

I N S I D E:

R&R EXPANDS JAZZ COVERAGE

More reporting stations, more music information, and a more accurate and comprehensive chart highlight R&R's new full-page Jazz section, edited by **Barbara Barnes**.

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LOTTERIES FOR FM DROP-INS?

The FCC may use lotteries to assign licenses for docket 80-90 FM drop-in stations. If thousands of applications flood in, comparative hearings may prove impossible to handle.

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QUARTER-HOUR QUIRKS

Jhan Hiber pinpoints some peculiar methods **Arbitron** uses to assign listening credits, and shows how they can be used.

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THE ABCs OF NEWSWRITING

Guest News/Talk columnist and **Susquehanna** VP **Phil Eberly** provides a concise and witty guide to terse and effective radio newswriting.

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PEOPLE IN THE NEWS THIS WEEK

- **John Kizer** GM at KKCI-FM
- **Roy Shapiro** Group W Sr. VP
- **Scott Burton** Program Manager for KVI
- **Mike Crusham** WHAS & WAMZ's VP/Station Manager
- **Steve Cochran** PD at WQSR
- **Laura Morris** PD at KTRH
- **Susie Austin** PD at WLUM
- **Cliff Roberts** PD at KGGI
- **Kathy Stinehour** WLUP GSM
- **John Rohm** GSM for KQRS-AM & FM
- **Greg Ausham** PD at KCPX & KBUG
- **Marc Coppola** PD at WRCN
- **Lou Murray** GSM at WHBQ

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TRAINING MANAGERS HOW TO MANAGE

Gary Kaplan points out that promoting people to managerial positions is terrific, but expecting them to absorb management skills without training is dubious.

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L.A. BLACK RADIO — THE AM CONTENDERS

Part II of **Walt Love's** look at the Los Angeles Black/Urban situation spotlights AMs **KDAY** and **KGFJ**, with Associate Editor **Sean Ross** digging out the answers.

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RON RODRIGUES IN A/C BOW

New A/C Editor **Ron Rodrigues** introduces himself formally, while **Jeff Green** bids a fond farewell to the format.

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JOEL DENVER ON "CANDID CANADA"

CHR Editor **Joel Denver**, in Toronto for a trade paper conference, highlights some of the differences in Canadian radio, with special attention on the **CHUM/CFTR** rivalry.

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Newsstand Price \$3.50

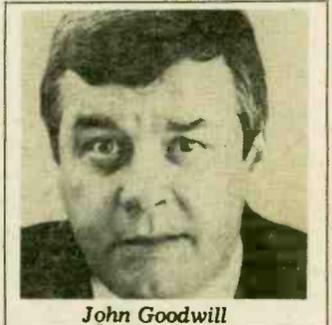


EXITS WPIX VP/GM POST

Goodwill President Of R&R Broadcasting

WPIX/New York VP/GM **John Goodwill** has resigned to become President/CEO for New York-based R&R Broadcasting, a subsidiary of Robbins & Ries, Inc. Goodwill will supervise the company's program of acquisition and management of broadcast facilities; the first station, a Northeastern medium market outlet, is expected to be announced shortly.

Robbins & Ries President **Sherman Robbins** stated, "John's decision to join our management team from his po-



John Goodwill

sition as GM of one of the nation's hottest stations is testimony to R&R's commitment to build an outstanding broadcast group. He is success-oriented, and has the exceptional management talents necessary to fulfill our longterm objectives of acquiring and building up radio properties."

Prior to joining WPIX in 1982, Goodwill served as VP/Sales for NBC Radio's Source Network. Before that, he spent eight years with CBS Radio; his

GOODWILL/See Page 28

New Taft Management Changes

Calvin, Soller, Thon, Aaron Move Up

Taft Broadcasting has announced four management changes within its radio group. WKRC/Cincinnati VP/GM **Harold Calvin** has become VP/Sales for Taft Radio; WGR/Buffalo VP/GM **John Soller** fills Calvin's post at WKRC; WGR GSM **Dick Aaron** has been promoted to Soller's position at WGR; and WLVQ/Columbus LSM **Tom Thon** has been upped to Station Manager.

Calvin, who has managed WKRC since 1976, first joined Taft in 1961 as an Account Executive at WTVN/Columbus. He later served as WTVN's GSM, became GSM at WGR,



Harold Calvin



John Soller

and in 1974 was promoted to GM of WGR and sister station WGRQ. In his new post as Taft Radio VP/Sales, he fills a long-

time vacancy created when **Donald Chapman** retired as VP/Broadcast Sales in 1982.

Soller, another longtime Taft employee, told R&R, "I'm leaving a lot of good friends behind in Buffalo, but by moving to Cincinnati, I'm able to remain with Taft, and that is what I wanted to do. This is a fine company and I'm happy to be returning to where my career with Taft began." Soller started as a staff announcer at WKRC in 1958. He eventually became GSM at WKRQ/Cincinnati in 1977, VP/GM of the station in 1981, and shifted to WGR as VP/GM in 1982.

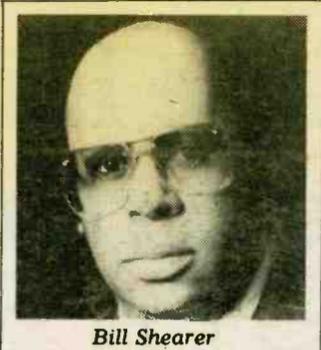
Thon's promotion culminates a seven-year Taft association that began when he joined WLVQ as an AE. He shifted to AM sister station WTVN in 1980 and back to WLVQ as LSM in 1982. He replaces former VP/GM **Dave Crowl**, who recently took over Taft's newly-acquired

TAFT/See Page 28

NELSON KGFJ PD

Shearer Named VP/GM At KGFJ & KUTE

KACE/Los Angeles VP/GM **Bill Shearer** has shifted to crosstown competitors KGFJ & KUTE in the same capacity, beginning April 30. Concurrent with that announcement, KGFJ midday personality **Tyrone "Boogie" Nelson** takes over immediately as the AM outlet's PD/morning host. These appointments follow the recent ex-



Bill Shearer

it of KGFJ & KUTE Station Manager **Miriam Rogers** and KGFJ PD/morning man **Levi Booker**.

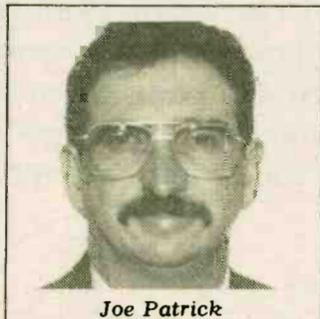
Pepe Sutton, President of the stations' parent corporation **Inner City Broadcasting**, told R&R, "We're very pleased; the traditional quality of Inner City management will be maintained and improved by Bill's addition to the family. I've grown to know him and have gained in my respect for him while working together through NABOB (National Association of Black-Owned Broadcasters). He was our prime candidate for this position."

Shearer's move also marks his return to the KGFJ fold. He spent five years with the station prior to joining KACE seven years ago. "The offer represented a challenge I needed at

SHEARER/See Page 28

Patrick KCBQ PD

Joe Patrick has been named PD at KCBQ (AM)/San Diego, joining the station from the PD position at WNOE (AM)/New Orleans. Patrick fills a vacancy



Joe Patrick

left by **Bob McKay's** early-February departure.

KCBQ-AM & FM GM **Peter Moore** told R&R, "Joe brings to KCBQ a wealth of experience in

PATRICK/See Page 28

Zapoleon Fills WBZZ PD Slot



Guy Zapoleon

KRQQ(KRQ)/Tucson PD **Guy Zapoleon** has been selected as the new PD for EZ Communications' **WBZZ(B94)/Pittsburgh**, filling the slot vacated by **Steve Kingston's** move to **WBSB(B104)/Baltimore** last month.

B94's recently-appointed VP/GM **Tex Meyer** told R&R, "I'm so pleased to announce **Guy Zapoleon** as our PD. We did an exhaustive search and talked with some very talented people. **Guy** is the type of person who will

ZAPOLEON/See Page 28

FEARS CRTC REACTION

CKJY Format Shift Abruptly Postponed

Only moments before its heavily pre-promoted format shift Friday (4-6) from Big Band to "album-oriented A/C," **CKJY/Windsor (Detroit)** opted to postpone the change because of expected resistance from the **Canadian Radio & Television Commission (CRTC)**. Despite the considerable expenses incurred in promoting CKJY's new **CFXX** identity, **Baton Broadcasting** officials felt a confrontation with the CRTC

would not be in the station's best interest.

Market observers expressed shock at the eleventh hour decision not to proceed with the new format. **CKJY VP/Programming Pat Holiday** explained, "We decided to pull back after a number of conversations with the CRTC; we felt it would be better to wait since we have a license hearing scheduled for July 4.

CKJY/See Page 28



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Building A Bit For On-Air Use

Dan O'Day launches a three-part Air Personalities series on a cornerstone of personality radio — how to build a successful bit. Detailed instructions and actual examples included; some assembly may be required.

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Burton KVI Program Manager

After five years as Program Manager at KSTM/Phoenix, Scott Burton has accepted a similar post at Golden West's KVI/Seattle. Burton, whose A/C experience includes programming posts at KNBR/San Francisco and KFMB/San Diego, told R&R, "KVI has a great background and a tremendous future. Seattle is every bit the fine radio market I was told it was, and I'm very excited to be joining Golden West. They have a real commitment to KVI."

KVI & KPLZ VP/GM Shannon Sweatte

said Burton's hiring ended an eight-month search. "I'd been looking for a qualified program manager who had experience working with talent, knowledge of music, and that special flair for promotion," he said. "Scott fills the bill perfectly, and I'm very happy that he's joining us. KVI is a special kind of radio station that needs a special kind of programming guidance. I know Scott can provide the leadership we'll all benefit from."

Burton is expected to join KVI next week.

BARBARA BARNES HEADS SECTION

R&R Debuts Expanded Jazz Radio Coverage

Beginning in this week's issue, R&R launches its newly-expanded Jazz Radio section. The number of radio reporters to the section has been significantly increased to present a more representative and exten-

sive picture of Jazz radio airplay nationally. In addition to the Jazz/National Airplay 30 chart, the section will now include Breakers and New & Active jazz albums, following the model used in the newspaper's other music sections. Lists of individual station Adds & Hots will also be published to display a clearer pattern of regional and specific airplay trends.

Associate Editor Barbara Barnes, who has been administering R&R's Jazz section for the past year, will serve as Jazz Editor. As well as supervising the gathering of Jazz airplay data, she will be contributing monthly editorial columns on Jazz radio.

R&R Publisher Dwight Case commented, "Earlier this year we held a jazz forum with radio and record people, and the positive feedback we got then motivated us to expand the section. Jazz is a growing and changing force, and we're happy to provide more accurate and complete airplay information." The new Jazz section can be found on Page 63.

Roberts Now Programs KGGI

Cliff Roberts has been named Program Director at KGGI/Riverside-San Bernardino, replacing John Volpe, who exited last week. Roberts, most recently with KPRI/San Diego, was a member of KGGI's original staff when the station debuted in 1979.

Indicating a shift toward a more personality-oriented sound for the station, Roberts told R&R, "We've been a bit flat-sounding, but I'm going to bring back some of the fun KGGI used to have, keeping its A/C flavor. Instead of worrying about what's happening in Los Angeles, we're going to concentrate on our immediate signal area of the Inland Empire. With our new improved signal we're out to beat KIIS-FM, which is cur-

ROBERTS/See Page 28

Kizer Becomes KKCI-FM's GM

John Kizer has been upped to GM at KKCI-FM/Kansas City from the Sales Manager position he held for the past year. He replaces interim GM Joe Schwartz, who took over after John Beck left to manage KSHE/St. Louis earlier this year. Schwartz returns to his VP/GM post at WPEX & WWDE/Norfolk.

Golden East Broadcasting President Dick Lamb commented to R&R, "We had some very fine applicants, but we were happy to find that John stood up to those qualifications, as we're always delighted to appoint someone from within the company. He's a Kansas City native and he's very good with the people at the station, who were a real cheering section for him. He's got a lot of folks in the business community and broadcasting, as well as in-house, who really like him."

Cochran Set To Program WQSR

WQSR (Q105)/Baltimore Director of Marketing Steve Cochran has been named PD for the Key Broadcasting station, following the recent departure of Waylon Richards.

Executive VP/GM Carl Brenner commented, "At this point we've planned no format changes. We're sticking with our CHR format despite our problem with so many stations at this end of the dial sounding similar. Instead, we're going to make our station sound exciting and visible with Steve and his personality-oriented philosophy. He knows music, and will do a great job for us."

A former East Coast rep for Island Records, Cochran programmed the station (when it was WKTK) from 1975-78. He told R&R, "I'm really excited to get back into programming. We have a staff now that's full of energy; they're all personalities. That's my philosophy, putting personality on the radio and letting that and the music speak for themselves. We're looking to make some changes, and we're reassessing our stance in the market."

Cochran will team up to do mornings with Barry Michaels, who joins the station from WBJW/Orlando. Also new to Q105 is afternoon personality Yvonne St. Clair from WNAP/Indianapolis.

Shapiro Named Group W Sr. VP

Roy Shapiro, VP/GM of Group W Radio Sales, has assumed the newly-created position of Senior Vice President for Group W Radio. Shapiro exits Group W's national sales rep organization following the April 2 transfer of the company to John Blair & Company.

Group W President Dick Harris said, "The ongoing growth of Group W Radio



Roy Shapiro

SHAPIRO/See Page 28

For The Record

In the April 1984 R&R Ratings Report's PM Drivetime Dominators AQH Top 25 listings, WFMF/Baton Rouge's Scott McAllister, who had a 22.9 share to rank No. 1, was inadvertently omitted. Also, Dave Shropshire was mistakenly credited as WXL/Davenport's afternoon man and the No. 14 highest-rated afternoon personality in the nation. Actually, Shropshire is morning man at AM sister KSTT, and Gabe Baptiste is the WXL personality who should have been listed. R&R regrets the errors.

Kizer told R&R, "I've been here 14 years and know what it takes to win in this market. I appreciate the vote of confidence from Dick Lamb and (Golden East CEO) Larry Saunders. Ex-GM John Beck and ex-PD Dave Popovich did a great job establishing this station, and now we're going into stage two. We're going to add more character to the station and make it one that people can embrace a little bit more."

Before coming to the station, Kizer served in various sales positions at Kansas City outlets WHB, KCEZ, and KBEQ.

Crusham Upped To VP At WHAS & WAMZ

Mike Crusham has been upped from Station Manager to VP/Station Manager at WHAS & WAMZ/Louisville. The move comes as part of a series of corporate promotions involving co-owned WHAS-TV, announced by WHAS, Inc. President/GM Bob Morse, who commented, "We are happy to recognize the value and service of these employees to WHAS, Inc."

Crusham, who joined WHAS, Inc. in 1976 as Director of Finance & Administration, later became GSM at WAMZ and NSM at WHAS-TV before becoming Station Manager of the radio stations in 1981. He told R&R, "I work for a company that is owned by a newspaper (publishing the Louisville Courier-General and Louisville Times), and the newspaper is their big baby. There has never been a VP named out of the radio division. The thing that excites me is that by naming a VP they have acknowledged how important the two radio stations are to the company. I'm really pleased from that standpoint."

KTRH Elevates Morris To PD

After three years as Programming Coordinator for KTRH/Houston, Laura Morris has been upped to Program Director. She replaces Ed Shane, who will continue to consult the station.

Morris, who worked in New York's theater community before joining KTRH, said her goal is to give listeners "something that will enable them to live a little better — by getting the information to them and making them think. We have positioned the station very strongly as the news and information leader, and I plan to continue that policy."

Newly-appointed Station Manager Michael Packer said Morris has "demonstrated the experience and professionalism needed to carry out KTRH's fine tradition of providing the best in news, talk, and farm programming. She knows Houston, and she has proven she's a fast learner," said Packer. "I have all the faith in the world she is going to continue to grow."

Austin Upped To WLUM PD

WLUM/Milwaukee MD and acting PD Susie Austin has been promoted to PD/MD. She fills the vacancy left by Mark Driscoll, recently named PD of WZPL/Indianapolis.

Commenting on the appointment, Austin said, "I'm looking forward to the challenge. The high caliber of upper management at (owner) All Pro Broadcasting is a great inspiration, and Urban Contemporary is a great format. Having worked closely with Mark Driscoll, I know what it will take to maintain WLUM's current marketplace position. Being from the city and having already worked in the Milwaukee market is

AUSTIN/See Page 28

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Washington Report

Fast Food Better Paying Than Radio News?

Radio news salaries went up about 4% between mid-1982 and mid-1983, according to a survey of 375 radio stations conducted for the Radio-Television News Directors Association (RTNDA). The typical news director's salary was unchanged at \$275, while the wages for top reporters rose 4% to \$250. The lowest paid radio news staffers earn a median income of \$225 a week, up 7% from the previous year.

The survey was done by Vernon Stone, Director/Southern Illinois University School of Journalism. He concluded, "While the survey shows that many stations pay well, some are getting by with salaries that are too low. Those 29% of small-market radio news directors who were making less than \$200 a week would do almost as well dispensing fast food."

Stone continued, "By raising salaries to a proper level and, at the same time, demanding more of their news staffs, stations now lagging can do much to upgrade broadcast journalism and gain greater respect from their audiences."

Murder An Issue In California AM Case

He didn't win the California AM license he was seeking, but Clarence "Stan" Duke's 1971 murder conviction wasn't held against him in the case. Duke, then a sportscaster at KNXT-TV/Los Angeles, spent three years in prison for killing a man he discovered having a "sexual liaison" with his wife.

Administrative Law Judge James Tierney said the conviction didn't disqualify Duke from being an FCC licensee. He cited a Certificate of Rehabilitation granted to Duke by the Superior Court of California, plus testimony to his good character by people such as entertainer Art Linkletter.

What ended up hurting Duke was the judge's finding that he was "combative, evasive, and sullen" during testimony. Judge Tierney feared that attitude would "permeate" any station under Duke's control. He dismissed the applications of Duke's firm, New Radio Corp., and three other competitors, and awarded Orange County Broadcasting the license for a new AM on 830 kHz in Orange, CA.

Commissioner Patrick Settles In

Since being officially confirmed by the Senate on March 30, FCC Commissioner

Dennis Patrick is beginning to assemble his personal staff. He has named Diane Silberstein, formerly of the General Counsel's office, as his Senior Legal Advisor. Her duties include briefing Patrick on mass media issues. Coming aboard to handle telephone matters is Kathleen Levitz of the Common Carrier Bureau.

Patrick, a Republican, was nominated by President Reagan last October. But when Communications Subcommittee Chairman Barry Goldwater (R-AZ) held up confirmation, Patrick took office under a "recess appointment" from the White House in early December. Without Senate confirmation, Patrick would have been forced to step down at the end of this year.

Race On For Special NAB Female, Minority Board Seats

NAB members have nominated 26 candidates to fill special female and minority seats on the Radio Board, which will pick winners in mail balloting next month. Candidates for the two seats are KASI & KCCQ/Ames, IA GM Betty Baudler; KIRX & KRKL/Kirksville, MO GM Vera Burk; KFMR Stockton, CA GM Susan Carson; WAKK & WAKH/McComb, MS GM Maureen Clark; WHAV & WLYT/Haverhill, MA President Jane Nakayman Cole; KACE/Los Angeles President Willie Davis; WDEA & WWMJ/Ellsworth, ME President/GM Helen Dudman; Katz Broadcasting VP/Administration Janice English; WBTH & WXCC/Williamson, WV VP/GM Janet Evans; KABQ/Albuquerque VP/CEO Ed Gomez; KHAR & KKLK/Anchorage President Patricia Harpel; WILM/Wilmington, DE VP/GM Sally Hawkins; KBBX & KCGL/Centerville, UT Manager Kay Henry; KRGV/McAllen-Brownsville, TX Manager Sylvia Hernandez; KKYN/Plainview, TX GM Janie Kirkland; WDKX/Rochester GM Andrew Langston; WIAC/San Juan GM Luis Alan Mejia; KMUS & KRLQ/Muskogee, OK owner Linda Parrish; WRKL/New York owner Betty Ramey; KTRW/Wenatchee, WV Manager Melina Read; WYMB & WTWE/Manning, SC President Betty Roper; KCOR/San Antonio GM Nathan Safir; consultant William Summer, WLOU/Louisville; WNJR/Union, NJ President/GM Jeri Warrick; WCXT/Hart, MI GM Nancy Waters; and WENS/Indianapolis GM Christine Woodward.

Other Key Developments

- President Reagan's live satellite address/Q&A May 1 to the NAB Convention has been cancelled due to a conflict with a meeting in Fairbanks, AK that day with Pope John Paul II.
- The involuntary license assignment of WNHC/New Haven has been approved by the FCC over objections from former owner Anthony Martin-Trigona, who gave up the station in a 1980 bankruptcy proceeding.
- Citing new information that has come to light, the FCC has set aside a March staff ruling that cleared WQCS/Ft. Pierce, FL of charges that its news policies were biased to favor the station's licensee, Indian River Community College.
- Dodge City Citizens for Better Broadcasting, which is challenging the license of KTTL/Dodge City for airing attacks on Jews, has received the National Brotherhood Citation from the National Conference of Christians and Jews in New York. The group's attorney, Naomi Kauffman Gunderson, was also cited.

McKinney Says Lottery A Live Option For Docket 80-90 Grants

There's a growing belief in Washington that the FCC may have no choice but to use a lottery to award FM drop-in licenses under Docket 80-90. The administrative law judges who handle comparative license cases are already overworked, observers say, and would stand little chance of coping with hundreds of new FM drop-in proceedings.

"We haven't made a decision on that," FCC Mass Media Bureau Chief Jim McKinney told R&R. "Certainly, lottery is one of the things that is high on our consideration list." A key factor will be the number of counterproposals suggesting alternate sites to the 684 drop-in locations issued last month by the Commission.

A large number would foreshadow "thousands" of station applications and warn that some sort of streamlined processing method is needed, said McKinney. With a slim batch of counterproposals, he added, "I'm not sure we would go to lottery."

McKinney stressed that the full Commission hasn't yet been consulted on the issue, and said it would be advisable to first "touch base" with Congress prior to using lottery for radio for the first time.

Lottery May Boost Applications

If the low-power TV experience is an accurate guide, use of a lottery could significantly increase the total number of FM drop-in applications. That's partly because lotteries do away with the intimidating prospect of a comparative hearing that could last years and cost each applicant tens or hundreds of thousands of dollars in legal bills.

And lotteries could encourage the playing of the "numbers game" — the filing of numerous applications by one person or group with the expectation that the odds

favor at least one being granted. However, McKinney said he believes Docket 80-90 will attract large numbers of applications, regardless of the lottery issue.

Letters Of Intent Pour In

Meanwhile, the Commission has already received hundreds of letters of intent from parties planning to file for one of the 684 drop-in channels proposed last month. A few counterproposals suggesting alternate sites have come in, but the Commission expects a last-minute flood as the May 14 deadline approaches.

Class A's Add Antenna Height

Besides opening up the spectrum for 1000 or more new FMs, Docket 80-90 also offers some benefits for certain existing stations. For instance, because the Commission wanted to use round figures in its conversion to the metric system, Class A's, formerly limited to 300 feet of antenna height, are now allowed 328 feet (100 meters).

Many stations also might actually benefit by downgrading to one of the new classes of FMs created. For instance, a station located 20 miles from its community of license owing to mileage separation requirements might be able to move much closer by downgrading. In the case of Class C's, the minimum co-channel separation allowed is 180 miles, but for C-1s the distance is only 152 miles.

LOW-POWER FM UP

FCC Regional Control Rule Destined For Axe This Week

The FCC rule that prohibits closely-grouped chains of radio stations was virtually certain to be abolished at a Commission meeting this week (4-11). Elimination of the so-called 100-mile rule was just one of many major radio items due for Commission action at the session.

FCC insiders predicted certain death for the regional concentration rule. It bans broadcast groups of three or more stations where any two of the outlets are within 100 miles of each other, and any of the primary signal contours overlap. It's believed ending the rule could lead to more regional broadcast chains, especially of smaller, rural stations.

The Commission was also set this week to vote on a proposal by the Moody Bible Institute of Chicago to create a new service of low-power FM stations broadcasting with only 10 watts of power. Despite rumors that the item would be killed altogether, one well-placed agency official predicted that some form of low-power FM will be authorized, if not the specific Moody plan, which includes satellite feeding of FM translators, now limited to off-air pick-up of originating stations.

Fairness Doctrine Under Attack

The Commission was also expected this week to:

- Issue a Notice of Inquiry (NOI) asking for comments on how the Fairness Doctrine might be reinterpreted for broadcasters. An NOI falls far short of an actual proposed rule change, but the item is seen as a first step in FCC Chairman Mark Fowler's campaign to deep-six the Fairness Doctrine.

- Order a hearing on the license renewal of KTTL/Dodge City, KS, accused of inciting violence against Jews and other minorities. KTTL faces a competing application and numerous petitions to deny its license.

- Allow many daytime-only stations to use somewhat higher power than previously granted during their extended post-sunset hours.

- Prohibit state public utilities commissions from regulating paging services offered via FM subcarriers.

- Authorize a committee of networks and major groups to coordinate use of auxiliary frequencies at the Democratic and Republican National Conventions this summer in San Francisco and Dallas, respectively.

Other items on the Commission's crowded broadcast agenda included:

- EEO complaints filed against KDEN/Denver and WYDE/Birmingham by the National Black Media Coalition.

- Challenges to FM channel allocation decisions for several communities in South Carolina and Indiana.

- A proposed distress sale of WXXR/Cullman, AL.

- A dispute over assignment of the WEZI call letters.



MICHENER LAUDS RADIO — Novelist James Michener cited "the wonderful survival value of radio" last week as he received the Pennsylvania Association of Broadcasters annual Gold Medal Award. Author of dozens of books, most recently "Poland," the Pennsylvania native is also President of WBUX/Doylestown, PA and a member of the board that oversees Radio Free Europe, Radio Moscow and Radio Marti. PAB President David Dodds, GM of WGAL-TV/Lancaster, presented the Gold Medal to Michener in Washington at a dinner honoring members of the Pennsylvania Congressional delegation.

WHO'S THE REP

WITH FOUR NUMBER ONE STATIONS*
IN THE TOP 10 MARKETS?

MARKET	MANAGER	GROUP
WJR DETROIT	RON PANCRATZ	CAP CITIES
WHTZ NEW YORK	DEAN THACKER	MALRITE
WKYS WASHINGTON, D.C.	BART WALSH	NBC
KKBQ A/F HOUSTON	PETE SCHULTE	HARTE-HANKS

EASTMAN, OF COURSE.

AND WHO'S THE ONLY REP

WITH DOUBLE THE NUMBER ONE STATIONS*
IN THE TOP 10 MARKETS?

				
				
				
				
EASTMAN RADIO	BLAIR	McGAVREN -GUILD	CHRISTAL	MAJOR MARKET

EASTMAN,  OF COURSE.

*FALL 1983 ARBITRON-METRO' SHARES. 12+, AQH, 6A-12M, MONDAY TO SUNDAY.



EXAMINES CHR, BLACK, AOR AUDIENCE

Radio Listener Lifestyles Probed, Pt. II

Continuing our look at Hillier, Newmark, Wechsler & Howard's listener lifestyle reports, below you'll find highlights from the CHR/Rock, Black/Urban, and Album Rock/Progressive studies:

CHR

- CHR is the third most listened to radio format. Almost 20 million adults (11.9%) listen to CHR on a daily basis during rated hours.

- Contrary to the belief about CHR being a female-only format, adult listenership is split almost 50/50 between the sexes.

- 69% of 18+ CHR listeners own their homes.

- The percentage of CHR listeners who attended college outpaces the percentage of those who matriculated in the general populace (21% to 17%). But the percentage of listeners in both groups who graduated from college is roughly equal (16%).

- 85% of CHR's adults are 18-49 years old. 32% are in the 25-34 bracket.

Black/Urban

- 7.6 million adults listen daily; of those, nearly three million (38%) are white.

- Female listeners outpace males 56% to 44%.

- 75% live in households of more than three people, but 57% own their homes and 65% live in single family dwellings.

- 72% of adult Black/Urban listeners are employed; 67% are employed fulltime. In both cases, adult Urban/Black listeners are slightly more employed than the general populace.

- Black/Urban listeners attended college in roughly the same numbers as the general populace, but tended to graduate less (16% to 10%).

- The consumer pattern for Black listeners 18+ is virtually identical to the pattern for the general market.

Album Rock

- "Adult Album Rock" is the fifth most listened to format among adults. Its daily cume is over 12 million adults or seven percent of the total population.

- Male listeners outpace females roughly six to four.

- 32% of adult listeners are parents.

- 50% of AAR listeners are in the 25-34 range (compared to 54% of the general population).

- HNW&H emphasizes that AAR listeners are buying the same items as other members of the adult population, but are often making their first big purchases: new homes, furniture, automobiles, etc.

- 25% of the format's listeners attended college and 17% graduated.

- 27% of AAR heads of households hold professional/managerial positions.

- Almost half of the format's adult listeners earn more than \$25,000 yearly. Nearly a quarter earn over \$40,000 compared to only 18% of the general population.

More study highlights will be presented next week.

RCA Phases Out Videodisc Division

RCA Corporation recently announced intentions to suspend the operations of its videodisc division. Despite a 73% overall earnings increase, the company reported an after-tax loss of \$94.5 million for that particular division, only slightly less than the \$99.6 million and \$97 million losses posted respectively in '83 and '82.

Videodisc player manufacturing and marketing will be gradually phased out during the year. Player parts and service, however, will still be provided. In addition, for three years the Indianapolis plant will continue pressing RCA's library of videodisc programs, as well as those of other suppliers. Plans are to make available and support the new and previously-released disc programs. Chairman Thornton Bradshaw also indicated the company would keep custom-pressing new CED shows from other suppliers.

Cart Firm Enters Tape Business



Fidelipac Corporation, long-time cartridge supplier, has now entered the audio tape manufacturing field. According to company officials, this venture makes Fidelipac the first firm "ever to manufacture tape exclusively for the broadcast industry." Known as "Dynamax," the high-performance audio tape represents four years' worth of research/development. Chief among its features are an extended tape life (ten times longer than ex-

isting tapes or 10,000+ plays), improved quality, and uniformity.

Although the company will be demonstrating Dynamax for NAB conventiongoers (Booth 411), those unable to attend can test the new product by dialing (800) HOT TAPE.

We Proudly Announce The 1984 Rockguide

is coming Memorial Day Weekend in association with some of the finest Contemporary radio stations in America! The ROCK RADIOGUIDE is an **indispensable** travel aid and the perfect complement to **any** car radio. This year we are bringing out 4.5 million ROCKGUIDES in "Top 40" markets, sponsored by **SUMMER BLONDE from CLAIROL**.

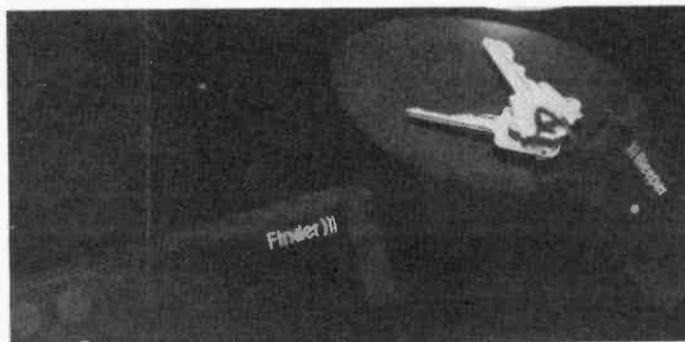
Developed by Art Vuolo, Jr. and Berry M. Grant

THE RADIOGUIDE PEOPLE



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Keeping Track Of Lost Keys



If you've ever flung items out of dresser drawers or desperately pawed through shag carpeting in a frantic search for lost keys, then this is for you. The two-piece "Finders-Bleepers" device consists of a battery-operated transmitter and a receiver. Instead of tearing the house apart, just

press the transmitter button and wait for the key tag to beep a return signal from up to 15 feet away. Of course, the trick is not to lose the transmitter.

Finders-Bleepers retails for \$49.95. Order from the **Markline Catalog** by calling (800) 225-8493.

Vending For Video

A new videocassette vending machine may soon make going to the movies as simple as running to the corner for a newspaper. Developed by **Essex Engineering**, "Videomat" lets compulsive film buffs rent movies any time of the day or night. All they have to do is insert a Visa, Mastercard, or

American Express, then head home with film in hand. The daily three to five-dollar rental fee is billed to their account. Returns are made via a drop slot built into the machine. Burlington, VT; Detroit, Oakland, CA; Britain; and Canada comprise the current test market phase.

Classical Music In Stereo

Many pop music fans stereotype classical musicians as follows: a stuffed white shirt in a tuxedo, with silver hair surrounding a balding pate. But when it comes to assessing each other, classical musicians' perceptions strongly differ.

A Union College (Schenectady) psychologist asked members of 11 symphony orchestras to describe themselves within their section (strings, brass, woodwinds, and percussion) first, and then to rate the musicians in other sections. Descriptions were to cover such characteristics as security, competitiveness, and athleticism. The dichotomy between how most groups categorized themselves and how they were viewed by others was often extreme.

Woodwind players viewed themselves as "sensitive individuals with a cool sense of humor." Percussionists described woodwind players as "wimpy, introverted worriers." Brass players felt they were "confident, gregarious, and even hell-raising." String players relied on one simple word to describe horn blowers: "brassholes." The percussionists' self-image was outlined as "reliable, underrated, and sexually active."

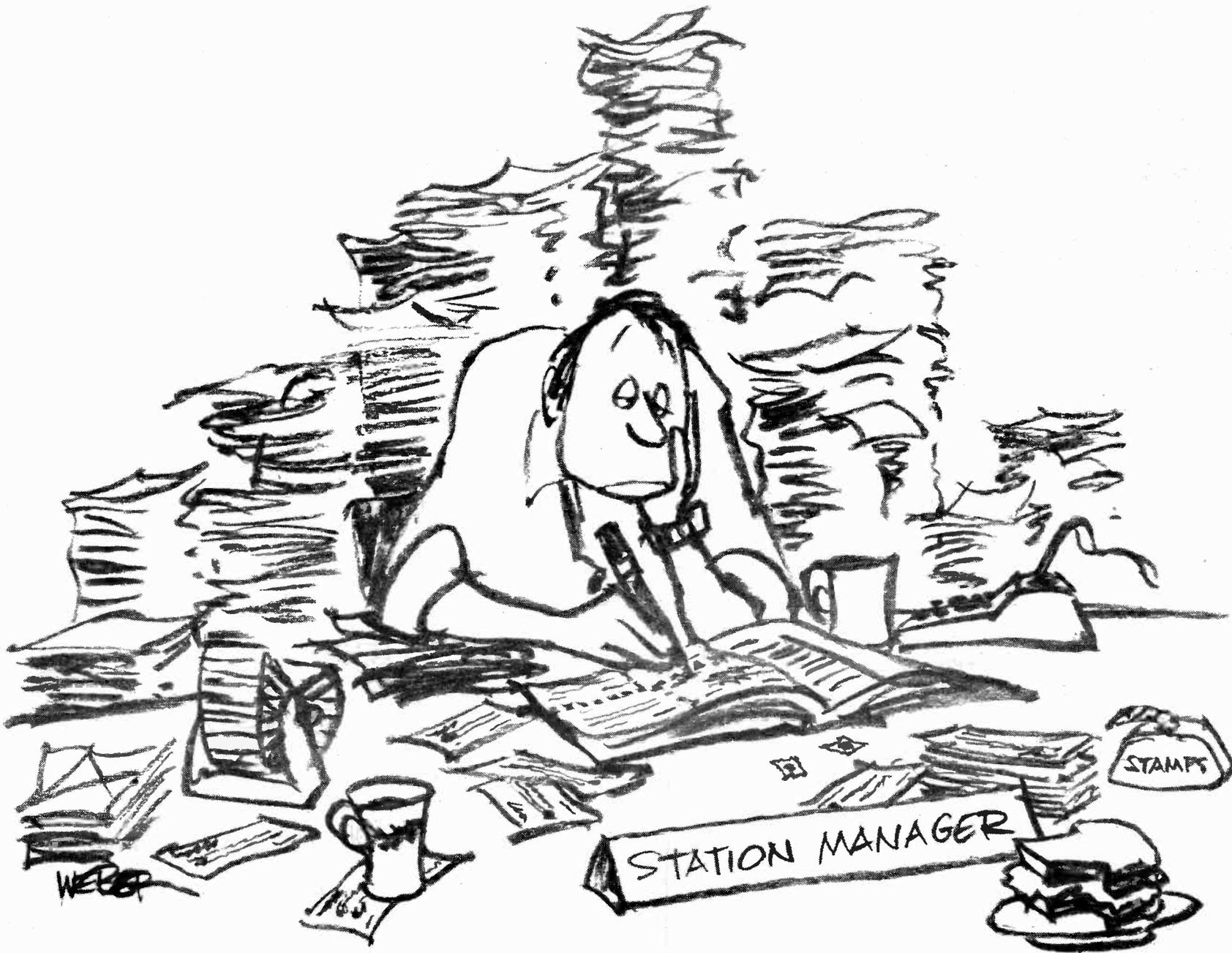
Woodwinds pictured percussionists as "unintelligent and immature, but fun at parties." The only people who saw themselves with negative eyes were the string players, who called themselves "competitive, neurotic, and insecure." Drummers went one better, referring to their stringed counterparts as "stuffy, competitive prima donnas." And adding to the bad blood between the string and brass sections, horn players called violinists "frustrated, snobbish, chickenshit wimps."



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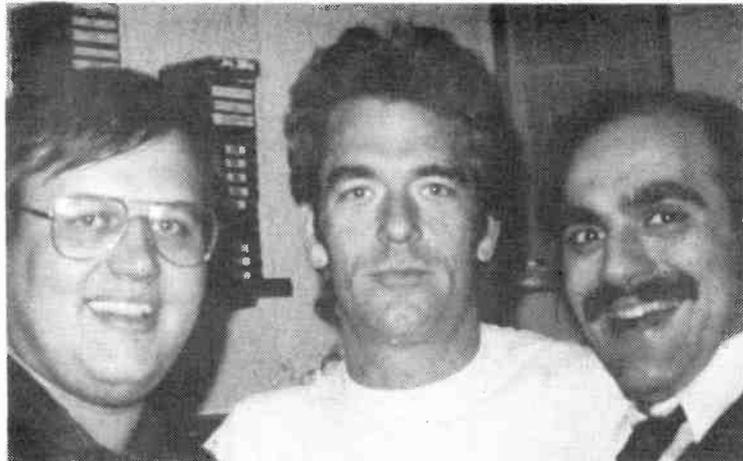
To deal directly with all of them, the average station would have to spend tens of thousands of hours a year just to handle the paperwork. Not to mention the telephone and postal expenses. And you'd still have to pay royalties.

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THE NEWS IS OUT — During a recent tour Chrysalis's Huey Lewis and the News stopped by WHTF/York, PA for an on-air interview. Shown here at the station (l-r) are WHTF's OM Michael Sarzynski, Huey, and VP/Programming Joe Montione.



DOG'S BEST FRIEND — WNBC/New York's morning personality Don Imus was recently caught in the act of loving animals while recording TV and radio announcements on behalf of the North Shore Animal League. He's one morning personality who takes a licking and likes it.

Pro:Motions

Candeloro Upped To WRUN/WKGW GM

Gene Candeloro has been promoted to General Manager of **WRUN & WKGW/Utica, NY**. He had been Station Manager of the two **Deer River**-owned outlets for the past year and, previous to that, served as Station Manager of crosstown **WUTQ & WOUR**. Candeloro succeeds **J.T. Shrigley**, who was upped to VP/GM of **WFGL & WXLO/Fitchburg-Worcester, MA**.

Vincent Manages TM Video Sales

Joe Vincent is named National Sales Manager/Video Production at **TM Communications**. He's a 13-year **RAB** veteran, spending six years as VP/Regional Sales and seven as Senior Vice President.



Joe Vincent

Hinsche Promoted At KMPC

KMPC/Los Angeles has promoted **Sue Hinsche** to Local Sales Manager. She's been with the station for three years as a local Account Executive. Before that she held positions with Los Angeles stations **KIQQ** and **KFWB**, as well as **Major Market Radio**.

Grode To MCA Business/Legal

Lance Grode has been tapped as Director/Business & Legal Affairs at **MCA Records**. He had been Senior Director/Business Affairs for **20th Century Fox's** telecommunications division and also spent six years as a record industry lawyer.



Lance Grode

Corson Directs I.R.S. Sales

Tom Corson rises to West Coast Sales Director at **I.R.S. Records**. He will maintain the National Merchandising Coordinator duties that he's held for two years. However, his territory has been expanded to include all California, Utah, Oregon, and Arizona.

LeFrak, Norby Walters Join Forces

Publishing/production firm **LeFrak Entertainment** and management company **Norby Walters Associates** have formed a joint publishing company, specializing in Black/Urban contemporary music. **Herb Moelis** will supervise the new operation. Besides being Executive VP of the **Entertainment Company**, he's also held top positions at **Kirshner-CBS Music Publishing** and **Screen Gems-Columbia Music**. The new firm will operate out of LeFrak's New York headquarters.

Van Hengel New Capitol VP

Kick Van Hengel has been named Divisional VP/International for **Capitol Industries/EMI America**. He first joined EMI(UK) in 1967, rejoining the label in 1979. Following that he was appointed Director/European Promotion for the **Capitol/EMI America/Liberty Records Group**. Van Hengel most recently served as GM/International for the label.

Johnson Returns As WHOO GSM

Robert Johnson has returned to **WHOO-AM & FM/Orlando** as General Sales Manager. Prior to this, he worked in the sales department at **WLW/Cincinnati** and first held the **WHOO GSM** post from 1973-75. Johnson's radio career also includes stints with **WIZE/Springfield, OH** and **WKLO/Louisville**.



Robert Johnson

Stephenson Adopts New Name

Consulting firm **Stephenson Broadcast Services** has changed its name to **Stephenson Communications**. In addition, the company has moved to 2450 Peralta Blvd., Suite 216, Fremont, CA 94536 and can now be reached at (415) 792-3343.

RCA Boosts Waugh

Butch Waugh has been promoted to Manager/Regional Promotion for the Southeast and Southwest. He had been the label's Atlanta promotion person for two years and prior to that handled local promotion for **Capitol** and **A&M** in Charlotte. Based in Atlanta, Waugh will oversee RCA's local reps throughout the south.



Butch Waugh

Evers Named PAJ Business Director

Al Evers has been tapped as Director/Business Affairs at **Palo Alto Records**. He's been with the jazz-oriented label for almost three years, first coming aboard as National Promotions Director. Since May 1982, he'd been Director of Creative Services.

Capitol Appoints Two

Jeremy Hammond has been appointed Promotion Manager/International at **Capitol/EMI America**. He's been with EMI for four years, most recently in a similar capacity at **EMI International**. Concurrently, **Dan Davis** is named Director of Merchandising for label subsidiary **Capitol Data Systems**. For the last year he worked with **NARM** and **VSDA** as Executive VP. Before that he had spent 18 years with Capitol in various posts.

Wagner Directs WB Advertising

Jim Wagner has been appointed Director/Advertising for **Warner Bros. Records**. He's an eight-year label veteran, moving from a Field Merchandiser post for **WEA** to National Merchandising Field Specialist for **WB**. In 1979 Wagner was named National Merchandising Director.



Jim Wagner

Hit Rock Stations — Don't Be Left Out!

of the **1984 Rock Radioguide** coming May 25th. 4.5 million **RADIOGUIDES** listing every major AM & FM Contemporary station in the nation will be printed in conjunction with top stations across America. **Please** send us a postcard with your call letters, **exact** frequency, and format (CHR, AOR, Mellow, Urban, or Gold) to us **TODAY!** Closing date is April 20, 1984.

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Quarter-Hour Quirks

The search described in the popular movie "Raiders of the Lost Ark" has nothing on the quest by radio programmers for more and more quarter hours. As books come and go, stations often see their quarter-hour numbers fluctuate and scratch their heads wondering (out loud) "What went wrong?" or (to themselves) "What did we do right this time?" Certainly programming adjustments are a factor, as are items such as ad budgets and promotional efforts. However, there are also some quirks in the Arbitron software that might play havoc with your central nervous system.

I'll describe in the following paragraphs how diarykeepers (and the way they casually record their entries), in concert with certain workings at Arbitron, can combine to make your station a winner (or loser) in the quarter-hour race. I'll also prescribe how you can find out what impact, if any, such quirks might have had on your ratings results.

The "Five-Minute Span" Syndrome

One assumption many folks make is that if your station is listened to for five minutes or more in a daypart, you'll receive some credit and the credit for the appropriate quarter-hour. That's not necessarily true. There is some fine print here that's important.

The key statement to keep in mind is that the five-minute span of listening recorded by the diarykeeper must fall totally within a specific 15-minute clock segment, such as 0-15, 15-30, 30-45, etc. If a five-minute listening entry spans two quarter-hours, no credit is awarded to the appropriate station.

Thus, an entry to station KZZZ from 10:12 to 10:17 doesn't earn the station any credit or quarter-hours since the five minutes spanned two quarter-hour segments on the clock. On the other hand, an entry that read 10:10 to 10:15 would fall entirely within a discrete quarter-hour and would add to the health of the station involved.

As you can see, if the five minutes of listening aren't contained entirely

within a quarter-hour, the listening is essentially lost. No station would get credit.

The "Bridge Syndrome"

There are quirks in the system that can help some stations actually get more credit than others from the same amount of listening. Amazing but true! Here's how it happens.

"It's possible your quarter-hour share could slip with no actual decline in the number of diaries or listening spans your station obtained."

I call this the bridge syndrome. Imagine a diary entry (many of these are actually seen in the booklets) where the respondent was listening in the car. With button pushing being a fact of life there will often be entries such as:

8-8:30 AM Stations A,B,C
(switched back and forth)

In this example stations A and C would each get credit for one quarter-hour of listening, while station B would garner credit for listening in two quarter-hours. How could that be?

Within each daypart Arbitron takes a listening span and apportions credit by

Week In Review

Advisory Council, Arbitron Issues

Dealing with call letter confusion and simulcast times were topics addressed recently at a meeting of Arbitron executives and the Arbitron Radio Advisory Council. According to Council Chairman Ed Giller of WFBG/Altoona, "The Council passed a resolution commending Arbitron's new stance regarding simulcast times. Arbitron will now assume there is no simulcasting unless the facility forms for the relevant stations definitely show the joint broadcast hours."

Giller also told R&R, "I think the Council has a role to play in helping the industry avoid call letter confusion that is harmful to the ratings. We are urging Arbitron to set some firm rules on identifiers, perhaps in accordance with the Electronic Media Rating Council, and then say to the industry 'these are the rules regarding trying to cause confusion with call letter changes.'"

In addition Giller mentioned that Arbitron is considering allowing the Council chair to write a column in the ratings firm's PR newsletter, Beyond The Ratings.

NRBA, Bolton Announce AM Radio Studies

The NRBA has announced it will conduct a survey of all AM radio managers to determine the current state of AM stereo usage in the industry. Similar studies are also being conducted by researchers Rob Balon and Jon Coleman.

In addition, Ted Bolton Associates has announced its firm is also doing an AM national study. The 250 interview sample will ask managers what AM can do to effectively compete in the '80s. Both the NRBA and Bolton results will be available in May.

dividing the time involved among the stations listed by the diarykeeper. In the example cited above Arbitron would take the 30 minutes and divide the total listening by the number of stations shown — three here. Thus, each station gets credit for ten minutes of listening. Seems okay so far, eh?

However, be aware the computer awards those ten-minute spans in strange and wondrous ways. The computer would credit the first station (A) with the first ten minutes of listening, namely 8-8:10 equals one quarter-hour earned. Station B would then get credit for listening from 8:10-8:20, while station C would be given 8:20-8:30. Station C would get one quarter-hour, but station B would receive *two*. This is because the allotted time span (8:10-8:20) gives the station one five-minute period within *two* discrete quarter-hours. That gives it an edge over the others, when indeed the time spent may have been equally split between these three stations.

As you might imagine, it's possible to have stations receive more quarter-hours than their competitors owing to such a fluke, and then find the next book not showing the impact of that anomaly. Such fluctuations have been known to drive broadcasters to the hard stuff, especially when it's possible your quarter-hour share could slip with no actual decline in the number of diaries or listening spans your station obtained. Just being station A rather than station B in the above example could mean softness in your numbers which might not really be the case.

What Can You Do?

After having pointed out some of the situations inherent in Arbitron's current

software, I should point out here that these aren't necessarily incorrect ways of handling the specific quarter-hour situations described here. As Arbitron looks at rewriting its radio software system, perhaps it'll come up with different approaches to these items. However, the key nugget for you to take along today is that these quirks can unrealistically help or hurt your numbers.

"The five-minute span of listening recorded by the diarykeeper must fall totally within a specific 15-minute clock segment."

In order to get a feel for how much impact crediting anomalies might have had in your ratings results, I'd strongly recommend a diary analysis, comparing an Arbitron "mechanical" diary printout to your station's raw diaries. The trip to Laurel can be most intriguing and help tell how real your quarter-hour rise or fall may have been. The station management team can then evaluate the book in terms of what diarykeeper entries — and how they were handled by Arbitron — may have done to your overall results.

As you read this column you may have begun to think about marketing — programming, advertising and promotions — and what could be done to cope with or take advantage of the quirks I've written about. Stay tuned. In an upcoming column I'll offer some marketing tips that can relate to the implications of what I've disclosed this week. In the meantime, here's hoping Friday the 13th is your lucky day.

Q&A

Bob Kaghan, PD of WBCY/Charlotte, wrote to mention he enjoyed my column on computer applications. He also wondered, "I'm interested in talking to anyone who has developed software for processing record sales information on either a TRS 80 Model 16 or an IBM PC. Is there any hope for me?"

All right readers, here's your chance to help a fellow broadcaster. Anyone who might be able to give Bob a hand can call him at (704) 374-3773.

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with Dave Roberts

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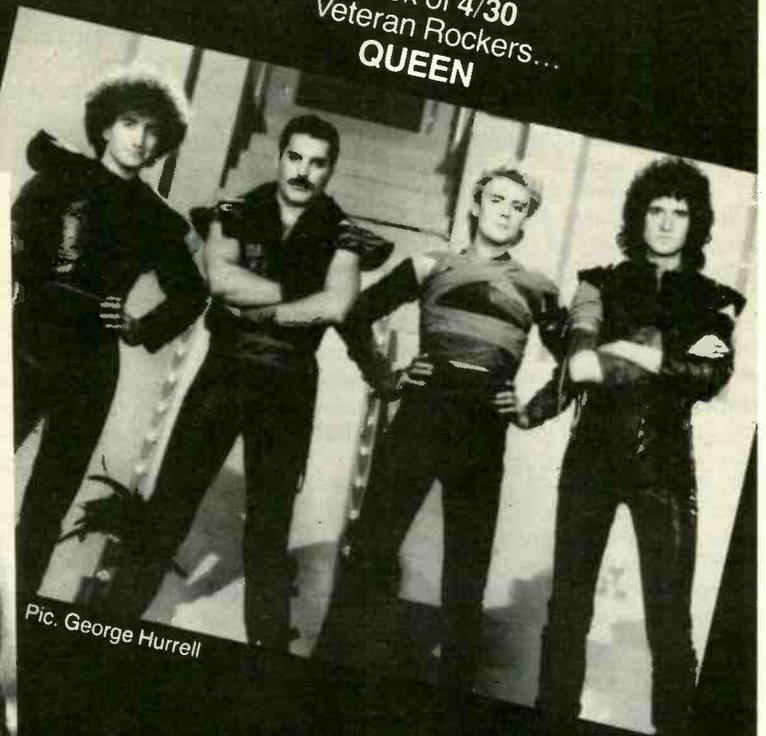
Pic. Mark Leban

Week of 4/23
Journey's
lead-singer-gone-solo...
STEVE PERRY



Pic. Paul Natkin

Week of 4/30
Veteran Rockers...
QUEEN



Pic. George Hurrell

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NETWORKS

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WHO'S ON FIRST?

Take Me Out To The Ballgame



In the words of Chico Escuela, "Beisball been bery, bery good to me," as it has to millions of other sports fanatics worldwide. Ever since Abner Doubleday reputedly combined the British games of cricket and rounders, the sport has taken its rightful place as America's national pastime — not to mention its deified status in scores of other countries around the globe. Whether played in a sandlot with broom handles and taped hardballs or at the county fair atop a braying donkey, baseball has become synonymous with apple pie, hot dogs, and Chevrolet.

Even before the days of live remote broadcasts, baseball had become a part of the radio industry. Games recreated from wire copy were common in radio's adolescence, and even Ronald "Dutch" Reagan has his stories of ad-libbing amazing plays until the wire copy caught up with the pace of his "live coverage." Eventually honest-to-goodness, play-by-play broadcasts, developed by pioneers such as Gordon McLendon, brought national network baseball to fans from Maine to California. The thrill of triple-plays and shoestring basket catches became a staple diet of the diehard fanatic, who lives for his regular baseball "fix."

Owing largely to the influence of television, the "game of the week" or "game of the day" has faded to that grandstand in the sky. Regional networks have captured the local audience, providing them with subjective commentary and color not available on national broadcasts. Orioles fans want Orioles games, Dodger fans want Dodger games, and Yankee fans don't want to hear a subjective account of how the Red Sox are whipping the Bronx Bombers 11-2. Baseball fanatics don't want their MTV. They want nine innings of their favorite team beating the pants off their biggest rival.

Winter has come and gone, and so has opening day. Spring and summer are upon us, as are 162 regular season games for 26 major league teams around the country. Baseball is here for the duration, and this week's column takes a look at some of the regional (and national) networks that make it part of Americana.

Regional Play-By-Play

Right off the bat (sorry) the biggest difference in the mechanics of baseball networks lies in whether the team retains the broadcast rights and forms its own network, or sells those rights to a separate entity — such as a local radio station which then develops its own network of affiliates. To get a fair cross-section of these and other mechanics of regional networks, I spoke with three separate networks: the Baltimore Orioles Radio Network (flagship station WFBR/Baltimore), the Dodger Radio/TV Network, and the Angels Radio Network (flagship station KMPC/Los Angeles).

Baltimore Orioles Radio Network



The world champion Baltimore Orioles' broadcasts are heard daily on 61 radio stations covering a large section of the mid-Atlantic region. According to Dale Andrews, PD at WFBR, "Ours is a pretty good-sized network, and we cover seven states as far south as Charlotte, NC on a day-to-day basis. We broadcast every game

and encourage our other stations to carry all of them — with a minimum requirement of 150. Play-by-play is provided by Jon Miller and his sidekick Tom Marr, and we feel we have good talent and a good setup here."

Andrews believes the single most important factor responsible for the increase in baseball attendance is the regional broadcast. "If you live in the Baltimore area you might sit down to listen to or watch a Dodgers-Phillies game just out of being a fan or for the purity of the game. But to really be interested you want to hear or see the Orioles. You don't want somebody out there kicking the Orioles 11-1. You want a homer. Regional games create a cheerleading effect, and I think it's made a lot of difference. It's made baseball grow."

WFBR negotiates the radio rights with the Orioles, and the station puts together its own network. Andrews continued, "Each individual network around the country has its own twist, and one of the basic differences between them is who sets them up. Some clubs handle their own broadcasts, hire their own announcers, run the broadcasts, and set up their own network. We negotiate the broadcast rights and set up our own network. Actually we sublet that job to a company called Metrosports. They arrange the stations, put the lines in, arrange for transmission, and in return the stations get all the ballgames and a certain number of commercials in the game that they can sell locally."



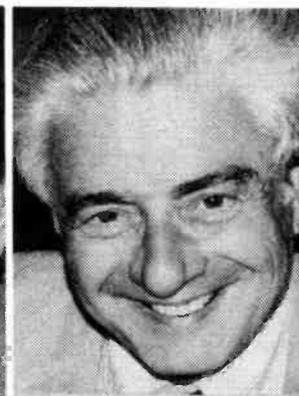
Dodger Radio/TV Network

In contrast, the Los Angeles Dodgers retain the rights to their own broadcasts and arrange their own network advertisers. Dave Van de Walker, Director of the Dodger Radio/TV Network, told R&R, "Some years ago the Dodgers determined they wanted to control their own destiny, so they pulled the network in-house. Unlike most ballclubs we create, sell, produce, and direct our own broadcasts. Because of this, we're able to control the flavor of the broadcasts, the scheduling of commercials, the selection of stations, and so forth."

The Dodgers are currently heard on 23 English and three Spanish-speaking stations, except on nights when Fernando Valenzuela is pitching. Then the Spanish number climbs to 30. The English speaking announce-team is composed of Vin Scully, Jerry Doggett, and Ross Porter, heard in Los Angeles on flagship station KABC. Spanish play-by-play and color coverage is provided by Jaime Jarrin and Rene Cardenas. The network retains all advertising during the broadcasts, except for four one-



Dale Andrews



Stanley Spero



Dick Brescia

minute spots. Van de Walker continued, "We entered into an agreement with KABC here in L.A. for the pregame, the play-by-play, and the post-game shows. We deliver the entire broadcast package to them, and they receive two spots each before and after the play-by-play. Added revenue comes from the periphery advertising, scheduled before and after the pre- and postgame shows. Also, the fact that a station has the Dodgers on it makes the rate card go up."

Angels Radio Network



Los Angeles Angels games are heard on KMPC (English) and KLUV (Spanish) in the Los Angeles area and on approximately 15 other stations in California, Nevada, and Arizona. Even though Angels owner Gene Autrey owns KMPC parent company Golden West Broadcasting, the Angels network is a separate property. Stanley Spero, VP/Sports at GWB, explained, "KMPC negotiates the rights from the Angels, and they pay a substantial royalty to broadcast the games. KMPC then sets up its own network and sells its own advertising. The situation is handled separately, even though both the station and the team are owned by the same man. Each enterprise is an entity within itself."

Like the Dodgers, the Angels Radio Network retains all advertising within the regular game broadcasts. "We keep all the spots within the play-by-play," Spero continued. "We have four national advertisers for the games themselves, while pregame and postgame shows are available to the stations to sell on a cooperative basis. They can put in their own advertising; this is one of the ways we compensate them for carrying the games."

Bob Starr, Ron Fairly, and Allan Conin call the Angels in English, and their Spanish-speaking counterparts are Cos Villa, Anthony Gonzales, and Cookie Rojas. "The broadcasts are well-produced, we have good announcers, and a good local following," Spero added. "We're lucky so many of the games are in the most successful time period. When an away game on the East Coast starts at 7:30, it comes on at 4:30 here. You have over five million automobiles in this area, and 88% of our games are

scheduled either in this time period or on the weekends."

National Network Baseball

With the upswing in the popularity of baseball and the success of the individual regional networks, why have the national



networks shied away from regular daily or weekly broadcasts? Dick Brescia, Sr. VP/CBS Radio Networks, explained, "There are certain radio stations that are naturals to carry a national game of the week. They're the stations that do a lot of sports or are broadcasting games of local teams. The problem lies in the fact that if we were doing a game of the week and had the Yankees on, not only would we lose the broadcasting rights in New York, but the stations that like baseball are probably already clearing other games. As the regional networks grew, the potential for getting clearance for a nationally-broadcast game tended to diminish."

CBS has extended its existing contract with major league baseball and will cover the 1984 All-Star, playoff, and World Series games. The network has also signed a new contract with the Commissioner's office, securing national rights through 1989. What does this mean for baseball fanatics?

According to Brescia, "What this means is that we're going to bring back the game of the week in 1985. Because of the rights and exclusivity challenges, we're going to try to do games when we have the least amount of competitive clearance problems. Also, we will have not one, but two games. This way, those stations unable to clear a game because of a conflict would be able to clear another one. If the station is given several alternatives that will complement what it is doing locally, we think we can overcome a lot of the problems we would otherwise have."

"We feel that sports is a very important ingredient to a successful AM radio station, and the CBS Radio Network has invested a lot in providing that kind of program product. Now we're banking on the fact that there is a great appetite for baseball."

Network Spots . . .

CBS Radio Sports has scheduled exclusive live coverage of three top thoroughbred races in 1984, including the Wood Memorial on April 21, the Belmont Stakes (third leg of the triple Crown) on June 9, and the Travers Stakes on August 18 . . . **London Wavelength** president **Don Eberle** has left the company to help in the formation of a new syndication and media company, **Rock Over London**. The new company is slated to be a production and media company, and has retained the rights to the program "Rock Over London." . . . **Mutual Sports** is scheduled to present the U.S. Open later this summer, from August 27 through September 9. Coverage will be provided by **Richard Evans, Jim Gannon, and Tom Gorman** . . . A series of 60-second consumer

features is being produced by **Audio Features, Inc.** and will be transmitted via satellite for broadcast during National Consumer Week (4/23-28). The reports will be voiced by consumer reporter **Lisa Tate**, and will highlight such subjects as insurance, retail credit, home security, and drug safety . . . **MJI Broadcasting** will be premiering the first "Metalshop Mini-Concerts," featuring the **Michael Schenker Group**, the week of April 20. The concert will feature tracks never heard in America and never released on record. The company is also giving away autographed copies of "The Doors: The Illustrated History" in conjunction with its "Rock Quiz Doors Weekend Special" the weekend of April 27-29.

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The Moody Blues - A Rock Legend.

Broadcast the weekend of April 20 - 22nd. The Moody Blues in concert recorded live at the L.A. Forum featuring all of the hits that have made the Moody Blues a legend.

Plymouth Rocks America

Your listeners can win a new Plymouth Turismo Duster and other valuable prizes. Entry details are advertised on your station and in special issues of Rolling Stone magazine this summer.

GRAND PRIZE - A new 1984 Plymouth Turismo Duster

1st PRIZE - An evening for 2 to dinner and a concert in the winner's area.

2nd PRIZE - 5 Pioneer Car/Home Stereo Systems

3rd PRIZE - 100 "Plymouth Rocks America" Satin Tour Jackets

A Free Album Every Minute.

Your audience can call a special 1-800 phone number from 6 AM to midnight on April 21st, and win the Moody Blues album of their choice. Over 6000 albums will be given away throughout the summer.

Something For Everyone!

Be watching for other featured artists in this series with giveaways all summer long.



Only from The Source
and Plymouth - Makers of New Plymouth Turismo Duster.





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CAN'T
GET
WHAT
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KJ103
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AOR HOT TRACK **23**

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Management

Working Toward Effective Management Development

by Gary Kaplan

Recognizing the need for management development is one thing. Effectively implementing and practicing that process is quite another matter. Last month I touched upon management development and its interdependence on manpower planning and training. This column continues in that same vein, yet more closely examines the importance of management development and how to make it work effectively.

A Continuing Process

Optimizing the mutual needs of the station and the employee is the goal of the management development process. However, that does not occur overnight. Nor should it be hawked as a one-time only process: "Take advantage now of our all-inclusive management course and learn everything you'll need to know about managing in just one easy eight-hour session."

That may sound rather exaggerated. But it clearly illustrates a major point — management development is a deliberate and ongoing process. To become and remain effective, managers must keep up with the ever-quickening pace of social and technological changes. What happens outside the world of broadcasting (population shifts, economic fluctuations, local/national issues) directly influences what happens within your station walls.

Change is a way of life. As a result, managers must be willing and able to welcome and adapt the new ideas/attitudes that change spawns. Since change generally connotes improvement, a good manager will not resist but instead grasp what the change means and infuse his enthusiasm among the employees. Ideally this promotes increased productivity and profitability. Every station or business needs the healthy after-effects of such a transfusion.

Improving Flexibility

It is obvious that working in concert with change requires flexibility on the manager's part. Nine times out of ten, though, that is easier said than done. Promoting persons in-house from nonmanagement to management-level

posts is certainly commendable. However, unless those persons are adequately trained beforehand and encouraged to continue their self-development, they are sorely unprepared for their move up from the rank and file. Their having performed well on a nonmanagement basis does not automatically mean they'll do so in a management position.

To help facilitate employees' management transition, general managers should first have on file a list of "basic management responsibilities." This statement should outline, by management level, the duties and authority each position holds, involving both managing people and complying with company policies/practices. This gives the first-time or experienced manager a clearer understanding of his or her role change and the performance that is expected by those higher up.

But that is not all the ammunition a manager needs to do the job. According to a survey of training directors, up-and-coming managers should be armed with the following knowledge/skills:

- Conference leadership and group dynamics
- Planning and goal-setting
- Using and controlling leadership style
- Organizational theory and application
- Station/company stance concerning social, political, and economic issues
- Teaching and coaching
- Motivation theories
- Managing change, individual differences
- Job enrichment/development
- Life/career planning

Essential Elements

Management development training depends on the specific goals, purposes, and objectives of the company. Do you want to travel the preventive route, stopping problems before they become problems? Or are corrective measures — solving a business problem that has been identified — the answer? Whether formal (classrooms, seminars) or informal (on-the-job, job rotation, mentor relationships, groups/associations) training resources are chosen, the general manager should be aware of one thing. Regardless of the problem type, a good management development program consists of the following essential elements:

Definite Objectives — program should be designed to spur worthwhile improvement in performance and productivity; those goals should be so well defined that measurement of results is possible.

Relevance — content should pertain to participants' needs, relating to their jobs.

Substantiality (*Where's The Beef?*) — subject matter must be treated in depth and with enough understanding to bring about behavior improvement. This means more than just cut and dried verbalization and orientation information; it is important to recognize natural tendency to resist change.

Strong Leadership — discussion leaders or instructors must be competent in their respective fields, be able to communicate and skillfully transmit knowledge; motivate.

Appropriate Level — program should accommodate realistic

view of participants' qualities, background, abilities.

Sound Methods — teaching methods should be in sync with the predetermined learning objectives. These methods should also stimulate a desire to learn.

Active Participation — get participants involved. They shouldn't just sit there marking time.

Validity — program should supply reliable, factual, and valid information which invites a free and deeper exploration of the content.

Efficacy — objectives should be measured and accomplished. The program should be worth more than it costs, resulting in increased value of participants to station/company.

Evaluating Results

While it is definitely easier to evaluate the before-and-after results following skills, sales, or other technical training programs, management development and training progress are not impossible to assess. Formal management training can be looked at on a subjective level: the trainee's reaction during the process, at the end, and three to six months afterwards; the immediate superior's and subordinates' reactions.

Then there is the objective side, which takes the form of performance appraisals, production records, opinion surveys, and accomplishment of the desired objectives. Most management development occurs through on-the-job superior (coach) and employee (team player) relationships. In this instance, an employee's management development progress is evaluated through annual appraisals. These appraisals are also known as performance plans, which identify the mutual objectives of the superior and employee. Evaluated periodically, this plan assists in determining the individual's level of accomplishment, shows areas of improvement, and points out deficiencies.

Since management development costs time and money, it is important that the results be justified in terms of production, profits, and improved management performance. As in the case of management development, evaluation is a continuous process.

Radio is a business. And as with other businesses, the same rule applies: future and continued success depends on a well-planned and executed management development program. The concept should be treated as more than a hit-or-miss proposition. Such a program extends beyond merely filling an office vacancy and keeping your fingers crossed, hoping the person works out. Or beyond promoting a person because he did well as an account executive and thereby automatically assuming he's ready to tackle the GSM post without advance preparation.

Management successors should be flexible and able to handle change. Once in place, they must be kept stimulated and encouraged to continue their self-development. In fact, many firms require that each management and professional staff member attend at least one formal learning session each year. The more informed a manager is, the better he or she understands the environment that affects the station/company and the decisions that must be made.

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Organize your music library by mood, tempo, gender — any characteristic, degree or value you wish. Once you define your format clocks, AutoSelect picks and

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So call Sandy LaCasse collect, 704/525-3901. Find out how a very polished Assistant Program Director can help to improve your programming — and give your station a more competitive sound.

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



CHEAP TRICK

"Up The Creek"

Title cut from the hit movie!



MI-SEX

"Castaway"

On MTV



Street Talk



Is **NEIL ROCKOFF** returning to Miami? That's the rumble we've heard. Apparently the former **WLYF** GM is attempting to purchase **WNWS** through his Prime Time Radio corporation. Neil was last VP/GM at **KHJ**/Los Angeles, and largely responsible for taking the station Country.

And that last rumor may dovetail with this one (in case you're wondering what Neil Rockoff would do with an all-News AM in Miami). South Florida media watchers say Street Talk is quite strong that Country-formatted **WQAM** might just be considering a switch to Oldies. Aha!

Former **WHP/HARRISBURG** GM **DON WEAR** is suing **WHP** for \$750,000 plus unspecified punitive damages for allegedly failing to fulfill contractual obligations he claims the station made to him. We'll keep you posted on this one.



Kevin Flemming

KEVIN FLEMMING is the new Station Manager at **WWDM-FM/SUMTER, SC**, replacing Leroy Durant, who resigned last month to pursue outside interests. Kevin had been **WWDM-FM**'s PD since last spring, having joined the station from **WXAG**/Athens, GA. He's also worked for Atlanta outlets **WAOK**, **WIGO**, and **WSB**.

Buffalo radio vet **HANK NEVINS**, who spent some time at **WKBW**, **WGR**, and **WBEN**, is the new Operations Manager for **WQCR-FM/BURLINGTON, VT**. Hank is handling a live morning drive shift on the otherwise-automated **CHR** outlet.

After more than 22 years on the air at **WNOP/CINCINNATI**, air personality **LEO UNDERHILL** is retiring. He'll stay with **WNOP** in an off-air capacity, but his final show was April 6. Our congratulations to Leo on a long and successful career in Cincinnati. (Before joining **WNOP** in 1962, he was on **WCKY** for 14 years!)

At **WPLR/NEW HAVEN**, **MANUEL RODRIGUEZ** has been promoted from GSM to Station Manager, replacing Chuck Kampmeier, who is now programming in Phoenix. Doug Agnew has been upped to **LSM** from his **AE** slot.



Don't look for a replacement PD at **KYUU/SAN FRANCISCO** right away. Midday personality **RICK SHAW** is acting as interim PD, and VP/GM **JOHN HAYES** is taking his time to find the right person. Anyone interested should contact him.

"I Do . . . Again"



*This is not a promotion that will work for every station, but if you just happen to have a husband-and-wife team on staff, check this out. **WBCS/Milwaukee**'s morning team is Dick & Ellen Stout, known on their joint checking account as Mr & Mrs Stout. At the recent Milwaukee Home Show, Dick & Ellen decided to renew their marriage vows (originally spoken eight years ago in front of a Justice of the Peace), and they invited their audience to join them. So many couples wanted to stand up with the Stouts, the station eventually had to limit participation. Shown in the photo, Dick & Ellen share a tender moment just after saying their "I dos" again.*

Still no new PD at **WNBC/NEW YORK**, and there's not likely to be one named any time soon.

Afternoon drive personality **BOB GRAYSON** is retiring at **WOW/OMAHA** after more than 20 years in the business. PD Chuck Urian is now looking for someone to fill Bob's vacant shift.

STEVE PERUN has resigned the MD position at **WLS-AM & FM/Chicago**. He's looking for a programming position and can be reached at (312) 861-0955.

MORE STREET TALK/See Page 20

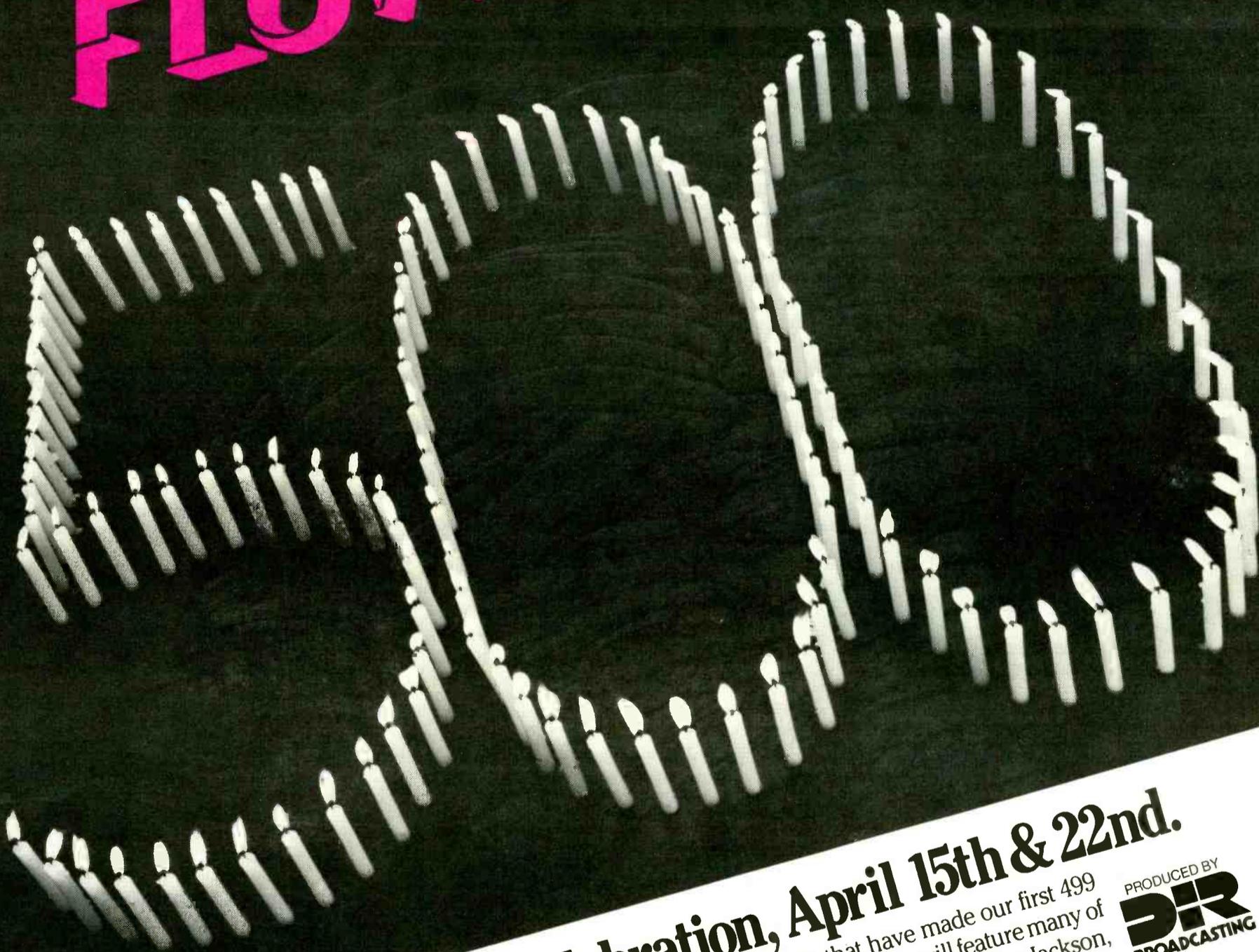
Have You Heard . . .

The *Odyssey File*

A Pursuit Of More Than Trivia!

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THE KING BISCUIT FLOWER HOUR



Join our 500th Show Celebration, April 15th & 22nd.

The King Biscuit Flower Hour is paying tribute to the industry and artists that have made our first 499 weekends a rocking success. On April 15th and 22nd, our two-part celebration show will feature many of the greats from the past 11 years: Pat Benatar, David Bowie, The Cars, J. Geils Band, Genesis, Joe Jackson, Journey, John Lennon, John Cougar Mellencamp, Quiet Riot, The Rolling Stones, Bruce Springsteen, The Who and a lot more rock. For more information call (212) 887-5218.

Sponsored in part by Budweiser, Honda Motorcycles and Edge Shaving Cream.

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abc rock radio network 



M A G G I E L E E

"RUNAROUND"
38-04397

Taken from the
Columbia LP
"WHITE ZONE"
FC39317



On Columbia Records

Street Talk

Continued from Page 18

After 13 years in the business, **HOWARD HOFFMAN** is hanging up his headphones and has given up his morning show at **KOPA/PHOENIX**. He's actually going to take a short sabbatical to travel around the country. Replacing him is afternoon personality **B.J. Hunter**.



KHTZ/LOS ANGELES MD SHAUNE McNAMARA has exited the station after more than four years. No immediate replacement was named. Shaune is currently looking for a similar post elsewhere.

Did you know that Zenith forced **Z100/NEW YORK** to change its print

Shaune McNamara logo because the latter's "Z with a lightning bolt" was a little too close to the former's corporate ID. Well now, Zenith has introduced a new computer, which it is marketing under the coincidental model number of, you guessed it, Z100. Subtle.

WCOZ/BOSTON afternoon drive jock **JEREMY SAVAGE** is looking for a personality AOR gig. The format change at WCOZ apparently is not his favorite, and he wants to get back to the musical approach he prefers.



LARRY KING is hosting **SCOTT SHANNON** and **THE GREASEMAN** tonight (4-13) on his Mutual Network talk show. The Z100

morning man/PD and DC101 morning host will be discussing (what else?) morning radio. The first hour will feature Larry interviewing the two, with the final two hours devoted to listener call-ins. Should be fun.

Roving talk host **ART DINEEN** has finally settled down at **KOA/DENVER**. Dineen will take over KOA's 3-6pm slot, giving up his life of filling in for vacationing hosts at stations across the country.



The **T.J. MARTELL** "Rock & Bowl Party" in Redondo Beach, CA last weekend was a big success.

Not only was \$60,000 raised for the cancer-fighting charity, but more than 1000 celebs from the radio and record biz took part. The star cavalcade included **ROD STEWART**, **GEORGE THOROGOOD**, **PEE WEE HERMAN**, and members of the **GO-GO'S**, **BERLIN**, **TOM PETTY**'s **HEARTBREAKERS**, the **DOORS**, and **TRIUMPH**. Hats off to the party's organizers: Musicvision's **JON SCOTT**, **ANITA WEBB**, and **DRAKE HALL**; Epic's **BILL BENNETT**; Columbia's **PAUL RAPPOPORT**; Atlantic's **JUDY LIBOW**; and **KID LEO** of WMMS/Cleveland. What a bash!



Congratulations to **JIM CAHILL** on his recent promotion to Manager/Electronic Promotions for **UNIVERSAL PICTURES**. Jim will continue to handle video music production and promotion, but will now supervise all of the studio's radio and TV promotions. Before joining Universal, Jim was a member of the Styx management team at Front Line.

Get-well-quick wishes go out to **B97/NEW ORLEANS PD NICK BAZOO**. Always a hard-workin' kinda guy, Nick's recent vacation turned into a seven-day recuperation from a case of exhaustion.

DON MURRAY, late nights at **KIQQ/LOS ANGELES** for the past four years, is available. Call him at (213) 696-3191.

Ninety-year-old **RUTH HUTCHINSON**, former host of **KSHE/ST. LOUIS**'s weekly **KSHE Classics** program, died last week. Ruth started working at KSHE in 1976 (when she was 81). She'd been off the air for several months because of her failing health. Our condolences to her many friends in the St. Louis broadcasting community, including her daughter, **KWK**'s Nancy Pool-Leffler.

A tip of the Street Talk Newshawk hat to radio's best friend, **ART VUOLO**. Art's Logos Unlimited has just signed a major distribution deal with Clairol for those popular radio guides. Look for a nationwide promotion on this one — involving top-rated stations coast-to-coast.

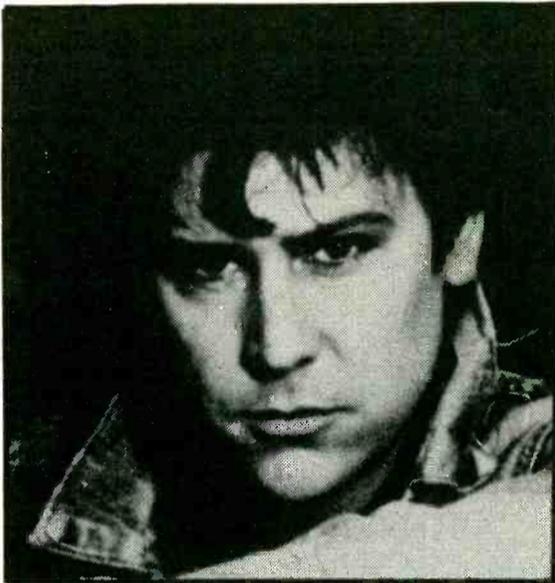


STORK STOPS: To **KRNT/DES MOINES** air personality **DAN HARDEN** and his wife Deniece, a baby boy Lucas Parker (4-4) . . . Check the Omaha water supply, this may be an epidemic. **KOIL PD TERRY MASON** and his wife gave birth to Megan Meredith on April 3.

Meanwhile, in the same hospital about 12 hours later on April 4, **KGOR** afternoon personality **JACK SWANDA** and his wife Karen were becoming parents to Anne Jordan . . . **RCA RECORDS** local Denver rep **BOB MEYERS** and his wife **JO (MICHELLE) MEYERS**, midday personality at **KLIR/DENVER**, had their first child, Beau August, April 5 . . . **WXLN/DAVENPORT MD TERRY DUGAN NOLAN** and station AE **JAY MITCHELL NOLAN** are the mommy and daddy of Frank Clement, born March 30 . . . The **R&R** family gained a member Tuesday (4-10) as new Managing Editor **JEFF GREEN** and his wife Belle welcomed their first son, Jarrett Lindsey. Following last week's promotion, you could say April's been quite a month for Jeff. Ah, but what's he going to do for next week?



45 Radio Programming Magic



Shakin' Stevens

"I Cry Just A Little Bit"

**CHR
SIGNIFICANT ACTION**

A/C 24 80/10 63% Conversion Factor + 16

WHTT add	WYCR add	WOKI add	WRQN	WERZ	WJAD
WXKS-FM deb 39	WKRZ-FM	WFMI add	WHOT-FM	13FEA add	KCDQ add
WKBW	KHFI add	WSFL	WGUY add	WJBQ 38-35	KZOZ
PRO-FM add	WRQK add	KROK add	WZON	WOMP-FM	KIST

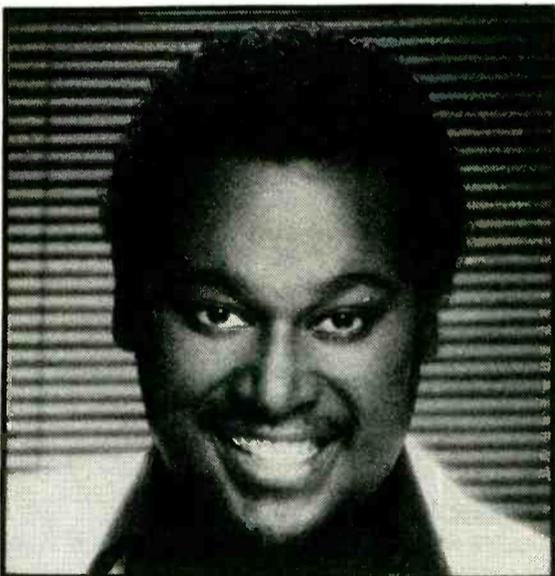


Nena

"Just A Dream"

First Week:

WPHD	WVSR	WJXQ	KYNO-FM	WGLF
CKOI	WKDD	WRQN	KHOP	KGOT



Luther Vandross

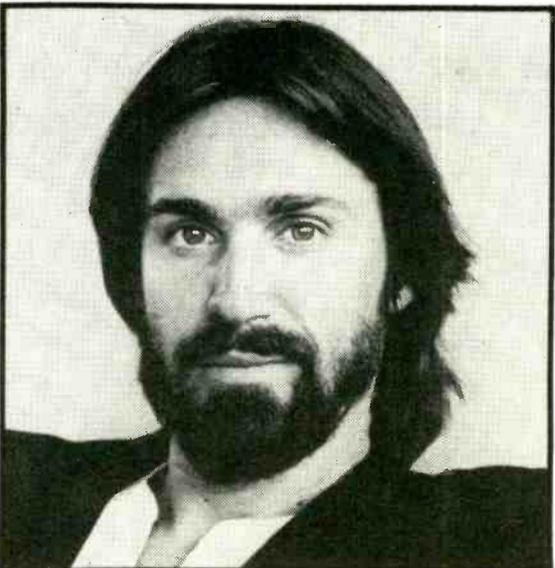
"Superstar (Don't You Remember)"

Black/Urban

8 to 7

Now Crossing At:

195 WJAD Z102



Dan Fogelberg

"Believe In Me"

Just Shipped — On Your Desk This Week!



E/P/A BREAKERS:

CYNDI LAUPER

"Time After Time"

200/73 84% CHR BREAKERS

CYNDI LAUPER

Time After Time (Portrait/CBS)

84% of our reporters on it. Moves: Up 16, Debuts 71, Same 40, Down 0, Adds 73 including Z100, CHUM, KAFM, WHYT, KHTR, Q103, KWSS. See Parallels, debuts at number 39 on the CHR chart.

75/45 22 A/C BREAKERS

Conversion Factor + 14

CYNDI LAUPER

Time After Time (Portrait/CBS)

59% of our reporters on it. Rotations: Heavy 1/0, Medium 38/15, Light 34/28, Extra Adds 2, Total Adds 15 including WFBR, WPIX, Y97, WRMM, W101, WFYR, WARM98, WMYX, KKL, B100, KBEST, KEZR, V100, KEY103, WHBY. Debuts at number 22 on the A/C chart.

Added This Week At:

WBEN-FM	CHUM	KOPA	KNBQ	WSKZ	BJ105	WMEE	WRQN	KHOP	WJBO	WHSL	KXSS	KZOO
CKGM	KAFM	KMJK	WKEE	WNOK-FM	WRVQ	ZZ99	K107	K96	WSQV	WBNQ	99KG	KIST
WPLJ	WHYT	KWOD	WKFM	KSET-FM	KITY	WVIC	KEYN-FM	KSKD	KQIZ-FM	WBWB	KYYA	
Z100	KHTR	XTRA	WRCK	WFMI	KROK	Z104	WHOT-FM	KRQ	WISE	KCMQ	KCAQ	<i>Portrait</i>
CFTR	Q103	KWSS	Q106	FM100	WEBC	KQKQ	KKFM	WFBG	Q101	KKXL-FM	KBIM	

ON MTV



ON MTV



SLADE

"Run Runaway"

CHR BREAKERS 143/34 60%

SLADE

Run Runaway (CBS Associated)

60% of our reporters on it. Moves: Up 22, Debuts 20, Same 66, Down 1, Adds 34 including B94, WHTX, WHYT, Q103, KNBQ, WANS-FM, K107. Complete airplay in Parallels.

Added This Week At:

B94	FM106	WRNO	KQKQ	WIKZ
WHTX	KHFI	WAHC	K107	KILE
WHYT	KZZB	WKAU	KEYN-FM	KCMQ
Q103	WANS-FM	KIIK	KYNO-FM	KKRC
KNBQ	WFMI	WKDQ	KHYT	KKAZ
WYCR	WHHY-FM	WGRD	KRQ	KDZA
KC101	WSFL	KJ103	KTKT	

AOR Albums 16-14

AOR Hot Tracks 15-13

CBS ASSOC. RECORDS

On The Records



KEN BARNES

Thompson Twins: And Then There Were Three

The Thompson Twins operate in a great old and new tradition. Since no one in the group is named Thompson, and there are no twins to be found either, they fall into the old Righteous Bros./Walker Bros. bag (no brothers, nobody named Righteous or Walker).

But because "Twins" implies two group members and there are actually three, the Thompsons are part of a more modern movement of misleading group-size names. Actually, they're among a few select pioneers in this important field, in company with Vanity 6 (a trio) and the last incarnation of the Gang Of Four (who finished up slimmed down to three). And if I recall, the Jackson Five was up to six just before they became the Jacksons.

As for the Thompson Twins themselves, they started out, as near as I can determine, with four members (including present singer Tom Bailey), went up to six (adding present member Joe Leeway) by their first album three years ago, swelled to seven with the addition of Alannah Currie, and then abruptly reduced themselves to a trio when the present threesome decided to get serious about having hits (which they soon did). The name Thompson Twins, by the way, comes from a European comic book detective team.



Thompson Twins Mark 4



Thompson Twins Mark 7



Thompson Twins Mark 3

Interesting newcomers to the Black/Urban chart — Laid Back, a duo from Denmark (not exactly a hotbed of funk before now), and Art Of Noise, a loose assemblage of British experimental musicians and theorists under the supervision of Yes producer Trevor Horn.

MY BACK PAGES: Independent promoter Mark Weiss reminds me that the group Pages, before they mutated into Mr. Mister, recorded for Capitol as well as Epic.



Sandy Stewart's sudden success is sort of a heartwarming story, with a nice radio twist. According to label sources, Sandy was lead singer in a Houston group called the Sirens (who basically back her on her LP), and then-KSRR MD Dayna Steele liked the band and contacted producer Keith Olsen on their behalf. Owing to other commitments, Olsen referred the project to his partner Gordon Perry, whose wife was one of Stevie Nicks's backing vocalists. She liked Sandy's songs, and when Sandy was stuck for words on "If Anyone Falls" and "Nightbird," the songs were dispatched to Nicks. She liked them, put lyrics to them, and decided to do them on her "Wild Heart" LP. She did part of the recording for that album at Perry's Dallas studio, met Sandy

there, and Sandy ended up playing keyboards and synthesizers on the album, leading to her own Modern/Atco recording contract.

BRITISH INVASION
20TH ANNIVERSARY

Britain's Most Underrated Band?

This week, the two reigning queens of British '60s pop and probably the most undervalued band of the whole Invasion.

Searchers: A truly innovative group, with a sound quite distinct from the Beatles/Stones norm. Their first American hit, "Needles And Pins," was typical — a minor Jackie DeShannon hit (cowritten by Sonny Bono, by the way) transformed by the group's trademark ringing guitar sound and arid harmonies. The Searchers strongly influenced the Byrds, who would come along a year thereafter in 1965, and much later Tom Petty. They continued to have hits by reworking American songs like "Don't Throw Your Love Away" (by the Orleans), "Someday We're Gonna Love Again" (Barbara Lewis), and "Love Potion #9" (Clovers), but ran into a dry spell by mid-1965. However, they're still together, playing thoroughly contemporary music with more than a dash of their old sound, with three members marking nearly 20 years' service with the band.



Meet the Searchers: yesterday and today



Dusty Springfield's Carnaby Street period. The fashionable Sandie Shaw.

Sandie Shaw: Aside from two early hits, "Always Something There To Remind Me" and "Girl Don't Come," Shaw never meant a great deal in the States, but she was a consistent British hitmaker from 1964-1970. With her long straight hair, near-constant miniskirts, and shoeless onstage presentation, she was a quirky stylistic model for a generation of British girls. She's also one of Pretender Chrissie Hynde's foremost vocal influences, and has recently recorded a single with trendy new UK stars the Smiths.

Dusty Springfield: Even a bigger star than Sandie Shaw in England, Dusty also did well here. She began as a member of the folk trio the Springfields, who had an American hit in 1962 called "Silver Threads & Golden Needles." Taking her name from the group (her real name is Mary O'Brien), she went solo in late 1963, and her first record, "I Only Want To Be With You," was one of the first British hits after the Beatles scored. "Stay Awhile" and "Wishin' And Hopin'" followed in 1964, and she had occasional hits (like "You Don't Have To Say You Love Me," "The Look Of Love," and "Son Of A Preacher Man") throughout the decade. Now living in L.A., she records sporadically (most recently in 1982), but hasn't recaptured the commercial touch.

Record News

Tony Carey, who was simultaneously represented last year with solo records on Rocshire and Planet P Project records on Geffen, has consolidated his identities by signing with MCA for a Planet P record later this year . . . Following E/P/A's signing of UK '70s glitter-rock hitmakers Slade, the company has just snapped up Gary Glitter for an album and tour. Can Sweet and Suzi Quatro be far behind? . . . Rick James and Eddie Murphy are recording a single together.

TV News

"Solid Gold" for the week of April 13 repeats a December show starring Irene Cara, Lee Greenwood, Jennifer Holliday, Huey Lewis & the News, Paul McCartney & Michael Jackson, and Bonnie Tyler . . . Madness appears on "Saturday Night Live" April 14 . . . The Alarm and Patti Austin guest on "American Bandstand" April 14 . . . Phil Collins is featured in concert on MTV April 14 . . . Sundance Productions of Dallas will be offering a syndicated music show called "AM TV," a half-hour program concentrating on four new acts each week.

R&R

ONE YEAR AGO TODAY

- BILL HOGAN NAMED EXEC. VP FOR RKO RADIO
- BILL STAKELIN NEW PRESIDENT OF RAB
- FRANK MARUCA RADIO GROUP MANAGER AT CAPITOL BROADCASTING
- #1 CHR: "Jeopardy" — Greg Kihn Band (Beserkley/E-A) (2nd week)
- #1 A/C: "I Won't Hold You Back" — Toto (Columbia)
- #1 COUNTRY: "American Made" — Oak Ridge Boys (MCA)
- #1 BLACK: "I Just Gotta Have You" — Kashif (Arista) (3rd week)
- #1 AOR TRACK: "Overkill" — Men At Work (Columbia)
- #1 LP: "Pyromania" — Def Leppard (Mercury/PolyGram) (3rd week)

FIVE YEARS AGO TODAY

- JOHN BETANCOURT NAMED VP/PROMOTION AT RCA
- STUART LEVY BECOMES VP/GM AT KLAC/LOS ANGELES
- JOHN FOX NAMED PD AT KAUM/HOUSTON
- #1 CHR: "Heart Of Glass" — Blondie (Chrysalis)
- #1 A/C: "I Just Fall In Love Again" — Anne Murray (Capitol) (4th week)
- #1 BLACK: "Disco Nights" — GQ (Arista)
- #1 COUNTRY: "All I Ever Need Is You" — Kenny Rogers & Dottie West (UA) (2nd week)
- #1 LP: "Breakfast In America" — Supertramp (A&M)

TEN YEARS AGO TODAY

- JIM BROWN NAMED PD AT WZUU/MILWAUKEE
- #1 CHR: "Bennie & The Jets" — Elton John (MCA) (3rd week)
- #1 A/C: "TSOP" — MFSB (Philadelphia International/CBS) (2nd week)
- #1 COUNTRY: "A Very Special Love Song" — Charlie Rich (Epic) (2nd week)

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MONDAY, APRIL 16

Jam Kickers Kicked Out

Last year's release of "Not Now John" proved that some AORs were willing to let the word "fuck" be used on their stations — provided that Pink Floyd was singing it and a cleaner version of the same song was on the way. On this day in 1969, the use of the same word was enough to get Detroit's MC5 removed from Elektra. The label had sent the group back into the studio to recut "Kick Out The Jams." The band substituted "brothers and sisters" for "MFs," but otherwise gave Elektra back the same track. Elektra also disliked the LP's liner notes by the group's mentor, White Panther leader John Sinclair. After an incident involving obscene notes on Elektra stationery in disc shop windows — and after reportedly wanting to break free from both Elektra and Sinclair — the MC5 ended up on Atlantic. Sinclair had to wait a few years for John Lennon to make him famous.

Birthdays: Bobby Vinton 1935, Dusty Springfield 1939.

TUESDAY, APRIL 17

KGB Plays Chicken

Contrary to popular belief, the San Diego Chicken wasn't invented as the baseball fan's revenge against umpires. On this day in 1974, R&R reported that KGB/San Diego had begun a massive advertising campaign featuring an animated chicken to publicize the split between the station's AM & FM. On KGB's TV spots the chicken produced two eggs. The egg promoting the (then) CHR AM played "Seasons In The Sun"; the progressive FM egg blared Led Zep-pelin. KGB's jingles were replaced by the sound of a chicken bawking the calls, and agency clients were given customized cans of chicken soup. The paper also reported that KGB had a "larger-than-life chicken roaming around San Diego giving away prizes." The KGB chicken became famous rather quickly in San Diego; it wasn't until Ted Gianoulas's fight to leave the station several years later that he became famous nationwide.

Birthdays: Ex-Buzzcock Pete Shelley 1955, Jan Hammer 1948.

WEDNESDAY, APRIL 18

Yes Leaves It . . . For A While

After one album with new members Trevor Horn and Geoff Downes, this was the day in 1981 that Yes announced their breakup after a recording career of 13 years. In eulogizing the band, Rolling Stone's "Rock Almanac" wrote, "Yes truly belonged to the age of the album and side-long, convoluted suites." (It also reprinted speculation that Alan White would team with Jimmy Page in some sort of rebuilt Led Zep-pelin.) To be fair, the aforementioned view of the group was pretty popular, even this time one year ago. Nobody could know then with Horn as a producer, the revamped group would do at least as well at modifying the Yes sound for the '80s as Downes and Steve Howe did with Asia.



THURSDAY, APRIL 19

TAMI Hits Britain

Because it featured performances from the Miracles, Supremes, and Marvin Gaye, and because of the name, a lot of rock fans assumed the "Teen-Age Music International" or "TAMI Show" was somehow linked to Motown. (It was actually funded, in part, by Phil Spector.) In Britain, where Motown stars were known as "Tamla-Beat" artists, confusion would have been even greater, so on this day in 1965, "TAMI" was released in the UK as "Teenage Command Performance." "TAMI" was the link between early rock films that attempted some plot — however minimal — and later rockumentaries (e.g., "Monterey Pop" that just dealt with music). Part of the TAMI Show has been rereleased this year (combined with the similarly-structured "TNT Show"). Some of the original performances remain intact (Gaye, Robinson, Chuck Berry, the Rolling Stones, etc.). But some are trimmed (Lesley Gore, Jan & Dean) and a few (Billy J. Kramer and the Barbarians) are gone altogether. There's one famous omission: the Beach Boys appeared in only the first prints of the film. Shortly thereafter, Capitol complained and the footage was excised.

Birthdays: Ex-Animal Alan Price 1942.

FRIDAY, APRIL 20

Parton's Dog Debut

Like a lot of artists, Dolly Parton had to wait years to record . . . by the time she finally went into the recording studio, she was already 13. After years of appearing on Knoxville-based radio programs and a shot on the Grand Ol' Opry, Parton released her first single, "Puppy Love," on Tennessee-based Goldband Records on this day in 1959. Dolly's quest for superstardom didn't really kick in until five years later when she graduated from high school and headed for Nashville. (Not incidentally, about half of the songs covered on "The Great Pretender," including "Downtown," are from a 12-month period following Parton's arrival).

Birthdays: Johnny Tillotson 1939.

SATURDAY, APRIL 21

Barson Keeps Moving

Keyboard player Mike Barson, who celebrates his 26th birthday today, was one of the charter members of Madness; he's also the first person from the group to leave. Barson, Chris Foreman, and Lee Thompson came together in 1976 as the Minors. This was followed by two years of auditioning new members and new names, (including the Invaders) that were later parodied in the band's film "Take It Or Leave It." By 1978, the original members of the group had been joined by Graham McPherson, Dan Woodgate, and Mark Bedford, and both their name and their first single were chosen as tributes to ska artist Prince Buster. Barson is on the new "Keep Moving" LP, but it'll be his last with the group. Among other things, he's recently married and followed his wife back to Holland.

Other birthdays: Iggy Pop 1947.

SUNDAY, APRIL 22

Stones Drug Bust Of The Month

It was actually February, 1977 when Keith Richards's Toronto hotel room was raided and he was arrested for possession of heroin with intent to traffic and possession of cocaine. Since the former offense carried a life sentence . . . and since Richards could hardly get off as a first offender, speculation was that the guitarist would serve time and that his absence would cause the dissolution of the band. In 1978, Richards was given a suspended sentence and on this day in 1979, as part of his parole, the ad-hoc New Barbarians performed a charity concert in Ottawa. The Barbarians consisted of Richards, Ron Wood, ex-Faces keyboardist Ian McLagan, Stanley Clarke, and Ziggy Modeliste of New Orleans R&B band the Meters. As with the Plastic Ono Band, another famous pickup group that made its debut in Canada, the Barbarians did play a few gigs in the U.S. before drifting back to their home outfits.

Birthdays: Glen Campbell 1936 or 1938, Peter Frampton 1950.

— Sean Ross

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DAN O'DAY

Building A Bit, Pt. I

This week we'll begin exploring ways in which you can create a constant source of "bits" for your show. First, let's define our term: A "bit" is any piece of your program that is produced by you for entertainment purposes. These range from Larry Lujack's "Animal Stories" to Lohman & Barkley's "Light Of My Life" soap opera to Bob & Ray's interviews with fictitious people to Rick Dees's telephone conversations with wacky characters. Let's start by looking at two basic guidelines you might find useful in creating on-air bits.

How Long Should A Bit Be?

I've been asked this question many times by jocks over the years, and I always answer by quoting Abe Lincoln's reply to the little girl who asked, "How long should a person's legs be?" His answer: "Long enough to reach the ground." How long should a bit be? Long enough to reach the ground.

Now, I realize there are some PDs and GMs out there who disagree with that philosophy. "A real pro can be funny in seven seconds," they'll say. "Anything over 15 seconds loses the listener's interest," they'll say. What these "experts" overlook is the fact that listeners don't listen with a stopwatch. If it's entertaining, they'll listen; if it's boring or offensive or insulting, they might well tune in someone else.

I once had a GM come to me after a show and say, "I timed that telephone call you did today, and it ran for 4½ minutes!" It didn't matter to him that the phone call was hysterical, that listener response to it was terrific, and that it undoubtedly created what I consider to be the most valuable kind of advertising: elevator talk.

Timing Your Best Bit

When doing a morning show, I would schedule my best bit to run at roughly 7:45am. The secondary reason for choosing 7:45 had to do with quarter-hour maintenance; more on that in a future column. The primary reason, though, was that at 7:45, many of my listeners were in their cars, just a few minutes away from starting their workdays at 8:00. My goal was to do a bit so funny, so entertaining, that my typical listener would arrive at work, park his or her car, get onto the elevator, and tell

"If it's entertaining, they'll listen; if it's boring or offensive or insulting, they might well tune in someone else."

a friend what I'd just done. But at that time of the morning, the elevator would be full of people about to start their workdays, and when my listener told a friend what Dan O'Day had done just a few minutes earlier, everyone in the elevator would overhear what essentially is an unpaid commercial for my show! That's what I call elevator talk: word-of-mouth at maximum efficiency.

Back to the question of length: To put it simply, the length of a bit is irrelevant. If it entertains your audience and happens to run five minutes — and if by editing the bit you would weaken it — then five minutes is fine. But if it offends your audience or bores

them, then a seven-second bit is seven seconds too long.

Management types who speak condescendingly of the audience's "small attention span" apparently are unaware that every night of the week, scores of millions of people sit down and watch 30-minute comedies and one and two-hour dramas on television. The best single the Beatles ever had is far too long, in the opinions of these experts. "Hey Jude" exceeds seven minutes, and I'll listen to every beat of it when it comes on the radio. But I won't listen to, say, five minutes of "Coward Of The Country," because it offends me. Shortening that particular piece of entertainment won't induce me to listen to it, because I don't happen to find it entertaining.

"A successful bit builds and builds, its impact becoming greater as the bit progresses."

Leave Them Wanting More

"It doesn't matter how long a bit is" — right? Wrong. Wrong! Go back to what Honest Abe had to say: "Long enough to reach the ground" . . . and no longer. A successful bit builds and builds, its impact becoming greater as the bit progresses. If you can make a particular bit 30 seconds long or two minutes long and the 2-minute version doesn't pack more of a wallop than the shorter one, go with the shorter one.

A rule that seems to be equally important in the entertainment field and in life is, "Leave them wanting more." Many boxing fans agree Muhammad Ali was the greatest fighter of all time . . . but his historical impact would have been even greater if only he had quit at his prime and not dragged out his career several years past its peak. If you hit your peak in the middle of a four-minute bit, those remaining two minutes distract from and lessen the emotional impact on your listeners. This leads us to the second guideline:

II. Learn How To Structure Your Bits

One of the world's most successful screenwriters is William Goldman. He wrote the scripts for "Butch Cassidy and the Sundance Kid," "All The President's Men," "Harper," and "Marathon Man," among others. What do you suppose he says is the most important element of a screenplay (pick one)?

- Character development
- Believable dialogue
- Reaching the audience on an emotional level



The answer is . . . none of the above. In his book "Adventures In The Screen Trade," Goldman states flatly, "The single most important lesson to be learned about writing for films is: screenplays are structure."

This rule applies to any creative work. All the technique, the artistry, the facility, the cleverness in the world are useless unless they have a structure to build around.

"But," I hear you saying, "I don't write my 'bits,' as you call them. I ad-lib a lot of my stuff . . . and I certainly don't script out my interviews and phone conversations with listeners."

It doesn't matter. Whether your ideas go to paper or not, if you're creating something — either in the production room or on the air — you're going through the writing process. Unless you're a complete idiot, you always are planning ahead. Always.

Let's take the example of doing a phone bit on the air. Even when you don't know what the other person is going to say, you're planning ahead to the next moment. It's like driving a car: You might just be driving around aimlessly with no particular route in mind . . . but you don't wait until you're in the middle of the intersection before you decide whether to continue straight or turn right or left. As you approach the intersection, you quickly make a decision. And in building a bit, you're always looking for the quickest way to reach your destination: a great punchline, a strong finishing statement, a clever lead-in to the next record, etc.

Structure. Structure. Structure. Some jocks have bought into that old chestnut that if it's planned in advance, it's somehow less creative than if it were all off-the-cuff. Ain't true! Neither "Annie Hall" nor "Airplane!" was ad-libbed. And it shouldn't break your bubble to learn that Richard Pryor doesn't just walk onstage and then ask himself, "What am I gonna talk

"All the technique, the artistry, the facility, the cleverness in the world are useless unless they have a structure to build around."

about??" In 12 years of creating radio comedy, I've learned with inspiration. It is wonderful, it's exciting, it's invigorating; but craftsmanship is what produces quality work.

What is structure? Simply stated, it's a beginning, a middle, and an end . . . and it includes an answer to the question, "What am I trying to accomplish with this bit?"

Beginning, Middle & End

The beginning. If you begin with clarity and confidence, your audience will be ready to enjoy whatever you've got in mind. "We're here at the Poughkeepsie Chemical Waste Site, speaking with the night watch-

man, Herman P. Twaddle." That's all you need to establish the premise; once you've established it, treat it as if your listeners can see the setting. You don't have to describe it further, because they do see the Chemical Waste Site in their minds . . . with much greater detail than you can provide auditorily. Sound effects that hint at the locale are fine, but let them speak for themselves.

The middle. This is the heart of your bit, constantly building the humor/interest/confrontation. This is where it's most important to know your structure, because this should lead logically to your finish.

The end. This is where most bits fail. Ending a bit well is one of the most demanding creative tasks there is. "Saturday Night Live" offers countless examples of bits that began from a good idea but fizzled and failed because the writers simply didn't know how to wrap it up. "Annie Hall" is a

"The end. This is where most bits fail. Ending a bit well is one of the most demanding creative tasks there is."

brilliant movie made up of brilliantly conceived vignettes. Writers Woody Allen and Marshall Brickman could have simply ended it with Allen and Diane Keaton bidding each other a tearful farewell and then parting, but instead they ended on a very funny line that acted as a statement representing the film and acting as closure for it; it felt like an ending. And you can bet it wasn't just an accident; they didn't simply write a funny movie and then say, "What do you think it's about?" They knew what it was about, and they built toward that statement (" . . . because we need the eggs") throughout the screenplay.

Whether it's a movie or a funny story or a one-liner or a serious statement about a subject dear to your heart, you've got to have the structure in mind before you begin it. Structure is like a good road map: if you want to drive from Los Angeles to Des Moines but don't have any idea how you're going to get there, you could just get into your car and start driving and eventually you might actually end up in Des Moines . . . but it's likely to be a very long trip.

Next column: Types of humorous bits.

I'm always interested in hearing what R&R readers have to say. You can write to me directly: Dan O'Day, 1237 Armacost Avenue, Suite 6, Los Angeles, CA 90025.

In addition to wanting to hear your comments, I'd love to hear a cassette aircheck of your show, too! Who knows? You might end up in a future column!

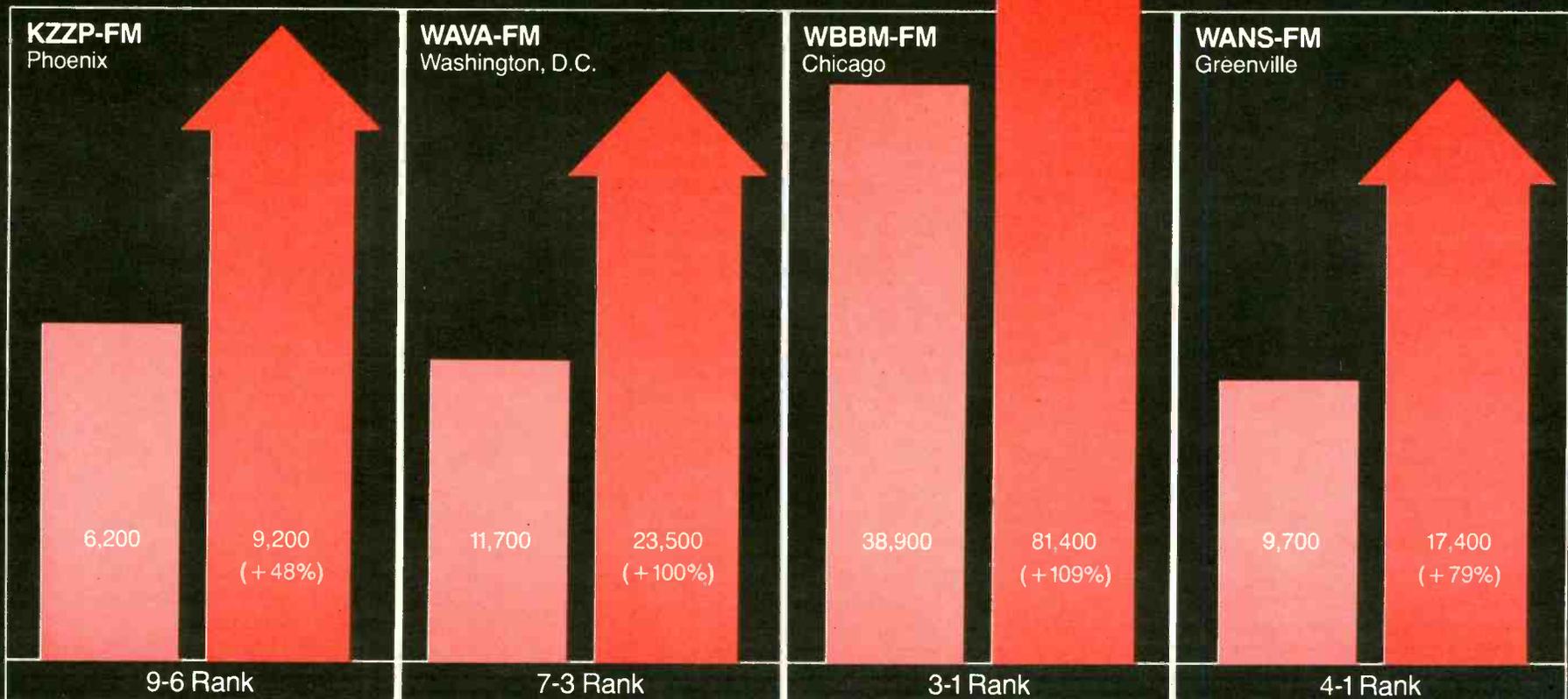
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Source: Fall 1982, Fall 1983 Arbitron ADI, Persons 12-34, AQH, Actual broadcast time.

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RKO RADIO SHOWS

Stinehour New GSM At WLUP

Kathy Stinehour has been named GSM at WLUP/Chicago, joining the station from an Account Executive position at the Major Market Radio rep firm.

WLUP Station Manager John Coulter stated, "Kathy's knowledge of the national radio sales scene, coupled with her commitment to create Chicago's strongest local effort, makes her addition to WLUP not only terrific for the station but an important asset to everyone in the advertising community."

Before joining MMR, Stinehour was an Account Executive for WXYZ/Detroit.

WHBQ Sets Murray As New GSM

Lou Murray has been appointed General Sales Manager at RKO Radio's WHBQ/Memphis. He comes to the station from KBBY & KBBQ/Ventura, CA, where he also was GSM.

Commenting on the appointment, WHBQ VP/GM Ron Thompson told R&R, "Lou and I worked together many years ago in California, and I know the work he is capable of doing. He's smart, he's reliable, he has the experience, and I feel he will be able to use some of that vast experience here in Memphis. He brings to WHBQ a degree of professionalism that certainly is going to help us move forward."

"I look at this move as a privilege," Murray said. "Ron's responsible for getting me started in radio 18 years ago, and that's one of the primary reasons I'm here — he's the only man who could get me to move from Southern California to Memphis this time of year. Also, joining a group like RKO provides a great challenge, and I'm pleased to be a part of the overall operation here."

Goodwill

Continued from Page 1

last position with CBS was as GSM at WBBM/Chicago. Goodwill told Radio & Records, "It has been a most gratifying experience helping make WPIX one of the country's leading stations. There's a great bunch of department heads I'm leaving behind; it's really quite a crew we've assembled here. But the opportunity to join R&R Broadcasting is unique and will fulfill my entrepreneurial desire to build a major radio group. I am convinced that R&R has a great deal of faith in the radio industry, and their dedication and outlook has made my decision easy."

WPIX Radio VP & Assistant to the President of WPIX, Inc. David Polinger has been tapped as interim GM for the station until a final appointment is made.

Ausham Appointed PD At KCPX & KBUG

Greg Ausham, PD at KOSO (K093)/Modesto, has been named PD at Price Broadcasting's KBUG & KCPX/Salt Lake City. Ausham replaces Gary Waldron, who left the station last week after 15 years.

VP/GM Terry Schmidt commented to R&R, "We discovered Greg because of the beating he's handed us in Modesto at one of our other stations. After getting the chance to finally meet with him, I knew immediately he's the kind of person who can build a team and pass along his expertise in this format and in research."

Ausham, who's been PD at KOSO for the past three years, told R&R, "I think KCPX is one of

the finest FM facilities in the market and I predict things will stay relatively the same. As of right now, things will also remain stable at KBUG. This has been a hard decision to make, since I really like this place and the people a lot, but this is the opportunity I've been looking forward to for a long time."

Prior to joining KOSO, Ausham was Assistant PD at KDWB-AM & FM/Minneapolis. He assumes his new position in two weeks.

Patrick

Continued from Page 1

the country field as well as high visibility in the Country radio business. He has very good instincts in working with talent, a lot of research experience, and he's a great human being. He's a hard worker and I'm excited about having someone like Joe Patrick work for me."

Patrick, who had been with WNOE for three years after serving as PD at WQYK/Tampa-St. Petersburg, commented, "Mel Karmazin, President of Infinity Radio, and Peter Moore are both dynamic and driven professionals. They have a good staff there and are giving me the tools it takes to be successful. I think Country radio in San Diego can be more fun and exciting and more in tune with the community, and that's one of the ways we intend to move."

WNOE afternoon personality Ron Harper will become acting PD when Patrick takes up his new post April 16.

Zapoleon

Continued from Page 1

take B94 to the next success plateau. The success of KRQ and his being named Western Cities' 'PD Of The Year' makes him a definite asset. We have an excellent staff in place, and we look forward to his arrival."

Zapoleon, who will take over at B94 April 30, said, "This is such a wonderful opportunity for me. I've been to the market and seen the operation and realize the incredible potential for growth into double digits. KDKA is a strong station, but I think B94 can eventually become the market leader. To be picked for this position is quite an honor, and it wouldn't have happened without the support of (Western Cities owners) the Phalens, my GM Mike Cutchall, my great staff at KRQ, and the encouragement of VP/Programming Dave Van Stone."

Before coming to KRQ two and a half years ago, Zapoleon was MD at KRTH/Los Angeles for two years and served in the programming department at KRLA/Los Angeles. Kelly Norris, former KRQ MD/air personality and most recently Assistant PD at sister station KWSS/San Jose, will return to KRQ as Zapoleon's replacement.

Rohm Named GSM At KQRS-AM & FM

John Rohm has been appointed GSM at KQRS-AM & FM/Minneapolis, moving from WSHH/Pittsburgh, where he was GM & GSM after seven years in various sales positions.

KQRS-AM & FM VP/GM Mike Henderson, who had been acting as GSM, commented to R&R, "We're delighted that somebody with

John's depth of experience is joining us for one of our most dynamic growth periods."

Rohm told R&R, "I'm excited. I love the market, and it's a tremendous challenge for me coming from Beautiful Music, at the other end of the spectrum. It'll also let me know if I'm really in tune with hitting my future goals."

Coppola Tapped To Take WRCN PD Position

Marc Coppola has been appointed PD at AOR WRCN/Long Island. He was most recently a weekend personality at WAPP/New York, and will continue that shift as well as taking on afternoons at WRCN. Coppola replaces the exiting Barry Grant at WRCN.

WRCN VP/GM Alan Kronzek told R&R, "Marc is a well-known personality with a track record. We're excited at how his talent is going to stretch its fingers throughout the radio station. Marc is an idea man who'll be quick to execute those ideas. Not only will he take the musical helm, but he'll

get us out on the street more."

Coppola commented, "I'm going to raise the energy level a bit, and fine-tune it more for the Long Island market. I'm also going to increase outdoor promotion and visibility."

Coppola has been in radio for 11 years, programming WOMP/Wheeling and WJPR/Greenville, MS and serving on-air at KLOS/Los Angeles, WPLJ/New York, and DZRJ/Manila (while in the Philippines doing casting and voiceovers for the film "Apocalypse Now").

Shearer

Continued from Page 1

this point in my life," Shearer noted. "I look forward to working with ICB Chairman Percy Sutton, Vice Chairman Hal Jackson, and President Pepe Sutton, moving the stations forward to their rightful place of leadership. Initially, we'll observe and get ideas on how we might be able to do a few things better, making adjustments here and there to be extremely competitive in the marketplace. I certainly appreciate the confidence and support that (All Pro Presi-

dent/owner) Willie Davis has given me during my stay here."

Seven-year KGFJ veteran Nelson remarked, "I think the station is very strong, a contender for the top station in this market. It's been popular for many years and has so much culture, community presence, and awareness that people dearly love KGFJ. When they listen, I want them to know the beef is there. We want to bring KGFJ all the way back to number one where it belongs."

Following Shearer's resignation, KACE officials announced Sales Manager Jim Blakely would serve as interim GM.

Shapiro

Continued from Page 3

makes Roy Shapiro's involvement in our operations a must. His knowledge of the radio business and his proven management expertise will be vital to our plans for continued growth and development."

As Senior VP, Shapiro will be responsible for all phases of the radio division's marketing and sales activities, programming, promotion, research, and strategic planning. A 22-year Group W veteran, Shapiro has held several management posts within the company.

Roberts

Continued from Page 3

rently number one in this market as well as Los Angeles." Before joining KPRI, Roberts was a member of the KGB(AM)/San Diego airstaff.

Austin

Continued from Page 3

a big help with the current hotbed of competition. Other stations have always looked at WLUM because we are an innovator in the marketplace. The whole staff is looking forward to a great book."

Austin indicated there would be no staff or programming changes at WLUM.

Taft

Continued from Page 1

KKRZ/Portland. Thon said, "Dave did a great job marketing WLVQ, and it's my goal to increase our market share. Part of the reason for our success is our people; we've got an outstanding staff here."

Aaron's promotion at WGR puts him in charge of the station he's worked at since 1965. He told R&R, "After 19 years here, I am obviously delighted. We plan to remain aggressive, letting the whole market know through an extensive promotional campaign that GR55 is the only personality AM station in Buffalo. Our staff will remain intact." Taft sold WGR & WGRQ to CRB Broadcasting last week; the official transfer of ownership is expected, pending FCC approval, around July 1. Jim DiFiglia remains GM at WGRQ.

CKJY

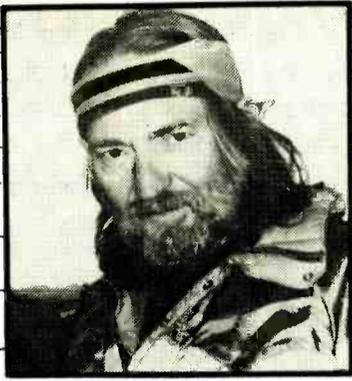
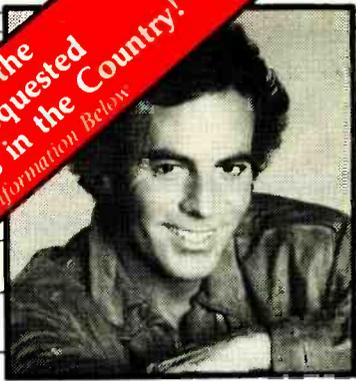
Continued from Page 1

"It's really a shame, as we had a textbook format launching planned, complete with prizes and promotions aimed at the audience and advertisers," he continued. "This is really a tricky position to be in. With the station in Quebec, CJMF, losing its license, we felt the CRTC means business. What we were planning to do was well within the law; it was just a different format than stated on our license."

Will Wait For Hearing

"I don't think our license would have been taken away if we had continued with our plans, but with our license hearing such a short time away it might have been difficult to eventually get the blessing of the CRTC and get the license for what we want to do," Holiday said. "They allowed us to alter the format for four hours a day without a hearing, but that was the extent of it. That's certainly not enough to warrant kicking off a new format." According to Holiday, the results of the CRTC hearing could be known as early as August, with the format debuting a short time later if approved.

One of the
Most Requested
CHR Records in the Country!
* See Information Below



JULIO IGLESIAS & WILLIE NELSON

"To All The Girls
I've Loved Before"

CHR BREAKERS

Top 10:

WKBW 3-2
WHTX 17-9
WASH 14-8
94Q 4-4
Z93 3-4
93FM 3-3
I95 1-1
Y100 3-3
Q105 6-4
WLS 6-5
WLS-FM 6-5
KIMN 15-5

Q103 10-7
KITS 11-8
WHTF 7-5
WBBQ 4-4
KRGV 2-2
KX104 16-10
WSFL 14-9
KITY 2-2
KTFM 1-1
Z98 15-10
KIIK 7-7
KQKQ 26-10
WRKR 16-10

KKXX 11-10
KO93 5-3
KHOP 21-10
KHYT 2-1
KRQ 8-5
WFBQ 7-2
103CIR 11-6
WIKZ 6-4
WTSN 7-5
Q104 6-6
WAEV 11-8
KCAQ 10-7
KAMZ 12-7

Major Moves:

B104 15-12
WBLI 35-26
WHYT 28-22
WKTJ 17-14
KPKE 27-22
KFRC 12
WKEE 27-22
WLAN-FM 24-18
KC101 16-13
WFMF 19-13
KXX106 14-11

KBCY 30-23
WJZR 34-27
WANS-FM 23-13
FM100 16-11
KBFM 22-14
WRVQ 19-14
WEBC 20-11
KMGX 32-22
KTKT 25-15
OK100 26-17
13FEA 23-19
WKHI 20-14
KISR 29-22

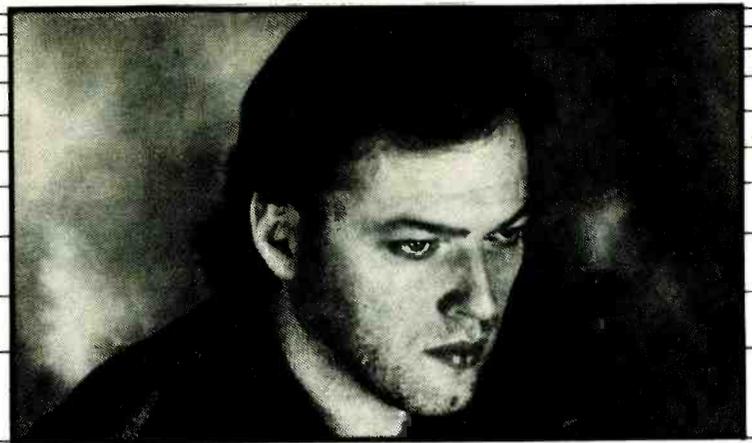
KTDY 33-28
Q101 38-26
KNOE-FM 39-25
WXLK 17-12
WIXV 36-25
Z102 18-15
WGLF 16-11
KFYR 15-11
KXSS 20-15
KTRS 22-17
KKAZ 37-32
KDZA 36-28

Added This Week:

B94 add
PRO-FM add
CFTR add 18
KMJK add
KNBQ add
WVSR add

FM106 add 25
WKAU add
92X add
WMEE add
KYNO-FM add
K96 add
KCPX-FM add

WGUY add
WZYQ add
WJBQ add
WOMP-FM add
WBWB add
KFRX add
99KG add



DAVID GILMOUR

"Blue Light"

AOR HOT TRACKS BREAKERS

April 6, 1984

This Week: **19**

New On These Hot CHR Stations:

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

WJXQ
WRKR
WHOT-FM
KQXR
KQMQ
KLUC
KSKD
KHYT
WFBG
WGUY
WIGY
103CIR
WERZ
OK100
13FEA
95XIL
WJBQ
WSQV
WISE

WJAD
WCGQ
Q104
KTDY
Q101
WPFM
WIXV
KKQV
WBNQ
WAZY-FM
99KG
WSPT
KCDQ
KOZE
KHTX
KBIM
KSLY
KZOZ



On Columbia Records

News/Talk

A Radio Newswriter's Alphabet By Phil Eberly

This week the News/Talk section is pleased to present a guest column by radio executive/author Phil Eberly. "A Radio Newswriter's Alphabet" sets down the principles of effective newswriting in a bright, concise, and witty style, and it should prove useful not only for News/Talk formats but for newscasters in all formats. —Brad Woodward

A — Active voice: Use action verbs and active voice whenever possible. Verbs should be chosen with precision — chosen to fit action and the actors. This attention to doing, and to the agents of doing, compels the careful writer to summon up verbs endowed with strength. A *strong* verb, to begin with, is a verb other than *is*, *was*, *are*, *has*, *have*. (I heard of a college prof who lowered composition grades one notch for every use of the verb *to be*!) We can't eliminate the *wases* and *ares* entirely, but we can cut their usage drastically.

Do not write:

"Seven will be hosted in Everytown . . ."

"A committee has been formed by the Everytown School District to find out what the situation is with School Superintendent, Dr. John Jones."

Write:

"Everytown will play host to seven . . ."

"Will Dr. John Jones stay on as Everytown School District Superintendent? A newly-formed committee hopes to find the answer."

B — Brevity: Make your sentences short — and telling. Long sentences confuse the listener and do not do the job news is intended to do — inform.

Do not write:

"Congress fails* to override the President's veto of a military construction bill which would have allowed Congressmen a chance to review Administration decisions to close military bases in their districts." (30 words.)

*Ugh (Gasp!) This verb is in the present tense, while all the rest of the verbs in the story are in the past tense. We should be consistent!

Write:

"Congressmen won't have a say on the closing of military bases in their districts. (14 words.) The lawmakers failed to override the President's veto . . ."

A pretty fair writer by the name of W. Shakespeare said it best: "Brevity is the soul of wit."

C — Clarity: Now abideth faith, hope, and clarity, but the greatest of these is clarity. Writing in clear, understandable language is the essence of our trade. Sometimes this even means an explanation in the middle of a story — for example, *prime rate*.

Do not write:

"The Commerce Department had good news today. Business inventories increased \$1.9 billion in May for the largest increase in 17 months, and nearly double the increases in April."

Write:

"The Commerce Department had good news today. Business inventories increased \$1.9 billion in May. This presented the largest gain in 17 months. Rises in inventories mean higher consumer spending, etc."

D — Direct: Write your stories direct — and simple. Use the short word rather than the long, the concrete rather than the

abstract, and the familiar rather than the unfamiliar. Stay away from words *character*, *feature*, *aspect*, *factor*, *nature*; these are "filler" words.

Do not write:

"The action seems to bear all the aspects of an election year gesture."

or

"City council's meeting today was marked by frequent exchanges of a hostile nature between Democratic and Republican members."

Write:

" . . . Seems like an election year gesture."

and

" . . . By frequent hostile exchanges . . ."

E — Essence: Hand-in-hand with clarity is the important matter of reducing the story to the essentials, free of all frills.

F — Fundamentals: Does the story have the basic ingredients of most good news stories — who, what, where, when, how?

G — Grammar: Good newswriting means proper grammar. If you're not sure about a point of grammar, ask. Or better still, run — do not walk — to a book store and buy yourself a copy of the best little writer's handbook ever written, "The Elements Of Style," by William Strunk Jr. Only 71 pages long, this little book has packed much grammar in few pages. (Available in paperback for around two bucks.)

H — Harmonize: The writing of each story should be harmonized to form an integrated whole. Every newscast should be orchestrated for "wholeness." Stories should be written so they blend into the whole.

I — Idea: Every creative effort, of course, begins with an idea. Time is our enemy in meeting deadlines every hour. So discipline yourself to think of ideas — away from the newsroom. Reading a lot certainly helps in the "idea game."

J — Joining: Also called linking. How, for instance, do you write to join an intro with an audio cut? Be careful not to use the same wording in introducing the audio tape that appears on the tape.

Do not write:

Intro: "The United Way president appealed for cuts across the board."

When the Audio Opens:

Voicer: "I appeal for cuts across the board."

Write:

Intro: ". . . called for all department to trim their expenses."

K — Keystone: The keystone to effective newswriting (all writing, really) is meaning. What do I want to say? Have I said it?

L — Lead: And now a prayer: "Lead us not into the temptation to write dull leads."

Phil Eberly is Vice President of WSBA-AM & FM/York, PA and Director/Special Projects for Susquehanna Broadcasting, and is the author of "Music In The Air" (published by Hastings House).

Do not write:

"John Jones, President of United Federal Savings and Loan, announced that the institution would construct in downtown Everytown a headquarters building, modeled after the Governor's Palace in Williamsburg, Virginia."

Write:

"A touch of old Williamsburg, Virginia will come to downtown Everytown . . ."

John Jones is not, for heaven's sake, the key part of this lead! So why put him first?

M — Manuals: Refer often to your survival manuals. These should include, in addition to "The Elements Of Style," the dictionary, and "How To Think Write And Speak More Effectively" by Rudolf Flesch. Depending on your wire service, never keep the UPI or AP Style Book more than an arm's length away.

N — News: Never forget, this is what we're writing — not essays, not newspaper stories, but NEWS. You are writing for the ear. You should write to "sell" the news. There is more to "selling" the news, of course, than writing, but this is where it starts.

O — Order: Be sure the words that make up your sentences that make up your stories that make up your newscasts flow in a logical order.

P — Practice: As the New York policeman said when a visitor asked him how to get to Carnegie Hall, "Practice, practice, practice!" Every now and then, take some of your newscasts home. Study how you might have improved them. There's another kind of practice too — and you can even do it when you're in your car. Look at everything you see as a possible story. Then imagine how you might write about it.

Q — Questions: Use questions in writing your stories from time to time.

EXAMPLES

"Does oxygen on Mars signal the presence of life on that planet? It might."

"Remember John Smith, that convict who escaped last month from Cumberland County prison? He got caught today . . ."

R — Revision: Revise, revise, revise! Someone said, "All writing is rewriting." The pressures of our deadlines do not allow us much of this luxury. So why not try to have your newscast ready five minutes before airtime, in order to revise right up till you go on the air?

S — Selection: Make the right selection of words, and know the difference. Be sure to make yourself aware of the distinctions in such words as:

repel and repulse
expose and exposure
seasonal and seasonable
heartburn and heartburning
militate and mitigate
. . . the list goes on.

T — Tone and Tune: "Listen" to what you write before you read it. No advice really can be given about prose rhythms. The mind's ear is the only guide. Listen to what you write. You'll know it when you've got it.

U — Usage: Always use the simple and direct word. The French call "mot juste" the word that exactly fits. Strive for colorful words. Many words that originally began life as slang have become perfectly proper in newscasts. They add color to our writing.

EXAMPLES

shilly-shally, racketeer, highbrow, hard-boiled, rubberneck, cold feet, hard hat, rigamarole, bamboozle, double-cross . . . you know the kind.

However, be careful when you use words such as these. Ask yourself: "Will the listener understand them in the context I have used them?"

Do not write:

"Police in Cumberland Township are probing a con ploy." (This does not *listen* well.)

Write:

"Police are investigating a con game . . ."

Watch "vogue" and "vague" words. Avoid them if at all possible. These words obstruct our path to simplicity and directness. Let us now list a few (gulp!):

Vogue and Vague words:

credibility gap, realistic, processing, operational, attitudinal, maximize, inoperative, input, low-profile, bottom line, go public.

Pseudo-Technical:

interaction, constituency, modular, gubernatorial, etc.

Cliches — Old And New:

this point in time, time frame, conspicuous by his absence, maintain the status quo, a place in the sun.

Good, solid Anglo-Saxon words are the best, every time. Most of the above words are marks of affectation, and hinder effective communication with the listener.

V — Variety: Always strive for variety. But in so doing, watch it! For example, in quoting somebody, don't go to a synonym for a synonym's sake. Why try to find another word for said? Better to write said several times than such artificialities as *exclaimed*, *expounded*, *theorized*, etc. Stated should be OK now and then.

W — Words: "A word fitly spoken is like apples of gold in pictures of silver" — Proverbs 25/11. (Who can improve on that?) Always remember, words are what communication is all about.

X — Marks the spot: X is also a letter on the typewriter. We should never be afraid to use x's. As we progress into the writing of a story, what's wrong with x-ing out a word or an entire line, if we come up with a better word or line? We are not writing manuscripts for the Library of Congress. So what does it matter if we make generous editing with x's? What other profession can discard so easily?

Y — Yeast: Don't be afraid to add leaven to your stories. Use "yeast-y" words to leaven the sentences you write.

EXAMPLES

A grinding car accident
A spectacular fire
A sparkling victory
A stunning upset
Added lustre to the event

Z — Zinger: What's wrong with an occasional zinger? They're fun to do. Make sure though you use them in a lighthearted or humorous story — usually at the end of the newscast. Zest, anyone?

EXAMPLE:

If a truck spills its cargo of eggs (and no one is hurt), write:

"Although the driver found nothing particularly funny in the incident, he had nothing to lose but his yolks."

This alphabet obviously is not intended to be the ultimate guide in writing effective newscasts. The more conscious of our writing we become, the better our writing will become. Blessed are they who write effective newscasts, for they shall be comforted; they shall also inherit more audience for the station.

AP has always given you more service for your money. Here's how to make more money from our service.

VISIT US
AT THE NAB
CONVENTION, BOOTH 419
AND THE HILTON SUITE 2976

If your station has the AP Radio Wire, you've got access to the world's most credible, up-to-date, and salable news.

But along with your news, you also get hundreds of authoritative, timely and equally salable feature programs each week.

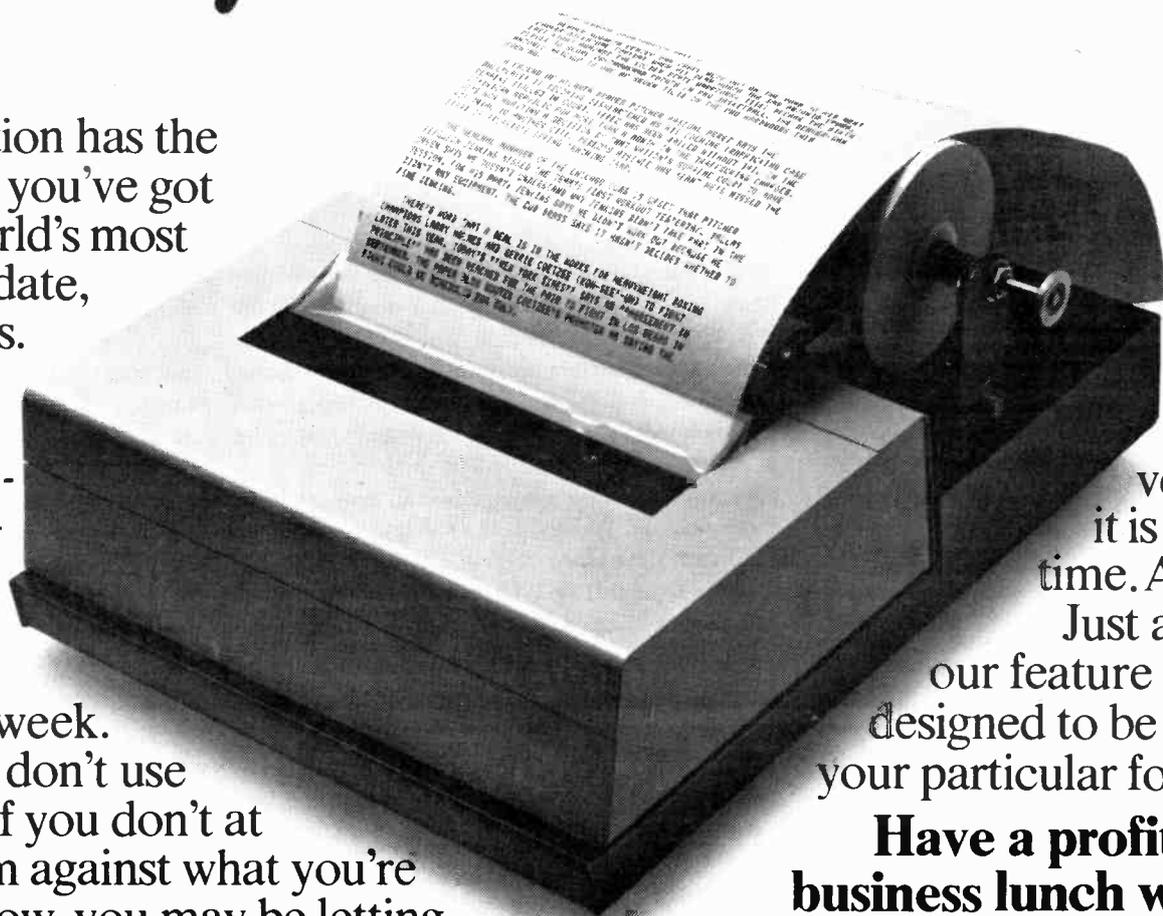
And if you don't use those features, if you don't at least weigh them against what you're programming now, you may be letting thousands of profitable commercial avails slip through your fingers.

AP professionalism pays off in audience loyalty, and salability.

The standards of quality that apply to our news scripts also apply to our other programming. Whether it's sports, business, agriculture or lifestyle features.

The result? Unmatched audience loyalty. People tune in to hear our features, most of which provide time for commercial breaks.

That loyalty is what makes AP feature programming such a logical media buy for clothiers and car dealers. For stock brokers and sporting good stores.



And that's important to you.

Because the more your feature programming appeals to prospective advertisers, the easier it is for you to sell time. And boost profits.

Just as important, all of our feature programming is designed to be compatible with your particular format.

Have a profitable business lunch with your AP Radio Wire Machine this Monday.

Along with all of the other attractive features of the AP Radio Wire, we feature a list of coming attractions. That's an AP exclusive.

If you've never seen it before, check your Radio Wire around noon, on Monday. And brace yourself for a shock.

Because it will do more than just tell you what's in store for the week ahead.

It will convince you that you've been sitting on a gold mine... of information.

To find out more about how our Radio Wire features can help you improve your profit picture, call Glenn Serafin collect at the Broadcast Services Division of The Associated Press (202)955-7214.

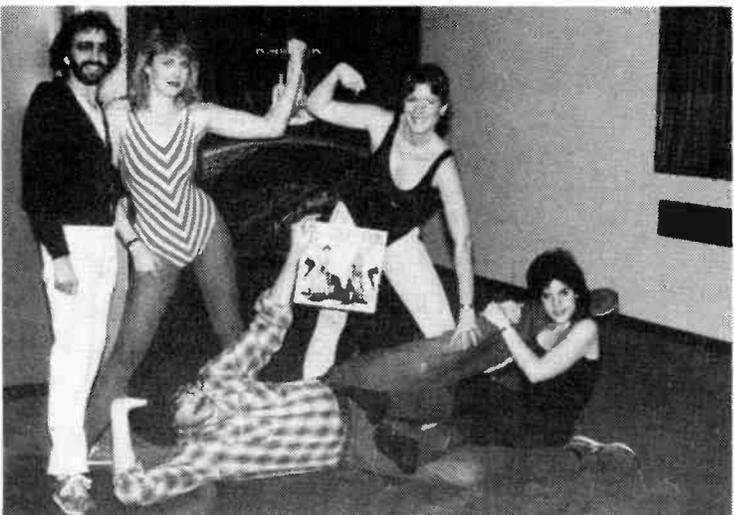
AP Associated Press Broadcast Services. Without a doubt.



WBLI'S LATEST WONDER — WBLI/Long Island recently hosted two nights with Motown recording artist Stevie Wonder during his stay in New York City. Pictured backstage (l-r) are WBLI's Ric Summers, Wonder, and PD Bill Terry.



TURNING JAPANESE? — C.C. McCartney, KKBQ/Houston's evening personality and host of the "American Showcase," recently flew to Japan for TV appearances and interviews. The "American Showcase" plays Top 40 hits and is produced in the States for Japanese radio.



LYING DOWN ON THE JOB — WNBC/New York's Howard Stern is getting into shape with his copy of Earle Doud's "Celebrity Workout" LP. The album features impressionists Rich Little, Fred Travelena, and Julie Dees inducing people to flatten those tummies and lift those legs. Caught sweating it out (l-r) are Capitol promotion's Arthur Field, model Ann Wiley, promotion's Teri Munt and Alexandra Horowitz, and, in his new broadcast position, Stern.



NOT SO HARD TO HOLD — PRO-FM/Providence, RI held on to singer/actor Rick Springfield long enough to take this picture during a recent tour to promote his movie debut in "Hard To Hold." Welcoming him to Rhode Island (l-r) standing are PD Tom Cuddy, midday man Tony Bristol, Springfield, Production Director Dan Centofanti, night rocker Tony Mascaro, and (kneeling) weekender Joe Cortese.

CALENDAR



BRAD MESSER

Just Trying To Save A Buck

Take credit for it: in radio we're all intellectuals. No way could this be called work. We use no equipment made by Peterbilt or John Deere, handle no shovels, don't wear hardhats, and get no on-the-job physical exercise. Unless you count reaching for a mike switch, or reaching for a calculator, or Aerobic Coughing.

Naw, we're all thinkers. Best I can determine, we basically think about how to make more and more money, and sex, which this column probably should be about, instead of filthy lucre, which it is about.

Execs sit around thinking a dollar saved is a dollar earned, and some of 'em get to be specialists in never spending any cash. It's no joke. At one station where the recording tape budget was nonexistent, the staffers scavenged among public affairs shows and incoming job audition tapes (some of which were immediately rerecorded as outgoing job audition tapes) and, when the hand-me-down reels ran out, management would place ads for jocks and newpeople and sit back awaiting the mailman. Free tape.

Pretty tight, no? To be at least superficially fair about it, one must agree that such savings can

create an impressive balance sheet, and beyond that, at marginal stations they can be the make-or-break factor preventing the whole operation's budget from being terminally brain-bashed by overhead. But the point is, some pennypinching gets a bit too radical.

One newsman whose name you'd recognize tells me he auditioned for a news director slot, and afterward he gradually concluded that he'd been taken for a ride. The GM had asked all applicants to analyze the news department and submit detailed written critiques and recommendations. The applicants poured their hearts into their reports. Weeks passed. The job wasn't filled, and the fellow who had been the intended replacement victim stayed on. No applicant got the big job. But some of the changes recommended by this particular applicant began showing up on the air. From the point of view of the not-hired newsman, who got pretty worked up about what he felt was the injustice of it all, the GM was saving money by stealing ideas, plain and simple.

Execs do get some intellectual kicks making money and devising ways to keep most of it, but bosses who go to outrageous extremes such as that are reasonably rare. No?

Self-Lighting Cigarettes

MONDAY, APRIL 16 — The first self-lighting cigarette was patented 150 years ago today (1834) by New York inventor John Marck, whose idea did *not* make a million. His integral igniter, similar to a match head, contaminated the tobacco with a strong taste of sulphur. Self-lighting devices patented as recently as 1955 still haven't overcome the unwanted side-effect of unpleasant taste.

Texas City, Texas explosion of ship "Grandcamp" killed 510 in 1947. U.S. began North Vietnam bombing raids on Hanoi and Haiphong 1972. Income tax deadline is midnight.

Kareem Abdul-Jabbar 37. Bobby Vinton 49. Edie Adams 55. Peter Ustinov 63.

Bay Of Pigs Invasion

TUESDAY, APRIL 17 — About 1550 exiled Cubans tried to take Cuba back from Castro 23 years ago today in 1961. Their attack at the Bay of Pigs failed miserably, partly because the U.S. reneged on a promise of air support. About 100 attackers were killed. 200 escaped, and the remaining 1200 were captured and held hostage in Cuba nearly two years.

First solo around-the-world flight by a woman completed 1964 by Mrs. Jerry Mock of Columbus, Ohio. Rolling Stones release 1st album 1964.

Harry Reasoner 61.

Paul Revere's Midnight Ride

WEDNESDAY, APRIL 18 — Forty-year-old Paul Revere made his Massachusetts midnight ride in 1775, warning that government troops were on their way to Concord to confiscate Yankee gunpowder. On the eve of the American Revolution, "He did *not* ride around shouting 'the British are coming!'" says Jim Havner of the Paul Revere House in Boston. "He wouldn't have yelled because there were enemy patrols in the area, and Revere wouldn't have said 'the British' because at that time local people still considered themselves British."

The 8.3 magnitude San Francisco earthquake of 1906 was the strongest quake ever to hit an American city. First coin-op laundromat 1934. Lee Marvin lost \$2 million palimony trial 1979.

Hayley Mills 38.

American Revolution

THURSDAY, APRIL 19 — Battles at Lexington and Concord touched off the American Revolution in 1775. In just over seven years of fighting, the colonials outfought the British regulars by a 4-to-1 casualty count. The new United States democracy declared the war officially over on this date in 1783.

Grace Kelly married Prince Rainier 1956. WINS/New York first 24-hour all-News station 1965.
Don Adams 57.

First Successful Nuclear Experiment

FRIDAY, APRIL 20 — Eighty-two years ago today the French husband-and-wife scientist team Pierre and Marie Curie completed the first successful atomic experiment, isolating the radioactive element radium (1902). Early researchers didn't know radiation is dangerous. Both Marie and daughter Irene Curie eventually died of leukemia.

Tonight and through the weekend, the annual Lyrid meteor shower is due, but it may not live up to its spectacular reputation. In recent years its shooting-star count has declined.

Ryan O'Neal 43.

Tomorrow (4-21) Mark Olberding 28, Elaine May 52, Queen Elizabeth II 58. Sunday (4-22) Peter Frampton 34, Glen Campbell 45.

TWO, THREE-FORMAT HITS FOR YOUR UP & COMING BOOK

DE BARGE

"Love Me In A Special Way"

A/C Chart: **21** Black/Urban: 5

CHR NEW & ACTIVE

B94 22-17	FM102 29-24	KZZB add	KTFM 39-37	WHOT-FM add	WZYQ add	KCAQ deb 30
WHTX 21-17	XTRA add	KXX106 24-21	KROK 31-30	13K 29-28	WKHI 36-30	WXKS-FM
WASH 28-22	KFRC 19-16	KSET-FM 16-11	Z98 deb 30	KIKI 39-37	WJAD add	WBLI
I95 deb 29	WTIC-FM 25-23	WZYP add	KIIK add 34	KO93 28-27	WFOX 37-34	WCAU-FM
Y100 17-14	FM106 38-32	WOKI 34-32	WZPL add 30	KHOP 24-20	WCIL-FM deb 30	PRO-FM
B97 16-14	WPST 39-33	FM100 38-34	ZZ99 deb 26	KHYT 40-32	KCMQ add	WAVA
WHYT 19-16	WKRZ-FM add	KITY 28-26		WGUY 40-36	KDVV 21-18	WGCL
KBEQ 10-9	WBBQ add					WCZY



THE TEMPTATIONS

"Sail Away"

A/C Chart: **18** Black/Urban: **20**

CHR NEW & ACTIVE

WXKS-FM	WMAR	WJZR	FM100	KROK	KHYT	OK100	WJAD	KKQV
WCAU-FM	WVSR	KAMZ	WHYY-FM	KQXR	WFBG	13FEA	WFOX	KCDQ
94Q	K104	KSET-FM	KRGV	KIKI	WGUY	WKHI	Q101	KTRS
B97	WKEE	WRQK	KX104	KQMQ	WIGY	95XIL	WAEV	KHTX
WHYT	KXX106	WANS-FM	WSFL		103CIR	WOMP-FM	WIXV	KZOZ
FM102	WBCY	WOKI	KTFM		WERZ	WISE	WGLF	KIST



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THE PICTURE PAGES

Knockouts Mix Up At Mixdown



Camel/MCA artists Franke & The Knockouts were at L.A.'s Image Recording to do the final mix on their new single, "Outrageous." Standing are co-producers Pat Glasser and Jon Van Nest. Seated (l-r): Camel President Bruce Bird and Knockouts Franke Previte and Bobby Messano.

Dice Shake Up PolyGram



PolyGram has just signed Canadian trio the Dice with a debut album out now. Shown at the signing in Toronto (l-r) are (in back): manager David Bluestein, PolyGram's Derek Shulman and Sr. VP Jerry Jaffe, PG Canada's Bobby Gale, and PG's George Meier. Front: group's Hayden Vialva, manager Laurence Steinberg, band's Gary Lima, manager Jeff Laytin, the group's Trevor Russell, and PG Canada's Karen Gordon.

Daniels Jams Again



Shown here at the tenth Volunteer Jam (l-r standing) Epic's Rich Schwan, BMI's Frances Preston, Epic's Larry Hamby, Charlie Daniels, Epic's Dan Beck, CBS Sr. VP/GM Rick Blackburn, manager Joe Sullivan, and the VOA's Judith Massa. Kneeling are U.S. Tobacco Co. Chairman Lou Bantle and Dick Clark.

Cover Girls For Perfect Affair



Rick Rose, lead singer of Canadian band Perfect Affair recently dropped by CHUM-AM & FM/Toronto with champagne and the cover girls from Perfect Affair's debut LP. Shown (l-r) standing: CHUM-FM MD Wayne Webster, cover girl, Rose, cover girl, CHUM-FM's Barry Stewart and Paul Morris. Seated: CHUM-AM's MD Brad Jones and Attic Records' Ralph Alfonso.

Laurie Brings Heartbreak To Warners



Warner Bros. threw a Valentine's Day party to celebrate the release of Laurie Anderson's second LP, "Mr. Heartbreak." Anderson (l) is shown with Warner Bros. Sr. VP Bob Regehr.

RCA Bridges Gap



At the recent party celebrating Total Experience's new distribution deal with RCA, the Gap Band's Charlie Wilson (r) was visited by singer Cheryl Adams and RCA Division VP Michael Kidd.

Camp Joins Sparrow



Steve Camp (seated) has pacted with Sparrow Records, with a first LP, "Fire & Ice," slotted for March release. With Camp are (l-r): Sparrow President Billy Ray Hearn, manager Steve Weyer, and Sparrow Sr. VP Bill Hearn.

B/A/M/D Branches Into Managing



Burkhart/Abrams/Michaels/Douglas & Associates, which recently added a Christian consulting division, has now expanded into the management of inspirational artists, with the signings of Myrrh's Benny Hester and Leslie Phillips. Shown here are manager/division head Brad Burkhart and Phillips.

INTRODUCING



CITY RHYTHMS

WITH FRANKIE CROCKER

IT CAPTURES THE BEAT OF THE STREET

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

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Contemporary Hit Radio



JOEL DENVER

A TRIP TO TORONTO

Radio In The Great White North, Eh!

This past weekend (April 2-3) I had the pleasure of serving as a guest panelist at the second annual convention sponsored by "The Record," a popular Canadian trade publication. Over 400 attended the gathering, stationed at downtown Toronto's Sheraton Centre. While there, I took the opportunity to chat face to face with some outstanding broadcasters and learn a great deal about what's going on behind the scenes in "Great White North" radio.

While Toronto radio is decidedly progressive in music structure and exciting in presentation, it's almost like taking a step back into time. FM, while coming on strong, doesn't have the overall listenership that AM still commands. Much of this has to do with the Canadian Radio & Television Commission (CRTC) content and format laws, which essentially try and keep FM free of programming without "culturally redeeming value." In other words, an FM station in Canada has little shot at being totally music-intensive under the present guidelines.

As a result, the programming selections

THE RECORD

offered on FM are somewhat limited, with AOR the closest thing to contemporary radio as we know it. This, combined with restricted rotation laws on FM, plus the foreground and Canadian content rules (15%), has further restricted FM growth. Although AM radio still has a number of similar limitations placed on it regarding Canadian content (30%), it is the least restricted of the two bands.

Jeff Pollack Sharpens The Competitive Edge

Anyone who's a serious Canadian broadcaster was present at "The Record" convention. Keynote speaker was California-based consultant **Jeff Pollack**. He offered excellent thoughts on radio basics and how to prevent boredom in a speech titled, "The Competitive Edge That Makes The Difference."

Jeff listed six major reasons why radio can become boring:

- Corporate pressures for instant results reduces programmers' creativity.
- Boring PDs with unimaginative ideas.
- Consultants who only want a homogenized sound.
- Journeyman jocks who have nothing but time and temperature content.
- Too much research and not enough guts.
- Boring music.

Jeff added, "All of these factors contribute to a boring station, but you can help set yourself apart and become an exciting innovative station." To do that he suggests:

- Evolving with the market and paying less attention to trends.
- Obtaining as much research as possible, but not letting it lead you by the nose.
- Using common sense to interpret data.
- Not settling for mediocre jocks.
- Getting involved with the community.
- Working to improve station production, a lost art which helps set your station apart.
- Using PSAs to be topical.
- Planning attention-getting promotions versus album giveaways.
- Taking a few gambles with new ideas. Make the station sound loose and fun, but have a tight inner structure.
- Using TV advertising because it builds come, solidifies confidence in the audience, and reinforces calls.

Jeff also cautioned, "Spending money on a poor TV campaign is dangerous. Every TV spot should be carefully thought out and prepared, and contain a 'magic moment.'" Examples included the pregnant pause in the E.F. Hutton campaign, the Benson & Hedges spots where you never knew how the cigarette was going to get crunched, and the current Wendy's commercial where the old lady says, "I don't think there's anybody there." He urged programmers to remember "radio is an entertaining medium."



Jeff Pollack

CHUM And CFTR Square Off In Grudge Match

There is no stronger one-on-one rivalry in Toronto than the competitive struggle between CHR leader CHUM (AM) and CFTR. The level of competition goes deep — much deeper than most — as it's been going on for many years. For CFTR to win it must conquer CHUM's 25-year heritage.

In addition both parent companies, CHUM Ltd. and Rogers Ltd., were in competition for the on-air rights to Canada's only national cable-delivered music channel. The decision handed down by the CRTC last week (4-2) awarded the channel to CHUM Ltd. But the ironic thing is that the programming, which CHUM Ltd. plans to call "Much Music," will be carried over Rogers Cable Ltd.

CHUM Keeps On Winning

How does a station continue to win as consistently as CHUM? PD **Jim Waters** answered, "CHUM has been doing it this way for 26 or 27 years, and we have never changed our focus. We always talk to the young, vital audience, as they eventually become upper demos, which is what everyone wants. The few times we began to

"This is really a war here. I'm sure any salespeople will tell you the same thing, because we're fighting for many of the same accounts."

—Jim Waters

stray from our young sound we've seen disastrous results, just as many programmers in America have said time and again. We're aimed at youth-oriented thinking people.

"My father, (owner) **Allan Waters**, is really responsible for the stability. He's always believed in consistency, and promotes it. He stresses its value, and our loyal audience attests to it. In addition, we've had the guidance of (GM) **J. Robert Wood** for as long as I can remember."

Comparison Time

So what sets CHUM and CFTR apart? **Jim** responded, "We're more personality-oriented than CFTR, as they're really restricted. Other than some music and the jocks doing their thing, I never perceive too

Continued on Page 38

Formats, Formulas, and Futures

Following **Jeff Pollack's** address, I joined **CHOM-FM & CKGM/Montreal PD Rob Braide**, **CHUM-FM/Toronto PD Ross Davies**, **CFOX-FM/Vancouver PD Don Shafer**, and **Joint Communications Director Of Programming Jeff Vidler** to discuss "Formats, Formulas, And Futures."

PolyGram Canada President **Peter Erdmann** moderated. He remarked, "Radio is forced to compete for the interests of the young people who're distracted by many other modern day technologies. We depend upon this age group for our new trends and must work to continue to attract their attention." He attributed much of the music industry's successful turnaround to "the artists and performers who created new and exciting music forms."

Import Wars

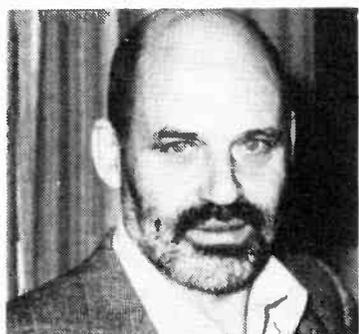
The panel discussion also uncovered "import wars," mainly between CHUM-FM and the record companies. Under increased pressure from CFNY, a KROQ-type station,

CHUM-FM has sought out newer and fresher imports, airing a number of them counter to the labels' marketing and release schedules.

I took CHUM-FM's side, saying, "Were it not for KROQ and KIQQ, some bands like **Soft Cell**, **A Flock Of Seagulls**, **Duran Duran**, and **Human League** might not have enjoyed their present levels of success." **Don Shafer** disagreed, stating, "The primary goal of CFOX-FM is to attract listeners, not sell records."

CRTC Criticized

Other topics included the overbearing CRTC format rules and how they cause competitive problems for a number of Canadian stations; i.e., those in markets neighboring the US. I learned there are no Urban stations in Canada. Why? It's not because the audience isn't available. As one programmer noted, "The content rules of the CRTC wouldn't allow it." Coincidentally, **CJMF/Quebec City** was forced off the air (3-31) under CRTC pressure for playing CHR music on FM instead of the MOR for which it was licensed (R&R 3-9).



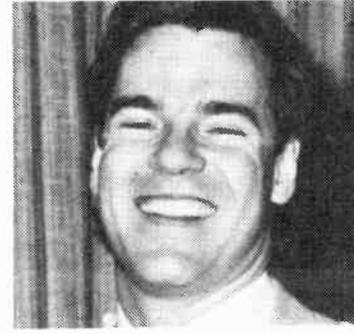
Peter Erdmann



Rob Braide



Don Shafer



Ross Davies



Jeff Vidler

HUEY LEWIS

Spandau



AND THE NEWS

"THE HEART OF ROCK & ROLL"

VS4 42782

The New Single From
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117/110

Don't miss
Huey Lewis And The News
on their 80 city tour—
already selling out!

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From The Album "TRUE"

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62/6

WPHD	WRCK	WRQN
WCAU-FM	WKRZ-FM	WHOT-FM
KMJK	WHTF	13K
XTRA	WJZR	KQXR
Q100	KAMZ	KMGX
WVSR	KSET-FM	KQMQ
WYCR	WOKI	KLUC
WKEE	WFMI	KSKD
WLAN-FM	KIIK	KDON-FM
WSPK	WGRD	KCPX-FM
WKFM	WJXQ	KHYT

and more



Chrysalis
Records & Cassettes

The Great White North, Eh!

Continued from Page 36

much going on over there. They've launched a rear window sticker campaign of late, which is by far the most aggressive thing they've done outside of the commercial-free Sunday. Every week we have the 'Sunday Morning Oldies Show' with Roger Ashby; that's why they went commercial-free in the first place. Why should we give it away? Besides, commercial-free eventually traps you."

Jim's definitely serious about his radio. When asked how serious and if he feared CFTR's possible day in the sun he stated, "This is really a war here. I'm sure any salespeople will tell you the same thing because we're fighting for many of the same accounts. I certainly don't like to think they could beat us, but I must admit



Jim Waters

Sandy Sanderson

they are a good-sounding station in a few areas. They do have a better signal than us, which has always been one of our headaches. But we're the first station to broadcast in AM stereo so we're state of the art, and it's provided a nice promotional effort. The CHUM Card is our key promotional vehicle and with it we're dumping 300 AM stereo Sonys into the market.

"I think CHUM is generally more aggressive than CFTR because we have better ears than they do. My MD, Brad 'Knobby' Jones, has been here for seven years, and I don't know what I'd do without him. We maintain a really strong relationship with the local label reps as they really have a good street feel."

Motion

WTKI/Milwaukee overnight personality Brian Mitchell moves to KZZP/Phoenix to become early evening rocker... KS103/San Diego welcomes "Crazy" Dave Otto to mornings from KZZP, replacing Ron Jordan, who moves to WENS/Indianapolis... WMAR/Baltimore PD Ralph Wimmer takes the afternoon show, known on-air as Tom Winston... Danny Austin exits middays at KINT/El Paso for PD/middays at KRZI/Waco... Chris Garrett adds MD title to his air duties at WHEB/Portsmouth, replacing Rick Bean, who moves into sales... MD Greg Murray is now also Assistant PD at WIGY/Bath, ME... Raul G. Lahee is named an Account Executive for WPLJ/New York.

The new Q103/Denver lineup includes PD Jack Regan mornings, Production Director Barry James middays, Bill Bline for the "Noontime Oldies" show/early afternoons, MD/Assistant PD Alan Sledge afternoon drive, Scott Morrison evenings, Tom Chase late nights, and Tom Brewer overnights... Virginia Nicolaidis joins WZYQ/Frederick, MD as news anchor from WSBY/Salisbury, MD... WQID/Biloxi welcomes Cheryl Tunstall as Research Coordinator.

At KHYT/Tucson, Bob O'Neil is now handling afternoon drive, while Tim Allen takes nights; both are from KSTN/Stockton. Production Director Mike Mason covers mornings... KNBQ/Tacoma-Seattle promotes R.P. McMurphy from Production Director to afternoons, with Tim Edwards from KRPM/Tacoma now doing noon-3pm, plus production. Also at KNBQ, Jeff Randle comes aboard from KACY/Oxnard for nights, replacing Ron Harris; Sandy Louie takes overnights and the MD slot, displacing Jennifer Michaels.

No wonder there are strong ties. When CHUM adds a Canadian record, the station airs free, 30-second commercials to boost artists and product awareness. It's a policy which was to run only 18 months. But because of the recording industry's tremendously positive reaction, it has continued.

Future AM Wasteland?

The CRTC is now considering revising its FM rulings for the Windsor market, which would allow for more competitive programming on a par with the Detroit stations. I asked Jim if the ruling was hypothetically relaxed for Toronto, would he consider moving the AM format to CHUM-FM if challenged by an FM CHR outlet? "They'd have to drag me through the door to make me switch it. Naturally, if it came right down to it, I'd have to do what it takes to win, although it would be a momentous decision. For the present, AM is still alive and well here, and so is CHUM."

CFTR Shoring Up The Distance

When CFTR PD Sandy Sanderson joined the station about a year ago, he thought his job would be a bit easier: "When I came up here for the job interview, I thought it would be easy to win since CHUM was sounding almost like an AOR station on AM. In the time it took for me to accept the job, return to the States, pack, and then move here, they reverted to a truer CHR sound.

"CHUM is so much of a tradition in the market that the calls are part of everyone's vocabulary. For a listener we've had to conquer the perception that 'CFTR is okay, but it's not CHUM.' This is our hardest battle and to win takes a lot of time and effort. So we're doing a lot of TV now in efforts to raise the cume. Cume is a big deal in Canada. We are beginning to eat away at CHUM in AQHs, but they still lead us heavily in cume."

CFTR is trying to draw attention to itself with extraordinary promotions "instead of albums and T-shirts," Sandy explained. "Using our bumper sticker, you can get \$6.80 (frequency tie-in) worth of free gas every Monday morning. You've got to listen for the location. This morning we pumped about 300 cars and gave CFTR keychains to the rest. We also did our first annual 'Leap

Bits

• **What Did He Say?** Tom Rivers, morning man at CFTR/Toronto, is doing "Rivers Radio Bloopers" three days a week, using material submitted by jocks and newsmen at the station. Anyone with unique outtakes should send them to Tom at CFTR, 25 Adelaide St. East, Toronto, Ontario, Canada, M5C 1H3. Tom will swap material with any contributors.

• **The "Totally Human Domino Show."** KPLZ/Seattle PD Jeff King tried to set a new world record recently by inviting listeners 13 or older to donate a dollar and be human dominos to form the words "No Drugs." The school with the most participants received 101.5 cents (frequency tie-in) per student for its school council fund, with all proceeds going to the Washington Teen Institute's anti-drug and alcohol program. Featuring 3000 listeners as human dominos, the total fall time was estimated at ten minutes.

• **"Snow Job"** is the name of WBCY/Charlotte's latest promotion. Each night between 7pm and midnight, listeners call air personality Cynthia Clare and tell her their lies. The biggest and best fib wins a ski vacation for two in Vail, Colorado with lodging, lift tickets, meals, and transportation.

• **Hearts for Michael Jackson!** KFRX/Lincoln invited over 1000 listeners to come down to a local record store to sign a special Valentine's Day card for Michael Jackson. Albums were given away over a two-hour period.



"Through This Door Passes
The Finest Air Staff In The World"

How could anyone not be inspired each time he walks through the door to go on the air? CHUM PD Jim Waters remarked, "This feeling is enhanced because we truly believe we have the finest airstaff in the world. I'd put our nine personalities up against anyone in North America. Many of our guys, like Terry Steele, have been here about 12 years, Michael Holland for five, afternoon man Bob Magee for 10, John Major about eight, and morning man Roger Ashby for 15.

"CHUM has a heavy heritage. We give our personalities a winning environment in which to work, and that stacks every extra card in the deck in our favor. Any ratings problems are the responsibility of programming because my jocks execute the format to the letter. They're all pros and can take honest criticism."

Year Party' for 1000 listeners, and our morning guy, Tom Rivers, is also involved in a bunch of crazy things like playing Trivial Pursuit and his 'Radio Bloopers' bit on the air."

Vive La Difference

"Musically, we're not as aggressive as CHUM and, as a result, we've less of a teen audience and some better adult numbers. They've been adding six or seven records a week, and that's too many for me. We like to expose our new product every four or five hours to make a maximum impression. We also play less gold than CHUM, but they're not going overboard in this area either."

While listening, it's apparent CFTR is not as personality-oriented as CHUM, save for Tom Rivers. Sandy countered, "I really

never considered them to be personality-oriented, but there's no doubt that in afternoons and evenings we are music-intensive, doing things like the 'Top Six At Six.' We also have a slightly lower spot inventory and no commercials on Sunday. We've done this in an effort to counteract CHUM's Sunday oldies show."

Sandy and I spoke about his signal advantage over CHUM, and AM's ability to stand up to FM. He agreed the current CRTC rules were protecting the AMs. "It only stands to reason that if FM were allowed to compete, AM would erode here just like in the States. A Hot Hits-type station on FM would be a real problem. While our signal is better than CHUM's already, we're increasing our power from 25kw to 50kw and going AM stereo by the fall."

"It only stands to reason that if FM were allowed to compete, AM would erode here just like in the States. A Hot Hits-type station on FM would be a real problem."

—Sandy Sanderson

A Bitter Battle

I mentioned to Sandy this seemed to be quite a bitter war between the two outlets. "Yes, it is," he concurred. "There is no love lost between us. They copy just about everything we do. If we give away gas, they'll start, and the same goes for hourly news updates and quiz games in the morning. You name it, and they're right behind us. I think we're a more fun-sounding family station. Almost all of our gains in the past year have been at CHUM's expense. It will be a slow struggle, but we'll eventually win."

Thank You Canada

It would be hard to close this article without a few words of thanks to "The Record" publisher David Farrell and staff for their hospitality and gracious invitation to be a part of this convention. Special thanks also go to Terry "The Bear" Steele and his family for their friendship and hospitality.



CAN YOU "BREAK THE SECRET CODE"? — KLIK/Davenport, IA recently challenged its listeners to "Break The Secret Code" and win an Apple II computer. The winning listener cracked the code on Spike O'Dell's morning show. Caught with the prize (l-r) are KLIK PD Jim O'Hara, O'Dell, Audience Director Gynny O'Hara, and winner Mike Struck.



IT'S A GARDEN PARTY — Rick Nelson (l) recently returned to Madison Square Garden for a "Garden Party Reunion" concert. When the party was over he stopped by WCBS-FM/New York to chat with morning personality Harry Harrison.

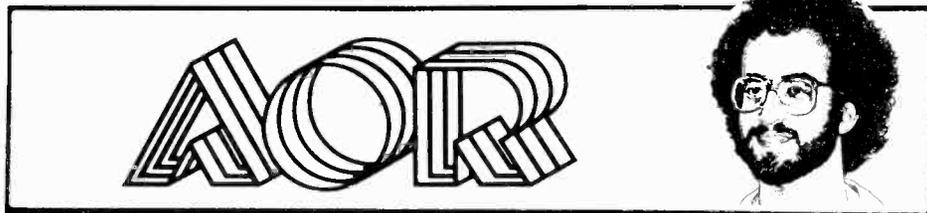
BREAKING OUT!

QUEEN

**I WANT TO
BREAK FREE**



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STEVE FEINSTEIN

25 + AOR, PART 3

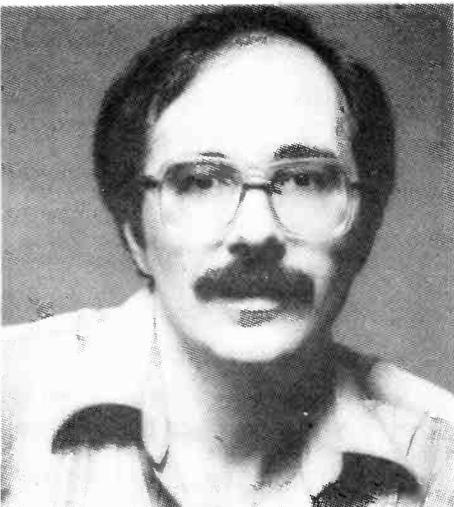
How Mainstream AORs Get Healthy Upper Demos

As many AORs find their teen numbers declining due to CHR's inroads, it becomes all the more crucial to offset those losses by obtaining a healthy balance between the 18-24 and 25-34 cells. An AOR that can offer a blend of 18-34 adults, rather than a 12-24 mix, is bound to be a more attractive buy to many advertisers. As four broadcast executives have told us (R&R 3-21), the station that has serious 25-34 numbers stands a good chance of getting in on 25-49 agency buys.

In the last two weeks, we've looked at stations that are spinoffs or outgrowths of the AOR format, targeting primarily 25+ with 18-24 of secondary importance. At the same time, there are a number of mainstream AORs that have the best of both worlds: they do well 25-34 while maintaining dominance in AOR's traditional 18-24 base.

A Question Of Balance

Such is the case with KGB/San Diego, WTUE/Dayton, and WIBA-FM/Madison. Their cells in the 18-34 demo are balanced; they can all boast of number one honors in 25-34 men and adults, as well as in the younger end. The No. 1 honors they take home for 18-34 men and adults don't conceal humongous 18-24 figures and anemic 25-34 showings.



Larry Bruce

Having a balanced appeal to the younger and older ends of the 18-34 demo is no mean feat. It's often assumed that the two cells have considerably different musical tastes and lifestyles, and that the older end's interest in music and radio wanes with the onset of career and family concerns. Nevertheless, the programmers we'll speak with this week have garnered salable demos by managing to reconcile the radio needs of 18-24s and 25-34s.

Taking It Daypart By Daypart

Chief among the programmers' tools is judicious, sensible dayparting according to the available audience. WTUE PD Bill Pugh observes, "Kids are in school till 3pm, so there's no reason to be slam-dunking at 9am. By the same token, you don't want the Thompson Twins sandwiched between Ozzy and Judas Priest on a Friday night."

He paints this fairly standard picture of audience composition by daypart: "By 9am, the little kids on the phones slow down and the woman who's at her desk is secretly listening to rock 'n' roll instead of the Beautiful Music station. At noon, you pick

up calls from kids who are going to school half a day. Then it stops until 2:30 or 3:00, when school gets out. From 3-6pm it's teens, teens on the phones. That's dangerous, because if you pay attention to them, you'll sound like a McCullough chain saw advertisement.

"During the later afternoon, we try to keep a balance, knowing that Motley Crue is going to get 3000 requests, whereas Steve Perry will get relatively few. Around 6:00, we let the drawbridge down and start rockin' out because most of the older end will get home, watch the news, and then vegetate into a cable movie. But even at night, we don't rock you blind; you'll still hear 'Every Breath You Take.' My night man does a good job keeping a flow, so we're not balls-to-the-wall for the entire five-hour shift."

Day To Day Dayparting

Pugh and KGB PD Larry Bruce daypart not only by time of day, but by day of the week. Says Pugh, "On a Monday, nobody's really psyched to rock out as much as they are on a Friday. Our request hour on Fridays at noon is a good excuse not to go back to work."

Bruce adds, "A station has to reflect how the listener feels at a particular point in the week. What works on Friday night is probably too hard for Monday afternoon." He starts rockin' Friday afternoon and then slows down by Sunday night.

Come the weekend, Pugh "lightens up on the dayparting because people are more active and in the mood to rock out. They're also out and about, and not sitting in an office where they may have to worry about irritating coworkers."

Summertime Dayparting

Summertime means fun. Does it also mean dropping dayparts, since school's

"Each station that bridges the demo gap uses programming nuances, not the playlist or where the liners come up."

—Larry Bruce

out? "We don't move all the dayparts from 3pm back to noon," says Bill Pugh. "We don't say, 'All you 16-24 males, here it comes — nonstop metal.' I don't want to sacrifice those older demos just to please

"Kids are in school till 3pm, so there's no reason to be slam-dunking at 9am."

—Bill Pugh

the kids for the summertime, which then forces me into trying to win back the oldsters in the fall."

Nay To Preprogramming

Rather than preprogram or institute a complex dayparting system, Pugh chooses to give his jocks the responsibility of selecting songs within categories. He instructs them to "use your head. You've got common sense, and know that you shouldn't do 35 minutes of just balls-to-the-wall rock 'n' roll. You're only going to please one segment of the audience, and it's important that we be more broad-based than that."

When it comes to heavier rock, Pugh's rule of thumb to his jocks is, "If you have a question about whether or not you should play it, don't plug it into the hours when we've got offices tuned to us and the kids are nowhere to be found."

He's a bit skeptical of the recent hoopla over metal music. "I wonder if it's not a fad like new rock, disco, and urban cowboy country. Metal's always had an application, but are we overreacting to it because we need something to hang onto, as we needed new rock a year ago?"

Accordingly, Ervin has refrained from running any special programming centered around heavy metal, believing it will cost him more listeners than it will please. Larry Bruce is also wary of overreacting to fads such as metal-mania, but still runs a metal show. "I play a lot of metal in regular programming, too, but I play it in the evenings where it doesn't affect my adults to a major degree."

Bruce dayparts metal into the evenings for a number of reasons. He believes during those hours hardcore metal fans are listening in greater numbers, and also the 25+



Respectful of his staff's judgment, he feels if you strip jocks of the responsibility of choosing their own music, "that's when they say, 'The hell with this. I'm gonna rock out here for awhile and I don't care what anybody says.'"

Instead, Pugh prefers to operate with the understanding that the jocks "have to justify what they do. If they play a record that's dayparted out of their shift, or play two heavy tunes back to back, they know I'll ask them for an explanation."

male is more accepting of metal at night. "Your 32 year-old guy who is trying to get his business together in the morning will dive for the radio if you crank Judas Priest at 7am. But he has more tolerance for heavy stuff at night."

Those Oldies But Goodies

Pugh tries to add spice with "songs the audience has grown up with and still appreciates." He'll move things like Alice Cooper oldies, Bob Seger's "2+2," Badfinger's "No



Bill Pugh



Dave Ervin

Nor is Bruce an advocate of preprogramming, noting that "no matter how perfect the system is, it wouldn't be able to understand how the listeners feel that day. It wouldn't be able to respond to the fact that the surf's up, the sun's great, and that something such as horse racing started that day."

Common Thread Music

WIBA-FM PD Dave Ervin looks for music that has a "common thread" with all the cells making up the 12-34 demo: artists such as Loverboy, Cars, and Jackson Browne. For Larry Bruce, it's artists such as Police, Cars, Huey Lewis, Pink Floyd, and Van Halen that cut across all cells and provide 75% of the music on his station.

On the other hand, Ervin spurns metal groups like Accept and Dokken that he thinks will alienate 25-34s. Instead, he uses only "the cream of the crop," such as Quiet Riot and Def Leppard — artists that he feels 25-34s will sit through if they know there's something for them on the other side, such as the Stones.

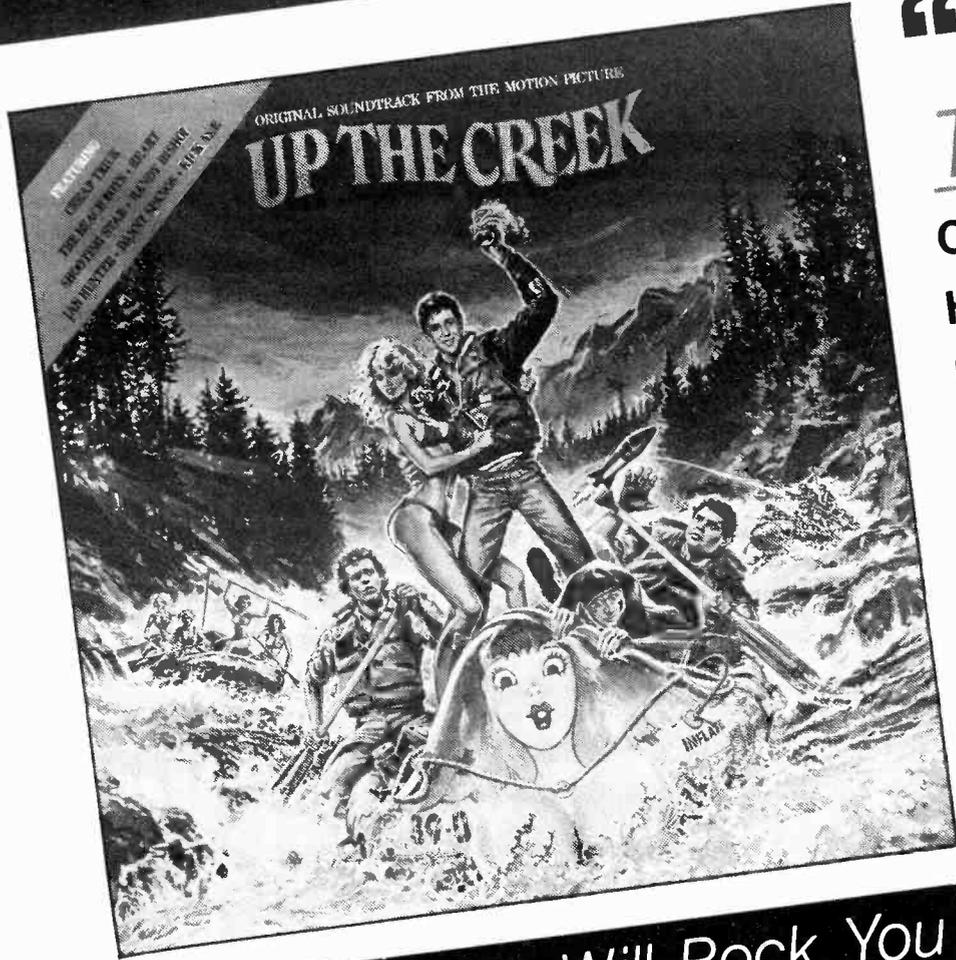
Matter What," and Nilsson's "Jump Into The Fire" in and out of his oldies rotation to add a bit of upper demo appeal. The songs rotate no more often than once a week, and the category comes up about once an hour.

Dave Ervin prefers to play tunes of this type on a six-hour "Nostalgic Rock" show Sunday mornings, rather than include it in his daily music mix. In his regular programming, Dave feels "it's important that we are immediately understandable to the listener. Rather than confuse someone by throwing in the Electric Prunes, let's keep it in the era they expect, by giving them the Stones or Led Zeppelin."

KGB's '60s show, called "Flashback," also airs Sunday mornings and is hosted by market vet Gabriel Wisdom. A morning oldie, the "Morning Flashback," runs weekdays. Oldies in the regular rotation, says Larry Bruce, "disappear by 7pm because people are not as nostalgic at that hour. They're looking to rock 'n' roll and want more current music."

Continued on Page 42

This Soundtrack ROCKS!



The Soundtrack That Will Rock You Through The Summer!

All recording produced by Spencer Proffer

AOR / ALBUMS

BREAKERS

27

"Up The Creek"

The Creek Is DEEP!

- CHEAP TRICK "Up The Creek"
- HEART "The Heat" **Hot Tracks Debut 51**
- KICK AXE "30 Days In The Hole"
- IAN HUNTER "Great Expectations"
- THE BEACH BOYS "Chasin' The Sky"
- SHOOTING STAR "Get Ready, Boy," "Take It"
- DANNY SPANOS "Passion In The Dark"
- RANDY BISHOP "Two Hearts On The Loose"



ORION THE HUNTER

Stalking A Hit

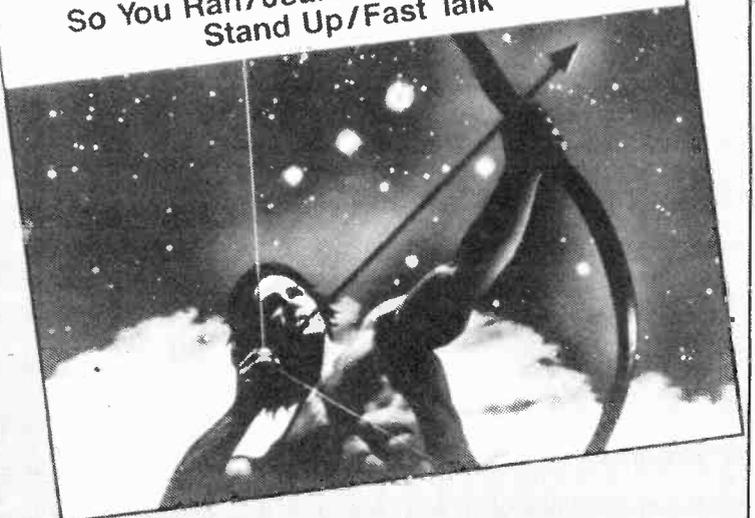
"So You Ran"

Hot Tracks Debut **46**
 #1 Most Added Hot Track

From Next Week's Debut Album, "Orion"

ORION THE HUNTER

including:
 So You Ran/Joanne/All Those Years
 Stand Up/Fast Talk



Portrait

Distributed by CBS Records

RADIO ACTIVITY

Atlanta Fools Day

Market rumors over the past few months had WKLS/Atlanta switching format. (There was nothing to them — it was sister station KRLY/Houston that wound up making a switch.) The funsters at WKLS decided to have the last laugh on all the rumor-mongers by pulling a neat little prank.

On March 30, the station began airing promos with GM Dick Meeder saying, "Times are changing and we plan on changing with the times. Listen to 96 Rock Sunday at noon for a major change in direction."

When listeners called in distress, vowing to circulate petitions and picket the station, jocks feigned ignorance. Advertisers and concert promoters were kept in the dark, and the scene was further set by two other radio stations in town mentioning the impending change.

Finally, the moment arrived. Meeder went on the air and announced that the time was right for WKLS to introduce a new format featuring the best music of all time. A sample followed, including Turkish chants and Shirley Temple singing "On The Good Ship Lollipop."

After six minutes of similar lukewarm hits, the entire airstaff screamed "April Fool's Day" three times and the station kicked into the Who's "Long Live Rock."

Listeners called to let the station know their relief that it was all a prank, and a pretty funny one, at that. Meanwhile, among those fooled was a local TV outlet which showed up to tape the expected change. The TV folks were good sports about the hoax and ran reports of the unchange on the evening news anyhow.

Thick With Thicke

KMET/Los Angeles plans to run the audio track of rock acts appearing on "Thicke Of The Night," which airs on its sister TV station in L.A. The Mighty Met will use only the artists' performances, rather than the entire program. Mr. Mister was the first in a series of planned "instant simulcasts" which Thicke producers say will be made available to other combo facilities around the country.

Current Events

The 7th annual KMOD/Tulsa Kite Flight drew 14,000 enthusiasts, 3,000 of whom entered kites. A local TV station provided judges

and also covered the festivities . . . WLUP/Chicago is sponsoring a weeklong Three Stooges Film Festival at a Chi-town theater chain.

Contesting The Issue

Grand prize in a WDHA/Dover Duran contest included a personal message recorded by the band . . . 20 winners in a Scorpions trivia contest on KFMG/Albuquerque got a "hassle-free ride" on a "V.I. Partier Bus." The bus went directly to the front door of the hall with the "VIPs" spared the bother of waiting in line.

Nice Work If You Can Get It

Personality Colonel St. James drew the short straw and will have the tough task of doing beachside broadcasts via satellite when KSRR/Houston sends 25 pairs of listeners to vacation in Ixtapa, Mexico. When he gets back in late May, the poor guy will have to kick off a summerlong series of live remotes every Friday from 97 Rock Beach Parties in nearby Galveston. It's a hard life, eh?

Odds 'N' Sods

Comedian Paul Rodriguez from "a.k.a. Pablo" gladly graced the podium along with KLOS/Los Angeles personnel at a roast for a guy who's a legend in his own shower, morning phenom Frazer Smith . . . DC101/Washington personality Adam Smasher transformed Billy Idol's "Rebel Yell" into "Hoya Yell" to honor NCAA basketball champs Georgetown University . . . In other sports snorts, WYSP/Philadelphia morning man Steve Sutton's latest prank is offering the Eagles football team to the now Colts-less city of Baltimore. Sutton figures the USFL's Stars will suffice as the remaining football franchise in Philly. Alan Cordeff, his counterpart at WIYY, has accepted the offer on behalf of Crab Town. Eagles' owner Leonard Tose could not be reached for comment on the deal . . . KBCO/Boulder raised \$7000 for the local PBS outlet with a rock 'n' roll auction. In other auction action, Ted Nugent wielded a gonzo gavel as auctioneer when KLAQ/El Paso netted \$1000 for the US Olympic Team by auctioning rock memorabilia . . . Happy 10th anniversary to WRXL/Richmond, which celebrated with a \$2 concert that included Dwight Twilley.

Mainstream AORs

Continued from Page 40

Those Newies But Goodies

Songs such as Phil Collins's "Against All Odds" and Bryan Adams's "Heaven" were unanimous choices as currents that have strong appeal to 25-34s as well as the younger end. For Pugh, songs such as these and the Pretenders's "Show Me," along with currents by the Thompson Twins, Wang Chung, Joe Jackson, and Howard Jones, are "buffers for heavier-handed tunes."

Adult Presentation

A few years back, the modal school of programming seemed to encourage thinly-veiled drug references on the air. Jocks would allude to how wasted they had gotten last night, or sometimes imply they were wasted even as they spoke. "Party" became the catch-phrase expected to give personalities instant credibility.

Bill Pugh casts a none-too-approving eye on the party animal image. "We're not stick-in-the-muds, but we're also not doing bong therapy at 12 noon," he quips.

Dave Ervin voices similar feelings. "As many of our listeners are concerned with paying their mortgage and car note as there are listeners who are concerned with partying tonight."

Don't Try Too Hard

Larry Bruce suggests that jocks not box themselves into a corner by using catch-phrases that attempt to appeal to a particular segment of the audience. "Don't go in only one direction. You don't have to talk about just the 'Ed Sullivan' or 'Leave It To Beaver' shows, nor do you have to say 'bitchin'' or 'rad.'" You can be a normal human being on the radio and touch both groups without ever saying any of those things.

"You're faceless, and the listener projects an image onto you. If you give them too much, you can alienate them. If they don't see themselves as a party animal, for instance, that image may be an impediment to their loyalty."

Adult Imaging

Just as you wouldn't sponsor a hoedown at a local gin mill, nor should an AOR concerned with balanced demos attach itself to just any old promotion. "We don't do beer-slop bar parties or wet T-shirt contests," says Pugh. "If you're 30 years old, you'd much rather go to a wine and cheese party after work, as opposed to an 'All the beer you can drink for the next 105 minutes' night."

Community involvement, such as tying in with a United Cerebral Palsy walkathon, images WTUE as an active, vital force in the market, particularly with older listeners. The mayor of Dayton has cut IDs for the station and shown up at functions and anniversary concerts. A live broadcast from a landmark Irish pub on St. Patrick's Day drew a live phone-in from Hizzoner and appearances by local TV celebs.

Pugh considers these tie-ins with prominent Dayton citizens as endorsements that "lend the station credibility with a 32-year-old closet 'TUE listener who'll say, 'The mayor likes them. I guess they're OK. Listening to them isn't a sin. The devil won't steal my children and rape my wife.'"

WTUE promotions with appeal to upper demos include giving away a Porsche 944, arranging for a florist to sell "WTUE Rock 'N' Roll Bouquets" on Valentine's Day, and sending listeners on a "Romantic Trip To A Romantic City To See A Romantic Band": four days in San Francisco, including a Romantics concert. A WTUE Discount Card offers savings on furniture, as well as for the usual T-shirts, albums, and fast-food chains.

WIBA-FM cosponsors "Halloween On State Street," a block party that draws 100,000 people and features eight live bands. Softball tournaments and "Kite Flights"

are more the station's speed rather than jello jumps, pajama parties and beach bashes.

Larry Bruce proclaims, "People want their rock 'n' roll, and they want to feel they're in touch with the city. We're in touch with the city better than anybody. If it's happening, we know about it." KGB's nightly "PM Hotline" feature runs down entertainment activity: concerts, clubs, movies, when tickets go on sale, etc.

Ongoing events bring KGB close to the community over the long haul. The station is into its tenth year of the KGB "Skyshow," a spectacular fireworks display which Def Leppard played at last year. An originator of the Homegrown album, the station recently revived the project after a four-year layoff. A 10k run over the Coronado Bridge is another annual event.

Dedicated To The One Who Works

An age-old but still immensely effective ploy for endearing yourself with older listeners is doing noon-hour work force dedications. Working folks on their lunch break get a rush when they hear their place of employment mentioned on the air. Many stations read letters on the air from job sites ranging from law offices to tool-and-die works.

Legacy

Longevity is certainly a key to maintaining healthy upper demos. Your audience will grow up with you if you provide them with a consistent product along the way. KGB's tenure is an integral part of its success, Bruce admits freely. "What I do here would probably not work as well for a station that went on the air fresh today. We live on our tradition of delivering great radio to the San Diego market. That tradition can sustain you."

Some stations exploit their history by using positioning statements to the effect that they were the first on the block to start rockin' way back when. Having been an early progressive outlet, WIBA-FM could tout itself as Madison's original AOR, but Ervin chooses not to do so. He fears "hard-core, loyal listeners from years gone by would be irritated because we're not playing Gabor Szabo. If we said we've been around for 15 years, people would say, 'Yeah, but you don't sound like you did 15 years ago and I'm mad about it.'"

Nuance

Larry Bruce explains what he feels is the secret of getting balanced demos: "Each station that can bridge the demo gap relies on programming nuances, not the playlist or where the liners come up. Instead of making the overstatement, 'We're adult rock,' we just rock 'n' roll a little harder at night and a little more adult in the morning. Seventy-five percent of the music is the same. It's the other 25% that varies, reflecting our understanding and sense of oneness with the target."

SEGUES

KAZY/Denver will no longer be consulted by **Burkhart/Abrams/Michaels/Douglas** as of May 1.

Mucho changes at **KDKB/Phoenix**: **Doug Gondek** is upped from swing shift to middays and MD duties, **Steve Trella** joins for afternoons from **WCLS/Detroit**, **Larry Hayes** switches from middays to fulltime Production Director chores, part-timer **Lisa Louise** is promoted to Promotions Director as **Cyndy Spodek** vacates for the same post at **KGB/San Diego**, and **Rick Curtis** is new to parttime.

As **Tony Miles** becomes Director Of Jazz Programming at **KREM/Spokane**, his MD shoes are filled by **David McKie** . . . Upped to MD at **KQDS/Duluth** is **Mike Keller**.

Erratum: Crosstown calls got crossed last week — the real story is that former **KWXL/Albuquerque** PD **Bill Stambaugh** is now an Account Exec at rival **KFMG**, not vice versa.

Whitesnake

SIDE ONE
SLIDE IT IN
SLOW AN' EASY
LOVE AIN'T NO
STRANGER
ALL OR NOTHING
GAMBLER

SIDE TWO
GUILTY OF LOVE
HUNGRY FOR LOVE
GIVE ME MORE TIME
SPIT IT OUT
STANDING IN THE
SHADOW

DAVID COVERDALE
Vocals
JON LORD
Keyboards
MEL GALLEY
Guitar & Vocals
JOHN SYKES
Guitar
NEIL MURRAY
Bass
COZY POWELL
Drums

Produced By:
MARTIN BIRCH
Mixed By:
KEITH OLSEN
FOR POGOLOGO INC.

"SLIDE IT IN"
goes on
"SLOW AN' EASY"
ON YOUR DESK
APRIL 16

CEFFEN

JUDAS PRIEST

MAY 5

LIVE • SUPERGROUPS

Produced by DIR
Broadcasting

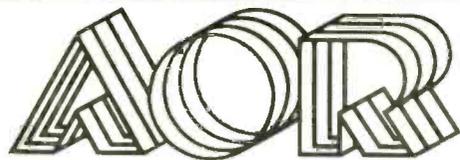
Sponsored in part by Armoral, Chrysler/Plymouth Cars and Levi's 501 Jeans.

Judas Priest defends the faith in Long Beach, California, and you can be on the front line. Live via satellite. The second sensational "Live Supergroups" broadcast of '84. Call (212) 887-5218 for details!



PHOTO BY ERET ROBERTS

abc rock radio network 



Picture Page



IT'S ALL IN THE WRISTS — What prompted WRIF/Detroit morning man George Baier to shave his whiskers and undergo a vital transformation into "Boy Dick?" The occasion was an appearance of the Bruiser Band, a group that features station staffers, as Boy Dick & Culture Shock. An appearance with Joan Rivers on the "Tonight Show" can't be far away.



KSPN GIVES LISTENERS A LIFT — To celebrate its 14th birthday, KSPN/Aspen threw a Blitzenbanger (mountain party) on Aspen Mountain, home of World Cup Ski Racing. 3000 listeners showed up for the reduced price lift tickets, live music, costume party, and specially-priced brew at a mountain restaurant.



T-BONE STAKES OUT DENVER — Pictured after a U.S. Grade A quality T-Bone Burnett concert in Denver are (l-r) Warner Bros.' Michael Lenihan, KAZY/Denver MD Kelly O'Neal, Burnette, and KBCO/Boulder MD Doug Clifton.



DOUBLE TROUBLE — WTOA/Murphysboro, IL PD Jay Michaels (left) joined forces for an in-store appearance with Stevie Ray Vaughan before Vaughan's area concert.



RAITT RATES AT KBCO — Pictured during a visit to KBCO/Boulder are, from left, overnighter Laurie Cobb and Bonnie Raitt.

"THE GHOST IN YOU"
38-04416

The Single,
7" And 12" Versions

On Your Desk Today!

From The Forthcoming Album

"MIRROR MOVES"
BFC39278



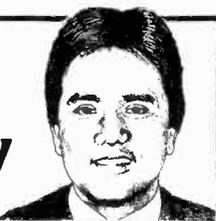
On Columbia Records

THE PSYCHEDELIC FURS

THE GHOST IN YOU



Adult/ Contemporary



RON RODRIGUES

Surviving The Information Crunch

This sure is a challenging time to be in the radio business. Perched here on the fifth floor of the R&R building, I just watched nine buses roll by in the last few minutes, each carrying a placard for a different radio station. And, many of the buses were plastered with up to three *different* stations! That's just a sample of a rapid, unpredictable, and seemingly uncontrollable media revolution that's cramming megadoses of information into the eyes and ears of our society, and competing for the attention of your A/C audience.

Just think, the minds of your listeners are being bombarded by the signals of a thousand television stations, ten thousand radio outlets, a dozen movie channels, 40 million cable TV hookups, 15,000 movie theaters, 4000 general circulation magazines, thousands of daily and weekly newspapers, VCRs, compact discs, billboards, bus

"Is your station prominent in your listeners' minds, or is it just another snowflake in a torrential media blizzard?"

cards, taxi tops, direct mail, Yellow pages, cents-off coupons, state lotteries, and who knows what else? Seductive pictures of lasagna stare at you from the frozen food section, matchbooks beg you to "draw this picture," and skywriters suggest that tonight you "let it be Lowenbrau." One after another, information outlets of all kinds line up for a shot at your consciousness. So, just what kind of impression are you leaving upon your listeners? Is your station prominent in their minds, or is it just another snowflake in a torrential media blizzard?

Getting Specific

Over the years, radio has evolved from a "one size fits all" utility to a medium that targets specific audiences. Once the serial dramas and the breakfast shows shifted to television, radio found a treasure chest in demographic marketing. Just as the magazine industry boasts a few large general circulation magazines and thousands of specific-subject publications, radio survives with a few "mass appeal" stations in each market, with the rest devoted to specific genders, demographics, or psychographics. Other media, however are adopting that concept. Cable is providing television with narrowcasting abilities. Longform music and all-news programming, two of radio's strong points, are now popular items on television. (And not just one news channel, but two of them, each catering to different time-spent-viewing habits). Even newspapers, the last of the target-less media, are experimenting with upscale, downscale, white-collar, blue-collar, and turned-up collar targeting.

A/C radio has unique identity problems. For example, the format label can't accurately describe the sound of a station using it. A/C station WGN/Chicago, for example, sounds different than A/C station KVIL-FM/Dallas, not just by its music selection, but by the amount of music played, the types of programming services

A WORD FROM JEFF GREEN

Passing The A/C Torch

"So, you're not going to do A/C any more, eh?" Well, yes and no. While it's true that Ron will be handling the day-to-day duties, you'll still be hearing from me when it's time for feature interviews, special articles, and news stories of your own progress. I'll also be helping Ron report on the winners, movers, shakers, and Breakers as long as A/C keeps making things happen. According to R&R's newest Ratings Report, A/C is again by far America's most popular format, so it looks like A/C is going to be "happening" for quite awhile.

I must say that these past three years as A/C Editor have been the most satisfying days of my life. I feel fortunate to have made and maintained the many friendships that add extra meaning to our daily responsibilities. When I hear about your triumphs and accomplishments, I've enjoyed feeling as if I've been "right there beside you" all along.

I'd like to thank you for the many opportunities you've given me to benefit from your knowledge, and I look forward to giving you many more years of dedicated service in my new position.

You can take my word that Ron will do an outstanding job as A/C Editor. He's a hard-working, enthusiastic professional committed to making this format more valuable to both sides of the industry. I know you'll give him a warm A/C welcome!

Thank you again for everything you've done for me. Good luck to you all!

offered, the way its personalities are used, and most importantly, the way it's perceived by the public. (Conversely, CHR stations at least share the characteristics of being music-oriented and hit-oriented). Clustering diverse stations under the single umbrella of "Adult/Contemporary radio" might seem misleading, but they do seek the same demographics (25-49, primarily). Because the demo cell is so wide, however, stations have to acknowledge the different tastes, trends, and needs within that group. Indeed, many listeners at the upper end of that 25-49 scale have children who are at the

"Your outlet must not only stand out above other stations, but must rise above the sea of information out there, regardless of the source."

lower end of the demo! The result is five or six distinctly different types of radio stations calling themselves A/C.

Staying Alive

Radio continues its evolution. Targeting to specific audiences keeps many stations alive, but television can now narrowcast, too, and it is stepping into arenas once owned by radio. In addition, there are emerging information sources, such as direct broadcast satellite and teletext, that will compete for attention. *The name of the game in today's radio world is capturing your listeners' minds.* Your outlet must not only

stand out above other stations, but must rise above the sea of information that's out there, regardless of the source.

This column, as it always has, will highlight stations which successfully make such an impact. We'll look into the techniques used to capture listeners, maintain their attention, and leave a memorable impression. We'll also look at the peripheral elements that support the format and the people that make it work. As always, I sincerely invite your input.

Finally, a quick but grateful "thank you" to Dwight Case, Ken Barnes, John Leader, and Jeff Green for providing me with such a firm foundation to start from.

Progress

Congratulations to WMAL/Washington for winning its second Peabody award in as many years, this time for its documentary "The Jeffersonian World of Dumas Malone" . . . WCLR/Chicago was honored by the Chicago Area Broadcast Public Affairs Association for its series "Drinking Drivers Search For A Solution" . . . KXOA-AM & FM/Sacramento receives four California AP TV & Radio Association merits for news coverage . . . KIQY/Lebanon, OR converts to A/C . . . WMTR/Morristown, NJ, announces it's adding Motorola AM stereo . . . KRBE-AM & FM/Houston will add a second airborne traffic reporter to its-lineup. The duo are known as KRB-Eagle and Eagle Two . . . KUGN/Eugene begins a contemporary Jazz program Sunday evenings . . . WINX/Rockville, MD switches to A/C.



WAXY Maxes Wax With Vid

Capitalizing on the music video craze, WAXY/Ft. Lauderdale decided to produce its own video based on the 1970 Three Dog Night ditty "Mama Told Me Not To Come." The event was taped by the PM Magazine affiliate and distributed nationwide. Pictured (left) and flanked by Ft. Lauderdale's finest is PD Rick Shaw as "Mama," and (right) some of the listeners that "Mama" warned not to come.



MOVIE OF THE YEAR: TERMS OF ENDEARMENT

Winner of **5** Academy Awards including Best Motion Picture!

INSTRUMENTAL OF THE YEAR:

THEME FROM "TERMS OF ENDEARMENT"

Composed by Michael Gore

A/C Chart: 13 to 9

112/7 88%

HOTS: 16%

CHR SIGNIFICANT ACTION

Billboard **HOT 100**: 90

LP Debuts: 151

**CAPITOL
CAN PROVIDE YOU WITH THE
RIGHT TERMS!**

Capitol

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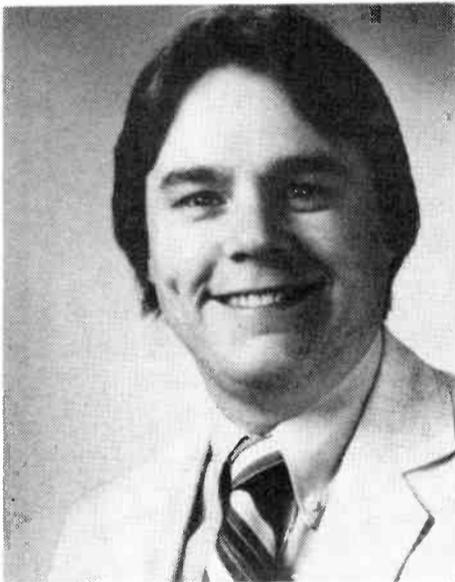
LON HELTON

WINNING NORTH OF THE MASON-DIXON LINE

Country WYRKs In Buffalo

Amidst the mighty A/C and CHR Buffalo battles stands a lone country voice: WYRK. While WYRK may be alone playing country music, it certainly isn't lonely, as the station is number three 12+, number two 18-49, and number three 25-54! These numbers are especially significant when taken in context with the environment in which WYRK competes. In this market of just over one million people, there are 22 rated signals — three of which are A/C that have a 23.6 combined share, and five CHRs with a 22.1. Though WYRK may not have any direct Country competition, there are an awful lot of folks looking to carve up that 18-54 pie.

Ken Johnson has been the PD at WYRK for the past couple of years, coming over from WWOL after a seven-and-a-half-year



Ken Johnson

stint that saw him serve in capacities ranging from overnight jock to PD. Upon his arrival in 1982, WYRK was automated, carrying Century 21's music package, and had 12+ numbers ranging in the mid-two's. Ken's job was to take the station live while instituting his version of Continuous Country.

"We use the ideas and most of the methodology that the Burns/Somerset Continuous Country format embodies," Ken told me, "but I localize it so much that it really is 'Ken Johnson's Continuous Country.' We do the three songs in a row, backannounced-type thing, but, as Joe Somerset said in one of your articles a few months ago, the real key to Continuous Country is not three



songs in a row, but which three songs in a row you play. The matched flow of the music is what gives you the nice, smooth, even sound of the radio station. It's what ultimately makes the difference, and that's what we pay the most attention to here. This is what creates the longterm listening, which is what the format is all about.

"To aid in creating the proper flow, all our music is done by computer, using the 'Auto-Select' software package from Station Research Systems. With this system we program in various characteristics for each song, such as 'begin tempo,' 'end tempo,' as well as other sound parameters. Additional grids are used to put 'conditions' on which songs are used where. For instance, a song with an end tempo of 'one' can only be followed by a song with a begin tempo of 'one, two, three or four,' thus restricting the tempo change allowed from song to song.

"This all sounds very easy, but the key here is in the mechanics of assigning the right characteristics to each song and in giving the computer the proper rules."

Bringing In The Cume

Obviously, country is not the mass appeal music of Buffalo, so I asked Ken how they went about attracting those "non-country" listeners.

"Our major goal in the beginning was to get people to sample us, as we had a problem with the image of country music in Buffalo. Television was our springboard for getting people to come us, using the 'Country Dreams' spot from Celestial Mechanix.



PLAY HIS RECORD OR I'LL KILL YOUR PLANT — That only seems to be the message being conveyed from RCA to KRAK/Sacramento. Shown trying to stem Carson Schreiber's (foreground) vicious attack are (back, l-r) KRAK MD Rick Stewart, artist Vince Gill and PD Don Langford, who wishes Carson would leaf him alone.

We got more comments on that spot than anything else we have ever done, and it helped immensely in breaking down country stereotypes.

"When it comes to music we play the hits, but look for songs with more of an A/C slant before going with the traditional stuff. We are still working at shaping the identity of country music in this market, so familiarity is another key."

If Ken is more prone to modern-sounding records, how does he gauge when the time is right to add a traditional song — especially when there is no one else in the market to "test" records for him?

"What confuses a lot of programmers who try to do a Country format that embodies the A/C style is that they actively go after A/C artists."

"R&R is a very good proving ground for records, because I can check the music pages and see which stations are adding the traditional sounds. The regional breakouts allow me to look at markets similar to mine, e.g., eastern and metropolitan markets. Also, because I have been in the market for such a long time, gut feel plays an important part. If I feel the record will be accepted, I'll go with it. Our computer also comes in handy here, as we make sure the records it puts around the harder-sounding songs are of a more contemporary nature.

"As everybody always says, first and foremost we want to have a tight-sounding, well-formatted station — i.e., good radio. We know if we are going to steal audience from anybody, it will be from the A/C stations. The TV spots now on the air show a home or work setting with a man or woman talking about this great radio station they've found which always plays three in a row by artists such as Kenny Rogers, Crystal Gayle, Dolly Parton and Willie Nelson — all in crystal-clear FM stereo. The station is positioned as 'Stereo 106 WYRK.' We don't use the word 'country' and, in fact, this could be an ad for an A/C station. If we are going to get more audience this is the slant we need to take if we are going to get A/C listeners to try us.

"What confuses a lot of programmers who try to do a Country format that embodies the A/C style is that they actively go after A/C artists. We don't do that. We look for the country artist that fulfills the A/C slant while keeping some hard country in the format to hold onto those core listeners.

Luckily, we don't have to worry too much about the core, because there really is nowhere else for them to go if they want country music. More importantly, to the country listener of 1984, we are a country-sounding station that does not go out of its way to play the extreme country stuff. On the other hand, we don't play the A/C artists, because that is when you lose your corner of the market. For every record you do use, there is something you can't play. If you're playing a Neil Diamond or Barry Manilow record, then you are not playing a country artist, and somewhere along the line you're going to have an identity crisis."

Background Vs. Personality

I asked Ken what WYRK's emphasis on music meant in terms of competing with A/C stations which have a higher degree of personality in their mix. "We're an adult radio station and I just don't think adults want a lot of activity on the radio, nor a bunch of baloney handed to them. We do everything in a mature, concise manner because our station is used for music. We know this, and don't try to be anything else. When listeners they come to us, they know they'll get a good blend of contemporary, adult music. Today's country music is a bit softer than the A/C music is today, while also being a bit brighter than the Beautiful Music that's out now. So it's a nice niche to be in when looking for the 25-54 audience."

As far as being the only Country station in the market is concerned, Ken said, "You can't counterprogram against competition



BUFFALO COUNTRY

you don't have. It does make the job of music research more difficult in that respect. On the other hand, we are able to keep our sound extremely consistent because we aren't forced on records a competitor might play that do not fit what we're trying to do."

Considering that WYRK has good numbers as the only Country outlet in Buffalo, and in light of the fact that a number of "upfront" FM Country stations are doing well around the U.S., I asked Ken if he felt his station was vulnerable to a personality Country competitor.

"I really don't know if that would work," Ken replied. "I was over at WWOL where

Continued on Page 50

Have You Heard?

I know you just made a new Rolodex card for Mike Roberts when he took over as PD of WIL/St. Louis, but a change is in order. Mike called me to say that now that he'll be off the air, he wants to follow in the footsteps of other famous PDs such as Joel (Stevens) Raab and Gerry (Peterson) Cagle and use his real name. Henceforth, address all mail to Mike Oakes . . . Richard Lee is back, as PD Jon Steele is upped to OM and MD Chuck Luck becomes PD/MD . . . Richard Lee is the new PD at KIML/Gillette, WY . . . Lyle Wood is now programming WGTO/Cypress Gardens, FL, coming from WPCV/Lakeland. Former PD Jacki West is still with the station, now handling an airshift . . . Jessica James — not the one who

just became PD at WOKK/Meridian, but the one who does evenings at KSSN/Little Rock — is the new MD at KSSN . . . Fran Morley, evening personality at WSIX/Nashville, is now the MD and doing middays. No evening replacement named as yet . . . Dick Elliott takes over MD duties (formerly handled by PD Neal Newman) at WXXW/Allentown . . . Mark Staycer is now doing mornings at WNOX/Knoxville . . . New to middays at WNYR/Rochester is Sheila McGrath . . . Doug Dodge moves from parttime to overnights at WILQ/Williamsport, as Bob Logan leaves that shift for sales . . . Terry North joins WSUN/Tampa for weekends . . . Don't forget to keep me posted about whatever you have heard!

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Nashville This Week



SHARON ALLEN

No Friday The 13th Jinx For Tom T.

If you're afraid to do anything because it's Friday the 13th, don't be. Just look at Tom T. Hall. He tries to do everything on Friday the 13th. In fact, on his "favorite" day, he:

- Signed his first publishing contract with Newkeys Music.
- Signed his first recording contract with Mercury.
- Planned to marry Miss Dixie (but the preacher postponed it until the 16th).
- Tries, along with producer Jerry Kennedy, to be in the studio. You may be aware of Tom's two hits recorded on Friday the 13th — "The Year Clayton Delaney Died" (1971) and "Old Dogs, Children, And Watermelon Wine" (1972).

This April 13 is no different. Tom and Jerry are in the studio planning to complete his latest album. Now tell me, what's your favorite day? Mine's payday.

Charlie Goes Public

Next visit to the Opryland Hotel — you'll be able to "look in on" Charlie Douglas, host for the Music Country Network, as he interviews artists for the "Charlie Douglas Show," which airs 9pm to 1am (CST) weekdays.

The network built a huge bay window in the new studio located just off the main lobby so visitors can "see it all" — announcers, guests, and network engineers. Charlie takes his new exposure in stride. "Well, people have been calling me a monkey for years," he says, "Now I'll be a monkey in a cage."

Gatlins Life In Denver

Larry Gatlin and the Gatlin Brothers just finished their first concept video "Is There Life After Denver."

I don't know about you, but I look forward to seeing Larry Gatlin in a beat-up truck, Rudy, a pawnbroker, and Steve, a bartender.



Larry Gatlin: Dancing close in Denver.

The video, which expands on the lyrics, was shot in Nashville, Denver, and the Keystone Ski Resort. According to Scene Three (the producers), the scenery is breathtaking and Larry's location at the end of the song (a cabin behind the Keystone Ranch) is desolate. Might leave you wondering if there's life after Colorado at all . . .

Jay Osmond's Near-Disaster

The Osmond Brothers on snowmobiles were posing for the cover photo of a nationally-distributed sports magazine. The snow was deep there in Northern Utah. Jay decided to take his machine for a spin. Things were going quite well, that is until he suddenly found himself hurtling through the air — over a 25-foot cliff. Fortunately, Jay landed uninjured, but it took some 15 minutes to dig him out of a six-foot snowdrift.

Waylon's First Again



RCA's Joe Galante and Waylon Jennings — Quadruple platinum.

What do Bob McDill, Billy Joe Shaver, Ed & Patsy Bruce, Chips Moman, Buddy Emmons, and Willie Nelson have in common? They penned songs on Waylon Jennings's "Greatest Hits" LP.

Want to know what's so special about that? RCA Records just presented Waylon with a Quadruple Platinum Award (representing sales in excess of four million units) for the LP. It is presumed to be a first in country music history.

Remember Waylon's other career "firsts?" He was one of four artists to record "Wanted: The Outlaws," which became the first Nashville-originated LP to reach platinum status. His "I've Always Been Crazy" was the first country LP to be shipped gold (sales over 500,000).

And remember Waylon's previous accolades — one triple platinum, one double platinum, three platinum, and seven gold records. Just thought you'd like to know!

Country WYRKs In Buffalo



BUFFALO COUNTRY

Continued from Page 48

we did a personality presentation of Country, and while we had some signal limitations, it never really seemed to kick in. The best we did over there was about a three and a half share. Because so much of our programming is devoted to the music, I have to believe that is the draw in this market. Whether the format would do as well embellished with personality, I don't know, but I don't think I'd want to be the one to try it. We have carved a unique niche for ourselves, and I can't see doing any better by adding talk to the music. The audience in this market just doesn't seem up for that type of Country approach.

"As a matter of fact, when talking about going against personality A/C stations for audience, look at WBUF, which is right behind us. Up until about eight months ago, they were using a good amount of personality, and except for morning drive, they have

our audience would look at that in the same vein as hype.

"On the other hand, a form of promotion that has worked for us is one in which we get sponsors involved. If we are tying into a concert coming to town, we supply the sponsors with tickets they can give away at their place of business. Within the confines of the spot they run on the air, we'll say that listeners can register for a drawing to win tickets at that certain place of business. In essence, we can still do the giveaways and promotions, and pump up the sponsor, concert, and the radio station — without all of the usual contest clutter. This form of promotion also shifts the focus away from the announcer to the sponsor, while still making it sound as if there are some things of a country nature going on at the station. Of course, this also works well from the standpoint of putting together sales packages for clients, thus generating more revenue."

The People Who Make It Happen

The real difference between winning and not winning is people, and Ken didn't spare the accolades when talking about the folks who make up WYRK. "The success of this place starts at the top with GM Al Fetch. He's very programming-minded, backing us all the way in holding to the ten-unit-per-hour parameters we've set. It's very important to have someone at the top who is so supportive and who will give you the backing you need to make this format work.

"The execution is critical and our on-air people are super. I want us to sound bright, not lethargic or dead. The overall approach is very adult, but not as bright as a personality A/C station would be. Conversational, normal sound is the way we want to deliver whatever it is we pass along. The people who do this so well are morning man Pete Porter, followed by John La Mond, Kevin Bower, Rich Van Slyke, and Dale Mussen. In terms of the air sound, we are as consistent as we can be around the clock. The only thing we do differently in morning drive is add a time check after every second record in a three-song set. We have three minutes of local news read by the jock at the top of the hour in morning and afternoon drive."

So there you have another success story, this one proving there is country life north of Jefferson Davis's tomb. Congrats to Ken Johnson and all the fine folks at WYRK!

"We tie in with any country concerts coming to town but we stay away from the 'call in and win' giveaways . . . we get the sponsor instead."

moved more towards back-to-back music; it seems to be doing well for them. (WBUF climbed 4.7-7.0 in the fall '83 book.) I think this corroborates my theory of not adding too much talk to the music in this market.

"Don't get me wrong, I enjoy personality radio — it's what I cut my teeth on for seven and a half years. But when you put together a format like this and see it so phenomenally successful, it really makes you wonder if maybe personality isn't the answer we thought it to be."

Promotional Activity

"We tie in with any country concerts coming to town but we stay away from the 'call in and win' giveaways. We have found they're not only perceived as clutter, but most people don't feel they have much chance to win, anyway. Our shares have gone up since we quit doing that sort of promotion."

Ken added, "We also considered doing the three-in-a-row music guarantee, but felt



GREAT EMPIRE APPRECIATION SHOWS — Both KBRQ/Denver and WOW/Omaha (Great Empire Broadcasting O&O's) recently held their annual "Listener Appreciation Shows," with Glen Campbell heading a talent roster of Gary Morris, Rick & Janis Carnes, and Riders In The Sky. The

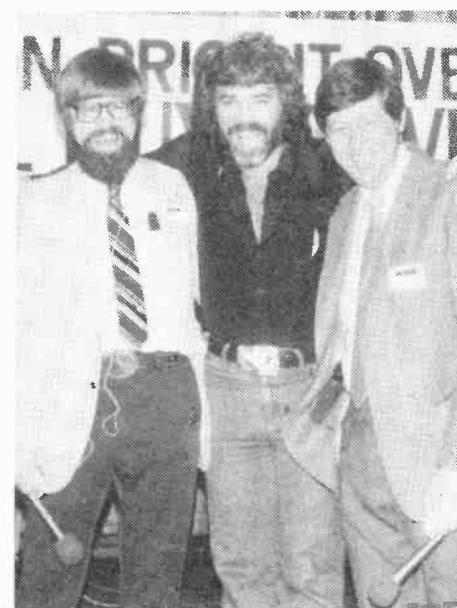


photo on the left shows Glen with KBRQ GM R.W. Schmidt (l) and station PR Director Elena Metro Newton. The righthand photo features Gary Morris after the show with WQW MD Bill Corey (l) and staffer Bob Grayson (r).



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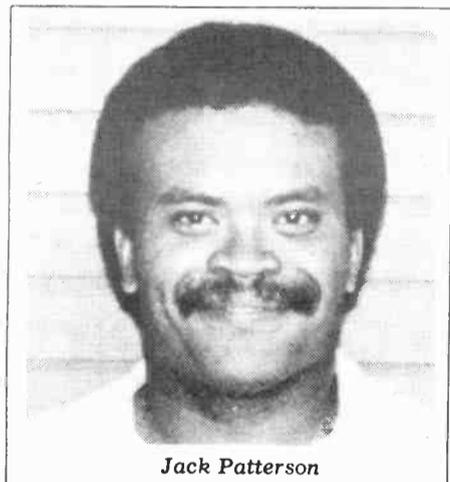
WALT LOVE

L.A.'s Black AMs — Squeezing Out Sparks

L.A.'s Black-formatted AMs have always had a perverse signal parity with FM. Both KGFJ (1 kw at 1230) and KDAY (50 kw at 1580) sit atop the AM dial, but since none of the city's Urban FMs has much of a signal either, AM radio in Los Angeles has held up better than its counterparts elsewhere. The Black radio leader has only been on FM since the winter '83 book. And until KJLH's fall '83 Arbitron win, the FM leader was never more than a share ahead of the top AM. In this second half of our search for a Black radio giant in L.A., R&R's Sean Ross asks the AM programmers about hanging tough against FM . . . and each other.

KDAY's New Season

When KDAY went R&B in January, 1974 and defeated longtime soul leader KGFJ, the station was often described as a "Black KHJ." PD Jim Maddox was credited with being first to put CHR formatics on a local Black outlet and managed to take the station past a four share in the mid-'70s, a threshold that no other local Black station has passed in recent memory. So it's probably appropriate that Jack Patterson, who was Maddox's PD at Urban pioneer KMJQ/Houston, should be charged with rebuilding KDAY's ratings.



Jack Patterson

Last fall, at roughly the same time KJLH was beginning its promotional blitz, Patterson removed all the station's oldies, save a few nine-month recurrences, brought Greg Mack in from KMJQ to handle afternoons and music, and began promoting KDAY's "New Fall Season." Besides tying into KDAY's addition of AM stereo, the station's surge of activity was meant to take the station back to its active teen base.

"What I wanted to do," Patterson says, "is get the station back to what we were perceived as being: a young, new music, high-energy station." He adds, "We've returned to the hit mode. We've brought back a number of promotional concepts that have done well for us in the past, and we're a lot more visible now than we were two or three years ago. Today, we have a sizable billboard campaign after being really dormant in that area for a number of years."

Patterson's reemphasis on young listeners found its target. While KDAY moved 1.0-1.3 12+, the teen shares more than doubled, advancing to sixth overall in the market, and ahead of KUTE and KGFJ. In afternoons, KDAY was even stronger.



Patterson also reformed KDAY presentationally. He bills himself as "Rhythm Lips" on-air. Mack becomes "The Mack Attack." There are no cold segues, only one "shout" jingle, and lots of reverb. The high-energy approach also extends to music. Comparing KDAY's mix to KGFJ, Patterson describes it as "a lot brighter. I feel we are a little more consistent in music that reflects the station's personality." What kinds of records define KDAY? Patterson replied, "Somebody's Watching Me," "Thriller," "Electric Kingdom," "Body Talk," and "Tour De France."

Along these lines, KDAY is especially heavy in its use of novelties, some of which aren't heard much outside Los Angeles. Presently, the top-requested song is "Dial-A-Freak" by locally-based Uncle Jam's Army. After Kim Fields's "Dear Michael" became a hot request item, KDAY pulled out the original Jackson Five version and began pumping that.

KDAY continues to promote "The Best Of The New Music." In recent months, however, some oldies have found their way back on the air. Patterson says he isn't reacting to KJLH (which has made extensive use of gold and has designed its contests to billboard oldies), but is using them as part of the plan to build on his teen base. "We don't play more than one gold an hour and they don't go back that far." At this writing,

"There are always going to be strong teen records that are soft . . . the black audience is a little more open to more types of music."

—Jack Patterson/PD, KDAY

KDAY's gold centers on 1980 with songs such as "Lover's Holiday" by Change or "Burn Rubber On Me" by the Gap Band.

How else will Patterson expand KDAY without turning it stodgy? "There are always going to be strong teen records that are soft. We're not like (local CHR) KKHR that doesn't do anything but bang hot, fast,

- Jack Patterson talks about reclaiming KDAY's teens
- KDAY hooks up the L.A. public schools
- Why no PD thinks a Black AM can dominate
- KGFJ fights big-ticket prizes with the necessities

heavy records. The Black audience is a little more open to more types of music . . . there are and will be people who tune in because they are of the 'younger frame of mind.' Once we get the younger audience locked in, we can open it up in some day-parts."

Into The Schools

As part of its commitment to teens, KDAY has hooked up with the L.A. public schools. GM Ed Kerby says, "We made a presentation on how we could get involved academically, recreationally, and in athletics. And they bought the idea that we could help them."



Ed Kerby

"Just since December, we've put a high school top-ten countdown on the air on Friday nights, and the kids come in and talk about their schools; there's nobody doing that for the youth of the central city schools. We've donated some scholarship money, and now we're putting together a talk show for kids to discuss problems not only in the schools, but also in the community and the world. An 18-year-old is interested in what's going on in Beirut, 'cause he's gonna be the one over there — but nobody talks to him."

Does Kerby think that putting his younger listeners on the air has improved sponsors' image of KDAY and its black teen listeners? "With our involvement of major corporations and the schools, we are changing the image of our listeners that the corporations have toward our audience to some degree. We're exposing people to a very intelligent and often overlooked side of our audience; there are a lot of very bright children, and they should be heard."

The Sound Of The City

As KDAY gears up for its 10th birthday, KGFJ hits its 26th straight year of jamming L.A. Jocks like Hunter Hancock made KGFJ an early R&B legend. It was also the last Black AM station to lead in the Arbitrons. When Inner City assumed control of the station and brought in (present KJLH VP/GM) J.B. Stone as PD, he and his successor George Moore were able to keep KGFJ over a two share until last winter. About eight months ago, morning man Levi Booker (formerly MD at KJLH) was promoted to Program Director.

Around the holidays, Inner City made moves with both its stations. KUTE switched from a Black/Rock/Dance hybrid to a "Quiet Storm" format emphasizing a zebra music mix but with much softer music. Meanwhile, KGFJ began plugging itself every other break as "positively the sound of the city."

Compared to KDAY's high energy, KGFJ displays a quiet intensity on-air. No jingles

are used, although synthesizer-voice production is employed every second or third break. Taking a cue from the famous ID used by sister station WBLS/New York, KGFJ also uses promos with segments of songs played on the station. (KACE has subsequently begun running similar pieces.)

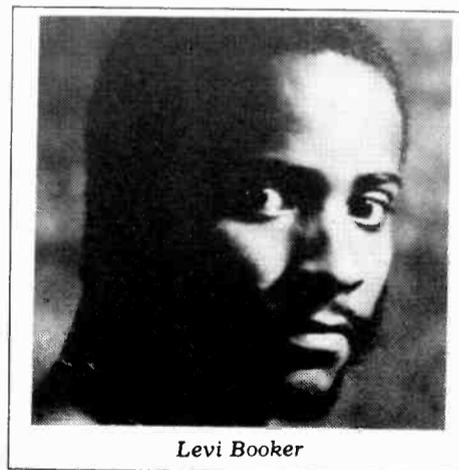
"There's never going to be an eight share in totally Black radio because there's not an eight share of black audience available."

—Ed Kerby/GM, KDAY

Booker, who bills himself on-air only as "Levi Who Loves You," targets 18-24 listeners and describes his mission as "upgrading" the station's listener profile. While KUTE is a mood station, Booker says "we're basically a Top 40 R&B station" and considers KGFJ hit-oriented.



Actually, KGFJ employs a longer list than its AM rival. The station has also been known to substitute album cuts for current singles by the same artist. And while the "sound of the city" imagery suggests that KGFJ might be "blacker," it generally offers more crossovers than KDAY.



Levi Booker

"We're just trying to play the best music and stay within our structure," Booker states. "We try to pull in as much as we can that's being played throughout the city, and that doesn't put any restrictions on us. The Eurhythmics and Michael Sembello are pretty much crossover tunes. You're not taking any chances playing stuff like that."

KGFJ doesn't specifically promote its gold like KJLH does. And although it plays fewer oldies, it usually manages to match KJLH in variety. Some of the songs heard recently include James Brown's "It's A Man's World," "Feelin' Lucky Lately" by High Fashion, and LP cuts such as the Emotions' "Rejoice" and "The Best Of Your Heart" by Rufus and Chaka Khan. "You might hear anything once," says Booker.

Continued on Page 54

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- | | | | | |
|------|---------|---------|------|------|
| WXYV | WDIA | WDRQ | WOIC | WTLC |
| WDAS | WEDR | WZEN-FM | WQMG | KDIA |
| WAMO | WAIL-FM | KDAY | WLOU | WLTH |
| WDJY | WYLD-FM | KJLH | WBLX | |
| WHUR | WBMX | XHRM | KHYS | |
| WAOK | WGCI | WRDW | WWDM | |
| WVEE | WDMT | WGIV | WDAO | |
| KRNB | WJMO | WPEG | WKWM | |

CHERYL LYNN

38-04429 **"This Time"**

- | | | | | | |
|------|------|------|------|------|------|
| WILD | KMJQ | KNOW | WPEG | WJAX | WWDM |
| WAOK | KRNB | WATV | WNOO | WPDQ | WANM |
| | WDIA | Z93 | WQMG | WANT | WQKS |
| | WNHC | WGIV | WKXI | KOKA | WTLC |



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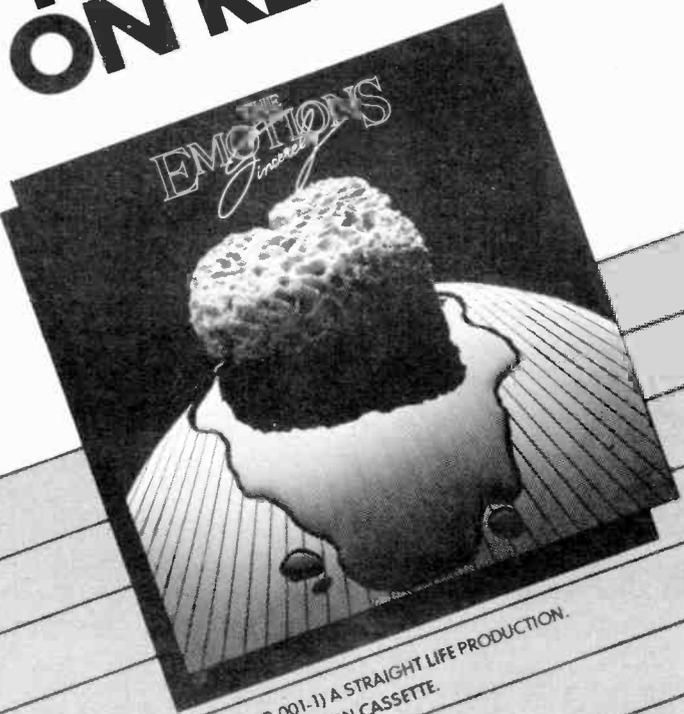
"Moonwalk" 38-04427

- | | | | | |
|------|------|------|------|------|
| WHUR | Z93 | WQMG | KOKA | WTLC |
| WAOK | WPEG | WKXI | WWDM | KRNB |
| WDIA | WNOO | WBLX | WANM | |
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L.A.'s Black AMs

Continued from Page 52

Dealing With Raised Stakes

Recently, KGFJ began a "prize-winning song" contest, similar to promotions run by KJLH and CHR KIIS. Unlike the sports cars and European trips offered by KJLH, KGFJ has awarded home appliances and similar items. Booker denounces big ticket prizes as impractical.

"Unless he's in the \$30-50,000 income bracket, the person that wins (KJLH's) Ferrari won't be able to keep it. They're not even going to be able to pay for tuneups. The insurance on the 'Vette they're giving away will cost \$4000 a year, and that's assuming you're over 25 with a good driving record.

Black/Urban Radio

"Vacuum cleaners, washing machines, a radio, a refrigerator — these are the practical items that we all need. And we're giving away something every day." Will Booker keep up the appliance giveaways during the spring? "That depends on how long my goodie bag lasts."

Although KJLH was the first Black outlet to start major contesting, almost all of those asked describe KIIS as the station that upped the stakes for L.A. "If I could give away \$5000 a day like KIIS, hey, I'd do that," exclaims Booker. "If I could give away a grand a day, I'd do it, because everybody needs money."

"Sixty to 80 percent of KGFJ's profits are going to be made on a retail level, and we can't afford to do that with (KUTE) as well."

—B.K. Kirkland/
Inner City Broadcasting

KJLH gave away at least \$250,000 in prizes last fall. Was a 2.4 share good considering the money spent? "A point is wonderful," answers Patterson. "If I could add a point in one book, that'd be great. I think the money is well spent; if they can keep it up, it'd be great for them." Both Kerby and Booker point out that another share point in L.A. is worth roughly a million dollars in additional revenue.

In Search Of Monsters

So with the increased promotional activity and the suddenly competitive market, will L.A. ever have an Urban outlet as successful as KMJQ/Houston, or WDIA/Memphis? And can it happen on AM? The reactions to the first question are mixed. The answer to the second is a unanimous "no." The dearth of Black top-five stations is "not going to change until a Black station comes into town with a signal — an FM station, because right now FM is the state of the art," Booker claims.

Similarly, Patterson contends, "I don't think a KMJQ can be done on AM in this market, and the FMs here aren't right on (target). I don't think anybody can do a 50/50 or 60/40 (racial) split; there's a heritage thing involved, and I think politics are involved.

"There can be a successful Urban outlet here, but it hasn't happened yet. It's going to take someone with a lot of nerve, because right now the powerful FMs are owned and/or managed by non-blacks, and I don't think they really believe in the concept of a true Urban station enough to want to go out on a limb and try it."

Inner City West Coast PD B.K. Kirkland points to L.A.'s relatively small black base and affirms the importance of a potential Urban giant seeking



B.J. Kirkland

crossover listeners. An Urban powerhouse would have to "position itself correctly to the ratios of R&B and pop; there's just not enough population base to carry a Black station to the top five all by itself," says Kirkland. Kerby agrees, "There's never going to be an eight share in totally Black radio because there's not an eight share of black audience available."

Even if a L.A. Black station did manage big shares, the question of whether it could be sold at its true value always exists. Although many AM/FMs (such as KGFJ/KUTE) using separate formats are sold in combo, Kirkland says that the point of not calling KUTE a Black or Urban station was to avoid the kind of buys that KGFJ gets. "Sixty to 80 percent of KGFJ's profits are going to be made on a retail level, and we can't afford to do that with the FM as well. We've got to be able to take this thing effectively to the agencies."

Dealing With More Competition

Evaluating how L.A.'s Black AM programmers would hold up against a Black station playing the hits on FM (as opposed to the mood-oriented, slower rotations of KACE and KJLH), Booker says, "I wouldn't do anything except to just try holding my own. I couldn't counterprogram them. You just have to do what you think works."

Patterson believes he could fight an FM with a similar act, but it would slow down KDAY's demo expansion plan. "I would increase the rotation on the teen records to make sure the base didn't go away, because when you come in with a new FM signal, teens are the first ones to pick up on it.

"As this mythical FM opens up the playlist to accommodate the higher demos, the teens will go away once they start hearing a lot of music by artists such as Angela Bofill. We would just become more of a teen station because, no matter what the competition might be, the teens are more apt to come back just to see what's happening."

Editor's Note: As this article was going to press, Levi Booker and SM Miriam Rogers exited KGFJ. Booker becomes the fourth PD to leave KGFJ in the five years that Inner City Broadcasting has owned it. KGFJ's PD turnover, while high, is not unusual for L.A.'s Black outlets. Jack Patterson is KDAY's third PD in five years; "Rico" Reed is at least KJLH's fourth. With the battle among Southern California's Black stations intensifying, the turnover is only likely to increase until one station emerges as a clear winner.



SCORING BIG — WLTH/Gary hosted the premiere of Fred "The Hammer" Williamson's latest film "The Big Score." Williamson, a Gary native, says he'll shoot his next film primarily in the steel city. He's pictured here with WLTH afternoon personality Bob Coleman (l). In the background, to the far right, is actor Richard Roundtree.

THE PICTURE PAGES

MCA's New Edition



New Edition, who had hits with "Candy Girl" and "Is This The End" on Streetwise last year, have signed with MCA with a new LP scheduled for late spring. Shown (l-r) standing: attorney Steven Macgat, MCA Exec. VP Myron Roth, MCA's Louil Silas, manager Rick Smith, MCA Distributing Sr. VP John Burns, MCA VP Jheryl Busby, and manager Bill Dean. In front are New Edition's Robert Brown, Ralph Tresvant, Ricardo Bell, Bivins, and Ronald DeVoe.

Re-Flex Motions Execs Backstage



Shown backstage at L.A.'s Palace, where Capitol's Re-Flex were finishing their local debut, are (l-r): manager Joe McFadden, Capitol VP Ray Tusken and label's Bill Bartlett, group's Roland Kerridge, Capitol Sr. VP Walter Lee, R-F's Nigel Ross-Scott, Paul Fishman, and Baxter, and Capitol VPs Don Grierson and Bill Burks.

Mojo Working For Streetwise



Reggae artists Mojo-Nya are shown here after their signing to Streetwise. Pictured (l-r): MN's Desmond Hyson, Streetwise's Apache Ramos, group's Brian Rock, Streetwise's Greg Riles, Jane Rivkin, and Yvonne Turner, and producer Henry Schillingford.

PolyGram Brings Townshend To Ritz



21/PolyGram artist Simon Townshend recently headlined a show at New York's Ritz to promote his "Sweet Sound" LP debut. Shown backstage (l-r): PolyGram's Randy Roberts, K.P. Mattson, Joe Grossman, and Drew Murray, band members Paul Abbot, Andy Shillito and Gary Burroughs, Townshend, PolyGram VP Bill Cataldo, and Sr. VP Jerry Jaffe.

Younger Pacts With Welk



James Younger, half of an MCA duo with his brother Michael, recently signed a songwriters agreement with Welk Music's Hall-Clement Publications. Younger (c) is flanked by the company's Bob Kirsch and Doyle Brown.

Tyner Ties To E/A



Veteran jazz pianist McCoy Tyner has just signed with Elektra/Musician Records. Tyner (l) is shown here with Elektra/Asylum President Bruce Lundvall, who was also responsible for signing Tyner to CBS years ago.

Fripp At WEA Philly



Robert Fripp stopped by WEA's Philadelphia offices recently to promote King Crimson's new "Three Of A Perfect Pair" album. Fripp (c) is shown flanked by the branch's Peter Stocke and Ray Milanese.

Chrysalis Inks Levine



Steve Levine, Culture Club's producer, has just parted with Chrysalis Records worldwide with a first album scheduled for later this year and a single written by Boy George also forthcoming. Shown (l-r): Chrysalis UK Managing Director Doug D'Arcy, Levine, Chrysalis UK's Roy Eldridge and Chrysalis Group Co-Chairman Chris Wright.

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"... I broke down and subscribed for a year." Mike McCoy/WNCL. For action-packed sample package, send one dollar to P.O. Box 6344, Virginia Beach, VA. 23456

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1455 Salem Church Rd. #206, Inver Grove Heights, MN 55075

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The radio and record industries are big markets to cover with a limited sales force. So why not put R&R Marketplace to work for you?

It's a sure way to generate qualified sales leads.

Just call (213) 553-4330 for more information.

Opportunities

Openings

EAST

South NH station seeks versatile, reliable parttimer. Must be within driving distance. T&R: Jim Olsen, PD, WMDK FM, Box 418, Peterborough, NH 03458. (4-13)

Richmond's hottest A/C seeks mature communicator for pivotal airshift. T&R: Sam Church, EZ104, 121 Wyck St. Ste. 300, Richmond, VA 23225. EOE M/F (4-13)

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

Production Director also available for weekend airshift. T&R: Bob Wood, VP, WBEN, 2077 Elmwood Ave., Buffalo, NY 14207. EOE M/F (4-13)

Spend the summer at the shore! MD coast, hot Country seeks personality for summer opening. T&R: Jerry Nicholas, WDMV, Box 210, Pocomoke City, MD 21851. EOE M/F (4-13)

EXPERIENCED NEWS PRO

Needed at Metro New York radio station. 3-5 years experience. Writing, reporting and pipes please! Send T&R to: Radio & Records, 1930 Century Park West, #663, Los Angeles, CA 90067. EOE M/F

FM 97 needs hi-energy CHR personality 7-midnight. First opening in four years. No beginners/calls. T&R: 252 N. Queen St., Lancaster, PA 17603. (4-13)

Air personality for CHR, A/C in NY college town. Copywriting experience a plus. T&R: Joe Moss, WZOZ, Box 1030, Oneonta, NY 13820. EOE M/F (4-13)

ROCK 102

Production Director

Immediate opening. The best staff. Many projects to excite and challenge you. Three person department. Operation 9am-midnight. Keep your hand in air work too. Usually one shift per week, at A/C GIANT. Tapes (production and air) & resume to: Bob Wood, VP of Programming, WBEN Radio 930/Rock 102, 2077 Elmwood Ave., Buffalo, NY 14207. EOE M/F

Openings

Anchor/reporter sought for future fulltime & current parttime. T&R: John Stemen, ND, WNHV, Box 910, White River Junction, VT 05001. (802) 295-3093 EOE M/F (4-13)

WAVV looking for reliable parttimers. T&R: Mike Boyle, OM, Chelsea Ave. & Boardwalk, Atlantic City, NJ 08401. No calls. EOE M/F (4-13)

WLVA looking for nighttime music/phone-talk host. Women encouraged. T&R: Jack Armstrong, Box 2179, Lynchburg, VA 24501. (804) 528-5959 EOE M/F (4-13)

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

SOUTH

Lost my afternoon man to KAFM/Dallas. If you're that good, rush T&R: Peter Stewart, KROK, Box 31130, Shreveport, LA 71130. EOE M/F (4-13)

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



EZ Communications, Inc. is looking for outstanding Adult Contemporary and CHR talent that can be warm, entertaining and relate. If you have a unique style, delivery of voice, don't hesitate to send tape and resume to: Dan Vallie, EZ Communications, inc., 10380 Democracy Lane, Fairfax, VA 22030. EOE M/F

B94/Pittsburgh WEZR/Washington, WEZS/Richmond
WEZC/Charlotte B97/New Orleans WEZI/Miami

WANTED: America's Best Morning Personality for modern Country FM in major sunbelt market.

Rush tape, resume, ratings history and photo to:

John Lund
President

THE LUND CONSULTANTS

To Broadcast Management, Inc.
1330 Millbrae Ave.
Millbrae, CA 94030
No phone calls please.

Openings

WIRA/WOVV ND/morning anchor. Write, edit, produce and air a variety of newscasts. T&R: Jim Lord Chaplin, Box 3032, Ft. Pierce, FL 33448. EOE M/F (4-13)

News & production person needed for automated contemporary FM, in the Florida Keys. T&R: John Galanes, WFKZ, 93351 Overseas Hwy., Taurienier, FL 33070. EOE M/F (4-13)



Sales Career Opportunity

High income potential. High recognition and excellent company benefits are available for the right person who will represent our broadcast station in the South Florida market. We are looking for an individual with a winning personality, high sales image, and leadership ability who understands the basics of aggressive selling. Previous broadcast experience not necessary, but a strong sales background is vitally important. If you are enthusiastic and want to earn a lot of money, call Joe Davidman between 9-5:30 at (305) 581-1580. TK Communications Inc. is an Affirmative Action Equal Opportunity Employer.



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Personality communicator who can talk to 25-49 adults and have fun without screaming. If you want to be in the hottest radio market in the country, make sure you've got a minimum of 5 years commercial broadcast experience and solid references. Cassette, resume, salary history & photo to:

Scott Robbins, Manager/Programming & Promotion

51 S. Main Ave., Suite 96

Clearwater, Florida 33575

No Calls Please. Metroplex Communications is an EOE M/F

KGR FM, immediate openings for experienced air talent & Production Director. T&R: Peter Clancy, Box 99, Ft. Pierce, FL 33454. (4-13)

WISE/WRLX seeking production pro for CHR & BM station. T&R: John Stevens, 90 Lookout Rd., Asheville, NC 28804. No calls (4-13)



Brand new regional West Texas/Southeastern New Mexico FM CHR "The Hot 102-FM" needs News Director to give us fast paced headline style AM drive newscasts. Also looking for CHR experienced jocks for parttime/weekends. Women and minorities encouraged to apply. Tapes & resumes to: John Clay, KWES-FM, P.O. Box 4716, Odessa, TX 79760.

Openings

SE CHR needs production whiz & personality jocks. T&R: Box 2148, Mobile, AL 36601. EOE M/F (4-13)

TOP TEN AOR

Good bucks for entertaining individual or team capable of causing immediate stir in competitive morning drive situation. Heavy emphasis on brevity as well as creativity. Send aircheck and resume to: Radio & Records, 1930 Century Park West, #666, Los Angeles, CA 90067.



WNGS-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.

KJNE new 100kw FM Country giant of central TX accepting T&R for future openings. Morning team female needed. Zack Owen, Box 7523, Waco, TX 76714. EOE M/F (4-13)

Announcer for middays. Salary based on applicants ability. Five years experience required. T&R: Horatio Handy, 413 Jefferson St., Lafayette, LA 70501. EOE M/F (4-13)

Sales person needed. Minimum two years sales experience required. Will help pay cost to relocate. Rick Darnell, 413 Jefferson St., Lafayette, LA 70501. EOE M/F (4-13)

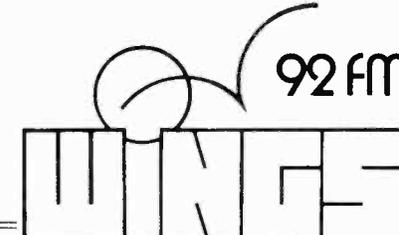
AM/FM searching for talented announcers for on-air, copywriting & production. No beginners. T&R: WKBC, Box 938, N. Wilkesboro, NC 28659. EOE M/F (4-13)

* PRODUCTION GENIUS *

Southern AOR seeks wizard who can write and produce creative, off-the-wall, theatre-of-the-mind station promos. Possible airshift. Send production samples, aircheck, and resume to: Radio & Records, 1930 Century Park West, #665, Los Angeles, CA 90067.

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



WNGS-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, WNGS-FM, P.O. Box 669, West Palm Beach, FL 33402. (305) 844-6343. EOE

Opportunities

Openings

KRZI seeks CHR personalities for future openings. Full & part-time, all dayparts. T&R: Danny Austin, Box 8093, Waco TX 76704. No calls. EOE M/F (4-13)

Copy, production, promotions person for Shane Media Services client. Good move for small market air talent. T&R: 7703 Windswept Ln., Houston, TX 77063. (4-13)

MIDWEST

WQLK FM looking for an experienced radio personality with strong production voice. T&R: Terry Morgan, Box 1647, Richmond, ID 47374. EOE M/F (4-13)

WLKI fm 100
Humorous Entertaining Morning Personality
 For #1 rated Indiana FM. Larger market sound in a small market. Our staffers are pros from larger markets who enjoy the ambience of our community in the creative atmosphere of our CHR-formatted station. Compensation based on talent. Send tape and resume to Tom Andrews, Manager, WLKI Radio, North Wayne Plaza, Angola, IN 46703.

Lost my evening gal to the majors. Need great Country replacement with strong production now! T&R: Kelly Carls, KWTO, Box 4568 GS, Springfield, MO 65804. EOE M/F (4-13)

95 W-Lite is searching for AM drive news anchor. Must be able to write & be creative. T&R: C.C. Matthews, WLLT, 1132 W. Kemper Rd., Cincinnati, OH 45240. EOE M/F (4-13)

Entertaining morning personality needed for CHR. Large market sound in small market. T&R: Tom Andrews, WLKI, N. Wayne Plaza, Angola, IN 46703. (4-13)

MORNING ENTERTAINER

Top medium market offers up to 35k, benefits and security to a lively, entertaining personality who can tie our music and information together. Must enjoy audience interaction and outside appearances. Tapes & resumes to:

Radio & Records
 1930 Century Park West, #664
 Los Angeles, CA 90067
 Equal Opportunity Employer M/F

FM Country superstation looking for solid talent. Rush T&R: Neal Cox, Box 798, Garden City, KS 67846. No calls. EOE M/F (4-13)

A/C station, emphasis on adult personality, seeking air talent. Competitive market, stable company, good people. T&R: Carl Mann, KCRG, Box 818, Cedar Rapids, IA 52401. (4-13)

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

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

Announcer for top rated FM in Sonoma County, CA. Personality & experience a must. T&R: Brent Farris, Box 55, Santa Rosa, CA 95402. EOE M/F (4-13)

Openings

KYNO seeks morning newscaster. Females encouraged. T&R: John Lee Walker, 1060 Fulton Mall #1501, Fresno, CA 93702. EOE M/F (4-13)

Top notch newscaster needed. T&R: Bobby King, KBBK, Box 625, Meridian, ID 83642. EOE M/F (4-13)

ROCKY MOUNTAIN A/C LEGEND

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

Immediate opening for good production person. Also afternoons. T&R: Greg Williamson, KLCI, Box 129, Nampa, ID 83653. (208) 888-5000 EOE M/F (4-13)

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)

News pro to ramrod areas top department. Needed by A/C station with major commitment. Mornings KPAY/Chico, CA (916) 342-7421 (4-13)

KISN 97 needs overnight personality. Coverage includes UT, WY & ID. T&R: Dan Jessop, Box 389, Salt Lake City, UT 84110. EOE M/F (4-13)

KIST seeks fulltime news. Nancy Dedell, 735 State St., Santa Barbara, CA 93102. EOE M/F (4-13)

We've dumped our automation, need T&R for future full & part-time openings. FM A/C. Larry Irons, Box 10630, Reno NV 89510. No calls (4-13)

Engineer/announcer for northern CA AM/FM. Must supervise & be organized. T&R: Operations, KALF/KBLF, Box 1010, Red Bluff, CA 96080. (4-13)

PRODUCTION WIZ NEEDED

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

KPSA AM seeks qualified PBP/news reporter. T&R: T.J. Curry, Box 720, Alamogordo, NM 88310. EOE M/F (4-13)

New stringers needed, Washington D.C., Chicago, Houston, Dallas, NYC & S.F. Tape & three writing samples: Julian & Associates, Box 1984, Pomona, CA 91769. (4-13)

Positions Sought

OM, PD, air talent available! 10 years experience in CHR & A/C. Prefer New England but will consider all offers. CHARLES: (207) 783-0027 (4-13)

Currently PM drive. Four years experience in CHR & A/C. Looking for opportunity with growth. Ask for DAVE: (915) 653-3380 (4-13)

Promotions pro with five years experience in AOR/CHR. Enthusiastic, dedicated & innovative. Great references & contacts. Now's the time! PEGGY: (408) 723-2780 (4-13)

PROGRAMMING CHALLENGE

Southeast Broadcast Group Research Director/Assistant PD looking for A/C or CHR Programming Post in small-medium market. Previous experience in Miami and San Diego. Prefer the Eastern half of the country. **RICHARD** (615) 865-4238.

Who can it be now? JOHN CATCHINGS, air talent with small market experience. Make it happen with more for less catchings. (415) 332-9205 (4-13)

Easy Listening announcer, formerly Bonneville's WRFM/N.Y., KOIT/S.F., KJOI/L.A. Want large market. (602) 956-6677 (4-13)

Positions Sought

I want to go back home! Excellent CHR jockey, good production. I will go anywhere in the L.A. area. For T&R, KRISTAL: (702) 645-4017 (4-13)

"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.

Highly rated L.A. air personality looking for a new challenge in Southern CA. DON: (818) 576-8335 (4-13)

Six year Country, A/C personality with PD, MD experience looking for position in MW. Delivery with contemporary humor. DAVID: (318) 488-3150 or 445-5308 (4-13)

Major market personality formerly with WNAF & WFMS seeking major/medium market A/C. 10 years experience JOHN: (317) 849-5533 (4-13)

Eight years experience. MD/announcer. CHR/AOR. WFLI, WNUE & WPAM. DAVE: (215) 967-3282 (4-13)

Where's the beef? Mature, dependable & talented announcer with strong pipes & excellent production. Seeking modern Country station. (213) 618-0687 (4-13)

PD/OM seeking same in MW. Country, A/C & CHR, eight years experience. BUCKY ALBRIGHT: (214) 455-1400 (4-13)

I need your help! Help me break the catch-22 cycle. Mature R&B/Urban voice wants to succeed. AUSTELL: (312) 547-6504 (4-13)

Billboard Award Winner

Billboard AOR personality Of The Year for Small Markets seeks career opportunity. Presently Asst. PD at "Superstars" outlet. Over 7 years experience on-air; programming; production; promotions. BSC. Stable one-on-one communicator. MARK LAPIDUS (919) 347-1836.

The deadly duo. We kill the competition with features, interviews & occasional ad-libs. The DAVE & JERRY show. (414) 654-1342 or 694-3181 (4-13)

Five year pro seeks stable on-air position in major/medium market. Experience includes MD/PD. Prefer A/C & CHR. DEAN: (303) 522-0323 (4-13)

I give good news. Pro anchor/reporter in top 100 market seeks same in South or SW. DAVE: (318) 636-3281 (4-13)

Announcer/sportscaster with 7 years experience CHR, 3 years PBP, southern Rockies, West coast. (303) 651-1167 (4-13)

Wanted: medium/major market CHR. Deep pipes, great production & attitude. 13 year team player. MICHAEL: (219) 365-5745 (4-13)

Office manager/bookkeeper, efficient in all aspects of book-keeping. Moving from OR to S.F., CA. LORI: (415) 728-7633. (4-13)

Great production voice, A/C midday personality, Z107, WVBS, WZIX. Also TV experience. East coast. JIM DENNIS: (302) 734-2932 (4-13)

MIKE MEHLE, A/C personality, MD, production, three years. West or MW. (218) 262-1879 after 6pm cat (4-13)

Country, A/C personality seeks middays or evenings at medium/major market station in SE. Seven years experience, FCC general. TERRY: (502) 845-4392 (4-13)

Primed beginner with medium market experience seeks fulltime airshift. Will relocate. JIM: (313) 464-8092 (4-13)

Sportscaster seeks medium market PBP position. 11 years of football, baseball & basketball PBP & award winning reporting. (815) 224-3409 (4-13)

Washington D.C. parttime announcer available. Currently PD at suburban station. LEE DRAVIS: (301) 475-8077 (4-13)

Country/CHR, I've worked both & know that I'm the right jock for the right station. Is it yours? ERICK: (402) 488-3875 (4-13)

Announcer, one year experience in medium market seeking position at Country station in central/southern WI. Available April 23. PETE: (217) 629-8130

Major market ND/anchor, stifled by new owners. Wants new challenge as same in major market. BILL THOMPSON: (617) 761-6629 (4-13)

Sportscaster for hire. Three years experience PBP including CBA pro basketball. DICK MUELLER: (414) 582-4281 (4-13)

Listeners say they enjoy my show because I have fun. Yours will too. A/C personality looking for more. LIZ: (505) 325-7623 (4-13)

Minneapolis-St. Paul's top Urban personality seeks relocation in top 35 Eastern market. I'm a one-to-one relater. ALAN: (612) 870-8637 (4-13)

Positions Sought

Positive thinking team player, five years on-air & production experience in CHR, Country, A/C & AOR. Seeking position in SE. SCOTT SASSAMAN: (304) 296-3759 (3-14)

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

Top 30 market AOR DJ, experienced, team player, now available. JIM SEAGULL: (408) 225-3600 (4-13)

Experienced AOR/CHR personality. Team player, ready to rock. Medium/major market. JOANNA: (717) 367-4686 (4-13)

Talent, experience, smarts, dedication, music, research, production & creativity. What more do you want? I've got that too! KARYN KASI: (309) 452-2254 (4-13)

16 year pro looking for PD gig. Formerly PD WYFE, WQFM, on-air WLPX, Loop, KISW, 96 Rock. Available now. BRENT ALBERTS: (815) 633-4557 (4-13)

Sports, sports, sports, sports, sports, sports, sports, sports, sports & news FRANK: (505) 325-7623 (4-13)

10 YEAR PRO

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

Attention IL, WI, IN: experienced parttime DJ looking for fulltime opportunity. For T&R, TOM: (312) 429-5605 or 371-8664 (4-13)

Help! Automation depression. Looking to get back in live radio. 5 1/2 years experience. Ex-military. FRED: (216) 755-1847 (4-13)

12 year veteran looking for PD in small/medium market station. CHR or Country. Prefer SE. BILL: (404) 876-2067 (4-13)

Rock-n-roll DJ for over six years, informative & entertaining. Seeks AOR or Progressive, any size market in West. MARK: (503) 224-3004 (4-13)

Personality, communicator with 20 years experience. Strong creative production & PBP. FRANK FARRELL: (318) 442-2145 (4-13)

Lady air talent with voice & brain needs A/C, Country or CHR gig in South or SW. now. SHASTA: (318) 636-3281 (4-13)

Major market female personality with energy, warmth & charm. Available for top 20 CHR. (312) 777-6054 (4-13)

Morning drive 14 year A/C pro. Creative humorous communicator. Programming know how. Major/medium markets. Currently in far West. (213) 306-8430 (4-13)

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

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

GEORGE JONES "You've Still Got A Place In My Heart"
EXILE "I Don't Want To Be A Memory"
CONWAY TWITTY "Somebody's Needin' Somebody"
STATLER BROTHERS "Atlanta Blue"
ALABAMA "When We Make Love"
DOLLY PARTON "Downtown"
KENNY ROGERS "Eyes That See In The Dark"

The Great Ones

DOLLY PARTON "Downtown"
PRETENDERS "Show Me"
KENNY ROGERS "Eyes That See In The Dark"

Century 21

Greg Stephens (214) 934-2121

The Z Format

CYNDI LAUPER "Time After Time"
NIK KERSHAW "Wouldn't It Be Good"
STYLE COUNCIL "My Ever Changing Moods"
SERGIO MENDES "Olympia"

The A/C Format

CYNDI LAUPER "Time After Time"
KIM CARNES "I Pretend"
NIK KERSHAW "Wouldn't It Be Good"
L. HALL w/H. ALPERT "Come What May"
DENIECE WILLIAMS "Let's Hear It For The Boy"

Super-Country

KAREN BROOKS "Born To Love You"
JUDDS "Mama He's Crazy"
BILL MEDLEY "I Still Do"
STATLER BROTHERS "Atlanta Blue"

Media General Broadcast Services

Bob Dumais (901) 320-4433

Action

KIM CARNES "I Pretend"
L. HALL w/H. ALPERT "Come What May"
CYNDI LAUPER "Time After Time"
KENNY G "Hi, How Ya Doin'"
NIK KERSHAW "Wouldn't It Be Good"

Your Country

CONWAY TWITTY "Somebody's Needin' Somebody"
ALABAMA "When We Make Love"
STEVE WARINER "Why Goodbye"
REX ALLEN, JR. "Sweet Rosanna"
SYLVIA "Victims Of Goodbye"
EXILE "I Don't Want To Be A Memory"
DOLLY PARTON "Downtown"
KENNY ROGERS "Eyes That See In The Dark"

Hit Rock

DENIECE WILLIAMS "Let's Hear It For The Boy"
CYNDI LAUPER "Time After Time"
TALK TALK "It's My Life"
REAL LIFE "Catch Me, I'm Falling"
SHALAMAR "Dancing In The Sheets"
GENESIS "Illegal Alien"

Concept Productions

Dick Wagner (916) 782-7754

CHR

LAURA BRANIGAN "Self Control"
CYNDI LAUPER "Time After Time"
SCORPIONS "Rock You Like A Hurricane"

Drake-Chenault

Bob Laurence (213) 883-7400

XT-40

J. IGLESIAS & W. NELSON "To All The Girls I've Loved Before"
DENIECE WILLIAMS "Let's Hear It For The Boy"
CYNDI LAUPER "Time After Time"
NIGHT RANGER "Sister Christian"
VAN HALEN "I'll Wait"
LAURA BRANIGAN "Self Control"

Contempo 300

DENIECE WILLIAMS "Let's Hear It For The Boy"
CYNDI LAUPER "Time After Time"
LAURA BRANIGAN "Self Control"

Great American Country

LOUISE MANDRELL "I'm Not Through Loving You Yet"
B.J. THOMAS "The Whole World's In Love When You're Lonely"
GARY MORRIS "Between Two Fires"
VERN GOSDIN "I Can Tell By The Way You Dance (You're Gonna Love Me Tonight)"
CONWAY TWITTY "Somebody's Needin' Somebody"

Radio Arts

John Benedict (818) 841-0225

Country's Best

CONWAY TWITTY "Somebody's Needin' Somebody"
ALABAMA "When We Make Love"
SYLVIA "Victims Of Goodbye"
STATLER BROTHERS "Atlanta Blue"

Soft Contemporary

L. HALL w/H. ALPERT "Come What May"
CYNDI LAUPER "Time After Time"
DENIECE WILLIAMS "Let's Hear It For The Boy"
KIM CARNES "I Pretend"

Sound 10

KENNY ROGERS "Eyes That See In The Dark"
STYLE COUNCIL "My Ever Changing Moods"
CYNDI LAUPER "Time After Time"
DENIECE WILLIAMS "Let's Hear It For The Boy"
LAURA BRANIGAN "Self Control"
KIM CARNES "I Pretend"
L. HALL w/H. ALPERT "Come What May"

Satellite Music Network

George Williams (214) 343-9205

The Starstation

KIM CARNES "I Pretend"
KENNY ROGERS "Eyes That See In The Dark"
KATHY MATTEA "Somebody Is Falling In Love"

Country Coast-To-Coast

CONWAY TWITTY "Somebody's Needin' Somebody"
ALABAMA "When We Make Love"
SYLVIA "Victims Of Goodbye"
CHARLY McCLAIN "Band Of Gold"

Rock America

DENIECE WILLIAMS "Let's Hear It For The Boy"
SHALAMAR "Dancing In The Sheets"
MADONNA "Borderline"
VAN HALEN "I'll Wait"
CYNDI LAUPER "Time After Time"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

GENESIS "Illegal Alien"
CYNDI LAUPER "Time After Time"
SHALAMAR "Dancing In The Sheets"
LAURA BRANIGAN "Self Control"
DENIECE WILLIAMS "Let's Hear It For The Boy"
VAN HALEN "I'll Wait"

TM A/C

KENNY ROGERS "Eyes That See In The Dark"
J. MATHIS w/D. WILLIAMS "Love Won't Let Me Wait"
JAMES INGRAM "There's No Easy Way"

TM Country

GEORGE JONES "You've Still Got A Place In My Heart"
B.J. THOMAS "The Whole World's In Love When You're Lonely"
BANDANA "Better Our Hearts Should Bend (Than Break)"
CHARLY McCLAIN "Band Of Gold"
ALABAMA "When We Make Love"
KENNY ROGERS "Eyes That See In The Dark"

BPI

John Iles (800) 426-9082

Adult Contemporary

KENNY ROGERS "Eyes That See In The Dark"
SHAKIN' STEVENS "I Cry Just A Little Bit"
J. MATHIS w/D. WILLIAMS "Love Won't Let Me Wait"

Country Living

CHARLY McCLAIN "Band Of Gold"
EXILE "I Don't Want To Be A Memory"
VERN GOSDIN "I Can Tell By The Way You Dance..."
GEORGE JONES "You've Still Got A Place In My Heart"
CONWAY TWITTY "Somebody's Needin' Somebody"
DOLLY PARTON "Downtown"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

STEPHEN BISHOP "Unfaithfully Yours (One Love)"

Country

Tom Casey 460-6383

RICKY SKAGGS "Honey (Open That Door)"
DAN SEALS "God Must Be A Cowboy"
EDDY RAVEN "I Got Mexico"
EMMYLOU HARRIS "In My Dreams"

POLYGRAM. THE PEOPLE'S PARTY.



This is the year's hottest ticket. According to the latest figures released this past week by the Gettup Poll, all six candidates listed below are way ahead of the competition. PolyGram, The People's Party, has continuously scored

A. Cameo.
Cameo is sending shock waves throughout the country with their bizarre new album, "She's Strange," 814 984-1 featuring the smash hit title track. 818 384-7

B. The Bar-Kays.
The Bar-Kays are armed and extremely "Dangerous," on their 818 478-1 thrilling new album. Includes the new single, "Freak Show On The Dance Floor." 818 631-1

C. Kool & The Gang.
The number one R&B group in the country have cooked up something extra hot and it continues with their new smash, "Tonight." From Kool & DE-830 The Gang's gold plus album, "In The Heart!" DSR 8508

D. Gap Band.
How much Gap Band can you handle? If you're like most people there's never enough. Introducing the dynamic new single, "If You're Ready I'm Ready," from their gold album, "Gap Band V Jammin'." TE1-3004

E. Central Line.
Central Line are havin' some fun now and why not, their party-filled new single, "Time For Some Fun," is jumping 814 749-7 up the charts. From their new album, "Choice." 814 733-1

F. Con Funk Shun.
The "Fever" continues to rise as Con Funk Shun follows up their smash hit, "Baby, I'm Hooked," with another dazzler, "Don't Let Your Love Grow Cold." From 818 369-7 their "Fever" album. 814 471-1

wipe-out victories primary after primary, secondary after secondary, and tertiary after tertiary. After all, when your campaign platform consists of giving the people what they want to hear, you always come out on top.

Black/Urban

BREAKERS

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

DENIECE WILLIAMS Let's Hear It For The Boy (CBS)

68% of our reporting stations on it. Rotations: Heavy 6/2, Medium 15/6, Light 24/18, Extra Adds 7, Total Adds 33 including WWIN-FM, WXYV, WILD, WAMO, WHUR, WAOK, KKDA-FM, KMJQ, KRNB, WDRQ, WJLB, WZEN-FM, KACE, KJLH, WRDW, KNOW, WGIV, WPEG, WNOO, WOIC, WJMI, WLTH, WTLC, WWWS. A Most Added Record. Debuts at number 33 on the Black/Urban chart.

NONA HENDRYX I Sweat (Going Through The Motions) (RCA)

60% of our reporting stations on it. Rotations: Heavy 3/0, Medium 18/1, Light 24/5, Extra Adds 1, Total Adds 7, WDJY, WLWV, WQOK, WPLZ, WLTH, WVOI, KDKO. Heavy: WAOK, KNOW. Medium: WHUR, KDAY, KSOL, WDLA.

IRENE CARA Breakdance (Network/Geffen)

60% of our reporting stations on it. Rotations: Heavy 1/0, Medium 21/2, Light 23/4, Extra Adds 1, Total Adds 7, WDJY, KACE, WBLX, KHYS, WQKS, WLTH, WHUR.

NEW & ACTIVE

REAL TO REEL "Love Me Like This" (Arista) 43/5

Rotations: Heavy 9/0, Medium 17/0, Light 17/5, Extra Adds 0, Total Adds 5, WXYV, WDLA, KOKA, WWWS, KDIA. Heavy: WAMO, KMJQ, WAIL-FM, KACE, KDAY, WPEG, WTLC, KNOW, WAAA. Medium: WBMX, WCIN, WDMT, WZAK, KJLH, XHRM, WWDM. Debuts at number 36 on the Black/Urban chart.

CHANGE "Change Of Heart" (RCA/Atlantic) 40/11

Rotations: Heavy 6/0, Medium 18/3, Light 15/7, Extra Adds 1, Total Adds 11, WWIN-FM, WXYV, WAMO, WGCI, WDMT, WGPR, WQMG, WQOK, KHYS, WLTH, WKWM. Heavy: WAOK, WZAK, KMJM, KACE, WRDW. Medium: WILD, KKDA-FM, KMJQ. Debuts at number 39 on the Black/Urban chart.

PETER BROWN "They Only Come Out At Night" (Columbia) 35/1

Rotations: Heavy 5/0, Medium 13/0, Light 17/1, Extra Adds 0, Total Adds 1, WTLC. Heavy: WAOK, WVEE, WBMX, WGCI, WOIC. Medium: WDAS, WAMO, WHUR, WEDR, WZEN-FM, KDAY, KJLH, WRDW, WGIV, WPEG, WBLX, WWDM, WLTH.

CLOCKWORK "I'm Your Candy Girl" (Private I/CBS) 35/0

Rotations: Heavy 9/0, Medium 16/0, Light 10/0, Extra Adds 0, Total Adds 14, WAOK, WVEE, KRNB, WBLZ, WCIN, WDMT, WZAK, KDAY, WGIV, WJAX, WPDQ, WWDM, WWWS, WVOI. Heavy: KSOL, WRDW.

DAZZ BAND "Swoop (I'm Yours)" (Motown) 34/14

Rotations: Heavy 3/1, Medium 11/2, Light 19/10, Extra Adds 1, Total Adds 14, WAOK, WVEE, KRNB, WBLZ, WCIN, WDMT, WZAK, KDAY, WGIV, WJAX, WPDQ, WWDM, WWWS, WVOI. Heavy: KSOL, WRDW.

ANGELA BOFILL "Special Delivery" (Arista) 34/2

Rotations: Heavy 5/0, Medium 15/0, Light 14/2, Extra Adds 0, Total Adds 2, KNOW, KHYS. Heavy: WVEE, Z93, WNOO, WLWV, KUKQ. Medium: WWIN-FM, KKDA-FM, WBMX, WCIN, KSOL, WGIV, WPEG, WKXI, WLOU, KOKA, WDAO, WWWS, WVOI.

NEWCLEUS "Jam On It" (Sunnyview) 33/2

Rotations: Heavy 12/0, Medium 9/1, Light 12/1, Extra Adds 0, Total Adds 2, WDRQ, KUKQ. Heavy: WDAS, KMJQ, WEDR, WAIL-FM, WZAK, WZEN-FM, KDAY, KJLH, WJMI, WPDQ, WPLZ, WKWM. Medium: WBMX, WDMT, WGPR, WNHC, WWDM, WQKS.

KIM FIELDS "Dear Michael" (Criticque/Quality) 32/5

Rotations: Heavy 4/0, Medium 12/0, Light 16/5, Extra Adds 0, Total Adds 5, WDMT, WWDM, WAAA, WLTH, WKWM. Heavy: WILD, WGCI, KDAY, WATV. Medium: KKDA-FM, KRNB, WDRQ, WJLB, WKND, WNHC, WENN, Z93, WQMG, WANM, WTLC, WWWS.

PIECES OF A DREAM "It's Time For Love" (Elektra) 32/3

Rotations: Heavy 1/0, Medium 15/0, Light 16/3, Extra Adds 0, Total Adds 3, WAIL-FM, KOKA, WVOI. Heavy: KACE. Medium: WWIN-FM, WXYV, WAMO, WYLD-FM, WCIN, WKND, Z93, WGIV, WNOO, KJCB, WBLX, WPLZ, WWDM, WDAO, WLTH.

CENTRAL LINE "Time For Some Fun" (Mercury/PolyGram) 32/2

Rotations: Heavy 2/0, Medium 11/0, Light 19/2, Extra Adds 0, Total Adds 2, WLTH, WKWM. Heavy: WCIN, KUKQ. Medium: WBMX, WJMO, WGPR, WZEN-FM, XHRM, WRDW, WENN, WNOO, KJCB, WLOU, WBLX.

AFRIKA BAMBAATAA/SOUL SONIC FORCE "Renegades Of Funk" (Tommy Boy) 28/1

Rotations: Heavy 7/0, Medium 9/0, Light 11/0, Extra Adds 1, Total Adds 1, WBMX. Heavy: WDAS, WEDR, WGPR, WPDQ, WKWM, WTLC, WWWS. Medium: WJMO, WDRQ, WJLB, WZEN-FM, WPEG, WKXI, WAAA, KDIA, KUKQ.

R.J.'S LATEST ARRIVAL "Shackles" (Golden Boy/Quality) 27/7

Rotations: Heavy 0/0, Medium 9/1, Light 16/4, Extra Adds 2, Total Adds 7, KKDA-FM, WCIN, WDMT, WPEG, WOIC, WWDM, KDKO. Medium: WZAK, WGPR, WBLX, KOKA, WANM, WKWM, WTLC, WWWS.

MIDNIGHT STAR "No Parking (On The Dance Floor)" (Solar/Elektra) 27/4

Rotations: Heavy 9/1, Medium 11/0, Light 5/1, Extra Adds 2, Total Adds 4, WRKS, WEDR, WBMX, Z93. Heavy: WDAS, WJMO, WZEN-FM, WPEG, WKXI, WLOU, WLTH. Medium: WAMO, WHUR, WBLZ, WDMT, WZAK, WPDQ, WQOK, WPLZ, WWDM, WDAO, WWWS.

STAPLE SINGERS "H-A-T-E (Don't Live Here Anymore)" (Private I/CBS) 26/12

Rotations: Heavy 1/0, Medium 4/2, Light 20/9, Extra Adds 1, Total Adds 12, WAMO, WAIL-FM, WGPR, WPEG, WOIC, WQMG, WKXI, WLOU, WANT, WANM, WAAA, KDIA. Heavy: WAOK. Medium: KRNB, WDLA.

PATTI AUSTIN "Rhythm Of The Street" (Qwest/WB) 25/12

Rotations: Heavy 1/0, Medium 10/3, Light 12/7, Extra Adds 2, Total Adds 12, WXYV, KRNB, WBMX, WZAK, KDAY, WATV, WENN, WPEG, WJMI, WKXI, WQKS, WVOI. Heavy: WYLD-FM. Medium: WWIN-FM, KSOL, WGIV, WOIC, KJCB, WLWV, WAAA.

SIGNIFICANT ACTION

RICH CASON & GALACTIC ORCHESTRA "Street Symphony" (Private I/CBS) 24/4

Rotations: Heavy 2/0, Medium 8/1, Light 14/3, Extra Adds 0, Total Adds 4, Z93, WKXI, WLWV, WLTH. Heavy: WATV, KOKA. Medium: WAOK, WDLA, KDAY, KJLH, WNHC, WPEG, WANM.

RODNEY FRANKLIN "Stay On In The Groove" (Columbia) 24/1

Rotations: Heavy 1/0, Medium 10/0, Light 13/1, Extra Adds 0, Total Adds 1, WAAA. Heavy: WCIN. Medium: WILD, WJMO, KACE, KJLH, Z93, WNOO, WPDQ, WDAO, KDKO, KDIA.

CHERYL LYNN "This Time" (Columbia) 22/11

Rotations: Heavy 0/0, Medium 3/1, Light 18/9, Extra Adds 1, Total Adds 11, WILD, KMJQ, KNOW, WATV, Z93, WNOO, WQMG, WANT, WWDM, WANM, WQKS. Medium: WPDQ, KOKA.

EARONS "Land Of Hunger" (Island) 21/11

Rotations: Heavy 1/0, Medium 5/4, Light 15/7, Extra Adds 0, Total Adds 11, WWIN-FM, WDAS, WVEE, WDLA, WZAK, WPEG, WKXI, WJAX, WWWS, WVOI, KDKO. Heavy: KJLH. Medium: WLTH.

GAP BAND "I'm Ready (If You're Ready)" (Total Experience/RCA) 21/5

Rotations: Heavy 2/0, Medium 9/2, Light 8/1, Extra Adds 2, Total Adds 5, WBMX, WZAK, WKND, Z93, WQOK. Heavy: WWIN-FM, WJMI. Medium: WILD, WHRK, KSOL, WRDW, KJCB, WWDM, KUKQ.

DAYTON "The Sound Of Music" (Capitol) 21/4

Rotations: Heavy 4/0, Medium 8/0, Light 8/3, Extra Adds 1, Total Adds 4, WILD, WKND, WQOK, KOKA. Heavy: WJMO, WAAA, WWWS. Medium: WBLZ, WCIN, WDMT, WZAK, WZEN-FM, WNOO, KHYS, WKWM.

SHIRLEY BROWN "Leave The Bridges Standing" (Sound Town/Allegiance) 21/3

Rotations: Heavy 4/0, Medium 7/1, Light 9/1, Extra Adds 1, Total Adds 3, WWIN-FM, WGIV, WQKS. Heavy: KRNB, WDLA, WBMX, WATV. Medium: WILD, WEDR, WPEG, WKXI, WLWV, WLTH.

T-CONNECTION "Take It To The Limit" (Capitol) 21/1

Rotations: Heavy 0/0, Medium 7/0, Light 14/1, Extra Adds 0, Total Adds 1, WXYV. Medium: KKDA-FM, WENN, WNOO, WOIC, KJCB, WBLX, WLWV.

MOST ADDED

DENIECE WILLIAMS (33)
Let's Hear It For The Boy (CBS)
O'JAYS (17)
Extraordinary Girl (Phil. Int./CBS)
DAZZ BAND (14)
Swoop (I'm Yours) (Motown)
TIMMY THOMAS (14)
Gotta Give A Little Love... (Gold Mtn./CBS)

HOTTEST

CAMEO (53)
She's Strange (Atlanta Artists/PolyGra
D. EDWARDS featuring S. GARRET (4)
Don't Look Any Further (Motown)
LIONEL RICHIE (25)
Hello (Motown)
LAID BACK (24)
White Horse (Sire/WB)

CYNDI LAUPER "Girls Just Want To Have Fun" (Portrait/CBS) 20/1

Rotations: Heavy 7/0, Medium 9/1, Light 4/0, Extra Adds 0, Total Adds 1, WDRQ. Heavy: WRKS, WJLB, Z93, WJAX, WQKS, WLUM. Medium: WHUR, WHRK, WDMT, KSOL, WOIC, WQOK, WKWM, KDIA.

WINDJAMMER "Live Without Your Love" (MCA) 19/7

Rotations: Heavy 0/0, Medium 3/0, Light 16/7, Extra Adds 0, Total Adds 7, WEDR, WYLD-FM, WDRQ, WGPR, WENN, WJMI, WANM. Medium: WAOK, WOIC, KOKA.

O'JAYS "Extraordinary Girl" (Phil. Int./CBS) 18/17

Rotations: Heavy 1/1, Medium 3/3, Light 13/12, Extra Adds 1, Total Adds 17, WDAS, WHUR, WAOK, WVEE, KRNB, WCIN, WNHC, WPEG, WOIC, WKXI, WJAX, WANT, KOKA, WWDM, WANM, WTLC.

TIMMY THOMAS "Gotta Give A Little Love..." (Golden Mountain/A&M) 18/14

Rotations: Heavy 0/0, Medium 2/1, Light 14/11, Extra Adds 2, Total Adds 14, WXYV, WDJY, WHUR, WVEE, WDLA, WAIL-FM, WBMX, WKND, WNHC, WENN, WPDQ, WANM, WKWM. Medium: WWIN-FM.

BREAK MACHINE "Street Dance" (Sire/WB) 18/4

Rotations: Heavy 1/0, Medium 4/1, Light 12/2, Extra Adds 1, Total Adds 4, WVEE, KJLH, WRDW, WQOK. Heavy: KACE, M WKND, KNOW, Z93.

DAVY DMX "One For The Treble (Fresh)" (Tuff City/CBS) 18/1

Rotations: Heavy 4/0, Medium 7/0, Light 7/1, Extra Adds 0, Total Adds 1, WAAA. Heavy: WRKS, WPDQ, WLOU, WTLC, M KRNB, WEDR, WZEN-FM, WENN, WBLX, KOKA, WKWM.

WES PHILLIPS "Sucker For A Pretty Face" (Quality) 18/0

Rotations: Heavy 3/0, Medium 8/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WAOK, WBMX, WLTH. Medium: WGCI, WJMI, WQMG, WPEG, WKXI, KJCB, WWWS.

LENNY WILLIAMS "Always" (Rocshire) 18/0

Rotations: Heavy 0/0, Medium 10/0, Light 8/0, Extra Adds 0, Total Adds 0, Medium: WXYV, KKDA-FM, WGCI, WJMO, WZAK, KJLH, WPDQ, KJCB, WLTH.

EARTH, WIND & FIRE "Moonwalk" (Columbia) 17/6

Rotations: Heavy 0/0, Medium 9/1, Light 8/5, Extra Adds 0, Total Adds 6, WNOO, WOIC, WQMG, WLWV, WANM, WJMI. Medium: WHUR, WAOK, KRNB, WDLA, Z93, WPEG, KOKA, WWDM.

TEENA MARIE "Dear Lover" (Epic) 17/6

Rotations: Heavy 1/0, Medium 7/1, Light 9/5, Extra Adds 0, Total Adds 6, WWIN-FM, WNOO, WANT, WQKS, WAAA. Heavy: WILD. Medium: WHUR, WDRQ, WZEN-FM, WOIC, WBLX, WPLZ.

ORBIT "Too Busy Thinkin' About My Baby" (Quality) 17/6

Rotations: Heavy 0/0, Medium 4/1, Light 12/4, Extra Adds 1, Total Adds 6, WAOK, WDRQ, WJLB, WWDM, WKWM, WJMI. Medium: WGPR, WRDW, WWWS.

PLANET PATROL "It Wouldn't Have Made Any Difference" (Tommy Boy) 17/3

Rotations: Heavy 0/0, Medium 6/0, Light 10/2, Extra Adds 1, Total Adds 3, WOIC, WJAX, WTLC. Medium: KKDA-FM, WEDR, WKXI, WAAA, WWWS.

MELBA MOORE "Love Me Right" (Capitol) 16/10

Rotations: Heavy 0/0, Medium 5/0, Light 8/7, Extra Adds 3, Total Adds 10, WRKS, WDAS, KRNB, WGPR, WJLB, WKND, WJAX, WANM, WVOI. Medium: WRDW, WOIC, WLWV, WWDM, WWWS.

JEFF LORBER "In The Heat Of The Night" (Arista) 16/2

Rotations: Heavy 2/0, Medium 6/1, Light 8/1, Extra Adds 0, Total Adds 2, WQMG, KHYS. Heavy: WYLD-FM, KUKQ, M KACE, WRDW, WNOO, WOIC, WWWS.

MALEMEN "Baby Doll" (Mercury/PolyGram) 15/4

Rotations: Heavy 0/0, Medium 5/1, Light 10/3, Extra Adds 0, Total Adds 4, WVEE, KJLH, WATV. Medium: WJMO, WZAK, WJMI, WANM.

CATCH "Get On Freak" (Variety International) 15/1

Rotations: Heavy 2/0, Medium 2/0, Light 11/1, Extra Adds 0, Total Adds 1, WNHC. Heavy: KKDA-FM, KUKQ. Medium: WAAA.

EURHYTHMICS "Here Comes The Rain Again" (RCA) 15/0

Rotations: Heavy 6/0, Medium 5/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: KJLH, KSOL, Z93, WQMG, KDKO, WJMI. Medium: WDJY, WAIL-FM, WNHC, WLUM.

MARGIE JOSEPH "Ready For The Night" (Cotillion/Atco) 14/9

Rotations: Heavy 0/0, Medium 4/3, Light 10/6, Extra Adds 0, Total Adds 9, WWIN-FM, WILD, WYLD-FM, WDMT, WZAK, V WKXI, WANM, WTLC. Medium: KKDA-FM.

MADONNA "Borderline" (Sire/WB) 14/2

Rotations: Heavy 1/1, Medium 11/0, Light 2/1, Extra Adds 0, Total Adds 2, WILD, KNOW. Medium: WRKS, WDJY, KSOL, V Z93, WQMG, WJAX, WLUM, WWWS, KDKO, KUKQ.

KLEER "Next Time It's For Real" (Atlantic) 14/1

Rotations: Heavy 2/0, Medium 3/0, Light 5/1, Extra Adds 0, Total Adds 1, WAAA. Heavy: KKDA-FM, WNOO. Medium: V WDMT, WJMO, WZAK, Z93, WPDQ, WWWS.

DAVID SANBORN "I Told U So" (WB) 14/1

Rotations: Heavy 1/0, Medium 9/0, Light 4/1, Extra Adds 0, Total Adds 1, WJMI. Heavy: WAMO. Medium: WXYV, WVEE, V WJMO, KACE, Z93, WAAA, WLTH, KDIA.

STEVE ARRINGTON'S HALL OF FAME "15 Rounds" (Atlantic) 14/0

Rotations: Heavy 0/0, Medium 6/0, Light 8/0, Extra Adds 0, Total Adds 0, Medium: WEDR, WZAK, WGIV, KJCB, WLOU, WJMI. Medium: WZAK, WGIV, KJCB, WLOU.

DREAMBOY "Walk The Streets" (Qwest/WB) 13/5

Rotations: Heavy 0/0, Medium 2/0, Light 10/4, Extra Adds 1, Total Adds 5, WAOK, WGPR, WENN, WOIC, WQKS. Medium: KSOL.

ALISHA "All Night Passion" (Vanguard) 13/4

Rotations: Heavy 2/0, Medium 3/0, Light 8/4, Extra Adds 0, Total Adds 4, WXYV, WDJY, WQKS, WVOI. Heavy: WEDR, V WJMI. Medium: WAOK, WDRQ, WJLB.

JENNY BURTON "Rock Steady" (Atlantic) 13/1

Rotations: Heavy 0/0, Medium 4/0, Light 9/1, Extra Adds 0, Total Adds 1, WBLX. Medium: KRNB, KSOL, WANM, WLTH, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

P. FUNK ALL-STARS "Pumpin' It Up" (Private I/CBS) 13/0

Rotations: Heavy 0/0, Medium 5/0, Light 8/0, Extra Adds 0, Total Adds 0, Medium: KKDA-FM, WYLD-FM, KDAY, WWDM, V WJMI. Medium: KRNB, KSOL, WANM, WLTH.

RONNIE McNEIR "Come Be With Me" (Capitol) 13/0

Rotations: Heavy 1/0, Medium 6/0, Light 6/0, Extra Adds 0, Total Adds 0, Heavy: WYLD-FM. Medium: WILD, WAOK, KSOL, KJCB, KOKA.

RUN D.M.C. "Rockbox" (Profile) 12/7

Rotations: Heavy 1/0, Medium 2/1, Light 8/5, Extra Adds 1, Total Adds 7, WEDR, WZAK, WZEN-FM, WNHC, WPEG, V WTLC. Heavy: KDAY. Medium: WJLB.

KWICK "Too Lonely To Be Alone" (Capitol) 12/2

Rotations: Heavy 6/0, Medium 3/0, Light 3/2, Extra Adds 0, Total Adds 2, WAOK, WDMT. Heavy: KKDA-FM, WDLA, V WATV, WENN, WKXI. Medium: WHRK, WGPR, KJCB.

COLONEL ABRAMS "Leave The Message Behind The Door" (Streetwise) 12/1

Rotations: Heavy 0/0, Medium 2/0, Light 10/1, Extra Adds 0, Total Adds 1, WKXI. Medium: WAMO, WEDR, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

JENNIFER HOLLIDAY "Just For A While" (Geffen) 12/0

Rotations: Heavy 0/0, Medium 5/0, Light 7/0, Extra Adds 0, Total Adds 0, Medium: WGIV, WJMI, WLWV, WAAA, WLTH, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

DR. JOHN "Jet Set" (Clean Cuts) 12/0

Rotations: Heavy 0/0, Medium 3/0, Light 9/0, Extra Adds 0, Total Adds 0, Medium: WAMO, WEDR, KOKA, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

ANITA BAKER "Feel The Need" (Beverly Glen) 11/4

Rotations: Heavy 0/0, Medium 8/1, Light 3/3, Extra Adds 0, Total Adds 4, WDLA, WCIN, WNOO, WWDM. Medium: WAOK, V WJMI. Medium: KRNB, KSOL, WANM, WLTH.

HUMAN BODY "Make You Shake It" (Bearsville/WB) 11/3

Rotations: Heavy 1/0, Medium 2/0, Light 8/3, Extra Adds 0, Total Adds 3, WRDW, WKXI, WJAX. Heavy: KDAY. Medium: WJMI. Medium: KRNB, KSOL, WANM, WLTH.

ANNE LeSEAR "Take Him Back (Taxi)" (Sound Town/Allegiance) 11/2

Rotations: Heavy 0/0, Medium 1/0, Light 10/2, Extra Adds 0, Total Adds 2, WNHC, WJJS. Medium: KOKA, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

JULES SHEAR "When Love Surges" (EMI America) 11/2

Rotations: Heavy 0/0, Medium 3/0, Light 8/2, Extra Adds 0, Total Adds 2, KRNB, WPDQ. Medium: WAOK, WPEG, KOKA, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

JOYCELYN BROWN "Somebody Else's Guy" (Vinyl Dreams) 10/5

Rotations: Heavy 1/1, Medium 5/1, Light 4/3, Extra Adds 0, Total Adds 5, WAIL-FM, WYLD-FM, KJLH, WBLX, WANM, M WWIN-FM, WRKS, WDMT, WZAK.

JON ST. JAMES "Oogity Boogity" (EMI America) 10/3

Rotations: Heavy 0/0, Medium 2/0, Light 7/2, Extra Adds 1, Total Adds 3, WCIN, WNHC, WPDQ. Medium: WPEG, KOKA, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

FRESH 3 MC'S "Fresh" (Profile) 10/0

Rotations: Heavy 2/0, Medium 2/0, Light 6/0, Extra Adds 0, Total Adds 0, Heavy: WDAS, WZEN-FM. Medium: WLOU, WJMI. Medium: KRNB, KSOL, WANM, WLTH.

Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WWIN/Baltimore
Keith Newman

FUNK DELUXE
EARONS
MARGIE JOSEPH
TEENA MARIE
SHIRLEY BROWN
CHANGE
DENIECE WILLIAMS
D TRAIN
Hottest:
ROCKWELL
WOMACK & LABELLE
JEFFREY OSBORNE
CAMEO
MELBA MOORE

WXYV/Baltimore
Roy Sampson

CHANGE
DENIECE WILLIAMS
PATTI AUSTIN
TIMMY THOMAS
T-CONNECTION
REAL TO REEL
PHIL COLLINS
HUEY LEWIS & NEWS
ROCKWELL
ALISHA
PATTI AUSTIN
CULTURE CLUB
CULTURE CLUB
Hottest:
KOOL & THE GANG
EVELYN KING
SHALAMAR
ONE WAY
JEFFREY OSBORNE

WILD/Boston
Elroy R.C. Smith

MADONNA
CHERYL LYNN
DENIECE WILLIAMS
DAYTON
MARGIE JOSEPH
SUPERIORS
JONES GIRLS
SHANNON
Hottest:
CAMEO
ROCKWELL
WOMACK & LABELLE
DENNIS EDWARDS
KOOL & THE GANG

WKND/Hartford
Jordan/McLean

GAP BAND
TIMMY THOMAS
DAYTON
MELBA MOORE
Hottest:
ROCKWELL
WOMACK & LABELLE
DENNIS EDWARDS
LATTISAW & GILL
DENNIS EDWARDS

WNHC/New Haven
James Jordan

ANNE LESEAR
CATCH
CYNDI LAUPER
MELBA MOORE
TEMPTATIONS
DENIECE WILLIAMS
RUN D.M.C.
O'JAYS
BOOGIE BOYS
TIMMY THOMAS
ROCK-A-FUNK-A-BIL
RAY PARKER JR.
JAMES INGRAM
MUSICAL YOUTH
JON ST. JAMES
Hottest:
CULTURE CLUB
SHALAMAR
XENA
HALL & OATES
CAMEO

WRKS/New York
Mayo/Quararone

MELBA MOORE
MIDNIGHT STAR
WOMACK & WOMACK
FORCE MDS
Hottest:
LIONEL RICHIE
SHANNON
CYNDI LAUPER
LATTISAW & GILL
J. BLACKFOOT

WDAS/Philadelphia
Joe Tamburro

BOOGIE BOYS
ROSE ROYCE
WORLD FAMOUS SU
EARONS
FORCE MDS
MELBA MOORE
DIVINE SOUNDS
O'JAYS
Hottest:
CAMEO
DENNIS EDWARDS
NEWCLEUS
YARBROUGH & PEOP
CULTURE CLUB

WAMO/Pittsburgh
J.C. Floyd

PATTI LABELLE
DENIECE WILLIAMS
CHANGE
STAPLE SINGERS
Hottest:
DEELE
CAMEO
SHALAMAR
DENNIS EDWARDS
LUTHER VANDROSS

WDC/Washington, DC

BAR-KAYS
SYSTEM
JAMES INGRAM
IRENE CARA
O'BRYAN
CRUSADERS
TIMMY THOMAS
BERLIN
ALISHA
NONA HENDRYX
Hottest:
none

WHUR/Washington, DC
Libby Lawson

TIMMY THOMAS
O'JAYS
DENIECE WILLIAMS
IRENE CARA
POINTER SISTERS
TROUBLE FUNK
Hottest:
ART OF NOISE
SHALAMAR
SHANNON
LIONEL RICHIE
DENNIS EDWARDS

MIDWEST

WGCI/Chicago
Graham Armstrong

SPINNERS
ZZ HILL
CHANGE
JOHN ROCCA
BOBBY KING
EARL KLUGH
DEBARGE
Hottest:
DENNIS EDWARDS
WOMACK & LABELLE
GLADYS KNIGHT
BRYAN LOREN
CHI-LITES

WBMX/Chicago
Lee Michaels

DOROTHY MOORE
GAP BAND
TIMMY THOMAS
MIDNIGHT STAR
PATTI AUSTIN
SOUL SONIC FORCE
Hottest:
DENNIS EDWARDS
LAD BACK
KOOL & THE GANG
POINTER SISTERS
ART OF NOISE

WBLZ/Cincinnati
Brian Castle

SHANNON
DAZZ BAND
Hottest:
LAD BACK
KENNY LOGGINS
LIONEL RICHIE
CAMEO
ROCKWELL

WCIN/Cincinnati
Sid Kennedy

TEMPTATIONS
O'JAYS
JON ST. JAMES
LJ REYNOLDS
CRUSADERS
RAY PARKER JR.
WINDJAMMER
YARBROUGH & PEOP
Hottest:
CAMEO
ATLANTIC STARR
DENNIS EDWARDS
WOMACK & LABELLE
JEFFREY OSBORNE

WZAK/Cleveland
Lynn Tolliver

GAP BAND
DAZZ BAND
RUN D.M.C.
LJ REYNOLDS
PATTI AUSTIN
EARONS
MARGIE JOSEPH
Hottest:
DENNIS EDWARDS
PUMPKIN
CAMEO
LUTHER VANDROSS
NEWCLEUS

WDMT/Cleveland
Kelly/Dean

CHANGE
RJ'S LATEST ARRIV
KIM FIELDS
DAZZ BAND
BAR-KAYS
KWICK
MARGIE JOSEPH
Hottest:
CAMEO
DENNIS EDWARDS
WOMACK & LABELLE
CULTURE CLUB
LIONEL RICHIE

WJMO/Cleveland
Rod See

none
Hottest:
CAMEO
DENNIS EDWARDS
ART OF NOISE
WOMACK & LABELLE
LUTHER VANDROSS

SOUTH

WAKO/Atlanta
Larry Tinsley

O'JAYS
MUSICAL YOUTH
CHERRELLE
DAZZ BAND
DENIECE WILLIAMS
ORBIT
KWICK
DREAMBOY
WARP 9
Hottest:
LIONEL RICHIE
WOMACK & LABELLE
ROCKWELL
TEMPTATIONS
CAMEO

WVEE/Atlanta
Scotty Andrews

CYNDI LAUPER
O'JAYS
FOUR TOPS
KENNY LOGGINS
DAZZ BAND
TIMMY THOMAS
EARONS
MARCIA GRIFFITH
MALEMEN
JUICE
BREAK MACHINE
Hottest:
ROCKWELL
CAMEO
PATTI LABELLE
LIONEL RICHIE
DENNIS EDWARDS

WRDW/Augusta
Teddy Black

DENIECE WILLIAMS
LUTHER VANDROSS
RAY PARKER JR.
BREAK MACHINE
DUKE BOOTEE
MARGIE JOSEPH
HUMAN BODY
Hottest:
MAIN LINE
CAMEO
DENNIS EDWARDS
LUTHER CLUB
LAID BACK

WVIC/Columbia
Mickey Arnold

O'JAYS
EW&F
FORCE MDS
FUNK DELUXE
STAPLE SINGERS
RJ'S LATEST ARRIV
DREAMBOY
WORLD FAMOUS SU
PLANET PATROL
RAY PARKER JR.
DENIECE WILLIAMS
Hottest:
DEBARGE
LAD BACK
ROCKWELL
CULTURE CLUB
WILLIE CLAYTON

WJAX/Jacksonville
Steve Fox

MELBA MOORE
DAZZ BAND
WARP 9
EARONS
DENIECE WILLIAMS
HUMAN BODY
TWO SISTERS
PRETTY TONY
PLANET PATROL
O'JAYS
Hottest:
CAMEO
LAD BACK
BRYAN LOREN
CULTURE CLUB
LUTHER VANDROSS

WJAX/Jacksonville
Steve Fox

MELBA MOORE
DAZZ BAND
WARP 9
EARONS
DENIECE WILLIAMS
HUMAN BODY
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ART OF NOISE
ATLANTIC STARR

WVNC/Charlotte
Hai Harrill

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DAZZ BAND
BAR-KAYS
SHIRLEY BROWN
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DENIECE

R&R JAZZ RADIO NATIONAL AIRPLAY/30

April 13, 1984

- 1 TANIA MARIA/Love Explosion (Concord Picante)
- 2 EARL KLUGH/Wishful Thinking (Capitol)
- 3 COUNT BASIE & HIS ORCHESTRA/88 Basie Street (Pablo)
- 4 ALIVE!/City Life (Alive)
- 5 MILT JACKSON QUARTET/Soul Route (Pablo)
- 6 WEATHER REPORT/Domino Theory (Columbia)
- 7 DAVID SANBORN/Backstreet (WB)
- 8 LARRY VUCKOVICH with JOHN HENDRICKS/Cast Your Fate (Palo Alto)
- 9 JIMMY PONDER/Down Here On The Ground (Milestone/Fantasy)
- 10 RICHIE COLE/Alto Annie's Theme (Palo Alto)
- 11 PHIL UPCHURCH/Name Of The Game (Jam)
- 12 BLUE SKY/Blue Sky (C.T.)
- 13 PIECES OF A DREAM/Imagine This (Elektra)
- 14 MONTY ALEXANDER/CLAYTON/HAMILTON/Reunion In Europe (Concord)
- 15 CANNONBALL/NAT ADDERLEY QUINTET/What Is This Thing... (Pablo Live)
- 16 KENNY G/G Force (Arista)
- 17 DAVID FRIESEN/Amber Sky (Palo Alto)
- 18 DAVE VALENTIN/Flute Juice (GRP)
- 19 JEFF LORBER/In The Heat Of The Night (Arista)
- 20 ELVIN JONES/Brother John (Palo Alto)
- 21 J.J. JOHNSON/Things Are Getting Better (Pablo)
- 22 STEPS AHEAD/Modern Times (Musician/Elektra)
- 23 RODNEY FRANKLIN/Marathon (Columbia)
- 24 ANDY NARELL/Light In Your Eyes (Hip Pocket)
- 25 FREDDIE HUBBARD/Sweet Return (Atlantic)
- 26 SPHERE/Flight Path (Musician/Elektra)
- 27 SADAO WATANABE/Fill Up The Night (Musician/Elektra)
- 28 OSCAR PETERSON QUARTET/A Tribute To My Friends (Pablo)
- 29 JACK McDUFF/Lift Every Voice & Sing (Jam)
- 30 McCOY TYNER/Dimensions (Musician/Elektra)

Black/Urban stations contributing to Jazz:

WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; WJAX/Jacksonville, Steve Fox; KJCB/Lafayette, Beatrice Evans; WHRK/Memphis, Pamela Wells; WYLD-FM/New Orleans, Brute Bailey; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

NEW & ACTIVE

- SANDY OWEN "Euphonia" (Ivory) 11/11
Rotations: Heavy 1/1, Medium 3/3, Light 3/3, Extra Adds 4, Total Adds 11, WLOQ, WNOP, WBBY, WIAN, KADX, KLON, KUOP, KPLU, WMGI, WHRO, KXPR.
- COLLAGE "Collage" (Pausa) 11/5
Rotations: Heavy 2/0, Medium 5/2, Light 2/1, Extra Adds 2, Total Adds 5, WNOP, WJZZ, KPLU, WHRO, KJCB. Heavy: WLOQ, KTCJ. Medium: KERA-FM, WMGI, WGIV.
- DAVE HOLLAND QUINTET "Jumpin' In" (ECM) 9/4
Rotations: Heavy 0/0, Medium 6/2, Light 2/1, Extra Adds 1, Total Adds 4, WBFO, WBGO, WKSU, WUSF. Medium: WDET, WIAN, KJAZ, KCRW.
- JULIE KELLY "We're On Our Way" (Pausa) 9/2
Rotations: Heavy 3/1, Medium 1/0, Light 4/0, Extra Adds 1, Total Adds 2, KUHF, KSBK. Heavy: WNOP, KTCJ. Medium: WHRO.
- BILL EVANS "The Paris Concert, Edition 2" (Musician/Elektra) 8/8
Rotations: Heavy 2/2, Medium 1/1, Light 2/2, Extra Adds 3, Total Adds 8, WBFO, WFAE, KERA-FM, WNOP, KTCJ, KJAZ, KCRW.
- SCOTT HAMILTON QUINTET "In Concert" (Concord) 8/1
Rotations: Heavy 3/0, Medium 3/1, Light 2/0, Extra Adds 0, Total Adds 1, WBBY. Heavy: WBFO, WFAE, KADX. Medium: KLON.
- SUSANNAH McCORKLE "People That You Never Get To Love" (Inner City) 8/1
Rotations: Heavy 3/0, Medium 1/0, Light 3/0, Extra Adds 1, Total Adds 1, WBFO. Heavy: WMOT, WNOP, WKSU. Medium: WFAE.
- JAZZTET "Moment To Moment" (Soul Note) 8/0
Rotations: Heavy 4/0, Medium 1/0, Light 3/0, Extra Adds 0, Total Adds 0. Heavy: WNOP, KADX, KLCC, KXPR. Medium: KPLU.
- STEVE TIBBETTS "Safe Journey" (ECM) 7/3
Rotations: Heavy 2/0, Medium 0/0, Light 4/2, Extra Adds 1, Total Adds 3, WLOQ, KSBK, KXPR. Heavy: WDET, KCRW.
- GATO BARBIERI "Para Los Amigos" (Doctor Jazz) 7/2
Rotations: Heavy 1/1, Medium 5/1, Light 1/0, Extra Adds 0, Total Adds 2, KUHF, WIAN. Medium: WEAA, WDET, KMCR, WKND.
- MARK LEVINE QUINTET "Concepts" (Concord) 7/2
Rotations: Heavy 0/0, Medium 5/1, Light 2/1, Extra Adds 0, Total Adds 2, WUSF, KWMU. Medium: KADX, KMCR, KJAZ, KXPR.
- KENNY WHEELER "Double Double You" (ECM) 7/2
Rotations: Heavy 1/0, Medium 2/0, Light 4/2, Extra Adds 0, Total Adds 2, WLOQ, KCRW. Heavy: KLCC. Medium: WDET, WUSF.
- ELLA FITZGERALD/ANDRE PREVIN "Nice Work If You Can Get It" (Pablo Today) 6/3
Rotations: Heavy 0/0, Medium 2/2, Light 3/0, Extra Adds 1, Total Adds 3, WKSU, KCRW, WHRO.
- GRANT GEISSMAN "Put Away Childish Toys" (Pausa) 6/2
Rotations: Heavy 1/0, Medium 5/2, Light 0/0, Extra Adds 0, Total Adds 2, WVOI, KUOP. Heavy: WLOQ. Medium: KJZZ, WMGI, WGIV.



THE MARSALIS Jazz Tradition
continues with the new album by
BRANFORD MARSALIS
"Scenes In The City"
ON
Records & Cassettes

MOST ADDED

- STEPS AHEAD (11)
Modern Times (Musician/Elektra)
- SANDY OWEN (11)
Euphonia (Ivory)
- ELVIN JONES (10)
Brother John (Palo Alto)
- McCOY TYNER (10)
Dimensions (Musician/Elektra)
- CANNONBALL/NAT ADDERLEY... (8)
What Is This Thing Called... (Pablo Live)
- BILL EVANS (8)
The Paris Concert... (Musician/Elektra)

HOTTEST

- EARL KLUGH (10)
Wishful Thinking (Capitol)
- TANIA MARIA (9)
Love Explosion (Concord Picante)
- COUNT BASIE & HIS ORCHESTRA (8)
88 Basie Street (Pablo)
- CANNONBALL/NAT ADDERLEY... (6)
What Is This Thing Called... (Pablo Live)

- BILL HARDMAN "Focus" (Muse) 6/2
Rotations: Heavy 0/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, WKSU, WUSF. Medium: KLCC, KXPR.
- BILL EVANS "Living In The Crest Of A Wave" (Musician/Elektra) 5/5
Rotations: Heavy 0/0, Medium 1/1, Light 1/1, Extra Adds 3, Total Adds 5, WBFO, KSAX, WNOP, WDET, KTCJ.
- GEORGE HOWARD "Steppin' Out" (TBA/Palo Alto) 5/5
Rotations: Heavy 0/0, Medium 2/2, Light 0/0, Extra Adds 3, Total Adds 5, KSAX, WLOQ, KKGO, KCRW, WMGI.
- MADE IN BRAZIL "Made In Brazil (Tudo Joia)" (Pausa) 5/4
Rotations: Heavy 1/1, Medium 1/1, Light 1/0, Extra Adds 2, Total Adds 4, WNOP, WKSU, KTCJ, WUSF.
- PANAMA FRANCIS & SAVOY SULTANS "Everything Swings" (Stash) 5/4
Rotations: Heavy 2/1, Medium 1/1, Light 1/1, Extra Adds 1, Total Adds 4, WBGO, KCRW, KUOP, WHRO. Heavy: KADX.
- AMINA CLAUDINE MYERS TRIO "Circle Of Time" (Black Saint) 5/3
Rotations: Heavy 3/2, Medium 2/1, Light 0/0, Extra Adds 0, Total Adds 3, KUHF, WDET, KLCC. Heavy: WBGO. Medium: KCRW.
- GERALD WILSON ORCHESTRA "The Golden Sword" (Discovery) 5/3
Rotations: Heavy 0/0, Medium 1/0, Light 3/2, Extra Adds 1, Total Adds 3, WBGO, KADX, KXPR. Heavy: KLON.
- KIRK LIGHTSEY "Lightsey II" (Sunnyside) 5/2
Rotations: Heavy 1/0, Medium 3/1, Light 1/1, Extra Adds 0, Total Adds 2, KUHF, WKSU. Heavy: KLCC. Medium: KJAZ, KPLU.
- RICHARD HOLLYDAY "Moment's Notice" (Shiah) 5/1
Rotations: Heavy 0/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, WUSF. Medium: KADX, KLCC, KXPR.
- MARK ISHAM "Vapor Drawings" (Windham Hill) 5/1
Rotations: Heavy 3/0, Medium 2/1, Light 0/0, Extra Adds 0, Total Adds 1, KCRW. Heavy: WUWU, KSBK, KWMU. Medium: KUOP.
- PHILLY JOE JONES & DAMERONIA "Look, Stop, Listen" (Uptown) 5/1
Rotations: Heavy 1/0, Medium 2/1, Light 2/0, Extra Adds 0, Total Adds 1, WHRO. Heavy: WUSF. Medium: KADX.
- HUGH LAWSON "Colour" (Soul Note) 5/1
Rotations: Heavy 1/0, Medium 3/0, Light 1/1, Extra Adds 0, Total Adds 1, WBBY. Heavy: WDET. Medium: KADX, KPLU, KLCC.
- PASSPORT "Man In The Mirror" (Atlantic) 5/1
Rotations: Heavy 1/0, Medium 1/0, Light 2/0, Extra Adds 1, Total Adds 1, KSAX. Heavy: WMGI. Medium: WGIV.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

EAST	SOUTH	WEST			
WEAA/Baltimore Renetta Woods none Hottest: none	WFAE/Charlotte Paul Stribling VARIOUS STEPS AHEAD MCCOY TYNER BILL EVANS Hottest: SCOTT HAMILTON QU EARL KLUGH DAVID SANBORN PAT MATHENY RICHIE COLE	WMGI/Gainesville (*) Bill Herman PANAMA FRANCIS & CANNONBALL ADDERL SANDY OWEN OSCAR PETERSON QU DAVID FRIESEN GLENN WISCHBAKER STEVIE NARAHARA JOE JACKSON KUMH/Houston Dave Edwards LAINE & WILLIAMS CHARLIE PARKER GATO BARBIERI SYDNEY ASHUSSEN MILES DAVIS KRUPA & RICH SARAH VAUGHN WAYNE JOHNSON TRI BILL HAYS JAMES BLOOD ULMER Hottest: AMINA CLAUDINE MY LAINE & WILLIAMS CHARLIE PARKER ALIVE GATO BARBIERI WMOT/Nashville Rick Forrest	WHRO/Norfolk Joe Lowrey GEORGE HOWARD HOMI & JARVIS STEPS AHEAD SANDY OWEN KENNY WHEELER BASIE & PETERSON DON RANDI & QUEST MCCOY TYNER STEVIE TIBBETTS Hottest: EARL KLUGH PHIL UPCHURCH GRANT GEISSMAN SADAO WATANABE DAVID BENOIT	WLOQ/Orlando (*) Paul Gerardi GEORGE HOWARD HOMI & JARVIS STEPS AHEAD SANDY OWEN KENNY WHEELER BASIE & PETERSON DON RANDI & QUEST MCCOY TYNER STEVIE TIBBETTS Hottest: EARL KLUGH PHIL UPCHURCH GRANT GEISSMAN SADAO WATANABE DAVID BENOIT	WUSF/Tampa Bob Seymour ELVIN JONES STEPS AHEAD BILL EVANS CANNONBALL ADDERL MADE IN BRAZIL SPHERE LARRY VUCKOVICH RICHARD HOLLYDAY DAVE HOLLAND QUIN MARK LEVINE QUINT Hottest: FREDDIE HUBBARD CARLA BLEY STEPS AHEAD BILL EVANS CANNONBALL ADDERL
WBFO/Bufalo John Hunt AZYMUTH MCCOY TYNER CARLA BLEY EARL KLUGH BILL EVANS ELVIN JONES BILL EVANS SUSANNAH MCCORKLE DAVID FRIESEN LIONEL HAMPTON & Hottest: CANNONBALL ADDERL FREDDIE HUBBARD AZYMUTH PHIL WOODS QUARTE MCCOY TYNER	KERA-FM/Dallas Ed Budenauro DAVE VALENTIN MILT JACKSON QUAR STEPS AHEAD WEATHER REPORT J.J. JOHNSON BILL EVANS JEFF LORBER CANNONBALL ADDERL Hottest: DAVE VALENTIN EARL KLUGH TANIA MARIA COUNT BASIE & HIS STEPS AHEAD	KADK/Denver (*) Bill Whittet RED NORVO GERALD WILSON ORC BLUE SKY CHRIS CONNER SANDY OWEN Hottest: HAYWOOD HENRY MONTY ALEXANDER WAYNE JOHNSON TRI JAZZTET SCOTT HAMILTON QU KLMR/Phoenix Bill Shedd LARRY VUCKOVICH CANNONBALL ADDERL WESS & COLES MILT JACKSON QUAR HOMI & JARVIS Hottest: SPHERE BLUE SKY HANK CRAWFORD LEE RITENOUR WAYNE JOHNSON TRI KMH/Portland Roger Smith JEFF LORBER LARRY VUCKOVICH STEPS AHEAD ALIVE Hottest: TOM GRANT BOB JAMES TANIA MARIA KUOP/Stockton Gail Schramm WILLIS JACKSON HANK JONES MONTY ALEXANDER STEPS AHEAD GRANT GEISSMAN PANAMA FRANCIS & DAVE VALENTIN EARL KLUGH SANDY OWEN MILT JACKSON QUAR Hottest: TANIA MARIA ALIVE LALO SCHIFRIN DINAH WASHINGTON WILLIS JACKSON	KJZZ/Seattle (*) Carol Handley none Hottest: none KUOP/Stockton Gail Schramm WILLIS JACKSON HANK JONES MONTY ALEXANDER STEPS AHEAD GRANT GEISSMAN PANAMA FRANCIS & DAVE VALENTIN EARL KLUGH SANDY OWEN MILT JACKSON QUAR Hottest: TANIA MARIA ALIVE LALO SCHIFRIN DINAH WASHINGTON WILLIS JACKSON		
WBBY/West Seneca Marilyn Rogers (*) none Hottest: none	KSAX/Dallas-Ft. Worth Willie Culton (*) PASSPORT GEORGE HOWARD MCCOY TYNER STEPS AHEAD ANTONIO CARLOS JO BILL EVANS Hottest: EARL KLUGH KENNY G DAVID SANBORN JEFF LORBER	KLCC/Eugene Michael Canning AMINA CLAUDINE MY RED NORVO BARRY ALTSBUL QU COUNT BASIE & HIS ELVIN JONES DAVID FRIESEN BLOSSOM DEARIE Hottest: WEATHER REPORT ALIVE JAZZTET TANIA MARIA JAZZTET	KJZZ/Seattle (*) Carol Handley none Hottest: none KUOP/Stockton Gail Schramm WILLIS JACKSON HANK JONES MONTY ALEXANDER STEPS AHEAD GRANT GEISSMAN PANAMA FRANCIS & DAVE VALENTIN EARL KLUGH SANDY OWEN MILT JACKSON QUAR Hottest: TANIA MARIA ALIVE LALO SCHIFRIN DINAH WASHINGTON WILLIS JACKSON		
WUWU/West Seneca Marilyn Rogers (*) none Hottest: none	WDET/Detroit John Adams KIRK LIGHTSEY AMINA CLAUDINE MY ELVIN JONES JOE BONNER MCCOY TYNER SPHERE Hottest: JIM PEPPER RONALD SHANNON JA AMINA CLAUDINE MY HUGH LAWSON STEVE TIBBETTS	WKSU/Kent Linda Yohn MILT JACKSON QUAR CANNONBALL ADDERL DAVID FRIESEN J.J. JOHNSON SPHERE CLAUDE BOLLING COUNT BASIE & HIS DUSAN BOGDANOVIC ELVIN JONES LARRY VUCKOVICH Hottest: MILT JACKSON QUAR WEATHER REPORT FREDDIE HUBBARD SUSANNAH MCCORKLE CANNONBALL ADDERL KTCJ/Minneapolis (*) Carl Bernart PHIL UPCHURCH CAMEO LAID BACK BILLY GRIFFIN CHECKFIELD LESLIE DRAVTON MADE IN BRAZIL BILL EVANS BILL EVANS MCCOY TYNER Hottest: JULIE KELLY EARL KLUGH ANITA BAKER PHIL UPCHURCH PATTI AUSTIN	KLON/Long Beach Bob Epstein SANDY OWEN MELDONIAN & IGOE WILLIE DIXON VAUGHN NARK BIG MAG MERRIWE Hottest: MILT BASIE & HIS MILT JACKSON QUAR OSCAR PETERSON QU HORACE SILVER KKGO/Los Angeles (*) Jeff Geringer PHIL UPCHURCH PHIL WOODS QUARTE PIECES OF A DREAM JACK McDUFF BRANFORD MARSALIS DICK NOEL GEORGE HOWARD CRUSADERS WOODY JAMES & L.A JACK McDUFF Hottest: EARL KLUGH MATT CATINGUB BIG TANIA MARIA L. SUBRAMANIAM COUNT BASIE & HIS KJAZ/San Francisco (*) Bob Perloche MCCOY TYNER STEPS AHEAD BILL EVANS SIMON & BARD GROU JACK McDUFF ALAN BROADBENT & BLANCHARD & HARRI CARMEN MCCRAE EMILY REMLER LAURINDO ALMEIDA Hottest: COUNT BASIE & HIS LARRY VUCKOVICH JIMMY PONDER CANNONBALL ADDERL		
WVNO/Cincinnati (*) Chris Wagner LARRY VUCKOVICH COLLAGE MADE IN BRAZIL SANDY OWEN BILL EVANS BILL EVANS ELVIN JONES DAVID FRIESEN Hottest: BOB FLORENCE JULIE KELLY OSCAR PETERSON QU COUNT BASIE & HIS JAZZTET	WJZZ/Detroit (*) John Hill LEE RITENOUR SPHERE SHADOWFAX STEVE KHAN PHIL WOODS QUARTE BLUE SKY CHRIS CONNER COLLAGE Hottest: MARK MURPHY TANIA MARIA PHIL UPCHURCH JACK McDUFF LARRY VUCKOVICH	WUWU/West Seneca Marilyn Rogers (*) none Hottest: none	KLON/Long Beach Bob Epstein SANDY OWEN MELDONIAN & IGOE WILLIE DIXON VAUGHN NARK BIG MAG MERRIWE Hottest: MILT BASIE & HIS MILT JACKSON QUAR OSCAR PETERSON QU HORACE SILVER KKGO/Los Angeles (*) Jeff Geringer PHIL UPCHURCH PHIL WOODS QUARTE PIECES OF A DREAM JACK McDUFF BRANFORD MARSALIS DICK NOEL GEORGE HOWARD CRUSADERS WOODY JAMES & L.A JACK McDUFF Hottest: EARL KLUGH MATT CATINGUB BIG TANIA MARIA L. SUBRAMANIAM COUNT BASIE & HIS KJAZ/San Francisco (*) Bob Perloche MCCOY TYNER STEPS AHEAD BILL EVANS SIMON & BARD GROU JACK McDUFF ALAN BROADBENT & BLANCHARD & HARRI CARMEN MCCRAE EMILY REMLER LAURINDO ALMEIDA Hottest: COUNT BASIE & HIS LARRY VUCKOVICH JIMMY PONDER CANNONBALL ADDERL		
WBBY/Columbus (*) Zoot Strider STEPS AHEAD SCOTT HAMILTON QU OSCAR PETERSON QU EARL BINES MCCOY TYNER SANDY OWEN HUGH LAWSON BILL PRINCE Hottest: STEPS AHEAD EARL KLUGH COUNT BASIE & HIS RICHIE COLE DAVID FRIESEN	WIAN/Indianapolis Bill Hunt ALIVE WILLIS JACKSON ELVIN JONES DAVID FRIESEN SANDY OWEN CARLA BLEY GATO BARBIERI Hottest: none	WUWU/West Seneca Marilyn Rogers (*) none Hottest: none	KLON/Long Beach Bob Epstein SANDY OWEN MELDONIAN & IGOE WILLIE DIXON VAUGHN NARK BIG MAG MERRIWE Hottest: MILT BASIE & HIS MILT JACKSON QUAR OSCAR PETERSON QU HORACE SILVER KKGO/Los Angeles (*) Jeff Geringer PHIL UPCHURCH PHIL WOODS QUARTE PIECES OF A DREAM JACK McDUFF BRANFORD MARSALIS DICK NOEL GEORGE HOWARD CRUSADERS WOODY JAMES & L.A JACK McDUFF Hottest: EARL KLUGH MATT CATINGUB BIG TANIA MARIA L. SUBRAMANIAM COUNT BASIE & HIS KJAZ/San Francisco (*) Bob Perloche MCCOY TYNER STEPS AHEAD BILL EVANS SIMON & BARD GROU JACK McDUFF ALAN BROADBENT & BLANCHARD & HARRI CARMEN MCCRAE EMILY REMLER LAURINDO ALMEIDA Hottest: COUNT BASIE & HIS LARRY VUCKOVICH JIMMY PONDER CANNONBALL ADDERL		
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48 Reporters
45 Current Reports

R&R Country's Most Current Music

NATIONAL AIRPLAY/50

April 13, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light
3	2	1	1 OAK RIDGE BOYS/I Guess It Never Hurts To Hurt (MCA)	159/0	152	7	0
13	7	3	2 JULIO IGLESIAS & WILLIE NELSON/To All The Girls I've Loved Before (Col.)	156/0	143	11	2
9	5	4	3 ATLANTA/Sweet Country Music (MCA)	154/0	125	22	7
2	1	2	4 BARBARA MANDRELL/Happy Birthday Dear Heartache (MCA)	155/0	118	27	10
15	10	6	5 CRYSTAL GAYLE/I Don't Wanna Lose Your Love (WB)	158/0	113	41	4
20	16	10	6 JOHN CONLEE/As Long As I'm Rockin' With You (MCA)	158/2	88	64	6
4	4	7	7 GEORGE STRAIT/Right Or Wrong (MCA)	147/0	107	25	15
16	13	8	8 MICKEY GILLEY & CHARLY McCLAIN/Candy Man (Epic)	146/0	96	39	11
14	12	9	9 LEON EVERETTE/I Could'a Had You (RCA)	146/2	89	42	15
18	14	11	10 HANK WILLIAMS JR./Man Of Steel (WB/Curb)	147/0	86	43	18
25	17	14	11 WAYLON JENNINGS/I May Be Used (But Baby I Ain't Used Up) (RCA)	155/1	63	82	10
26	21	15	12 RONNIE McDOWELL/I Dream Of Women Like You (Epic)	153/5	65	78	10
31	26	18	13 RICKY SKAGGS/Honey (Open That Door) (Epic)	156/4	64	75	17
1	3	5	14 JOHNNY LEE with LANE BRODY/Yellow Rose (Full Moon/WB)	136/0	81	35	20
32	24	19	15 MERLE HAGGARD/Someday When Things Are Good (Epic)	150/3	44	89	17
30	28	21	16 DAN SEALS/God Must Be A Cowboy (Liberty)	143/3	47	70	26
28	25	20	17 GAIL DAVIES/Boys Like You (WB)	145/2	50	74	21
34	29	23	18 EDDY RAVEN/I Got Mexico (RCA)	154/7	29	99	26
39	30	25	19 EMMYLOU HARRIS/In My Dreams (WB)	147/9	39	82	26
29	27	24	20 RAZZY BAILEY/In The Midnight Hour (RCA)	135/2	48	71	16
36	33	27	21 LARRY GATLIN & THE GATLIN BROS./Denver (Columbia)	143/8	28	89	26
7	8	13	22 DEBORAH ALLEN/I've Been Wrong Before (RCA)	116/0	62	28	26
22	19	16	23 MARK GRAY/Left Side Of The Bed (Columbia)	127/4	42	60	25
43	36	31	24 DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	139/14	27	76	36
38	34	28	25 REBA McENTIRE/Just A Little Love (MCA)	139/5	23	87	29
12	9	12	26 JIM GLASER/If I Could Only Dance With You (Noble Vision)	103/0	53	33	17
-	46	34	27 GEORGE JONES/You've Still Got A Place In My Heart (Epic)	139/21	12	71	56
-	-	48	28 ALABAMA/When We Make Love (RCA)	124/52	19	51	54
-	44	37	29 VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG)	131/11	10	77	44
-	-	45	30 CONWAY TWITTY/Somebody's Needin' Somebody (WB)	132/39	9	54	69
49	40	36	31 LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	132/9	10	76	46
-	-	43	32 STEVE WARINER/Why Goodbye (RCA)	126/19	7	57	62
5	6	22	33 MICHAEL MARTIN MURPHEY/Will It Be Love By Morning (Liberty)	81/0	27	35	19
45	41	38	34 KIERAN KANE/Dedicate (WB)	119/4	6	70	43
-	45	40	35 KENNY ROGERS & DOTTIE WEST/Together Again (Liberty)	104/5	9	64	31
48	42	39	36 KATHY MATTEA/Someone Is Falling In Love (Mercury/PG)	104/8	7	54	43
-	-	46	37 EXILE/I Don't Want To Be A Memory (Epic)	120/28	5	54	61
-	49	42	38 GENE WATSON/Forever Again (MCA)	121/12	6	53	62
-	-	47	39 GARY MORRIS/Between Two Fires (WB)	122/23	2	53	67
11	11	17	40 T.G. SHEPPARD w/CLINT EASTWOOD/Make My Day (WB/Curb)	79/0	32	26	21
-	48	44	41 GUS HARDIN/I Pass (RCA)	94/4	7	50	37
10	20	26	42 KENDALLS/Thank God For The Radio (Mercury/PG)	77/0	24	29	24
DEBUT	DEBUT	DEBUT	43 SYLVIA/Victims Of Goodbye (RCA)	104/15	6	41	57
6	15	30	44 EARL THOMAS CONLEY/Don't Make It Easy For Me (RCA)	68/0	16	28	24
DEBUT	DEBUT	DEBUT	45 DOLLY PARTON/Downtown (RCA)	96/18	4	41	51
DEBUT	DEBUT	DEBUT	46 CHARLY McCLAIN/Band Of Gold (Columbia)	99/20	3	33	63
40	37	35	47 DAVID WILLS/Lady In Waiting (RCA)	76/0	11	44	21
21	18	29	48 JOHNNY RODRIGUEZ/Too Late To Go Home (Epic)	62/1	17	27	18
DEBUT	DEBUT	DEBUT	49 STATLER BROTHERS/Atlanta Blue (Mercury/PG)	85/37	5	25	55
DEBUT	DEBUT	DEBUT	50 ED HUNNICUTT/In Real Life (MCA)	85/7	1	36	48

MOST ADDED

- ALABAMA (52)
When We Make Love (RCA)
- CONWAY TWITTY (39)
Somebody's Needin' Somebody (WB)
- STATLER BROTHERS (37)
Atlanta Blue (Mercury/PolyGram)
- B.J. THOMAS (36)
The Whole World's... (Cleve. Int./Columbia)
- KENNY ROGERS (34)
Eyes That See In The Dark (RCA)
- EXILE (28)
I Don't Want To Be A Memory (Epic)
- BILLY MEDLEY (25)
I Still Do (RCA)
- GARY MORRIS (23)
Between Two Fires (WB)
- GEORGE JONES (21)
You've Still Got A Place In My Heart (Epic)
- CHARLY McCLAIN (20)
Band Of Gold (Columbia)

HOTTEST

- JULIO IGLESIAS & WILLIE NELSON (109)
To All The Girls I've Loved Before (Col.)
- OAK RIDGE BOYS (104)
I Guess It Never Hurts To Hurt... (MCA)
- GEORGE STRAIT (58)
Right Or Wrong (MCA)
- ATLANTA (57)
Sweet Country Music (MCA)
- BARBARA MANDRELL (50)
Happy Birthday Dear Heartache (MCA)
- RICKY SKAGGS (33)
Honey (Open That Door) (Epic)
- CRYSTAL GAYLE (31)
I Don't Wanna Lose Your Love (WB)
- JOHNNY LEE with LANE BRODY (25)
Yellow Rose (Full Moon/WB)
- MICKEY GILLEY & CHARLY McCLAIN (23)
Candy Man (Epic)
- JOHN CONLEE (22)
As Long As I'm Rockin' With You (MCA)

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

CONWAY TWITTY

Somebody's Needin' Somebody (WB)

On 83% of reporting stations. Rotations: Heavy 9, Medium 54, Light 69, Total Adds 39 including WAJR, WNYR, CHOW, WEZL, WKLO, KSSN, WMC, WUSQ, WUBE, WHK, WCUZ, WHBF, KRAK, KSOP, KSAN. A Most Added Record. Moves 45-30 on the Country chart.

ALABAMA

When We Make Love (RCA)

On 78% of reporting stations. Rotations: Heavy 19, Medium 51, Light 54, Total Adds 52 including WHN, WEEP, WWVA, WXBO, WCOS, KIKK, WMNI, WWWV, WFMS, WXCL, WIL, WTHI, KVOO, KUGN, KLAC, KRAK, KMPS. A Most Added Record. Moves 48-28 on the Country chart.

EXILE

I Don't Want To Be A Memory (Epic)

On 75% of reporting stations. Rotations: Heavy 5, Medium 54, Light 61, Total Adds 28 including WYRK, WPOR, KIX106, KPLX, WFNC, KYXX, WKIX, KS100, WLLR, WBCS, WTHI, KKAL, KKCS, KFTN, KCBO, KSON. A Most Added Record. Moves 46-37 on the Country chart.

SYLVIA

Victims Of Goodbye (RCA)

On 65% of reporting stations. Rotations: Heavy 6, Medium 41, Light 57, Total Adds 15, WPOR, WILQ, KRRV, WFNC, WAMZ, WPAP, WIRK, KWMT, KECK, WTSO, KCJB, WOW, KRST, KYGO, KFTN. Debuts at number 43 on the Country chart.

CHARLY McCLAIN

Band Of Gold (Columbia)

On 62% of reporting stations. Rotations: Heavy 3, Medium 33, Light 63, Total Adds 20 including WXXW, WAJR, CHOW, WAMZ, WPAP, KKYX, WUSQ, WMNI, WWWV, WKKQ, WITL, WHBF, WTOD, KRST, KGHL. Debuts at number 46 on the Country chart.

DOLLY PARTON

Downtown (RCA)

On 60% of reporting stations. Rotations: Heavy 4, Medium 41, Light 51, Total Adds 18 including WGNA, WAJR, WIXL, WXBO, WTVY, WFNC, WCMS, WPAP, WUSN, WMNI, KJJY, WAXX, KWMT, WCUZ, WITL. Debuts at number 45 on the Country chart.

DID YOU KNOW THAT CMA:

...Conducts an annual survey of all licensed radio stations to determine the amount of Country Music programmed daily, and compiles a comprehensive list of all of those stations?



For information on joining, write to:
Country Music Association
P. O. Box 22299-R
Nashville, TN 37202



NEW & ACTIVE

- STATLER BROTHERS "Atlanta Blue" (Mercury/PolyGram) 85/37**
 Rotations: Heavy 5, Medium 25, Light 55, Total Adds 37 including WBGW, WRKZ, WWVA, WESC, KSSN, WMC, WHOO, WIRK, WUSQ, WFMS, KOMA, WXCL, KTTS, KUGN, KGA. Debuts at number 49 on the Country chart.
- ED HUNNICUTT "In Real Life" (MCA) 85/7**
 Rotations: Heavy 1, Medium 36, Light 48, Total Adds 7, WKYG, KEAN, WMC, WMNI, WTSO, KIK-FM, KYAK. Heavy: KKYX. Medium: WCAO, WSNO, WYNK, WTVY, WOW, WTOD, KCUB. Debuts at number 50 on the Country chart.
- KENNY ROGERS "Eyes That See In The Dark" (RCA) 81/34**
 Rotations: Heavy 2, Medium 22, Light 57, Total Adds 34 including WPTR, WEEP, WYII, KRRV, WKSJ, WLWI, WTQR, WONE, WWWV, WFMS, KVOO, KUGN, KEIN, KRAK, KSON.
- B.J. THOMAS "The Whole World's In Love When You're Lonely" (Cleve. Int./Col.) 77/36**
 Rotations: Heavy 0, Medium 25, Light 52, Total Adds 36 including WBGW, WMZQ, WWVA, WXBQ, WESC, KSSN, WCMS, WKIX, WIRK, WMNI, WGEE, WWJO, KFDI, KUUY, KYGO, KNIX.
- BANDANA "Better Our Hearts Should Bend Than Break" (WB) 73/19**
 Rotations: Heavy 0, Medium 20, Light 53, Total Adds 19 including KIX106, WYII, KMML, KLLL, WKSJ, WSIX, WUSQ, WONE, WITL, KEBC, WXCL, KIK-FM, KQIL, KWJJ, KCCY.
- REX ALLEN JR. "Sweet Rosanna" (Moon Shine) 69/4**
 Rotations: Heavy 4, Medium 27, Light 38, Total Adds 4, WMC, WCMS, WPAP, WMNI. Heavy: WTVY, KKYX, KRMD, KSOP. Medium: WGNA, WVAM, CHOW, WXCL.
- CRAIG DILLINGHAM "Honky Tonk Women Make Honky Tonk Men" (Curb/MCA) 68/13**
 Rotations: Heavy 0, Medium 15, Light 53, Total Adds 13, WVAM, KIX106, WEZL, WGTO, KLLL, WCMS, WTQR, KTTS, WTHI, KYAK, KEIN, KNIX. Medium: KBMR, WCXI, KRKT.
- WRIGHT BROTHERS "Southern Women" (Mercury/PolyGram) 59/12**
 Rotations: Heavy 0, Medium 16, Light 43, Total Adds 12, WPTR, WEZL, WFNC, KLLL, WUSQ, KRRK, KWMT, WITL, KTPK, KUGN, KRWQ, KGA. Medium: WCMS, WCXI, WXCL, KSOP.
- BILL MEDLEY "I Still Do" (RCA) 57/25**
 Rotations: Heavy 1, Medium 10, Light 46, Total Adds 25 including WBGW, WMZQ, KXYL, WGTO, KHEY, WCMS, WHOO, WUSQ, KRRK, WOW, WTOD, KTPK, KRST, KRSY, KRAK.
- STEPHANIE WINSLOW "Baby Come To Me" (MCA/Curb) 50/12**
 Rotations: Heavy 0, Medium 15, Light 35, Total Adds 12, WGNA, WBGW, WEZL, WESC, WOKK, WKIX, WIRK, WMNI, WAXX, KFRY, KFTN, KRSY. Medium: WITL, KTTS, KUUY, KIGO.
- MIKE CAMPBELL "One Sided Love Affair" (Columbia) 48/2**
 Rotations: Heavy 0, Medium 19, Light 29, Total Adds 2, WTVY, WPAP. Medium: WNYR, KMML, KIKK, WMC, KRMD, WMNI, KEBC, WXCL, WHBF, WTOD, KUGN, KQIL, KMPS.

SIGNIFICANT ACTION

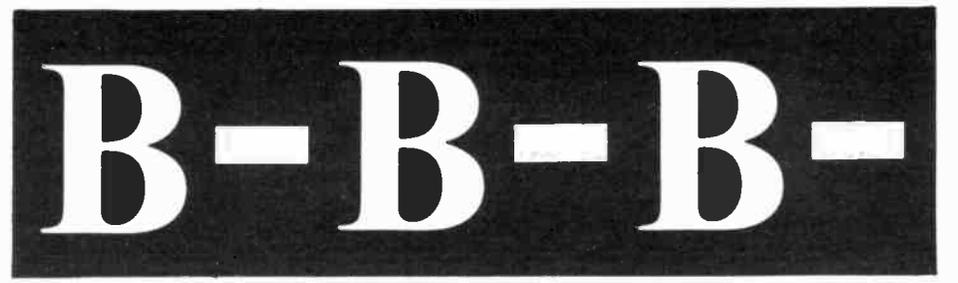
- TERRY GREGORY "Cowgirl In A Coupe DeVille" (Scotti Bros./CBS) 44/8**
 Rotations: Heavy 0, Medium 9, Light 35, Total Adds 8, WAJR, WXBQ, KXYL, KSSN, WPAP, KRST, KUUY, KFRY. Medium: WMZQ, KSOP.
- BILLIE JO SPEARS "Midnight Love" (Parliament) 32/9**
 Rotations: Heavy 1, Medium 6, Light 25, Total Adds 9, WYII, WSM, WCXI, KFGO, KWMT, KEBC, WHBF, Q92, KTOM. Medium: KSOP.
- RAY CHARLES "Do I Ever Cross Your Mind" (Columbia) 28/6**
 Rotations: Heavy 0, Medium 9, Light 19, Total Adds 6, WYII, KMML, WESC, WTQR, WAXX, WTOD. Medium: KEBC, KTTS, KFDI, KTOM.
- J.C. CUNNINGHAM "Light Up" (Viva) 27/4**
 Rotations: Heavy 0, Medium 4, Light 23, Total Adds 4, KKYX, KTPK, KFDI, KGHL. Medium: KMML, WOW, KQIL. Light: WKYG, WYNK, KGA.
- PENNY DeHAVEN "Friendly Game Of Hearts" (Main Street) 26/7**
 Rotations: Heavy 0, Medium 3, Light 23, Total Adds 7, WVAM, WYII, WUSQ, KEBC, WTOD, KVOO, KWJJ. Medium: WGNA, KQIL.
- DARREL CLANTON "I'll Take As Much Of You As I Can" (Audiograph) 25/1**
 Rotations: Heavy 1, Medium 2, Light 22, Total Adds 1, KFRY. Heavy: KKYX. Medium: KUZZ, KIGO. Light: WVAM, WWVA, WTVY, WTQR, KSO, WFMS.
- SISSY SPACEK "If You Could Only See Me Now" (Atlantic America) 24/10**
 Rotations: Heavy 0, Medium 2, Light 22, Total Adds 10, WGNA, WVAM, WBGW, WYII, KRRV, WKIX, WTOD, KUGN, KRWQ, KRSY.
- GARY STEWART "Hey, Bottle Of Whiskey" (Red Ash) 24/5**
 Rotations: Heavy 0, Medium 4, Light 20, Total Adds 5, KIX106, WYII, WGTO, WTVY, Q92. Medium: KHEY, KLRA, WLWI. Light: WKKQ, KTTS.
- MASON DIXON "I Never Had A Chance With You" (Texas) 21/7**
 Rotations: Heavy 0, Medium 7, Light 14, Total Adds 7, WYII, WLWI, KKYX, KTTS, WWJO, KRWQ, Q92. Medium: KLVI, KIKK, WOW.
- JUDDS "Mama He's Crazy" (RCA/Curb) 19/17**
 Rotations: Heavy 0, Medium 3, Light 16, Total Adds 17 including WBGW, KRRV, WKSJ, WCXI, KEBC, KRKT, KFRY, KWJJ, KTOM, KSOP.
- BIG AL DOWNING "There'll Never Be A Better Night" (Team Entertainment) 19/8**
 Rotations: Heavy 0, Medium 1, Light 18, Total Adds 8, KRRV, WTVY, KHEY, WCMS, WPAP, KKYX, WOW, KSOP. Medium: WGNA. Light: KSO.

- KAREN BROOKS "Born To Love You" (WB) 18/17**
 Rotations: Heavy 0, Medium 2, Light 16, Total Adds 17 including WBGW, WSNO, KASE, WNOX, WSIX, WIRK, WKKQ, KRKT, KMAK, KNIX.
- BOXCAR WILLIE "Not On The Bottom Yet" (Main Street) 18/7**
 Rotations: Heavy 0, Medium 2, Light 16, Total Adds 7, WPAP, KBMR, KFGO, WOW, KFDI, Q92, KSOP. Medium: WGNA, KLRA.
- LANG SCOTT "Run Your Sweet Love By Me One More Time" (MCA) 18/7**
 Rotations: Heavy 0, Medium 1, Light 17, Total Adds 7, WVAM, WKYG, WCMS, Q92, KTOM, KGA. Medium: KKYX. Light: WMZQ, WOW, KFDI, KMPS.
- NAT STUCKEY "One More Time" (Stargem) 16/1**
 Rotations: Heavy 0, Medium 3, Light 13, Total Adds 1, WYII. Medium: CHOW, KLRA, KQIL. Light: WIXY, WKLO, KISS-FM, WOW, Q92, KTOM.
- DAVID FRIZZELL "Who Dat" (Viva) 15/14**
 Rotations: Heavy 0, Medium 1, Light 14, Total Adds 14 including WVAM, WBGW, WESC, WOKK, WTQR, KCJB, KTPK, KVOO, KRWO, KTOM.
- ROBIN LEE "Want Ads" (Evergreen) 15/8**
 Rotations: Heavy 0, Medium 2, Light 1, Total Adds 8, WTVY, KHEY, WLWI, KRRK, WOW, WXCL, KTTS, KIGO. Medium: KSOP.
- VICKI DAWN "Red Roses (Won't Work Now)" (Boundary) 14/3**
 Rotations: Heavy 0, Medium 1, Light 13, Total Adds 3, WBGW, KBMR, KIOV. Medium: KYAK. Light: WCAO, WKZZ, KRKT, KRSY.
- TENNESSEE VALLEY BOYS "Lo And Behold" (Nashwood) 13/4**
 Rotations: Heavy 0, Medium 2, Light 11, Total Adds 4, KRRV, WTOD, KFDI, KGA. Medium: WLWI, WOW. Light: WWVA, WAXX, KTTS, KUGN.
- RANDY WRIGHT "If You're Serious About Cheating" (MCA) 13/3**
 Rotations: Heavy 0, Medium 4, Light 9, Total Adds 3, KFDI, Q92, KGA. Medium: KLRA, KSOP. Light: KKYX, KFGO, WTOD, KRKT, KRWO.
- MEL TILLIS "New Patches" (MCA) 12/12**
 Rotations: Heavy 0, Medium 2, Light 10, Total Adds 12, WVAM, KMML, WCXI, KEBC, KTPK, KUUY, KRWO, KQIL, KNIX, KWJJ, Q92, KTOM.
- ANNE MURRAY "Just Another Woman In Love" (Capitol) 11/9**
 Rotations: Heavy 0, Medium 4, Light 7, Total Adds 9, WBGW, WHN, WNYR, WGTO, WIRK, WCXI, KRWO, KQIL, KRSY.
- TOMMY OVERSTREET "I Still Love Your Body" (Gervasi) 11/6**
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 6, WPAP, KBMR, KFGO, WTOD, KUGN, KQIL. Light: KVOO, KTOM, KMPS.
- THRASHER BROTHERS "A Good Love Died Tonight" (MCA) 10/3**
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 3, WSNO, KIX106, Q92. Light: WLWI, KRMD, WQYK, KRKT.
- CHERYL HANDY "Here I Go Again" (Audiograph) 10/3**
 Rotations: Heavy 0, Medium 2, Light 8, Total Adds 3, KFGO, Q92, KSOP. Medium: KLRA, KKYX. Light: WWVA, KFDI.
- JOE WATERS "Rise Above It All" (New Colony) 9/2**
 Rotations: Heavy 0, Medium 1, Light 8, Total Adds 2, CHOW, KRRK. Light: WVAM, KRMD, WOW, KRWO, Q92.
- KATY MOFFATT "This Ain't Tennessee & He Ain't..." (Permian) 9/2**
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 2, KBMR, KUGN. Medium: WCXI, KSOP. Light: KISS-FM, KRMD, KUZZ, KMPS.
- KATIE McKINZIE "You'll Never Get To Heaven" (Poverty) 9/1**
 Rotations: Heavy 0, Medium 2, Light 7, Total Adds 1, WHBF. Medium: KRKT, KIGO. Light: WKYG, KISS-FM, KKYX, KSO.
- LANE BRODY "Hanging On" (Liberty) 8/8**
 Rotations: Heavy 0, Medium 2, Light 6, Total Adds 8, WBGW, WSNO, WTVY, WCMS, KTTS, KVOO, KKAL, KRSY.
- BILL ANDERSON "Your Eyes" (Southern Tracks) 8/3**
 Rotations: Heavy 0, Medium 1, Light 7, Total Adds 3, WIRK, WAXX, KTPK. Light: KRRV, WLWI, WOW, KFDI.
- RUTH ANN "Nights Like Tonight" (MCA) 8/2**
 Rotations: Heavy 0, Medium 2, Light 6, Total Adds 2, WPAP, Q92. Medium: CHOW, WCXI. Light: KTTS, WTOD, KRKT, KIGO.
- SAMI JO COLE "Emotions" (WB) 8/2**
 Rotations: Heavy 0, Medium 0, Light 8, Total Adds 2, KKYX, KSOP. Light: KHEY, KLLL, KRMD, KRRK, KVOO, KQIL.

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/Drivin' My Wife Away (WB)	<i>Writers In Disguise</i>
PINKARD & BOWDEN/Help Me Make It Through The... (WB)	<i>Writers In Disguise</i>
PINKARD & BOWDEN/Wat's A W-4? (WB)	<i>Writers In Disguise</i>
ALABAMA/If You're Gonna Play In Texas (RCA)	<i>Roll On</i>
PINKARD & BOWDEN/BLue Hairs Driving In My Lane (WB)	<i>Writers In Disguise</i>
JUDDS/Blue Nun Cafe (RCA)	<i>Wynonna And Naomi: The Judds</i>
ALABAMA/Country Side Of Life (RCA)	<i>Roll On</i>
GEORGE JONES/Radio Lover (Epic)	<i>Jones Country</i>
EXILE/Take Me To The River (Epic)	<i>Exile</i>
JIM GLASER/Woman, Woman (Noble Vision)	<i>The Man In The Mirror</i>



LIVE FROM GILLEY'S

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

Country's Most Current Music

Regional Adds & Hots

Summary table with columns: MOST ADDED, EAST, HOTTEST, MIDWEST, HOTTTEST, SOUTH, HOTTTEST, WEST, HOTTTEST. Includes station names like Kenny Rogers (RCA), Alabama (RCA), and Oak Ridge Boys (MCA).

Main grid of regional music listings. Columns include station call letters (e.g., WATO, KLRA, KYXX), location (e.g., Cypress Gardens, FL; Little Rock, AR; Odessa, TX), and lists of artists and song titles.

159 Reporters
144 Current Reports
The following station reported no change in rotation this week:
WCAO/Baltimore
The following stations did not report this week and therefore their playlists were frozen:
WIXY/East Longmeadow
WDAF/Kansas City
WIRE/Indianapolis
K102/St. Paul
KVEG/Las Vegas
KJOT/Boise
KUCB/Tucson
KRMJ/Shreveport
KLRA/Little Rock
WYNK/Baton Rouge
WSOC/Charlotte
WRNL/Richmond
WQYK/St. Petersburg
WKZZ/Lynchburg

Adult / Contemporary

Continued from Back Page

BREAKERS

KENNY ROGERS

Eyes That See In The Dark (RCA)

63% of our reporters on it. Rotations: Heavy 2/0, Medium 37/17, Light 38/24, Extra Adds 3, Total Adds 44 including WTAE, WSB, W101, WOMC, WHB, WISN, WMYX, KS94, KGW, B100, KBEST, KEZR, WAEB, WTIC, WPJB, and 29 more. Debuts at number 23 on the A/C chart.

CYNDI LAUPER

Time After Time (Portrait/CBS)

59% of our reporters on it. Rotations: Heavy 1/0, Medium 38/15, Light 34/28, Extra Adds 2, Total Adds 15 including WFBR, WPIX, Y97, WRMM, W101, WFYR, WARM98, WMYX, KKL, B100, KBEST, KEZR, V100, KEY103, WHBY. Debuts at number 22 on the A/C chart.

NEW & ACTIVE

KIM CARNES "I Pretend" (EMI America) 59/24

Rotations: Heavy 1/0, Medium 21/4, Light 35/18, Extra Adds 2, Total Adds 24, WFBR, 97AIA, W101, B100, WICC, WKGW, WAEB, WAHR, WNAM, WING, KRNT, WENS, KOIL, 3WM, KBOI, WTKO, WPPA, WCHV, WJBC, WCIL, KWEB, WJON, WBOW, KRNO. Heavy: WCCO. Medium: KFMB, WRVA, WHBY, WTRX, WMHE, KUGN, KWAV, KIXI-FM, WSKI, WSKY, WCKQ, WGSV, WAGE, KCRG, KFSB, K99, KALE.

DENIECE WILLIAMS "Let's Hear It For The Boy" (Columbia) 58/38

Rotations: Heavy 3/0, Medium 26/16, Light 26/19, Extra Adds 3, Total Adds 38, WROR, Y97, WSB, KVIL-FM, WFYR, KUDL, WMYX, KHOU, KOST, KGW, B100, WAEB, WICC, WMJJ, WAHR, WVLK, WHHY, WHBY, KRNT, WTRX, WFMK, KOIL, KRAV, KKUA, KWAV, WNNR, WEIM, WSKI, WTKO, WGSV, WKYX, WCIL, WHNN, WBOW, KFQD, KTWO, KQSW, KISN. Heavy: 97AIA, KFI, KALE. Medium: WMHE, WPPA, WSKY, WCKQ, WCHV, WAGE, KEEZ, WJON, KRBS. Due to heavy airplay, debuts at number 29 on the A/C chart.

PAUL SIMON "Think Too Much" (WB) 55/16

Rotations: Heavy 0/0, Medium 19/2, Light 36/14, Extra Adds 0, Total Adds 16, WHB, KBEST, WICC, V100, WKGW, KEY103, WVLK, 2WD, KOIL, KWAV, KKPL, WTKO, WTPA, WCIL, KRNO, KALE. Medium: WCCO, KGW, WAVE, WHBY, WHBC, WMGN, WMHE, KUGN, KIXI-FM, WSKI, WSKY, WCKQ, WCHV, WAGE, WJON, K99, KQSW.

LANI HALL with HERB ALPERT "Come What May" (A&M) 47/16

Rotations: Heavy 0/0, Medium 16/3, Light 31/13, Extra Adds 0, Total Adds 16, WHB, WAEB, WKGW, WBT, 2WD, WNAM, KOIL, KBOI, KUGN, KIXI-FM, KKPL, WTKO, WTKY, WTVS, WJBC, WCIL. Medium: WCCO, KGW, WMAZ, WRVA, WHBY, WEIM, WSKI, WSKY, WCKQ, WGSV, WAGE, WJON, KRBS.

POINTER SISTERS "Automatic" (Planet/RCA) 43/3

Rotations: Heavy 7/0, Medium 28/2, Light 8/1, Extra Adds 0, Total Adds 3, WMYX, WPJB, WCIL. Heavy: KVIL-FM, WAEB, WRIE, WLAC-FM, 2WD, KEEZ, KRBS. Medium: WFBR, WROR, WTAE, 55KRC, WISN, KGW, B100, V100, KEY103, KRBE-FM, WENS, WMGN, WMHE, KRAV, KPPL, KMJJ, KFI, KWAV, WNNR, WTKY, WCHV, WKYX, WJON, K99, KRNO.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 33/19

Rotations: Heavy 0/0, Medium 7/2, Light 25/16, Extra Adds 1, Total Adds 19, WFBR, WCCO, KHOU, WAVE, WNAM, WHBC, WTRX, WFMK, KMJJ, KIXI-FM, WPPA, WCHV, WTVS, WCIL, KFSB, KWEB, WBOW, KQSW, KALE. Medium: KWAV, WSKI, WSKY, WCKQ, KRBS.

PAUL YOUNG "Come Back And Stay" (Columbia) 32/3

Rotations: Heavy 7/1, Medium 16/1, Light 9/1, Extra Adds 0, Total Adds 3, WRIE, WPJB, KEEZ. Heavy: KEY103, WNAM, WEIM, WCHV, KRNO. Medium: KGW, WICC, WMAZ, WMGN, WMHE, KPPL, KMJJ, KIXI-FM, WNNR, WKNE, WTKY, WPPA, WKYX, WNGS, WCIL.

SIGNIFICANT ACTION

KENNY G "Hi, How Ya Doin'?" (Arista) 27/2

Rotations: Heavy 0/0, Medium 6/2, Light 21/0, Extra Adds 0, Total Adds 2, KRNT, KIXI-FM. Medium: WSKI, KORQ, WAGE, KRBS. Light: WCCO, KEY103, WAHR, 2WD, WHBY, WNAM, WTRX, KKUA, WNNR, WEIM, WKNE, WPPA, WCKQ, WCHV, WGSV, WKYX, WCIL, KEEZ, WHNN, WBOW, KQSW.

KOOL & THE GANG "Tonight" (De-Lite/PolyGram) 26/5

Rotations: Heavy 3/0, Medium 15/3, Light 8/2, Extra Adds 0, Total Adds 5, KEZR, WAEB, WPJB, KRBE-FM, WTKY. Heavy: KVIL-FM, WPPA, WCHV. Medium: WQUE-FM, V100, WVLK, WNAM, WSNY, WMHE, KWAV, KORQ, WSKY, WCKQ, WKYX, WBOW. Light: WKGW, WNNR, WAGE, WJON, KQSW, KRBS.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 26/3

Rotations: Heavy 0/0, Medium 9/0, Light 15/1, Extra Adds 2, Total Adds 3, KFSB, WHNN, WBOW. Medium: WFBR, KIXI-FM, WEIM, WSKI, KORQ, WCKQ, WKYX, WCIL, KQSW. Light: B100, WAHR, WVLK, WNAM, WTRX, KWAV, WNNR, WPPA, WSKY, WCHV, WAGE, KEEZ, WJON, K99.

MICHAEL JACKSON "The Lady In My Life" (Epic) 25/10

Rotations: Heavy 2/0, Medium 10/3, Light 10/4, Extra Adds 3, Total Adds 10, WPJB, WBT, WRVA, WAVE, WENS, WSKI, WSKY, KEEZ, WBOW, KRBS. Heavy: KOST, WEZS. Medium: WPIX, WSNY, WMGN, KKUA, WPPA, K99. Light: WRMM, WARM98, B100, WKGW, WMHE, WAGE.

BARBARA MANDRELL "Happy Birthday Dear Heartache" (MCA) 20/3

Rotations: Heavy 1/0, Medium 5/1, Light 14/2, Extra Adds 0, Total Adds 3, WRVA, WTRX, WSKI. Heavy: KSL. Medium: WCCO, WMAZ, WEIM, WCIL. Light: WAHR, WHBY, WNAM, WMHE, WNNR, WGSV, KWEB, WJON, KTWO, K99, KRBS, KISN.

MOST ADDED

CYNDI LAUPER (45)

Time After Time (Portrait/CBS)

KENNY ROGERS (44)

Eyes That See In The Dark (RCA)

DENIECE WILLIAMS (38)

Let's Hear It For The Boy (Columbia)

KIM CARNES (24)

I Pretend (EMI America)

TIGGI CLAY (19)

The Winner Gets The... (Morocco/Motown)

HOMI & JARVIS (19)

Friend Of A Friend (GRP)

STYLE COUNCIL (19)

My Ever Changing Moods (Geffen)

HOTTEST

LIONEL RICHIE (110)

Hello (Motown)

PHIL COLLINS (106)

Against All Odds (Take A Look...) (Atlantic)

JULIO IGLESIAS & WILLIE NELSON (72)

To All The Girls I've Loved Before (Col.)

BILLY JOEL (52)

The Longest Time (Columbia)

STEPHEN BISHOP (35)

Unfaithfully Yours (One Love) (WB)

THOMPSON TWINS (34)

Hold Me Now (Arista)

TIGGI CLAY "The Winner Gets My Heart" (Morocco/Motown) 19/19

Rotations: Heavy 0/0, Medium 2/2, Light 16/16, Extra Adds 1, Total Adds 19, WCCO, KGW, WAHR, WHBC, WTRX, KKUA, WNNR, WEIM, WSKI, KORQ, WSKY, WCKQ, WCHV, WGSV, WAGE, WKYX, WCIL, KTWO, KRBS.

HOMI & JARVIS "Friend Of A Friend" (GRP) 19/19

Rotations: Heavy 0/0, Medium 0/0, Light 17/17, Extra Adds 2, Total Adds 19, WCCO, WVLK, WHBY, WTRX, WEIM, WTKO, WSKI, KORQ, WSKY, WCKQ, WCHV, WAGE, WKYX, WCIL, KEEZ, WJON, KTWO, KQSW, KRBS.

LAURA BRANIGAN "Self Control" (Atlantic) 17/11

Rotations: Heavy 0/0, Medium 4/2, Light 11/7, Extra Adds 2, Total Adds 11, WFBR, WFYR, WICC, WAHR, WEIM, WSKY, WCKQ, KEEZ, WBOW, KTWO, KQSW. Medium: WTRX, WJON. Light: WQUE-FM, WVLK, WAGE, KRBS.

ATLANTIC STARR "More, More, More" (A&M) 17/0

Rotations: Heavy 0/0, Medium 1/0, Light 16/0, Extra Adds 0, Total Adds 0, Medium: WCHV. Light: WCCO, WAHR, WVLK, WHBC, WEIM, WKNE, WSKI, KORQ, WCKQ, WAGE, WKYX, WJON, KKJO, WBOW, K99, KRBS.

CHAD STUART & JEREMY CLYDE "Bite The Bullet" (Rocshire) 16/2

Rotations: Heavy 0/0, Medium 4/0, Light 12/2, Extra Adds 0, Total Adds 2, WFMK, WCHV. Medium: WMHE, KUGN, WCIL, KRBS. Light: WISN, WAEB, KEY103, WAHR, WEIM, WSKI, WJON, WBOW, KTWO, K99.

PRETENDERS "Show Me" (Sire/WB) 16/1

Rotations: Heavy 1/0, Medium 7/0, Light 8/1, Extra Adds 0, Total Adds 1, KEEZ. Heavy: WAVE. Medium: WQUE-FM, WMGN, KWAV, WSKI, WPPA, WSKY. Light: WISN, V100, WENS, KORQ, WAGE, K99, KQSW.

NANA MOUSKOURI "Keeping The Love Alive" (Mercury/PolyGram) 13/5

Rotations: Heavy 0/0, Medium 2/1, Light 11/4, Extra Adds 0, Total Adds 5, WAHR, WHBC, WTRX, KUGN, WCIL. Medium: WMAZ. Light: WCCO, WEIM, WCKQ, WGSV, KKJO, K99, KRBS.

DON FELDER "Who Tonight" (Asylum) 12/1

Rotations: Heavy 0/0, Medium 1/0, Light 11/1, Extra Adds 0, Total Adds 1, WSKI. Medium: WMHE. Light: WCCO, WVLK, WHBY, WEIM, WKNE, WSKY, WCKQ, KEEZ, WJON, KTWO.

BOB GULLEY "Still Thinking Of You" (Rogue) 11/2

Rotations: Heavy 0/0, Medium 4/2, Light 7/0, Extra Adds 0, Total Adds 2, WAHR, KRNT. Medium: WRVA, WJON. Light: WCCO, WHBY, WCHV, WKYX, WCIL, KKJO, KRBS.

ROCKWELL "Somebody's Watching Me" (Motown) 10/1

Rotations: Heavy 1/0, Medium 6/0, Light 3/1, Extra Adds 0, Total Adds 1, WFMK. Heavy: WMHE. Medium: WFBR, WTRX, KPPL, WCHV, KEEZ, WBOW. Light: KRAV, WHNN.

SHEENA EASTON "Devil In A Fast Car" (EMI America) 10/0

Rotations: Heavy 0/0, Medium 3/0, Light 7/0, Extra Adds 0, Total Adds 0, Medium: WAEB, WTRX, KQSW. Light: WAHR, WFMK, WSKY, WGSV, KEEZ, KKJO, K99.

MARILYN McCOO with BILLY DAVIS JR. "I Believe In You And Me" (RCA) 8/0

Rotations: Heavy 0/0, Medium 4/0, Light 4/0, Extra Adds 0, Total Adds 0, Medium: WRVA, KUGN, KSL, KRBS. Light: WTRX, WCKQ, WAGE, WJON.

EBN-OZN "Stop Stop Give It Up" (Elektra) 7/3

Rotations: Heavy 0/0, Medium 0/0, Light 7/3, Extra Adds 0, Total Adds 3, WEIM, WCKQ, KEEZ. Light: WHBY, WTKO, WSKY, WJON.

UB40 "Red Red Wine" (Virgin/A&M) 7/0

Rotations: Heavy 0/0, Medium 3/0, Light 4/0, Extra Adds 0, Total Adds 0, Medium: WFBR, WAVE, KFI. Light: KEY103, KRBE-FM, WEIM, KEEZ.

IRENE CARA "Breakdance" (Network/Geffen) 6/2

Rotations: Heavy 0/0, Medium 3/1, Light 3/1, Extra Adds 0, Total Adds 2, WFBR, KEEZ. Medium: WPPA, WCKQ. Light: WQUE-FM, WTRX.

PEABO BRYSON/ROBERTA FLACK "I Just Came Here To Dance" (Capitol) 5/5

Rotations: Heavy 0/0, Medium 0/0, Light 4/4, Extra Adds 1, Total Adds 5, 97AIA, WAVE, WSKI, WKYX, WJON.

JOE JACKSON "You Can't Get What You Want ('Till You Know What You Want)" (A&M) 5/5

Rotations: Heavy 0/0, Medium 0/0, Light 5/5, Extra Adds 0, Total Adds 5, WAVE, WMHE, KWAV, KORQ, WGSV.

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 & 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 13, 1984

174 REPORTERS

Three Two Last
Weeks Weeks Week

1	1	1	1	1	CARS/Heartbeat City (Elektra)	
2	2	2	2	2	AGAINST ALL ODDS/Soundtrack (Atlantic)	
3	3	3	3	3	VAN HALEN/1984 (WB)	
				DEBUT	4	STEVE PERRY/Street Talk (Columbia)
7	5	4	4	5	SCORPIONS/Love At First Sting (Mercury/Pg)	
14	8	6	6	6	TONY CAREY/Some Tough City (MCA)	
6	6	7	7	7	PRETENDERS/Learning To Crawl (Sire/WB)	
4	4	5	5	8	YES/90125 (Atco)	
19	14	9	9	9	NIGHT RANGER/Midnight Madness (Camel/MCA)	
10	7	8	8	10	ALAN PARSONS PROJECT/Ammonia Avenue (Arista)	
16	13	12	12	11	THOMPSON TWINS/Into The Gap (Arista)	
13	12	10	10	12	HUEY LEWIS & THE NEWS/Sports (Chrysalis)	
12	10	13	13	13	DAVID GILMOUR/About Face (Columbia)	
31	24	16	16	14	SLADE/Keep Your Hands Off My Power... (CBS Assoc.)	
20	16	14	14	15	HARD TO HOLD/Soundtrack (RCA)	
8	9	11	11	16	DWIGHT TWILLEY/Jungle (EMI America)	
25	18	15	15	17	HAGAR/SCHON/AARONSON/SHRIEVE/Through... (Geffen)	
26	23	19	19	18	JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/Pg)	
22	19	20	20	19	WANG CHUNG/Points On The Curve (Geffen)	
5	11	17	17	20	FOOTLOOSE/Soundtrack (Columbia)	
18	20	18	18	21	BON JOVI/Bon Jovi (Mercury/Pg)	
	32	26	26	22	JOE JACKSON/Body And Soul (A&M)	
36	30	24	24	23	ROMANTICS/In Heat (Nemperor/CBS)	
28	25	21	21	24	BILLY RANKIN/Growin' Up Too Fast (A&M)	
	40	34	34	25	ICICLE WORKS/Icicle Works (Arista)	
	33	31	31	26	BERLIN/Love Life (Geffen)	
		38	38	27	UP THE CREEK/Soundtrack (Pasha/CBS)	
39	29	29	29	28	GO-GO's/Talk Show (IRS/A&M)	
35	34	32	32	29	HOWARD JONES/Human's Lib (Elektra)	
				DEBUT	30	ZZ TOP/Eliminator (WB)
37	28	27	27	31	ALARM/Declaration (IRS/A&M)	
15	22	25	25	32	CHRISTINE McVIE/Christine McVie (WB)	
17	21	23	23	33	QUEEN/The Works (Capitol)	
40	37	33	33	34	MISSING PERSONS/Rhyme & Reason (Capitol)	
		39	39	35	PAT TRAVERS/Hot Shot (Polydor/Pg)	
				DEBUT	36	STYX/Caught In The Act (A&M)
21	26	28	28	37	38 SPECIAL/Tour De Force (A&M)	
				DEBUT	38	TALK TALK/It's My Life (EMI America)
		40	40	39	MR. MISTER/I Wear The Face (RCA)	
				DEBUT	40	DIRE STRAITS/Alchemy (WB)

	Total Reports	Hot Rotation	Medium Rotation	Total Adds All Rotations
"Think" (165) "Magic" (130) "Hello" (62)	173+	170+	4-	1=
"Against" (134) "Violet" (107) "Walk" (23)	165-	127-	38+	2=
"I'll Wait" (145) "Panama" (84) "Legs" (39)	156-	137-	19+	2+
"Sherrie" (158) "Believe" (28) "Mine" (24)	160+	126+	30-	11-
"Hurricane" (145) "Big City" (68) "Leaving" (26)	148=	121+	27-	1+
"A Fine Fine Day" (155)	156-	104+	52-	3+
"Show Me" (148) "Time" (36) "Middle" (13)	154-	96+	57-	4+
"Leave" (128) "Changes" (17) "Happen" (13)	138-	104-	34+	0-
"Sister Christian" (143)	144+	102+	40-	5-
"Prime" (106) "Answer" (104) "Let Me Go" (12)	155-	83-	72-	1-
"Hold Me Now" (126) "Doctor! Doctor!" (18)	133+	110+	23-	1-
"R&R" (122) "Walking" (16) "New Drug" (15)	134-	73-	61-	2-
"Murder" (105) "All Lovers" (52) "Blue Light" (45)	144-	61-	81+	10-
"Run Runaway" (138) "My Oh My" (43)	147+	46+	99=	11-
"Love Somebody" (129)	129-	89+	40-	5-
"Girls" (107) "Little" (33)	126-	66-	60+	5+
"Top" (78) "Missing" (59) "Whiter" (57)	134-	47+	86-	8-
"Authority Song" (102)	106-	55+	51-	1-
"Dance Hall Days" (111)	114-	33-	81=	3-
"Footloose" (67) "Free" (32) "Girl" (16)	98-	58-	40+	6+
"Runaway" (85) "She Don't Know Me" (19)	101-	35+	64-	3-
"You Can't Get" (110)	112+	21+	90+	7-
"One In A Million" (98)	100+	21+	78+	10+
"Baby Come Back" (89) "Rip It Up" (10)	96-	16+	78-	2-
"Whisper To A Scream" (104)	105+	15+	80+	14+
"No More Words" (86) "Touch" (16)	98+	22+	69+	14+
"Up The Creek" (63) "The Heat" (59)	106+	9+	82+	43+
"Head Over Heels" (88)	92+	32+	58-	4-
"What Is Love?" (82) "New Song" (12)	93+	24+	67+	10-
"Legs" (88)	90+	16+	67+	40+
"Sixty Eight Guns" (78)	86-	15-	70-	4-
"Love Will Show" (59) "Million" (21) "Hold" (20)	86-	25-	58-	9=
"Hammer" (34) "Radio Ga-Ga" (21) "Tear" (18)	76-	25-	50+	4+
"Give" (67) "Right Now" (14)	84+	16-	67+	5+
"Killer" (89)	90+	6+	77+	23-
"Music Time" (72)	87+	9=	65+	35-
"One Time" (61) "Back Where You" (11)	73-	21-	50-	7+
"It's My Life" (77)	77+	16+	55+	14-
"Hunters Of The Night" (70)	72-	5=	64+	7-
"Solid" (31) "Expresso" (20) "Sultans" (20)	61-	12=	46+	9-

BREAKERS

STEVE PERRY
Street Talk (Columbia)

92% of our reporters on it. 160/11, including adds at WXRT, KROY, KOME, WKLC. Debuts at #4 on the Albums chart.

UP THE CREEK
Soundtrack (Pasha/CBS)

61% of our reporters on it. 106/43, including adds at WHJY, KLOL, KSRR, WSKS, WQFM, KSHE, KLOS, KMET, KGON, KZAP, KOME, KZOK. Moves 38-27 on the Albums chart.

PAT TRAVERS
Hot Shot (Polydor/PolyGram)

52% of our reporters on it. 90/23, including adds at WNOR, WQFM, KBPI, WHCN, KNCN, WXLN, WTUE, WLAV, KIDQ. Moves 39-35 on the Albums chart.

STYX
Caught In The Act (A&M)

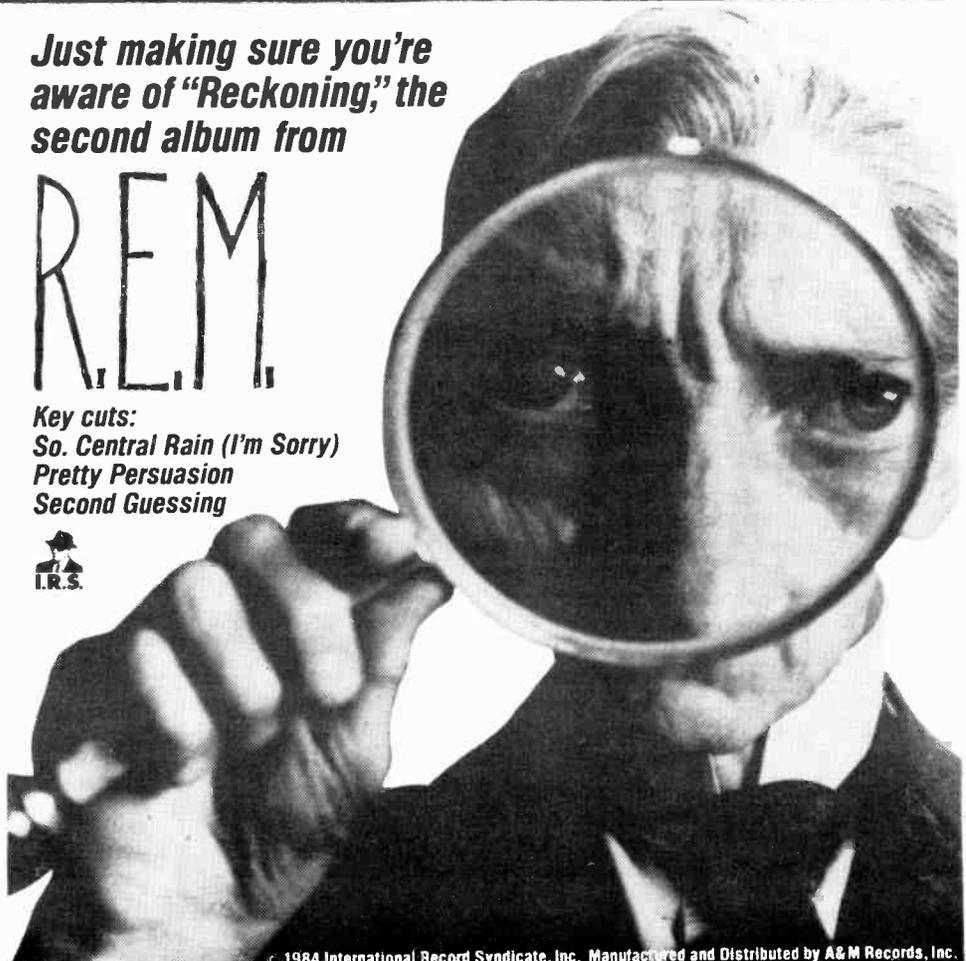
50% of our reporters on it. 87/35, including adds at KSRR, WNOR, KKCI, KYYS, WHCN, WEZX, WXLN, WFBQ, KIDQ, KILO, KOMP, KRSP. Debuts at #36 on the Albums chart.

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.

Just making sure you're aware of "Reckoning," the second album from

REM

Key cuts:
So. Central Rain (I'm Sorry)
Pretty Persuasion
Second Guessing



THIS MAN WANTS TO TALK TO YOU.

Who is this guy, anyway? Well, if you don't recognize him, look on the back of all those I.R.S. albums you've got around the station. He's the man looking for the sounds of now. He's the man who brought you the GO-GO's, R.E.M., THE ALARM, WALL OF VOODOO, THE ENGLISH BEAT, and all those other acts some people thought would never get on the radio.

And he's the man who will bring you more.

I.R.S. RECORDS is committed to music that excites us and your listeners. Just watch as the others follow our lead, and yours, when you slap one of our platters on and aim that antenna. And when you do, you might even bring a smile to this guy's face. As this wise man once said, "Give the gift of music...our music." INTERNATIONAL RECORD SYNDICATE.



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Photo: Ron Scarselli

AOR / ALBUMS

MOST ADDED

UP THE CREEK (43)
Soundtrack (Pasha/CBS)
ZZ TOP (40)
Eliminator (WB)
STYX (35)
Caught In The Act (A&M)
GARY MOORE (29)
Victims Of The Future (Mirage/Atco)
PAT TRAVERS (23)
Hot Shot (Polydor/PolyGram)

MOST HOTS

CARS (170)
Heartbeat City (Elektra)
VAN HALEN (137)
1984 (WB)
AGAINST ALL ODDS (127)
Soundtrack (Atlantic)
STEVE PERRY (126)
Street Talk (Columbia)
SCORPIONS (121)
Love At First Sting (Mercury/PolyGram)

NEW & ACTIVE

- KING CRIMSON/Three Of A Perfect Pair (WB) 60/10 (54/22)**
Adds: WIYY, CHOM-FM, KYYS, WPYX, WCCC, CHEZ-FM, WOVE, KFMG, KIDQ, KSPN. Hots: 4 WLIR, WXRT, CITI-FM, KTCL. Mediums: 54 include WMMR, WDVE, WYNF, KBCO, KGON, KFOG.
- CYNDI LAUPER/She's So Unusual (Portrait/CBS) 55/16 (41/6)**
Adds include WIYY, WMMR, WIMZ, WKQQ, KMJX, WZXR, WQDR, WOOS, WLVO, WWCK, KKDJ, KPOI, KREM. Hots: 20 include WBAB, WAPP, WYSP, WMMS, KBCO, WZZO, WHCN. Mediums: 28 include WBCN, WNEW-FM, WLUP, WEBN, WSKS, KDKB.
- RAVYNS/Ravyns (RDM/MCA) 55/5 (51/7)**
Adds: KLOS, WAAF, WRKI, WWTR, WHMD. Hots: 8 WIYY, KRCK, WCMF, KLBK, KISS, WIOT, KFMG, KSQY. Mediums: 45 include WBAB, WDVE, WHJY, WNOR, WYNF, KKCI, KBCO, KGB, KZOK.
- MOTLEY CRUE/Shout At The Devil (Elektra) 51/14 (44/4)**
Adds include WYSP, WSKS, KRCK, KZOK, WAAL, WEZX, KRIX, WZXR, WXKE, WYFE, KEZE, KLPX, KWFM. Hots: 7 WRIF, WQFM, KLOS, WAQX, WLAV, KRSP, WIQB. Mediums: 39 include WBCN, WAPP, KZEW, WNOR, WLLZ, KSHE, KMET, KRQR, KSJO.
- GARY MOORE/Victims Of The Future (Mirage/Atco) 47/29 (21/20)**
Adds include WIYY, WMMS, WQFM, KGB, KSJO, WPYX, WHCN, WCMF, WTUE, WIOT, KMOD, KILO, KKDJ, KLPX. Hots: 2 WPDH, KNCN. Mediums: 32 include WDVE, KTXQ, KZEW, WYNF, KSHE, KLAQ, WDIZ, WLVO, WLAV, KFIV-FM.
- STYLE COUNCIL/My Ever Changing Moods (Geffen) 43/6 (40/9)**
Adds: KCAL, WPLR, WWCT, KWXL, KFMQ, KFMF. Hots: 11 include WMMS, KBCO, KROQ, 91X. Mediums: 30 include WLUP, WXRT, KAZY, WZZO, WTPA, WIMZ, KKDJ.
- FRANKE & THE KNOCKOUTS/Makin' The Point (Camel/MCA) 41/4 (43/8)**
Adds: KOME, WIMZ, WQMF, KLPX. Hots: 3 KRCK, KIDQ, WBYG. Mediums: 37 include KZEW, WNOR, KSHE, KGB, KRQR, KSJO, KZOK.
- REAL LIFE/Heartland (Curb/MCA) 41/2 (42/11)**
Adds: CITI-FM, KFMF. Hots: 6 include WBCN, K97, CHEZ-FM, WTKX, KUFO. Mediums: 35 include WHJY, WEBN, WSKS, WMMS, KBPI, WZZO, WAAF, KLAQ, KKDJ, KREM.
- RATT/Out Of The Cellar (Atlantic) 38/3 (41/4)**
Adds: KOME, WTKX, KRRO. Hots: 10 include KLOS, KRCK, KRQR, KSJO, KZOK, KRIX, KNCN, KISS, KLPX. Mediums: 26 include WYSP, WDVE, KZEW, WNOR, WRIF, WQFM, KBPI.
- SAXON/Crusader (Carrere/CBS) 31/2 (32/7)**
Adds: WHJY, KICT. Hots: 7 include KTXQ, KRCK, KSJO, KZOK, KFMG, KLPX. Mediums: 23 include WSKS, WQFM, KLOS, KUPD, KGON, KGB, KRQR, KNCN, KLAQ, WLVO, WTUE, KILO, KEZE, KWFM.
- DURAN DURAN/Seven And The Ragged Tiger (Capitol) 29/11 (20/0)**
Adds include KEGL, WMMS, KBPI, KMET. Hots: 6 WLIR, WAPP, DC101, WCKO, KQAK, WIMZ. Mediums: 19 include WBCN, WBAB, WMMR, KROQ, 91X.
- JOE ELY/Hi-Res (MCA) 27/16 (16/16)**
Adds include WYSP, KLOL, WCKO, WXRT, KQAK, WCMF, WOUR, KLBK, KRIX, KMOD, KILO. Hots: 1 KBCO. Mediums: 16 include WRXT, WPDH, WYMX, KLAQ, WIOT, KLPX.
- FACE TO FACE/Face To Face (Epic) 26/11 (19/10)**
Adds: KEGL, WSHE, KBCO, KZOK, WPYX, KRIX, WTKM, WRKI, WWWV, KUFO, WIQB. Hots: 1 WBCN. Mediums: 19 include WHJY, KTXQ, KZEW, WMMS, KAZY, WQBK, WTPA, WPDH, WOUR, WAAF, KATT, KILO.
- AUSTRALIAN CRAWL/Semantics (Geffen) 16/13 (7/7)**
Adds include WCKO, WQFM, KBCO, KMEL, WQBK, WDHA, WPDH, WKLC, KFIV-FM, KUFO. Hots: 0. Mediums: 9 include KLAQ, WAPL, KTCL.
- NIK KERSHAW/Human Racing (MCA) 16/9 (8/5)**
Adds include WXRT, WEBN, WTPA, WPDH, WFYV, KEZO, WIOT, KKDJ. Hots: 4 WLIR, CHUM-FM, KBCO, CHEZ-FM. Mediums: 10 include WCKO, WTKX.
- LOOK/Everybody's Acting (Fantasy) 16/1 (15/4)**
Adds: KROQ. Hots: 1 WRIF. Mediums: 14 include WYNF, WLLZ, WQFM, KMEL, KRQR, WLAV, WIOT.
- JOSIE COTTON/From The Hip (Elektra) 15/4 (8/4)**
Adds: KBCO, 91X, KQAK, WWWV. Hots: 1 WMGM. Mediums: 10 include WBCN, WBAB, KROQ, WTPA, WEZX, KQDS.
- PLATINUM BLONDE/Platinum Blonde (Epic) 15/3 (11/2)**
Adds: WGRQ, KCAL, KSPN. Hots: 2 Q107, CFOX. Mediums: 11 include WCKO, WYNF, WPDH, KLPX.
- LEGS DIAMOND/Out On Bail (Target) 12/9 (1/1)**
Adds include KRCK, KSJO, KZOK, KFIV-FM. Hots: 0. Mediums: 7 include KTXQ, KNCN, KISS.
- BULLET/No Mercy (Arista) 11/3 (10/3)**
Adds: KSJO, KLAQ, KFIV-FM. Hots: 1 WAPL. Mediums: 8 KTXQ, WMMS, WQFM, KZOK, WIMZ, WTUE, KSMB.
- M&M/Mystery Walk (RCA) 11/2 (8/0)**
Adds: 91X, WBYG. Hots: 4 WLIR, CHEZ-FM, WDEK, KTCL. Mediums: 5 WRXT, CHOM-FM, CHUM-FM, WXRT, KBCO.

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.

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.

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)	165-	160+	5-	1+
-	16	7	2 STEVE PERRY/Oh Sherrie (Columbia)	158+	126+	28-	8-
8	5	3	3 VAN HALEN/I'll Wait (WB)	145-	121-	24=	2+
10	6	5	4 TONY CAREY/A Fine Fine Day (MCA)	155-	104+	51-	3+
3	3	4	5 SCORPIONS/Rock You Like A Hurricane (Mercury/PG)	145-	118+	27-	1+
2	2	2	6 PHIL COLLINS/Against All Odds (Atlantic)	134-	119-	15+	0-
11	8	8	7 PRETENDERS/Show Me (Sire/WB)	148+	88+	59+	8+
18	11	9	8 NIGHT RANGER/Sister Christian (Camel/MCA)	143+	102+	39-	5-
12	10	10	9 THOMPSON TWINS/Hold Me Now (Arista)	126+	103+	23-	1-
7	4	6	10 YES/Leave It (Atco)	128-	90-	37+	1=
14	13	12	11 RICK SPRINGFIELD/Love Somebody (RCA)	129-	89+	40-	4-
29	19	14	12 CARS/Magic (Elektra)	130+	75+	55-	6-
51	28	15	13 SLADE/Run Runaway (CBS Associated)	138+	43+	92+	10-
20	14	13	14 HUEY LEWIS & THE NEWS/The Heart... (Chrysalis)	122-	65+	57-	3-
5	7	11	15 DWIGHT TWILLEY/Girls (EMI America)	107-	65-	42+	1=
27	24	22	16 ALAN PARSONS PROJECT/Don't Answer Me (Arista)	104+	56+	47+	2+
24	23	19	17 JOHN COUGAR MELLENCAMP/Authority... (Riva/PG)	102-	53+	49-	1-
34	25	23	18 STEVIE NICKS/Violet And Blue (Atlantic)	107+	42+	62+	7-
41	30	24	19 DAVID GILMOUR/Murder (Columbia)	105+	41+	61+	10-
23	22	20	20 WANG CHUNG/Dance Hall Days (Geffen)	111-	31-	79+	4-
17	17	16	21 ALAN PARSONS PROJECT/Prime Time (Arista)	106-	43-	63-	2-
13	15	18	22 VAN HALEN/Panama (WB)	84-	49-	35-	1+
-	37	29	23 JOE JACKSON/You Can't Get What You... (A&M)	110+	20+	89+	7-
43	32	27	24 ROMANTICS/One In A Million (Nemperor/CBS)	98+	21+	76+	10+
16	18	21	25 BON JOVI/Runaway (Mercury/PG)	85-	30-	55-	0-
56	40	33	26 ICICLE WORKS/Whisper To A Scream... (Arista)	104+	15+	80+	13+
38	31	30	27 GO-GO's/Head Over Heels (IRS/A&M)	88+	30+	56-	4=
26	26	25	28 BILLY RANKIN/Baby Come Back (A&M)	89-	16+	72-	1-
-	-	53	29 ZZ TOP/Legs (WB)	88+	16+	64+	40+
4	9	17	30 KENNY LOGGINS/Footloose (Columbia)	67-	48-	19+	0-
35	27	26	31 HAGAR/SCHON/AARONSON/SHRIEVE/Top Of...(Geffen)	78-	28-	50-	0-
54	43	35	32 BERLIN/No More Words (Geffen)	86+	17+	62+	14+
-	-	43	33 PAT TRAVERS/Killer (Polydor/PG)	89+	6+	76+	22-
-	59	37	34 SCORPIONS/Big City Nights (Mercury/PG)	68+	29+	37+	9+
-	57	36	35 HOWARD JONES/What Is Love? (Elektra)	82+	16+	64+	10-
-	-	47	36 TALK TALK/It's My Life (EMI America)	77+	16+	55+	14-
40	34	32	37 ALARM/Sixty Eight Guns (IRS/A&M)	78-	15=	62-	4=
49	39	39	38 CARS/Hello Again (Elektra)	62+	26=	35+	2-
-	-	52	39 INXS/Original Sin (Atco)	69+	11+	53+	10-
44	38	38	40 MISSING PERSONS/Give (Capitol)	67-	11-	55-	2-
15	21	28	41 DAVID GILMOUR/All Lovers Are... (Columbia)	52-	27-	25-	1+
-	-	60	42 STYX/Music Time (A&M)	72+	8+	57+	28-
60	55	42	43 MR. MISTER/Hunters Of The Night (RCA)	70-	5=	62+	7-
-	-	57	44 HAGAR/SCHON/AARONSON/SHRIEVE/Missing (Geffen)	59+	18+	41+	8+
-	47	40	45 38 SPECIAL/One Time For Old Times (A&M)	61-	17-	42+	7+
-	-	50	DEBUT 46 ORION THE HUNTER/So You Ran (Portrait/CBS)	72+	6+	41+	69+
-	-	50	47 HAGAR/SCHON/AARONSON/SHRIEVE/Whiter... (Geffen)	57+	20+	36+	6+
48	45	41	48 MODERN ENGLISH/Hands Across The Sea (Sire/WB)	63-	9+	54-	1-
53	46	48	49 CHEAP TRICK/Up The Creek (Pasha/CBS)	63-	6+	53-	7+
-	-	50	DEBUT 50 CHRISTINE McVIE/Love Will Show... (WB)	59+	17+	37+	11+
-	-	51	DEBUT 51 HEART/The Heat (Pasha/CBS)	59+	4+	40+	52+
21	33	46	52 PRETENDERS/Time The Avenger (Sire/WB)	36-	26-	10-	0=
-	-	53	DEBUT 53 CYNDI LAUPER/Time After Time (Portrait/CBS)	50+	16+	26+	17+
-	-	54	DEBUT 54 KING CRIMSON/Sleepless (WB)	55+	3+	50+	11-
-	56	56	55 DAVID GILMOUR/Blue Light (Columbia)	45+	20-	25+	6+
-	58	49	56 PAUL YOUNG/Come Back & Stay (Columbia)	45-	18-	27=	1-
9	12	31	57 MANFRED MANN'S EARTH BAND/Runner (Arista)	40-	14-	26-	0=
57	51	54	58 MI-SEX/Castaway (Epic)	48-	3+	45-	1-
6	20	34	59 DAN FOGELBERG/The Language Of... (Full Moon/Epic)	41-	16-	25-	0=
58	-	55	60 SLADE/My Oh My (CBS Associated)	43-	15+	28-	4-

MOST ADDED

ORION THE HUNTER (69)
So You Ran (Portrait/CBS)

HEART (52)
The Heat (Pasha/CBS)

ZZ TOP (40)
Legs (WB)

DUKE JUPITER (36)
Little Lady (Motown)

RUSS BALLARD (36)
Voices (EMI America)

ULTRAVOX (34)
One Small Day (Chrysalis)

MOST HOTS

CARS (160)
You Might Think (Elektra)

STEVE PERRY (126)
Oh Sherrie (Columbia)

VAN HALEN (121)
I'll Wait (WB)

PHIL COLLINS (119)
Against All Odds (Atlantic)

SCORPIONS (118)
Rock You Like A Hurricane (Mercury/PolyGram)

BREAKERS

PAT TRAVERS

Killer (Polydor/PolyGram)

51% of our reporters on it. 89/22, including adds at WNOR, WQFM, KBPI, WXLP, WTUE, WLAV, KIDQ. Moves 43-33 on the Hot Tracks chart.

ZZ TOP

Legs (WB)

51% of our reporters on it. 88/40, including adds at WMMR, WNOR, WSKS, KQRS, KFOG, WZZO, WPLR, KEZO, WIOT, KWXL, KRSP. Moves 53-29 on the Hot Tracks chart.

NEW & ACTIVE

RAVYNS "Don't Leave Me This Way" (RDM/MCA) 46/3 (43/4)
Adds: KLOS, WAAF, WRKI. Hots: 8 WIYY, KRCK, WCMF, KLB, KISS, WIOT, KFMG, KSQY. Mediums: 37 include WZZO, WTPA, WPLR, WDHA, KRIX, WZXY, WIMZ, WLWQ, KQDS, KMDD, KIDQ, KILQ, KFIV-FM, KLPX.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 42/6 (39/9)
Adds: KCAL, WPLR, WWCT, KWXL, KFMG, KFMF. Hots: 11 WLIR, CHUM-FM, WCKO, WMMS, KBCO, KROQ, 91X, WQBK, KSPN, KTCL, KTYD. Mediums: 29 include WLUP, WXRT, KAZY, WZZO, WTPA, WIMZ, KKDJ.

VAN HALEN "Drop Dead Legs" (WB) 39/3 (36/2)
Adds: KLOL, KLOS, WAPL. Hots: 18 include KTXQ, WRIF, WPYX, WTPA, WHCN, WDIZ, WLWQ, WIOT, KKDJ, KLPX. Mediums: 21 include KZEW, KGON, KZAP, WFYV, WZXR, WFBQ, KFMG, KZEL, KOMP, KEZE.

FRANKE & THE KNOCKOUTS "Outrageous" (Camel/MCA) 39/3 (42/7)
Adds: KOME, WIMZ, KLPX. Hots: 3 KRCK, KIDQ, WBYG. Mediums: 36 include KZEW, WNOR, KSHE, KGB, KRQR, KZOK, KILQ, KFIV-FM, KEZE.

DUKE JUPITER "Little Lady" (Morocco/Motown) 38/36 (0/0)
Adds include WYSP, KTXQ, WMMS, KRQR, WTPA, KLAQ, KILQ. Mediums: 20 include KZEW, KSRR, KBPI, KZAP, KGB, WCMF, WAQX, WAAF, WXLP, WYFE, KWXL, KEZE, KLPX.

ULTRAVOX "One Small Day" (Chrysalis) 37/34 (2/0)
Adds include WYSP, WHJY, KTXQ, KZEW, WCKO, WXRT, KBCO. Hots: 2 WLIR, 91X. Mediums: 15 include WDV, Q107, KSHE, KROQ, KCAL, KMEL, KQAK, WPDH, WKLC, WFYV, WKQQ, KKDJ, KLPX.

REAL LIFE "Catch Me I'm Falling" (Curb/MCA) 37/2 (38/11)
Adds: CITI-FM, KFMF. Hots: 3 Hots: WBCN, WTKX. Mediums: 34 include WBAB, WHJY, KEGL, WEBN, WSKS, WMMS, KBPI, KROQ, KCAL, KQAK, WROQ, WZXY, WKQQ, WQDR, KWXL, KIDQ, KKDJ, KREM.

RUSS BALLARD "Voices" (EMI America) 36/36 (0/0)
Adds include KTXQ, WMMS, KMEL, KRQR, WAQY, KLAQ, WWCT, KWXL, KILQ, KFIV-FM. Hots: 0. Mediums: 16 include WMMR, WQFM, KSHE, KFOG, WPDH, KNCN, WKQQ, WQDR, WLAV, KEZO, KKDJ, KEZE, KLPX, KWFM.

MOTLEY CRUE "Too Young To Fall In Love" (Elektra) 34/14 (20/6)
Adds include WYNF, WRIF, KSHE, KRQR, KSJO, WAAF, KNCN, KWXL, KILQ. Hots: 4 WQFM, KLOS, WAQX, WLAV. Mediums: 25 include WYNF, WRIF, KSHE, KRQR, KSJO, WAAF, KNCN, KWXL, KILQ.

QUEEN "Hammer To Fall" (Capitol) 34/1 (34/2)
Adds: KQWB-FM. Hots: 13 include WAPP, WHJY, WEBN, WRIF, KSHE, KMEL, KRQR. Mediums: 20 include WBAB, WYSP, DC101, WYNF, WMET, WSKS, WLLZ, KKCI, KQRS, KBPI, KMET, KOME.

DWIGHT TWILLEY "Little Bit Of Love" (EMI America) 33/9 (22/5)
Adds include KEGL, WKTU, WWWV, KUFO, WYER, WCPZ. Hots: 7 KSRR, KSHE, KUPD, KRQR, WAAF, WIQB, WBYG. Mediums: 23 include KZEW, WLUP, WLLZ, WQFM, KMET, KZAP, KMEL, KOME, WWCT, KZEL, KFIV-FM, KLPX.

RATT "Round And Round" (Atlantic) 33/3 (33/3)
Adds: KOME, WTKX, KKRQ. Hots: 8 include KLOS, KRQR, KSJO, KRIX, KNCN, KISS, KLPX. Mediums: 23 include WYSP, KZEW, WNOR, WRIF, KBPI, KGB, WPDH, WOUR, WKLC, KLAQ, WIMZ, KFMG, KIDQ, KEZE, KWFM.

KENNY LOGGINS "I'm Free" (Columbia) 32/7 (20/5)
Adds: KAZY, KMET, WAQX, KLB, WTKX, WYFE, KUFO. Hots: 14 include WSHE, WLUP, KUPD, KCAL, KMEL, KGGO, WWCT, KILQ. Mediums: 18 include WAPP, WKLS, WYNF, WMET, WQMF, WRXL.

DIRE STRAITS "Solid Rock" (WB) 31/4 (31/11)
Adds: WXRT, WCCC, KMJX, KAWY. Hots: 6 include WNEW-FM, KFOG, WPDH, WLAV, KILQ. Mediums: 23 include WMMR, WMMS, KMEL, KZOK, WPLR, WCMF, WIMZ, WXLP, KATT.

GARY MOORE "Shapes Of Things" (Mirage/Atco) 30/21 (9/9)
Adds include WMMS, KGB, WPYX, WHCN, WCMF, WAQY, WWCK, WIOT, KILQ, KKDJ. Hots: 2 WPDH, KNCN. Mediums: 18 include WDV, WAQX, WFYV, WKQQ, WZXR, WLAV.

STEVE PERRY "I Believe" (Columbia) 28/23 (1/1)
Adds include KEGL, KMEL, KICT. Hots: 13 include WIYY, WMMR, WDV, WSHE, WLLZ, KYYS, KBPI, KUPD, WZZO, WLWQ, KILQ. Mediums: 10 include WGRQ, WKLS, KMET, KGON, WDHA, WEZX, WAQX, KNCN, KEZO, KRSP.

SCORPIONS "I'm Leaving You" (Mercury/PolyGram) 26/3 (23/3)
Adds: CHOM-FM, KEZE, KFMX. Hots: 14 include KYYS, KLOS, KRCK, KMEL, KSJO, WTPA, WDIZ, WLWQ, KKDJ, KPOI. Mediums: 12 include KGON, KZAP, WPYX, WEZX, KLAQ, WTUE, WIOT, KOMP.

STEVE PERRY "She's Mine" (Columbia) 24/20 (0/0)
Adds include WRKI, WCPZ. Hots: 12 include WIYY, KYYS, KRQR, WTPA, WCCC, WHCN, WDIZ, WTKX, KKDJ. Mediums: 10 include WMET, WPYX, WKLC, WZXR, WTUE, WFBQ, KEZO, WIOT.

DURAN DURAN "The Reflex" (Capitol) 22/12 (8/0)
Adds include WMMS, KBPI, KROQ, WFYV, WOOD, KRSP, KWFM. Hots: 3 WLIR, DC101, WCKO. Mediums: 13 include WBAB, WMMR, KQAK, WDHA, WTKX, KKDJ.

POCO "Days Gone By" (Atlantic) 21/19 (0/0)
Adds include KTXQ, KZEW, KBCO, KILQ, WWWV, WHMD, WIQB, WCPZ. Hots: 1 KIDQ. Mediums: 8 include WOUR, KSQY.

EURYTHMICS "Who's That Girl?" (RCA) 20/5 (14/1)
Adds: CHOM-FM, KEGL, WZZO, WHMD, KZOO. Hots: 8 include WLUP, WMMS, KBCO. Mediums: 8 include WMGM, WWWV, WBYG, KSPN, KTYD.

DIRE STRAITS "Expresso Love" (WB) 20/3 (20/6)
Adds: WXRT, KGON, WEZX. Hots: 5 include WNEW-FM, KFOG, WLAV, KILQ. Mediums: 15 include WMMR, WYSP, WHJY, KMEL, WCMF, WXLP.

HOT TRACKS — Compiles track airplay data from all reporting stations. Covers songs from all configurations, including albums, EPs, and 45s. Includes four-week trend of chart movement. Also listed is present week's number of reports in hot and medium rotations, and total adds. Symbols represent more (+), less (-), or equal (=) number of reports in each rotation compared to last week's figures. Records showing significant upward momentum are bulleted.

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.

REGIONAL RADIO ACTIVITY

EAST

Parallel One

DC101/Washington
(202) 828-9932

PO: BOB BRAIDE
MD: BENJIT D'OPRESSE

Hot
SIMPLE MINDS
PREFENDERS
VAN HALEN
MIDNIGHT OIL
SCORPIONS
HURRY LEWIS
AGAINST ALL ODDS
ALAN PARSONS
MANG CHUNG
ALARM
DAVID GILKOUR
BIG COUNTRY
CARS
STYX
APRIL WINE (M)
BON JOVI
MELISSA TRAIN
M+M
RAMPTONS
MODERN ENGLISH
EDDIE SCHWARTZ
DICE
TALK TALK
ICICLE WORKS
SLADE
TENANTS
FRANKIE GOES TO HO
PUCKA ORCHESTRA
Light Adda
38 SPECIAL
HOPTONICS
AGAINST ALL ODDS
CYNID LAUPER
SCORPIONS
DIRK STRAITS (M)
QUEEN
DURAN DURAN
BON JOVI
ACCEPT
ALARM
BILLY RANKIN
ALAN PARSONS
TORY CARAY
BON JOVI
MODERN ENGLISH
JON BUTCHER AXIS
THOMPSON TWINS
MI-SEX
JOE JACKSON
ICICLE WORKS
YES
QUEEN
38 SPECIAL
UP THE CREEK
NIGHT RANGER
PAT TRAVERS
MR. MISTER
KING CRISON

WMMR/Philadelphia
(215) 561-0933

PO: GEORGE HARRIS
MD: ERIN RILEY

Hot
PREFENDERS
THOMPSON TWINS
VAN HALEN
MIDNIGHT OIL
SCORPIONS
HURRY LEWIS
AGAINST ALL ODDS
ALAN PARSONS
MANG CHUNG
ALARM
DAVID GILKOUR
BIG COUNTRY
CARS
STYX
APRIL WINE (M)
BON JOVI
MELISSA TRAIN
M+M
RAMPTONS
MODERN ENGLISH
EDDIE SCHWARTZ
DICE
TALK TALK
ICICLE WORKS
SLADE
TENANTS
FRANKIE GOES TO HO
PUCKA ORCHESTRA
Light Adda
38 SPECIAL
HOPTONICS
AGAINST ALL ODDS
CYNID LAUPER
SCORPIONS
DIRK STRAITS (M)
QUEEN
DURAN DURAN
BON JOVI
ACCEPT
ALARM
BILLY RANKIN
ALAN PARSONS
TORY CARAY
BON JOVI
MODERN ENGLISH
JON BUTCHER AXIS
THOMPSON TWINS
MI-SEX
JOE JACKSON
ICICLE WORKS
YES
QUEEN
38 SPECIAL
UP THE CREEK
NIGHT RANGER
PAT TRAVERS
MR. MISTER
KING CRISON

WRXT/Bufalo
(716) 773-1714

PO: MIKE MUSNEY
MD: DINO MATTEA

Hot
AGAINST ALL ODDS (M)
ALAN PARSONS
SLADE
THOMPSON TWINS
STEVE PERRY
JOE JACKSON
CARS (M)
TORY CARAY
EUTHYRTHICS
HARD TO HOLD
GO-GO'S
PREFENDERS
ALARM
ROMANTICS
HOWARD JONES
CHRISTINE MCVIE
QUEEN
NAGAR, SCHON...
SANDY STEWART
ZZ TOP
ROBERT ELLIS ORRAL
MISSING PERSONS
FRANKIE & KNOCKOUTS
JOE ELY
M+M
BERLIN
DIRK STRAITS
FRANKIE GOES TO HO
STYLE COUNCIL
ICICLE WORKS
JUDAS PREST
KING CRISON
DAVID GILKOUR
MODERN ENGLISH
FRODOCK
Light Adda
POOD
MARSHALL CRENHAM
DUKE JUPITER
RUSSELL BALLARD
VAN STEPHENSON
ULTRAVOX
UP THE CREEK

WHJY/Providence
(401) 438-6110

PO: TED UTE
MD: JEFF RICCIO

Hot
VAN HALEN (M)
CARS (M)
PREFENDERS
HARD TO HOLD
GO-GO'S
PREFENDERS
ALARM
ROMANTICS
HOWARD JONES
CHRISTINE MCVIE
QUEEN
NAGAR, SCHON...
SANDY STEWART
ZZ TOP
ROBERT ELLIS ORRAL
MISSING PERSONS
FRANKIE & KNOCKOUTS
JOE ELY
M+M
BERLIN
DIRK STRAITS
FRANKIE GOES TO HO
STYLE COUNCIL
ICICLE WORKS
JUDAS PREST
KING CRISON
DAVID GILKOUR
MODERN ENGLISH
FRODOCK
Light Adda
POOD
MARSHALL CRENHAM
DUKE JUPITER
RUSSELL BALLARD
VAN STEPHENSON
ULTRAVOX
UP THE CREEK

WIYY/Baltimore
(301) 889-0098

PO: CRICK DUCOFF
MD: TY FORD

Hot
SCORPIONS
VAN HALEN
TORY CARAY
NIGHT RANGER
CARS
STEVE PERRY
HURRY LEWIS
RAYVINS
HARD TO HOLD
ALAN PARSONS
Light Adda
CYNID LAUPER
MIDNIGHT TWILLEY
BON JOVI
PREFENDERS
AGAINST ALL ODDS
ORION THE HUNTER
JOHN COUGAR HELLEN
SLADE
BILLY RANKIN
ROMANTICS
DAVID GILKOUR
JUDAS PREST
GREAT WHITE
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

CHUM-FM/Toronto
(416) 925-6666

PO: ROSS DAVIES
MD: WAYNE WEBSTER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WGRO/Bufalo
(716) 881-4555

PO: STEVE BROWN
ASST. PO: PAUL REINE

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

CHOM-FM/Montreal
(514) 935-2425

PO: BOB BRAIDE
MD: BENJIT D'OPRESSE

Hot
SIMPLE MINDS
PREFENDERS
VAN HALEN
MIDNIGHT OIL
SCORPIONS
HURRY LEWIS
AGAINST ALL ODDS
ALAN PARSONS
MANG CHUNG
ALARM
DAVID GILKOUR
BIG COUNTRY
CARS
STYX
APRIL WINE (M)
BON JOVI
MELISSA TRAIN
M+M
RAMPTONS
MODERN ENGLISH
EDDIE SCHWARTZ
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TENANTS
FRANKIE GOES TO HO
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SCORPIONS
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BILLY RANKIN
ALAN PARSONS
TORY CARAY
BON JOVI
MODERN ENGLISH
JON BUTCHER AXIS
THOMPSON TWINS
MI-SEX
JOE JACKSON
ICICLE WORKS
YES
QUEEN
38 SPECIAL
UP THE CREEK
NIGHT RANGER
PAT TRAVERS
MR. MISTER
KING CRISON

Q107/Toronto
(416) 967-3445

PO: GARY SLAUGHTER
MD: SARANTHA TAYLOR

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WAPP/New York
(212) 357-8000

PO: JOE KRAUSE
ASST. PO: STEVE ELLIS

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WLR/Long Island
(516) 485-9200

PO: DENNIS MACHARVA
ASST. PO: ROBBIE PISANI

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WBAB/Long Island
(516) 587-1023

PO: BOB BUCHANAN
MD: RALPH TORPORA

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WNEW-FM/New York
(212) 986-7000

PO: CHARLIE KERRALL
MD: JIM MORGAN

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WBOS/Boston
(617) 266-1111

PO: GREGG
MD: BOB KRANES

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WPYX/Albany
(518) 785-9061

PO: BOB NASON
ASST. PO: BOB WELCH

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WCCP/Hartford
(203) 233-4426

PO: BILL NEAL

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WHCN/Hartford
(203) 247-1060

PO: DANIEL P. HAYDEN
ASST. PO: BOB BITTENS

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WYSP/Philadelphia
(215) 668-9460

PO: MICHAEL DICICCI
MD: MARK DIDIA

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WOUR/Utica
(315) 797-0803

PO: PETER HERSON
MD: TOM STARR

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WAAL/Binghamton
(607) 772-8850

PO: JOHN CARTER
MD: DON MORAN

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WAQX/Syracuse
(315) 472-0200

PO: ED LAVINE
ASST. PO: AMY DANGLAN

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WHDH/North Jersey
(201) 328-1055

GM: BOB LINDER
PO: MARK CERNOFF

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WHAQ/Albany
(518) 785-9061

PO: BOB NASON
ASST. PO: BOB WELCH

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WHDH/North Jersey
(201) 328-1055

GM: BOB LINDER
PO: MARK CERNOFF

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZZO/Allentown
(215) 694-0511

PO: TOM KELLY
MD: GENE ROMANO

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZZO/Allentown
(215) 694-0511

PO: TOM KELLY
MD: GENE ROMANO

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WPDH/Poughkeepsie
(914) 471-1500

PO: STEVE SCHMIDT
MD: RICK BUSER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
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BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
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THOMPSON TWINS (L)
JUDAS PREST
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RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
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TALK TALK
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BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
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SCORPIONS (M)
HALL & OATES
ROMANTICS
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THOMPSON TWINS (L)
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SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
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BON JOVI
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SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
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RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
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TALK TALK
ICICLE WORKS
BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
GARY MOORE
MISSING PERSONS
TALK TALK
ICICLE WORKS
BERLIN

WZLH/Albany
(518) 462-5555

PO: JOHN COOPER
MD: LIR BREHNER

Hot
CARS (M)
AGAINST ALL ODDS (M)
STEVE PERRY (M)
VAN HALEN (M)
ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS
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THOMPSON TWINS (L)
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ALAN PARSONS (M)
YES
SCORPIONS (M)
HALL & OATES
ROMANTICS
NIGHT RANGER
SLADE
THOMPSON TWINS (L)
JUDAS PREST
QUEEN
BILLY RANKIN
BON JOVI
KING CRISON
SHANE WHITE
DAVID GILKOUR
RESEBNAH
NAGAR, SCHON...
PAT TRAVERS

R&R

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213

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- Nashville This Week
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- Country
- Black/Urban Radio
- What's New
- Marketplace
- Management
- On The Records
- Networks/Program Suppliers
- MUSIC FEATURES
- NEW & ACTIVE
- Washington Report
- Pro-Motions
- CALENDAR
- AOR
- BREAKERS

Other terms: Ratings Research, MOST ADDED, BREAKERS, NATIONAL AIRPLAY, CHIR PARALLEL ONE PLAYLISTS, SIGNIFICANT ACTION, HOTTEST, CALENDAR, AOR, BREAKERS, Pro-Motions.

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of all formats

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WEST

Continued from Page 77

KFRC 610 AM STEREO

San Francisco

MD: Lanette Abraham

- H 1 KENNY LOGGINS/Footloose
- 2 PHIL COLLINS/Against All Odds
- 3 RICK SPRINGFIELD/Love Somebody
- 4 CARS/You Might Think
- 5 LIONEL RICHIE/Hello
- 6 THOMPSON TWINS/Hold Me Now
- 7 TRACEY ULLMAN/They Don't Know
- 8 DENICE WILLIAMS/Let's Hear It For The
- 9 KOOL & THE GANG/Tonight
- 10 HALL & OATES/Adult Education
- 11 IRENE CARA/Breakdance
- 12 IGLESIAS & NELSON/To All The Girls I've
- 13 CAMEO/She's Strange
- 14 GO GO'S/Head Over Heels
- 15 BERLIN/No More Words
- 16 DEBARGE/Love Me In A Special
- 17 CYNDI LAUPER/Time After Time
- 18 EURYTHMICS/Here Comes The Rain A
- 19 POINTER SISTERS/Automatic
- 20 CULTURE CLUB/Miss Me Blind
- 21 VAN HALEN/Jump

ADDS NONE

KWOD 105 Sacramento's Best Hit Music

Sacramento

PD: Tom Chase
MD: Mr. Ed

- H 2 1 PHIL COLLINS/Against All Odds
- 2 CULTURE CLUB/Miss Me Blind
- 3 LIONEL RICHIE/Hello
- 4 KENNY LOGGINS/Footloose
- 5 THOMPSON TWINS/Hold Me Now
- 6 EURYTHMICS/Here Comes The Rain A
- 7 HALL & OATES/Adult Education
- 8 RICK SPRINGFIELD/Love Somebody
- 9 CYNDI LAUPER/Girls Just Want To Be
- 10 TRACEY ULLMAN/They Don't Know
- 11 YES/Leave It
- 12 POINTER SISTERS/Automatic
- 13 HUEY LEWIS & NEWS/I Want A New Drug
- 14 CARS/You Might Think
- 15 DENICE WILLIAMS/Let's Hear It For The
- 16 DAN FOGELBERG/The Language Of Love
- 17 BONNIE TYLER/Holding Out For A Her
- 18 CHRISTINE MCVIE/Got A Hold On Me
- 19 VAN HALEN/Jump
- 20 ROCKWELL/Somebody's Watching Me
- 21 GO GO'S/Head Over Heels
- 22 JOHN COOGAR/Authority Song
- 23 DWIGHT TWILLEY/Girls
- 24 BRYAN ADAMS/Beaven
- 25 IRENE CARA/Breakdance
- 26 GENESIS/Illegal Alien
- 27 SCORPIONS/Rock You Like A Hurri
- 28 VAN HALEN/I'll Wait
- 29 NIGHT RANGER/Sister Christian
- 30 ROMANTICS/One In A Million

ADDS

ON TONY CAREY/A Fine Fine Day
BERLIN/No More Words
ALAN PARSONS/Don't Answer Me
PRETENDERS/Show Me

Hot Hits 105 KITS

San Francisco

- H 4 1 KENNY LOGGINS/Footloose
- 2 ROCKWELL/Somebody's Watching Me
- 3 VAN HALEN/Jump
- 4 WEIRD AL YANKOVIC/Eat It
- 5 EURYTHMICS/Here Comes The Rain A
- 6 CYNDI LAUPER/Girls Just Want To Be
- 7 PHIL COLLINS/Against All Odds
- 8 IGLESIAS & NELSON/To All The Girls I've
- 9 CAMEO/She's Strange
- 10 THOMPSON TWINS/Hold Me Now
- 11 NENA/99 Luftballons/99 Red
- 12 MICHAEL JACKSON/Thriller
- 13 LIONEL RICHIE/Hello
- 14 POINTER SISTERS/Automatic
- 15 HUEY LEWIS & NEWS/I Want A New Drug
- 16 HALL & OATES/Adult Education
- 17 CARS/You Might Think
- 18 SHANNON/Let The Music Play
- 19 DURAN DURAN/New Moon On Monday
- 20 RE-FLEX/The Politics Of Danci
- 21 YES/Leave It
- 22 DWIGHT TWILLEY/Girls
- 23 CAMEO/She's Strange
- 24 BERLIN/No More Words
- 25 RICK SPRINGFIELD/Love Somebody
- 26 PAUL YOUNG/Come Back And Stay
- 27 ADAM ANT/Strip
- 28 MISSING PERSONS/Give
- 29 SHALAMAR/Dancing In The Sheets
- 30 SCORPIONS/Rock You Like A Hurri

ADDS

ON NIGHT RANGER/Sister Christian
BILLY IDOL/Rebel Yell
US40/Red Red Wine
TINA TURNER/Let's Stay Together
DAZZ BAND/Joystick
LAID BACK/White Horse
TRACEY ULLMAN/They Don't Know
IRENE CARA/Breakdance
BILLY JOEL/The Longest Time
JOHN COOGAR/Authority Song
TONY CAREY/A Fine Fine Day
MATTHEW WILDER/The Kid's American
BONNIE TYLER/Holding Out For A Her
ROMANTICS/One In A Million
PRETENDERS/Show Me

KS 103FM

San Diego

PD: Dave Parks
MD: Mike Preston

- H 7 1 PHIL COLLINS/Against All Odds
- 2 THOMPSON TWINS/Hold Me Now
- 3 LIONEL RICHIE/Hello
- 4 CULTURE CLUB/Miss Me Blind
- 5 KENNY LOGGINS/Footloose
- 6 US40/Red Red Wine
- 7 EURYTHMICS/Here Comes The Rain A
- 8 BILLY IDOL/Rebel Yell
- 9 DAZZ BAND/Joystick
- 10 HUEY LEWIS & NEWS/I Want A New Drug
- 11 CARS/You Might Think
- 12 POINTER SISTERS/Automatic
- 13 RICK SPRINGFIELD/Love Somebody
- 14 HALL & OATES/Adult Education
- 15 KOOL & THE GANG/Tonight
- 16 LAID BACK/White Horse
- 17 GO GO'S/Head Over Heels
- 18 BERLIN/No More Words
- 19 BONNIE TYLER/Holding Out For A Her
- 20 PRETENDERS/Show Me
- 21 PAUL YOUNG/Come Back And Stay
- 22 WEIRD AL YANKOVIC/Eat It
- 23 VAN HALEN/Jump
- 24 DWIGHT TWILLEY/Girls
- 25 TRACEY ULLMAN/They Don't Know
- 26 CAMEO/She's Strange
- 27 MADONNA/Borderline
- 28 GENESIS/Illegal Alien
- 29 IRENE CARA/Breakdance
- 30 JOHN COOGAR/Authority Song
- 31 SHALAMAR/Dancing In The Sheets
- 32 IGLESIAS & NELSON/To All The Girls I've
- 33 TALK TALK/It's My Life
- 34 YES/Leave It
- 35 REAL LIFE/Catch Me, I'm Falling
- 36 BILLY JOEL/The Longest Time
- 37 SCORPIONS/Rock You Like A Hurri
- 38 NIGHT RANGER/Sister Christian
- 39 ROMANTICS/One In A Million
- 40 STEVE PERRY/Oh Sherrie

ADDS

ON DENICE WILLIAMS/Let's Hear It For The
LAURA BRANIGAN/Self Control
DURAN DURAN/The Reflex
HUEY LEWIS & NEWS/Heart Of Rock & Roll

ON TONY CAREY/A Fine Fine Day
VAN HALEN/I'll Wait
CYNDI LAUPER/Time After Time
BLADE/Run Runaway

KWSS 94.5 FM

San Jose

PD: Dave Van Stone
MD: Robin Kipps

- H 2 1 PHIL COLLINS/Against All Odds
- 2 THOMPSON TWINS/Hold Me Now
- 3 EURYTHMICS/Here Comes The Rain A
- 4 LIONEL RICHIE/Hello
- 5 KENNY LOGGINS/Footloose
- 6 CULTURE CLUB/Miss Me Blind
- 7 RICK SPRINGFIELD/Love Somebody
- 8 HALL & OATES/Adult Education
- 9 POINTER SISTERS/Automatic
- 10 DWIGHT TWILLEY/Girls
- 11 CARS/You Might Think
- 12 VAN HALEN/Jump
- 13 CHRISTINE MCVIE/Got A Hold On Me
- 14 DAN FOGELBERG/The Language Of Love
- 15 PAUL YOUNG/Come Back And Stay
- 16 GENESIS/Illegal Alien
- 17 STEVE PERRY/Oh Sherrie
- 18 ROCKWELL/Somebody's Watching Me
- 19 HUEY LEWIS & NEWS/I Want A New Drug
- 20 SPECIAL/Back Where You Belong
- 21 YES/Leave It
- 22 US40/Red Red Wine
- 23 GO GO'S/Head Over Heels
- 24 ALAN PARSONS/Don't Answer Me
- 25 JOHN COOGAR/Authority Song
- 26 KOOL & THE GANG/Tonight
- 27 BERLIN/No More Words
- 28 DENICE WILLIAMS/Let's Hear It For The
- 29 PRETENDERS/Show Me
- 30 TONY CAREY/A Fine Fine Day

ADDS

ON VAN HALEN/I'll Wait
ROMANTICS/One In A Million
SHALAMAR/Dancing In The Sheets
BILLY JOEL/The Longest Time
CYNDI LAUPER/Time After Time

ON IRENE CARA/Breakdance
REAL LIFE/Catch Me, I'm Falling
NIGHT RANGER/Sister Christian
MR. MISTER/Hunters Of The Night
MATTHEW WILDER/The Kid's American
TALK TALK/It's My Life

PD: Doug Erikson
MD: Gloria Avila

- H 1 1 KENNY LOGGINS/Footloose
- 2 PHIL COLLINS/Against All Odds
- 3 LIONEL RICHIE/Hello
- 4 THOMPSON TWINS/Hold Me Now
- 5 VAN HALEN/Jump
- 6 IGLESIAS & NELSON/To All The Girls I've
- 7 THOMPSON TWINS/Hold Me Now
- 8 ROCKWELL/Somebody's Watching Me
- 9 RICK SPRINGFIELD/Love Somebody
- 10 BILLY JOEL/The Longest Time
- 11 CARS/You Might Think
- 12 CULTURE CLUB/Miss Me Blind
- 13 HUEY LEWIS & NEWS/I Want A New Drug
- 14 ALAN PARSONS/Don't Answer Me
- 15 CYNDI LAUPER/Girls Just Want To Be
- 16 EURYTHMICS/Here Comes The Rain A
- 17 DENICE WILLIAMS/Let's Hear It For The
- 18 KOOL & THE GANG/Tonight
- 19 YES/Leave It
- 20 POINTER SISTERS/Automatic
- 21 JOHN COOGAR/Authority Song
- 22 HUEY LEWIS & NEWS/Heart Of Rock & Roll
- 23 TRACEY ULLMAN/They Don't Know
- 24 BERLIN/No More Words
- 25 PRETENDERS/Show Me
- 26 TONY CAREY/A Fine Fine Day
- 27 BONNIE TYLER/Holding Out For A Her
- 28 DAN FOGELBERG/The Language Of Love
- 29 CHRISTINE MCVIE/Got A Hold On Me
- 30 SC/Give It Up
- 31 VAN HALEN/I'll Wait
- 32 IRENE CARA/Breakdance
- 33 STEVE PERRY/Oh Sherrie
- 34 NIGHT RANGER/Sister Christian
- 35 BON JOVI/Runaway
- 36 SHALAMAR/Dancing In The Sheets
- 37 MADONNA/Borderline
- 38 CYNDI LAUPER/Time After Time
- 39 REAL LIFE/Catch Me, I'm Falling
- 40 MR. MISTER/Hunters Of The Night

ADDS

ON ICICLE WORKS/Whisper To A Scream
LAURA BRANIGAN/Self Control
SCORPIONS/Rock You Like A Hurri

ON GENESIS/Illegal Alien
TALK TALK/It's My Life

KOPA

FM 100.7 • AM 1440

Phoenix PD: Reggie Blackwell
MD: Art Morales

- H 9 1 LIONEL RICHIE/Hello
- 2 KENNY LOGGINS/Footloose
- 3 HUEY LEWIS & NEWS/I Want A New Drug
- 4 EURYTHMICS/Here Comes The Rain A
- 5 ROCKWELL/Somebody's Watching Me
- 6 POINTER SISTERS/Automatic
- 7 PHIL COLLINS/Against All Odds
- 8 THOMPSON TWINS/Hold Me Now
- 9 CHRISTINE MCVIE/Got A Hold On Me
- 10 VAN HALEN/Jump
- 11 CULTURE CLUB/Miss Me Blind
- 12 DAN FOGELBERG/The Language Of Love
- 13 RICK SPRINGFIELD/Love Somebody
- 14 CYNDI LAUPER/Girls Just Want To Be
- 15 HALL & OATES/Adult Education
- 16 KOOL & THE GANG/Tonight
- 17 BILLY JOEL/The Longest Time
- 18 STEVE PERRY/Oh Sherrie
- 19 NENA/99 Luftballons/99 Red
- 20 DENICE WILLIAMS/Let's Hear It For The
- 21 TINA TURNER/Let's Stay Together
- 22 YES/Leave It
- 23 TRACEY ULLMAN/They Don't Know
- 24 ALAN PARSONS/Don't Answer Me
- 25 SHANNON/Let The Music Play
- 26 SHALAMAR/Dancing In The Sheets
- 27 IGLESIAS & NELSON/To All The Girls I've
- 28 CARS/You Might Think
- 29 BERLIN/No More Words
- 30 IRENE CARA/Breakdance

ADDS

ON VAN HALEN/I'll Wait
GO GO'S/Head Over Heels
CYNDI LAUPER/Time After Time

KPKE

Denver

PD: Tim Fox
Asst. PD: Mark Bolke

- H 2 1 ROCKWELL/Somebody's Watching Me
- 2 LIONEL RICHIE/Hello
- 3 KENNY LOGGINS/Footloose
- 4 POINTER SISTERS/Automatic
- 5 PHIL COLLINS/Against All Odds
- 6 SC/Give It Up
- 7 DENICE WILLIAMS/Let's Hear It For The
- 8 RICK SPRINGFIELD/Love Somebody
- 9 BRYAN ADAMS/Beaven
- 10 ALAN PARSONS/Don't Answer Me
- 11 CHRISTINE MCVIE/Got A Hold On Me
- 12 CARS/You Might Think
- 13 SPECIAL/Back Where You Belong
- 14 DAN FOGELBERG/The Language Of Love
- 15 KENNY LOGGINS/I'm Prentevan Help
- 16 DWIGHT TWILLEY/Girls
- 17 CYNDI LAUPER/Girls Just Want To Be
- 18 THOMPSON TWINS/Hold Me Now
- 19 RONALD JOHNS/New Sherrie
- 20 STEVE PERRY/Oh Sherrie
- 21 VAN HALEN/Jump
- 22 IGLESIAS & NELSON/To All The Girls I've
- 23 PRETENDERS/Show Me
- 24 MAFRED HANN/Runner
- 25 CULTURE CLUB/Miss Me Blind
- 26 SCORPIONS/Rock You Like A Hurri
- 27 BERLIN/No More Words
- 28 TRACEY ULLMAN/They Don't Know
- 29 YES/Leave It
- 30 HUEY LEWIS & NEWS/Heart Of Rock & Roll

ADDS

ON KOOL & THE GANG/Tonight
EURYTHMICS/Here Comes The Rain A
VAN HALEN/I'll Wait
BON JOVI/Runaway
PAUL YOUNG/Come Back And Stay
JOHN COOGAR/Authority Song
ROMANTICS/One In A Million

Magic 107 FM

KMJK Portland

PD: Jon Barry
MD: Steve Naganuma

- H 1 1 PHIL COLLINS/Against All Odds
- 2 CULTURE CLUB/Miss Me Blind
- 3 LIONEL RICHIE/Hello
- 4 THOMPSON TWINS/Hold Me Now
- 5 HALL & OATES/Adult Education
- 6 RICK SPRINGFIELD/Love Somebody
- 7 KENNY LOGGINS/Footloose
- 8 CARS/You Might Think
- 9 EURYTHMICS/Here Comes The Rain A
- 10 TRACEY ULLMAN/They Don't Know
- 11 ROCKWELL/Somebody's Watching Me
- 12 POINTER SISTERS/Automatic
- 13 DWIGHT TWILLEY/Girls
- 14 KOOL & THE GANG/Tonight
- 15 YES/Leave It
- 16 PAUL YOUNG/Come Back And Stay
- 17 QUEEN/Radio Ga Ga
- 18 JOHN COOGAR/Authority Song
- 19 VAN HALEN/Jump
- 20 GO GO'S/Head Over Heels
- 21 SPANDAU BALLET/Communication
- 22 ALAN PARSONS/Don't Answer Me
- 23 MADONNA/Borderline
- 24 STEVE PERRY/Oh Sherrie
- 25 BILLY JOEL/The Longest Time
- 26 PRETENDERS/Show Me
- 27 TONY CAREY/A Fine Fine Day
- 28 BERLIN/No More Words
- 29 IRENE CARA/Breakdance
- 30 MATTHEW WILDER/The Kid's American
- 31 CHRISTINE MCVIE/Got A Hold On Me
- 32 DENICE WILLIAMS/Let's Hear It For The
- 33 MAFRED HANN/Runner
- 34 ROMANTICS/One In A Million
- 35 DAN FOGELBERG/The Language Of Love
- 36 SHALAMAR/Dancing In The Sheets
- 37 JOHN LENNON/It's Sleeping On
- 38 NIGHT RANGER/Sister Christian
- 39 TALK TALK/It's My Life
- 40 VAN HALEN/I'll Wait

ADDS

ON HUEY LEWIS & NEWS/Heart Of Rock & Roll
IGLESIAS & NELSON/To All The Girls I've
DURAN DURAN/The Reflex
CYNDI LAUPER/Time After Time
LAURA BRANIGAN/Self Control

ON SERGIO MENDES/Olympia
GENESIS/Illegal Alien

EAST
Most Added Hottest
Duran Duran Phil Collins
Huey Lewis & News Lionel Richie
Laura Branigan Thompson Twins

CHRADS & HOTS

SOUTH
Most Added Hottest
Huey Lewis & News Phil Collins
Duran Duran Lionel Richie
Joe Jackson Kenny Loggins

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.

EAST

PARALLEL TWO

WFLY/Albany, NY
Clark/Lawrence
GENESIS
NIK KERSHAW
FRANKIE GOES TO H
JOE JACKSON
SCORPIONS
DURAN DURAN
VAN STEPHENSON
Hottest:
PHIL COLLINS 4-1
RICK SPRINGFIELD 7-2
THOMPSON TWINS 10-5
LIONEL RICHIE 9-6
ALAN PARSONS 15-10
Q100/Allentown, PA
Dillon/Freeman
GENESIS
DENISE WILLIAMS
SHALAMAR
DURAN DURAN
HUEY LEWIS & NEWS
MR. MISTER
Hottest:
PHIL COLLINS 3-1
LIONEL RICHIE 9-3
CARS 13-7
SCORPIONS 25-21
IGLESIAS & NELSON D-27
WMAZ/Baltimore, MD
Wimmer/Payne
none
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 3-3
LIONEL RICHIE 4-4
RICK SPRINGFIELD 17-17
GO GO'S 20-20
WNYS/Buffalo, NY
Bill Tod
HUEY LEWIS & NEWS
DURAN DURAN
VAN STEPHENSON
JOE JACKSON
Hottest:
PHIL COLLINS 3-1
CULTURE CLUB 4-2
THOMPSON TWINS 5-3
LIONEL RICHIE 6-4
RICK SPRINGFIELD 7-5
WVSR/Charleston, WV
Belle/Larson
NENA
JOE JACKSON
IGLESIAS & NELSON
TEMPTATIONS
ICICLE WORKS
POCO
EBN-OZN
VAN STEPHENSON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 3-2
THOMPSON TWINS 10-6
TRACEY ULLMAN 20-11
CARS 24-16
K104/Erie, PA
Bill Shannon
TOM TEELEY
STYLE COUNCIL
POCO
VAN STEPHENSON
LAID BACK
LAURA BRANIGAN
Hottest:
CYNDI LAUPER 2-1
PHIL COLLINS 5-2
EDDIE MONEY 6-4
ROCKWELL 17-7
CULTURE CLUB 15-8
WYCR/Hanover, York, PA
Mark Richards
JOE JACKSON
HUEY LEWIS & NEWS
DURAN DURAN
CAMBO
SANDY STEWART
SHAKIN' STEVENS
WANG CHUNG
SLADE (dp)
Hottest:
LIONEL RICHIE 3-1
PHIL COLLINS 5-2
THOMPSON TWINS 6-3
RICK SPRINGFIELD 8-5
GO GO'S 20-10
WTIC-FM/Hartford, CT
Mike West
HUEY LEWIS & NEWS
HOWARD JONES
STYLE COUNCIL
Hottest:
PHIL COLLINS 1-1
LIONEL RICHIE 3-2
JOHN COUGAR 18-8
SHANNON 24-17
SHALAMAR 28-18
WKEE/Huntington, WV
Gary Miller
CYNDI LAUPER
NIK KERSHAW (dp)
DURAN DURAN
JOE JACKSON
Hottest:
PHIL COLLINS 2-1
KENNY LOGGINS 1-2
CULTURE CLUB 4-3
LIONEL RICHIE 5-4
RICK SPRINGFIELD 7-5
WLAN-FM/Lancaster, PA
Todd Halliday
WANG CHUNG
DURAN DURAN
HUEY LEWIS & NEWS
CAMBO
JOE JACKSON
Hottest:
LIONEL RICHIE 2-1
PHIL COLLINS 3-2
RICK SPRINGFIELD 20-8
TRACEY ULLMAN 17-10
CARS 21-13
KC101/New Haven, CT
Stef Rybak
IRENE CARA
LAURA BRANIGAN
SLADE
LAID BACK
Hottest:
PHIL COLLINS 1-1
LIONEL RICHIE 2-2
DENISE WILLIAMS 13-5
CARS 18-12
IGLESIAS & NELSON 16-13

FM106/Philadelphia, PA
Rich/Tiller
IGLESIAS & NELSON
DURAN DURAN
SLADE
LAURA BRANIGAN
STYLE COUNCIL
Hottest:
PHIL COLLINS 2-1
LIONEL RICHIE 3-2
THOMPSON TWINS 8-4
SHALAMAR 10-6
KOO & THE GANG 12-9
WSPK/Poughkeepsie, NY
Chris Leide
none
Hottest:
KENNY LOGGINS 1-1
CULTURE CLUB 2-2
PHIL COLLINS 4-4
BRYAN ADAM 5-5
LIONEL RICHIE 18-18
Q92/Rochester, NY
Jay Stevens
GENESIS
DENISE WILLIAMS
SHALAMAR
DURAN DURAN
HUEY LEWIS & NEWS
MR. MISTER
Hottest:
PHIL COLLINS 1-1
CULTURE CLUB 3-2
THOMPSON TWINS 6-3
RICK SPRINGFIELD 14-7
JOHN COUGAR 15-8
SPXY/Rochester, NY
Tom Mitchell
DURAN DURAN
VAN STEPHENSON
JOE JACKSON
HUEY LEWIS & NEWS
Hottest:
PHIL COLLINS 2-1
LIONEL RICHIE 9-4
RICK SPRINGFIELD 16-6
CARS 19-10
YES 24-16
WGBT/Trenton, NJ
Tom Taylor
LAURA BRANIGAN
DURAN DURAN
JOE JACKSON
HUEY LEWIS & NEWS
STYLE COUNCIL
Hottest:
PHIL COLLINS 1-1
LIONEL RICHIE 1-1
BON JOVI 15-10
BILLY JOEL 19-14
RICK SPRINGFIELD 23-16
DENISE WILLIAMS D-36
WRCK/Utica, NY
Jim Reitz
DURAN DURAN
HUEY LEWIS & NEWS
CYNDI LAUPER
WANG CHUNG
Hottest:
LIONEL RICHIE 3-1
PHIL COLLINS 5-2
THOMPSON TWINS 6-3
RICK SPRINGFIELD 8-5
GO GO'S 20-10
WTKR-FM/Wilkes-Barre
Jim Rising
HUEY LEWIS & NEWS
CAMBO
DURAN DURAN
LAURA BRANIGAN
WANG CHUNG
YARBROUGH/PEOPLES
VAN STEPHENSON
ICICLE WORKS
DEBARGE
SHEENA EASTON
Hottest:
THOMPSON TWINS 1-1
RICK SPRINGFIELD 6-3
LIONEL RICHIE 7-6
PHIL COLLINS 8-7
NIGHT RANGER 11-9
WHTF/York, PA
Montone/Sarynaki
LAURA BRANIGAN
HUEY LEWIS & NEWS
SHEENA EASTON
DURAN DURAN
SERGIO MENDES
HOWARD JONES
Hottest:
PHIL COLLINS 5-4
IGLESIAS & NELSON 7-5
SCORPIONS 16-12
TRACEY ULLMAN 25-14
SHANNON 34-23
Q106/York, PA
Mark McKenzie
JOHN COUGAR
CYNDI LAUPER
SERGIO MENDES (dp)
DENISE WILLIAMS
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 4-2
LIONEL RICHIE 6-3
SHALAMAR 9-7
IRENE CARA 30-20
NIGHT RANGER 28-17
OK100/Ithaca, NY
Bill Weston
LAURA BRANIGAN
JON BUTCHER AXIS
VAN STEPHENSON
POCO
TOM TEELEY
STX
Hottest:
PHIL COLLINS 1-1
ROCKWELL 10-4
IRENE CARA 20-12
GENESIS 23-14
CYNDI LAUPER D-28

PARALLEL THREE
WFBQ/Altoona, PA
Tony Booth
CYNDI LAUPER
DENISE WILLIAMS
WANG CHUNG
VAN STEPHENSON (dp)
ICICLE WORKS (dp)
DURAN DURAN (dp)
Hottest:
PHIL COLLINS 2-1
IGLESIAS & NELSON 7-2
RICK SPRINGFIELD 15-9
CARS 19-10
KOO & THE GANG 22-17
WGUY/Bangor, ME
Jim Randall
DURAN DURAN
IGLESIAS & NELSON
HUEY LEWIS & NEWS
TEMPTATIONS
WANG CHUNG
VAN STEPHENSON
CYNDI LAUPER
Hottest:
SHAKIN' STEVENS
YARBROUGH/PEOPLES
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 3-2
THOMPSON TWINS 6-3
LIONEL RICHIE 10-4
CARS 9-7
WZON/Bangor, ME
Michael O'Hara
none
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
CULTURE CLUB 8-8
RICK SPRINGFIELD 10-10
RICK SPRINGFIELD 15-15
WIGY/Bath, ME
Scott Robbins
DENISE WILLIAMS
DURAN DURAN
JOE JACKSON
HUEY LEWIS & NEWS
SHALAMAR
REAL LIFE
LAURA BRANIGAN
DURAN DURAN
Hottest:
PHIL COLLINS 3-1
THOMPSON TWINS 5-3
CARS 10-6
BONNIE TYLER 14-11
ALAN PARSONS 18-12
103CIR/Beckley, WV
Bob Spencer
HOWARD JONES
DOLLY PARTON (dp)
LAID BACK (dp)
JOE JACKSON
SCORPIONS (dp)
MICHAEL GORE (dp)
LAURA BRANIGAN
TEMPTATIONS (dp)
Hottest:
PHIL COLLINS 1-1
THOMPSON TWINS 2-2
CULTURE CLUB 3-3
LIONEL RICHIE 5-4
IGLESIAS & NELSON 11-6
WIKZ/Chambersburg, PA
Matthews/Alexander
DURAN DURAN
LAID BACK
REAL LIFE
SLADE
LAURA BRANIGAN
Hottest:
PHIL COLLINS 1-1
KENNY LOGGINS 2-2
LIONEL RICHIE 4-3
SHALAMAR 20-10
IRENE CARA 39-23
WTSN/Dover, NH
Jim Sebastian
DENISE WILLIAMS
REAL LIFE
JOE JACKSON
LAURA BRANIGAN
Hottest:
KENNY LOGGINS 1-1
LIONEL RICHIE 2-2
GO GO'S 22-14
TRACEY ULLMAN 23-18
BILLY JOEL 29-21
WERZ/Exeter, NH
Scott MacKay
DURAN DURAN
HUEY LEWIS & NEWS
RICK SPRINGFIELD 14-8
STEVE PERRY 33-22
WKZJ-FM/Wilkes-Barre
Jim Rising
HUEY LEWIS & NEWS
CAMBO
DURAN DURAN
LAURA BRANIGAN
WANG CHUNG
YARBROUGH/PEOPLES
VAN STEPHENSON
ICICLE WORKS
DEBARGE
SHEENA EASTON
Hottest:
THOMPSON TWINS 1-1
RICK SPRINGFIELD 6-3
LIONEL RICHIE 7-6
PHIL COLLINS 8-7
NIGHT RANGER 11-9
WHTF/York, PA
Montone/Sarynaki
LAURA BRANIGAN
HUEY LEWIS & NEWS
SHEENA EASTON
DURAN DURAN
SERGIO MENDES
HOWARD JONES
Hottest:
PHIL COLLINS 5-4
IGLESIAS & NELSON 7-5
SCORPIONS 16-12
TRACEY ULLMAN 25-14
SHANNON 34-23
Q106/York, PA
Mark McKenzie
JOHN COUGAR
CYNDI LAUPER
SERGIO MENDES (dp)
DENISE WILLIAMS
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 4-2
LIONEL RICHIE 6-3
SHALAMAR 9-7
IRENE CARA 30-20
NIGHT RANGER 28-17
OK100/Ithaca, NY
Bill Weston
LAURA BRANIGAN
JON BUTCHER AXIS
VAN STEPHENSON
POCO
TOM TEELEY
STX
Hottest:
PHIL COLLINS 1-1
ROCKWELL 10-4
IRENE CARA 20-12
GENESIS 23-14
CYNDI LAUPER D-28

13FEA/Manchester, NH
Rick Ryder
CARS
SHAKIN' STEVENS
DENISE WILLIAMS
DOLLY PARTON (dp)
DURAN DURAN
NIK KERSHAW
REAL LIFE
Hottest:
DURAN DURAN 1-1
KENNY LOGGINS 4-2
LIONEL RICHIE 8-4
RICK SPRINGFIELD 11-6
BALL & OATES 5-7
CARS 17-8
WSSX/Charleston, SC
Phillips/Alien
HUEY LEWIS & NEWS
DURAN DURAN
LAURA BRANIGAN
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
CULTURE CLUB 4-3
LIONEL RICHIE 8-4
THOMPSON TWINS 9-5
WBCY/Charlotte, NC
Bob Kagan
JOE JACKSON
TEMPTATIONS
NIGHT RANGER
HUEY LEWIS & NEWS
MADONNA
DURAN DURAN
Hottest:
PHIL COLLINS 1-1
LIONEL RICHIE 3-3
DENISE WILLIAMS 14-5
THOMPSON TWINS 10-6
RICK SPRINGFIELD 8-8
WJZR/Charlotte, NC
Chryster/Radford
KOO & THE GANG
VAN HALEN
DENISE WILLIAMS
BILLY JOEL
DURAN DURAN
JAMES INGRAM
ICICLE WORKS
BILLY RANKIN
Hottest:
PHIL COLLINS 2-2
CULTURE CLUB 3-3
LIONEL RICHIE 6-3
RICK SPRINGFIELD 14-5
KOO & THE GANG 15-6
BTVJ/Jackson, MS
Jim Chick
LAID BACK
BERLIN
HUEY LEWIS & NEWS
TALK TALK
JOE JACKSON
Hottest:
KENNY LOGGINS 1-1
HALL & OATES 2-2
LIONEL RICHIE 3-3
PHIL COLLINS 10-4
THOMPSON TWINS 15-9
WQUJ/Johnson City, TN
Rod Hampton
VAN HALEN
LAURA BRANIGAN
TONY CAREY
DENISE WILLIAMS
BERLIN
LIONEL RICHIE 20-10
CULTURE CLUB 21-15
PHIL COLLINS 26-16
THOMPSON TWINS 34-25
RICK SPRINGFIELD 36-28
WOKI/Knoxville, TN
Gary Adkins
JOE JACKSON
HUEY LEWIS & NEWS
DURAN DURAN
VAN STEPHENSON
SHAKIN' STEVENS
YARBROUGH/PEOPLES
Hottest:
KENNY LOGGINS 1-1
BON JOVI 2-2
CARS 10-9
RICK SPRINGFIELD 21-18
DENISE WILLIAMS 39-24
WFMJ/Lexington, KY
Fox/Mooley
DENISE WILLIAMS
SHALAMAR
CYNDI LAUPER
HUEY LEWIS & NEWS
CAMBO
DURAN DURAN
VAN STEPHENSON
SCORPIONS
Hottest:
PHIL COLLINS 5-1
THOMPSON TWINS 9-4
LIONEL RICHIE 12-6
RICK SPRINGFIELD 17-10
CARS 25-16
KITE/Corpus Christi, TX
Ron Chase
DURAN DURAN
HUEY LEWIS & NEWS
GO GO'S 24-11
WANG CHUNG
HUEY LEWIS & NEWS
JOE JACKSON
ICICLE WORKS
VAN STEPHENSON
Hottest:
RICK SPRINGFIELD 1-1
CARS 5-3
PHIL COLLINS 9-6
TONY CAREY 10-7
NIGHT RANGER 11-8
WDOQ/Daytona Beach, FL
Brown/Silvers
KENNY ROGERS
MICHAEL GORE (dp)
LAURA BRANIGAN
Hottest:
LIONEL RICHIE 2-1
PHIL COLLINS 1-2
KENNY LOGGINS 4-4
NIGHT RANGER 36-30
DENISE WILLIAMS D-39
WDCG/Durham-Raleigh, NC
Freeman/Wright
none
Hottest:
PHIL COLLINS 1-1
KENNY LOGGINS 2-2
LIONEL RICHIE 3-3
ROCKWELL 4-4
CULTURE CLUB 7-7
KAMZ/El Paso, TX
Bob West
STEVE PERRY
SPANDAU BALLET
STYLE COUNCIL
Hottest:
PHIL COLLINS 1-1
THOMPSON TWINS 7-4
IGLESIAS & NELSON 12-7
CARS 22-12
KSET-FM/El Paso, TX
Cat Simon
CYNDI LAUPER
LAURA BRANIGAN
JOE JACKSON
VAN HALEN
CAMBO
TEMPTATIONS (dp)
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
RICK SPRINGFIELD 8-6
CARS 17-10
WQ10/El Paso, MS
Mickey Coulter
DURAN DURAN
HUEY LEWIS & NEWS
DOLLY PARTON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
RICK SPRINGFIELD 8-6
CARS 17-10

KXX100/Birmingham, AL
Kevin McCarthy
HUEY LEWIS & NEWS
DURAN DURAN
TEMPTATIONS
JAMES INGRAM
STYLE COUNCIL
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
LIONEL RICHIE 8-4
RICK SPRINGFIELD 11-6
BALL & OATES 5-7
CARS 17-8
WSSX/Charleston, SC
Phillips/Alien
HUEY LEWIS & NEWS
DURAN DURAN
LAURA BRANIGAN
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
CULTURE CLUB 4-3
LIONEL RICHIE 8-4
THOMPSON TWINS 9-5
WBCY/Charlotte, NC
Bob Kagan
JOE JACKSON
TEMPTATIONS
NIGHT RANGER
HUEY LEWIS & NEWS
MADONNA
DURAN DURAN
Hottest:
PHIL COLLINS 1-1
LIONEL RICHIE 3-3
DENISE WILLIAMS 14-5
THOMPSON TWINS 10-6
RICK SPRINGFIELD 8-8
WJZR/Charlotte, NC
Chryster/Radford
KOO & THE GANG
VAN HALEN
DENISE WILLIAMS
BILLY JOEL
DURAN DURAN
JAMES INGRAM
ICICLE WORKS
BILLY RANKIN
Hottest:
PHIL COLLINS 2-2
CULTURE CLUB 3-3
LIONEL RICHIE 6-3
RICK SPRINGFIELD 14-5
KOO & THE GANG 15-6
BTVJ/Jackson, MS
Jim Chick
LAID BACK
BERLIN
HUEY LEWIS & NEWS
TALK TALK
JOE JACKSON
Hottest:
KENNY LOGGINS 1-1
HALL & OATES 2-2
LIONEL RICHIE 3-3
PHIL COLLINS 10-4
THOMPSON TWINS 15-9
WQUJ/Johnson City, TN
Rod Hampton
VAN HALEN
LAURA BRANIGAN
TONY CAREY
DENISE WILLIAMS
BERLIN
LIONEL RICHIE 20-10
CULTURE CLUB 21-15
PHIL COLLINS 26-16
THOMPSON TWINS 34-25
RICK SPRINGFIELD 36-28
WOKI/Knoxville, TN
Gary Adkins
JOE JACKSON
HUEY LEWIS & NEWS
DURAN DURAN
VAN STEPHENSON
SHAKIN' STEVENS
YARBROUGH/PEOPLES
Hottest:
KENNY LOGGINS 1-1
BON JOVI 2-2
CARS 10-9
RICK SPRINGFIELD 21-18
DENISE WILLIAMS 39-24
WFMJ/Lexington, KY
Fox/Mooley
DENISE WILLIAMS
SHALAMAR
CYNDI LAUPER
HUEY LEWIS & NEWS
CAMBO
DURAN DURAN
VAN STEPHENSON
SCORPIONS
Hottest:
PHIL COLLINS 5-1
THOMPSON TWINS 9-4
LIONEL RICHIE 12-6
RICK SPRINGFIELD 17-10
CARS 25-16
KITE/Corpus Christi, TX
Ron Chase
DURAN DURAN
HUEY LEWIS & NEWS
GO GO'S 24-11
WANG CHUNG
HUEY LEWIS & NEWS
JOE JACKSON
ICICLE WORKS
VAN STEPHENSON
Hottest:
RICK SPRINGFIELD 1-1
CARS 5-3
PHIL COLLINS 9-6
TONY CAREY 10-7
NIGHT RANGER 11-8
WDOQ/Daytona Beach, FL
Brown/Silvers
KENNY ROGERS
MICHAEL GORE (dp)
LAURA BRANIGAN
Hottest:
LIONEL RICHIE 2-1
PHIL COLLINS 1-2
KENNY LOGGINS 4-4
NIGHT RANGER 36-30
DENISE WILLIAMS D-39
WDCG/Durham-Raleigh, NC
Freeman/Wright
none
Hottest:
PHIL COLLINS 1-1
KENNY LOGGINS 2-2
LIONEL RICHIE 3-3
ROCKWELL 4-4
CULTURE CLUB 7-7
KAMZ/El Paso, TX
Bob West
STEVE PERRY
SPANDAU BALLET
STYLE COUNCIL
Hottest:
PHIL COLLINS 1-1
THOMPSON TWINS 7-4
IGLESIAS & NELSON 12-7
CARS 22-12
KSET-FM/El Paso, TX
Cat Simon
CYNDI LAUPER
LAURA BRANIGAN
JOE JACKSON
VAN HALEN
CAMBO
TEMPTATIONS (dp)
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
RICK SPRINGFIELD 8-6
CARS 17-10
WQ10/El Paso, MS
Mickey Coulter
DURAN DURAN
HUEY LEWIS & NEWS
DOLLY PARTON
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
RICK SPRINGFIELD 8-6
CARS 17-10

WRQK/Greensboro, NC
Jones/Conrad
JOHN COUGAR
DOLLY PARTON
TEMPTATIONS
SHAKIN' STEVENS
MANHATTAN TRANSFER
KIM CARNES
IRENE CARA
SLADE (dp)
Hottest:
LIONEL RICHIE 2-1
PHIL COLLINS 3-2
THOMPSON TWINS 4-4
RICK SPRINGFIELD 21-15
CARS 25-18
WANS-FM/Greenville, SC
Rod Metz
DURAN DURAN
LAID BACK (dp)
JOE JACKSON
LAURA BRANIGAN
MR. MISTER (dp)
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 4-3
KOO & THE GANG 14-9
KOO & THE GANG 15-10
IGLESIAS & NELSON 23-13
WZYP/Huntsville, AL
Scott Mitchell
STYLE COUNCIL
NIK KERSHAW
HUEY LEWIS & NEWS
VAN STEPHENSON
DURAN DURAN
VAN HALEN
Hottest:
KENNY LOGGINS 1-1
IGLESIAS & NELSON 2-2
CULTURE CLUB 3-3
CARS 13-8
DENISE WILLIAMS 28-14
KX104/Nashville, TN
St. John/Cook
LAURA BRANIGAN
CAMBO
HUEY LEWIS & NEWS
DURAN DURAN
Hottest:
LIONEL RICHIE 3-1
PHIL COLLINS 2-2
THOMPSON TWINS 9-5
KOO & THE GANG 13-6
IGLESIAS & NELSON 14-9
TRACEY ULLMAN 19-10
WRNO/New Orleans, LA
Costello/Watkins
SLADE
LAURA BRANIGAN
VAN STEPHENSON
Hottest:
PHIL COLLINS 2-1
CARS 7-6
TRACEY ULLMAN 11-7
RICK SPRINGFIELD 12-8
STEVE PERRY 31-21
BJ106/Orlando, FL
Gary Mitchell
CYNDI LAUPER
DENISE WILLIAMS
VAN HALEN
Hottest:
PHIL COLLINS 1-1
PHIL COLLINS 5-2
CULTURE CLUB 6-3
TRACEY ULLMAN 9-5
LIONEL RICHIE 10-6
WRVQ/Richmond, VA
Bob McNeill
JOHN COUGAR
ALAN PARSONS
PRETENDERS
GO GO'S
LAID BACK
CYNDI LAUPER
STEVE PERRY
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 3-2
SHALAMAR 9-4
DENISE WILLIAMS 23-12
IRENE CARA 20-13
KITY/San Antonio, TX
Frank Walsh
BILLY RANKIN
DURAN DURAN
LAURA BRANIGAN
CYNDI LAUPER
POCO
Hottest:
KENNY LOGGINS 1-1
IGLESIAS & NELSON 2-2
PHIL COLLINS 7-3
CULTURE CLUB 6-4
ROCKWELL 3-5
KTFM/San Antonio, TX
Thorman/Nasty
KOO & THE GANG
DOLLY PARTON
LAID BACK (dp)
JOE JACKSON
VAN STEPHENSON
HUEY LEWIS & NEWS (dp)
ICICLE WORKS
YARBROUGH/PEOPLES (dp)
JOHNNY MATSIS
Hottest:
IGLESIAS & NELSON 1-1
PHIL COLLINS 7-4
THOMPSON TWINS 20-13
JAMES INGRAM 35-25
CYNDI LAUPER 40-34
KROK/Shreveport, LA
Hayden/Stewart
LAURA BRANIGAN
SHAKIN' STEVENS
CYNDI LAUPER
DURAN DURAN (dp)
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 4-3
THOMPSON TWINS 5-4
LIONEL RICHIE 6-5
DOLLY PARTON 11-7
238/Tampa, FL
Steve Davis
DURAN DURAN (dp)
JOHN COUGAR
JOE JACKSON
SCORPIONS (dp)
Hottest:
PHIL COLLINS 2-2
LIONEL RICHIE 3-3
DENISE WILLIAMS 10-5
SHALAMAR 12-8
STEVE PERRY 26-18

WHYY-FM/Montgomery
Mark St. John
HUEY LEWIS & NEWS
SLADE
JOE JACKSON
Hottest:
KENNY LOGGINS 1-1
CULTURE CLUB 4-2
SHALAMAR 13-3
MADONNA 16-8
LAID BACK 20-13
KBFM/McAllen-Brownsville, TX
Williams/deHaro
DURAN DURAN
LAURA BRANIGAN
HUEY LEWIS & NEWS
BILLY RANKIN
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
THOMPSON TWINS 6-5
LIONEL RICHIE 7-6
RICK SPRINGFIELD 11-8
KRGV/McAllen-Brownsville
Bob Perry
STEVE PERRY
DURAN DURAN
VAN STEPHENSON (dp)
LAURA BRANIGAN
DOLLY PARTON
VAN HALEN
Hottest:
KENNY LOGGINS 1-1
IGLESIAS & NELSON 2-2
CULTURE CLUB 3-3
CARS 13-8
DENISE WILLIAMS 28-14
KX104/Nashville, TN
St. John/Cook
LAURA BRANIGAN
CAMBO
HUEY LEWIS & NEWS
DURAN DURAN
Hottest:
LIONEL RICHIE 3-1
PHIL COLLINS 2-2
THOMPSON TWINS 9-5
KOO & THE GANG 13-6
IGLESIAS & NELSON 14-9
TRACEY ULLMAN 19-10
WRNO/New Orleans, LA
Costello/Watkins
SLADE
LAURA BRANIGAN
VAN STEPHENSON
Hottest:
PHIL COLLINS 2-1
CARS 7-6
TRACEY ULLMAN 11-7
RICK SPRINGFIELD 12-8
STEVE PERRY 31-21
BJ106/Orlando, FL
Gary Mitchell
CYNDI LAUPER
DENISE WILLIAMS
VAN HALEN
Hottest:
PHIL COLLINS 1-1
PHIL COLLINS 5-2
CULTURE CLUB 6-3
TRACEY ULLMAN 9-5
LIONEL RICHIE 10-6
WRVQ/Richmond, VA
Bob McNeill
JOHN COUGAR
ALAN PARSONS
PRETENDERS
GO GO'S
LAID BACK
CYNDI LAUPER
STEVE PERRY
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 3-2
SHALAMAR 9-4
DENISE WILLIAMS 23-12
IRENE CARA 20-13
KITY/San Antonio, TX
Frank Walsh
BILLY RANKIN
DURAN DURAN
LAURA BRANIGAN
CYNDI LAUPER
POCO
Hottest:
KENNY LOGGINS 1-1
IGLESIAS & NELSON 2-2
PHIL COLLINS 7-3
CULTURE CLUB 6-4
ROCKWELL 3-5
KTFM/San Antonio, TX
Thorman/Nasty
KOO & THE GANG
DOLLY PARTON
LAID BACK (dp)
JOE JACKSON
VAN STEPHENSON
HUEY LEWIS & NEWS (dp)
ICICLE WORKS
YARBROUGH/PEOPLES (dp)
JOHNNY MATSIS
Hottest:
IGLESIAS & NELSON 1-1
PHIL COLLINS 7-4
THOMPSON TWINS 20-13
JAMES INGRAM 35-25
CYNDI LAUPER 40-34
KROK/Shreveport, LA
Hayden/Stewart
LAURA BRANIGAN
SHAKIN' STEVENS
CYNDI LAUPER
DURAN DURAN (dp)
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 4-3
THOMPSON TWINS 5-4
LIONEL RICHIE 6-5
DOLLY PARTON 11-7
238/Tampa, FL
Steve Davis
DURAN DURAN (dp)
JOHN COUGAR
JOE JACKSON
SCORPIONS (dp)
Hottest:
PHIL COLLINS 2-2
LIONEL RICHIE 3-3
DENISE WILLIAMS 10-5
SHALAMAR 12-8
STEVE PERRY 26-18

WBEZ/Winston-Salem
Steve Finnegan
TRACEY ULLMAN
ALAN PARSONS
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 10-2
LIONEL RICHIE 8-3
CULTURE CLUB 13-7
THOMPSON TWINS 16-11
CAMBO (dp)
Hottest:
PHIL COLLINS 3-1
LIONEL RICHIE 6-2
CULTURE CLUB 9-3
CARS 16-9
RICK SPRINGFIELD 17-10
KNOE-FM/Monroe, LA
Rhymes/Shee
HUEY LEWIS & NEWS
LAURA BRANIGAN
DURAN DURAN
JON COUGAR (dp)
SPANDAU BALLET
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 4-2
RICK SPRINGFIELD 8-6
YES 18-10
ALAN PARSONS 21-12
WIBE/Ashville, NC
John Stevens
JOE JACKSON
VAN STEPHENSON
DOLLY PARTON
LAURA BRANIGAN
CYNDI LAUPER
HUEY LEWIS & NEWS
TEMPTATIONS (dp)
DURAN DURAN
DAVID GILMOUR
Hottest:
PHIL COLLINS 2-1
LIONEL RICHIE 3-2
THOMPSON TWINS 7-4
CARS 22-8
SHALAMAR 23-9
WXLK/Roanoke, VA
Don O'Shea
HUEY LEWIS & NEWS
VAN STEPHENSON (dp)
ICICLE WORKS (dp)
JOE JACKSON
WANG CHUNG
DAVID GILMOUR (dp)
LUTHER VANDROSS (dp)
DEBARGE (dp)
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
CULTURE CLUB 4-3
LIONEL RICHIE 6-4
RICK SPRINGFIELD 12-9
WCGQ/Columbus, GA
Ralph Carroll
DOLLY PARTON (dp)
BERLIN
JOE JACKSON
ICICLE WORKS
LAURA BRANIGAN
SHANNON
VAN STEPHENSON
Hottest:
KENNY LOGGINS 2-1
CULTURE CLUB 3-2
COMET SISTERS 4-3
SHALAMAR 30-24
DENISE WILLIAMS D-27
KISR/Ft. Smith, AR
Rick Hayes
LAURA BRANIGAN
YARBROUGH/PEOPLES
BILLY RANKIN (dp)
DURAN DURAN
SHALAMAR
HUEY LEWIS & NEWS
Hottest:
KENNY LOGGINS 1-1
PHIL COLLINS 2-2
LIONEL RICHIE 7-3
CARS 11-8
GO GO'S 27-14
Q104/Gadsden, AL
Gailther/Davis
DAVID GILMOUR
HUEY LEWIS & NEWS
JOE JACKSON
JAMES INGRAM
LAID BACK
CYNDI LAUPER
STEVE PERRY
Hottest:
KENNY LOGGINS 1-1
LAI BACK 2-2
SHALAMAR 11-11
NIGHT RANGER 14-13
DENISE WILLIAMS 29-25
WFOX/Gainesville, GA
Alan Du Pree
DURAN DURAN (dp)
HUEY LEWIS & NEWS
POCO
ICICLE WORKS (dp)
Hottest:
PHIL COLLINS 2-1
LIONEL RICHIE 6-3
CULTURE CLUB 8-5
KOO & THE GANG 15-6
PAUL YOUNG 12-10
WYKQ/Gainesville, FL
Lou Patrick
JOE JACKSON (dp)
HUEY LEWIS & NEWS (dp)
WANG CHUNG (dp)
DURAN DURAN (dp)
DENISE WILLIAMS
Hottest:
PHIL COLLINS 2-1
THOMPSON TWINS 1-2
CULTURE CLUB 5-3
CARS 8-4
YES 7-5
KILE/Galveston, TX
Dave Parks
WANG CHUNG
LAID BACK
SHANNON
SLADE
Hottest:
PHIL COLLINS 1-1
CARS 8-3
RICK SPRINGFIELD 9-6
LAID BACK 11-7
SCORPIONS 12-8
WHSU/Wilmington, NC
John Foster
HUEY LEWIS & NEWS
CYNDI LAUPER
STYLE COUNCIL
DURAN DURAN
Hottest:
PHIL COLLINS 1-1
RICK SPRINGFIELD 7-4
CARS 12-6
DOLLY PARTON 10-7
YES 11-8

Q101/Meriden, MS
Tom Kelley
CYNDI LAUPER
DURAN DURAN
LAURA BRANIGAN
BILLY RANKIN (dp)
VAN STEPHENSON (dp)
LIONEL RICHIE 8-3
CULTURE CLUB 13-7
THOMPSON TWINS 16-11
CAMBO (dp)
Hottest:
PHIL COLLINS 3-1
LIONEL RICHIE 6-2
CULTURE CLUB 9-3
CARS 16-9
RICK SPRINGFIELD 17-10
KNOE-FM/Monroe, LA
Rhymes/Shee
HUEY LEWIS & NEWS
LAURA BRANIGAN
DURAN DURAN
JON COUGAR (dp)
SPANDAU BALLET
Hottest:
PHIL COLLINS 2-1
CULTURE CLUB 4-2
RICK SPRINGFIELD 8-6
YES 18-10
ALAN PARSONS 21-

CHR ADDS & HOTS

MIDWEST Most Added Hottest

Duran Duran Phil Collins
 Van Halen Lionel Richie
 Huey Lewis & News Kenny Loggins
 Cyndi Lauper

WEST Most Added Hottest

Duran Duran Phil Collins
 Huey Lewis & News Lionel Richie
 Cyndi Lauper Thompson Twins

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.

MIDWEST PARALLEL TWO

WKDD/Akron, OH

Matt Patrick

DURAN DURAN
 POCO
 HUEY LEWIS & NEWS
 ICICLE WORKS (dp)
 NENA
 BILLY RANKIN
 Hottest:
 CULTURE CLUB 1-1
 THOMPSON TWINS 4-3
 LIONEL RICHIE 6-5
 NIGHT RANGER 11-6
 ROMANTICS 10-9

WAHC/Appleton-Oshkosh, WI

Chris Caine

IRENE CARA
 VAN HALEN
 SHALAMAR
 SLADE
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 3-2
 BON JOVI 16-8
 SCORPIONS 35-21
 DENICE WILLIAMS D-25

WKAU/Appleton-Oshkosh, WI

Ron Ross

IGLESIAS & NELSON
 DURAN DURAN
 JOE JACKSON
 SLADE (dp)
 MR. MISTER (dp)
 VAN HALEN (dp)
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 2-2
 RICK SPRINGFIELD 12-5
 DWIGHT TWILLEY 16-11
 LIONEL RICHIE 20-12

WZLX/Columbus, OH

Joel Cella

VAN HALEN
 DWIGHT TWILLEY
 IGLESIAS & NELSON
 Hottest:
 KENNY LOGGINS 1-1
 LIONEL RICHIE 4-2
 POINTER SISTERS 11-6
 RICK SPRINGFIELD 9-7
 GO GO'S 18-11

KIKI/Davenport, IA

Jim O'Hara

MICHAEL GORE
 DEBARGE
 STEVE PERRY (dp)
 SLADE (dp)
 LAURA BRANIGAN
 STYLE COUNCIL
 Hottest:
 PHIL COLLINS 2-1
 LIONEL RICHIE 3-2
 DENICE WILLIAMS 35-11
 NIGHT RANGER 29-13
 CYNDI LAUPER D-20

KMGK/Des Moines, IA

Al Brock

VAN STEPHENSON
 DURAN DURAN
 HUEY LEWIS & NEWS
 JOE JACKSON
 WANG CHUNG
 ICICLE WORKS (dp)
 Hottest:
 THOMPSON TWINS 3-1
 PHIL COLLINS 5-2
 CULTURE CLUB 4-3
 LIONEL RICHIE 8-5
 RICK SPRINGFIELD 11-6

WIBC/Duluth

Dick Johnson

DENICE WILLIAMS
 VAN HALEN (dp)
 CYNDI LAUPER
 DOLLY PARTON
 Hottest:
 PHIL COLLINS 1-1
 KENNY LOGGINS 2-2
 CULTURE CLUB 3-3
 LIONEL RICHIE 5-4
 ALAN PARSONS 11-6

WKDQ/Evanville, IN

Hobbs/Payne

CYNDI LAUPER
 HUEY LEWIS & NEWS
 SLADE (dp)
 SCORPIONS (dp)
 Hottest:
 CULTURE CLUB 3-1
 PHIL COLLINS 4-3
 LIONEL RICHIE 5-4
 DENICE WILLIAMS 8-5
 RICK SPRINGFIELD 13-8

WSTO/Evanville, IN

Chris Taylor

TRACEY ULLMAN
 JOHN COUGAR
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 2-2
 LIONEL RICHIE 3-3
 DENICE WILLIAMS 18-10
 RICK SPRINGFIELD 28-15

WMEE/Ft. Wayne, IN

Scott Dugan

YES
 CYNDI LAUPER
 BONNIE TYLER
 LAURA BRANIGAN
 IGLESIAS & NELSON
 NIK KERSHAW
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 2-2
 CULTURE CLUB 5-3
 LIONEL RICHIE 8-4
 DENICE WILLIAMS 30-20

WZPL/Indianapolis, IN

Jim Miles

JOHN COUGAR
 DEBARGE
 NIGHT RANGER
 Hottest:
 PHIL COLLINS 2-1
 LIONEL RICHIE 7-2
 THOMPSON TWINS 9-4
 CARS 22-13
 STEVE PERRY D-29

WGRD/Grand Rapids, MI

Swart/Duling

HUEY LEWIS & NEWS
 DURAN DURAN
 JOE JACKSON
 SLADE
 38 SPECIAL
 DENICE WILLIAMS
 Hottest:
 PHIL COLLINS 1-1
 KENNY LOGGINS 2-2
 CULTURE CLUB 6-3
 DWIGHT TWILLEY 14-10
 STEVE PERRY 23-18

WJXQ/Jackson, MI

Ryan/Cheeks

HUEY LEWIS & NEWS
 DURAN DURAN
 MATTHEW WILDER (dp)
 NIK KERSHAW (dp)
 FRANKIE GOES TO H (dp)
 STYLE COUNCIL (dp)
 JON BUTCHER AXIS (dp)
 CHEAP TRICK (dp)
 LAURA BRANIGAN (dp)
 NENA (dp)
 ICICLE WORKS (dp)
 KINETICS (dp)
 SHERRY KEAN (dp)
 Hottest:
 PHIL COLLINS 2-1
 THOMPSON TWINS 17-5
 ALAN PARSONS 13-7
 VAN HALEN 21-14
 NIGHT RANGER 24-21

WKFR/Kalamazoo, MI

Rick Chapman

JOE JACKSON (dp)
 NIK KERSHAW (dp)
 LAURA BRANIGAN
 HOWARD JONES (dp)
 DENICE WILLIAMS
 Hottest:
 PHIL COLLINS 3-1
 CULTURE CLUB 4-2
 THOMPSON TWINS 8-4
 RICK SPRINGFIELD 12-7
 KOOL & THE GANG 25-13

ZZ99/Kansas City, MO

Lake/Benson

HUEY LEWIS & NEWS
 CYNDI LAUPER
 VAN HALEN
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 4-2
 LIONEL RICHIE 7-3
 THOMPSON TWINS 9-6
 HALL & OATES 12-7

WVIC/Lansing, MI

Martin/Kittridge

MR. MISTER
 LAURA BRANIGAN
 STYLE COUNCIL
 Hottest:
 PHIL COLLINS 2-1
 LIONEL RICHIE 3-2
 DENICE WILLIAMS 35-11
 NIGHT RANGER 29-13
 CYNDI LAUPER D-20

KJ103/Oklahoma City, OK

Dan Wilson

HUEY LEWIS & NEWS
 SLADE
 DURAN DURAN
 LAURA BRANIGAN
 JOE JACKSON
 Hottest:
 KENNY LOGGINS 3-1
 PHIL COLLINS 2-2
 CULTURE CLUB 6-3
 LIONEL RICHIE 8-4
 RICK SPRINGFIELD 12-7

KJ103/Oklahoma City, OK

Dan Wilson

HUEY LEWIS & NEWS
 SLADE
 DURAN DURAN
 LAURA BRANIGAN
 JOE JACKSON
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 3-2
 CARS 19-7
 JOHN COUGAR 23-8
 DENICE WILLIAMS D-15

KQKQ/Omaha, NE

Taylor/Dean

CYNDI LAUPER
 SLADE
 LAURA BRANIGAN
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 2-2
 LIONEL RICHIE 3-3
 CULTURE CLUB 4-4
 IGLESIAS & NELSON 26-10

KZ93/Peoria, IL

Edwards/Matoney

none
 Hottest:
 KENNY LOGGINS 1-1
 BRYAN ADAMS 3-3
 ROCKWELL 4-4
 LIONEL RICHIE 6-6
 THOMPSON TWINS 13-13

WRKR/Racine-Milwaukee

Pat Martin

VAN HALEN
 NIGHT RANGER
 BILLY RANKIN
 HUEY LEWIS & NEWS
 CHAD STUART & JER
 DAVID GILMOUR
 Hottest:
 LIONEL RICHIE 7-1
 SCORPIONS 3-2
 IGLESIAS & NELSON 16-10
 SHALAMAR 21-12
 DENICE WILLIAMS 29-18

U93/South Bend, IN

J.K. Deering

ALAN PARSONS
 STEVE PERRY
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 7-2
 LIONEL RICHIE 11-5
 THOMPSON TWINS 12-9
 POINTER SISTERS 16-10

WZOK/Rockford, IL

Geoff Davis

CYNDI LAUPER
 ALAN PARSONS
 VAN HALEN
 DENICE WILLIAMS
 PRETENDERS
 Hottest:
 PHIL COLLINS 3-1
 HALL & OATES 6-4
 CARS 13-9
 TRACEY ULLMAN 15-10
 BILLY JOEL 19-12

WRQN/Toledo, OH

Shaffer/Jardine

CYNDI LAUPER
 DENICE WILLIAMS
 VAN HALEN
 DURAN DURAN
 HUEY LEWIS & NEWS
 NENA
 BILLY RANKIN
 KINETICS
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 2-2
 CULTURE CLUB 3-3
 THOMPSON TWINS 5-4
 LIONEL RICHIE 7-5

K107/Tulsa, OK

Rivers/Stephens

BILLY JOEL
 VAN HALEN
 CYNDI LAUPER
 NIK KERSHAW
 HUEY LEWIS & NEWS
 LAURA BRANIGAN
 SLADE
 Hottest:
 KENNY LOGGINS 1-1
 THOMPSON TWINS 4-2
 PHIL COLLINS 7-4
 RICK SPRINGFIELD 8-5
 GO GO'S 16-11

KELI/Tulsa, OK

Myers/Michaels

HUEY LEWIS & NEWS
 DURAN DURAN
 NIK KERSHAW
 WANG CHUNG
 LAURA BRANIGAN
 JOE JACKSON
 Hottest:
 PHIL COLLINS 1-1
 THOMPSON TWINS 4-2
 RICK SPRINGFIELD 7-5
 CARS 15-6
 LIONEL RICHIE 18-8

KEYN-FM/Wichita, KS

Taylor/Brown

IRENE CARA
 CYNDI LAUPER
 DURAN DURAN
 LAURA BRANIGAN
 SLADE
 NIK KERSHAW
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 3-2
 LIONEL RICHIE 6-3
 THOMPSON TWINS 10-7
 CARS 20-12

WHOT/Yangtown

Dick Thompson

VAN HALEN
 LAURA BRANIGAN
 NIK KERSHAW
 STYLE COUNCIL
 DURAN DURAN (dp)
 CYNDI LAUPER
 VAN STEPHENSON
 MICHAEL GORE
 JOE JACKSON
 DEBARGE
 POCO
 ICICLE WORKS
 TIGGI CLAY
 HUEY LEWIS & NEWS (dp)
 Hottest:
 LIONEL RICHIE 10-6
 BILLY JOEL 11-8
 TRACEY ULLMAN 14-10
 BONNIE TYLER 18-13
 SHALAMAR 23-16

WYFM/Youngstown

Jeff Tobin

THOMPSON TWINS
 Hottest:
 KENNY LOGGINS 1-1
 LIONEL RICHIE 5-2
 PHIL COLLINS 4-3
 CULTURE CLUB 16-9
 WEIRD AL YANKOVIC 15-13

PARALLEL THREE

KFYR/Bismarck, ND

Brannan/Hardt

DENICE WILLIAMS
 SCORPIONS
 VAN HALEN
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 2-2
 LIONEL RICHIE 9-3
 RICK SPRINGFIELD 8-5
 IGLESIAS & NELSON 15-11

WBNI/Bloomington, IL

Justin/Robbins

CYNDI LAUPER
 STYLE COUNCIL (dp)
 DURAN DURAN (dp)
 Hottest:
 PHIL COLLINS 1-1
 CULTURE CLUB 2-2
 LIONEL RICHIE 5-3
 RICK SPRINGFIELD 9-5
 DWIGHT TWILLEY 10-6

WBWB/Bloomington, IN

John Heimann

VAN HALEN
 IGLESIAS & NELSON (dp)
 CYNDI LAUPER
 LAURA BRANIGAN
 SERGIO MENDES
 STYLE COUNCIL
 SCORPIONS (dp)
 Hottest:
 THOMPSON TWINS 3-2
 PHIL COLLINS 9-6
 CARS 10-7
 JOHN COUGAR 13-8
 TRACEY ULLMAN 16-10

WCIL-FM/Carbondale, IL

Tony Watakus

HOWARD JONES
 VAN HALEN (dp)
 PRETENDERS
 ALAN PARSONS
 Hottest:
 KENNY LOGGINS 1-1
 LIONEL RICHIE 2-2
 PHIL COLLINS 3-3
 BONNIE TYLER 17-5
 RICK SPRINGFIELD 24-10

KCMQ/Columbia, MO

Dave McCormick

CYNDI LAUPER
 DURAN DURAN
 SLADE
 DEBARGE
 NIK KERSHAW
 HUEY LEWIS & NEWS
 VAN STEPHENSON
 Hottest:
 PHIL COLLINS 1-1
 CULTURE CLUB 2-2
 LIONEL RICHIE 5-3
 CARS 11-7
 GO GO'S 23-13

Y94/Fargo, ND

Collins/Anderson

NIK KERSHAW
 LAID BACK (dp)
 LAURA BRANIGAN
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 3-3
 LIONEL RICHIE 8-4
 THOMPSON TWINS 7-5
 CARS 18-12

KKXL-FM/Grand Forks, ND

Don Nordine

DENICE WILLIAMS
 VAN HALEN
 CYNDI LAUPER
 DURAN DURAN
 Hottest:
 PHIL COLLINS 2-2
 LIONEL RICHIE 3-3
 NIGHT RANGER 9-6
 RICK SPRINGFIELD 14-8

KRNA/Iowa City, IA

Bart Goynshor

HUEY LEWIS & NEWS
 DURAN DURAN
 BONNIE TYLER
 VAN STEPHENSON
 JOE JACKSON
 ICICLE WORKS
 Hottest:
 CULTURE CLUB 2-1
 PHIL COLLINS 3-2
 KENNY LOGGINS 1-3
 CARS 13-5
 NIGHT RANGER 26-15

WAZY-FM/Lafayette, IN

Stacy/Sparrow

YES
 VAN HALEN
 CYNDI LAUPER
 JOE JACKSON
 LAURA BRANIGAN
 DAVID GILMOUR
 NIK KERSHAW
 DURAN DURAN
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 3-2
 LIONEL RICHIE 6-3
 THOMPSON TWINS 10-7
 CARS 20-12

KFRX/Lincoln

Tracy Johnson

SHALAMAR
 IGLESIAS & NELSON (dp)
 SHEENA EASTON
 WANG CHUNG
 ICICLE WORKS
 VAN STEPHENSON
 Hottest:
 LIONEL RICHIE 3-1
 PHIL COLLINS 4-2
 GO GO'S 9-6
 CARS 13-8
 RICK SPRINGFIELD 14-9

KQXR/Bakersfield, CA

Bob Harlow

HUEY LEWIS & NEWS
 DURAN DURAN
 TEMPTATIONS
 SHEENA EASTON
 WANG CHUNG
 ICICLE WORKS
 VAN STEPHENSON
 Hottest:
 LAID BACK 7-1
 JOE JACKSON 8-4
 RICK SPRINGFIELD 10-6
 SCORPIONS 22-13
 STEVE PERRY 27-17

KKSS/Lincoln, NE

Ken Lambert

RICK SPRINGFIELD
 CYNDI LAUPER
 CHAD STUART & JER
 Hottest:
 PHIL COLLINS 2-1
 KENNY LOGGINS 1-2
 LIONEL RICHIE 4-3
 THOMPSON TWINS 5-4
 DENICE WILLIAMS 25-11

KKLS-FM/Rapid City, SD

Sherwin/Piper

NIK KERSHAW
 SCORPIONS
 DENICE WILLIAMS
 JOE JACKSON
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 2-2
 ALAN PARSONS 13-8
 THOMPSON TWINS 17-11
 PRETENDERS 21-17

99KG/Salina, KS

Denny Collier

VAN STEPHENSON (dp)
 DURAN DURAN
 IGLESIAS & NELSON (dp)
 DENICE WILLIAMS
 KC
 CYNDI LAUPER
 Hottest:
 KENNY LOGGINS 1-1
 PHIL COLLINS 6-2
 LIONEL RICHIE 4-3
 RICK SPRINGFIELD 14-8
 GO GO'S 31-22

KKRC/Sioux Falls

Dan Kieley

VAN HALEN
 DENICE WILLIAMS
 DURAN DURAN
 SLADE
 HOWARD JONES
 Hottest:
 KENNY LOGGINS 1-1
 THOMPSON TWINS 3-2
 NIGHT RANGER 7-5
 SCORPIONS 16-7
 RICK SPRINGFIELD 18-9

KWTO-FM/Springfield, MO

Bob Hammond

DEBARGE
 HUEY LEWIS & NEWS
 VAN STEPHENSON
 JOE JACKSON
 KC
 Hottest:
 PHIL COLLINS 2-1
 CULTURE CLUB 6-2
 THOMPSON TWINS 5-3
 LIONEL RICHIE 7-4
 RICK SPRINGFIELD 16-9

WSPT/Stevens Point

Bouley/Tracy

none
 Hottest:
 KENNY LOGGINS 1-1
 WEIRD AL YANKOVIC 3-3
 LIONEL RICHIE 5-5
 DWIGHT TWILLEY 11-11
 THOMPSON TWINS 12-12

KDVT/Topeka, KS

Tony Stewart

SHALAMAR
 HUEY LEWIS & NEWS
 VAN STEPHENSON
 Hottest:
 PHIL COLLINS 1-1
 LIONEL RICHIE 2-2
 CARS 5-3
 NIGHT RANGER 20-10
 STEVE PERRY 33-13

KFMW/Waterloo, IA

Mark Potter

STYLE COUNCIL
 VAN STEPHENSON
 ICICLE WORKS (dp)
 HUEY LEWIS & NEWS
 JOE JACKSON
 BILLY RANKIN
 DENICE WILLIAMS
 Hottest:
 PHIL COLLINS 3-1
 TRACEY ULLMAN 19-11
 KOOL & THE GANG 28-15
 ALAN PARSONS 26-16
 BONNIE TYLER 36-28

WEST PARALLEL TWO

13K/Bakersfield, CA

Simon/Ryan

VAN HALEN
 DURAN DURAN
 HUEY LEWIS & NEWS
 JOE JACKSON
 VAN STEPHENSON
 SERGIO MENDES
 LAURA BRANIGAN
 STYLE COUNCIL
 Hottest:
 KENNY LOGGINS 1-1
 CULTURE CLUB 3-2
 THOMPSON TWINS 6-5
 SCORPIONS 12-9
 GO GO'S 27-16

KKXX/Bakersfield, CA

Squires/Kemper

SHALAMAR
 HUEY LEWIS & NEWS
 Hottest:
 LIONEL RICHIE 3-1
 PHIL COLLINS 4-2
 GO GO'S 9-6
 CARS 13-8
 RICK SPRINGFIELD 14-9</

ROMANTICS One In A Million (Nemperor/CBS) LP: In Heat

Regional 156/3 66% National Summary DEBITS 7 S 714 D 574 M 744

SHANNON Give Me Tonight (Mirage/Atco) LP: Let The Music Play

Regional 65/9 27% National Summary DEBITS 17 S 278 D 278 M 284

TALK TALK It's My Life (EMI America) LP: It's My Life

Regional 187/8 70% National Summary DEBITS 28 S 738 D 597 M 768

BONNIE TYLER Holding Out For A Hero (Columbia) LP: Soundtrack Footloose

Regional 168/5 71% National Summary DEBITS 7 S 714 D 574 M 744

SCORPIONS Rock You Like A... (Mercury/PG) LP: Love At First Sting

Regional 129/22 54% National Summary DEBITS 25 S 564 D 524 M 524

VAN STEPHENSON Modern Day Delilah (MCA) LP: Righteous Anger

Regional 55/55 23% National Summary DEBITS 5 S 324 D 324 M 324

VAN HALEN I'll Wait (WB) LP: 1984

Regional 188/46 83% National Summary DEBITS 16 S 874 D 874 M 874

SLADE Run Runaway (CBS Associated) LP: Keep Your Hands Off My Power

Regional 143/34 60% National Summary DEBITS 22 S 534 D 534 M 534

THOMPSON TWINS Hold Me Now (Arista) LP: Into The Gap

Regional 238/1 100% National Summary DEBITS 1 S 1004 D 1004 M 1004

STYLE COUNCIL My Ever Changing... (Geffen) LP: My Ever Changing Moods

Regional 78/34 33% National Summary DEBITS 17 S 314 D 314 M 314

SPANDAU BALLET Communication (Chrysalis) LP: True

Regional 62/8 26% National Summary DEBITS 12 S 304 D 304 M 304

SHALAMAR Dancing In The... (Columbia) LP: Soundtrack Footloose

Regional 168/20 71% National Summary DEBITS 23 S 714 D 714 M 714

TEMPTATIONS Sail Away (Gordy/Motown) LP: Back To Basics

Regional 52/19 22% National Summary DEBITS 8 S 274 D 274 M 274

DWIGHT TWILLEY Girls (EMI America) LP: Jungle

Regional 187/2 78% National Summary DEBITS 12 S 734 D 734 M 734

TRACIE ULLMAN They Don't Know (MCA) LP: You Broke My Heart In 17 Places

Regional 207/4 87% National Summary DEBITS 2 S 904 D 904 M 904

RICK SPRINGFIELD Love Somebody (RCA) LP: Soundtrack Hard To Hold

Regional 232/4 97% National Summary DEBITS 6 S 984 D 984 M 984

Deniece Williams Let's Hear It For The... (Columbia) LP: Soundtrack Footloose

Regional 224/38 94% National Summary DEBITS 19 S 924 D 924 M 924

Deniece Williams Let's Hear It For The... (Columbia) LP: Soundtrack Footloose

Regional 224/38 94% National Summary DEBITS 19 S 924 D 924 M 924

Deniece Williams Let's Hear It For The... (Columbia) LP: Soundtrack Footloose

Regional 224/38 94% National Summary DEBITS 19 S 924 D 924 M 924

Deniece Williams Let's Hear It For The... (Columbia) LP: Soundtrack Footloose

Regional 224/38 94% National Summary DEBITS 19 S 924 D 924 M 924

Deniece Williams Let's Hear It For The... (Columbia) LP: Soundtrack Footloose

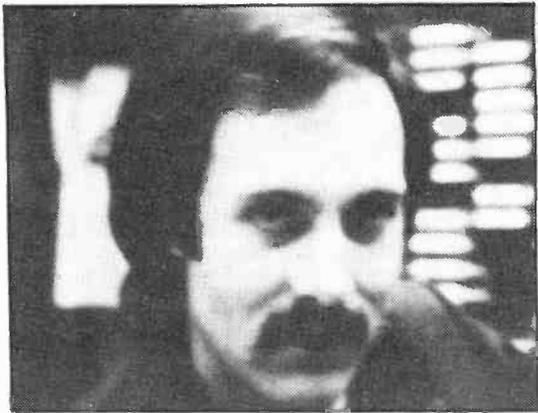
Regional 224/38 94% National Summary DEBITS 19 S 924 D 924 M 924

AIR™

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ACTIVES IN RADIO



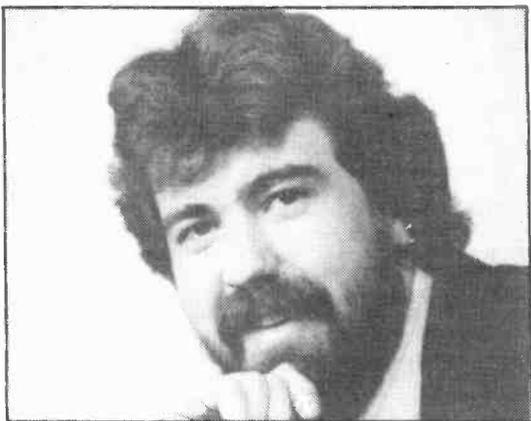
JACK LAWRENCE — WFLY
Albany, New York

"I found the competition to be a learning as well as growing experience. It's one thing to believe in your ability to hear hit records. It's great knowing it! I'd like to thank AIR for the opportunity to participate and discover the hits."



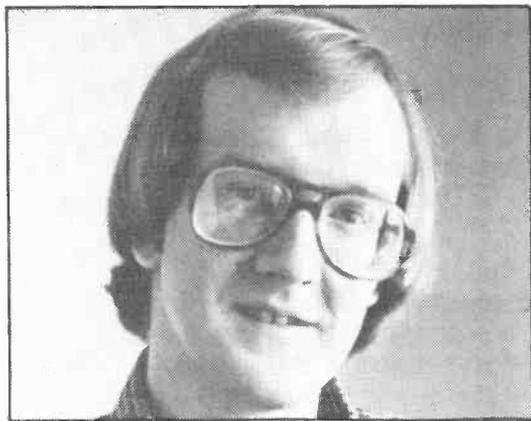
BOB KAGHAN — WBCY
Charlotte, North Carolina

"Even during the busiest weeks, I listen to the AIR records. Win, lose or draw, pickin' the hits for AIR is a lot of fun."



J.D. NORTH — WAEV
Savannah, Georgia

"The AIR competition has not only improved the ears of a lot of programmers like myself, but has regenerated our interest in newer music. Because of AIR, I feel I'm a better programmer because I'm more aware."



GARY REYNOLDS — KRAV
Tulsa, Oklahoma

"I've been active in AIR since its conception. Record companies either don't realize, or are ignoring the fact that competing in the AIR competition forces programmers to listen to records. 'Total Eclipse Of The Heart,' 'Sweet Dreams (Are Made Of This)' and 'True' are just a few of the records that I first heard during the AIR competition last year."

Visibility starts with **AIR**. Call Alan Smith at (301) 964-5444. Your most important project deserves to be heard and **AIR** delivers the ears that helps you deliver the hits.

WEEK

18

AIR Response Records

WEEK

18

Listen to the selections listed below. Decide if each has the potential to be Top 25 in the R&R National Airplay Chart. Then, call in your response to AIR at (301) 964-5544. All responses must be in the AIR offices by 6PM, Wednesday, April 18, 1984.

#	TITLE	ARTIST	LABEL
2182	LOVE WILL SHOW US HOW	CHRISTINE McVIE	WARNER BROS.
2183	WHAT IS LOVE	HOWARD JONES	ELEKTRA
2184	MOONWALK	EARTH, WIND & FIRE	COLUMBIA
2185	SUPERSTAR	LUTHER VANDROSS	EPIC
2186	DEVIL IN A FAST CAR	SHEENA EASTON	EMI-AMERICA

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.

TALK TALK

It's My Life (EMI America)

70% of our reporters on it. Moves: Up 71, Debuts 28, Same 60, Down 0, Adds 8, WHYT, 94TYX, KRSP, WZYQ, WKHI, WPFM, WIXV, KCBN. Complete airplay in Parallels.

REAL LIFE

Catch Me, I'm Falling (Curb/MCA)

66% of our reporters on it. Moves: Up 64, Debuts 24, Same 63, Down 0, Adds 6, WGFM, KO93, WIKZ, WTSN, 13FEA, KCBN, WHTT 29-23. Complete airplay in Parallels.

BREAKERS

CYNDI LAUPER

Time After Time (Portrait/CBS)

84% of our reporters on it. Moves: Up 16, Debuts 71, Same 40, Down 0, Adds 73 including Z100, CHUM, KAFM, WHYT, KHTR, Q103, KWSS. See Parallels, debuts at number 39 on the CHR chart.

JULIO IGLESIAS & WILLIE NELSON

To All The Girls I've Loved Before (Columbia)

66% of our reporters on it. Moves: Up 91, Debuts 16, Same 28, Down 1, Adds 20 including B94, PRO-FM, CFTR, KMJK, KNBQ, FM106, 92X. See Parallels, moves 31-25 on the CHR chart.

SLADE

Run Runaway (CBS Associated)

60% of our reporters on it. Moves: Up 22, Debuts 20, Same 66, Down 1, Adds 34 including B94, WHTX, WHYT, Q103, KNBQ, WANS-FM, K107. Complete airplay in Parallels.

NEW & ACTIVE

LAURA BRANIGAN "Self Control" (Atlantic) 140/82

Moves: Up 2, Debuts 18, Same 38, Down 0, Adds 82 including B104, WHTT, WXKS-FM, WBLI, CKOI, WHTX, 93FM, I95, Y100, B97, KIMN, Q103, KMJK, FM102, KS103.

SCORPIONS "Rock You Like A Hurricane" (Mercury/PolyGram) 129/22

Moves: Up 45, Debuts 21, Same 40, Down 1, Adds 22 including WXKS-FM, WAVA, Z93, WLS, WGCL, KBEQ, KIMN, WFLY, WNOK-FM, WZLD, WFMI, Z93, WKDQ, KCPX-FM, KTDY.

GENESIS "Illegal Alien" (Atlantic) 129/8

Moves: Up 56, Debuts 10, Same 54, Down 1, Adds 8, WBEN-FM, KITS, WFLY, Q100, Q92, WSKZ, WNOK-FM, KRSP, WCAU-FM 39-36, CFTR 33-24, CHUM 29-22, WFMI 12-9, WVIC 30-26, KRQ 18-14, OK100 23-14.

DURAN DURAN "The Reflex" (Capitol) 128/126

Moves: Up 0, Debuts 2, Same 0, Down 0, Adds 126 including B104, WHTT, WXKS-FM, WPHD, WBLI, WCAU-FM, CHUM, KAFM, I95, KBEQ, Q103, KIIS-FM, KWOD, XTRA, KNBQ.

HUEY LEWIS & THE NEWS "Heart Of Rock & Roll" (Chrysalis) 117/110

Moves: Up 2, Debuts 3, Same 2, Down 0, Adds 110 including WHTT, WXKS-FM, WPHD, WCAU-FM, WHTX, PRO-FM, 94Q, Z93, 93FM, WHYT, KBEQ, WKT, KPKE, KZZP, KS103.

LAID BACK "White Horse" (Sire/WB) 112/19

Moves: Up 39, Debuts 16, Same 35, Down 3, Adds 19 including Q107, Q105, WCZY, K104, KC101, WANS-FM, 94TYX, WRVQ, KTFM, KYNO-FM, KIKI, 103CIR, KILE, Y94, KIST.

BILLY RANKIN "Baby Come Back" (A&M) 98/10

Moves: Up 34, Debuts 3, Same 51, Down 0, Adds 10, WXKS-FM, WJZR, KBFM, KITY, WKDD, WRKR, WRQN, KISN, Q101, KFMW, WLQ-L-FM 34-26, WRCK 37-33, WGRD 30-25, KDON-FM 38-34, WIGY 33-29.

MR. MISTER "Hunters Of The Night" (RCA) 97/7

Moves: Up 26, Debuts 6, Same 57, Down 1, Adds 7, Q100, WANS-FM, WKAU, WVIC, KMGX, WQCM, KKAZ, WKEE 34-30, KZZB 31-29, KITE 32-26, WRNO 40-35, KLUC 30-27, WCGQ 40-36, KTRS 38-34, KDZA 39-35.

NIK KERSHAW "Wouldn't It Be Good" (MCA) 85/25

Moves: Up 2, Debuts 8, Same 50, Down 0, Adds 25 including WHTX, CFTR, WGCL, WFLY, WKEE, KAMZ, WZYP, WMEW, KELI, WHOT-FM, KQMQ, 13FEA, KTDY, WAZY-FM, KGOT.

DeBARGE "Love Me In A Special Way" (Gordy/Motown) 79/13

Moves: Up 28, Debuts 5, Same 33, Down 0, Adds 13, XTRA, WKRZ-FM, WBBQ, KZZB, WZYP, KIKI, WZPL, WHOT-FM, K96, WZYQ, WJAD, KCMQ, KWTO-FM, B94 22-17, KBEQ 10-9.

STYLE COUNCIL "My Ever Changing Moods" (Geffen) 78/34

Moves: Up 2, Debuts 8, Same 34, Down 0, Adds 34 including WXKS-FM, WCAU-FM, WGCL, Q103, K104, FM106, WNOK-FM, WJXQ, KMGX, WQCM, WXLK, WAEV, WBNQ, WBWB, KDZA.

JOE JACKSON "You Can't Get What You Want (Till You Know What You Want)" (A&M) 73/69

Moves: Up 1, Debuts 1, Same 2, Down 0, Adds 69 including WBEN-FM, WPHD, 94Q, Z93, WKEE, WZLD, KITE, Z98, WKAU, 13K, WZYQ, KQIZ-FM, Z102, KWTO-FM, KBIM.

MOST ADDED

DURAN DURAN (126)
The Reflex (Capitol)
HUEY LEWIS & THE NEWS (110)
Heart Of Rock & Roll (Chrysalis)
LAURA BRANIGAN (82)
Self Control (Atlantic)
CYNDI LAUPER (73)
Time After Time (Portrait/CBS)
JOE JACKSON (69)
You Can't Get What You Want (A&M)
VAN STEPHENSON (55)
Modern Day Delilah (MCA)

HOTTEST

PHIL COLLINS (204)
Against All Odds (Atlantic)
LIONEL RICHIE (155)
Hello (Motown)
KENNY LOGGINS (105)
Footloose (Columbia)
THOMPSON TWINS (96)
Hold Me Now (Arista)
RICK SPRINGFIELD (83)
Love Somebody (RCA)
CULTURE CLUB (82)
Miss Me Blind (Virgin/Epic)

SERGIO MENDES "Olympia" (A&M) 67/13

Moves: Up 5, Debuts 4, Same 45, Down 0, Adds 13, WCAU-FM, Y100, WHYT, FM102, WKFM, Q106, WHTF, 13K, K96, KRQ, WAEV, WBWB, KHTX, WASH 30-27, B97 30-25.

SHANNON "Give Me Tonight" (Mirage/Atco) 65/9

Moves: Up 17, Debuts 4, Same 35, Down 0, Adds 9, WASH B97, WHYT, WFMI, WIGY, WKHI, WCGQ, KILE, KBIM, WXKS-FM 38-35, Y100 9-5, WTIC-FM 24-17, WHTF 34-23, KMGX 18-10, WGLF 25-13.

SPANDAU BALLET "Communication" (Chrysalis) 62/6

Moves: Up 9, Debuts 12, Same 35, Down 0, Adds 6, WKFM, KAMZ, WFMI, KMGX, KNOE-FM, KDZA, KMJK 24-21, WJZR d-34, WOKI 40-37, WGRD 40-37, KSKD 39-35, WTSN 32-26, WXLK 11-8, KZOZ 32-29, KIST 37-32.

VAN STEPHENSON "Modern Day Delilah" (MCA) 55/55

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 55 including WBEN-FM, WPHD, WCAU-FM, 94Q, Z93, WNYS, WKFM, WOKI, WRNO, WHOT-FM, KQXR, KLUC, KTKT, OK100, KWTO-FM.

DAVID GILMOUR "Blue Light" (Columbia) 55/8

Moves: Up 2, Debuts 5, Same 40, Down 0, Adds 8, WRKR, WSQV, WISE, WJAD, Q104, WPFM, WAZY-FM, KSLY, WPHD 40-29, 98PXY d-40, WKRZ-FM d-38, KRGV d-26, WJXQ 32-29, KQXR d-38, KOZE d-33.

TEMPTATIONS "Sail Away" (Gordy/Motown) 52/19

Moves: Up 3, Debuts 8, Same 22, Down 0, Adds 19 including WXKS-FM, WCAU-FM, WHYT, FM102, WVSR, KXX106, WBCY, WRQK, KQXR, KHYT, 103CIR, WAEV, KZOZ, KIST.

SIGNIFICANT ACTION

FRANKIE GOES TO HOLLYWOOD "Relax" (Island) 42/5

Moves: Up 13, Debuts 2, Same 22, Down 0, Adds 5, WGCL, WFLY, WJXQ, KLUC, KTRS, WPHD 39-38, CKOI d-36, 93FM 20-19, WNYS 28-23, 98PXY 32-30, WHTF 35-32, KZZB 28-20, WZLD 27-17, KTFM 28-26, KQXR 37-29.

CAMEO "She's Strange" (Atlanta Artists/PolyGram) 40/14

Moves: Up 9, Debuts 4, Same 13, Down 0, Adds 14, WHYT, KITS, WYCR, WLAN-FM, WKRZ-FM, WNOK-FM, KSET-FM, KX104, WSFL, Q101, KHTX, KSLY, KZOZ, KIST, KFRC 17-13.

SHEENA EASTON "Devil In A Fast Car" (EMI America) 37/6

Moves: Up 0, Debuts 0, Same 31, Down 0, Adds 6, WKRZ-FM, WHTF, KQXR, WERZ, WIXV, KKQV, WCAU-FM on, WVSR on, KTFM on, WKDD on, KHYT on.

DOLLY PARTON "Downtown" (RCA) 34/12

Moves: Up 3, Debuts 1, Same 18, Down 0, Adds 12, WQID, WRQK, KRGV, KTFM, WEBC, 103CIR, WZYQ, 13FEA, WISE, WCGQ, Q101, WAEV, WFMI 40-37, WOMP-FM 35-32, WXLK 40-35.

HOWARD JONES "What Is Love?" (Elektra) 32/15

Moves: Up 1, Debuts 1, Same 15, Down 0, Adds 15, WCAU-FM, WTIC-FM, WHTF, WBBQ, WKFR, KO93, KSKD, KDON-FM, KCPX-FM, 103CIR, KKRC, KGOT, KOZE, KDZA, KSLY.

ICICLE WORKS "Whisper To A Scream (Birds Fly)" (Arista) 31/31

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 31 including WPHD, CKOI, PRO-FM, KIMN, WVSR, WKFM, WRCK, WKRZ-FM, WJZR, WZLD, KITE, KTFM, WHOT-FM, KQXR, KLUC.

JOSIE COTTON "Jimmy Loves Maryann" (Elektra) 31/2

Moves: Up 3, Debuts 0, Same 26, Down 0, Adds 2, WGUY, WIGY, WPHD on, WYCR 36-34, WKFM on, WKRZ-FM 35-33, WOKI on, WHOT-FM on, KIST 40-35.

JAMES INGRAM "There's No Easy Way" (Qwest/WB) 28/7

Moves: Up 10, Debuts 3, Same 8, Down 0, Adds 7, Y100, KXX106, WJZR, KHOP, WERZ, Q104, Q101, WKBW d-30, WASH 26-21, KC101 29-26, WRQK 33-29, KTFM 35-25, KIKI 24-23, 103CIR 9-8, WGLF 33-24.

WANG CHUNG "Dance Hall Days" (Geffen) 27/25

Moves: Up 2, Debuts 0, Same 0, Down 0, Adds 25 including WPHD, CKGM, CKOI, WYCR, WLAN-FM, WRCK, WKRZ-FM, KITE, KMGK, KELI, KQXR, KIKI, KQMQ, KHOP.

SHAKIN' STEVENS "I Cry Just A Little Bit" (Epic) 24/11

Moves: Up 1, Debuts 1, Same 11, Down 0, Adds 11, WHTT, PRO-FM, WYCR, KHFI, WRQK, WOKI, WFMI, KROK, WGUY, 13FEA, KCDQ, WXKS-FM d-39, WKRZ-FM on, WRQN on, WJBO 38-35.

BRYAN ADAMS "Heaven" (A&M) 20/0

Moves: Up 4, Debuts 0, Same 9, Down 7, Adds 0, CFTR on, I95 18-14, WLS-FM on, WKT1 23-16, KWOD 30-24, WHTF 12-19, KXSS 31-27.

SANDY STEWART "The Saddest Victory" (Modern/Atco) 19/3

Moves: Up 0, Debuts 0, Same 16, Down 0, Adds 3, WYCR, WFMI, KHTX, WVSR on, WRCK on, WANS-FM on, WHOT-FM on, KQXR on, 95XIL on.

MISSING PERSONS "Give" (Capitol) 18/0

Moves: Up 4, Debuts 1, Same 13, Down 0, Adds 0, WCAU-FM 38-35, Q100 on, WRCK 40-38, WHTF on, WKDD d-29, KQMQ 34-31, KHYT 38-36, 13FEA on.

YARBROUGH & PEOPLES "Don't Waste Your Time" (Total Experience/RCA) 17/9

Moves: Up 0, Debuts 0, Same 8, Down 0, Adds 9, Z93, XTRA, WKRZ-FM, WOKI, WABB-FM, KTFM, KQMQ, WGUY, KISR, WXKS-FM on, WZLD on, KLUC on.

MICHAEL GORE "Theme From 'Terms Of Endearment'" (Capitol) 14/4

Moves: Up 2, Debuts 1, Same 7, Down 0, Adds 4, WDOQ, KIKI, WHOT-FM 103CIR, WKBW 29-26, WRQK d-40, KROK on, WGUY on, WJBO on, KXSS 27-22.

JON BUTCHER AXIS "Don't Say Goodnight" (Polydor/PolyGram) 13/4

Moves: Up 0, Debuts 1, Same 8, Down 0, Adds 4, WJXQ, WERZ, OK100, WIXV, WHTT d-38, WXKS-FM on, PRO-FM, WRCK on, WJBO on, KZOZ on.

POCO "Days Gone By" (Atlantic) 11/11

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, WPHD, WVSR, K104, KITY, WKDD, WHOT-FM, OK100, 95XIL, WFOX, WIXV, KCDQ.

NENA "Just A Dream" (Epic) 10/9

Moves: Up 0, Debuts 0, Same 1, Down 0, Adds 9, WPHD, WVSR, WKDD, WJXQ, WRQN, KYNO-FM, KHOP, WGLF, KGOT, CKOI on.

KENNY ROGERS "Eyes That See In The Dark" (RCA) 10/4

Moves: Up 0, Debuts 2, Same 4, Down 0, Adds 4, WFMF, WDOQ, WQCM, WXLK, WKBW on, WRQK on, WSFL on, KROK on, 103CIR d-36, WTSN d-34.

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.

Christine McVie

O F F L E E T W O O D M A C



I N T R O D U C I N G H E R N E W S I N G L E

"LOVE WILL SHOW US HOW"

Produced by Russ Titelman. On Warner Bros. Cassettes & Records. Management: Courage Management, Inc. © Warner Bros. Records Inc.

Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
5	2	2	1	PHIL COLLINS/Against All Odds... (Atlantic)
1	1	1	2	KENNY LOGGINS/Footloose (Columbia)
14	8	4	3	LIONEL RICHIE/Hello (Motown)
11	7	5	4	THOMPSON TWINS/Hold Me Now (Arista)
8	3	3	5	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
21	15	9	6	RICK SPRINGFIELD/Love Somebody (RCA)
27	17	11	7	CARS/You Might Think (Elektra)
6	5	6	8	DARYL HALL & JOHN OATES/Adult Education (RCA)
23	19	14	9	TRACEY ULLMAN/They Don't Know (MCA)
4	4	7	10	EURYTHMICS/Here Comes The Rain Again (RCA)
7	9	10	11	POINTER SISTERS/Automatic (Planet/RCA)
20	16	13	12	DWIGHT TWILLEY/Girls (EMI America)
33	24	16	13	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
32	25	17	14	KOOL & THE GANG/Tonight (De-Lite/PG)
3	6	8	15	ROCKWELL/Somebody's Watching Me (Motown)
38	28	22	16	GO GO'S/Head Over Heels (IRS/A&M)
29	23	19	17	YES/Leave It (Atco)
40	29	24	18	JOHN COUGAR MELLENCAMP/Authority Song (Riva/PG)
-	-	35	19	DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
2	10	12	20	VAN HALEN/Jump (WB)
-	-	37	21	STEVE PERRY/Oh Sherrie (Columbia)
-	39	30	22	PRETENDERS/Show Me (Sire/WB)
-	-	33	23	IRENE CARA/Breakdance (Network/Geffen)
39	35	29	24	TONY CAREY/A Fine Fine Day (MCA)
BREAKER	25			J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
37	32	27	25	BONNIE TYLER/Holding Out For A Hero (Columbia)
-	-	34	26	BILLY JOEL/The Longest Time (Columbia)
-	40	32	27	BERLIN/No More Words (Geffen)
9	11	15	28	HUEY LEWIS & THE NEWS/I Want A New Drug (Chrysalis)
-	-	38	29	SHALAMAR/Dancing In The Sheets (Columbia)
18	18	18	30	PAUL YOUNG/Come Back And Stay (Columbia)
-	-	40	31	NIGHT RANGER/Sister Christian (Camel/MCA)
34	30	28	32	MATTHEW WILDER/The Kid's American (Private I/CBS)
12	13	20	33	CYNDI LAUPER/Girls Just Want To Have Fun (Portrait/CBS)
-	-	39	34	MADONNA/Borderline (Sire/WB)
-	38	36	35	ROMANTICS/One In A Million (Nemperor/CBS)
10	12	21	36	CHRISTINE McVIE/Got A Hold On Me (WB)
DEBUT	21			BON JOVI/Runaway (Mercury/PG)
BREAKER	39			CYNDI LAUPER/Time After Time (Portrait/CBS)
DEBUT	40			VAN HALEN/I'll Wait (WB)

N&A Begins on Page 86

Adult/Contemporary

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
1	1	1	1	LIONEL RICHIE/Hello (Motown)
3	2	2	2	PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)
7	6	3	3	J. IGLESIAS & W. NELSON/To All The Girls I've Loved... (Col.)
21	12	7	4	BILLY JOEL/The Longest Time (Columbia)
11	8	8	5	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
9	7	6	6	THOMPSON TWINS/Hold Me Now (Arista)
16	9	9	7	JEFFREY OSBORNE/We're Going All The Way (A&M)
4	4	4	8	STEPHEN BISHOP/Unfaithfully Yours (One Love) (WB)
22	14	13	9	MICHAEL GORE/Theme From "Terms Of Endearment" (Capitol)
12	10	10	10	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
23	15	12	11	TRACEY ULLMAN/They Don't Know (MCA)
2	3	5	12	CHRISTINE McVIE/Got A Hold On Me (WB)
26	19	14	13	JAMES INGRAM/There's No Easy Way (Qwest/WB)
27	23	16	14	MANHATTAN TRANSFER/Mystery (Atlantic)
5	5	11	15	EURYTHMICS/Here Comes The Rain Again (RCA)
-	29	20	16	J. MATHIS with D. WILLIAMS/Love Won't Let Me Wait (Col.)
-	-	22	17	SERGIO MENDES/Olympia (A&M)
-	-	24	18	TEMPTATIONS/Sail Away (Gordy/Motown)
30	24	21	19	CRYSTAL GAYLE/I Don't Want To Lose Your Love (WB)
6	11	15	20	P. BRYSON/R. FLACK/You're Looking Like Love To Me (Capitol)
-	30	23	21	DeBARGE/Love Me In A Special Way (Gordy/Motown)
BREAKER	22			CYNDI LAUPER/Time After Time (Portrait/CBS)
BREAKER	23			KENNY ROGERS/Eyes That See In The Dark (RCA)
DEBUT	24			SHAKIN' STEVENS/I Cry Just A Little Bit (Epic)
DEBUT	25			KATHY MATTEA/Someone Is Falling In Love (Mercury/PG)
DEBUT	26			DOLLY PARTON/Downtown (RCA)
8	16	19	27	KENNY ROGERS/This Woman (RCA)
10	13	17	28	ANNE MURRAY/That's Not The Way (It's S'posed...) (Capitol)
DEBUT	29			DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
18	18	18	30	L. RONSTADT & N. RIDDLE.../I've Got A Crush On You (Asylum)

N&A Begins on Page 67

Three Weeks Two Weeks Last Week

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
1	1	1	1	CARS/You Might Think (Elektra)
-	16	7	2	STEVE PERRY/Oh Sherrie (Columbia)
8	5	3	3	VAN HALEN/I'll Wait (WB)
10	6	5	4	TONY CAREY/A Fine Fine Day (MCA)
3	3	4	5	SCORPIONS/Rock You Like A Hurricane (Mercury/PG)
2	2	2	6	PHIL COLLINS/Against All Odds (Atlantic)
11	8	8	7	PRETENDERS/Show Me (Sire/WB)
18	11	9	8	NIGHT RANGER/Sister Christian (Camel/MCA)
12	10	10	9	THOMPSON TWINS/Hold Me Now (Arista)
7	4	6	10	YES/Leave It (Atco)
14	13	12	11	RICK SPRINGFIELD/Love Somebody (RCA)
29	19	14	12	CARS/Magic (Elektra)
51	28	15	13	SLADE/Run Runaway (CBS Associated)
20	14	13	14	HUEY LEWIS & THE NEWS/The Heart... (Chrysalis)
5	7	11	15	DWIGHT TWILLEY/Girls (EMI America)
27	24	22	16	ALAN PARSONS PROJECT/Don't Answer Me (Arista)
24	23	19	17	JOHN COUGAR MELLENCAMP/Authority... (Riva/PG)
34	25	23	18	STEVIE NICKS/Violet And Blue (Atlantic)
41	30	24	19	DAVID GILMOUR/Murder (Columbia)
23	22	20	20	WANG CHUNG/Dance Hall Days (Geffen)
17	17	16	21	ALAN PARSONS PROJECT/Prime Time (Arista)
13	15	18	22	VAN HALEN/Panama (WB)
-	37	29	23	JOE JACKSON/You Can't Get What You... (A&M)
43	32	27	24	ROMANTICS/One In A Million (Nemperor/CBS)
16	18	21	25	BON JOVI/Runaway (Mercury/PG)
56	40	33	26	ICICLE WORKS/Whisper To A Scream... (Arista)
38	31	30	27	GO-GO's/Head Over Heels (IRS/A&M)
26	26	25	28	BILLY RANKIN/Baby Come Back (A&M)
BREAKER	29			ZZ TOP/Legs (WB)
4	9	17	30	KENNY LOGGINS/Footloose (Columbia)

Complete Tracks Chart on Page 71

Black/Urban

Three Weeks	Two Weeks	Last Week	Rank	Artist/Track (Label)
1	1	1	1	CAMEO/She's Strange (Atlanta Artists/PG)
4	2	2	2	D. EDWARDS f/S. GARRET/Don't Look... (Motown)
13	9	4	3	LIONEL RICHIE/Hello (Motown)
8	6	6	4	LAID BACK/White Horse (Sire/WB)
9	5	5	5	DeBARGE/Love Me In A Special Way (Gordy/Motown)
31	20	11	6	YARBROUGH & PEOPLES/Don't Waste... (Total Exper./RCA)
16	12	8	7	LUTHER VANDROSS/Superstar (Don't You...) (Epic)
20	14	10	8	EVELYN "CHAMPAGNE" KING/Shake Down (RCA)
2	3	3	9	B. WOMACK & P. LABELLE/Love Has... (Beverly Glen)
27	23	18	10	CULTURE CLUB/Miss Me Blind (Virgin/Epic)
19	16	14	11	JEFFREY OSBORNE/We're Going All The Way (A&M)
17	15	12	12	ART OF NOISE/Beat Box (Island)
40	35	22	13	SHANNON/Give Me Tonight (Mirage/Atco)
5	7	7	14	KOOL & THE GANG/Tonight (De-Lite/PG)
37	26	20	15	ONE WAY/Lady You Are (MCA)
23	18	17	16	KENNY G/Hi, How Ya Doin'? (Arista)
-	31	23	17	BAR-KAYS/Freak Show On The Dance Floor (Mercury/PG)
6	8	9	18	S. LATTISAW & J. GILL/Perfect... (Cotillion/Atco)
26	24	19	19	SHALAMAR/Dancing In The Sheets (Columbia)
34	32	26	20	TEMPTATIONS/Sail Away (Gordy/Motown)
3	4	13	21	ROCKWELL/Somebody's Watching Me (Motown)
-	37	27	22	JAMES INGRAM/There's No Easy Way (Qwest/WB)
38	30	24	23	DEELE/Just My Luck (Solar/Elektra)
30	28	25	24	CHI-LITES/Stop What You're Doing (Private I/CBS)
-	40	33	25	SPINNERS/Right Or Wrong (Atlantic)
-	-	32	26	PATTI LABELLE/Love, Need & Want You (Phil. Int./CBS)
12	10	15	27	STARPOINT/It's All Yours (Elektra)
-	-	36	28	O'BRYAN/Lovelite (Capitol)
7	11	16	29	ATLANTIC STARR/More, More, More (A&M)
39	33	30	30	BRYAN LOREN/Lollipop Luv (Philly World/Atco)
25	25	28	31	EMOTIONS/You're The One (Red Label)
35	34	34	32	DARYL HALL & JOHN OATES/Adult Education (RCA)
BREAKER	33			DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
-	-	40	34	CRUSADERS/New Moves (MCA)
-	39	38	35	"D" TRAIN/You're The Reason (Prelude)
DEBUT	36			REAL TO REEL/Love Me Like This (Arista)
11	13	21	37	POINTER SISTERS/Automatic (Planet/RCA)
36	36	35	38	GEORGE CLINTON/Last Dance (Capitol)
DEBUT	39			CHANGE/Change Of Heart (RFC/Atlantic)
-	38	37	40	SYSTEM/I Wanna Make You Feel Good (Mirage/Atco)

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