonzo Miller

have more of a unified approach to the black lifestyle. I've noticed that in Los Angeles, blacks tend to want to blend in and be a part of whatever they find enjoyable — and they have that right. I'm not saying

that's wrong to do, but it does impact on radio. By that I mean, we (Black/Urban stations) don't even own all of the potential black listeners that are available. We only have some blacks as listeners — certain types who live in certain areas who are representative of a certain percentage. All of these people have the right to enjoy what they choose, and their diversity does impact on us."

One Who Doesn't Care For Promotions

Bill then took on the subject of promotions. "When we talk about promotions, I think that's kind of colorless. Radio itself goes through different eras, and in the past five years most things have been geared towards a promotional attitude. Those of us who've been in the industry for some time and clearly don't like the concept of promotions recognize them as a form of buying an audience. The problem is that it puts a lot of pressure on you to figure out what you are going to do that's bigger and better than what you did during the previous promotional campaign."

Shearer added, "I'm from the school that says, 'Nothing beats good, sound fundamental programming in the long run.' If you look at the L.A. market, you'll see that the city itself has become more promotionally-oriented. I heard (Talk-formatted) KABC giving away prizes and trips. They've never done those things, but since KIIS-FM beat them up by taking away the number one spot in town, they too are now on the promotional bandwagon. You can buy the audience, but then you must worry about your balloon bursting. Then what do you do? Give me good, sound programming to get the job done for you."

They Might Make It For Awhile

If another FM came to town with a Black/Urban format and a solid signal, would it make it to the top five in the ratings war? Bill said, "They would do well for awhile, but that's because I believe they would get the 'new kid on the block' attention from the city. It's like a new night club; when a

group of people identify a place as the 'in' place to be, it does well. When the newness wears off, then you find out who has real staying power. The problem in making the top five in Los Angeles is one of geography and space. With L.A. itself being 475 square

"Because of signal situation, no one owns the market. We here in L.A. live in an environment where there is a lot of diversification among blacks. For example, in Atlanta or Birmingham, blacks have more of a unified approach to the black lifestyle."
—Bill Shearer

miles, plus Orange County and the seven counties of the ADI, our signals just don't get out that far. If this hypothetical station had the good signal, my answer would be yes. But they would have a lot of work to do, and remember, if the sound catered heavily to blacks, we're still clustered in the inner city. They would need more than blacks to get into the top five."

Jingles - We Can Take Them Or Leave Them

Commenting on jingles, Shearer said, "One of the problems I have with jingles is that they become worn out and trite if you don't have a large package. I'm not for or against them, and although I do think jingles add a little something, it still comes down to whether you're getting your money's worth. Jingles are expensive and I'm not sure that our programming department would like to have any at this time."

Next week we continue this series with interviews from KDAY General Manager Ed Kirby, his PD Jack Patterson, and Inner City Broadcasting West Coast Director of Programming B.K. Kirkland and his KGFJ PD/MD Levi Booker. They'll all have some interesting comments!



CLINTON'S LAST DANCE UNDER BOARDWALK — George Clinton recently went coast-to-coast promoting his "You Shouldn't Nuf Bit Fish" LP and "Last Dance" single. Shown at the easternmost end of the jaunt in Atlantic City are (l-r): WUSS's Larry Hicks and Bob Shivers, Clinton and Capitol's Jack Wellman.



BROWNE IN BALTIMORE — As part of his tour to promote his new "Cruisin'" single, Arista's Tom Browne recently dropped by WXYV/Baltimore. Browne (l) is shown with WXYV Promotion Director Dee Myers.



CAMEO'S V-FORCE IN ATLANTA — Atlanta Artists/PolyGram artists Cameo recently hit V103/Atlanta to promote their new "She's Strange" LP and 45. Shown at the station (l-r): Cameo's Tomi Jenkins, PolyGram's John Langford, the group's Nathan Leftenant, V103's Scott White, PolyGram's Luther Terry and Cameo's Larry Blackmon and Charlie Singleton.



WRAP UNITES KENNEDY WITH MOTHER — PolyGram exercise-artist Jayne Kennedy is shown here at Mothers Records in Norfolk. The appearance, sponsored locally by WRAP, was part of a national tour sponsored by Coca-Cola.

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Opportunities

Openings

EAST

Fastest growing suburban NYC A/C needs experienced personality for our expanding air staff. Top island signal. T&R: Sean Casey, WALK, Box 230, Patchogue, NY 11772. EOE M/F (4-8)

WKND/Hartford is seeking sharp & aggressive ND. Also taking news tapes for other dayparts. T&R: Eddie Jordan, Box 1480, Windsor, CT 06120. No calls please. EOE M/F (4-8)

Come Live, Work And Grow With Us

Mid-Atlantic medium market full service leader for contemporary adults needs a mature entertainer for a major daypart. If you can have fun on the air, build a love affair with our audience and share life in our community then we can offer you a stable company, state-of-the-art facilities, good pay and one of the best benefit packages in the business. Programming ability is a plus. Send a resume and other appropriate materials to: Radio & Records, 1930 Century Park West, #661, Los Angeles, CA 90067. EOE

NE PA Country leader looking for parttime/weekends. If you can actually talk, want to work & learn send T&R: WILQ, Box 1176, Williamsport, PA 17703. EOE M/F (4-8)

WZYQ/Fredrick, MD looking for 7-midnight smoker. Call Kémoabi Joe (301) 862-2148 EOE M/F (4-8)

Experienced AM drive personality needed by NE PA's leading AM CHR station. Excellent position. T&R: Joe Montione Futuremark, 490 N. Main St. Ste. 206, Pittston, PA 18840. EOE M/F (4-8)

TOP 5 MARKET

Station on the move seeks news and sports anchors ready to make the move. Scintillating writing and top-grade pipes only. If you like the East Coast send cassettes to: Radio & Records, 1930 Century Park West, #660, Los Angeles, CA 90067. EOE

Suburban DC station seeks experienced ND. Great area & benefits. T&R: Paul Draisey, WAGE, Box 1290, Leesburg, VA 22075. EOE M/F (4-6)

AOR future openings all shifts. T&R: Bill Nosal, WCCC, 243 S. Whitney St., Hartford, CT 06105. No calls. EOE M/F (4-8)

92.1 Gold radio has immediate on-air position available, 6pm-midnight. T&R: Pete Low, VP/GM, Box 92, Mercersburg, PA 17236. All inquiries confidential. EOE M/F (4-6)

ATTENTIONS DJ's & MUSIC REVIEWERS Male & Female

Video correspondent wanted for TV show. Call (212) 661-0160.

RI104 (WERI-FM), Providence's new 50kw CHR looking for fulltime talented overnight DJ with production. T&R: Steve Feldman, Box 325, Westerly, RI 02891. EOE M/F (4-6)

ND to head 4 person department SE NY. Interest in sports helpful. Experience a must! No beginners! T&R: GM, WBNR/WSPK, Box 511, Beacon, NY 12508. EOE M/F (4-6)

Now accepting C&R for parttime openings for warm, reliable personality. Jay Scott, WRIE, 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)

Openings

Sunny Florida, full-service CBS A/C looking for 8-midnight jock. T&R: Larry Bessler, WMEL, Box 1318, Melbourne, FL 32935. EOE M/F (3-30)

WTTR/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)

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: Ren Ropiak, Box 1350, Norwalk, CT 06852. EOE M/F (3-30)

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)

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

Cape Cod AM/FM seeks MOR/BM announcers & newspeople for future. T&R: Frank Mitchell, Box 668, W. Yarmouth, MA 02873. 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

SATELLITE MUSIC NETWORK

Is presently seeking high caliber, high energy CHR nighttime performer for its Dallas-based ROCK AMERICA format. T&R to: Tim Spencer, SMN, 12655 N. Central Expressway, Suite 600, Dallas, TX 75243. EOE M/F

92 FM

WINGS

WINGS-FM, West Palm Beach, looking for experienced Production Director. Creative, well organized, superb copywriter, 4 track experience. Send resume, copy or tapes to Bill Pearl, WINGS-FM, P.O. Box 669, West Palm Beach, FL 33402. (305) 844-6343. EOE

West Texas top CHR, now accepting T&R for future midday opening. No cue card readers. Mark Franklin, City Hall Plaza, San Angelo, TX 76903. EOE M/F (4-6)

Contemporary Country near Nashville needs afternoon drive personality. Negotiable pay. T&R: Chip Hoisack, WDXN, Box 724, Clarksville, TN 37040. (4-6)

New radio station in the SW seeking DJ with excellent personality. T&R: D.S. Productions, Suite 900, Box 9802, Austin, TX 78766. (4-6)

Country 1290 KTRN needs morning man. T&R: R.J. Gray, Box 4327, Wichita Falls, TX 76308. (817) 855-3555 EOE M/F (4-6)

Openings

Good pipes, good humor, good bucks, great stations. A/C & MOR. T&R: Barry Grant, OM, WSTU/WHLG, 1000 Alice Ave., Stuart, FL 33494. EOE M/F (4-6)

Oldies station needs morning jock. T&R: Phil Valentine, Box 8009, Greensboro, NC 27419. No calls. EOE M/F (4-6)

Assistant CE for aggressive group-owned AM/FM. Gary Liebisch, CE, WKIX/WYYD, Box 12526, Raleigh, NC 27605. (919) 851-2711 (4-6)

92 FM

WINGS

WINGS-FM, West Palm Beach, looking for experienced morning man; Progressive A/C format, send resume to: Program Director, Ross Block, P.O. Box 669, West Palm Beach, FL 33405. (305) 844-6343. EOE.

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)

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 768, 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)

MIDWEST

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

WLRW has opening for experienced personality, adult CHR jock. Production skills important. T&R: Jim Wnek, Box 3369, Champaign, IL 61821. EOE M/F (4-6)

Sales executive for WMRZ AM/Qued Cities. Market of 400k & 150 miles S. of Chicago. Nine station group. John Haggard, VP/GM (309) 764-6727 EOE M/F (4-6)

News pro to anchor morning drive on state radio network & co-anchor local radio news. T&R: Pat Moyer, KAKZ/KIN, Box 1240, Wichita, KS 67201. EOE M/F (4-6)

93 KFMD now accepting T&R. 100kw A/C, excellent facilities. Pat Peace, PD, 8th & Bluff, Debuque, IA 52001. EOE M/F (4-6)

KLIK has opening for an experienced talk host that can retain show's top ratings. T&R: Tom Miller, Box 414, Jefferson City, MO 65102. EOE M/F (4-6)

A leave here for majors & one just did! T&R for full & parttime A/C openings. Lymon James, Majic 108, box 4407, Topeka, KS 66604. (4-6)

WVIC needs CE. Experienced only need apply. You're in charge with an assistant. Rush resume: Bill Martin, 2517 E. Mt. Hope, Lansing, MI 48910. EOE M/F (4-6)

NEWS DIRECTOR

One of the best news directorships in the nation is now available. State-Of-The-Art facility with excellent staff. We're looking for a leader with good management skills and a network-quality airside as well as an understanding of target marketing. Send complete presentation immediately: Radio & Records, 1930 Century Park, #652, Los Angeles, CA 90067. An Equal Opportunity Employer

Openings

MAJOR MARKET

Midwest Adult FM needs major market adult morning 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

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)

PROGRAM DIRECTOR

Promotions, Production, Quality Control, Motivation, Training . . . if you have solid experience in these areas and want to join a growth oriented station send T&R to Radio & Records, 1930 Century Park West, #662, Los Angeles, CA 90067.

WEST

K Best95 parttime opening in Spring. Music intensive in competitive market. Experienced pros. No calls. T&R: A.J. Roberts, 9191 Towne Centre Dr. #360, San Diego, CA 92122. EOE M/F (4-6)

PD/air personality, A/C, Oldies needed to oversee airstaff, programming & prod. with daily shift. Respond by 4-16. T&R: KORY, 680 Green Beret Suite 240, Sparks, NV 89431. EOE M/F (4-6)

AM Country needs air talent for midday or afternoon drive. Experience desirable but not mandatory. T&R: KAFE, Box 4097, Santa Fe, NM 87501. EOE M/F (4-6)

FM CHR needs experienced air talent. T&R: Russ Gilbertson, KAFE, Box 4097, Santa Fe, NM 87501. EOE M/F (4-6)

Mature-sounding, fun, friendly & reliable jock, fulltime & weekend available. T&R: Eric Rhoads, Color 95 (KLRZ), 307 West 200 South #5002, Salt Lake City, UT 84101. EOE M/F (4-6)

Small market station accepting T&R for future openings. David Baxter, KSWA, 5200 E. Hwy. 90, Sierra Vista, AZ 85635. EOE M/F (4-6)

Wanted: newperson & parttime announcer. T&R: Bob Mitchell, KCKC, Box 2565, San Bernardino, CA 92406. EOE M/F (4-6)

Hot FM in wine country looking for future talent for top CHR. T&R: KREO, 1150 Coddington Center suite D, Santa Rosa, CA 95448. EOE M/F (4-6)

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)

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)

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

Positions Sought

Unique positioning doesn't mean low camel! An adult, environmental format targeting 25-44 for small/medium markets. BRADLEY, 2276 Crompond Rd., Yorktown, NY 10598 (4-6)

Five years experience, bright friendly announcer, strong production. TV, PD & music experience. JOHN: (816) 747-9428 (4-6)

Seeking assistant PD. Experienced air personality with marketing degree and some market research experience. TOM ROBINSON: (305) 636-8942 (4-6)

ND experienced. Can work with your morning jock. Understand news priorities and can handle staff. Journalism degree. Available West coast. GARY LEE: (408) 377-2935 (4-6)

Opportunities

Positions Sought

Looking for experience? 3 years PD, 5 years radio & 9 years personnel management. PD of small market A/C giant looking for larger challenge. JIM ALEXANDER: (308) 762-1400 (4-6)

Still looking for danger and romance after new owner cleaned house. Strong production, will relocate. A/C, CHR, AOR, TIM BROUGH: (717) 374-5111 (4-6)

Personality Radio. Anybody can spin records and give time & temperature. I want to do more. Let's talk. DAVE: (402) 488-1295 (4-6)

Put me to work now. Broadcast journalism degree. Will work anywhere. Prefer sports, PBP or AOR. Will consider any decent opportunity. DAVE: (616) 883-5924 (4-6)

One of the best ears in the biz. JOHN BARAB, WAYV/Atlantic City. Available T&R, NE, SE & West coast. (609) 266-1775 (4-6)

ROB WILLIAMS. Ace news pro available now. Formerly KKRR, Z93, KWK, ABC Rock & Mutual networks. (818) 766-4867 (4-6)

Where's the beef? Jock/PBP with 5 1/2 years experience available now. LEE VERNGY: (406) 453-5817 (4-6)

Looking for radio staff? Look no more, we (five organizational people) have experience as PD's, ND's, MD's, sales, sports & jocks. (516) 938-2399 (4-6)

Experienced promoter, major artists, seeks A&R position. San Francisco bay area preferred. Tom: (415) 841-5066 (4-6)

15 years of programming & promotion with punch, panache & polish. Award winning AM drive air talent too. SE country preferred. (804) 231-1932 (4-6)

Hot CHR/AOR. Cut loose with a young energetic personality, creative production & copywriting, great PR, will relocate. TORY: (818) 509-9409 (4-6)

Assistant ND/Sports Director. Hard working, goal oriented, contemporary-sounding individual seeks medium/major market. News/sports. Presently employed. RICK: (209) 781-6005 (4-6)

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.

College graduate, 1 1/2 years experience. Small/medium market. Good writing skills & creative approach for production. TOM: (913) 357-0912 (4-6)

Experienced pro seeks OM/PD slot in competitive market. Prefer A/C & CHR. Good background, references & ratings. Available now. TERRY: (618) 656-3452 (4-6)

ND/reporter, UPI, talkshow host, columnist. Seek career advancement. Experienced & dedicated. MW or West coast. JOHN: (505) 864-3124 (4-6)

Young experienced pro in news/PBP/production & all phases of air work. Ready to work. All markets considered. FRANK: (615) 967-6032 (4-6)

Available! April! Air talent! Small market experience. The versatile JOHN CATCHINGS: (415) 332-9205 (4-6)

DON COOKE, Chattanooga's top Sports Director/caster with CNN & N/T affiliate. Now accepting offers, top 50 markets. Strong PBP & sportstalk. (615) 757-8369 or 837-8791 (4-6)

If you want more than just "voice-bite-voice" from you next reporter/DAN POTTER. Put some sound back in you news. (319) 386-6428 (4-6)

Energetic jock, also two years experience PBP. Will relocate. I'm no superstar. I'm a hard worker. DAVE: (412) 361-2222 before 5pm est. (4-6)

Five years in the business, PD/MD know how. For T&R, TONY: (216) 341-0211 (4-6)

PA/MD area, 9 years CHR & A/C. Now working mornings at 100kw FM. Parttime acceptable. KEVIN: (717) 755-0698 (4-6)

Seven years of CHR & A/C on-air, looking to put my knowledge to work in PD/MD position or medium/major market airshift. SCOTT: (317) 456-3407 (4-6)

Ripe beginner with medium market experience seeks fulltime airshift. Will relocate, any market. JIM: (313) 464-8092 (4-6)

Positions Sought

JILL WEST, air talent KUCI/Irvine, CA seeks fulltime position with West coast AOR station. Will now discuss employment opportunities (714) 642-0736 (4-6)

Six year news pro. Strong writing skills, ND experience seeking medium/major market slot. LARRY: (619) 322-0051 or 327-5002 (4-6)

I am the man for you. Multi-talented, creative, great pipes, team player, easy going, enjoyable DJ at your service. Call before I'm gone. K.C.: (801) 257-5059 (4-6)

Highly qualified production/MD with over 9 years experience, including on-air for CHR, A/C, Country, AOR & N/T formats. DON JAY: (619) 347-6978 (4-6)

Moving to Ft. Meyers/Sarasota late Spring. Young, experienced & willing to try anything. LOU: (717) 367-3959 after 5pm est (4-6)

Four years experience, college graduate with strong PBP seeking sports/news announcing. MARK SCOTT: (312) 232-2629 (4-6)

Interested in airshift or promotion position in small/medium market in SE. Experience, WIZD, Q105 & Life 680. PETE: (813) 526-8943 (4-6)

Young Black male college graduate from Pepperdine University. Recent MW broadcasting school graduate. Looking for DJ work. Interesting background. FRED: (312) 651-3100 (4-6)

Well rounded married jock seeks a small/medium market to put roots down at. Wants an on-air position. MIKE: (314) 487-7339 (4-6)

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)

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, WZVZ, 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)

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)

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.

Positions Sought

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)

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)

"Bruce Bisson, K101 San Francisco, ABC Superadio, WPGC, PD-MD KTLK. Looking for major market jock or medium/major market programming position. (704) 293-5511.

ROBIN LUSE MD at WFBO, 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)

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)

Positions Sought

Sportscaster Seven year veteran seeks fulltime. B.A., strong production and PBP skills. Will relocate. RICHARD: (216) 321-1374 (3-30)

Night owl looking for all night slot anywhere. Experienced in AOR/CHR. DAN: (312) 221-8412 (3-30)

Changes

RADIO

Juan Grullon appointed Accountant Assistant WAXY/Ft. Lauderdale

Jack Reno named Operations Director WFKB/Florence

Jeff Chardell appointed Account Executive CBS Radio Networks/Chicago

Stephen McGrory appointed Account Executive CBS Radio Networks/New York

RECORDS

Gerardo Villacres appointed Director, Business Affairs Administration CBS Video Enterprises, CBS/Records Group

INDUSTRY

Karyn Isaacs appointed Associate Talent Production Coordinator Soul Train

MISCELLANEOUS

Dayton's hot new CHR, Z93 needs service from all labels. John Robertson, 717 E. David Rd., Dayton, OH 45429. (513) 294-5858 (4-6)

WUWU FM, needs service from all A/C & Jazz labels. Marilyn Rogers, 2442 Clinton St., West Seneca, NY 14224. (4-6)

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

WFKB seeks service for A/C & Country. New Station! WFKB, Box 336, Florence, KY 41042. (4-6)

KZMK seeks CHR & A/C service from all labels. Keith Alexander, MD, Box 1990, Sierra Vista, AZ 85636. (4-6)

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

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

SERGIO MENDES "Olympia"
KENNY LOGGINS "Footloose"
PRETENDERS "Show Me"

Your Country

LOUISE MANDRELL "I'm Not Through Loving You Yet"
VERN GOSDIN "I Can Tell By The Way You Dance
(You're Gonna Love Me Tonight)"
K. ROGERS & D. WEST "Together Again"
GEORGE JONES
"You've Still Got A Place In My Heart"
GENE WATSON "Forever Again"
GARY MORRIS "Between Two Fires"
ED HUNNICUTT "In Real Life"

Hit Rock

J. IGLESIAS & W. NELSON
"To All The Girls I've Loved Before"
BON JOVI "Runaway"
IRENE CARA "Breakdance"
BILLY JOEL "The Longest Time"
NIGHT RANGER "Sister Christian"
STEVE PERRY "Oh Sherrie"
MADONNA "Borderline"

Radio Arts

John Benedict (818) 841-0225

Country's Best

LOUISE MANDRELL "I'm Not Through Loving You Yet"
GARY MORRIS "Between Two Fires"
DOLLY PARTON "Downtown"
GEORGE JONES
"You've Still Got A Place In My Heart"
CHARLY McCLAIN "Band Of Gold"
GENE WATSON "Forever Again"
STEVE WARINER "Why Goodbye"
EXILE "I Don't Want To Be A Memory"

Soft Contemporary

KENNY ROGERS "Eyes That See In The Dark"
DOLLY PARTON "Downtown"
B.J. THOMAS
"The Whole World's In Love When You're Lonely"

Sound 10

SERGIO MENDES "Olympia"
NIK KERSHAW "Wouldn't It Be Good"
DOLLY PARTON "Downtown"
KENNY G "Hi, How Ya Doin'"

Transtar

Country

Tom Casey 460-6383

LOUISE MANDRELL "I'm Not Through Loving You Yet"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

EMMYLOU HARRIS "In My Dreams"
REBA McENTIRE "Just A Little Love"
VERN GOSDIN "I Can Tell By The Way You Dance
(You're Gonna Love Me Tonight)"

The Great Ones

TEMPTATIONS "Sail Away"
SHAKIN' STEVENS "I Cry Just A Little Bit"
DeBARGE "Love Me In A Special Way"
SERGIO MENDES "Olympia"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

STEVE PERRY "Oh Sherrie"
SHALAMAR "Dancing In The Sheets"

Contempo 300

JEFFREY OSBORNE "We're Going All The Way"
BONNIE TYLER "Holding Out For A Hero"
MICHAEL JACKSON "The Lady In My Life"

Great American Country

DAN SEALS "God Must Be A Cowboy"
EXILE "I Don't Want To Be A Memory"
DAVID ALLAN COE "Mona Lisa Lost Her Smile"
GEORGE JONES
"You've Still Got A Place In My Heart"

Century 21

Greg Stephens (214) 934-2121

The Z Format

LAURA BRANIGAN "Self Control"
DENIECE WILLIAMS "Let's Hear It For The Boy"
SLADE "Run Runaway"
LAID BACK "White Horse"

The A/C Format

KENNY ROGERS "Eyes That See In The Dark"
SERGIO MENDES "Olympia"
DOLLY PARTON "Downtown"

Super-Country

KENNY ROGERS "Eyes That See In The Dark"
B.J. THOMAS
"The Whole World's In Love When You're Lonely"
BANDANA
"Better Our Hearts Should Bend (Than Break)"
CONWAY TWITTY "Somebody Needin' Somebody"
CHARLY McCLAIN "Band Of Gold"
DOLLY PARTON "Downtown"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

SERGIO MENDES "Olympia"
TEMPTATIONS "Sail Away"
SHAKIN' STEVENS "I Cry Just A Little Bit"
DeBARGE "Love Me In A Special Way"
J. MATHIS w/D. WILLIAMS "Love Won't Let Me Wait"

Country Coast-To-Coast

STEVE WARINER "Why Goodbye"
GENE WATSON "Forever Again"
EXILE "I Don't Want To Be A Memory"
DOLLY PARTON "Downtown"

Rock America

LAURA BRANIGAN "Self Control"
STEVE PERRY "Oh Sherrie"

Concept Productions

Dick Wagner (916) 782-7754

CHR

DENIECE WILLIAMS "Let's Hear It For The Boy"
BILLY RANKIN "Baby Come Back"
VAN HALEN "I'll Wait"
SLADE "Run Runaway"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

STEVE PERRY "Oh Sherrie"
MADONNA "Borderline"
SLADE "Run Runaway"

TM A/C

JEFFREY OSBORNE "Plane Love"
MICHAEL GORE
"Theme From 'Terms Of Endearment'"
SERGIO MENDES "Olympia"

TM Country

DOLLY PARTON "Downtown"
LOUISE MANDRELL "I'm Not Through Loving You Yet"

BPI

John Iles (800) 426-9082

Adult Contemporary

SERGIO MENDES "Olympia"
CRYSTAL GAYLE "I Don't Want To Lose Your Love"

Country Living

STEVE WARINER "Why Goodbye"
SYLVIA "Victims Of Goodbye"
LOUISE MANDRELL "I'm Not Through Loving You Yet"
K. ROGERS & D. WEST "Together Again"
GARY MORRIS "Between Two Fires"
GENE WATSON "Forever Again"

Black/Urban BREAKERS

"Breakers" are those newer records that have the greatest level of station activity on any given week.

SHANNON Give Me Tonight (Mirage/Atco)

79% of our reporting stations on it. Rotations: Heavy 20/0, Medium 26/0, Light 11/4, Extra Adds 3, Total Adds 7, KKDA-FM, WPEG, WOIC, WJJS, WTOY, WDAO, WVOI. Heavy: WRKS, WVEE, WDRQ, KJLH. Moves 35-22 on the Black/Urban chart

O'BRYAN Lovelite (Capitol)

74% of our reporting stations on it. Rotations: Heavy 4/0, Medium 16/6, Light 36/15, Extra Adds 1, Total Adds 22, WWIN-FM, WXYV, WAMO, KRNB, WAIL-FM, WGCI, WZAK, WZEN-FM, WKND, WNHC, WATV, WENN, WGIV, WPEG, WJMI, WBLX, KHYS, WANT, WWDW, WQKS, WVOI, KDKO. A Most Added Record. Debuts at number 36 on the Black/Urban chart.

CRUSADERS New Moves (MCA)

62% of our reporting stations on it. Rotations: Heavy 1/0, Medium 14/3, Light 31/9, Extra Adds 2, Total Adds 14, WWIN-FM, WDAS, WAMO, WEDR, WDMT, WGPR, KACE, WKND, Z93, WQMG, WBLX, WPLZ, WANT, WWWW. A Most Added Record. Debuts at number 40 on the Black/Urban chart.

PATTI LABELLE Love, Need & Want You (Philadelphia International/CBS)

61% of our reporting stations on it. Rotations: Heavy 11/0, Medium 22/1, Light 14/3, Extra Adds 0, Total Adds 4, KRNB, XHRM, WPDQ, WKWM. Heavy: WHUR, WVEE, KMJM, WZEN-FM, KACE, KDAY. Debuts at number 32 on the Black/Urban chart.

"D" TRAIN You're The Reason (Prelude)

61% of our reporting stations on it. Rotations: Heavy 6/0, Medium 21/0, Light 18/2, Extra Adds 2, Total Adds 4, WAOK, WKND, WJJS, WTOY. Heavy: WWIN-FM, KACE, WPEG, WLVW, WPLZ, WAAA. Moves 39-38 on the Black/Urban chart.

NEW & ACTIVE

SYSTEM "I Wanna Make You Feel Good" (Mirage/Atco) 42/2

Rotations: Heavy 11/0, Medium 19/0, Light 10/0, Extra Adds 2, Total Adds 2, WQOK, WPLZ. Heavy: WDAS, WAOK, WVEE, KDAY, KJLH, WKND, WRDW, WNOO, WJAX, WANM, WWWW. Medium: WEDR, WAIL-FM, WBLZ, WCIN, WDMT, WJMO, XHRM. Moves 38-37 on the Black/Urban chart.

NONA HENDRYX "I Sweat (Going Through The Motions)" (RCA) 41/9

Rotations: Heavy 2/0, Medium 14/2, Light 25/7, Extra Adds 0, Total Adds 9, KRNB, WGCI, WZEN-FM, XHRM, WKND, KHYS, WAAA, WKWM, WWWW. Heavy: WAOK, KNOW. Medium: WHUR, KDAY, KSOL, WNHC, WENN, Z93, WGIV, WOIC, WTLK.

REAL TO REEL "Love Me Like This" (Arista) 41/4

Rotations: Heavy 6/0, Medium 17/2, Light 18/2, Extra Adds 0, Total Adds 4, WHUR, Z93, WDAO, KDKO. Heavy: WAMO, KMJQ, WAIL-FM, KACE, KDAY, WAAA. Medium: WGCI, KJLH, XHRM, KSOL, WKND, KNOW, WPEG, WLTH, WKWM, WTLK, KUKQ.

CENTRAL LINE "Time For Some Fun" (Mercury/PolyGram) 41/3

Rotations: Heavy 1/0, Medium 15/1, Light 25/2, Extra Adds 0, Total Adds 3, WGCI, WZEN-FM, KNOW. Heavy: WCIN. Medium: WWIN-FM, WAMO, WBMX, WJMO, WGPR, XHRM, WRDW, WENN, WNOO, KJCB, WLOU, WTLK, WWWW, KUKQ.

ANGELA BOFILL "Special Delivery" (Arista) 40/2

Rotations: Heavy 5/0, Medium 16/1, Light 18/0, Extra Adds 1, Total Adds 2, WWIN-FM, KKDA-FM. Heavy: KJLH, WNOO, WLVW, KUKQ. Medium: KACE, KDAY, XHRM, KSOL, Z93, WGIV, WPEG, WQMG, WLOU, WDAO, WTLK, WWWW, KDKO, KDIA.

CLOCKWORK "I'm Your Candy Girl" (Private I/CBS) 40/1

Rotations: Heavy 8/0, Medium 19/0, Light 13/1, Extra Adds 0, Total Adds 1, WJJS. Heavy: WYLD-FM, WENN, Z93, WPEG, WOIC, KOKA, WAAA, WTLK. Medium: WXYV, WILD, WDJY, WAOK, WDMA, WEDR, WCIN, WJMO, WGPR, WZEN-FM, XHRM, KSOL, WNHC, WATV, WGIV, WPDQ, WWDW, KDKO, KDIA.

IRENE CARA "Breakdance" (Network/Geffen) 38/14

Rotations: Heavy 2/1, Medium 13/2, Light 22/10, Extra Adds 1, Total Adds 14, WXYV, WVEE, WEDR, WBMX, WGPR, KDAY, XHRM, KNOW, WENN, WPDQ, KJCB, WDAO, WKWM. Heavy: WANM. Medium: WAOK, WDMA, Z93, WGIV, WPEG, WOIC, WQMG, KOKA, WVKO, WLUM, KDKO.

HOWARD JOHNSON "Let This Dream Be Real" (A&M) 38/6

Rotations: Heavy 2/0, Medium 17/2, Light 19/4, Extra Adds 0, Total Adds 6, WRDW, WJAX, WBLX, KHYS, WQKS. Heavy: KUKQ, KOKA. Medium: WAOK, KACE, XHRM, KSOL, WKND, WNHC, WATV, WPEG, WNOO, WKXI, KJCB, WWDW, WAAA, WLTH, WTLK.

PETER BROWN "They Only Come Out At Night" (Columbia) 33/8

Rotations: Heavy 4/0, Medium 11/1, Light 18/7, Extra Adds 0, Total Adds 8, WHUR, WDMT, WZAK, WDRQ, XHRM, KJCB, KHYS, WKWM. Heavy: WAOK, WVEE, WBMX, WGCI. Medium: WDAS, WAMO, WEDR, WZEN-FM, KDAY, WRDW, WGIV, WBLX, WWDW, WLTH.

NEWCLEUS "Jam On It" (Sunnyview) 33/4

Rotations: Heavy 7/0, Medium 13/1, Light 13/3, Extra Adds 0, Total Adds 4, WGPR, WJAX, WWDW. Heavy: WDAS, KMJQ, WEDR, WZAK, WZEN-FM, WJMI, WPLZ. Medium: WAIL-FM, WDMT, KDAY, KJLH, XHRM, WNHC, WATV, WENN, Z93, WPDQ, WQKS, WKWM.

PIECES OF A DREAM "It's Time For Love" (Elektra) 32/1

Rotations: Heavy 2/0, Medium 17/0, Light 13/1, Extra Adds 0, Total Adds 1, WILD. Heavy: WYLD-FM, KACE. Medium: WWIN-FM, WXYV, WAMQ, WCIN, WZEN-FM, KJLH, XHRM, WKND, Z93, WGIV, WNOO, KJCB, WBLX, WPLZ, WWDW, WDAO, WLTH.

MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 31/1

Rotations: Heavy 6/0, Medium 16/1, Light 9/0, Extra Adds 0, Total Adds 1, WWIN-FM. Heavy: WZEN-FM, WKXI, WPDQ, WLOU, KOKA, WLTH. Medium: WDAS, WAMO, WHUR, WBLZ, WDMT, WJMO, WZAK, KSOL, WPEG, WPLZ, WWDW, WAAA, WDAO, WWWW, KDIA.

AFRIKA BAMBATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 29/0

Rotations: Heavy 6/0, Medium 12/0, Light 11/0, Extra Adds 0, Total Adds 0. Heavy: WEDR, WGPR, WPDQ, WKWM, WTLK, WWWW. Medium: WDAS, WJMO, WDRQ, WJLB, WZEN-FM, XHRM, KSOL, WPEG, WKXI, WAAA, KDIA, KUKQ.

KIM FIELDS "Dear Michael" (Critique/Quality) 28/8

Rotations: Heavy 4/0, Medium 11/1, Light 13/5, Extra Adds 0, Total Adds 6, WDAS, KJLH, XHRM, WNHC, WBLX, WVOI. Heavy: WILD, KDAY, WQOK. Medium: KKDA-FM, KRNB, WGCI, WDRQ, WJLB, WKND, WQMG, WANM.

WES PHILLIPS "Sucker For A Pretty Face" (Quality) 28/2

Rotations: Heavy 2/0, Medium 11/1, Light 14/0, Extra Adds 1, Total Adds 2, WAOK, KJCB. Heavy: WDAS, WTLK. Medium: WBMX, WDRQ, WGPR, KACE, Z93, WKXI, KOKA, WWDW, WLTH, WWWW.

CHANGE "Change Of Heart" (RFC/Atlantic) 27/15

Rotations: Heavy 2/1, Medium 8/2, Light 11/6, Extra Adds 6, Total Adds 15, KKDA-FM, KMJQ, WBMX, WBLZ, WJLB, KMJM, KACE, WRDW, KJCB, WPLZ, WQKS, WDAO, WWWW, WVOI. Heavy: WAOK. Medium: WVEE, WDRQ, WNHC, WOIC, WWDW, KUKQ.

RODNEY FRANKLIN "Stay On In The Groove" (Columbia) 27/2

Rotations: Heavy 1/0, Medium 15/1, Light 11/1, Extra Adds 0, Total Adds 2, KHYS, KDKO. Heavy: KJLH. Medium: WILD, WCIN, WJMO, KACE, XHRM, KSOL, WKND, Z93, WNOO, WPDQ, WPLZ, KOKA, WDAO, KDIA.

SIGNIFICANT ACTION

DAVY DMX "One For The Treble (Fresh)" (Tuff City/CBS) 23/1

Rotations: Heavy 2/0, Medium 8/0, Light 13/1, Extra Adds 0, Total Adds 1, WQKS. Heavy: WRKS, WTLK. Medium: WDAS, WEDR, WATV, WENN, WPDQ, WLOU, KOKA, WKWM.

SHIRLEY BROWN "Leave The Bridges Standing" (Sound Town/Allegiance) 23/1

Rotations: Heavy 2/0, Medium 8/0, Light 13/1, Extra Adds 0, Total Adds 1, WQKS. Heavy: WDMA, WBMX. Medium: KRNB, WEDR, KJLH, WATV, WPEG, WKXI, WLVW, WLTH.

T-CONNECTION "Take It To The Limit" (Capitol) 21/4

Rotations: Heavy 0/0, Medium 7/1, Light 14/3, Extra Adds 0, Total Adds 4, WZEN-FM, WATV, WLOU, WBLX. Medium: KKDA-FM, KRNB, WNOO, WOIC, KJCB, WLVW.

MOST ADDED

- O'BRYAN (22)
Lovelite (Capitol)
- DAZZ BAND (18)
Swoop (I'm Yours) (Motown)
- STAPLE SINGERS (16)
H-A-T-E (Don't Live Here...) (Private I/CBS)
- CHANGE (15)
Change Of Heart (RFC/Atlantic)
- IRENE CARA (14)
Breakdance (Network/Geffen)
- CHERYL LYNN (14)
This Time (Columbia)
- CRUSADERS (14)
New Moves (MCA)

HOTTEST

- CAMEO (50)
She's Strange (Atlanta Artists/PolyGram)
- BOBBY WOMACK & PATTI LABELLE (39)
Love Has Finally Come... (Beverly Glen)
- LAID BACK (35)
White Horse (Sire/WB)
- D. EDWARDS featuring S. GARRET (32)
Don't Look Any Further (Motown)
- ROCKWELL (27)
Somebody's Watching Me (Motown)

RICH CASON & GALACTIC ORCHESTRA "Street Symphony" (Private I/CBS) 21/1

Rotations: Heavy 2/0, Medium 4/0, Light 15/1, Extra Adds 0, Total Adds 1, KRNB. Heavy: WATV, KOKA. Medium: WAOK, KDAY, WNHC, WOIC.

R.J.'S LATEST ARRIVAL "Shackles" (Golden Boy/Quality) 20/9

Rotations: Heavy 0/0, Medium 2/1, Light 18/8, Extra Adds 0, Total Adds 9, WZAK, WGPR, WATV, WQMG, WBLX, WAAA, WKWM, WWWW, KUKQ. Medium: KOKA.

STEVE ARRINGTON'S HALL OF FAME "15 Rounds" (Atlantic) 20/0

Rotations: Heavy 1/0, Medium 6/0, Light 13/0, Extra Adds 0, Total Adds 0. Heavy: KDAY. Medium: WJMO, WZAK, XHRM, WGIV, KJCB, WTLK.

DAZZ BAND "Swoop (I'm Yours)" (Motown) 19/18

Rotations: Heavy 0/0, Medium 7/6, Light 10/10, Extra Adds 2, Total Adds 18, WHUR, KMJQ, WDMA, WBMX, WGCI, WZEN-FM, KSOL, WRDW, KNOW, WENN, WNOO, WOIC, WJMI, WJJS, WLTH, WKWM, KDKO, KUKQ. Medium: KDIA.

GAP BAND "I'm Ready (If You're Ready)" (Total Experience) 19/5

Rotations: Heavy 1/0, Medium 7/0, Light 9/3, Extra Adds 2, Total Adds 5, KMJQ, WBLZ, WJAX, WLVW, WVOI. Heavy: WWIN-FM. Medium: WILD, WHRK, WRDW, WOIC, WJMI, KJCB, KUKQ.

LENNY WILLIAMS "Always" (Rocshire) 19/2

Rotations: Heavy 0/0, Medium 5/0, Light 14/2, Extra Adds 0, Total Adds 2, WJAX, KOKA. Medium: WXYV, KKDA-FM, WZEN-FM, KJLH, KJCB.

DENIECE WILLIAMS "Let's Hear It For The Boy" (CBS) 18/12

Rotations: Heavy 1/0, Medium 5/2, Light 9/7, Extra Adds 3, Total Adds 12, WRKS, WDAS, WAIL-FM, WGCI, WBLZ, WCIN, WQMG, WPDQ, WWDW, WAAA, KDIA, KUKQ. Heavy: WZAK. Medium: KDAY.

DR. JOHN "Jet Set" (Clean Cuts) 18/1

Rotations: Heavy 1/0, Medium 3/0, Light 14/1, Extra Adds 0, Total Adds 1, WXYV. Heavy: Z93. Medium: WEDR, WKXI, WWDW.

DAVID SANBORN "I Told U So" (WB) 18/0

Rotations: Heavy 1/0, Medium 12/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WAMO. Medium: WXYV, WHUR, WVEE, WDMT, WJMO, KACE, WRDW, WOIC, KHYS, WAAA, WLTH, KDIA.

FRESH 3 MC'S "Fresh" (Profile) 18/0

Rotations: Heavy 1/0, Medium 7/0, Light 10/0, Extra Adds 0, Total Adds 0. Heavy: WZEN-FM. Medium: WRKS, WDAS, WEDR, KDAY, WLOU, WWDW, WAAA.

CYNDI LAUPER "Girls Just Want To Have Fun" (Portrait/CBS) 17/1

Rotations: Heavy 6/0, Medium 7/0, Light 4/1, Extra Adds 0, Total Adds 1, WKWM. Heavy: WRKS, Z93, WJAX, WLVW, WQKS, WLUM. Medium: WDJY, WHUR, WHRK, WDMT, WQOK, KDKO, KDIA.

KLEER "Next Time It's For Real" (Atlantic) 17/1

Rotations: Heavy 2/0, Medium 11/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: KKDA-FM, WJMO. Medium: WWIN-FM, WAMO, WDMT, WZAK, WKND, Z93, WNOO, WOIC, WPDQ, WLTH, WWWW.

STAPLE SINGERS "H-A-T-E (Don't Live Here Anymore)" (Private I/CBS) 16/16

Rotations: Heavy 0/0, Medium 2/2, Light 11/11, Extra Adds 3, Total Adds 16, WAOK, WVEE, KRNB, WDMA, WYLD-FM, WCIN, KSOL, WNHC, WGIV, WOIC, WPDQ, WBLX, WQOK, KOKA, WWDW, WTLK.

GAP BAND "Not Guilty" (Passport) 16/3

Rotations: Heavy 1/0, Medium 5/0, Light 10/3, Extra Adds 0, Total Adds 3, WKND, WQMG, WBLX. Heavy: KOKA. Medium: WAOK, WEDR, WATV, WPEG, WOIC.

EURYTHMICS "Here Comes The Rain Again" (RCA) 16/1

Rotations: Heavy 1/0, Medium 8/0, Light 9/7, Extra Adds 0, Total Adds 1, WXYV. Heavy: WDJY, Z93, WQMG, WJAX, KOKA, KDKO, KDIA. Medium: WHUR, WAIL-FM, WBLZ, WNHC, WLUM.

DAYTON "The Sound Of Music" (Capitol) 16/0

Rotations: Heavy 5/0, Medium 6/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WZAK, WLVW, WAAA, WDAO, WWWW. Medium: WBLZ, WDMT, WZEN-FM, WNOO, KHYS, WKWM.

PLANET PATROL "It Wouldn't Have Made Any Difference" (Tommy Boy) 16/0

Rotations: Heavy 0/0, Medium 7/0, Light 9/0, Extra Adds 0, Total Adds 0. Medium: KKDA-FM, WEDR, Z93, WKXI, WAAA, WLTH, WWWW.

JEFF LORBER "In The Heat Of The Night" (Arista) 15/1

Rotations: Heavy 1/0, Medium 8/0, Light 6/0, Extra Adds 0, Total Adds 1, XHRM. Heavy: WRDW. Medium: WYLD-FM, WCIN, KACE, WNOO, WOIC, WLVW, KUKQ.

WORLD PREMIERE "Share the Night" (Dauntless/Allegiance) 15/0

Rotations: Heavy 1/0, Medium 5/0, Light 9/0, Extra Adds 0, Total Adds 0. Heavy: WDAS. Medium: WHUR, WAOK, WKXI, WPLZ, KUKQ.

CHERYL LYNN "This Time" (Columbia) 14/14

Rotations: Heavy 0/0, Medium 1/1, Light 11/11, Extra Adds 2, Total Adds 14, WAOK, KRNB, WDMA, WYLD-FM, WCIN, WNHC, WGIV, WPEG, WOIC, WKXI, WJAX, WPDQ, KOKA, WTLK.

PATTI AUSTIN "Rhythm Of The Street" (Qwest/WB) 14/4

Rotations: Heavy 0/0, Medium 4/1, Light 9/2, Extra Adds 1, Total Adds 4, WWIN-FM, WGIV, WLVW, WQOK. Medium: WOIC, KJCB, KHYS.

RONNIE McNEIR "Come Be With Me" (Capitol) 14/1

Rotations: Heavy 0/0, Medium 5/0, Light 9/1, Extra Adds 0, Total Adds 1, WCIN. Medium: WILD, WAOK, KSOL, KJCB, KOKA.

CATCH "Get On Freak" (Variety International) 14/1

Rotations: Heavy 3/0, Medium 2/0, Light 9/1, Extra Adds 0, Total Adds 1, WPDQ. Heavy: KKDA-FM, KJLH, KUKQ. Medium: KDAY, WAAA.

ALISHA "All Night Passion" (Vanguard) 13/6

Rotations: Heavy 2/0, Medium 3/0, Light 6/4, Extra Adds 2, Total Adds 6, WAOK, WJLB, WKND, KNOW, WKWM, WWWW. Heavy: WEDR, WNHC. Medium: WDAS, WVEE, WDRQ.

BREAK MACHINE "Street Dancer" (Sire/WB) 13/5

Rotations: Heavy 1/0, Medium 3/1, Light 9/4, Extra Adds 0, Total Adds 5, WILD, WZAK, WZEN-FM, XHRM, WKND. Heavy: KACE. Medium: KNOW, Z93.

MADONNA "Borderline" (Sire/WB) 13/0

Rotations: Heavy 1/0, Medium 7/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WLVW. Medium: WDJY, KSOL, Z93, WQMG, WJAX, KDKO, KUKQ.

WINDJAMMER "Live Without Your Love" (MCA) 12/12

Rotations: Heavy 0/0, Medium 0/0, Light 9/9, Extra Adds 3, Total Adds 12, WAOK, KRNB, WDMA, WCIN, WNHC, WPEG, WOIC, WKXI, WQOK, KOKA, WWDW, KDIA.

MALEMEN "Baby Doll" (Mercury/PolyGram) 12/5

Rotations: Heavy 0/0, Medium 2/2, Light 9/2, Extra Adds 1, Total Adds 5, WAOK, WEDR, WZEN-FM, XHRM, WQMG.

JENNIFER HOLLIDAY "Just For A While" (Geffen) 12/3

Rotations: Heavy 1/0, Medium 4/1, Light 7/2, Extra Adds 0, Total Adds 3, WWIN-FM, WZAK, WLTH. Heavy: WANM. Medium: XHRM, WGIV.

TEENA MARIE "Dear Lover" (Epic) 11/5

Rotations: Heavy 1/1, Medium 3/0, Light 6/3, Extra Adds 1, Total Adds 5, WILD, WGPR, WOIC, WJMI, WDAO. Medium: WHUR, WDRQ, WZEN-FM.

ANNE LeSEAR "Take Him Back (Taxi)" (Sound Town/Allegiance) 11/1

Rotations: Heavy 0/0, Medium 2/0, Light 9/1, Extra Adds 0, Total Adds 1, WAAA. Medium: WPEG, WKXI.

STEEL PULSE "Steppin' Out" (Elektra) 11/0

Rotations: Heavy 2/0, Medium 4/0, Light 5/0, Extra Adds 0, Total Adds 0. Heavy: WGCI, WNOO. Medium: WBMX, Z93, KJCB, WLTH.

KWICK "Too Lonely To Be Alone" (Capitol) 11/0

Rotations: Heavy 2/0, Medium 6/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WDMA, WATV. Medium: KKDA-FM, WHRK, WGPR, WENN, KJCB, WAAA.

ORBIT "Too Busy Thinkin' About My Baby" (Quality) 10/9

Rotations: Heavy 0/0, Medium 0/0, Light 10/9, Extra Adds 0, Total Adds 9, WXYV, WGPR, KJLH, WPEG, WLVW, WPLZ, WDAO, WWWW, WVOI.

JENNY BURTON "Rock Steady" (Atlantic) 10/4

Rotations: Heavy 0/0, Medium 1/0, Light 9/4, Extra Adds 0, Total Adds 4, WXYV, KNOW, KJCB, WLTH. Medium: WANM.

P. FUNK ALL-STARS "Pumpin' It Up" (Private I/CBS) 10/3

Rotations: Heavy 1/0, Medium 3/1, Light 6/2, Extra Adds 0, Total Adds 3, KDAY, WPEG, WVOI. Heavy: WYLD-FM. Medium: KKDA-FM, WANM.

HUMAN BODY "Make You Shake It" (Bearsville/WB) 10/2

Rotations: Heavy 1/0, Medium 3/0, Light 6/2, Extra Adds 0, Total Adds 2, KNOW, KJCB. Heavy: KDAY. Medium: WOIC, KHYS, KUKQ.

BOBBY NUNN "Do You Look That Good In The Morning" (Motown) 10/0

Rotations: Heavy 2/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WRDW, WATV. Medium: WWIN-FM, WGPR, WLVW, WLTH.

STANLEY CLARKE "Are You Ready?" (Epic) 10/0

Rotations: Heavy 0/0, Medium 2/0, Light 8/0, Extra Adds 0, Total Adds 0. Medium: WPEG, WTLK.

Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WVBN/Baltimore
Keith Newman

ANITA BAKER
O'BRYAN
FAMILY BROWN
ROSE ROYCE
MIDNIGHT STAR
BOBBY KING
TIMMY THOMAS
PATTI AUSTIN
BAR-KAYS
ANGELA BOFILL
JOCLELYN BROWN
WARP 9
CRUSADERS
TANIA MARIA
JENNIFER HOLLIDAY
RAY PARKER JR.
ART OF NOISE
CAMEO
ROCKWELL
POINTERS SISTERS
WOMACK & LABELLE
CAMEO
MELBA MOORE

WXYV/Baltimore
Mark Williams

DR. JOHN
ORBIT
EURYTHMICS
JENNY BURTON
EARONS
O'BRYAN
DEELE
IRENE CARA
LUTHER VANDROSS
Kool & The Gang
LATTISAW & GILL
SHALAMAR
PATTI AUSTIN
JEFFREY OSBORNE

WILD/Boston
Eroy R.C. Smith

TEENA MARIE
BREAK MACHINE
SPINNERS
PIECES OF A DREAM
STEVE ARRINGTON'S
ROCKWELL
PUNKY BROWN
WOMACK & LABELLE
DENNIS EDWARDS

WKND/Hartford
Jordan McLean

SPANDAU BALLET
O'BRYAN
YELLOW MAN
LIONEL RICHELIE
GAP BAND
NONA HENDRYX
D TRAIN
BREAK MACHINE
CRUSADERS
SPINNERS
ALISHA
ZENA DEJONAY
FUNK DELUXE
ROCKWELL
MICHAEL JACKSON
WOMACK & LABELLE
CAMEO
LATTISAW & GILL
WNHC/New Haven
James Jordan

O'BRYAN
KIM FIELDS
STAPLE SINGERS
BOB KING
DEELE
CHERYL LYNN
WINDJAMMER
COLONEL ABRAMS
SHALAMAR
WOMACK & LABELLE
BILLY GRIFFIN
KENNY G

MIDWEST

WGCI/Chicago
Graham Armstrong

BALL & OATES
DENISE WILLIAMS
SOS BAND
BARBARA MITCHELL
O'BRYAN
DAZZ BAND
DREAMBOY
CENTRAL LINE
NONA HENDRYX
MAXINE WATTA
DENNIS EDWARDS
POINTERS SISTERS
WOMACK & LABELLE
GLADYS KNIGHT
BILLY GRIFFIN

WBMM/Chicago
Lee Michaels

CHANGE
DAZZ BAND
BRYAN LOREN
IRENE CARA
CAMEO
WOMACK & LABELLE
POINTERS SISTERS
LUTHER VANDROSS
DELLS

WDMT/Cleveland
Kelly Dean

SEALAMAR
JOCLELYN BROWN
PETER BROWN
HUEY LEWIS & NEWS
CRUSADERS
BEAT BOX BOYS
DENNIS EDWARDS
CAMEO
ART OF NOISE
WOMACK & LABELLE
LUTHER VANDROSS

WZAK/Cleveland
Lynn Tolliver

O'BRYAN
CHANGE
JENNIFER HOLLIDAY
RJ'S LATEST ARRIV
JAMES INGRAM
ROSE ROYCE
BREAK MACHINE
PETER BROWN
TODDUE 'TISTIN'
DENNIS EDWARDS
ART OF NOISE
CAMEO
LUTHER VANDROSS
PUMPKIN

WEST

KOKO/Englewood
Carlos Lando

RODNEY FRANKLIN
REAL TO REEL
DAZZ BAND
O'BRYAN
LUTHER VANDROSS
DEBARGE

KUKU/Phoenix
Rick Nuhn

ORBIT
TEMPERATIONS
SPINNERS
JAMES INGRAM
ANITA BAKER
DAZZ BAND
JIMMY LEWIS
RJ'S LATEST ARRIV
DENISE WILLIAMS
CAMEO
STARPOINT
DELLS
PATTI LABELLE
LAI D BACK
LIONEL RICHELIE
TYRONE BRUNSON
CATCH
ATLANTIC STARR

KDAY/Los Angeles
Jack Patterson

IRENE CARA
BOOGIE BOYS
P. FUNK ALL-STARS
SKOOL BOYZ
DREAMBOY
RUN D.M.C.
ROCKWELL
WOMACK & LABELLE
LAI D BACK
LUTHER VANDROSS
PATTI LABELLE
CAMEO

KJLH/Los Angeles
J.B. Stone/Rico

CULTURE CLUB
SUGARH
LISA DANIELLE
ORBIT
HUEY LEWIS & NEWS
KIM FIELDS
WOMACK & LABELLE
CAMEO
DENNIS EDWARDS
PATTI AUSTIN
ATLANTIC STARR

KSOL/San Mateo
Bernie Moody

DAZZ BAND
DEBARGE
STAPLE SINGERS
ROCKWELL
Kool & The Gang
DENNIS EDWARDS
ATLANTIC STARR
JOHNNY MATRIS

SOUTH

WACK/Atlanta
Larry Tinsley

EMF
STAPLE SINGERS
WES PHILLIPS
ALISHA
D TRAIN
CHERYL LYNN
WINDJAMMER
MALHEM
DOROTHY MOORE
ROCKWELL
LIONEL RICHELIE
CAMEO
TEMPERATIONS
Kool & The Gang
WVEA/Atlanta
Scotty Andrews

IRENE CARA
YARBROUGH & PEOP
STAPLE SINGERS
QUEEN
BRYAN LOREN
JOCLELYN BROWN
DEBARGE
ROCKWELL
WOMACK & LABELLE
PATTI LABELLE

WRDW/Augusta
Teddy Black

MAIN LINE
MELBA MOORE
DAZZ BAND
BAR-KAYS
CHANGE
EVELYN KING
HOWARD JOHNSON
SPINNERS
YARBROUGH & PEOP
ART OF NOISE
LAST POETS
LAI D BACK
CAMEO
WOMACK & LABELLE
LAI D BACK
DEBARGE
ART OF NOISE

KNOW/Austin
Selby Edwards

ALISHA
IRENE CARA
TEMPERATIONS
DAZZ BAND
HUMAN BODY
CENTRAL LINE
HOWARD JOHNSON
JENNY BURTON
CULTURE CLUB
LUTHER VANDROSS
DENNIS EDWARDS
CAMEO

WJMO/Cleveland
Rod See

none
WOMACK & LABELLE
DENNIS EDWARDS
ART OF NOISE
CAMEO
LUTHER VANDROSS

WVCO/Columbus
Lylea Jones

MICHAEL JACKSON
O'BRYAN
ART OF NOISE
LAI D BACK
DENNIS EDWARDS
LIONEL RICHELIE
CAMEO

WDAO/Dayton
Lankford Stephens

CHANGE
IRENE CARA
REAL TO REEL
FOUR TOPS
CARL ANDERSON
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WQPR/Detroit
Joe Spencer

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CAMEO
EMOTIONS
BRYAN LOREN

SOUTH

WACK/Atlanta
Larry Tinsley

EMF
STAPLE SINGERS
WES PHILLIPS
ALISHA
D TRAIN
CHERYL LYNN
WINDJAMMER
MALHEM
DOROTHY MOORE
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LIONEL RICHELIE
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Kool & The Gang
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Scotty Andrews

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Selby Edwards

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WVEA/Atlanta

R&R Country's Most Current Music

NATIONAL AIRPLAY/50

April 6, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
11	3	2	1	OAK RIDGE BOYS/I Guess It Never Hurts To Hurt... (MCA)	158/0	152	6	0
7	2	1	2	BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	158/0	135	20	3
16	13	7	3	JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved Before (Col.)	155/1	130	25	0
14	9	5	4	ATLANTA/Sweet Country Music (MCA)	154/0	117	30	7
2	1	3	5	JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	150/0	114	28	8
18	15	10	6	CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	158/2	100	54	4
8	4	4	7	GEORGE STRAIT/Right Or Wrong (MCA)	146/0	116	19	11
19	16	13	8	MICKY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	150/2	85	53	12
17	14	12	9	LEON EVERETTE/I Could'a Had You (RCA)	146/1	89	46	11
27	20	16	10	JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	154/1	60	84	10
21	18	14	11	HANK WILLIAMS JR./Man Of Steel (WB/Curb)	148/0	75	56	17
15	12	9	12	JIM GLASER/If I Could Only Dance With You (Noble Vision)	132/0	74	45	13
4	7	8	13	DEBORAH ALLEN/I've Been Wrong Before (RCA)	137/2	89	29	19
28	25	17	14	WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	152/2	49	88	15
30	26	21	15	RONNIE McDOWELL/I Dream Of Women Like You (Epic)	145/3	45	82	18
25	22	19	16	MARK GRAY/Left Side Of The Bed (Columbia)	136/4	45	65	26
13	11	11	17	T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb)	122/0	65	43	14
40	31	26	18	RICKY SKAGGS/Honey (Open That Door) (Epic)	149/6	31	90	28
41	32	24	19	MERLE HAGGARD/Someday When Things Are Good (Epic)	148/5	28	89	31
31	28	25	20	GAIL DAVIES/Boys Like You (WB)	143/7	35	81	27
34	30	28	21	DAN SEALS/God Must Be A Cowboy (Liberty)	139/6	26	86	27
6	5	6	22	MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	109/0	60	35	14
43	34	29	23	EDDY RAVEN/I Got Mexico (RCA)	146/4	18	92	36
33	29	27	24	RAZZY BAILEY/In The Midnight Hour (RCA)	133/5	31	83	19
46	39	30	25	EMMYLOU HARRIS/In My Dreams (WB)	137/5	18	87	32
12	10	20	26	KENDALLS/Thank God For The Radio (Mercury/PG)	108/1	49	40	19
48	36	33	27	LARRY GATLIN & THE GATLIN BROS. BAND/Denver (Columbia)	135/6	16	80	39
47	38	34	28	REBA McENTIRE/Just A Little Love (MCA)	133/8	11	84	38
23	21	18	29	JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	87/1	29	40	18
3	6	15	30	EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	95/1	42	35	18
50	43	36	31	DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	124/14	17	65	42
1	8	23	32	JANIE FRICKE/Let's Stop Talkin' About It (Columbia)	90/1	34	32	24
26	24	22	33	DAVID FRIZZELL & SHELLY WEST/Silent Partners (Viva)	99/0	28	45	26
-	-	46	34	GEORGE JONES/You've Still Got A Place In My Heart (Epic)	117/43	9	39	69
44	40	37	35	DAVID WILLS/Lady In Waiting (RCA)	96/1	12	60	24
-	49	40	36	LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	122/11	5	53	64
-	-	44	37	VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG)	120/24	1	59	60
-	45	41	38	KIERAN KANE/Dedicate (WB)	115/10	4	52	59
-	48	42	39	KATHY MATTEA/Someone Is Falling In Love (Mercury/PG)	103/8	5	52	46
-	-	45	40	KENNY ROGERS & DOTTIE WEST/Together Again (Liberty)	99/11	5	47	47
38	35	32	41	MOE BANDY/It Took A Lot Of Drinkin' (To Get That Woman Over Me) (Col.)	86/0	14	43	29
-	-	49	42	GENE WATSON/Forever Again (MCA)	107/26	2	38	67
-	-	48	43	STEVE WARINER/Why Goodbye (RCA)	107/38	2	33	72
-	-	48	44	GUS HARDIN/I Pass (RCA)	91/7	3	43	45
-	-	48	45	CONWAY TWITTY/Somebody's Needin' Somebody (WB)	93/55	4	31	58
-	-	48	46	EXILE/I Don't Want To Be A Memory (Epic)	91/33	2	36	53
-	-	48	47	GARY MORRIS/Between Two Fires (WB)	99/24	2	30	67
-	-	48	48	ALABAMA/When We Make Love (RCA)	72/53	9	20	43
5	19	35	49	ALABAMA/Roll On (Eighteen Wheeler) (RCA)	55/0	15	25	15
9	17	31	50	MICKY GILLEY/You've Really Got A Hold On Me (Epic)	54/1	15	22	17

MOST ADDED

- CONWAY TWITTY (55)
Somebody's Needin' Somebody (WB)
- ALABAMA (53)
When We Make Love (RCA)
- GEORGE JONES (43)
You've Still Got A Place In My... (Epic)
- KENNY ROGERS (38)
Eyes That See In The Dark (RCA)
- STEVE WARINER (38)
Why Goodbye (RCA)
- STATLER BROTHERS (37)
Atlanta Blue (Mercury/PolyGram)
- B.J. THOMAS (35)
The Whole World's In... (Cleve. Int./Col.)
- EXILE (33)
I Don't Want To Be A Memory (Epic)
- SYLVIA (30)
Victims Of Goodbye (RCA)
- CHARLY McCLAIN (30)
Band Of Gold (Columbia)

HOTTEST

- OAK RIDGE BOYS (105)
I Guess It Never Hurts To Hurt... (MCA)
- JULIO IGLESIAS & WILLIE NELSON (99)
To All The Girls I've Loved Before (Col.)
- GEORGE STRAIT (74)
Right Or Wrong (MCA)
- BARBARA MANDRELL (64)
Happy Birthday Dear Heartache (MCA)
- JOHNNY LEE with LANE BRODY (54)
Yellow Rose (Full Moon/WB)
- ATLANTA (50)
Sweet Country Music (MCA)
- T.G. SHEPPARD with C. EASTWOOD (26)
Make My Day (WB/Curb)
- CRYSTAL GAYLE (22)
I Don't Wanna Lose Your Love (WB)
- DEBORAH ALLEN (21)
I've Been Wrong Before (RCA)
- RICKY SKAGGS (17)
Honey (Open That Door) (Epic)

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

GEORGE JONES

You've Still Got A Place In My Heart (Epic)

On 74% of reporting stations. Rotations: Heavy 9, Medium 39, Light 69, Total Adds 43 including WPTK, WHN, WSEN, WWVA, WZZK, WCOS, KILT, WAMZ, WSIX, WQYK, WWWW, WFMS, K102, KSN, KMPS. A Most Added Record. Moves 46-34 on the Country chart.

STEVE WARINER

Why Goodbye (RCA)

On 68% of reporting stations. Rotations: Heavy 2, Medium 33, Light 72, Total Adds 38 including WCAO, WNYR, WSOC, KHEY, KSSN, WKSJ, WKIX, WONE, WHBF, WIL, KTPK, KRST, KIK-FM, KYGO, KSON. A Most Added Record. Debuts at number 43 on the Country chart.

GENE WATSON

Forever Again (MCA)

On 68% of reporting stations. Rotations: Heavy 2, Medium 38, Light 67, Total Adds 26 including WIXL, KIX106, WILQ, KXYL, WNOX, KSSN, KYXX, WQYK, WSLR, WMIL, WXCL, WIL, KTPK, KFRY, KVEG. A Most Added Record. Moves 49-42 on the Country chart.

GARY MORRIS

Between Two Fires (WB)

On 63% of reporting stations. Rotations: Heavy 2, Medium 30, Light 67, Total Adds 24 including KMML, WEZL, WKLO, KLRA, WKSJ, WTQR, WMNI, WCXI, WFMS, KCJB, WXCL, KTTS, WTHI, KWJJ, KCCY, KCBQ. A Most Added Record. Debuts at number 47 on the Country chart.

KENNY ROGERS & DOTTIE WEST

Together Again (Liberty)

On 63% of reporting stations. Rotations: Heavy 5, Medium 47, Light 47, Total Adds 11, WVAM, WSEN, WWVA, KYXX, WQYK, WXCL, KVOC, KFTN, KRSY, KTOM, KMPS. Heavy: CHOW, KIKK, KSO, WOW. Moves 45-40 on the Country chart.

GENE WATSON

AND HIS FAREWELL PARTY BAND

Country **BREAKERS**
107/26 68% Debut 42

"FOREVER AGAIN"

From The Album "LITTLE BY LITTLE"



Produced By
Russ Reeder
& Gene Watson

On MCA RECORDS Delivering The Music Of The 80's



Country's Most Current Music
Country

NEW & ACTIVE

- ✓ **CONWAY TWITTY "Somebody's Needin' Somebody" (WB) 93/55**
Rotations: Heavy 4, Medium 31, Light 58, Total Adds 55 including WHN, WEEP, KIX106, WWVA, WCOS, KPLX, KRMD, KSO, WDAF, KFDI, KGHL, KYGO, KUGN, KMPS, KCUB. Debuts at number 45 on the Country chart.
- ✓ **EXILE "I Don't Want To Be A Memory" (Epic) 91/33**
Rotations: Heavy 2, Medium 36, Light 53, Total Adds 33 including WIXY, WNYR, WYNK, WEZL, WLWI, WSM, WUSQ, WONE, WDAF, WDG, WHBF, WTOD, KFDI, KNIX, KMPS. Debuts at number 46 on the Country chart.
- GUS HARDIN "I Pass" (RCA) 91/7**
Rotations: Heavy 3, Medium 43, Light 45, Total Adds 7, KLL, WLWI, KCJB, KIK-FM, KKAL, KVEG, KFTN. Heavy: WYNK, WUSQ, KRKT. Medium: WAJR, WKYG, WSOC, KRMD, WONE. Moves 48-44 on the Country chart.
- ✓ **SYLVIA "Victims Of Goodbye" (RCA) 89/30**
Rotations: Heavy 2, Medium 26, Light 61, Total Adds 30 including WPTR, WIXY, WIXL, WXBQ, KIKK, WKSJ, WTQR, KBMR, WONE, WMIL, WHBF, KIK-FM, KMAK, KNIX, KCKC.
- ED HUNNICUTT "In Real Life" (MCA) 80/8**
Rotations: Heavy 0, Medium 36, Light 44, Total Adds 8, WAJR, WNYR, WRNL, WTQR, WXCL, KUZ, KWJJ. Medium: WCAO, CHOW, WCXI, WOW, KTTS, KSOP, KCUB.
- ✓ **CHARLY McCLAIN "Band Of Gold" (Columbia) 78/30**
Rotations: Heavy 0, Medium 19, Light 59, Total Adds 30 including WGNA, WRKZ, WYII, KMML, WEZL, KSSN, WSIX, WRNL, WGEE, WFMS, KTTS, WWJO, KYGO, KQIL, KSON.
- DOLLY PARTON "Downtown" (RCA) 78/22**
Rotations: Heavy 3, Medium 24, Light 51, Total Adds 22 including WPTR, WIXY, WHN, WWVA, KHEY, KSSN, WKZZ, KFGO, WFMS, WTSO, WTHI, KVOO, KKCS, KLZ, KEIN.
- ✓ **ALABAMA "When We Make Love" (RCA) 72/53**
Rotations: Heavy 9, Medium 20, Light 43, Total Adds 53 including WPTR, WYRK, WNYR, KASE, WZZK, WSOC, KPLX, WTVY, WAMZ, WMIL, KOMA, K102, KUZ, KNIX, KCBQ.
- REX ALLEN JR. "Sweet Rosanna" (Moon Shine) 69/9**
Rotations: Heavy 3, Medium 25, Light 41, Total Adds 9, WVAM, WYII, WYNK, KIKK, KLL, WQYK, WCXI, KEBC, WOW. Heavy: WTVY, KKYX, KRMD.
- MIKE CAMPBELL "One Sided Love Affair" (Columbia) 55/4**
Rotations: Heavy 0, Medium 16, Light 39, Total Adds 4, WYII, KMML, WYNK. Medium: WNYR, KIKK, WMC, KKYX, KRMD, WMNI, KFGO, WOW, WXCL, KTTS, KQIL, KMPS.
- CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men" (Curb/MCA) 54/13**
Rotations: Heavy 0, Medium 11, Light 43, Total Adds 13, WPOR, WWVA, WYII, WSOC, KSO, WCXI, WGEE, KEBC, WXCL, KRST, KFRY, KMAK. Medium: KLRA, WUSQ, KIGO.
- BANDANA "Better Our Hearts Should Bend" (WB) 52/19**
Rotations: Heavy 0, Medium 12, Light 40, Total Adds 19 including WCAO, WTVY, KHEY, KISS-FM, WRNL, KKYX, WIRK, WFMS, WHBF, KTTS, WTOD, KRST, KUGN, KNIX, KRSY.
- ✓ **STATLER BROTHERS "Atlanta Blue" (Mercury/PolyGram) 49/37**
Rotations: Heavy 2, Medium 9, Light 38, Total Adds 37 including WPTR, WILQ, KRRV, WSOC, WNOX, KISS-FM, WKSJ, WLWI, WSIX, WONE, KSO, WAXX, WWJO, KUUY, KMAK, KTOM.
- WRIGHT BROTHERS "Southern Women" (Mercury/PolyGram) 48/14**
Rotations: Heavy 0, Medium 9, Light 39, Total Adds 14, WWVA, WYII, KMML, KHEY, WOKK, WIRK, WTQR, WCXI, WOW, KTTS, KFDI, KUZ, KQIL, KIGO.
- KENNY ROGERS "Eyes That See In The Dark" (RCA) 47/38**
Rotations: Heavy 2, Medium 11, Light 34, Total Adds 38 including WHN, WNYR, CHOW, WYNK, WZZK, WNOX, WAMZ, WRNL, KJJY, WQHK, KTKP, KYGO, KNEW, KSN, KMPS.

- ✓ **BILL MEDLEY "I Still Do" (RCA) 33/28**
Rotations: Heavy 1, Medium 5, Light 27, Total Adds 28 including WPTR, WEZL, WSOC, WKZZ, WLWI, WIRK, WONE, WX-CL, KTTS, KUGN, KGA.
- DARREL CLANTON "I'll Take As Much Of You As I Can" (Audiograph) 33/10**
Rotations: Heavy 0, Medium 8, Light 25, Total Adds 10, WVAM, WWVA, WYII, WTVY, KHEY, WTQR, WFMS, WXCL, KRKT.
- J.C. CUNNINGHAM "Light Up" (Viva) 23/15**
Rotations: Heavy 0, Medium 0, Light 23, Total Adds 15 including WYII, KMML, WYNK, WTVY, KHEY, WQYK, KRRK, WAXX, WX-CL, WTOD, KRWQ, KGA.
- BILLIE JO SPEARS "Midnight Love" (Parliament) 23/8**
Rotations: Heavy 0, Medium 4, Light 19, Total Adds 8, WVAM, WSOC, WAXX, WXCL, KTTS, KRWQ, KWJJ. Medium: KKYX, KSOP.
- GARY STEWART "Hey, Bottle Of Whiskey" (Red Ash) 21/9**
Rotations: Heavy 0, Medium 6, Light 15, Total Adds 9, WIXY, KRRV, KKYX, KRMD, KTTS, KVOO, KRSY, KMPS, KGA.
- RAY CHARLES "Do I Ever Cross Your Mind" (Columbia) 21/5**
Rotations: Heavy 0, Medium 7, Light 14, Total Adds 5, WPTR, WEZL, KLRA, KIOV, KTTS. Medium: KLVI, WLWI, KEBC, KFDI, KTOM.
- PENNY DeHAVEN "Friendly Game Of Hearts" (Main Street) 19/5**
Rotations: Heavy 0, Medium 2, Light 17, Total Adds 5, KHEY, KSO, WOW, KTTS, KRWQ. Medium: WGNA, KQIL. Light: WWVA, KRMD, WIRK.
- JERRY LEE LEWIS "I Am What I Am" (MCA) 19/2**
Rotations: Heavy 0, Medium 3, Light 16, Total Adds 2, WIXY, WYII. Medium: WPTR, KSO, KQIL. Light: WKSJ, KBMR, KFDI, KIK-FM, KFRY.
- SISSY SPACEK "If You Could Only See Me Now" (Atlantic America) 15/11**
Rotations: Heavy 0, Medium 2, Light 13, Total Adds 11, WKKW, WTVY, KRMD, KSO, KRRK, KEBC, WOW, KTTS, KVOO, KMPS, KIGO.
- NAT STUCKEY "One More Time" (Stargem) 15/5**
Rotations: Heavy 0, Medium 2, Light 13, Total Adds 5, WIXY, WKYG, WOW, Q92, KTOM. Medium: CHOW, KLRA. Light: WKLO, KRKT.
- MASON DIXON "I Never Had A Chance With You" (Texas) 14/8**
Rotations: Heavy 0, Medium 2, Light 12, Total Adds 8, KLVI, KIKK, KISS-FM, KBMR, WXCL, KVOO, KIK-FM. Medium: KMML, KLRA.
- BOXCAR WILLIE "Not On The Bottom-Yet" (Main Street) 13/8**
Rotations: Heavy 0, Medium 1, Light 12, Total Adds 8, WGNA, WPTR, WSNO, WKYG, KRMD, KTTS, WTOD, KVOO, KRSY. Medium: KLRA. Light: KRWQ.
- BIG AL DOWNING "There'll Never Be A Better Night..." (Team Entertainment) 12/7**
Rotations: Heavy 0, Medium 1, Light 11, Total Adds 7, WPOR, KBMR, KRRK, WAXX, WTOD, KRKT, Q92. Medium: WGNA. Light: KRMD, KSO, KVOO.
- VICKI DAWN "Red Roses (Won't Work Now)" (Boundary) 11/6**
Rotations: Heavy 0, Medium 1, Light 11, Total Adds 6, WCAO, WSNO, WKZZ, Q92, KRSY. Light: KRRV, KRRK, KRKT, KSOP.
- LANG SCOTT "Run Your Sweet Love By Me One More Time" (MCA) 10/6**
Rotations: Heavy 0, Medium 1, Light 9, Total Adds 6, WGTG, KBMR, KFGO, WOW, KSOP, KMPS. Medium: KKYX. Light: WMZQ, KVOO, KFDI.
- KATIE McKINZIE "You'll Never Get To Heaven" (Poverty) 10/0**
Rotations: Heavy 0, Medium 2, Light 8, Total Adds 0. Medium: KRKT, KIGO. Light: WBGW, WKYG, WTVY, KISS-FM, WCMS, KSO.
- THRASHER BROTHERS "A Good Love Died Tonight" (MCA) 9/4**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 4, WOKQ, KRRV, WLWI, WQYK. Light: WVAM, KRMD, KVOO, KRKT.
- RANDY WRIGHT "If You're Serious About Cheating" (MCA) 9/2**
Rotations: Heavy 0, Medium 1, Light 8, Total Adds 2, KTTS, KTOM. Medium: KLRA. Light: KFGO, WTOD, KRKT, KSOP.
- JOE WATERS "Rise Above It All" (New Colony) 8/7**
Rotations: Heavy 0, Medium 0, Light 8, Total Adds 7, WVAM, WSNO, WOW, KTTS, KRKT, KRWQ, Q92. Light: KRMD.
- ROBIN LEE "Want Ads" (Evergreen) 8/7**
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 7, WGNA, KRRV, WEZL, KKYX, KTKP, KVOO, Q92. Medium: KSOP.
- SAMI JO COLE "Emotions" (WB) 8/3**
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3, WKYG, KIX106, KHEY. Medium: KCKC. Light: KLLL, KRMD, KEBC, KQIL.
- TENNESSEE VALLEY BOYS "Lo And Behold" (Nashwood) 8/2**
Rotations: Heavy 0, Medium 2, Light 6, Total Adds 2, KFGO, KUGN. Medium: WLWI, WOW. Light: WWVA, WAXX, KTTS, KVOO.
- CHERYL HANDY "Here I Go Again" (Audiograph) 8/1**
Rotations: Heavy 0, Medium 1, Light 7, Total Adds 1, KFDI. Medium: KLRA. Light: WWVA, KHEY, WFNC, KKYX, WTOD, KVOO.

SIGNIFICANT ACTION

- ✓ **B.J. THOMAS "The Whole World's In Love When..." (Cleve. Int./Columbia) 44/35**
Rotations: Heavy 1, Medium 9, Light 34, Total Adds 35 including WPTR, WKKW, WLWI, WSM, KKYX, WCUZ, KEBC, WOW, KVOO, KUZ, KGA.
- STEPHANIE WINSLOW "Baby Come To Me" (MCA/Curb) 38/10**
Rotations: Heavy 0, Medium 10, Light 28, Total Adds 10, WVAM, WCAO, WIXY, KRRV, WTVY, KLL, KWMT, KEBC, WHBF, KUGN.
- TERRY GREGORY "Cowgirl In A Coupe DeVille" (Scotti Bros./CBS) 37/11**
Rotations: Heavy 0, Medium 2, Light 35, Total Adds 11, KHEY, WKZZ, WOKK, WUSQ, KFGO, WDAF, WHBF, WTOD, KQIL, KEIN, KVEG.

COUNTRY ALBUM TRACKS

Cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
PINKARD & BOWDEN/Three Mile Island (WB)	<i>Writers In Disguise</i>
PINKARD & BOWDEN/Help Me Make It Through The Yard (WB)	<i>Writers In Disguise</i>
ALABAMA/If You're Gonna Play In Texas (RCA)	<i>Roll On</i>
JUDDS/Blue Nun Cafe (RCA)	<i>Wynonna And Naomi: The Judds</i>
PINKARD & BOWDEN/Blue Hairs Driving In My Lane (WB)	<i>Writers In Disguise</i>
PINKARD & BOWDEN/Drivin' My Wife Away (WB)	<i>Writers In Disguise</i>
ALABAMA/Country Side Of Life (RCA)	<i>Roll On</i>
PINKARD & BOWDEN/What's A W-4? (WB)	<i>Writers In Disguise</i>
JIM GLASER/Woman, Woman (Noble Vision)	<i>The Man In The Mirror</i>
GEORGE JONES/Radio Lover (Epic)	<i>Jones Country</i>
JUDDS/Mama He's Crazy (RCA)	<i>Wynonna And Naomi: The Judds</i>
MEL McDANIEL/All Around The Water Tank (Capitol)	<i>Naturally Country</i>
JOHNNY LEE/The Fool (Full Moon/WB)	<i>'Til The Bars Burn Down</i>



Louise Mandrell

"I'm Not Through Loving You Yet"
PB 13752

2nd WEEK

BREAKER!

RR 36 ★ BB 45 ★ CB 46 ★



Country's Most Current Music

Regional Adds & Hots

MOST ADDED EAST HOTTEST MOST ADDED MIDWEST HOTTEST MOST ADDED SOUTH HOTTEST MOST ADDED WEST HOTTEST

Conway Twitty (WB) George Jones (Epic) Oak Ridge Boys (MCA) George Strait (MCA) Conway Twitty (WB) George Jones (Epic) Oak Ridge Boys (MCA) J. Iglesias & W. Nelson (Columbia) B.J. Thomas (Cleve. Int./Col.) Alabama (RCA) Oak Ridge Boys (MCA) Alabama (RCA) J. Iglesias & W. Nelson (Columbia) Alabama (RCA) J. Iglesias & W. Nelson (Columbia) J. Iglesias & W. Nelson (Columbia) Stater Brothers (Mercury/PolyGram) Oak Ridge Boys (MCA)

Main table with columns for SOUTH, MIDWEST, SOUTH, WEST and sub-columns for radio stations and artists. Includes entries for stations like KXKL, KXYY, WWSR, WWSR, WWSR, WWSR and artists like Conway Twitty, George Jones, Oak Ridge Boys, J. Iglesias & W. Nelson, Alabama, etc.

WEST section table with columns for radio stations and artists. Includes entries for stations like KRKT, KGH, KCCS, KUGM, KRWG, KXIV, KXIV, KXIV, KXIV and artists like Alabama, George Jones, Conway Twitty, etc.

159 Reporters
148 Current Reports
The following station reported no change in its rotation this week:
WBCS/Milwaukee
The following stations failed to report this week and therefore their playlists were frozen:
WBGW/Bangor
WMZQ/Washington, DC
WKH/Cleveland
WITL/Lansing
KRAK/Sacramento
WMO/Memphis
WMO/Orlando
WFNC/Fayetteville
WESC/Greenville
WCMS/Norfolk
The following station failed to report a new playlist for two consecutive weeks and was not used in this week's data:
WPAP/Panama City

Adult/Contemporary

Continued from Back Page

CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

KATHY MATTEA

Someone Is Falling In Love (Mercury/PolyGram)

59% of our reporters on it. Rotations: Heavy 0/0, Medium 39/2, Light 35/4, Extra Adds 1, Total Adds 7, WISN, WSNY, KRNT, WMGN, WMHE, KFSB, KWEB. Medium: KHOW, KGW, WICC, WRIE, WTIC, WGY, WKGW, WBT, WVLK, WMAZ, WRVR, and 28 others.

BREAKERS

SHAKIN' STEVENS

I Cry Just A Little Bit (Epic)

54% of our reporters on it. Rotations: Heavy 0/0, Medium 33/10, Light 35/9, Extra Adds 1, Total Adds 20, WTAE, WSB, WHB, WISN, KOST, KFMB, WAEB, KEY103, WBT, 2WD, KRNT, WMGN, KFI, KIXI-FM, WNGS, KCRG, KFSB, KFQD, KRNO, KISN.

DOLLY PARTON

Downtown (RCA)

50% of our reporters on it. Rotations: Heavy 2/1, Medium 27/9, Light 33/19, Extra Adds 2, Total Adds 31 including GR55, WTAE, WHB, KGW, WAEB, V100, WRIE, WTIC, WPJB, WKGW, WBT, 2WD, WRVA, WHBY, KBOI, and 16 more.

NEW & ACTIVE

POINTER SISTERS "Automatic" (Planet/RCA) 45/2

Rotations: Heavy 9/0, Medium 27/0, Light 9/2, Extra Adds 0, Total Adds 2, WISN, WFMK. Heavy: KVIL-FM, WFYR, WAEB, WLAC-FM, WSNY, KPPL, WSKI, KEEZ, KRBS. Medium: WFBR, WROR, WTAE, 55KRC, KGW, V100, WRIE, KEY103, KRBE-FM, 2WD, WAVE, WENS, WMGN, WMHE, KRAV, KMJJ, KFI, KWAV, WNNR, WTN, WSKY, WCHV, WKYX, WJON, WBOW, K99, KRNO.

PAUL SIMON "Think Too Much" (WB) 39/14

Rotations: Heavy 0/0, Medium 14/3, Light 24/10, Extra Adds 1, Total Adds 14, WTAE, WCCO, KGW, WAHR, WHBC, WTRX, WMGN, WNNR, WEIM, WCHV, WGSV, KFSB, WHNN, WBOW. Medium: WAVE, WHBY, KUGN, KIXI-FM, WSKI, WSKY, WCKQ, WJON, K99, KQSW, WMHE.

ELBOW BONES & THE RACKETEERS "A Night In New York" (EMI America) 39/1

Rotations: Heavy 2/1, Medium 25/0, Light 12/0, Extra Adds 0, Total Adds 1, KOY. Heavy: KRBS. Medium: WPIX, KHOW, WICC, WTIC, WBT, WMAZ, WRVA, WAVE, WHBY, WHBC, KRNT, WFMK, KUGN, KSL, WNNR, WKNE, KORQ, WKYX, WCIL, KEEZ, KWEB, WJON, K99, KRNO, KQSW.

KENNY ROGERS "Eyes That See In The Dark" (RCA) 37/37

Rotations: Heavy 1/1, Medium 7/7, Light 28/28, Extra Adds 1, Total Adds 37, WFBR, WSB-FM, KVIL-FM, 97AIA, WQUE-FM, WCLR, WCCO, WICC, V100, WRIE, KRBE-FM, WAHR, WMAZ, WEZS, WHBY, WTRX, WMHE, KUGN, KKUA, KWAV, WNNR, WEIM, WTKO, WSKI, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, KCRG, KEEZ, KKJO, KTWO, K99, KRBS, KALE.

PAUL YOUNG "Come Back And Stay" (Columbia) 36/2

Rotations: Heavy 7/0, Medium 19/0, Light 10/2, Extra Adds 0, Total Adds 2, WISN, WSNY. Heavy: WNNR, WEIM, WSKI, WPPA, WCHV, WKYX, KRNO. Medium: KGW, WICC, WGY, KEY103, KRBE-FM, WMAZ, WMGN, WMHE, KPPL, KWAV, KIXI-FM, WNNR, WKNE, WTKO, KORQ, WSKY, WNGS, WCIL, WJON.

KIM CARNES "I Pretend" (EMI America) 35/35

Rotations: Heavy 0/0, Medium 5/5, Light 27/27, Extra Adds 3, Total Adds 35, WCCO, KFMB, WAEB, WRVA, WAVE, WHBY, WHBC, WTRX, WFMK, WMHE, KUGN, KKUA, KWAV, KIXI-FM, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WGSV, WAGE, WKYX, WNGS, KCRG, KFSB, KEEZ, WHNN, KKJO, KTWO, K99, KQSW, KRBS, KALE.

LANI HALL with HERB ALPERT "Come What May" (A&M) 31/31

Rotations: Heavy 0/0, Medium 5/5, Light 22/22, Extra Adds 4, Total Adds 31, WSB-FM, WCCO, KGW, WAHR, WVLK, WMAZ, WRVA, WHBY, WTRX, KKUA, WNNR, WEIM, WKNE, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, KFSB, KEEZ, WHNN, WJON, KKJO, WBOW, KTWO, K99, KQSW, KRBS.

CYNDI LAUPER "Time After Time" (Portrait/CBS) 31/29

Rotations: Heavy 0/0, Medium 11/11, Light 18/16, Extra Adds 2, Total Adds 29, WSB-FM, 97AIA, WQUE-FM, WCLR, WCCO, KOST, WICC, WMAZ, WRVR, WAVE, WTRX, WENS, WFMK, WMGN, KRAV, KKUA, KWAV, KIXI-FM, WEIM, WSKI, WSKY, WCKQ, WCHV, KEEZ, KWEB, KTWO, KRNO, KQSW, KALE.

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

KENNY ROGERS (37)
Eyes That See In The Dark (RCA)
KIM CARNES (35)
I Pretend (EMI America)
LANI HALL with HERB ALPERT (31)
Come What May (A&M)
DOLLY PARTON (31)
Downtown (RCA)
CYNDI LAUPER (29)
Time After Time (Portrait/CBS)
SHAKIN' STEVENS (20)
I Cry Just A Little Bit (Epic)

HOTTEST

LIONEL RICHIE (116)
Hello (Motown)
PHIL COLLINS (104)
Against All Odds (Take A Look...) (Atlantic)
JULIO IGLESIAS & WILLIE NELSON (61)
To All The Girls I've Loved Before (Col.)
STEPHEN BISHOP (44)
Unfaithfully Yours (One Love) (WB)
EURHYTHMICS (44)
Here Comes The Rain Again (RCA)
CULTURE CLUB (36)
Miss Me Blind (Virgin/Epic)

SIGNIFICANT ACTION

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 24/2

Rotations: Heavy 3/0, Medium 10/0, Light 11/2, Extra Adds 0, Total Adds 2, WKGW, WBOW. Heavy: WQUE-FM, WPPA, WCHV. Medium: KVIL-FM, V100, WVLK, WMHE, KWAV, WEIM, KORQ, WSKY, WCKQ, WKYX. Light: 97AIA, WNNR, WNNR, WAGE, KFSB, WJON, KQSW, KRBS, B100.

KENNY G "Hi, How Ya Doin'?" (Arista) 24/9

Rotations: Heavy 0/0, Medium 3/0, Light 20/8, Extra Adds 1, Total Adds 9, KEY103, 2WD, WHBY, WNNR, KKUA, WKNE, WPPA, WAGE, WHNN. Medium: WSKI, KORQ, KRBS. Light: WCCO, WAHR, WTRX, WNNR, WEIM, WCKQ, WCHV, WGSV, WKYX, WCIL, KEEZ, WBOW.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 23/8

Rotations: Heavy 0/0, Medium 7/1, Light 16/7, Extra Adds 0, Total Adds 8, B100, WAHR, WNNR, WTRX, KWAV, WPPA, WKYX, K99. Medium: KIXI-FM, WEIM, WSKI, KORQ, WCKQ, KQSW. Light: WFBR, WVLK, WNNR, WSKY, WCHV, WAGE, WCIL, KEEZ, WJON.

DENIECE WILLIAMS "Let's Hear It For The Boy" (Columbia) 19/18

Rotations: Heavy 0/0, Medium 8/5, Light 12/12, Extra Adds 1, Total Adds 18, WSB-FM, 97AIA, V100, WKGW, WNNR, WMHE, KPPL, KFI, WPPA, WSKY, WCKQ, WCHV, WAGE, WJBC, WJON, KRBS, KALE. Medium: WQUE-FM.

ATLANTIC STARR "More, More, More" (A&M) 19/2

Rotations: Heavy 0/0, Medium 1/0, Light 18/2, Extra Adds 0, Total Adds 2, WKYX, KEEZ. Medium: WCHV. Light: WCCO, WAHR, WVLK, WHBC, WTRX, WEIM, WKNE, WSKI, KORQ, WCKQ, WAGE, WJON, KKJO, WBOW, K99, KRBS.

BARBARA MANDRELL "Happy Birthday Dear Heartache" (MCA) 16/3

Rotations: Heavy 1/0, Medium 4/0, Light 11/3, Extra Adds 0, Total Adds 3, WNNR, WMHE, WCIL, K99. Heavy: KSL. Medium: WCCO, WMAZ, WEIM. Light: WAHR, WHBY, WNNR, WGSV, KWEB, WJON, KTWO, KRBS.

PRETENDERS "Show Me" (Sire/WB) 16/2

Rotations: Heavy 0/0, Medium 8/1, Light 8/1, Extra Adds 0, Total Adds 2, WISN, WPPA. Medium: WQUE-FM, WAVE, WMGN, KWAV, WSKI, WSKY, WKYX. Light: V100, WENS, KORQ, WAGE, K99, KQSW, KRBS.

MICHAEL JACKSON "The Lady In My Life" (Epic) 15/8

Rotations: Heavy 2/0, Medium 4/1, Light 9/7, Extra Adds 0, Total Adds 8, B100, WKGW, WSNY, WMGN, WMHE, WPPA, WAGE, K99. Heavy: KOST, KFI. Medium: WPIX, WEZS, KKUA. Light: WRMM, WARM98.

KENNY LOGGINS "Footloose" (Columbia) 15/0

Rotations: Heavy 5/0, Medium 8/0, Light 2/0, Extra Adds 0, Total Adds 0. Heavy: WFBR, WAVE, WSKI, WPPA, WCKQ. Medium: KVIL-FM, WQUE-FM, WAEB, KOIL, KMJJ, WTN, WCHV, KEEZ. Light: V100, KPPL.

ROCKWELL "Somebody's Watching Me" (Motown) 15/0

Rotations: Heavy 4/0, Medium 7/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: WMHE, KPPL, WCKQ, WBOW. Medium: WFBR, WQUE-FM, WTRX, WTN, WPPA, WCHV, KEEZ. Light: WPJB, KRAV, WAGE, WHNN.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 14/11

Rotations: Heavy 0/0, Medium 4/1, Light 9/9, Extra Adds 1, Total Adds 11, KKUA, KWAV, WNNR, WEIM, WTKO, WSKI, KORQ, WAGE, WKYX, KEEZ, KTWO. Medium: WSKY, WCKQ, KRBS.

CHAD STUART & JEREMY CLYDE "Bite The Bullet" (Rocshire) 13/2

Rotations: Heavy 0/0, Medium 5/1, Light 8/1, Extra Adds 0, Total Adds 2, KEY103, WAHR. Medium: WMHE, KUGN, WEIM, KRBS. Light: WISN, WAEB, WSKI, WCIL, WJON, KTWO, K99.

DARYL HALL & JOHN OATES "Adult Education" (RCA) 13/1

Rotations: Heavy 5/0, Medium 5/0, Light 3/1, Extra Adds 0, Total Adds 1, WISN. Heavy: KVIL-FM, WAVE, WSKI, WPPA, WCHV. Medium: WMHE, KWAV, WSKY, KEEZ, KQSW. Light: WQUE-FM, KORQ.

DON FELDER "Who Tonight" (Asylum) 12/7

Rotations: Heavy 0/0, Medium 1/0, Light 9/5, Extra Adds 2, Total Adds 7, WVLK, WHBY, WKNE, WSKY, WCKQ, KFSB, KTWO. Medium: WMHE. Light: WCCO, WEIM, KEEZ, WJON.

SHEENA EASTON "Devil In A Fast Car" (EMI America) 11/4

Rotations: Heavy 0/0, Medium 5/2, Light 8/2, Extra Adds 0, Total Adds 4, WAEB, WAHR, KEEZ, K99. Medium: WMYX, WTRX, KQSW. Light: WFMK, WSKY, WGSV, KKJO.

BOB GULLEY "Still Thinking Of You" (Rogue) 10/4

Rotations: Heavy 0/0, Medium 1/0, Light 8/3, Extra Adds 1, Total Adds 4, WVLK, WHBY, WCHV, WJON. Medium: WRVA. Medium: WCCO, WKYX, KKJO, KRBS.

STACY LATTISAW & JOHNNY GILL "Perfect Combination" (Cotillion/Atco) 10/0

Rotations: Heavy 2/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Heavy: 97AIA, WCHV. Medium: WFBR, WPIX, WMAZ, K99. Light: WAEB, WAHR, WAGE, KRBS.

GARY PORTNOY "Theme From 'Cheers' (Where Everybody Knows Your Name)" (Earthtone) 9/2

Rotations: Heavy 1/0, Medium 4/0, Light 4/2, Extra Adds 0, Total Adds 2, 3WS, WAVE. Heavy: KUGN. Medium: WMJI, B100, WMAZ, KFI. Light: WAHR, WNGS.

NANA MOUSKOURI "Keeping The Love Alive" (Mercury/PolyGram) 8/5

Rotations: Heavy 0/0, Medium 1/1, Light 7/4, Extra Adds 0, Total Adds 5, WCCO, WMAZ, WEIM, WCKQ, KRBS. Light: WGSV, KKJO, K99.

UB40 "Red Red Wine" (Virgin/A&M) 8/2

Rotations: Heavy 0/0, Medium 4/0, Light 4/2, Extra Adds 0, Total Adds 2, KRBE-FM, WEIM. Medium: WFBR, WAVE, KFI, WSKY. Light: KEY103, KEEZ.

MARILYN MCCOO with BILLY DAVIS JR. "I Believe In You And Me" (RCA) 8/1

Rotations: Heavy 0/0, Medium 4/0, Light 4/1, Extra Adds 0, Total Adds 1, WTRX. Medium: WRVA, KUGN, KSL, KRBS. Light: WCKQ, WAGE, WJON.

JOHN LENNON "I'm Stepping Out" (Polydor/PolyGram) 8/0

Rotations: Heavy 0/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0. Medium: WAVE, WCHV, KWEB, KRBS. Light: WKNE, WSKY, KEEZ, KQSW.

LAURA BRANIGAN "Self Control" (Atlantic) 6/6

Rotations: Heavy 0/0, Medium 0/0, Light 5/5, Extra Adds 1, Total Adds 6, WQUE-FM, WVLK, WTRX, WAGE, WJON, KRBS.

IRENE CARA "Breakdance" (Network/Geffen) 5/2

Rotations: Heavy 0/0, Medium 2/0, Light 3/2, Extra Adds 0, Total Adds 2, WSNY, WTRX. Medium: WPPA, WCKQ. Light: WQUE-FM.

MOST ADDED & HOTTEST list those songs achieving the most adds nationally, and the songs reported "hottest" compiled from all our reporters. The number in parentheses immediately following the songs in Most Added & Hottest indicate the total number of A/C reporters adding the song this week or noting that the song is among their five hottest.



AOR / ALBUMS

April 6, 1984

173 REPORTERS

Three Weeks
Two Weeks
Last Week

Three Weeks	Two Weeks	Last Week	Rank	Artist/Album (Label)
-	1	1	1	CARS/Heartbeat City (Elektra)
3	2	2	2	AGAINST ALL ODDS/Soundtrack (Atlantic)
1	3	3	3	VAN HALEN/1984 (WB)
9	7	5	4	SCORPIONS/Love At First Sting (Mercury/Pg)
4	4	4	5	YES/90125 (Atco)
15	14	8	6	TONY CAREY/Some Tough City (MCA)
8	6	6	7	PRETENDERS/Learning To Crawl (Sire/WB)
10	10	7	8	ALAN PARSONS PROJECT/Ammonia Avenue (Arista)
22	19	14	9	NIGHT RANGER/Midnight Madness (Camel/MCA)
12	13	12	10	HUEY LEWIS & THE NEWS/Sports (Chrysalis)
7	8	9	11	DWIGHT TWILLEY/Jungle (EMI America)
21	16	13	12	THOMPSON TWINS/Into The Gap (Arista)
13	12	10	13	DAVID GILMOUR/About Face (Columbia)
-	20	16	14	HARD TO HOLD/Soundtrack (RCA)
31	25	18	15	HAGAR/SCHON/AARONSON/SHRIEVE/Through... (Geffen)
-	31	24	16	SLADE/Keep Your Hands Off My Power... (CBS Assoc.)
2	5	11	17	FOOTLOOSE/Soundtrack (Columbia)
17	18	20	18	BON JOVI/Bon Jovi (Mercury/Pg)
27	26	23	19	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/Pg)
20	22	19	20	WANG CHUNG/Points On The Curve (Geffen)
29	28	25	21	BILLY RANKIN/Growin' Up Too Fast (A&M)
5	9	17	22	DAN FOGELBERG/Windows & Walls (Full Moon/Epic)
14	17	21	23	QUEEN/The Works (Capitol)
35	36	30	24	ROMANTICS/In Heat (Nemperor/CBS)
11	15	22	25	CHRISTINE McVIE/Christine McVie (WB)
-	-	32	26	JOE JACKSON/Body And Soul (A&M)
34	37	28	27	ALARM/Declaration (IRS/A&M)
16	21	26	28	38 SPECIAL/Tour De Force (A&M)
-	39	29	29	GO-GO's/Talk Show (IRS/A&M)
6	11	15	30	MANFRED MANN'S EARTH BAND/Somewhere In... (Arista)
-	-	33	31	BERLIN/Love Life (Geffen)
40	35	34	32	HOWARD JONES/Human's Lib (Elektra)
-	40	37	33	MISSING PERSONS/Rhyme & Reason (Capitol)
-	-	40	34	ICICLE WORKS/Icicle Works (Arista)
18	24	31	35	APRIL WINE/Animal Grace (Capitol)
DEBUT			36	MODERN ENGLISH/Ricochet Days (Sire/WB)
26	30	35	37	JUDAS PRIEST/Defenders Of The Faith (Columbia)
DEBUT			38	UP THE CREEK/Soundtrack (Pasha/CBS)
DEBUT			39	PAT TRAVERS/Hot Shot (Polydor/Pg)
DEBUT			40	MR. MISTER/I Wear The Face (RCA)

Artist/Album	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
"Think" (166) "Magic" (121) "Hello" (60)	173-166+	7-	1-	1-
"Odds" (154) "Violet" (94) "Walk" (22)	167-151+	16-	2-	2-
"Wait" (150) "Panama" (95) "Jump" (39)	158-144+	14-	0-	0-
"Hurricane" (146) "Nights" (55) "Leaving" (23)	148-120+	28-	0-	0-
"Leave It" (140) "Changes" (21) "Happen" (15)	149-118-	31+	2-	2-
"A Fine Fine Day" (156)	157+	95+	62-	1-
"Show Me" (142) "Time" (42) "Middle" (13)	155-	95+	60-	2-
"Prime Time" (114) "Answer" (94) "Let" (13)	160-	84+	76-	4+
"Sister Christian" (138)	139+	94+	43-	6-
"Rock & Roll" (123) "Drug" (22) "Walking" (18)	143+	75+	68-	3-
"Girls" (124) "Little Bit" (22)	139-	84=	53-	4+
"Hold Me Now" (125) "Doctor! Doctor!" (18)	131+	106+	25-	5=
"Murder" (94) "All Lovers" (79) "Light" (43)	147-	64-	80-	12+
"Love Somebody" (133)	133+	71+	61-	9+
"Top" (85) "Whiter Shade" (51) "Missing" (49)	135+	43+	88-	10-
"Run Runaway" (122) "My Oh My" (45)	136+	30+	99+	22+
"Footloose" (93) "I'm Free" (20) "Girl" (15)	106-	83-	23+	5+
"Runaway" (102) "She Don't..." (15)	111-	34-	74-	4+
"Authority Song" (103)	108+	45+	63-	3-
"Dance Hall Days" (113) "Don't Let Go" (13)	118-	36-	81+	6-
"Baby Come Back" (97) "Rip It Up" (10)	106-	12+	93-	3-
"The Language Of" (71) "Gone Too Far" (32)	87-	43-	44+	2+
"Hammer" (34) "Radio" (33) "Tear" (25)	85-	37-	47-	3-
"One In A Million" (91)	93+	18+	75+	5-
"Love Will Show" (43) "Hold" (32) "Million" (32)	93-	28-	63-	9+
"You Can't Get" (99)	104+	16+	80+	18-
"Sixty Eight Guns" (84)	94=	16+	75=	5-
"One Time" (63) "Back Where" (24)	85-	29-	55-	6+
"Head Over Heels" (87)	90+	28+	60-	5-
"Runner" (68)	75-	43-	32-	0-
"No More Words" (73) "Touch" (18)	88+	20+	64+	11-
"What Is Love?" (78) "New Song" (11)	89+	17+	66+	16+
"Give" (69) "Right Now" (11)	82+	18+	63+	4-
"Whisper To A Scream" (90)	89+	10+	76+	11-
"This Could" (52) "Sons" (17)	60-	20-	40-	1=
"Hands Across The Sea" (70)	72+	8-	63+	2+
"Rock Hard" (29) "Some Heads" (25)	58-	13-	45-	4+
"Up The Creek" (65)	71+	3=	63+	12+
"Killer" (74)	74+	2+	57+	25-
"Hunters Of The Night" (71)	73+	5+	61+	10+

BREAKERS

HOWARD JONES
Human's Lib (Elektra)

51% of our reporters on it. 89/16, including adds at KMET, KUPD, WZZO, WPLR, WROQ, WKQQ, WTKX, WRXL, WTUE, WIOT. Holds steady at 32 on the Albums chart.

ICICLE WORKS
Icicle Works (Arista)

51% of our reporters on it. 89/11, including adds at KEGL, KBPI, WOUR, WAAF, WKTM, WOWE, WFBQ. Moves 40-34 on the Albums chart.

BERLIN
Love Life (Geffen)

51% of our reporters on it. 88/11, including adds at WIYY, KLOS, KMET, KDKB, KGGO, WFBQ. Moves 33-31 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.

ONE

AUSTRALIAN CRAWL



NARARA FESTIVAL

SYDNEY, AUSTRALIA—JAN. 29, 1984

ALSO APPEARING:

PRETENDERS • TALKING HEADS

DEF LEPPARD

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4028

50,000 PEOPLE CAN'T BE WRONG!

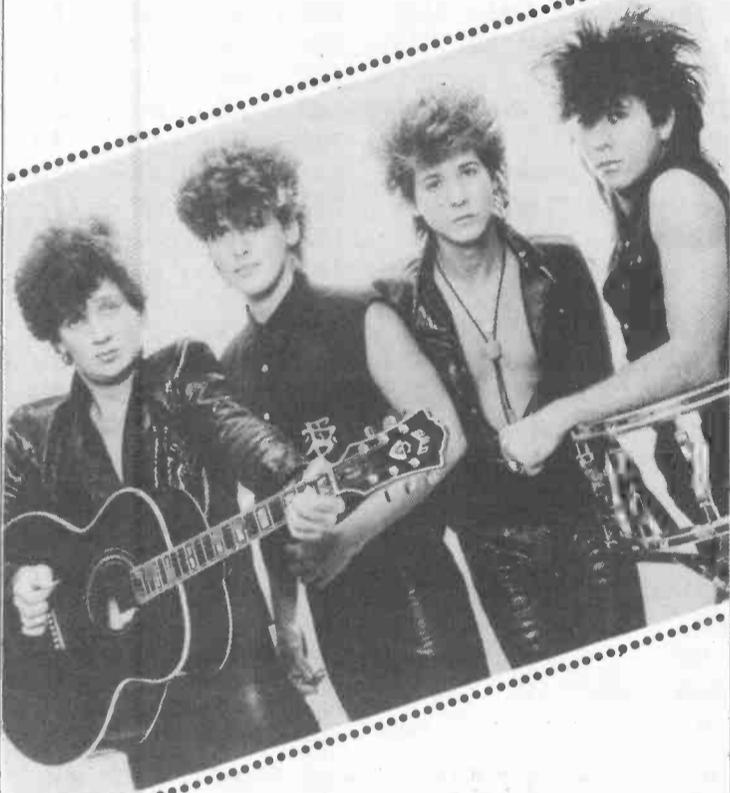
THE NEW GEFEN ALBUM IS: SEMANTICS

Management:
Champion Entertainment Organization, Inc.
Management and Direction: Tommy Mottola

GHS 4028



AOR'S ROMANCE WITH THE ROMANTICS CONTINUES



“Rock You Up”

“Talking In
Your Sleep”

NOW

“One In A Million”

HOT TRACKS **BREAKERS** 27

ALBUMS

24

“In Heat” — scorching the AOR/
Albums chart for over six months!



DISTRIBUTED BY CBS RECORDS

AOR ALBUMS

MOST ADDED

STYX (69)
Caught In The Act (A&M)
ZZ TOP (29)
Eliminator (WB)
DIRE STRAITS (28)
Alchemy (WB)
PAT TRAVERS (25)
Hot Shot (Polydor/PolyGram)
KING CRIMSON (22)
Three Of A Perfect Pair (WB)
SLADE (22)
Keep Your Hands Off... (CBS Associated)
TALK TALK (21)
It's My Life (EMI America)

MOST HOTS

CARS (166)
Heartbeat City (Elektra)
AGAINST ALL ODDS (151)
Soundtrack (Atlantic)
VAN HALEN (144)
1984 (144)
SCORPIONS (120)
Love At First Sting (Mercury/PolyGram)
YES (118)
90125 (Atco)
THOMPSON TWINS (106)
Into The Gap (Arista)

NEW & ACTIVE

- STYX/Caught In The Act (A&M) 69/69 (0/0)**
Adds include WKLS, WCKO, WDHA, WOUR, WZXY, KMJX, WTKX, KQDS, WIBA, KICT. Hots: 9 K97, KMET, WPDH, WFYV, WAPL, WLAV, WWCT, WIOT, WCPZ. Mediums: 28 include WGRQ, WMMR, WYSP, WDVE, KEGL, KLOL, WSHE, WYNF, KUPD, KCAL, KZOK.
- DIRE STRAITS/Alchemy (WB) 69/28 (55/51)**
Adds include CHUM-FM, WLUP, KOMA, KZOK, KRIX, WROQ, WZXY, WTKX, KXZL, CITI-FM, KWFM. Hots: 12 include WRXT, WCKO, K97. Mediums: 38 include WHJY, Q107, WSHE, WQBK, WKTU, WKQQ, WQDR, KQDS, WWCT, KWXL, KZEL.
- TALK TALK/It's My Life (EMI America) 67/21 (47/12)**
Adds include WMMR, WYSP, KLOL, WMMS, WTPA, WHCN, WFYV, WIMZ, WOOS, KEZO. Hots: 8 KROQ, 91X, KQAK, WQBK, WPDH, WKQQ, WTKX, WKZL. Mediums: 49 include WBCN, KBCO, WPLR, WLVO, KGGO, WLAV, KILO.
- MI-SEX/Where Do They Go? (Epic) 60/6 (63/5)**
Adds: KQRS, KZOK, WCCC, WCMF, WWCK, WLAV. Hots: 3 CHUM-FM, KBPI, CITI-FM. Mediums: 55 include WDVE, KSRR, WMMS, WQFM, KBCO, KLOS, KGB, WPLR, KNCN, KLAQ, WIMZ, WOOS, WFBQ, KMOD, KILO.
- KING CRIMSON/Three Of A Perfect Pair (WB) 54/22 (34/19)**
Adds include KGON, KRQR, WTPA, WXLP, WLAV, WFBQ, KKDJ, KPOI, KOMP. Hots: 3 WLIR, CITI-FM, KTCL. Mediums: 38 include WMMR, WDVE, WKLS, KBCO, KFOG, WFYV, WDIZ, KEZO, WIOT, KLPX, KWFM.
- ZZ TOP/Eliminator (WB) 53/29 (23/1)**
Adds include KLOL, KGON, KZAP, KMEL, KRQR, WTPA, WZXR, WDIZ, WFBQ. Hots: 10 KTXQ, KZEW, KSRR, WRIF, K97, KLOS, KOMA, WTKX, KILO. Mediums: 33 include WMMS, KMET, KGB, KISW, WAAF, KKDJ.
- PAUL YOUNG/No Parlez (Columbia) 53/7 (48/4)**
Adds: KCAL, WKTU, KLAQ, WOOS, KGGO, KKRO, WYER. Hots: 23 include WBCN, WLUP, WEBN, KBCO, KBPI, KNCN, KREM. Mediums: 27 include WNEW-FM, WMMR, WMET, WMMS, KDKB, WZZO, WCMF, WZXR, KILO, KFIV-FM.
- RAVYNS/Ravyns (RDM/MCA) 51/7 (49/7)**
Adds include WDVE, WNOR, KKCI, WQFM, WPLR, KMJX, WRXL. Hots: 6 WIYY, KRCK, WCMF, WIOT, KFMG, KILO. Mediums: 42 include KZEW, WYNF, WEBN, KBCO, KGB, KZOK, WZZO, WTPA, WEZX, KLAQ, WLVO, KATT, KMOD, KEZE.
- SANDY STEWART/Cat Dancer (Modern/Atco) 48/1 (51/3)**
Adds: KFMQ. Hots: 5 include WYNF, KBCO, WYMX, WCPZ. Mediums: 42 include KLOL, KSRR, WMMS, WQFM, KGB, KMEL, WAQX, WDIZ, WLVO, KGGO, WLAV, WWCT, KILO.
- MOTLEY CRUE/Shout At The Devil (Elektra) 44/4 (45/2)**
Adds: KSHE, WKQQ, WLAV, KWXL. Hots: 11 include KEGL, WYNF, WRIF, WQFM, KLOS. Mediums: 33 include WBCN, WAPP, KZEW, WNOR, WLLZ, KMET, KGB, KRQR, KISW.
- FRANKE & THE KNOCKOUTS/Makin' The Point (Camel/MCA) 43/8 (32/10)**
Adds: WRXT, KTXQ, KZOK, WKTU, WIMZ, WTUE, KICT, WDEK. Hots: 3 KRCK, KIDQ, WBYG. Mediums: 34 include KZEW, WNOR, WQFM, KSHE, KGB.
- REAL LIFE/Heartland (Curb/MCA) 42/11 (31/10)**
Adds include WHJY, KMJX, WTKX, WKZL, KGGO. Hots: 5 include WBCN, K97. Mediums: 29 include WEBN, WSKS, WMMS, KBPI.
- CYNDI LAUPER/She's So Unusual (Portrait/CBS) 41/6 (34/5)**
Adds: WEBN, WAQX, WKLC, WIMZ, WRKI, KRQR. Hots: 13 include WAPP, WYSP, WMMS, KBCO. Mediums: 25 include WBCN, WNEW-FM, WMMR, WLUP, WSKS, KROQ, KDKB.
- RATT/Out Of The Cellar (Atlantic) 41/4 (36/4)**
Adds: WNOR, WIMZ, KMJX, WIOT. Hots: 8 include KLOS, KRCK, KISW, KZOK. Mediums: 31 include WYSP, WDVE, KTXQ, KZEW, WRIF, WQFM, KBPI, KMET, KUPD, KGB, KRQR.
- STYLE COUNCIL/My Ever Changing Mood (Geffen) 40/9 (35/17)**
Adds include WNEW-FM, KAZY, WAAL, WTPA, WYMX, WCKN, KILO. Hots: 7 include KBCO, KROQ, 91X. Mediums: 27 include WLUP, WMMS, KQAK.
- SAXON/Crusader (Carrere/CBS) 32/7 (30/4)**
Adds: CHUM-FM, KLOS, KUPD, KRQR, KXZL, KIDQ, KAWY. Hots: 7 include KTXQ, KRCK, KISW, KZOK. Mediums: 21 include WSKS, WQFM, KGB.
- GARY MOORE/Victims Of The Future (Mirage/Atco) 21/20 (0/0)**
Adds include WGRQ, WRXT, KSHE, KRQR, WDHA, KLAQ, KRQR, KILO. Hots: 0. Mediums: 13 include WDVE, KTXQ, KZEW, WPDH, WAQX, WFYV, WKQQ, WDIZ, WLVO, WLAV, KFMG, KFIV-FM, KFMX.
- FACE TO FACE/Face To Face (Epic) 19/10 (16/14)**
Adds include WHJY, WSHE, WMMS, KAZY, WTPA, WOUR, KQDS, KATT. Hots: 0. Mediums: 12 include WBCN, KTXQ, KZEW, WQBK, WPDH, WAAF, KILO.
- JOE ELY/Hi-Res (MCA) 16/16 (0/0)**
Adds include WRXT, KTXQ, KBCO, KLAQ, WTKX, KMOD, WMGM, KSQY, KZQQ. Hots: 0. Mediums: 7 WPDH, WYMX, KNCN, WIOT, KLPX, KFMX, KTCL.
- LOOK/Everybody's Acting (Fantasy) 15/4 (13/4)**
Adds: KZEW, KCAL, WQBK, KWXL. Hots: 1 WRIF. Mediums: 11 include WLLZ, WQFM, KBCO, KMEL, WWCK, WLAV, WIOT.
- PLATINUM BLONDE/Platinum Blonde (Epic) 11/2 (11/3)**
Adds: WPDH, WDEK. Hots: 2 Q107, CFOX. Mediums: 8 include CHUM-FM, WCKO, CITI-FM, KLPX.
- BULLET/No Mercy (Arista) 10/3 (9/3)**
Adds: WQFM, KZOK, WTUE. Hots: 1 WAPL. Mediums: 8 KTXQ, WMMS, KZOK, WTPA, WKLC, 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

Three Weeks	Two Weeks	Last Week	173 REPORTERS	Total	Hot	Medium	Total Adds
1	1	1	1 CARS/You Might Think (Elektra)	166	159+	7-	0=
2	2	2	2 PHIL COLLINS/Against All Odds (Atlantic)	154	142+	12-	1-
8	8	5	3 VAN HALEN/I'll Wait (WB)	150+	126+	24-	0-
6	3	3	4 SCORPIONS/Rock You Like A Hurricane (Mercury/PG)	146-	117+	29-	0-
11	10	6	5 TONY CAREY/A Fine Fine Day (MCA)	156+	94+	62-	1-
9	7	4	6 YES/Leave It (Atco)	140-	107-	32-	1-
-	-	16	7 STEVE PERRY/Oh Sherrie (Columbia)	152+	92+	52-	26-
23	11	8	8 PRETENDERS/Show Me (Sire/WB)	142+	84+	58+	2-
27	18	11	9 NIGHT RANGER/Sister Christian (Camel/MCA)	138+	92+	44-	6-
14	12	10	10 THOMPSON TWINS/Hold Me Now (Arista)	125+	101+	24-	5=
7	5	7	11 DWIGHT TWILLEY/Girls (EMI America)	124-	82=	40-	1=
24	14	13	12 RICK SPRINGFIELD/Love Somebody (RCA)	133+	70+	62-	9+
26	20	14	13 HUEY LEWIS & THE NEWS/The Heart Of R&R (Chrysalis)	123+	58+	64-	4-
-	29	19	14 CARS/Magic (Elektra)	121+	61+	59+	8-
-	51	28	15 SLADE/Run Runaway (CBS Associated)	122+	28+	85+	20+
18	17	17	16 ALAN PARSONS PROJECT/Prime Time (Arista)	114-	47-	67=	3+
3	4	9	17 KENNY LOGGINS/Footloose (Columbia)	93-	78-	15-	1+
10	13	15	18 VAN HALEN/Panama (WB)	95-	54-	41-	0=
34	24	23	19 JOHN COUGAR MELLENCAMP/Authority Song (Riva/PG)	103+	43+	60-	4-
29	23	22	20 WANG CHUNG/Dance Hall Days (Geffen)	113+	34=	78+	6-
12	16	18	21 BON JOVI/Runaway (Mercury/PG)	102-	31-	71-	1-
32	27	24	22 ALAN PARSONS PROJECT/Don't Answer Me (Arista)	94+	51+	42-	1-
43	34	25	23 STEVIE NICKS/Violet And Blue (Atlantic)	94+	40+	53+	10=
55	41	30	24 DAVID GILMOUR/Murder (Columbia)	94+	38+	52+	13+
35	26	26	25 BILLY RANKIN/Baby Come Back (A&M)	97-	12+	84-	3-
48	35	27	26 HAGAR/SCHON/AARONSON/SHRIEVE/Top Of...(Geffen)	85-	29+	54-	3-
45	43	32	27 ROMANTICS/One In A Million (Nemperor/CBS)	91+	18+	73+	5-
13	15	21	28 DAVID GILMOUR/All Lovers Are... (Columbia)	79-	36-	43-	0-
-	-	37	29 JOE JACKSON/You Can't Get... (A&M)	99+	14+	77+	18-
47	38	31	30 GO-GO's/Head Over Heels (IRS/A&M)	87+	26+	59-	4-
5	9	12	31 MANFRED MANN'S EARTH BAND/Runner (Arista)	68-	40-	28-	0-
38	40	34	32 ALARM/Sixty Eight Guns (IRS/A&M)	84+	15+	67+	4-
-	56	40	33 ICICLE WORKS/Whisper To A Scream (Arista)	90+	10+	77+	11-
4	6	20	34 DAN FOGELBERG/The Language Of... (Full Moon/Epic)	71-	36-	35+	0=
-	54	43	35 BERLIN/No More Words (Geffen)	73+	16+	53+	7-
-	-	57	36 HOWARD JONES/What Is Love? (Elektra)	78+	11+	61+	18+
-	-	59	37 SCORPIONS/Big City Nights (Mercury/PG)	55+	25+	29+	8=
44	44	38	38 MISSING PERSONS/Give (Capitol)	69-	13-	56=	3-
-	49	39	39 CARS/Hello Again (Elektra)	60=	26-	34+	5-
-	-	47	40 38 SPECIAL/One Time For Old Times (A&M)	63+	21+	41-	6=
51	48	45	41 MODERN ENGLISH/Hands Across The Sea (Sire/WB)	70+	8-	61+	2+
-	60	55	42 MR. MISTER/Hunters Of The Night (RCA)	71+	5+	59+	10+
DEBUT	DEBUT	DEBUT	43 PAT TRAVERS/Killer (Polydor/PG)	74+	2+	57+	25-
28	33	36	44 DARYL HALL & JOHN OATES/Adult Education (RCA)	50-	27-	23+	0-
15	22	35	45 APRIL WINE/This Could Be The Right One (Capitol)	52-	17-	35-	0-
19	21	33	46 PRETENDERS/Time The Avenger (Sire/WB)	42-	29-	13-	0-
DEBUT	DEBUT	DEBUT	47 TALK TALK/It's My Life (EMI America)	66+	8+	48+	21+
59	53	46	48 CHEAP TRICK/Up The Creek (Pasha/CBS)	65-	3=	59-	6=
-	-	58	49 PAUL YOUNG/Come Back & Stay (Columbia)	53+	23-	27+	7+
DEBUT	DEBUT	DEBUT	50 HAGAR/SCHON/AARONSON/SHRIEVE/Whiter... (Geffen)	51+	17+	33+	5=
16	19	29	51 ROGER DALTREY/Walking In My Sleep (Atlantic)	48-	7-	41-	1-
DEBUT	DEBUT	DEBUT	52 INXS/Original Sin (Atco)	59+	4=	48+	15-
-	57	51	53 ZZ TOP/Legs (WB)	51+	9+	32+	30+
-	58	-	54 MI-SEX/Castaway (Epic)	56-	2-	52+	6+
-	-	56	55 SLADE/My Oh My (CBS Associated)	45-	12+	33-	6-
DEBUT	DEBUT	DEBUT	56 DAVID GILMOUR/Blue Light (Columbia)	43-	23-	20+	1-
22	32	42	57 HAGAR/SCHON/AARONSON/SHRIEVE/Missing (Geffen)	49+	12-	36+	6=
21	25	41	58 VAN HALEN/Jump (WB)	39-	24-	15-	0=
DEBUT	DEBUT	DEBUT	59 EURYTHMICS/Here Comes The Rain Again (RCA)	37-	20-	17-	1+
DEBUT	DEBUT	DEBUT	60 STYX/Music Time (A&M)	56+	7+	25+	56+

MOST ADDED

- STYX (56)
Music Time (A&M)
- ZZ TOP (30)
Legs (WB)
- STEVE PERRY (26)
Oh Sherrie (Columbia)
- PAT TRAVERS (25)
Killer (Polydor/PolyGram)
- KING CRIMSON (22)
Sleepless (WB)
- TALK TALK (21)
It's My Life (EMI America)
- SLADE (20)
Run Runaway (CBS Associated)

MOST HOTS

- CARS (159)
You Might Think (Elektra)
- PHIL COLLINS (142)
Against All Odds (Atlantic)
- VAN HALEN (126)
I'll Wait (WB)
- SCORPIONS (117)
...Like A Hurricane (Mercury/PolyGram)
- YES (107)
Leave It (Atco)
- THOMPSON TWINS (101)
Hold Me Now (Arista)

BREAKERS

JOE JACKSON
You Can't Get What You Want (A&M)
57% of our reporters on it. 99/18, including adds at KMET, WPLR, WEZX, WAQX, WYMX, WKQQ, WKZL, KWXL, KOMP. Moves 37-29 on the Hot Tracks chart.

DAVID GILMOUR
Murder (Columbia)
54% of our reporters on it. 94/13, including adds at WYSP, KKCI, KZOK, WAAL, WOVE, WKQQ, KISS, KRSP. Moves 30-24 on the Hot Tracks chart.

ROMANTICS
One In A Million (Nemperor/CBS)
53% of our reporters on it. 91/5, with adds at WEBN, KDKB, KZAP, WKDF, KAWY. Moves 32-27 on the Hot Tracks chart.

ICICLE WORKS
Whisper To A Scream (Birds Fly) (Arista)
52% of our reporters on it. 90/11, including adds at KEGL, KBPI, WOUR, WAAF, WKTM, WOVE, WFBQ. Moves 40-33 on the Hot Tracks chart.

GO-GO'S
Head Over Heels (IRS/A&M)
50% of our reporters on it. 87/4, with adds at WOVE, WKDF, WBLM, KLYV. Moves 31-30 on the Hot Tracks chart.

NEW & ACTIVE

KING CRIMSON "Sleepless" (WB) 50/22 (31/18)
Adds include WCKO, KGON, KRQR, WQBK, WTPA, KMJX, WXLP, WLAV, WFBQ, KWXL, KIDD, KKD, KPOI, KOMP. Hots: 2 WLIR, CITI-FM. Mediums: 36 include WMMR, WDVE, KFOG, WYFV, WDIZ, KEZO, WIOT, KLPX, KWF, KWF, WMGM, KOZZ.

CHRISTINE McVIE "Love Will Show Us How" (WB) 43/10 (38/6)
Adds: WNEW-FM, WSKS, WYMX, WOVE, WKQQ, WDIZ, WLAV, KWXL, KZEL, WHMD. Hots: 14 include WRXT, WQBK, WDHA, WKTM, WTKX, KILO, KWFM. Mediums: 27 include WDVE, WKLS, WYFN, WLUP, KZOK, WQMF, WZXR, WKDF, KATT, KMOD.

RAVYNS "Don't Leave Me This Way" (RDM/MCA) 43/4 (44/5)
Adds: WNOR, WQFM, WPLR, KMJX. Hots: 6 WIYY, KRCK, WCMF, WIOT, KFMG, KILO. Mediums: 36 include WHJY, KZEW, KGB, KZOK, WZZO, WTPA, WEZX, WLVO, KATT.

SANDY STEWART "Saddest Victory" (Modern/Atco) 43/1 (43/3)
Adds: KFMG. Hots: 5 include WYFN, KBCO, WYMX, WCPZ. Mediums: 37 include WMMS, KGB, KMEL, WDIZ, WLVO, KGGO, WLAV, KILO.

FRANKE & THE KNOCKOUTS "Outrageous" (Camel/MCA) 42/7 (32/10)
Adds: KTXQ, KZOK, WKTM, WIMZ, WTUE, KICT. Hots: 3 KRCK, KIDD, WBYG. Mediums: 34 include KZEW, WNOR, WYFN, WQFM, KSHE, KGB, KLAQ, KATT, KMOD, KILO, KFIV-FM.

STYLE COUNCIL "My Ever Changing Mood" (Geffen) 39/9 (34/17)
Adds: WNEW-FM, KAZY, WAAL, WTPA, WYMX, WCKN, KILO. Hots: 7 include WLIR, KBCO, KROQ, 91X, WQBK, KTCL. Mediums: 26 include WLUP, WMMS, WZZO, WIMZ, WKQQ, KKD.

REAL LIFE "Catch Me I'm Falling" (Curb/MCA) 38/11 (26/10)
Adds include WHJY, KMJX, WKZL, KGGO, WMGM, WRKI, WBLM, WGIR, KFMG, WYER. Hots: 3 include WBCN, WTKX. Mediums: 27 include WEBN, WSKS, WMMS, KBPI, WZZO, KLAQ, KKD, KREM.

CYNDI LAUPER "Time After Time" (Portrait/CBS) 36/7 (28/5)
Adds: WEBN, WAQX, WKLC, WIMZ, WRKI, KLYV, KRQ. Hots: 11 include WLIR, WYSP, WMMS, KBCO, KCAL, WQBK, WZZO, WDHA, WMGM, WCPZ. Mediums: 22 include WNEW-FM, WMMR, WLUP, WSKS, KDKB, WTPA, WHCN, WPLR, KLAQ.

VAN HALEN "Drop Dead Legs" (WB) 36/2 (33/1)
Adds: WRIF, KFMG. Hots: 17 include KTXQ, WTPA, WHCN, WYFV, WDIZ, KISS, WLVO, WIOT, KKD, KLPX. Mediums: 19 include KZEW, KZAP, WPYX, WAQX, WOVE, KLAQ, WZXR, WKDF, WFBQ, KICT, KOMP.

QUEEN "Hammer To Fall" (Capitol) 34/2 (35/2)
Adds: WHJY, KRQ. Hots: 13 include WAPP, DC101, WRIF, KSHE, KMEL, KILO. Mediums: 20 include WYSP, WDVE, WYFN, WMET, WEBN, WSKS, WLLZ, KKCI, KBPI, KMET, WAAF, WIOT.

RATT "Round And Round" (Atlantic) 33/3 (30/4)
Adds: WNOR, WIMZ, KMJX. Hots: 5 KLOS, KISW, KNCN, KISS, KLPX. Mediums: 26 include WYSP, KZEW, WRIF, KBPI, KUPD, KGB, KRQR, WTPA, KLAQ, KILO, KKD.

DIRE STRAITS "Sultans Of Swing" (WB) 31/15 (28/25)
Adds include WNOR, WLUP, KOME, KZOK, WPYX, WZZO, WPLR, WDIZ. Hots: 3 KBCO, K97, KAWY. Mediums: 16 include WMMR, WCKO, WSHE, WYFN, KFOG, KMEL, WAAF, KLAQ, WYFV, WXL.

DIRE STRAITS "Solid Rock" (WB) 31/11 (24/22)
Adds include WNOR, WMMS, KZOK, KRIX, WTKX, KATT. Hots: 5 WNEW-FM, WPDH, WLAV, KILO, KTCL. Mediums: 18 include WMMR, WHJY, KFOG, KMEL, WTPA, WCMF, WIMZ.

SAXON "Just Let Me Rock" (Carrere/CBS) 26/5 (21/4)
Adds: CHUM-FM, KUPD, KRQR, KXZL, KAWY. Hots: 7 include KTXQ, KRCK, KISW, KZOK, KFMG, KLPX. Mediums: 15 include WSKS, WQFM, KGB, WPDH, KNCN, KLAQ, KISS, WLVO, KILO, KWFM.

SCORPIONS "I'm Leaving You" (Mercury/PolyGram) 23/3 (18/3)
Adds: WTPA, KOMP, WRKI. Hots: 12 include WDVE, KLOS, KRCK, KZOK, WDIZ, KISS, WLVO, KKD, KPOI. Mediums: 11 include KGON, KZAP, WPYX, WEZX, KLAQ, WTUE, WIOT.

DWIGHT TWILLEY "Little Bit Of Love" (EMI America) 22/5 (14/1)
Adds: WCKO, KMET, WTKX, WQBF, KLPX. Hots: 7 include KSRR, KSHE, KMEL. Mediums: 15 include KZEW, WLUP, WLLZ, WQFM, KZAP, KOME, WWCT, KFIV-FM.

TED NUGENT "Draw The Line" (Atlantic) 21/3 (21/6)
Adds: WOVE, WFBQ, KAWY. Hots: 2 WLLZ, KRCK. Mediums: 17 include WYFN, KZAP, KRQR, KISW, KLAQ, WYFV, KEZE.

MOTLEY CRUE "Too Young To Fall In Love" (Elektra) 20/6 (10/2)
Adds: WYFN, WRIF, KSHE, WKQQ, WLAV, KWXL. Hots: 4 WQFM, KLOS, WAQX, KFMG. Mediums: 16 include KRQR, KISW, WPYX, WAAF, WKTM, KNCN, KILO, KWFM.

DIRE STRAITS "Expresso Love" (WB) 20/6 (17/17)
Adds: CHUM-FM, WLUP, WROQ, WMGM, WGIR, WBYG. Hots: 3 WNEW-FM, WLAV, KILO. Mediums: 11 include WMMR, WHJY, KMEL, WCMF, WOUR, KQDS.

KENNY LOGGINS "I'm Free" (Columbia) 20/5 (9/1)
Adds: WKLS, WYFN, KNCN, WKQQ, WQDR. Hots: 8 include WSHE, WLUP, KMEL, KGGO, WWCT. Mediums: 12 include WAPP, WMET, WSKS, WQMF.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports/total adds for this week and last; for example, 40/20 means 40 total station reports and, or those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that have 10 or more adds this week.

SOUTH Parallel One

WCKO/Miami (305) 731-4800
WYNF/Tampa (813) 876-0455
WZXR/Memphis (901) 726-0060
KTXQ/Dallas (214) 528-5500
KEGL/Dallas (817) 457-9700
WSHE/Miami (305) 581-1580

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KEGL/Dallas (817) 457-9700
WSHE/Miami (305) 581-1580

KL0L/Houston (713) 526-4597
KZEW/Dallas (214) 748-9898
KSRH/Houston (713) 797-0097
WKLJ/Atlanta (404) 325-0960

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KZEW/Dallas (214) 748-9898
KSRH/Houston (713) 797-0097
WKLJ/Atlanta (404) 325-0960

WNOR/Norfolk (804) 823-9667
KXZL/San Antonio (512) 426-6444
KJMJ/Little Rock (501) 470-0123

WAPJ/Birmingham (205) 933-9274
WZXR/Memphis (901) 726-0060
KTXQ/Dallas (214) 528-5500
KEGL/Dallas (817) 457-9700

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WTKX/Pensacola (904) 438-7543
WAPJ/Birmingham (205) 933-9274
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KTXQ/Dallas (214) 528-5500

Is There Life After

You Bet!

Paul Young

"Come Back and Stay"

Check Out This Hot Action On Paul Young:

- | | | |
|---------------|---------------|---------------|
| WXKS-FM 10-8 | KROK 13-9 | KQIZ-FM 12 |
| WBEN-FM 18-13 | WKDD 10-9 | WJAD 13 |
| PRO-FM 11-9 | WAHC 12-11 | WFOX 15-12 |
| Q102 23-17 | WKAU 13-11 | KTDY 15-12 |
| WHYT 13-11 | KMGK 12-10 | Q101 17-11 |
| KWSS 26-19 | WKFR 18-16 | WPFM 9-6 |
| KNBQ 15-13 | KLUC 7 | WXLK 6-5 |
| WNYS 8 | KO93 11 | WAEV 3-2 |
| K104 7 | KHOP 12 | WGLF 16-11 |
| WYCR 13-11 | KDON-FM 11-9 | WHSL 6 |
| WKEE 12-8 | KCPX-FM 14-13 | KFYR 16-13 |
| WLAN-FM 16-12 | KRQ 11 | WBNQ 8-6 |
| WPST 19-16 | KTKT 13-12 | WBWB 15-11 |
| WQID 13-11 | WFBG 16-13 | WCIL-FM 13-11 |
| WSSX 12-11 | WGUY 6-5 | KCMQ 15-13 |
| WSKZ 21-17 | 103CIR 12-10 | Y94 13-12 |
| WNOK-FM 23-17 | WIKZ 21-18 | KKLS-FM 8 |
| KSET-FM 17-14 | WTSN 18-15 | KKRC 13-10 |
| WRQK 17-15 | WERZ 10-6 | KGOT 9-8 |
| WANS-FM 11-6 | WQCM 16 | KCDQ 6 |
| WZYP 10 | OK100 15 | KKAZ 12-10 |
| G100 16-10 | 13FEA 20-14 | KGHO 11-10 |
| WABB-FM 8-6 | WKHI 11-9 | KDZA 10-9 |
| BJ105 17-13 | WJBQ 13-12 | KBIM 4 |
| | WOMP-FM 15-13 | KSLY 13-10 |
| | WSQP 19-17 | KIST 16-12 |

CHR CHART: #18



WEST
Continued from Page 69

KFRC 7610
AM STEREO
San Francisco
MD: Lanette Abraham

H 1 1 KENNY LOGGINS/Footloose
H 2 2 THOMPSON TWINS/Hold Me Now
H 3 3 PHIL COLLINS/Against All Odds
H 4 4 EURYTHMICS/Here Comes The Rain A
H 5 5 BILLY IDOL/Rebel Yell
H 6 6 CULTURE CLUB/Miss Me Blind
H 7 7 PHIL COLLINS/Against All Odds
H 8 8 HUEY LEWIS & NEWS/I Want A New Drug
H 9 9 HALL & OATES/Adult Education
H 10 10 POINTER SISTERS/Automatic
H 11 11 WEIRD AL YANKOVIC/Eat It
H 12 12 DAN FOGLER/Back The Language Of Love
H 13 13 LYONEL RICHER/Hello
H 14 14 VAN HALEN/Jump
H 15 15 CYNDE LAUPER/Girls Just Want To Be
H 16 16 ROCKWELL/Somebody's Watching Me
H 17 17 CAROL KEMP/You Might Think
H 18 18 RICK SPRINGFIELD/Love Somebody
H 19 19 NENA/99 Luftballons(99 Red
H 20 20 PAUL YOUNG/Come Back And Stay
H 21 21 BONNIE TYLER/Holding Out For A Har
H 22 22 MICHAEL JACKSON/Thriller
H 23 23 DWIGHT TWILLEY/Girls
H 24 24 TRACEY ULLMAN/They Don't Know
H 25 25 PRETENDERS/Show Me
H 26 26 GO GO'S/Head Over Heels
H 27 27 ALAN PARSONS/Don't Answer Me
H 28 28 IRENE CARA/Breakdance
H 29 29 ROMANTICS/One In A Million
H 30 30 QUEEN/Radio Ga Ga
H 31 31 DENISE WILLIAMS/Let's Hear It For The
H 32 32 REAL LIFE/Catch Me, I'm Falling
H 33 33 BILLY JOEL/The Longest Time

ADDS 30, 11, 13, 15, 16, 17, 19, 21

KWOP 106
Sacramento
PD: Tom Chase
MD: Mr. Ed

H 1 1 KENNY LOGGINS/Footloose
H 2 2 PHIL COLLINS/Against All Odds
H 3 3 CULTURE CLUB/Miss Me Blind
H 4 4 EURYTHMICS/Here Comes The Rain A
H 5 5 BILLY IDOL/Rebel Yell
H 6 6 LYONEL RICHER/Hello
H 7 7 THOMPSON TWINS/Hold Me Now
H 8 8 CYNDE LAUPER/Girls Just Want To Be
H 9 9 POINTER SISTERS/Automatic
H 10 10 CHRISTINE MCVIE/Got A Hold On Me
H 11 11 HUEY LEWIS & NEWS/I Want A New Drug
H 12 12 RICK SPRINGFIELD/Love Somebody
H 13 13 YES/Leave It
H 14 14 TRACEY ULLMAN/They Don't Know
H 15 15 DAN FOGLER/Back The Language Of Love
H 16 16 VAN HALEN/Jump
H 17 17 ROCKWELL/Somebody's Watching Me
H 18 18 CAROL KEMP/You Might Think
H 19 19 ADAM ANT/Strip
H 20 20 WEIRD AL YANKOVIC/Eat It
H 21 21 30 SPECIAL/Back Where You Belong
H 22 22 BONNIE TYLER/Holding Out For A Har
H 23 23 GO GO'S/Head Over Heels
H 24 24 BILLY IDOL/Rebel Yell
H 25 25 DWIGHT TWILLEY/Girls
H 26 26 DENISE WILLIAMS/Let's Hear It For The
H 27 27 IRENE CARA/Breakdance
H 28 28 GENESIS/Illegal Alien
H 29 29 JOHN COUGAR/Authority Song
H 30 30 BRYAN ADAMS/Heaven

ADDS STEVE PERRY/Oh Sherrie
VAN HALEN/I'll Wait
TONY CAREY/A Fine Fine Day
SCORPIONS/Rock You Like A Hurri
PRETENDERS/Show Me
BERLIN/No More Words
ROMANTICS/One In A Million
QUEEN/Radio Ga Ga
ALAN PARSONS/Don't Answer Me

ON PRETENDERS/Show Me
BERLIN/No More Words
ROMANTICS/One In A Million
QUEEN/Radio Ga Ga
ALAN PARSONS/Don't Answer Me

Hot Hits in 105 KITS
San Francisco

H 1 1 VAN HALEN/Jump
H 2 2 CYNDE LAUPER/Girls Just Want To Be
H 3 3 ROCKWELL/Somebody's Watching Me
H 4 4 KENNY LOGGINS/Footloose
H 5 5 NENA/99 Luftballons(99 Red
H 6 6 WEIRD AL YANKOVIC/Eat It
H 7 7 EURYTHMICS/Here Comes The Rain A
H 8 8 MICHAEL JACKSON/Thriller
H 9 9 CULTURE CLUB/Miss Me Blind
H 10 10 PHIL COLLINS/Against All Odds
H 11 11 IGGLESIAS & NELSON/To All The Girls I've
H 12 12 HUEY LEWIS & NEWS/I Want A New Drug
H 13 13 THOMPSON TWINS/Hold Me Now
H 14 14 POINTER SISTERS/Automatic
H 15 15 LYONEL RICHER/Hello
H 16 16 HALL & OATES/Adult Education
H 17 17 SHANNON/Let The Music Play
H 18 18 DURAN DURAN/New Moon On Monday
H 19 19 CAROL KEMP/You Might Think
H 20 20 RE-FILEX/The Politics Of Danci
H 21 21 UB40/Red Red Wine
H 22 22 DWIGHT TWILLEY/Girls
H 23 23 IGGLESIAS & NELSON/To All The Girls I've
H 24 24 SCORPIONS/Rock You Like A Hurri
H 25 25 BERLIN/No More Words
H 26 26 POLICE/Wrapped Around Your F
H 27 27 THOMAS DOLBY/Hyperactive
H 28 28 MISSING PERSONS/Give
H 29 29 YES/Leave It
H 30 30 KOOL & THE GANG/Tonight

ADDS QUEEN/Radio Ga Ga
WOMACK & WATKINS/Love Has Finally Come
SHALAMAR/Dancing In The Sheets
JOHN COUGAR/Authority Song
PRETENDERS/Show Me
IRENE CARA/Breakdance
REAL LIFE/Catch Me, I'm Falling
TALK TALK/It's My Life
DEBARGE/Love Me In A Special

ON LAID BACK/White Horse
BILLY IDOL/Rebel Yell
CHRISTINE MCVIE/Got A Hold On Me
TINA TURNER/Let's Stay Together
DAZZ BAND/Joystick
RICK SPRINGFIELD/Love Somebody
PAUL YOUNG/Come Back And Stay
TRACEY ULLMAN/They Don't Know
ALAN PARSONS/Don't Answer Me
GO GO'S/Head Over Heels
MATTHEW WILDER/The Kid's American
ROMANTICS/One In A Million
BILLY JOEL/The Longest Time
NIGHT RANGER/Sister Christian

KS 103FM
San Diego
PD: Dave Parks
MD: Mike Preston

H 1 1 KENNY LOGGINS/Footloose
H 2 2 THOMPSON TWINS/Hold Me Now
H 3 3 LYONEL RICHER/Hello
H 4 4 EURYTHMICS/Here Comes The Rain A
H 5 5 BILLY IDOL/Rebel Yell
H 6 6 CULTURE CLUB/Miss Me Blind
H 7 7 PHIL COLLINS/Against All Odds
H 8 8 HUEY LEWIS & NEWS/I Want A New Drug
H 9 9 HALL & OATES/Adult Education
H 10 10 POINTER SISTERS/Automatic
H 11 11 UB40/Red Red Wine
H 12 12 WEIRD AL YANKOVIC/Eat It
H 13 13 DAZZ BAND/Joystick
H 14 14 VAN HALEN/Jump
H 15 15 DAN FOGLER/Back The Language Of Love
H 16 16 ROCKWELL/Somebody's Watching Me
H 17 17 CAROL KEMP/You Might Think
H 18 18 RICK SPRINGFIELD/Love Somebody
H 19 19 KOOL & THE GANG/Tonight
H 20 20 NENA/99 Luftballons(99 Red
H 21 21 PAUL YOUNG/Come Back And Stay
H 22 22 BONNIE TYLER/Holding Out For A Har
H 23 23 MICHAEL JACKSON/Thriller
H 24 24 DWIGHT TWILLEY/Girls
H 25 25 TRACEY ULLMAN/They Don't Know
H 26 26 PRETENDERS/Show Me
H 27 27 GO GO'S/Head Over Heels
H 28 28 BERLIN/No More Words
H 29 29 LAID BACK/White Horse
H 30 30 CAMO/She's Strange
H 31 31 MADONNA/Borderline
H 32 32 ALAN PARSONS/Don't Answer Me
H 33 33 GENESIS/Illegal Alien
H 34 34 YES/Leave It
H 35 35 IRENE CARA/Breakdance
H 36 36 SHALAMAR/Dancing In The Sheets
H 37 37 TALK TALK/It's My Life
H 38 38 IGGLESIAS & NELSON/To All The Girls I've
H 39 39 REAL LIFE/Catch Me, I'm Falling
H 40 40 BILLY JOEL/The Longest Time

ADDS 30, 38
VAN HALEN/I'll Wait
CYNDE LAUPER/Time After Time
SCORPIONS/Rock You Like A Hurri
SLADE/Run Runaway

ON STEVE PERRY/Oh Sherrie
NIGHT RANGER/Sister Christian
ROMANTICS/One In A Million
TONY CAREY/A Fine Fine Day

KWSS 94.5 FM
San Jose
PD: Dave Van Stone
MD: Robin Kippis

H 1 1 KENNY LOGGINS/Footloose
H 2 2 PHIL COLLINS/Against All Odds
H 3 3 CULTURE CLUB/Miss Me Blind
H 4 4 EURYTHMICS/Here Comes The Rain A
H 5 5 BILLY IDOL/Rebel Yell
H 6 6 LYONEL RICHER/Hello
H 7 7 THOMPSON TWINS/Hold Me Now
H 8 8 CYNDE LAUPER/Girls Just Want To Be
H 9 9 POINTER SISTERS/Automatic
H 10 10 CHRISTINE MCVIE/Got A Hold On Me
H 11 11 HUEY LEWIS & NEWS/I Want A New Drug
H 12 12 RICK SPRINGFIELD/Love Somebody
H 13 13 YES/Leave It
H 14 14 TRACEY ULLMAN/They Don't Know
H 15 15 DAN FOGLER/Back The Language Of Love
H 16 16 VAN HALEN/Jump
H 17 17 ROCKWELL/Somebody's Watching Me
H 18 18 CAROL KEMP/You Might Think
H 19 19 ADAM ANT/Strip
H 20 20 WEIRD AL YANKOVIC/Eat It
H 21 21 30 SPECIAL/Back Where You Belong
H 22 22 BONNIE TYLER/Holding Out For A Har
H 23 23 GO GO'S/Head Over Heels
H 24 24 BILLY IDOL/Rebel Yell
H 25 25 DWIGHT TWILLEY/Girls
H 26 26 DENISE WILLIAMS/Let's Hear It For The
H 27 27 IRENE CARA/Breakdance
H 28 28 GENESIS/Illegal Alien
H 29 29 JOHN COUGAR/Authority Song
H 30 30 BRYAN ADAMS/Heaven

ADDS IRENE CARA/Breakdance
DENISE WILLIAMS/Let's Hear It For The
REAL LIFE/Catch Me, I'm Falling

ON TONY CAREY/A Fine Fine Day
NIGHT RANGER/Sister Christian
MR. MISTER/Hunters Of The Night
MATTHEW WILDER/The Kid's American
TALK TALK/It's My Life

MUSIC 107
Denver
PD: Doug Erikson
MD: Gloria Avila

H 1 1 KENNY LOGGINS/Footloose
H 2 2 PHIL COLLINS/Against All Odds
H 3 3 CULTURE CLUB/Miss Me Blind
H 4 4 EURYTHMICS/Here Comes The Rain A
H 5 5 BILLY IDOL/Rebel Yell
H 6 6 LYONEL RICHER/Hello
H 7 7 THOMPSON TWINS/Hold Me Now
H 8 8 CYNDE LAUPER/Girls Just Want To Be
H 9 9 POINTER SISTERS/Automatic
H 10 10 CHRISTINE MCVIE/Got A Hold On Me
H 11 11 HUEY LEWIS & NEWS/I Want A New Drug
H 12 12 RICK SPRINGFIELD/Love Somebody
H 13 13 YES/Leave It
H 14 14 TRACEY ULLMAN/They Don't Know
H 15 15 DAN FOGLER/Back The Language Of Love
H 16 16 VAN HALEN/Jump
H 17 17 ROCKWELL/Somebody's Watching Me
H 18 18 CAROL KEMP/You Might Think
H 19 19 ADAM ANT/Strip
H 20 20 WEIRD AL YANKOVIC/Eat It
H 21 21 30 SPECIAL/Back Where You Belong
H 22 22 BONNIE TYLER/Holding Out For A Har
H 23 23 GO GO'S/Head Over Heels
H 24 24 BILLY IDOL/Rebel Yell
H 25 25 DWIGHT TWILLEY/Girls
H 26 26 DENISE WILLIAMS/Let's Hear It For The
H 27 27 IRENE CARA/Breakdance
H 28 28 GENESIS/Illegal Alien
H 29 29 JOHN COUGAR/Authority Song
H 30 30 BRYAN ADAMS/Heaven

ADDS VAN HALEN/I'll Wait
NIGHT RANGER/Sister Christian
TALK TALK/It's My Life
DENISE WILLIAMS/Let's Hear It For The

ON MR. MISTER/Hunters Of The Night
TALK TALK/It's My Life
GENESIS/Illegal Alien

KMPA
FM 100.7 • AM 1440
Phoenix
PD: Reggie Blackwell
MD: Art Morales

H 1 1 ROCKWELL/Somebody's Watching Me
H 2 2 KENNY LOGGINS/Footloose
H 3 3 HUEY LEWIS & NEWS/I Want A New Drug
H 4 4 EURYTHMICS/Here Comes The Rain A
H 5 5 CHRISTINE MCVIE/Got A Hold On Me
H 6 6 POINTER SISTERS/Automatic
H 7 7 VAN HALEN/Jump
H 8 8 DAN FOGLER/Back The Language Of Love
H 9 9 LYONEL RICHER/Hello
H 10 10 CYNDE LAUPER/Girls Just Want To Be
H 11 11 THOMPSON TWINS/Hold Me Now
H 12 12 HALL & OATES/Adult Education
H 13 13 PHIL COLLINS/Against All Odds
H 14 14 CULTURE CLUB/Miss Me Blind
H 15 15 TINA TURNER/Let's Stay Together
H 16 16 NENA/99 Luftballons(99 Red
H 17 17 SHANNON/Let The Music Play
H 18 18 HOWARD JONES/New Song
H 19 19 MANFRED MANN/Runner
H 20 20 RICK SPRINGFIELD/Love Somebody
H 21 21 KOOL & THE GANG/Tonight
H 22 22 BILLY JOEL/The Longest Time
H 23 23 EC/Give It Up
H 24 24 30 SPECIAL/Back Where You Belong
H 25 25 YES/Leave It
H 26 26 DWIGHT TWILLEY/Girls
H 27 27 ALAN PARSONS/Don't Answer Me
H 28 28 STEVE PERRY/Oh Sherrie
H 29 29 TRACEY ULLMAN/They Don't Know
H 30 30 SHALAMAR/Dancing In The Sheets

ADDS IGGLESIAS & NELSON/To All The Girls I've
CAROL KEMP/You Might Think
DENISE WILLIAMS/Let's Hear It For The

ON BERLIN/No More Words
IRENE CARA/Breakdance
PAUL YOUNG/Come Back And Stay

KPKE
Denver
PD: Tim Fox
Asst. PD: Mark Bolke

H 1 1 KENNY LOGGINS/Footloose
H 2 2 ROCKWELL/Somebody's Watching Me
H 3 3 LYONEL RICHER/Hello
H 4 4 POINTER SISTERS/Automatic
H 5 5 PHIL COLLINS/Against All Odds
H 6 6 BRYAN ADAMS/Heaven
H 7 7 EC/Give It Up
H 8 8 CHRISTINE MCVIE/Got A Hold On Me
H 9 9 30 SPECIAL/Back Where You Belong
H 10 10 DENISE WILLIAMS/Let's Hear It For The
H 11 11 DAN FOGLER/Back The Language Of Love
H 12 12 CYNDE LAUPER/Girls Just Want To Be
H 13 13 RICK SPRINGFIELD/Love Somebody
H 14 14 ALAN PARSONS/Don't Answer Me
H 15 15 HOWARD JONES/New Song
H 16 16 DWIGHT TWILLEY/Girls
H 17 17 KENNY LOGGINS/I'm Free(Heaven Help
H 18 18 VAN HALEN/Jump
H 19 19 CAROL KEMP/You Might Think
H 20 20 HALL & OATES/Adult Education
H 21 21 THOMPSON TWINS/Hold Me Now
H 22 22 MANFRED MANN/Runner
H 23 23 STEVE PERRY/Oh Sherrie
H 24 24 STEVE PERRY/Oh Sherrie
H 25 25 HUEY LEWIS & NEWS/I Want A New Drug
H 26 26 CULTURE CLUB/Miss Me Blind
H 27 27 SCORPIONS/Rock You Like A Hurri
H 28 28 IGGLESIAS & NELSON/To All The Girls I've
H 29 29 PRETENDERS/Show Me
H 30 30 HUEY LEWIS & NEWS/I Want A New Drug
H 31 31 CULTURE CLUB/Miss Me Blind
H 32 32 SCORPIONS/Rock You Like A Hurri
H 33 33 IGGLESIAS & NELSON/To All The Girls I've
H 34 34 PRETENDERS/Show Me
H 35 35 HUEY LEWIS & NEWS/I Want A New Drug
H 36 36 SHANNON/Let The Music Play
H 37 37 NENA/99 Luftballons(99 Red

ADDS 37, 38
ROMANTICS/One In A Million

ON EURYTHMICS/Here Comes The Rain A
YES/Leave It
VAN HALEN/I'll Wait
BERLIN/No More Words
SON JOVI/Runaway
PAUL YOUNG/Come Back And Stay
JOHN COUGAR/Authority Song

MAGIC 107
Portland
PD: Jon Barry
MD: Steve Naganuma

H 2 1 PHIL COLLINS/Against All Odds
H 3 2 CULTURE CLUB/Miss Me Blind
H 4 3 KENNY LOGGINS/Footloose
H 5 4 HALL & OATES/Adult Education
H 6 5 LYONEL RICHER/Hello
H 7 6 THOMPSON TWINS/Hold Me Now
H 8 7 EURYTHMICS/Here Comes The Rain A
H 9 8 ROCKWELL/Somebody's Watching Me
H 10 9 RICK SPRINGFIELD/Love Somebody
H 11 10 POINTER SISTERS/Automatic
H 12 11 VAN HALEN/Jump
H 13 12 CAROL KEMP/You Might Think
H 14 13 PAUL YOUNG/Come Back And Stay
H 15 14 QUEEN/Radio Ga Ga
H 16 15 DWIGHT TWILLEY/Girls
H 17 16 TRACEY ULLMAN/They Don't Know
H 18 17 CHRISTINE MCVIE/Got A Hold On Me
H 19 18 YES/Leave It
H 20 19 KOOL & THE GANG/Tonight
H 21 20 MANFRED MANN/Runner
H 22 21 DAN FOGLER/Back The Language Of Love
H 23 22 HUEY LEWIS & NEWS/I Want A New Drug
H 24 23 JOHN COUGAR/Authority Song
H 25 24 SPANDAU BALLET/Communication
H 26 25 MATTHEW WILDER/The Kid's American
H 27 26 GO GO'S/Head Over Heels
H 28 27 ALAN PARSONS/Don't Answer Me
H 29 28 MADONNA/Borderline
H 30 29 30 SPECIAL/Back Where You Belong
H 31 30 BILLY JOEL/The Longest Time
H 32 31 TONY CAREY/A Fine Fine Day
H 33 32 PRETENDERS/Show Me
H 34 33 BERLIN/No More Words
H 35 34 IRENE CARA/Breakdance
H 36 35 HOWARD JONES/New Song
H 37 36 ROMANTICS/One In A Million
H 38 37 STEVE PERRY/Oh Sherrie
H 39 38 UB40/Red Red Wine
H 40 39 SHALAMAR/Dancing In The Sheets
H 41 40 JOHN COUGAR/Authority Song

ADDS VAN HALEN/I'll Wait
NIGHT RANGER/Sister Christian
TALK TALK/It's My Life
DENISE WILLIAMS/Let's Hear It For The

ON SERGIO MENDES/Olympia
GENESIS/Illegal Alien

EAST Most Added Hottest

Van Halen Cyndi Lauper Deniece Williams Phil Collins Kenny Loggins Lionel Richie

CHRADS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH Most Added Hottest

Van Halen Cyndi Lauper Deniece Williams Phil Collins Kenny Loggins Lionel Richie

EAST

PARALLEL TWO

WFLY/Albany, NY Clark/Lawrence LAURA BRANIGAN REAL LIFE SLADE VAN HALEN CYNDI LAUPER HOWARD JONES DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 5-2 RICK SPRINGFIELD 12-7 LIONEL RICHIE 11-9 THOMPSON TWINS 14-10

Q100/Allentown, PA

Dillon/Freeman IGLIASIAS & NELSON MADONNA STEVE PERRY (dp) CYNDI LAUPER MISSING PERSONS VAN HALEN SPANDAU BALLET KENNY LOGGINS 1-1 VAN HALEN 2-2 PHIL COLLINS 12-3 LIONEL RICHIE 15-9 CARS 19-13

WMAR/Baltimore, MD

Wimmer/Payne SERGIO MENDES TEMPTATIONS DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 6-3 LIONEL RICHIE 7-4 RICK SPRINGFIELD 23-17 GO GO'S 26-20

WNYS/Buffalo, NY

BIH/Tod CYNDI LAUPER DENIECE WILLIAMS LAURA BRANIGAN SCORPIONS (dp) DAVID GILMOUR VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 4-3 THOMPSON TWINS 7-5 LIONEL RICHIE 14-6 RICK SPRINGFIELD 15-7

WVSR/Charleston, WV

Bailey/Larson HUEY LEWIS & NEWS DURAN DURAN VAN HALEN (dp) LAURA BRANIGAN CYNDI LAUPER DENIECE WILLIAMS SLADE (dp) HOWARD JONES DEBARGE KENNY LOGGINS 1-1 CULTURE CLUB 9-2 RICK SPRINGFIELD 19-13 LAID BACK 26-16 JOHN COUGAR 40-23

K104/Eliz, PA

BB/Shannon VAN HALEN TALK TALK CYNDI LAUPER SHERENA EASTON 38 SPECIAL CHEAP TRICK KENNY LOGGINS 1-1 CULTURE CLUB 5-2 ROLLING STONES 4-3 PHIL COLLINS 13-5 EDDIE MONEY 16-6

WYCR/Hanover York, PA

Mark Richards IGLIASIAS & NELSON (dp) DENIECE WILLIAMS SHALAMAR VAN HALEN HOWARD JONES CYNDI LAUPER KENNY LOGGINS 1-1 LIONEL RICHIE 7-3 PHIL COLLINS 14-5 THOMPSON TWINS 10-6 RICK SPRINGFIELD 17-8

WTIC-FM/Hartford, CT

Mike West SHALAMAR STEVE PERRY CYNDI LAUPER LAURA BRANIGAN DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 2-2 LIONEL RICHIE 3-3 CARS 16-5 LAID BACK 24-19

WKEE/Huntington, WV

Gary Miller JOHN LENNON SLADE (dp) JAMES INGRAM (dp) VAN HALEN (dp) LAURA BRANIGAN DENIECE WILLIAMS JOE COTTON (dp) TEMPTATIONS (dp) KENNY LOGGINS 1-1 PHIL COLLINS 8-2 POINTER SISTERS 5-3 CULTURE CLUB 6-4 LIONEL RICHIE 14-5

WLAN-FM/Lancaster, PA

Todd Halliday VAN HALEN MADONNA SERGIO MENDES CYNDI LAUPER SHALAMAR KENNY LOGGINS 1-1 LIONEL RICHIE 12-2 PHIL COLLINS 8-3 THOMPSON TWINS 11-7 DWIGHT TWILLEY 24-15

KC101/New Haven, CT

Stef Rybak VAN HALEN STEVE PERRY TONY CAREY CYNDI LAUPER DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 2-1 LIONEL RICHIE 3-2 WEIRD AL YANKOVIC 7-4 THOMPSON TWINS 11-8 DENIECE WILLIAMS 20-13

FM106/Philadelphia, PA

John/Thiller JOHN COUGAR LAID BACK CYNDI LAUPER VAN HALEN DEBARGE BILLY RANKIN HOWARD JONES STEVE PERRY KENNY LOGGINS 1-1 PHIL COLLINS 5-2 THOMPSON TWINS 10-8 SHALAMAR 14-10

WBPX/Poughkeepsie, NY

Chris Laide SLADE DENIECE WILLIAMS STYLE COUNCIL IGLIASIAS & NELSON (dp) LAURA BRANIGAN SHALAMAR SPANDAU BALLET DEBARGE KENNY LOGGINS 1-1 CULTURE CLUB 6-2 PHIL COLLINS 7-4 BRYAN ADAMS 16-5 LIONEL RICHIE 8-10

QS2/Rochester, NY

Jay Stevens ROMANTICS STEVE PERRY BERLIN SCORPIONS VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 12-3 THOMPSON TWINS 13-6 HALL & OATES 10-9 RICK SPRINGFIELD 20-14

SBPX/Rochester, NY

Tom Mitchell VAN HALEN LAURA BRANIGAN CYNDI LAUPER DAVID GILMOUR SCORPIONS DENIECE WILLIAMS KENNY LOGGINS 1-1 PHIL COLLINS 10-8 LIONEL RICHIE 19-10 RICK SPRINGFIELD 30-15

WQGM/Schenectady, NY

Tom Parker DENIECE WILLIAMS SHANNON SCORPIONS (dp) JOE JACKSON VAN HALEN SLADE THOMPSON TWINS 7-4 LIONEL RICHIE 10-7 CARS 20-10 ALAN PARSONS 23-11

WKFM/Syracuse, NY

Wayne Summers IRENE CARA BILLY JOEL JOHN LENNON DENIECE WILLIAMS DAVID GILMOUR (dp) VAN HALEN KENNY LOGGINS 1-1 CULTURE CLUB 20-4 THOMPSON TWINS 14-5 LIONEL RICHIE 28-9 CARS 32-19

WPST/Trenton, NJ

Tom Taylor CYNDI LAUPER SHANNON SCORPIONS VAN HALEN DENIECE WILLIAMS IGLIASIAS & NELSON (dp) THOMPSON TWINS 6-4 LATTISAN & GILL 21-10 BON JOVI 20-15 BILLY JOEL 28-19

WRCK/Utica, NY

Jim Reitz VAN HALEN HOWARD JONES JOE COTTON TOM TEBLEY JON BUTCHER AXIS DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 2-1 CULTURE CLUB 10-5 THOMPSON TWINS 13-7 CARS 16-8 NIGHT RANGER 21-10

WKRZ-FM/Wilkes-Barre

Jim Riazing MISSING PERSONS VAN HALEN HOWARD JONES CYNDI LAUPER DAVID GILMOUR DENIECE WILLIAMS IGLIASIAS & NELSON JOHN LENNON DEBARGE KENNY LOGGINS 1-1 THOMPSON TWINS 3-1 KENNY LOGGINS 6-2 HALL & OATES 7-3 RICK SPRINGFIELD 8-6 POINTER SISTERS 4-10

WHTF/York, PA

Montana/Serzynski CAMO VAN HALEN STYLE COUNCIL NIK KERSHAW DAVID GILMOUR DEBARGE CYNDI LAUPER KENNY LOGGINS 1-1 PHIL COLLINS 7-5 IGLIASIAS & NELSON 14-7 THOMPSON TWINS 13-10 SCORPIONS 19-16

Q106/York, PA

Mark McKenzie ROMANTICS PRETENDERS BERLIN STEVE PERRY BILLY JOEL SCORPIONS (dp) IGLIASIAS & NELSON (dp) DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 7-2 HALL & OATES 5-3 LIONEL RICHIE 14-8 CULTURE CLUB 16-9 RICK SPRINGFIELD 20-14

PARALLEL THREE

WFBG/Akron, PA Tony Booth HOWARD JONES TEMPTATIONS LAURA BRANIGAN VAN HALEN DAVID GILMOUR MICHAEL GORE DEBARGE KENNY LOGGINS 1-1 IGLIASIAS & NELSON 14-7 THOMPSON TWINS 13-8 TRACEY ULLMAN 19-12 RICK SPRINGFIELD 25-15

WGUW/Bangor, ME

Jim Randall VAN HALEN DAVID GILMOUR BILLY RANKIN SLADE LAURA BRANIGAN DENIECE WILLIAMS MICHAEL GORE TEMPTATIONS KENNY LOGGINS 1-1 PHIL COLLINS 10-2 CULTURE CLUB 4-3 THOMPSON TWINS 8-6 CARS 15-9

WZON/Bangor, ME

Michael O'Hara DENIECE WILLIAMS STYLE COUNCIL LAURA BRANIGAN SHALAMAR MR. MISTER CYNDI LAUPER VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 6-2 CULTURE CLUB 10-8 LIONEL RICHIE 19-10 RICK SPRINGFIELD 30-15

WIGY/Beth, ME

Scott Robbins VAN HALEN CYNDI LAUPER IGLIASIAS & NELSON DEBARGE SANDY STEWART TEMPTATIONS HOWARD JONES KENNY LOGGINS 1-1 RICK SPRINGFIELD 14-7 DWIGHT TWILLEY 13-8 CARS 22-10

103CIR/Beckley, WV

Bob Spencer VAN HALEN (dp) DENIECE WILLIAMS KENNY ROGERS (dp) SHANNON CYNDI LAUPER SERGIO MENDES JOHN COUGAR DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 4-1 CULTURE CLUB 7-3 LIONEL RICHIE 10-5 TRACEY ULLMAN 13-7 JAMES INGRAM 19-9

WIKZ/Chambersburg, PA

Matthew/Alexander VAN HALEN CYNDI LAUPER DENIECE WILLIAMS THOMPSON TWINS 6-2 PHIL COLLINS 2-1 LIONEL RICHIE 5-4 IGLIASIAS & NELSON 14-6 CULTURE CLUB 15-7 SHALAMAR D-20

WTSN/Dover, NH

Jim Sebastian VAN HALEN CYNDI LAUPER KENNY ROGERS TALK TALK BONNIE TYLER BERLIN DEBARGE KENNY LOGGINS 1-1 LIONEL RICHIE 5-2 PHIL COLLINS 6-3 RICK SPRINGFIELD 25-14 JOHN COUGAR 28-18

WERX/Exeter, NH

Scott MacKay VAN HALEN REAL LIFE STYLE COUNCIL SPANDAU BALLET HOWARD JONES DENIECE WILLIAMS MICHAEL GORE KENNY LOGGINS 1-1 THOMPSON TWINS 7-4 PHIL COLLINS 4-2 CULTURE CLUB 3-3 IGLIASIAS & NELSON 5-4 LIONEL RICHIE 6-5

WZYQ/Frederick, MD

Kemosabi Joe DWIGHT TWILLEY CYNDI LAUPER DENIECE WILLIAMS PAT WILSON VAN HALEN KOOL & THE GANG STEVE PERRY KENNY LOGGINS 1-1 THOMPSON TWINS 13-7 JOHN COUGAR 40-28 BILLY JOEL 37-29

WQCM/Hagerstown, MD

Will Kauffman VAN HALEN CYNDI LAUPER NIGHT RANGER VAN HALEN NIK KERSHAW DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 3-1 LIONEL RICHIE 11-6 THOMPSON TWINS 9-7 SHALAMAR 13-9 RICK SPRINGFIELD 17-10

OK100/Ithaca, NY

Bill Weston CHEAP TRICK 38 SPECIAL TALK TALK STYLE COUNCIL CYNDI LAUPER VAN HALEN SHERENA EASTON DEBARGE KENNY LOGGINS 1-1 LIONEL RICHIE 11-3 THOMPSON TWINS 14-7 RICK SPRINGFIELD 24-13

13FEA/Manchester, NH

Paul DeWitt BILLY JOEL ALAN PARSONS CAMO TONY CAREY SPANDAU BALLET DEBARGE TEMPTATIONS SHERENA EASTON BERLIN (dp) DAVID GILMOUR (dp) JOHN LENNON DEBARGE EURYTHMICS 5-1 CHRISTINE MCVIE 6-2 KENNY LOGGINS 15-4 LIONEL RICHIE 13-9 THOMPSON TWINS 12-13

WKHO/Ocean City, MD

Jack Glenn VAN HALEN CYNDI LAUPER LAURA BRANIGAN SERGIO MENDES SHERENA EASTON BON JOVI (dp) KENNY LOGGINS 1-1 PHIL COLLINS 5-2 CULTURE CLUB 7-3 LIONEL RICHIE 12-8 RICK SPRINGFIELD 17-11

88XIL/Parkeburg, WV

Paul DeWitt LAID BACK VAN HALEN CYNDI LAUPER TALK TALK TEMPTATIONS (dp) DAVID GILMOUR SHERENA EASTON 38 SPECIAL KENNY LOGGINS 1-1 PHIL COLLINS 6-2 CULTURE CLUB 10-8 LIONEL RICHIE 11-3 RICK SPRINGFIELD 18-14

WBCY/Charlotte, NC

Bob Kagan IGLIASIAS & NELSON SHALAMAR LAURA BRANIGAN VAN HALEN (dp) CYNDI LAUPER SLADE LAID BACK PHIL COLLINS 1-1 LIONEL RICHIE 3-3 RICK SPRINGFIELD 19-8 THOMPSON TWINS 14-10 DENIECE WILLIAMS 29-14

WJBO/Portland, ME

Phoenix/O'Neil LAURA BRANIGAN DEBARGE JON BUTCHER AXIS DAVID GILMOUR IRENE CARA VAN HALEN CHINA CRISIS KENNY LOGGINS 1-1 PHIL COLLINS 3-2 THOMPSON TWINS 6-5 LIONEL RICHIE 9-6 CARS 18-11

WHER/Portsmouth, NH

Chris Garrett none DEBARGE KENNY LOGGINS 1-1 EURYTHMICS 2-2 CARS 5-5 DWIGHT TWILLEY 9-9 PHIL COLLINS 12-12

WOMP-FM/Wheeling, WV

Dwayne Bonds TRACY ULLMAN SCORPIONS (dp) DENIECE WILLIAMS BILLY RANKIN DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 3-3 RICK SPRINGFIELD 11-7 CARS 20-8

WVOK-FM/Columbia, SC

Peter Wolfe DENIECE WILLIAMS VAN HALEN STEVE PERRY YES SLADE LAURA BRANIGAN DEBARGE KENNY LOGGINS 7-1 PHIL COLLINS 29-18 NIGHT RANGER 30-23 DENIECE WILLIAMS D-25 VAN HALEN D-30

WZLD/Columbia, SC

Chuck Finley VAN HALEN STEVE PERRY TALK TALK STYLE COUNCIL DENIECE WILLIAMS LAURA BRANIGAN CYNDI LAUPER ROMANTICS GENESIS YARBROUGH/PEOPLES DEBARGE KENNY LOGGINS 3-1 CULTURE CLUB 14-4 PHIL COLLINS 15-5 RICK SPRINGFIELD 28-17 TRACEY ULLMAN 31-22

KITE/Corpus Christi, TX

Ron Chase VAN HALEN STEVE PERRY SHALAMAR SLADE CYNDI LAUPER LAURA BRANIGAN DENIECE WILLIAMS NIK KERSHAW DEBARGE KENNY LOGGINS 1-1 RICK SPRINGFIELD 21-9 DENNIS 25-12 YES 24-17

WDOQ/Daytona Beach, FL

Brown/Silvers NIGHT RANGER SHALAMAR BON JOVI SERGIO MENDES ROMANTICS DENIECE WILLIAMS STEVE PERRY JEFFREY OSBORNE DEBARGE PHIL COLLINS 4-1 LIONEL RICHIE 15-2 CYNDI LAUPER 1-3 KENNY LOGGINS 3-4 NIGHT RANGER D-36

WDCG/Durham-Raleigh, NC

Freeman/Wright STEVE PERRY SCORPIONS TALK TALK VAN HALEN DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 6-1 HALL & OATES 4-2 LIONEL RICHIE 9-5 YES 15-10 NIGHT RANGER 21-13

WQID/Biloxi, MS

Mickey Coutar IGLIASIAS & NELSON (dp) STEVE PERRY CYNDI LAUPER DENIECE WILLIAMS VAN HALEN SHALAMAR (dp) DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 3-2 CULTURE CLUB 4-4 THOMPSON TWINS 5-5 RICK SPRINGFIELD 15-8

KXX106/Birmingham, AL

Kevin McCarthy DENIECE WILLIAMS IRENE CARA JEFFREY OSBORNE (dp) YARBROUGH/PEOPLES DEBARGE (dp) HOWARD JONES THOMPSON TWINS 3-2 CULTURE CLUB 6-3 PHIL COLLINS 10-6 HALL & OATES 12-7

WSSX/Charleston, SC

Phillips/Allen DENIECE WILLIAMS CYNDI LAUPER VAN HALEN DEBARGE KENNY LOGGINS 1-1 LIONEL RICHIE 3-2 THOMPSON TWINS 6-4 HALL & OATES 11-8

WANS-FM/Greenville, SC

Rod Metts DENIECE WILLIAMS IRENE CARA CYNDI LAUPER SANDY STEWART STYLE COUNCIL NIK KERSHAW VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 2-2 PAUL YOUNG 11-6 TRACEY ULLMAN 19-11 KOOL & THE GANG 21-14

WJZR/Charlotte, NC

Chrysler/Radford GO GO'S STEVE PERRY NIGHT RANGER VAN HALEN LAURA BRANIGAN CYNDI LAUPER SHANNON KENNY LOGGINS 1-1 PHIL COLLINS 3-2 CULTURE CLUB 8-3 HALL & OATES 6-5 LIONEL RICHIE 7-6 THOMPSON TWINS 12-7

8TYX/Jackson, MS

Jim Chik DENIECE WILLIAMS JAMES INGRAM (dp) STEVE PERRY (dp) VAN HALEN (dp) CYNDI LAUPER NIGHT RANGER (dp) DOLLY PARTON (dp) DEBARGE KENNY LOGGINS 1-1 HALL & OATES 10-2 ROCKWELL 7-4 WEIRD AL YANKOVIC 11-5 PHIL COLLINS 14-10

WQUT/Johnson City, TN

Ron Hampton STEVE PERRY ALAN PARSONS BON JOVI (dp) NIGHT RANGER (dp) DEBARGE KENNY LOGGINS 1-1 LIONEL RICHIE 30-20 PHIL COLLINS 36-26

WOKI/Knoxville, TN

Gary Adkins CAMO VAN HALEN CYNDI LAUPER SHERENA EASTON STYLE COUNCIL JAMES INGRAM LAURA BRANIGAN OAK RIDGE BOYS FRANKIE GOES TO 8 DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 10-5 PHIL COLLINS 3-3 CULTURE CLUB 10-1 LIONEL RICHIE 20-10 THOMPSON TWINS 19-11

BJ106/Orlando, FL

Gary Mitchell STEVE PERRY NIGHT RANGER YES DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 10-5 CULTURE CLUB 14-6 LIONEL RICHIE 20-10 THOMPSON TWINS 19-11

WRVQ/Richmond, VA

Bob McNeill none DEBARGE KENNY LOGGINS 1-1 POINTER SISTERS 2-2 PHIL COLLINS 9-3 WEIRD AL YANKOVIC 13-13 SHALAMAR 14-14

KITY/San Antonio, TX

Frank Walsh VAN HALEN REAL LIFE JOHN LENNON SLADE SERGIO MENDES JAMES INGRAM DEBARGE KENNY LOGGINS 1-1 IGLIASIAS & NELSON 3-2 CULTURE CLUB 12-6 PHIL COLLINS 9-7 DENIECE WILLIAMS 20-12

KTFM/San Antonio, TX

Thorman/Nasty CYNDI LAUPER STYLE COUNCIL KINETICS (dp) HOWARD JONES MICHAEL GORE LAURA BRANIGAN DEBARGE IGLIASIAS & NELSON 1-1 PHIL COLLINS 12-7 DWIGHT TWILLEY 28-19 THOMPSON TWINS 26-20 CARS 30-21

KAMZEI/Paso, TX

Bob West CYNDI LAUPER LAURA BRANIGAN SHALAMAR SERGIO MENDES VAN HALEN SHANNON DEBARGE PHIL COLLINS 5-1 RICK SPRINGFIELD 17-12 CARS 12-8

KSET-FM/EI Paso, TX

Cat Simon DENIECE WILLIAMS IRENE CARA JEFFREY OSBORNE (dp) YARBROUGH/PEOPLES DEBARGE (dp) HOWARD JONES THOMPSON TWINS 3-2 CULTURE CLUB 6-3 PHIL COLLINS 10-6 HALL & OATES 12-7

WRGK/Greensboro, NC

Jones/Conrad YES KENNY ROGERS MADONNA SERGIO MENDES DEBARGE KENNY LOGGINS 1-1 LIONEL RICHIE 3-2 PHIL COLLINS 8-3 THOMPSON TWINS 6-4 HALL & OATES 11-8

KBFM/McAllen-Brownsville, TX

Williams/DeHaro DENIECE WILLIAMS SLADE (dp) DEBARGE (dp) SCORPIONS (dp) CYNDI LAUPER (dp) VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 3-2 CULTURE CLUB 7-4 RICK SPRINGFIELD 14-6

KBFM/McAllen-Brownsville, TX

Williams/DeHaro DENIECE WILLIAMS SLADE (dp) DEBARGE (dp) SCORPIONS (dp) CYNDI LAUPER (dp) VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 3-2 CULTURE CLUB 8-4 LIONEL RICHIE 14-6 RICK SPRINGFIELD 17-8

WISB/Ashville, NC

John Stevens JOHN LENNON YARBROUGH/PEOPLES SERGIO MENDES VAN HALEN SHANNON DENIECE WILLIAMS SLADE KENNY LOGGINS 1-1 PHIL COLLINS 5-2 THOMPSON TWINS 13-6 LIONEL RICHIE 12-7 RICK SPRINGFIELD 14-11

KRGV/McAllen-Brownsville

Bob Perry DENIECE WILLIAMS TEMPTATIONS CYNDI LAUPER DAVID GILMOUR DEBARGE KENNY LOGGINS 4-1 IGLIASIAS & NELSON 1-2 PHIL COLLINS 13-8 NIGHT STAR 30-9 DENIECE WILLIAMS D-28

KX104/Nashville, TN

St John/Cook VAN HALEN CYNDI LAUPER SLADE TEMPTATIONS KENNY LOGGINS 1-1 PHIL COLLINS 6-2 LIONEL RICHIE 5-3 HALL & OATES 13-7 TRACEY ULLMAN 25-17 RICK SPRINGFIELD 19-12

WBFJ/New Bern, NC

John Peace DENIECE WILLIAMS GO GO'S VAN HALEN CYNDI LAUPER DEBARGE KENNY ROGERS NIGHT RANGER CYNDI LAUPER KENNY LOGGINS 1-1 PHIL COLLINS 10-1 PHIL COLLINS 11-3 KOOL & THE GANG 18-13 CULTURE CLUB 9-3 POINTER SISTERS 10-4 HUEY LEWIS & NEWS 6-5

KISR/Ft. Smith, AR

Rick Hayes VAN HALEN STEVE PERRY DENIECE WILLIAMS CYNDI LAUPER GENESIS SERGIO MENDES KENNY LOGGINS 1-1 PHIL COLLINS 5-2 PHIL COLLINS 4-3 CULTURE CLUB 7-6 LIONEL RICHIE 10-7

Q104/Gadsden, AL

Gaither/Davis VAN HALEN STEVE PERRY DENIECE WILLIAMS CYNDI LAUPER VAN HALEN LAID BACK (dp) DEBARGE KENNY LOGGINS 1-1 THOMPSON TWINS 16-8 PHIL COLLINS 20-11 TRACEY ULLMAN 18-15 DENIECE WILLIAMS D-38

WFOK/Gainesville, FL

Alan Du Priest DENIECE WILLIAMS CYNDI LAUPER VAN HALEN (dp) LAURA BRANIGAN NIK KERSHAW SHERENA EASTON JAMES INGRAM DEBARGE KENNY LOGGINS 1-1 PHIL COLLINS 6-2 LIONEL RICHIE 11-6 KOOL & THE GANG 25-15 CARS 28-18

WABB-FM/Mobile, AL

Fram/Fuller IGLIASIAS & NELSON (dp) DAVID GILMOUR SLADE CYNDI LAUPER DEBARGE KENNY LOGGINS 5-2 PHIL COLLINS 13-5 CARS 12-8 RICK SPRINGFIELD 17-12 STEVE PERRY D-21

Q100/Mobile, AL

Scott Griffith VAN HALEN NIGHT RANGER TALK TALK SHALAMAR BILLY RANKIN DENIECE WILLIAMS DEBARGE (dp) DEBARGE (dp) DEBARGE (dp) CULTURE CLUB 5-1 PHIL COLLINS 6-2 HALL & OATES 12-3 PAUL YOUNG 16-10 LIONEL RICHIE 18-11

WHYY-FM/Montgomery

Mark St. John DENIECE WILLIAMS VAN HALEN CYNDI LAUPER LAURA BRANIGAN TEMPTATIONS KENNY LOGGINS 1-1 LIONEL RICHIE 2-2 PHIL COLLINS 3-3 CULTURE CLUB 7-4 RICK SPRINGFIELD 14-6

KBFM/McAllen-Brownsville, TX

Williams/DeHaro DENIECE WILLIAMS SLADE (dp) DEBARGE (dp) SCORPIONS (dp) CYNDI LAUPER (dp) VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 3-2 CULTURE CLUB 8-4 LIONEL RICHIE 14-6 RICK SPRINGFIELD 17-8

WISB/Ashville, NC

John Stevens JOHN LENNON YARBROUGH/PEOPLES SERGIO MENDES VAN HALEN SHANNON DENIECE WILLIAMS SLADE KENNY LOGGINS 1-1 PHIL COLLINS 5-2 THOMPSON TWINS 13-6 LIONEL RICHIE 12-7 RICK SPRINGFIELD 14-11

KBFM/McAllen-Brownsville, TX

Williams/DeHaro DENIECE WILLIAMS SLADE (dp) DEBARGE (dp) SCORPIONS (dp) CYNDI LAUPER (dp) VAN HALEN KENNY LOGGINS 1-1 PHIL COLLINS 3-2 CULTURE CLUB 7-4 RICK SPRINGFIELD 14-6

MIDWEST Most Added Hottest

Van Halen, Deniece Williams, Steve Perry, Cyndi Lauper, 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.

WEST Most Added Hottest

Van Halen, Deniece Williams, Cyndi Lauper, Phil Collins, Lionel Richie, Kenny Loggins

MIDWEST

PARALLEL TWO

WKDD/Akron, OH Matt Patrick DENIECE WILLIAMS VAN HALEN LAURA BRANIGAN STYLE COUNCIL JAMES INGRAM CYNDI LAUPER

WAHC/Appleton-Oshkosh, WI Chris Calne SCORPIONS STEVE PERRY IGLIASIAS & NELSON DENIECE WILLIAMS

WKAU/Appleton-Oshkosh, WI Ron Ross DENIECE WILLIAMS STEVE PERRY IRENE CARA BILLY RANKIN (dp) SCORPIONS (dp)

92X/Columbus, OH Joel Celia STEVE PERRY DENIECE WILLIAMS IRENE CARA SCORPIONS (dp) BILLY RANKIN

KHK/Davenport, IA Jim O'Hara DENIECE WILLIAMS REAL LIFE (dp) MR. MISTER (dp) VAN HALEN (dp) CYNDI LAUPER

KMGK/Des Moines, IA Al Brock VAN HALEN LAURA BRANIGAN DENIECE WILLIAMS CYNDI LAUPER LAID BACK (dp) DOLLY PARTON

WBEB/Duluth Dick Johnson BONNIE TYLER IRENE CARA TALK TALK NIGHT RANGER STEVE PERRY JEFFREY OSBORNE

WKDQ/Evanston, IN Hobbs/Payne STYLE COUNCIL LAID BACK SHALAMAR VAN HALEN IGLIASIAS & NELSON (dp)

WSTO/Evanston, IN Chris Taylor CARS RICK SPRINGFIELD HOTTTEST: KENNY LOGGINS 1-1 PHIL COLLINS 2-2 LIONEL RICHIE 15-3 EURYTHMICS 14-10 DENIECE WILLIAMS 28-18

WMEE/Ft. Wayne, IN Scott Dugan SLADE VAN HALEN HOTTTEST: KENNY LOGGINS 1-1 PHIL COLLINS 3-2 HALL & OATES 4-3 CULTURE CLUB 11-5 WEIRD AL YANKOVIC 16-12

WGRD/Grand Rapids, MI Swaru/Duling VAN HALEN CYNDI LAUPER REAL LIFE SPANDAU BALLET

WZPU/Indianapolis, IN Jim Miles none HOTTTEST: VAN HALEN 1-1 ROCKWELL 2-2 KENNY LOGGINS 3-3 CHRISTINE MCVIE 5-5 PHIL COLLINS 7-7

WJXQ/Jackson, MI Ryan/Cheeks VAN HALEN STEVE PERRY MATTHEW WILDER (dp) NIK KERSHAW (dp) FRANKIE GOES TO B (dp) STYLE COUNCIL (dp) JON BUTCHER AXIS (dp) CHEAP TRICK (dp) HOWARD JONES (dp)

WKFR/Kalamazoo, MI Rick Chapman VAN HALEN (dp) NIGHT RANGER (dp) BONNIE TYLER (dp) SERGIO MENDES CYNDI LAUPER

ZZ99/Kansas City, MO Lake/Benson SHALAMAR IRENE CARA SLADE NIGHT RANGER DEBARGE

WVIC/Lansing, MI Martin/Kittredge GENESIS ROMANTICS STEVE PERRY TALK TALK VAN HALEN

Z104/Madison, WI Little/Hudson SCORPIONS (dp) KOOL & THE GANG LAURA BRANIGAN PRÉTENDERS

KJ103/Oklahoma City, OK Dan Wilson none HOTTTEST: KENNY LOGGINS 1-1 LIONEL RICHIE 2-2 PHIL COLLINS 3-3 RICK SPRINGFIELD 16-16 CARS 19-19

KKQK/Omaha, NE Taylor/Dean DENIECE WILLIAMS VAN HALEN NIGHT RANGER REAL LIFE LAID BACK

KZ93/Peoria, IL Edwards/Meloney none HOTTTEST: KENNY LOGGINS 1-1 DENIECE WILLIAMS 1-1 BRYAN ADAMS 3-3 ROCKWELL 4-4 LIONEL RICHIE 6-6 THOMPSON TWINS 13-13

WZOK/Rockford, IL Geoff Davis none HOTTTEST: NIGHT RANGER STEVE PERRY TONY CAREY

U93/South Bend, IN J.K. Dearing DENIECE WILLIAMS RICK SPRINGFIELD HOTTTEST: KENNY LOGGINS 1-1 ROCKWELL 4-2 VAN HALEN 5-4 EURYTHMICS 10-9 THOMPSON TWINS 18-12

WRQN/Toledo, OH Collins/Jardine STEVE PERRY SHANNON LAURA BRANIGAN SERGIO MENDES SHAKIN' STEVENS LAID BACK

K107/Tulsa, OK Rivers/Stephens none HOTTTEST: KENNY LOGGINS 1-1 THOMPSON TWINS 10-4 LIONEL RICHIE 15-9 TONY CAREY 34-28 STEVE PERRY D-33

KELI/Tulsa, OK Myers/Michaels VAN HALEN CYNDI LAUPER JOHN LENNON

KEYN-FM/Wichita, KS Taylor/Brown DENIECE WILLIAMS IGLIASIAS & NELSON GO GO'S SHALAMAR VAN HALEN

WHOT/Youngstown Dick Thompson VAN HALEN DENIECE WILLIAMS HOWARD JONES SHAKIN' STEVENS YARBROUGH/PEOPLES JOSIE COTTON LAURA BRANIGAN

WYFM/Youngstown Jeff Tobin CULTURE CLUB HOTTTEST: KENNY LOGGINS 2-1 PHIL COLLINS 6-4 LIONEL RICHIE 14-5 POINTER SISTERS 16-13 WEIRD AL YANKOVIC 17-15

KFYR/Bismarck, ND Brannen/Hardt REAL LIFE LAURA BRANIGAN FRANKIE GOES TO H CYNDI LAUPER

WBWQ/Bloomington, IL Justin/Robbins BILLY JOEL DENIECE WILLIAMS MADONNA VAN HALEN (dp) SPANDAU BALLET (dp) NIK KERSHAW (dp)

WCIL-FM/Carbondale, IL Tony Waltekus STEVE PERRY (dp) IGLIASIAS & NELSON (dp) DENIECE WILLIAMS DEBARGE MADONNA SHALAMAR

KCMQ/Columbia, MO Dave McCormick STEVE PERRY IGLIASIAS & NELSON VAN HALEN SCORPIONS LAURA BRANIGAN

WSPT/Stevens Point Bouley/Tracy CYNDI LAUPER SHALAMAR DENIECE WILLIAMS SPANDAU BALLET SLADE (dp)

Y84/Fargo, ND Kim/Anderson STEVE PERRY SHANNON CYNDI LAUPER DENIECE WILLIAMS SCORPIONS (dp) VAN HALEN

KKXL-FM/Grand Forks, ND Don Nordine STEVE PERRY BOW JOVI SLADE (dp)

KRNA/Iowa City, IA Aigoyne DENIECE WILLIAMS LAURA BRANIGAN CYNDI LAUPER VAN HALEN SHALAMAR NIK KERSHAW

WAZY-FM/Lafayette, IN Stacy/Sparrow STEVE PERRY DENIECE WILLIAMS LAID BACK SHEENA EASTON HOWARD JONES IGLIASIAS & NELSON SERGIO MENDES

KFRX/Lincoln Tracy Johnson BILLY JOEL SCORPIONS (dp) VAN HALEN CYNDI LAUPER

KXSS/Lincoln, NE Dean Lambert GO GO'S BILLY JOEL DON FELDER

99KG/Salina, KS Denny Collier VAN HALEN (dp) NIK KERSHAW (dp) DOLLY PARTON (dp) SHALAMAR

KKRC/Sioux Falls Dan Kleley BILLY JOEL IRENE CARA STEVE PERRY CYNDI LAUPER TALK TALK ROMANTICS

KWTO-FM/Springfield, MO Bob Hammond DENIECE WILLIAMS VAN HALEN (dp) CYNDI LAUPER LAURA BRANIGAN

WSPT/Stevens Point Bouley/Tracy CYNDI LAUPER SHALAMAR DENIECE WILLIAMS SPANDAU BALLET SLADE (dp)

WSPT/Stevens Point Bouley/Tracy CYNDI LAUPER SHALAMAR DENIECE WILLIAMS SPANDAU BALLET SLADE (dp)

KDVV/Topeka, KS Kim/Stewart IRENE CARA SLADE CYNDI LAUPER LAURA BRANIGAN VAN HALEN (dp)

KWFM/Waterloo, IA Mark Potter VAN HALEN (dp) SHALAMAR (dp) CYNDI LAUPER JOSIE COTTON LAURA BRANIGAN STEVE PERRY SCORPIONS (dp)

13K/Bakersfield, CA Simon/Ryan NIK KERSHAW CYNDI LAUPER YARBROUGH/PEOPLES DENIECE WILLIAMS

KKXX/Bakersfield, CA Squires/Kemper VAN HALEN SLADE CYNDI LAUPER DENIECE WILLIAMS SHEENA EASTON

KQXR/Bakersfield, CA Bob Harlow DENIECE WILLIAMS CYNDI LAUPER VAN HALEN STYLE COUNCIL CAMEO JOHN LENNON SANDY STEWART

KBBK/Boise, ID Bobby Kling LAURA BRANIGAN CYNDI LAUPER NIK KERSHAW VAN HALEN SHANNON

KKAZ/Cheyenne John Ramsey TALK TALK SHALAMAR CYNDI LAUPER

KMGX/Fresno, CA Carey Edwards CYNDI LAUPER MADONNA LAID BACK SCORPIONS (dp) VAN HALEN (dp) LAURA BRANIGAN

KRSP/Salt Lake City, UT Carlson/Moh DENIECE WILLIAMS SLADE LAID BACK CYNDI LAUPER

KHYT/Tucson Sherman Cohen DENIECE WILLIAMS SHANNON STYLE COUNCIL DAVID GILMOUR CYNDI LAUPER

KIKI/Honolulu, HI Kong/Shishido DENIECE WILLIAMS CYNDI LAUPER TEMPTATIONS EW&P

KQMQ/Honolulu, HI Kim/Akane DENIECE WILLIAMS CYNDI LAUPER VAN HALEN TEMPTATIONS LAURA BRANIGAN

KLUC/Las Vegas, NV Dave Anthony VAN HALEN LAURA BRANIGAN DENIECE WILLIAMS JOHN COUGAR YARBROUGH/PEOPLES DAVID GILMOUR (dp)

KHOP/Modesto-Stockton David Kraham DENIECE WILLIAMS SHEENA EASTON REAL LIFE VAN HALEN SERGIO MENDES

K96/Provo, UT Gentry/Greer YES DENIECE WILLIAMS STEVE PERRY SHALAMAR ROMANTICS NIK KERSHAW

KSKD/Salem, OR Len E. Mitchell VAN HALEN DENIECE WILLIAMS SCORPIONS LAURA BRANIGAN (dp) STYLE COUNCIL (dp) DAVID GILMOUR (dp)

KDON-FM/Salina-Monterey Kirk Clett VAN HALEN STYLE COUNCIL CYNDI LAUPER CAMEO (dp) SLADE (dp)

KCPX-FM/Salt Lake City, UT Gary Waldron VAN HALEN CYNDI LAUPER SLADE SHALAMAR

KRSP/Salt Lake City, UT Carlson/Moh DENIECE WILLIAMS SLADE LAID BACK CYNDI LAUPER

KHYT/Tucson Sherman Cohen DENIECE WILLIAMS SHANNON STYLE COUNCIL DAVID GILMOUR CYNDI LAUPER

KHYT/Tucson Sherman Cohen DENIECE WILLIAMS SHANNON STYLE COUNCIL DAVID GILMOUR CYNDI LAUPER

KHYT/Tucson Sherman Cohen DENIECE WILLIAMS SHANNON STYLE COUNCIL DAVID GILMOUR CYNDI LAUPER

KRQ/Tucson, AZ Guy Zapolson BILLY JOEL NIK KERSHAW DENIECE WILLIAMS VAN HALEN SHANNON

KYKT/Tucson, AZ Rivers/Alexander JEFFREY OSBORNE VAN HALEN CYNDI LAUPER DENIECE WILLIAMS SERGIO MENDES NIK KERSHAW DARQUE (dp)

KGOT/Anchorage, AK Kay Taylor SHEENA EASTON STEVE PERRY SERGIO MENDES MI-SEX CYNDI LAUPER VAN HALEN SLADE (dp)

KYYA/BHings, MT Charlie Fox ROMANTICS STEVE PERRY MADONNA VAN HALEN (dp)

KCDD/Bozeman Greg Williams LAURA BRANIGAN CYNDI LAUPER DENIECE WILLIAMS SERGIO MENDES VAN HALEN STYLE COUNCIL TEMPTATIONS

KTRS/Casper, WY Cody/Lane CYNDI LAUPER TALK TALK BILLY RANKIN REAL LIFE DENIECE WILLIAMS VAN HALEN (dp) LAURA BRANIGAN

KGHO/Hoquiam, WA Steve Larson DENIECE WILLIAMS CYNDI LAUPER LAURA BRANIGAN LAID BACK SPANDAU BALLET

KRSP/Salt Lake City, UT Carlson/Moh DENIECE WILLIAMS SLADE LAID BACK CYNDI LAUPER

KHYT/Tucson Sherman Cohen DENIECE WILLIAMS SHANNON STYLE COUNCIL DAVID GILMOUR CYNDI LAUPER

KHYT/Tucson Sherman Cohen DENIECE WILLIAMS SHANNON STYLE COUNCIL DAVID GILMOUR CYNDI LAUPER

KHYT/Tucson Sherman Cohen DENIECE WILLIAMS SHANNON STYLE COUNCIL DAVID GILMOUR CYNDI LAUPER

KOZE/Lawiston, ID Jay McCall IGLIASIAS & NELSON CYNDI LAUPER VAN HALEN DENIECE WILLIAMS SLADE

KDZA/Pueblo, CO Rip Avins DENIECE WILLIAMS VAN HALEN LAID BACK (dp) CYNDI LAUPER CAMEO (dp)

KCBN/Reno, NV Jim O'Neal none HOTTTEST: KENNY LOGGINS 1-1 PHIL COLLINS 9-2 UB40 8-4 THOMPSON TWINS 14-5 CULTURE CLUB 18-7

KBIM/Rosewell, NM Harry Dierks VAN HALEN SPANDAU BALLET SLADE NIK KERSHAW DEBARGE DOLLY PARTON DENIECE WILLIAMS SERGIO MENDES

KZ0Z/San Luis Obispo, CA Don Potter VAN HALEN STYLE COUNCIL DENIECE WILLIAMS SANDY STEWART SHEENA EASTON SHAKIN' STEVENS JON BUTCHER AXIS (dp)

KIST/Santa Barbara, CA Dick Williams VAN HALEN MODERN ENGLISH DENIECE WILLIAMS SHEENA EASTON NIK KERSHAW

KIST/Santa Barbara, CA Dick Williams VAN HALEN MODERN ENGLISH DENIECE WILLIAMS SHEENA EASTON NIK KERSHAW

KIST/Santa Barbara, CA Dick Williams VAN HALEN MODERN ENGLISH DENIECE WILLIAMS SHEENA EASTON NIK KERSHAW

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KIST/Santa Barbara, CA Dick Williams VAN HALEN MODERN ENGLISH DENIECE WILLIAMS SHEENA EASTON NIK KERSHAW

240 Reporters 231 Current Reports The following stations reported a frozen playlist this week: KZ93/Peoria WHEB/Portsmouth KCBN/Reno The following stations failed to report this week and therefore their playlists were frozen: WPLJ/New York WASH/Washington CHUM/Toronto WRVQ/Richmond KJ103/Oklahoma City WZPL/Indianapolis

PARALLEL REPORTS

Parallel I: Selected stations in major markets that are format dominant and/or exert a significant national influence.

Parallel II: Selected stations in secondary markets that are format dominant and/or exert a significant local or regional influence.

Parallel III: Selected stations in smaller markets that are format dominant and/or exert a significant local influence.

240 Reports

JOHN DOE "Hit Song" (Anylabel) LP: Hit Song National Summary

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.

Down 0 - Number of stations moving it down on their charts.

Down 1 - Number of stations moving it down one on their charts.

Down 2 - Number of stations moving it down two on their charts.

Down 3 - Number of stations moving it down three on their charts.

Down 4 - Number of stations moving it down four on their charts.

Down 5 - Number of stations moving it down five on their charts.

Down 6 - Number of stations moving it down six on their charts.

Down 7 - Number of stations moving it down seven on their charts.

Down 8 - Number of stations moving it down eight on their charts.

Down 9 - Number of stations moving it down nine on their charts.

Down 10 - Number of stations moving it down ten on their charts.

Down 11 - Number of stations moving it down eleven on their charts.

Down 12 - Number of stations moving it down twelve on their charts.

Down 13 - Number of stations moving it down thirteen on their charts.

Down 14 - Number of stations moving it down fourteen on their charts.

Down 15 - Number of stations moving it down fifteen on their charts.

Down 16 - Number of stations moving it down sixteen on their charts.

Down 17 - Number of stations moving it down seventeen on their charts.

Down 18 - Number of stations moving it down eighteen on their charts.

Down 19 - Number of stations moving it down nineteen on their charts.

Down 20 - Number of stations moving it down twenty on their charts.

Down 21 - Number of stations moving it down twenty one on their charts.

Down 22 - Number of stations moving it down twenty two on their charts.

Down 23 - Number of stations moving it down twenty three on their charts.

Down 24 - Number of stations moving it down twenty four on their charts.

Down 25 - Number of stations moving it down twenty five on their charts.

Down 26 - Number of stations moving it down twenty six on their charts.

Down 27 - Number of stations moving it down twenty seven on their charts.

Down 28 - Number of stations moving it down twenty eight on their charts.

Down 29 - Number of stations moving it down twenty nine on their charts.

Down 30 - Number of stations moving it down thirty on their charts.

TONY CAREY A Fine Fine Day (MCA) LP: Some Tough City

Regional 187/4 78% National Summary

Reaches 138 DEBITS 21

S 828 DOWN 0

M 788 DOWN 0

H 736 ADDS 4

W 736 ADDS 4

PHIL COLLINS continued

Regional 71/23 30% National Summary

Reaches 138 DEBITS 21

S 828 DOWN 0

M 788 DOWN 0

H 736 ADDS 4

W 736 ADDS 4

DEBARGE continued

Regional 128/9 54% National Summary

Reaches 138 DEBITS 21

S 828 DOWN 0

M 788 DOWN 0

H 736 ADDS 4

W 736 ADDS 4

D. HALL & J. OATES continued

Regional 137/25 57% National Summary

Reaches 138 DEBITS 21

S 828 DOWN 0

M 788 DOWN 0

H 736 ADDS 4

W 736 ADDS 4</

(Bill Joel continued)

Table with columns for station call letters and song titles, including WPCR 39-34, WPCW 32-29, WPCB 4-40, etc.

NIK KERSHAW Woudn't It Be Good (MCA)

Regional 66/27 28% National Summary table for Nik Kershaw.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

KOOL & THE GANG Tonight (De-Lite/PolyGram)

Regional 188/5 78% National Summary table for Kool & the Gang.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

LAI D BACK White Horse (Sire/WB)

Regional 94/18 39% National Summary table for Laid Back.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

STEVE PERRY Oh Sherrie (Columbia)

Regional 208/66 87% National Summary table for Steve Perry.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

CYNDI LAUPER Time After Time (Polydor/CBS)

Regional 120/128 64% National Summary table for Cyndi Lauper.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

MADONNA Borderline (Sire/WB)

Regional 150/14 66% National Summary table for Madonna.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

JOHN LENNON I'm Stepping Out (Polydor/PG)

Regional 91/13 38% National Summary table for John Lennon.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

KENNY LOGGINS Footloose (Columbia)

Regional 238/0 88% National Summary table for Kenny Loggins.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

JOHN COUGAR MELLENCAMP Authority Song (A&M)

Regional 189/8 79% National Summary table for John Cougar Mellencamp.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

(Kenny Loggins continued)

Table with columns for station call letters and song titles, including WPCR 39-34, WPCW 32-29, WPCB 4-40, etc.

MR. MISTER Hunters of the Night (RCA)

Regional 97/8 40% National Summary table for Mr. Mister.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

ALAN PARSONS PROJECT Don't Answer Me (Arista)

Regional 214/7 89% National Summary table for Alan Parsons Project.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

NIGHT RANGER Sister Christian (Columbia)

Regional 181/24 75% National Summary table for Night Ranger.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

STEVE PERRY Oh Sherrie (Columbia)

Regional 208/66 87% National Summary table for Steve Perry.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

SERGIO MENDES Olympia (A&M)

Regional 58/23 23% National Summary table for Sergio Mendes.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

MR. MISTER Hunters of the Night (RCA)

Regional 97/8 40% National Summary table for Mr. Mister.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

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STEVE PERRY Oh Sherrie (Columbia)

Regional 208/66 87% National Summary table for Steve Perry.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

JEFFREY OSBORNE We're Going All The Way (A&M)

Regional 107/7 45% National Summary table for Jeffrey Osborne.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

MR. MISTER Hunters of the Night (RCA)

Regional 97/8 40% National Summary table for Mr. Mister.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

ALAN PARSONS PROJECT Don't Answer Me (Arista)

Regional 214/7 89% National Summary table for Alan Parsons Project.

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NIGHT RANGER Sister Christian (Columbia)

Regional 181/24 75% National Summary table for Night Ranger.

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STEVE PERRY Oh Sherrie (Columbia)

Regional 208/66 87% National Summary table for Steve Perry.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

(Steve Perry continued)

Table with columns for station call letters and song titles, including WPCR 39-34, WPCW 32-29, WPCB 4-40, etc.

PRETENDERS Show Me (Sire/WB)

Regional 198/10 83% National Summary table for Pretenders.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

ALAN PARSONS PROJECT Don't Answer Me (Arista)

Regional 214/7 89% National Summary table for Alan Parsons Project.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

NIGHT RANGER Sister Christian (Columbia)

Regional 181/24 75% National Summary table for Night Ranger.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

STEVE PERRY Oh Sherrie (Columbia)

Regional 208/66 87% National Summary table for Steve Perry.

Table with columns for station call letters and song titles, including WJDR on, WJDR on, WJDR on, etc.

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(Real Life continued)

SCORPIONS Rock You Like A... (Mercury/PG) LP: Love At First Sting. Regional 106/28 44% National Summary UP 11 DEBITS 14 S 481 D 278 W 494 ADDS 28

LIONEL RICHIE Hello (Motown) LP: Can't Slow Down. Regional 228/0 84% National Summary UP 18 DEBITS 1 S 884 S 948 M 978 W 988 ADDS 0

SHALAMAR Dancing In The... (Columbia) LP: Soundtrack Footloose. Regional 149/27 62% National Summary UP 15 DEBITS 5 S 704 S 704 M 704 W 704 ADDS 27

RICK SPRINGFIELD Love Somebody (RCA) LP: Soundtrack Hard To Hold. Regional 229/6 96% National Summary UP 205 DEBITS 1 S 936 S 936 M 936 W 936 ADDS 5

ROMANTICS One In A Million (Nemperor/CBS) LP: In Heat. Regional 106/11 60% National Summary UP 94 DEBITS 1 S 668 S 668 M 668 W 668 ADDS 11

SHANNON Give Me Tonight (Mirage/Atlantic) LP: Let The Music Play. Regional 58/12 24% National Summary UP 9 DEBITS 6 S 374 S 374 M 374 W 374 ADDS 12

ROMANTICS One In A Million (Nemperor/CBS) LP: In Heat. Regional 106/11 60% National Summary UP 94 DEBITS 1 S 668 S 668 M 668 W 668 ADDS 11

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SHANNON Give Me Tonight (Mirage/Atlantic) LP: Let The Music Play. Regional 58/12 24% National Summary UP 9 DEBITS 6 S 374 S 374 M 374 W 374 ADDS 12

(Slide continued)

SPANDAU BALLET Communication (Chrysalis) LP: True. Regional 62/11 26% National Summary UP 4 DEBITS 5 S 408 S 408 M 408 W 408 ADDS 11

THOMPSON TWINS Hold Me Now (Arista) LP: Into The Gap. Regional 240/0 100% National Summary UP 205 DEBITS 1 S 1008 S 1008 M 1008 W 1008 ADDS 0

SHALAMAR Dancing In The... (Columbia) LP: Soundtrack Footloose. Regional 149/27 62% National Summary UP 15 DEBITS 5 S 704 S 704 M 704 W 704 ADDS 27

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SHANNON Give Me Tonight (Mirage/Atlantic) LP: Let The Music Play. Regional 58/12 24% National Summary UP 9 DEBITS 6 S 374 S 374 M 374 W 374 ADDS 12

(Talk Talk continued)

SPANDAU BALLET Communication (Chrysalis) LP: True. Regional 62/11 26% National Summary UP 4 DEBITS 5 S 408 S 408 M 408 W 408 ADDS 11

THOMPSON TWINS Hold Me Now (Arista) LP: Into The Gap. Regional 240/0 100% National Summary UP 205 DEBITS 1 S 1008 S 1008 M 1008 W 1008 ADDS 0

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RICK SPRINGFIELD Love Somebody (RCA) LP: Soundtrack Hard To Hold. Regional 229/6 96% National Summary UP 205 DEBITS 1 S 936 S 936 M 936 W 936 ADDS 5

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(Dwight Twilley continued)

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(Matthew Wilder)

MATTHEW WILDER The Kid's... (Private I/CBS) LP: I Don't Speak The Language. Regional 167/2 66% National Summary UP 121 DEBITS 1 S 674 S 674 M 674 W 674 ADDS 2

BONNIE TYLER Holding Out For A Hero (Columbia) LP: Soundtrack Footloose. Regional 168/8 70% National Summary UP 110 DEBITS 2 S 644 S 644 M 644 W 644 ADDS 8

SHALAMAR Dancing In The... (Columbia) LP: Soundtrack Footloose. Regional 149/27 62% National Summary UP 15 DEBITS 5 S 704 S 704 M 704 W 704 ADDS 27

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SHANNON Give Me Tonight (Mirage/Atlantic) LP: Let The Music Play. Regional 58/12 24% National Summary UP 9 DEBITS 6 S 374 S 374 M 374 W 374 ADDS 12

(Van Halen)

VAN HALEN I'll Wait (WB) LP: 1984. Regional 154/149 84% National Summary UP 1 DEBITS 1 S 888 S 888 M 888 W 888 ADDS 149

BONNIE TYLER Holding Out For A Hero (Columbia) LP: Soundtrack Footloose. Regional 168/8 70% National Summary UP 110 DEBITS 2 S 644 S 644 M 644 W 644 ADDS 8

SHALAMAR Dancing In The... (Columbia) LP: Soundtrack Footloose. Regional 149/27 62% National Summary UP 15 DEBITS 5 S 704 S 704 M 704 W 704 ADDS 27

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AIRTM

"IT ALL STARTS WITH LISTENING"

Active Industry Research • P.O. BOX 1136 • COLUMBIA, MARYLAND 21044 • 301-964-5544



JUDGEMENT DAY II

A typical Tuesday at any CHR radio station in America.

This man is under assault. He's just been through meetings with his general manager, sales manager, two clients that want special promotions tomorrow, a jock meeting, and 30 calls asking his opinion on new records. He receives an average of 68 new single releases per week, but his time allows him to review very few of them.

AIR understands how busy he is. **AIR** gets his valued judgement on a few records each week. He listens to each **AIR** record on the average of three times, usually later in the week in a relaxed atmosphere . . . not when he's under assault. He then responds with his perception of each records' hit potential. Since **AIR** participants have an accuracy rate of 94%, you are getting sound judgement.

Remember, the marketing process *can't* begin until he listens.

Call Alan Smith at 301-964-5544 and get all the particulars on the **AIR** research concept. Help get our friend out from under the desk.

WEEK

17

AIR Response Records

WEEK

17

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 11, 1984.

#	TITLE	ARTIST	LABEL
2177	THE HEART OF ROCK & ROLL	HUEY LEWIS	CHRYSALIS
2178	DAYS GONE BY	POCO	ATLANTIC
2179	WHISPER TO A SCREAM	ICICLE WORKS	ARISTA
2180	DON'T WASTE YOUR TIME	YARBROUGH & PEOPLES	TOTAL EXP/RCA
2181	DANCE HALL DAYS	WANG CHUNG	GEFFEN

Contemporary Hit Radio

Continued from Back Page

CHART EXTRAS

Chart Extras are records above the 60% airplay level without sufficient chart activity to debut on the National Airplay/40 this week.

BON JOVI

Runaway (Mercury/PolyGram)

65% of our reporters on it. Moves: Up 84, Debuts 26, Same 40, Down 0, Adds 6, Z100, WDOQ, WQUT, KO93, WKHI, KKXL-FM, WPHD 14-10. Complete airplay in Parallels.

BREAKERS

DENIECE WILLIAMS

Let's Hear It For The Boy (Columbia)

78% of our reporters on it. Moves: Up 33, Debuts 26, Same 15, Down 0, Adds 113 including WXKS-FM, PRO-FM, Q105, Q102, WCZY, KZZP, KWSS. See Parallels, debuts at number 35 on the CHR chart.

TALK TALK

It's My Life (EMI America)

67% of our reporters on it. Moves: Up 28, Debuts 43, Same 68, Down 0, Adds 22 including CKGM, WGCL, WCZY, KZZP, KMJK, FM102, KITS, KNBQ. Complete airplay in Parallels.

VAN HALEN

I'll Wait (WB)

64% of our reporters on it. Moves: Up 1, Debuts 1, Same 3, Down 0, Adds 149 including WHTT, WHTX, Z93, 93FM, B96, WGCL, KIIS-FM, KNBQ. Complete airplay in Parallels.

REAL LIFE

Catch Me, I'm Falling (Curb/MCA)

64% of our reporters on it. Moves: Up 43, Debuts 21, Same 73, Down 0, Adds 17 including WHYT, FM102, KITS, KWSS, WFLY, KIIK, WGRD. Complete airplay in Parallels.

SHALAMAR

Dancing In The Sheets (Columbia)

62% of our reporters on it. Moves: Up 60, Debuts 35, Same 26, Down 1, Adds 27 including WHTT, KITS, WYCR, WBCY, WKDQ, ZZ99, KCPX-FM. See Parallels, debuts at number 38 on the CHR chart.

NEW & ACTIVE

JULIO IGLESIAS & WILLIE NELSON "To All The Girls I've Loved Before" (Columbia) 137/25

Moves: Up 76, Debuts 24, Same 12, Down 1, Adds 25 including WXKS-FM, B97, KPKE, KOPA, FM102, KS103, KFRC, Q100, WKRZ-FM, WQID, WBCY, WAHC, WIGY, KCMQ, KOZE. See Parallels, moves 37-31 on the CHR chart.

CYNDI LAUPER "Time After Time" (Portrait/CBS) 129/126

Moves: Up 0, Debuts 1, Same 2, Down 0, Adds 126 including B104, WBLI, CKOI, WCAU-FM, B94, PRO-FM, Z93, 93FM, Y100, B97, WKTI, KIIS-FM, FM102, KS103, KFRC.

GENESIS "Illegal Alien" (Atlantic) 129/9

Moves: Up 47, Debuts 18, Same 65, Down 0, Adds 9, WHTT, WHTX, KHTR, Q103, WZLD, G100, WVIC, KISR, WXLK, B96 39-32, KWSS 23-18, KZZB 40-34, WFMI 25-12, WKDD 29-24, KBBK 29-25.

SLADE "Run Runaway" (CBS Associated) 110/44

Moves: Up 6, Debuts 14, Same 48, Down 0, Adds 44 including WHTT, WBLI, WCAU-FM, CFTR, 93FM, Q105, B96, KS103, XTRA, WFLY, WBCY, WMEC, ZZ93, WJAD, KBIM.

JEFFREY OSBORNE "We're Going All The Way" (A&M) 107/7

Moves: Up 21, Debuts 12, Same 50, Down 0, Adds 12, WLOL-FM, FM106, WSKZ, G100, WRNO, WKAU, 92X, WGUY, Y94, 99KG, KTRS, KSLY, WPHD 39-34, WCAU-FM 40-36, WOKI 18-12.

SCORPIONS "Rock You Like A Hurricane" (Mercury/PolyGram) 106/28

Moves: Up 31, Debuts 14, Same 33, Down 0, Adds 28 including KWOD, KS103, XTRA, 98PXY, Q92, WPST, WSKZ, WZYP, KBFM, WKAU, 92X, KSKD, KNOE-FM, KFRX, KFMW.

MR. MISTER "Hunters Of The Night" (RCA) 97/8

Moves: Up 20, Debuts 11, Same 58, Down 0, Adds 8, WCAU-FM, WGCL, Q103, KZZP, KIIK, WZON, WOMP-FM, Q104, WYCR 38-33, KZZB 36-31, KSET-FM 28-25, WHOT-FM 37-33, KLUC 34-30, KISR 38-32, WAZY-FM 40-34.

BILLY RANKIN "Baby Come Back" (A&M) 95/12

Moves: Up 21, Debuts 12, Same 50, Down 0, Adds 12, WLOL-FM, FM106, WSKZ, G100, WRNO, WKAU, 92X, WGUY, Y94, 99KG, KTRS, KSLY, WPHD 39-34, WCAU-FM 40-36, WOKI 18-12.

LAID BACK "White Horse" (Sire/WB) 94/18

Moves: Up 28, Debuts 15, Same 32, Down 1, Adds 18 including WPHD, WAVA, B97, B96, FM106, WBCY, KMGK, WKDQ, KQKQ, WRQN, KCFM, KMGX, KRSP, 95XIL, WAZY-FM.

JOHN LENNON "I'm Stepping Out" (Polydor/PolyGram) 91/13

Moves: Up 8, Debuts 19, Same 51, Down 0, Adds 13, WBLI, Q103, WKEE, WKRZ-FM, KHFI, KITY, KELI, KQXR, 13FEA, WISE, WBWB, KGHO, WPHD 40-35, WRCK 38-34.

MOST ADDED

VAN HALEN (149)
I'll Wait (WB)
CYNDI LAUPER (126)
Time After Time (Portrait/CBS)
DENIECE WILLIAMS (113)
Let's Hear It For The Boy (Columbia)
LAURA BRANIGAN (63)
Self Control (Atlantic)
STEVE PERRY (56)
Oh Sherrie (Columbia)
SLADE (44)
Run Runaway (CBS Associated)

HOTTEST

PHIL COLLINS (202)
Against All Odds... (Atlantic)
KENNY LOGGINS (180)
Footloose (Columbia)
LIONEL RICHIE (163)
Hello (Motown)
THOMPSON TWINS (106)
Hold Me Now (Arista)
CULTURE CLUB (91)
Miss Me Blind (Virgin/Epic)
RICK SPRINGFIELD (65)
Love Somebody (RCA)

DeBARGE "Love Me In A Special Way" (Gordy/Motown) 71/23

Moves: Up 16, Debuts 9, Same 23, Down 0, Adds 23 including WXKS-FM, WBLI, PRO-FM, WAVA, 195, WCZY, KFRC, KITS, WHTF, KBFM, ZZ99, KYNO-FM, 13FEA, WCGQ, KBIM.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 66/27

Moves: Up 0, Debuts 2, Same 37, Down 0, Adds 27 including WHTT, WXKS-FM, CKOI, PRO-FM, 93FM, WHTF, WANS-FM, WJXQ, 13K, KCFM, KRQ, WQCM, WFOX, WBWB, KSLY.

LAURA BRANIGAN "Self Control" (Atlantic) 63/63

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 63 including WBEN-FM, WCAU-FM, PRO-FM, 94Q, Z93, WTIC-FM, KAMZ, WRKR, KBBK, KLUC, WZON, WHSL, KRNA, KFMW, KGHO.

SPANDAU BALLET "Communication" (Chrysalis) 62/11

Moves: Up 4, Debuts 5, Same 42, Down 0, Adds 11, XTRA, Q100, WSPK, WGRD, 13FEA, WSQV, Q101, WBNQ, WSPT, KGHO, KBIM, KMJK 28-24, WERZ 40-37, WXLK 18-11, KZOZ 38-32.

SHANNON "Give Me Tonight" (Mirage/Atco) 58/12

Moves: Up 9, Debuts 8, Same 29, Down 0, Adds 12, WNVZ, WCZY, WPST, KAMZ, WZYP, WRQN, KBBK, KHYT, KRQ, 103CIR, WOMP-FM, WISE, 93FM 30-17, Y100 11-9, FM106 24-16.

SERGIO MENDES "Olympia" (A&M) 56/23

Moves: Up 1, Debuts 3, Same 29, Down 0, Adds 23 including WMAR, WLAN-FM, WDOQ, KAMZ, WRQK, WKFR, WRQN, KHOP, KTKT, 103CIR, WOMP-FM, KISR, KQV, KGOT, KBIM.

SIGNIFICANT ACTION

DAVID GILMOUR "Blue Light" (Columbia) 48/21

Moves: Up 1, Debuts 2, Same 24, Down 0, Adds 21 including Q103, WNYC, 98PXY, WKFM, WKRZ-FM, WHTF, KRGV, WRNO, KBBK, KLUC, KSKD, KHYT, WFBG, WGUY, WCGQ.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 47/26

Moves: Up 0, Debuts 2, Same 19, Down 0, Adds 26 including WSPK, WHTF, WJZR, WZLD, WANS-FM, WOKI, KTFM, WKDD, WKDQ, WJXQ, WRKR, KQXR, KBBK, KDON-FM, KHYT.

FRANKIE GOES TO HOLLYWOOD "Relax" (Island) 37/6

Moves: Up 8, Debuts 6, Same 17, Down 0, Adds 6, WOKI, WJXQ, WJAD, KILE, KFYZ, KSLY, WPHD d-39, 93FM 24-20, WNYC 35-28, 98PXY 35-32, WHTF 36-35, KZZB 37-28, WZLD 37-27, KTFM 34-28, WISE 38-34.

TEMPTATIONS "Sail Away" (Gordy/Motown) 33/18

Moves: Up 1, Debuts 2, Same 12, Down 0, Adds 18 including WMAR, WKEE, WJZR, WHHY-FM, KRGV, KX104, KIKI, KQMQ, WFBG, WGUY, WIGY, WERZ, 13FEA, KKQV, KCDQ.

JOSIE COTTON "Jimmy Loves Maryann" (Elektra) 32/5

Moves: Up 3, Debuts 2, Same 22, Down 0, Adds 5, WKEE, WRCK, WHOT-FM, KKLS-FM, KFMW, WPHD on, WYCR 40-36, WKRZ-FM 38-35, WOKI on, KBBK 40-33, WCIL-FM d-26, KIST d-40.

SHEENA EASTON "Devil In A Fast Car" (EMI America) 31/18

Moves: Up 0, Debuts 0, Same 13, Down 0, Adds 18 including WCAU-FM, K104, WOKI, WFMI, KROK, KKXX, KHOP, OK100, 13FEA, WKHI, 95XIL, Q101, WAZY-FM, KGOT, KZOZ.

MISSING PERSONS "Give" (Capitol) 31/2

Moves: Up 2, Debuts 3, Same 24, Down 0, Adds 2, Q100, WKRZ-FM, WPHD on, WCAU-FM d-38, KIIS-FM 32-27, WYCR on, WRCK d-40, WHTF on, KHFI on, WKDD on, KQMQ 38-34, KHYT d-38.

CAMEO "She's Strange" (Atlanta Artists/PolyGram) 26/11

Moves: Up 2, Debuts 4, Same 9, Down 0, Adds 11, KIIS-FM, KS103, KFRC, WHTF, WOKI, WFMI, KQXR, KDON-FM, 13FEA, KKQV, KDZA, WXKS-FM d-34, FM102 d-25, 13K d-17, KMGX d-26.

JAMES INGRAM "There's No Easy Way" (Qwest/WB) 22/8

Moves: Up 6, Debuts 3, Same 5, Down 0, Adds 8, WKBW, WKEE, 94TYX, WOKI, KITY, WKDD, WFOX, KCAQ, KC101 d-29, WRQK 37-33, KROK 37-33, KIKI 29-24, KO93 32-30, 103CIR 19-9, WGLF d-33.

DOLLY PARTON "Downtown" (RCA) 22/5

Moves: Up 0, Debuts 3, Same 14, Down 0, Adds 5, 94TYX, KMGK, KTDY, 99KG, KBIM, WKBW on, WKEE on, WFMI d-40, WHOT-FM on, KSKD on, WOMP-FM d-35, WXLK d-40.

BRYAN ADAMS "Heaven" (A&M) 20/1

Moves: Up 4, Debuts 2, Same 10, Down 3, Adds 1, WLS-FM, CFTR on, 195 d-18, Q102 on, WKTI 30-23, KWOD d-30, WSPK 16-5, KRQ 13-6, KXSS 33-31.

HOWARD JONES "What Is Love?" (Elektra) 18/18

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 18 including WPHD, WFLY, WVSR, WYCR, FM106, WRCK, WKRZ-FM, WRNO, KTFM, WJXQ, WHOT-FM, KBBK, WFBG, KILE, WAZY-FM.

SANDY STEWART "The Saddest Victory" (Modern/Atco) 17/7

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 7, WANS-FM, KQXR, WIGY, WERZ, Q101, KKQV, KZOZ, WPHD on, WVSR on, K104 on, WRCK on, WHOT-FM on.

SHAKIN' STEVENS "I Cry Just A Little Bit" (Epic) 14/4

Moves: Up 0, Debuts 1, Same 9, Down 0, Adds 4, WKBW, WRQN, WHOT-FM, KZOZ, WXKS-FM on, CKOI on, WKRZ-FM on, WSFL on, WJBQ d-38.

MODERN ENGLISH "Hands Across The Sea" (Sire/WB) 14/1

Moves: Up 2, Debuts 1, Same 10, Down 0, Adds 1, KIST, WVSR on, WRCK on, KSET-FM 30-26, WOKI on, Z104 40-36, 13K on, WERZ on, WKHI on, WXLK d-38, WHSL on, KCDQ on, KCAQ on, KZOZ on.

MICHAEL GORE "Theme From 'Terms Of Endearment'" (Capitol) 11/5

Moves: Up 1, Debuts 0, Same 5, Down 0, Adds 5, WKBW, KTFM, WFBG, WGUY, WERZ, WRQK on, KROK on, WTSN on, 13FEA on-dp, WJBQ on, KXSS 32-27.

MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 11/0

Moves: Up 7, Debuts 0, Same 2, Down 2, Adds 0, WXKS-FM 38-29, FM102 12-10, WNOK-FM 11-6, WABB-FM 28-19, KRGV 30-9, KITY 5-4, WCIL-FM 17-13.

JON BUTCHER AXIS "Don't Say Goodnight" (Polydor/PolyGram) 10/6

Moves: Up 0, Debuts 0, Same 4, Down 0, Adds 6, WPHD, PRO-FM, WRCK, WJXQ, WJBQ, KZOZ, WHTT on, WXKS-FM on, WFMI on-dp, WHOT-FM 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.

ROCK ENTERS THE ICICLE AGE!

ICICLE WORKS

"WHISPER TO A SCREAM (BIRDS FLY)."

FROM THEIR DEBUT ALBUM, **ICICLE WORKS.**

ALA-8592



**THE SOUND THAT
ENGULFED
ENGLAND...**

**NOW MAKING AN
IMPACT IN THE U.S.**

Album Radio Facts:

RADIO & RECORDS:

Hot Tracks: **33**

LP: **34**

BREAKER.

ALBUM NETWORK:

Power Cuts: **65**

LP: **44**

HARD/FMQB:

Song Index: **41**

LP: **47**

WMMS, Cleveland/Kid Leo:

"I ain't whispering 'bout ICICLE WORKS. I am screaming about one of the most infectious tunes I've heard in many a moon."

WYDD, Pittsburgh/George Anthony:

"Early Top 10 phone response demonstrates strength and longevity. 'Whisper To A Scream' is worth shouting about."

WYNF, Tampa/Ron Diaz:

"Good early response to ICICLE WORKS 'Whisper To A Scream.' I believe it's a can't-miss song with that 'We are, We are...' hook a mile wide, it sounds like a chant."

WBCN, Boston/Bob Kranes:

"With the ICICLE WORKS record on the radio and sounding great, what is expected? We're getting great listener response via the phones."

WHCN, Hartford/Bob Bittens:

"Rarely does a new band get such strong phone reaction so quickly. ICICLE WORKS works!"

Invited By The Pretenders To Appear On U.S. Tour Dates!

On Your Desk Today!

ARISTA

Contemporary Hit Radio

Three Two Last
Weeks Weeks Week

2	1	1	1	KENNY LOGGINS/Footloose (Columbia)
11	5	2	2	PHIL COLLINS/Against All Odds (Take A Look At Me...) (Atlantic)
12	8	3	3	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
19	14	8	4	LIONEL RICHIE/Hello (Motown)
13	11	7	5	THOMPSON TWINS/Hold Me Now (Arista)
8	6	5	6	DARYL HALL & JOHN OATES/Adult Education (RCA)
4	4	4	7	EURYTHMICS/Here Comes The Rain Again (RCA)
3	3	6	8	ROCKWELL/Somebody's Watching Me (Motown)
30	21	15	9	RICK SPRINGFIELD/Love Somebody (RCA)
10	7	9	10	POINTER SISTERS/Automatic (Planet/RCA)
37	27	37	11	CARS/You Might Think (Elektra)
1	2	10	12	VAN HALEN/Jump (WB)
24	20	16	13	DWIGHT TWILLEY/Girls (EMI America)
29	23	19	14	TRACEY ULLMAN/They Don't Know (MCA)
6	9	11	15	HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
40	33	24	16	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
38	32	25	17	KOOL & THE GANG/Tonight (De-Lite/PG)
20	18	18	18	PAUL YOUNG/Come Back And Stay (Columbia)
33	29	23	19	YES/Leave It (Atco)
5	12	13	20	CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
7	10	12	21	CHRISTINE McVIE/Got A Hold On Me (WB)
-	38	28	22	GO-GO'S/Head Over Heels (IRS/A&M)
26	22	22	23	QUEEN/Radio Ga Ga (Capitol)
-	40	29	24	JOHN COUGAR MELLENCAMP/Authority Song (Riva/PG)
9	13	14	25	DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
25	19	20	26	"WEIRD AL" YANKOVIC/Eat It (Rock & Roll/CBS)
-	37	32	27	BONNIE TYLER/Holding Out For A Hero (Columbia)
39	34	30	28	MATTHEW WILDER/The Kid's American (Private I/CBS)
-	39	35	29	TONY CAREY/A Fine Fine Day (MCA)
-	-	39	30	PRETENDERS/Show Me (Sire/WB)
-	-	37	31	J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
-	-	40	32	BERLIN/No More Words (Geffen)
DEBUT	33	IRENE CARA/Breakdance (Network/Geffen)		
DEBUT	34	BILLY JOEL/The Longest Time (Columbia)		
BREAKER	35	DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)		
-	38	ROMANTICS/One In A Million (Nemperor/CBS)		
DEBUT	37	STEVE PERRY/Oh Sherrie (Columbia)		
BREAKER	38	SHALAMAR/Dancing In The Sheets (Columbia)		
DEBUT	39	MADONNA/Borderline (Sire/WB)		
DEBUT	40	NIGHT RANGER/Sister Christian (Camel/MCA)		

N&A Begins on Page 78

Adult/Contemporary

2	1	1	1	LIONEL RICHIE/Hello (Motown)
3	3	2	2	PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)
15	7	6	3	J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
7	4	4	4	STEPHEN BISHOP/Unfaithfully Yours (One Love) (WB)
1	2	3	5	CHRISTINE McVIE/Got A Hold On Me (WB)
12	9	7	6	THOMPSON TWINS/Hold Me Now (Arista)
-	21	12	7	BILLY JOEL/The Longest Time (Columbia)
19	11	8	8	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
23	16	9	9	JEFFREY OSBORNE/We're Going All The Way (A&M)
20	12	10	10	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
6	5	5	11	EURYTHMICS/Here Comes The Rain Again (RCA)
28	23	15	12	TRACEY ULLMAN/They Don't Know (MCA)
29	22	14	13	MICHAEL GORE/Theme From "Terms Of Endearment" (Capitol)
-	26	19	14	JAMES INGRAM/There's No Easy Way (Qwest/WB)
5	6	11	15	P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol)
-	27	23	16	MANHATTAN TRANSFER/Mystery (Atlantic)
10	10	13	17	ANNE MURRAY/That's Not The Way (It's S'posed...) (Capitol)
18	18	18	18	L. RONSTADT & N. RIDDLE.../I've Got A Crush... (Asylum)
4	8	16	19	KENNY ROGERS/This Woman (RCA)
-	-	29	20	J. MATHIS with D. WILLIAMS/Love Won't Let Me Wait (Col.)
-	30	24	21	CRYSTAL GAYLE/I Don't Want To Lose Your Love (WB)
DEBUT	22	SERGIO MENDES/Olympia (A&M)		
-	30	23	DEBARGE/Love Me In A Special Way (Gordy/Motown)	
DEBUT	24	TEMPTATIONS/Sail Away (Gordy/Motown)		
-	25	25	25	BARRY MANILOW/You're Looking Hot Tonight (Arista)
11	15	22	26	DAN FOGELBERG/The Language Of Love (Full Moon/Epic)
13	20	21	27	SHEENA EASTON/Almost Over You (EMI America)
14	13	17	28	JIMMY BUFFETT/Brown Eyed Girl (MCA)
8	14	20	29	PAUL McCARTNEY/So Bad (Columbia)
9	19	26	30	POLICE/Wrapped Around Your Finger (A&M)

N&A Begins on Page 59

AOR/HOT TRACKS

Three Two Last
Weeks Weeks Week

1	1	1	1	CARS/You Might Think (Elektra)
2	2	2	2	PHIL COLLINS/Against All Odds (Atlantic)
8	8	5	3	VAN HALEN/I'll Wait (WB)
6	3	3	4	SCORPIONS/Rock You Like A Hurricane (Mercury/PG)
11	10	6	5	TONY CAREY/A Fine Fine Day (MCA)
9	7	4	6	YES/Leave It (Atco)
-	-	16	7	STEVE PERRY/Oh Sherrie (Columbia)
23	11	8	8	PRETENDERS/Show Me (Sire/WB)
27	18	11	9	NIGHT RANGER/Sister Christian (Camel/MCA)
14	12	10	10	THOMPSON TWINS/Hold Me Now (Arista)
7	5	7	11	DWIGHT TWILLEY/Girls (EMI America)
24	14	13	12	RICK SPRINGFIELD/Love Somebody (RCA)
26	20	14	13	HUEY LEWIS & THE NEWS/The Heart Of R&R (Chrysalis)
-	29	19	14	CARS/Magic (Elektra)
-	51	28	15	SLADE/Run Runaway (CBS Associated)
18	17	17	16	ALAN PARSONS PROJECT/Prime Time (Arista)
3	4	9	17	KENNY LOGGINS/Footloose (Columbia)
10	13	15	18	VAN HALEN/Panama (WB)
34	24	23	19	JOHN COUGAR MELLENCAMP/Authority Song (Riva/PG)
29	23	22	20	WANG CHUNG/Dance Hall Days (Geffen)
12	16	18	21	BON JOVI/Runaway (Mercury/PG)
32	27	24	22	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
43	34	25	23	STEVIE NICKS/Violet And Blue (Atlantic)
BREAKER	24	DAVID GILMOUR/Murder (Columbia)		
35	26	26	25	BILLY RANKIN/Baby Come Back (A&M)
48	35	27	26	HAGAR/SCHON/AARONSON/SHRIEVE/Top Of...(Geffen)
BREAKER	27	ROMANTICS/One In A Million (Nemperor/CBS)		
13	15	21	28	DAVID GILMOUR/All Lovers Are... (Columbia)
BREAKER	29	JOE JACKSON/You Can't Get... (A&M)		
BREAKER	30	GO-GO'S/Head Over Heels (IRS/A&M)		

Complete Tracks Chart on Page 63

Black/Urban

3	1	1	1	CAMEO/She's Strange (Atlanta Artists/PG)
6	4	2	2	D. EDWARDS f/S. GARRET/Don't Look Any... (Motown)
2	2	3	3	B. WOMACK & P. LABELLE/Love Has... (Beverly Glen)
16	13	9	4	LIONEL RICHIE/Hello (Motown)
13	9	5	5	DeBARGE/Love Me In A Special Way (Gordy/Motown)
12	8	6	6	LAID BACK/White Horse (Sire/WB)
8	5	7	7	KOOL & THE GANG/Tonight (De-Lite/PG)
18	16	12	8	LUTHER VANDROSS/Superstar/Until You Come... (Epic)
9	6	8	9	S. LATTISAW & J. GILL/Perfect Combination (Cotillion/Atco)
26	20	14	10	EVELYN "CHAMPAGNE" KING/Shake Down (RCA)
-	31	20	11	YARBROUGH & PEOPLES/Don't Waste... (Total Exper.)
20	17	15	12	ART OF NOISE/Beat Box (Island)
1	3	4	13	ROCKWELL/Somebody's Watching Me (Motown)
22	19	16	14	JEFFREY OSBORNE/We're Going All The Way (A&M)
15	12	10	15	STARPOINT/It's All Yours (Elektra)
10	7	11	16	ATLANTIC STARR/More, More, More (A&M)
23	23	18	17	KENNY G/Hi, How Ya Doin'? (Arista)
35	27	23	18	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
29	26	24	19	SHALAMAR/Dancing In The Sheets (Columbia)
37	26	20	20	ONE WAY/Lady You Are (MCA)
11	11	13	21	POINTER SISTERS/Automatic (Planet/RCA)
-	40	35	22	SHANNON/Give Me Tonight (Mirage/Atco)
BREAKER	23	BAR-KAYS/Freak Show On The Dance Floor (Mercury/PG)		
-	38	30	24	DEELE/Just My Luck (Solar/Elektra)
36	30	28	25	CHI-LITES/Stop What You're Doing (Private I/CBS)
-	34	32	26	TEMPTATIONS/Sail Away (Gordy/Motown)
-	-	37	27	JAMES INGRAM/There's No Easy Way (Qwest/WB)
33	25	25	28	EMOTIONS/You're The One (Red Label)
24	22	22	29	J. MATHIS with D. WILLIAMS/Love Won't Let... (Col.)
39	39	33	30	BRYAN LOREN/Lollipop Luv (Philly World)
5	10	19	31	TINA TURNER/Let's Stay Together (Capitol)
BREAKER	32	PATTI LABELLE/Love, Need & Want You (Phil. Int./CBS)		
-	-	40	33	SPINNERS/Right Or Wrong (Atlantic)
40	35	34	34	HALL & OATES/Adult Education (RCA)
37	36	36	35	GEORGE CLINTON/Last Dance (Capitol)
BREAKER	36	O'BRYAN/Lovelite (Capitol)		
-	-	38	37	SYSTEM/I Wanna Make You Feel Good (Mirage/Atco)
BREAKER	38	"D" TRAIN/You're The Reason (Prelude)		
19	18	17	39	S.O.S. BAND/For Your Love (Tabu/CBS)
BREAKER	40	CRUSADERS/New Moves (MCA)		

N&A Begins on Page 54