

I N S I D E:

ANALYZING ARBITRENDS

Jhan Hiber takes a look at the information inside Arbitron's new monthly Arbitrends computer service . . . and learns they've been postponed again.

Page 10

CONTROLLING CROWDS AT RADIO RALLIES

Sometimes crowds can get out of hand at station-sponsored events, and Walt Love hears some tips and techniques on how to avoid problems from Cleveland stations WZAK and WDMT . . . and a police official.

Page 50

NAB & NRBA DECLARE: "UP WITH RADIO"

That's the theme for the joint Radio Convention-Programming Conference in L.A. this September. Both broadcast groups are working smoothly together, Brad Woodward reports.

Page 4

HOW TO KEEP QUALITY TALENT WITHOUT PAYING MORE MONEY

Ron Rodrigues learns how smaller stations without massive talent budgets offer other incentives — everything from outside opportunities to good weather — to retain talented professionals.

Page 49

PEOPLE IN THE NEWS THIS WEEK

- Richard Lamb, Mike Nauman, Leonard Ballard VPs at Swanson
- Jimmy Bowen MCA/Nashville President
- Cecil Thomas, Barbara Vardin, Carol O'Leary VPs for Sky Stations
- Tom Severino VP/GM at WIRE & WXTZ
- Galen Scott Station Manager at WXTZ
- B.C. Cloutier Regional VP for Fuller-Jeffrey Group
- Linda Schreiber KOMA VP/GM
- Fred Harvey PD at WQQK & WVOL
- Mark Christian PD at WAWA
- Harry Anger, Harry Losk Sr. VPs at PolyGram
- James Votaw KIKF's Station Manager
- Susan Bice Station Manager at KTIM-AM & FM
- Tom Caputo GSM for WERE & WGCL
- Bill Hurwitz GSM at WZUU & WLZZ

Page 3, 34, 52

NO TO ON-AIR NEGATIVITY

Dan O'Day's Air Personalities column emphasizes the dangers of taking your off-air depressions on the air and casting gloom on your listeners.

Page 26

DO CHR STATIONS STILL NEED TO DAYPART?

A number of PDs and MDs explain to Joel Denver their theories on dayparting's role in modern-day CHR radio, concluding that new records may need a little care, but the hits can be blasted all day and night.

Page 36

Newsstand Price \$3.50



RADIO & RECORDS

TAYLOR NEW WRKS PD

Simonson Named VP/GM At WOR, Mayo VP/GM At WRKS

WRKS VP/GM Lee Simonson has transferred to the VP/GM post at sister station WOR. He succeeds former VP/GM Bob Biernacki, who resigned two weeks ago. Replacing Simonson as VP/GM at WRKS is PD Barry Mayo, who in turn immediately appointed Music Director Sonny Taylor as the new WRKS PD.

Simonson said, "Managing

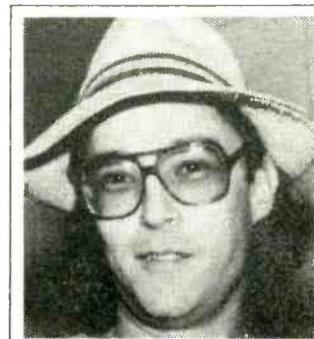
WOR is an awesome responsibility. The station is renowned for its professional staff, which will help me tremendously. It's a great radio station with a rich legacy, which I'm determined to maintain."

RKO Radio President Robert Williamson told R&R, "Lee's earned the job at WOR, which we consider one of the premier radio stations in America, bas-

Arnold Appointed WLLZ's New PD

Longtime AOR programmer Lee Arnold has been named Program Director at WLLZ/Detroit. Arnold replaces Joe Urbiel, who will stay on as Assistant PD.

Doubleday President Gary Stevens said, "This company has a long history of successful relationships with what I would describe as colorful people, and I felt some additional dynamics were necessary. We have been hiring programming people who have basically demonstrated an ability to achieve on their own. Lee did a pretty credible



Lee Arnold

job in Milwaukee, demolishing a pretty good competitor with a minimum of outside direction. I don't think we're up against that tough of an operation in WRIF, and I felt it was about time we unleashed somebody who really wants to get it. If Lee can't do it, I don't think anybody can."

Doubleday VP/Programming Dave Martin added, "The considerable abilities of both Lee and Joe working in concert is really the key. Doubleday is committed to continuing to be the home of the best program directors in America. We're not settling for format dominance, but for demographic dominance."

An AOR PD since 1967, Arnold has programmed WTAI and WKKO/Cocoa, FL; WGVL/Gainesville, FL; WQXM/Tampa, WAAF/Worcester, and most recently WQFM/Milwaukee. His industry career also includes stints with RCA and Third Coast

ARNOLD/See Page 34

COHN KEEPS TULSA POST

Hare KIXK's VP/GM

In anticipation of ABC Radio's July takeover of KIXK/Dallas, WRIF/Detroit VP/GM John Hare has been selected as the station's new VP/GM. Two-year KIXK VP/GM Rick Cohn will assume full-time duties as VP/GM at Hicks Communications sister station KAYI (KAY-107)/Tulsa; he had been commuting there weekly as part of his corporate management responsibilities.

Chuck DeBare, President/ABC Owned Radio Stations,

commented, "John has done a superior job in Detroit. WRIF has consistently been among the most listened-to and community-involved stations in the market. We are delighted that he will be bringing his talent and enthusiasm to the newest member of the ABC family of stations."

ABC Owned Stations Group VP/Operations Don Bouloukos told R&R, "Obviously, John's done an outstanding job for us

HARE/See Page 34

THOMPSON DIRECTOR/SALES

Rockoff To Become WNWS Pres./GM

Neil Rockoff is slated to take over WNWS/Miami as President/GM when his Prime Time Broadcasting acquires the station from Sudbrink Broadcasting for \$5.9 million, as previously reported. The transaction is expected to be completed in mid-June. Current VP/GM Lewis Krone is exiting to pursue other business interests.

Rockoff is a former VP/GM at KHJ/Los Angeles and WHN/New York, and was a principal in Force Communications, which sold KBZT/San Diego in 1982. Rockoff told R&R the News/Talk format on WNWS is "more solid than the Rock of Gibraltar. As the saying goes, if it ain't broke, don't fix it."

As his "right-hand man,"

Rockoff has hired KFAC/Los Angeles Account Executive Courtney Thompson. His title

ROCKOFF/See Page 34

9-STATION \$62 MILLION PACKAGE

DKM Purchases Plough Stations

DKM Broadcasting, a new company headed by principal/Chairman Rob Dyson, has officially agreed to purchase Schering-Plough Corp.'s nine remaining stations for an estimated price of \$62-65 million, pending FCC approval.

The May 25 agreement, which completes S-P's divestiture of its broadcast properties, covers the sale of WPLO & WVEE/Atlanta, WCAO & WXYV/Baltimore, WMLX & WUBE/Cincinnati, WKDJ & WHRK/Memphis, and WZNE/Tampa.

Commenting on what led to the sale, Plough Broadcasting Sr. VP Michael Pietrangelo said, "When compared to the overall sales and profitability of the corporation, the broadcasting contribution has greatly diminished." Schering-Plough manufactures prescription drugs, health products, and other consumer goods.

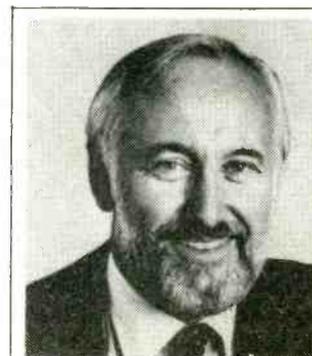
DKM Corp. (Dyson-Kissner-Moran) is a privately-held New York-based diversified holding company involved in aerospace and industrial product manu-

DKM/See Page 34

Lundvall Heads New EMI Label

Will Build New York-Based Pop Company; Also Heads Jazz

Elektra/Asylum President and Musician Records founder Bruce Lundvall will head up a New York-based label joining the Capitol and EMI America/Liberty labels in the Capitol/EMI Music Group. Lundvall will also take charge of EMI's jazz operations, marketing the Blue Note catalog and adding new jazz artists as well. The new, as-yet-unnamed company will, according to Lundvall, be a "full-scale pop and rock & roll label," and will operate



Bruce Lundvall

separately from Capitol and EMI America.

Lundvall termed his parting with E/A Chairman Bob Krasnow "totally amicable." He continued, "This is the ultimate challenge, and I have to take it. It's my first opportunity to start something totally from scratch. There's a major commitment by EMI to establish a New York-based label." He added that he would be primarily focusing on artists from New

LUNDVALL/See Page 34

PANAMA



The New Single from Van Halen's

1984

Approaching 5 Million

Produced by Ted Templeman



Management: Noel Monk, Van Halen Productions © 1984 Van Halen Productions

SIGHT AND SOUND

TV SPOTS & OUTDOOR: A WINNING COMBINATION

R&R presents a useful and comprehensive look at two key methods of radio station promotion: TV and outdoor advertising. Visual samples, the philosophies behind both forms of promotion, and guides on maximizing their use, all in an R&R special, next week.

Washington Report	4	Nashville: Sharon Allen	48
What's New	6	A/C: Jeff Green	49
Ratings & Research: Jhan Hiber	10	Black/Urban Radio: Walt Love	50
Management	12	Calendar: Brad Messer	52
Networks: Reed Bunzel	14	Marketplace	53
Street Talk	18	Opportunities	54
On The Records: Ken Barnes	22	National Music Formats	56
Air Personalities: Dan O'Day	26	Jazz Chart	57
News/Talk: Brad Woodward	28	Country Chart	62
Picture Pages	30, 32	A/C Chart	88
CHR: Joel Denver	36	AOR Chart	88
AOR: Steve Feinstein	42	Black/Urban Chart	88
Country: Lon Helton	47	CHR Chart	88

Bowen Assumes Presidency At MCA/Nashville Division

Jimmy Bowen has officially been named President of MCA Records/Nashville. Bowen, who resigned as VP/GM of Warner Bros.' Nashville operation in February, has already installed his executive team at MCA while awaiting final settlement of contract details.

MCA Records Group President Irving Azoff stated, "Jimmy is a proven winner. His individualism, aggressiveness, and style will propel MCA/Nashville into the '80s and '90s. I consider it a personal coup to have him join our team."



Jimmy Bowen

Bowen commented, "I am very glad to see this change finally completed, and I am looking forward to working with Irving

Azoff and the people he has assembled in Los Angeles. I'm sure that when the two operations meld together, MCA/Nashville, with its great new crew, will become the place to be for all music coming out of Nashville."

In his 28-year music business history, Bowen has been a successful recording artist, songwriter, producer, and label executive. He has served as President of MGM and his own Amos Records, as VP/GM of MCA/Nashville briefly in the '70s, and as VP/GM of Elektra/Asylum/Nashville from 1978 until it merged with Warners' Nashville arm in early 1983.

Harvey PD For WVOL&WQQK

Fred Harvey has been appointed Program Director for the Phoenix Communications Group, supervising the programming at Black/Urban Contemporary outlets WVOL & WQQK/Nashville. It was also announced that Don Kelly & Associates will be consulting the stations.

An eight-year station veteran, Harvey previously split four years between positions at WBJW/Orlando and WKKO/Cocoa, FL. He told R&R, "This is a move I've been wanting to make for quite some time now. I'm just looking forward to working with HARVEY/See Page 34

Christian New PD At WAWA

After nine months as an air personality at daytimer WAWA/Milwaukee, Mark Christian has been promoted to PD.

WAWA VP/GM Richard McIntosh said, "To promote from within wherever possible is the All Pro policy. To have an outstanding talent on the staff like Mark makes it easy to turn the policy into reality."

Christian's radio background includes stints as an air personality at WVON and WJPC/Chicago, as well as three years as PD/MD at WDIA/Memphis. He told R&R, "After talking with management, it seemed like a real challenge, since this station has such a rich heritage. With that advantage working for me, combined with ideas I've gathered over the years, I said, 'Yes, I want to try to make this work.'"

Christian added that WAWA has applied to the FCC for a new fulltime frequency at 1200 kHz, seeking a power boost to 5 kw days/2.5 kw nights.

LAMB, NAUMAN, BALLARD UPPED

Swanson Promotes Three To New VP Positions

In simultaneous promotions within Swanson Broadcasting, WBYU/New Orleans GM Richard Lamb, KKNG/Oklahoma City GM Mike Nauman, and Corporate Director of Engineering Leonard Ballard have been elevated to Vice President.

Speaking on behalf of Swanson President/CEO Gerock Swanson, Exec. VP/COO Dan DiLoreto commented, "Leonard has done an extraordinary job, and this is a way of rewarding his years of excellent service. We're very proud of Mike, who has grown from within and shown us the ability to do



Richard Lamb Mike Nauman Leonard Ballard

the job. We felt he should have the VP title, which is consistent with our other GMs. The Board of Directors decided that Richard, based on his broad experience, should also be given the VP title. It's nice to see these kinds of stories."

Nauman, a nine-year Swanson veteran, started as an Account Executive; he became KKNG Sales Manager in 1979 and GM in 1982. Lamb joined Swanson two months ago after seven years with Arbitron, most recently as VP/National Radio Sales. Ballard, a Certified Senior Broadcast Engineer, has been with Swanson since 1961, having served many years as the company's Director of Engineering.

THOMAS, VARDIN, O'LEARY PROMOTED

Three New Sky Stations VPs Set

In corporate promotions within the Sky Stations, three general managers have been advanced to VP: WSIX-AM & FM/-Nashville's Cecil Thomas, WGY & WGFN/-Schenectady's Barbara Vardin, and WTPA/Harrisburg's Carol O'Leary.

Sky Stations President/COO Dennis Israel observed, "Carol has done an incredible job of positioning WTPA to number one in Harrisburg. We are recognizing her terrific abilities and accomplishments.

"I could spend two hours complimenting Barbara. She is one of the most remarkable people I've known in broadcasting, much less within the company. She's done a superior job in her capacities at WGY & WGFN.

"Cecil has a terrific track record in both the Nashville market and at the WSIX stations. It was under Cecil's direction that the facilities grew to their prominence in the marketplace.

"All of these people have done great jobs. This makes all seven managers at our ten stations Vice Presidents of the company."

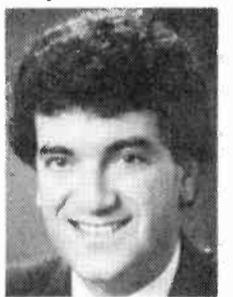
SKY/See Page 34

OVERSEES KPOP, KRCX, KJJY

Fuller-Jeffrey Names Cloutier Regional VP

B.C. "Bill" Cloutier, Station Manager at the Fuller-Jeffrey Group's KJJY/Ankeny-Des Moines, has been promoted to Regional VP/GM, based at KPOP & KRCX/Sacramento. Cloutier will continue to oversee KJJY, while day-to-day station operations will be handled by new KJJY Station Manager Jerry Grant and KPOP & KRCX Station Manager John Buckley.

Fuller-Jeffrey President Robert Fuller told R&R, "Bill is a real pro at turning stations around. Starting out as a parttimer for us in Maine, he's shown a lot of loyalty over the years. I've got lots of confidence in him and his team of Jerry Grant and John Buckley."



B.C. "Bill" Cloutier

CLOUTIER/See Page 34

SCOTT WXTZ STATION MGR.

Severino VP/GM At WIRE & WXTZ

After five years as Station Manager of WXTZ/Indianapolis, Tom Severino has been promoted to VP/GM of the outlet and its sister AM WIRE. He succeeds Jack Hobbs, who resigned last month to pursue other business interests. Prior to this, Severino also served as VP/Director of FM Stations for parent Mid America Media; those duties will now be assumed by Howard Frederick, Mid America's Executive Director of Broadcasting.

Replacing Severino as WXTZ Station Manager is Galen Scott. A sales staff member for 17 years, Scott spent the last two years as WXTZ's Local Sales Manager. Commenting on his appointment, Scott told R&R, "I'm extremely pleased and look forward to more good things happening." He added that the station's LSM post had not been filled as yet.

Schreiber Named KOMA VP/GM

After seven years with KOFM/Oklahoma City, Linda Schreiber has resigned her post as Sr. Account Executive in order to become VP/GM at crosstown KOMA. She fills the vacancy left two weeks ago when former GM Woody Woodard resigned to enter the advertising business.

Price Communications Sr. VP/Radio Frank Osborn stated, "I've rarely found someone so universally respected within a market. Across the board, people gave her first-class reviews. I am delighted we can bring someone with such sales and promotional skills to KOMA."

SCHREIBER/See Page 34

TRANSACTIONS

Malrite Deals WNYR & WEZO To Grace, Buys WDGY

Malrite Communications Group has agreed in principle to sell WNYR & WEZO/Rochester to Grace Broadcasting for \$7.36 million. At the same time, Malrite announced it plans to sell AM outlet KLBK/Minneapolis to Newsystems of Minnesota, Inc. for \$500,000, in order to acquire crosstown WDGY from Storz Broadcasting for \$3.5 million. All transactions are pending FCC approval, as well as definitive agreements and other contingencies.

In announcing these proposed transactions, Malrite Chairman Milton Maltz said, "The acquisition of WDGY will further strengthen our position in the Minneapolis marketplace, which

TRANSACTIONS/See Page 34

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Washington Report

RAB Panel Presses Arbitron Anti-Monopoly Case

The RAB All-Industry Ratings Committee is moving ahead in its bid to have the government declare Arbitron a monopoly, opening the way for the radio industry to negotiate as a group with the ratings agency. Last month the U.S. Justice Department declined to approve unified negotiations because it couldn't decide whether the rating radio listenership is a "natural monopoly."

Committee Co-Chairmen Dick Harris and Fred Walker, Presidents of Group W Radio and Broad Street Communications, said they're asking the government to "get off the fence" on the issue. "We want the Justice Department to help the radio industry obtain relief from monopolistic practices," they said. "If they don't know if the situation is a natural monopoly they ought to move against it on the basis of the Sherman Act. The All-Industry Committee is committed to seeing this issue through, and this reply is our next salvo in what has so far been a two-year battle."

Ten-Format Cable Audio Service Unveiled At NCTA

"Starship Stereo," a new ten-channel cable audio service, was being offered to cable operators attending this week's National Cable Television Association (NCTA) Convention in Las Vegas.

Satellite Syndication Systems, Inc., which has already invested \$2 million in converter boxes, will furnish a commercial-free music format on each channel, including '50s-'60s rock, classical, jazz, and big band-Hollywood. Cable subscribers will pay \$4/month to receive the package.

Drug "Glorification" An Issue In WLIR Scramble

The four-way contest to be named interim operator of WLIR/Long Island has been complicated by the question of whether one of the applicants promoted the use of illegal drugs.

The FCC Review Board has agreed to consider an allegation that Robert Bottone, 40% owner of Nassau Broadcasting and WLIR's proposed PD, promoted the use of drugs. He worked at WLIR under the air-name Bob Morgan from 1972 to 1976.

Phoenix Media, current operator of WLIR and one of the four applicants for interim authority, gave the FCC a tape in which Bottone told a broadcast class that "we often get high right in front of the microphone." The Review Board said the transcript raises a "reasonable inference" that "Bottone may have been insensitive to his obligation not to inadvertently promote or glorify the use of illegal drugs."

News, Public Affairs Earn Renewal For WAWZ

Religious-formatted WAWZ/Zarepath, NJ has fended off a license challenge after an FCC law judge ruled that the station was

entitled to a strong renewal preference for serving the needs of its community with news and public affairs programming. WAWZ, licensed to Pillar of Fire, broadcasts 31 hours a week on 99.9 MHz, which it shares with WBNX/New York.

WAWZ's license was sought by Radio New Jersey, owner of WRNJ/Hackettstown, NJ, which planned to relocate the new station in Somerville, NJ.

After an extensive comparative hearing, law judge Thomas Fitzpatrick issued an 81-page decision holding that although its news was not local, WAWZ's heavy schedule of network news, plus local and syndicated public affairs, made it worthy of renewal.

Radio New Jersey was assessed a demerit for using a "misleading and inaccurate" depiction of WRNJ's signal contour. Fitzpatrick said "these promotional activities of RNJ fall short of the standard of full disclosure and candor established by this Commission."

Rivera Says FCC Abandons Diversity Commitment

FCC Commissioner Henry Rivera has accused the Commission of undertaking an "ill-advised piecemeal approach to revision of the broadcast multiple ownership rules." The criticism came in a dissent Rivera filed to changes in the "attribution" rules.

Rivera believes the FCC should consider all ownership rules, including 7-7-7 and the recently abolished regional concentration rule, in a single proceeding. "To proceed in this illogical, disjointed fashion makes no sense," Rivera charged.

He added, "The Commission's insistence on changing ownership rules piecemeal, without reference to the cumulative impact of these changes on the structure of the broadcast industry, makes plain that this agency is no longer genuinely committed to maximizing diversity in the media."

Other Key Developments:

- NAB's Executive Committee has voted to research instances of the Fairness Doctrine discouraging vigorous news coverage and to appeal the 1979 Copyright Royalty Tribunal decision to deny radio any cable royalties.

- The FCC this week clamped an immediate freeze on filing applications for fulltime AMs on Canadian clear channels 690, 740, 860, 990, 1010 and 1580 beyond 650 miles from the Canadian border. The cutoff puts those applicants on a more even footing with those closer than 650 miles, who have been under a freeze for some time.

- Telocator Network of America has petitioned the FCC to overturn its April ruling which bars states from limiting FM subcarrier entry into the paging market.

- FCC Commissioner Dennis Patrick has named Bradley Holmes to be his legal advisor.

- The Senate Commerce Committee this week (6-7) holds a hearing on the nomination of Jim Quello to serve another term on the FCC.

NAB-NRBA STRESS AMITY

"Up With Radio" Set As RCPC Theme

"Up With Radio" was unveiled this week as the theme for the Radio Convention - Programming Conference (RCPC) to be staged jointly by NAB and NRBA in Los Angeles, September 16-19.

The theme and other details were announced in Washington, where the 36-member convention committee of broadcasters from both groups met to begin hammering out final details of panel topics and speakers.

Officials of both NAB and NRBA stressed at a press briefing that the associations - at odds with each other just a year ago - are working smoothly together. "I think whatever doubts anyone in this room had about working with each other have been dissipated," said NAB Radio Board Chairman Marty Beck.

One committee member said chances for mounting an exciting convention have been enhanced by participation from rep firms, networks, and syndicators - groups not usually consulted in convention planning.

A major problem, caused by the last-minute combining of the two conventions, is hotel space. Attendees will be housed at four hotels - Westin Bonaventure, Biltmore, Sheraton Grande, and Los Angeles Hilton. The Westin will accommodate exhibits and registration; programming activities will be centered at the Biltmore. Space should be less of a problem in 1985 and 1986, when the RCPC will be held in Dallas and Atlanta.



Other details from this week's meeting:

- Irene Cara will star at a Tuesday night concert that will also be beamed in stereo to radio stations nationwide by RKO.

- The "Up With People" ensemble will present a special production for radio.

- The committee asked for industry input on suggesting names of possible panelists, especially on programming topics.

- "Sales are going very well" for 150 exhibit spaces that will be located on two levels of the Westin. Raffles will be used to encourage broadcasters to visit both levels.

- The record industry is "enthusiastic" about participating. Industry representatives, possibly including label heads, may be involved in panel discussions.

- Paid registration could range from 3500 to 4000.

POST-SUNSET RELIEF UNDER FIRE

Fulltime Hours Sought For 500 Daytimers On Foreign Clears

The Ad Hoc Committee of Daytimers on Foreign Clear Channels last week submitted a plan to the FCC that would permit fulltime service for over 500 daytimers on the 14 foreign clear channels. Simultaneously, relief previously granted to daytimers was coming under attack.

The Association for Broadcast Engineering Standards (ABES) has asked the FCC to reconsider its recent decision to increase the post-sunset power granted to many daytimers last fall. And, citing possible "irreparable injury" to fulltime stations, ABES asked for a stay of the new power limits until there's a ruling on its petition for reconsideration.

Daytimers Before New Stations

Granting fulltime status to daytimers on foreign clears would be an outgrowth of new treaties with Canada and Mexico. Those will soon let the FCC put hundreds of new fulltime AMs on the foreign clears. The ad hoc group recommends that, before any new stations are licensed, the Commission should allow all daytimers on those channels to go fulltime with power up to 250 watts.

"The public interest will be better served by permitting over 500 current daytime-only stations to go on the air fulltime, with adequate power to serve their local communities, than by allowing many fewer new stations to go on the air with 1-50 kw of power," the committee argued.

The group submitted extensive technical data compiled by engineer Robert A. Jones showing that its proposal can be carried out "while providing full protection to the dominant foreign clear channel stations and without causing undue interference to co-channel U.S. stations."

Aborting "AM Birth Control Rule"

The ad hoc committee also seeks abolition of the so-called "AM birth control rule." Adopted in 1962, the rule sought to promote the development of FM by restricting new AMs to remote areas with little or no existing radio service.

Noting that FM is now the "dominant market force," the ad hoc group says unless the rule is abolished (or at least waived in the clear channel proceeding) daytimers stand virtually no chance of getting new fulltime channels assigned to their communities.

Engineers Claim Devastating Interference

In its filing, ABES said the Commission "lacked a factual basis" for upping daytime power levels in the two hours after sunset. It charged the increases "will cause devastating interference to the existing licensed service of many fulltime Class III stations."

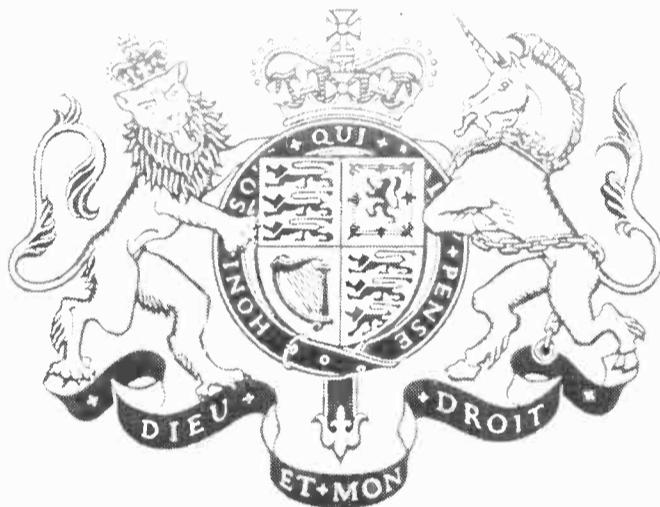
ABES cited the example of WAKR/Akron. "Not only will new nighttime interference destroy WAKR's nighttime service to virtually all of Canton, OH, but . . . will preclude WAKR from providing adequate service within the city limits of Akron itself."

DIR BROADCASTING

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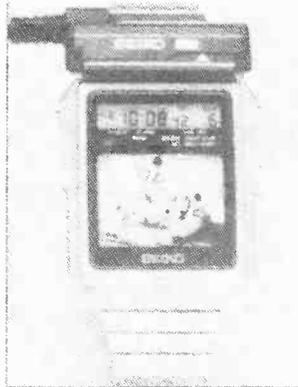


HONDA



Pocket TVs Turn Color

Last year black-and-white pocket TVs and wristwatch-TV combinations hit the scene. Now this summer Japanese consumers will be



Seiko's first wristwatch/TV: making sure the timing's right for color.

treated to an LCD color Pocket TV from **Epson**, a **Seiko** subsidiary. Though complete details have yet to be officially released, a prototype features a two-inch screen complemented by small fluorescent bulbs, which supply additional lighting. Not to be outdone, **Citizen Watch** plans to issue its own two-inch model, whose screen is mounted on an angle. Rather than rely on a self-contained light source, the Citizen pocket TV utilizes a built-in mirror that reflects room light through the display. Unfortunately, Americans will have to be patient. **Video Review** says it generally takes six months after their Japanese release for the products to reach U.S. shores.

RIAA '83 Purchase Trends Released

Cassettes Closing In On LPs; Black/Dance Music Resurges; Booklet Outlines Five-Year Period

Cassettes are closing the purchasing gap between themselves and LPs. That's the consensus of the **RIAA's** latest trend report covering consumer purchases of records and prerecorded tapes. Just published '83 figures indicate that cassettes commanded a larger market share, accounting for 37% of the \$3.815 billion spent, up from 7% in 1979 and 9% over 1982. Albums' market share fell from 71% in 1979 to 55% last year.

In terms of retail, cassettes trailed LPs by 18%; in the direct marketing arena, the figure shrunk to 5% with 43% of all dollars spent compared to LPs' 48%. Although the combination of **Michael Jackson's** "Thriller" and music videos pumped needed adrenalin into the record industry, overall recorded music sales were flat. A total of 578 million units (LPs, eight-tracks, cassettes, singles) were sold in 1983 — the same as in 1982, but a marked decline from 1979's 701 million units.

Other '83 data highlights include:

- Black/dance music resurged, moving to 11% of all dollars spent from 7% the year prior. This change can be attributed to last year's success of "crossover" music; consumer profile in this music category is 50% white to 50% non-white from the '82 ratio 36% white, 64% nonwhite
- Music buyers increased in the 20-24-year old age group, a gain from 23% to 25% retail, 22% from 17% direct marketing
- Rock music gained in share of dollars spent, 35% from 34% retail, 30% from 27% direct marketing
- Pop/Easy Listening music held at 14% retail, increasing 2% to 19% in direct marketing study
- Country music fell in both retail (15% to 13%) and direct marketing (24% to 20%); but with music categories defined by consumers, artists originally thought of as country have been classified as pop/easy listening
- Eight-track tapes continued their decline, 5% to 2% retail, 15% to 9% in direct marketing
- Records and prerecorded tapes purchased as gifts stayed level at 22% of all purchases

The '83 findings are part of the **RIAA's** five-year trend report encompassing 1979-83. Titled "Consumer Purchasing of Records and Pre-Recorded Tapes in the United States," the booklet not only examines consumer buying habits, but provides in-depth consumer profiles based on age, sex, race, region, and music type. Contact (212) 765-4330 for more information.

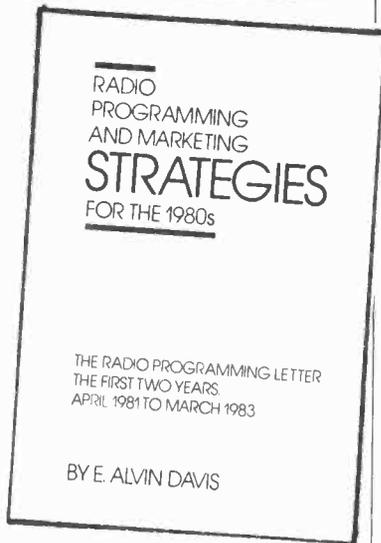
Davis Compilation Maps Out Radio Strategies

Back in April 1981, well-known consultant **E. Alvin Davis** published the first issue of the monthly "Radio Programming Letter."



Three years later, following considerable demand for back issues, he has packaged two years' worth of issues into one book: "Radio Programming & Marketing Strategies for the 1980s."

The compilation begins with the '81 debut installment and ends



with March 1983. Reprinted just as they first appeared, the articles cover such diverse topics as positioning, call letter selection, radio and programming consultants, reliability, program director qualities, and improving on-air talent effectiveness. These and other major topics are listed for easy reference at the front of the book.

Copies cost \$50 each. Requests may be forwarded to **E. Alvin Davis & Associates, Inc.**, 9851 Forest Glen Drive, Cincinnati, OH 45242.

Multiple Brand Usage Recorded

Consumers don't have a regular brand. They have regular brands. An **R.H. Bruskin Associates** survey found that four out of ten people use two or more soft drink brands on an ongoing basis. Another three of ten are multiple brand purchasers of beer, shampoo, and lipstick.

While the use of more than one brand isn't unusual, the same trend

doesn't hold true for cigarettes — 90% said they smoked one brand regularly. Interestingly, soft drinks earned the lowest level of single-brand loyalty and shared a similar lack of purchaser brand concern as lipsticks and shampoos. Other findings showed that single-brand loyalty was practiced more frequently by older people and women.

Eye & Ear Bows Video PRs

Texas blues rocker **Johnny Winter** is the subject of **Eye & Ear Teleproductions'** new music marketing concept, video press releases. The five-minute video showcases the singer as he discusses his "Guitar Slinger" LP, the blues, and his career. Live concert footage is also interjected. Either short segments or the entire piece may be broadcast.

Though aired by **MTV** and other broadcast outlets, the video PR is said to differ from a music video in that the artist is featured in conversation and production costs are considerably cheaper. Adds **Eye & Ear's Tom Hilbe**, "It's a good alternative for a record label that doesn't want to spend \$40,000 on a music clip, but still wants to expose the talent and get some at-



tention. We can do the complete video — shooting and editing on 1" with a week turnaround time — for \$3500 to \$5000 total cost."

For more details, contact (312) 337-5050.

Breakfast Diner Ranks Rise

"He's out to breakfast" just may supplant the familiar secretarial refrain "out to lunch." According to recent studies outlined by **American Demographics**, eating breakfast out is fast becoming as popular, if not more so, than eating lunch or dinner out. In fact, as of August 1983, breakfast dining-out ranks rose 11% over the previous year versus total restaurant traffic,

which posted a 2% hike. And in 1982, breakfast buyers gained 4.6%, as compared to 1% for all meals.

The growing popularity of going out to breakfast stems from several sources: more working women, more singles, smaller families, greater takehome incomes, an older population, and better-educated consumers.

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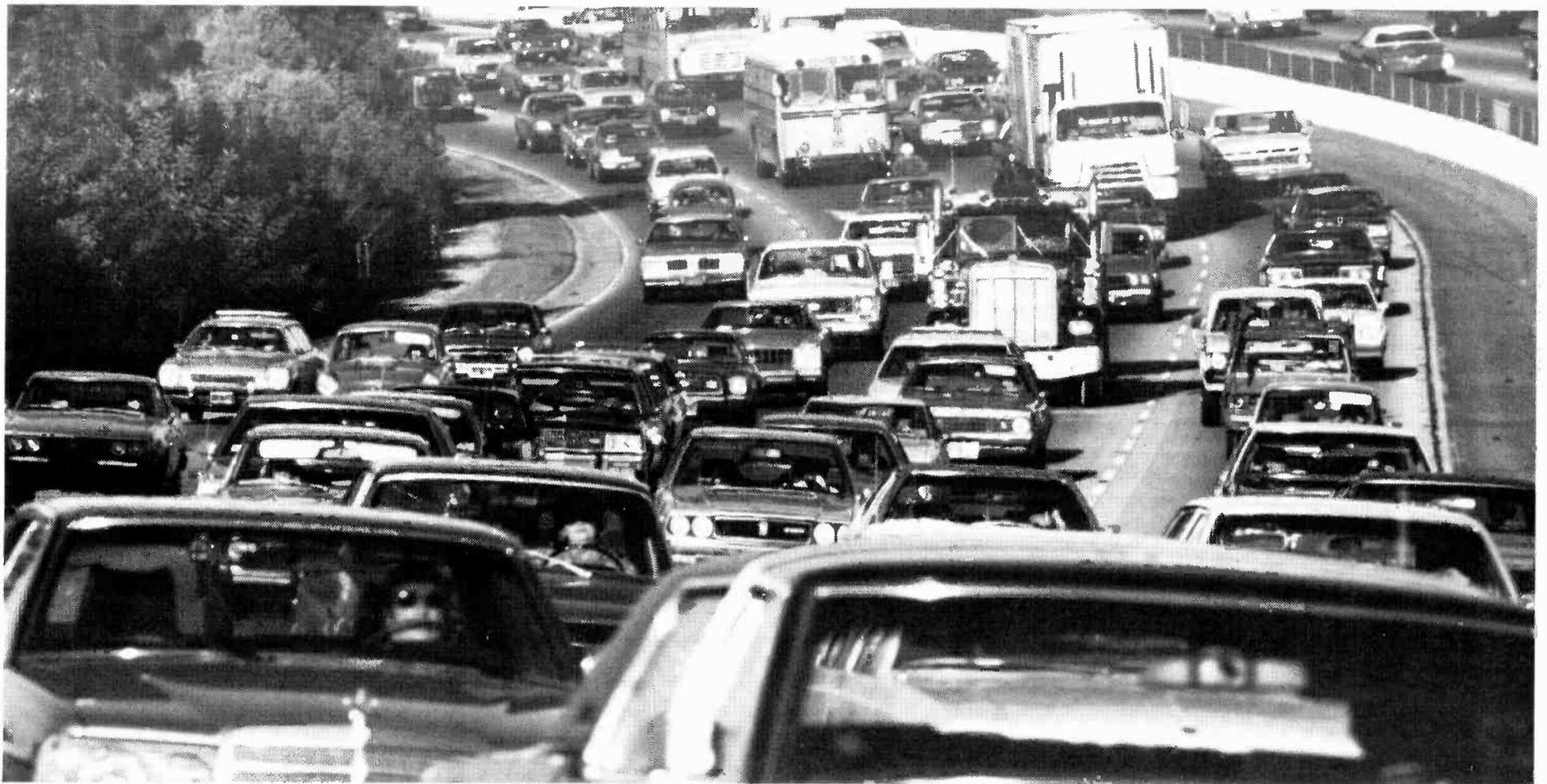
RADIO WASTES MILLIONS.

It's a fact. **Most** stations waste their money advertising on television. Why? Because their commercials don't work!

To be successful, your spot must attract attention, sell one-listener benefit, and be memorable. "The Parade," a crystal clear CHR or A/C positioning spot, is now available in selected markets.

Call for your demo. **Trailblazer Marketing** • Bob Wood, President • (716) 876-0930

Stop Wasting Your Money!



YOU TAKE DRIVE TIME AND LEAVE THE REST TO US.

Drive time is where you make the bulk of your profits.

We know it; you know it.

So if you measure the contribution of the rest of your radio day to that of drive time, you'll come to this inevitable conclusion: you ought to be concentrating your resources where they count most.

But that may leave you with the problem of filling the rest of your broadcasting day with quality programming. How do you do it?

More and more radio executives say the answer is ABC Talkradio.

ABC Talkradio not only can fill most of your regular broadcasting day (up to 12 hours), we'll make your weekends totally listenable, too. With 9 hours of programming Saturday and Sunday.

The ABC Talkradio lineup is packed with personalities who are experienced professionals, informed, provocative, entertaining. So audiences do more than just stay tuned, they get involved, not only with the programming but also with your sponsors.

Want some examples?

Dr. Susan Forward and Michael Jackson have grown their 18+ audiences more than 63% and 70%, respectively, for KNUS-Denver in the latest rating period.

Owen Spann, Dr. Forward and Jackson have scored increases ranging from 29% to 218% for WCBM-Baltimore.

Even in a mature Talkradio market like Los Angeles, Michael Jackson and Dr. Toni Grant are increasing audiences. For KABC, Jackson increased his 25-54 women listenership by 22% and Dr. Grant increased hers by 56% in one year.

Each program host on ABC Talkradio has achieved national recognition. Each generates publicity coverage from every type of medium. So it's no wonder audiences talk about the personalities on Talkradio.

To learn more about why you should be concentrating locally on drive time and letting the stars of ABC Talkradio integrate with your local staff, talk with Rick Devlin, Vice President, Director of ABC Talkradio at (212) 887-5638.





GO-GO'S TALK "TALK SHOW" — KEARTH/Los Angeles afternoon man Pat Evans talked with the Go-Go's recently about their new album "Talk Show" and their latest single "Head Over Heels." Pictured (back row l-r) are IRS's Kyle Hetherington, KEARTH's Pat Evans and PD Bob Hamilton; (front row) group's Jane Wiedlin and Belinda Carlisle.



HEY GOOD LOOKIN', WHATCHA GOT COOKIN' — WPST/Trenton cosponsored a "Lookin' Good" fitness and fashion show with the Princeton Meadows Country Club. Air personality Eric Johnson (l) is caught heré trying to pull Station Manager Tom Taylor (r) into the hot tub.



IT'S KOOL "TONIGHT" — Q107/Washington was glad to see DeLite/PolyGram recording artists Kool & the Gang when they dropped by to play their latest single "Tonight." Shown here enjoying the night (l-r) are Robert "Kool" Bell, Q107's night rocker "Dancin'" Danny Wright, MD Mary Taten, Kool's James "J.T." Taylor, and PolyGram's Bob McKenzie.

Pro:Motions

Esserman New WFOX GSM

Eddie Esserman has been named General Sales Manager at **WFOX/Gainesville-Atlanta**. He comes to the station following six years at **WKLS/Atlanta**, most recently serving as that outlet's GSM. Esserman's appointment becomes effective July 2.

KODA Names Harris Sales Manager

Anita Harris moves to **KODA/Houston** as Sales Manager. Before joining the station, she spent four years with **Group W Radio Sales** in Chicago as a National Sales Consultant. Her radio career also includes five years with **WGCI-AM & FM/Chicago**.



Anita Harris

WDCG Promotes Gorby

Daniel Gorby is the new Local Sales Manager at **WDCG (G-105)/Durham-Raleigh-Chapel Hill**. He advances in-house from an Account Executive position.

McCann To KCPX Sales Manager

Barry McCann has been named Sales Manager of **KCPX/Salt Lake City**. He joined the station just two months ago as an Account Executive. McCann is the former VP/GM of **KIFM/San Diego**.

Myers Manages EPA Press

Michelle Myers is tapped as Manager, **E/P/A Press** and Public Information, **CBS Records Nashville**. A former intern with the CBS Nashville Publicity Department, she spent the last two years working as the CBS College Marketing Rep in Nashville.



Michelle Myers

WB/Nashville Announces Staff Changes

Paige Rowden has been promoted to Director/Production and Development with the A&R Department at **Warner Bros./Nashville**. In other related activity, **Cindy Finch** is upped to Director of Administration. Also joining the label's Nashville staff are **Keni Wehrman**, Assistant to VP/A&R; **Sue Ann Sutton**, Assistant to Exec. VP, Nashville Division **Jim Ed Norman**; and **Ronna Rubin**, Publicity Coordinator.

Dean New Columbia A&R Manager

Joanna Spock Dean moves to **Columbia Records** as Manager/A&R, West Coast. Dean brings with her experience at **L.A. Personal Direction**, where she was an assistant to **Mike Gormley** and **Miles Copeland**.

Hartley Upped At Group W

Jane Hartley has been named VP/Corporate Communications for **Group W** (Westinghouse Broadcasting and Cable, Inc.). Previously, she served as VP/New Markets Development for Group W Cable. Hartley succeeds **Billie Brown**, who resigned to establish her own public relations agency.

Katz Appoints Robb

Katz Broadcasting Company welcomes **Francine Robb** as Director of Corporate Communications. The newly-created post's duties include developing and maintaining press relations for the company, directing public relations, and assisting in the coordination of special company events.

Marcus Joins Bonneville

Steven Marcus has been appointed Personal Communications Counsel for **Bonneville International's** California Division (**KBIG/Los Angeles, KOIT-AM & FM/San Francisco**). Presently President of the "Communicate For Success" workshops, Marcus previously worked as executive producer and co-host of **WOR/New York's** "Barry Farber Show" for ten years.

Larsen Joins Fargo-Moorhead Radio

Chuck Larsen has been appointed President/GM of **Fargo-Moorhead Radio, Inc.** Prior to this he was affiliated with **KLIK & KTXV/Jefferson City, MO** and has also managed radio stations in Pennsylvania and North Carolina. Fargo-Moorhead Radio recently assumed control of **KQWB-AM & FM/Fargo-Moorhead**.

Artist International Taps Tepper

Allan Tepper comes to New York-based **Artist International Records** as VP/Operations. Formerly serving as East Coast Creative Director for **CBS Songs**, he also lists publishing/promotion/A&R posts at **De-Lite Records, United Artists Music, EJM, Infinity Records, and Pickwick International**. In his new position, Tepper will oversee the label's music publishing subsidiary, **BBT Music**.



Allan Tepper

Overture Films Bows

Overture Films, a newly-created division of **EUE Screen Gems, Ltd.**, specializes in the creation/production of video music clips, longform music programming, and live in-concert specials. Based out of New York City, the film subsidiary is under the direction of VP **John Ruscin, Robin Parkinson** and **Lynne Rouffa** will handle East Coast (212-867-4030) sales and production, while that same function will be represented by **Linda Carhart** on the West Coast (213-954-3000).

KGO Elevates MacLean

Robert MacLean has been upped to Manager/Retail Sales at **KGO/San Francisco**. An AE with the station since 1983, he spent three years prior to that in a similar position with crosstown **KSFO**.

Trakin Handles RIAA PR

Roy Trakin has accepted the Public Relations Director helm for the **Recording Industry Association of America** and its RIAA/Video Division. He was formerly chief copywriter and publicist for **Showtime/The Movie Channel, Inc.** Before that Trakin worked two years as a writer in **Warner Amex Satellite Entertainment Company's** public relations department.

Johnson To RCA VP Post

Joseph Johnson has been appointed Division Vice President of Employee Relations, **RCA Records**. With the label since 1966, Johnson most recently spent three years in a similar capacity for **RCA Communications, Inc.** Prior to his RCA affiliation, he was Staff Vice President of Industrial Relations at the **David Sarnoff Research Center**.



Joseph Johnson

Uptown Diskwerks Debuts

Uptown Diskwerks is a new label owned by the **Belmonts**; its first release is the **Donna Garraffa** single "Steppin' Out With My Baby." The single is being shipped through the **National Distribution Network**.

Sterling Allies With Allied

David Sterling has been appointed Director/Artists Relations for **Allied Artists Records**. As President/owner of **Sterling Productions Unlimited**, he had been working as a concert promoter and artist manager.

Traffic Team Net Taps White

Bob White assumes the Public Relations and Media/Promotions Director post at Baltimore-based **Traffic Team Network**. He's the former Program Director of **WLOM/Annapolis, MD**.



Katz Radio



Christal Radio



Republic Radio

Katz Radio Group. The best.



Arbitrends: How To Use It

With the possible exception of the Second Coming, the arrival of Arbitrends has been one of the most anticipated events in recent years. What do Arbitron's rolling three-month average reports look like? What sort of breakouts are available? These are some of the key questions being asked by interested (and sometimes concerned) broadcasters and advertisers.

I'll address these points, then show you ways that Arbitron's answer to Birch's rolling averages can be of use. (I'll compare the two rolling average services in an upcoming column.) Bear in mind that Arbitrends will be available first in the 23 markets that currently have winter sweeps. Other markets will follow next year.



Delayed Debut

When will the Arbitrends breakouts be available over your IBM/XT? The latest Arbitron timetable called for the first reports to be sent in mid-May: electronically to those so equipped; in booklet form to advertisers not equipped with the micro-computers. According to Arbitron VP Bill Livek, data was transmitted to four markets when a "software error" was discovered. Debugging was still going on at the time of this writing, but the first full delivery of the February-March-April data should be on-line soon.

Printout Examples

Keeping in mind that Arbitrends deals with four demos (12+, Teens, M18+, W18+) and a limited dayparts menu, there is still some meat that can be helpful in terms of the overall tracking of your radio station's health. Below are examples, from an Arbitron brochure and from computer runs I generated at the recent NAB convention, of items you might be interested in after you sign up for Arbitrends (if you sign up for this new product)...

Trend Report

One of the nice features of any rolling monthly service is the ability to track your station's ebbs and flows as time goes on. Here is how Arbitron portrays this type of report...

As I sat down at the IBM terminal in Arbitron's NAB booth, I punched out the following "live" example of what

Station		Estimate	No-De-Ja 1984	De-Ja-Fb 1984	Ja-Fb-Ma 1984
WXRT-FM	Share		3.8	4.0	4.7
	AQH (00)		190	199	235
WCLR-FM	Share		3.5	3.1	3.1
	AQH (00)		176	152	155
WMET-FM	Share		3.2	3.2	3.4
	AQH (00)		159	157	167
WLUP-FM	Share		3.6	3.9	4.2
	AQH (00)		181	194	209
AQH (00)			4967	4964	4979

How to Read:
The Audience Share of WXRT-FM increased from No-De-Ja 1984 to De-Ja-Fb 1984, increased from De-Ja-Fb 1984 to Ja-Fb-Ma 1984.

Week In Review

Arbitrends Delayed Indefinitely

Arbitron has sent a mailgram to clients in the 23 markets scheduled to have Arbitrends by now, stating the service will be delayed indefinitely. According to VP Bill Livek, "Arbitrends may be delayed for a week or a month, we really don't know at this stage. We are optimistic."

Four markets received flawed data, including missed call letter changes, wrong cume estimates, and stations that were inadvertently left out of the reports. These software bugs are now being worked on, according to Livek.

TSL Comparisons

Station	Winter 1984	Fall 1983	Pcnt%
	HH:MM	HH:MM	Change
WAAA-FM	6:15	7:15	-13%
WBBB-FM	8:15	7:45	5%
WCCC-FM	6:45	7:45	-13%
MKT TOTAL	18:15	18:00	0%

How to Read:
The TSL in Hours & Minutes WAAA-FM decreased 13% from Fall 1983 to Winter 1984.

the rolling data can look like...Note the "How To Read" portion of the printout. When punching the input, you have the option of receiving this aspect of the service — namely, a simple explanation of how to interpret what the numbers are saying.

Another way to look at trend reports is to compile averages based on an extended number of months, to measure

strength on an on-going basis. For example, the printout below shows the top ten stations, 12+, during the period August '83-March '84. If you think your station may be slipping in recent months, this report can show how your overall consistency makes you worthwhile. If your station doesn't show up on this list, though, you would then have to hope that more recent trends were showing you in an upward swing...

Chicago Trends (top ten stations)

Rk	Station	Persons 12 Plus Share	Persons 12 Plus Cume Rtg
1	WGN-AM	9.0	20.1
2	WGCI-FM	5.5	12.5
3	WLOO-FM	5.4	11.2
4	WBBM-AM	5.1	17.8
5	WBBM-FM	5.0	18.8
6	WBMX-FM	4.9	12.5
7	WKQX-FM	3.8	12.5
8	WLS-AM	3.7	15.0
9	WIND-AM	3.7	8.3
10	WCLR-FM	3.5	11.5

Percent Of Change Reports

One of the more useful tools inherent in Arbitrends has to do with the amount of change a station has registered since the previous book in its market. This can be delved into in terms of audience delivery or time spent listening, the option I chose to run (see above).

These three competitive stations offer interesting insight into the fickleness of audience behaviors. Both WAAA and WCCC have seen their TSL slip as the result of gains by new rival WBBB. By the way, the 18-49 demo is possible with this analysis because you're comparing quarterly results to each other, not rolling averages.

Rolling Average Demo Report

If you want to analyze some rolling monthly timeframes you can use the following report to derive some broad demo information (see left).

As you can see from my series of examples, there are a variety of items that can be broken out to offer helpful guidance. Arbitrends may or may not be right for your station. But if you decide to go ahead and pick up this product, you now at least have an idea of how it can help you win in the '80s.

See you next week when I lay out steps to help you analyze your spring Arbitron results.

ROLLING AVERAGE REPORTS

ARBITRENDS ROLLING AVERAGE TREND FORMAT

The Rolling Average Report trend format allows you to see the effect of programming and promotion changes over time. You can examine any three month segment over the last 13 months. Pick from the four basic demos, key dayparts, plus the type of estimates for the profile you want. The trend format allows you to track increases and decreases in audience loyalty.

Select Up To 4 Demographics
Rank Stations By Estimate, Alphabetical Order Or Selected Stations
User Select Estimates

Select Any Daypart

Station	Estimate	JA-FB-MA 1984	FB-MA-AP 1984	MA-AP-MY 1984	AP-MY-JU 1984
WAAA-AM	AQH RTG	1.2	1.8	1.3	1.5
	SHR	6.3	9.4	7.3	7.5
	CUME RTG	24.7	29.2	26.1	26.7
	TSL QWR	25.5	30.6	25.9	27.9
WBBB-FM	AQH RTG	1.4	1.7	1.3	1.5
	SHR	7.1	8.8	7.3	7.7
	CUME RTG	14.5	20.4	16.6	17.2
	TSL RTG	49.0	42.8	41.0	44.4

* Monitor for effects of programming changes
* Look for increases/decreases in loyalty
* Plan for your Quarterly Report

ROLLING AVERAGE REPORTS

ARBITRENDS ROLLING AVERAGE DEMO FORMAT

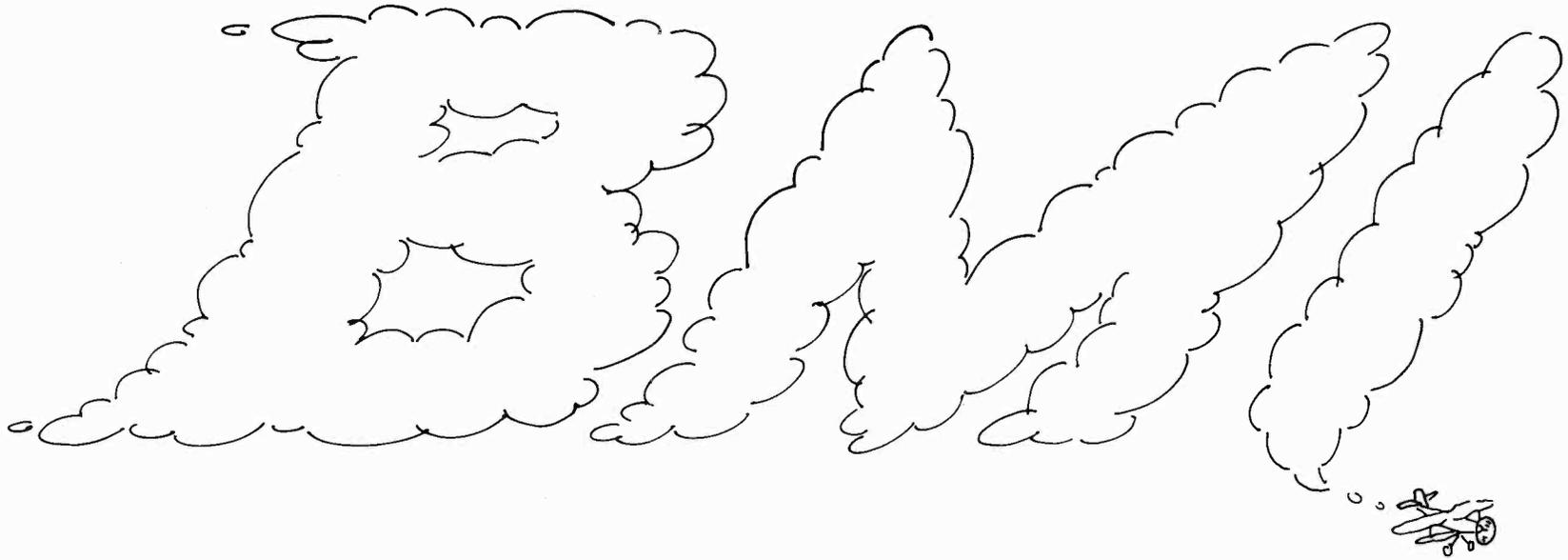
The Rolling Average Report demo format provides a quick look at performance in the market since the last Quarterly Report. By concentrating on the broad categories available for analysis, you can compare your station and others in the market for recent performance ratings. You decide which of the four demos, six dayparts, or various estimates in the metro area will appear in the report.

User Select Daypart

Stations	ADULTS 18+		MEN 18+		WOMEN 18+	
	AQH RTG	SHARE	SHARE	TSL	SHARE	TSL
WAAA-AM	1.7	8.2	7.9	26.2	8.4	30.6
WBBB-FM	1.7	8.3	7.3	47.2	9.2	43.6
WCCC-AM	1.0	4.9	6.0	29.7	3.9	28.5
WDDD-FM	1.0	4.8	3.8	34.5	5.8	40.6

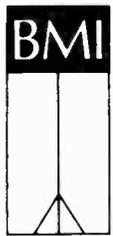
Rank By Alphabet, Estimate or Selected Stations

* Rank stations to highlight yours
* You select the survey period to examine



BMI rules the air.

Others may try to sell you pie in the sky, but the down-to-earth truth is this: most of the music played on radio is licensed by BMI. That's the way it's been for almost 20 years. And that's what gives us air superiority.



Wherever there's music, there's BMI.

Management

SEARCHING FOR THE MODEL SALES MANAGER

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

Achieving a smooth-running, efficient sales department is but one of the many challenges faced by the '80s station manager. Reaching that goal, however, means avoiding a familiar pitfall — operating internally in the same manner as 30 years ago. Continuing Chapter Eight's examination of the model sales manager, the following installment probes additional problem areas and offers solutions.

But better than half of all major station sales departments seem to operate without any internal system for monitoring what the sales department is doing.

Many sales departments operate internally in the same way they operated 30 years ago. I don't think that will assure maximum ROI (return on investment) for the SMDM.

It's all the more necessary that there be smooth, systematic functioning because the 1980s sales manager should run an extended department.

Traffic should report to him. And he should have his own creative unit, maybe just a copywriter for specs, but someone whose loyalties and working hours

are exclusively the sales department's.

Managing this department will be increasingly complex in the 1980s because considerable expanded personnel is only one of the problems.

Some of the others: managing the inventory (tactically), setting the grids (almost hourly), recruiting constantly, putting together the incentives for salespeople and advertisers, being head ARB witch doctor, huddling with the rep and with itinerant agency media people, giving the SMDM the kind of input that will make better strategic decisions.

Diapering 12 Salespeople

But most of all, "diapering" his eight to twelve local salespeople,

"Many sales departments operate internally in the same way they operated 30 years ago."

"The growth of groups will help the sales management shortage."

being a sympathetic but tough father to them.

Solution: The SMDM must insist that there be minimal written systems to assess the salespeople and to insure coverage of the prospects, account rotation, and all those other objectives that usually are never reached because there is always a fire to put out.

On top of the principal measuring stick of the sales manager — the weekly billings report — there has to be a report that mirrors all the other activities.

Most of all the SMDM must manage his sales manager either by the MBO method or something less formal, but just as clearcut.

The conclusion of this rambling mini-essay on sales managers is that though too many are inexperienced and ill-suited for the 1980s and many managements are now dissatisfied with them, their jobs are secure.

There aren't that many good sales managers that can be lured away to another sales manager's job. They want guarantees of top management.

At the heart of the problem is the appointment of scarcely qualified people. (In the past year I have seen three inadequate salespeople leave stations because they sensed the ax was going to fall and within a few months turned up as sales management of important stations. Of course, they failed within a few months but so desperate was the need, they were appointed to a job they couldn't conceivably hold.

Two Possible Solutions

What solutions are there for this problem? These strike me as the most likely:

(1) Over the past half dozen years many stations have created "Local Sales Manager" or "Retail Sales Manager" jobs. Some have "National Sales Manager" assignments in which the duties are not those of "gofer."

When the Local Sales Manager really plays a key role in managing, then you have the start of better sales management. At this moment there is a need for the creation of such jobs in perhaps a hundred stations that don't have them.

Unfortunately, these jobs are created sometimes to provide a title for a restless salesperson rather than to provide the desperately needed additional management strength. If the Local/Retail Sales Manager is given real management assignments, there's a chance to look at him as he develops.

(2) The growth of groups will help the sales management shortage. Just as they now move managers upward through the markets, they will be able to move sales managers. That's tough on the smaller markets in the group that are looked to for a supply of at least partially-experienced sales management bodies.

It's surprising to me how little attention group management has

given to a sales management development program that uses their smaller stations' "farm clubs." But that is partially because the salesperson who is making \$50,000 in Los Angeles and wants to manage doesn't want to go to Pittsburgh for the same money and learn how to manage.

But this will get sorted out in time.

The sad aspect of all of this is that there is nowhere to go to learn sales management in this business. I was interested in the varying reactions of our clients to the Dallas RAB sales management meeting (in 1981) where they should have learned something about sales management.

There were some streetwise heads in this industry who played a role in steering the conference, because they knew there was no one on the RAB staff with any first-rate radio sales management experience or, in my view, with any grasp of the problems of station sales management.

"When the Local Sales Manager really plays a key role in managing, then you have the start of better sales management."

About a dozen of our clients sent managers or sales managers. The more recently appointed, the least experienced sales managers, loved the conference but as one of the owners said of one of his managers who went: "He would have loved it if they had recited the alphabet. He so loves to travel."

The more experienced the manager and/or sales manager the greater the disappointment in the RAB conference because they recognized that a large part of it was an assembly of tired ideas and gimmicks.

There was no substance to much of it because the people who develop ideas and strategies in any business are reluctant to talk about them publicly. It is too frequently the never-wases or has-beens who are up on the platform retailing their experiences.

Perhaps the groups will be the solutions to the development of sales managers — 14 station managers or sales managers trying out techniques and ideas on one another. But anyone who has ever been in management in a large company knows the limitations of this.

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

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PENDING



KEEP A CHANGING MARKET FROM CATCHING YOU BY SURPRISE.

If you know radio, you know it's important to keep up with the way the market changes. Your audience is often on the move, and new trends in listening habits and programming preferences can change between rating periods. Those trends are of prime importance to you and sometimes getting information from quarterly reports isn't fast enough. That's why Arbitron Ratings developed ARBITRENDS,SM the computerized ratings tool for the eighties.

ARBITRENDS delivers a radio market report from our computer to yours. All you do is pick up the phone, turn on your IBM® XT, and you're ready to catch up on the latest audience trends. ARBITRENDS is a first in radio marketing. It's a technological breakthrough that can give you a picture of your market in a shorter time than ever before, so you can make up-to-the-minute business decisions.

And ARBITRENDS does most of the work for you, helping to turn the numbers into information you can actually use. You get user-selectable report formats that let you pick the specific demographics, dayparts, and estimates you need to study. That's the power, precision and efficiency of ARBITRENDS.

So don't let the ratings catch you by surprise. Call Arbitron Ratings at (212) 887-1300 and find out about the major new trend in radio. It's ARBITRENDS, the radio resource of the eighties.

ARBITRON RATINGS

 ARBITRON RATINGS COMPANY
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NETWORKS

PROGRAM SUPPLIERS

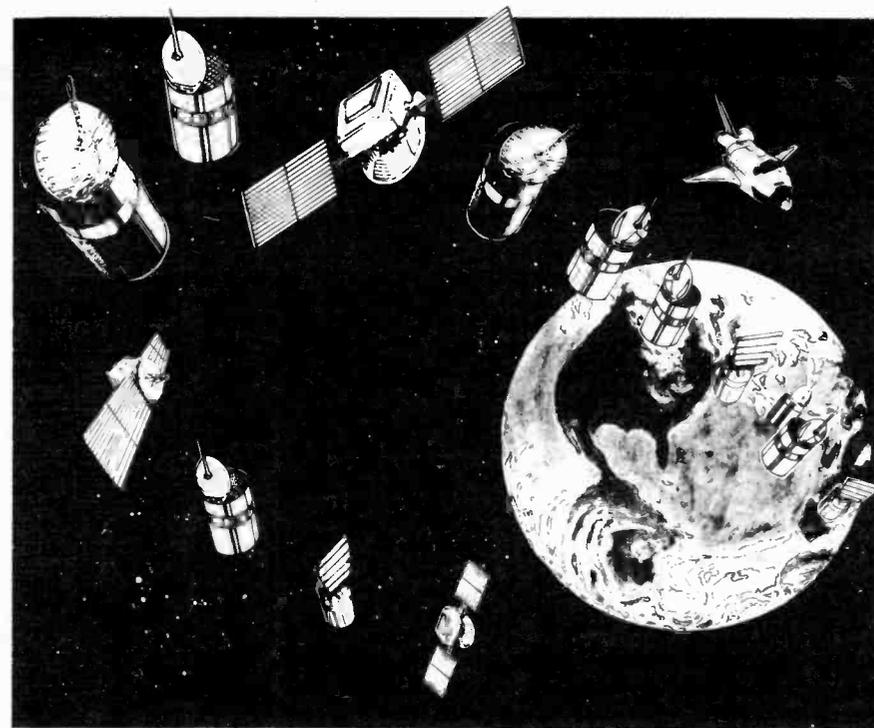


REED BUNZEL

THE SKY'S THE LIMIT

A Guide To The Satellite Networks

Got a question about your present network? Perhaps you're interested in a particular program or feature offered on another web (that's industry jargon), but don't know where to begin. Maybe you don't even belong to a network yet and are interested in joining, or are thinking of switching affiliation to another service. Well, whatever your intent, this week's column is a simple, handy-dandy, clip-and-save guide to most of the national radio satellite networks: who you can talk to and where you can find them (both on earth and in the sky). Pin the page to your wall, or just cut along the dotted lines and tape 'em to your Rolodex cards.



ABC Radio
Bill Battison
 1345 Avenue of the Americas
 New York, NY 10019
 (212) 887-5415
ABC Radio service —
 Satellite: Satcom 1R T-23
 Transmission: Digital
 Affiliates: 1480 stations
ABC Talkradio service —
 Satellite: Satcom 1R T-23
 Transmission: Digital
 Affiliates: 67 stations



Global Satellite Network
Cindy Tollin
 19456 Ventura Blvd.
 Tarzana, CA 91356
 (213) 344-5651
Service —
 Satellite: Westar 4 T-2, Satcom 1R T-23
 Transmission: Analog & Digital
 Affiliates: 75 stations



RKO Radio Networks
Peter Marcus
 1440 Broadway
 New York, NY 10018
 (212) 575-6148
RKO One service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: 200 stations
RKO Two service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: 400 stations
RKO Radioshows service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: varies



Transtar
John Lodge
 620 South Pointe Court
 Suite 185
 Colorado Springs, CO 80906
 (800) 654-3904
Transtar Country service —
 Satellite: Telstar 301 T-5
 Transmission: Analog
 Affiliates: 67 stations
Transtar 41 service —
 Satellite: Telstar 301 T-5
 Transmission: Analog
 Affiliates: 27
Transtar One service —
 Satellite: Westar 3 T-2H
 Transmission: Analog
 Affiliates: 120 stations

AP Radio Network
Glenn Serafin
 1825 K Street, NW
 Washington, DC 20006
Service —
 Satellite: Westar 3 T-1
 Transmission: Analog
 Affiliates: 1200 stations



Mutual Broadcasting System
Ben Avery
 1755 South Jefferson Davis Hwy.
 Arlington, VA 22202
 (703) 685-2050
Service —
 Satellite: Westar 4 T-2
 Transmission: Analog
 Affiliates: 853 stations



Satellite Music Network
Bob Bruton
 12655 North Central Expressway
 Suite 600
 Dallas, TX 75243
 (800) 527-4892
Service —
 Satellite: Satcom 3R T-2
 Transmission: Analog
 Affiliates: 350 stations



United Press International
Thomas Beatty
 1400 "I" Street, NW
 Washington, DC 20005
 (202) 898-8000
Service —
 Satellite: Westar 3 T-1
 Transmission: Audio/Digital



CBS Radio
Neil Knox
 51 West 52nd Street
 New York, NY 10019
 (212) 975-3005
CBS Radio service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: 375 stations
CBS RadioRadio service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: 135 stations



NBC Radio Networks
Allan Stinson
 30 Rockefeller Plaza
 New York, NY 10020
 (212) 664-5066
NBC Radio service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: 320 stations



Satellite Radio Network
Michael Gilmer
 One South Executive Park
 Suite 403
 Charlotte, NC 28287
 (800) 438-6311
Service —
 Satellite: Satcom 3R T-2
 Transmission: Analog
 Affiliates: 168 stations



Wall Street Journal/Dow Jones
Robert Rush
 22 Cortlandt
 New York, NY 10007
 (212) 285-5381
Service —
 Satellite: Westar 3 T-1
 Transmission: Analog
 Affiliates: 80 stations



CNN Radio
Robert Pates
 1050 Techwood Drive, NW
 Atlanta, GA 30318
 (404) 827-2157
Service —
 Satellite: Satcom 3R T-14, Galaxy 1 T-7
 Transmission: Analog & Digital
 Affiliates: 153 stations

NBC Talknet service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: 150 stations

The Source service —
 Satellite: Satcom 1R T-19
 Transmission: Digital
 Affiliates: 130 stations



Sheridan Broadcasting Network
Kevin Trower
 1811 Blvd. Of The Allies
 Pittsburgh, PA 15219
 (412) 281-6751
Service —
 Satellite: Satcom 4 T-7
 Transmission: Analog
 Affiliates: 107 stations

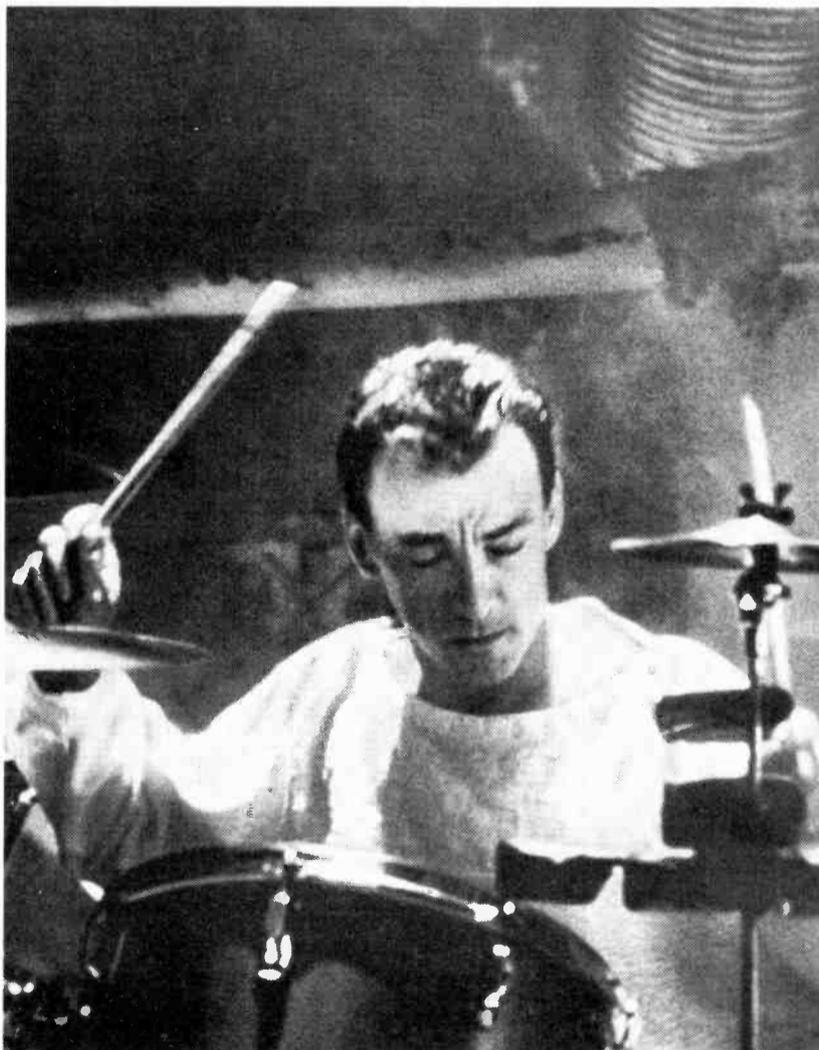


Westwood One
Brian Heimerl
 9540 Washington Blvd.
 Culver City, CA 90230
 (213) 204-5000
Service —
 Satellite: Satcom 1R T-3 (on-air 7/1/84)
 Transmission: Digital
 Affiliates: N/A



NDC Radio's Young Adult Network

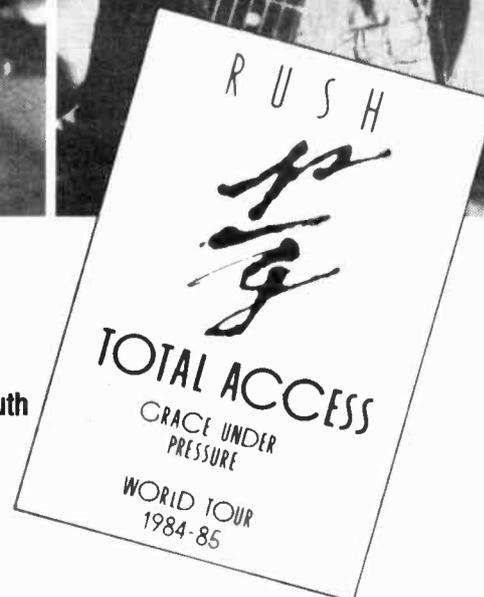
RUSH TOTAL ACCESS



Experience a total access pass to Rush. Come along as The Source takes you on Rush's mammoth "Grace Under Pressure" tour. An exclusive 2-hour music profile. Backstage, onstage, flying from one show to another, Rush deliver revealing interviews and hard rockin' music. Hear "Tom Sawyer," "New World Man," "Fly By Night," "Closer To The Heart," "Spirit Of Radio," "Afterimage," and "Distant Early Warning." Plus much more! Produced by Denny Somach Productions.

Broadcast the weekend of June 8, 9, & 10

Sponsored in part by Plymouth Turismo Duster, Armor All, The U.S. Army, Pennzoil and Warner Bros. Movies.



Networks/Program Suppliers

MUSIC FEATURES

ABC

Entertainment Net/Silver Eagle:

The Bellamy Brothers (June 23)
July 4th special w/ Alabama, Larry Gatlin & the Gatlin Brothers, Oak Ridge Boys, Charlie Daniels (June 30)

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

Stevie Nicks (June 24)

Rock Net/King Biscuit (DIR):

Tony Carey (June 24)

Youth Networks:

All-American Rock & Roll Party (June 30)

Clayton Webster

Country Calendar:

David Houston (June 25)
Reba McEntire (June 26)
George Strait (June 27)
Gary Morris (June 28)
Charlie Daniels (June 29)
Country music history lesson (June 30)
Margo Smith (July 1)

Rare Trax:

Eagles (June 25)
Devo (June 26)
Kiss (June 27)
Beach Boys (June 28)
Bruce Springstone (June 29)

Retro Rock:

ZZ Top (June 25)

Creative Radio Network

Country Music's Radio Magazine:

Crystal Gayle (June 23)

Gary Owens' Supertracks:

Beach Boys/Jan & Dean/Surfing (June 23)

Global Satellite Net

Rockline:

Rod Stewart (June 18)
David Gilmour (June 25)

Innerview

Innerview:

Roger Waters (June 18)

Lee Bailey Productions

Radioscope:

Street music (June 24)

Mutual

Lee Arnold On A Country Road:

Joe Stampley/Anne Murray/Charley Pride/
Ronnie Milsap/Mickey Gilley/George Strait
(June 16)

Narwood Productions

Country Closeup:

Sylvia (June 25)

Music Makers:

Tony Bennett (June 25)

NBC

The Source:

Eurythmics concert (June 22-24)

PFM Inc.

Guest DJ:

Terri Nunn/Berlin (June 25)

PIA (Program Services)

Rare & Scratchy Rock & Roll:

Mamas & Papas (June 22)

RKO Networks

Behind The Music (RKO 2):

Dan Fogelberg (June 18)
Juice Newton (June 19)
Lou Rawls (June 20)
Laura Branigan (June 21)
Cyndi Lauper (June 22)

Checkin' In (RKO 2):

Hank Williams Jr. (June 18)
The Kendalls (June 19)
Conway Twitty (June 20)
Bill Medley (June 21)
B.J. Thomas (June 22)

Countdown America

w/John Leader (IS INC):

Laura Branigan (June 16-17)

Hot Ones (IS INC):

Christine McVie (June 15-16)

Live From The Record Plant

(PG Prod):

Smokey Robinson (June 17)
Jefferson Starship (June 24)

Private Sessions (RKO 1):

Randy Newman (June 18)
Rick Springfield (June 19)
John Lennon (June 20)
Robin Gibb (June 21)
Slade (June 22)

Strand Broadcast Services

Music & Memories:

The Platters/Jim Backus (June 23)
Spanky & Our Gang/Dick Martin (June 30)

Syndicate It

Music Of The City:

Motown special: Smokey Robinson/
Miracles/Martha & The Vandellas (June 25)
Motown special: Temptations/
Teena Marie/Mary Wells (July 2)

United Stations

Dick Clark's Rock, Roll

& Remember:

Ray Charles (June 22-24)

The Great Sounds:

Lionel Hampton (June 22-24)

Rick Dees' Weekly Top 40:

Lionel Richie (June 22-24)
Tony Bennett (June 25)

Solid Gold Country:

Janie Fricke (June 22-24)

Weekly Country Countdown:

Tom Jones (June 22-24)

Westwood One

Budweiser Concert:

Jeffrey Osborne (June 18-24)

Countdown:

O'Jays/LaToya Jackson (June 22-24)

Dr. Demento:

Comic strips (June 22-24)

Earth News:

Leonard Nimoy/Grace Slick/Steel Pulse
(June 18-22)

In Concert:

Duke Jupiter (June 18-24)

Off The Record:

Greg Kihn/Roger Waters/Duke Jupiter
(June 25-29)

Off The Record Specials:

Eddie Money (June 18-24)

Pop Concert:

Manhattan Transfer (June 25-July 1)

Rock Album Countdown:

Roger Waters/Billy Idol (June 22-24)

Rock Chronicles:

San Francisco bands (June 22-24)

Special Edition:

Evelyn "Champagne" King (June 18-24)

Star Trak Profiles:

Captain & Tennille (June 18-24)

Superstars Rock Concert:

Huey Lewis & The News (June 29-July 1)

PEOPLE

● **United Press International** has announced several additions to its staff: **Brian McFadden** has been named New York Bureau Chief, **Jonathan Peterson** was hired as Religion Editor, and **William Harwood** is the new Bureau Manager for the re-opened Cape Canaveral office.

McFadden will continue to serve as Director/Feature Programming, the post he has held for the last two years. He has been with the network for 14 years, joining UPI after spending several years as a newscaster and street reporter for various stations in the New York area. He served the network as editor and afternoon drive anchor before being named to his current

post in 1982. Petersen comes to UPI from non-commercial **KTIG-FM/Pequot Lakes, MN** where he served as news editor, anchor, and reporter, and has also worked at **WIHS/Middletown, CT** and **WLSU/La Crosse, WI**. Harwood joined UPI in 1982 after serving as an intern at the Birmingham **Post-Herald**. He is an amateur astronomer and covered the last two shuttle missions for UPI at Cape Canaveral.

● **Mechele George** has been named Director/Marketing & Sales of the **American Comedy Network**. She joined the company in the summer of 1983 in the position of Creative Coordinator.



SELF CONTROL LADIES — Singer Laura Branigan, whose song "Self-Control" is climbing the R&R CHR chart, recently taped a segment of "The Hot Ones," produced by IS INC. and heard nationwide on the RKO Radio Networks. Pictured after the taping session are Branigan (l), and IS INC. President Jo Interrante.

NEWS & INFORMATION FEATURES

ABC

Rock Net/Lifelines:

Jay Vizer/athlete's foot (June 11)
Time travel (June 12)
Max Fogel/fear of nuclear war (June 13-14)
Terry Roy Gruber (June 15)

Rock Net/Rock Notes:

Jim Capaldi (June 11)
Patrick Simmons (June 12)
Darryl Hall/John Oates (June 13)
Alana Curie/Tom Bailey (June 14)
Jonathan Cain (June 15)
Martin Chambers (June 16)
Chris DeBurgh (June 17)

All Star Radio

Radio Hotline:

Public should know/Emily/Dart-Macke cheese/
obscene caller/I don't feel so good
(June 11-15)

Stevens' & Grdnic's

Comedy Drop-Ins:

Believe it or else/vitamin C cigarettes/my doctor's
doctor/topless PSA (June 11-15)

Clayton Webster

Sporting News Report:

Don Fehr interview (week of June 25)

Mutual

Larry King Show:

Bobby Lewis (June 11)
Harmon Killebrew (June 12)
David Horowitz/Steve Collier (June 13)
Rich DeVos/Jay VanAndel (June 14)
Bob Woodward (June 15)

Assignment Hollywood:

Robert Duvall (June 11)
Cherita Baun (June 12)
Michael Pare (June 13)
Glenn Close (June 14)
Russell Todd (June 15)

Narwood Productions

Minding Your Business:

Cookie wars/non-complete clauses (June 11)
Cookie wars/smart cards (June 12)
Nepotism on trial (June 13)
Investing for college/medical SBICs (June 14)
Computers in the air/co-op office (June 15)

Progressive Radio Net

Computer Program:

Computers and the handicapped/photography/
government waste/micro repairs/hybrid games
(week of June 11)

Laugh Machine:

Robert Klein/Eddie Murphy/Joan Rivers/
Bob Newhart/Rich Little (week of June 11)

News Blimp:

Fastest baggers/male hair coloring/FBI stalks cereal
killers/star trips/running boom
(week of June 11)

Sound Advice:

Car radios/car speakers/car tape decks/installing a
stereo/booster amps (week of June 11)

Public Interest Affiliates

Medscan w/Frank Blair:

Strep & pets (June 11)
Slow down (June 12)
Angina poisoning (June 13)
Turkey trot (June 14)
Yeast fillings (June 15)

PIA Public Affairs:

Sexual child abuse (June 10)

RKO One

Beat The System:

Mastering MasterCard (June 19)
Oil & gas lotteries (June 21)

Mind Games:

Sleep disorders (June 18)
Self-hypnosis (June 19)
TV culture (June 20)
Second-born (June 21)
Stress syndrome (June 22)

Smart Money:

Waiting for inflation (June 18)
Daddy dollars (June 20)
Revolving credit (June 22)

Strand Broadcast Services

Something You Should Know:

Changing jobs (June 18)
Intimate talk (June 19)
Dealing with fear (June 21)

Syndicate It

Radiorobics w/ Jayne Kennedy:

Floor stretches (June 11)

Westwood One

Brad Messer's Daybook:

Pilgrims' earthquake/Jacques Cousteau (June 11)
Co-ed Little League/strongest man (June 12)
Arrest rights/roller coaster's 100th year (June 13)
Army founded 1775/flag pledge (June 14)
Goodyear's gooey rubber/Magna Carta (June 15)

Playboy Advisor:

He refuses breakup/can too much sex change
organs?/threatening to leave for 12 years/six-
year engagement/ex-husband still part of
family/31-year-old virgin/co-worker smokes
three packs daily/he won't take "no"
answer/married man without love
(week of June 11)

Spaces & Places:

The joy of chocolate (week of June 11)

Waldenbooks Review:

Ron Luciano/John Mair/Bernice Kert/John Wheeler
(week of June 11)



The ORIGINAL British Invasion . . . Accept No Substitutes

A Retrospective of 1964 thru 1970

1984's premier Radio Event invites you to join forces with over 200 stations nationwide including:

WCBS-FM/New York
WFIL/Philadelphia
94CGY/Boston

WRQX/Washington D.C.
WWVE/Cleveland
KRQX/Dallas
KARA/San Francisco

KZOK/Seattle
WQXI/Atlanta
KZAP/Sacramento

The British Invasion is available now on the barter basis to all markets between August

23 and September 3 (Labor Day)

call collect 213 306-8009

NSBA Productions

400 Sunridge Street Playa del Rey, CA 90291

THIS YEAR, THE JULY 4TH FIREWORKS START ON JUNE 30TH



The ABC Radio Networks and Dr Pepper
present the
“All-American Rock & Roll Party”

Part I: June 30th
Jefferson Starship

Live, in-concert, via satellite from the Pacific Amphitheatre, Costa Mesa, Ca.
Two hours with this audience-grabbing supergroup.

Part II: July 4th
All-American Rockers

A two-hour concert featuring America's greatest rock stars, recorded live-in-concert.

Join the party! For more information call (212)887-5218.

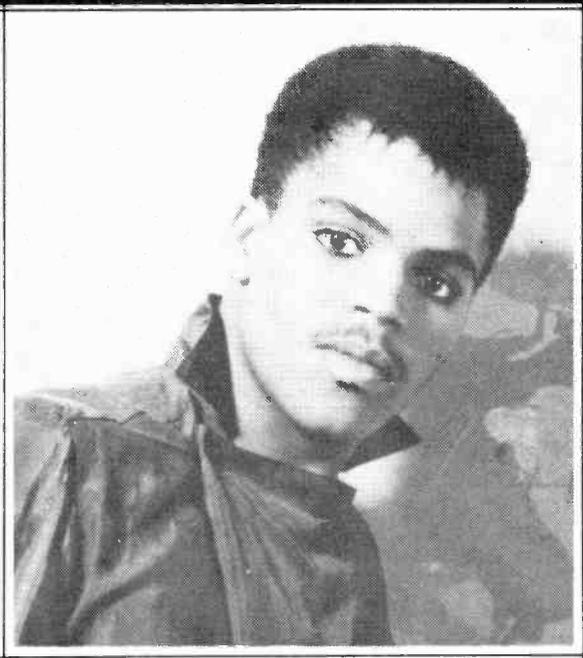
Produced by DIR Broadcasting

RADIO abc
Networks



ROCKWELL

"Obscene Phone Caller"



114 CHR Reporters With This Weeks Adds And Key Moves:

WPHD add	KHTR deb 29	WCAQ 6-3
94Q add 28	KIIS-FM 35-30	KCBN 12-9
KAFM add	KZZP deb 40	13K 19-17
KOPA add	FM102 6-4	KLUC 7-5
WMAR add	KS103 26-18	KHYT deb 33
WBCY add	XTRA 35-29	WFBG deb 34
KITE add	WBBQ 21-16	WKHI deb 38
WRQK add	KZZB 31-27	WOMP-FM 39-26
K96 add	KXX106 17-13	WCGQ 22-18
13FEA add	WJZR 24-18	Q104 30-25
WJBQ add	WNOK-FM deb 39	
KQIZ-FM add	KAMZ deb 30	Z102 20-17
WPFM add	94TYX 10-9	WGLF 23-13
KXSS add	WOKI 30-25	WCIL-FM 20-6
Z93 29-20	KX104 deb 30	WAZY-FM 20-19
I95 24-22	KTFM deb 39	WRKR 21-18
B97 30-24	ZZ99 deb 29	K107 deb 35
B96 31-27		KHTX 34-27
WHYT 24-22		KSLY 40-36



1984 Motown Record Corp.

Street Talk



The **RKO** group of stations has a new music policy handed down by consultant **WALT SABO**. In a nutshell, the RKO stations will no longer discuss music with anyone — not record company promo reps, not independent promotion people, not even the trades. And therefore, the chain will no longer require a national music director. **BOB HAMILTON** will go back to devoting his full attention to programming **KHJ & KEARTH/LOS ANGELES**. RKO Radio President **BOB WILLIAMSON** indicated the new policy stemmed from "the fact that we're not really breaking records any more," adding, the restrictions "may not be permanent." Predictably, the new policy was not immediately popular with record reps or the RKO PDs.

HANDLEMAN is reportedly paying \$11 million to purchase **PICKWICK's** rack operation from parent company American Can Company. After giving up its independent distribution operation last year, speculation has been widespread that Pickwick would eventually exit the rack jobber field as well. Apparently, that has now come to pass. If Handleman is successful in picking up the majority of Pickwick's existing accounts, the already-giant wholesaler would become even more formidable.



Henry Kavett

Congratulations to **HENRY KAVETT**, who after a very successful career with **ABC RADIO**, most recently as Director/Information & Public Relations, has now joined **KATZ COMMUNICATIONS** as Director/Corporate Communications. In his newly-created position, Henry will handle marketing, communications, advertising, and public relations for all the Katz companies.

In a sudden and unexpected move last week, **MEDDY WOODYARD** resigned as VP of **NBC's SOURCE**. The network had no official comment on Ms. Woodyard's decision, except to say that it would fill her vacated position in the near future.

Former **KROQ-FM/LOS ANGELES PD RAYMOND BANISTER** has returned to the station in the 9am-noon shift, which moves **RAEHEL DONAHUE** to weekends. Additionally, Raymond will be Assistant PD to Rick Carroll. **MIKE EVANS**, who formerly cohosted the morning show with Raymond, takes over noon-3pm, as well as replacing Jane Shayne as Promotions Director.



Ken Copper

KEN COPPER has been promoted to Station Manager for Cole Industries properties **KITT & KRAM/LAS VEGAS**. His new responsibilities, which are in addition to his duties as VP/Programming for Cole, come as a result of Bill Berkey exiting to devote fulltime to outside business interests.

KWK/ST. LOUIS changed identities June 1 to **KGLD**. And if you hadn't already guessed, the format is Gold. Consultant **MIKE McVAY** has KGLD playing "the classic hits of the '50s, '60s, and '70s."

Congratulations to **MILT McCONNELL** on being promoted from Local Sales Manager to General Sales Manager at **WNDE & WFBQ/INDIANAPOLIS**.

STEVE LEEDS has been named Director of A&R at **LEFRAC ENTERTAINMENT**, where he'll be signing artists for production and publishing deals. His S.L.I.C. independent promotion firm will continue to handle selected projects.

Former **KISW/SEATTLE** programmer **GARY BRYAN** is ready to take on his next AOR or CHR programming challenge. Reach him at (206) 627-7889.

Street Talk hears that **WKTM/CHARLESTON, SC** may have been sold by **KTM BROADCASTING** to **BAHAKEL BROADCASTING**.



KFI/LOS ANGELES has moved **STEVE LaBEAU** from evenings into **M.G. KELLY's** vacant afternoon shift. **MARK TAYLOR** shifts from late evenings to LaBeau's old show, while overnigher **KAREN SUMMERS** takes the 10pm-2am shift. That leaves KFI with an all-night opening.

MIKE REINERI, morning drive at **WIOD/MIAMI** for the past eight years, is looking to make a move. He can be reached at the station.

After six years with **KVIL-FM/DALLAS**, air personality **STEVE EBERHART** is leaving. He's interested in another major market on-air gig and can be contacted at (817) 382-5917.

DEIRDRE GENTRY, who's been acting PD at **KTYD/SANTA BARBARA** for the past month, has now accepted the post on a fulltime basis.

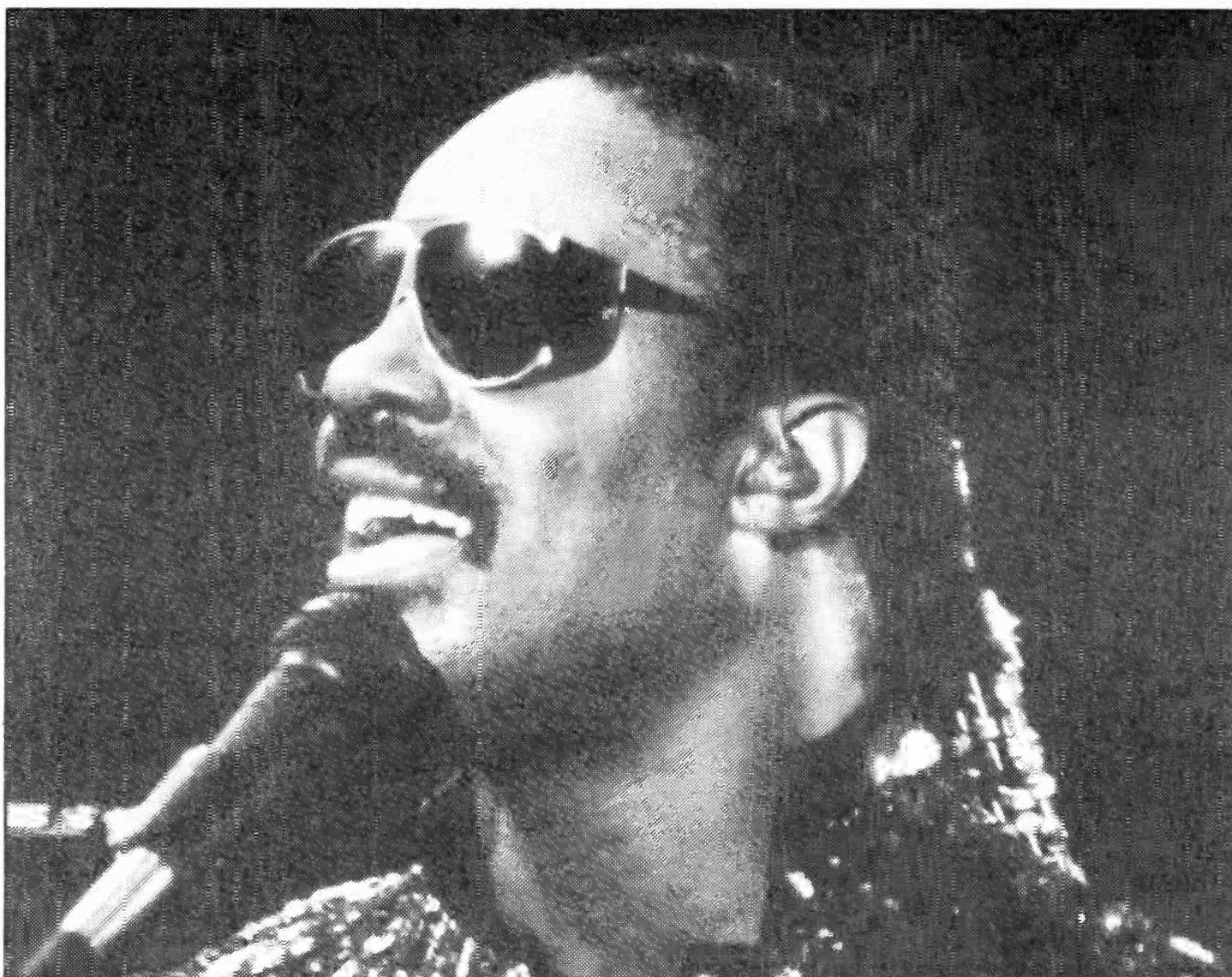
Continued on Page 20

Listen To This . . .

The
Odyssey File With **TOM McKAY**

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

Westwood One Presents



S T E V I E W O N D E R

C O M E S H O M E

**AN EXCLUSIVE
STEREO CONCERT SIMULCAST
ON**

WESTWOOD ONE & SHOWTIME

On Monday evening, June 18, the Westwood One Satellite Network will deliver the stereo premier of Stevie's first solo concert special. This will be an event to remember, with digital audio reproduction end-to-end on Satcom 1-R.

For the biggest events on radio, it's Westwood One...and only!

It's An Epidemic!

We're proving great music is highly contagious with

"Strangers In A Strange World (Love Theme From Beat Street)" 7-89660
The single from Jenny Burton & Patrick Jude
—pure magic!

Produced by Jake Holmes



From the album "Beat Street" 80154
Original Soundtrack available on
Atlantic Records and Cassettes



From the Motion Picture BEAT STREET
An **ORION** PICTURES Release
Executive Producers: Harry Belafonte & Arthur Baker

Get Infected!

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- | | | | |
|---------|---------|---------|------|
| WXKS-FM | WJZR | KHYT | Q104 |
| WCAV-FM | WZLD | WFBG | WFOX |
| PRO-FM | KAMZ | WGUY | KILE |
| KOPA | KSET-FM | WIGY | KTDY |
| FM102 | WANS-FM | WIKZ | WPFM |
| WFLY | WZYP | WTSN | WIXV |
| K104 | WFMI | WERZ | KCMQ |
| WYCR | G100 | WQCM | KXSS |
| WKEE | KTFM | OK100 | KGOT |
| WLAN-FM | KROK | 13FEA | KCDQ |
| WSPK | WKDD | 95XIL | KOZE |
| WPST | K107 | WJBQ | KCAQ |
| WKRZ-FM | WHOT-FM | WOMP-FM | KDZA |
| WHTF | KQMQ | WISE | KHTX |
| KXX106 | KDON-FM | WCGQ | KBIM |
| WVSR | WOKI | 103CIR | KSly |

Street Talk

Continued from Page 18

WIBZ/PARKERSBURG has dropped its AOR format in favor of CHR. The station is consulted by **MIKE McVAY**.



Hats off to **BOBBY SHAW** on being named Director of Promotion for New York and National Director of Dancemusic Promotion for **MCA RECORDS**. Shaw will handle local New York promotion for the label and coordinate all national promotion in the areas of 12-inch, dancemusic, and clubs. Formerly National Dancemusic Promotion Manager at Warner Bros., Shaw began his career at TK Records.

Speaking of dancemusic promotion . . . **MARC KREINER**, formerly of his own MK Productions, has joined **MODERN RECORDS** to oversee that label's efforts in the Dance/Urban/Black music area. No official title yet, but he'll be signing and developing artists.

There are still a number of prime CHR programming slots available: **WNBC/NEW YORK**, **KKRZ/PORTLAND, Z95(WZUU)/MILWAUKEE, Z98(WZNE)/TAMPA**, and **KYUU/SAN FRANCISCO**, which may be scratched off this list by next week.

As of June 6, **MICHAEL ABRAMSON** has moved his Rock Doctor Promotions to 330 East 39th Street, New York, NY 10016. His new phone is (212) 370-9041.

If you've always wanted to program in the Atlanta market, this item may be for you. **WFOX/GAINESVILLE-ATLANTA** is looking for a PD and a morning talent, too. Contact the station for more details.

KURT HANSON's Chicago-based **STRATEGIC RADIO RESEARCH** is now doing the majority of all music research for the **DOUBLEDAY** stations. However, retail record information will still be collected locally.



PERSONAL RECORDS has tapped **FRANK MURRAY** as its new VP/Promotion. Murray, most recently National Club Promotion Director for Quality Records, and at one time Black Chart Editor for Record World magazine, will handle both club and radio promotion for the New York-based label.

Congratulations to **KKCI/KANSAS CITY MD MIKE WHITE** on his marriage to Laurie Nichols.

Wedding bells also for **DRAKE-CHENAULT** Production Manager **DAN MUSSELMAN** and his bride, Lorei Ann Golub. The pair was wed May 12.



STORK STOPS: KGHO/HOQUIAM, WA PD STEVE LARSON and wife Glenda are the proud parents of Brett Stephen . . .

Independent promoter **BRUCE MOSER** and wife Mary had a baby girl, Erin Elizabeth (5-31) . . . **WNOR/NORFOLK OM RON REGER** and wife Norey welcomed Andrew Joseph on June 2 . . . **WZXR/MEMPHIS MD TOM STEIN** and his wife **JULIE CANNON**, who does middays at the station, had a baby boy, Christopher Thomas (5-31) . . . **WRXT/BUFFALO GM BRUCE BIETTE** and his wife Jeannie added baby boy Ross Allen to their family June 5.



INTERNATIONAL AWARD WINNERS — The third annual International Radio Festival presented its awards in New York June 1, and four stations captured Grand Awards for radio programs. Pictured (l-r): John Raedler of 3AW/Melbourne, Australia, whose "From Australia To The Great Wall" was honored as best entertainment program; Carl Dickens of WCAU/Philadelphia, which was honored for its "The Pump," the best information series; festival President Gerald Goldberg, who presented the silver-bowl trophies; Allan Serxner of WCAU; Georgine Berdas from KMOX/St. Louis, which was awarded top prize for the best news series; and Mike Ludlom of WBBM/Chicago, whose "A Christmas Story" was honored as best editorial.

IF you're looking for action that's **HOT & HEAVY**--you don't have to look any further than this page!

PAUL YOUNG ★ "Love Of The Common People"



CHR NEW & ACTIVE

WXKS-FM 34-26 **KZZP add** **WBCY add**
WPHD deb-40 **XTRA on** **WJZR add**
WCAU-FM deb-35 **KITS add** **KSET-FM add**
PRO-FM add **KPLUS on** **WZYP add**
WNVZ on **WFLY add** **WQUT add**
WGCL 20-16 **WPST 28-17** **WOKI 34-27**
KIMN on **WSSX add** **G100 add**

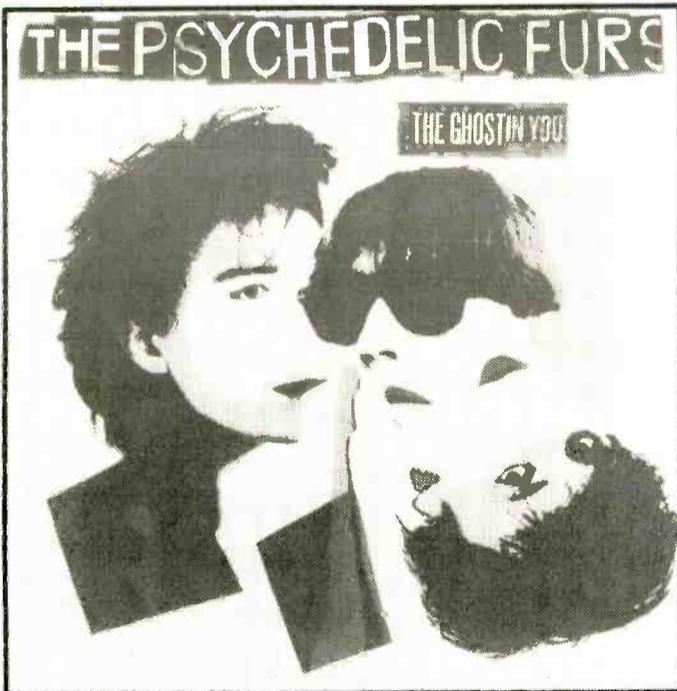
KROK add
KRQ add
WIKZ add
WPFM add
WBWB add
KCMQ add
KRNA add
KGHO add
KOZE add
WNYS deb 37
WYCR 29-25
WKEE deb 39
98PXY deb 38
WHTF 39
WFMI deb 38
FM100 33-30
KRGV 29
KTFM 32-26
WKDD 26
WHOT-FM 40-37
KQXR 37
KQMQ deb 40
KSKD deb 40

KDON-FM 35
WFBG 36
WGUY 24
103CIR 37-34
WERZ deb 40
OK100 31-26
95XIL 29
KTDY 36-33
Q101 28
WAEV 33-29
WGLF deb 35
WAZY-FM deb 39
KCDQ deb 35
KTRS deb 38
KIST 35
Q100
WLAN-FM
WSPK
WKFM
WKRZ-FM
WBBQ
WNOK-FM
WZLD
KAMZ
WRQK

WANS-FM
KBFM
WSFL
KIHK
WVIC
WRQN
KEYN-FM
13K
KYNO-FM
KLUC
KHOP
KHYT
WZON
WIGY
WQCM
13FEA
WJBQ
WOMP-FM
WISE
WJAD
WCGQ
WFOX
KNOE-FM
KKQV
WHSL

WBNQ
WCIL-FM
KXSS
KGOT
KKAZ
KDZA
KHTX
KBIM
KSLY
KZOZ
KJXQ

PSYCHEDELIC FURS ★ "The Ghost In You"



CHR NEW & ACTIVE

WHTT 21
WXKS-FM 33-22
WPHD 32
WCAU-FM 37-34
PRO-FM 24-21
KOPA on
XTRA 37
KITS add
WYCR add
WOKI 40-33
KRGV 40-34
KTFM add
WZPL 19
KO93 37-32
KDON-FM add
WTSN add
KNOE-FM add
WAEV 22-19

Q100 deb-40
WRCK 33-30
KZZB deb-39
KQXR 35
WGUY 30-28
WKHI deb-39
WJBQ 34
WGLF deb-33
KKQV 34
WCIL-FM 24-22
KZOZ 33
KIST 35-32
WKEE
WLAN-FM
WKFM
WKRZ-FM
WHTF
WFMI
KBFM
KROK
WKDD

KIHK
KMGK
WJXQ
WVIC
WRQN
KEYN-FM
WHOT-FM
KQMQ
KLUC
KSKD
KHYT
KRQ
KTKT
WFBG
WIGY
103CIR
WERZ
13FEA
WOMP-FM
WSQV

WYKS
KTDY
Q101
WXLK
WHSL
WBNQ
WBWB
WAZY-FM
KOZE
KBIM
KSLY



KENNY LOGGINS ★ "I'm Free"

First Week Out & Already On Over 110 Stations!

#1 Most Added!

On The Records



KEN BARNES

Time For Timely Hits

The time has come. In what may be a record, there are currently half a dozen prominent songs dealing with the topic of time: Billy Joel's "The Longest Time," Styx's "Music Time," Yarbrough & Peoples' "Don't Waste Your Time," the Alan Parsons Project's "Prime Time," Cheryl Lynn's "This Time," and, for a double dose, Cyndi Lauper's "Time After Time."

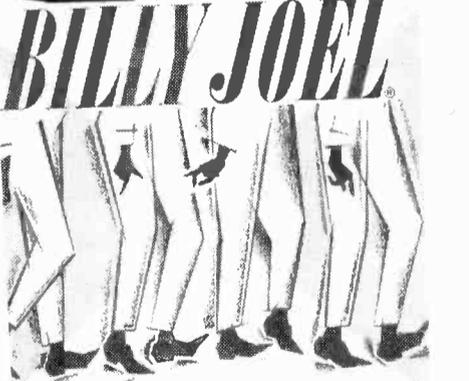
Clearly the time is right for these timely hits. Time is not a new lyrical concern, of course. A bit of mental time traveling brings to mind many all-time classics. Jim Croce put it in a bottle and the Zombies seasoned it. The Guess Who had "No Time," while Boston had a "Long Time" and Linda Ronstadt had a "Long Long Time." The Rolling Stones were preoccupied with time, first claiming it was on their side, then running out of it, and regretfully concluding that it waits for no one. Styx borrowed it and then had too much of it on their hands.

ly Know What Time It Is" and "25 Or 6 To 4" (though they came out in reverse order).

I'm not sure why there's such a current concern with time. Maybe it's just a coincidence in timing. But it's safe to say there's never been a more appropriate time for a new single by the Time.

PolyGram's Hoppe Moves Into Movie Music

I've spotlighted several record executives who used to write and perform music, but here's a nice story about an exec who's pulled off a notable composing coup while still on the job. PolyGram VP/Adult Contemporary Music Michael Hoppe composed



Time after time after time after time . . .

There's "Time Passages," "Time Has Come Today," and at least four songs simply titled "Time" (Poza Seco Singers, Pink Floyd, David Bowie, Alan Parsons Project). Orleans, the SOS Band, and the Carpenters make up an unplanned trilogy: "Love Takes Time," "Take Your Time," "It's Gonna Take Some Time." And there's Chicago's unforgettable matched set of time concept singles, "Does Anybody Real-

The Prince And The Popstars

As Prince's new "When Doves Fly" single kicks off the campaign for his film "Purple Rain" and its soundtrack, it's interesting to consider the range of influence this Minneapolis enigma has exerted. Aside from the number of records that borrow his sound, or the covers of, say, "When You Were Mine" from artists ranging from Mitch Ryder to Cyndi Lauper, Prince's principality has produced a number of promising artists.

First to score were the Time, whose leader Morris Day was Prince's closest musical associate. The group has been successful in the Black/Urban area, and former members Jimmy Jam (James Harris III) and Terry Lewis are becoming one of the top new production teams in the field, with hits by the SOS Band, Change, and Cherrelle.



Prince's purple reign



How will Vanity fare away from her Prince?

Then there was the trio Vanity 6, who attracted a lot of notice before leader Vanity split to go solo, coming up on Motown. The

other five . . . I mean, two . . . 6'ers were left in vain, but help was on the way in the person of Prince's new protege Apollonia, who took Vanity's place in both "Purple Rain" and the group (whether Apollonia 6 has the same ring as Vanity 6 remains to be seen). And now there's the latest member of Prince's court, Shella E., who's moving up nicely in the Black/Urban section right now. So far, Prince's imprints on the pop world add up to success fit for a . . . Prince.



Michael Hoppe's soundtrack achievement

the main themes and music for the Gene Hackman film "Misunderstood," and produced the soundtrack album. The circumstances were unusual - Hoppe was discussing other PolyGram soundtrack projects with film entrepreneur Peter Guber, when Guber mentioned that the commissioned soundtrack for "Misunderstood" was proving unsatisfactory and they were in a bind

looking for some new music. Hoppe had a cassette of one of his compositions with him, played it for Guber, and got the gig. And, after 12 frantic days working with arranger Carlos Franzetti, the soundtrack was completed. Talking with Michael, you can hear how proud he is of his accomplishment, and no wonder.

Speaking of soundtracks, Eddy Grant's "Romancing The Stone" is part of a new class of record: songs written for but not used in soundtracks. The other recent example that comes to mind is Crosby, Stills & Nash's "War Games" last year.

The Jermaine Watch

Continuing to track Jermaine Jackson's progress as potentially the biggest non-sin-



Jermaine Jackson: just shy of a record

gle in R&R chart history, we find "Tell Me I'm Not Dreamin'" has tied the Black/Urban chart record set recently by Jeffrey Osborne's "Plane Love," which went to No. 3 without a 7-inch release. By hitting No. 7 June 1, Jermaine beat Elton John's 1975 CHR record for "Pinball Wizard," so the only milestone left to top is brother Michael's No. 3 position achieved with "Thriller" before it became a single. It's interesting to note, in passing, that because of differing methodologies, Jermaine's record can only be heard on national countdown shows using R&R's charts.



ONE YEAR AGO TODAY

- CHUCK KNAPP NAMED STATION MANAGER AT KSTP-FM/MINNEAPOLIS
- STEVE SMITH BECOMES VP/GM FOR WKTI & WTMJ/MILWAUKEE
- DALLAS COLE OM AT WKTI; MIKE ELLIOTT PD AT WTMJ
- MEREDITH WOODYARD NAMED VP/GM FOR THE SOURCE
- BOB HUGHES NAMED OM AT WLTT/WASHINGTON
- ROB HASSON NEW GM AT KLZ/DENVER
- #1 CHR: "Flashdance" — Irene Cara (Casablanca/PolyGram) (3rd week)
- #1 A/C: "Never Gonna Let You Go" — Sergio Mendes (A&M) (2nd week)
- #1 COUNTRY: "You Can't Run From Love" — Eddie Rabbitt (WB)
- #1 BLACK: "Inside Love" — George Benson (WB)
- #1 AOR TRACK: "Every Breath You Take" — Police (A&M) (2nd week)
- #1 LP: "Pyromania" — Def Leppard (Mercury/PolyGram) (6th week)

FIVE YEARS AGO TODAY

- JACK THAYER NAMED GM AT WNEW/NEW YORK
- RICHARD PALMESE SET AS VP/PROMOTION FOR ARISTA
- LEE LOGAN NAMED PD AT KFMK/HOUSTON
- KEN BENSON NATIONAL ALBUM PROMOTION DIRECTOR AT EMI/UA
- #1 CHR: "The Logical Song" — Supertramp (A&M)
- #1 A/C: "She Believes In Me" — Kenny Rogers (UA) (2nd week)
- #1 BLACK: "I Wanna Be With You" — Isley Bros. (T-Neck/CBS) (3rd week)
- #1 COUNTRY: "She Believes In Me" — Kenny Rogers (UA)
- #1 LP: "Breakfast In America" — Supertramp (A&M) (8th week)

TEN YEARS AGO TODAY

- SCOTT SHANNON NATIONAL PROGRAM CONSULTANT FOR MOONEY CHAIN
- #1 CHR: "Sundown" — Gordon Lightfoot (Reprise/WB)
- #1 A/C: "Oh Very Young" — Cat Stevens (A&M) (2nd week)
- #1 COUNTRY: "If You Love Me" — Olivia Newton-John (MCA) (2nd week)

TV News

Jenny Burton joins with "Beat Street" producer Harry Belafonte for a "Tonight Show" appearance June 8 . . . "Solid Gold" for the week of June 8 stars LaToya Jackson, KC, Cyndi Lauper, Bill Medley, Missing Persons, Night Ranger, and Rick Springfield . . . "Saturday Night at Gilley's" is a one-hour special on the Nashville Network, premiering June 9 and featuring Mickey Gilley with Lane Brody, Johnny Lee, and Charly McClain . . . Laura Branigan is on "American Bandstand" June 9 . . . Toni Tennille is on the syndicated "Breakaway" show June 14 . . .

HUMAN LEAGUE FLYSTERIA

(SP-4923)

FEATURING THE NEW SINGLE "THE LEBANON"

(AM-2641)



Produced by Hugh Padgham and Chris Thomas and The Human League

On A&M Records and BASF chrome cassettes

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"WEIRD AL" YANKOVIC



"I LOST ON JEOPARDY"

ON YOUR DESK
THIS WEEK!

Watch MTV This Week For
Al's New Video

"I LOST ON JEOPARDY"



DISTRIBUTED BY CBS RECORDS

Datebook

Most Wanted Outlaw

MONDAY, JUNE 11

The title reference is from "The Conversation," one of **Waylon Jennings** and **Hank Williams Jr.**'s several dialogues about **Hank Sr.** In the same song the pair castigate the Grand Ole Opry for dismissing the elder Williams and describe his firing as Hank's "greatest pain." Williams became a radio star not on the Opry but on **KWKH/Shreveport's** "Louisiana Hayride" (which also proved to be somewhat more appreciative of **Elvis Presley** than the Opry). After a few hits, ("Move It On Over," "Honky Tonkin' ") and a year on the Hayride, Williams finally joined the Opry on this day in 1949. He debuted just as "Lovesick Blues" was exploding and was reportedly given a then-record six encores. He spent three years on the show before leaving in August, 1952 and dying four months later amidst numerous health and personal problems. The tapes of Williams's Opry appearances were released by **MGM** in 1967; independently released transcripts of Williams's **WSM** radio program surfaced about two years ago.

Birthdays: **Joey Dee** 1940.

TUESDAY, JUNE 12

Diana Bounds Back . . .

After her early solo albums produced by **Ashford & Simpson**, **Diana Ross** worked with almost everybody at **Motown** headquarters (including, at one point, **Four Seasons** producer **Bob Gaudio**.) With the exception of the **Richard Perry**-produced "Baby It's Me" and the "Lady Sings The Blues" soundtrack, all of Ross's mid-'70s LPs had multiple producers and one, "Touch Me In The Morning," had eight collaborators. On this day in 1980, "Diana" was released. Ross's collaboration with **Chic** producers **Nile Rodgers** and **Bernard Edwards** contained "Upside Down," which reestablished Ross as a top recording artist. It also opened a new career for the Chic team as writer/producers of the superstars. In recent months, the group's sound has resurfaced on the soundtrack of "Alphabet City."

Birthdays: **Chick Corea** 1941.

WEDNESDAY, JUNE 13

. . . So Does Miami

All of a sudden, the South Florida scene seems to be making a comeback. **KC** stomped back in January with "Give It Up." **Betty Wright** had a midchart Black radio hit in 1983 with "She's Older Now." Miami-based **Sunnyview Records** has gone top 15 Black/Urban with **Newcleus**. **Gwen McCrae** returned with "Funky Sensation" in 1981 and recently remade **Lee Michaels's** "Do You Know What I Mean." **Timmy Thomas**, who had TK's first top ten single with "Why Can't We Live Together," is back on **Gold Mountain**, and so is **George McCrae**, who gave the label its first #1 CHR song. McCrae's "Rock Your Baby" entered the **R&R** charts on this day in 1974 on its way to the top roughly two months later. "Baby," in addition to being a seminal disco-to-pop crossover, also propelled its producers, **Harry Casey** (KC) and **Rick Finch**, out of menial jobs at TK and helped popularize the sound the **Sunshine Band** became famous with a year later.

Birthdays: **Bobby Freeman** 1940, **Jorge Santana** 1954.



Club Membership Grows

THURSDAY, JUNE 14

Boy George became a family entertainer in Britain after outrage over his appearance subsided. It took a few more months here in America, but, despite the warnings of several industry consultants that seeing **Culture Club** on video would scare off adult audiences, **George O'Dowd**, who turns 22 today, is a larger act with adults than 18 months ago when they only knew what he sounded like. Five of the group's seven singles have been top ten A/C records, and the most recent, "It's A Miracle," is ahead of its CHR pace on the A/C charts. One of the other axioms often cited by researchers is that O'Dowd's appearance angers people. While **Boy George** has already insisted that he won't ever seem normal to people, that same "angering viewers" charge has been levelled against almost any rocker with a distinct visual style, from **Elvis** through **David Bowie**, and has generally tended to subside . . . eventually.

Other birthday: **Rod Argent** 1945.

FRIDAY, JUNE 15

Second Most Wanted Outlaw

In the early years of **Waylon Jennings's** career, he managed to cover just about everybody from **Richard Harris** to the **Everly Brothers**, the latter of which explains how both he and **Paul Young** could end up remaking "Love Of The Common People." Jennings was born in Littlefield, TX on this day in 1937. In recent years, with country fluctuating stylistically, uptempo Jennings hits like "Breakin' Down" and "Ain't Livin' Long Like This" have remained at a near-constant gallop and probably deserve some credit for pepping up the genre. "Never Could Toe The Mark," Jennings's new single, might be an appropriate birthday statement, but his most telling comment on turning 47 was contained in "Breakin' Down"'s flip, "Livin' Legends (A Dyin' Breed)," a flip answer to **Hank Jr.'s** "All My Rowdy Friends (Have Settled Down)."

Other birthdays: **Nilsson** 1941, **Slade's Noddy Holder** 1950.

SATURDAY, JUNE 16

Monterey Pops, Woodstock Drops

The Woodstock festival may have defined an entire generation, for better or worse, but the concerts themselves didn't make any money. On this day in 1970, **Woodstock Ventures**, the festival promoters, announced that the concert series had lost \$1.2 million, which they hoped to offset by selling albums and tickets to "Woodstock — The Movie," which had opened a month earlier. The announcement was ironically timed, coming, as it did, on the third anniversary of the Monterey Pop Festival's opener. Woodstock's producers would learn what numerous other rock-festival promoters also found out the hard way after June 1967: that, in most cases, rock festivals lost money. Most of Monterey's spawn would result in innumerable horror stories involving police/drugs/inadequate planning/riots/fraud or any combination of the above; the Woodstock backers had at least managed to pull off an event whose notoriety outpaced the snags.

Birthdays: **Billy "Crash" Craddock** 1939.

SUNDAY, JUNE 17

Barry Manilow Born

On **Barry Manilow's** 38th birthday, it should be mentioned that he rediscovered doo-wop and the neo-**Four Seasons** sound a few years ahead of **Billy Joel**. Manilow remade the Seasons' "Let's Hang On" roughly two years ago. And eight years ago, he and collaborator **Adrienne Anderson** wrote and produced the similarly-constructed "Street Singing" by Manilow's backup group, **Lady Flash**. In roughly ten years as a solo recording artist, every one of Manilow's 27 singles has managed to hit **R&R's** A/C chart, 25 have gone top ten, and ten have been #1. The CHR statistics are only slightly less awesome; 21 chart records, 12 top tens, and two #1 singles.

— Sean Ross

Breakin'

THE SOUNDTRACK
ON POLYDOR

ALBUM: GOLD & BEYOND

MOTION
PICTURE:

\$30,000,000 (3 weeks)
One Of The Top Box Office Hits Of 1984



OLLIE & JERRY

"Breakin'... There's No Stopping Us"

CHR BREAKERS

Black Radio

BREAKERS

Thank You Radio

BARKAYS

"Freakshow On The Dance Floor"

B104
WXKS-FM
Q107
WASH

I95
WNVZ
WHYT
FM102

KITS
WMAR
94TYX
WFMI

WRVQ
13K
KMGX
KYNO-FM

KQMQ
KHYT
WQCM
WGLF
KCAQ

On Your Desk
"99 1/2"
Carol Lynn Townes
From The Soundtrack

PolyGram Records
.....
No One Does It Better

Air Personalities



DAN O'DAY

Avoiding Negativity On-Air

I recently received a thoughtful, interesting letter from a jock who feels trapped and frustrated. I've changed a couple of details to protect this person's identity; his situation is common enough that every market probably has at least one program director who'll read this and say, "That sounds like one of my personalities!"

"Dear Dan . . . I always enjoy reading about the personality 'greats' in the biz, and your interview with Howard Stern is no exception! Sometimes I get weary hearing 'Merry Sunshine' radio. I believe listeners are smarter than most programmers give them credit for. They know that most air personalities have relatable problems; we are people, not machines.

"A one-to-one communicator has the gift of putting himself on the same level as his average listener emotionally. I feel there's a definite place for negatives — if they can be made light of. What person is going to take offense to 'What a cruddy day, weatherwise!' The listener will say, 'Yeah, you're right. It ruined all my plans for tonight' or 'Yeah, it rained on my laundry!' I think we as broadcasters tend to anger more people by being noncommittal. Positives are great — sounding happy is great — but 'smile when you say that' sometimes sounds plastic.

"When I came to this market, I was hired to work morning drive on an AM A/C station. After my arrival, management changed and like magic I was doing 'Shut up and read the liners' radio on afternoon drive.

"Now, after our first book, management says it's okay for me to loosen up and talk a little. Now that people think I have no personality, I'm supposed to be super-reliable and be myself . . . but only if I backsell those records and read all the liner cards first!

"Right now I'm so disciplined I can hardly get myself to sound natural. I'm hoping to move on to a better market, but how do you put together a winning aircheck if you can't do what you want to do on-the-air? I know I have the potential to be great, but without that one 'break,' no one will ever know except me!"

This jock, whom I'll call "Bob," enclosed an aircheck with his letter. I'd like to offer

my responses to what I heard on the tape while attempting to tackle some of the questions raised in his letter.

A Brief Critique of Bob's Aircheck

Even if I had heard this aircheck without having read the accompanying letter, I think I would have known immediately that this was not an air personality who enjoys what he's doing. There's a negativity, a lack of energy, and a lack of joy which permeates the entire show.

When Bob opens his show, his delivery is so joyless that it sounds almost like an attack. This feeling doesn't come from an act he's putting on; he's not portraying some Don Rickles-type character. He sounds like he simply doesn't want to be there.

"The oldies you play on your show offer you easy access to the feelings of your listeners . . . and you can make a real connection with them by revealing your own connection to the music."

Bob's station programs oldies, but Bob doesn't relate to the music at all. After each set, he backsells the titles, artists, and years of the songs. His letter indicates this total information package after every music set is part of the format. This means that he as a personality is the victim of bad programming; certainly there's no need for the audience to be told the year in which every song played first became popular! And surely some songs are well-known enough that the title can be omitted sometimes.

On-Air Projection

- Accentuate The Positive
- Defuse The Negative
- Relate Problems To Solutions
- Relate To Your Listeners

The oldies you play on your show offer you easy access to the feelings of your listeners . . . and you can make a real connection with them by revealing your own connection to the music.

Coping With Your Problems On-Air

Back to Bob's aircheck: I understand what he means by wanting to admit to his

"To be personable while taking care of your format basics is a genuine creative challenge. It's up to you either to meet the challenge . . . or to resign yourself to time & temp."

listeners that he has problems, too. The trick here, however, is to acknowledge problems without sounding negative yourself. Who would you rather spend time with — someone who recognizes setbacks and defeats and is able to see humor in them (or to see some positive side to them) . . . or someone who bitches and moans and complains about everything?

Bob's city had just received a late snow, on St. Patrick's Day. Everyone had put away their shovels and snow chains and was looking forward to spring. Throughout his show, Bob bitched about the snow. Not in a fun way, not in an entertaining or creative way; he simply bitched about it. He was 100% negative about it. And I don't think his attitude brought any comfort or joy to his listeners. If you're snowed in, having to change social plans, trying to cope with getting the kids home from school, etc., the last thing you need is some guy whining about how awful everything is.

At one point Bob says, "I don't relish the thought of being stuck here St. Patrick's Day Eve." Well, of course! It's obvious he

doesn't like being there during his own air-shift! He could have taken that simple concept — being stranded at the radio station when everyone else is out celebrating — and built some kind of running bit or theme throughout the show: alternate ways of celebrating for people who can't get to a party, phone conversations with listeners who are similarly stranded, etc.

Bob, you just don't sound like you're enjoying yourself! At another point in the show, you pause, heave a deep sigh, and continue speaking. You sound depressed. I understand why you feel depressed, but you can't do a daily show sounding that way!

Personality Challenges

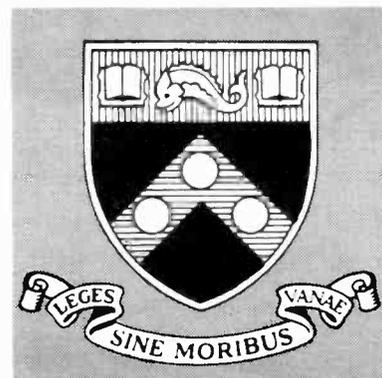
And now I'm going to get a little rough with you, Bob. First you complain the station won't let you be yourself; I certainly understand your frustration there, especially in view of the fact that they originally hired you to be a real personality. But now you're complaining that they do want you to be yourself, to be personable!

You've felt frustrated because you weren't given the opportunity to be yourself on the air. Well, now you've got one "break" you want — belatedly, perhaps, but it's your chance. To be personable while taking care of your format basics is a genuine creative challenge. It's up to you either to meet the challenge . . . or to resign yourself to time & temp. I guarantee that your listeners won't be calling to complain, "Hey, how come all of a sudden you're warm and friendly and interesting . . . just when I've gotten used to your being sullen and withdrawn?"

Again, I think the key here is to relate the elements of your show — music, news, weather — to your own life and to share those relationships with your listeners. If you share the positives gleefully and the negatives ruefully (but not bitterly), your listeners will get a chance to know the real you. And from your letter (which I've quoted from only partially for this article), I can tell the real you is an interesting, warm person . . . just the type of person most of us would like to get to know.

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- Taught by a faculty drawn from The Wharton School at the University of Pennsylvania in Philadelphia, one of the most prestigious business schools in the world.
- Limited to 50 leading radio sales managers to insure maximum individual participation. Immediate reservations are necessary to guarantee your participation.



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—"Doc" Fidler, Program Director—WOKI-FM/Knoxville

"The production and delivery are so exciting and dynamic you'll swear it's live."

—Garry Wall, Program Director—WTIC-FM/Hartford

"Hearing first-hand reports from individual markets puts real meaning into the music rankings."

—Buddy Scott, Program Director—WBBM-FM/Chicago

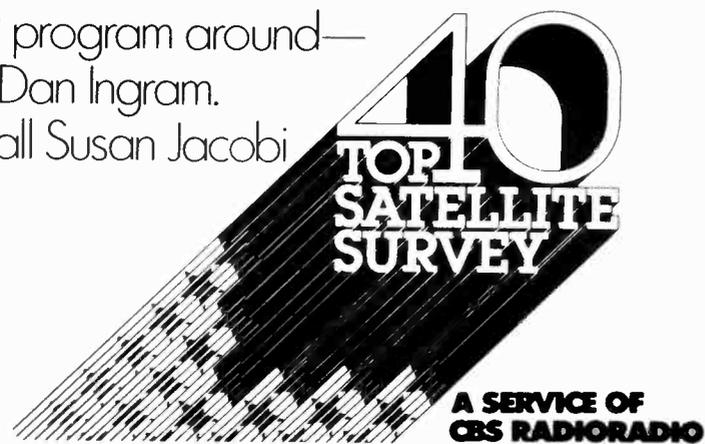
"CBS RADIORADIO sure knows how to put together a top-notch product. And my GM loves those local avails."

—Rick Simon, Program Director—KLYD/Bakersfield

"With no fillers added the show moves at almost a fever pitch with Dan leading the pace."

—Mel Myers, Program Director—KELI-FM/Tulsa

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News/Talk



BRAD WOODWARD

RATINGS, PEOPLE, PROGRAMMING

Catching Up On The State Of The Format

This week, let's take a break from station profiles and market rivalries to catch up on some News/Talk ratings, personnel changes, and programming notes.

It appears gainers and losers were just about even for 49 News/Talk stations that had winter '84 Arbitrons. Twenty-two (45%) stations posted gains, 24 (49%) slipped, and three (6%) stayed level. Here are the 12+ specifics:

Stations:	F'83	W'84
WCBM/Baltimore	3.8	3.9
WEEL/Boston	5.1	5.3
WRKO/Boston	4.3	4.1
WBBM/Chicago	5.5	4.9
WGN/Chicago	9.6	8.6
WIND/Chicago	4.2	3.3
WERE/Cleveland	4.2	4.5
WJW/Cleveland	3.6	2.8
KRLD/Dallas	7.7	8.1
KDEN/Denver	1.3	1.6
KOA/Denver	7.3	6.7
KNUS/Denver	2.6	2.3
WWJ/Detroit	6.3	5.9
WXYZ/Detroit	3.9	5.0
KPRC/Houston	5.0	3.8
KTRH/Houston	4.1	5.2
KCMO/Kansas City	6.6	6.1
KMBZ/Kansas City	2.9	3.7
KABC/Los Angeles	5.2	5.7
KFWB/Los Angeles	3.5	3.0
KNX/Los Angeles	3.7	3.5
WGBS/Miami	1.1	1.3
WRHC/Miami	3.7	3.5
WIOD/Miami	4.1	3.2
WNWS/Miami	4.2	4.3
WINZ/Miami	3.1	4.3
WABC/New York	2.3	2.2
WCBS/New York	3.8	4.6
WINS/New York	4.5	4.6
WMCA/New York	1.6	1.5
WOR/New York	5.1	4.9
KYW/Philadelphia	7.5	7.8
WCAU/Philadelphia	4.5	4.1
WWDB/Philadelphia	4.7	4.6
KTAR/Phoenix	8.5	9.0
KQV/Pittsburgh	2.6	3.4
WTKN/Pittsburgh	3.0	3.8
KMOX/St. Louis	20.6	20.6
KXOK/St. Louis	1.9	2.0
KOGO/San Diego	2.0	1.3
KSDO/San Diego	4.5	4.5
KCBS/San Francisco	6.8	5.8
KGO/San Francisco	8.7	7.4
KING/Seattle	2.2	1.9
KIRO/Seattle	8.6	8.6
WFNN/Tampa	0.3	0.4
WPLP/Tampa	3.1	3.6
WWRC/Washington	4.1	4.2
WTOP/Washington	3.6	3.3



WOMEN BEHIND BARS — WMCA/New York President Ellen Sulzberger Straus earned the American Women in Radio & Television (AWRT) Commendation Award for her series "Women Behind Bars." The in-depth examination of prison rehabilitation featured an exclusive radio interview with convicted murderer Jean Harris. Actress Jean Stapleton (right) presented the award at an AWRT luncheon in New York. WBBM/Chicago was recognized for the series "Women in Business," produced by Sharon Gelder and Denise Hines, and written by John Hultman.

struck North Carolina on March 28. In 24 hours the station collected over 100 tons of food, clothing, and bedding that were delivered to stricken areas 200 miles away by tractor trailer and three giant C-130 cargo transport planes.

Hundreds of volunteers pitched in on WSJS's "Carolina Caravan," which also raised over \$210,000 for disaster victims in just ten days.

WLAC Simulcasts TV Newscast

WLAC/Nashville has found a cheap and apparently successful way to program news in PM drive. In April the station began simulcasting WSMV-TV/Nashville's "Scene at Six" newscast from 6-7pm.

VP/GM Vic Rumore explains, "It's so frustrating when you can't get home in time to see what's happening in your community. We broadcast the newscast in its entirety so people who can't be around a TV set can still get the best news available at six o'clock."

But doesn't that convey the message that radio is somehow a second-class medium? Absolutely not, says Rumore. "It's an admission that television has many more dollars to put into news than radio does. They have 50 or 100 people covering the news. There's no way I could compete with that. I'd go broke."

No money changes hands in what Rumore calls a "win-win situation." WLAC gets



WSJS FLIES INTO ACTION — Tractor trailers and three North Carolina Air National Guard C-130 transport planes were needed to deliver over 100 tons of food and clothing collected by WSJS/Winston-Salem for North Carolina tornado victims in late March. WSJS also raised more than \$210,000 in donations.

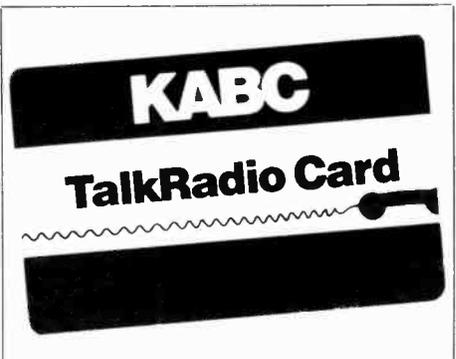
top-quality local news programming free, inserting its own commercials. WSMV-TV gets thousands of dollars in free promotion, especially from the on-air promos WLAC simulcasts for the 10pm TV news.

Excited about the response to what is now a pilot project, Rumore predicts the practice "will and should sweep the country," and he welcomes inquiries from other radio stations.

Card Promotion Leads KABC Into Publishing Business

What began as a plastic card promotion at KABC/Los Angeles this winter has quickly mushroomed into a business venture unto itself, including publication of a 48-page, ad-supported glossy magazine, "Let's Talk."

Some 3.5 million card applications distributed through retail outlets and newspaper inserts have so far put 225,000 cards into circulation. Cardholders are eligible for discounts at many stores and businesses, free tickets to movies, plays and sporting events, and two-for-one dining. A travel club will be set up to offer airfare and hotel discounts. Some on-air contests are open only to cardholders; others, like an Olympic ticket giveaway that's open to all listeners,



yield bonus prizes to winners who hold Talkradio cards.

In August all cardholders will get a free copy of "Let's Talk," containing articles and reviews written by — and sometimes about — KABC's air personalities. Monthly publication begins in October for those who subscribe at \$15 per year. Magazine advertising sales have been so strong that KABC expects the venture to be self-supporting.

In still another benefit, demographic information that card applicants were required to supply is now being used by the KABC sales department. The multi-faceted promotion is the brainchild of KABC VP/GM George Green and, if successful, may be tried at other ABC O&O's.

ABC Talkradio: 66 And Counting

When we took an in-depth look at ABC Talkradio in January, VP/Director Rick Devlin predicted the network, which then had 62 affiliates, would have a station in each of the top 100 markets by the end of 1984. How is the network doing? The most recent count stood at 66, which includes nine of the top ten markets and 20 of the top 25.

The newest additions to the Talkradio lineup are WVNF/Atlanta, WJBO/Baton Rouge, WOC/Davenport, and WPBR/Palm Beach.

For The Record

* My April 27 column on the intense competition among Miami's four "Anglo" News/Talk stations prompted a letter from WQBA/Miami GM George Hyde, drawing attention to the city's three Spanish N/T outlets: WQBA, WRCH, and WOCN. He points out that WQBA, with a 7.2 share, outranks all of the English News/Talkers.

* In my May 18 profile of the Houston News/Talk market I erred in reporting KPRC's fall '83 Arbitron share at 5.9. Actually, KPRC's lead over KTRH was 5.0-4.1.

On The Move

Michael Feldman and Catherine Cataline new WGN/Chicago evening talk team . . . John Harper, Terry Pickard named WXYZ/Detroit PD, Assistant PD; Dick Haefner is morning co-anchor . . . Thelma Schoettker, KTRH/Houston fill-in host; Bill Rogers, weekend anchor; Lana Hughes, weekday anchor . . . Memo Munoz, KFWB/Los Angeles writer/correlator; John Brooks, anchor/reporter . . . Dennis Lambert, KTAR/Phoenix Managing Editor; Craig Henderson, morning host; Frank Asbury, Bob Christopher, morning anchors . . . Fred Brown, KYW/Philadelphia Urban Affairs reporter; Joel Adler, producer . . . Leanne Sarkisian, WGBS/Miami Promotion/Creative Services Director . . . Warren Moran, KSDO/San Diego weekend news anchor . . . Alan Christian, WCBM/Baltimore 2-3pm host . . . Craig Dellimore, WBBM/Chicago Springfield correspondent . . . Randy Kerdoon, KDYL/Salt Lake City sports anchor/reporter . . . Rosie Allen, KGO/San Francisco afternoon co-anchor . . . Debbi Kempton-Smith, WMCA/New York astrologer . . . Joy

Browne, KCBS/San Francisco "Newsmagazine" producer/host; Ann Miller, "KCBS Legal Magazine" host; Glenn Dickey, sports commentator . . . Leslie Crosson, WINS/New York Editorial Director . . . Robert Van Amburgh, WPLP/Tampa Sunday "Overnight" host; Tracye Fox, reporter; Kyle Kirtley, Lynn Robinson, anchors . . . David Rimmer, ABC Talkradio Producer, Weekend Programming, East Coast; Francie Forman, Manager/Station Relations . . . Evelyn Starnes, WWRC/Washington News Manager . . . James Newman, KOGO/San Diego financial correspondent . . . Dan Coben, WCAU/Philadelphia reporter; Gary Hodgson, host of nightly "Radio Classics" . . . Art Dineen, KOA/Denver 3-6pm host; Laurie Parsons, reporter; Kris Olinger, Assistant News Director . . . Ed Busch, KNUS/Denver consultant . . . Dr. Jeffrey Fisher, WOR/New York Sunday "Life Extension" host; Roger Norum, economics correspondent . . . John Leisher, KFWB/Los Angeles anchor/reporter.

Tornadoes Spin WSJS Into Action

One of the most impressive and laudable feats of any News/Talk station in the country recently was WSJS/Winston-Salem's response to the devastating tornadoes that

For 320 profitable reports on the Summer Games, the only thing our affiliates have to pay is attention.

Once every four years, radio stations have a chance to sell avails at world-record speed. That kind of opportunity is worth a lot.

But AP Network News' sports coverage hands it to affiliates on a golden platter. Twenty special, brief authoritative reports a day, direct from AP's Los Angeles headquarters, and other sites around town. Anchored by the likes of Dave Lubeski, Jim Militello, Jack Briggs, Jim Bell, Shelley Adler and Mike Gracia.

Just as important, AP Network stations don't have to wrestle with clearances or network commercials. Instead, they have 100% control over all commercial avails and keep 100% of the profit.

We've even sent our affiliates a list of official sponsors of the Summer Games to help them track down likely local advertisers.

And as for format, our AP Network stations can run our reports every which way. As they are broadcast, taped, shortened, grouped or in a special program produced by the affiliate.

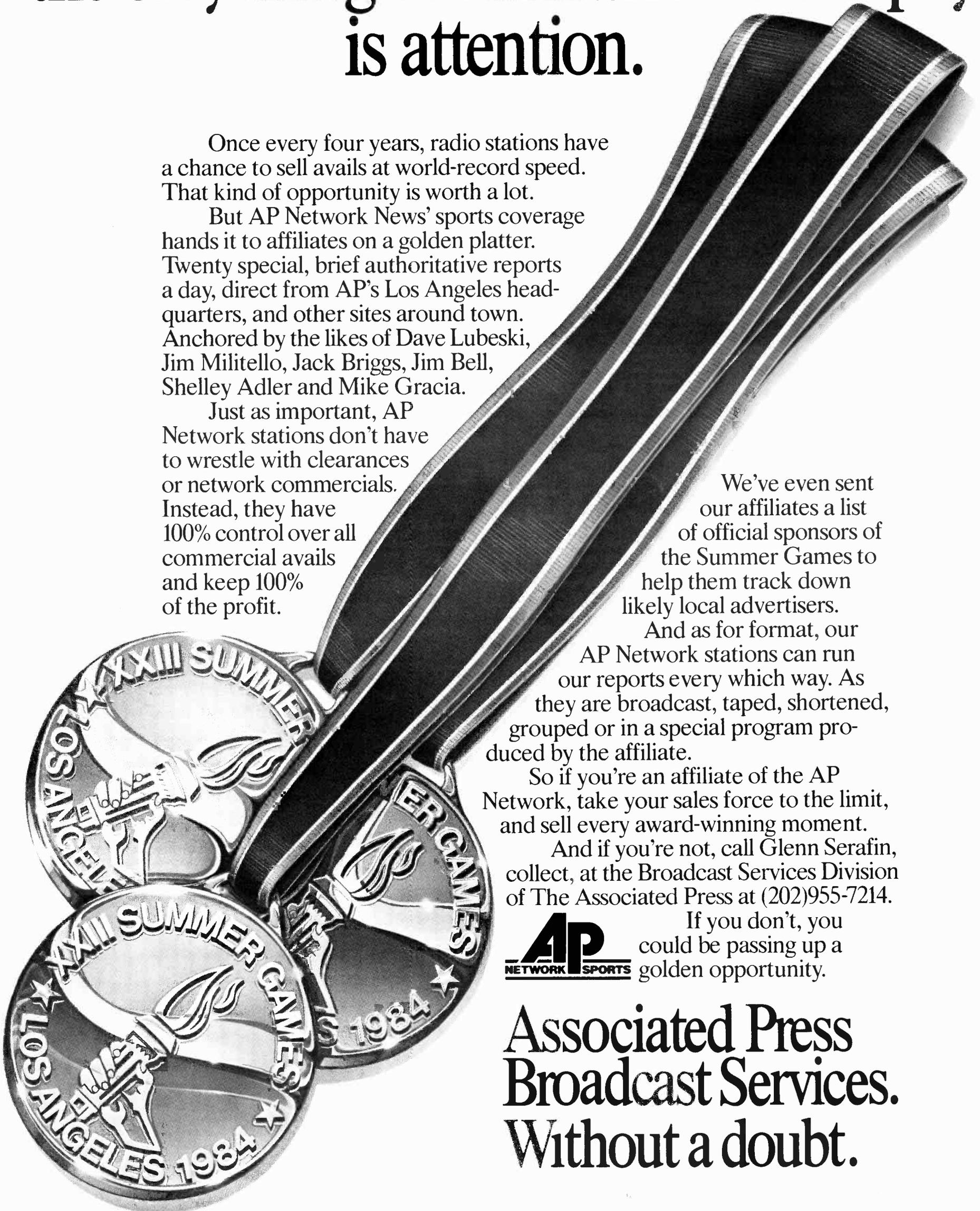
So if you're an affiliate of the AP Network, take your sales force to the limit, and sell every award-winning moment.

And if you're not, call Glenn Serafin, collect, at the Broadcast Services Division of The Associated Press at (202)955-7214.

If you don't, you could be passing up a golden opportunity.



Associated Press Broadcast Services. Without a doubt.



THE PICTURE PAGES

Hyperactive Nights



Thomas Dolby played bartender recently at the kickoff party for his upcoming promotional tour. Entitled "Hyperactive Nights - A Thomas Dolby Video Dance Party," the tour will cover 18 markets and feature several Dolby video clips at various nightclubs. Pictured left to right with Dolby are video director John Sanborn, Second Visions Production Co.'s Gene Kraut, EMI's Michael Pillot, Sony Corp.'s Michael Rudich, and Capitol's Nancy Farbman, Andy Fuhrmann, and Doreen D'Agostino.

Alicia's Second Wave



Alicia Bridges, best-known for her hit single "I Love the Nightlife," has signed an exclusive recording contract with Oakland-based Second Wave Records. Her first release is set for later this month. Pictured here are (l-r) Second Wave President Judy Dlugacz, Lowery Group head Bill Lowery, and Bridges.

Fastfire Spreads Word



Newly-formed FastFire Records recently launched its first release, Night Crossing's self-titled debut album, at a Beverly Hills affair. Pictured (l-r) are Ben Scotti Promotion VP Nick Testa, KRTH/Los Angeles PD Bob Hamilton, KFI & KOST/Los Angeles PD Jhani Kaye, Ben Scotti's Mike Krum, FastFire Chairman Ed Rinderknecht, Ben Scotti Promotion President Ben Scotti, and FastFire Exec. VP Judy Bronsther.

Conley Comes To RCA



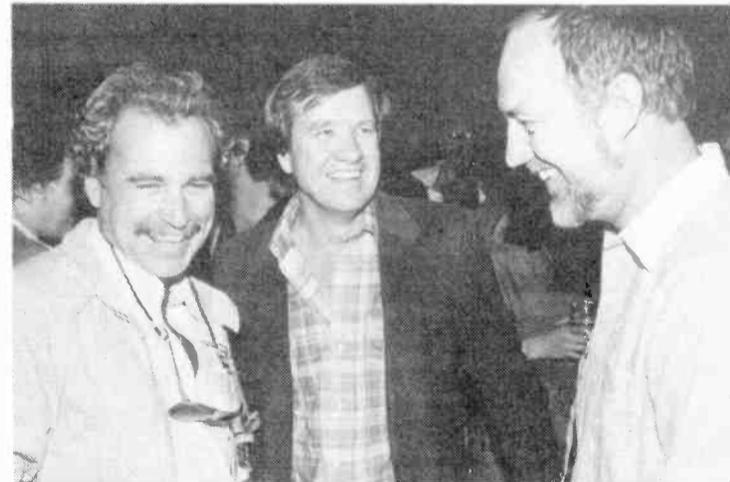
RCA artist Earl Thomas Conley stopped by the label's New York offices recently. Pictured (l-r) are Conley; RCA's Mike Vallone, Conley's manager Georgeann Galante, RCA's Phil Quartararo, and RCA VP John Betancourt.

PolyGram Picks People's Choice



1970s Philadelphia hitmakers People's Choice recently signed a recording contract with PolyGram. On hand for the signing were (l-r front) manager Harry Coombs, PolyGram's Jerome Gasper, band members Dave Thompson and Marc Reed, attorney Warren Hamilton; (l-r rear) PolyGram Sr. VP Harold Childs, and group's Artie Gamble, Johnni Hightower, Bill Rodgers and Frank Bronson.

But That's A Heineken!



Jimmy Buffett and publisher Buzz Cason recently hosted a Margaritaville party at the World's End in Nashville to celebrate their 14-year association. Pictured here are Buffett, Cason, and publisher/producer of many Buffett hits, Don Gant.

Stegall Signs To Epic

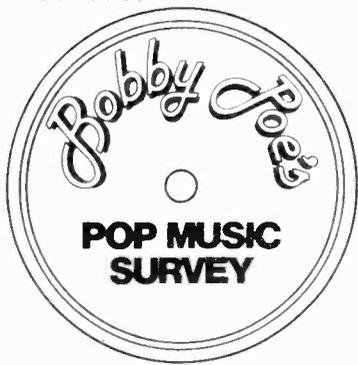


Keith Stegall was all smiles for his recent signing with Epic Records. Gathered for the occasion are (l-r) CBS VP/GM Rick Blackburn, producer Kyle Lehning, Stegall, manager Charlie Monk, VP Roy Wunsch, and CBS's Rick Schwan.

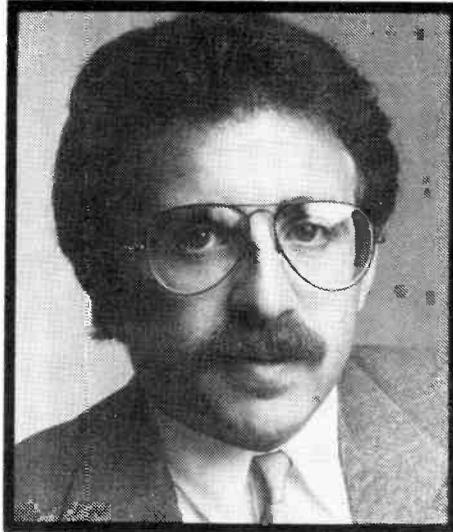
Robinson's Aerial Role



Chuck Robinson, Pres. of Permian Records, was recently presented an award by Delta Airlines for his role in making Delta aware of the need for competitive routes between music centers Nashville, Dallas, and Los Angeles. Three new nonstop flights were created. Pictured left to right are Permian's newest artist, Dottie West; Robinson; and Delta marketing agent Melanie Moschak.



Keynote Speaker



Irving Azoff

*Introduction
Keynote Speaker*



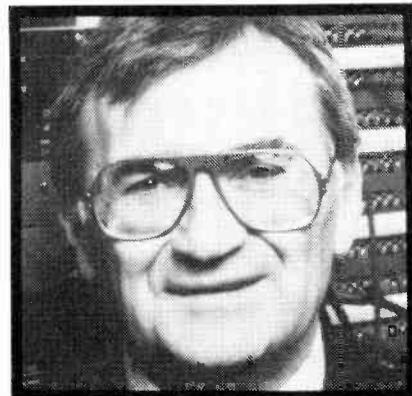
Kent Burkhart

*Introduction
Convention Host*



Dan Vallie

Guest Speaker



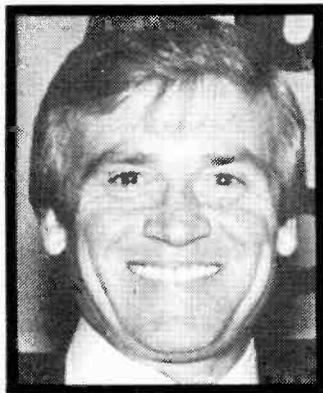
Rick Sklar
Author of "ROCKING AMERICA"

Entertainment

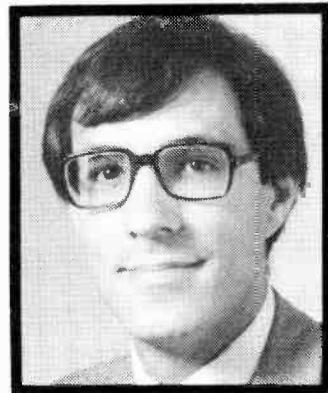


Kip Addotta

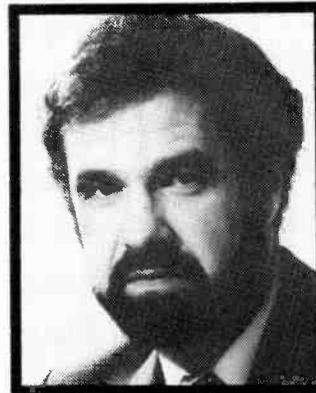
THIS YEAR'S MASTERS OF CEREMONIES:



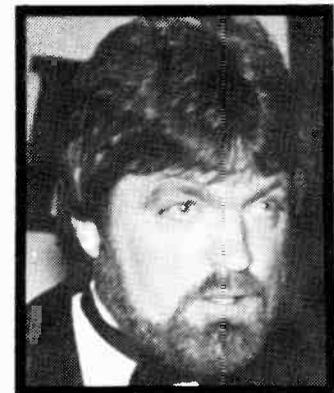
Jay Cook



Dave Martin



John Young



Scott Shannon

Radio Presenters:

- | | |
|-------------------|----------------|
| NICK BAZOO | GARY BERKOWITZ |
| KENT BURKHART | TODD CHASE |
| GERRY DeFRANCESCO | MASON DIXON |
| BOB HAMILTON | RANDY KABRICH |
| BOB KAGHAN | JOHN LANDER |
| HARV MOORE | JIM RICHARDS |
| MIKE ST. JOHN | JOHN SHOMBY |
| BOB TRAVIS | DAN VALLIE |
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| MIKE BONE | BILL CATALDO |
| HAROLD CHILDS | BOB EDSON |
| VINCE FARACI | RICH FITZGERALD |
| DONNY IENNER | MARGO KNESZ |
| WALTER LEE | STEVE MEYER |
| CHARLIE MINOR | DAVE URSO |
| BRUCE WENDELL | DICK WILLIAMS |
| | WALTER WINNICK |

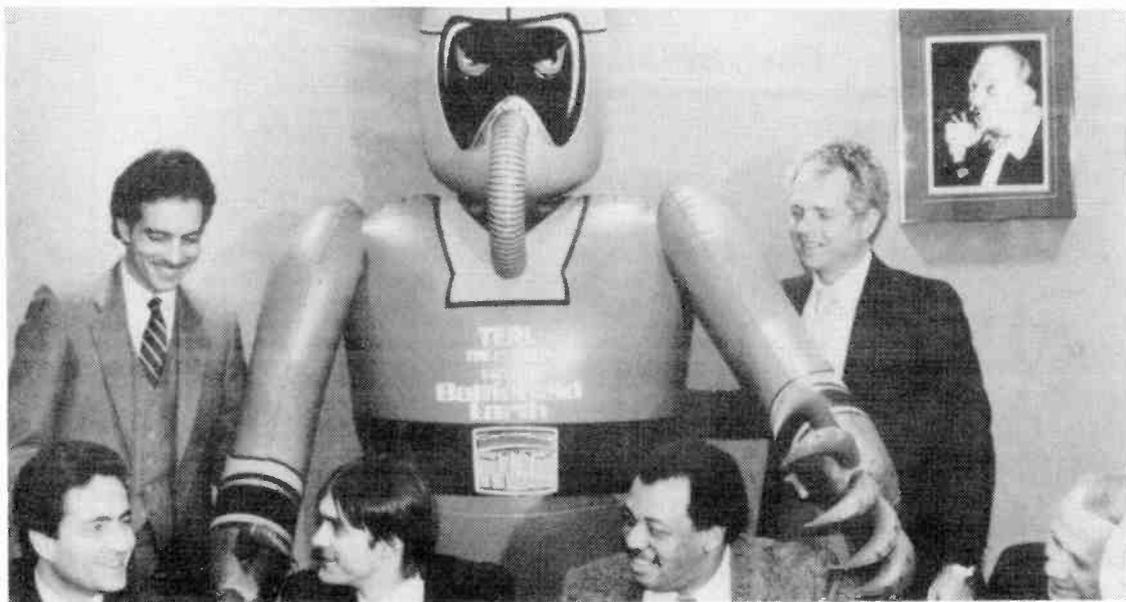
THE PICTURE PAGES

A Celebration Of Innocence



During the recent CBS Records business meetings in Honolulu, Billy Joel received a special plaque commemorating worldwide sales of more than five million copies for his "An Innocent Man" LP. Pictured at the presentation are (l-r): CBS Songs Pres. Michael Stewart, Columbia VP/GM Al Teller, Christie Brinkley, Joel, Joel's manager Frank Weber, and CBS/Records Group Pres. Walter Yetnikoff.

BPI's Carefully Supervised Signing



Terl, star of the best-selling novel "Battlefield Earth: A Saga of the Year 3000," dropped in to check on the new contract between Roy Norman's National Distribution Network and BPI Records — whose new soundtrack to the novel, an industry first, is the premiere project for the new association. Under supervision here are (front, l-r): attorney Michael-John Biber, BPI VP Roman Giessauer, NDN President Roy Norman, and Dateline Comm. Pres. Bill Widder. Terl's bodyguards are (l-r) Greg and Hugh Wilhere.

Icicle Works Goes To Chappell



Arista's Icicle Works recently signed with Chappell Music for worldwide publishing. Shown celebrating after the group's appearance at the L.A. Universal Amphitheatre are (l-r): Icicle Works' Ian McNabb, Arista VP Neil Portnow, IW's Chris Sharrock, Chappell VP Ira Jaffe, IW's Chris Layhe, and band manager Tony Barwood.

DRAG Raises Media Panel



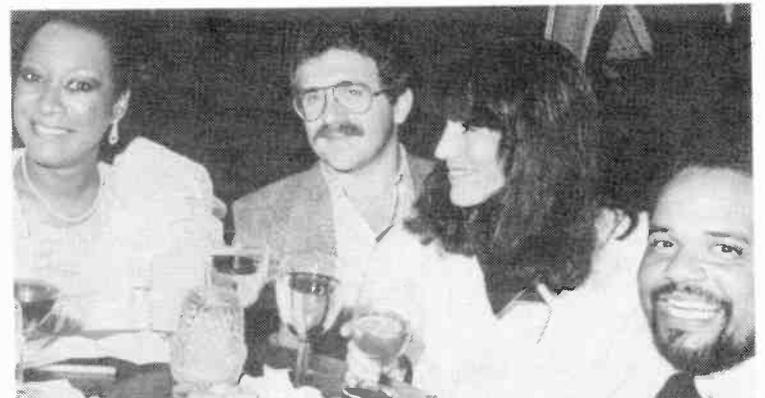
The Detroit Radio Advertising Group (DRAG) recently sponsored a Media Panel at the Michigan Inn in Southfield. Members of the panel included (l-r): Campbell Ewald's Judy Sawyer, WOMC VP/GM Elaine Baker (Pres./DRAG), WRIF GSM Marcellus Alexander, Stone & Simons's Linda Erwin, Doner & Co.'s Harvey Rabinowitz, the Berline Group's Michelle Horowitz, and RKO Radio Network's Jack Patterson.

Robin Gibb's Mirage Solo



Robin Gibb has signed a solo contract with Mirage Records. His new single, "Boys Do Fall In Love," is already out, and the "Secret Agent" album is due in June. Shaking hands on the deal are Mirage President Jerry Greenberg (l) and Gibb.

MCA Signs LaBelle



Patti LaBelle recently signed with MCA Records. Celebrating with LaBelle (left) at a Los Angeles restaurant are (l-r) MCA President Irving Azoff, Shelli Azoff, and MCA VP Jheryl Busby.

ASCAP Celebrates 70th

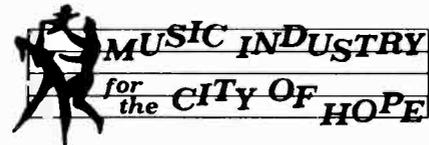


ASCAP, in conjunction with its first Pop Awards Dinner, celebrated its 70th anniversary at a black tie event held earlier this month in Los Angeles. On hand for the festivities were (l-r) ASCAP President Hal David, Quincy Jones, Stevie Wonder, and ASCAP Writer of the Year Lionel Richie.

Fatback's Back



Fatback, whose recording career spans back to the early '70s, recently signed with Cotillion Records, with a single out and an album forthcoming. Pictured at the listening party are (l-r): Atlantic VP Sal Uterano, WEA's Rich Cervino, Fatback's Gerry Thomas, and WEA's Mike Holzman.



A Tribute to JAY LASKER

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Hurwitz Steps Up To WLZZ & WZUU GSM

Bill Hurwitz has been promoted to General Sales Manager at WLZZ & WZUU/Milwaukee. He takes over the duties held by former GM Al Moll, who departed

two weeks ago to pursue broadcast ownership. Hurwitz previously spent two years as an Account Executive at crosstown WISN, having previously worked eight years as an AE, LSM, and finally GSM at competitor WOKY.

WLZZ & WZUU Station Manager Steve Schram said, "Bill is an important addition to our total commitment in Milwaukee. He displays the experience and enthusiasm we seek for sales leadership."

Hurwitz told R&R, "Malrite is the best broadcast company in the country. To me, Malrite is all right! We've got a ways to go, but between Steve, the rest of the team, and myself, we're going to take these stations to new leaps and bounds. I'm very excited about the whole opportunity."

Rockoff

Continued from Page 1

will be Director/Sales, although he'll have added responsibilities for programming and promotion. Thompson previously served as Local/Retail Sales Manager at KBZT, and as an Account Executive at WFYR/Chicago and WCLR/Chicago.

"Courtney was Sales Manager at KBZT and did a superb job," Rockoff observed. "He made a lot of people rich and we think he can do it again."

Thompson told R&R, "I'm very excited about the prospect of working with Neil again and furthering my experience in the broadcast industry. It's a great opportunity for me; Neil is the consummate professional."

Lundvall

Continued from Page 1

York and overseas.

Commenting on Lundvall, who was President of CBS Records for five years before joining E/A last year, Capitol Industries-EMI, Inc. Chairman Bhaskar Menon stated, "This appointment demonstrates our determination to rapidly enhance our influence and strength in North America, and I am especially delighted to welcome to our company an executive of Bruce's distinguished reputation."

Arnold

Continued from Page 1

Records, as well as artist management, independent promotion, and entertainment marketing. Arnold said, "I couldn't be happier — what a dream this is! I've waited my entire life to work for people with the kind of radio programming backgrounds that Gary and Dave have. It's the right people with the right attitudes who give you the tools to win with. The next best thing to owning your own station is working for Doubleday." Concerning the competition, Arnold added, "WRIF is incredibly vulnerable on so many levels, it's hard to believe they're leading in this market. We plan on attacking every vulnerability and putting them out of the format."

VOTAW AT KIKF, BICE AT KTIM-AM & FM

Aries Ups Two To Station Manager

James Votaw and Susan Bice have been named Station Managers at KIKF/Orange, CA and KTIM-AM & FM/San Rafael, CA, respectively. The outlets are owned by Aries Communications.

Votaw, who had been Sales Manager at Country-formatted KIKF for the past four years, told R&R, "The necessity for the change arose from (Aries President) Art Astor acquiring the San Rafael stations. Art is overseeing both operations, and this allows me to move into areas that need attention on a day-to-day basis. As

I move into those areas, I will be appointing a new sales manager so I'll be able to work more closely with PD John Dzima and get more involved with promotions."

Bice, a seven-year veteran of the parent company, most recently served as KIKF's Business Manager. Before that she worked at Drake-Chenault Enterprises as an administrative assistant. She told R&R, "I'm very excited. I've been fortunate enough to live in the two finest counties in all of California, and I love them both equally. I'm also very fortunate to

work with a company that would give me this kind of opportunity. I just hope I can be worthy of the trust that's been placed in me."

RKO

Continued from Page 1

my knowledge and career base at a company which has seen fit to promote from within and award achievers is just the best. My immediate goals are to keep the station in a winning programming position, and to increase our sales revenue; that is, basically not to mess up what Lee Simonson built!"

Regarding Taylor's advancement, Mayo commented, "It's a most natural move. Sonny's someone who's paved the way for a lot of us in this kind of radio, but has not gotten the credit for making radio the way it is today."

In 1980, Simonson transferred from the WFYR/Chicago GSM position to New York as VP/GM, supervising WXLO's transition from CHR to Urban/Contemporary WRKS. Mayo's programming background includes KALO/Little Rock, WRAP/Norfolk, WMAK/Nashville, and WGCI/Chicago before joining WRKS as Assistant PD in 1981; he was named PD the following year. Taylor, who was on vacation at presstime and unavailable for comment, joined WRKS in 1981 as Music Director, having previously spent several years as PD at WWRL/New York. Mayo also added that Research Coordinator Tony Quartarone has been promoted to Music Director.

DKM

Continued from Page 1

facturing and distributing. Dyson, who also owns WEOK & WPDH/Poughkeepsie and WPTR & WFLY/Albany, told R&R that corporate appointments are still forthcoming, and noted, "This is a terrific opportunity. I recognized what a clear advantage and unique situation it was to be able to buy a group such as this; to build it from scratch would take years. It's a great group of stations, as they've been effectively managed with good formats. We hope to continue Plough's quality of broadcasting and make it even better." Dyson added that no staff or format changes are slated after takeover occurs in September.

Plough's first broadcast property was WKDJ in 1944; the company merged with Schering in 1971.

Hare

Continued from Page 1

— his work has always been exceptional. He's proven to be a strong leader, manager, a great motivator of people. John's basically going to be running the station the way he wants to run it. We're very excited about John; he'll do a fine job down there."

A 15-year ABC Radio veteran, Hare's management experience includes a year as GSM at KXYZ & KAUM (now KSRR)/Houston, 18 months as GSM at WRQX (Q107)/Washington, and the last four years as VP/GM at WRIF. Hare said, "I spent nine and a half years in Houston, and I'm thrilled to be returning to Texas. This is a startup operation for ABC, and I'm just thrilled to be the person selected to go down there to make it a viable competitor."

No replacement for Hare has been named at WRIF.

Transactions

Continued from Page 3

we view as a vital center of dynamic growth. Both WNYR & WEZO will be remembered as stations that have made significant contributions to the company during its growth in broadcasting."

Cloutier

Continued from Page 3

Cloutier remarked, "KRCX is a new experience for me since it's a Spanish-language outlet, but the people are very helpful and motivated. However, as an old Top 40 jock, it's so exciting to get back to CHR with KPOP. I'm aware there is a lot of CHR competition in Sacramento, but we're going to hang in there and fight them because we can do it better than the other guys."

Before joining Fuller-Jeffrey in 1979 as an air personality at WBLM/Lewiston-Portland, Cloutier operated N.E. Concerts, a concert promotion firm. He was later named Sales Manager for both WBLM and WOKQ/Dover-Portsmouth, NH before joining KJJY in 1981.

Grace Broadcasting, headed by principal Harvey Grace, also operates WOOD-AM & FM/Grand Rapids and KDON-AM & FM/Sailnas, CA. Storz retains ownership of KXOK/St. Louis, WQAM/Miami, and WHB/Kansas City. KLBB becomes Newsystems's first radio property. Malrite owns WHK & WMMS/Cleveland, WHTZ/New York, KNEW & KSAN/San Francisco, KLAK & KPPL/Denver, KEEY/Minneapolis, and WLZZ & WZUU/Milwaukee.

Country station WNYR broadcasts at 990 kHz with 1 kw days/250 watts nights; Easy Listening WEZO is 27 kw on 101.3 mHz at 637 feet. A/C outlet KLBB operates with 1 kw days/250 watts nights at 1400 kHz, while Country-formatted WDGW is 50 kw days/25 kw nights at 1130 kHz.

KORL Sold For \$790,000

O'Day Broadcasting has agreed to sell KORL/Honolulu for \$790,000 cash to a group of Texas investors headed by former KMBZ/Kansas City air personality Bill Morse, pending FCC approval.

KORL operates with 10 kw at 650 kHz. Pat O'Day, who owned the station for eight years, has no other broadcast interests. The acquisition was the first for the Morse group.

Harvey

Continued from Page 3

the management here and developing the top two stations in this market. I've been listening to Don Kelly for years, and it'll be great working with him; he'll be giving me a lot of insight.

Harvey added that some shifting of air talent between the two stations is anticipated, but that no decision about simulcasting has been determined.

Sky

Continued from Page 3

O'Leary was GSM at WTPA when Sky took over two years ago, and was promoted to GM at that time. Vardin began at WGY & WGFM in retail sales, progressing to GM before Sky acquired the stations from General Electric last year. Thomas is a 25-year Nashville veteran, having spent the last seven years at WSIX, including a term as GSM.

Schreiber

Continued from Page 3

tion skills together with 50,000-watt KOMA."

Prior to KOFM, Schreiber served a year at KCST & KDJQ/Pueblo, after starting her radio career in 1972 at KEYN/Wichita. She told R&R, "I am so honored to have been chosen. I grew up with KOMA, and to have been given the opportunity and vote of confidence that I can do the job for Price Communications is just tremendous. I am excited and looking forward to it because we are going to have a lot of fun at KOMA."

Commenting on speculation of a format switch, in light of the six-deep Country format competition, Osborn remarked, "We are not going to change formats. Country has lost some shares in OKC, and I think it was partly because the Country stations let themselves be outpromoted by the others — A/C in particular. We look to change that."

Regarding a PD appointment, Schreiber added, "We don't have any timetable set up, but we are talking to some people and expect to name a PD very shortly."



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Contemporary Hit Radio



JOEL DENVER

A PRIMER FROM THE PROS

The Dynamics Of Dayparting Music



One of the most informative parts of my job is taking CHR reports on Monday and Tuesday. Those 40-50 reports give me an opportunity not only to talk one-on-one with our reporters, but they also offer a first-hand look at playlists at a wide variety of stations in all Parallels and regions.

Lately there's been a marked decrease in the number of records being dayparted, particularly new records. To me, this is a healthy sign. Less dayparting allows a wider variety of product to receive better airplay, a testament to the quality of product available for CHR.

This is not to say that dayparting isn't still being used as a valuable programming tool. How do winning CHRs daypart? Why are they dayparting? Several programmers, B96/Chicago PD Buddy Scott, WCZY/Detroit MD Gary King, WRCK/Utica PD Jim Reitz, and KYVA/Billings MD Charlie Fox, share their methods for successful dayparting.

Reasons For Less Dayparting

A number of programmers like Jim Reitz have found that too much dayparting can have a detrimental effect on the station's flow. "With current music I daypart very little because I like to keep a consistent sound around the clock. In experimenting, I've found the less dayparting we've done, the more consistent our numbers, in all dayparts. Now, mornings and middays are stronger than ever, with less of a tendency toward starting out at the bottom in mornings and increasing our shares as the day goes on. We start out strong and end up strong."

"Dayparting is tricky," cautioned Buddy Scott. "One reason I don't do much of it is because I really want B96 to sound the same no matter when you punch in. Other programmers I speak with daypart more than I do, but I've found that inconsistent on-air

product can throw your listeners way off. If you are a hit music station, then play the hits at all times. Only with radically different records like a Motley Crue, or a Julio & Willie (which I never played at night), would I really have to seriously daypart."

It Starts With The Ears

Gary King explained, "As with any programming decision, dayparting starts with the ears and then moves to research to back it up. As a programmer, you should know your audience. If a song isn't palatable to you, and you're programming to your audience, then the research will either back you up or prove you wrong.

"Now and again we run into some surprises — records that have broader appeal patterns than we originally thought. Duran Duran's 'Reflex' is a good example of a song which took forever to kick in, but when it did, the reaction was unbelievable. Last week we pulled over 800 requests for the song and there were lots of adult calls for it. This has influenced us to open it up to an earlier daypart."

New Records In Morning Drive

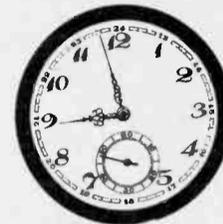
Somewhere it was written (supposedly in stone) that new records have no place in morning drive. Well, that axiom seems to be increasingly falling by the wayside. Generally, new records would kick in only after 3pm — in some extreme cases only after 7pm — no matter how hard or soft the record's texture.

Explaining his approach, Jim said, "Generally new records rotate around the

Traditional Dayparts We Have Known

In the past, many programmers worked with some fairly standard dayparting:

- 5am-3pm
- 5am-noon
- 3pm-5am
- 7pm-midnight
- 7pm-5am
- noon-5am



Records most likely to become dayparted used to be, almost without exception, those with momentum. According to the latest census, the median age in America is now 30.7 years. Most of us in this desirable advertising demo grew up on a musical diet of rock 'n' roll. As a result, many CHR programmers are now more concerned with keeping that momentum up, which means being extra careful about the softer, crossover A/C records.

A number of stations are relegating these softer records to a 5am-noon time slot. With school letting out in the next several weeks, it might be a good idea to make a quick review of your dayparted records to insure your station captures the active momentum of summertime. After all, there's a lot of teenager in each of us.

clock when they first go in. Some PDs might not agree with this philosophy, but it works well for me, especially since I have no direct CHR competition. If I had some, I might then have to daypart a bit more, but not much."

Charlie Fox said, "We're only dayparting six or seven titles, which really isn't too many. I agree with going with your ears first and then letting research act as confirmation. Now Billings is not L.A.; we're more conservative. Here, country crossovers are a bigger part of our music mix. Naturally, I've got no problem exposing these records in mornings and middays, but I keep some of the unproven rockers out of the earlier dayparts until I'm sure they're mass appeal. Once the rockers become established as hits, we play them in all dayparts."

Charlie pointed out the importance of music flow when considering dayparts for records. "If we play a record that isn't a killer to a specific group of persons, it's my belief that they'll sit through it to hear the next one, knowing that KYVA plays the hits. Careful attention to tempo balance insures an easy-to-listen-to music flow."

A Hit Is A Hit Is A Hit

By now you've probably noticed that this group of programmers is likely to play something — no matter how hard — around the clock once it's an established smash. "We play the hits, and if the hits stem from teen or adult demos we play them, making sure they become widespread hits," stressed

Buddy. "B96 did eventually play Quiet Riot's 'Cum On Feel The Noize' around the clock during its peak weeks. When it was moving up and coming down it was dayparted out of morning drive and early midday. The trick is to balance the sound of the station so you're not playing two soft records back-to-back. Our format has rules for that.

"Watch out for over-dayparting," he advised. "I never add records for dayparting purposes, but with the hope that they'll become full-market hits; that's longterm thinking. Less than 15% of the list is dayparted. If there are titles at opposite ends of the spectrum, either unhip or too hard, they'd become dayparted. In other words, I don't add Motley Crue for nights or Iglesias & Nelson for days; I add them because they are hit records."

"A power is a power is a power," said Jim. "I've never dayparted a power. Conversely, we'll try to keep the softer titles out of afternoons and nights — not restrict harder material to later dayparts, as most programmers might have done a few years back. Now, I might daypart the Scorpions' 'Rock You Like A Hurricane' to begin with, but as with any other record, if it becomes a hit it runs around the clock."

Weekend Dayparting

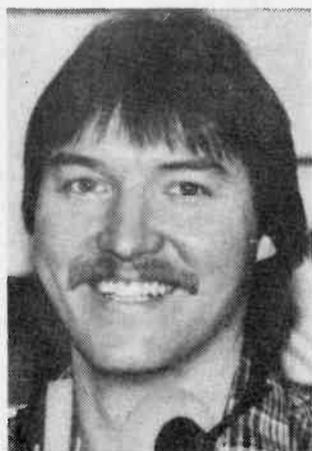
Most programmers would agree that listening habits are different on weekends, as evidenced by the incredible cumes many CHRs attract Saturday and Sunday from

Continued on Page 38



"Dayparting is tricky . . . if you are a hit music station, then play the hits at all times."

— Buddy Scott



"If we do play a record that isn't a killer to a specific person or group of persons, it's my belief that they'll sit through it to hear the next one."

— Charlie Fox



"We'll try to keep the softer titles out of afternoons and nights — not restrict harder material to later dayparts, as most programmers might have done a few years back."

— Jim Reitz



"As with any programming decision, dayparting starts with the ears and then moves to research to back it up."

— Gary King

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Monday, August 6

10:30 KEYNOTE SPEECH
1:00 The President's Panel
New Visual Directions in Music
DJ's and Remixers
Computers and Data Processing
3:00 Press
Retail and Distribution
Music Law
Black Music Marketing & Promotion

5:00 Special Independent Talent and Booking Workshop—
Ruth Polsky (Danceteria, Blind Dates) Moderator
Break Dance Exhibition
SHOWCASES TO BE ANNOUNCED

Tuesday, August 7

10:30 Independent Labels—Fighting for a larger Share
Talent and Booking
Publicity
Video Distribution—New Ways to see Music
1:30 Artist Management
Rhythm Radio—The Progressive Alternative
Album and Pop Radio Promotion and Marketing
International Marketing—Breaking Artists Around the World
3:30 A&R—Picking Them Up and Turning Them Down
Trade Associations—Adam White (Billboard) Moderator
Specialty Manufacturing and Distribution
Nightclubbing
5:15 Artists
SHOWCASES TO BE ANNOUNCED

Wednesday, August 8

10:30 Video Programming—New Access to the Audience
The Future of Pop Radio
Dance Marketing and Promotion
World Publishing and Dealmaking
1:30 Crossover Promo—Making the Mega Hits
New Music Radio
Law and Technology
A Case Study in Marketing
3:30 Producers
Album Radio—Steve Smith (Album Network) Moderator
Charts and Trades
Youth Perspectives—A Fresh Musical Attitude
5:30 World Spinning Exposition
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Dynamics Of Dayparting

Continued from Page 36

10am-3pm. These figures often challenge Monday-Friday 3-7pm cume totals. With this in mind, should you alter your dayparting?

Charlie thinks not. "There is no difference in our weekend dayparting; I just believe in consistency. In this market we're so dominant and have to serve so many people, it pays for us to be a bit broader at all times."

Buddy disagreed. "Weekends are generally more open. We take almost all the restrictions off the records, both hard and soft cuts." He explained, "The weekend listenership is different. We don't look for specific types of listeners as much on the weekends, so we try to be as broad as possible, covering all the boundaries. This expands the playlist and the variety."

Outlining his weekend policies, Gary said, "We'll retard the dayparting by three or four hours, letting the harder material get on the air earlier. This is due to weekend listening patterns and the overall acceptability of a wider variety. Most of our dayparting is confined to recent gold, and

we don't play many of those since the category only goes back about a year and a half."

Jim echoed Gary's thoughts on dayparting oldies. "Since most of our music is current, I like to make sure that whatever oldies do receive airplay show up in the dayparts where they'll do the most good."

Contemporary Hit Radio

Emphasizing that dayparting according to demo appeal is not an adequate guideline, Jim said, "Many adults are into the commercial rock & roll; it's crossing all age boundaries. For this reason, I don't think programmers can aim at a demographic as easily as before. Many of today's adults are our contemporaries who grew up on uptempo music that makes them feel good. Successful dayparting and programming should be aimed at a listener's mind-set instead of a demographic."



LOOKING FOR THE "RE-FLEX" — KWSS/San Jose recently took a few lucky listeners to Oakland for a concert and backstage party with Duran Duran. Caught "Re-Flexing" backstage (front l-r) are Duran's Roger Taylor and Nick Rhodes, contest winner, KRQ/Tuscon PD Kelly Norris, and group's John Taylor; (l-r rear) Duran's Andy Taylor, KWSS MD Robin Kipps, contest winner, group's Simon Le Bon, and contest winners.

Bits

- **But Seriously Now!** CKCW/Moncton, Canada pulled a fast one on April Fools Day that still has them talking. The station announced that the phone company would be cleaning out its lines by sending a reverse charge through them which would blow dirt out through the receiver. CKCW advised listeners to put their phones inside plastic bags, and, believe it or not, a lot of them did.

- **A Secret Suite And A "Rebel Yell":** Q105/Tampa and Z100/New York got their listeners together to meet Chrysalis recording artist Billy Idol in a secret hotel suite somewhere in Tampa. Z100 sent two listeners, all expenses paid, and Q105 sent 200 listeners to the show and the secret suite for a party to hear Idol's latest album "Rebel Yell."

- **You Too Can Win Man's Best Friend:** WSPK/Poughkeepsie night rocker Mark Bolger recently found himself in a new apartment building that didn't allow his 13-year companion and loyal mutt, Max. Mark gave away Max on the air and threw in his cat as well.

- **A Prize Every 60 Seconds!** KWOD/Sacramento recently gave away \$20,000 in prizes to 1080 listeners who managed to be the sixth caller between 6am and midnight. Prizes included cash, lift tickets, headphones, and albums. Unfortunately the phone

company was not as happy as the listeners.

- **Dave And Barry Want YOU!** KLUC/Las Vegas's morning team of Dave Anthony and Barry Bennett asked listeners to recruit new listeners. The recruiting listeners sent in their names along with the names of the new listeners to become eligible for ski trips to Vail, CO and Brianhead, UT.

Motion

KHFI/Austin, TX ups weekender **Bill Hickock** to mornings . . . PD/owner **Frank Bell** exits **WSQV/Williamsport** to buy another soon-to-be-announced station. Assistant PD **Mark Williams** fills in . . . **Mike Ruble** takes on nights at **99KG/Salinas** from **WKXC/Tupelo, MS** replacing **Mike Nash** . . . **95XIL/Parkersburg** parttimer **Greg McCullough** moves to nights . . . **WABB-FM/Mobile** welcomes back **Steve Anthony** to middays from **crostown WZEW** and **Paul Fuller** takes on mornings with **David Page** . . . **KWK/St. Louis** hosts a new lineup with morning man **Mark Klose**, mid-days with **John Hutchinson**, afternoon driver **Scott Alexander**, nights with **Brian Bridgeman**, overnight man **Jeff Cochran** and weekends with **Tom Kramer** and **Terry Fox**.

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WEEK
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#	TITLE	ARTIST	LABEL
2221	GH0STBUSTERS (From the movie starring Dan Akroyd & Bill Murray)	RAY PARKER JR.	ARISTA
2222	SO YOU RAN	ORION THE HUNTER	PORTRAIT
2223	HOLD ME	TEDDY PENDERGRASS	ASYLUM
2224	YOUNG THING, WILD DREAMS	RED RIDER	CAPITOL
2225	SOUTH CENTRAL RAIN	R.E.M.	IRS/A&M

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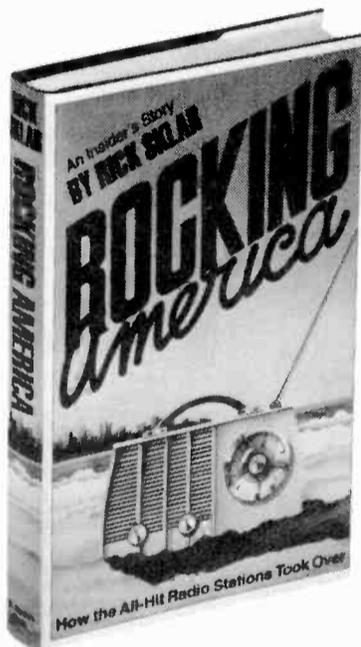
—Michael L Eskridge,
President, NBC Radio

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—Ahmet M. Ertegun, Chairman
of the Board, Atlantic Recording Corporation



Rick Sklar is a vice-president of ABC Radio and is a consultant for ABC-TV's music video programs. He has been program director at New York radio stations WINS, WMGM, and at WABC, which he built into "the most listened-to station in the nation." An adjunct professor of communication arts at St. John's University, he has also lectured at radio symposia at Cornell University, The New School, New York University, Princeton, Yale and UCLA.

CHR PICTURE PAGE



KGOT LISTENER GOT THE BIG ONE — KGOT/Anchorage recently presented a \$10,000 check to one of 76 listeners eligible for its recent drawing. The object of the contest was to catch the station playing less than ten songs in a row once each hour. Pictured during the check-passing ceremony are (l-r) Bingham Broadcasting President Bob Bingham, PD Larry Wayne, the winner's husband, and winner Deborah Adams.



THE REFLEX IS ON THE LINE — WLS/Chicago recently held a successful "Live Duran Duran Press Conference" which enabled 200,000 listeners to call in and speak to the band about their new single "The Reflex" and other matters. Shown here (l-r) ready with the answers are Duran's Nick Rhodes, show host Jeff Davis, and Duran's Simon LeBon.



FROM ALABAMA TO MISSOURI — KCMQ/St. Louis held a contest for a trip to see . . . recording group Alabama in style. The two winners were wined and dined and chauffeured to the show. Shown (l-r) ready for the show are Alabama's Teddy Gentry, winners, Alabama's Randy Owen, and PD Dave McCormick.



HERE'S JOHNNY — KRLA/Los Angeles midday host Johnny Hayes got in on this shot with Dallas star Charlene Tilton just in time. Charlene stopped by to cohost an oldies show with PD Jim Pewter. Saying "cheese" (l-r) are PD Pewter, Tilton, and Hayes.

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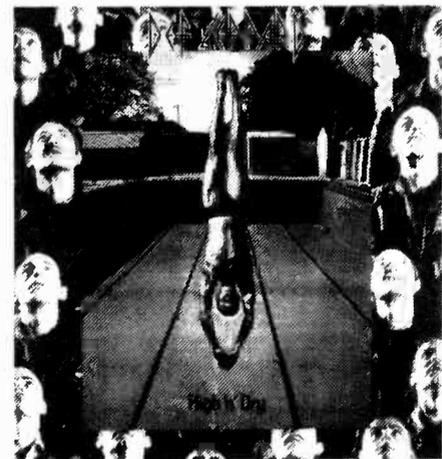
^T
 ^F

Def Leppard demolished Van Halen's "JUMP" on MTV's Super Friday Night Video Fight Championship last month.

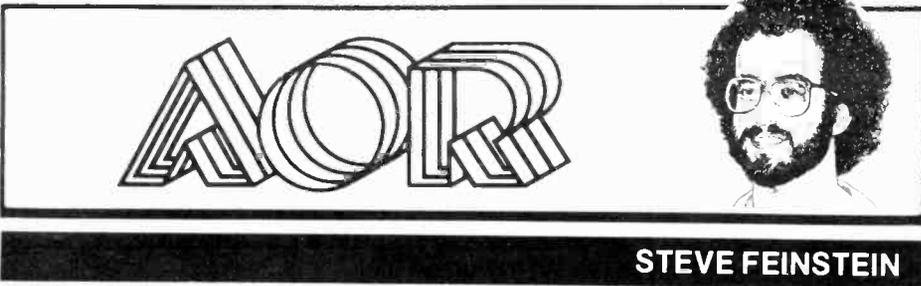
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The resequenced "HIGH AND DRY" LP has entered the Billboard Chart for the third time moving 145 • to 97 •.

If you answered all the questions True, you have won the Def Leppard Challenge. To win even more points, play "Bringing On The Heartbreak" or "Me And My Wine" now!



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STEVE FEINSTEIN

SPECIAL PROGRAMMING IDEAS, PART TWO

Here Comes The Weekend . . . Again

Last week we started to scratch the surface of special weekends. Here's some more ideas to keep your weekends workin'.

All Requests

Nothin' complicated about these — just play as many legit requests as you can without throwing the format out of whack. Also toss in area mentions, even for songs that haven't actually been requested. The only issue is deciding how many and which tunes you'll drop in that aren't part of your regular music mix, and where you'll position them on your clock or sequence sheet. This provides an opportunity to unleash some off-the-beaten-track material which elicits that "oh wow" response from listeners. Y'know, good stuff that you normally wouldn't have a chance to play, like the Ultimate Spinach and Sgt. Barry Sadler

everyone be surprised when "Stairway to Heaven" comes in at #1?")

The countdown (or "playback" if you think "countdown" sounds jive) should be as exciting as possible, with one of your best jocks doing teases and throwing in sound effects as you creep towards the top of the list.

The perfect time for this is over the Memorial Day weekend, so you can call it the "Rock And Roll 500" and associate it with the "Indy 500." Tie in with retail clients (perhaps auto parts stores) to distribute ballots, or just ask listeners to fill out post cards. Printing your own ballot gives you the opportunity to add additional survey questions and do a little extra research on the side. Offering a prize to a randomly-drawn balloter is a nice touch, too.

Countdown To Ecstasy

Call me an overgrown teenybopper, call me irresponsible, but I still go bonkers for weekends that feature the Top 500 songs of all time, as chosen by the listeners. Talk about drama, talk about suspense . . . listeners will be glued to their radios in anticipation of the outcome. (And won't

The Future Is Now

The most innovative idea of late was pioneered by KBCO/Boulder, which for one weekend last fall billed itself as "playing no

MON	TUE	WED	THU	FRI	SAT	SUN
THINK ABOUT WHAT WE SHOULD DO THIS WEEKEND	TALK WITH MD ABOUT WEEKEND IDEAS	DECIDE ABOUT WEEKEND SO WE CAN START TO PRE-PROMOTE	DECIDE WEEKEND TODAY!	GET WEEKEND PROGRAMMING TOGETHER BY 3 PM	PLAN SPECIAL PROGRAMMING FOR THIS WEEKEND	

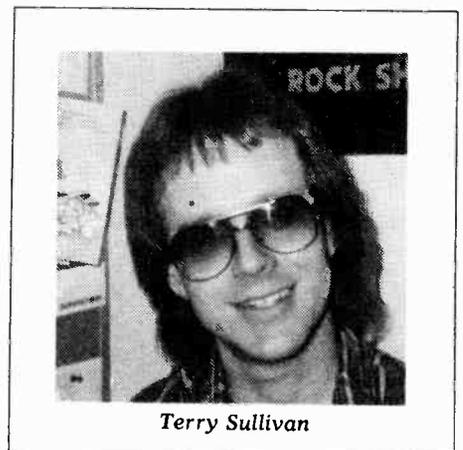
The Art Of "Advance Planning" For Weekend Programming

records." The sweet strains of music still graced their airwaves, though — they used only compact discs instead of vinyl. It's an excellent image-booster, and a natural for inspiring spot buys from cutting-edge audio dealers and manufacturers.

A-Zzzzzz's

A "Beatles A-Z" weekend is a guaranteed winner, particularly if it hasn't been done in your market before. To make sure you don't miss any tunes, comb through your Fab Four record library and doublecheck with an authoritative reference source, such as Roy Carr's "The Illustrated Beatles." A neat gimmick, though, is to announce upfront that you'll be leaving out one song, and offer a prize to the person(s) who spots the omission.

Most obscure Beatles songs are on albums now, but if you choose to do A-Z weekends



Terry Sullivan

with other heavyweights such as the Stones, Who, Pink Floyd, Bowie, or Bruce Spring-
Continued

IF ROCK AND ROLL HAS

JUNE 21

Capitol®

Here Comes The Weekend . . . Again

Continued

steen, you'll need a good source for B-sides and imports. (See Ken Barnes's "On The Records" column of 5/25/84 for a rundown of rare Springsteen tracks.) Led Zeppelin is pretty much a snap — its only non-LP B-side, "Hey Hey What Can I Do," is stashed away in most station vaults.

Another variation on the alphabetical front is playing artists in alphabetical order by name all weekend. For instance, the Animals would be followed by the Beatles, the Cars, etc. If nothing else, it's a great way to finally get around to showcasing music by X.

Still There's More . . .

Other ideas include:

Live Music Weekends: A live track or two every hour, including promotional-release-only goodies and material from your tape vaults.

Featured Artist Weekend: Spotlight an artist by playing a song or two of theirs every hour. Tying in to a new release or upcoming concert appearance by giving away records and tickets helps flesh it out. Also, a nice touch is airing — adjacent to the tunes — some preproduced artist voicers lifted from interview shows.

Geographical Focus: Ideally, feature local bands of consequence. Or, if Southern rock still holds water with your listeners, do a "Southern Fried Weekend" and give away cowboy boots, hats, and whiskey flasks. A "California Music Weekend" in the middle of a cold winter might be a cute bit, too.

A "British/American" weekend over the July 4 holiday, with one day devoted to U.S. artists and the other to the Limeys, is a natural. Or, if you're of a more nationalistic bent, make it an "All-American Weekend" all the way. Maybe you can balance it with an "International Weekend" the following

Saturday and Sunday, using music from Australia, Germany, Canada, et al.

Heavy Metal Weekend: Metal shows are well-established now, with stations either producing their own or running MJJ's "Metal Shop." If devoting an entire weekend to metal fits your station's image, run with it by giving away a motorcycle, a complete set of leather wear (don't forget undergarments), industrial-strength earplugs, etc.



Battle Of The Bands: Maybe it seems corny and has echoes of Top 40, but pitting bands against one another and having listeners vote for their preferences via special phone lines is a classic. Last fall, WNEW-FM/New York called its competition the "World Series Of Rock" and elicited around 50,000 calls.

Commercial Free: If you (and your GM as well) believe in the value of commercial-free programming, going spotless for an entire weekend or even just one of the days is something to consider. Create forced listening by offering prizes to listeners who keep a count of how many songs you play sans commercials or who catch any "slip-ups."

Avoiding Overkill

With all these ideas, a little goes a long way. You can fulfill a weekend theme by simply playing appropriate music at one or two points each hour, rather than being a slave to the concept at the expense of song-to-song consistency and quality.

Localize It

Central to all of these ideas is localizing; throw in tons of area mentions. This plays on people's pride in their neighborhoods and towns, and makes the station sound relatable. Try bits like, "Just got a call for a block of Van Halen from the guys pulling some overtime at the Compu-Tech office in Rockville." It also sounds spontaneous and responsive to what listeners want to hear, even if the weekend has actually been planned out carefully.

Scheduling

Of course, nothing chiseled in stone says you've got to offer special programming every weekend. After all, you don't want those listeners who sample you only on the weekends to receive a continually distorted impression of what you sound like the other five days. As WIOT/Toledo's Terry Sullivan notes, "The weekend is when I want to bring what I believe in so strongly — the normal format — to the immense amount of people listening." In order to keep week-

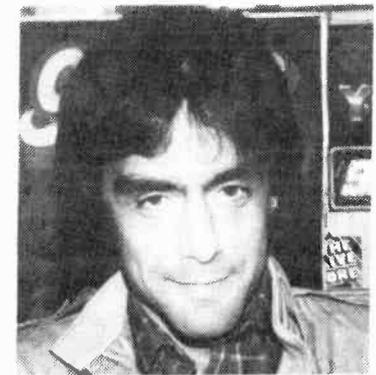


ends truly "special," it pays to alternate weekly between special programming and your regular music mix.

In The Mood

"People are free on the weekends, and it's a time to party and have fun," observes Sullivan. "We try to reflect that. The jocks are even crazier than usual, and pump listeners on the request lines to find out what they're doing so they can pass that on over the air."

WYNF/Tampa's Carey Curelop starts to build that weekend feelin' early — he kicks off his block parties at 12 noon on Fridays. He capitalizes on Tampa's great weather



Carey Curelop

and beach activities by staging live remotes from sailboats on the weekends. The station also has airplanes flying 'YNF' banners over the beaches every weekend from March through October, and beach patrols hand out promotional materials. Other stations use "pool patrols" or "park patrols" to give away promotional items.

Prepromotion

If you're pouring a lot of creative energy into conceiving and assembling hot weekend programming, toot your horn and prime the pump in advance. Get on the air the preceding Monday with not only live liners, but recorded promos that offer a sample of what the weekend's going to sound like. Let the radio listings editor at your local newspaper know well in advance — a mention in the paper may contribute fresh cume.

Post-Promotion

Let me know the successful weekend schemes you conjure up, as well as any I've missed. I'll pass them on, and you'll be the envy of your radio peers.

In the meantime, have a nice weekend.

(Thanks to my ace associate Hurricane Heeran for suggesting this topic.)

A NAME...



SEGUES

Don't erase the **Bearman's** name from your **WFBQ/Indianapolis** Rolodex card. He will not be leaving as MD position to join **WMMR/Philadelphia** as News Director as previously announced.

WAPI/Birmingham is no longer consulted by **Burkhart/Abrams/Michaels/Douglas & Associates**.

Susan Bax leaves her Assistant PD post at **WLUP/Chicago** . . . **John Terry** is promoted to Assistant PD/Assistant MD at **WYER/Mt. Carmel** . . . **WLSQ/Montgomery** taps **Chris Kiefer** as Assistant PD/MD . . . **Fred Moore** departs as **KRVV/Vail, CO PD** and **Linda Cawley** is upped to MD . . . Former **Goodphone Communications GM Chris Blase** joins **KMET/Los Angeles** as Programming Coordinator, while Programming Assistant **Kimm Baersch** exits . . . Overnighter **Gary Poole** is named Assistant MD at **KKCI/Kansas City**.

That's former **KYYS/Kansas City** personality **Jeff Nicolay** you're hearing on **KDKB/Phoenix** overnights these mornings . . . **KICT/Wichita** moves **Shelly Hammer** to afternoons and ups **Mr. Mike (Messner)** to 10pm-2am from

parttime . . . **Rob Dugas** is upped from weekends to late nights at **WHMD/Hammond, LA**, replacing **Kris Combe**, who joins **WZEW/Mobile** for sales . . . The new voice on **CFOX/Vancouver's** morning team belongs to **Jane McDougall** . . . **Phil Manicki** comes aboard **WWCT/Peoria** for late nights from **WPGU/Champaign**, as **Rich Halberg** leaves **WWCT** for sales at **WIHN/Bloomington**.

Janet Planet (no relation to **Van Morrison's** ex-wife of the same name) rockets from **WJYL/Louisville** morning drive, where she went under her real name of **Kim Combes**, to crosstown **WQMF** as News Director . . . **David Hefferman** comes to **KTYD/Santa Barbara** as News Director from crosstown **KIST**.

Bob Acton joins **KFOG/San Francisco** for weekends from the same at **KRSP/Salt Lake City** . . . **Marc Cruz** is new to **KOME/San Jose** weekends.



THE BEARD TICKET EXPANDS — **WGIR/Manchester's R.J. Hallenbeck** hopes to be the next radio announcer to make it to the White House. Unlike **Ronald Reagan**, he's willing to settle for the vice-presidency, and has announced himself as a running mate to **ZZ Top's** campaign for the presidency. **R.J.'s** pictured beneath his cowboy hat and beard, pressing the flesh (aka grippin' and grinnin') with over 600 supporters at a rally held at a local record store. Note the inconspicuous **WGIR Secret Servicemen**, sporting shades and weird beards, keeping the enthusiastic throng under control.



YES, YES . . . A THOUSAND TIMES, YES — It's all smiles for **KLOS/Los Angeles PD Tommy Hedges** (left) and **Jon Anderson of Yes** at a post-concert party.

RIP 'N' RAP

Record Reps Revisited

Oops . . . left out some labels in the roundup of record reps a few weeks back. Here are some "extra adds" for your files:



Mindy Giles
VP/National AOR Promotion
P.O. Box 60234
Chicago, IL 60660
(312) 973-7736



Jerry Greenberg
President
75 Rockefeller Plaza
New York, NY 10019
(212) 484-6000



Howie Klein
President
P.O. Box 14563
San Francisco, CA 94114
(415) 621-3415



Brad Paul
National Promotion Director
One Camp Street
Cambridge, MA 02140
(617) 354-0700



Gene Kraut
Vice President
611 Broadway
Suite 415
New York, NY 10012
(212) 420-1780



Tom Gamache
President
9033 Wilshire Boulevard
Suite 404
Beverly Hills, CA 90211
(213) 275-9093



ROCK AND ROLL ANIMALS FLOAT GETS THE VOTE — **WXQR/Jacksonville, NC's** float beat out 90 other entrants to nab first place honors in the town's first annual Easter parade. From left, Music Assistant **Elissa Hale**, Account Exec **Mary Margaret Lucas**, Traffic Director **Monica Becerra**, contest winner, and overnights **Nikki Nash**.



IN THE LIMELIGHT — After the **Thompson Twins' New York** concert, industry execs gathered to celebrate at the **Limelight** club. From left, **WNEW-FM/New York** personality **Dave Herman**, **Arista Records' President Clive Davis**, Associate Director/National Album Promotion **Paul Yeskel**, **London Wavelength Exec. VP Gayle Miller**, and **WNEW-FM PD Charlie Kendall**.



98+KZEW
THANKS



GOLDEN EARRING

Friday night 5/25
Capacity Crowd

Saturday night 5/26
Capacity Crowd

DANNY SPANOS DWIGHT TWILLEY
JOE "KING" CARRASCO

BECAUSE OF YOU,
HUNDREDS OF THOUSANDS ATTENDED

ZOO WORLD VII

DALLAS CONVENTION CENTER - MAY 25-27

**AOR
PDS
MDS
AND
DJS
UP
ARB
WB**

**CHICAGO
"STAY THE NIGHT"**

Produced by David Foster
From the Warner Bros. album *Chicago 17*

**THE PRETENDERS
"THIN LINE BETWEEN
LOVE AND HATE"**

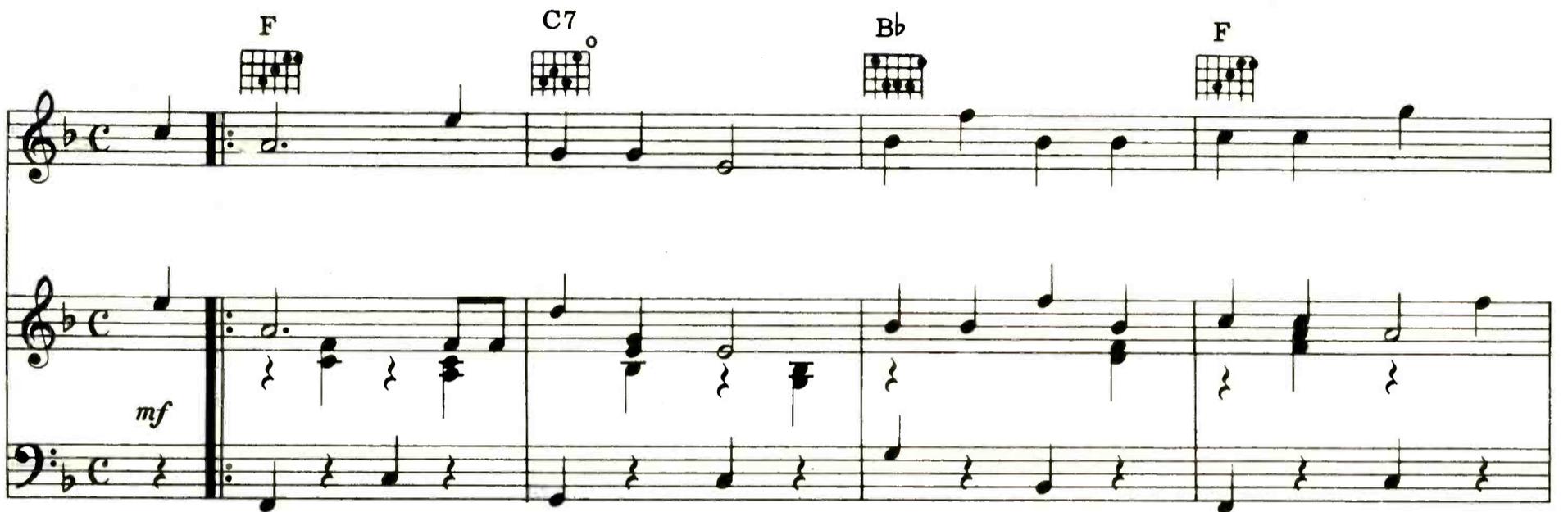
Produced by Chris Thomas
From the Sire album *Learning To Crawl*

**VAN HALEN
"PANAMA"**

Produced by Ted Templeman
From the Warner Bros. album *1984*



© 1984 Warner Bros. Records Inc.



Join Lee Arnold and hit a few bars this weekend with Willie, Merle, Crystal and Dolly.

Pick up "On A Country Road." You'll join over 350 stations bringing country music lovers one of America's hottest syndicated music magazines.

It's three hours a week of country music news, celebrity profiles, recorded live segments from Billy Bob's country mecca, exclusive interviews, and concert performances. All presented with a generous helping of country hits and all-time classics.

Nobody knows country music better than Lee Arnold, the Academy of Country Music's 1983 DeeJay of the Year. And nothing delivers the listenership like his "On A Country Road."

Plus four three-hour specials this

year: Memorial Day, with John Denver, Lee Greenwood, and Emmylou Harris; July 4th weekend, with Willie Nelson and Waylon Jennings; Labor Day, featuring George Jones and Hank Williams, Jr. And, in October, live simulcast from Nashville of the Country Music Association Awards.

Pick up the country music program that'll pick up your listenership. Pick up "On A Country Road."



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BROADCASTING SYSTEM**
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Country



LON HELTON

NOTES FROM ALL OVER

Country Closeup

Bouquets, brickbats, and assorted other novelty items from the cluttered desk of a Country editor:

Happy Anniversary — ... to me! As hard as it is to believe, I have now been at R&R for one year, or the way I count, 50 columns and 300 photo captions. (It's a good thing I didn't think that way *before* I took the job.) Seriously, I want to thank you all for one of the most enjoyable years of my life. I have been amazed at the overview one gets from this position. Talking to upwards of 60 radio

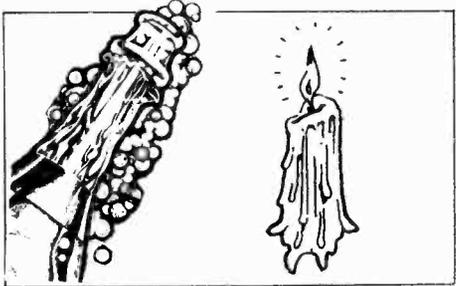
to more phone calls, letters, and photos. Especially photos. Especially *big* photos! Now, to come up with 50 more column ideas — arrghhh!

Radio: 101 — There's probably not a jock in America who doesn't come away from a critique session complaining about how much time the PD spent dwelling on how important the basics are. "Who wants basics" ... "I know that stuff" ... "I want him to tell me what I need to do to be a star!" are some of the thoughts that most likely pass through the gray matter. But consider this: When Drake-Chenault President James Kefford recently addressed the Pennsylvania Association of Broadcasters during their convention, he related the ten most common air personality problems listed by the D-C consultants. The top ten trouble spots, gleaned both from taped airchecks and consultant travels around the U.S., are:

- 1) Lack of preparation.
- 2) Difficult to understand content.
- 3) Multiple thought sets — random subject changes.
- 4) Emphasis on the wrong material.
- 5) Lack of immediacy.
- 6) Lack of station ID — into or out of clusters.
- 7) Lack of content.
- 8) Leaning on cliches.
- 9) Incorrect formatic placement of elements.

stations weekly provides tremendous insight not only to which records are truly happening, but also to what is going on in Country radio — as it is happening. I wish I had this much input when I was programming; it is very eye-opening. Sometimes when working at a station it's easy to overlook "the forest for the trees" as we concentrate on our own duties. I'll continue trying to keep you apprised of what's going on with the "trees," while keeping a view of the "forest" as the top priority.

I appreciate the input and support offered throughout this first year and look forward



KNIX
Happy Birthday Willie
April 30, 1984



Happy Birthday

Dear Willie



When KNIX/Phoenix throws a birthday bash, they do it right. Your average birthday party doesn't have 15,000 guests and five custom-baked, 200-pound cakes! All this was part of a surprise birthday celebration for Willie Nelson, who turned 51 the day he was scheduled for a concert in Phoenix. KNIX and CBS Records teamed up to arrange the surprise party for Willie, which began with one of the enormous cakes being wheeled down the center aisle as the crowd joined in with the band to sing Happy Birthday. After the show, as the fans left the coliseum, they were able to help themselves to a piece of birthday cake, as KNIX had arranged for four other gigantic cakes to be placed near the exits for people to sample. The cakes, baked in the shape of the State of Arizona, were made with 500 pounds of flour, 370 pounds of frosting, and took 150 hours to prepare. To give you an idea of their size, the saguaro cactus you see in the photo is three feet tall! The only hitch in the whole project came when trying to get the cakes out of the bakery door — they didn't fit, so the windows had to be removed; the confections were then loaded into the awaiting semi trucks. After that, the whole operation was a piece of ... well, you know. Pictured with Willie while he blew out the candles are (l-r) Jim West, KNIX-FM; Dan Schaffer, KNIX (AM); Erik Foxx, FM PD; Larry Daniels, AM & FM Gen. Program Mgr.; a fan; ND Stephan Kaufman; and Sheryl Henderson, Promotions Director.

10) Complicating a simple promotion.
Sounds like somebody was listening to my last aircheck session! There must be something to that basics stuff.

Observation — At a time when radio and record people alike appear to be preoccupied with the notion that the "crossover sound" is what the audience wants to hear and what radio wants or should program, isn't the immediate strong response to the latest singles by Conway Twitty and Dolly Parton (to name but two) more than interesting? Once again this positive reaction

points out that there is a difference between songs by country artists picked and produced to appeal to A/C radio and its listeners, and solid country songs using modern production techniques. The airplay is certainly there; the only question is will sales follow?

Addition — Not too long ago, I made an observation that not a whole lot of stations legendary as rock 'n' roll outlets made successful transitions to Country while keeping their old call letters. Recently, I received a note from WSM/Nashville PD and Gaylord

Continued on Page 48

Have You Heard

Gary Balaban has been on the air at WMZQ/Washington, DC for the past month, going over from WLTT in that city. Speaking of 'MZQ, congrats to Asst. PD/MD Doug McGuire on his move to Atlanta. It should be some Country battle between Katz and Cap Cities ... Steve Sauder is loading his car for the drive up I-25, as he leaves KSSS/Colorado Springs for the MD post at KLZ/Denver ... Sue Ryder has joined WPLO/Atlanta for evenings from WLBA/Gainesville, GA, while Sage McCarey comes aboard as afternoon news anchor for WPLO and sister station WVEE ... Now handling evenings at KWTO/Springfield, MO is Donn Emis from KSFT/St. Joseph ... All kinds of news out of Plainview, TX, as the new overnigher at KKYN is Garry Koop (I promised no "chicken" jokes).

Meanwhile across town, KVOP morning man Tim Roberts has switched to mornings for sister station KATX, teaming up with wife Lori Johnson. Tim is OM/PD for both stations and Lori is MD for KVOP. Station management can hardly wait for them to have kids ... Roy James is the new PD at KAYO-AM & FM/Aberdeen, WA. Station lineup features Sean Michael Lisle starting the day, followed by Roy, Deedra Cooper, and Steve Guillory ... June 1 was Peter B. Eckhoff's first day as OM for WASR/Wolfeboro, NH ... Dave Young, MD at KFLN/Baker, MT, tells me his station will be celebrating its 20th anniversary this July. Former KFLN air personalities are encouraged to write or call Dave: Box 790, Baker, MT, 59313; (406) 778-3371. And ... don't forget to call and let me know what it is you have heard!



BOY MOE, BOY JOE — Modeling their latest Halston creations (Boyd Halston, who lives above Tootsie's Orchid Lounge in Nashville, that is) are Moe Bandy and Joe Stampley, who are shown delivering their new single "Where's The Dress?" to WJKZ/Nashville. Asking if she can borrow Moe's outfit for the weekend is MD Janet Bozeman, while morning personality Rob Sweeney looks on in envy.

Nashville This Week



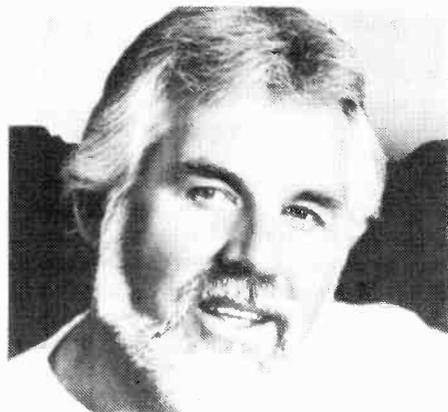
SHARON ALLEN

Dolly On Display

Nashville visitors can now see the colorful life and multi-faceted career on Dolly Parton in a special exhibit at the Country Music Hall of Fame and Museum.

This is the museum's first biographical salute honoring a single country star. Dolly's life is traced from her birth in Sevierville, TN to her latest Hollywood production "Rhinestone." The exhibit includes huge photo murals, rare documents, artifacts, manuscripts, awards, costumes, and television clips. "Dolly" will be on display for one year.

The Country Music Association just signed Kenny Rogers to host the 18th annual CMA Awards Show Monday, October 8. The show, sponsored by Kraft Foods, will be broadcast live from Nashville's Grand Ole Opry House over CBS from 9:30-11pm EDT, with a stereo radio simulcast on the Mutual Broadcasting System.



Kenny Rogers: CMA Host

Make Your Own Records

Since recording a song in Nashville is a fantasy for many people, there's now a recording studio located at Opryland in the Plaza area where those who choose to can make the fantasy come true. Here's how the Opry Place Recording Studio works.

There are nine private booths, each equipped with four-track systems. The "artist" chooses a song from a selection of 92 titles, then is given a typewritten copy of the words and fitted with earphones. An engineer gives instructions through the earphones, offers to patch in a "helping" voice which won't be heard on the final recording, and to run through the song a couple of times just for practice. When the session is over each "artist" receives a recorded cassette with his/her name on the label. The studio is open during the normal Opryland theme park hours, and remains open during evening performances of the Grand Ole Opry.

Kimberley Springs Forth

All those nasty rumors about Lynn Shults spending all his time in the casinos in Nevada came to a screeching halt when he signed Kimberley Springs to Capitol. Here's the story as Lynn tells it, "It all started in the late '50s when two brothers, Carl and Harold Gay, married the Edwards twins,

Verna and Vera. They formed the Kimberleys and became a major country recording



Dolly Parton: Exhibitionism

act. Between tours and recording dates, the Kimberleys took enough time off to have a whole mess of offspring, thus the name Kimberley Springs. The kids one by one were included in their parents' act until recently when they 'cut the cord' and became their own unit." Lucky for Lynn, the new group has been working year 'round in Tahoe, Reno, and Las Vegas.

Swingin' Chevis

Did you know the voice on that Chevrolet radio commercial is none other than John Anderson. The Chevy people chose John's hit "Swingin'" as the theme behind their jingle, "In My Chevy." John recorded the spots, which are running in several regional radio markets and may eventually turn into a television ad campaign. . . Tammy Wynette will be profiled on the upcoming PBS-TV special, "Women In Song." The two-hour film will also profile Donna Summer, Melissa Manchester, Roberta Flack, and Christine McVie, with 20 minutes devoted to each artist. Be looking for the special to air late this summer. Tammy is currently working with stage producer Kevin Carlike and manager Stan Moress, building a new show. During the month of June Tammy will also make appearances on "David Letterman," "Entertainment Tonight," and "On Stage America."

Sugar Time Again

Now that Dave Rowland has completed touring with the Broadway musical, "Annie Get Your Gun," he is reuniting with former Sugars, Melissa Prewitt and Sue Powell. They should be hitting the road shortly. . . Roy Clark is now touting the merits of Golden Skillet Chicken in regional TV commercials throughout the Virginias and Carolinas. . . T.G. Sheppard is lending more and more time to charitable causes. He is currently working on a continual basis with the Oak Haven treatment center in Knoxville, where he counsels young people with drug and alcohol problems.

Just thought you'd like to know!

Country Closeup

Continued from Page 47

Corporate PD Gregg Lindahl, who added two more sets of calls to the winners' side of the ledger. Gregg pointed out that WDGY/Minneapolis and KOMA/Oklahoma City have done exceptionally well as Country stations. Thanks, Gregg!

Showcase Sense — Here's some food for thought for those of you still wrestling with the ethics of whether or not to attend an artist showcase in a faraway city.

In advance of a major label showcase recently, a highly-placed promotion exec explained to me the economic realities of such gatherings. It would be impossible for any label to spend the kind of money necessary (not to mention the time involved) to take an up-and-coming artist (and his band) on the road to play dates in over a hundred markets served by reporting stations. It is much more economically feasible to fly in as many MDs as possible (depending on the locations of the showcases; i.e., regional or national), put them up in a hotel for the night, and treat them to a show in a setting conducive to producing a favorable artist impression. From a purely business point of view, the showcases make a whole lot of sense.

Add Showcase — If you're still wondering about the ethics of having the label pick up the tab for your nights out of town, consider the option employed by one major market outlet. If the event is deemed worthy, the station enters an agreement with the record

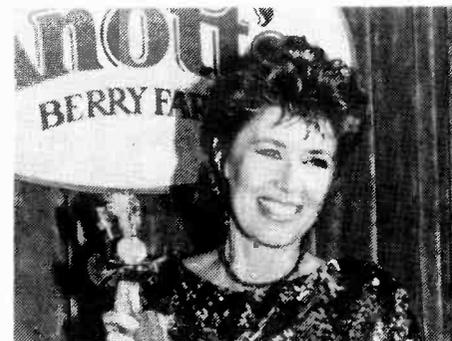


company to run spots for the label's product equal to the amount spent by those attending the showcase. In many cases, airfares can be handled through station trades.

Final Add Showcases — All of this other stuff aside, showcases are really an excellent way for PDs and MDs to keep abreast of new artists and their music. Furthermore, the time spent shmoozing with other folks who face the same trials and tribulations you do on a daily basis may help you do your job even better.

Oops — A few weeks ago I managed to move all of the fine folks at WHYL-AM & FM to Leesburg, Florida. It certainly wasn't my intent to move the fourth-rated station in town a few thousand miles south, but after the winter they had, I figured they could use a break. Be advised that PD Lee Crawford, MD Al Brodie, et al. remain firmly ensconced in the Harrisburg market.

Confidential to Lee Crawford — Just to show you that I do read the playlists you send me, Lee, I've noticed that since the boo-boo you are now printing "Serving Harrisburg, PA" on the bottom of your playlists. That, of course, is to cut down on the confusion about WHYL serving Leesburg, right?



HERE'S TO THE WINNERS — Backstage at the Academy of Country Music's Awards Show, the winners were out in force. Shown are (top) Randy Owen, Teddy Gentry, Jeff Cook, and Mark Herndon who display a few of the "Hat" trophies garnered by Alabama for Entertainer of the Year, Top Vocal Group, and Album of the Year; Top Female Vocalist Janie Fricke (middle right); Top New Female Vocalist Gus Hardin (middle left); Jim Glaser, Top New Male Vocalist (bottom left), surrounded by presenters Shelly West and Marie Osmond; and Eddy Arnold (bottom right), who received the Pioneer Award for "outstanding and unprecedented achievements in the field of country music." With Eddy is the presenter of the award this year, Patti Page.



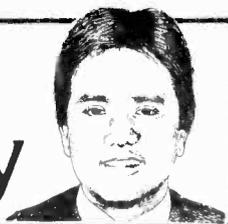
Country News

Next Week's Guests:

JOHN CONLEE & SYLVIA

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

Adult / Contemporary



RON RODRIGUES

SECONDARY PDs SHARE METHODS

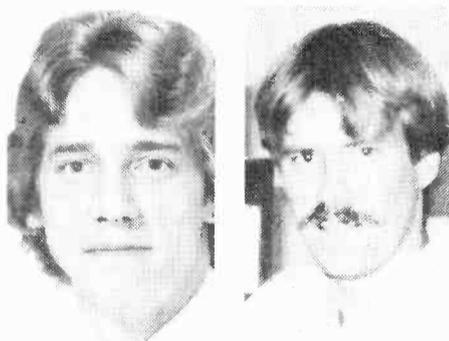
Quality Talent: Making Up For A Lack Of Money

You might term it the "smaller market shuffle," a situation in which most of your air personalities will someday be seeking bigger and better opportunities. Cooperative PDs understand this and will encourage them to move on. On the other hand, you don't want to turn your station into a revolving door. So how do you maintain that balance of personnel stability without stifling the growth of your personalities? I asked that question to the programmers of three prominent secondary market stations.

Gary Winter, PD KRLB/Lubbock, TX

"From my personal experiences, I never felt settled in a community until six months down the road. When a new personality comes aboard, I let him know I understand what he's going through — that there's a break in his rhythm and that he'll feel uncomfortable for a few months in an unfamiliar town. But I remind him that as soon as he gets to know the community and the people within it, the more the listeners will accept him.

"If a new employee makes it past that 'break-in' period, then it's possible to have him around for two or three years. During that initial time-frame, however, it's impor-



Gary Winter

Steve Huntington

EDITOR'S NOTES

"Breaker Breaker! What's A Debut?"

I imagine it can be confusing to see a song become a "Breaker" and still not reach the A/C chart, or to see a song reach the chart before it becomes a Breaker! Both of these situations have happened frequently in the past few months, so I thought an explanation of these phenomena was in order.

How Records Are Scored

First, let me explain how the R&R A/C chart is fundamentally assembled. All songs receiving airplay are issued points three ways:

- Points are awarded to a song according to the rotation it's reported in. The most points are given to "heavy" rotation play, fewer to medium, and the fewest to light play.
- Those points are then weighted according to the station's "Parallel" status. P1 stations score more points than P2s, which in turn earn more points than P3s.
- Finally, points are adjusted downward for dayparted songs.

Thus, maximum credit is given to a song in heavy rotation at a P1 station, while the least credit is given to a dayparted song in light rotation at a P3.

So what's a "Breaker?" The Breaker term recognizes songs when they first attain airplay at 60% of our reporting stations at any given time. That 60% level is usually what a song needs in order to accumulate enough

points to debut (or "break" on the chart). The term "Breaker" is simply a "flag" to let you know that a clear majority of stations have endorsed that song by adding it. Breaker status neither contributes to nor is a result of point-scoring.

Breakers Which Don't Chart

It's possible for a song to achieve Breaker status and still not have enough points to enter the top 25. This can occur when nearly all of the stations which are playing the song are doing so in light rotation; it can also happen if the majority of those supporting stations are in smaller markets. If by the following week a non-charting Breaker still doesn't have enough points to reach the top 25, that song is classified as "Chart Extra." Once it does chart, it is labeled a "Debut."

Debut Before Breaker

On the other hand, it's possible for a song to acquire enough airplay points to get on the A/C chart without becoming a Breaker first. Several current songs, including those by **Culture Club, Reno & Wilson, Michael Murphy, Joe Jackson, and Laura Branigan**, all reached the chart before becoming Breakers. This condition is indicative of substantial larger market heavy and medium rotation airplay. Songs like these are first labeled as Debuts when they enter the chart, and then relabeled as Breakers (in blue) after achieving 60% airplay support.

Clear? If not, feel free to write or give me a call here at R&R.



Just which song should officially represent San Francisco? That was a burning question in the City By-The-Bay recently. Although the two leading contenders were "I Left My Heart In San Francisco," and "San Francisco (Open Your Golden Gate)," KLOK-FM/San Francisco decided to open up competition to other choices. Four thousand onlookers crammed the City Hall rotunda to witness more than 100 people audition their choices. As it turned out, "San Francisco" was the winner, with Tony Bennett's "I Left My Heart . . ." named the "Official Ballad" by the city's Board Of Supervisors.

tant to keep a sharp eye on him to see if he's enjoying his new situation. Some ways to tell include:

- 1) Listening to the comments they make about the city, positive or negative.
- 2) Observing if he or she is dating — that lets you know if he's establishing a social life.
- 3) Noting if he's signing a six-month lease on his apartment.
- 4) Above all, keeping tuned to his conversations about his general feelings towards the station and new surroundings.

"Upon a new employee's arrival, I first get him settled in as quickly and as best I can. Then I get him involved in the station's community affairs and activities. I also try to find him work at dances and clubs on the weekends for extra money.

"I also do my best to give new employees the holidays off so they can see their families out of town. They are especially appreciative when they can get out on long weekends, so I make it available to them when they don't live too far away. Of course, if we're in ratings, they have to stay. But on the major holidays, such as Thanksgiving and Christmas, I have a bank of parttimers to fill in for my regular staff.

"I don't get on a personality's back if he's airchecking for a better opportunity. If he wants it, I make it available; I will help them do the things necessary to find another job. Although they know this, it's still hard for them to come out and say 'I want to move on.' But the fact is that it would be an easier transition if we both knew about it."

Charlie Bennett, PD WNAM/Appleton-Oshkosh

"I wish I could pay my people \$40,000 a year, because they deserve it. However, since I can't, we do several other things. Most importantly, we try to develop and maintain a family atmosphere here. I know that's a cliché, but it really is a matter of maintaining the best mental and physical conditions. We'll keep the atmosphere easy, laid back, yet professional. Anyone can come into my office and talk about anything at any time. I know it's hard to believe, but everyone here seems to like each other.

"We provide incentive raises, and we'll give them extra hours along with extra pay for remote broadcasts and special events,

such as parades. As small as it might sound, we will also distribute as many as the freebies around here, right down to the T-shirts. When we hire new people, we try to help them as best we can with their move. That includes a few extra dollars for gas, hotel rooms, and a U-Haul.

"Whenever anyone needs time off here, we try to accommodate them. We have plenty of parttimers to help out in that area. Sometimes I surprise the guys by letting them have a weekend off that they didn't ask for. We have the standard two-week vacation policy after a year, but our guys usually get a lot more than that. Time off is important. We often have station parties and get-togethers. Those, too, are important.

"If a person is too good for this market, it's best to help him move into another situation for his own good. If someone wants to leave, I'm happy to use my connections to find him work. Likewise, I'm happy to give advice on resume writing and aircheck assembly. Our people are encouraged to feel free to ask me those questions, and it happens quite often."

Steve Huntington, PD WAVE/Sarasota

"Major market dollars aren't the reason people want to work here, and this is true of most Florida stations. Many personalities would rather have year-round sunshine and they'll give up some dollars to get it. I call them sunshine dollars. This is particularly true of people who come from the upper East Coast or the Midwest. And once they're here, they don't leave. I've had only one fulltime change in the last year, and the supply of quality applicants is large.

"Understand that the salaries are not as big as I'd like them to be, so I try to compensate my people with incentive raises and ratings bonuses when possible. Going from one Florida market to another doesn't really help that much financially; the pay is only slightly higher.

"We also have another advantage: Since we do well in Tampa, we're able to charge a higher rate than the other Sarasota stations. Probably two-thirds of our revenue comes from our Tampa numbers. As a result, we pay better salaries than our cross-town competitors."

Black/Urban Radio



WALT LOVE

OVERFLOW CROWDS AMONG POTENTIAL HAZARDS

Staging Trouble-Free Promotions

As spring gives way to summer, broadcasters across the nation focus their attention on: 1) reaching as many people as possible and holding on to these listeners through the fall; and 2) getting as much mileage as possible from outdoor promotions while summer's sunny days prevail.

With that in mind, I contacted Cleveland outlets WZAK and WDMT, both of whose recent independently staged promotions met with decidedly different results. While WDMT's event went off without a hitch, WZAK's promotion had to be cancelled when a runaway crowd became unruly. Each example points up the dos and don'ts of organizing an event that might attract more people than originally planned.

First-Come, First-Served

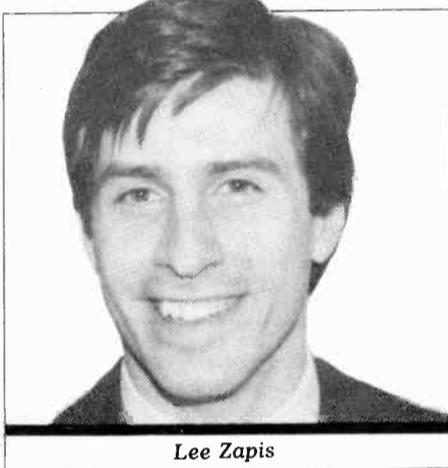
On April 18 WZAK sponsored a break dancing contest downtown at Stouffers Inn On The Square. This contest was to take place in the hotel's grand ballroom, which seats approximately 2000. However, a major problem surfaced when instead an estimated 6000 youngsters showed up. There was no place to put them, plus there was the added hassle of regular afternoon/evening rush hour traffic. Finally, the event was cancelled because the crowd became uncontrollable.

Part of the reason for the overflow crowd: the youngsters were invited on a first-come, first-served basis. In retrospect, Director of Operations Lee Zapis said, "Issuing tickets would have definitely been the way to go. We've done these kinds of things before, but we had no idea that the turnout would be so large. Most of the promotions like this in the Cleveland area were pioneered by us. However, we were always catering to an older audience, 21+.

"When we planned the 'Street Dance Monopoly' break dancing competition, we knew this craze was popular in cities like New York. What we didn't know was how popular it was in Cleveland! Since we already had some promotions on the air, we didn't want to make things more cluttered. So we decided there wasn't enough time to give away tickets on the air. Looking back, we also didn't realize it happened to be Easter week and a number of schools were in recess. That's something I didn't think about when we were planning the original event."

According to Lee, time was also a contributing factor. "We've learned that thinking these things out is a very important part of a station promotion involving this type of event. The doors were to open at 6pm, but people began getting in line at noon per the hotel spokesperson. These early folks hoped to be among the first admitted.

"These kids were really great and well-behaved; they were literally dancing in the streets and having a good time. The problems started when a glass door broke. The weight of the crowd pushing in line to get into the hotel was too much for the door. No one threw anything or started a fight. Around 4pm it was determined the crowd was just too big to handle, and we decided to cancel the event. PD Lynn Tolliver left his



Lee Zapis

airshift, came down to the hotel, and stood on top of a police car with a bullhorn, announcing the event was being cancelled. He also told them the event would be rescheduled and to listen to the radio for further details."

Securing Proper Security

I asked Lee if WZAK had taken the time to coordinate this event with local law enforcement agencies. In a straightforward manner, he replied, "No, we didn't. But we did work with the hotel management and its security. The hotel requested that we hire additional security because there were so many calls inquiring about the break dancing contest. We complied with their wishes by supplying eight uniformed off-duty police officers, and another seven people that we've worked with before from the 'Fatherhood,' a local fraternal organization that works as ticket takers and helps with



WZAK PD Lynn Tolliver stands atop a police car with bullhorn in hand, trying to calm the crowd.



crowds at large arena events. It wasn't enough."

On the subject of outdoor versus indoor promotions, Lee responded, "We prefer indoor events because you can secure the area better and you don't have to worry about the weather conditions. Here in Cleveland, we do have to give major consideration to the weather when planning an indoor or outdoor event."

For the record, WZAK's rescheduled break dancing contest took place a few weeks ago with no problems at all. It attracted a crowd of 3200. This time the station requested that listeners write in for free admission tickets to the event, and they did. Later Zapis had this to say, "We filled the house; we had enough requests to fill the house three or four more times. We probably could have sent out 10-12,000 tickets if we had put it on in a larger place. We're very happy it all worked out properly, and the kids enjoyed themselves."

DeBarge Signs With WDMT

WDMT's promotion was held on the same day, approximately 30 minutes later. PD Jeff Kelly explained how the station organized the function. "Our event was a bit different than our competitor's. We set it



The WDMT air personalities (l-r): Carl Nash, Mike Love and PD Jeff Kelly.



A small member of the Ohio Breakers dance group performs his Michael Jackson routine for the WDMT crowd.

FROM A POLICE STANDPOINT

Promotion Preparation Tips

Detective Robert L. Bolton, Public Information Officer of the Cleveland Police Department, offers good advice for those planning future promotions:

"No matter where you plan to have a promotional event, I strongly suggest that radio stations set it up with their local police department, so there is adequate police visibility for proper crowd control. The crowd will always outnumber the police officers, but you can't send four officers to control a crowd of 1000 people. Secondly, don't have the event in a location that would be intermixed with thousands of other people who have no desire to attend your event, whether it be youngsters or adults. I also think saying free is a definite no-no. I'm not saying don't have free promotions. I am saying control them by giving away the tickets in some orderly fashion."

Be Safe, Not Sorry



Robert L. Bolton

Detective Bolton ended with this final counsel: "If you take the proper precautions beforehand, it's a lot easier than dealing with a problem afterwards. If the station officials and the police anticipate a large turnout in advance, you can have the necessary security and emergency medical services on hand, properly deployed. Anything could happen. Someone could fall down and hurt themselves, someone else could have a heart attack, or whatever. Without a plan there would be no way of fighting your way into the crowd to help save them. It's better to take an hour beforehand to work things out. I'm sure police departments all over the country would welcome that type of cooperation, so they're better informed as to what's happening in their areas."

up strictly as an autograph party for those who wanted to meet DeBarge. Motown was insistent that we have security for the group because they had experienced difficulty last year when DeBarge did in-store promotions in Cleveland and St. Louis. Their exact words to us were 'Hey, be ready,' and we were.

"We had over 2000 people in attendance, and we had to turn away approximately 500 others who wanted in. We had between 15-20 security people that we hired. When we heard what was taking place just seven blocks away, we contacted the Cleveland Police Department just in case we needed them. We were worried that a crowd of unhappy people might march down the street and cause a problem. Fortunately, there was no trouble."

Additional Help Requested

Jeff added, "Because we didn't want anyone to get injured we also called for help from the local Guardian Angels, whom we're quite close to in Cleveland. We did this just for crowd control reasons. They responded favorably and came out to give us additional help with our security. I must also mention that when DeBarge arrived, they had their own security. Our event was well attended, and the youngsters were very orderly."

I asked Jeff his opinion about first-come, first-served and ticketed events. "After what happened in Cincinnati (the Who concert), you know my answer to that. I would never ever have a first-come, first-serve situation. It's just not good to do things that way. These kids get excited and very intense when they get a chance to see one of their favorite entertainers.

"We like to do both indoor and outdoor promotions. But outdoor events are much harder to control, especially if you do a neighborhood block party, because the entire neighborhood is more stirred up than it normally is. If we were doing an outside event where we expected a large crowd, we would contact the local police authorities. But doing smaller club-type things, I think working with the venue personnel is sufficient. For crowd control reasons, I'm sure indoor events are safer to deal with."

Advance Promo Prep

This article isn't meant to criticize or point an accusing finger at anyone. It merely outlines steps that can be taken to alleviate potentially dangerous crowd situations. As Jeff summed up, "I think it's up to the persons planning the event to make sure that every irritation to the people is thought about and removed, if possible. If you have a well-planned event, it will turn out properly. Advance planning is the most important thing."

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JOHNNY MATHIS "SIMPLE"

**Black/Urban
BREAKERS**

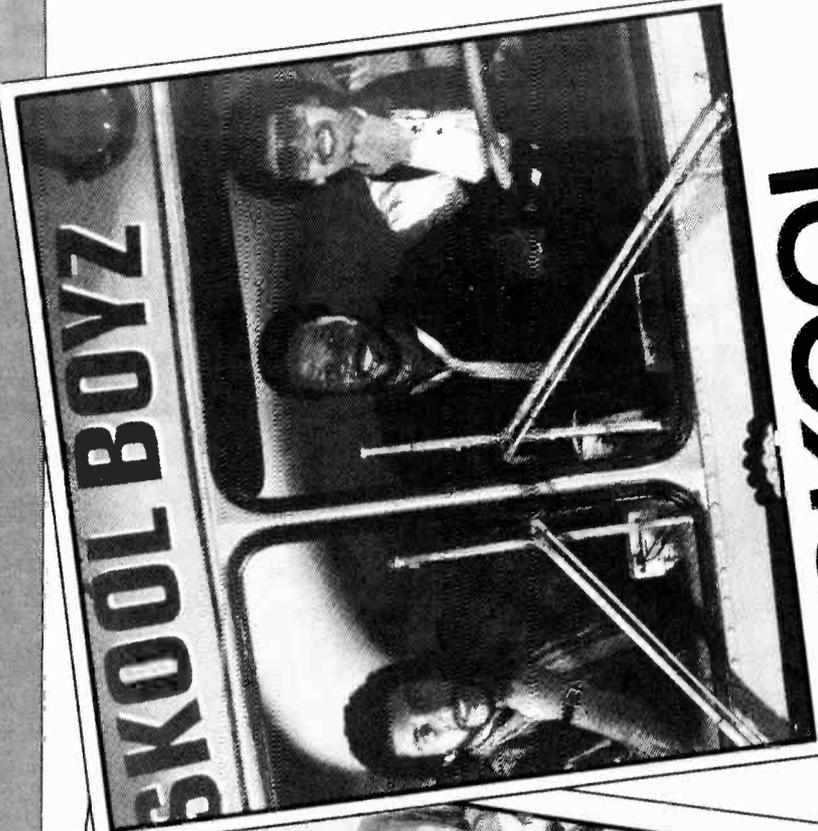
BLACK/URBAN Chart: **36**



HERBIE HANCOCK "MEGAMIX"

**Black/Urban
BREAKERS**

BLACK/URBAN Chart: **31**



SKOOL BOYZ "SLIP AWAY"

**Black/Urban
SIGNIFICANT ACTION**

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KJCB
KOKA
WDAO
WTLC
KUKO

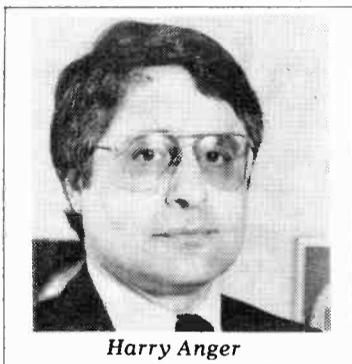
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KRNB
WYLD-FM
WCIN
WGPR
WZEN-FM

KJLH
KSOL
WGIV
WPEG
WKXI

LOSK SHIFTS TO CD POST**Anger Rejoins PolyGram
As Sr. VP/Marketing**

Harry Anger has been named Senior VP/Marketing for PolyGram, rejoining the company after three years as VP/International Operations at Arista. At the same time, former PolyGram Sr. VP/Marketing Harry Losk shifts to Sr. VP/Marketing, Compact Disc at the company.

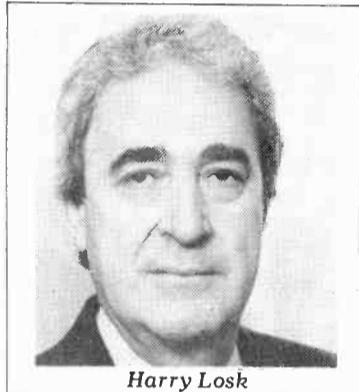
Commenting on the moves, PolyGram President Guenter Hensler stated, "Harry Anger has an impressive track record, and we feel his contribution to Poly-



Harry Anger

Gram in his new position will be of great benefit to the company. Due to the tremendous growth of CDs, we felt it was vitally important to bring in a topnotch marketing man to work with this new configuration. Harry Losk's credentials for the position are unparalleled."

Before joining Arista, Anger had been VP/Marketing for Polydor. Losk, a nine-year PolyGram veteran, was VP/Sales at Mercury before being named Sr. VP/Marketing three years ago.



Harry Losk

**Caputo Becomes New
GSM At WERE & WGCL**

Tom Caputo has been appointed General Sales Manager at WERE & WGCL/Cleveland. Sales Manager at WERE for the past year, Caputo succeeds former National Sales Manager Ron Browne, who departed the stations four weeks ago.

GCC President and WERE & WGCL GM Kim Colebrook noted, "When Tom had worked with our company before, he was our number one salesperson. So when the position handling the national responsibilities became available, it was a natural transition to give it to him. Tom's been recognized as a top sales manager, and has al-

ways been on my 'hit parade.' He's a real sales pro, and will do a super job."

Caputo, who first worked at WERE as an Account Exec/Co-op Manager between 1978-79, spent two years as NSM at KULF & KYND/Houston (now KKBQ-AM & FM), and an additional year as Sales Manager at WBNS/Columbus before rejoining WERE last year. Caputo told R&R, "This appointment means a lot, as there's an awful lot of good chemistry here. GCC is made up of honest and hardworking people, and I like working with them."



STRIPPING IN TAMPA — Q105/Tampa caught Epic's Adam Ant performing his recent single "Strip." Chatting after the concert (l-r) are Epic's Jeffrey Shane, Q105 MD Diana Thomas, and Adam.

CALENDAR

BRAD MESSER

**Department Of
Redundancies Department**

Tell them what you're going to say. Say it. Then tell 'em what you said.

That passes as standard industry-approved wisdom among folks who write, especially for radio. Repetition of one's message is considered good, basic communication technique, for reasons that vary depending on who's doing the reasoning. Opinions include (a) listeners are dense souls who don't pay close attention and probably drool, or (b) listeners are bright, alert folks who cannot be trusted to be paying close attention at times, or (c) listeners sharp or dull all respond to the Big Lie Technique, utilizing message reinforcement via repetition, which is equally effective selling lies, lakefront lots, truth, and new cars because your trade-in will never be worth more than it is right now.

But I'd like to jump on top of my desk, wave my arms some, and scream a protest to our colleagues in the Department of Redundancies Department who are using that old tell-them-again format in inappropriate situations.

Here's what I heard on my radio today. I heard it yesterday and a lot of days before, too.

The jock said, "Now here is an editorial by General Manager Joe Blow." He then hit a produced cart which said, "Here is an editorial by Joe Blow, Vice President and General Manager of (this station)."

On another frequency a newsman said, "Now here's John Doe in Africa" and rolled a tape which began, "This is John Doe in Africa."

C'mon. If one guy says it, why does the second guy have to say it, if the first guy already said it?

The deservedly despised double intro is not repetition with a purpose, it is mindless repetition. If an entry-level announcer double-intros, it's positive proof of inexperience, whereas if anyone who's been in radio longer than a couple of months does it, it's to be hoped it's a one-time oversight but more probably evidence of having wisps of swamp gas where the brain should be.

Clip this column and tape it to the desk, mailbox, office door, or shirt of an offender. Stamp out the double intro!

Stand back! Jumping down from the desk.

Pilgrims Shaken By Earthquake

MONDAY, JUNE 11 — Chimneys toppled in Massachusetts and ships in harbors were sloshed by high waves when America's first recorded earthquake hit New England in 1638. Judging from Pilgrim settlers' damage reports, it was a major quake of magnitude 7 or perhaps even 8, but no fatalities were reported. Contemporary authorities believe the earthquake originated in the St. Lawrence Valley, which is still an active seismic area.

Racer turned broadcaster Jackie Stewart 45. Actor Chad Everett 47. Gene Wilder 49. Aqualung co-inventor Captain Jacques Cousteau 74.

Girls In Little League

TUESDAY, JUNE 12 — Ten years ago (1974) the rules were changed to allow girls to play Little League baseball, but Little League President Dr. Creighton Hale says, "Baseball has hardly been affected at all because very few girls have shown up wanting to play!" He says most girls prefer softball and have been readily accepted on coed teams.

In 1957 Olympic gold medalist Paul Anderson performed the greatest weight-lift in history by lifting a lead-filled steel safe weighing 6270 pounds. That's equivalent to two big cars, or 31 200-pound men.

Brad Delp (Boston) 33. Actor turned club singer Jim Nabors 51. Vic Damone 56. Vice President George Bush 60.

Rollercoaster 100th Anniversary

WEDNESDAY, JUNE 13 — The world's first rollercoaster, the Coney Island Switchback, began operating 100 years ago (1884). Riders paid five cents to be carried sideways along a straight track that undulated over six-foot hills. Fast passenger turnover produced an astounding first-day profit of about \$700, and within ten years America had over 300 rollercoasters.

U.S. Supreme Court "right to remain silent" Miranda ruling 1966. The New York Times began publishing Pentagon Papers 1971. Full Strawberry Moon.

Richard Thomas 33. Christo 49. Emcee Ralph Edwards 71.

American Flag Day

THURSDAY, JUNE 14 — Less than two months after Paul Revere's ride, the Continental Army was founded in 1775 to fight the American Revolution. Although Army privates were to be paid only \$1.60 per month, about 25,000 men enlisted immediately and other volunteers had to be turned away for lack of processing capability.

Flag Day. Stars and Stripes designated United States national banner in 1777. Phrase "under God" added to Pledge of Allegiance 1954. Falkland Islands War ended with Argentina's surrender to England 1982.

Ex-Olympic skater Eric Heiden 26. Writer Jerzy Kosinski 51. Burl Ives 75.

Magna Carta "Cornerstone of Liberty"

FRIDAY, JUNE 15 — The Magna Carta ("great charter") was enacted in 1215, granting British subjects very limited civil rights and forming the early basis of representative government. Historian Dr. Warren Hollister (UC Santa Barbara) notes the Magna Carta "was not in fact actually signed, it was granted by King John, who probably didn't know how to write. He had scribes write it."

Ben Franklin and son flew kite in thunderstorm 1752. George Washington appointed Commander of Continental Army 1775.

Harry Nilsson 43. Waylon Jennings 47. Tomorrow (6-16) Ron LeFlore 32. Roberto Duran 33. Billy "Crash" Craddock 45. On Fathers Day Sunday (6-17) Barry Manilow 38. James Brown 56. Dean Martin 67.

Marketplace

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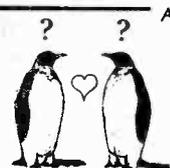


PROFESSIONAL SERVICES

STRAIGHT TALK

STRAIGHT TALK about radio and a PERSONAL PROFESSIONAL CRITIQUE by a top LA pro could get your career off the ground. Send resume, cassette of your show and \$15 for CRITIQUE and your copy of STRAIGHT TALK to Sea Cove Publishing, 2063 Via Concha, San Clemente, CA 92672

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Opportunities

Openings

NATIONAL

Announcers, actors, singers, dancers, comedians, models, writers & musicians wanted. Major Market Communications, Box 649, Short Hills, NJ 07078. (201) 379-4183 EOE M/F (6-8)

Group owner seeks motivated Sales Manager. Great opportunity with an expanding company. Mike Groshong: Constant Communications, Rt 2, Box 502, Eugene, OR 97401. (6-8)

EVENINGS IN THE MAJORS

Energetic evening talents needed for CHR, Urban and A/C formats on Top 20 market stations, East coast and Midwest. Expected tempo range: warm to hot. Rush T&R to: Radio & Records, 1930 Century Park West, #699, Los Angeles, CA 90067. All replies confidential. EOE M/F

Jokes not necessary, morning communicator for medium market. T&R: Shane Media Services, 7703 Windswept Ln., Houston, TX 77063. EOE M/F (6-1)



BURNS MEDIA CONSULTANTS

Burns Media's

Management Access Network is looking for a combination Program Director/Morning Personality for a CHR FM. Good money for right person. Send T&R to: Burns Media, 3054 Dona Marta Dr., Studio City, CA 91604. EOE M/F

Music expert needed to classify style & sound of 7,000+ hits of the past 25 years. Song Search, One Blue Hill Plaza, Pearl River, NY 10965. (6-1)

One person, medium market news shop needs news hound. T&R: Shane Media Services, 7703 Windswept Ln., Houston, TX 77063. EOE M/F (6-1)



Gary Burns & Associates

Has the following openings: **KXZL** San Antonio's #1 AOR has an opening for a nighttime rocker.

KRIX McAllen/Brownsville's #1 AOR has a rare midday opening at the Texas Gulf Coast.

Also accepting CHR T&R's for future openings. Send to: Gary Burns & Associates, P.O. Box 40013, San Antonio, TX 78229.

EAST

Now accepting T&R for parttime and future fulltime openings. WSPK, Box 1703, Poughkeepsie, NY 12601. EOE M/F (6-8)

CAPE 104/Cape Cod, MA CHR has opening for jock/engineer. Call Jack Alix: (617) 771-2998 (6-8)

PHILADELPHIA

Innovative Contemporary looking for a "real person" to join a great air staff. If your idea of fun is keeping company through the night, with intelligent adults... If you're clever and witty, without being silly... If you feel you're a real entertainer with unique talent... If you'd rather play for a team than be a star, then we want to hear from you. T&R to: Radio & Records, 1930 Century Park West, #705, Los Angeles, CA 90067. EOE M/F

Top rated AC loses a friend/ND to TV. Need new family member. Competent with smile in voice and hallways. Ryan Cole: (207) 582-3303 EOE M/F (6-8)

Openings

Production wiz/swing person needed for AM/FM combo in University City. Experienced. T&R: Carl Becker OM, WAJR/WVAQ, Morgantown, WV 26505. EOE M/F (6-8)

CREATIVE DIRECTOR

Major market group broadcaster has a rare opening for a rare person. Ideal candidate must be excellent in all areas of commercial and promotional production. A detail oriented individual, who takes personal responsibility for every contract and piece of copy. One who will not let the day-to-day routine interfere with his/her ability to write and produce imaginative promotional spots. We want someone who will help us use our air as our primary promotional and image building vehicle. T&R to: Radio & Records, 1930 Century Park West, #704, Los Angeles, CA 90067. EOE M/F

Top Country station accepting tapes for future morning drive spot, personalities wanted. T&R: Ken Silva, 221 Washington Street, Claremont, NH 03743. EOE M/F (6-8)

Maine's top rated A/C needs fun morning friend. T&R: Ryan Cote, WABK-FM, Box 1280, Gardner, ME 04345. (6-8)

Air personality for evenings at adult CHR in upstate NY college town. Production experience a plus. T&R to: Joe Moss, WZOZ, Box 1030, Onconce, NY 13820. EOE M/F (6-8)

Announcers for BM station on MD's eastern shore. Good news delivery. T&R: WKYZ, Naylor Mill Rd, Salisbury, MD 21801 EOE M/F (6-8)

NY Syndicator seeks producer for possible Country Comedy show. Own album collection a plus! T&R: Frank Guida, PRN, Box 172, Bronx, NY 10451. (6-8)

Radio Account Executive for Top 50 market. Lucrative account list. Resume: Barbara Sowers, Box 12279, Albany, NY 12212, or call (518) 456-1144. (6-8)

Top FM station looking for good news assistant. Pay not so good, but opportunity is. Entry level possible. T&R: Ken Silva, 221 Washington St., Claremont, NH 03743. EOE M/F (6-8)

FM106/Philadelphia looking for creative, tight personalities for possible future openings. T&R: Steve Davis, WWSH, 555 City Line Avenue, Bala Cynwyd, PA 19004. EOE M/F (6-8) SOUTH

All hit FM, morning drive near Washington. Minimum one year experience, low pay, good people. T&R: PD, WMDM-FM, Lexington Park, MD 20650. EOE M/F (6-1)

WRKI 50kw AOR superstar has an opening for 7-midnight jock. Enthusiasm a must! T&R: Buzz Knight, PD, Box 95, Danbury, CT 06810. EOE M/F (6-1)

SOUTH

100kw Country accepting T&R's for future openings. T&R: Keith Davis, KFYE, 920 Commerce Road, Pine Bluff, AK 71601. EOE M/F (6-8)

#1 RATED 100kw CHR FM

In large North Carolina market needs program director with good production and on-air skills. Excellent salary and working conditions for mature professional. Send T&R to: Radio & Records, 1930 Century Park West, #701, Los Angeles, CA 90067. EOE M/F

Looking for a bizarre morning team for R&R CHR reporter that will pay more than sunshine. Send hottest: Tad Griffen, KITE-FM, Corpus Christi, TX 78401. EOE M/F (6-8)

96 KISS, Nashville's hot FM is seeking experienced, parttime air talent. T&R: Jack Randall, 50 Music Square West, Ste. 901, Nashville, TN 37203. EOE M/F (6-8)

Superstar AOR looking for future midday personality. No rookies. Talented & creative females encouraged. T&R: Nat Lamp, KFMX, 5613 Villa Dr., Lubbock, TX 79452. EOE M/F (6-8)

Immediate opening for AM drive personality for bright A/C format. T&R: WGBR, GM, Box 207, Goldsboro, NC 27503. EOE M/F (6-8)

Mature jock needed for airshift... strong production. T&R Jim Herron, KLTR, 10333 Richmond Ste. 693.7, Houston, TX 77042. No calls. EOE M/F (6-8)

Greenville/Spartanburg CHR accepting applications for fulltime and weekend swing air talent. T&R: Bill McCown, WANS-FM, PO Box 211, Anderson, SC 29621. EOE M/F (6-8)

Openings

Top-rated rocker looking for energetic night-time jock. T&R: B.J. McCrae, KIXS, Box 880 Killeen, TX 76540. EOE M/F (6-8)

100kw Country FM in Midland/Odessa needs jocks & news-people. Salary requirements, T&R: RRI, Rte. 1, Box 67D, Tow, TX 78767. (6-8)

"Breakfast Bunch"

We're losing a member of our "Breakfast Bunch" morning team. She was part of our double anchor news team and added a lot of personality to interplay with the rest of the "bunch". Send T&R to: Dick Lamb, WWDE, 2101 Executive Dr., Hampton, VA 23666. EOE M/F

Immediate opening for PD in A/C format. Position includes morning airshift, not interested in comics. T&R: WSLQ, Box 6002, Roanoke, VA 24017. EOE M/F (6-8)

Air talent/production needed for AM/FM stations in resort area of Pinehurst, NC. T&R: Ross Caudell, WDLV, Box 1677, Southern Pines, NC 28387. (6-8)

KLBJ (N/T) needs reporter/anchor with good writing & on-air skills. T&R: ND, Box 1209, Austin, TX 78767. EOE M/F (6-1)

Florida AOR needs AM communicator. Adult humor, involved listeners, local relatability, only show in town. T&R: Orange, Box 107, Cape Coral, FL 33910. EOE M/F (6-1)

KETR-FM at E. Texas State University seeks announcer/PD to work AM A/C board. Ability to motivate student staff. Good salary. T&R: Box BB, ETSU Station, Commerce, TX 75428. EOE M/F (6-1)

MIDWEST

Morning man needed for Country station experience & personality a must. A Stuart station. T&R: Scott O'Brien, KRGI-FM, PO Box G, Grand Island, NB 68802. EOE M/F (6-8)

Experienced recording engineer/producer needed immediately. Beautiful studio in Cincinnati. Fifth Floor Recording, Richard Goldman: (513) 651-1871 No writing necessary. (6-8)

One of America's highest rated and respected medium market CHR is searching for morning entertainer. We want you to be funny, outrageous at times, and locally relatable. At least \$25,000 to start. RUSH T&R to: Radio & Records, 1930 Century Park West, #688, Los Angeles, CA 90067. All replies confidential. EOE M/F

ND needed for top-rated regional AM/FM combo. T&R: Tom Thies, KLIK/KTXV, Box 414 Jefferson City, MO 65102. EOE M/F (6-8)

Looking for afternoon personality, preferably with two years of experience. T&R: KRIE, 402 19th SW, Mason City, IA 50401. EOE M/F (6-8)

News Director for award-winning department in medium-market state capital. Minimum 5 years radio news experience; journalism degree. Need aggressive, innovative leader to maintain the edge. Full benefits package with leading Midwest group operator. Tape & resume: Radio & Records, 1930 Century Park West, #697, Los Angeles, CA 90067. EOE M/F

KMON, 560 Country looking for drive time personality with experience at formatted adult station. Good ol' boys need not apply. Dave Richards: (406) 761-1000 (6-8)

Production/midday personality needed ASAP! T&R: Paul Sebastian, WLTE, 215 S 11th, Minneapolis, MN 55403. EOE M/F (6-8)

OUTSTANDING OPPORTUNITY!

Midwestern medium market personality A/C needs warm, adult communicator for morning drive. If you can tie into the community and relate to 30+, we want to hear from you! Excellent pay/benefits. T&R to: Radio & Records, 1930 Century Park West, #703, Los Angeles, CA 90067. EOE M/F

WVIC-FM CHR needs evening talent, uptempo style with ability to relate to 8-midnight audience. Good bucks. T&R: Bill Martin, 2517 Mt. Hope, Lansing, MI 48910. EOE M/F (6-8)

KNUW is about to make its automation a boat anchor. Young & experienced CHR jocks needed immediately. T&R: Box 3309, Great Falls, MT 59403. (6-8)

Openings

Super small market A/C needs new afternoon or evening voice. Position opening soon. T&R: Ron Phillips, WTCJ, Box 397, Tall City, IN 47586. (6-8)

CARS 108 FM

FLINT, MI

Is searching for A/C morning personality. Rare opportunity to join respected broadcast organization. Send resume to: Mark Thomas, P.O. Box 1080, Flint MI 48501.

Need ND/reporter & CHR, A/C, & Country announcers. T&R: Stuart Broadcasting, Box 80209, Lincoln, NB 68501. EOE M/F (6-8)

New A/C on-air in October starting search for the best communicators in America. T&R: Mark Edwards, WTPJ, 9292 N. Meridian St. #311, Indianapolis, IN 46260. EOE M/F (6-8)

MEDIUM MIDWEST AM COUNTRY

Seeking morning & afternoon killers! Good bucks, benefits. If you're on the way and committed to winning, send T&R to: Radio & Records, 1930 Century Park West, #706, Los Angeles, CA 90067. EOE

THE SEARCH CONTINUES!!!

Midwest CHR FM Powerhouse is still seeking an off-the-wall newscaster to team with our morning man. You must have an entertaining delivery and bizarre sense of humor, plus be able to react and laugh with your partner. Apply now if you fill the bill. Send tape and resume to: Radio & Records, 1930 Century Park West, #700, Los Angeles, CA 90067.

AOR opening. Need Production Director/evening personality. Great production/multi track abilities needed. T&R: Les Cook, WIQB, Box 8605, Ann Arbor, MI 48107. EOE M/F (6-1)

WKMF/WGMZ looking for anchor/street reporter. Strong writing/newscasting a must! T&R & samples: Rich Kincaide, Box 1470, Flint, MI 48501. EOE M/F (6-1)

MAJOR MIDWEST COUNTRY POWERHOUSE

Seeks dedicated, experienced professional broadcaster. Obsessed with winning. For announcer/production position. T&R to: Radio & Records, 1930 Century Park West, #702, Los Angeles, CA 90067. EOE M/F

WEST

Overnight, uptempo personality wanted for Oldies/CHR. T&R: Mike Evans, Box 260, Bakersfield, CA 93302. EOE M/F (6-8)

Small market Country looking for creative personalities for future openings. One year experience required. T&R: Dave McClay, KQEZ, Box 1437, Coolidge, AZ 85228. EOE M/F (6-8)

Expect summer opening for ND. Competitive salary, travel expenses. Radio journalism, not rip & read. T&R: Cliff Somers, KARS, Box 860, Belen, NM 87002. EOE M/F (6-8)

KRSP AM/FM needs experienced ND familiar with CHR & AOR. T&R: Alan Hague, Box 7760, Salt Lake City, UT 84107. No calls. EOE M/F (6-8)

Rocky Mountain resort FM has possible future openings including news. Females encouraged. T&R: John Sobczak, KSKE, Box 3245, Winter Park, CO 80482. EOE M/F (6-8)

L.A. based radio syndication company, looking for station closers. Excellent Opportunity. Steve Lehman: (213) 788-2333 (6-8)

CALIFORNIA News Director

KARM-AM/KFIG-FM

Excellent writing and reporting skills
Anchor Morning Drive
Energy and strong delivery a must!
Resumes, tapes & photos to:
Operations Manager
P.O. Box 4265
Fresno, CA 93744

Opportunities

Openings

We are seeking morning entertainer to be one-half of team. Creative production a must. T&R: Box 749, Albany, OR 97321. EOE M/F (6-8)

Unique news position open at KSLY-FM. Possibility to move into other opportunities. T&R: Joe Collins, OM, Box 1400, San Luis Obispo, CA 93406. EOE M/F (6-8)

KHYT is looking for a humorous, creative news personality/PSA Director. T&R: Shermen Cohen, Box 26040, Tucson, AZ 85726. EOE M/F (5-18)

Northern CA/Bay area AOR accepting T&R. If you're a great jock, save it... I'm looking for human communicators! C.J. Stone, KFIV-FM, Box 3408, Modesto, CA 95353. (5-18)

Now! KLKT needs a news/sports hound for Lake Tahoe. T&R & sample: Jim King, Box 5936, Incline Village, NV 89450. EOE M/F (6-1)

Announcer Wanted ALASKA!!

Expanding station looking for experienced announcers. Market of 30,000 but in a dynamic environment. This is not your average "ho-hum" small town. Alaska's capital requires talent and involvement. We do not herd Polar Bears in our leisure hours. Send T&R to: KINY, 1107 W. 8th St., Juneau, Alaska 99801.

Urban outlet accepting T&R for future fulltime openings, all shifts. Carlos Lando, KDKO, 7880 E. Berry Pl., Englewood, CO 80111. EOE M/F (6-1)

Oregon's hottest Country, KFAT, is looking for experienced air talent. Good production skills. T&R: Larry Blair (503) 753-4493 (6-1)

Super opportunity for news reporter/anchor, two years experience. T&R & samples: Mike Gould, KPQ, Box 159, Wenatchee, WA 98801. (6-1)

WORK FOR A GIANT

One of America's great radio stations is seeking a sports personality, who can write creatively, work with a morning team, and not be afraid to dig up his own sports. This person will work in the best radio facility known to exist on earth, with some of America's most respected radio people. If you can make people talk, without being obnoxious, and can turn this heavily sports minded Top 20 market upside down, this job may be for you. Extensive sports background not necessary. We want a communicator, not a play-by-play man. Send tapes & resumes to: Radio & Records, 1930 Century Park West, #694 Los Angeles, CA 90067. EOE M/F

Strong morning personality wanted for top Country in Modesto. T&R: Steve Amari, Box 979, Modesto, CA 95351. EOE M/F (6-1)

First Media's KDOT/Provo accepting T&R for future opening. Must be able to relate to 35+ audience. Scott Gentry, Box 960, Provo, UT 84603. (6-1)

Country KRSY needs experienced ND. T&R: Tony Lucero, Box 1981, Rosewell, NM 88201. (505) 622-0290 EOE M/F (6-1)

Looking for a morning personality & ND. T&R: Jim Schaeffer, KZLS, 300 N. 25th St. 101, Billings, MT 59101. EOE M/F (6-1)

Positions Sought

Motor City, I want to come back home. Major market personality/producer. Background in news & music research. CANDICE: (313) 838-4744 (6-8)

KUPD, KAZY, Transtar Network. 100 year pro. High powered guns, deadly production & promotion. Real people Rock programmers contact MARK: (602) 897-2800 (6-8)

Good production, working in top 25 market. New opportunities interest me. Humor, bits & audience involvement. RICK: (414) 886-6476 (6-8)

Award winning sportscaster seeks new position closer to up-per MW home. Experienced & audience builder. BOB: (316) 251-3800 (6-8)

GM or GSM available with 20 plus years in broadcasting. Currently a GSM in the Dallas area. Will relocate for the right position. Salary 25k+ range. KCT: (214) 680-3206 (6-8)

The blade, cut through the thin air with STEVE. Sweet production. 3 1/2 years experience at age 22. (703) 885-8044 (6-8)

Positions Sought

Team player looking for a break. 5 1/2 years on-air Urban, CHR format. Will work with your program. Let's talk, MIKE: (704) 865-7166 (6-8)

Hot S.F. Bay area jock looking for new opportunity. Prefer AOR/CHR format. Will relocate. RON RICHARDS: (415) 521-8990 (6-8)

ND with eight years experience seeks medium/major market in MW. I have credibility, dependability & stability. (307) 235-1483 (6-8)

Now available. 13 1/2 years experienced as prime time jock. Have worked as PD/MD/OM. Prefer CHR & A/C. BILL BAILEY: (205) 381-2541 (6-8)

PD for hire. Energetic, exciting, straight ahead, hard working, dedicated, dynamic, cooperative team player with excellent track record. JOHN: (703) 885-8044 (6-8)

Attention PD's. Experienced, hard working team player with a great voice. Available now. Prefer NE area. Let's talk. ERIC: (617) 535-4475 (6-8)

Sports. Hard worker seeks major market/college PBP. Experienced PBP, talk host & daily sports. Currently Sports Director. TOM: (703) 948-6853 (6-8)

Future cosmetologist looking to keep hand in radio parttime. Prefer work in Sonoma/Santa Clara county, CA. (formerly KNBA) FRANK BUTERA: (415) 223-1534 (6-8)

Female, talented, reliable, hoping to move evening airshift up to medium market. (904) 268-5807 (6-8)

RUSS WEBER, WPLY/Plymouth, seeks copy writing position. Two years on-air. Sample on request. (414) 876-2609 (6-8)

DAVE BURCHETT, AM/PM drive sports wit, 1982 Golden Mike winner. Looking for new challenge in L.A./San Diego area. (213) 770-8927 (6-8)

Team player, eight year veteran. Currently OM/PD/MD/AM drive looking to move to a growing organization. Experience in all formats. Let's talk. KEN SILVA: (603) 542-7735 (6-8)

Major market news lady seeks fresh challenges in West coast major market. Have worked Cleveland, NYC, Chicago & Phoenix. Available July. NATALIE: (602) 897-1551 (6-8)

Starting my career, looking for first job as DJ/newscaster. Good pipes, graduated Midwestern School of Broadcasting. Will relocate MW/SW. ROGER: (312) 821-7485 (6-8)

Still looking for right offer. Former fulltime medium market jock, now news/parttime jock. Want back fulltime jock. WAYNE BYERS: (701) 251-2336 (6-8)

Creative, professional with experience as parttime personality desires fulltime airshift at AOR/CHR. Energetic talent, excellent voice. GINA T. (305) 949-2566 (5-18)

Have headsets, will travel. RUSS GARRETT, CHR, A/C, Country jock. Seven year pro is looking. (203) 877-7953 (6-8)

JOHN SHENEMAN has the experience, voice, dependability, intelligence, and get-up and go, to be your new DJ. For tape: (717) 888-4577 (6-8)

Just married a smurf. Need a morning gig to support her blue-cheese salad dressing addiction. AOR/CHR. ROGER: (614) 237-5454 (6-8)

Sportscaster/D.J. seek opp. B.S. degree in Communications. Three years experience. Professional, dedicated & enthusiastic. JEFF: (916) 481-1962 (6-8)

ND currently employed in CA pursuing career advancements into medium/major market. Will relocate for right opportunity. RICK: (209) 781-6005 (6-8)

Looking for first on-air job, DJ/news. Professional demo from hard worker ready for you to hear. BOB ROSSIANO: (312) 646-1390, after 1pm cdt (6-8)

Experienced major market sportscaster seeks challenging position. Credentials include anchoring, network reporting and football/basketball/hockey PBP. ALAN: (617) 894-6392 (6-8)

JOHN VOLPE, 15 year pro with PD/MD experience at KFI, 897 FM and KOPA, now available. (504) 467-7596 (6-8)

TOM DANIELS, Z104, B94, WWSW, WJDX, WPGC. Available now for major market CHR airshift or medium market PD. Excellent numbers. No small markets. (412) 664-1221 (6-8)

Radio personality searching for fulltime position with good company medium/small market. DANIEL RENTON: (517) 485-1671 (6-8)

Ambitious, broadcast school graduate seeking entry level position as air personality. Do news and production work. Will travel anywhere. TONY SORRENTINO: (312) 338-8155 (6-8)

DJ/sports announcer looking for small-starter station. Willing to relocate. CARL: (313) 256-6830 (6-8)

The power's on. Major market experienced. Have worked all formats. MD experience. Will relocate anywhere. Call anytime. STACY POWERS: (504) 542-1440 (6-8)

Experienced jock seeks small market A/C or CHR to polish skills, hard worker. CHRIS: (208) 357-6935 (6-8)

10 year major market veteran PD/MD/air personality from Detroit/Kansas City seeks CHR, AOR or A/C. Willing to relocate. MIKE BENSON: (913) 541-8815 (6-8)

Six year CHR, A/C pro with award winning production skills seeks medium market. Current PD/AM drive. STEVE: (804) 791-3679 (6-8)

Positions Sought

Insane announcer. Chicago area personality. CHR, A/C preferred within 60 miles of Chicago. Available 3am-1pm. CRAZY TONY IMBURGIA: (312) 442-1198 (6-8)

Stick our from the rest. Hire this British announcer with killer numbers in Denver market. Five years experience seeks professional station. A/C, CHR. DON: (303) 574-4340 (6-8)

Dependable CHR, A/C air-talent looking in SW area. Currently PM drive/Production Director. Interested in management position. SHAWN: (505) 722-9025 (5-11)

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.

Developer of unparalleled & beautiful intercontinental format now available for programming position at medium/major market. MARC KOVACS: (213) 680-3279 (6-1)

News, sports, PBP. Six years experience, last 1 1/2 at Florida N/T. Looking for major/medium market position. BRUCE: (813) 349-0546 (6-1)

I'll go anywhere. Strong production, on-air, have A.A. degree, can do some copy. MIKE: (805) 526-8869 (6-1)

Pro newscaster currently with Voice Of America looking for commercial radio position in metro Washington DC area. STEVE MICHAELS: (301) 340-2296 (6-1)

Five year pro, dedicated, dependable and a team player in search of a winning team. Ready to move, will relocate! KIT DONALDSON: (419) 586-5133 (6-1)

Talk pro, 27 years broadcast experience, issue oriented. Not a screamer, good pipes & references. Serious inquiries: (614) 221-2775

Dedicated professional, ND, talk host. Air personality seeks Great Lakes or West coast news post. JOHN: (505) 864-3124 (6-1)

I'm an entertaining, one-to-one A/C, CHR personality with top production. If you're a professional, profitable, stable company, call TOMMY: (203) 366-3338 (6-1)

Winning large market jock seeks medium/large AOR/CHR air-shift. Experienced team player wants to be on your team. Excellent production/promotions. (414) 332-7625 (6-1)

Morning personality seeking new challenge, strong production. ANDY: (904) 584-4388 or 584-2373 (6-1)

Trained, motivated, unused talent available! MICHAEL: (312) 652-8319 (6-1)

Mature, dependable & talented air personality with strong news delivery. Have mic, will travel! LUCI: (301) 268-2434 (6-1)

Help me! I'm trapped in MINI Young, hard working team player needs new home. Excellent PBP. ROCKIN' JONNY (218) 681-6364. (6-1)

Attention PD's/OM's, mature Urban voice needs a start! Go anywhere anytime for opportunity. Call AUSTELL: (312) 547-6504, mornings cst. (5-11)

11 year CHR pro caught in the Country. PM drive, creative production, programming experience & excellent references. BILL MARSHALL: (501) 521-0104 (6-1)

Local, local, local, local, local, local, local, local, local, local, mornings. STEVE REYNOLDS: (413) 534-7772 (6-1)

Energetic creative radio personality has what it takes for you. AM/FM experience, all formats. CRAIG: (503) 752-0180 (6-1)

Assistant ND, currently employed in CA. Pursuing career advancement into medium/major market. Relocation considered for right opportunity. RICK: (209) 781-6005 (6-1)

Radio veteran looking for PD/OM position in competitive market, preferably at a station not realizing its potential! TED MARVELLE: (619) 443-3264 (6-1)

I'm ready to move south to the coast of FL for more than just a Winter. Started in '72, currently working weekends in Atlanta. DON: (404) 957-1783 (6-1)

Will go anywhere for first job. Success oriented, diverse background. B.A. Degree, trained, warm personality. Mature, dependable & creative. DARRELL: (213) 294-9838 (6-1)

ROBERT HOLIDAY, seven years experience. AOR, Urban, A/C. PD, personality, production, promotion & only 23. (702) 367-6044 (6-1)

Five year major market pro will relocate. Would like to jump into sports announcing. All offers considered. (305) 563-8883 (6-1)

Experienced A/C, CHR team player, air talent with programming knowledge seeks PD/MD or medium/major airshift. SCOTT: (317) 456-3407 (6-1)

Positions Sought

I need a CHR fix! Blends basics with bits. Three years medium market. Will consider all offers. JIMMY: (715) 835-9495 (6-1)

Small market pro wants to grow. Help me. Five years experience in Country radio. I'll help your sound. JESSIE: (601) 846-7713 (6-1)

JC college & broadcast school grad. 3 1/2 years on-air. A/C, CHR & Country. Prefer NW, will relocate for right offer. CHRIS: (206) 357-6935 (6-1)

Sports/DJ/news, seeks opportunity. B.S. Communications degree. Three years experience. Dedicated & enthusiastic. JEFF: (916) 944-3271 (6-1)

Top-notch anchor/reporter seeks position in medium/large market. PAT: (402) 466-9088 (6-1)

WENDY WHITE, Black female announcer, newscaster, talk host, is looking to do news. Nine years experience, eight years in major markets. (213) 388-2853 (6-1)

Changes

RADIO

Mae Watts named Account Executive WLS AM & FM/Chicago from WIND.

Elinor Nardella named Traffic Director WABC/New York from WMCA.

Joanne Tomasula named Sales Account Executive WABC/New York.

Howard Landsman appointed Account Executive WKLS-FM/Atlanta.

INDUSTRY

Paul DePalma appointed Programmer/Analyst Katz Media Data Division/New York.

Miscellaneous

A/C station needs service. Steve Stroud, WVOV, Box 3325, Danville, VA 24541. (804) 836-9700 (6-8)

WJTT needs service for Urban format. Rich Phillips, 210 Pinehurst Ave., Chattanooga, TN 37415. (615) 875-4441 (6-8)

A/C in Tampa Bay wants to be a breaker. Need service from all labels. Doug Schnackel, WLPJ, 2020 Lafayette, New Port Richey, FL 33552. (813) 848-9150 (6-8)

Country comedy albums needed! Production house will pay for prerecorded Country comics. Frank Guida: (212) 585-9400 (6-8)

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) Openings, Positions Sought, and Changes for individuals & the radio & record industry.

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: \$30 per inch per week (maximum 35 words per inch). Includes **border** and **logo**.

Blind Box: \$45 per inch per week (maximum 35 words per inch). Includes **border, box number** and **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 you may place your free listings by phone only on **Wednesday, Thursday & Friday 9am-5pm (PST)** (213) 553-4330 or mail to: R&R Opportunities, 1930 Century Park West, Los Angeles, CA 90067.

The Music Section

National Music Formats Added This Week

Satellite Music Network

George Williams (214) 343-9205

The Starstation

JOHNNY MATHIS "Simple"
LEE GREENWOOD "God Bless The U.S.A."
JUICE NEWTON "A Little Love"
DAN HARTMAN "I Can Dream About You"

Country Coast-To-Coast

DOLLY PARTON "Tennessee Homesick Blues"
GEORGE STRAIT "Let's Fall To Pieces Together"
JOHNNY LEE "One More Shot"
HANK WILLIAMS JR. "Attitude Adjustment"
JIM GLASER "You're Gettin' To Me Again"

Rock America

KENNY LOGGINS "I'm Free (Heaven Helps The Man)"
COREY HART "Sunglasses At Night"
OLLIE & JERRY "Breakin' (There's No Stoppin' Us)"
HOWARD JONES "What Is Love"

Century 21

Greg Stephens (214) 934-2121

The Z Format

PRINCE "When Doves Cry"
JUICE NEWTON "A Little Love"
TINA TURNER "What's Love Got To Do With It"
TONY CAREY "The First Day Of Summer"
HUMAN LEAGUE "The Lebanon"
JENNY BURTON & PATRICK JUDE
"Strangers In A Strange Land"

The A/C Format

TINA TURNER "What's Love Got To Do With It"
LIONEL RICHIE "Stuck On You"
CHRISTOPHER CROSS "One Chance At Heaven"

Super-Country

ATLANTA "Pictures"
HANK WILLIAMS JR. "Attitude Adjustment"
WAYLON JENNINGS "Never Could Toe The Mark"

TM Programming

Cal Casey (214) 634-8511

Stereo Rock

ELTON JOHN "Sad Songs (Say So Much)"
COREY HART "Sunglasses At Night"
OLLIE & JERRY "Breakin' (There's No Stoppin' Us)"

TM A/C

LAURA BRANIGAN "Self Control"
ALAN PARSONS PROJECT "Prime Time"

TM Country

GEORGE STRAIT "Let's Fall To Pieces Together"
CHARLEY PRIDE "The Power Of Love"
KEITH STEGALL "I Want To Go Somewhere"
WAYLON JENNINGS "Never Could Toe The Mark"
BELLAMY BROTHERS "Forget About Me"
JOHNNY RODRIGUEZ
"Let's Leave The Lights On Tonight"

BPI

John Iles (800) 426-9082

Adult Contemporary

JUICE NEWTON "A Little Love"
SERGIO MENDES "Alibis"
JOHNNY MATHIS "Simple"

Country Living

CHARLEY PRIDE "The Power Of Love"
DOLLY PARTON "Tennessee Homesick Blues"
LEE GREENWOOD "God Bless The U.S.A."
BELLAMY BROTHERS "Forget About Me"
T.G. SHEPPARD "Somewhere Down The Line"
DEBORAH ALLEN "I Hurt For You"
JOHNNY LEE "One More Shot"

Transtar

Chick Watkins (303) 578-0700

Adult Contemporary

DENIECE WILLIAMS "Let's Hear It For The Boy"

Country

Tom Casey (213) 460-6383

T.G. SHEPPARD "Somewhere Down The Road"
MEL TILLIS "New Patches"

Concept Productions

Dick Wagner (916) 782-7754

CHR

ELTON JOHN "Sad Songs (Say So Much)"
COREY HART "Sunglasses At Night"
JUICE NEWTON "A Little Love"
CHRISTOPHER CROSS "One Chance At Heaven"
TONY CAREY "The First Day Of Summer"

Peters Productions, Inc.

Debbie Welsh (619) 565-8511

Country Lovin'

BELLAMY BROTHERS "Forget About Me"
DOLLY PARTON "Tennessee Homesick Blues"
CHARLEY PRIDE "The Power Of Love"

The Great Ones

ELTON JOHN "Sad Songs (Say So Much)"
DAVE GRUSIN "Theme From 'St. Elsewhere'"
JUICE NEWTON "A Little Love"

Drake-Chenault

Bob Laurence (818) 883-7400

XT-40

PRINCE "When Doves Cry"
HOWARD JONES "What Is Love"
ELTON JOHN "Sad Songs (Say So Much)"
OLLIE & JERRY "Breakin' (There's No Stoppin' Us)"

Contempo 300

ELTON JOHN "Sad Songs (Say So Much)"
JUICE NEWTON "A Little Love"

Great American Country

DEBORAH ALLEN "I Hurt For You"
BELLAMY BROTHERS "Forget About Me"
T.G. SHEPPARD "Somewhere Down The Line"
NITTY GRITTY DIRT BAND
"Long Hard Road (The Sharecropper's Dream)"

Media General Broadcast Services

Bob Dumals (901) 320-4433

Action

JUICE NEWTON "A Little Love"
TINA TURNER "What's Love Got To Do With It"
ELTON JOHN "Sad Songs (Say So Much)"
LIONEL RICHIE "Stuck On You"

Your Country

MOE BANDY & JOE STAMPLEY "Where's The Dress"
GEORGE STRAIT "Let's Fall To Pieces Together"
DOLLY PARTON "Tennessee Homesick Blues"

Hit Rock

RICK SPRINGFIELD "Don't Walk Away"
ALAN PARSONS PROJECT "Prime Time"
PRINCE "When Doves Cry"
ELTON JOHN "Sad Songs (Say So Much)"

Radio Arts

John Benedict (818) 841-0225

Country's Best

MOE BANDY & JOE STAMPLEY "Where's The Dress"
DOLLY PARTON "Tennessee Homesick Blues"
BARBARA MANDRELL "Only A Lonely Heart Knows"
KENDALLS "My Baby's Gone"
JIM GLASER "You're Gettin' To Me Again"

Soft Contemporary

LIONEL RICHIE "Stuck On You"
THOMPSON TWINS "Doctor! Doctor!"

Sound 10

ELTON JOHN "Sad Songs (Say So Much)"

R&R JAZZ RADIO NATIONAL AIRPLAY/30

June 8, 1984

- | | | |
|----|----|---|
| 1 | 1 | STEPS AHEAD/Modern Times (Musician/Elektra) |
| 2 | 2 | PAT METHENY w/C.HADEN & B.HIGGINS/Rejoicing (ECM) |
| 3 | 3 | PLAYBOY JAZZ FESTIVAL/Playboy Jazz Festival (Musician/Elektra) |
| 4 | 4 | McCOY TYNER/Dimensions (Musician/Elektra) |
| 5 | 5 | CARLA BLEY/Heavy Heart (ECM) |
| 6 | 6 | COUNT BASIE & HIS ORCHESTRA/88 Basie Street (Pablo) |
| 7 | 7 | EARL KLUGH/Wishful Thinking (Capitol) |
| 16 | 8 | DAVE GRUSIN/Night-Lines (GRP) |
| 9 | 9 | BRANFORD MARSALIS/Scenes In The City (Columbia) |
| 10 | 10 | DON SEBESKY/Full Cycle (GNP Crescendo) |
| 8 | 11 | GEORGE HOWARD/Steppin' Out (TBA/Palo Alto) |
| 17 | 12 | KENT JORDAN/No Question About It (Columbia) |
| 14 | 13 | JOHN BLAKE/Maiden Dance (Gramavision) |
| 11 | 14 | MILT JACKSON QUARTET/Soul Route (Pablo) |
| 13 | 15 | CARMEN McRAE/You're Looking At Me (Concord) |
| 18 | 16 | CRUSADERS/Ghetto Blaster (MCA) |
| 19 | 17 | EMILY REMLER/Transitions (Concord) |
| 12 | 18 | TANIA MARIA/Love Explosion (Concord Picante) |
| 15 | 19 | DON RANDI & QUEST/California '84 (Bee Pee) |
| 20 | 20 | KENNY BURRELL/Groovin' High (Muse) |
| 27 | 21 | JOHN HICKS/John Hicks (Theresa) |
| 23 | 22 | JEFF LORBER/In The Heat Of The Night (Arista) |
| 21 | 23 | CHICK COREA/Children's Song (ECM) |
| 26 | 24 | T. BLANCHARD & D. HARRISON/N.Y. Second Line (George Wein/Concord) |
| 28 | 25 | KENNY PORE/Inner City Dreams (ITI) |
| 29 | 26 | ETTA JONES/Love Me With All Your Heart (Muse) |
| 22 | 27 | BILL EVANS/Living In The Crest Of A Wave (Musician/Elektra) |
| 22 | 28 | PHIL UPCHURCH/Name Of The Game (Jam) |
| 24 | 29 | TONI TENNILLE/More Than You Know (Mirage/Atco) |
| 24 | 30 | BILL EVANS/The Paris Concert, Edition 2 (Musician/Elektra) |

Black/Urban stations contributing to Jazz:
 WKND/Hartford, Melonae McClean; WGIV/Charlotte, Hal Harrill; WJAX/Jacksonville, Chris Turner; KJCB/Lafayette, Beatrice Evans; WYLD-FM/New Orleans, Brute Bailey; WGCI/Chicago, Graham Armstrong; WDMT/Cleveland, Dean-Dean Rufus; WVOI/Toledo, Maxx Myrick; XHRM/San Diego, Duff Lindsey.

MOST ADDED

- JOHN HICKS (9)
John Hicks (Theresa)
- DAVID BENOIT (6)
Waves Of Raves (AVI)
- J. ABERCROMBIE & J. SCOFIELD (5)
Solar (Palo Alto)
- ALIVE! (5)
City Life (Alive)
- DAVE GRUSIN (5)
Night-Lines (GRP)
- JEFF LORBER (5)
In The Heat Of The Night (Arista)
- SONNY ROLLINS (5)
Sonny Days & Starry Nights (Milestone)
- M. URBANIAK & L. CORYELL (5)
Facts Of Life (Love)
- DENNY ZEITLIN (5)
Tidal Wave (Palo Alto)

HOTTEST

- STEPS AHEAD (18)
Modern Times (Musician/Elektra)
- PLAYBOY JAZZ FESTIVAL (16)
Playboy Jazz Festival (Musician/Elektra)
- P. METHENY w/HADEN & HIGGINS (15)
Rejoicing (ECM)
- BRANFORD MARSALIS (11)
Scenes In The City (Columbia)
- GEORGE HOWARD (8)
Steppin' Out (TBA/Palo Alto)
- McCOY TYNER (8)
Dimensions (Musician/Elektra)
- COUNT BASIE & HIS ORCHESTRA (7)
88 Basie Street (Pablo)
- EARL KLUGH (7)
Wishful Thinking (Capitol)
- EMILY REMLER (7)
Transitions (Concord)

PASSPORT "Man In The Mirror" (Atlantic) 6/1
Rotations: Heavy 2/0, Medium 0/0, Light 4/1, Extra Adds 0, Total Adds 1, KERA-FM, Heavy: KSBR, WMGI.

JOE WILLIAMS "Then & Now" (Bosco) 6/0
Rotations: Heavy 1/0, Medium 4/0, Light 1/0, Extra Adds 0, Total Adds 0, Heavy: KLN, Medium: WBGO, KADJ, KJAZ, KXPR.

PONCHO SANCHEZ "Bien Sabrosol" (Concord) 5/3
Rotations: Heavy 3/1, Medium 0/0, Light 1/1, Extra Adds 1, Total Adds 3, WBGO, KTCJ, WUSF, Heavy: KLN, KJAZ.

SIMON & BARD GROUP "The Enormous Radio" (Flying Fish) 5/2
Rotations: Heavy 1/0, Medium 2/1, Light 2/1, Extra Adds 0, Total Adds 2, KERA-FM, WBBY, Heavy: WIAN, Medium: KJZZ.

GROUP 87 "A Career In Dada Processing" (Capitol) 5/1
Rotations: Heavy 0/0, Medium 2/0, Light 2/0, Extra Adds 1, Total Adds 1, WMOT, Medium: KSBR, KWMU.

STEVE SMITH VITAL INFORMATION "Orion" (Columbia) 5/1
Rotations: Heavy 0/0, Medium 4/1, Light 1/0, Extra Adds 0, Total Adds 1, WKSU, Medium: WBFO, KPLU, WVOI.

BERT LIGON & CONDOR "Dancing Bare" (Sea Breeze) 5/0
Rotations: Heavy 0/0, Medium 3/0, Light 2/0, Extra Adds 0, Total Adds 0, Medium: WMOT, WBEE, KWMU.

AL COHN "Standards Of Excellence" (Concord) 4/3
Rotations: Heavy 1/1, Medium 1/1, Light 2/1, Extra Adds 0, Total Adds 3, WGBH, Heavy: KLN, Medium: WLOQ.

CURTIS FULLER "Blues-ette" (Savoy) 4/3
Rotations: Heavy 0/0, Medium 2/2, Light 2/1, Extra Adds 0, Total Adds 3, KWMU, Medium: KERA-FM, KJAZ.

KAZU MATSUI PROJECT 1/ROBBERN FORD "Standing On The Outside" (Lakeside) 4/3
Rotations: Heavy 1/0, Medium 0/0, Light 1/1, Extra Adds 2, Total Adds 3, WJZZ, KTCJ, KJZZ, Heavy: WMGI.

HANK JONES "Relaxin' At Camarillo" (Savoy) 4/2
Rotations: Heavy 0/0, Medium 3/1, Light 1/1, Extra Adds 0, Total Adds 2, KERA-FM, KJAZ, Medium: KADJ, KWMU.

PETER SPRAGUE "Musica Del Mar" (Concord) 4/2
Rotations: Heavy 0/0, Medium 1/0, Light 3/2, Extra Adds 0, Total Adds 2, WFAE, KJAZ, Medium: WIAN.

JEFF TYZIK "Jammin' In Manhattan" (Polydor/PolyGram) 4/2
Rotations: Heavy 0/0, Medium 3/1, Light 1/1, Extra Adds 0, Total Adds 2, KERA-FM, WKSU, Medium: WBFO, XHRM.

ILLUSION "Illusion" (ITI) 4/1
Rotations: Heavy 1/0, Medium 0/0, Light 3/1, Extra Adds 0, Total Adds 1, KTCJ, Heavy: WHRO.

JULIE KELLY "We're On Our Way" (Pausa) 4/1
Rotations: Heavy 0/0, Medium 1/0, Light 3/1, Extra Adds 0, Total Adds 1, WBBY, Medium: WUWU.

LUIS ARTEAGA "Collage" (Pausa) 4/0
Rotations: Heavy 0/0, Medium 3/0, Light 1/0, Extra Adds 0, Total Adds 0, Medium: WLOQ, KMHD, KJZZ.

BILLIE HOLIDAY "Embraceable You" (Verve) 4/0
Rotations: Heavy 2/0, Medium 2/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: WBFO, WKSU, Medium: KLN, KXPR.

NEW & ACTIVE

- MICHEL PETRUCCIANI "100 Hearts" (George Wein/Concord) 9/3**
Rotations: Heavy 2/1, Medium 3/0, Light 4/2, Extra Adds 0, Total Adds 3, WFAE, KERA-FM, WKSU, Heavy: KXPR, Medium: KUOP, WHRO, KLCC.
- ANITA GRAVINE "Dream Dancing" (Progressive) 9/2**
Rotations: Heavy 1/0, Medium 5/1, Light 3/1, Extra Adds 0, Total Adds 2, WMGI, KLCC, Heavy: WUWU, Medium: WMOT, WBBY, KMHD, WUSF.
- DAVID BENOIT "Waves Of Raves" (AVI) 8/6**
Rotations: Heavy 1/0, Medium 3/2, Light 1/1, Extra Adds 3, Total Adds 6, WLOQ, WNOP, KKG, KMCR, KMHD, KJZZ, Heavy: WIAN, Medium: WMGI.
- LEE RITENOUR "Banded Together" (Elektra) 8/4**
Rotations: Heavy 0/0, Medium 4/2, Light 2/0, Extra Adds 2, Total Adds 4, WLOQ, WJZZ, KKG, KJZZ, Medium: WMGI, KWMU.
- SONNY ROLLINS "Sunny Days & Starry Nights" (Milestone) 7/5**
Rotations: Heavy 0/0, Medium 2/1, Light 2/1, Extra Adds 3, Total Adds 5, KERA-FM, KSAX, KKG, KMHD, KPLU, Medium: KJAZ.
- MICHAEL URBANIAK & LARRY CORYELL "Facts Of Life" (Love) 7/5**
Rotations: Heavy 1/0, Medium 0/0, Light 4/3, Extra Adds 2, Total Adds 5, WJZZ, KMCR, KJZZ, KPLU, KLCC, Heavy: WDET.
- DENNY ZEITLIN "Tidal Wave" (Palo Alto) 7/5**
Rotations: Heavy 2/0, Medium 2/2, Light 2/2, Extra Adds 1, Total Adds 5, WDET, KJAZ, KLCC, Heavy: WIAN, KCRW, Medium: KKG, KXPR.
- CAL COLLINS "Milestone" (Pausa) 7/3**
Rotations: Heavy 2/1, Medium 3/1, Light 1/0, Extra Adds 1, Total Adds 3, KLN, KMHD, KWMU, Heavy: WNOP, Medium: KJAZ, KCRW.
- STAN GETZ & CHET BAKER "Line For Lyons" (Storyville) 7/3**
Rotations: Heavy 2/0, Medium 1/1, Light 4/2, Extra Adds 0, Total Adds 3, WNOP, WBBY, Heavy: WBFO, KLCC, Medium: KLN.
- CHARLIE SHOEMAKE SEXTET "Plays Music of David Raksin" (Discovery) 7/2**
Rotations: Heavy 1/0, Medium 3/0, Light 3/2, Extra Adds 0, Total Adds 2, WGBH, KUHF, Heavy: KXPR, Medium: WBEE, WBBY, KPLU.
- SANDY OWEN "Euphonia" (Ivory) 7/1**
Rotations: Heavy 2/0, Medium 2/1, Light 3/0, Extra Adds 0, Total Adds 1, KUHF, Heavy: WMOT, WLOQ, Medium: KJZZ.
- JOHN ABERCROMBIE & JOHN SCOFIELD "Solar" (Palo Alto) 6/5**
Rotations: Heavy 0/0, Medium 2/2, Light 3/2, Extra Adds 1, Total Adds 5, KJAZ, KLCC, KXPR, Medium: WDET, KKG.
- BOBBY ENRIQUEZ "Prodigious Piano" (GNP Crescendo) 6/2**
Rotations: Heavy 1/0, Medium 3/1, Light 1/0, Extra Adds 1, Total Adds 2, WIOT, WBBY, Heavy: KUHF, Medium: WIAN, KKS.

Regionalized Adds & Hots

Printed Adds are first ten provided by station. Hots are printed in order given by reporter. * symbol denotes commercial station.

<p>EAST</p> <p>WGBH/Boston Eric Jackson</p> <p>IRA SULLIVAN AMINA CLAUDINE CHARLIE SHOEMAKE VAUGHN HARR AL COHN BORACE TAPSCOTT ETTA JONES EMILY REMLER DON SEBESKY JOHN BLAKE IRA SULLIVAN</p> <p>WBOB/Buffalo John Hunt</p> <p>COLEMAN HANKINS ALIVE!</p> <p>EARL KLUGH JOHN HICKS LOIS ARMSTRONG PATS WALLER THELONIOUS MONK PHIL WOODS SEPTET BRANFORD MARSALIS BILLIE HOLIDAY FREDDIE HUBBARD COUNT BASIE</p> <p>WBGU/Newark Rolin/Kirk</p> <p>PONCHO SANCHEZ ABDULLAH IBRAHIM CARLA BLEY CHICK COREA CLAUDIO RODITI ABBEY LINCOLN ABDULLAH IBRAHIM PLAYBOY JAZZ FEST PONCHO SANCHEZ</p> <p>WUWU/West Seneca (*) Marilyn Rogers</p> <p>none Hottest: ANITA GRAVINE EARL KLUGH PAT METHENY PLAYBOY JAZZ FEST TANIA MARIA</p>	<p>SOUTH</p> <p>WFAE/Charlotte Paul Stribling</p> <p>PETER SPRAGUE MICHEL PETRUCCIANI STEPS AHEAD DAVE GRUSIN MCCOY TYNER CARLA BLEY JOHN BLAKE</p> <p>WMMI/Gainesville (*) Bill Herman</p> <p>JIM BROCK ANITA GRAVINE Hottest: DAVE GRUSIN KAZU MATSUI PROJE TONI TENNILLE KENNY PORE PASSPORT KUH/Houston Dave Edwards</p> <p>WHRN/Norfolk Joe Lowrey</p> <p>JOHN HICKS SAL SALVADOR Hottest: BRANFORD MARSALIS STEPS AHEAD EMILY REMLER MCCOY TYNER BLANCHARD & HARRI</p> <p>WLOQ/Orlando (*) Paul Gerardi</p> <p>LEE RITENOUR DAVID BENOIT AL COHN MCCOY TYNER STEPS AHEAD EARL KLUGH AFRICAN IMAGE SANDY OWEN BRENT BRACE WUSF/Tampa Bob Seymour</p> <p>JOHN HICKS MARSHALL VENTE JILL MCNAMEE PONCHO SANCHEZ Hottest: MCCOY TYNER CARLA BLEY PAT METHENY EMILY REMLER PLAYBOY JAZZ FEST</p> <p>KERA-FM/Dallas-Ft. Worth Ed Budenauro</p> <p>HANK JONES CURTIS FULLER SANDY OWEN CRUSADERS KENT JORDAN CHARLIE SHOEMAKE TONI TENNILLE JOHN ANELLO JR Hottest: BOBBY ENRIQUEZ EARL KLUGH DON SEBESKY CLARE FISCHER JOHN BLAKE</p> <p>WMOH/Heathville Rick Forrest</p> <p>LENNY CARLSON JOHN HICKS GROUP 87 CARMEN McRAE BOBBY ENRIQUEZ Hottest: WILLIE NELSON PLAYBOY JAZZ FEST GEORGE HOWARD MARSHALL VENTE SANDY OWEN</p> <p>KSAX/Dallas-Ft. Worth Willie Culton</p> <p>KENNY PORE JEFF LORBER BOBBY ROLLINS CARMEN McRAE BLANCHARD & HARRI JOHN HICKS Hottest: STEPS AHEAD PAT METHENY COUNT BASIE GEORGE HOWARD BRANFORD MARSALIS</p>
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<p>MIDWEST</p> <p>WBBE/Chicago (*) Bob Long</p> <p>none Hottest: CARMEN McRAE ETTA JONES KENNY PORE STEPS AHEAD ANITA MOORE</p> <p>WNOP/Cincinnati (*) Chris Wagner</p> <p>ALIVE: OSCAR PETERSON CANNONBALL ADDERL DAVID FRIESEN PHIL UPCHURCH KENNY BURRELL BOBBY ENRIQUEZ SCOTT HAMILTON QU JAZZTET JEFF LORBER Hottest: CAL COLLINS DON SEBESKY COUNT BASIE ALIVE! MILT JACKSON QUAR</p> <p>WBBY/Columbus (*) Zoot Strider</p> <p>J.J. JOHNSON JEFF LORBER BILL EVANS BOBBY ENRIQUEZ SIMON & BARD GROU JULIE KELLY STAN GETZ & CHET Hottest: STEPS AHEAD PAT METHENY DON RANDI KENT JORDAN</p> <p>WUWU/West Seneca (*) Linda Yohn</p> <p>MICHEL PETRUCCIANI OSCAR PETERSON JOHN HICKS JIMMY FONDER STEVE SMITH ALIVE! DAVID FRIESEN MILT JACKSON QUAR JEFF TYZIK Hottest: STEPS AHEAD MICHEL PETRUCCIANI PAT METHENY BRANFORD MARSALIS BILLIE HOLIDAY</p> <p>KTCJ/Minneapolis (*) Ed Garret</p> <p>ILLUSION KAZU MATSUI PROJE VARIOUS PONCHO SANCHEZ Hottest: DON RANDI & QUEST STEPS AHEAD GEORGE HOWARD COUNT BASIE MATSUBARA</p> <p>KWMU/St. Louis Michael Crowley</p> <p>JOHN HICKS CAL COLLINS CRAIG HARRIS ROScoe MITCHELL SAL SALVADOR CURTIS FULLER 7TH AVE. STOMPERS BILLY MITCHELL PEGGY KING Hottest: PLAYBOY JAZZ FEST DAVE LEBMAN HANK JONES LEE RITENOUR JOHNNY HARTMAN</p> <p>none Hottest: CARLA BLEY PAT METHENY GEORGE HOWARD TANIA MARIA KENT JORDAN</p>	<p>WEST</p> <p>KADJ/Denver (*) Bill Willett</p> <p>OSCAR PETERSON CARLA BLEY JACK MCDUFF PAT CLOUD Hottest: EARL KLUGH BOBBY ENRIQUEZ OSCAR PETERSON PLAYBOY JAZZ FEST BITCH MILES</p> <p>KLCC/Eugene Michael Canning</p> <p>JAMES NEWTON ANITA GRAVINE BLANCHARD & HARRI JOHN ABERCROMBIE URBANIAK & CORYELL PAULINO DACOSTA DENNY ZEITLIN Hottest: PAT METHENY EMILY REMLER MCCOY TYNER STEPS AHEAD STAN GETZ & CHET</p> <p>KLON/Long Beach Helen Borges</p> <p>AL COHN CAL COLLINS STAN GETZ & CHET WOODY HERMAN MANCIE & RIVERA Hottest: AL COHN CAL COLLINS PONCHO SANCHEZ TONI TENNILLE JOE WILLIAMS</p> <p>KGGO/Los Angeles (*) Jeff Geringer</p> <p>TONI TENNILLE JOHN ABERCROMBIE BOB STEWART DENNY ZEITLIN LEE RITENOUR STRUNTS & FARAH SONNY ROLLINS STEVE DOUGLAS DAVID BENOIT Hottest: DON RANDI & QUEST COUNT BASIE PLAYBOY JAZZ FEST EARL KLUGH</p> <p>KSNN/Portland (*) Linda Alexander</p> <p>PLAYBOY JAZZ FEST JAMES & SCHULMAN TODD PHILLIPS DAVID BENOIT URBANIAK & CORYELL LEE RITENOUR KAZU MATSUI PROJE STEVE SMITH Hottest: TANIA MARIA KENNY G EARL KLUGH STEPS AHEAD PLAYBOY JAZZ FEST</p> <p>KJZZ/Seattle (*) Carol Handley</p> <p>FULLERTON COLLEGE JAMES & SCHULMAN TODD PHILLIPS DAVID BENOIT URBANIAK & CORYELL LEE RITENOUR KAZU MATSUI PROJE STEVE SMITH Hottest: MCCOY TYNER CARLA BLEY PAT METHENY EMILY REMLER PLAYBOY JAZZ FEST</p> <p>LENNY CARLSON JOHN HICKS GROUP 87 CARMEN McRAE BOBBY ENRIQUEZ Hottest: WILLIE NELSON PLAYBOY JAZZ FEST GEORGE HOWARD MARSHALL VENTE SANDY OWEN</p> <p>KXPR/Sacramento Gary Vercelli</p> <p>DENNY ZEITLIN JOHN ABERCROMBIE Hottest: CHARLIE SHOEMAKE STEPS AHEAD EMILY REMLER STAN GETZ</p> <p>DAVE GRUSIN DON SEBESKY Hottest: CHICK COREA BLANCHARD & HARRI BOB RAVENSCROFT URBANIAK & CORYELL BRANFORD MARSALIS PLAYBOY JAZZ FEST CARMEN McRAE EMILY REMLER ELIA FITZGERALD</p> <p>KPLU/Tacoma Charles Tomaras</p> <p>SONNY ROLLINS STRUNTS & FARAH BOB RAVENSCROFT URBANIAK & CORYELL RICHARD BOUKAS Hottest: STEPS AHEAD PLAYBOY JAZZ FEST EMILY REMLER PAT METHENY DON RANDI & QUEST</p> <p>KMHO/Portland Roger Smith</p> <p>DAVID BENOIT SONNY ROLLINS CAL COLLINS Hottest: PLAYBOY JAZZ FEST PAT METHENY JEFF LORBER DON SEBESKY BRANFORD MARSALIS</p>
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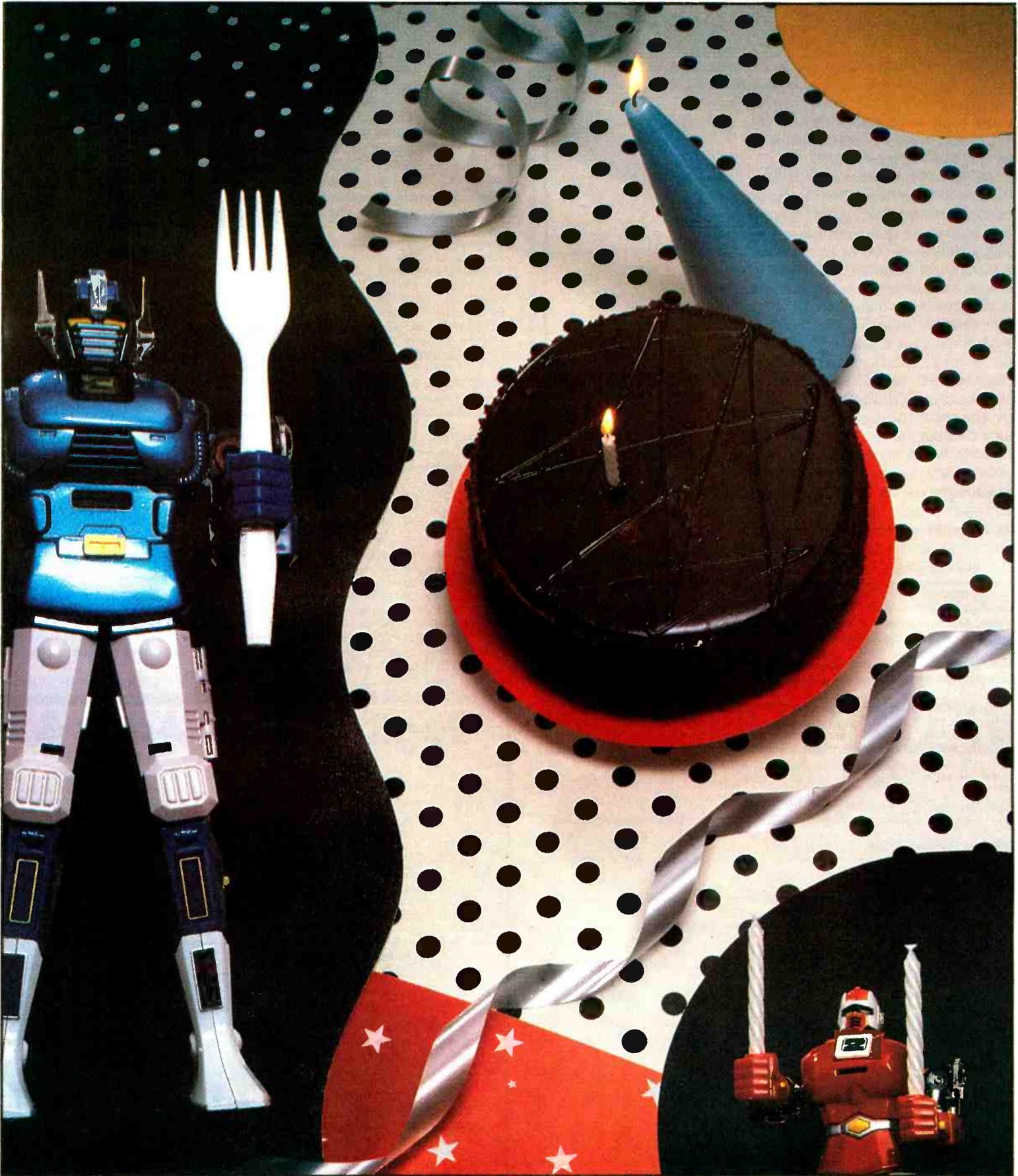
COMING SOON!

DEBUT 29 JAZZ CHART

The first single from the album is
"MORE THAN YOU KNOW"
 backed with "LET'S DO IT"

MIRAGE Records & Cassettes

H A P P Y • B I R T H D A Y



MIDNIGHT STAR'S "FREAK-A-ZOID" IS ONE YEAR OLD.

ON MAY 16, 1983, "FREAK-A-ZOID," THE FIRST SINGLE FROM MIDNIGHT STAR'S PLATINUM-PLUS ALBUM, **NO PARKING ON THE DANCE FLOOR**, WAS RELEASED. NOW DUE TO POPULAR DEMAND, WE ARE RE-RELEASING "FREAK-A-ZOID." LOOK FOR THE NEW "FREAK-A-ZOID" VIDEO.



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Black/Urban Regionalized Adds & Hots

Stations are listed by region. Hots are listed in order of their airplay activity.

EAST

WWIN-FM/Baltimore
Keith Newman

KASHIF
OHIO PLAYERS
STANLEY CLARKE
Hottest:
DENIECE WILLIAMS
PATRICE RUSHEN
JOCELYN BROWN
JERMAINE JACKSON
CHANGE

WXYV/Baltimore
Roy Sampson

none
Hottest:
CHANGE
DENIECE WILLIAMS
DAZZ BAND
O'BRYAN
CHERRELLE

WILD/Boston
Elroy R.C. Smith

PRINCE
ART OF NOISE
RUN D.M.C.
LENNY WELCH
Hottest:
DENIECE WILLIAMS
PATTI LABELLE
YARBROUGH & PEOP
JOCELYN BROWN
BAR-KAYS

WKND/Hartford
Jordan/McLean

RUN D.M.C.
ONE WAY
EDDY GRANT
KASHIF
OLLIE & JERRY
KRYSSTOL
TEDDY PENDERGRASS
CHERRELLE
BOBBY WOMACK
SYSTEM
Hottest:
DENIECE WILLIAMS
JERMAINE JACKSON
JOCELYN BROWN
O'JAYS
POINTER SISTERS

WNHC/New Haven
James Jordan

SMOKEY ROBINSON
PEABO BRYSON
DENNIS EDWARDS
LAKESIDE
LUTHER VANDROSS
YVONNE GAGE
GRANDMASTER MELLE
MARCUS MILLER
JOHNNY MATHIS
EVAN ROGERS
Hottest:
MENUDO
JOCELYN BROWN
DENIECE WILLIAMS
JERMAINE JACKSON
POINTER SISTERS

WRKS/New York
Mayo/Quartarone

PATRICE RUSHEN
OLLIE & JERRY
SUGAR HILL GANG
Hottest:
JOCELYN BROWN
LIONEL RICHIE
FORCE MD'S
WOMACK & WOMACK
DISCO 3

WUSL/Philadelphia
Wyatt/Buggs

PRETTY POISON
HERBIE HANCOCK
BEAT MASTER
ROGER
GRANDMASTER MELLE
KASHIF
Hottest:
DENIECE WILLIAMS
JOCELYN BROWN
CHERRELLE
RJ'S LATEST ARRIV
MADONNA

WDAS/Philadelphia
Joe Tamburro

KLEER
KASHIF
CAMEO
STANLEY CLARKE
STEPS AHEAD
KOKO POP
Hottest:
JOCELYN BROWN
RJ'S LATEST ARRIV
ONE WAY
ROGER
GRANDMASTER MELLE

WAMO/Pittsburgh
J.C. Floyd

PRINCE
JOCELYN BROWN
TEDDY PENDERGRASS
JUNIE MORRISON
Hottest:
JERMAINE JACKSON
PATRICE RUSHEN
POINTER SISTERS
O'BRYAN
DENIECE WILLIAMS

WDJY/Washington, DC
Dan O'Neil

SMOKEY ROBINSON
WOMACK & WOMACK
OLLIE & JERRY
CHUCK BROWN
WANG CHUNG
PEABO BRYSON
ART OF NOISE
Hottest:
MADONNA
DENIECE WILLIAMS
PRINCE
CYNDI LAUPER
MICHAEL JACKSON

MIDWEST

WBMX/Chicago
Lee Michaels

HERBIE HANCOCK
SUTTONS
KASHIF
ART OF NOISE
SHEILA E
Hottest:
NEWCLEUS
BAR-KAYS
O'BRYAN
ONE WAY
SHALAMAR

WGC/Chicago
Graham Armstrong

EVELYN KING
LAKESIDE
KASHIF
HERBIE HANCOCK
ART OF NOISE
RUN D.M.C.
Hottest:
NEWCLEUS
ROCKWELL
CHANGE
EARONS
O'BRYAN

WBLZ/Cincinnati
Brian Castle

WANG CHUNG
Hottest:
PRINCE
JERMAINE JACKSON
O'BRYAN
POINTER SISTERS
ROGER

WCIN/Cincinnati
Sid Kennedy

KASHIF
IVY
EVELYN KING
LUTHER VANDROSS
LAKESIDE
KLEER
ART OF NOISE
EARONS
Hottest:
JERMAINE JACKSON
PATRICE RUSHEN
RJ'S LATEST ARRIV
SHEILA E
O'BRYAN

WZAK/Cleveland
Lynn Tolliver

KASHIF
OLLIE & JERRY
JANICE MARIE JOHN
BEAT MASTER
EMOTIONS
WOMACK & WOMACK
MICHAEL LOVESMITH
Hottest:
JOCELYN BROWN
PATRICE RUSHEN
DENNIS EDWARDS
ART OF NOISE
RJ'S LATEST ARRIV

WDMT/Cleveland
Kelly/Dean

LAKESIDE
TEDDY PENDERGRASS
MICHAEL JACKSON
JANICE MARIE JOHN
KASHIF
DISCO 3
ATLANTIC STARR
LATTISAW & GILL
JUNIE MORRISON
Hottest:
DENIECE WILLIAMS
RJ'S LATEST ARRIV
JOCELYN BROWN
O'BRYAN
WORLD FAMOUS SU

WJMO/Cleveland
Rod See

TEDDY PENDERGRASS
STANLEY CLARKE
EMOTIONS
Hottest:
none

WVVO/Columbus
Lyles/Jones

GRANDMASTER MELLE
Hottest:
DENIECE WILLIAMS
DAZZ BAND
JERMAINE JACKSON
O'BRYAN
BAR-KAYS

WHUR/Washington, DC
Libby Lawson

ROD STEWART
KASHIF
LAKESIDE
KLEER
EDDIE KENDRICKS
SUTTONS
Hottest:
YARBROUGH & PEOP
LIONEL RICHIE
WORLD FAMOUS SU
DENIECE WILLIAMS
JERMAINE JACKSON

WDAO/Dayton
Lankford Stephens

none
Hottest:
WORLD FAMOUS SU
RJ'S LATEST ARRIV
ONE WAY
PATRICE RUSHEN
CHANGE

WGPR/Detroit
Joe Spencer

BEAT MASTER
ART OF NOISE
SKOOL BOYS
CHI-LITES
SYSTEM
OLLIE & JERRY
Hottest:
NEWCLEUS
DIVINE SOUNDS
CHERRELLE
PATRICE RUSHEN
PRINCE

WJLB/Detroit
James Alexander

LATTISAW & GILL
OLLIE & JERRY
DENNIS EDWARDS
LAKESIDE
Hottest:
PATRICE RUSHEN
DEBARGE
TWILIGHT 22
SLING SHOT
DENIECE WILLIAMS

WDRQ/Detroit
Steve Harris

JOCELYN BROWN
KASHIF
KERRY CAMPBELL
PRINCE
PRINCE
STANLEY CLARKE
CAMEO
LAKESIDE
ONE WAY
TEDDY PENDERGRASS
Hottest:
JERMAINE JACKSON
PATRICE RUSHEN
RJ'S LATEST ARRIV
SHEILA E
O'BRYAN

WLTH/Gary
Dana Huskisson

LAKESIDE
YVONNE GAGE
CRUSADERS
HERBIE HANCOCK
WOMACK & WOMACK
GEORGE CLINTON
HUGH MASEKELA
KASHIF
Hottest:
DENIECE WILLIAMS
CHANGE
POINTER SISTERS
PATTI LABELLE
O'BRYAN

WKWM/Grand Rapids
Frank Grant

ONE WAY
ART OF NOISE
THOMAS DOLBY
GRANDMASTER MELLE
EVELYN KING
KOKO POP
LATTISAW & GILL
LEVEL 42
JOHNNY MATHIS
LUTHER VANDROSS
WOMACK & WOMACK
Hottest:
DENIECE WILLIAMS
RJ'S LATEST ARRIV
NEWCLEUS
DIVINE SOUNDS
JERMAINE JACKSON
PRINCE

WTLC/Indianapolis
Jay Johnson

GRANDMASTER MELLE
LUTHER VANDROSS
ART OF NOISE
EVELYN KING
EDDIE KENDRICKS
SHEILA E
BRONNER BROTHERS
LAKESIDE
Hottest:
BETTY WRIGHT
Hottest:
DENIECE WILLIAMS
RJ'S LATEST ARRIV
CHERRELLE
NEWCLEUS
WORLD FAMOUS SU

SOUTH

WAOK/Atlanta
Larry Tinsley

KASHIF
WOMACK & WOMACK
LUTHER VANDROSS
YVONNE GAGE
NIRVANA
DER-MER
LIZ TAYLOR
EVELYN KING
LAKESIDE
Hottest:
DENIECE WILLIAMS
TINA TURNER
PRINCE
BRYAN LOREN
JOCELYN BROWN

WVEE/Atlanta
Scotty Andrews

KOOL & THE GANG
LUTHER VANDROSS
EVELYN KING
SUTTONS
KASHIF
SHEILA E
LAKESIDE
DISCO 3
ART OF NOISE
Hottest:
DENIECE WILLIAMS
BRYAN LOREN
RUN D.M.C.
WOMACK & WOMACK
PRINCE

WRDW/Augusta
Teddy Black

CAMEO
BOBBY WOMACK
OLLIE & JERRY
LAKESIDE
TEDDY PENDERGRASS
Hottest:
NEWCLEUS
JERMAINE JACKSON
ROCKWELL
O'BRYAN
DENIECE WILLIAMS

KNOW/Austin
Ken Rush

SKOOL BOYS
PUMPKIN
EVELYN KING
LUTHER VANDROSS
ONE WAY
LAKESIDE
FIVE STAR
SUTTONS
Hottest:
POINTER SISTERS
O'BRYAN
PRINCE
PATRICE RUSHEN
DENNIS EDWARDS

WLUM/Milwaukee
Susie Austin

none
Hottest:
POINTER SISTERS
LIONEL RICHIE
JERMAINE JACKSON
NEWCLEUS
ROCKWELL

WMMT/Saginaw
Kermit Crockett

BOBBY WOMACK
SERGIO MENDES
BARBARA MITCHELL
EVELYN KING
LAKESIDE
KASHIF
CHI-LITES
SUTTONS
LIZ TAYLOR
Hottest:
RJ'S LATEST ARRIV
ROGER
SHEILA E
PRINCE
POINTER SISTERS

KMJM/St. Louis
Ron Atkins

TIMMY THOMAS
LAKESIDE
OLLIE & JERRY
Hottest:
CHERRELLE
DENIECE WILLIAMS
JERMAINE JACKSON
ROCKWELL
WORLD FAMOUS SU

WZEN-FM/St. Louis
Rod King

EVELYN KING
STARPOINT
ART OF NOISE
KOKO POP
MARCUS MILLER
BOBBY WOMACK
KASHIF
YVONNE GAGE
STANLEY CLARKE
Hottest:
DENIECE WILLIAMS
JERMAINE JACKSON
CHERRELLE
POINTER SISTERS
PRINCE

WVOI/Toledo
Maxx Myrick

none
Hottest:
DENIECE WILLIAMS
O'BRYAN
JERMAINE JACKSON
CHERRELLE
DIVINE SOUNDS

WATV/Birmingham
Ron January

CON FUNK SHUN
CHI-LITES
GRANDMASTER MELLE
ART OF NOISE
PUMPKIN
KOOL & THE GANG
KOKO POP
CRUSADERS
BEAU WILLIAMS
Hottest:
LIZ TAYLOR
EVELYN KING
LAKESIDE
Hottest:
DENIECE WILLIAMS
JERMAINE JACKSON
POINTER SISTERS
BAR-KAYS
ROGER

WENN/Birmingham
Michael Star

PRETTY TONY
OLLIE & JERRY
TERRI WELLS
KOOL & THE GANG
FATBACK
Hottest:
DENIECE WILLIAMS
LIONEL RICHIE
YARBROUGH & PEOP
BAR-KAYS
RJ'S LATEST ARRIV

WWWZ/Charleston
Barry Kaye

MICHAEL JACKSON
STANLEY CLARKE
TEDDY PENDERGRASS
BOBBY WOMACK
ART OF NOISE
BLOODSTONE
CAMEO
TWILIGHT 22
STEPS AHEAD
KOOL & THE GANG
BETTY WRIGHT
Hottest:
NEWCLEUS
JERMAINE JACKSON
ROCKWELL
O'BRYAN
DENIECE WILLIAMS

WGIV/Charlotte
Hal Harrill

SKOOL BOYS
PUMPKIN
EVELYN KING
LUTHER VANDROSS
ONE WAY
LAKESIDE
FIVE STAR
SUTTONS
Hottest:
POINTER SISTERS
O'BRYAN
PRINCE
PATRICE RUSHEN
DENNIS EDWARDS

WPEG/Charlotte
Mike Rossi

PRINCE
ELEANOR GRANT
PUMPKIN
TWILIGHT 22
BOBBY WOMACK
ONE WAY
YVONNE GAGE
PRETTY TONY
BARBARA MASON
Hottest:
DENIECE WILLIAMS
RJ'S LATEST ARRIV
CHANGE
JOCELYN BROWN
FORCE MD'S

WNOO/Chattanooga
Frank St. James

CRUSADERS
OLLIE & JERRY
CON FUNK SHUN
Hottest:
O'BRYAN
DENIECE WILLIAMS
JERMAINE JACKSON
YARBROUGH & PEOP
BRASS CONSTRUCTIO

WJTT/Chattanooga
Rich Phillips

OLLIE & JERRY
CAMEO
RENO & WILSON
ORBIT
ART OF NOISE
Hottest:
POINTER SISTERS
PRINCE
JOCELYN BROWN
CHERRELLE
TINA TURNER

WOIC/Columbia
Mickey Arnold

CAROL DENNIS
ELEANOR GRANT
EVELYN KING
BLOODSTONE
MICHAEL JACKSON
PEABO BRYSON
OLLIE & JERRY
LIPSTICK
CRUSADERS
DAMARIS
GEORGE HOWARD
LEON BRYANT
Hottest:
DIVINE SOUNDS
NEWCLEUS
PRINCE
DENIECE WILLIAMS
J. BLACKFOOT

KKDA-FM/Dallas
Terri Avery

CHI-LITES
MARCUS MILLER
ONE WAY
TINA TURNER
EVAN ROGERS
Hottest:
RJ'S LATEST ARRIV
KLEER
WORLD FAMOUS SU
O'BRYAN
PRINCE

KNOK-FM/Ft. Worth
Kenny Byrd

OLLIE & JERRY
STEVE ARRINGTON'S
BRYSON & FLACK
TEDDY PENDERGRASS
O'JAYS
Hottest:
PATRICE RUSHEN
ONE WAY
PRINCE
DENNIS EDWARDS
TINA TURNER

WOMG/Greensboro
Shelly Bynum

KOKO POP
STANLEY CLARKE
OLLIE & JERRY
SUTTONS
ART OF NOISE
MARCUS MILLER
KASHIF
LAKESIDE
HUGH MASEKELA
GEORGE CLINTON
Hottest:
DENIECE WILLIAMS
JERMAINE JACKSON
CHERRELLE
POINTER SISTERS
PRINCE

KMJQ/Houston
Jim Snowden

STARPOINT
FORCE MD'S
CAPTAIN JACK
LAKESIDE
KASHIF
GRANDMASTER MELLE
LUTHER VANDROSS
Hottest:
DENIECE WILLIAMS
DIVINE SOUNDS
CHERRELLE
JERMAINE JACKSON
ROGER

WJMI/Jackson
Carl Haynes

OLLIE & JERRY
JIMMY LEWIS
LUTHER VANDROSS
CAMEO
KASHIF
Hottest:
ROCKWELL
JERMAINE JACKSON
ROGER
RJ'S LATEST ARRIV
DENIECE WILLIAMS

WJAX/Jacksonville
Chris Turner

LUTHER VANDROSS
OLLIE & JERRY
KOOL & THE GANG
Hottest:
DENIECE WILLIAMS
WORLD FAMOUS SU
PRINCE
DIVINE SOUNDS
DENNIS EDWARDS

WPDQ/Jacksonville
Marc Little

STANLEY CLARKE
CRUSADERS
CAMEO
EVELYN KING
LAKESIDE
JENNY BURTON
Hottest:
O'BRYAN
DAZZ BAND
ROCKWELL
PRETTY TONY
POINTER SISTERS

WQQC/Nashville
Dan Jaynes

CHICAGO
KOKO POP
LUTHER VANDROSS
ATLANTIC STARR
CHI-LITES
Hottest:
DENIECE WILLIAMS
ROCKWELL
O'BRYAN
DAZZ BAND
JERMAINE JACKSON

WYLD-FM/New Orleans
Brute Bailey

BARBARA MITCHELL
LUTHER VANDROSS
JANICE MARIE JOHN
STANLEY CLARKE
Hottest:
JOCELYN BROWN
LIONEL RICHIE
DEBARGE
JAMES INGRAM
IRENE CARA

WLOU/Louisville
Neal O'Rea

DAVID ASTRI
EARONS
DELLS
BLOODSTONE
STARPOINT
HUGH MASEKELA
J. BLACKFOOT
REATHEL BEAN & DO
GENERAL CAINE
HERBIE HANCOCK
ART OF NOISE
ATLANTIC STARR
DISCO 3
LIZ TAYLOR
RUN D.M.C.
Hottest:
RJ'S LATEST ARRIV
JERMAINE JACKSON
DIVINE SOUNDS
ROGER
CHANGE

WJJS/Lynchburg
Lad Goins

RUN D.M.C.
BRASS CONSTRUCTIO
LAKESIDE
TEDDY PENDERGRASS
ART OF NOISE
Hottest:
DENIECE WILLIAMS
YARBROUGH & PEOP
LIONEL RICHIE
LAID BACK
O'BRYAN

WHRK/Memphis
Toni Bell

CYNDI LAUPER
OLLIE & JERRY
CULTURE CLUB
ANITA BAKER
BOBBY WOMACK
EDDY GRANT
MANHATTAN TRANSFE
EVELYN KING
Hottest:
NEWCLEUS
DENIECE WILLIAMS
CHANGE
O'BRYAN
YARBROUGH & PEOP

KRNB-FM/Memphis
Melvin Jones

BETTY WRIGHT
SKOOL BOYS
STANLEY CLARKE
JENNY BURTON
Hottest:
ROCKWELL
DENIECE WILLIAMS
O'BRYAN
RJ'S LATEST ARRIV
PRINCE

WDLA/Memphis
Bobby O'Jay

none
Hottest:
DENIECE WILLIAMS
DAZZ BAND
RJ'S LATEST ARRIV
SHANNON
CHANGE

WEDR/Miami
Jackson/Jones

none
Hottest:
DAZZ BAND
DEBBIE DEB
NONA HENDRYX
DENIECE WILLIAMS

WBLX/Mobile
Sonny Love

LAKESIDE
EDDY GRANT
MARCUS MILLER
EMOTIONS
OLLIE & JERRY
RUN D.M.C.
Hottest:
DENIECE WILLIAMS
RJ'S LATEST ARRIV
BAR-KAYS
PRINCE
ROGER

WANM/Tallahassee
Joe Bullard

JENNY BURTON
TYZIK
SHEILA E
KASHIF
KOOL & THE GANG
BILLY OCEAN
SKWARES
Hottest:
JERMAINE JACKSON
WOMACK & WOMACK
JOCELYN BROWN
ONE WAY
DENIECE WILLIAMS

WQKS/Williamsburg
Steve Crumblly

KASHIF
LAKESIDE
ART OF NOISE
L'AMOUR
JENNY BURTON
KOKO POP
Hottest:
RJ'S LATEST ARRIV
DAZZ BAND
POINTER SISTERS
CYNDI LAUPE
DENIECE WILLIAMS

KDKO/Englewood
Carlos Lando

PEABO BRYSON
DIVINE SOUNDS
KOKO POP
OLLIE & JERRY
SUTTONS
TINA TURNER
Hottest:
RJ'S LATEST ARRIV
JERMAINE JACKSON
TIMMY THOMAS
CHERRELLE
ROCKWELL

KACE/Los Angeles
Miller/Wiggins

ONE WAY
GEORGE HOWARD
SMOKEY ROBINSON
ART OF NOISE
VALENTINE BROS.
OLLIE & JERRY
WOMACK & WOMACK
TINA TURNER
PAMELA STANLEY
ROCKWELL
CATCH
T-CONNECTION
ROYALCASH
Hottest:
ONE WAY
DENIECE WILLIAMS
ROGER
WORLD FAMOUS SU
PATRICE RUSHEN

KDAY/Los Angeles
Jack Patterson

ONE WAY
LUTHER VANDROSS
STEVE ARRINGTON'S
EVELYN KING
LAKESIDE
NUANCE
ART OF NOISE
Hottest:
JOCELYN BROWN
DENIECE WILLIAMS
ROGER
JERMAINE JACKSON
DAZZ BAND

KJLH/Los Angeles
Stone/Chappell

BLOODSTONE
TINA TURNER
HUGH MASEKELA
CRUSADERS
OLLIE & JERRY
BARBARA MITCHELL
LAKESIDE
Hottest:
O'BRYAN
DAZZ BAND
ANITA BAKER
CHERRELLE
DIVINE SOUNDS

WAAA/Winston-Salem
Eric St. James

JANICE MARIE JOHN
LAKESIDE
KASHIF
CRUSADERS
DAMARIS
OLLIE & JERRY
EVELYN KING
BRASS CONSTRUCTIO
Hottest:
DENIECE WILLIAMS
O'BRYAN
RJ'S LATEST ARRIV
PATRICE RUSHEN

KDIA/Oakland
Jeff Harrison

TINA TURNER
ART OF NOISE
CHI-LITES
DENNIS EDWARDS
BLOODSTONE
Hottest:
PRINCE
PATRICE RUSHEN
BRYAN LOREN
O'BRYAN
EMOTIONS

KUKQ/Phoenix
Rick Nuhn

BRASS CONSTRUCTIO
KOKO POP
SKOOL BOYS
PAMELA STANLEY
BEAT MASTER
JUNIE MORRISON
Hottest:
CHERRELLE
ROGER
NEWCLEUS
CHANGE
JIMMY LEWIS

XHRM/San Diego
Duff Lindsey

SUTTONS
MARCUS MILLER
WOMACK & WOMACK
JOHN ROCCA
BLOODSTONE
KASHIF
CRUSADERS
TYZIK
BOBBY WOMACK
Hottest:
DENIECE WILLIAMS
O'BRYAN
CHANGE
JERMAINE JACKSON
DAZZ BAND

KSOL/San Mateo
Bernie Moody

CAMEO
CYNDI LAUPER
KASHIF
HUGH MASEKELA
BOBBY WOMACK
TINA TURNER
KOOL & THE GANG
Hottest:
O'BRYAN
JERMAINE JACKSON
PRINCE
MARCUS MILLER
OLLIE & JERRY

78 Reporting Stations 73 Current Reports

The following stations reported a frozen playlist this week:

- WXYV/Baltimore
- WLUM/Milwaukee
- WVOI/Toledo
- WEDR/Miami

WDIA/Memphis failed to report this week and its playlist was frozen.

WAIL/New Orleans is no longer a Black/Urban reporter.

* (J) Indicates Jazz Reporter

Burn Don't Tan

this summer

with the hot new single from

THE ART OF NOISE

Close (To The Edit)

7-99754

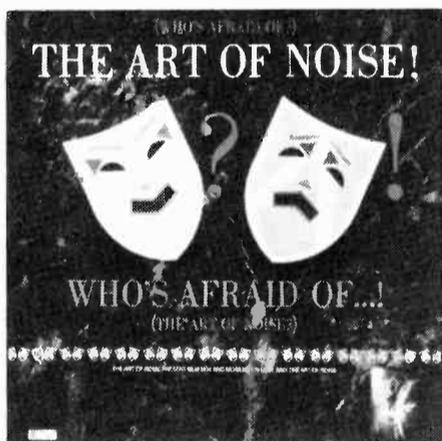
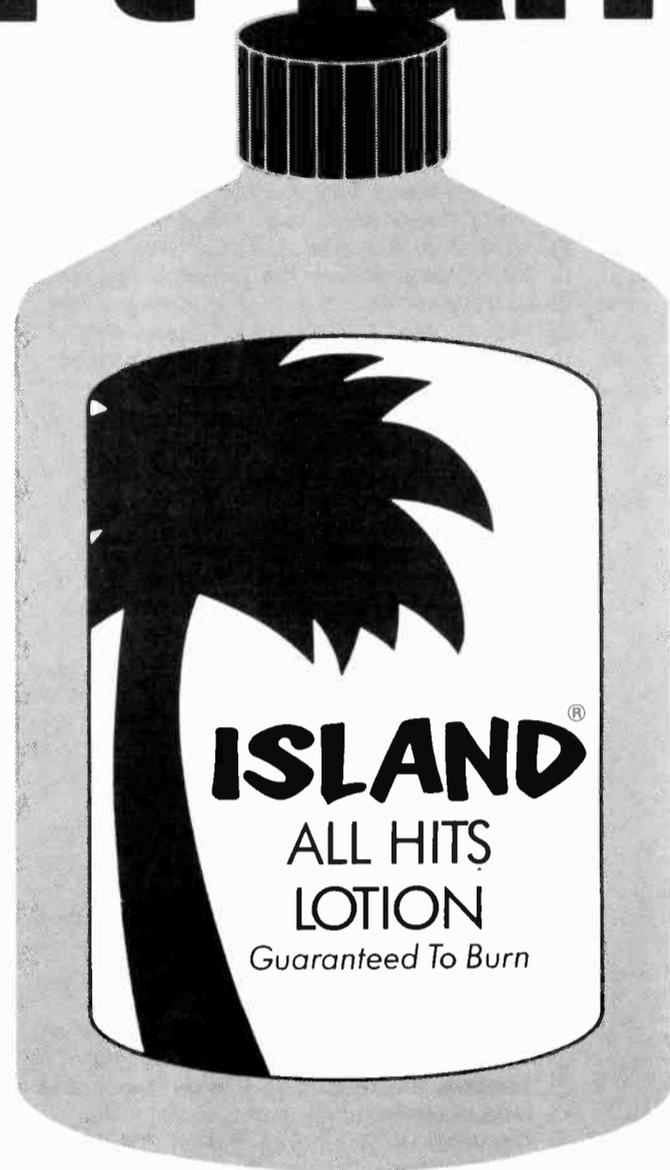
**Black/Urban
NEW & ACTIVE 40/20**

#4 MOST ADDED THIS WEEK!

from the hot new album

Who's Afraid Of The Art Of Noise

90179



produced by Trevor Horn

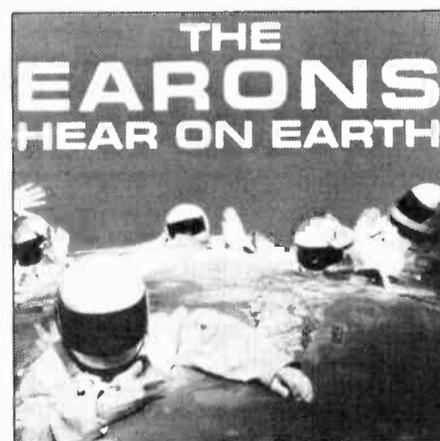
Just shipped: **HEAR ON EARTH** 90159

the new **EARONS** album featuring
"Beat 16," "Can't Stop Given It," "Love High,"
and the #1 Dance single & current R&B hit
"Land of Hunger"

7-99776

R&R 24 BB 36 CB 36 BRE 27

(on MTV, Hot Tracks, & Entertainment Tonight)



produced by the Earons
mixed by Steven Stanley

"Hey D.J." by THE WORLD'S FAMOUS SUPREME TEAM

Over 100,000 sales, headed for Top 10 in all markets

R&R 16 BB 27 CB 27 BRE 32

Hot Fun In The Summertime On The Island

Island Records On Cassette



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R&R Country's Most Current Music

NATIONAL AIRPLAY/50

June 8, 1984

Three Weeks	Two Weeks	Last Week		Total Reports/Adds	Heavy	Medium	Light	
1	1	1	1	ALABAMA/When We Make Love (RCA)	151/0	138	11	2
9	3	2	2	CONWAY TWITTY/Somebody's Needin' Somebody (WB)	153/0	126	24	3
8	6	3	3	VERN GOSDIN/I Can Tell By The Way You Dance (Compleat/PG)	148/0	116	20	12
15	11	9	4	EXILE/I Don't Want To Be A Memory (Epic)	151/1	101	42	8
10	8	6	5	GEORGE JONES/You've Still Got A Place In My Heart (Epic)	140/0	102	27	11
19	16	14	6	ANNE MURRAY/Just Another Woman In Love (Capitol)	153/0	89	58	6
13	10	8	7	STEVE WARINER/Why Goodbye (RCA)	145/0	101	33	11
18	15	12	8	STATLER BROTHERS/Atlanta Blue (Mercury/PG)	151/2	99	39	13
16	13	11	9	GARY MORRIS/Between Two Fires (WB)	143/0	79	53	11
14	12	10	10	LOUISE MANDRELL/I'm Not Through Loving You Yet (RCA)	138/1	84	40	14
26	22	17	11	EDDIE RABBITT/B-B-B-Burning Up With Love (WB)	152/3	69	77	6
21	18	16	12	EARL THOMAS CONLEY/Angel In Disguise (RCA)	150/2	76	65	9
20	17	15	13	B.J. THOMAS/The Whole World's In Love When... (Clev.Int./Col.)	146/0	69	69	8
27	23	18	14	DON WILLIAMS/That's The Thing About Love (MCA)	153/1	60	83	10
7	5	5	15	DAVID ALLAN COE/Mona Lisa Lost Her Smile (Columbia)	126/0	81	29	16
32	28	25	16	RONNIE MILSAP/Still Losing You (RCA)	154/4	32	103	19
31	27	23	17	JANIE FRICKE/If The Fall Don't Get You (Columbia)	150/5	46	84	20
30	24	21	18	THE JUDDS/Mama He's Crazy (RCA/Curb)	144/9	55	68	21
2	2	4	19	EDDY RAVEN/I Got Mexico (RCA)	119/0	73	35	11
43	32	27	20	LEE GREENWOOD/God Bless The U.S.A. (MCA)	149/7	30	96	23
28	26	24	21	BILL MEDLEY/I Still Do (RCA)	133/1	49	63	21
5	4	7	22	EMMYLOU HARRIS/In My Dreams (WB)	100/0	49	32	19
35	31	28	23	MEL TILLIS/New Patches (MCA)	125/5	35	66	24
40	35	32	24	MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)	135/8	17	83	35
-	42	34	25	T.G. SHEPPARD/Somewhere Down The Line (WB/Curb)	145/19	11	75	59
47	37	33	26	NITTY GRITTY DIRT BAND/Long Hard Road... (WB)	140/11	16	74	50
39	34	30	27	JOHN ANDERSON/I Wish I Could Write You A Song (WB)	127/3	20	78	29
-	41	35	28	BELLAMY BROTHERS/Forget About Me (MCA/Curb)	140/17	9	73	58
17	19	19	29	GENE WATSON/Forever Again (MCA)	99/0	44	35	20
-	-	46	30	DOLLY PARTON/Tennessee Homesick Blues (RCA)	130/37	9	58	63
6	7	13	31	LARRY GATLIN & THE GATLIN BROS./Denver (Columbia)	90/0	36	35	19
45	39	37	32	WHITES/Forever You (MCA/Curb)	121/6	7	76	38
-	49	43	33	MOE BANDY & JOE STAMPLEY/Where's The Dress (Columbia)	116/18	13	55	48
41	38	36	34	TOM JONES/This Time (Mercury/PG)	103/2	11	66	26
3	9	20	35	MERLE HAGGARD/Someday When Things Are Good (Epic)	85/0	35	26	24
-	47	42	36	DEBORAH ALLEN/I Hurt For You (RCA)	130/18	2	64	64
-	-	47	37	GEORGE STRAIT/Let's Fall To Pieces Together (MCA)	116/28	6	56	54
49	46	44	38	JOHNNY RODRIGUEZ/Let's Leave The Lights On Tonight (Epic)	103/11	4	56	43
DEBUT	DEBUT	DEBUT	39	BARBARA MANDRELL/Only A Lonely Heart Knows (MCA)	109/48	1	39	69
12	14	22	40	REBA McENTIRE/Just A Little Love (MCA)	70/0	20	28	22
-	-	48	41	KENDALLS/My Baby's Gone (Mercury/PG)	99/19	1	53	45
DEBUT	DEBUT	DEBUT	42	JIM GLASER/You're Gettin' To Me Again (Noble Vision)	100/44	1	33	66
4	20	26	43	RICKY SKAGGS/Honey (Open That Door) (Epic)	58/0	15	27	16
DEBUT	DEBUT	DEBUT	44	HANK WILLIAMS JR./Attitude Adjustment (WB/Curb)	87/45	5	30	52
DEBUT	DEBUT	DEBUT	45	CHARLEY PRIDE/The Power Of Love (RCA)	98/50	0	19	79
-	-	50	46	JOHNNY LEE/One More Shot (Full Moon/WB)	89/12	3	40	46
DEBUT	DEBUT	DEBUT	47	MARK GRAY/If All The Magic Is Gone (Columbia)	82/11	4	33	45
24	21	31	48	CHARLY MCCLAIN/Band Of Gold (Epic)	57/0	19	25	13
33	30	29	49	BANDANA/Better Our Hearts Should Bend (WB)	70/3	11	31	28
DEBUT	DEBUT	DEBUT	50	VINCE GILL/Oh Carolina (RCA)	93/16	1	30	62

MOST ADDED

CHARLEY PRIDE (50)
The Power Of Love (RCA)
BARBARA MANDRELL (48)
Only A Lonely Heart Knows (MCA)
CHARLY MCCLAIN & MICKEY GILLEY (46)
The Right Stuff (Epic)
HANK WILLIAMS JR. (45)
Attitude Adjustment (WB/Curb)
JIM GLASER (44)
You're Gettin' To Me Again (Noble Vision)
WAYLON JENNINGS (40)
Never Could Toe The Mark (RCA)
DOLLY PARTON (37)
Tennessee Homesick Blues (RCA)
ATLANTA (36)
Pictures (MCA)
GLEN CAMPBELL (32)
Faithless Love (Atlantic America)
GEORGE STRAIT (28)
Let's Fall To Pieces Together (MCA)

HOTTEST

ALABAMA (106)
When We Make Love (RCA)
CONWAY TWITTY (59)
Somebody's Needin' Somebody (WB)
VERN GOSDIN (45)
I Can Tell By The Way You... (Compleat/PG)
GEORGE JONES (35)
You've Still Got A Place In My Heart (Epic)
DAVID ALLAN COE (32)
Mona Lisa Lost Her Smile (Columbia)
STATLER BROTHERS (32)
Atlanta Blue (Mercury/PolyGram)
EDDIE RABBITT (31)
B-B-B-Burning Up With Love (WB)
EDDY RAVEN (29)
I Got Mexico (RCA)
STEVE WARINER (25)
Why Goodbye (RCA)
DON WILLIAMS (24)
That's The Thing About Love (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

The information shown on the National Airplay 50, Breakers, New & Active and Significant Action, is current. The results shown are based on reports taken from our reporters on Monday, 5-7-84.

GEORGE STRAIT
Let's Fall To Pieces Together (MCA)
On 75% of reporting stations. Rotations: Heavy 6, Medium 56, Light 54, Total Adds 28 including WPTR, WRKZ, KIX106, WEZL, WCOS, WAMZ, WHOO, WQYK, WSLR, WUBE, WMNI, WBCS, KOMA, WHBF, KIK-FM, KYGO. A Most Added Record. Moves 47-37 on the Country chart.

BARBARA MANDRELL
Only A Lonely Heart Knows (MCA)
On 71% of reporting stations. Rotations: Heavy 1, Medium 39, Light 69, Total Adds 48 including WVAM, WAJR, WSEN, WWVA, KEAN, KASE, WSOC, WCOS, KIKK, WAMZ, WLWI, WFMS, WMIL, WIL, KLZ, KMAK, KNIX. A Most Added Record. Debuts at number 39 on the Country chart.

JIM GLASER
You're Gettin' To Me Again (Noble Vision)
On 65% of reporting stations. Rotations: Heavy 1, Medium 33, Light 66, Total Adds 44 including WOKQ, WKYG, KLVI, WEZL, WFNC, WUSQ, WTQR, WONE, WDAF, KXXY, WTHI, KGHL, KYGO, KVEG, KWJJ. A Most Added Record. Debuts at number 42 on the Country chart.

KENDALLS
My Baby's Gone (Mercury/PolyGram)
On 64% of reporting stations. Rotations: Heavy 1, Medium 53, Light 45, Total Adds 19 including WPOR, WILQ, KXYL, KIKK, WKSJ, WKIX, WONE, WITL, WBCS, KXXY, WOW, WTHI, KKCS, KYGO, KFTN. Moves 48-41 on the Country chart.

CHARLEY PRIDE
The Power Of Love (RCA)
On 64% of reporting stations. Rotations: Heavy 0, Medium 19, Light 79, Total Adds 50 including WCAO, WIXL, WNYR, WYNK, WXBQ, KISS-FM, WCMS, WTOD, KFDI, KKAL, KUUY, KYGO, KNIX, KSON, KGA. A Most Added Record. Debuts at number 45 on the Country chart.

VINCE GILL
Oh Carolina (RCA)
On 60% of reporting stations. Rotations: Heavy 1, Medium 30, Light 62, Total Adds 16 including KIX106, WZZK, WNOX, WSLR, WAXX, WTHI, KGHL, KYAK, KCUB, KQIL. Debuts at number 50 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?



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STAYING COOL WITH THE HOT SOUNDS OF POLYGRAM COUNTRY

VERN GOSDIN

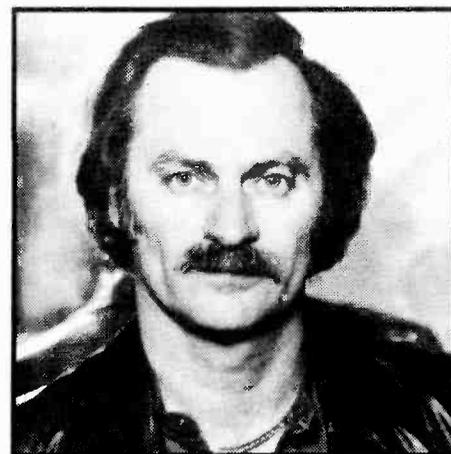
Album: *"There Is A Season"*

BB 22★

CB 36★

Single: *"I Can Tell By The Way You Dance (You're Gonna Love Me Tonight)"*

R&R 3 BB 4★ CB 6★



THE STATLERS

Album: *"Atlanta Blue"*

BB 12★ CB 18★

Single: *"Atlanta Blue"*

R&R 8★ BB 13★ CB 15★

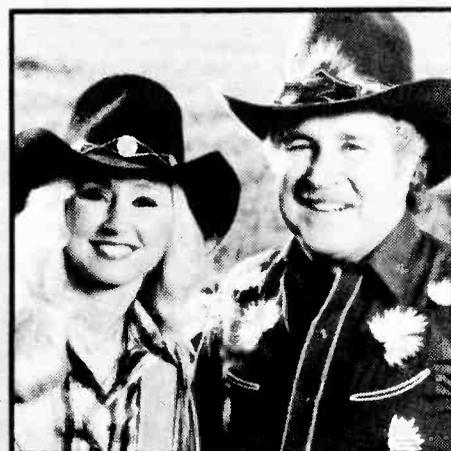
THE KENDALLS

Album: *"Movin' Train"*

BB 21 CB 25

Single: *"My Baby's Gone"*

R&R 41★ BB 55★ CB 49★



KATHY MATTEA

Album: *"Kathy Mattea"*

BB 50 CB 49

Single: *"You've Got A Soft Place To Fall"*

R&R 36/22 BB 74★ CB 75★



NEW & ACTIVE

SHELLY WEST "Somebody Buy This Cowgirl A Beer" (Viva) 79/13
 Rotations: Heavy 1, Medium 28, Light 50, Total Adds 13, WIXY, WWVA, WEZL, WSOC, KIKK, KLLL, WOKK, KYXX, WKIX, WITL, KEBC, WHBF, KWJJ. Heavy: WAMZ.

McGUFFEY LANE "Day By Day" (Atlantic America) 79/11
 Rotations: Heavy 4, Medium 27, Light 48, Total Adds 11, WPTR, KEAN, WAMZ, KISS-FM, WLWI, KYXX, WRNL, WSLR, KWMT, KECK, KRST. Heavy: WKYG, WMNI, WOW, KQIL.

KEITH STEGALL "I Want To Go Somewhere" (Epic) 77/11
 Rotations: Heavy 0, Medium 31, Light 46, Total Adds 11, WSEN, KEAN, WZZK, WXBQ, KIKK, WQYK, WGEE, WDAF, KRKT, KKCS, KRAK. Medium: WPTR, WSIX, WTOD, KCCY.

BURRITO BROTHERS "My Kind Of Lady" (MCA/Curb) 73/13
 Rotations: Heavy 0, Medium 25, Light 48, Total Adds 13, WIXY, WSEN, KEAN, KLLL, WKIX, KSO, WKKQ, KECK, KIOV, KEIN, KFTN, KCCY, KCUB. Medium: WBGW, KRST.

WAYLON JENNINGS "Never Could Toe The Mark" (RCA) 72/40
 Rotations: Heavy 1, Medium 16, Light 55, Total Adds 40 including WPTR, WAJR, WPOR, KIX106, WZZK, WTVY, WAMZ, WLWI, WRNL, K102, KTPK, KRST, KUGN, KNIX, KTOM.

OSMOND BROTHERS "If Every Man Had A Woman Like You" (WB/Curb) 65/12
 Rotations: Heavy 3, Medium 26, Light 36, Total Adds 12, WPTR, WXXW, KEAN, WYNK, WSOC, WGTO, WFNC, WHOO, WAXX, WIRE, WDGY, KIK-FM. Heavy: KKYX, KRMD, KSOP.

TAMMY WYNETTE "Lonely Heart" (Epic) 63/10
 Rotations: Heavy 1, Medium 21, Light 41, Total Adds 10, WWVA, WSOC, WFNC, WRNL, WUSQ, KWMT, WXCL, KUGN, KVEG, KCUB. Heavy: KASE. Medium: WGNA, WIRK, WFMS, KQIL.

BECKY HOBBS "Oklahoma Heart" (Liberty) 61/15
 Rotations: Heavy 0, Medium 16, Light 45, Total Adds 15, WPTR, WXXW, WCAO, KMML, WSOC, WAMZ, KLLL, WWOD, WLWI, WITL, KKAL, KMAK, KGA, KIGO, KCUB.

CHARLY McCLAIN & MICKEY GILLEY "The Right Stuff" (Epic) 52/46
 Rotations: Heavy 0, Medium 12, Light 40, Total Adds 46 including WPTR, WVAM, KASE, WYNK, WNOX, KSSN, WHOO, KRMD, WIRK, KSO, WDAF, WOW, KRST, KFRY, KCKC, KGA.

SIGNIFICANT ACTION

GLEN CAMPBELL "Faithless Love" (Atlantic America) 42/32
 Rotations: Heavy 0, Medium 9, Light 33, Total Adds 32 including WXXW, WOKQ, WYII, KASE, WSOC, WKSJ, KEBC, KTTS, KMAK, KMPA.

ATLANTA "Pictures" (MCA) 41/36
 Rotations: Heavy 0, Medium 7, Light 34, Total Adds 36 including WAJR, WPOR, WSOC, KHEY, KSSN, KSO, WOW, KTOM, KGA, KCUB.

KATHY MATTEA "You've Got A Soft Place To Fall" (Mercury/PolyGram) 36/22
 Rotations: Heavy 0, Medium 9, Light 27, Total Adds 22 including WPTR, WCAO, KASE, KKYX, WIRK, KBMR, WFMS, WOW, KUGN, KCCY.

JUICE NEWTON "A Little Love" (RCA) 29/15
 Rotations: Heavy 0, Medium 4, Light 25, Total Adds 15 including KIX106, WYII, WXBQ, KHEY, KSSN, WONE, KRRK, KFGO, KUUY, Q92.

KIMBERLY SPRINGS "Slow Dancin'" (Capitol) 28/17
 Rotations: Heavy 0, Medium 3, Light 25, Total Adds 17 including WGNA, WIXY, WWVA, WGTO, WLWI, KRMD, KBMR, WXCL, KRKT, KGA.

GUS HARDIN "How Are You Spending My Nights These Days" (RCA) 26/22
 Rotations: Heavy 0, Medium 3, Light 23, Total Adds 22 including WSNO, WKYG, WTVY, WKSJ, KRMD, K102, KTPK, KUUY, KMAK, KWJJ.

LARRY WILLOUGHBY "Angel Eyes" (Atlantic America) 26/8
 Rotations: Heavy 0, Medium 2, Light 24, Total Adds 8, KRRV, KMML, KLRA, WOKK, WKSJ, KTTS, KRWQ, KIGO. Medium: WPAP.

RAY PRICE "A New Place To Begin" (Viva) 25/13
 Rotations: Heavy 0, Medium 3, Light 22, Total Adds 13, WPTR, WBGW, KLRA, KKYX, WIRK, KFGO, KXXY, WTOD, KUUY, KCKC.

JOHN CONLEE "Way Back" (MCA) 23/23
 Rotations: Heavy 2, Medium 4, Light 17, Total Adds 23 including WRKZ, KIX106, WNOX, WRNL, WCXI, WBCS, K102, KMAK, KRSY, KTOM.

RONNIE DUNN "She Put The Sad In All His Songs" (MCA/Churchill) 23/7
 Rotations: Heavy 0, Medium 2, Light 21, Total Adds 7, WILQ, WESC, KLRA, KFGO, KECK, KEBC, KUUY. Medium: WBGW, KTTS.

DARRELL McCALL "Memphis In May" (Indigo/Audiograph) 17/2
 Rotations: Heavy 2, Medium 0, Light 15, Total Adds 2, KEAN, KRRV. Heavy: WMC, KKYX. Light: WSNO, WYII, WDAF, KEBC, KSOP.

REBA McENTIRE "He Broke Your Memory Last Night" (MCA) 16/16
 Rotations: Heavy 1, Medium 4, Light 11, Total Adds 16 including WBGW, WSNO, WTVY, KSSN, WCXI, KFDI, KNIX, KWJJ, KRSY, KTOM.

O.B. McCLINTON "Honky Tonk Tan" (Moon Shine) 15/6
 Rotations: Heavy 0, Medium 2, Light 13, Total Adds 6, KMML, KHEY, WOKK, KKYX, WHBF, Q92. Medium: KLRA, WCXI. Light: WAXX, KVOO.

BOBBY JENKINS "Black Jack Whiskey" (Zone 7) 13/4
 Rotations: Heavy 0, Medium 3, Light 10, Total Adds 4, WPTR, KMML, WCXI, Q92. Medium: KKYX. Light: WCMS, KTTS, KWJJ.

MAINES BROTHERS BAND "Amarillo Highway" (Mercury/PolyGram) 13/3
 Rotations: Heavy 0, Medium 3, Light 10, Total Adds 3, KRRV, KEBC, WOW. Medium: KMML, KYXX, KQIL. Light: WVAM, WYII, KRSY.

GARY WOLF "You Bring The Heartache..." (Mercury/PolyGram) 12/8
 Rotations: Heavy 0, Medium 0, Light 12, Total Adds 8, WIXY, KRRV, KRMD, KBMR, KTTS, KRKT, KRSY. Light: WSNO, KCKC.

JACK GREENE "Dying To Believe" (EMH) 11/7
 Rotations: Heavy 0, Medium 0, Light 11, Total Adds 7, WYII, WOKK, KRMD, WAXX, KRKT, KTOM, KCUB. Light: KRRV, KFDI.

SIERRA "Love Is The Reason" (Awesome) 10/4
 Rotations: Heavy 0, Medium 0, Light 10, Total Adds 4, KKYX, WOW, Q92, KGA. Light: WYII, WCMS, WTOD, KVOO.

MIKE CAMPBELL "You're The Only Star" (Columbia) 9/8
 Rotations: Heavy 0, Medium 0, Light 9, Total Adds 8, KRRV, WWOD, WCMS, KRMD, WIRK, WOW, KTTS, KWJJ.

DONNA FARGO "My Heart Will Always Belong To You" (Cleveland International One) 9/4
 Rotations: Heavy 0, Medium 4, Light 5, Total Adds 4, WAXX, KEBC, WOW, KFDI. Medium: KLRA, WLWI, KFGO.

JOHNNY LEE "The Eyes Of Love" (WB) 9/1
 Rotations: Heavy 1, Medium 7, Light 1, Total Adds 1, WWVA. Heavy: WYNK. Medium: WNOX, WMNI, KTTS, KFDI, KQIL.

JOE SUN "Bad For Me" (AMI) 7/7
 Rotations: Heavy 0, Medium 1, Light 6, Total Adds 7, WSNO, WIXY, KLRA, WLWI, WCMS, WIRK, KFGO.

JESSI COLTER "Rock & Roll Lullaby" (Triad) 7/1
 Rotations: Heavy 0, Medium 1, Light 6, Total Adds 1, KFGO. Medium: KLRA. Light: WLWI, KRRK, WTSO, WTOD, KFDI.

COUNTRY ALBUM TRACKS

cuts are listed in order, with the first cut receiving the heaviest airplay.

ARTIST/Song Title (Label)	Album Title
CONWAY TWITTY/I Don't Know A Thing... (WB)	<i>By Heart</i>
HANK WILLIAMS JR./All My Rowdy Friends... (WB/Curb)	<i>Major Moves</i>
REBA McENTIRE/Poison Sugar (MCA)	<i>Just A Little Love</i>
GARY MORRIS/Baby Bye Bye (WB)	<i>Faded Blue</i>
GARY MORRIS/Faded Blue (WB)	<i>Faded Blue</i>
ALABAMA/If You're Gonna Play In Texas (RCA)	<i>Roll On</i>
MEL TILLIS/Texas On A Saturday Night (MCA)	<i>New Patches</i>
GEORGE JONES/Radio Lover (Epic)	<i>Jones Country</i>
GEORGE JONES/Learning To Do Without Me (Epic)	<i>You've Still Got A Place...</i>
ALABAMA/Food On Your Table (RCA)	<i>Roll On</i>

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| June 19 | Seattle, WA | July 10 | St. Louis, MO |
| June 20 | San Francisco, CA | July 11 | Denver, CO |
| June 21 | Los Angeles, CA | July 12 | Portland, OR |
| June 26 | Dallas, TX | | |
| June 27 | Memphis, TN | | |
| June 28 | New Orleans, LA | | |

For more information or to register by phone, call Lorraine Hamill on the RAB HELpline, 1 (800) 232-3131 [in New York State, call collect (212) 599-6666].

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Adult/Contemporary

Continued from Back Page

CHART EXTRAS

Chart Extras are those songs which have achieved Breaker status, yet do not have sufficient airplay strength to chart.

JERMAINE JACKSON

Tell Me I'm Not Dreamin' (Too Good...) (Arista)

59% of our reporters on it. Rotations: Heavy 18/0, Medium 44/1, Light 15/0, Total Adds 1, KFI. Heavy: WAEB, KEY103, WAHR, WMHE, WWNR, WEIM, WSKI, WPPA, WSKY, WCKQ, WGSV, WKYX, WCIL, KFSB, WBOW, KRBS, KALE, WAVE.

BREAKERS

JOE JACKSON

You Can't Get What You Want (Till You Know...) (A&M)

67% of our reporters on it. Rotations: Heavy 27/0, Medium 47/3, Light 14/6, Total Adds 9, KVIL-FM, WMJI, WAFB, WMJJ, 610TVN, WENS, 3WM, KFQD, KISN. Moves 20-17 on the A/C chart.

ELTON JOHN

Sad Songs (Say So Much) (Geffen)

66% of our reporters on it. Rotations: Heavy 4/2, Medium 38/20, Light 45/35, Total Adds 57 including WFBR, Y97, WSB, WCLR, 55KRC, WARM98, WHB, WMYX, KHOW, KOST, KKL, KGW, KBEST, KEZR, KEY103, and 42 more. Debuts at 22 on the A/C chart.

JUICE NEWTON

A Little Love (RCA)

65% of our reporters on it. Rotations: Heavy 1/0, Medium 40/7, Light 44/21, Total Adds 28 including WSB-FM, 97AIA, WHB, WISN, KHOW, KKL, B100, WAEB, V100, WPJB, WAFB, WBT, WNAM, KRNT, WTRX, and 13 more. Debuts at number 24 on the A/C chart.

NEW & ACTIVE

DAN HARTMAN "I Can Dream About You" (MCA) 71/8

Rotations: Heavy 5/0, Medium 41/2, Light 25/6, Total Adds 8, 97AIA, KKL, KFMB, WGOW, WJBC, KFSB, K99, KISN. Heavy: WHHY, WPPA, WCKQ, WKYX, KRNO. Medium: WSB-FM, WFYR, KOST, KGW, KJR, WAEB, WICC, WKGW, KRBE-FM, WMAZ, WRVR, 2WD, WAVE, WHBC, WENS, WMGN, 3WM, WMHE, KBOI, KMJJ, KFI, KWAV, KIXI-FM, KPPL, WWNR, WEIM, WSKI, WTN, WSKY, WAGE, WCIL, KEEZ, KWEB, WHNN, WJON, KQSW, KRBS, KALE, WCHV.

LEE GREENWOOD "God Bless The U.S.A." (MCA) 63/3

Rotations: Heavy 3/0, Medium 32/0, Light 28/3, Total Adds 3, V100, WAFB, WAVE. Heavy: WFBR, WRIE, WEIM. Medium: WSB, WISN, WCCO, KGW, WAEB, WTIC, WGY, WKGW, WBT, WMAZ, WHHY, WRVA, WHBY, WNAM, WING, KOIL, 3WM, KSL, WWNR, WTKO, WSKI, WTN, WSKY, WCKQ, WGSV, WJBC, WCIL, WHNN, WJON, KKJO, KTWO, KQSW.

ROTATION BREAKOUTS

	Total Reports/Adds	Heavy	Medium	Light
1 CYNDI LAUPER	126/0	114	11	1
2 DAN FOGELBERG	125/0	101	22	2
3 DENIECE WILLIAMS	122/1	102	18	2
4 KENNY ROGERS	108/1	79	22	7
5 CULTURE CLUB	113/1	70	35	8
6 MIKE RENO & ANN WILSON	119/6	58	54	7
7 ANNE MURRAY	111/6	61	37	13
8 KIM CARNES	104/2	59	37	8
9 PEABO BRYSON	114/11	32	64	18
10 BILLY JOEL	94/0	34	51	9
11 SHAKIN' STEVENS	91/1	59	23	9
12 ALABAMA	97/2	48	40	9
13 LAURA BRANIGAN	108/24	32	53	23
14 MICHAEL MARTIN MURPHEY	101/7	33	51	17
15 LIONEL RICHIE	87/0	43	33	11
16 PHIL COLLINS	76/0	22	43	11
17 JOE JACKSON	88/9	27	47	14
18 PEABO BRYSON/ROBERTA FLACK	79/1	25	46	8
19 SERGIO MENDES	93/9	8	71	14
20 ALAN PARSONS PROJECT	96/7	12	60	24
21 JOHNNY MATHIS	87/10	8	56	23
22 ELTON JOHN	87/57	4	38	45
23 JAMES INGRAM	59/0	14	37	8
24 JUICE NEWTON	85/28	1	40	44
25 MANHATTAN TRANSFER	54/0	7	33	14

MOST ADDED

- ELTON JOHN (57)
Sad Songs (Say So Much) (Geffen)
- JUICE NEWTON (28)
A Little Love (RCA)
- LAURA BRANIGAN (24)
Self Control (Atlantic)
- CHRISTOPHER CROSS (22)
A Chance For Heaven (Columbia)
- GENESIS (18)
Taking It All Too Hard (Atlantic)
- BILL MEDLEY (18)
I Still Do (Planet/RCA)

HOTTEST

- CYNDI LAUPER (105)
Time After Time (Portrait/CBS)
- DAN FOGELBERG (77)
Believe In Me (Full Moon/Epic)
- DENIECE WILLIAMS (75)
Let's Hear It For The Boy (Columbia)
- CULTURE CLUB (44)
It's A Miracle (Virgin/Epic)
- KENNY ROGERS (43)
Eyes That See In The Dark (RCA)
- MIKE RENO & ANN WILSON (31)
Almost Paradise (Columbia)

MICHAEL JACKSON "Farewell My Summer Love" (Motown) 58/11

Rotations: Heavy 8/0, Medium 26/1, Light 24/10, Total Adds 11, WFBR, 2WD, WING, KBOI, KUGN, WVBS, WJBC, WHNN, WBOW, KFQD, KRNO. Heavy: 97AIA, WAEB, WKJJ, WEZS, WLTE, KFI, WCIL, KALE. Medium: WTAE, WLTT, WSB, WSB-FM, 55KRC, KHOW, KOST, KBEST, WRKA, WMAZ, WHHY, WMGN, 3WM, WMHE, KIXI-FM, WSKI, KORQ, WSKY, WCKQ, WGSV, KEEZ, WJON, KTWO.

RONNIE MILSAP "Still Losing You" (RCA) 57/3

Rotations: Heavy 3/0, Medium 29/1, Light 25/2, Total Adds 3, 97AIA, KEY103, WBT. Heavy: WCCO, KSL, WAHR. Medium: WRMM, KVIL-FM, WHB, KFMB, WAEB, WMAZ, WRVA, WHBY, WHBC, WING, KRNT, WTRX, WMGN, WMHE, KWAV, WWNR, WEIM, WKNE, WSKI, WCKQ, WGSV, WAGE, WJBC, WCIL, WJON, KKJO, KTWO, KALE.

DAVE GRUSIN "Theme From 'St. Elsewhere'" (GRP) 56/7

Rotations: Heavy 0/0, Medium 27/4, Light 29/3, Total Adds 7, KUOL, WAEB, WTIC, KRNT, KIXI-FM, KWEB, KALE. Medium: WCCO, WBT, WVLK, WMAZ, WRVA, WHBY, KBOI, KUGN, KWAV, KSL, WWNR, WEIM, WKNE, WSKI, WCKQ, WGSV, WAGE, WKYX, WJON, KKJO, WBOW, KRBS.

THOMPSON TWINS "Doctor! Doctor!" (Arista) 53/5

Rotations: Heavy 1/0, Medium 31/1, Light 21/4, Total Adds 5, WQUE-FM, WICC, WHBC, KIXI-FM, KISN. Heavy: WCKQ. Medium: WPRO, KVIL-FM, WMJJ, KRBE-FM, WIVY, WMAZ, WRVR, WMGN, 3WM, WMHE, KMJJ, KWAV, WEIM, WSKI, WTN, WPPA, KORQ, WSKY, WCHV, WAGE, WKYX, WCIL, KCRG, KEEZ, WJON, WBOW, K99, KRNO, KRBS.

POINTER SISTERS "Jump (For My Love)" (Planet/RCA) 50/8

Rotations: Heavy 16/0, Medium 25/3, Light 9/5, Total Adds 8, WLTF, KBEST, KEZR, WNAM, WENS, WJBC, KFSB, KALE. Heavy: WTAE, KVIL-FM, 97AIA, WFYR, WAEB, WPJB, 2WD, WSKI, WPPA, WCKQ, WCHV, WKYX, KEEZ, WJON. Medium: WFBR, WROR, WQUE-FM, WMYX, KGW, WKJJ, WLAC-FM, WSNY, WFMK, WMGN, KOIL, KRAV, KBOI, KPPL, KWAV, WWNR, WKNE, KORQ, WSKY, KQSW, KRBS, KFI.

TINA TURNER "What's Love Got To Do With It" (Capitol) 43/12

Rotations: Heavy 0/0, Medium 15/1, Light 28/11, Total Adds 12, W101, WICC, WKGW, WVLK, WAVE, KOIL, WMHE, WGSV, WHNN, KKJO, KTWO, KALE. Medium: WMAZ, KRNT, WMGN, KWAV, KIXI-FM, WEIM, WSKI, WPPA, KORQ, WSKY, WCKQ, WJON, KRNO, KRBS.

STEVE PERRY "Oh Sherrie" (Columbia) 40/5

Rotations: Heavy 12/0, Medium 22/3, Light 6/2, Total Adds 5, 3WS, WMGN, 3WM, KBOI, K99. Heavy: WTAE, WAEB, KRBE-FM, WNAM, WSNY, WENS, WMHE, KPPL, WSKI, WCKQ, WCHV, KALE. Medium: WFBR, WQUE-FM, 55KRC, WLTF, WMJI, KUOL, WAFB, WAVE, WTRX, WFMK, KOIL, KRAV, KWAV, WTN, WPPA, WNGS, KKJO, WBOW.

SYLVIA "Victims Of Goodbye" (RCA) 40/3

Rotations: Heavy 1/0, Medium 14/1, Light 25/2, Total Adds 3, 97AIA, WRVR, KBOI. Heavy: KSL. Medium: WMAZ, WRVA, WING, WMHE, WEIM, WSKI, WCHV, WAGE, WKYX, WJON, KKJO, KALE.

MADONNA "Borderline" (Sire/WB) 39/9

Rotations: Heavy 17/0, Medium 15/3, Light 7/6, Total Adds 9, WMYX, KLIR, KKL, WKJJ, WEZS, WHBC, WMHE, KKPL, KRBS. Heavy: WQUE-FM, KOST, WAEB, KRBE-FM, 2WD, WSNY, KPPL, KMJJ, KFI, KWAV, WTKO, WSKI, WTN, WPPA, WCHV, WJON, KQSW. Medium: WFBR, WROR, 97AIA, WOMC, KGW, WICC, WPJB, KRNT, WFMK, WSKY, WKYX, KRBO.

BARBARA MITCHELL "I Don't Want To Know Why" (Capitol) 34/3

Rotations: Heavy 0/0, Medium 10/0, Light 24/3, Total Adds 3, KFMB, WKNE, WVBS. Medium: 97AIA, WCCO, WMAZ, WRVA, KSL, WSKI, WCKQ, WJON, KRNO, KALE.

SIGNIFICANT ACTION

LIONEL RICHIE "Stuck On You" (Motown) 27/17

Rotations: Heavy 5/0, Medium 10/6, Light 12/11, Total Adds 17, WPIX, WSB-FM, 55KRC, KKL, WAHR, WMAZ, WRVR, WHHY, KUGN, KKUA, WEIM, WSKI, WSKY, WCHV, WGSV, WAGE, WBOW. Heavy: 97AIA, KOST, B100, WEZS, KFI. Medium: WRMM, WARM98, KBEST, KEZR.

JOHN LENNON "Borrowed Time" (Polydor/PolyGram) 23/3

Rotations: Heavy 1/0, Medium 5/2, Light 17/1, Total Adds 3, WMAZ, WWNR, WJON. Heavy: KALE. Medium: KIXI-FM, WEIM, WSKI.

CHRISTOPHER CROSS "A Chance For Heaven" (Columbia) 22/22

Rotations: Heavy 0/0, Medium 7/7, Light 15/15, Total Adds 22, WFBR, WQUE-FM, WBT, WAHR, WKJJ, WRVR, WAVE, KBOI, KKUA, KIXI-FM, WSKI, WSKY, WCKQ, WGSV, WAGE, WNGS, KEEZ, WJON, KKJO, KTWO, KQSW, KRBS.

SMOKEY ROBINSON "And I Don't Love You" (Tamla/Motown) 22/2

Rotations: Heavy 0/0, Medium 7/1, Light 15/1, Total Adds 2, KVIL-FM, WHNN. Medium: WMAZ, WWNR, WEIM, WSKI, WCHV, WCIL.

TEDDY PENDERGRASS "Hold Me" (Asylum) 20/10

Rotations: Heavy 0/0, Medium 6/2, Light 14/8, Total Adds 10, KEY103, WMAZ, WRVR, KWAV, WSKI, WCKQ, WCIL, WJON, WBOW, KRBS. Medium: WPIX, 97AIA, KOST, WKNE.

MARK GRAY "If All The Magic Is Gone" (Columbia) 20/6

Rotations: Heavy 0/0, Medium 4/1, Light 16/5, Total Adds 6, WMAZ, WNAM, WHBC, KUGN, WCKQ, KEEZ. Medium: WCCO, WHBY, WEIM.

L. RONSTADT & N. RIDDLE ORCHESTRA "Someone To Watch Over Me" (Asylum) 20/3

Rotations: Heavy 1/0, Medium 8/1, Light 11/2, Total Adds 3, WICC, WMAZ, KORQ. Heavy: WCCO. Medium: WTIC, WRVA, WHBY, WMHE, KSL, WEIM, WKNE.

BILL MEDLEY "I Still Do" (Planet/RCA) 19/18

Rotations: Heavy 0/0, Medium 1/1, Light 18/17, Total Adds 18, WRVR, WNAM, KKUA, WWNR, WEIM, WSKI, KORQ, WCKQ, WGSV, WAGE, WKYX, WCIL, WHNN, WJON, KKJO, WBOW, KTWO, KALE.

GENESIS "Taking It All Too Hard" (Atlantic) 18/18

Rotations: Heavy 0/0, Medium 1/1, Light 17/17, Total Adds 18, 97AIA, WQUE-FM, KRBE-FM, WVLK, WAVE, WSNY, KBOI, KKUA, KWAV, KIXI-FM, WSKY, WAGE, WKYX, KEEZ, KKJO, WBOW, K99, KQSW.

EURHYTHMICS "Who's That Girl" (RCA) 16/2

Rotations: Heavy 0/0, Medium 9/0, Light 7/2, Total Adds 2, WPJB, WENS. Medium: WFBR, KRBE-FM, 2WD, WSNY, WMHE, WPPA, WSKY, WKYX, KEEZ.

ROB TRO "Kari's Eyes" (Jamey) 14/2

Rotations: Heavy 0/0, Medium 2/0, Light 12/2, Total Adds 2, WHBC, WKYX. Medium: KUGN, WCIL.

CHAD STUART & JEREMY CLYDE "Zanzibar Sunset" (Rocshire) 13/6

Rotations: Heavy 0/0, Medium 3/1, Light 10/5, Total Adds 6, WHBY, WTRX, WJBC, WCIL, KFSB, KRBS. Medium: WCCO, KIXI-FM.

IRENE CARA "Breakdance" (Network/Geffen) 13/1

Rotations: Heavy 4/0, Medium 2/0, Light 7/1, Total Adds 1, WAEB. Heavy: KVIL-FM, KRBE-FM, WTN, WPPA. Medium: WFBR, WROR.

GEORGE WINSTON "Blossom/Meadow" (Windham Hill) 13/0

Rotations: Heavy 0/0, Medium 2/0, Light 11/0, Total Adds 0. Medium: WHBC, KSL.

JENNY BURTON & PATRICK JUDE "Strangers In A Strange World" (Atlantic) 11/3

Rotations: Heavy 0/0, Medium 0/0, Light 11/3, Total Adds 3, KUGN, WKNE, WCKQ.

CHICAGO "Stay The Night" (WB) 11/2

Rotations: Heavy 2/0, Medium 4/0, Light 5/2, Total Adds 2, WPJB, KRBE-FM. Heavy: KEY103, WAVE. Medium: WHHY, WPPA, KQSW.

A/C Regional Ads & Hots

EAST

Parallel One

WFBR/Baltimore
Andy Szulinski

ELTON JOHN
JOHNNY MATHIS
CHRIS CROSS
MICHAEL JACKSON
Hottest:
DENICE WILLIAMS
DAN FOGELBERG
CYNDI LAUPER
LAURA BRANIGAN
RENO & WILSON
JOE JACKSON

WROR/Boston
Lorna Ozon

none
Hottest:
none

WBEN/Bufalo
Roger Christian

ALABAMA
BARBARA MANDRELL
Hottest:
CYNDI LAUPER
PEABO BRYSON
LIONEL RICHIE
JOHNNY MATHIS
KIM CARNES

GR55/Bufalo
GaiuskilLangmyer

LAURA BRANIGAN
JOHNNY MATHIS
Hottest:
DENICE WILLIAMS
DAN FOGELBERG
CYNDI LAUPER
CULTURE CLUB

WPX/New York
Alan Anderson

LIONEL RICHIE
JOHNNY MATHIS
Hottest:
CULTURE CLUB
KENNY ROGERS
CYNDI LAUPER
DAN FOGELBERG
PEABO BRYSON

Y97/Pittsburgh
Jay Crosswell

ANNE MURRAY
ELTON JOHN
RENO & WILSON
Hottest:
DENICE WILLIAMS
DAN FOGELBERG
CYNDI LAUPER
IGLESIAS & NELSON

WTAE/Pittsburgh
Don Berns

ANNE MURRAY
Hottest:
POINTER SISTERS
DENICE WILLIAMS
CYNDI LAUPER
BILLY JOEL
IGLESIAS & NELSON

WWSW (3WS)/Pittsburgh
Crows/Wetzel

STEVE PERRY
RENO & WILSON
LAURA BRANIGAN
Hottest:
CYNDI LAUPER
SHAKIN' STEVENS
DAN FOGELBERG
JAMES INGRAM

WPRO/Providence
Tom Cuddy

ALAN PARSONS
JOHNNY MATHIS
Hottest:
CYNDI LAUPER
KENNY ROGERS
CULTURE CLUB
PEABO BRYSON
RENO & WILSON

WLTW/Washington, D.C.
Bob Cummings

none
Hottest:
KENNY ROGERS
CYNDI LAUPER
LIONEL RICHIE
ALAN PARSONS
DAN FOGELBERG

Parallel Two

WAEB/Allentown
Neal Newman

ELTON JOHN
IRENE CARA
JUICE NEWTON
DAVE GRUSIN
Hottest:
MICHAEL JACKSON
CULTURE CLUB
RENO & WILSON
CYNDI LAUPER
LAURA BRANIGAN

WICC/Bridgeport
Panano/Broadbin

ELTON JOHN
TINA TURNER
THOMPSON TWINS
LINDA RONSTADT
Hottest:
CYNDI LAUPER
DAN FOGELBERG
DENICE WILLIAMS
KENNY ROGERS
RENO & WILSON

V100/Charlotte, WV
Spence/Jarvis

MICHAEL MURPHEY
ELTON JOHN
JUICE NEWTON
JOHNNY MATHIS
LEE GREENWOOD
HOWARD JONES
Hottest:
CYNDI LAUPER
DAN FOGELBERG
DENICE WILLIAMS
CULTURE CLUB
KENNY ROGERS

WRIE/erie
Ted Abbot

LAURA BRANIGAN
ELTON JOHN
Hottest:
ALABAMA
PEABO BRYSON
DAN FOGELBERG
CYNDI LAUPER
JOHNNY MATHIS

WSFM/Harrisburg Bob Pfltz

none
Hottest:
DENICE WILLIAMS
DAN FOGELBERG
KENNY ROGERS
MICHAEL GORE
SHAKIN' STEVENS

WTC/Hartford
Tom Barsanti

SERGIO MENDES
DAVE GRUSIN
Hottest:
CYNDI LAUPER
DAN FOGELBERG
ANNE MURRAY
BRYSON & PLACK
CULTURE CLUB

WPJB/Providence
Tom Hunter

CHICAGO
EURYTHMICS
JUICE NEWTON
Hottest:
CYNDI LAUPER
DENICE WILLIAMS
CULTURE CLUB
LIONEL RICHIE
POINTER SISTERS

WVOR/Rochester
Gary Smith

THOMPSON TWINS
DENICE WILLIAMS
MICHAEL GORE
Hottest:
JAMES INGRAM
DAN FOGELBERG
CYNDI LAUPER
IGLESIAS & NELSON

WGYS/Schenectady
Mike Neff

none
Hottest:
DENICE WILLIAMS
DAN FOGELBERG
KENNY ROGERS
HARRITTAN TRANSFE
CULTURE CLUB

WKGW/Utica-Rome
Carpenter/Carr

ELTON JOHN
TINA TURNER
Hottest:
CYNDI LAUPER
KENNY ROGERS
DENICE WILLIAMS
DAN FOGELBERG
CULTURE CLUB

WJJC/Cleveland
Popovich/vera

LAURA BRANIGAN
MICHAEL MURPHEY
JOE JACKSON
ALAN PARSONS
Hottest:
CYNDI LAUPER
SHAKIN' STEVENS
DAN FOGELBERG
KENNY ROGERS
CULTURE CLUB

WNNR/Buckley
Bailey/Shea

JOHN LENNON
BILLY MEDLEY
Hottest:
DENICE WILLIAMS
LAURA BRANIGAN
MICHAEL MURPHEY
CYNDI LAUPER
ALABAMA

WEIM/Fitchburg
Jack Raymond

PAUL ANKA
BILLY MEDLEY
KENNY LOGGINS
TRACY ULMAN
JANET JOHNSON
LIONEL RICHIE
Hottest:
DENICE WILLIAMS
DAN FOGELBERG
JOHNNY MATHIS
SERGIO MENDES

WTKO/Ithaca
Wayne Fisk

none
Hottest:
CYNDI LAUPER
ANNE MURRAY
DENICE WILLIAMS
MADONNA
MICHAEL MURPHEY

WKNE/Keene, NH
Howard Corday

ELTON JOHN
BARBARA MITCHELL
BURTON & JUDE
RANDY NEWMAN
Hottest:
RENO & WILSON
CYNDI LAUPER
MICHAEL MURPHEY
CYNDI LAUPER
DAN FOGELBERG

WSKJ/Monpelier, VT
Bruce Stebbins

ELTON JOHN
TEDDY PENDERGRASS
CULTURE CLUB
LIONEL RICHIE
BILLY MEDLEY
CHRIS CROSS
Hottest:
CULTURE CLUB
ANNE MURRAY
ALABAMA
MICHAEL MURPHEY
BRYSON & PLACK

WTNY/Watertown, NY
Jay Donovan

none
Hottest:
CYNDI LAUPER
DENICE WILLIAMS
DAN FOGELBERG
CHRISTINE MCVIE
MADONNA

WPPA/Williamsport, PA
Scott Masteller

ELTON JOHN
RICK SPRINGFIELD
ANNE MURRAY
Hottest:
CYNDI LAUPER
JOE JACKSON
JERMAINE JACKSON
LAURA BRANIGAN
PEABO BRYSON

Parallel Two

WMBY/Appleton
Rob Shannon

CHAD STUART & JER
ORLANDO AND NINE
RANDY NEWMAN
CHINA CRISIS
WINDJAMMER
ELTON JOHN
PAUL ANKA
Hottest:
CYNDI LAUPER
KENNY ROGERS
DAN FOGELBERG
MICHAEL MURPHEY
JOHNNY MATHIS

MIDWEST

Parallel One

WCLR/Chicago
DeYoung/Price

LAURA BRANIGAN
ELTON JOHN
Hottest:
LIONEL RICHIE
DENICE WILLIAMS
BILLY JOEL
CYNDI LAUPER
JOE JACKSON

WFYR/Chicago
John Wetherbee

none
Hottest:
LIONEL RICHIE
DENICE WILLIAMS
CYNDI LAUPER
LAURA BRANIGAN

SSKRC/Cincinnati
Dave Mason

KENNY ROGERS
LIONEL RICHIE
ELTON JOHN
Hottest:
CYNDI LAUPER
DENICE WILLIAMS
CULTURE CLUB
DAN FOGELBERG
KENNY ROGERS

WARMO/Cincinnati
Mark Tipton

ELTON JOHN
Hottest:
MICHAEL GORE
CYNDI LAUPER
DAN FOGELBERG
CULTURE CLUB
KENNY ROGERS

WLFY/Cleveland
Dunphy/Wilson

POINTER SISTERS
PEABO BRYSON
Hottest:
BILLY JOEL
CYNDI LAUPER
DENICE WILLIAMS
PHIL COLLINS
KOO & THE GANG

WJJC/Cleveland
Popovich/vera

LAURA BRANIGAN
MICHAEL MURPHEY
JOE JACKSON
ALAN PARSONS
Hottest:
CYNDI LAUPER
SHAKIN' STEVENS
DAN FOGELBERG
KENNY ROGERS
CULTURE CLUB

WTRX/Flint
Burke/Wright

PRIVATE LIVES
JUICE NEWTON
CHAD STUART & JER
Hottest:
CYNDI LAUPER
DENICE WILLIAMS
KENNY ROGERS
DAN FOGELBERG
BILLY JOEL

WENS/Indianapolis
Wheeler/Eagan

POINTER SISTERS
EURYTHMICS
ELTON JOHN
JOE JACKSON
Hottest:
MICHAEL GORE
LIONEL RICHIE
CYNDI LAUPER
ALAN PARSONS
STEVE PERRY

WFMK/Lansing
Jeff Davis

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JUICE NEWTON
ELTON JOHN
Hottest:
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DENICE WILLIAMS
KENNY ROGERS
CULTURE CLUB
RENO & WILSON

WGMN/Madison
Bill Vancil

ELTON JOHN
MICHAEL MURPHEY
STEVE PERRY
Hottest:
DAN FOGELBERG
KIM CARNES
KENNY ROGERS
LAURA BRANIGAN
BRYSON & PLACK

WLTJ/Minneapolis
Paul Sebastian

ELTON JOHN
Hottest:
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MICHAEL JACKSON
DENICE WILLIAMS
CYNDI LAUPER

KOIL/Omaha
Mason/Lundy

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ELTON JOHN
HUEY LEWIS & NEWS
TINA TURNER
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DAN FOGELBERG
RENO & WILSON

WCCO/Minneapolis
Denny Long

none
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DENICE WILLIAMS
DAN FOGELBERG
CHRISTINE MCVIE
MADONNA

WPAW/Williamsport, PA
Scott Masteller

ELTON JOHN
RICK SPRINGFIELD
ANNE MURRAY
Hottest:
CYNDI LAUPER
JOE JACKSON
JERMAINE JACKSON
LAURA BRANIGAN
PEABO BRYSON

Parallel Two

WMBY/Appleton
Rob Shannon

CHAD STUART & JER
ORLANDO AND NINE
RANDY NEWMAN
CHINA CRISIS
WINDJAMMER
ELTON JOHN
PAUL ANKA
Hottest:
CYNDI LAUPER
KENNY ROGERS
DAN FOGELBERG
MICHAEL MURPHEY
JOHNNY MATHIS

WNAM/Appleton-Oshkosh Bennett/Collins

JUICE NEWTON
ELTON JOHN
POINTER SISTERS
MARK GRAY
BILLY MEDLEY
Hottest:
DENICE WILLIAMS
DAN FOGELBERG
KIM CARNES
ANNE MURRAY

WHBC/Canton
Mike Dorn

MADONNA
THOMPSON TWINS
ELTON JOHN
MARK GRAY
ROB TRO
Hottest:
none

WSNY/Columbus, OH
Harry Lyles

GENESIS
ELTON JOHN
Hottest:
MICHAEL JACKSON
CYNDI LAUPER
KENNY ROGERS
PHIL COLLINS
LIONEL RICHIE
MICHAEL GORE
CYNDI LAUPER
STEVE PERRY

610TVN/Columbus
FitzGerald/Jones

PEABO BRYSON
JOE JACKSON
Hottest:
DENICE WILLIAMS
STEPHEN BISHOP
DAN FOGELBERG
CYNDI LAUPER
SHAKIN' STEVENS

WING/Dayton
Joe Demma

MICHAEL JACKSON
ELTON JOHN
Hottest:
DAN FOGELBERG
KENNY ROGERS
CYNDI LAUPER
SHAKIN' STEVENS
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CULTURE CLUB
KENNY ROGERS

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PEABO BRYSON

Parallel Two

WMBY/Appleton
Rob Shannon

CHAD STUART & JER
ORLANDO AND NINE
RANDY NEWMAN
CHINA CRISIS
WINDJAMMER
ELTON JOHN
PAUL ANKA
Hottest:
CYNDI LAUPER
KENNY ROGERS
DAN FOGELBERG
MICHAEL MURPHEY
JOHNNY MATHIS

Parallel Three

WJBC/Bloomington, IL
Stew Salowitz

ELTON JOHN
MICHAEL JACKSON
CHAD STUART & JER
POINTER SISTERS
DAN HARTMAN
RANDY NEWMAN
Hottest:
KIM CARNES
ANNE MURRAY
SHAKIN' STEVENS
LEE GREENWOOD
JUICE NEWTON

WCIL/Carbondale, IL
Matt McCann

ELTON JOHN
BILLY MEDLEY
TEDDY PENDERGRASS
CHAD STUART & JER
Hottest:
MICHAEL JACKSON
CYNDI LAUPER
KENNY ROGERS
PHIL COLLINS
LIONEL RICHIE
MICHAEL GORE
CYNDI LAUPER
STEVE PERRY

KCRG/Cedar Rapids, IA
Carl Mann

LAURA BRANIGAN
Hottest:
CYNDI LAUPER
DENICE WILLIAMS
DAN FOGELBERG
RENO & WILSON
CULTURE CLUB
KFSB/Joplin, MO
Don Carpenter

WJON/St. Cloud, MN
Niemi/Scott

JUICE NEWTON
MICHAEL JACKSON
ROBIN GIBB
Hottest:
CYNDI LAUPER
KENNY ROGERS
RENO & WILSON
JOE JACKSON
SNOKEY ROBINSON

KKJOSL/Joplin, MO
Bill O'Brian

OLANDO AND NINE
TINA TURNER
Hottest:
BILLY MEDLEY
GENESIS
PAUL ANKA
CHRIS CROSS
Hottest:
DAN FOGELBERG
CYNDI LAUPER
DENICE WILLIAMS
ALABAMA
POINTER SISTERS

ELTON JOHN
MARK GRAY
GENESIS
CHRIS CROSS
ROBIN GIBB
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JOHNNY MATHIS
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POINTER SISTERS
RENO & WILSON

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Niemi/Scott

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Parallel Two

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ELTON JOHN
PAUL ANKA
Hottest:
CYNDI LAUPER
KENNY ROGERS
DAN FOGELBERG
MICHAEL MURPHEY
JOHNNY MATHIS

KWEB/Rochester, MN At Axelson

LAURA BRANIGAN
DWEY GRUSIN
ELTON JOHN
Hottest:
CYNDI LAUPER
KENNY ROGERS
DAN FOGELBERG
DENICE WILLIAMS
CULTURE CLUB

WHNN/Saginaw
Carson/McKenzie

TINA TURNER
JUICE NEWTON
SNOKEY ROBINSON
MICHAEL JACKSON
BILLY MEDLEY
Hottest:
CYNDI LAUPER
DENICE WILLIAMS
KENNY ROGERS
RENO & WILSON

WCIL/Carbondale, IL
Matt McCann

ELTON JOHN
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WJON/St. Cloud, MN
Niemi/Scott

The Music Of The Summer Is Already In Your Hands — From EPA

QUIET RIOT



“Mama Weer All Crazee Now” **BREAKER** & Most Added Hot Track Debut 30

CYNDI LAUPER



“She-Bop”

SLADE



“My Oh My”

EDDY GRANT



“Romancing The Stone” 34 LP 33 “Boys In The Street”

**STEVIE RAY VAUGHAN
& DOUBLE TROUBLE**



“Voodoo Chile” 37 “Cold Shot” “Couldn’t Stand The Weather”

ORION THE HUNTER



“So You Ran” “Joanne”

FACE TO FACE



“10-9-8” “Out Of My Hands”

KERRY LIVGREN AD



“Time Line”

KICK AXE



“Heavy Metal Shuffle”

Plus Coming To You June 18th — **“RIBBIT RIBBIT”**

R&R AOR /HOT TRACKS

BREAKERS

Three Weeks	Two Weeks	Last Week	173 REPORTERS			Total	Hot	Medium	Total Adds
4	1	1	1	BRUCE SPRINGSTEEN/Dancing In... (Columbia)	167+	161+	6-	2+	
1	2	2	2	CARS/Magic (Elektra)	151-	145-	6-	0=	
5	4	3	3	FIXX/Deeper & Deeper (MCA)	167+	106+	61-	1-	
6	5	4	4	JEFFERSON STARSHIP/No Way Out (Grunt/RCA)	154-	120+	34-	1-	
10	7	6	5	BILLY IDOL/Eyes Without A Face (Chrysalis)	144+	114+	30-	4+	
3	3	5	6	RUSH/Distant Early Warning (Mercury/PG)	132-	95-	37-	1=	
9	8	7	7	ZZ TOP/Legs (WB)	128-	98+	30-	1-	
20	13	11	8	RATT/Round And Round (Atlantic)	135+	62+	69-	8+	
16	11	9	9	GREG KIHN BAND/Reunited (Beserkley/E-A)	145-	50+	95-	3-	
27	15	12	10	RED RIDER/Young Thing, Wild Dreams... (Capitol)	151+	30+	119=	5-	
41	19	15	11	ROD STEWART/Infatuation (WB)	132+	62+	70-	5-	
23	18	14	12	VAN STEPHENSON/Modern Day Delilah (MCA)	128+	67+	61-	7+	
-	40	22	13	CHRIS DeBURGH/High On Emotion (A&M)	149+	20+	122+	27-	
14	12	10	14	DUKE JUPITER/Little Lady (Morocco/Motown)	134-	42+	91-	3+	
31	23	19	15	CHICAGO/Stay The Night (WB)	121+	74+	45-	5+	
21	20	18	16	RUSS BALLARD/Voices (EMI America)	136+	37+	95-	7+	
7	9	13	17	ORION THE HUNTER/So You Ran (Portrait/CBS)	106-	41-	65-	1-	
15	14	17	18	ROGER WATERS/5:01 AM (The Pros...) (Columbia)	105-	34-	71-	1=	
25	24	20	19	MOTLEY CRUE/Too Young To Fall In Love (Elektra)	106-	24-	80-	4+	
48	33	25	20	ROGER GLOVER/The Mask (21/PG)	116+	12+	100+	7-	
11	10	16	21	JOE JACKSON/You Can't Get What You Want... (A&M)	96-	58-	37-	1-	
32	30	23	22	PSYCHEDELIC FURS/The Ghost In You (Columbia)	108+	29+	75+	9=	
40	31	26	23	THOMPSON TWINS/Doctor! Doctor! (Arista)	105+	40+	64+	9-	
38	27	27	24	RUSH/Red Sector A (Mercury/PG)	87+	53+	34+	8=	
2	6	8	25	SLADE/Run Runaway (CBS Associated)	92-	59-	33-	0=	
49	37	30	26	STEVE PERRY/She's Mine (Columbia)	92+	47+	43+	11-	
56	41	32	27	WHITESNAKE/Slow 'n' Easy (Geffen)	93+	17=	71+	14+	
-	51	40	28	CARS/Drive (Elektra)	80+	48+	32+	22+	
13	17	21	29	HUEY LEWIS & THE NEWS/The Heart Of R&R (Chrysalis)	69-	52-	17-	0-	
DEBUT	46	42	30	QUIET RIOT/Mama Weer All Crazee Now (Pasha/CBS)	94+	17+	58+	91+	
DEBUT	46	42	31	R.E.M./So. Central Rain (IRS/A&M)	89+	18+	64+	11+	
DEBUT	47	39	32	BRUCE SPRINGSTEEN/Born In The U.S.A. (Columbia)	67+	44+	15+	66+	
47	39	35	33	BRUCE SPRINGSTEEN/Cover Me (Columbia)	67+	35+	25+	65+	
-	-	56	34	EDDY GRANT/Romancing The Stone (Portrait/CBS)	83-	15-	66+	2-	
24	29	33	35	JEFFERSON STARSHIP/Layin' It On The Line (Grunt/RCA)	67+	30+	34+	24-	
-	-	46	36	HOWARD JONES/What Is Love? (Elektra)	69-	21-	47-	0-	
-	-	46	37	STEVIE RAY VAUGHAN/Voodoo Chile (Epic)	73+	11+	58+	14-	
-	-	45	38	LITTLE STEVEN/Los Desaparecidos (EMI America)	75+	7+	67+	9-	
19	22	28	39	ICICLE WORKS/Whisper To A Scream (Birds Fly) (Arista)	65-	15-	50-	0-	
26	32	34	40	SCORPIONS/Big City Nights (Mercury/PG)	53-	25-	28-	1=	
12	16	24	41	CYNDI LAUPER/Time After Time (Portrait/CBS)	55-	34-	21=	0=	
DEBUT	8	21	42	ELTON JOHN/Sad Songs (Say So Much) (Geffen)	65+	18+	40+	23-	
DEBUT	8	21	43	STEVE PERRY/Oh Sherrie (Columbia)	47-	38-	9-	0=	
DEBUT	53	49	44	SCORPIONS/Still Loving You (Mercury/PG)	55+	27+	27+	19+	
DEBUT	53	49	45	BRUCE SPRINGSTEEN/No Surrender (Columbia)	48+	24+	19+	47+	
-	-	59	46	NIK KERSHAW/Wouldn't It Be Good (MCA)	59+	22+	36=	3=	
-	-	52	47	PRINCE/When Doves Cry (WB)	62+	15+	38+	17-	
28	35	41	48	CARS/It's Not The Night (Elektra)	43+	23+	20+	5-	
DEBUT	57	56	49	VAN HALEN/I'll Wait (WB)	45-	28-	17-	0-	
DEBUT	57	56	50	TWISTED SISTER/We're Not Gonna Take It (Atlantic)	62+	1+	47+	39+	
30	28	31	51	VAN HALEN/Panama (WB)	42+	23+	19-	1-	
17	25	36	52	MANFRED MANN'S EARTH BAND/Rebel (Arista)	56-	9-	47-	1-	
DEBUT	34	36	53	SCORPIONS/Rock You Like A Hurricane (Mercury/PG)	44-	23-	21-	0-	
DEBUT	34	36	54	RICK SPRINGFIELD/Don't Walk Away (RCA)	65+	6+	55+	16+	
DEBUT	34	36	55	TONY CAREY/The First Day Of Summer (MCA)	55+	6-	40+	23+	
18	26	37	56	DURAN DURAN/The Reflex (Capitol)	47-	21-	26-	1+	
51	52	54	57	NIGHT RANGER/Sister Christian (Camel/MCA)	41-	24-	17-	0=	
22	34	43	58	RUSH/Body Electric (Mercury/PG)	36-	20+	16-	1=	
-	53	48	59	DAVID GILMOUR/Murder (Columbia)	39-	10-	29-	0-	
-	53	48	60	LITTLE STEVEN/Out Of The Darkness (EMI America)	47-	10-	36-	2-	

WHITESNAKE Slow 'N' Easy (Geffen)

54% of our reporters on it. 93/14 including adds at WHJY, WSKS, WMMS, WCKN, WZXR, WWCK, WFBQ. Moves 32-27 on the Hot Tracks chart.

QUIET RIOT

Mama Weer All Crazee Now (Pasha/CBS)

54% of our reporters on it. 94/91 including adds at WIYY, WMMR, WYSP, KZEW, WMET, KLOS, KMET, KUPD, KZAP. Debuts at #30 on the Hot Tracks chart.

STEVE PERRY

She's Mine (Columbia)

53% of our reporters on it. 92/11 including adds at KGB, WZZO, WIMZ, WLAV, KRSP. Moves 30-26 on the Hot Tracks chart.

R.E.M.

So. Central Rain (IRS/A&M)

51% of our reporters on it. 89/11 including adds at WLIR, WAQY, WAPI, KISS, KXZL, KMBQ. Moves 38-31 on the Hot Tracks chart.

RUSH

Red Sector A (Mercury/PolyGram)

50% of our reporters on it. 87/8 with adds at Q107, WMMS, KSHE, WKQQ, WRXL, KISS, KXZL. Moves 27-24 on the Hot Tracks chart.

NEW & ACTIVE

COREY HART "Sunglasses At Night" (EMI America) 51/31 (19/11)
Adds include WYSP, WSHE, WTPA, WPLR, WYV, WIMZ, WKQQ, WZXR, KMBQ, WLVO, WTUE, KQDS, WFBQ, KZEL. Hots: 3 WOUR, WTKX, KEZO. Mediums: 40 include WBCN, WMMS, KBCO, WPDH, KLAQ, WQMF, KKDJ.

ANDY FRASER "Fine, Fine Line" (Island) 50/19 (32/20)
Adds include DC101, KZEW, KBPI, WCMF, KNCN, KMOD, KFMG. Hots: 2 KZOK, KIDQ. Mediums: 41 include WYFN, WSKS, WMMS, KSHE, KGB, KRQR, WPLR, WPDH, WAQY, WLAV, KILO, KKDJ, KFIV-FM.

FACE TO FACE "Out Of My Hands" (Epic) 41/7 (47/2)
Adds: KSRR, WCMF, WAQY, KILO, KKDJ, KFMF, KTYD. Hots: 5 WHJY, WRIF, WIMZ, CITI-FM, KIDQ. Mediums: 33 include WQVE, WYFN, KLOS, KRCK, KGB, KRQR, WYX, WTPA, WPLR, WPDH, WAAF, KNCN, KQDS, KATT, WIOT.

BON JOVI "She Don't Know Me" (Mercury/PolyGram) 41/7 (38/6)
Adds include KEGL, WNOR, WAQX, WZXY, WXKE, KKDJ. Hots: 6 KZEW, WRIF, KQRS, KSHE, KRCK, WMGM. Mediums: 32 include WYSP, KSRR, WSHE, WYFN, WEBN, WSKS, WMMS, WQFM, KUPD, KSJO, WZZO, WTPA, WCMF, WIMZ, KQDS, WFBQ.

BRUCE SPRINGSTEEN "Bobby Jean" (Columbia) 40/40 (0/0)
Adds include WXRT, KSHE, WRKI, WBLM. Hots: 18 include WNEW-FM, WMMR, WYSP, WQVE, KMET, WZZO, WTPA, WPLR, WCMF, WKQQ, KKDJ, KOZZ. Mediums: 15 include WYFN, WYX, WDIZ, WTUE, WFBQ, KFMQ.

BILLY SATELLITE "Satisfy Me" (Capitol) 40/7 (33/8)
Adds: WCKO, WQFM, KRCK, KGB, KATT, KSMB, KAWY. Hots: 4 KSJO, KISS, KIDQ, KLPX. Mediums: 32 include WBAB, WHJY, KZEW, KSHE, KRQR, KZOK, WAAF, WQMF, WKDF, KMOD, KFMG, KILO.

HUMAN LEAGUE "The Lebanon" (A&M) 39/5 (37/2)
Adds: WNEW-FM, KBCO, KAZY, KSJO, WOUR. Hots: 11 include WBCN, WXRT, KROQ, WPDH, WLAV. Mediums: 26 include WBAB, 91X, KFOG, WAQY, WIMZ, KQDS, KKDJ.

STEVIE RAY VAUGHAN "Cold Shot" (Epic) 38/6 (30/7)
Adds include WLUP, WDHA, WAQX, KQDS, WBLM. Hots: 9 KBCO, KFOG, WPDH, KNCN, WWCT, KILO, KLPX, WDEK, KSPN. Mediums: 27 include WMMR, WSHE, WNOR, WYFN, WXRT, KZOK, WTPA, WPLR, WIMZ, WZXR, WDIZ, KXZL, KFIV-FM.

STEVIE RAY VAUGHAN "Couldn't Stand The Weather" (Epic) 38/3 (36/4)
Adds: CHUM-FM, WOUR, WGIR. Hots: 12 include WNEW-FM, KFOG, WPDH, WLAV, KILO. Mediums: 25 include WBAB, WXRT, KBPI, WYX, WPLR, WAQY, WAAF, WYV, WZXR, KQDS, KATT.

ALAN PARSONS PROJECT "Prime Time" (Arista) 34/3 (31/0)
Adds: WKQQ, WRKI, KKRQ. Hots: 10 include WLUP, WXRT, KINK, KFOG, KGGO. Mediums: 23 include WMMS, KMET, KUPD, WPDH, WIMZ, KMBQ, WOOS, KRSP.

DEF LEPPARD "Bringin' On The Heartbreak" (Mercury/PG) 33/9 (29/10)
Adds include WNEW-FM, WMMS, KMET, KCAL, WYFE, K97, WYER. Hots: 5 CHOM-FM, CFOX, WAQX, CITI-FM, WMGM. Mediums: 25 include WAPP, WRIF, KUPD, WPDH, WAQY, WKQQ, WOOS, KQDS, WIOT, KKDJ, KRSP.

EURYTHMICS "Who's That Girl?" (RCA) 33/7 (31/4)
Adds include WLIR, KROQ, KROY, WQBK, WCKN, KKRQ. Hots: 6 WMMS, KCAL, KQDS, WLAV, K97, KSMB. Mediums: 24 include WLUP, KUPD, 91X, WZZO, WKDF, KMBQ, WIOT.

BRUCE SPRINGSTEEN "I'm Goin' Down" (Columbia) 32/30 (0/0)
Adds include WNEW-FM, WYFN, WXRT, KMET, KZAP, KGB, KFOG, KQDS. Hots: 14 include KCAL, KRQR, WTPA, WYV, KILO, KKDJ, KOZZ. Mediums: 13 include WGRO, Q107, WKLS, WCKO, WOOS.

SLADE "My Oh My" (CBS Associated) 31/6 (27/1)
Adds: WYSP, WQVE, WKLS, WEBN, KBPI, WWCK. Hots: 12 include WAPP, WTPA, WAAF, KOMP, WBLM. Mediums: 19 include WMMR, WSHE, WSKS, KMET, KLAQ, WAPL.

MIKE RENO & ANN WILSON "Almost Paradise" (Columbia) 31/5 (32/7)
Adds: WIYY, WLUP, WKLC, KMJX, WDIZ. Hots: 15 include WSKS, KLAQ, KMBQ, WTUE, KGGO, KOMP, WRKI. Mediums: 16 include WSHE, WMMS, WKDF, WKZL, WWCK, KKDJ.

DEF LEPPARD "Me & My Wine" (Mercury/PolyGram) 30/4 (33/10)
Adds: WQFM, KMET, WFBQ, K97. Hots: 2 WAQX, KFMG. Mediums: 28 include WIYY, KZEW, WNOR, WYFN, KUPD, KZAP, KGB, KRQR.

FACE TO FACE "10-9-8" (Epic) 28/6 (26/3)
Adds: KRQR, WWCK, KEZO, KIDQ, WMGM, KTYD. Hots: 6 WBCN, WLIR, WQBK, WDHA, WPDH, WLAV. Mediums: 21 include WRXT, WBAB, WLUP, WXRT, KGGO, WGIR.

SCORPIONS "I'm Leaving You" (Mercury/PolyGram) 28/1 (27/5)
Adds: KQDS. Hots: 17 include WYSP, WHJY, WQFM, KSHE, KLOS, KGB, KRQR, KLAQ, WXLX. Mediums: 11 include WEBN, KRCK, KZAP, WIOT, KMOD, KWHL, KOZZ.

NICK LOWE "Half A Boy And Half A Man" (Columbia) 27/5 (24/13)
Adds: WBCN, WAAF, WDEK, WBYG, KFMF. Hots: 1 KROQ. Mediums: 24 include WNEW-FM, WMMR, WNOR, WXRT, KBCO, 91X, KOAK, WPLR, WLAV.

TINA TURNER "Better Be Good To Me" (Capitol) 25/16 (12/12)
Adds include WYSP, WPLR, KMJX, WZXR, WKDF, WQDR, KQDS, KKDJ, WRKI, KUFO. Hots: 1 WQBK. Mediums: 17 include WGRO, WRXT, WMMS, WTPA, WROQ, KWXL, WMGM.

KENNY LOGGINS "I'm Free" (Columbia) 25/4 (27/0)
Adds: KEGL, WAPI, WROQ, WIMZ. Hots: 3 include WQBK, KSPN. Mediums: 21 include WBAB, WAPP, KSRR, WSHE, WLUP, KDKB, WKQQ, KMOD.

TINA TURNER "I Might Have Been Queen" (Capitol) 22/15 (12/12)
Adds include WBAB, WNEW-FM, WXRT, KAZY, KOAK, WYV, WLAV. Hots: 1 KBCO. Mediums: 15 include KBPI, KDKB, KUPD, KFMF, KOZZ.

BRUCE SPRINGSTEEN "Darlington County" (Columbia) 21/21 (0/0)
Adds include WIYY, WYSP, WXRT, WSKS, CFOX, WCPZ, KZOO. Hots: 13 include WNEW-FM, KMET, WAQX, WXKE. Mediums: 5 WMMS, WAAF, WQDR, KFIV-FM, KTYD.

BRUCE SPRINGSTEEN "Glory Days" (Columbia) 21/21 (0/0)
Adds include WIYY, WNEW-FM, WXRT, KMET, WCCC, WPLR, WLAV, WCPZ. Hots: 18 include WBAB, WYSP, KYYS, WYV, WXKE. Mediums: 1 WWCK.

PRETENDERS "Thin Line Between Love And Hate" (Sire/WB) 21/9 (12/4)
Adds include WNEW-FM, WLUP, WZZO, WTPA, WROQ, KQDS, KILO, WMGM. Hots: 2 WQBK, WBYG. Mediums: 16 include WMMR, WSHE, WMMS, KUPD, KFOG, WLAV, KRSP.

INXS "The Swing" (Atco) 21/2 (19/5)
Adds: Q107, WLUP. Hots: 4 WXRT, KOAK, KRQR, WDEK. Mediums: 17 include KMET, WDHA, KLAQ, WTUE, KATT, KICT, WRUF.

HUEY LEWIS & THE NEWS "Walking On A Thin Line" (Chrysalis) 20/5 (17/3)
Adds: WLZ, WQFM, KLOS, WZXR, WLAV. Hots: 12 include KZEW, WYFN, WRIF, KRCK, KZOK. Mediums: 7 include Q107, WKLS, WCMF, KXZL, WWCT, KICT.

MOST ADDED

- QUIET RIOT (91)
Mama Weer All Crazee Now (Pasha/CBS)
- BRUCE SPRINGSTEEN (66)
Bon In The U.S.A. (Columbia)
- BRUCE SPRINGSTEEN (65)
Cover Me (Columbia)
- BRUCE SPRINGSTEEN (47)
No Surrender (Columbia)
- BRUCE SPRINGSTEEN (40)
Bobby Jean (Columbia)
- TWISTED SISTER (39)
We're Not Gonna Take It (Atlantic)
- COREY HART (31)
Sunglasses At Night (EMI America)

MOST HOTS

- BRUCE SPRINGSTEEN (161)
Dancing In The Dark (Columbia)
- CARS (145)
Magic (Elektra)
- JEFFERSON STARSHIP (120)
No Way Out (Grunt/RCA)
- BILLY IDOL (114)
Eyes Without A Face (Chrysalis)
- FIXX (106)
Deeper & Deeper (MCA)
- ZZ TOP (98)
Legs (WB)
- RUSH (95)
Distant Early Warning (Mercury/PolyGram)

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TINA TURNER (35)
Private Dancer (Capitol)
COREY HART (31)
First Offense (EMI America)
CHRIS DeBURGH (28)
Man On The Line (A&M)
TONY CAREY (21)
Some Tough City (MCA)
ANDY FRASER (20)
Fine Fine Line (Island)

MOST HOTS

CARS (163)
Heartbeat City (Elektra)
BRUCE SPRINGSTEEN (162)
Born In The U.S.A. (Columbia)
JEFFERSON STARSHIP (124)
Nuclear Furniture (Grunt/RCA)
BILLY IDOL (114)
Rebel Yell (Chrysalis)
RUSH (110)
Grace Under Pressure (Mercury/PolyGram)
STREETS OF FIRE (107)
Soundtrack (MCA)
ZZ TOP (98)
Eliminator (WB)

NEW & ACTIVE

- HARD TO HOLD/Soundtrack (RCA) 67/16 (53/11)**
Adds include KUPD, WTPA, WAQY, KLAQ, KMBQ, WTUE, KATT, KKDJ. Hots: 7 WAPP, DC101, KEGL, KZEW, WTKX, WFBQ, WRKI. Mediums: 56 include WBAB, WYSP, WMMS, KBPI, KGB.
- TONY CAREY/Some Tough City (MCA) 62/21 (54/14)**
Adds include WBAB, WYSP, KZEW, KLOS, KDKB, KATT. Hots: 8 WNOR, WQFM, KRQR, CITI-FM, KFMG, KILO, K97, KSQY. Mediums: 45 include WBCN, WAPP, KSRR, WYNF, KSHE, KUPD, KZOK.
- NIK KERSHAW/Human Racing (MCA) 59/2 (58/3)**
Adds: WAAF, K97, KZOO. Hots: 22 include WXRT, WMMS, KBCO, WFYV, KGGO, WWCK, WLAV, KKDJ. Mediums: 36 include WRXT, WSHE, WSKS, KDKB, WZZO, WTPA, WDIZ, WXL, KILO.
- ANDY FRASER/Fine Fine Line (Island) 56/20 (39/23)**
Adds include WDVE, DC101, KZEW, KBPI, WCMF, WAPL, KMOD, KFMG. Hots: 2 KZOK, KIDQ. Mediums: 48 include WBAB, WYNF, WSKS, WMMS, KSHE, KGB, KFOG, KRQR.
- DEF LEPPARD/High 'N' Dry (Mercury/PolyGram) 55/10 (55/16)**
Adds include WNEW-FM, WMMS, WQFM, KMET, KCAL, WCCC, WFBQ, WYFE. Hots: 6 CHOM-FM, CFOX, WAQX, CITI-FM, KFMG, WMGM. Mediums: 47 include WIYY, WAPP, KZEW, WNOR, WRIF, KUPD, KZAP, KGB, KRQR.
- TINA TURNER/Private Dancer (Capitol) 53/35 (24/22)**
Adds include WRXT, WBAB, WNEW-FM, WYSP, WSHE, WXRT, KQAK. Hots: 2 KBCO, WQBK. Mediums: 35 include WLUP, WMMS, KBPI, KDKB, KUPD.
- COREY HART/First Offense (EMI America) 52/31 (0/0)**
Adds include WYSP, WSHE, KAZY, WPLR, WFYV, WIMZ, WLVO, WTUE, KZEL. Hots: 4 WOUR, WTKX, KEZO, K97. Mediums: 40 include WBCN, WMMS, KBCO, WPDH, KLAQ, WWCK, KKDJ.
- BON JOVI/Bon Jovi (Mercury/PolyGram) 46/7 (45/6)**
Adds include KEGL, WNOR, WAQX, WZXY, WXKE, KKDJ. Hots: 8 KZEW, WRIF, KQRS, KSHE, KDKB, KRCK, KSJO, WMGM. Mediums: 35 include WYSP, KSRR, WSHE, WYNF, WSKS, WMMS, WQFM, KUPD, KGB, KZOK.
- BILLY SATELLITE/Billy Satellite (Capitol) 40/7 (0/0)**
Adds: WCKO, WQFM, KRCK, KGB, KATT, KSMB, KAWY. Hots: 5 KSJO, KISS, WAPL, KIDQ, KLPX. Mediums: 31 include WBAB, WHJY, KZEW, KSHE, KRQR, KZOK.
- HUMAN LEAGUE/Hysteria (A&M) 40/6 (38/2)**
Adds: WNEW-FM, KBCO, KAZY, KSJO, WOUR, WKLC. Hots: 11 include WBCN, WXRT, KROQ, WPDH, WLAV. Mediums: 27 include WBAB, WCKO, 91X, KFOG, WIMZ, KKDJ.
- PRETENDERS/Learning To Crawl (Sire/WB) 39/8 (35/5)**
Adds: WNEW-FM, WZZO, WTPA, WROQ, KQDS, WLAV, KILO, WMGM. Hots: 9 WLIR, KTXQ, WNOR, WLUP, WXRT, KQAK, WQBK, K97, WBYG. Mediums: 27 include WBCN, WAPP, WMMR, KZEW, WSHE, WMMS, WRIF, KMET, KUPD, 91X, KFOG.
- WANG CHUNG/Points Of The Curve (Geffen) 38/7 (39/3)**
Adds: WSKS, KBCO, KAZY, WIMZ, K97, KKRQ, KOZZ. Hots: 14 include WBCN, WLIR, WKLS, KEGL, WMMS, KMET, KROQ, KDKB. Mediums: 22 include WDVE, WSHE, WLUP, WXRT, 91X, WAAF, KQDS, WLAV, KRSP.
- EURHYTHMICS/Touch (RCA) 34/6 (34/3)**
Adds: WLIR, KROY, KCAL, WQBK, WCKN, KKRQ. Hots: 7 include WMMS, KROQ, KQDS, WLAV, K97, KSMB. Mediums: 25 include WLUP, KUPD, 91X, WZZO, WKDF, KMBQ, WIOT.
- NICK LOWE/Nick Lowe And His Cowboy Outfit (Columbia) 30/8 (0/0)**
Adds: WBCN, KFOG, WAAF, KQDS, WDEK, WBYG, KFMF, KTCL. Hots: 1 KROQ. Mediums: 26 include WNEW-FM, WMMR, WCKO, WNOR, WXRT, KBCO, 91X, KQAK.
- ALCATRAZZ/Live Sentence (Rocshire) 30/5 (24/4)**
Adds: WHJY, KMET, WOVE, WOOS, WTUE. Hots: 1 WYNF. Mediums: 26 include WBAB, WDVE, WQFM, WIMZ, WKDF, WLAV, WIOT, KMOD.
- KICK AXE/Vices (Pasha/CBS) 24/7 (20/8)**
Adds: CHOM-FM, WYNF, WQFM, KGB, KIDQ, KSMB, KUFO. Hots: 3 KRCK, CFOX, CITI-FM. Mediums: 18 include KZEW, KLOS, KMET, KSJO, WKDF, WAPL.
- VANILLA FUDGE/Mystery (Atco) 19/5 (15/8)**
Adds: WBAB, WNEW-FM, DC101, KMEL, WTPA. Hots: 1 WMMS. Mediums: 14 include WIYY, KBCO, KMET, WDHA, KFMG, KILO.
- JOHNNY WINTER/Guitar Slinger (Alligator) 17/5 (13/2)**
Adds include WOVE, KSQY, KSPN, KFMF. Hots: 2 WDEK, KTCL. Mediums: 13 include WXRT, KBCO, WTPA, KILO.
- BRONZ/Taken By Storm (Bronze/Island) 16/11 (0/0)**
Adds include KTXQ, KMET, KRQR, WAPL, WYFE, KFIV-FM, WYER. Hots: 0. Mediums: 10 include WMMS, WRIF, KRCK, KSJO, KZOK, WTPA.
- MAMA'S BOYS/Mama's Boys (Jive/Arista) 14/3 (15/2)**
Adds: KTXQ, KFIV-FM, KEZE. Hots: 1 WQFM. Mediums: 12 include CHUM-FM, KRCK, KGB, KZOK, WPDH, WAAF.
- JOHN COUGAR MELLENCAMP/Uh-Huh (Riva/PolyGram) 13/6 (11/0)**
Adds: WBAB, KZEW, KKCI, WTKX, KISS, WYER. Hots: 1 KGGO. Mediums: 9 include WBCN, KGON, WIBA, K97.
- ANY TROUBLE/Wrong End Of The Race (EMI America) 13/2 (14/1)**
Adds: WROQ, KUFO. Hots: 2 WXRT, KTCL. Mediums: 10 include KBCO, KQAK, WOUR, WQDR, WLAV, WWCT.
- LEE RITENOUR/Banded Together (Elektra) 12/8 (6/4)**
Adds: WYSP, WSHE, WQBK, WKLC, WIMZ, WHMD, WIQB, KOZZ. Hots: 1 KIDQ. Mediums: 5 include KBCO, KTCL.

NEW & ACTIVE — Records building in airplay and coming closest to charting. Numbers indicate total reports / total adds; for example, 40/20 means 40 reports and, of those, 20 added it this week. Figures in parentheses are last week's data. Checked records are those that were among the week's most added.



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MD: BOB CLARK

WVUE/Dayton (513) 224-1501
PO: BILL WISE
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WVUE/Dayton (513) 224-1501
PO: BILL WISE
MD: BOB CLARK

KDKB/Phoenix (602) 897-9300
PO: MARREN WILLIAMS
MD: DOUG GONDEK

WVUE/Dayton (513) 224-1501
PO: BILL WISE
MD: BOB CLARK

WVUE/Dayton (513) 224-1501
PO: BILL WISE
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PO: BILL WISE
MD: BOB CLARK

WVUE/Dayton (513) 224-1501
PO: BILL WISE
MD: BOB CLARK

WEST

Parallel One

KBOC/Boulder (303) 444-5600
PO: JOHN BRADLEY
MD: DOUG CLIFTON

KFOG/San Francisco (415) 885-1045
PO: DAVID LOGAN

KROY/Sacramento (916) 446-5769
PO: JOHN DINEZ

KAZ/Denver (303) 759-5600
PO: BOB JENSEN

KROQ/Pasadena (213) 578-0830
PO: RICK CARROLL

KZAP/Sacramento (916) 925-3700
PO: CHRIS MILLER

KOME/San Jose (408) 246-8811
PO: PAT EVANS

KBOC/Boulder (303) 444-5600
PO: JOHN BRADLEY
MD: DOUG CLIFTON

KFOG/San Francisco (415) 885-1045
PO: DAVID LOGAN

KROY/Sacramento (916) 446-5769
PO: JOHN DINEZ

KAZ/Denver (303) 759-5600
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PO: RICK CARROLL

KZAP/Sacramento (916) 925-3700
PO: CHRIS MILLER

KOME/San Jose (408) 246-8811
PO: PAT EVANS

WEST

Continued from Page 78

Seattle's Hit Radio

K-PLUW FM 101.5

PD: Jeff King
MD: Damien Seattle

H 2 1 CYNDI LAUPER/Time After Time
2 STEVE PERRY/Oh Sherrrie
3 DURAN DURAN/The Reflex
4 DENISE WILLIAMS/Let's Hear It For The
5 HUEY LEWIS & NEWS/Heart Of Rock & Roll
6 LAURA BRANIGAN/Self Control
7 JERMAINE JACKSON/Tell Me I'm Not Dream
8 IRBIE CARA/Breakdance
9 NIK KERSHAW/Wouldn't It Be Good
10 POINTER SISTERS/Jump (For My Love)
11 BILLY IDOL/Eyes Without A Face
12 CULTURE CLUB/It's A Miracle
13 EURYTHMICS/Who's That Girl
14 VAN HALEN/I'll Wait
15 WANG CHENG/Dance Hall Days
16 ZZ TOP/Legs
17 THOMPSON TWINS/Doctor! Doctor!
18 BRUCE SPRINGSTEEN/Dancing In The Dark
19 JOE JACKSON/You Can't Get What You
20 STYLE COUNCIL/My Ever Changing Mood
21 RENO & WILSON/Almost Paradise
22 CHICAGO/Stay The Night
23 HOWARD JONES/What Is Love?
24 VAN STEPHENSON/Modern Day Delilah
25 CHRISTINE MCVIE/Love Will Show Us How
26 MADONNA/Borderline
27 CARB/Magic
28 PRINCE/When Doves Cry
29 SLADE/Run Runaway
30 ICICLE WORKS/Whisper To A Scream
31 ROD STEWART/Infatuation
32 NIGHT RANGERS/Sister Christian
33 LIONEL RICHIE/Hello
34 JEFFERSON STARSHIP/No Way Out
35 FACE TO FACE/10-9-8
36 STYX/Music Time
37 OLLIE & JERRY/Breakin' (There's No
38 RICK SPRINGFIELD/Don't Walk Away
39 DAN HARTMAN/I Can Dream About You
40 RATT/Round And Round

ADDS
VAN HALEN/Panama
KENNY LOGGINS/I'm Free/Heaven Help
GO GO'S/Head Over Heels
ELTON JOHN/Sad Songs (Say So Much)

ON
FLIX/Deeper And Deeper
PAUL YOUNG/Love Of The Common...
COREY HART/Sunglasses At Night
TORY CAREY/First Day Of Summer

Sacramento's Best Hit Music

KWOD 106

PD: Tom Chase
MD: Mr. Ed

H 3 1 NIGHT RANGERS/Sister Christian
2 CYNDI LAUPER/Time After Time
3 STEVE PERRY/Oh Sherrrie
4 HUEY LEWIS & NEWS/Heart Of Rock & Roll
5 DURAN DURAN/The Reflex
6 POINTER SISTERS/Jump (For My Love)
7 ALAN PARSONS/Prime Time
8 JERMAINE JACKSON/Tell Me I'm Not Dream
9 DENISE WILLIAMS/Let's Hear It For The
10 LAURA BRANIGAN/Self Control
11 RENO & WILSON/Almost Paradise
12 LIONEL RICHIE/Hello
13 SCORPIONS/Rock You Like A Hurri
14 BRUCE SPRINGSTEEN/Dancing In The Dark
15 CULTURE CLUB/It's A Miracle
16 JOE JACKSON/You Can't Get What You
17 MADONNA/Borderline
18 IRBIE CARA/Breakdance
19 KODI & THE GANG/Tonight
20 BILLY IDOL/Eyes Without A Face
21 EURYTHMICS/Who's That Girl
22 SLADE/Run Runaway
23 CARB/Magic
24 VAN HALEN/I'll Wait
25 JEFFERSON STARSHIP/No Way Out
26 ROD STEWART/Infatuation
27 VAN STEPHENSON/Modern Day Delilah
28 ELTON JOHN/Sad Songs (Say So Much
29 DAN HARTMAN/I Can Dream About You

ADDS
PRINCE/When Doves Cry
WANG CHENG/Dance Hall Days
ALAN PARSONS/Prime Time
KENNY LOGGINS/I'm Free/Heaven Help

ON
ZZ TOP/Legs
THOMPSON TWINS/Doctor! Doctor!
RICK SPRINGFIELD/Don't Walk Away
CHICAGO/Stay The Night
COREY HART/Sunglasses At Night

Hot Hits for 105KITS

San Francisco

PD: Bob Garrett

H 3 1 DENISE WILLIAMS/Let's Hear It For The
2 DURAN DURAN/The Reflex
3 CYNDI LAUPER/Time After Time
4 LIONEL RICHIE/Hello
5 PHIL COLLINS/Against All Odds
6 PRINCE/When Doves Cry
7 STEVE PERRY/Oh Sherrrie
8 POINTER SISTERS/Jump (For My Love)
9 KENNY LOGGINS/I'm Free/Heaven Help
10 BRUCE SPRINGSTEEN/Dancing In The Dark
11 THOMPSON TWINS/Doctor! Doctor!
12 CARB/Magic
13 IGLESIAS & WILSON/To All The Girls I've
14 HUEY LEWIS & NEWS/Heart Of Rock & Roll
15 JERMAINE JACKSON/Tell Me I'm Not Dream
16 NIGHT RANGERS/Sister Christian
17 GO GO'S/Head Over Heels
18 IRBIE CARA/Breakdance
19 BILLY IDOL/Eyes Without A Face
20 MADONNA/Borderline
21 TALK TALK/It's My Life
22 ROCKWELL/Obesene Phone Caller
23 BERLIN/No More Words
24 LAURA BRANIGAN/Self Control
25 RICK SPRINGFIELD/Don't Walk Away
26 RENO & WILSON/Almost Paradise
27 CULTURE CLUB/It's A Miracle
28 JOE JACKSON/You Can't Get What You
29 SHALAMAR/Dancing In The Sheets
30 EURYTHMICS/Who's That Girl

ADDS
6 25 PSYCHEDELIC PURS/The Ghost In You
BAR-KAYS/Freak Show On The Dan
TARBRUSH/PEOPLES/Don't Waste Your Time
ALAN PARSONS/Prime Time
PAUL YOUNG/Love Of The Common...
MICHAEL JACKSON/Farewell My Summer Lo
SERGIO MENDES/Alibis

ON
WANG CHENG/Dance Hall Days
CARB/Magic
ZZ TOP/Legs
THOMPSON TWINS/Doctor! Doctor!
VAN HALEN/I'll Wait
ICICLE WORKS/Whisper To A Scream
CHICAGO/Stay The Night
STYLE COUNCIL/My Ever Changing Mood
JEFFERSON STARSHIP/No Way Out
EDDY GRANT/Romancing The Stone
ROD STEWART/Infatuation
STYX/Music Time
DAN HARTMAN/I Can Dream About You

KS 103 FM

HOT HITS!

San Diego

PD: Dave Parks
MD: Mike Preston

H 1 1 CYNDI LAUPER/Time After Time
2 DURAN DURAN/The Reflex
3 DENISE WILLIAMS/Let's Hear It For The
4 NIGHT RANGERS/Sister Christian
5 STEVE PERRY/Oh Sherrrie
6 JERMAINE JACKSON/Tell Me I'm Not Dream
7 HUEY LEWIS & NEWS/Heart Of Rock & Roll
8 MADONNA/Borderline
9 PHIL COLLINS/Against All Odds
10 POINTER SISTERS/Jump (For My Love)
11 IRBIE CARA/Breakdance
12 VAN HALEN/I'll Wait
13 LIONEL RICHIE/Hello
14 EURYTHMICS/Who's That Girl
15 STYLE COUNCIL/My Ever Changing Mood
16 BRUCE SPRINGSTEEN/Dancing In The Dark
17 VAN HALEN/I'll Wait
18 CULTURE CLUB/It's A Miracle
19 ROCKWELL/Obesene Phone Caller
20 PRINCE/When Doves Cry
21 ZZ TOP/Legs
22 SCORPIONS/Rock You Like A Hurri
23 LAURA BRANIGAN/Self Control
24 SHALAMAR/Dancing In The Sheets
25 LIONEL RICHIE/Hello
26 RENO & WILSON/Almost Paradise
27 THOMPSON TWINS/Doctor! Doctor!
28 BRUCE SPRINGSTEEN/Dancing In The Dark
29 LAID BACK/White Horse
30 SAID TO BE/Don't Leave This Way
31 WANG CHENG/Dance Hall Days
32 CHICAGO/Stay The Night
33 CARB/Magic
34 ICICLE WORKS/Whisper To A Scream
35 RICK SPRINGFIELD/Don't Walk Away
36 OLLIE & JERRY/Breakin' (There's No
37 HOWARD JONES/What Is Love?
38 VAN STEPHENSON/Modern Day Delilah
39 LATAVA JACKSON/Heart Don't Lie
40 MICHAEL JACKSON/Farewell My Summer Lo
41 ROD STEWART/Infatuation

ADDS
NONE

ON
ELTON JOHN/Sad Songs (Say So Much
ROBIN GIBB/Boys Do Fall In Love
FACE TO FACE/10-9-8
DAN HARTMAN/I Can Dream About You
COREY HART/Sunglasses At Night
JEFFERSON STARSHIP/No Way Out

KWSS 94.5 FM

San Jose

PD: Dave Van Stone
MD: Robin Kipps

H 2 1 DENISE WILLIAMS/Let's Hear It For The
2 CYNDI LAUPER/Time After Time
3 NIGHT RANGERS/Sister Christian
4 DURAN DURAN/The Reflex
5 HUEY LEWIS & NEWS/Heart Of Rock & Roll
6 SHALAMAR/Dancing In The Sheets
7 STEVE PERRY/Oh Sherrrie
8 VAN HALEN/I'll Wait
9 MADONNA/Borderline
10 JERMAINE JACKSON/Tell Me I'm Not Dream
11 LAURA BRANIGAN/Self Control
12 IRBIE CARA/Breakdance
13 POINTER SISTERS/Jump (For My Love)
14 LIONEL RICHIE/Hello
15 CHRISTINE MCVIE/Love Will Show Us How
16 CHICAGO/Stay The Night
17 JOE JACKSON/You Can't Get What You
18 CULTURE CLUB/It's A Miracle
19 BRUCE SPRINGSTEEN/Dancing In The Dark
20 BILLY IDOL/Eyes Without A Face
21 HOWARD JONES/What Is Love?
22 RENO & WILSON/Almost Paradise
23 TALK TALK/It's My Life
24 CARB/Magic
25 VAN STEPHENSON/Modern Day Delilah
26 WANG CHENG/Dance Hall Days
27 THOMPSON TWINS/Doctor! Doctor!

ADDS
ALAN PARSONS/Prime Time
ELTON JOHN/Sad Songs (Say So Much
ZZ TOP/Legs
ROD STEWART/Infatuation
ROB JOHN/She Don't Know Me
OLLIE & JERRY/Breakin' (There's No
KENNY LOGGINS/I'm Free/Heaven Help
COREY HART/Sunglasses At Night

ON
SLADE/Run Runaway
JEFFERSON STARSHIP/No Way Out
ICICLE WORKS/Whisper To A Scream
DAN HARTMAN/I Can Dream About You
RICK SPRINGFIELD/Don't Walk Away
ROD STEWART/Infatuation
PRINCE/When Doves Cry

105.1 FM

Denver

PD: Doug Erickson
MD: Gloria Avila

H 2 1 CYNDI LAUPER/Time After Time
2 DENISE WILLIAMS/Let's Hear It For The
3 RENO & WILSON/Almost Paradise
4 BRUCE SPRINGSTEEN/Dancing In The Dark
5 DURAN DURAN/The Reflex
6 JERMAINE JACKSON/Tell Me I'm Not Dream
7 STEVE PERRY/Oh Sherrrie
8 NIGHT RANGERS/Sister Christian
9 HUEY LEWIS & NEWS/Heart Of Rock & Roll
10 VAN HALEN/I'll Wait
11 IRBIE CARA/Breakdance
12 PHIL COLLINS/Against All Odds
13 LIONEL RICHIE/Hello
14 POINTER SISTERS/Jump (For My Love)
15 MADONNA/Borderline
16 CARB/Magic
17 LAURA BRANIGAN/Self Control
18 CARB/Magic
19 CHICAGO/Stay The Night
20 CULTURE CLUB/It's A Miracle
21 WANG CHENG/Dance Hall Days
22 IGLESIAS & WILSON/To All The Girls I've
23 JEFFERSON STARSHIP/No Way Out
24 CHRISTINE MCVIE/Love Will Show Us How
25 JOE JACKSON/You Can't Get What You
26 BILLY IDOL/Eyes Without A Face
27 ALAN PARSONS/Prime Time
28 DAN HARTMAN/I Can Dream About You
29 ZZ TOP/Legs
30 SHALAMAR/Dancing In The Sheets
31 ROD STEWART/Infatuation
32 VAN STEPHENSON/Modern Day Delilah
33 GO GO'S/Head Over Heels
34 PRINCE/When Doves Cry
35 THOMPSON TWINS/Doctor! Doctor!
36 HOWARD JONES/What Is Love?
37 EURYTHMICS/Who's That Girl
38 SERGIO MENDES/Alibis
39 ELTON JOHN/Sad Songs (Say So Much
40 COREY HART/Sunglasses At Night

ADDS
EDDY GRANT/Romancing The Stone
KENNY LOGGINS/I'm Free/Heaven Help

ON
RICK SPRINGFIELD/Don't Walk Away
PAUL YOUNG/Love Of The Common...
SLADE/Run Runaway

KRPA

Phoenix

PD: Tim Fox
Asst. PD: Mark Bolke

H 1 1 CYNDI LAUPER/Time After Time
2 LIONEL RICHIE/Hello
3 DENISE WILLIAMS/Let's Hear It For The
4 NIGHT RANGERS/Sister Christian
5 DURAN DURAN/The Reflex
6 IRBIE CARA/Breakdance
7 BERLIN/No More Words
8 HUEY LEWIS & NEWS/Heart Of Rock & Roll
9 PHIL COLLINS/Against All Odds
10 BILLY IDOL/Eyes Without A Face
11 JERMAINE JACKSON/Tell Me I'm Not Dream
12 STEVE PERRY/Oh Sherrrie
13 MADONNA/Borderline
14 CULTURE CLUB/It's A Miracle
15 VAN HALEN/I'll Wait
16 JOE JACKSON/You Can't Get What You
17 GO GO'S/Head Over Heels
18 SLADE/Run Runaway
19 BILLY IDOL/Eyes Without A Face
20 LAURA BRANIGAN/Self Control
21 BRUCE SPRINGSTEEN/Dancing In The Dark
22 POINTER SISTERS/Jump (For My Love)
23 WANG CHENG/Dance Hall Days
24 ZZ TOP/Legs
25 RENO & WILSON/Almost Paradise
26 THOMPSON TWINS/Doctor! Doctor!
27 EURYTHMICS/Who's That Girl
28 ELTON JOHN/Sad Songs (Say So Much
29 RICK SPRINGFIELD/Don't Walk Away
30 ICICLE WORKS/Whisper To A Scream
31 CARB/Magic
32 ROCKWELL/Obesene Phone Caller
33 JEFFERSON STARSHIP/No Way Out
34 VAN STEPHENSON/Modern Day Delilah
35 CHICAGO/Stay The Night
36 PRINCE/When Doves Cry
37 LATAVA JACKSON/Heart Don't Lie
38 PSYCHEDELIC PURS/The Ghost In You
39 CARB/Magic
40 THOMPSON TWINS/Doctor! Doctor!
41 ALAN PARSONS/Prime Time
42 STYLE COUNCIL/My Ever Changing Mood
43 EDDY GRANT/Romancing The Stone
44 BURTON & JUDE/Strangers In A Strang

ADDS
NONE

ON
ELTON JOHN/Sad Songs (Say So Much
ROBIN GIBB/Boys Do Fall In Love
FACE TO FACE/10-9-8
DAN HARTMAN/I Can Dream About You
COREY HART/Sunglasses At Night
JEFFERSON STARSHIP/No Way Out

KPKE

Denver

PD: Tim Fox
Asst. PD: Mark Bolke

H 2 1 CYNDI LAUPER/Time After Time
2 HUEY LEWIS & NEWS/Heart Of Rock & Roll
3 IRBIE CARA/Breakdance
4 DURAN DURAN/The Reflex
5 JERMAINE JACKSON/Tell Me I'm Not Dream
6 STEVE PERRY/Oh Sherrrie
7 NIGHT RANGERS/Sister Christian
8 RENO & WILSON/Almost Paradise
9 BRUCE SPRINGSTEEN/Dancing In The Dark
10 DENISE WILLIAMS/Let's Hear It For The
11 CHRISTINE MCVIE/Love Will Show Us How
12 LIONEL RICHIE/Hello
13 BERLIN/No More Words
14 LAURA BRANIGAN/Self Control
15 WANG CHENG/Dance Hall Days
16 ALAN PARSONS/Don't Answer Me
17 CARB/Magic
18 SHALAMAR/Dancing In The Sheets
19 PHIL COLLINS/Against All Odds
20 POOL & THE GANG/Tonight
21 POINTER SISTERS/Jump (For My Love)
22 CULTURE CLUB/It's A Miracle
23 VAN HALEN/I'll Wait
24 CHICAGO/Stay The Night
25 JOE JACKSON/You Can't Get What You
26 BILLY IDOL/Eyes Without A Face
27 BILLY IDOL/Eyes Without A Face
28 WANG CHENG/Dance Hall Days
29 VAN STEPHENSON/Modern Day Delilah
30 ELTON JOHN/Sad Songs (Say So Much

ADDS
EURYTHMICS/Who's That Girl
CARB/Magic
KENNY LOGGINS/I'm Free/Heaven Help
JEFFERSON STARSHIP/No Way Out

ON
SLADE/Run Runaway
ROD STEWART/Infatuation
STYLE COUNCIL/My Ever Changing Mood

KFRC 7610

San Francisco

PD: Mike Phillips
MD: Lanette Abraham

H 1 1 POINTER SISTERS/Jump (For My Love)
2 DURAN DURAN/The Reflex
3 NIGHT RANGERS/Sister Christian
4 HUEY LEWIS & NEWS/Heart Of Rock & Roll
5 STEVE PERRY/Oh Sherrrie
6 JERMAINE JACKSON/Tell Me I'm Not Dream
7 MADONNA/Borderline
8 VAN HALEN/I'll Wait
9 SHALAMAR/Dancing In The Sheets
10 DENISE WILLIAMS/Let's Hear It For The
11 SCORPIONS/Rock You Like A Hurri
12 CYNDI LAUPER/Time After Time
13 BRUCE SPRINGSTEEN/Dancing In The Dark
14 EURYTHMICS/Who's That Girl
15 JOE JACKSON/You Can't Get What You
16 CARB/Magic
17 CULTURE CLUB/It's A Miracle
18 GO GO'S/Head Over Heels
19 CARB/Magic
20 WANG CHENG/Dance Hall Days
21 RICK SPRINGFIELD/Don't Walk Away
22 KENNY LOGGINS/Too Loose
23 PHIL COLLINS/Against All Odds
24 BERLIN/No More Words
25 JEFFERSON STARSHIP/No Way Out
26 THOMPSON TWINS/Doctor! Doctor!
27 CULTURE CLUB/It's A Miracle
28 IRBIE CARA/Breakdance
29 MICHAEL JACKSON/Farewell My Summer Lo
30 EURYTHMICS/Here Comes The Rain A

ADDS
NONE

KUBE 93 FM

Seattle

PD: Bob Case
MD: Tom Hutyler

H 2 1 CYNDI LAUPER/Time After Time
2 STEVE PERRY/Oh Sherrrie
3 DURAN DURAN/The Reflex
4 NIGHT RANGERS/Sister Christian
5 HUEY LEWIS & NEWS/Heart Of Rock & Roll
6 JERMAINE JACKSON/Tell Me I'm Not Dream
7 IRBIE CARA/Breakdance
8 VAN HALEN/I'll Wait
9 SHALAMAR/Dancing In The Sheets
10 EURYTHMICS/Who's That Girl
11 SCORPIONS/Rock You Like A Hurri
12 STYLE COUNCIL/My Ever Changing Mood
13 BRUCE SPRINGSTEEN/Dancing In The Dark
14 BILLY IDOL/Eyes Without A Face
15 WANG CHENG/Dance Hall Days
16 RICK SPRINGFIELD/Don't Walk Away
17 CHICAGO/Stay The Night
18 BRUCE SPRINGSTEEN/Dancing In The Dark
19 CULTURE CLUB/It's A Miracle
20 LAURA BRANIGAN/Self Control
21 MADONNA/Borderline
22 SLADE/Run Runaway
23 POINTER SISTERS/Jump (For My Love)
24 EURYTHMICS/Who's That Girl
25 CHRISTINE MCVIE/Love Will Show Us How
26 STYLE COUNCIL/My Ever Changing Mood
27 JOE JACKSON/You Can't Get What You
28 WANG CHENG/Dance Hall Days
29 CHICAGO/Stay The Night
30 HOWARD JONES/What Is Love?
31 BRUCE SPRINGSTEEN/Dancing In The Dark
32 CULTURE CLUB/It's A Miracle
33 VAN STEPHENSON/Modern Day Delilah
34 NIK KERSHAW/Wouldn't It Be Good
35 CARB/Magic
36 WANG CHENG/Dance Hall Days
37 ZZ TOP/Legs
38 RENO & WILSON/Almost Paradise
39 HOWARD JONES/What Is Love?
40 THOMPSON TWINS/Doctor! Doctor!
41 PRINCE/When Doves Cry
42 ROD STEWART/Infatuation
43 JEFFERSON STARSHIP/No Way Out
44 RICK SPRINGFIELD/Don't Walk Away

ADDS
DAN HARTMAN/I Can Dream About You
ALAN PARSONS/Prime Time
ELTON JOHN/Sad Songs (Say So Much
FACE TO FACE/10-9-8

The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!

Includes proven in-store systems to maximize co-op funds!

• 441 fact-filled pages. Paperback, 8 1/2 x 11.

- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business.
- Easy-to-read, non-technical writing with 254 charts, graphs, photographs.
- Research from over 150 textbooks, trade journals, and taped interviews.
- Appendix includes glossary of terms, national directory of retail agencies and production houses, summary of 10,000 Starch newspaper scores by store type.
- Invaluable whether you're buying, creating, managing, selling, producing or teaching broadcast advertising, or selling through retailers.

OFFERS AGENCIES all they need to know to win retail accounts. Examples of successful marketing and advertising plans; case histories; award-winning commercials.

OFFERS RETAILERS a step-by-step battle plan to analyze customer markets and attitudes; plan and schedule advertising to reach specific groups; even how to produce and test effective low-cost commercials.

OFFERS BROADCASTERS an inside look at retailers' problems and opportunities. Will help station salespeople understand their prospect's needs and wants and become better retail marketing consultants — not just sellers of time.

OFFERS NATIONAL ADVERTISERS 10-25 year projections on new retailing/distribution forms, social/economic forces, and advertising's future.

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A practical, how-to encyclopedia for retailers (and anyone who works with — or sells through — retailers) to increase store traffic, sales, and profits. Specifically, you'll learn "How to..."

- Position the store — finding that most profitable market niche
- Establish store ad budgets (with a guide to 44 store categories)
- Create effective commercials (34 actual scripts of the best new commercials)
- Use new trends in retail marketing, research, and analysis to pinpoint merchandising weaknesses and seek out the most profitable customer groups
- Capture the store's share of the \$5 1/2 billion co-op goldmine
- Organize pooled allowance dealer programs and retailer to vendor presentations.
- Add a broadcast schedule by reducing newspaper ad sizes — and actually increase reach and frequency
- Discover (and exploit) the broadcast advertising assistance available to retailers almost everywhere.
- Understand the "secrets" of broadcast audience research; time buying and station rate cards; scheduling and billing procedures.
- Extract better advertising from your advertising agency (or do it yourself, in-house)
- Utilize vital planning tools such as computerized audience data and Target Group Index.

MAIL THIS NO-RISK COUPON TODAY:

Mail to: **R&R BOOKS**
1930 CENTURY PARK WEST LOS ANGELES, CA 90067

Yes, please send me _____ copy(ies) of **Building Store Traffic with Broadcast Advertising** at \$50 each.

Enclosed is my check for \$_____

VISA/MasterCard _____ Exp. Date _____
Interbank _____
(MasterCard Only) California Residents add 6 1/2% Sales Tax

NAME _____

FIRM _____

ADDRESS _____

CITY/STATE/ZIP _____

EAST
Most Added® Hottest

Kenny Loggins
Go-Go's
Elton John

Cyndi Lauper
Duran Duran
Bruce Springsteen

CHR ADS & HOTS

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

SOUTH
Most Added® Hottest

Kenny Loggins
Elton John
Ray Parker Jr.

Duran Duran
Cyndi Lauper
M. Reno & A. Wilson

EAST
PARALLEL TWO

WFLY/Albany, NY
Clark/Lemence
DAN HARTMAN
PAUL YOUNG
BURTON & JUDE
PAMALA STANLEY
Hottest:
STEVE PERRY 1-1
CYNDI LAUPER 2-2
MADONNA 3-3
DURAN DURAN 4-4
VAN HALEN 5-5

Q100/Allentown, PA
Ollion/Freeman
ELTON JOHN
TONY CAREY
GO GO'S
PEABO BRYSON
TRACY ULLMAN
VAN HALEN
SURVIVOR
Hottest:
STEVE PERRY 1-1
DURAN DURAN 4-2
MADONNA 19-7
LAURA BRANIGAN 20-8
BRUCE SPRINGSTEEN 26-16

WMAR/Baltimore, MD
Wimmer/Fayre
KENNY LOGGINS
TINA TURNER
CHRIS CROSS
ROBIN GIBB
ROCKWELL
NEWCLUES
Hottest:
DENICE WILLIAMS 1-1
CYNDI LAUPER 4-2
DURAN DURAN 5-3
HUEY LEWIS & NEWS 9-8
BRUCE SPRINGSTEEN 25-11

WNYS/Buffalo, NY
Bill Tod
FACE TO FACE
TONY CAREY
ORION THE HUNTER
RAY PARKER JR.
GO GO'S
Hottest:
CYNDI LAUPER 3-1
DURAN DURAN 6-3
JERMAINE JACKSON 9-4
BRUCE SPRINGSTEEN 19-6
MADONNA 8-7

WVSR/Charleston, WV
Baylor/Larson
none
Hottest:
CYNDI LAUPER 1-1
STEVE PERRY 3-3
DURAN DURAN 5-5
BILLY IDOL 14-16
BERBIE HANCOCK 33-33

K104/Erie, PA
Bill Shannon
VAN HALEN
HUEY LEWIS & NEWS
MICHAEL JACKSON
TALK TALK
ROGER GLOVER
ROBIN GIBB
HUMAN LEAGUE
Hottest:
VAN HALEN 2-1
CHICAGO 8-2
38 SPECIAL 7-3
LAURA BRANIGAN 10-4
JERMAINE JACKSON 15-7

WYCR/Hanover, York, PA
Mark Richards
ELTON JOHN
SERGIO MENDES
BURTON & JUDE
PSYCHEDELIC FURS
JUICE NEWTON
Hottest:
CYNDI LAUPER 1-1
MADONNA 6-2
JERMAINE JACKSON 9-3
BILLY IDOL 14-7
PEABO BRYSON 20-14

WTIC-FM/Hartford, CT
Mike West
OLLIE & JERRY
FACE TO FACE
TINA TURNER
Hottest:
DENICE WILLIAMS 1-1
DURAN DURAN 3-2
LAURA BRANIGAN 6-4
POINTER SISTERS 8-5
BRUCE SPRINGSTEEN 14-7

WKEE/Huntington, WV
Gary Miller
ROBIN GIBB
FACE TO FACE
TRACY ULLMAN
ORION THE HUNTER
GO GO'S
TONY CAREY
TEDDY PENDERGRASS
RAY PARKER JR.
Hottest:
CYNDI LAUPER 4-1
MADONNA 5-2
HUEY LEWIS & NEWS 9-3
DURAN DURAN 6-5
JERMAINE JACKSON 7-6

WLAN-FM/Lancaster, PA
Todd Halliday
RATT (dp)
SURVIVOR
KENNY LOGGINS
JUICE NEWTON
RAY PARKER JR.
MICHAEL JACKSON
GO GO'S
Hottest:
CYNDI LAUPER 1-1
DURAN DURAN 4-2
HUEY LEWIS & NEWS 7-5
JERMAINE JACKSON 11-7
RENO & WILSON 23-16

KC101/Now Haven, CT
Stef Rybak
GENESIS
Hottest:
CYNDI LAUPER 3-1
DURAN DURAN 4-2
NIGHT RANGER 6-5
POINTER SISTERS 14-9
RENO & WILSON 17-11

FM106/Philadelphia, PA
Steve Davis
KENNY LOGGINS
RAY PARKER JR.
JUICE NEWTON
EDDY GRANT
CHRIS CROSS
VAN HALEN (dp)
Hottest:
CYNDI LAUPER 1-1
STEVE PERRY 2-2
POINTER SISTERS 3-3
NIGHT RANGER 9-4
HUEY LEWIS & NEWS 10-8

WSPK/Poughkeepsie, NY
Chris Latta
JUICE NEWTON
BURTON & JUDE
BON JOVI (dp)
DEF LEPPARD (dp)
RAY PARKER JR.
Hottest:
CYNDI LAUPER 1-1
JERMAINE JACKSON 9-5
RENO & WILSON 13-7
VAN HALEN 7-12
BRUCE SPRINGSTEEN 25-14

Q52/Rochester, NY
Jay Stevens
JERMAINE JACKSON
RICK SPRINGFIELD
WANG CHUNG
KENNY LOGGINS
LAURA BRANIGAN
Hottest:
CYNDI LAUPER 3-1
JERMAINE JACKSON 7-4
HUEY LEWIS & NEWS 12-5
SCORPIONS 8-8
BILLY JOEL 13-10

98PY/Rochester, NY
Tom Mitchell
RAY PARKER JR.
GO GO'S
DURAN DURAN 5-3
HUEY LEWIS & NEWS 9-8
BRUCE SPRINGSTEEN 25-11

WVNY/Buffalo, NY
Bill Tod
FACE TO FACE
TONY CAREY
ORION THE HUNTER
RAY PARKER JR.
GO GO'S
Hottest:
CYNDI LAUPER 3-1
DURAN DURAN 6-3
JERMAINE JACKSON 9-4
BRUCE SPRINGSTEEN 19-6
MADONNA 8-7

WVSR/Charleston, WV
Baylor/Larson
none
Hottest:
CYNDI LAUPER 1-1
STEVE PERRY 3-3
DURAN DURAN 5-5
BILLY IDOL 14-16
BERBIE HANCOCK 33-33

WYCR/Hanover, York, PA
Mark Richards
ELTON JOHN
SERGIO MENDES
BURTON & JUDE
PSYCHEDELIC FURS
JUICE NEWTON
Hottest:
CYNDI LAUPER 1-1
MADONNA 6-2
JERMAINE JACKSON 9-3
BILLY IDOL 14-7
PEABO BRYSON 20-14

WTIC-FM/Hartford, CT
Mike West
OLLIE & JERRY
FACE TO FACE
TINA TURNER
Hottest:
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WVSR/Charleston, WV
Baylor/Larson
none
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BURTON & JUDE
PSYCHEDELIC FURS
JUICE NEWTON
Hottest:
CYNDI LAUPER 1-1
MADONNA 6-2
JERMAINE JACKSON 9-3
BILLY IDOL 14-7
PEABO BRYSON 20-14

WTIC-FM/Hartford, CT
Mike West
OLLIE & JERRY
FACE TO FACE
TINA TURNER
Hottest:
DENICE WILLIAMS 1-1
DURAN DURAN 3-2
LAURA BRANIGAN 6-4
POINTER SISTERS 8-5
BRUCE SPRINGSTEEN 14-7

PARALLEL THREE

WFBG/Altoona, PA
Tony Booth
MICHAEL JACKSON
RAY PARKER JR.
KID CROOLE
TRACY ULLMAN
KENNY LOGGINS
R.E.M.
RATT (dp)
Hottest:
CYNDI LAUPER 1-1
LAURA BRANIGAN 11-4
JERMAINE JACKSON 14-6
BILLY IDOL 20-12
ROD STEWART 30-19
RENO & WILSON 31-19

WGUY/Bangor, ME
Jim Randall
RICK SPRINGFIELD
ROCKWELL
JOHNNY MATHIS (dp)
NEWCLUES (dp)
M+M (dp)
RED RIDER (dp)
STEVE PERRY 2-1
CYNDI LAUPER 3-2
DURAN DURAN 6-3
LAURA BRANIGAN 8-6
JERMAINE JACKSON 12-8

WZON/Bangor, ME
Michael O'Hara
ELTON JOHN
OLLIE & JERRY
JEFFERSON STARSHI
KENNY LOGGINS
SURVIVOR
TRACY ULLMAN
TINA TURNER
Hottest:
CYNDI LAUPER 3-1
HUEY LEWIS & NEWS 9-5
JERMAINE JACKSON 10-6
LAURA BRANIGAN 12-9
JOE JACKSON 15-10

WJWJ/Charlotte, NC
Bob Kagan
KENNY LOGGINS
RAY PARKER JR.
PAUL YOUNG
EDDY GRANT
COREY HART
JUICE NEWTON
BURTON & JUDE
DURAN DURAN 3-1
LAURA BRANIGAN 9-5
RENO & WILSON 19-12
PRINCE 26-16
22 TOP 22-17

WJZR/Charlotte, NC
Chrysler/Radford
PRINCE
RED RIDER
PAUL YOUNG
BURTON & JUDE
FACE TO FACE
SERGIO MENDES
Hottest:
HUEY LEWIS & NEWS 4-3
POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

WJWJ/Charlotte, NC
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POINTER SISTERS 12-6
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BRUCE SPRINGSTEEN 20-12
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WJWJ/Charlotte, NC
Chrysler/Radford
PRINCE
RED RIDER
PAUL YOUNG
BURTON & JUDE
FACE TO FACE
SERGIO MENDES
Hottest:
HUEY LEWIS & NEWS 4-3
POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

OK100/Altoona, NY
Bill Weston

VAN HALEN (dp)
HUEY LEWIS & NEWS
VANILLA FUDGE
MICHAEL JACKSON
KID CROOLE
ROGER GLOVER
ROBIN GIBB
GO GO'S
Hottest:
CYNDI LAUPER 1-1
LAURA BRANIGAN 11-4
JERMAINE JACKSON 14-6
BILLY IDOL 20-12
ROD STEWART 30-19

13FEA/Manchester, NH
Rick Ryder
ELTON JOHN
GENESIS
ROCKWELL
JOHNNY MATHIS (dp)
NEWCLUES (dp)
M+M (dp)
RED RIDER (dp)
STEVE PERRY 2-1
CYNDI LAUPER 3-2
DURAN DURAN 6-3
LAURA BRANIGAN 8-6
JERMAINE JACKSON 12-8

WKHI/Ocean City, MD
Jack Gillen
ELTON JOHN
OLLIE & JERRY
JEFFERSON STARSHI
KENNY LOGGINS
SURVIVOR
TRACY ULLMAN
TINA TURNER
Hottest:
CYNDI LAUPER 3-1
HUEY LEWIS & NEWS 9-5
JERMAINE JACKSON 10-6
LAURA BRANIGAN 12-9
JOE JACKSON 15-10

WJWJ/Charlotte, NC
Bob Kagan
KENNY LOGGINS
RAY PARKER JR.
PAUL YOUNG
EDDY GRANT
COREY HART
JUICE NEWTON
BURTON & JUDE
DURAN DURAN 3-1
LAURA BRANIGAN 9-5
RENO & WILSON 19-12
PRINCE 26-16
22 TOP 22-17

WJZR/Charlotte, NC
Chrysler/Radford
PRINCE
RED RIDER
PAUL YOUNG
BURTON & JUDE
FACE TO FACE
SERGIO MENDES
Hottest:
HUEY LEWIS & NEWS 4-3
POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
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WJWJ/Charlotte, NC
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PAUL YOUNG
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Hottest:
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POINTER SISTERS 12-6
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Hottest:
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POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

WQIO/Brook, MS
Mickey Coulter

WANG CHUNG
SERGIO MENDES
COREY HART (dp)
RATT (dp)
DEF LEPPARD (dp)
Hottest:
CYNDI LAUPER 1-1
LAURA BRANIGAN 10-5
CULTURE CLUB 13-8
POINTER SISTERS 20-14
BILLY IDOL 28-18

WSSX/Charleston, SC
Phillips/Allen
ELTON JOHN
KENNY LOGGINS
SHEILA E.
TONY CAREY
BON JOVI
Hottest:
CYNDI LAUPER 3-1
RENO & WILSON 7-3
LAURA BRANIGAN 5-4
DURAN DURAN 11-6
JERMAINE JACKSON 12-8

WJWJ/Charlotte, NC
Bob Kagan
KENNY LOGGINS
RAY PARKER JR.
PAUL YOUNG
EDDY GRANT
COREY HART
JUICE NEWTON
BURTON & JUDE
DURAN DURAN 3-1
LAURA BRANIGAN 9-5
RENO & WILSON 19-12
PRINCE 26-16
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PAUL YOUNG
BURTON & JUDE
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BURTON & JUDE
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BURTON & JUDE
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BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

WJWJ/Charlotte, NC
Chrysler/Radford
PRINCE
RED RIDER
PAUL YOUNG
BURTON & JUDE
FACE TO FACE
SERGIO MENDES
Hottest:
HUEY LEWIS & NEWS 4-3
POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

WJWJ/Charlotte, NC
Chrysler/Radford
PRINCE
RED RIDER
PAUL YOUNG
BURTON & JUDE
FACE TO FACE
SERGIO MENDES
Hottest:
HUEY LEWIS & NEWS 4-3
POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

WJWJ/Charlotte, NC
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PRINCE
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FACE TO FACE
SERGIO MENDES
Hottest:
HUEY LEWIS & NEWS 4-3
POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

WJWJ/Charlotte, NC
Chrysler/Radford
PRINCE
RED RIDER
PAUL YOUNG
BURTON & JUDE
FACE TO FACE
SERGIO MENDES
Hottest:
HUEY LEWIS & NEWS 4-3
POINTER SISTERS 12-6
MADONNA 9-8
BRUCE SPRINGSTEEN 20-12
22 TOP 17-15

WJWJ/Charlotte

CHR ADDS & HOTS

MIDWEST Most Added Hottest

Kenny Loggins Duran Duran
 Elton John Cyndi Lauper
 Robin Gibb Huey Lewis & News
 Genesis

WEST Most Added Hottest

Kenny Loggins Cyndi Lauper
 Elton John Duran Duran
 Ray Parker Jr. Huey Lewis & News

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
 none
 Hottest:
 CYNDI LAUPER 1-1
 VAN HALEN 2-2
 STEVE PERRY 5-5
 CHICAGO 19-19
 ROD STEWART 28-28

WANC/Appleton-Oshkosh, WI

Chris Calne
 CARS
 RICK SPRINGFIELD
 COREY HART
 Hottest:
 NIGHT RANGER 1-1
 BILLY IDOL 13-7
 RENO & WILSON 14-9
 BRUCE SPRINGSTEEN 19-12
 ZZ TOP 20-15

WKAU/Appleton-Oshkosh, WI

Rosa/Bradleigh
 ELTON JOHN
 COREY HART
 Hottest:
 CYNDI LAUPER 3-1
 DURAN DURAN 5-4
 SLADE 8-8
 BILLY IDOL 28-19
 RENO & WILSON 30-25

92X/Columbus, OH

Cook/Cella
 POINTER SISTERS
 ROD STEWART
 PRINCE
 COREY HART
 DEF LEPPARD (dp)
 Hottest:
 CYNDI LAUPER 1-1
 NIGHT RANGER 4-2
 HUEY LEWIS & NEWS 21-11
 BILLY IDOL 23-14
 LAURA BRANIGAN 26-15

KHK/Davenport, IA

Jim O'Hara
 ELTON JOHN
 SERGIO MENDES
 EDDY GRANT (dp)
 ROBIN GIBB
 TRACEY ULLMAN
 Hottest:
 CYNDI LAUPER 1-1
 DURAN DURAN 5-3
 JERMAINE JACKSON 8-4
 CULTURE CLUB 13-6
 RENO & WILSON 16-9

KMGK/Des Moines, IA

Al Brock
 CHRIS CROSS
 KENNY LOGGINS
 RAY PARKER JR.
 SURVIVOR
 HUMAN LEAGUE
 TALK TALK
 Hottest:
 CYNDI LAUPER 3-1
 DURAN DURAN 5-2
 JERMAINE JACKSON 7-4
 LAURA BRANIGAN 9-6
 POINTER SISTERS 12-8

WEBC/Duluth

Dick Johnson
 SERGIO MENDES
 OLLIE & JERRY
 ZZ TOP (dp)
 KENNY LOGGINS
 Hottest:
 CYNDI LAUPER 3-1
 LAURA BRANIGAN 5-2
 CULTURE CLUB 6-4
 HUEY LEWIS & NEWS 8-5
 POINTER SISTERS 9-6

WKDQ/Evanston, IL

Hobbs/Payne
 ROBIN GIBB
 ALAN PARSONS
 COREY HART (dp)
 Hottest:
 CYNDI LAUPER 2-1
 DURAN DURAN 6-3
 JERMAINE JACKSON 5-4
 RENO & WILSON 10-7
 CULTURE CLUB 13-8

WBTO/Evanston, IL

Chris Taylor
 BRUCE SPRINGSTEEN
 JOE JACKSON
 POINTER SISTERS
 Hottest:
 CYNDI LAUPER 1-1
 STEVE PERRY 2-2
 NIGHT RANGER 3-3
 DURAN DURAN 10-4
 RENO & WILSON 20-16

WMEE/Ft. Wayne, IN

Scott Dugan
 none
 Hottest:
 DENIECE WILLIAMS 1-1
 STEVE PERRY 2-2
 NIGHT RANGER 5-5
 CYNDI LAUPER 7-7
 IRENE CARA 9-9

WGRD/Grand Rapids, MI

Swart/Duling
 WANG CHUNG
 GENESIS
 KENNY LOGGINS
 COREY HART
 BRUCE SPRINGSTEEN
 Hottest:
 STEVE PERRY 2-1
 NIGHT RANGER 1-2
 HUEY LEWIS & NEWS 4-4
 BRUCE SPRINGSTEEN 16-7
 BILLY IDOL 15-9

WZPL/Indianapolis, IN

Jim Miles
 SLADE
 CHRIS CROSS
 RAY PARKER JR.
 FACE TO FACE
 SURVIVOR
 Hottest:
 LIONEL RICHIE 2-2
 BILLY IDOL 10-4
 RENO & WILSON 7-5
 EURYTHMICS 21-12
 PRINCE 30-20

WJXQ/Jackson, MI

Ryan/Chicks
 KENNY LOGGINS
 RED RIDER (dp)
 FIRE, INC. (dp)
 GO GO'S (dp)
 HUMAN LEAGUE (dp)
 ROGER GLOVER (dp)
 Hottest:
 VAN HALEN 1-1
 ZZ TOP 8-2
 JEFFERSON STARSHI 13-8
 CARS 15-11
 BRUCE SPRINGSTEEN 21-16

WKFR/Kalamazoo, MI

Weinacht/Chapman
 ZZ TOP
 SERGIO MENDES
 TINA TURNER
 HUMAN LEAGUE
 KENNY LOGGINS
 Hottest:
 NIGHT RANGER 1-1
 STEVE PERRY 2-2
 DURAN DURAN 6-3
 JERMAINE JACKSON 10-9
 CULTURE CLUB 15-11

ZZ99/Kansas City, MO

Charley Lake
 RATT
 VAN STEPHENSON
 THOMPSON TWINS
 Hottest:
 CYNDI LAUPER 4-1
 DURAN DURAN 5-3
 HUEY LEWIS & NEWS 6-4
 MADONNA 29-19
 RENO & WILSON 30-20

WVIC/Lansing, MI

Martin/Kittredge
 ELTON JOHN
 THOMPSON TWINS
 EDDY GRANT
 SERGIO MENDES
 Hottest:
 CYNDI LAUPER 2-1
 HUEY LEWIS & NEWS 3-2
 DURAN DURAN 7-4
 BRUCE SPRINGSTEEN 11-5
 JEFFERSON STARSHI 15-11

Z104/Madison, WI

Little/Hudson
 TINA TURNER
 SHEILA E.
 GENESIS
 EURYTHMICS
 Hottest:
 CYNDI LAUPER 2-1
 DURAN DURAN 3-2
 HUEY LEWIS & NEWS 6-3
 JERMAINE JACKSON 9-6
 RENO & WILSON 27-11

KJ103/Oklahoma City, OK

Dan Wilson
 GENESIS
 KENNY LOGGINS
 ROBIN GIBB
 FACE TO FACE
 Hottest:
 DURAN DURAN 5-1
 DENIECE WILLIAMS 1-2
 NIGHT RANGER 2-3
 ZZ TOP 20-11
 PRINCE 37-23

KQKQ/Omaha, NE

Taylor/Dean
 MADONNA
 THOMPSON TWINS
 KENNY LOGGINS
 RAY PARKER JR.
 Hottest:
 DURAN DURAN 3-1
 HUEY LEWIS & NEWS 5-4
 BRUCE SPRINGSTEEN 8-5
 POINTER SISTERS 14-7
 RENO & WILSON 20-14

KZ93/Peoria, IL

Edwards/Maloney
 ELTON JOHN
 Hottest:
 STEVE PERRY 2-1
 NIGHT RANGER 4-3
 CYNDI LAUPER 5-4
 HUEY LEWIS & NEWS 6-5
 LIONEL RICHIE 3-6

WRKR/Racine-Milwaukee

Pat Martin
 MIDNIGHT STAR
 RED RIDER
 GENESIS
 NEWCLEUS
 Hottest:
 NIGHT RANGER 1-1
 DURAN DURAN 2-2
 BILLY IDOL 5-3
 RENO & WILSON 14-6
 BRUCE SPRINGSTEEN 19-8

WZOK/Rockford, IL

Geoff Davis
 VAN STEPHENSON
 PRINCE
 ZZ TOP
 Hottest:
 NIGHT RANGER 2-1
 HUEY LEWIS & NEWS 4-3
 VAN HALEN 5-4
 IRENE CARA 13-7
 POINTER SISTERS 19-12

U93/South Bend, IN

J.K. Deering
 POINTER SISTERS
 JOE JACKSON
 Hottest:
 NIGHT RANGER 5-1
 STEVE PERRY 4-3
 LAURA BRANIGAN 11-5
 HUEY LEWIS & NEWS 18-6
 CULTURE CLUB 21-11

WRQN/Toledo, OH

Schaffer/Mitchell
 ORION THE HUNTER
 LATOYA JACKSON
 DEF LEPPARD
 TONY CAREY
 KENNY LOGGINS
 CHRIS CROSS
 Hottest:
 STEVE PERRY 1-1
 DURAN DURAN 4-3
 HUEY LEWIS & NEWS 7-4
 JERMAINE JACKSON 8-6
 LAURA BRANIGAN 10-6

K107/Tulsa, OK

Rivers/Stephens
 ZZ TOP
 SERGIO MENDES
 TINA TURNER
 HUMAN LEAGUE
 KENNY LOGGINS
 Hottest:
 NIGHT RANGER 1-1
 STEVE PERRY 2-2
 DURAN DURAN 6-3
 JERMAINE JACKSON 10-9
 CULTURE CLUB 15-11

KELI/Tulsa, OK

Myers/Michaels
 RAY PARKER JR.
 GENESIS
 GO GO'S
 RATT (dp)
 Hottest:
 CYNDI LAUPER 2-1
 DURAN DURAN 4-2
 LAURA BRANIGAN 7-5
 POINTER SISTERS 16-8
 BILLY IDOL 18-11

KEYN-FM/Wichita, KS

Taylor/Brown
 ELTON JOHN
 ROBIN GIBB
 KENNY LOGGINS
 RAY PARKER JR.
 SERGIO MENDES
 TINA TURNER
 Hottest:
 NIGHT RANGER 3-1
 HUEY LEWIS & NEWS 4-2
 RENO & WILSON 13-9
 BRUCE SPRINGSTEEN 15-10
 CHICAGO 21-15

WHOT/Youngstown

Dick Thompson
 RAY PARKER JR.
 KENNY LOGGINS
 TRACEY ULLMAN
 DEF LEPPARD (dp)
 TALK TALK (dp)
 GO GO'S
 BURTON & JUDE
 Hottest:
 CYNDI LAUPER 1-1
 STEVE PERRY 2-2
 BRUCE SPRINGSTEEN 12-6
 BILLY IDOL 23-15
 RENO & WILSON 32-25

WYFM/Youngstown

Jeff Tobin
 none
 Hottest:
 STEVE PERRY 1-1
 DURAN DURAN 2-2
 NIGHT RANGER 4-3
 BRUCE SPRINGSTEEN 7-5
 HUEY LEWIS & NEWS 17-14

KFYR/Bismarck, ND

Brannen/Hardt
 ORION THE HUNTER
 JUICE NEWTON
 TRACEY ULLMAN
 Hottest:
 STEVE PERRY 1-1
 CYNDI LAUPER 5-2
 RENO & WILSON 11-8
 DURAN DURAN 14-9
 JERMAINE JACKSON 15-10

WBNO/Bloomington, IL

Justin/Robbins
 ELTON JOHN
 RED RIDER (dp)
 TONY CAREY (dp)
 HUMAN LEAGUE (dp)
 Hottest:
 CYNDI LAUPER 2-2
 DURAN DURAN 4-3
 HUEY LEWIS & NEWS 5-4
 JERMAINE JACKSON 8-5
 POINTER SISTERS 9-7

WSWB/Bloomington, IN

John Heimann
 FACE TO FACE
 PAUL YOUNG
 PEABO BRYSON
 ROBIN GIBB
 JUICE NEWTON
 ORION THE HUNTER
 HUMAN LEAGUE
 Hottest:
 STEVE PERRY 1-1
 CYNDI LAUPER 3-2
 MADONNA 10-8
 CULTURE CLUB 21-17
 BRUCE SPRINGSTEEN 26-21

99KQ/Salina, KS

Denny Collier
 none
 Hottest:
 DENIECE WILLIAMS 1-1
 NIGHT RANGER 2-2
 CYNDI LAUPER 3-3
 DURAN DURAN 5-5
 HUEY LEWIS & NEWS 10-10

WCIL-FM/Carbondale, IL

Tony Waitkus
 ROD STEWART
 RATT (dp)
 OLLIE & JERRY (dp)
 EURYTHMICS
 VAN STEPHENSON
 KENNY LOGGINS
 Hottest:
 NIGHT RANGER 1-1
 STEVE PERRY 2-2
 MICHAEL JACKSON 5-5
 ROCKWELL 20-6
 RENO & WILSON 32-13

KCMQ/Columbia, MO

Dave McCormick
 PAUL YOUNG
 JUICE NEWTON
 EDDY GRANT
 BURTON & JUDE
 GO GO'S
 Hottest:
 CYNDI LAUPER 1-1
 DURAN DURAN 2-2
 JERMAINE JACKSON 10-5
 CULTURE CLUB 12-7
 POINTER SISTERS 13-6

Y94/Fargo, ND

Collins/Anderson
 ORION THE HUNTER (dp)
 TONY CAREY
 KENNY LOGGINS
 GO GO'S
 Hottest:
 CYNDI LAUPER 2-1
 DURAN DURAN 6-4
 HUEY LEWIS & NEWS 7-5
 BRUCE SPRINGSTEEN 15-13
 BILLY IDOL 16-14

KKXL-FM/Grand Forks, ND

Don Nordine
 ELTON JOHN
 OLLIE & JERRY
 SERGIO MENDES (dp)
 Hottest:
 CYNDI LAUPER 3-1
 DENIECE WILLIAMS 1-3
 DURAN DURAN 7-4
 HUEY LEWIS & NEWS 13-7
 RENO & WILSON 10-9

KRNA/Iowa City, IA

Bart Goynahor
 HUMAN LEAGUE
 OLLIE & JERRY
 GENESIS
 ROBIN GIBB
 DEF LEPPARD
 PAUL YOUNG
 TONY CAREY
 Hottest:
 HUEY LEWIS & NEWS 1-1
 CYNDI LAUPER 2-2
 JOE JACKSON 7-3
 DENIECE WILLIAMS 3-4
 DURAN DURAN 8-5

WAZY-FM/Lafayette, IN

Stacy Sparrow
 MICHAEL JACKSON
 DEF LEPPARD
 Hottest:
 TONY CAREY
 FACE TO FACE
 ORION THE HUNTER
 ROBIN GIBB
 Hottest:
 DURAN DURAN 1-1
 HUEY LEWIS & NEWS 8-4
 CHICAGO 18-14
 ROCKWELL 20-19
 ICICLE WORKS 25-24

KFRX/Lincoln

Tracy Johnson
 KENNY LOGGINS
 ZZ TOP
 FIRE, INC.
 OLLIE & JERRY
 Hottest:
 CYNDI LAUPER 2-1
 DURAN DURAN 4-3
 HUEY LEWIS & NEWS 5-4
 JERMAINE JACKSON 7-5
 POINTER SISTERS 17-10

KXSS/Lincoln, NE

Dean Lambert
 ELTON JOHN
 CHRISTINE MCVIE
 CARS
 BURTON & JUDE (dp)
 ROCKWELL (dp)
 GENESIS
 Hottest:
 STEVE PERRY 1-1
 CYNDI LAUPER 4-2
 NIGHT RANGER 3-3
 MADONNA 15-8
 BILLY IDOL 29-14

KKLS-FM/Rapid City, SD

Sherwin/Piper
 RICK SPRINGFIELD
 WANG CHUNG
 SURVIVOR
 ELTON JOHN
 Hottest:
 STEVE PERRY 1-1
 HUEY LEWIS & NEWS 3-3
 DURAN DURAN 10-6
 CARS 16-12
 CHICAGO 20-14

99KQ/Salina, KS

Denny Collier
 none
 Hottest:
 DENIECE WILLIAMS 1-1
 NIGHT RANGER 2-2
 CYNDI LAUPER 3-3
 DURAN DURAN 5-5
 HUEY LEWIS & NEWS 10-10

KIKI/Honolulu, HI

Kong/Shahido
 KENNY LOGGINS
 KOOL & THE GANG
 RAY PARKER JR.
 ALAN PARSONS
 VAN HALEN
 Hottest:
 DENIECE WILLIAMS 1-1
 STEVE PERRY 3-2
 KRUSH 9-5
 DURAN DURAN 13-11
 RENO & WILSON 27-17

KKRC/Sioux Falls

Dan Kieley
 ROD STEWART
 WANG CHUNG
 COREY HART
 ALAN PARSONS
 ELTON JOHN
 RICK SPRINGFIELD
 Hottest:
 CYNDI LAUPER 1-1
 DURAN DURAN 3-2
 HUEY LEWIS & NEWS 5-4
 VAN STEPHENSON 9-8
 CARS 28-18

KWTO-FM/Springfield, MO

Bob Hammond
 ROBIN GIBB
 KENNY LOGGINS
 DEF LEPPARD (dp)
 RAY PARKER JR.
 Hottest:
 CYNDI LAUPER 2-1
 HUEY LEWIS & NEWS 3-2
 JERMAINE JACKSON 5-3
 LAURA BRANIGAN 11-5
 DURAN DURAN 12-6

WBPT/Stevens Point

Bouley/Tracy
 PRINCE
 GENESIS
 TINA TURNER
 KENNY LOGGINS
 PEABO BRYSON
 Hottest:
 CYNDI LAUPER 1-1
 DURAN DURAN 3-2
 SCORPIONS 4-3
 SLADE 7-2
 HUEY LEWIS & NEWS 10-6

KDVV/Topeka, KS

Tony Stewart
 SERGIO MENDES
 EDDY GRANT
 ROBIN GIBB
 KENNY LOGGINS
 TONY CAREY
 Hottest:
 HUEY LEWIS & NEWS 3-1
 CYNDI LAUPER 4-2
 BRUCE SPRINGSTEEN 26-9
 ROD STEWART 29-17
 JEFFERSON STARSHI 28-20

KFMW/Waterloo, IA

Mark Potter
 KENNY LOGGINS
 TRACEY ULLMAN
 GO GO'S
 OLLIE & JERRY (dp)
 GENESIS
 FACE TO FACE
 Hottest:
 DURAN DURAN 1-1
 CULTURE CLUB 20-8
 BILLY IDOL 25-16
 BRUCE SPRINGSTEEN 29-22
 CARS 34-26

WEST PARALLEL TWO

13K/Bakersfield, CA

Simon/Ryan
 WANG CHUNG
 PRINCE
 PEABO BRYSON
 Hottest:
 STEVE PERRY 2-1
 CYNDI LAUPER 3-2
 VAN HALEN 6-5
 HUEY LEWIS & NEWS 8-6
 LAURA BRANIGAN 9-7

KKXX/Bakersfield, CA

Squires/Kemper
 RATT (dp)
 ELTON JOHN
 KENNY LOGGINS
 MICHAEL JACKSON
 Hottest:
 CYNDI LAUPER 2-1
 DURAN DURAN 4-2
 HUEY LEWIS & NEWS 5-3
 LAURA BRANIGAN 6-4
 RENO & WILSON 18-15

KQXR/Bakersfield

Bob Harlow
 ELTON JOHN
 RATT (dp)
 KENNY LOGGINS
 TRACEY ULLMAN
 GO GO'S
 SURVIVOR
 Hottest:
 DURAN DURAN 1-1
 BILLY IDOL 3-2
 POINTER SISTERS 4-3
 ZZ TOP 27-12
 PRINCE 33-20

KKFM/Colorado Springs, CO

Finney/Ryan
 ELTON JOHN
 EDDY GRANT
 RAY PARKER JR.
 ROBIN GIBB
 DEF LEPPARD (dp)
 JUICE NEWTON (dp)
 Hottest:
 NIGHT RANGER 1-1
 JERMAINE JACKSON 6-5
 BRUCE SPRINGSTEEN 14-9
 POINTER SISTERS 17-11
 RENO & WILSON 23-13

KIKI/Honolulu, HI

Kong/Shahido
 KENNY LOGGINS
 KOOL & THE GANG
 RAY PARKER JR.
 ALAN PARSONS
 VAN HALEN
 Hottest:
 DENIECE WILLIAMS 1-1
 STEVE PERRY 3-2
 KRUSH 9-5
 DURAN DURAN 13-11
 RENO & WILSON 27-17

KMGX/Fresno, CA

Carey Edwards
 KENNY LOGGINS
 DEF LEPPARD
 ROGER
 TINA TURNER
 KOOL & THE GANG
 TRACEY ULLMAN
 ELTON JOHN
 ZZ TOP
 COREY HART
 ROBIN GIBB
 NIK KERSHAW
 Hottest:
 CYNDI LAUPER 2-1
 MADONNA 4-2
 BILLY IDOL 6-4
 PRINCE 22-8
 RENO & WILSON 23-14

KYNO-FM/Fresno

Walker/Davis
 CHICAGO
 SERGIO MENDES
 TINA TURNER
 BILLY JOEL
 SLADE
 PEABO BRYSON (dp)
 TEDDY PENDERGRASS (dp)
 ALAN PARSONS
 Hottest:
 STEVE PERRY 2-1
 CYNDI LAUPER 4-2
 POINTER SISTERS 6-4
 HUEY LEWIS & NEWS 8-5
 SCORPIONS 10-7

KOMO/Honolulu, HI

Kimo Akane
 KENNY LOGGINS
 GO GO'S
 RAY PARKER JR.
 TONY CAREY
 ORION THE HUNTER
 JUICE NEWTON
 Hottest:
 DENIECE WILLIAMS 2-1
 MADONNA 3-2
 STEVE PERRY 4-3
 JERMAINE JACKSON 5-4
 DURAN DURAN 7-6

KLUC/Las Vegas, NV

Dave Anthony
 BON JOVI
 RAY PARKER JR.
 JUICE NEWTON
 KENNY LOG

New & Active Parallels Continued

PARALLELS SIGNIFICANT ACTION

SONGS WITH LESS THAN 50 STATION REPORTS

Y

PAUL YOUNG Love Of The... (Columbia) LP: No Parlez. Regional 105/19 44% National Summary Reach UP 20 DEBUTS 13 SAME 53 DOWN 0 ADDS 19

Z

ZZ TOP Legs (WB) LP: Eliminator. Regional 207/15 87% National Summary Reach UP 144 DEBUTS 23 SAME 25 DOWN 0 ADDS 15

CHRISTOPHER CROSS A Chance For Heaven (Columbia) LP: Music Of XXIIIrd Olympiad

ALABAMA When We Make Love (RCA) LP: Roll On

ALABAMA When We Make Love (RCA) LP: Roll On

BAR-KAYS Freak Show On... (Mercury/Pg) LP: Dangerous

CHRISTOPHER CROSS A Chance For Heaven (Columbia) LP: Music Of XXIIIrd Olympiad

SHEILA E. The Glamorous Life (WB) LP: The Glamorous Life

FIRE, INC. Tonight Is What... (MCA) LP: Soundtrack Streets Of Fire

GENESIS Taking It All Too Hard (Atlantic) LP: Genesis

ROGER GLOVER The Mask (21/PolyGram) LP: Mask

GO-GO's Turn To You (IRS/A&M) LP: Talk Show

MOTLEY CRUE Too Young To Fall... (Elektra) LP: Shout At The Devil

NEWCLEUS Jam On It (Sunnyview)

TEDDY PENDERGRASS Hold Me (Asylum) LP: Love Language

RATT Round And Round (Atlantic) LP: Out Of The Cellar

RED RIDER Young Thing... (Capitol) LP: Breaking Curfew

PAMALA STANLEY Coming Out Of Hiding (TSR)

SURVIVOR The Moment... (Casablanca/Pg) LP: Soundtrack The Karate Kid

TALK TALK Such A Shame (EMI America) LP: It's My Life

TRACEY ULLMAN Breakaway (MCA) LP: You Broke My Heart...

A

F

M

S

N

G

P

T

R

U

B

C

E

P3

P3

P3

P3

P3

P3

P3

P3

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.

COREY HART

Sunglasses At Night (EMI America)

71% of our reporters on it. Moves: Up 29, Debuts 42, Same 75, Down 0, Adds 24 including WHTT, WBLI, 94Q, B97, Q105, WCZY, KWSS. Complete airplay in Parallels.

BREAKERS

ELTON JOHN

Sad Songs (Say So Much) (Geffen)

86% of our reporters on it. Moves: Up 20, Debuts 66, Same 48, Down 0, Adds 70 including WBLI, Q107, WAVA, KAFM, WHYT, KPKE, KPLUS. See Parallels, debuts at number 38 on the CHR chart.

OLLIE & JERRY

Breakin' (There's No Stoppin' Us) (Polydor/PolyGram)

71% of our reporters on it. Moves: Up 30, Debuts 64, Same 45, Down 0, Adds 30 including WBEN-FM, WASH, 93FM, WGCL, WCZY, KZZP, FM102, KWSS. See Parallels, debuts at number 39 on the CHR chart.

NEW & ACTIVE

EDDY GRANT "Romancing The Stone" (Portrait/CBS) 116/24

Moves: Up 27, Debuts 19, Same 46, Down 0, Adds 24 including Z93, WCZY, KBEQ, KIMN, Q103, KZZP, KRQ, WXKS-FM 32-29, WHYT 20-14, WRCK 38-34, WFMI 39-35, K107 40-37, KIKI 26-21, WJBO 30-26, KGHO 40-37.

SERGIO MENDES "Alibis" (A&M) 114/21

Moves: Up 20, Debuts 15, Same 57, Down 1, Adds 21 including Q103, KITS, KNBQ, WYCR, WANS-FM, WEBC, KEYN-FM, KYNO-FM, WIKZ, Q104, KKXL-FM, KDVV, KYA, KKAZ, KSLY.

ROCKWELL "Obscene Phone Caller" (Motown) 114/14

Moves: Up 50, Debuts 12, Same 37, Down 1, Adds 14, WPHD, 94Q, KAFM, KOPA, WMAR, WBCY, KITE, WRQK, K96, 13FEA, WJBO, KQIZ-FM, WPFM, KXSS, Z93 29-20.

ROBIN GIBB "Boys Do Fall In Love" (Mirage/Atco) 107/37

Moves: Up 7, Debuts 14, Same 49, Down 0, Adds 37 including CKOI, WCZY, Q103, K104, 94TYX, WSFL, KLIK, KJ103, KKFM, KMGX, KTKT, 103CIR, WGLF, WBWB, KDZA.

TINA TURNER "What's Love Got To Do With It" (Capitol) 107/32

Moves: Up 16, Debuts 9, Same 50, Down 0, Adds 32 including WBLI, CFTR, Y100, Q105, Q103, FM102, XTRA, KNBQ, WTIC-FM, KITE, KEYN-FM, K96, WQCM, WSPT, KSLY.

KENNY LOGGINS "I'm Free (Heaven Helps...)" (Columbia) 106/99

Moves: Up 3, Debuts 1, Same 2, Down 1, Adds 99 including B104, WPHD, WCAU-FM, B94, WHTX, 94Q, Z93, B96, WGL, WKT, KIMN, KPKE, KZZP, XTRA, KWSS, KPLUS.

PAUL YOUNG "Love Of The Common People" (Columbia) 105/19

Moves: Up 20, Debuts 13, Same 53, Down 0, Adds 19 including PRO-FM, KZZP, KITS, WFLY, WJZR, KSET-FM, WZYP, WQUT, G100, KROK, KRQ, WIKZ, KRNA, KGHO, KOZE.

BON JOVI "She Don't Know Me" (Mercury/PolyGram) 100/19

Moves: Up 12, Debuts 21, Same 48, Down 0, Adds 19 including WHYT, KWSS, KXX106, WZLD, KSET-FM, KBFM, KLUC, KDON-FM, KRSP, WGUY, WZYQ, WISE, WPFM, KGOT, KTRS.

PEABO BRYSON "If Ever You're In My Arms Again" (Elektra) 97/20

Moves: Up 33, Debuts 10, Same 34, Down 0, Adds 20 including B94, PRO-FM, Z93, KAFM, KBEQ, FM102, Q100, WGF, WKFM, WNOK-FM, KX104, WSFL, 13K, KRQ, WSPT.

JUICE NEWTON "A Little Love" (RCA) 90/29

Moves: Up 2, Debuts 10, Same 49, Down 0, Adds 29 including WXKS-FM, WCAU-FM, WGL, XTRA, WYCR, FM106, WFM, WBCYU, KBFM, KKFM, KLUC, KHYT, 103CIR, KTDY, KCMQ.

TONY CAREY "The First Day Of Summer" (MCA) 83/46

Moves: Up 2, Debuts 4, Same 31, Down 0, Adds 46 including WXKS-FM, WCAU-FM, Z93, KNBQ, Q100, WKEE, 98PXY, KXX106, KX104, WRQN, KSKD, WIGY, WXLK, WNBQ, KSLY.

MICHAEL JACKSON "Farewell My Summer Love" (Motown) 81/15

Moves: Up 36, Debuts 13, Same 17, Down 0, Adds 15, WHTT, CKOI, Z100, WCZY, KITS, K104, WLAN-FM, G100, KXX, WFBG, WERZ, OK100, 95XIL, WIXV, WAZY-FM.

PSYCHEDELIC FURS "The Ghost In You" (Columbia) 71/6

Moves: Up 15, Debuts 4, Same 45, Down 1, Adds 6, KITS, WYCR, KDFM, KDON-FM, WTSN, KNOE-FM, WXKS-FM 33-22, XTRA 40-37, WRCK 33-30, WOKI 40-33, KRGV 40-34, KO93 37-32, WJBO 36-34, WAEV 22-19, KIST 35-32.

FACE TO FACE "10-9-8" (Epic) 69/20

Moves: Up 9, Debuts 5, Same 35, Down 0, Adds 20 including WPHD, WCAU-FM, KUBE, WNYS, WKEE, WGF, WJZR, KAMZ, WZYP, WZPL, KJ103, KILE, WBWB, KFMW, KSLY.

JENNY BURTON & PATRICK JUDE "Strangers In A Strange World" (Atlantic) 64/32

Moves: Up 1, Debuts 3, Same 28, Down 0, Adds 32 including WCAU-FM, FM102, WFLY, WYCR, WHTF, WZLD, WFMI, WHOT-FM, KDON-FM, KHYT, WQCM, WFOX, KXSS, KGOT, KBIM.

HUMAN LEAGUE "The Lebanon" (A&M) 64/30

Moves: Up 1, Debuts 3, Same 30, Down 0, Adds 30 including WCAU-FM, K104, WKFM, KZZB, WANS-FM, WRNO, KMGK, WKFR, KDON-FM, WZON, WQCM, WCGQ, KILE, KRNA, KOZE.

RAY PARKER JR. "Ghostbusters" (Arista) 57/57

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 57 including WHTX, Y100, B96, KMJK, FM102, FM106, KTFM, KMGK, WHOT-FM, KHOP, KTKT, 103CIR, WISE, WGLF, KCBN.

MOST ADDED

KENNY LOGGINS (99)
I'm Free (Heaven Helps...) (Columbia)
ELTON JOHN (70)
Sad Songs (Say So Much) (Geffen)
RAY PARKER JR. (57)
Ghostbusters (Arista)
GO-GO'S (48)
Turn To You (IRS/A&M)
TONY CAREY (46)
The First Day Of Summer (MCA)
ROBIN GIBB (37)
Boys Do Fall In Love (Mirage/Atco)

HOTTEST

DURAN DURAN (147)
The Reflex (Capitol)
CYNDI LAUPER (137)
Time After Time (Portrait/CBS)
HUEY LEWIS & THE NEWS (101)
Heart Of Rock & Roll (Chrysalis)
MIKE RENO & ANN WILSON (70)
Almost Paradise (Columbia)
BRUCE SPRINGSTEEN (68)
Dancing In The Dark (Columbia)
LAURA BRANIGAN (62)
Self Control (Atlantic)

DEF LEPPARD "Bringin' On The Heartbreak" (Mercury/PolyGram) 56/24

Moves: Up 4, Debuts 11, Same 17, Down 0, Adds 24 including WKT, WSPK, WQID, WZLD, WFM, KTFM, 92X, WRQN, KMGX, WIKZ, KQIZ-FM, WHSL, WAZY-FM, KGOT, KSLY.

LaTOYA JACKSON "Heart Don't Lie" (Private I/CBS) 55/2

Moves: Up 15, Debuts 4, Same 32, Down 2, Adds 2, WRQN, WCGQ, B104 on, WASH 30-27, Z93 d-34, Y100 25-21, Q105 on, XTRA 18-17, WMAR 35-32, WKFM 25-22, WOKI 32-29, KTFM 17-15, KMGX 36-30, KYNO-FM 27-20, KIKI 28-25.

ORION THE HUNTER "So You Ran" (Portrait/CBS) 52/15

Moves: Up 8, Debuts 3, Same 26, Down 0, Adds 15, PRO-FM, WNYS, WKEE, 98PXY, KZZB, WANS-FM, WRQN, KQMQ, WJAD, KFYR, WBWB, Y94, WAZY-FM, KDZA, KSLY.

SIGNIFICANT ACTION

GO-GO'S "Turn To You" (IRS/A&M) 48/48

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 48 including WPHD, Z93, KMJK, XTRA, KPLUS, Q100, WKEE, 98PXY, WKRZ-FM, WZYP, KBFM, KLI, WHOT-FM, KQXR, KHOP.

FIRE, INC. "Tonight Is What It Means To Be Young" (MCA) 37/5

Moves: Up 2, Debuts 1, Same 29, Down 0, Adds 5, 93FM, I95, KSET-FM, WJXQ, KFRX, WPHD on, WNYS d-39, K104 31-21, WRCK on, WFMI on, KQXR on, OK100 40-29.

RATT "Round And Round" (Atlantic) 32/23

Moves: Up 2, Debuts 3, Same 4, Down 0, Adds 23 including WCAU-FM, 93FM, WLAN-FM, WKRZ-FM, WHTF, KZZB, WQID, WJZR, WZLD, Z99, KLI, KXX, KQXR, KLUC, WOMP-FM.

TRACEY ULLMAN "Breakaway" (MCA) 30/30

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 30 including WHTX, CHUM, Q100, WKEE, KITE, WOKI, KRGV, WRNO, KTFM, KLIK, WHOT-FM, KQXR, KMGX, K96.

RED RIDER "Young Thing, Wild Dreams (Rock Me)" (Capitol) 29/22

Moves: Up 0, Debuts 0, Same 7, Down 0, Adds 22 including WPHD, WCAU-FM, CFTR, 93FM, WRCK, WKRZ-FM, WHTF, WJZR, WZLD, WOKI, WJXQ, WRKR, WGUY, WISE, KBIM.

GENESIS "Taking It All Too Hard" (Atlantic) 27/22

Moves: Up 1, Debuts 2, Same 2, Down 0, Adds 22 including WHTX, WLS, WLS-FM, KC101, FM100, WABB-FM, WGRD, Z104, KJ103, WRKR, KLI, 103CIR, OK100, WHSL, KXSS.

SURVIVOR "Moment Of Truth" (Casablanca/PolyGram) 26/26

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 26 including WXKS-FM, PRO-FM, Y100, B96, WHYT, Q100, WLAN-FM, WPST, WKRZ-FM, WBBQ, WOKI, KITY, KMGK, WZPL, KQXR.

TEDDY PENDERGRASS "Hold Me" (Asylum) 22/12

Moves: Up 1, Debuts 3, Same 6, Down 0, Adds 12, WKBW, WCAU-FM, WASH, WHYT, WKEE, KROK, KYNO-FM, KHYT, WJBO, KILE, KNOE-FM, KDZA, WXKS-FM d-36, I95 d-26, KO93 34-33.

BAR-KAYS "Freak Show On The Dance Floor" (Mercury/PolyGram) 21/2

Moves: Up 8, Debuts 2, Same 9, Down 0, Adds 2, KITS, WRVQ, WXKS-FM 35-31, Q107 29-26, WASH 24-23, I95 on, WHYT 25-23, FM102 11-9, 94TYX 28-23, 13K 31-29, KHYT d-29, WGLF d-29, KCAQ 14-13.

ALABAMA "When We Make Love" (RCA) 18/2

Moves: Up 10, Debuts 1, Same 5, Down 0, Adds 2, WBBQ, WIKZ, WKBW 28-23, WFMF 27-20, WQID 40-39, WRQK 17-10, KITY 35-32, KTFM 9-7, KROK 30-24, 103CIR 14-9, WFOX d-40, WGLF 11-10.

SHEILA E. "The Glamorous Life" (WB) 17/12

Moves: Up 0, Debuts 1, Same 4, Down 0, Adds 12, WBBQ, KXX106, WNOK-FM, WZYP, WSFL, KTFM, Z104, WJAD, WCGQ, Q104, WGLF, KCDQ, KAMZ on, KRGV on, KMGX on.

MOTLEY CRUE "Too Young To Fall In Love" (Elektra) 17/2

Moves: Up 2, Debuts 1, Same 12, Down 0, Adds 2, KITE, WRNO, Z100 on, WRCK 14-13, WABB-FM d-29, WJXQ 36-26, WRQN on, KRSP on, WZON on, KCDQ on.

CHRISTOPHER CROSS "A Chance For Heaven" (Columbia) 16/16

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 16 including WCAU-FM, Z93, WMAR, FM106, WHTF, KXX106, Z98, KMGK, WZPL, WKFR, WRQN, WJAD, Q101, WXLK, KOZE.

ROGER GLOVER "The Mask" (21/PolyGram) 12/12

Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 12, WPHD, K104, WRCK, WOKI, WFMI, WJXQ, OK100, Q101, WIXV, WGLF, WHSL, KCDQ.

PAMALA STANLEY "Coming Out Of Hiding" (TSR) 12/2

Moves: Up 1, Debuts 1, Same 7, Down 1, Adds 2, WFLY, KTRS, WXKS-FM on, WFMI on, KMGK on, 13K on, KQXR d-40, WCIL-FM 28-26, KBIM on.

TALK TALK "Such A Shame" (EMI America) 11/11

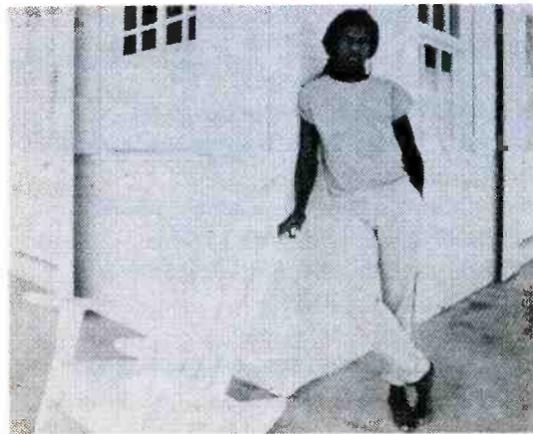
Moves: Up 0, Debuts 0, Same 0, Down 0, Adds 11, WPHD, WRCK, WANS-FM, KTFM, KMGK, WHOT-FM, WERZ, WJAD, WGLF, KCDQ, KHTX.

NEWCLEUS "Jam On It" (Sunnyview) 11/7

Moves: Up 2, Debuts 1, Same 1, Down 0, Adds 7, WPLJ, WMAR, WRVQ, WRKR, WGUY, WERZ, 13FEA, WXKS-FM 25-21, Z100 d-30, I95 20-18, WFLY on.

New & Active includes songs reported by at least 50 of our CHR reporters. Significant Action includes songs reported by fewer than 50 but at least 10 of our CHR reporters. The two numbers following the artist/title (label) designation indicate the total number of stations reporting the record this week and, of those, how many added it for the first time this week. Moves indicate the type of activity this week; Up for upward chart movement, Same for sideways or continued uncharted activity, Down for downward chart activity, and Adds for the number of stations adding it this week. Following these numbers is a sampling of individual station activity. Complete activity can be found in the Parallels.

E/P/A HITS HARD AT CHR!



EDDY GRANT "Romancing The Stone"

ON MTV

CHR NEW & ACTIVE

Now On Over 120 Stations!

AOR Tracks: 34

AOR Albums: 33

WXKS-FM 32-29	B96 33	Q103 add	KNBQ deb 39	KIHK add	KTDY add
WPHD 35	WGCL 25	KOPA on	FM106 add	KKFM add 35	Q101 add
WCAU-FM 18	WCZY add	KZZP add	WPST add	KIKI 26-21	WAEV add
PRO-FM on	WHYT 20-14	FM102 on	WBCY add	KRQ add	KCMQ add
Z93 add	KBEQ add 29	XTRA deb 36	G100 add 40	WIKZ add	KDVV add
93FM 23	KIMN add	KITS on	KRGV add	KISR 28-18	KYYA add
					KCDQ 35-29
					KSLY add

Portrait



FACE TO FACE "10-9-8"

ON MTV

CHR NEW & ACTIVE

Now On Over 70 Stations!

Billboard
Dance Chart: 10

WHTT 32-25	WKDD 31	WJBQ 32
WXKS-FM 16-14	WGRD 37	WHS� deb 35
FM102 30-24	WTSN deb 38	KCDQ deb 39
KPLUS 39-35	WERZ 36-32	KZOZ 40
WSPK deb 34	WQCM deb 40	<i>Epic</i>
KTFM 40-37	13FEA 25	

ADDED THIS WEEK:

WPHD	WKEE	WSSX	WZPL
WCAU-FM	98PXY	WJZR	KJ103
KUBE	WGFM	KAMZ	KILE
WNYS	WHTF	WZYP	KSLY
WTIC-FM	WBWB	KFMW	WAZY-FM



ORION THE HUNTER "So You Ran"

Debuts June 10
On MTV!

CHR NEW & ACTIVE

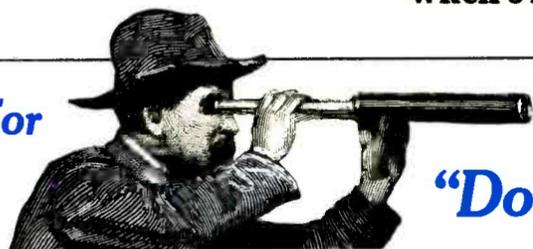
AOR Tracks: #17

AOR Albums: #20

WXKS-FM deb 38	KZZB add	KKQV 39-35	WKFM	KHOP	WBNQ
WPHD 39-36	WANS-FM add	KFYR add	WKRZ-FM	WGUY	KFMW
WCAU-FM on	WKDD 39	WBWB add	WHTF	WIGY	KCDQ
PRO-FM add	WZPL deb 27	Y94 add	WZLD	WERZ	KBIM
WGCL 26	WJXQ 30-25	WAZY-FM add	WOKI	WJBQ	
WNYS add	KQXR 34-30	KOZE 8-7	WFMI	WSQV	
WKEE add	KQMQ add	KDZA add	KTFM	KQIZ-FM	
98PXY add	13FEA deb 30	KSLY add	KELI	Q101	
WRCK 34-27	WJAD add	KZOZ 34	WHOT-FM	WPFM	
	WRQN add		KLUC	WHS�	

Portrait

Watch For



RANDY BELL'S DEBUT RELEASE

Epic

"Don't Do Me" On Your Desk This Week

DISTRIBUTED BY CBS RECORDS

Contemporary Hit Radio

Three Weeks	Two Weeks	Last Week	
3	3	1	1 CYNDI LAUPER/Time After Time (Portrait/CBS)
7	5	4	2 DURAN DURAN/The Reflex (Capitol)
10	6	6	3 HUEY LEWIS & THE NEWS/Heart Of Rock & Roll (Chrysalis)
2	2	2	4 STEVE PERRY/Oh Sherrie (Columbia)
16	10	8	5 LAURA BRANIGAN/Self Control (Atlantic)
15	9	7	6 JERMAINE JACKSON/Tell Me I'm Not Dreaming... (Arista)
1	1	3	7 DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
4	4	5	8 NIGHT RANGER/Sister Christian (Camel/MCA)
22	14	11	9 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
27	19	12	10 CULTURE CLUB/It's A Miracle (Virgin/Epic)
-	25	17	11 BRUCE SPRINGSTEEN/Dancing In The Dark (Columbia)
38	23	14	12 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
21	17	14	13 JOE JACKSON/You Can't Get What You Want... (A&M)
34	21	15	14 BILLY IDOL/Eyes Without A Face (Chrysalis)
18	15	13	15 MADONNA/Borderline (Sire/WB)
11	8	9	16 VAN HALEN/I'll Wait (WB)
29	22	19	17 CHICAGO/Stay The Night (WB)
25	20	18	18 SLADE/Run Runaway (CBS Associated)
8	7	10	19 IRENE CARA/Breakdance (Network/Geffen)
37	30	23	20 EURYTHMICS/Who's That Girl (RCA)
35	32	24	21 VAN STEPHENSON/Modern Day Delilah (MCA)
-	38	30	22 CARS/Magic (Elektra)
-	-	32	23 ZZ TOP/Legs (WB)
-	36	31	24 WANG CHUNG/Dance Hall Days (Geffen)
DEBUT	-	-	25 PRINCE/When Doves Cry (WB)
-	-	34	26 ROD STEWART/Infatuation (WB)
6	11	21	27 LIONEL RICHIE/Hello (Motown)
31	29	26	28 STYLE COUNCIL/My Ever Changing Moods (Geffen)
-	-	40	29 THOMPSON TWINS/Doctor! Doctor! (Arista)
30	28	27	30 CHRISTINE McVIE/Love Will Show Us How (WB)
12	13	20	31 SHALAMAR/Dancing In The Sheets (Columbia)
-	39	33	32 HOWARD JONES/What Is Love? (Elektra)
5	12	22	33 PHIL COLLINS/Against All Odds... (Atlantic)
-	-	38	34 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
-	-	39	35 DAN HARTMAN/I Can Dream About You (MCA)
-	40	36	36 ICICLE WORKS/Whisper To A Scream (Birds Fly) (Arista)
DEBUT	-	-	37 RICK SPRINGFIELD/Don't Walk Away (RCA)
BREAKER	-	-	38 ELTON JOHN/Sad Songs (Say So Much) (Geffen)
BREAKER	-	-	39 OLLIE & JERRY/Breakin' (There's No Stoppin'...) (Polydor/PG)
DEBUT	-	-	40 ALAN PARSONS PROJECT/Prime Time (Arista)

N&A Begins on Page 86

Adult / Contemporary

1	1	1	1 CYNDI LAUPER/Time After Time (Portrait/CBS)
4	2	2	2 DAN FOGELBERG/Believe In Me (Full Moon/Epic)
3	3	3	3 DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
8	5	4	4 KENNY ROGERS/Eyes That See In The Dark (RCA)
14	8	6	5 CULTURE CLUB/It's A Miracle (Virgin/Epic)
23	14	12	6 MIKE RENO & ANN WILSON/Almost Paradise (Columbia)
16	13	8	7 ANNE MURRAY/Just Another Woman In Love (Capitol)
15	11	10	8 KIM CARNES/I Pretend (EMI America)
22	19	15	9 PEABO BRYSON/If Ever You're In My Arms Again (Elektra)
2	4	5	10 BILLY JOEL/The Longest Time (Columbia)
12	10	9	11 SHAKIN' STEVENS/I Cry Just A Little Bit (Epic)
17	15	13	12 ALABAMA/When We Make Love (RCA)
-	24	19	13 LAURA BRANIGAN/Self Control (Atlantic)
21	18	16	14 MICHAEL MARTIN MURPHEY/Disenchanted (Liberty)
5	8	7	15 LIONEL RICHIE/Hello (Motown)
8	7	11	16 PHIL COLLINS/Against All Odds (Take A Look...) (Atlantic)
BREAKER	-	-	17 JOE JACKSON/You Can't Get What You Want... (A&M)
20	17	17	18 PEABO BRYSON/ROBERTA FLACK/I Just Came... (Capitol)
-	25	23	19 SERGIO MENDES/Alibis (A&M)
-	-	24	20 ALAN PARSONS PROJECT/Prime Time (Arista)
DEBUT	-	-	21 JOHNNY MATHIS/Simple (Columbia)
BREAKER	-	-	22 ELTON JOHN/Sad Songs (Say So Much) (Geffen)
7	9	14	23 JAMES INGRAM/There's No Easy Way (Qwest/WB)
BREAKER	-	-	24 JUICE NEWTON/A Little Love (RCA)
9	12	18	25 MANHATTAN TRANSFER/Mystery (Atlantic)

N&A Begins on Page 86

Three Weeks	Two Weeks	Last Week	
4	1	1	1 BRUCE SPRINGSTEEN/Dancing In... (Columbia)
1	2	2	2 CARS/Magic (Elektra)
5	4	3	3 FIXX/Deeper & Deeper (MCA)
6	5	4	4 JEFFERSON STARSHIP/No Way Out (Grunt/RCA)
10	7	6	5 BILLY IDOL/Eyes Without A Face (Chrysalis)
3	3	5	6 RUSH/Distant Early Warning (Mercury/PG)
9	8	7	7 ZZ TOP/Legs (WB)
20	13	11	8 RATT/Round And Round (Atlantic)
16	11	9	9 GREG KIHN BAND/Reunited (Beserkley/E-A)
27	15	12	10 RED RIDER/Young Thing, Wild Dreams... (Capitol)
41	19	15	11 ROD STEWART/Infatuation (WB)
23	18	14	12 VAN STEPHENSON/Modern Day Delilah (MCA)
-	40	22	13 CHRIS DeBURGH/High On Emotion (A&M)
14	12	10	14 DUKE JUPITER/Little Lady (Morocco/Motown)
31	23	19	15 CHICAGO/Stay The Night (WB)
21	20	18	16 RUSS BALLARD/Voices (EMI America)
7	9	13	17 ORION THE HUNTER/So You Ran (Portrait/CBS)
15	14	17	18 ROGER WATERS/5:01 AM (The Pros...) (Columbia)
25	24	20	19 MOTLEY CRUE/Too Young To Fall In Love (Elektra)
48	33	25	20 ROGER GLOVER/The Mask (21/PG)
11	10	16	21 JOE JACKSON/You Can't Get What You Want... (A&M)
32	30	23	22 PSYCHEDELIC FURS/The Ghost In You (Columbia)
40	31	26	23 THOMPSON TWINS/Doctor! Doctor! (Arista)
BREAKER	-	-	24 RUSH/Red Sector A (Mercury/PG)
2	6	8	25 SLADE/Run Runaway (CBS Associated)
BREAKER	-	-	26 STEVE PERRY/She's Mine (Columbia)
BREAKER	-	-	27 WHITESNAKE/Slow 'n' Easy (Geffen)
-	51	40	28 CARS/Drive (Elektra)
13	17	21	29 HUEY LEWIS & THE NEWS/The Heart Of R&R (Chrysalis)
BREAKER	-	-	30 QUIET RIOT/Mama Weer All Crazee Now (Pasha/CBS)

Complete Tracks Chart on Page 69

Black/Urban

6	3	3	1 JERMAINE JACKSON/Tell Me I'm Not... (Arista)
1	1	1	2 DENIECE WILLIAMS/Let's Hear It For The Boy (Columbia)
17	9	5	3 PATRICE RUSHEN/Feels So Real (Won't Let Go) (Elektra)
2	2	2	4 O'BRYAN/Lovelite (Capitol)
-	-	21	5 PRINCE/When Doves Cry (WB)
15	8	6	6 POINTER SISTERS/Jump (For My Love) (Planet/RCA)
19	10	8	7 R.J.'S LATEST ARRIVAL/Shackles (Golden Boy/Quality)
25	16	9	8 JOCELYN BROWN/Somebody Else's Guy (Vinyl Dreams)
28	15	10	9 CHERRELLE/I Didn't Mean To Turn You On (Tabu/CBS)
24	19	16	10 ROCKWELL/Obscene Phone Caller (Motown)
30	20	12	11 ROGER/In The Mix (WB)
5	4	4	12 CHANGE/Change Of Heart (RFC/Atlantic)
35	25	17	13 PEABO BRYSON/If Ever You're In My Arms... (Elektra)
10	7	7	14 DAZZ BAND/Swoop (I'm Yours) (Motown)
-	33	19	15 DENNIS EDWARDS/... Aphrodisiac (Gordy/Motown)
34	29	20	16 WORLD'S FAMOUS SUPREME TEAM/Hey D.J. (Island)
3	5	13	17 BAR-KAYS/Freak Show On The Dance... (Mercury/PG)
-	-	34	18 TINA TURNER/What's Love Got To Do With It (Capitol)
4	6	15	19 ONE WAY/Lady You Are (MCA)
40	30	22	20 DIVINE SOUNDS/What People Do For Money (Specific)
18	18	18	21 WINDJAMMER/Live Without Your Love (MCA)
12	11	11	22 TIMMY THOMAS/Gotta Give A Little... (Gold Mtn./A&M)
39	26	23	23 LaTOYA JACKSON/Heart Don't Lie (Private I/CBS)
32	31	24	24 EARONS/Land Of Hunger (Island)
-	37	29	25 S. LATTISAW & J. GILL/Baby It's You (Cotillion/Atco)
-	-	38	26 TEDDY PENDERGRASS/Hold Me (Asylum)
-	-	39	27 CAMEO/Talkin' Out The Side Of... (Atl. Art./PG)
16	14	14	28 MELBA MOORE/Love Me Right (Capitol)
BREAKER	-	-	29 OLLIE & JERRY/Breakin' (There's No...) (Polydor/PG)
38	32	31	30 L.J. REYNOLDS/Touch Down (Mercury/PG)
BREAKER	-	-	31 HERBIE HANCOCK/Megamix (Columbia)
BREAKER	-	-	32 WOMACK & WOMACK/Baby I'm Scared Of You (Elektra)
33	27	25	33 O'JAYS/Extraordinary Girl (Phil. Int./CBS)
DEBUT	-	-	34 SHEILA E/The Glamorous Life (WB)
13	13	27	35 NEWCLEUS/Jam On It (Sunnyview)
BREAKER	-	-	36 JOHNNY MATHIS/Simple (Columbia)
-	-	37	37 SMOKEY ROBINSON/And I Don't... (Tamla/Motown)
8	12	26	38 YARBROUGH & PEOPLES/Don't Waste... (Total Exp./RCA)
21	21	28	39 PATTI AUSTIN/Rhythm Of The Street (Qwest/WB)
9	17	30	40 LIONEL RICHIE/Hello (Motown)